

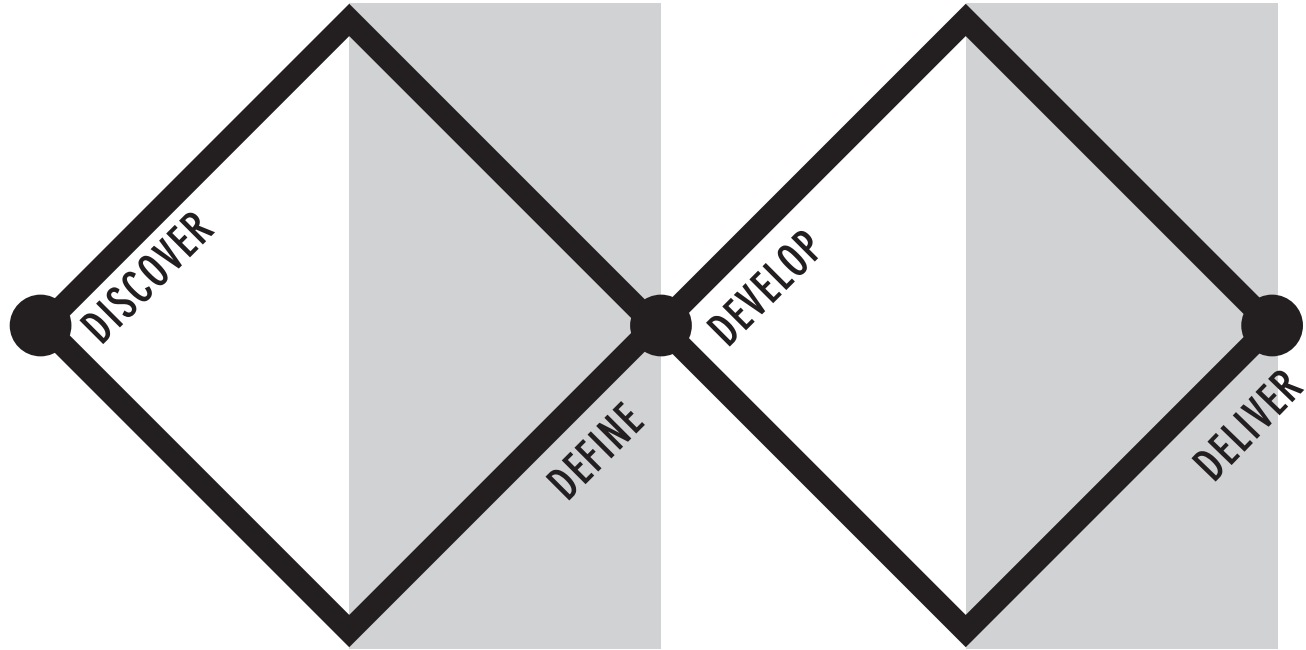
SUMMER SCHOOL

Nina Köpl | Philipp Tretter | Benedikt Lüke



Krafla, 26th of May 2018

DOUBLE DIAMOND



OVERVIEW REYKJAHLIÐ | BJARNAFLAG



OVERVIEW MAP



REYKJAHLIÐ



PERSONAS

PERSONAS



Barbara Brandl

german

36 years old

mother (2 children)

tourist

“We want to enjoy the nature without being surrounded by a bunch of tourists, that’s why we decided to sleep at campsites and visit Iceland in May instead of the summer months. It’s more easy to get in touch with locals, if you’re on your own.”

PERSONAS



Einar Sigurðsson

icelandic

53 years old

supermarket owner

“During summertime my store isn’t big enough to cope with the mass of tourists. In winter there are only a few tourists passing by. That’s why during wintertime we don’t get fresh groceries every day. The Tourism in Myvatn area should be spread throughout the year.”

PERSONAS



Þórdís Gunnarsdóttir

icelandic

42 years old

mother

Employee in tourist center and guide

“Our region is very dependent on tourism. There are many seasonal jobs, but the workers leaving during wintertime. Its difficult to build up a community, when there aren’t enough constant job opportunities. Young people and families don’t want to settle here. For shopping groceries, we must travel 100km if we want really fresh vegetables and small prices”

PERSONAS



Steven and Liz o'Connor

American

64 and 63 years old

Married couple

Tourists (group travel)

“We like to travel by using the opportunities of group travels and bus trips. You can enjoy the country without being stressed about planning your next daytrip or the evening activity. It offers us the opportunity to see a lot of different sights and areas and get to know the country while being guided from trained guides.”

