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## Project

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## Revision History

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### Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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# 1 EXECUTIVE SUMMARY

The Urban Explore pilot is an original digital device to create and manage mobile apps as **touristic and cultural digital guide** in the context of collective or solo visits. The pilot enables experimenting digital storytelling of cultural and heritage contents for mobile uses. It was developed by Dédale, as one of the creative tools of the AthenaPlus project.

As a complement to a speaker story (heritage expert, historian, city planner, art professional), the mobile app offers an access to the audio-visual history / memory of a place, in an original and emotional way.

Urban Explore is a mobile storytelling pilot. It is developed within a specific CMS, enabling to generate a mobile application on iPad. The Urban Explore application is also available in a web version for access to additional features and content. The web version is a transposition of the mobile application on the web.

It was designed, developed and evaluated according to the Living Lab approach, a user-centered, open-innovation ecosystem, operating in an on-site context, integrating concurrent research and innovation processes within a public-private-people partnership. Three phases of evaluation were implemented, in line with the common evaluation pilot methodology of Athena Plus, adapted to the specificities of Urban Explore:

- Internal, with pilot-running professionals, focusing on usability and technical evaluation
- Small-scale evaluation, with cultural heritage professionals and end users, focusing on usability and user experience
- Large scale, with end-users, focusing on user experience.

The evaluations highlighted the potential of Urban Explore pilot for culture, tourism, heritage, but also urban planning, local democracy and citizens' involvement, and opened ideas for possible future developments, to be centered on the user experience and on his ability to produce and integrate specific and personalised content.

This deliverable D6.2 describes the Urban Explore pilot: it documents the structure of the application, describes its practical applications, the involvement of the user groups, the testing actions leaded, report of the evaluation sessions, possible further exploitations.

This deliverable is designed as follows:

- The introduction and the Chapter on Digital storytelling in AthenaPlus project present the general framework in which the pilot was implemented, as well as the stakes of digital storytelling in the AthenaPlus project
- The pilot methodology part shows how the global methodology was especially designed and adapted to the Urban Explore pilot
- The description of the pilot presents the pilot, its front and back offices
- The description of the pilot evaluation present in details the evaluation

- methodology for each level of evaluation (internal, small and large scale)
- The global evaluation of the pilot actions presents an analysis of the results

## 2 INTRODUCTION

### 2.1 Background

In recent years, cultural heritage stakeholders have launched major digitisation plans for cultural objects, mainly starting out of concern for the objects' long-term preservation and storage. The issues of access to the digital objects have only become apparent later on, by working on the indexing of digital assets and the definition of interoperability standards for the databases in which these assets were held. Today, digital cultural heritage stakeholders have to embrace ICT to ensure cultural content attractiveness through the creation of innovative digital cultural services, based on rich and edited contents.

Developing innovative access to digital cultural heritage is a real challenge for the cultural heritage sector, which allows, besides valorisation of cultural heritage and development of new approaches and mediation tools for the audience, new forms of relations (between researchers, amateurs, audiences and works) through interactive new forms of documentation and debates, but also development of new forms of shared heritage. Digital storytelling is a creative way to favor access to digital cultural heritage throughout Europe and beyond to a wide public, contributing to transnational circulation of European heritage and knowledge dissemination.

The Urban Explore pilot was developed as a demonstration of digital storytelling potential to favor access and knowledge of European cultural heritage.

### 2.2 Role of this Deliverable in the Project

This deliverable D6.2 is on the Urban Explore pilot, which is part of the creative tools developed in Athena Plus. It contributes to the achievement of the project 3<sup>rd</sup> general objective: "to experiment the reuse of enriched content with tools that support virtual exhibitions, tourist and didactic applications".

Urban Explore provides mobile app for touristic and cultural enriched tours. Based on the use of digital resources in mobility, it offers a new way of sharing and reading an area or a specific location. Convening in situ testimonies, text documents or audiovisual archives, from Europeana and other sources, the app enables to give a singular vision of the territory: it provides access to a set of selected and editorialized digital cultural content according to the theme of the walk. The user embarks on an exploration: he is guided by the story of a speaker and navigates through the contents over the path, digital tablet in hands.

The application is designed as a fully adaptable device according to the place of the visit of the treated themes and the expected objectives in terms of mediation.

Urban Explore was developed in WP6, with strong links with WP5 and WP7. Its developments are based on the requirement provided in D5.2 *Report on existing tools and devices related to narrative approaches and requirements functionalities*,

taking into account the existing tools and services related to digital storytelling, as well as the technical recommendations for implementing a digital storytelling project. Urban Explore is also based on D7.2 *Analysis, scenarios use cases, opportunities of innovative services for DCH, and future developments*, and its evaluation was designed according to the methodology developed in WP6.

### **3 Digital storytelling in AthenaPlus project**

The AthenaPlus project integrates special works on digital storytelling: the production of a study on the opportunities of digital storytelling for DCH (D5.2), recommendations (D7.2) and the development of pilot dedicated to new forms of mediation (CMS, mobile apps, GIS...). Below is a summary of the main results of these works that were directly taken into account in the framework of Urban Explore production.

#### **3.1 Digital storytelling for cultural heritage**

The use of augmented reality and geo-located digital content 'on the go', just with a smartphone or a tablet, is becoming increasingly important. The digital worlds that are virtually surrounding us deliver precise information, helping us out in a very practical way – but can do a lot more with that abundance of information: especially in the sectors of cultural heritage and cultural tourism. This section aims to present the context and the main implications of digital storytelling on the cultural heritage field.

Digital storytelling is a real challenge for the heritage sector, which allows, besides valorisation of cultural heritage and development of new approaches and mediation tools for the audience, new forms of relations (between researchers, amateurs, audiences and works) through interactive new forms of documentation and debates, but also development of new forms of shared heritage.

#### **3.2 Digital storytelling implications**

- An enriched space visit

Mobile and locative media, new editing forms, collaborative tools, transmedia and immersive experiences and projects using artificial intelligence have infiltrated our cities, our everyday life as well as our heritage and cultural activities. Smartphones, which have come to be real everyday life tools, offer mobile access to web content, but also to innovative services providing augmented reality or mixing social networks and geolocation. The use of online services in mobility (located social networks, cultural and touristic guides, apps for sharing photos or videos...) is very present today, structuring public space and creating a merging, even a synthesis, between a digital and a physical space, giving body to an enriched space. The physical space in this particular context consists of the general urban space and the galleries, libraries, archives and museums (the so-called 'GLAM' sector). The 'enriched space' can be seen as an informational continuum, in which the user is dealing with a set of devices (ambient networks, communicating objects, close field communication...), aiming at enriching his visit experience. Information and communication technologies in mobility contribute to change the relation to time and space, influencing individual

and collective behaviors, and changing deeply the mediation, perception, and use of cultural data.

- Changed relationship with the heritage object and the managing body

Whether the visit relates to a museum, a heritage site or an artwork in the public space, usually we can identify three timeframes in the access to cultural heritage on site: before, during and after the visit. These three moments are now accompanied by ICT, which allows articulating the physical and virtual visit in a relevant way, preparing and enriching it in situ or a posteriori. But tools and services dedicated to digital storytelling tend in parallel to erase this border, making it more permeable. Thus, the visitor enters the museum even before entering it physically, and can interact with other visitors or with the institution itself. The visitor-user enters a connected environment in which the museum or heritage object is put into narratives through several digital devices (smartphones, tablets, touchscreens, multimedia guides, portable game devices) creating narrative realms.

This erasure of the border between digital and physical world, produced by virtual visits, social networks and the use of web services in mobility is a first modification element of the relationship maintained between the audience and the heritage object. Digital mediation thus gets conceived beyond the physical space of the visit (before, during and after the visit) and makes use of several mediation means (internet, mobile, physical space).

Digital storytelling as a form of digital mediation of cultural heritage allows to increase a monumental or museographic space, and to enrich the visitors' experience cycle by offering them new action and participation capacities.

### **3.3 Redesigning heritage mediation thanks to digital storytelling**

Tools and services for digital storytelling provide the opportunity to redesign mediation and promotion of heritage, this is what we aim to produce thanks to the mobile app Urban Explore:

- Attract the public by giving him the opportunity to discover an original and rich offer;
- Establish a link with the future visitor and strengthen relationships with continuous exchanges;
- Provide all the necessary elements to the visit preparation;
- Enable the visitor to experience cultural objects through a rich user experience, to immerse himself/herself in contents, a place, a work, an exhibition;
- Explain, complete, make understandable a topic, a subject, or a work;
- Personalize the visit making it participatory and playful;
- Collect opinions and feedback on the visit experience;
- Create a visit context facilitating interaction with content offer, with other visitors and with professionals;

- Create a narrative realm to support the emergence of users communities, to keep contact, to enrich and extend the visit.

### 3.4 Digital storytelling classification

Regarding the table analysis produced in the framework of D5.2 study, the mobile app pilot Urban Explore is a type of *mobile storytelling*. The classification used is based on the user experience type: the situation or use environment in which the user is the prior criteria to define the type of digital storytelling service.

The observed elements are the followings:

- Interactive supports and access conditions
- Man-agent interfaces
- Functionalities and technical performances
- Mediation forms
- Nature of the content presented

<b>Mobile / Locative storytelling</b> <i>Keywords: mobile devices, locative medias, GPS, real places, urban space, mobile social network, interactive mapping</i>	Digital storytelling type, based on the use of mobile digital devices (tablets, smartphones), of their components (GPS, compass, accelerometer, data connection, camera) and functionalities (mobile applications). This type of narrative is essentially based on territorial anchorage (with multimedia content geolocation) and social networks enabling individual or collective exchanges linked to a real place.
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## **4 PILOT METHODOLOGY**

### **4.1 The AthenaPlus pilots**

Innovative pilots are developed in the framework of the AthenaPlus project, to test and validate the reuse of the content collected by the project through creative applications. The following pilots have been developed and tested:

- MOVIO for virtual exhibitions and for tourism
- eCulture Map: Europeana content based GIS
- City Quest: allows cultural organisations to easily create a quest online, and publish it to a mobile app. Send your visitors around the city to discover items from your collection and the locations they are connected to. Based on hints and media you track down an item, scan the QR code on its location and learn the (his)tory behind it.
- School trip: allows students to create their own school journey. Through an online interface the teacher can set a couple of parameters defining the skeleton of the trip. Students fill the template with information on practicalities, cultural heritage sites to visit, historical information, and so on. They learn to plan a travel from a to z, while incorporating our cultural heritage. At the end, a journal-like document is generated which can be used as itinerary guidebook.

Urban Explore is complementary to these pilots: it offers a mobile application, at the crossroads of culture, tourism and urban exploration.

### **4.2 Common pilot plan**

A common framework was established to evaluate and test the creative applications for the reuse of digital cultural content. Questionnaires, interviews and formal feedbacks were used for the pilots assessment. Three phases of evaluation were planned:

- Internal, with pilot-running professionals, focusing on usability and technical evaluation
- Small-scale evaluation, with cultural heritage professionals and end users, focusing on usability and user experience
- Large scale, with end-users, focusing on user experience

This common evaluation framework was used and adapted to the specificities of Urban Explore pilot.

### 4.3 Living Lab approach

Our evaluation methodology is based on the Living Lab<sup>1</sup> approach which is an integrated methodology for site-specific intervention. We propose to adapt, to implement and to exploit the Living Lab approaches to a specific urban context and its users in the perspective of testing and evaluating the Urban Explore Pilot. Designed as a laboratory in tune with reality, in its urban and social components, our evaluation framework takes into account local issues, resources and populations. The framework is thus based on a site-specific approach and a specific methodology involving users in all the innovation process phases:

- Needs definition and territories exploration
- Stimulating creativity by transdisciplinarity and users' involvement: co-creation between users and producers
- Site specific experimentations with community of users (urban enriched tour)
- Evaluation with users and producers

This approach enables to have an agile evaluation methodology, integrating users' feedbacks to the developments.

#### **Dédale is leading SmartCity Living Lab in Paris, a laboratory for urban and social innovation**

At the forefront of new uses and new technologies, SmartCity LL invites artists, developers, designers, experts, users and stakeholders to a re-reading of urban space and of its practices, offering a balanced, sustainable and user centred vision of the city. The main objective is to experiment prototypes and to produce innovative urban services and products.

In order to achieve it, the following activities are implemented: multi-disciplinary workshops, research-action, experimentation and in situ testing, events (barcamps, round tables, conferences, exhibitions, multidisciplinary artistic events).

Between the market and the research field, the LL acts as a link between users, local populations, local authorities, companies from the creative industries and researchers; it promotes exchanges between local and European scales.

By fostering social innovation, research & development on urban issues, employment and productivity for creative economy, SmartCity LL joins in Europe 2020 strategy and contributes to a smart, sustainable and inclusive economy.

SmartCity LL works on 5 transversal and interrelated topics:

- Innovation, urban planning, architecture: urban innovation processes, users' involvement in urban planning projects;
- Digital cultural heritage mediation and valorization
- Mobility and digital cities: digital cultural heritage, digital storytelling, urban games, smartmapping, geoweb;
- City, nature and sustainable development: biodiversity, eco-mobility, urban agriculture;
- Living together and social innovation: digital communities, social networks and citizenship;

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<sup>1</sup> European Network of Living Labs website : <http://www.openlivinglabs.eu>

## **4.4 Operational procedures: actions related to the pilot testing**

The Urban Explore pilot testing was implemented in 3 steps, in line with the common evaluation framework, and adapted to its specificities. The pilot was mainly designed for a use in small groups (15 persons maximum) making a tour guided by a professional. An iPad with the Urban Explore application was provided for 3 persons. For all the three evaluation phases, an in-situ demonstration of the pilot was presented, in real conditions, with the creation of specific urban walks. Questionnaires, interviews and questions to collect participants' feedbacks were adapted to the Urban Explore pilots<sup>2</sup>.

### **4.4.1 Internal evaluation and testing**

This first evaluation phase was done in January 2015, with people from Dédale team: project and communication managers, technical developers and designer. It gathered 10 participants.

The methodology was as follows:

- A demo in situ, through an urban walk "Quand la Bièvre s'éveillera"
- A presentation of the front and back offices
- Questionnaires, interviews and feedbacks collection

### **4.4.2 Small scale evaluation**

Two sessions were organised for the small scale evaluation, gathering professionals from culture, urban planning, tourism and education

- A workshop in Riga in February 2015
- A workshop in Paris in June 2015

They gathered 40 participants.

The methodology was:

- A demo in situ for each session: an urban walk in Riga "From Riga stock exchange to Riga museum" and an urban walk in Paris "L'art change la ville"
- A presentation of the front and back offices
- Questionnaires, interviews and feedbacks collection

### **4.4.3 Large-scale evaluation**

This last evaluation phase was done with the end users of Urban Explore, the general public, from February to June 2015

The applied methodology was:

- The test of the application in situ, thanks to 3 different urban walks: "L'art change la ville", "Les coulisses de l'art public", "Quand la Bièvre s'éveillera"
- Questionnaires filled in online by the participants.

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<sup>2</sup> Available in Annex of this deliverable

## 5 DESCRIPTION OF THE PILOT

### 5.1 General presentation of the pilot: Urban Explore, mobile app for touristic and cultural enriched tours

Since 2010, Dédale produces urban enriched tours combining human speakers (urban planner, professional guide, heritage expert...) and digital tools enabling content display in mobility.

The production of the digital part of the projects was based on the use of general public and free web applications without specific technical developments.

This DIY way was efficient in terms of mediation but the following weaknesses were linked to the digital tools used and were an obstacle to a real user visit experience:

- Navigation towards digital content
- Interface ergonomics
- Editorialisation and personalization possibilities
- Valorization possibilities (distribution of the app)
- Interactivity
- Production process (time to produce a visit project)
- Content updating

Thus, in Athena Plus project, Dédale developed a digital device to design, produce, and distribute digital storymaps based on DCH and UGC content: the Urban Explore pilot.

This pilot was designed in order to go beyond these limits with a specific objective: to develop an original digital device to create and manage mobile apps as **touristic and cultural digital guide** in the context of collective visit.

The pilot allows to experiment digital storytelling of cultural and heritage contents for mobile uses. The device allows the aggregation of different set of data within a mobile app: Europeana data, open data, user generated contents, cultural institution contents, resources from virtual exhibition... The pilot is planned to be adapted to specific places (city areas, museums) and aims to link video, audio and pictures (as archives material) to a place users are going through.

In order to create the pilot, we have worked on a specific CMS integrating mobile app builder software. This tool allows to manage medias in line with a place, a thematic or a use scenario and to generate mobile app: distribution by e-mail with a link to get the app installed on the mobile device and then by application store with a submission of final build (iOS app for the pilot version).

