

# ENTREPRENEURS & SITE GUIDES

## MODULE 3: PRODUCT DEVELOPMENT

### INTRODUCTION

This module introduces the students to the concept of product development. Following the segmentation exercise of the last module, the participants will now be coached into developing tourism packages that are tailor made for those particular customer segments.

### OVERVIEW



### Learning Goals



#### Knowledge

- The students will learn about customer value and how that relates to product development.
- The students will learn about the AIDA model that will help them to develop and package tourism products.



#### Attitude

- The students will become (even more) aware that tourism products

need to be developed carefully in order to become successful.



#### Skills

- Using the AIDA Model, the students will be able to come up with a complete tourism product ready to push out to the market.
- The students will learn how to present their tourism product to a larger audience.

SESSION 3A: Customer Value, Product Development and the AIDA Model

SESSION 3B: Working on Assignment

SESSION 3C: Presentations

### BEFORE YOU START, YOU NEED...

- Flipcharts
- Large paper
- Marker and pens
- Sticky notes
- Projector



# SESSION 3A: Customer Value, Product Development and the AIDA Model

## AGENDA



**Lecture:**  
Customer Value  
(30 min)



**Lecture:**  
Product Development and  
the AIDA Model  
(30 min)



## Lecture: Customer Value (30 min)



### ? ASK:

- Ask the group what they think tourism products are. Chances are they might think of it as a physical item. Explain that it relates to whatever you are selling as a company: this could indeed be a physical item but it might also be a service or an activity. In fact:

“A PRODUCT IN GENERAL CAN BE A THING, A PLACE, A PERSON, AN EVENT, ETC. WHICH SATISFIES THE NEEDS OF THE PERSON PURCHASING THE PRODUCT.”

- As such, a product is a means to an end. A client wants to know to what extent a product can help him/her satisfy his/her needs. This is the Product Value, which can be defined as:

“THE SUM TOTAL OF PHYSICAL AND PSYCHOLOGICAL SATISFACTION IT PROVIDES TO THE BUYER.”

### ? ASK:

- Ask the group whether they understood this, and whether they can come up with examples. You can give an example of a washing machine: Buyers are interested in getting clean clothes, rather than just owning a washing machine. Similarly, the reason why Arne & Helga (the personas that were introduced yesterday) are interested in a mountain bike tour is because they want to go on an adventure. The mountain bike tour serves that purpose!

### ? ASK:

- Ask the participants to start thinking about their own company. Why should anyone make use of your services? Why should anyone buy your products?

### ... EXPLAIN:

- Product Value, however, is not only defined by the needs a product satisfies. The client knows that they will not get these needs satisfied completely for free, but they have to spend money to buy it. They will only do so if the price of the product is fair compared to the customer value. As such, it is possible to express the customer value in terms of money. In fact, you can raise your pricing to that highest point where customers still believe they are getting value for money. Ask the group whether they can come up with examples of products of which they believe that the price is too high for them to have customer value. Mention to the group that they will have a closer look at pricing later on in the training.
- Customers cannot fully know to what extent a product will satisfy needs: they can only expect it. This Customer Expectation is shaped by what the product, as well as by what you as a seller communicate about the product: what need you promise to satisfy. This is part of marketing, and marketing as a topic will also be tackled later on in this training.