LOCALS

Need Desires

- Jobs
- Fresh Fruit and Vegetables
- Vitamin D during Winter
- Social Life „ get together“
- education

Pain Points:

- Seasonal Jobs
- Expensive Food
- No community Feeling
- No profitable Tourism

TOURISTS

Need Desires

- Entertainment
- Local Feeling
- Activities in Winter
- take home experience
- unique experience
- education

Pain Points:

- expensive
- mass tourism

ENVIRONMENT

Need Desires

- undisturbed vegetation
- cleaner environment
- awareness
- sustainability

Pain Points:

- pollution
- destruction of nature

OVERVIEW MAP



BJARNAFLAG | GEOTHERMAL AREA

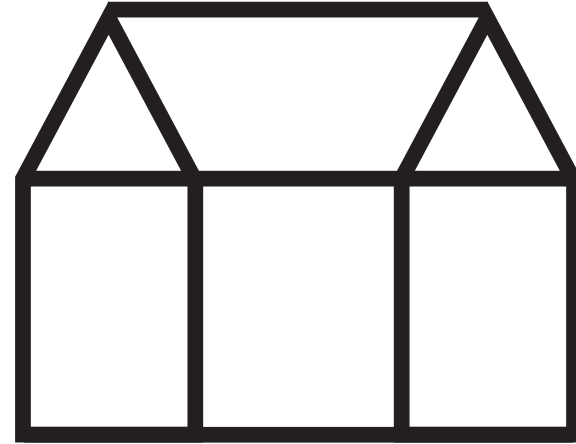