This CMS allows building specific tour app from a set of data. The following general functionalities have been implemented:

- Generation of a path on a map
- Set up of the path: colour, thickness
- Positioning of map markers for content pop up opening
- Upload of content (video, sound, image)
- Local hosting of content on the iPad for a use without connection
- Easy update
- Customising of the graphic interface: colours, logo, header...
- Specific dashboard to explore, select and reuse external data as Europeana data.

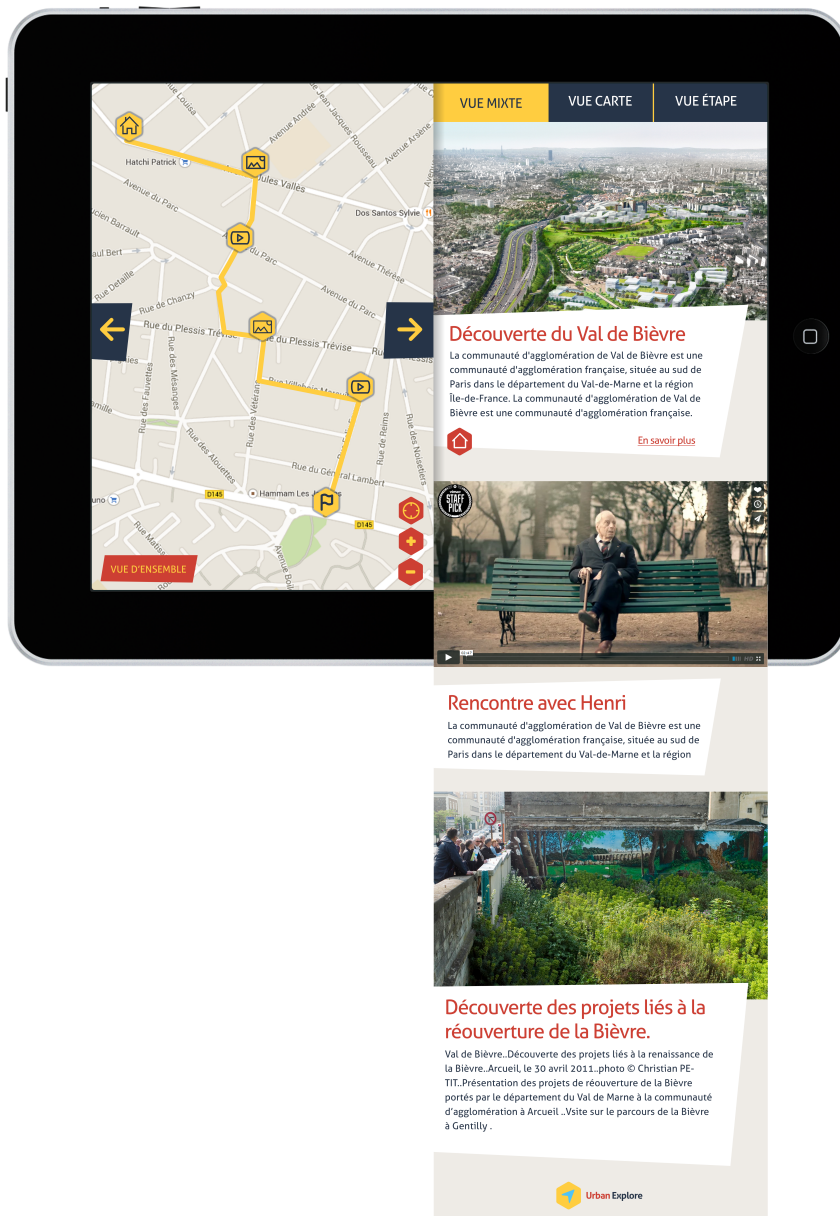
## **5.2 Front office description**

Urban Explore mobile device proposes a new way to read cultural contents linked to a place, on a digital tablet, to explore city, museum, outdoor art collection, architecture... The application is designed as a storymap for a creative reuse of Europeana content.

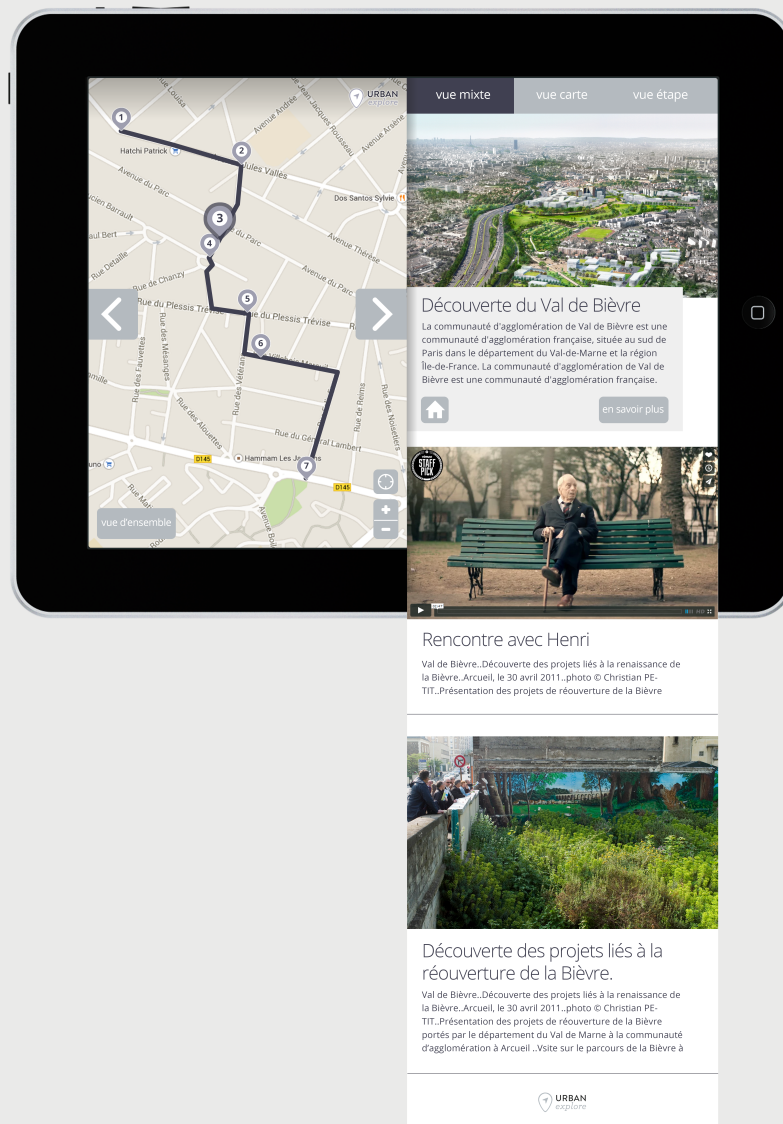
As a complement of a speaker story (heritage expert, historian, city planner, art professional) the mobile app offers an access with an original and emotional way to the audio-visual history / memory of a place. At specific places or moments the speaker invites members of the audience to simply play video or listen sound linked to the place they are going through. A range of medias can be displayed in context (public space, museum area...) thanks to the mobile interface: with archives documents it is possible to make a “temporal travel” – with inhabitants expressions visitors can access to real and sensitive stories – with experts interviews it is more easy to understand the tour issues.

All the medias are presented in a similar manner within an intuitive graphical user interface (video/sound player, context information, author, speakers, map view). These contents have been collected and arranged together in order to deliver a true story during the tour. The application represents an original resource to set up tourist routes, cultural and heritage tour, urban promenade, museum visit...

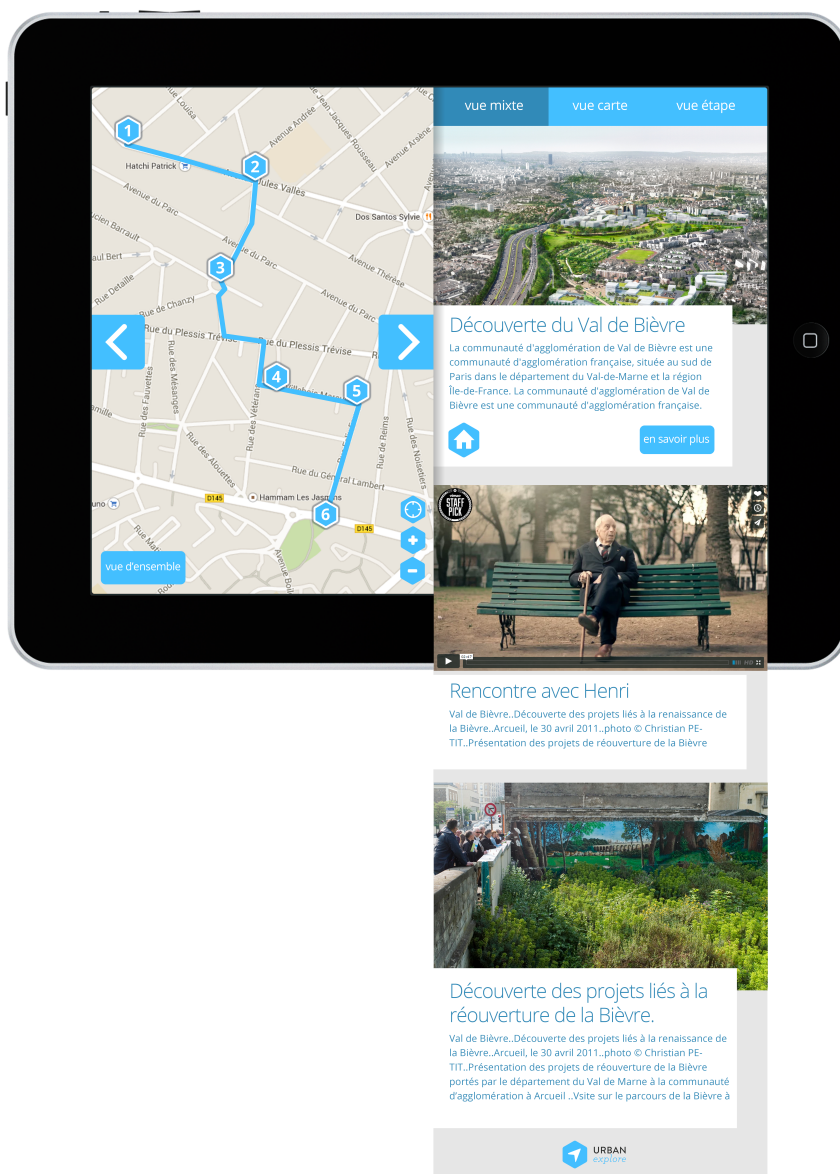
## Graphical interface of the mobile app (yellow template)



Graphical interface of the mobile app (grey template, implemented into the CMS)



## Graphical interface of the mobile app (blue template)





### General overview of the front office functionalities by domain and category

DOMAIN	CATEGORY	FUNCTIONNALITY	DESCRIPTION
Design - ergonomy	Display mode	Device orientation	Possibility to switch landscape display to portrait display
Design - ergonomy	Display mode	Full screen	Possibility to view content on full screen
Design - ergonomy	Display mode	Zoom	Possibility to view pictures on full screen and to zoom inside
Design - ergonomy	Navigation mode	Move forward and move back into a path	Touch or clic on button
Design - ergonomy	Navigation mode	Move forward and move back into a path	Swipe on the screen
Design - ergonomy	Navigation mode	Move forward and move back into a path	Touch or clic on map-pins
Design - ergonomy	Display mode	Mixed view	Browse content in mixed view (map + content) / Automatic map zoom and pin highlight
Design - ergonomy	Display mode	Map view	Browse content in map view (only map) / Manual navigation on the map (touch on pin to access to content with automatic switch to mixed view)
Design - ergonomy	Display mode	Stage view	Browse content in stage view (only the content of a stage) / Button to move forward and move back
Design - ergonomy	Display mode	Smartmap version	Button to switch on Smartmap view: 3 levels of content (main medias, related content, UGC)
Design - ergonomy	Display mode	Direct access to UGC	Specific menu allows to filter content by services: Twitter, Instagram, Flickr, Youtube...
Design - ergonomy	Display mode	Direct access to related content	Specific menu allows to filter content by services or dase: Europeana, Wikimédia...
Content	External content	Automatic and regular update	Need to refresh UGC and related content
Design - ergonomy	Navigation mode	Navigation with keyboard arrows	Right and left keyboard arrows allow to move forward and move back into a path (stage to stage) / Stage pin is highlighted
Content	Interaction	Share stage	Sharing module / to share stage
Content	Interaction	Commentary	Commentary module/ to comment stage
Content	External content	Access to content source	Identification and link to view UGC or related content in its original context
Content	Interaction	Share content	Sharing buttons / to share content when full screen mode is on (ex FlickrPhotos app)

### **5.2.1 Urban Explore contexts of use**

The Urban Explore pilot was developed and tested for a collective visit, combining physical and digital mediation: the participants are guided by a speaker who uses the app to enrich the visit thanks to medias. The participants are not autonomous, they browse content with the app after the speaker invites them to watch a picture or a video in link with a step of the visit.

Several other use cases are possible:

- In the framework of a solo visit: the user is totally autonomous in his visit path and his use of the mobile app. In this case, the user walks between different points of interest proposing medias and the mediation is based on the mobile app.
- Outdoor touristic route
- Enriched urban promenades
- Indoor digital guide (in a museum, in a cultural institution, or a particular place)
- ...

### **5.2.2 Digital content**

Urban Explore proposes several levels of content:

- The main content: this is made of digital resources collected, editorialized and integrated into the app directly by the project owner.
- The external content: these contents are used to enrich the main medias and come from existing data bases such as Europeana. They are aggregated into the app thanks to the Search module of the CMS.
- The User-generated content: this is a participative content layer directly harvesting on the social medias as Youtube, Instagram, Flickr, Twitter. They are pushed on the app and aggregated to the other sources of content.

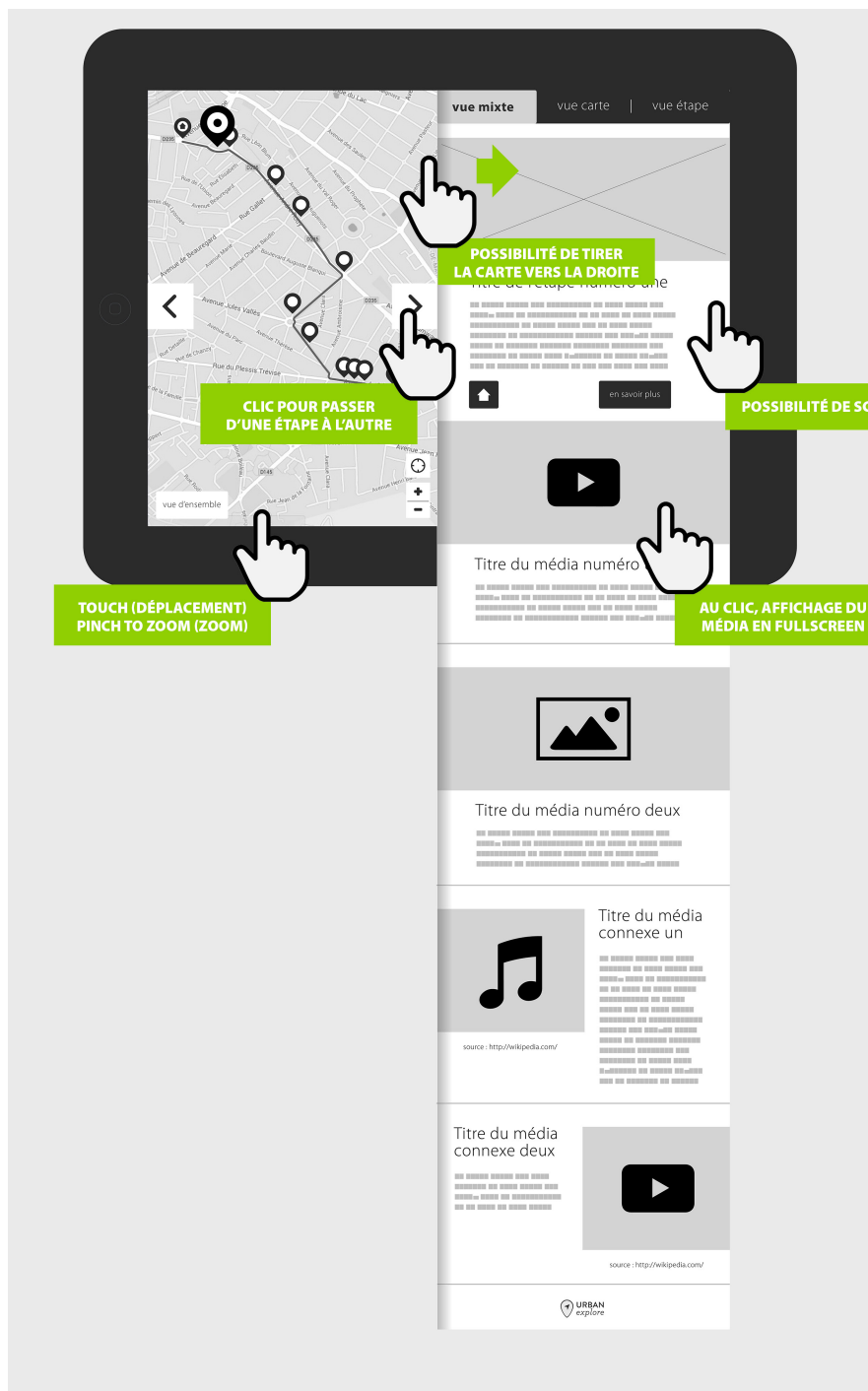
The Urban Explore application is also available in a web version for access to features and additional content. The web version is a transposition of the mobile application on the web. It retains the same design and the same content.

