

En helt vanlig dag på VisitSweden – tidigare undrade man, nu vet man, det har slagit totalt slint på hela gänget!

Our Personas PÅ SKATTEBETALARNAS BEKOSTNAD.

The result of this amazing almost five hour long meeting was five personas. Briefly described they represent:

- DINKS - Double Income couples with No Kids
- Active Family - Family with kids that enjoy active holidays
- WHOPS - Wealthy Healthy Older People
- Swedes, domestic
- Swedes, expatriates - Swedes that live abroad

We_re working on refining these now and fleshing out their _personalities_.

I_ll likely try to get some feedback from all you readers later. It would be great to see that most of you fit into one of these personas and if not, modify them accordingly.

Next meeting will be about brainstorming all the amazing services for these personas.

I can_t wait! 😊

Toni kommentar:

Det finns bara ett hopp byt ut styrelsen och VD:n skickar vd Thomas Brühl till nåt statligt verk där han gör minst skada.