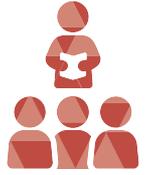


### FACILITATOR'S TIP:

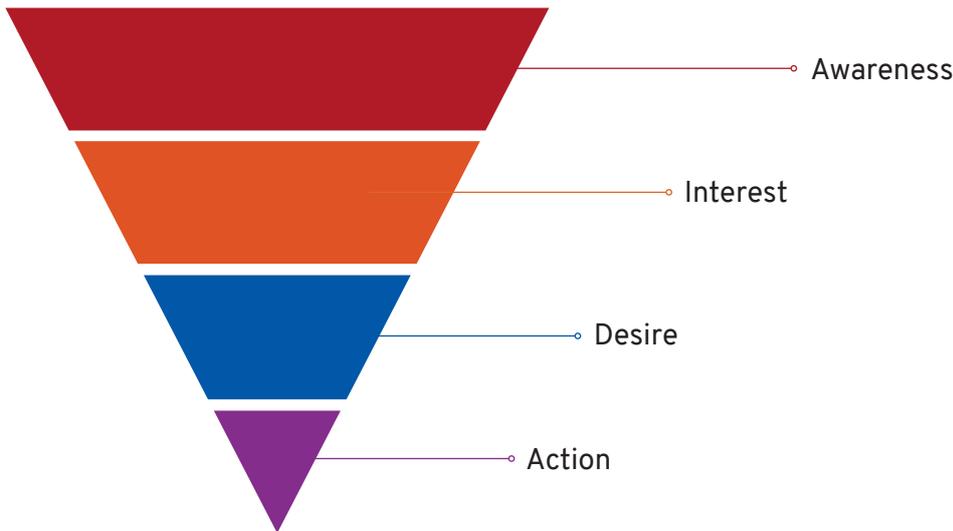
Ask the participants what they thought about the exercise. Were there any learnings or struggles from the activity? And how will it help them in their operations?



## Lecture: Product Development and the AIDA Model (30 min)



- Refer to what you just said to the group: Customer Expectations are created by how you communicate about the product and the needs it will satisfy. Explain that you will now introduce a model, of which some people say that it has existed for more than 3 centuries: the AIDA Model
- Show the picture below of the AIDA Model.



### SAY:

- *AIDA is an abbreviation for “Awareness, Interest, Desire, Action” and is shaped like a funnel. The idea is that in order to make people buy your product, you need to get them into the funnel:*
  - Get people into the funnel by making them **aware** about the product’s existence.*
  - Make sure they want to know more about the product by creating **interest**.*
  - Make sure they are convinced by the product and **desire** it.*
  - Make sure they take **action** to actually buy it.*



### ASK:

- *So how do you do all this? By packaging the product well.*



### EXPLAIN:

- Today, the participants will practice with packaging their products, by coming up with a presentation that includes the following:



Awareness	Product Title & Timeframe
Interest	Display Photo
	Display Price
	Short Description
Desire	Inclusions
	Itinerary & more detail
Action	Offer
	Instant Book, Price options & Payment options.

- Use the following fictional model as an example.

Book today! The 2-Day Mountainbike Tour de Tooro

Display Photo



**Price**

1 Person: \$120  
2 Persons: \$80 per person  
3 or more persons: \$65 per person  
Book for 6 or more people and get your trip filmed for free (see more info under “optional add-ons”)

**Description**

This 2-day mountainbike tour will show you the hidden gems of the marvelous Tooro region in Western Uganda. Tooro is home to spectacular wildlife, dense forests and numerous crater lakes. In addition, the cultural heritage of the Tooro Kingdom is not to be missed for anyone with an interest in traditional life in Uganda. Cycling is the perfect way to explore all this!

Tour de Tooro Ltd is a community-based company in Fort Portal, with more than 8 years of experience and an average TripAdvisor rating of 8,7.



### **Inclusions**

- 2 full days of cycling
- Guiding of one of our enthusiastic, English speaking local guides
- Mountain Bikes in good condition
- 2 times a traditional Tooro lunch
- Entrance to the Tooro Palace and crater lakes
- Water and snacks
- Transport of bicycles to your accommodation in the region, which will serve as the starting point.
- Tourism tax
- 15% of our profits are used to support conservation and community development projects (check our website for more info).

### **Exclusions**

- Accommodation
- Any other meals besides lunch
- Any items bought along the way
- Swimming equipment

### **Itinerary & more detail**

The 2-Day Mountainbike Tour de Tooro is meant for leisure cyclists. No extensive cycling experience is needed, but general good health is needed. The distance on both days is roughly 40 km, although it depends on where you are staying.