### 5.2.3 Display modes

#### ➤ Combined view

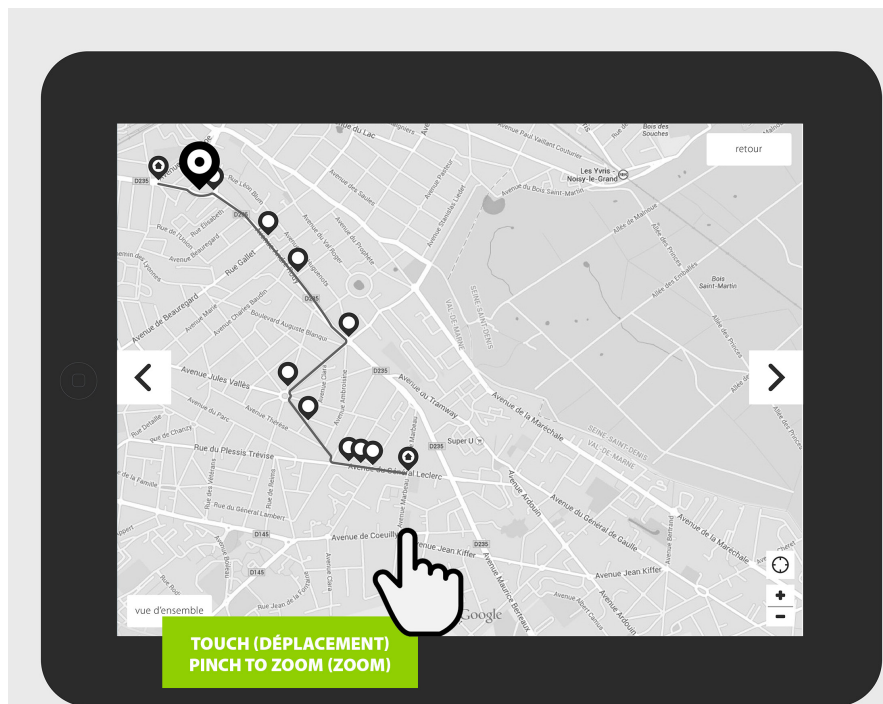
The combined view allows you to browse the contents in double browser, that is to say simultaneously viewing the map section and the media side of the stage. The display and navigation of these two parts are linked:

- The step change in the media part changes the map display (zoom, automatic ignition of the pictogram).
- The tap on a pictogram on the map realigned the media side of the display to the step selected.



## ↩ Map view

The map view displays the full-screen map and an overview of the proposed route. But it does not display the media. The user can zoom into the map and drag, tap on a pictogram to the interface switches back directly to mixed mode and switch to the selected step.



## ➡ Step view

The step view will hide the map and browse the different steps of linearly course with forward and back buttons.



### 🔗 Full screen

All images and video content can be displayed in full screen mode: on a window with a close button.

### 🔗 Zoom images

The images displayed in full screen mode must be zoomable, or to tap with two fingers to stretch, regardless of buttons that can be displayed.

### 🔗 Move back and forth from step to step

Navigation within a course between stages may be done in 2 different ways:

- Tap or click on a dedicated button
- Tap or click on an icon on the map icon

## 5.2.4 Distribution

Each Urban Explore project results in the generation of an application. The application will receive a distribution / platform compatibility: iOS, Android, Symbian, Windows, Bada, Samsung.

2 application distribution modes are available:

- Submission of the application and distribution on purchasing platforms (App Store, Google Play ...)
- Manual distribution for confidential use or for a one-shot project. The application can be sent by mail, and installed on a device via apps such as TestFlight.

## 5.2.5 Standards and accessibility

The web version (if any) respects the standards and accessibility standards of the web WCAG 2.0 Level A by default but will also meet the requirements of AA and AAA levels in some cases.

Data must be managed in standardized formats, respectful of international standards and recommendations (W3C), and of those of the French Government (RGAA).

### 5.2.6 Target audience

<b>General public</b>
Inhabitants, users of the territory
Regional tourists
National tourists
International tourists
Family
Groups
Young and scholars
Urban walkers
<b>Expert public</b>
Professionals and animators of art sector
Professionals cultural sector
Professionals from heritage
Architects-urban planners
Historians, history amateurs
Researchers

## 5.3 Back office description

In order to define the technical specifications related to the aggregation and re-use of existing web content we have organized a one-day workshop in Paris with Ulrich Fischer (expert of digital asset management and web data base). Ulrich Fischer has also produced recommendations on the following issues:

- Connecting semantic web database as DBPedia with RDF
- Aggregating social media content from Youtube with API
- Media indexing and tagging

### 5.3.1 Main stake: content editing linked to a place, geolocation and mobile storymap

Cartography interfaces and mobile geolocated media offer great opportunities for digital storytelling, and also create new needs for tools. These have to enable the creation of interactive maps, to organise content on a digital territory or to publish geocoded contents live thanks to mobile devices. Digital cartography has undergone an important development in recent years and many web services publishers propose adapted tools integrating basic functionalities for the creation of interactive maps: creation of points of interest, drawing of outlines or forms, import and export of files containing geolocated markers, choice of the map background, layers creation, HTML markers integration enabling the publication of exportable players. Regarding geolocation, digital storytelling also requires the possibility to make users interact in live during a visit. General public geolocated blogging tools can be used 'outside' of their prescribed use to enable visitors' live contribution, to record their path thanks to GPS tracking, and to associate media (video, pictures, personal texts).

### 5.3.2 General Description

The back office is a tool to create and manage mobile apps dedicated to enrich visit tour. The main functionalities of the tool are:

- Generation of a path on a map
- Set up of the path: color, thickness
- Positioning of map markers for content pop up opening
- Upload of content (video, sound, image)
- Local hosting of content on the iPad for a use without connection
- Easy update
- Customising of the graphic interface: colors, logo, header...
- Specific dashboard to explore, select and reuse external data as Europeana

General overview of the back office functionalities by domain and category

DOMAIN	CATEGORY	FUNCTIONNALITY	DESCRIPTION
User profile	Registration	Sign in	User account log in
User profile	Registration	Sign out	User account log out
General Dashboard	Project management	Create new project	Complete basic information about a project: name
General Dashboard	Account management	Account management	Link to Account management module
General Dashboard	Account management	Edit account	Modification of account information
General Dashboard	Project management	Project information	General Dashboard allows to view basic information about a project: name, date of creation, last modification, creator, publication status, size
Project Dashboard	Stage management	Stages/Pages information	Project Dashboard allows to view basic information about the stages belonging to a Project: position number, title, status,
Project Dashboard	Stage management	Rename stage/page	Rewrite title of an existing stage
Project Dashboard	Stage management	Edit stage/page	Access to the editing module
Project Dashboard	Stage management	Choose publication mode	Possibility to publish project in 3 versions: iPad, basic web version, smartmap
Project Dashboard	Home page management	Edit home page	Possibility to choose project with home page or without home page and access to home page editing module
Project Dashboard	Footer management	Edit footer	Possibility to choose project with footer or without footer and access to home page editing module
Project Dashboard	Publication management	Choose publication mode	Possibility to select one or several publication style
Project Dashboard	Publication management	Choose preview mode	Possibility to preview project in 3 displays: iPad, basic web version, smartmap
Project Dashboard	Path management	Edit path	Access to the path editing module
CMS	Home page management	Upload header	Possibility to choose personal picture as header (specific size)
CMS	Home page management	Choose zoom level	Possibility to personalise zoom level of project



<b>CMS</b>	Home page management	Upload home page cover	Possibility to choose personal picture as cover of the project (specific size)
<b>CMS</b>	Home page management	Rename project	Rewrite title of an existing project
<b>CMS</b>	Home page management	Edit project description	Text editing module for project description
<b>CMS</b>	Home page management	Edit "read more" text	Text editing module for "read more" page
<b>CMS</b>	Footer management	Edit "about" text	Text editing module for "about" page
<b>CMS</b>	Footer management	Edit "help" text	Text editing module for "help" page
<b>CMS</b>	Footer management	Edit hyperlinks	Possibility to enter 4 hyperlinks
<b>CMS</b>	Footer management	Upload logo	Possibility to choose personal picture as logo (specific size)
<b>Project Dashboard</b>	Stage management	Visible / invisible stage	Make stage visible or invisible
<b>CMS</b>	Stage management	Choose stage preview mode	Possibility to preview stage in 3 displays: iPad, basic web version, smartmap
<b>CMS</b>	Stage management	Choose zoom level	Possibility to personalise zoom level of stage
<b>CMS</b>	Stage management	Upload stage cover	Possibility to choose personal picture as cover of the stage (specific size)
<b>CMS</b>	Stage management	Rename stage	Rewrite title of an existing stage
<b>CMS</b>	Stage management	Edit stage description	Text editing module for stage description
<b>CMS</b>	Stage management	Edit "read more" text	Text editing module for "read more" page
<b>CMS</b>	Main media management	Add new media module	Possibility to add several medias within a stage
<b>CMS</b>	Main media management	Delete media	Remove media within a stage
<b>CMS</b>	Main media management	View media	Possibility to play media inside a pop up
<b>CMS</b>	Main media management	Upload media	Possibility to upload media: video (define format), picture, sound (define format)
<b>CMS</b>	Main media management	Edit media title	//
<b>CMS</b>	Main media management	Edit media description	Text editing module for media description
<b>CMS</b>	Related media management	Add new media module	Possibility to add several medias within a stage
<b>CMS</b>	Related media management	Delete media	Remove media within a stage
<b>CMS</b>	Related media management	View media	Possibility to play media inside a pop up
<b>CMS</b>	Related media management	Edit media	Possibility to edit media title and media description
<b>CMS</b>	Related media management	Edit URL	Copy and past media URL
<b>CMS</b>	Related media management	Edit IFRAME / embed code	Copy and past IFRAME / embed code
<b>CMS</b>	Related media management	Edit tags	Possibility to add several tags (how many)
<b>CMS</b>	UGC	Add UGC stream	Possibility to add several streams within a stage

<b>CMS</b>	UGC	Delete UGC stream	Remove UGC stream within a stage
<b>CMS</b>	UGC	Edit UGC stream	Possibility to rewrite or complete stream or account info
<b>CMS</b>	UGC	UGC stream source	Possibility to choose source of UGC (define sources)
<b>CMS</b>	UGC	UGC stream settings	Possibility to choose specific user account and/or tags
<b>CMS</b>	Path management	Draw path	
<b>CMS</b>	Path management	Path settings	Possibility to choose color, tickness and style (solid or dotted) of the path
<b>CMS</b>	Path management	Delete path	
<b>CMS</b>	Path management	Locate pin	Possibility to choose pin position on the map
<b>CMS</b>	Path management	Edit pin	Advances settings: color, size, opacity, upload personal pin,
<b>CMS</b>	Path management	Map layer	Possibility to choose map layer: Google, OSM, personal picture (upload) ...
<b>CMS</b>	Path management	Research	Possibility to make location research
<b>CMS</b>	Account management	Edit existing account	Complete basic information about a user: email, account name, user name, user first name, pass word, account type, advanced settings (edition rights)
<b>CMS</b>	Account management	Create new account	Complete basic information about a user: email, account name, user name, user first name, pass word, account type, advanced settings (edition rights)
<b>CMS</b>	QR code	Generate QR code	Possibility to generate QR code from image or link
<b>CMS</b>	Video	In/out markers	Possibility to edit video: cut, move and combine track
<b>CMS</b>	Sound	In/out markers	Possibility to edit sound track: cut, move and combine track
<b>CMS</b>	Image	Edit image	Crop, resize ...
<b>CMS</b>	Account management	Delete existing account and back up project data	Possibility to save project data when you delete an account / Projects are automatically transferred to Super Admin connected account
<b>CMS</b>	Path management	Stage number	Add number to a stage to arrange path

### 5.3.3 Details of the CMS functionalities

#### 🔗 General Dashboard – project management

The general dashboard enables to view basic information of all projects of a user account in a table:

- Project Name
- Creation date
- Date of last modification
- Create profile
- Publication status
- Project size

Information can be filtered by type.

The general dashboard provides access to the project dashboard and to the user account management section.

**Urban Explore**





HomeMediasSearchUsersLogin

Home

## Projects

Show 10 entries

Search:

Name	Created	Modified	Created by	Pub	Actions
Les coulisses de l'art public	22/05/2015	22/05/2015	Julien	App	 
proj test Mac	27/05/2015	27/05/2015	Julien	App	 

Showing 1 to 2 of 2 entries

FirstPrevious1NextLast

Enter project name

Add New Project

## Users

Users

## Médias

SearchMedias & carts

♥ from Ooffee team

## ➡ “USERS” – user account management

The editor allows access levels and different rights depending on the user's profile, a Director level and a Super Administrator are considered.

The editor enables to create user accounts and delete existing accounts. In case of termination of an account related to a project it is necessary to provide a backup solution / archiving of content related to the account. If you remove an account you must choose between:

- Delete the account and the projects related to this account
- Only delete the account and save projects by switching on the Super Admin account

The editor enables to enter information and set permissions for a user account: email, user name, user information, password, account type...

The editor enables Admin users to manage their account basic information: name, change password...





**Urban Explore**

HomeMediasSearch**Users**Login


Home / Users

### List of users

Show 10 entriesSearch:

Username	Created	Created by	Nb projects	Actions
Dedale1	12/01/2014	Dedale	3	 
Dedale2	12/08/2014	Dedale	10	 

Showing 1 to 2 of 2 entriesPrevious1Next

 New user

♥ from Ooffee team

## 👉 Project dashboard

The management part of a project is the project dashboard: it can manage the basic parameters and access all of the editing modules.

The project dashboard provides access to the following modules:

- Edition of the course
- Editing a step
- Edition of the home page
- Edition of footer

The project dashboard can also:

- Defining the publication mode: tablet version and web version
- Show or hide a stage of a project

The project dashboard provides access to the management of permanent elements of a project. The editor enables to choose whether to display a footer on all pages of a project and manage its components:

- Text "about"
- Text 'help'
- hyperlinks
- logo

The screenshot shows the 'Urban Explore' project dashboard. At the top, there's a navigation bar with 'Home', 'Medias', 'Search', 'Users', and 'Login'. Below this is a breadcrumb trail: 'Home / Les coulisses de l'art public'. The main section is titled 'Management Route'. It includes 'Project Info' with fields for 'Publication statut', 'Number of media' (8), and 'Number of step' (6). There are buttons for 'Edit Route' and 'Define area'. Below this is the 'List of Steps' section, which has a search bar and a table of steps. The table has columns for 'Step', 'Title', 'Visible', and 'Actions'. It lists 6 steps, with the first step being 'ETAPE 1 // L'AXE ROYAL MODERNISÉ'. At the bottom of the table, it says 'Showing 1 to 6 of 6 entries' and has 'Previous', '1', and 'Next' navigation links. Below the table are sections for 'Management Home page' (with an 'Edit Home page' button), 'Management Footer' (with an 'Edit Footer' button), and 'Management Advertising'. The 'Management Advertising' section has a 'Mode of publication' field with a 'Publier' button and a 'Preview project' button. At the very bottom, there's a small text: '♥ from Coffee team'.

