

How to do the product testing during summer season – short guidelines

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Katja Pasanen, Elli Vento & Henna Konu
University of Eastern Finland

Interreg

Aurora



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Guidelines for product testing

1. Define Clear Objectives

- What do you want to learn? (e.g. guest satisfaction, clarity of service flow, pricing, accessibility, how regenerative/transformational tourism aspects/components are experienced by customers)
- Focus on 2–4 key questions to keep the testing manageable.

2. Choose the Right Test Audience

- Select participants who resemble your real or ideal customers for the specific product/activity that is tested (e.g. local families, nature enthusiasts, international travelers).
- Include a small, diverse group (5–10 people is often enough for small businesses).

3. Plan the Testing Scenario

- Offer a free or discounted experience in exchange for feedback.
- Let testers experience your service as naturally as possible (e.g. booking, arrival, guided activity, meal).
- Consider testing specific parts (e.g. only a new tour or meal service) if a full experience is too much.



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4. Prepare Simple Feedback Tools

- Use short feedback forms with both **rating scales (1–5)** and **open-ended questions**.
- The rating scales can be about all the components of the tested product/service (e.g., activities, accommodation, food service) or focus more specifically on one component/activity.
- The open-ended questions can be at a more general level, e.g.:
 - What was the most memorable or best part of this trip/activity?
 - What would you improve?
 - Do you have any additional comments about the activity/product/service?
- You may also ask about key aspects like:
 - Clarity of information
 - Service quality
 - Atmosphere
 - Value for money
 - Accessibility



DAY 2 – MONDAY 26TH OF AUGUST

Please give your evaluations about the programme of today. Please give comments on:

- Breakfast at the Break Sokos Hotel Koli
- “Nature as an energiser” tour (Luonto voiman antajana -kierros)
- Visit to Elontila (walks, lunch and crystal bowl performance)
- Visit to Paateri, Eva Ryyönen atelier
- Bus transportations
- Dinner at Sissola
- Accommodation at Mekrijärvi

What activities and/or things were the best in this day?

What would you improve?

What is your overall assessment of the day?

PRODUCT/SERVICE	RATING (colour or circulate)
Breakfast at the Break Sokos Hotel Koli	☆☆☆☆☆
“Nature as an energiser” tour	☆☆☆☆☆
Visit to Elontila (walks, lunch and crystal bowl performance)	☆☆☆☆☆
Visit to Paateri, Eva Ryyönen atelier	☆☆☆☆☆
Bus transportations	☆☆☆☆☆
Dinner at Sissola	☆☆☆☆☆
Accommodation at Mekrijärvi	☆☆☆☆☆



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5. Observe and Document

- Take notes or photos (with permission).
- Pay attention to unspoken cues: confusion, delays, excitement, boredom.

6. Collect and Analyze Feedback

- Group feedback into strengths and improvement areas.
- Identify recurring comments or issues.



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7. Act on the Results

- Adjust and improve the service based on findings.
- Communicate small improvements ("Based on your feedback, we've improved...")—this builds trust.

8. Thank and Engage Testers

- Send a thank-you message or offer a future discount.
- You can include aspects that help the participants to reflect on their experiences and hence, support the potential transformation processes.
- Consider inviting testers to become brand ambassadors or give testimonials.



Thank You!

Elli Vento, elli.vento@uef.fi

Katja Pasanen, katja.pasanen@uef.fi

Henna Konu, henna.konu@uef.fi

<https://www.slu.se/en/departments/forest-ecology-management/forskning/nordic-nature-health-hub/regenerative-nature-tourism/>

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