BJARNAFLAG | GEOTHERMAL AREA





GREENHOUSES

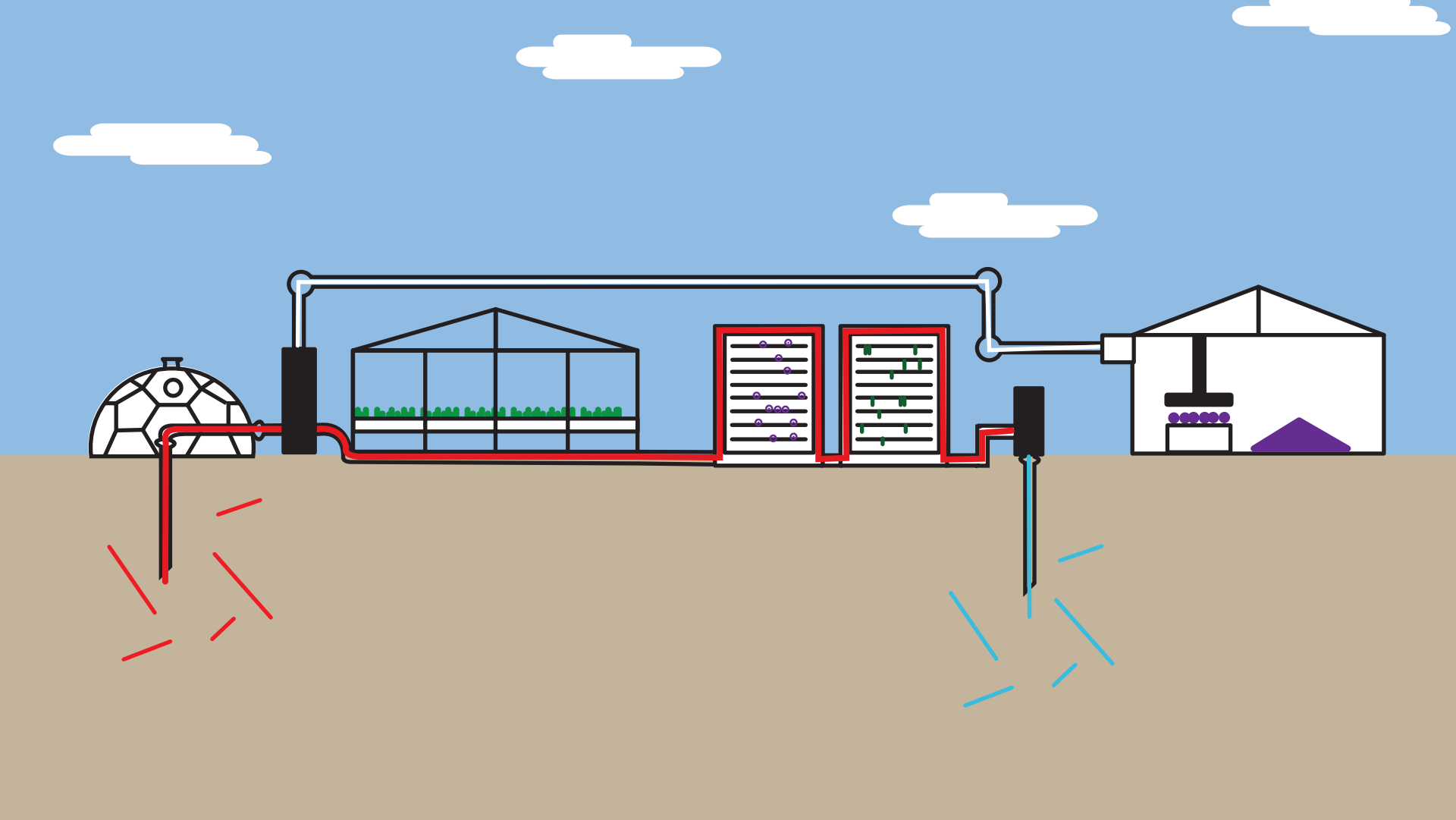


G R E E N H O U S E



FRESH FRUITS





DRIED FRUITS



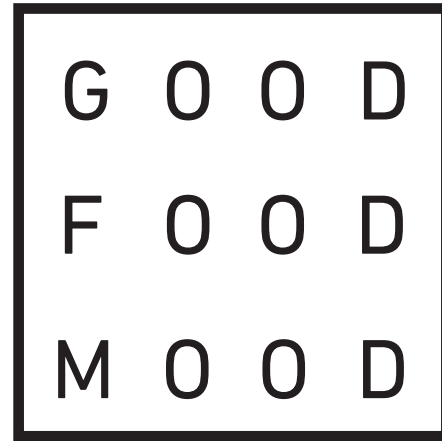
AREA 0⁶

Good Food Mood
Brewery
Good Mood Room





GOOD FOOD MOOD









PRODUCTS | SMOOTHIES



PRODUCTS | DRIED FRUITS



