POR Puglia FESR FSE 2014-2020 – Sub-Azione 1.4.b

INNOLABS

SOSTEGNO ALLA CREAZIONE DI SOLUZIONI INNOVATIVE FINALIZZATE A SPECIFICI PROBLEMI DI RILEVANZA SOCIALE

IM.P.A.C.T. project
(Immersive technologies to Promote Apulian Cultural heritage and Territory)

DELIVERABLE D9
Monitoring Model

Temporary Association of Purpose:
HGV Italia Srl - Lead Partner
Archeologica Srl - Partner
Cassandro Srl - Partner
Meeting Planner Srl - Partner
Never Before Italia Srl - Partner
Romano Exhibit Srl - Partner
Solutiongroups Srl - Partner
Solutions Plus Srl - Partner
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Summary

1. Modelling

1.1. Premise

This working document aims to intervene with methodology and tools to support the future development of the IMPACT project.

Companies, small and large, to be competitive today must innovate and must do so with a creative approach centred on the person, his dreams and his needs, with a new **design-driven approach that lives at the crossroads between empathy, strategy and prototyping.** . Understanding, in an agile and profound way, what is relevant for the end user and what is relevant for the company, to then experiment in the field. Thus, starting from people's needs, we arrive at innovative solutions that are desirable, financially sustainable and applicable from a technical point of view. The benefit given by the involvement of people (stakeholders) in co-planning is the sense of belonging that is triggered in the project, which also increases the effectiveness of the idea development processes.

Co-design as a challenge and as an opportunity: precisely where it manages to design variable geometries and inclusive margins, open to other subjects, it presents itself as a possible platform to promote new alliances between skills and knowledge, between business and territory.

Due to the Covid-19 pandemic, the model was designed partly "on the desk" and partly with the direct experience of project partners and end users; in fact, the pandemic situation has considerably limited the co-design phase of the model and its application in a real audience of users. The unique monitoring model created refers in any case to experimentation in the communities as defined in the initial project and, therefore, before the Covid-19 pandemic.

These activities took place in November 2020 and December 2020 and each resource employed in the project identified the most important elements to be examined by the single monitoring model.

1.2. Methodology

The " **Monitoring Model** " object of this document specifically concerns "experimentation in communities" as defined in the initial project (pre-Covid). The pandemic situation has unfortunately limited the process of co-designing the monitoring model, but also its concrete application to a real audience of users.

This situation led to the need to design the model partly "on the desk" and partly with the direct experience of the project partners and end users. The general approach refers to the methodologies of co-design and evaluation of the prototype through the validation of the actual correspondence to the needs of the final users.

The model is embodied in a construct based on the temporal sequence of the experience in the before, during and after. In each temporal phase, actions, touchpoints, moods/emotions, criticalities and positivity are detailed, for each user or at least by type.

In its use, the tool requires an observation team made up of at least two people, one of whom coordinates monitoring and the other observes and notes in the monitoring canvas the relevant aspects of what is happening.

The product of each monitoring is a **map of the user's history** that represents actions with different granularity: from the most general actions to the most specific steps and details.

1.2.1. The phases of the experience of the final user

The staff of the Meeting Planner, responsible for the activity, and of the other partners and end users involved in the IM.P.A.C.T. project have defined the single model for monitoring the activities for the use of the product and the survey questionnaire to be administered to the user, analyzing carefully the following aspects:

- the overall impact of the installation,
- the reception phase in the structure,
- the user pre-experience phase,
- the experiential phase in the prototype,
- the post-experiential phase.

The general approach of the monitoring model refers to the methodologies of co-design and evaluation of the prototype through the validation of the actual correspondence to the needs of the final users.

Initially, it will be essential to define the context and place where the experience will take place as well as the type of potential users and the user's motivations (target user). The survey target may be random or defined first (specific target) and the choice of the target may depend on various factors such as the objectives of the survey and the context in which it will take place.

1.2.2. The End User Story Map

The first level of map definition will take place in back office mode based on the context elements and the target that will live the experience; subsequently, it will be necessary to collect information on the person who will live the experience (name, age, occupation, interests ...). For each user, the monitoring model will observe detailed actions, touchpoints, moods/emotions, criticalities and positivity on each element with the following timeline: before the experience (APPROACH), during the experience (EXPERIENCE) and after the experience (POST-EXPERIENCE). To use the monitoring model, an observation team made up of at least two people will be used, one of whom will coordinate the monitoring while the other will observe and annotate the relevant aspects of what is happening in the monitoring canvas. The observation part is the most important part of the model and consists of the following aspects that will be carefully analyzed by the observation team: point of contact, emotions, criticality, criticality weight, criticality frequency, and positivity. Furthermore, based on what the user experiences and what the observer has detected, it may be necessary to modify/update the survey map.

The result of the monitoring will therefore be a map of the user's history able to represent the actions with different granularity: from the most general actions to the most specific steps and details.

