

### **Digital Destination Management Training** based on the Geo-DEMA mobile App.





National Gallery of Slovenia

#### The EU Erasmus+ Project: SMARTDEMA (Smart Destination Management) KA203 - Strategic Partnerships for higher education



SMART Tourism Destination increasing citizen's sentiment of sharing local tourism related values through gamification using emerging mobile apps and small data analysis-SMARTDEMA MAIN OBJECTIVES & DESCRIPTION OF THE TRAINING PROGRAM

#### Objectives

- to design and implement a new training program in destination management.
- The purpose of SMARTDEMA is to create an app. and gamified experience based on the citizens' Stories. The conception of the idea is digital. Ideation, prototyping, testing and iterating are the design thinking we need to apply.
- to train people to learn more effectively how visitors can explore and experience any tourism destination through an emotion-based digital application.

#### Description

- The training is based on SmartDEMA mobile App. to manage the user experience in the territory (city of Izmir and Ljubljana) to attract domestic and international tourists.
- This concept is fully in line with the EU directive about an initiative to reward innovative and smart tourism.



## TARGET GROUP

- I. Participants in SmartDema Project
- 2. University and high school students
- 3. Tourism stakeholders, managers and professionals
- 4. Local people, citizens living in that city or neighbourhood
- 4. People interested in tourism destination management
- 5. Influencers and those who are really interested in digital and mobile tools and applications to discover the cities and destinations.
- 6. Chefs, food specialists, dieticians, nutritionists, gastronomy & culinary arts students, and those who are really interested in local, healthy food and diets (Note: a specific open digital badge was designed for this group).

### Why will the target group get the training?

The participant is able to:

- learn to manage and plan destinations based on the principles of smart destinations through some digital applications (using GEO-DEMA to create stories).
- learn the importance of potential scenarios for linking the destination's full range of services- from accommodation, tours and activities to local public transport
- learn the importance of offering individualized support and service throughout the entire — from pre-check-in and the ease of chat communication when reviewing recommended and/or booked offers on-site.

Why will the target group get the training? The participant is able to:

- understand various digital tools and applications to be used for effective visitor & citizen participation in the destination planning and decision-making process in the city.
- engage in a personalized way to discover citizens' emotions triggered by different aspects caused by places in the city.
- understand the importance of interacting in real-time with the destination.
- understand and use digital tools such as GEO-DEMA App to improve the level of information about the destinations and how to use the data in terms of the digital destination concept.

# What skills the learner will acquire?

#### Basic

- Ability to analyse the needs of the digital tourism sector considering its corporative values and the design of new services and opportunities.
- Ability to analyse and understand the relationship between tourism and local development within the SmartCity demands framework.
- Ability to learn independently and sensitivity to the efficiency of smart destination tools.

#### Specific

- Ability to develop studies and projects to implement smart ICT solutions in destination management.
- Ability for the applicant of digital tourism technology with user-friendly standards.



The training consists of 5 modules:

- MODULE 1: Play Izmir Stories
- MODULE 2: Digital Event Organization Stories
- MODULE 3: Geo-App creation
- MODULE 4: Data Analysis
- MODULE 5: Open Digital Badge

### MODULE 1

# **MODULE 1:** Play Izmir Stories **Objectives:**

- to describe the key concepts: emotions and emotions through stories and storytelling
- to stress the role of emotions in the service industry, particularly in tourism
- to understand the links between emotions, tourism and places
- to understand how to capture and communicate emotions
- to discuss the place of emotions in the tourism experience managed by destinations
- to introduce an emotion-based digital application by a destination (SmartDEMA)
- to understand the use of data generated by the SmartDema App to capture the sense of emotion expressed by visitors/users
- to promote an understanding of visitors' needs and behaviour to improve and individualise the tourism offer.
- to introduce step-by-step use of the SmartDema App.
- to learn how to create and play stories of Izmir

# Why emotions are so critical?

• an emotion-based app. by a destination (SmartDEMA)



SMART Tourism Destination increasing **citizen's sentiment** of sharing local tourism related values through gamification using emerging mobile Apps and SMALL Data analysis



Not the ones speaking the same language, but the ones sharing the same feeling understand each other.