Urban Explore

Home Medias Search Users Login

Home / Les coulisses de l'art public

### Management Route

Project Info

Publication statut App  
Number of media 8  
Number of step 6

Edit Route Define area

### List of Steps

Show 10 entries Search:

Step	Title	Visible	Actions
1	ETAPE 1 // L'AXE ROYAL MODERNISÉ	👁	
2	New step	👁	
3	New step	👁	
4	ETAPE 2 // JI, MAYYA, NDIYAN, SHUI, EAU	👁	
5	ETAPE 3.1 // À LA CROISÉE DES CHEMINS	👁	
6	ETAPE 3.2 // À LA CROISÉE DES CHEMINS	👁	

Showing 1 to 6 of 6 entries Previous 1 Next

### Management Home page

Edit Home page

### Management Footer

Edit Footer

### Management Advertising

Mode of publication Preview project

Publier

♥ from Coffee team

## 👉 Path management

The edition of the course is the first step. It is accessible from the project dashboard and opens a mapping editor.

The editor enables to draw a route on the map and change the parameters of the line:

- Color
- Thickness
- Style

The editor enables to add or remove a waypoint on the map with a pictogram and define the following:

- Name of the step
- Position of the stage in the course (number)

All information entered in this part is automatically reflected in the table project dashboard part.

**Urban Explore**[Home](#)[Medias](#)[Search](#)[Users](#)[Login](#)

[Home](#) / [Project](#) / Les coulisses de l'art public Route

Cliquer sur la carte pour ajouter un marcker puis cliquer sur le marcker pour le personnaliser. Il est possible d'ajouter un seul marcker à la fois.

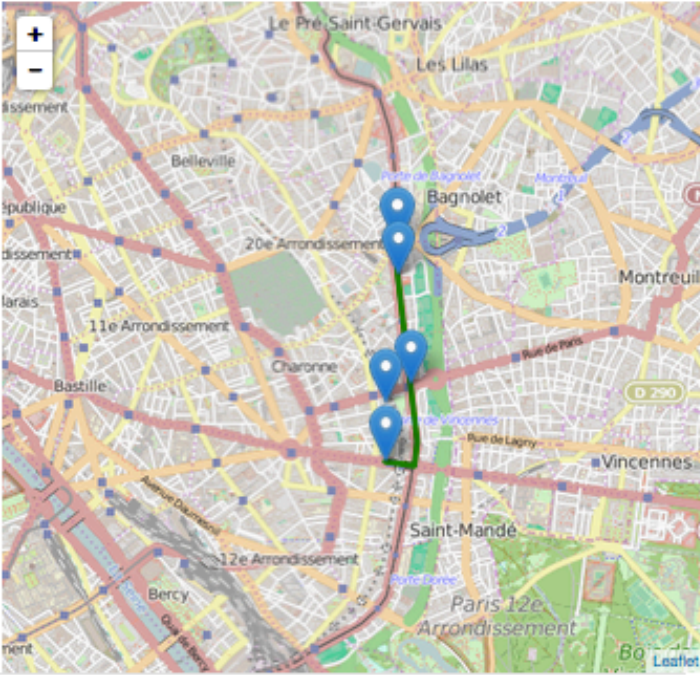
Step

**Title**

**Marker position**

**Position**

**Step visible**  
☒ Visible ☐ Non Visible



♥ from Coffee team



## 👉 Step management

The editor enables to view the step according the different publication modes (tablet and web version).

A simplified map editor enables to manage the default zoom level of a step.

Each step displays a picture for the cover, the editor enables to customize it by uploading an image.


The editor enables to edit the text contents of the step, 3 stages are required:

- Step title
- Step description
- Text of the part "learn more"

**Urban Explore**

HomeMediasSearchUsersLogin

Home / Les coulisses de l'art public / ETAPE 1 // L'AXE ROYAL MODERNISÉ



Step zoom

iPadwebSmartMap

**Step information**

Visual

Parcourir...Aucun fichier sélectionné.

upload me

Position

1

Title

ETAPE 1 // L'AXE ROYAL MODERNISÉ



Visible

☒ Visible ☐ Non Visible

Description

Learn more

↶↷FormatsBIBListulListulListulListulListulListulListulListul


A·A·😊

Valider

**Medias**

Add Media / searchAdd Media / médiathèque

**Diaporama > ESQUISSES**



Title

Diaporama > ESQUISSES



## 👉 “SEARCH” module

Access to the search module can be done from the overall dashboard, the project dashboard and the part on step management, as well as a permanent link on all pages.

The search module enables research, selection and allocation of content from existing database and web platforms: Europeana, Wikipedia, Youtube (for now). It displays the selection of media types, selection of sources and fields of advanced search criteria.

**Urban Explore**[Home](#)[Medias](#)[Search](#)[Users](#)[Login](#)

[Home](#) / [Search & Selection](#)

### Search

[Selection - UCG](#)

#### Types

- ☒ Image
- ☐ Video
- ☐ Text
- ☐ Sound
- ☐ 3D

#### Sources

- ☒ Europeana
- ☐ Wikipedia
- ☐ Youtube
- ☐ Flickr
- ☐ Twitter
- ☐ Instagram

#### Advanced search

### Results

Cart -

Add to cart -

[View all carts](#)

Add to medias

[View all medias](#)

Nothing selected

[View step :](#)

Show  entries

Search:

IMAGE link	Title
No data available in table	

Showing 0 to 0 of 0 entries

[First](#)[Previous](#)[Next](#)[Last](#)

♥ from Ooffee team

## ➤ “MEDIAS” module

Access to the module Media and baskets is made from the overall dashboard, the project dashboard and the part for step management, as well as a permanent link on all pages.

This part of the CMS includes all the content uploaded by the user to create his visit projects. This system allows to share the content; content can be consumed in various projects.

Editing of media elements (title, description text) is done at the level of the step management, not in the MEDIA module.


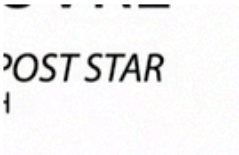


The media are integrated in modules displaying a player, the title of the media and the media description. The Urban Explore application displays a module per media and several modules by step, all module elements are editable in the step management part. The editor enables to add and remove media modules in a step. The editor allows to upload or remove media and edit associated text information: title and description. Once uploaded the media can be viewed in the editor.

**Urban Explore**HomeMediasSearchUsersLogin

[Home](#) / MÉDIATHÈQUE & PANIERS

**Medias**

☐ ☐ ☐ ☐ Add to cart - Nothing selected -

Media	Title	Type	Source
<input type="checkbox"/> 	Diaporama > L'OEUVRE DE NUIT	video/3gpp	interne <input type="checkbox"/> <input type="checkbox"/> Add to cart -
<input type="checkbox"/> 	Diaporama > MONTAGE DE L'OEUVR...	video/x-m4v	interne <input type="checkbox"/> <input type="checkbox"/> Add to cart -
<input type="checkbox"/> 	Diaporama > GRAND PROJET DE RE...	video/x-m4v	interne <input type="checkbox"/> <input type="checkbox"/> Add to cart -
<input type="checkbox"/> 	Diaporama > SÉRIE DE TRAVAUX A...	video/x-m4v	interne <input type="checkbox"/> <input type="checkbox"/> Add to cart -

## 👉 Carts

The carts are accessible from the modules SEARCH and MEDIA. The notion of cart is transverse to the project and path, the media recorded in a cart can be consumed in different projects.

From the results of a search or uploaded media, the user can create two types of carts:

- Fixed cart: displays a selection of content identified in a search at a M moment, generating a fixed cart saves the research results that have been checked.
- Dynamic Cart: displays a result according to research criteria / changes over time, the generation of a dynamic cart saves all search result items, which are then automatically updated.

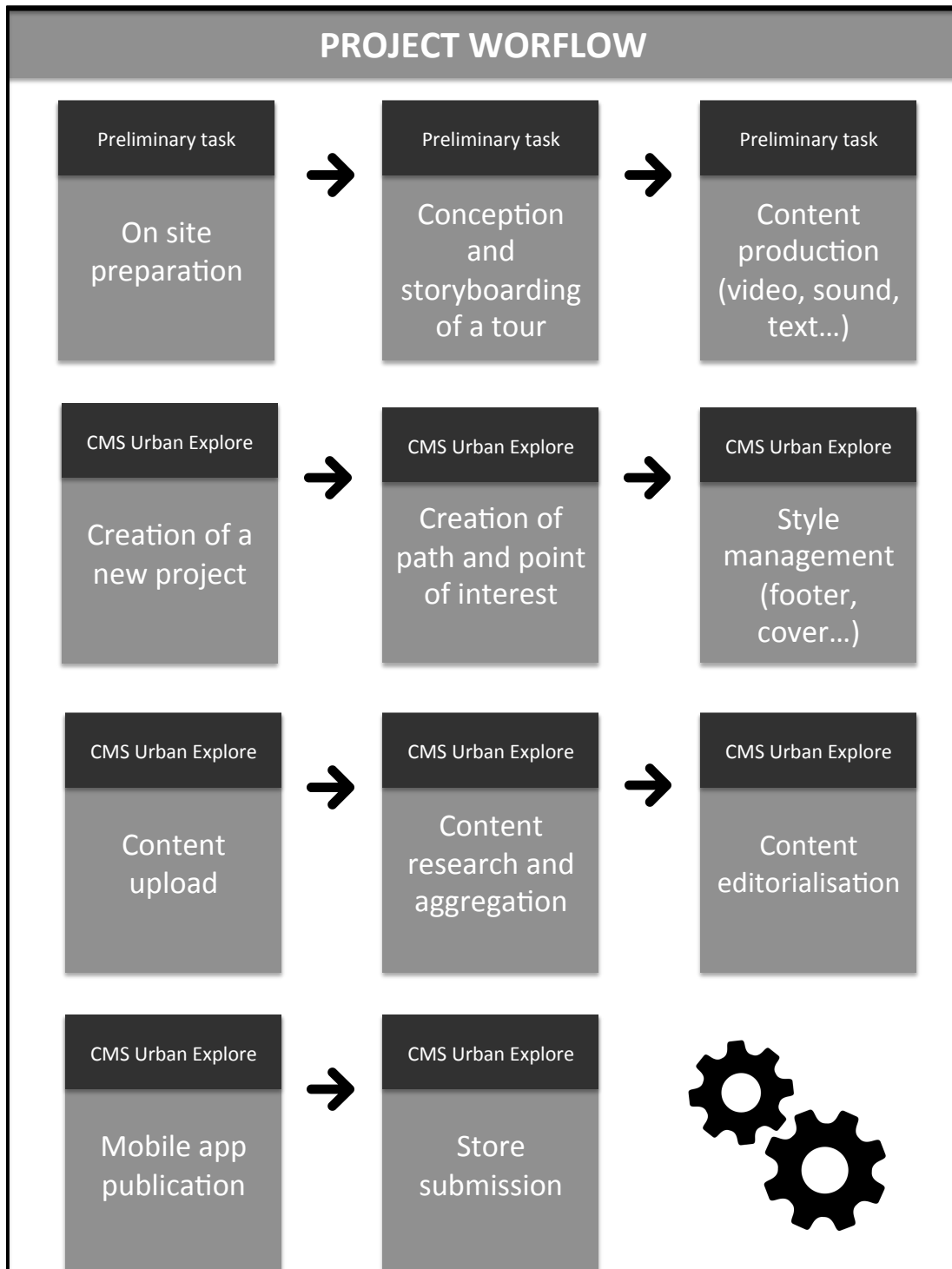
## Paniers

<input type="text" value="Enter cart name"/>		<input type="button" value="🛒 New Cart"/>		
Name	Nb of medias	Created		
Coulisses Etape 3.23	04/06/2015	View 3	Empty	🗑
Coulisses Etape 1 4	04/06/2015	View 4	Empty	🗑
Coulisses Etape 3.10	04/06/2015	View 0	Empty	🗑
Coulisses Etape 2 4	04/06/2015	View 4	Empty	🗑

## 👉 Target users

The editor is a tool for professionals from urban, culture, art and heritage fields. The use of the back office and the creation of an Urban Explore project require basic skills:

- Convert video and audio
- Image processing (resize, crop...)
- Knowledge of content management in a WordPress CMS type
- Knowledge of digital map editing with tools such as Google Maps Engine
- Knowledge of databases to harvest
- Knowledge of social networks



## ➤ External content

The CMS allows to search, browse and select 2 external content sources.

### Europeana

Images, videos and sounds from Europeana are displayed into the CMS, by default the CMS provide 5 elements which can be associated to a visit project:

- Content (image...)
- Title
- URL
- Data provider
- Licence

### Wikipedia

The CMS allow to search and select text from Wikipedia and extract them from a form by default the CMS provide 2 elements which can be associated to a visit project:

- Article title
- Article sum up (first text paragraph on the top of the form)

## ➤ User-generated content

The CMS also allows to search, browse and select content from social media as User-generated content. The research is made by key words or ID of user account.

### YouTube

The CMS allows to search and select video from YouTube platform, by default the CMS provide several elements that can be associated to a visit project:

- Video and video thumbnail
- Video title
- Video description
- Video tags
- Author
- URL

### Flickr (not yet implemented)

The CMS allows to search and select picture from Flickr platform, by default the CMS provide several elements that can be associated to a visit project:

- Picture
- Picture title
- Picture description
- Tags
- Author
- URL
- Licence

### **Instagram** (not yet implemented)

The CMS allows to search and select picture from Instagram, by default the CMS provide several elements that can be associated to a visit project:

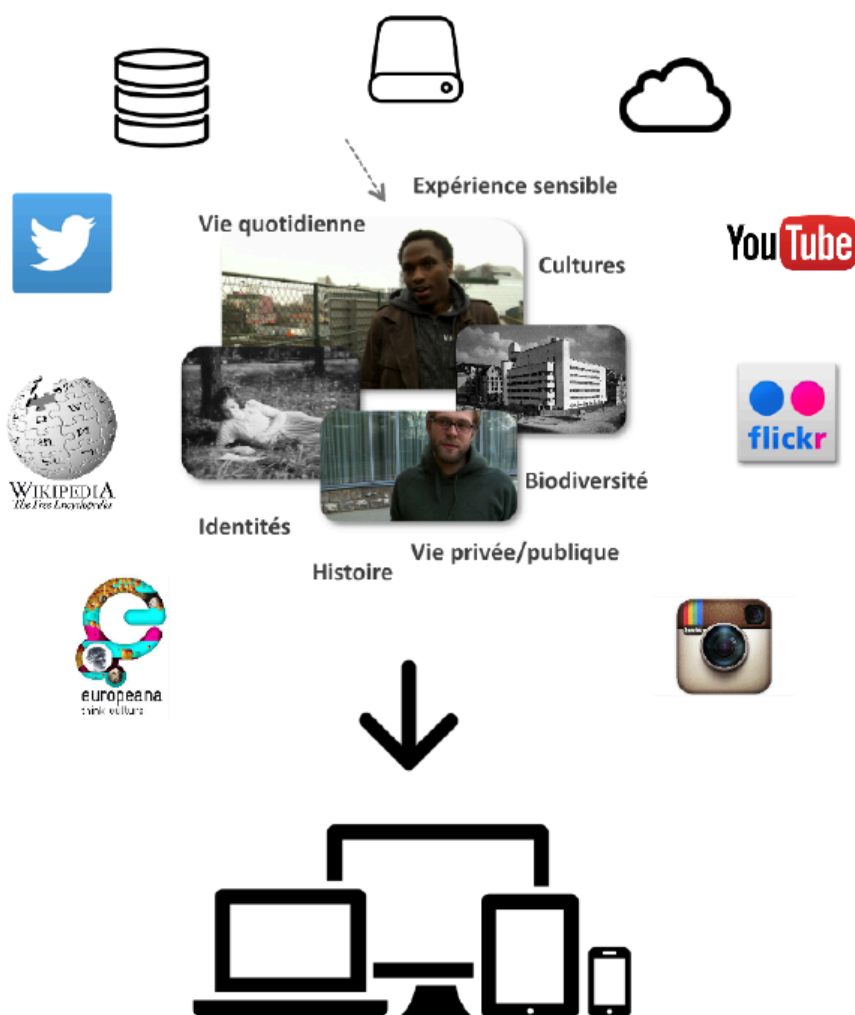
- Picture
- Picture title
- Tags
- Author

### **Twitter** (not yet implemented)

The CMS allows to search and select texts and pictures from Twitter as feeds of content according to 2 different methods:

- by user ID <@>
- by hashtag <#>

### Content aggregation and distribution

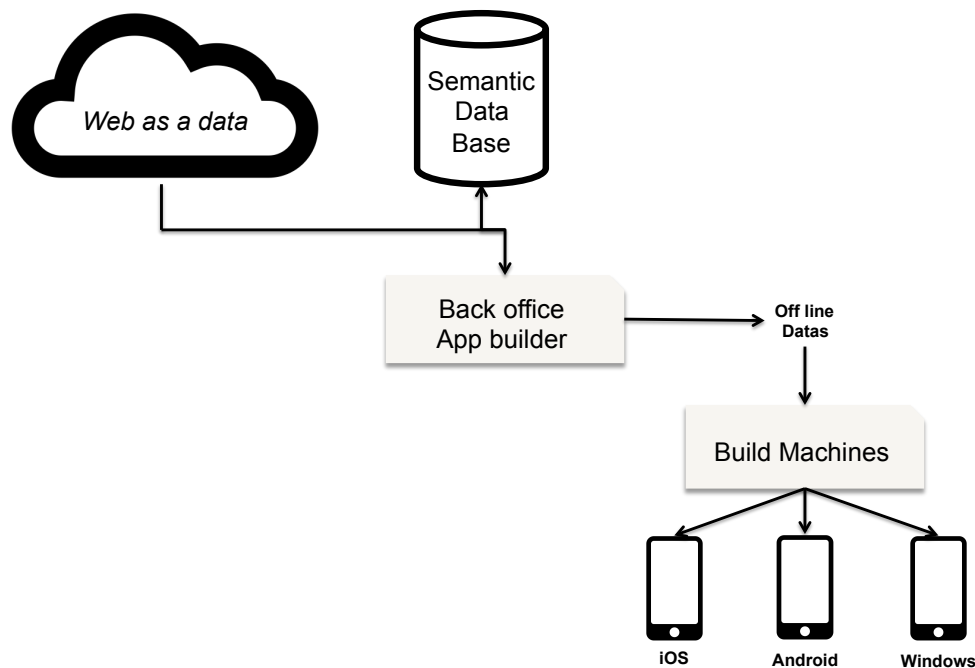


#### 5.3.4 Technical architecture general overview

The goal of the project is to deliver a simple CMS for tour producers enabling them to:

- Gather content on internet
- Easily build a tour application
- Publish a simple to use offline application for any device

Full-Filling these requirements implies the set-up of 2 mains architectural components:



The first one is the “Back-Office App Builder” that provides:

- The user interface,
- Connectors to online web database (wikipedia, Flickr,...)
- “Export data” function to embed the content into the mobile device

The second one is the “Build machines” infrastructure that provide the necessary servers and software configuration to fill the “Mobile Application Template” with the data exported and compile them into a “by device” application.