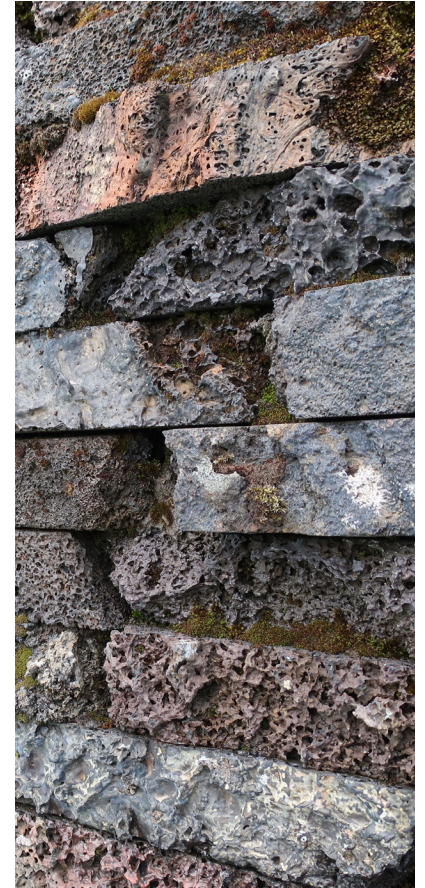
PRODUCTS | CARRY BAG



BREWERY



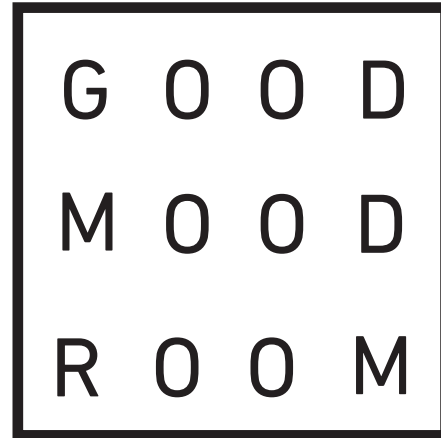








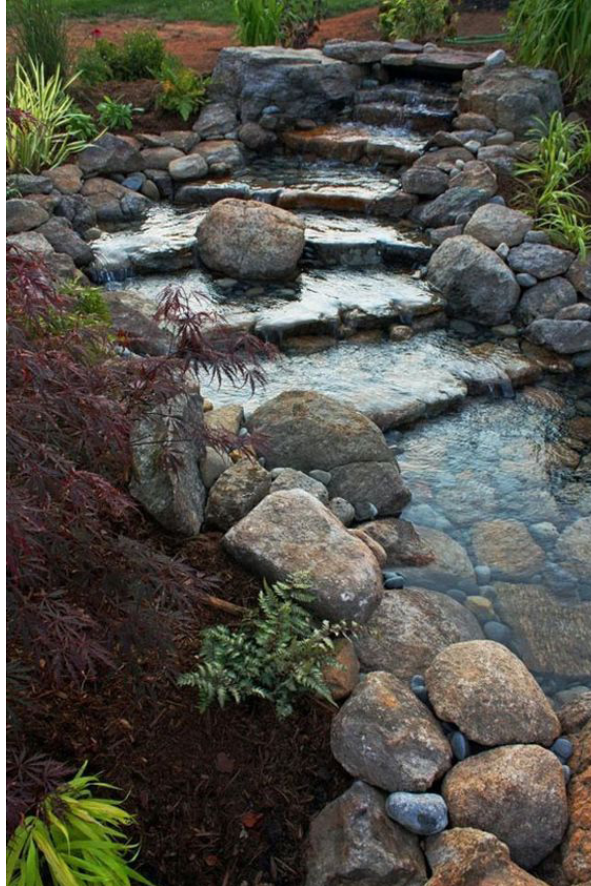
GOOD MOOD ROOM





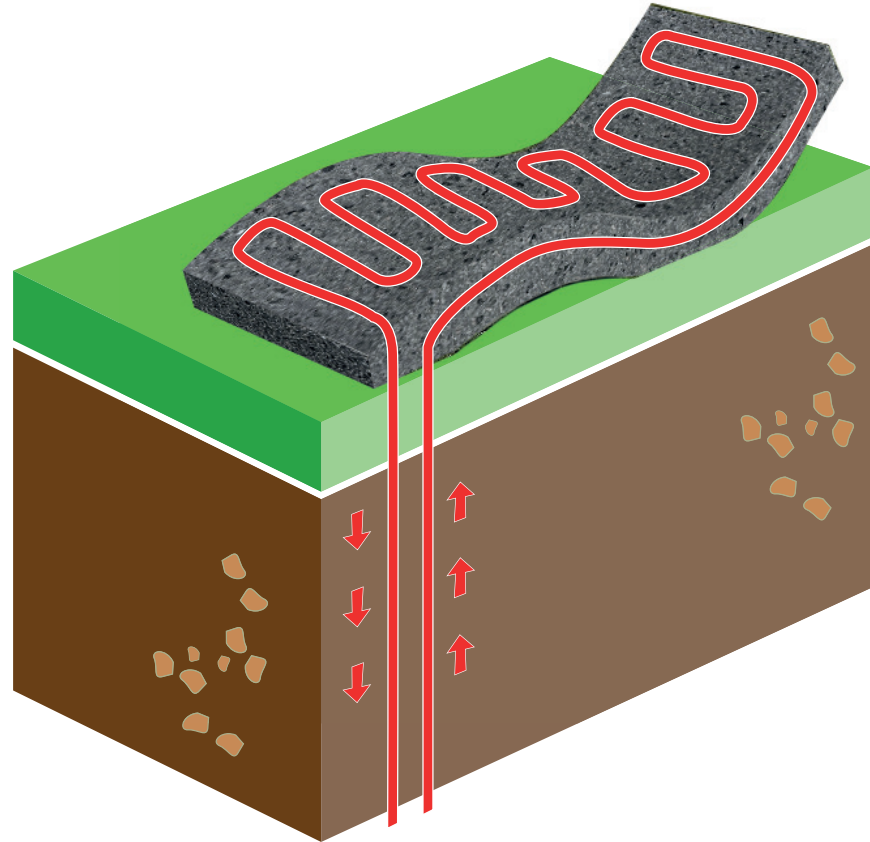


PARK





FUNCTION

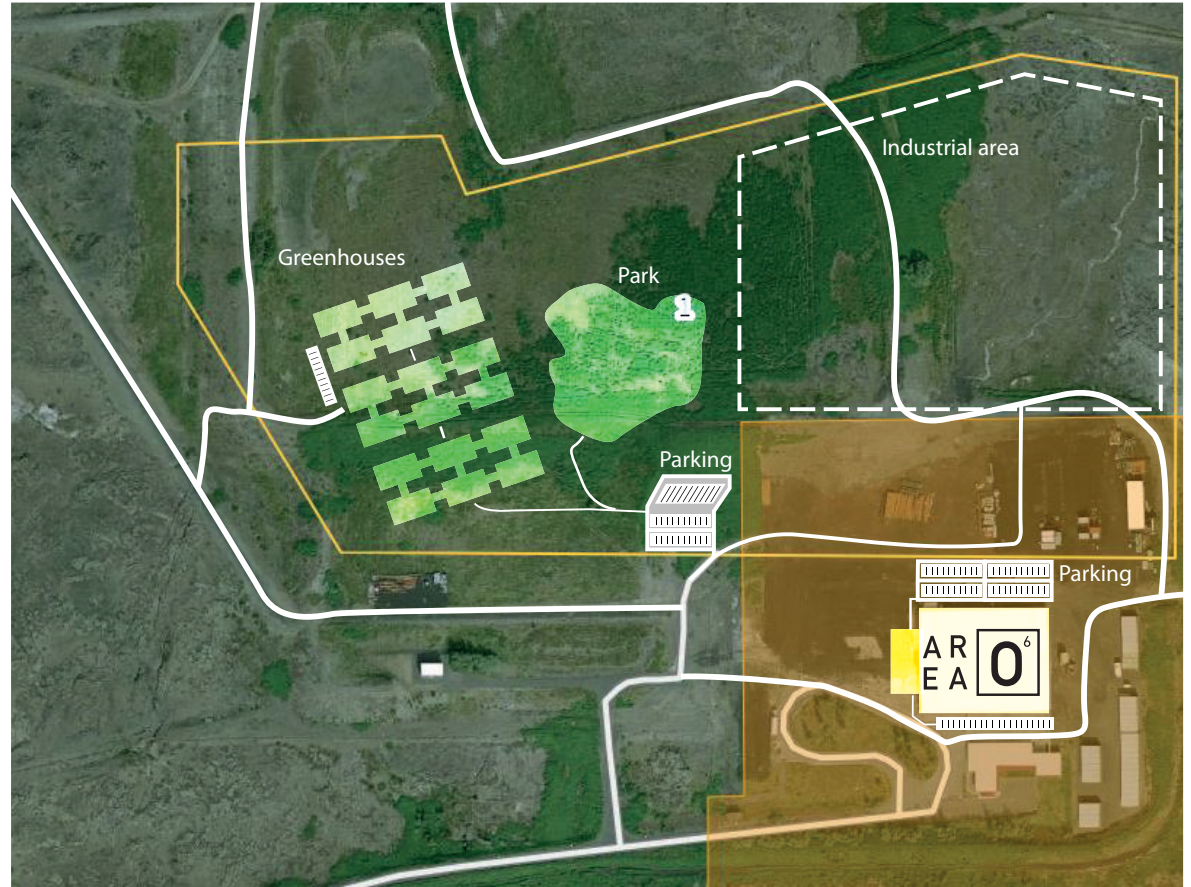


LOCATION

OVERVIEW AREA



OVERVIEW AREA



THANK YOU