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- We developed and tested the use of an emotion-based app. by a destination (SmartDema).
- Indeed, it is rare for apps. to associate emotions, life moments and values carried by residents with places through geolocation.
- We explore the boundary between experience and emotion.
- **Co-Creation:** The inhabitants co-create and co-value the destination through a digital dialogue with visitors. (Tourism itself is a co-creation process!)
- Our Strong Proposition/Argument: Emotion is at the heart of the tourism experience (Aho 2001, Bastiaansen & al. 2019, Knobloch & al. 2017, Tussyadiah 2014)
- Emotions should be an element of destination management programs.

# **Emotions and Tourism**



- Evidence suggests that
  - **Experience** is a process (Aho, 2001)
  - Experience is an element of experiential marketing (Knobloch et al., 2017)
  - Experience is composite: awareness and mindfulness, attention, memory, feelings, emotions, and a cognitive pattern with experience (Skavronskaya et al., 2017)
- **Emotion** is associated in the (tourism) literature with various tourist practices: festivals, shopping, leisure parks, heritage, and adventure (Hosany et al., 2020).
- Emotion has an aesthetic, artistic, literary, musical, spiritual, or cultural origin.
- Emotions shape tourism experiences (Kim & Fesenmeier, 2015; Volo, 2016).
- We consider that **emotion** gives the **experience** its memorable character and, as such, is at the **heart** of the new tourism experience.
- Emotions contribute to creating a lasting memory, thus influencing future behaviour and travel choices.

# What is emotion?

- From an etymological perspective, emotion derives from the Latin *motio* 'to move' and 'to emote.'
  - The motto of our Project: 'Stories that move you'



- **Emotion:** is a complex reaction of the individual to a state of the environment or an event (Gauducheau 2008, p. 390).
- An emotion is experienced, felt, and generates sensations and feelings.

# **Emotions through stories/storytelling**

• Emotions are shared with others through storytelling, becoming powerful motivators of future behaviour for self and others.



With these emotions comes a whole new world of discovery that begins right here on SmartDEMA



## **Place Attachment**

- **Places:** are sources of identification and affiliation that give meaning and purpose to life (Gustafson 2001; Williams & Vaske 2003).
- People develop relationships with places, also known as *place attachment*.
- Place attachment : emotional connection between an individual and a particular spatial setting (Williams & al. 1992; Gustafson 2001; Williams & Vaske 2003).

Place attachment "involves
an interplay of affect and
emotions, knowledge and
beliefs, and behaviors and
actions in reference to a
place"
Altman & Low (1992: 5)

• People's relationships with place can represent a range of positive **emotions** from love to contentment (Manzo 2005; Hidalgo & Hernandez, 2001).

### How to Capture and communicate emotion??? Observing emotion with emoticons

- Emotion manifests the mental state of the visitor. Today they are expressed on social networks (Facebook, Instagram, Twitter, ...).
- These emoticons can be positive, negative, or relational.
- We need to capture the emotions :
  - 1. Search in the tone of posts, photos, and messages, the nature of the emotions of what is
    perceived and experienced by the visitor by analyzing verbal and non-verbal corpus.
  - **2. Focus on emoticons** to express emotions, a state of mind, or a feeling in the digital age.

ASCII: American Standardized Code for Information Interchange. For exemple :) refers to the smiley . The library is managed by a consortium of major Internet players (Amazon, Apple, Facebook, Google, Huawei, Microsoft, Netflix, Oracle, SAP, etc.) who decide after a long study process if the proposed emoticon can be included in the catalog (https://home.unicode.org)

# Emoticons in the service sector





### **Capturing the emotion of visitors via emoticons**

- Emotion is complex and composite.
- Emotion reflects several categories of mental dispositions, including the six fundamental facial emotions identified by Eckmann (2002).
- These are joy, anger, fear, sadness, surprise, and disgust. These emotions serve as the basis for the development of other derived emotions. They have a universal character.