### 5.3.5 Key general architectural concepts

#### 📌 Key concept 1: Semantic web

Semantic Web (backed by the RDF specification) is the main interoperability format used on the internet and recommended by the W3C.

This format allow computer to retrieve and understand data and the links between them. DBPedia (the semantic version of Wikipedia) is the most famous example of such a semantic web database. A very large amount of others semantic web data stores exists on the web.

More over – thanks to the genericity of RDF – any kind of data-source or API results can be represented as RDF.

To ensure the interoperability of Urban Explore with other applications and to make easy integration of other data-source the choice of a Semantic DataBase was done.

This choice is technologically supported by the use of Apache Stanbol that is an open-source framework, that provides semantic database repository as a basis but a lot more functionalities.

#### 📌 Key concept 2: Multi-mobile device Builder

Nowadays, type of mobile operating system are diverse and based on radically different technology stack (Android, IOS, Windows 8, Black Berry,...).

Being able to provide an application for each platform requires the complete development of the application for each one. That's really time consuming and require the presence of “by device OS” expert in the team. Evolutions are also a lot more complicated as each modification has to be repeated for each device type.

But there is a technology stack enabling to develop a mobile application one time and compile it for each mobile OS as if it was a specific development.

This stack is base on the use of HTML5 and Javascript for the application development and the build with Apache Cordova for the compilation of the application for any device.

This choice allows to develop the application only once and to be able to address any device on the market.

Another good output from this method is the ability to also publish the application as a classical web application accessible through the browser.

#### 📌 Key concept 3 : Off-line data

Considering tourists or organisations' device that don't have access to mobile broadband, the key requirement for the application is to be able to embed any data that the application need.

This means:

- All the cartographic data
- Text, image and video.

This was an important field of technical R&D in this project as really few applications on the market provide full user experience when not online.

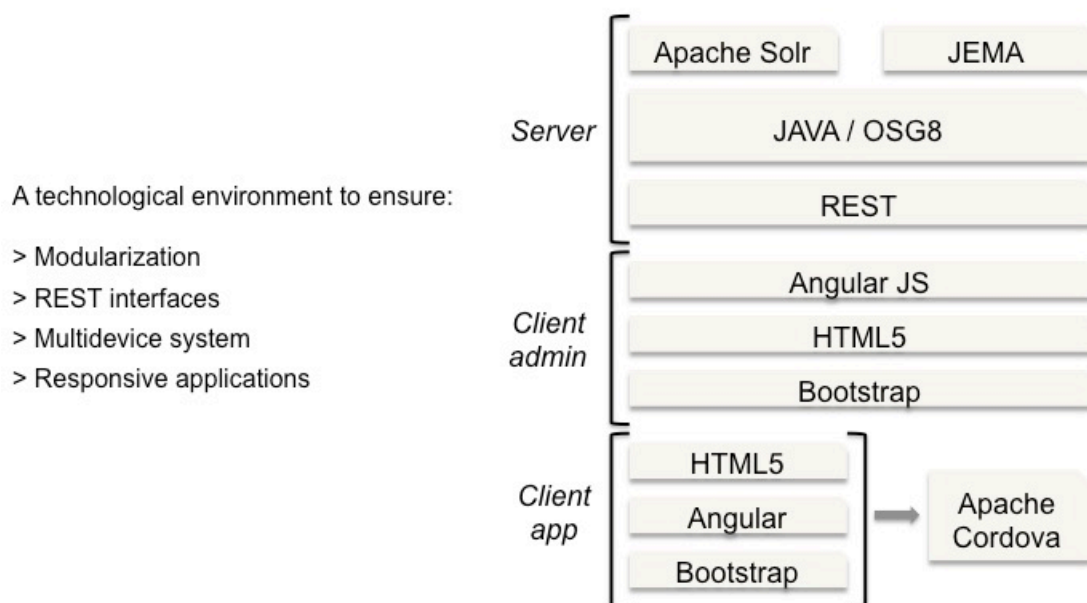


### 5.3.6 Technological stack details

The general architecture, regarding the challenge of the project was detailed into 3 main parts:

- Server side
- Administration interface (application CMS builder)
- Client application (mobile application)

## TECHNICAL ENVIRONEMENT



For each one an aggregation of well know and proved to work solution were assembled to work together.

### ➡ Server side

The key building bloc here is Apache Stanbol: it is an application platform that helps to develop semantic based software.

As stated on the website (<https://stanbol.apache.org/>):

*“Apache Stanbol provides a set of reusable components for semantic content management.*

*Apache Stanbol's intended use is to extend traditional content management systems with semantic services. Other feasible use cases include: direct usage from web applications (e.g. for tag extraction/suggestion; or text completion in search fields), 'smart' content workflows or email routing based on extracted entities, topics, etc. "*

Two main components were used in this project:

**Apache Solr** that is used for indexing and content searching in the administration back-office. From the website, we can find this explanation about this module (<http://lucene.apache.org/solr/>): *"Solr is highly reliable, scalable and fault tolerant, providing distributed indexing, replication and load-balanced querying, automated failover and recovery, centralized configuration and more. Solr powers the search and navigation features of many of the world's largest internet sites. "*

Apache Jena that is the semantic database software used. Its website says (<https://jena.apache.org/>) : *"A free and open source Java framework for building Semantic Web and Linked Data applications."*

To ensure great flexibility and modularity, we chose to develop a "pure client server" application.

It means that the server doesn't generate any HTML page but only provide a REST interface.

This architectural choice allows to view the server side as an API and to develop simply any kind of user interface without the need of server side modification.

This REST principle was implemented using the Java language.

## ➡ **Client Admin and Client app:**

On the administration and client side, HTML5 and Angular.js were used to implement the user interface and communication with server.

Angular.js is the key technology for implementing "one page application" that allows the clear separation between the server and the client and allows the application to be flexible and multi-device.

Angular.js is backed by Google and is defined as (<https://angularjs.org/>) *"HTML is great for declaring static documents, but it falters when we try to use it for declaring dynamic views in web-applications. AngularJS lets you extend HTML vocabulary for your application. The resulting environment is extraordinarily expressive, readable, and quick to develop. "*

This extensibility was tested during the development of Urban Explore as an R&D effort was done in order to extend the framework with some modules that allow to directly display and modify RDF. This kind of modules are for now unique and will be

released as open-source as soon as the library were cleaned-up in order to create a community around them.

The last point of this “user interface” part is the use of the well know CSS framework Bootstrap in order to ensure a full responsiveness of the developed applications and so their adaptability to any devices and screen-size.

## ➤ **Application builder (Apache Cordova)**

This is the last key point of the software architecture that allows to build the application for any device.

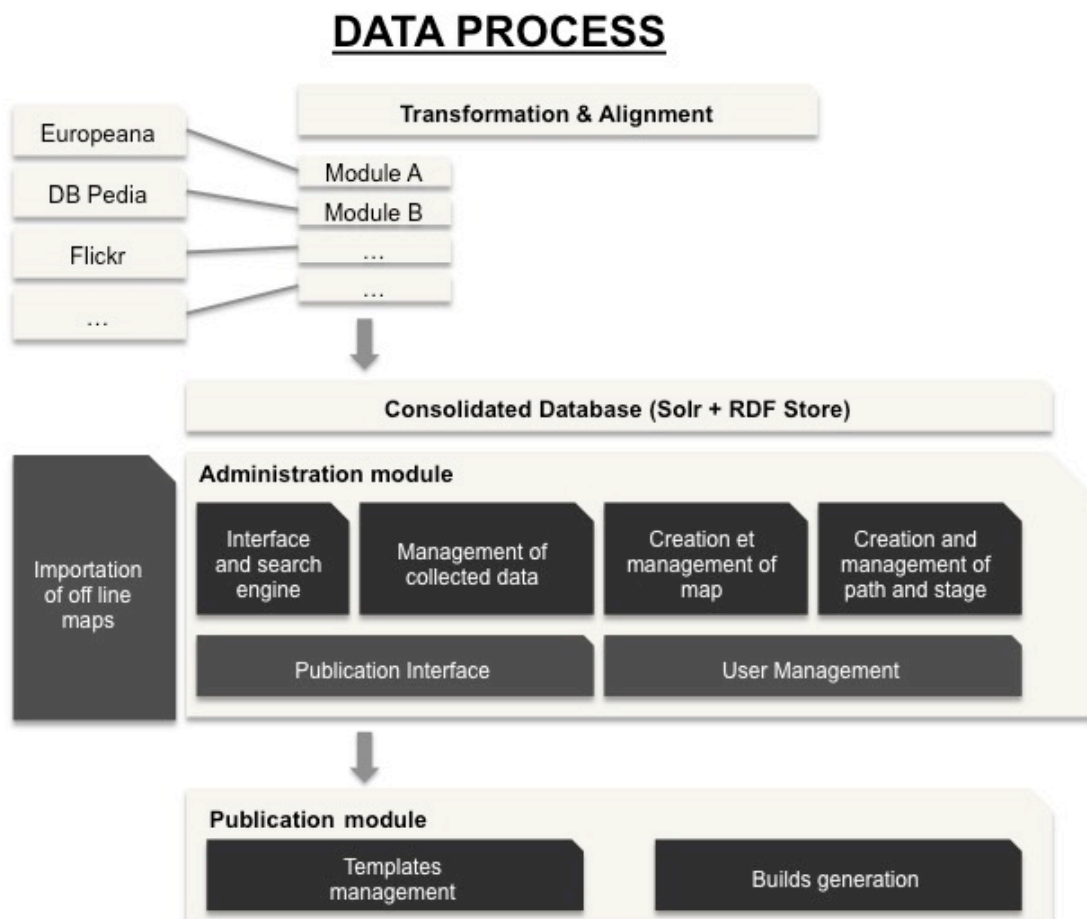
The description of Cordova is (<https://cordova.apache.org/>): “Apache Cordova is a set of device APIs that allows a mobile app developer to access native device function such as the camera or accelerometer from JavaScript. Combined with a UI framework such as jQuery Mobile or Dojo Mobile or Sencha Touch, this allows a smartphone app to be developed with just HTML, CSS, and JavaScript. When using the Cordova APIs, an app can be built without any native code (Java, Objective-C, etc) from the app developer. Instead, web technologies are used, and they are hosted in the app itself locally (generally not on a remote http server).”

This great platform helps to develop one for any device and is really interesting for fast and reliable mobile application development.

But behind this, a relatively important servers configuration has to be done (one server configuration by device OS), and some “build and deliver” support configurations have to be done. The amount of work required to set-up this environment is not so fast but is an investment with a really good ROI as it is really more faster that developing an application 3 times for each mobile platform and we set-up this built and compiled environment that can be used for any mobile project.

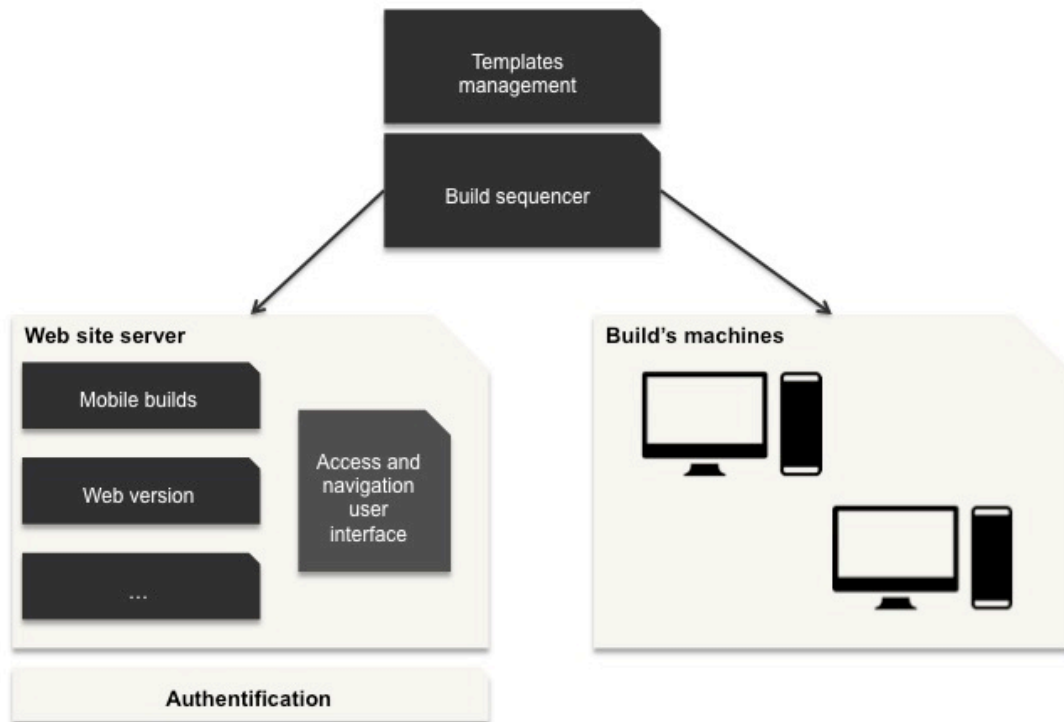
### 5.3.7 Details on the key application modules

The schema behind provides a more detailed view on some of the key modules developed during this project. The title of each module is considered as self-explanatory.



**5.3.8 Details on the publication module and the way the compiled application is made available to the users**

## **PUBLICATION MODULE**



## 6 DESCRIPTION OF THE PILOT EVALUATION

The general Athena Plus pilots evaluation methodology was adapted to the Urban Explore pilot, taking into account its specificities. The pilot itself was evaluated: the back and front offices, but also more widely the mediation process of having digital content available on an Ipad to enrich a tour animated by a professional. The evaluation was made at 3 scales: internal usability, small scale and large scale.

Several questions guided the evaluation of the pilot with the internal team of Dédale, professionals and general public:

- Ownership: to what extent are the experimentations appropriated by participants? Is the technical interface easy to use? What forms of observable learning?
- Relevance: to what extent the objectives of the experimentations are adapted to the identified challenges?
- Consistency: to what extent are the objectives of the experimentations consistent with those of other public and private interventions that interact with them (external consistency)? how the different objectives of the same intervention are consistent with each other (internal consistency)?
- Effectiveness: the extent to which outputs, results and effects are recognized in line with the original objectives (expressed as outputs, results and expected impact)?
- Innovation: to what extent the effects of the experiments meet the challenges identified initially? what is the truly innovative aspect for both social and technological experimentations?
- Sustainability: To what extent do effects persist in the medium or long term?
- Repeatability: to what extent the experimentations are repeatable in other territories? with what economic, social, political and technological model?