#### Day 1

7:30 h: Start of the tour from your accommodation

8:30 h Visit to Fort Portal market and Tooro Palace

11:00 h Cycling to several Crater Lakes

13:30 h Traditional Lunch

14:30 h Cycling tour

16:00 h Return to accommodation

#### Day 2

7:30 h Start of the tour from your accommodation

8:30 h Farm tasting tour

10:30 h Off-road cycling tour on the borders of Kibale Forest NP

13:00 h Spectacular lunch on a dug-out canoe on one of the crater lakes (swimming is possible)

14:00 h Forest walk

15:00 h Continuation of cycling tour

16:00 h Return to accommodation and End of Tour

**Please note: the exact details of this itinerary may change, depending on your preferences and where you are staying.**



### Optional add-ons

- Film the journey! For \$50 extra, your guide will bring a go-pro to attach to your bicycle and bring another film camera to film the excursions. Within a week you will digitally receive a 5-minute video clip of the trip. This add-on is free if you book for 6 or more people.
- For \$60 per person you can book a night in a traditional home. During dinner a dancing group will perform a traditional Tooro dance and at night you will be invited to sit around the campfire. While enjoying the homebrewed local beer, the village elders will then tell you the stories and legends of their region. This will be an experience you will remember for many years to come. Please note that the accommodation is simple but clean. 40% of the price will go to the community.
- For those who do not want to cycle, it is possible to join on the back of a motorcycle taxi (boda-boda) and still enjoy the trip. This can be arranged for an additional fee of \$40 per person.

### Book Today!

Go to [www.tripesa.com/tourdetooro](http://www.tripesa.com/tourdetooro) or call Komuhendo Rosemary on [PHONE NUMBER]. Payment needs to be made in advance through Mobile Money or bank transfer. For more info, check out [tripesa.com/tourdetooro](http://tripesa.com/tourdetooro).

### Reviews

“Great guides, great scenery and a great exercise. Absolutely recommended!” - *Tanja (29), Cologne, Germany*

“Here I was: on a bike, in a jungle, with my new friends. Snow capped mountains looking at snow capped mountains, while listening to the sounds of the forest. Those were the best days of my trip. Perhaps even the best days of my life.” - *Duncan (37), Indianapolis, US.*

“This is how community-based tourism is supposed to be done: off-the-beaten track, respectful, and most of all: A LOT OF FUN!” - *John McAteer of [www.communitytourismblog.com](http://www.communitytourismblog.com) (2019)*

*Ranked as TripAdvisor’s No. 1 Community-based Tourism Provider in Uganda in 2015, 2017, 2018 and 2020.*



### REFLECTION:

Ask the participants how they saw the activity. Do they think it is a good activity? Would they book it? Do they see how the AIDA model was used? If this is based on a company that does not exist, it should also be possible for the participants to do the same for their companies!



# SESSION 3B: Working on Assignment

## AGENDA



**Assignment:**  
Customer Segmentation and Product  
Development  
(180 min)

## INSTRUCTIONS

### Assignment: Customer Segmentation and Product Development (180 min)



#### ASK:

- Ask the participants to:
  - a) finalize the customer segmentation exercise and
  - b) develop a well-packaged product for their tourism company, based on the AIDA model above.



#### SAY:

- Mention that at the end of the day, they will have to present both their customer segments and their well-packaged products to each other in a 5 minute presentation.



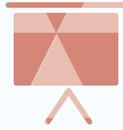
#### FACILITATOR'S NOTE:

Give each participant a large sheet of paper and let them work on it. Help them out wherever needed, but try to encourage peer-to-peer guidance as well.



# SESSION 3C: Presentations

## AGENDA



**Presentations:** Customer Segmentation  
and Product Development  
(60 min)

## INSTRUCTIONS

### Presentations: Customer Segmentation and Product Development (60 min)



- Each person will get strictly 5 minutes to present their customer segments and well-packaged products.
- Give all the participants a bunch of sticky notes. Ask the whole group to write their feedback on a sticky note after each presentation. Encourage them to write encouraging feedback on topics like these:
  - a) Are the customer segments realistic?
  - b) Did the product play into the customer segments nicely?
  - c) Did they like the product?
  - d) Was it well-packaged?
  - e) Do they think tourists will buy it?
  - f) What could be improved?



#### ASK:

- *After each round, ask 2 or 3 people to give their feedback or ask questions. Feel free to give your feedback as well, but be a good example in how to give constructive feedback.*



#### SAY:

- *Mention that throughout the training they will learn new things that can help them improve their product packages.*