Emotions	Emoticons	Natures	Manifestations	Expresses	
Joy	<u></u>	Satisfaction,	Happiness,	A positive emotion	
		Success,	Good mood,		
		Passion	Contentment,		
			Interest		
Anger	v	Frustration,	Closure,	A negative emotion	
		Annoyance	Nervousness		
Fear	$\mathbf{\overline{\Omega}}$	Worry,	Apprehension,	A negative emotion	
		Concern	Mistrust,		
			Fear		
Sadness		Loss,	Unsatisfaction,	A negative emotion	
		Disappointment	Affliction		
Surprise	$\overline{\mathbf{i}}$	Unexpected,	Enthusiasm,	A positive emotion	
		Revelation,	Wonder,		
		Astonishment	Inspiration		
Disgust	<u></u>	Aversion,	Contempt,	A negative emotion	
		Reject	Irritation		

Table 1 - Emoticon palette to capture visitors' emotions

Source : according to <u>https://www.unicode.org/charts/PDF/U1F600.pdf</u>

# The place of emotions in the tourism experience managed by destinations



	Nature of the information	Category	Example of content (not exhaustive)	
	Information for visitors produced by the territory's stakeholders	Points of interest	Museums, archaeological sites, monuments, churches, Parks and gardens	
	and distributed by the tourist offices	Ticketing and activities	Theaters, Exhibitions Guiding, visits, concierge service, Leisure	
		Local information	Shopping, Local time Weather, Temperature Tourist office,	
		Mobility to destination	Schedules and Lines Mobility solutions (walking, cycling, bus, streetcar, metro, etc.) Route calculation,	
		Food and Lodging	Hotels Restaurants Bars <del>Calerers,</del>	
<	information for visitors produced by residents	Storytelling by residents about their attachment to the place in relation to their experiences, uses and practices.	Customization of tours and itineraries based on time at destination, budget, and selected individual stories.	>
	Paractices.         Products: Namatives related to the local places and their emotions         Visiters: Ive like the local and get off the basisen track         Image: Control of the local and get off the basisen track         Image: Control of the local and get off the basisen track         Image: Control of the local and get off the basisen track         Image: Control of the local and get off the basisen track         Image: Control of the local and get off the basisen track         Image: Control of the local and get off the basisen track         Image: Control of the local and get off the basisen track         Image: Control of the local and get off the basisen track         Image: Control of the local and get off the local and get of the local and get off the local and get of the local and get off the local and get of t		tion Small data collection and exploitation: User generated content, device data, Tranaction data. Small data Small data Small data	
	Enriching the visitor experience by sh residents	aring emotions with	Improving the attractiveness of the destination through small data mining	

Figure 1 - The place of emotions in the tourism experience managed by destinations

# What can we do with this data?

- By proposing to visitors to express their emotion(s) by selecting from a panel of emoticons, it then becomes possible to capture moments of satisfaction (positive emotion) and moments of disappointment (negative emotions).
- The use of location data will make it possible to associate a place/point of interest with the emotions expressed.
- Thanks to the app., we can capture the sense of emotion expressed by visitors/users
- The data generated by the app. promote an understanding of visitors' needs and behaviour to improve and individualise the tourism offer.
- Ways for destinations to stand out and differentiate themselves.
- It would be possible to respond to the following questions:
  - how can a destination be enhanced through emotion?
  - how a destination can explore visitors' emotions during and after their journey
  - how to make their visits enriching experiences.



#### STEP BY STEP USE OF THE WEB APP

#### How to make an icon of the Web App for IOs Phones?

- Open SAFARI browser
- Type the web address smartdema.es
- Click on the red icon, and a new window will open
- Logged in once and you stayed logged
- 7Scroll down and click on Add to home screen Name the App SMARTDEMA.



#### How to create the icon App for Android?

- Type on the browser smartdema.es.
- The screen below will appear click on the three dots and new window will display.
- Tap on the Add to Home Screen.



#### smartdema.es

#### HOW TO POST A STORY?

The stories are geolocated. Your post and stories will appear by clicking on the MAP icon.