For all the evaluation scales, an in-situ test of the application was organised in the form of a tour with 10-15 participants, animated by a professional guide. 4 tours were designed:

- 2 tours on the works of art along Paris Tram: “Les coulisses de l’art public” and “L’art change la ville”
- 1 tour on the Bievre river “Quand la Bièvre s’éveillera”
- 1 tour in Riga, “From Riga Stock Exchange to Riga Bourse Art Museum”

For all tours, 5 iPads were lent to the group of participants, on which the Urban Explore application linked to the tour was available.

### 6.1 Internal usability evaluation


This first evaluation phase was done with Dédale team (project and communication managers), designers and developers, in January 2015.

The in-situ demo was organized with the urban walk “Quand la Bièvre s’éveillera”. This tour was organised alongside the Bievre river, in the south of Paris. Acting as a

link between heritage, history, urban development and landscape, the walk proposes keys for a better understanding of this little-known river that has been recently reopened by the Val de Marne regional council on 600m of its former historic bed. Thanks to Urban Explore, the walk allows a re-visit of past uses, and the exploration of current and future uses of the Bievre, a river which used to shape Arcueil and Gentilly's landscape and history.

For the tests with the technical team, the Mantis bug analysis tool was used. The tool allows to report issue by category of problem, level of severity and priority, way and steps to reproduce the issue. Mantis is a powerful tool for tests and follow-up with technical team, it enabled us to share feedbacks, to discuss about solution and to correct problem.

### Mantis dashboard



Logged in as: **julien Brouillard** (Julien Brouillard - developer) 2015-06-22 11:26 CEST

[Main](#) | [My View](#) | [View Issues](#) | [Report Issue](#) | [Change Log](#) | [Roadmap](#) | [My Account](#) | [Logout](#) Issue #  [Jump](#)

Assigned to Me (Unresolved) [ ^ ] (1 - 10 / 10)		Unassigned [ ^ ] (1 - 4 / 4)	
0001402	Wikipedia Medias 3. BackOffice -> Médias - 2015-06-02 11:26	0001283	Maquettes graphiques [All Projects] interface - 2015-02-03 12:05
0001420	Ouverture fenêtre enregistré sous 3. BackOffice -> Médias - 2015-05-27 17:08	0000967	créer une liste de diffusion pour le projet [All Projects] Autres - 2014-07-16 11:28
0001396	Bien définir les specs du HomePage et du footer 3. BackOffice -> Project - 2015-05-22 17:54	0000624	Sélection des dataset obpedia [All Projects] Autres - 2014-03-26 11:44
0001178	Spec : écran gestion de la médiathèque et des paniers [All Projects] General - 2015-01-08 17:04	0000613	Récupération du dataSet europeanna [All Projects] Autres - 2014-03-24 14:30
0001114	vue etape [All Projects] interface - 2015-01-08 17:03		
0001116	vue Projet : liste des etapes [All Projects] interface - 2015-01-08 17:03		
0001176	spec : processus carto [All Projects] Autres - 2015-01-08 15:25		
0001113	vue recherche [All Projects] interface - 2015-01-08 15:19		
0001173	Spec : mise à jour médiathèque / panier / recherche [All Projects] Autres - 2014-11-10 15:59		
0001172	spec : éclaircir l'affaire des paniers dynamiques [All Projects] Autres - 2014-11-05 12:18		

Reported by Me [ ^ ] (1 - 10 / 28)		Resolved [ ^ ] (1 - 10 / 13)	
0001442	L'affichage de la page de gestion de l'étape 1 (et probablement des autres) a fait planté le navigateur 3. BackOffice -> Project - 2015-06-11 16:27	0001442	L'affichage de la page de gestion de l'étape 1 (et probablement des autres) a fait planté le navigateur 3. BackOffice -> Project - 2015-06-11 16:27
0001447	Problème dans l'édition des textes du champ de description de l'étape 3. BackOffice -> Project - 2015-06-04 18:50	0001447	Problème dans l'édition des textes du champ de description de l'étape 3. BackOffice -> Project - 2015-06-04 18:50
0001446	Ordre des vidéos dans une étape 3. BackOffice -> Médias - 2015-06-04 17:40	0001425	Impossible de lier un média à une étape 3. BackOffice -> Médias - 2015-05-29 16:43
0001421	Taille max des vidéos en upload 3. BackOffice -> Médias - 2015-06-02 15:47	0001428	Upload header Home page projet 3. BackOffice -> Project - 2015-05-29 16:31
0001434	Recherche par types et par sources 3. BackOffice -> Search - 2015-06-02 09:22	0001429	Upload visuel étape impossible 3. BackOffice -> Project - 2015-05-29 14:42
0001424	Pas de preview des vidéos 3. BackOffice -> Médias - 2015-05-29 17:05	0001411	Upload media ne fonction pas à partir des pages de gestion du projet 3. BackOffice -> Project - 2015-05-27 16:24
0001425	Impossible de lier un média à une étape 3. BackOffice -> Médias - 2015-05-29 16:43	0001398	optimiser appel serveur projects 1. Gestion Projets - 2015-05-22 11:41
0001428	Upload header Home page projet 3. BackOffice -> Project - 2015-05-29 16:31	0001275	validation form create new user 2. Gestion Users - 2015-01-27 10:04
0001429	Upload visuel étape impossible 3. BackOffice -> Project - 2015-05-29 14:42	0001248	download media au moment de la publication du projet uniquement 1. Gestion Projets - 2015-01-19 15:49
0001427	Impossible de cocher les "sources" dans la partie SEARCH > "selection - UGC" 3. BackOffice -> Search - 2015-05-29 10:58	0001246	tester lecteur video sur load 1. Gestion Projets - 2015-01-15 11:38

## Step to report issue



Logged in as: Julien Brouillard (Julien Brouillard - developer)

2015-06-22 11:27 CEST

[Main](#) | [My View](#) | [View Issues](#) | [Report Issue](#) | [Change Log](#) | [Roadmap](#) | [My Account](#) | [Logout](#)

Issue #

**View Issue Details** [ [Jump to Notes](#) ] [ [Send a reminder](#) ]

[ << ] [ >> ]

[ [Issue History](#) ] [ [Print](#) ]

ID	Project	Category	View Status	Date Submitted	Last Update
0001402	urbanXplor	3. BackOffice -> Médias	public	2015-05-12 12:27	2015-06-02 11:26
<b>Reporter</b>	Julien				
<b>Assigned To</b>	Julien Brouillard				
<b>Priority</b>	normal	<b>Severity</b>	major	<b>Reproducibility</b>	have not tried
<b>Status</b>	assigned	<b>Resolution</b>	open		
<b>Platform</b>		<b>OS</b>		<b>OS Version</b>	

**Summary** 0001402: Wikipedia Medias

**Description** Salut Julien,  
Il faudra qu'on se fasse un point par rapport à ce qu'on ajoute vraiment à l'étape lorsqu'on ajoute un média de type Wikipedia.

**Tags** No tags attached.

**Attach Tags** (Separate by ",")

**Attached Files**

**Relationships**

**New relationship** Current issue

**Upload File**

**Select File** (Maximum size: 5,000k)  aucun fichier sél.

**Users monitoring this issue**

**User List** There are no users monitoring this issue.

Username

**Notes**

(0003141)  
Julien Brouillard (developer)  
2015-05-22 17:48

salut !

voilà les éléments à récupérer sur les pages wikipedia :

-- Titre de l'article  
-- Résumé (1er paragraphe de texte en haut de la fiche)  
-- Photo de la colonne d'infos résumées à droite / ou si possible choix d'une des images de la page

On en reparle aussi

(0003199)  
Florent (administrator)  
2015-06-02 11:26

Il n'est pas possible actuellement d'extraire les images des pages wikipedia que l'on récupère.

Une solution existe pour faire une recherche d'images libres de droits dont celles de wikipedia, mais ça nécessite pas mal de travail d'intégration et de vérification que la base de données est toujours disponibles.

Documentation pour l'intégration d'ookaboo :

\* site web source : <http://ookaboo.com/pictures/> [ ^ ]

\* intégration dans stanbol : [http://mail-archives.apache.org/mod\\_mbox/incubator-stanbol-dev/201202\\_mbox/%3C4CBAA492-D532-4EAF-8829-7D85A9FA555D@salzburgresearch.at%3E](http://mail-archives.apache.org/mod_mbox/incubator-stanbol-dev/201202_mbox/%3C4CBAA492-D532-4EAF-8829-7D85A9FA555D@salzburgresearch.at%3E) [ ^ ]

\* un fil de discussion sur un problème potentiel : <http://markmail.org/message/sofxlcnfnj2lrvqc#query:+page:1+mid:nvy2rycdv2med5j2+state:results> [ ^ ]

Feedbacks from the technical team were focused on:

- Cartographic functionalities into the CMS: how to define the area of a tour, how to design a path, how to set up POI.
- Media search functionalities into the CMS: how to make a research, how to visualize my results, how to manage my medias (add to a step, add to a cart, add to the media library).
- Graphical interface of the mobile app: how to guaranty the best graphical integration regarding to graphical design production and UI work (zooming, bottom size, specific shadows, transition effect)

The communication and project managers at Dédale and the designer also tested the application and provided a feedback on its uses. The feedbacks were collected through:

- Questionnaires
- Interviews
- Brainstorming on the feedbacks



The main focus were:

- On the graphical interface:
  - o Colors of the layout
  - o Type of presentation
- Navigation:
  - o Recommendation to have an easier navigation throughout the pictures

All these remarks were taken into account and integrated in the next developments of the pilot.

## 6.2 Small scale evaluation

### 6.2.1 Riga workshop

Public: group of 15 people (professionals)

Process:

- Organisation of a tour
- Presentation of the CMS
- Collect feedbacks and open discussion

Group of beta testers

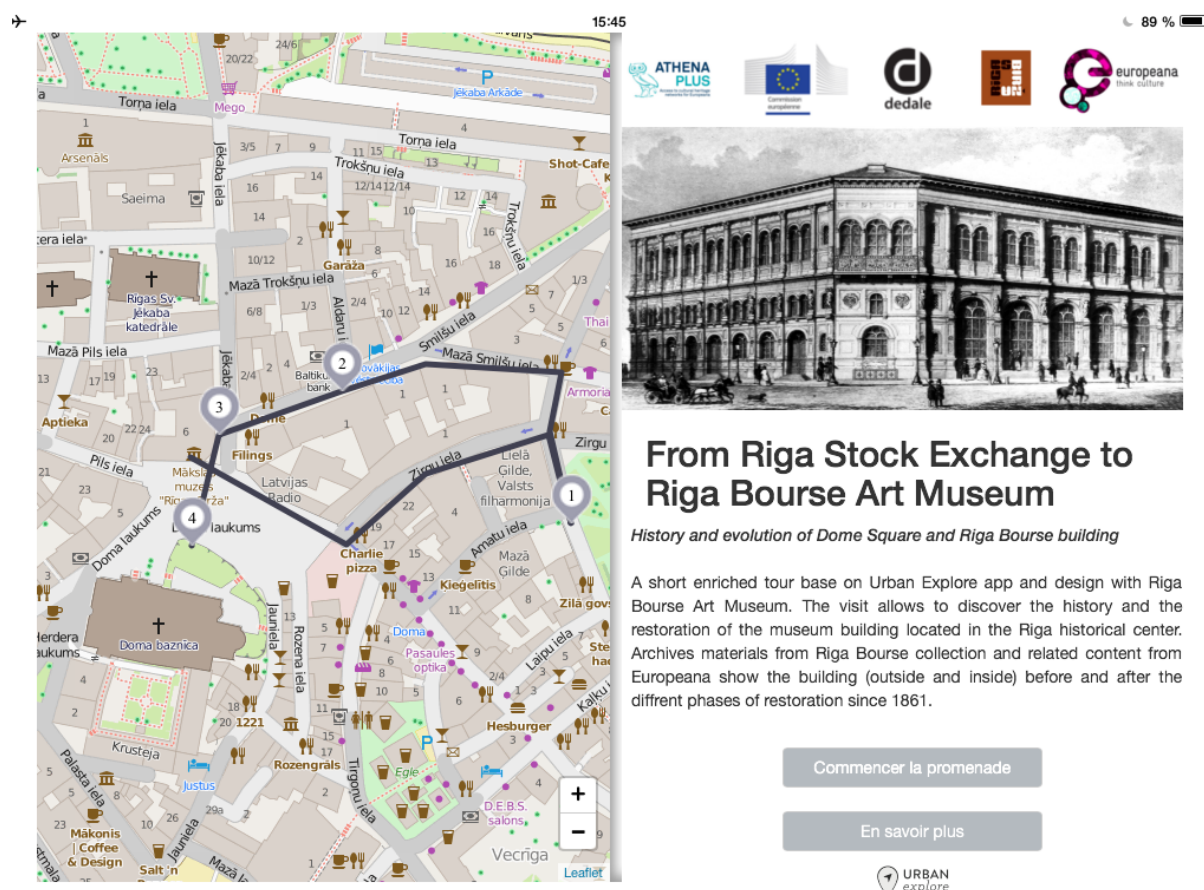


The Riga workshop was organised with the Athena Plus partners in Riga in February 2015. It was articulated in 2 parts:

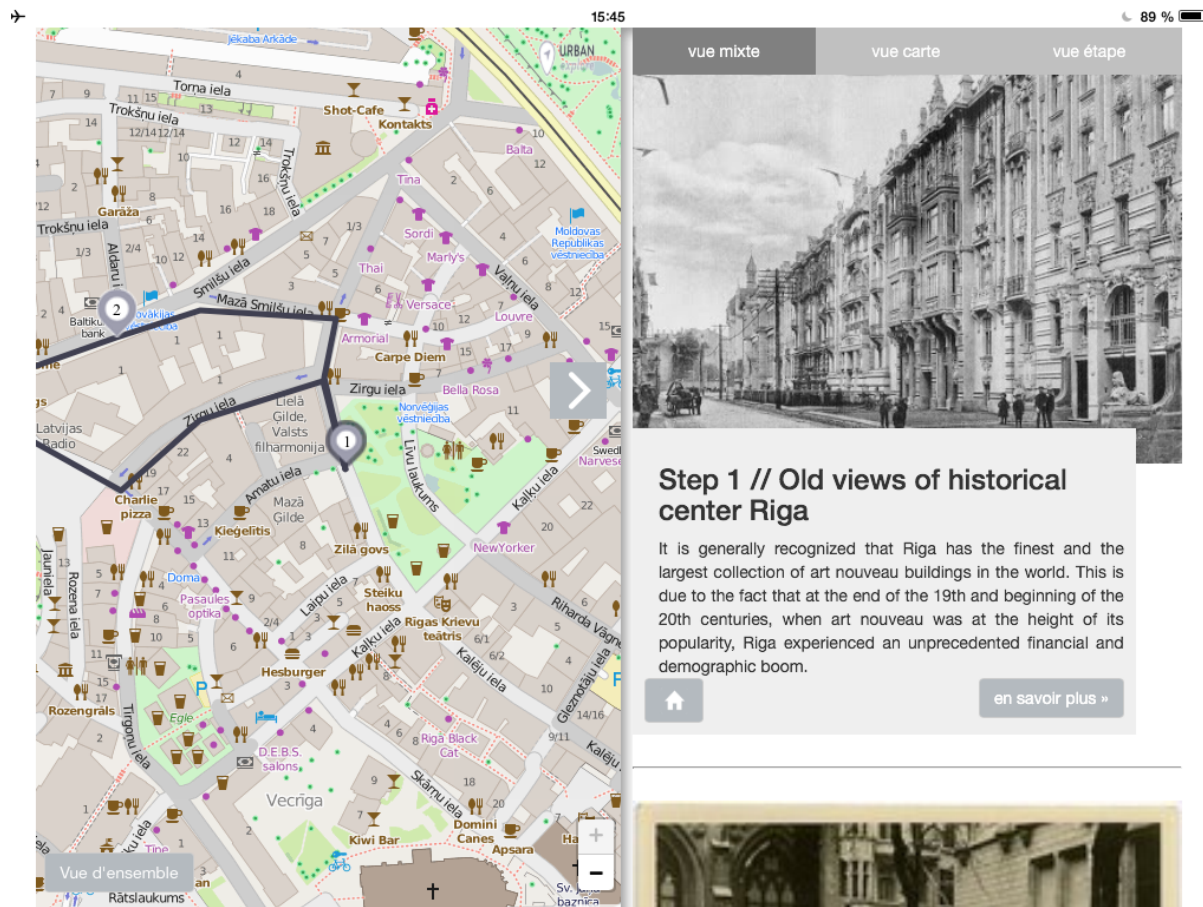
- A short enriched tour based on Urban Explore app and designed with Riga Bourse Art Museum
- A complete demo of the CMS, interviews and collect of feedbacks

The Riga tour was the opportunity to test and evaluate the mobile app. The visit allows to discover the history and the restoration of the museum building located in the Riga historical center. The visit was called **“From Riga Stock Exchange to Riga Bourse Art Museum, History and evolution of Dome Square and Riga Bourse building”** and provided archives materials from Riga Bourse collection and related content from Europeana showed the building (outside and inside) before and after the different phases of restoration since 1861.