1.3. The Monitoring Model

MODELLO DI MONITORAGGIO																								
LUOGO		DATA																						
MACRO-FASE	PRIMA																							
FASE	AVVICINAMENTO						ACCOGLIENZA							PRE-ESPERIENZA										
OSSERVAZIONE		Punto di contatto	Emozioni	Criticità	Peso criticità (Alta - Media- Bassa)	Frequenza criticità	Positività	ALTRE NOTE	Punto di contatto	Emozioni	Criticità	Peso criticità (Alta - Media- Bassa)	Frequenza criticità	Positività	ALTRE NOTE	Punto di contatto	Emozioni	Criticità	Peso criticità (Alta - Media- Bassa)	Frequenza a criticità	Positività	ALTRE NOTE	
AZIONI DETTAGLIO	Passa	Cartello pubblicitario	Curiosità						Si avvicina							Check-in (dati, liberatoria, ecc.)	Fretta	Tempo, compilazione affrettata						
	Guarda		Voglia di provare						Chiede info							Preparazione all'esperienza (regole, consigli, avvertenze, ecc)		Tempo						
	Si ferma								Decide di provare							Ingresso nella navicella								
	Osserva															Riporre giubbotto, borsa, altro	Paura che gli vengano rubati	Non c'è un posto al sicuro dove riporre la propria roba	Alta	Media				
																Sedersi								
MACRO-FASE	DURANTE																							
FASE	Esperienza																							
OSSERVAZIONE		Punto di contatto	Emozioni	Criticità	Peso criticità (Alta - Media- Bassa)	Frequenza criticità	Positività	ALTRE NOTE																
AZIONI DETTAGLIO	Tenere il joistick di sicurezza	Postazione		L'utente interrompe l'esperienza	Alta	Bassa																		
MACRO-FASE	DOPO																							
FASE	Post-esperienza																							
OSSERVAZIONE		Punto di contat	Emozioni	Criticità	Peso criticità (Alta - Media- Bassa)	Frequenza criticità	Positività	ALTRE NOTE																
AZIONI DETTAGLIO	Togliere casco																							
	Staccare la cintura di sicurezza																							
	Scendere dalla postazione																							
	Recuperare giubbotto, borsa, ecc																							
	Avviarsi all'uscita																							
	Lasciare feedback																							

The Monitoring Model (see Excel attachment)

1.3.1. The context and the target

As a first step, before starting it is important to define the context and the place where the experience takes place and the user target: the place, the type of potential users, and the user's motivations. For example, if the experience takes place in an airport, we will have passing users, who have time to do the experience, because while waiting for a flight or because they arrived at their destination they may be interested in knowing a potentially visitable place in Puglia.

The investigation target can be decided first or at random.

In the first case, it is decided to carry out monitoring aimed at a specific target (eg young people, the elderly, men, women, tourists, etc.). The choice of the target depends on various factors of which the fundamental ones are the objectives of the survey and the context in which this will take place (eg tourist places, exhibition fairs, public places such as airports, stations, squares, etc.).

The place and, therefore, the exhibition mode will also influence the choice of the survey target.

1.3.2. Basic detection

TRACK TO DESCRIBE THE PERSON WHO IS ABOUT TO LIVE THE EXPERIENCE (to be detected during the reception phase)

- Name
- Gender
- Age
- Employment:
- Sentimental situation:
- Interests / hobbies:
- Approach to technology (large user - low user)
- Where he lives:
- Because it's there
- First time in Puglia
- He already knows the places of the experience he is about to live
- He's already had a similar experience. If so, which / where

1.3.3. Survey map (Excel attachment)

The first level of map definition takes place in the back office based also on the context elements and the target that will live the experience. During the survey, it may be necessary to modify according to what the user experienced and what the observer detected.

MACRO PHASE

A first subdivision of the process is made in temporal terms, with the three MACRO PHASES of BEFORE - DURING - AFTER.

ACTIONS

Each macro-phase is then detailed with the individual PHASES / ACTIONS that the user does to live the experience.

BEFORE (Approach - Welcome - Pre-experience)

DURING (Experience)

AFTER (Post-Experience)

DETAILED ACTIONS

The actions are explained for every single step of the user.

OBSERVATION

This is the most important part of the monitoring model and is made up of the following aspects:

- **Contact Point** - These are the points of contact with the service and can be:
  - Physical (PR, TV, word of mouth, call centre, desk, touch monitor, the person in reception, etc.)
  - Digital (websites, chatbots, emails, SEO, Adv, blogs ...)

  Identify the CP if possible for each action that the user takes.
- **Emotions** - What emotions are perceived by the user for each action they perform in the overall experience? At least report whether positive or negative.
- **Criticality** - evidence regarding aspects that have caused problems for users. What is the obstacle you have observed? What actions were the user taking? Did the user notice the obstacle? Did he express any emotions?)
- **Criticality weight** (High - Medium - Low) - Does the element have a low severity because of little disturbance of the activity that the user is carrying out? Does the item have a medium severity because it causes the activity that the user is carrying out to stop and slow down? Does the item have a high severity because it results in the user abandoning or being unable to perform the activity?
- **Criticality frequency** - How many times has the criticality occurred for the individual user?
- **Positivity** - What are the opportunities for improving the path? Where is it advantageous to change the channel? Where to optimize for a new device?
- **OTHER NOTES**
  Possible hypotheses of solution of the critical issues or other notes of observation.

2. User post-experience feedback

DATE	
GENDER	☐Man ☐Woman
AGE	

	Min	1	2	3	4	5	6	7	8	9	10	Max
1. Do the contents meet your **expectations**?		1	2	3	4	5	6	7	8	9	10	
2. How do you evaluate the **technology** used?		1	2	3	4	5	6	7	8	9	10	
3. How do you evaluate the **promotional effectiveness of the** experience?		1	2	3	4	5	6	7	8	9	10	
4. How do you rate the **duration of the** experience?		1	2	3	4	5	6	7	8	9	10	
5. Overall evaluation of **reception and support**		1	2	3	4	5	6	7	8	9	10	
6. Overall evaluation of the **experience**?		1	2	3	4	5	6	7	8	9	10	
7. Would you do the experience again?	☐Yes ☐no											
8. What is the **prevailing emotion** that you bring home from this experience?												
9. Are you planning to go to one of the places shown? If so, which one?												
10. Would you recommend the experience to a friend?												

It would be very useful for us to receive your COMMENTS, SUGGESTIONS and CRITICS which we will certainly treasure to improve the service. Thank you.

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