The MAP icon takes you to your last position when you used the App. If you were in Paris, it takes you to Paris. To locate you at the point you are now. The MAP has a tool on the rights ide just below the satellita layer. If you are still in Paris, no problem, keep the position.

To post the Story, you click on the map where the Story is happening or happened.

The App puts a red PIN and opens a dialogue tab. In this dialogue tab, you can see a video, photos, text, emojis, and icons graphic interface.

Each icon has a different colour. Once the red PIN is on the MAP, you choose the kind of media you want to upload. It can be simple 300 character text, a photo, a video or just emojis. Story text must exist in all formats.

On the MAP, you will see your Story but other people's stories as well. Each Story has a different Media. Media refers to video, photo, emoji...



### Go to

### • www.smartdema.org

#### <u>or</u>

### • <u>www.smartdema.es</u>





# Register first!


























## MODULE 1

## MODULE 1: Play Izmir Stories (continued)

## **Routes and Stories**

#### D7Q W

# **STORIES**

 The stories reflect the real sentiment of citizens/people concerning the city and destination of Izmir.



#### THE BEST ADDRESS TO BE ALONE WITH YOURSELF

Sığacık is the only place where I want to be away from everything, where I can be alone with myself, with its restful and warm atmosphere. Its sea, air, and people are very beautiful. The only address where you can experience enjoying life.



 The users until now have shared stories & routes about lesserknown, hidden, undiscovered destination spots that are worth seeing in Izmir and its districts.

































### **Routes and Stories**



## How to create your own route













 The users have created new, different routes to reflect the special, various type of interests of citizens in Izmir.

#### - Examples of these routes:

- The Jewish heritage route
- The Vegan route by Ferry
- Urla vineyards route by bike
- Zübeyde Hanım route with her memories
- city's culture and art route
- The churches route of Alsancak
- second-hand booksellers' nostalgia route
- İzmir Clock tower and the ancient city of Agora
- Museums of Izmir
- The city archive and press history route

#### Second-hand Booksellers' Nostalgia Route (nostalgia route to old books)



Rotanın ilk durağı olan Ege Kitap ve Plak'ta unutulmaya yüz tutmus 45'lik plakları ve cizgi romanlar arasında geçmişe gidecek, ikinci durağı olan Palto sahafta nadir bulunan eski kitapları bulabilirsiniz. Rotanın dinlenme noktası olan Guguklu Cafe'de Türkiye'nin her bölgesinden gelen nadir gazozlar arasında seçiminizi yapıp serinleyebilirsiniz. Son durağımız olan Verdeniz Kitapçısında ise 'en çok satması gerekenler' ile tanışabilirsiniz. Tam bir kitap kurtlarına yönelik olan bu rotada geçmişin tozlu sayfalarından günümüzün sanat eserlerine uzanan bir yolcul

#kitapkurdu #sahaf

Esinlenmiş, Nostaljik 😄 🙂 👽 At Ege Kitap ve Plak, the first stop of the route, you will go to the past among the forgotten 45 records and comics. The second stop on the route is Palto Sahaf which is a second-hand bookseller, you can find rare old books. At Guguklu Cafe, which is the resting point of the route, you can make your choice among rare sodas from every region of Turkey and cool off. At our last stop, Yerdeniz Bookstore, you can meet the best-selling books. This is a journey for book lovers, from the dusty pages of the past to the works of art of today.

## **VEGAN ROUTE WITH FERRY**



A one-day route is waiting for you where we can breathe the sea-smelling air of Izmir. We start the day with a delicious vegan breakfast at Just Be vegan Restaurant. After a pleasant breakfast, we board the Passport-Alsancak ferry from the Bostanlı ferry port. Seagulls will accompany you on your ferry trip, which will take approximately 20 minutes. When you get off the Alsancak ferry, you can shop on Kıbrıs Şehitleri Caddesi, one of the most crowded bazaars of İzmir, or have your coffee and vegan dessert at Yaşam vegan cafe after the streets with bay windows.