### Home page of the demo app



## Step 1 – Demo app



After the visit, there was a discussion on the visit experience, and a complete demo of the CMS and discussion about the functionalities.

This first session of testing with GLAM professionals enabled to collect interesting feedbacks on design, usability and functionality of the app.

The main feedbacks on the app were related to 2 specific topics:

- Geo-location: user cannot locate his position into the map, this an important lack and it seems necessary to implement this functionality.  
=> This functionality will be implemented later, in the framework of future developments
- Design: the story map interface is a good way to discover the content and switch between map view, content view, mix view.  
⇒ Thanks to these feedbacks, the interactions between the cartography and content parts of the mobile app were improved



### 6.2.2 Paris workshop

Public: group of 15 people (professionals)

Procedure:

- Organisation of a tour
- Presentation of the CMS
- Collective feedbacks and open discussion, User questionnaire, interviews



This second session of test was organized as a workshop in Paris on the 9<sup>th</sup> of June 2015, gathering 15 professionals from culture, tourism, education and urban planning.

As for Riga workshop, it was organized in 2 parts:

- A short enriched tour based on Urban Explore app: Les Promenades du Tram: "L'art change la ville": The implementation of the tram on the *Marechaux Boulevards* in the North-eastern suburb of Paris has provided an opportunity for a vast upgrading of the urban ring it forms. On this occasion, Paris City Hall, under the artistic direction of Christian Bernard, Director of the MAMCO of Geneva, has created a circuit of 15 international art pieces that follows the T3 line of the Tram, between the Porte d'Aubervilliers and the Porte de Vitry. Thanks to Urban Explore, Dédale has organised an original tour that combined a commented walk and digital mediation around the themes of urban projects and contemporary art. 2 tours were implemented : « Les

coulisses de l'art public » (The backstage of public art) and « Quand l'art change la ville » (When art changes the city). For the Paris workshop, the evaluation was based on the 1<sup>st</sup> tour.

- Then, a complete demo of the CMS was made. There was a collect of feedbacks on front and back office. Participants also filled in the questionnaire and were interviewed.

Here are the main point highlighted during the feedback collect and interviews:

### 👉 **Design and ergonomics of the application**

Participants found the design based on the storymap interface very efficient and relevant. They highlighted some points for improvement:

- Video display in the application

The video display mode based on the concept of thumbnail integrated into the playlist of content was too small to have a good view of the video

=> We implemented also a full screen mode so that end users can better see the videos.

- They proposed to have the possibility to locate the works of art presented during the tour, but also other related works or locations.

=> This remark was taken into account: we tested Google Map and Open Street Map, and finally decided to use an Open Street Map player, enabling to have more precise information and POI thanks to its collaborative approach.

### 👉 **Articulation between the speaker and the digital content**

The feedbacks were very positive on this point. Since participants of this test session are professionals of cultural and touristic mediation and the one who will design and edit tours with Urban Explore, the discussions were also around the mediation itself, going beyond the tool itself: indeed, they stressed that for a collective visit animated by a guide, the content presented on the Urban Explore application has to be complementary to the guide's explanations, and there need to be a good interaction between the oral discourse and the digital content available on the iPads.

Continuing on the issue of mediation, during the interviews, the 2 cultural mediators who animated the tours also stressed the importance of having relevant content, selected especially for the tour, but not in a too important quantity: 1 or 2 content for each step is enough otherwise the tour becomes too long. These recommendations have to be taken into account during the preparation of the tour.

### 👉 **Back office functionalities**

Most of the participants have declared to have a common knowledge of web site management with CMS as Wordpress or Drupal. It's also important to precise that testers have never previously organized or created a tour or a visit using digital tool or resources.

All the participants have evaluated the CMS as an interesting solution in terms of conception and production of visit tour and urban promenade associating digital content.

The creation and management process of a tour project (creation of a path, POI add, medias organization) have judged as rather simple, but several testers reported that a tutorial would be very useful.

CMS: have an efficient tool to visualise all the results of a research

We will implement a slideshow functionality to browse a lot of content in future development.

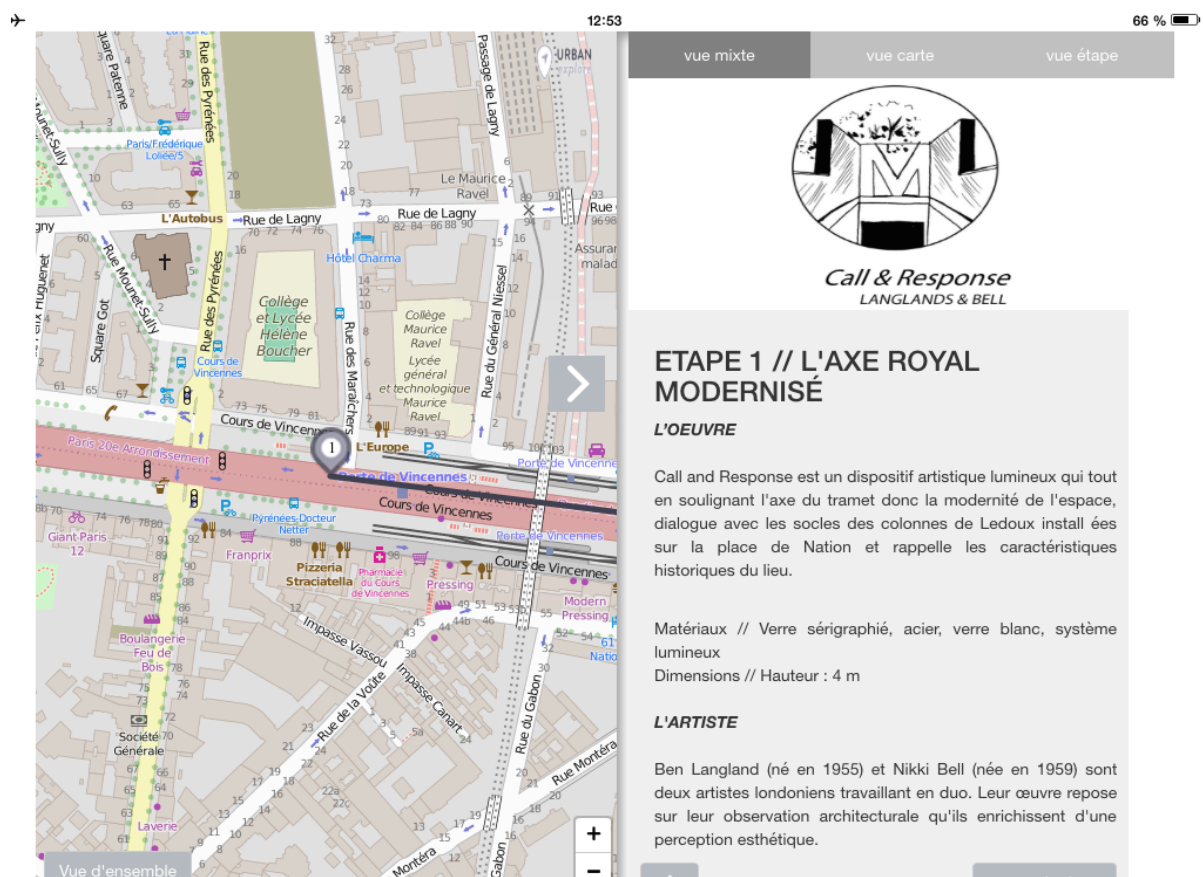
A remark was made on the possibility to have a personal organisation of the content collected after a research in the CMS.

=> The Cart system was implemented to answer this need.

The participants suggested improvement ways:

- Possibility to personalize the sources of media aggregation (add sources, define research field...)
- Possibility to direct browse Google Images
- Improve the visualization of the medias (results of a search): slideshow, animated thumbnail...
- Improve the iPad preview (simulate a real iPad screen)
- Implement a tool to resize pictures
- Implement a tool to make in/out inside a video
- Possibility for user to be inform about the size and the type of content when he upload it

### Paris app screen shot 1





## Paris app screen shot 2

✈
12:54
66 %

**Diaporama > GRAND PROJET DE RENOUELEMENT URBAIN DE LA PORTE DE VINCENNES**

**Diaporama > GÉNÉALOGIE DE LA BOUCHE DE MÉTRO**

One particularly interesting evolution suggested would be to open the CMS to the general public, so that everybody could create and publish its own tour. They could be published on a common interactive platform, where people could share their tour, offering new opportunities for tourism and cultural visits.

### 6.3 Large scale evaluation

Public: groups of 15 people (general public)  
Procedure: Organisation of 6 tours “Les coulisses de l’art public”  
User questionnaire filled on line: more than 70 questionnaires collected

Group of beta testers





The large scale evaluation was made from March to June 2015. 6 tours were organised with the general public, gathering each around 15 participants, who were asked to fill in the questionnaire online. 74 questionnaires were collected.

Most of the participants had never participated to a visit experience articulating a speaker and a digital device. So, after this first experience the participants express a good opinion about the articulation between the speaker story and the digital content available in the app. They considered that the digital content is a good support to the topic understanding and a good way to tell stories in link with the area stakes. Some participants were a little more critical about the quantity of content and think that could distract the user.

About the content displayed into the app, the participants expressed a real preference on the video: they considered it more efficient to explain a topic or visualize an issue. About the archives materials they were very interested by picture and possibility to zoom inside to watch specific details. They evaluated as very powerful the possibility to see archives picture in a real situation, directly on the area. The digital resources available during the tour were considered as very relevant by the participants. Several of the testers expressed the potential of the app in an educational context for a young public. They also reported the possibility to go further and propose augmented reality to display content in an immersive way.

Some of the testers attested that the app allows a new perception of the urban environment, archives material making possible to see and understand the evolution of the area through the time.

Our testers also expressed that the app present a major added value to a classic visit (without digital device and resources) particularly because design, ergonomic and storymap navigation were considered as very good. Here below some feedbacks about ergonomic and design:

- Simple access to the information
- Double screen (storymap) is very efficient to access to content in mobility
- The learning is simplified by an intuitive user interface

Regarding the device, testers reported that the tablet is a good support to browse image and read texts. They considered smartphones too small to provide good conditions to display map and content. Some of testers would prefer to have their own tablet, one tablet by participant.

We also interviewed the participants on the potential uses of the app. They expressed the following cases:

- Museum visit
- Countryside walks
- Tourism site tour
- Guided urban tour

The participants suggested in particular two ways of improvement regarding the design of the app:

- Add navigation effects (transition between two steps, highlight of POI...)
- Integrate a contextual display according to the device position

## 6.4 Analysis of results

Intern	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Limit related to the Europeana re-use condition</li> <li>- Economic context and available budget for this type of project</li> <li>- Lack of appropriation of the device</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Capacity of Dédale team to ensure technical support to client</li> </ul>
	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Potential in terms of tourism and education</li> <li>- Autonomy of user to create an app, a real CMS</li> <li>- Use of the CMS and the app in the context of collective workshop (young public and citizens)</li> <li>- Open the CMS to general public as a personal web service</li> <li>- Use the CMS as a tool to propose professional formation to mobile storytelling</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Innovative product with no real challenger</li> <li>- Strong experience based on beta testers feedbacks</li> <li>- Partners in Ile-de-France</li> <li>- 2 demo apps based on realistic use cases and content</li> </ul>

User feedbacks showed the importance to work on the following functionalities on the back office part:

- kml file import: cartographic editor aims to import a kml file in order to collect and display path and POI
- Map layer personalization: cartographic editor aims to choose between several map background (OSM, Google...).
- Picture editing: media module aims to edit a picture (resize...)
- Sound and video editing : media module aims to put in/out markers and delete part of the file
- QR code editor: media editor aims to generate a QR code from a picture or a web address

The evaluation results also enabled to improve the pilot front and back office, and also to highlight possible future developments for Urban Explore. They will have to be centered on the user experience and on its ability to produce and integrate specific and personalised content. Thus, the attention could be put on the possibility to have contributions from citizens.

## 7 CONCLUSIONS

The first conclusion of the evaluation process is the reproducibility of Urban Explore (CMS and mobile app): the device is exportable on other territories, areas or sites. It was the ambition of the project and it had been fully verified by the user's feedbacks. Urban Explore is designed as an empty tool that can be adjusted and implemented in link with specific stakes, set of data and public.

Potential users and clients of Urban Explore are public and private actors who want to develop knowledge and valorisation of their territories, sites, institutions. Resulting projects will be linked to transverse skills and sectors: culture, tourism, heritage, urban planning, local democracy and citizen involvement.

In case of success and multiplication of app based on Urban Explore CMS, we would consider the development of a portal able to host a lot of tour and visit projects. It would give the opportunity to show the diversity of content and ensure the promotion of the device.

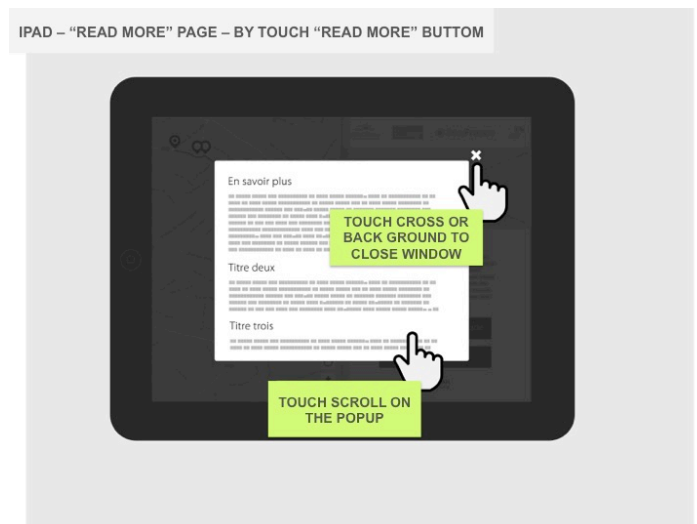
AthenaPlus is a first step for Urban Explore, the next one is to go further than the experimentation produced in the framework of the WP6 and to find other funding ways to develop the project. It means exploring new areas, meeting new partners and funding sources in France and in Europe.