. 2034 m With 5101.1 m of travel and 5 stories.







### MODULE 2

#### MODULE 2: Digital Event Organization Stories

MODULE 2: Digital Event Organization Stories (Digital City Marathon)

# MODULE 2: DIGITAL CITY MARATHON **Objectives:**

- to develop and organize digital story marathon events with national and international participants to experience and share new visitors
- to create a new destination based on gamified tourism.

#### **Outcomes & Activities**

- To achieve these objectives, three events were specifically created:
  - The first digital marathon name as 'SECOND EXPERIENCE STORIES GAME'
  - Second digital marathon name as 'CITY TOUR GAME'
  - A Gamified experience created by the National Gallery of Slovenia (Narodna Galerija)

## **Second Experience Stories Game**

- The purpose of the event is to experience the stories shared in the SmartDema App. by second users and to enable them to share their own stories.
- Accordingly, the users of the SmartDema App. were informed about the Digital city marathon.
- 12 participants were selected who agreed to be voluntary.
- The rules of the first digital City Marathon event are determined as follows;
  - The stories to be experienced will be determined by the participant himself/herself.
  - The determined story will be experienced and shared as a second experience.



# **City Tour Game**

- The second digital City Marathon, 'City Tour Game,' was held on 21 July 2022 in İzmir.
- Both local and international participants of the second multiplier event, on 21 July 2022 at Mövenpick Hotel Izmir, attended and enjoyed the second digital marathon city event.
- Participants who experienced the city tour game were informed in advance about museums, ruins, restaurants and event venues within walking distance of the event venue. They have visited the locations and created their own emotion-based stories using the SmartDema App.


### **Selected Stories of Two Digital Marathon City Events**

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### A GAMIFIED EXPERIENCE BY NATIONAL GALLERY OF SLOVENIA (NARODNA GALERIJA)

- The National Gallery of Slovenia organized three Sunday Multiplier Events.
- The events were held on the first Sundays of the summer months when the entrance to the Gallery was free of charge.
- These days always feature additional programming (at least a guided tour of the Permanent Collection), so adding a multiplier event represented an added value.
- The number of visitors, especially international, is quite high, resulting in more widespread dissemination.
- Importantly, with no entrance fee, we reached people who usually do not come to museums. With free entrance, we also removed a financial barrier to the dissemination of the app, which itself is, of course, free for all.

### A GAMIFIED EXPERIENCE BY THE NATIONAL GALLERY OF SLOVENIA (NARODNA GALERIJA)

- During the multiplier events, the Gallery attendants presented to the visitors the App. and its features and ask them to test it and participate in a survey that helped us detect technical issues and the user's general profile. The attendants were present during peak visitor's hours, between 10 am and 2 pm.
- In the end, 66 people from 26 different countries experienced the Smartdema app at the National Gallery of Slovenia.
- The visitors came from Belgium, Canada, Czechia, Finland, France, Germany, Iceland, India, Italy, Jordan, Kazakhstan, Kosovo, Lithuania, Malta, the Netherlands, Northern Macedonia, Poland, Romania, Ukraine, the UK, the USA, Serbia, Slovakia, Slovenia, Spain, Sweden.



### A GAMIFIED EXPERIENCE BY NATIONAL GALLERY OF SLOVENIA (NARODNA GALERIJA)







### **Digital Event / Game - National Gallery of Slovenia**

- Between the 18 July and 7 August 2022, the Gallery ran a digital event called *Personal stories from my hometown*, in which people were encouraged to register with the Smartdema App. and upload stories from their hometown or village.
- The Gallery gamified the event by including small prizes for the selected participants (annual ticket for two to the Gallery, guided tours of our collection with a curator).



### Digital Event / Game - National Gallery of Slovenia

- The event was promoted on the Gallery's social media profiles (Facebook, Instagram), where it reached c. **20,000** of our followers. The posts included appealing pictures and instructions on how to register and use the Smartdema app.
- The campaign had a strong response on social media, with cumulative **230 likes** and 354 views on the Gallery's Instagram account.