The owner model foreseen is the following:

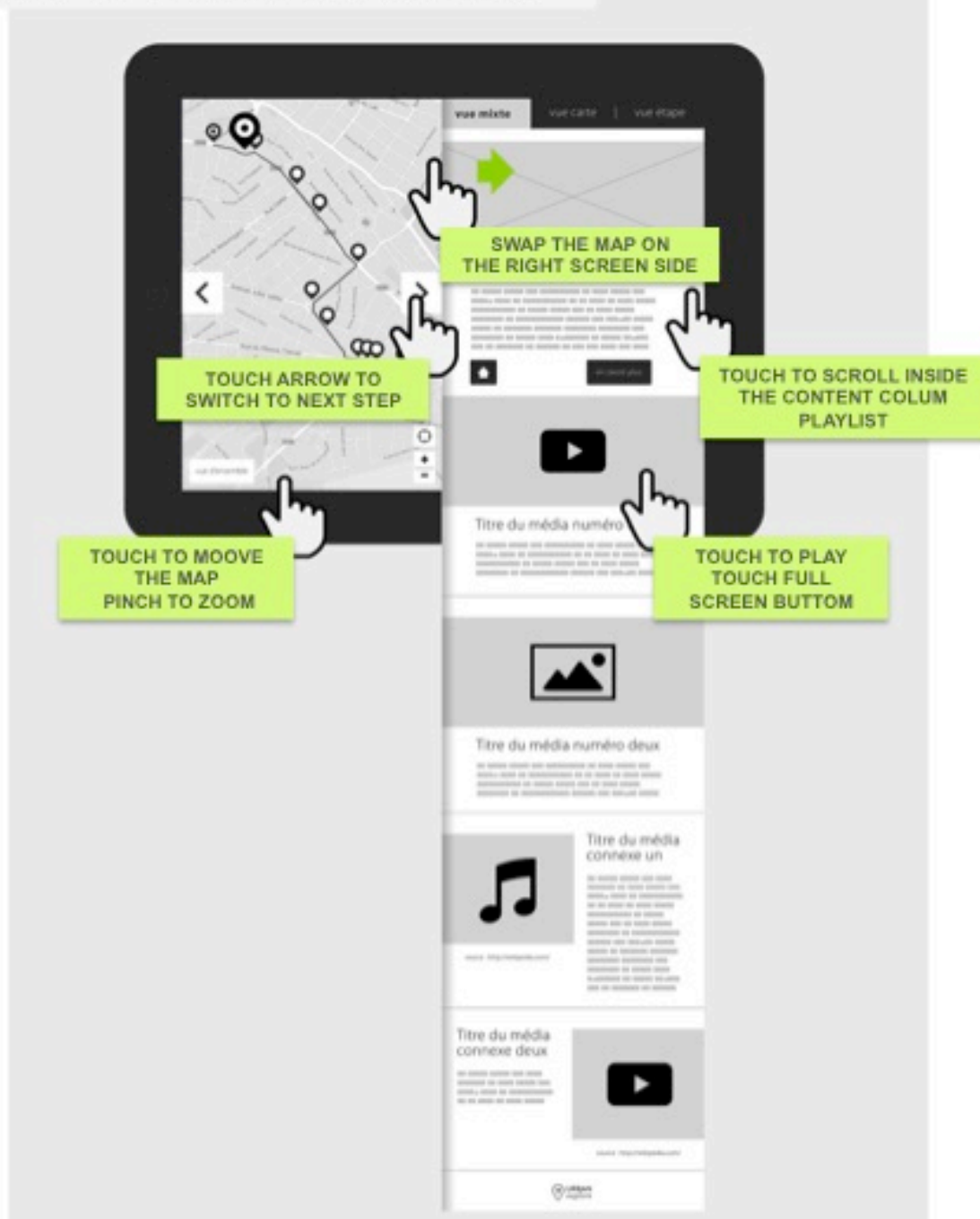
- Free use of the CMS to create EU-type proposed visit, hosting at the cost of the user, in the framework of Athenaplus (valid for projects for the account of the partner)
- Partner and associated partners who signed the Athena Plus consortium agreement: free use of the tool, as one of the Athena Plus Dashboard. Hosting costs and costs related to the production of a project (coordination, monitoring project) assumed by the user (valid for projects for the account of the partner). Maintenance ensured for 2 years after the project ends
- Commercial license for users outside AthenaPlus for the right to use the CMS
- Sales of visits key in hand

## 8 APPENDIX

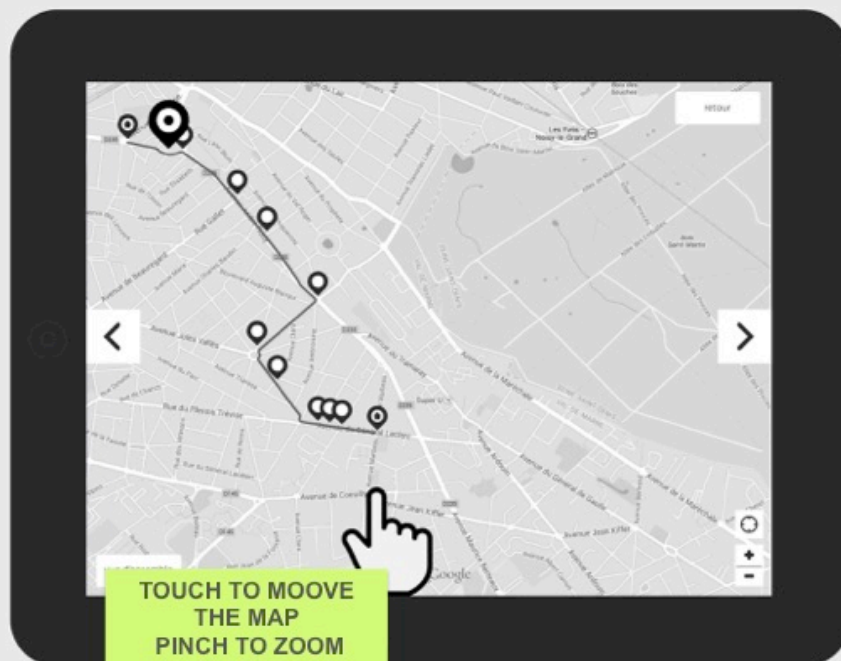
### 8.1 Description of mobile app interaction



## IPAD – EXPLORE TOUR WITH MIX VIEW



## IPAD – EPLORE TOUR WITH MAP VIEW



## IPAD – EXPLORE TOUR WITH STEP VIEW



## 8.2 Appendix 2: Urban Explore CMS user guide

### FUNCTIONNALITIES

Dashboard gives access to all the functional modules of the tool

Projects management

Search by key word  
Inside your own projects list

Projects general information and organization mode selection

Creation of a new project

Access to user login/logout section and profile management

Access to users account management (reserved to administrator)

Access to external media search Module

Access to media library and personal carts

## Urban Explore

[Home](#)
[Medias](#)
[Search](#)
[Users](#)
[Login](#)
[Home](#)

## Projects

Show 10 entries

Search:

Name	Created	Modified	Created by	Pub	Actions
Les coulisses de l'art public	22/05/2015	22/05/2015	Julien	App	 
proj test Mac	27/05/2015	27/05/2015	Julien	App	 

Showing 1 to 2 of 2 entries

First

Previous

1

Next

Last

Enter project name

Add New Project

## Users

Users

## Médias

Search

Medias & carts

♥ from Ooffee team



## FUNCTIONNALITIES

Project dashboard allows to create et manage the whole of the medias, the path and mobile app set ups.

Display of step list

Steps creation and path editing

Default preview map definition

Action on steps: editing and deleting, visible or not

Project home page management (cover picture and text of presentation)

Home footer upload and editing (to integrate a logotype)

Publication mode management (mobile app or web)

## Urban Explore

Home Medias Search Users Login

Home / Les coulisses de l'art public

### Management Route

#### Project Info

Publication statut App  
Number of media 8  
Number of step 6

#### Management Route

Edit Route Define area

### List of Steps

Step	Title	Visible	Actions
1	ETAPE 1 // L'AXE ROYAL MODERNISÉ		
2	New step		
3	New step		
6	ETAPE 3.2 // À LA CROISÉE DES CHEMINS		
5	ETAPE 3.1 // À LA CROISÉE DES CHEMINS		
4	ETAPE 2 // JI, MAYYA, NDIYAN, SHUI, EAU		

### Management Home page

Edit Home page

### Management Footer

Edit Footer

### Management Advertising

#### Mode of publication

Publier

Preview project

Project management part allows to set up all of the description elements within a step (texts, images...)

Preview mode selection

Medias section of a step allows to add and edit medias associated to a step

Second possibility: add media as local content, it gives access to upload section and to the user library

Possibility to modify the media title, fir external content by default the CMS collect the original title

Media description text editing

Possibility to delete media  
one by one

[Home](#) / [Les coulisses de l'art public](#) / [ETAPE 1 // L'AXE ROYAL MODERNISÉ](#)

### Step zoom

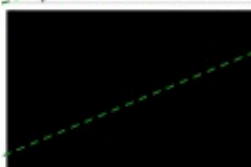
iPad

SmartMap

## Add Media / search

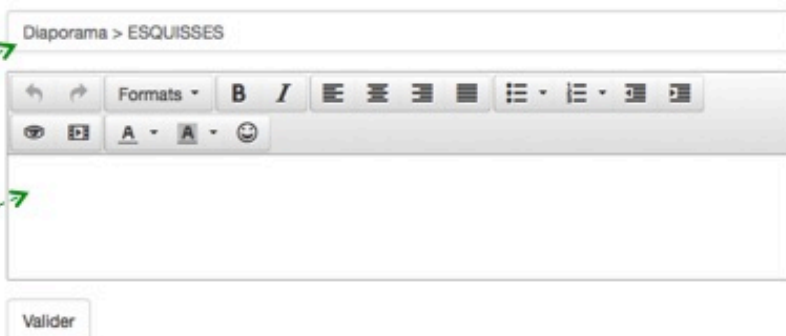
Add Media / médiathèque

Diaporama &gt; ESQUISSES



<b>Title</b>	Diaporama > ESQUISSES
--------------	-----------------------

### Description



Diaporama &gt; GRAND PROJET DE RENOUVELLEMENT URBAIN DE LA PORTE DE VINCENNES



<b>Title</b>	Diaporama > GRAND PROJET DE RENOUVELLEMENT URBAIN DE LA PORTE DE VINCENNES
--------------	--

### Description

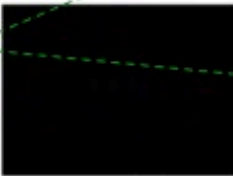


Medias module allows to manage media upload, media display mode, media distribution from user library

Possibility to add a media to as step within the path, select a step inside the select box

[Home](#)
[Medias](#)
[Search](#)
[Users](#)
[Login](#)

## Medias

Media	Title	Type	Source
	Diaporama > L'OEUVRE DE NUIT	video/3gpp	interne
	Diaporama > MONTAGE DE L'OEUVR...	video/x-m4v	interne
	Diaporama > GRAND PROJET DE RE...	video/x-m4v	interne

## FUNCTIONNALITIES

The section dedicated to search results allows to visualize, select and use external media

Media thumbnail

Possibility to make a search inside results

Possibility to select a media to attribute several actions: add to cart, add user library, add to a step

Possibility to add media to existing cart or create new one

Possibility to add media to user library

Possibility to add a media to a step, select step with select box

## Results

The screenshot shows a search results page titled "Results". At the top, there are three main action buttons: "Cart" (with a dropdown arrow), "Add to cart" (with a dropdown arrow), and "Add to medias" (with a dropdown arrow). Below these are "View all carts" and "View all medias" links. To the right, there is a "Nothing selected" dropdown menu and a "View step" link. Below these buttons is a search bar with a "Search" button. The main content area displays a list of search results, each with a checkbox, a thumbnail image, and a title. The first result is "Vincennes ; Kartenmaterial ;". The second is "Veüe et perspective du...". The third is "Vincennes ; la festa del...". The fourth is "Veüe et perspective en général...". The fifth is "Primo maggio a Vincennes". Annotations with green dashed arrows point from the text on the left to specific elements in the interface: "Possibility to make a search inside results" points to the search bar; "Possibility to select a media to attribute several actions: add to cart, add user library, add to a step" points to the checkboxes; "Possibility to add media to existing cart or create new one" points to the "Add to cart" button; "Possibility to add media to user library" points to the "Add to medias" button; "Possibility to add a media to a step, select step with select box" points to the "View step" link.

Cart ▾ Add to cart ▾

View all carts

Add to medias

View all medias

Nothing selected ▾

View step :

Show 10 entries

Search:

IMAGE link

Title

Vincennes ; Kartenmaterial ;

Veüe et perspective du...

Vincennes ; la festa del...

Veüe et perspective en général...

Primo maggio a Vincennes

## FUNCTIONNALITIES

Users management is a restricted area (only for administrator), It allows to create and manage user account

Possibility to create new user

Edit user authorization and account set ups

Delete user account and related data

## Urban Explore

[Home](#) [Medias](#) [Search](#) [Users](#) [Login](#)

[Home](#) / [Users](#)

### List of users

Show 10 entries

Search:

Username	Created	Created by	Nb projects	Actions
Dedale1	12/01/2014	Dedale	3	<a href="#">Edit</a> <a href="#">Delete</a>
Dedale2	12/08/2014	Dedale	10	<a href="#">Edit</a> <a href="#">Delete</a>

Showing 1 to 2 of 2 entries

Previous 1 Next

[New user](#)

♥ from Ooffee team

## FUNCTIONNALITIES

Login page and user  
account management

# Urban Explore

[Home](#)[Medias](#)[Search](#)[Users](#)[Login](#)[Home](#) / [Login](#)

Login

**Username**

**Password**

[Forgot password](#)

Login

♥ from Ooffee team

### **8.3 Appendix 3: Urban Explore evaluation questionnaires (French version)**

#### **8.3.1 CMS Evaluation questionnaire**

**Avez-vous une expérience dans la gestion de site web via ds CMS de type Wordpress, Drupal... ?**

Oui  
Non

Si oui, comment évaluez-vous votre niveau de compétences dans l'utilisation de type d'outil ?

Expert  
Bon  
Moyen  
Débutant

**Avez-vous déjà conçu ou animé des visites/promenades faisant appel à des outils numériques ?**

Oui  
Non

Si oui, précisez

**Comment évaluez vous l'intérêt du CMS en termes de conception/production de parcours de visite/promenade urbaine numérique ?**

Très intéressant  
Intéressant  
Moyennement intéressant  
Pas intéressant

Commentaire

**Comment jugeriez-vous le processus de création d'un projet de visite/promenade ?**

Edition d'un projet : construction du parcours, ajout des points d'intérêt, éditorialisation des médias...

Très simple  
Simple  
Moyennement simple  
Pas simple du tout !

Commentaire

**Les sources de contenus disponibles dans la partie SEARCH vous paraissent-elles pertinentes ?**

Oui  
Non

Commentaire ou précision par rapport à des besoins ou des cas d'usages spécifiques

**L'utilisation du CMS vous paraît requérir des compétences particulières ?**

Oui  
Non

Si oui, lesquelles ?

**Parvenez-vous à vous projeter par rapport à des usages potentiels du CMS ?**

Création de projet de visites ou de promenades, animation d'ateliers participatifs...

Oui  
Non

Si oui, précisez

**Enfin, veuillez préciser votre secteur d'activité :**

Art  
Culture  
Architecture - Urbanisme  
Patrimoine  
Tourisme  
Nouveaux médias / numérique  
Communication  
Autre :



### 8.3.2 Urban Explore Application Evaluation questionnaire

**Aviez-vous déjà participé à une visite de groupe articulant médiation physique et numérique ?\***

**Obligatoire**

Oui

Non

Si oui, préciser quel type de dispositif :

**Comment jugeriez-vous l'articulation entre le récit du conférencier et les contenus numériques accessibles via l'application ? \***

**Obligatoire**

Très bonne

Bonne

Passable

Mauvaise

Commentaire

**Quels contenus vous paraissent-ils les plus intéressants pour compléter la visite ? \***

**Obligatoire**

Textes

Photos

Vidéos / diaporama

Plans et carte

Commentaire

**Selon vous, les ressources numériques proposées lors de la promenade, apportent-elles un nouvel éclairage sur le sujet traité ? \***

**Obligatoire**

Oui, beaucoup

Un peu

Pas vraiment

Inutile

Commentaire

**Comment jugeriez-vous de la valeur ajoutée du dispositif par rapport à**

**une visite classique \***

**Obligatoire**

Très importante  
Importante  
Moyenne  
Nulle

**Comment jugeriez-vous le design de l'application ?\***

**Obligatoire**

Esthétique, graphisme, couleurs

Très bon  
Bon  
Passable  
Mauvais

Commentaire

**Comment jugeriez-vous l'ergonomie de l'application ?\***

**Obligatoire**

Simplicité, confort, lisibilité

Très bonne  
Bonne  
Passable  
Mauvaise

Commentaire

**Comment jugeriez-vous les principes de navigation proposés par l'application ?\***

**Obligatoire**

Double écran avec synchro entre la cartographie et les média, boutons ...

Très bons  
Bons  
Passables  
Mauvais

Commentaire

**Comment jugeriez-vous la rapidité d'accès à l'information ?\***

**Obligatoire**

Temps de chargement des contenus

Très bonne  
Bonne  
Passable  
Mauvaise

Commentaire

**Le support tablette numérique vous paraît-il adapté au contexte d'utilisation ?\***

**Obligatoire**

Parfaitement

Plutôt

Pas du tout

Commentaire

**Comment jugeriez-vous la durée de la visite ? \***

**Obligatoire**

Parfaite

Pas assez longue

Trop longue

Quelle serait selon vous la durée idéale ?

**Quels usages potentiels de l'application vous apparaissent-ils les plus pertinents ?**

Ex : Promenade urbaine, visite de musée, diagnostic partagé...

**Enfin, veuillez préciser votre secteur d'activité :**

Art

Culture

Architecture - Urbanisme

Patrimoine

Tourisme

Nouveaux médias / numérique

Communication

Autre :