### Digital Event / Game – by National Gallery of Slovenia (Narodna Galerija)

Narodna galerija 20 July at 10:13 - 🕥

...

NAGRADNA IGRA: ZGODBE IZ MOJEGA KRAJA

Image: Na spletnem zemljevidu SMARTDEMA (
https://smartdema.es) ustvarite zgodbe iz svojega kraja in z malo sreče osvojite letno vstopnico v Narodno galerijo za dve osebi!

Narodna galerija in ostali partnerji Erasmus+ projekta Smartdema smo razvili spletni zemljevid, ki beleži čustva in občutja, ki jih vzbujajo kotički, umetnost ali hrana določenega kraja. Vabimo vas, da na povezavi i https://smartdema.es ustvarite svoj profil in soustvarjate zgodbe, ki bodo Slovenijo na oseben način predstavile svetu.

Prvi izziv (od 18. do 24. julija 2022): LOKALNE SPECIALITETE

Na Smartdemi delite z nami recepte, fotografije najljubših jedi, pripravljenih iz lokalnih sestavin, pokažite in opišite svoj vrt, sadovnjak, vinograd ali le sveža zelišča v lončku.

Fotografije oz. videe povežite v kratko zgodbo, jo opremite s čustvenčki in objavite na zemljevidu Smartdema.

Več informacij o nagradni igri, pravila in splošni pogoji: https://bit.ly/3yRYhn3

🔄 Neznani avtor, antwerpenska šola, Dama na trgu, ok. 1650

#NarodnaGalerija #Nagradnalgra



#### Marodna galerija

Published by Grega Gutman 🕲 - 26 July at 13:55 - 🔇

NAGRADNA IGRA: ZGODBE IZ MOJEGA KRAJA https://bit.ly/Smartdema

Image: Na spletnem zemljevidu SMARTDEMA (
https://smartdema.es) ustvarite zgodbe iz svojega kraja in z malo sreče osvojite letno vstopnico v Narodno galerijo za dve osebi!

🏥 Drugi izziv (do 31. julija 2022): ZNAMENITOSTI MOJEGA KRAJA

Slovenijo bogati množica znamenitosti naravne in kulturne dediščine. Mnoge so znane po vsem svetu, za druge vedo le domačini.

Objavite svoj najljubši naravni ali kulturni biser v bližini vašega kraja in ga delite z nami!

Več informacij o nagradni igri in navodila za objavljanje v Smartdemi: https://bit.ly/Smartdema

Narodna galerija in ostali partnerji Erasmus+ projekta Smartdema smo razvili spletni zemljevid, ki beleži čustva in občutja, ki jih vzbujajo kotički, umetnost ali hrana določenega kraja. Vabimo vas, da na povezavi i https://smartdema.es ustvarite svoj profil in soustvarjate zgodbe, ki bodo Slovenijo na oseben način predstavile svetu.

#### #NarodnaGalerija



2,041 People reached 26 Engagements

Boost post

# Stories Created based on Digital Events and Gamified Experience





# Not every stories are pleasant 🟵















## MODULE 3: Geo-App Creation and Geo-DEMA App. Training

#### The Goal:

The training program on the App Geo-DEMA. is about understanding the process of an App creation from both the designer and user's point of view.

#### The Learning outcomes

- Understanding the process of an App creation
- Understanding how to implement design thinking steps
- Understanding UX, UI and coding the APP

### The SMARTDEMA module includes:

- 1. How to find out what App features
- 2. What the App does
- 3. What data collects
- 4. User experience
- 5. User interface

6. The thematic maps you can make with the stories published by the citizens.

7. The coding of the App.

#### **Development of Skills**

- **1**. Graphic design
- 2. Agile framework
- **3**. Dealing with the client and the coder

#### The Module Tasks

To follow, we explain how to structure the creation of an App based on the way the SMARTDEMA APP has been designed. SMARTDEMA is just one of the ways to do it, but you may have a different one.

#### Module 3.1 - How to find out what App features The

creation of an App is based on the design thinking concept + Agile framework. In a few words, design thinking requires you to follow the four steps: ideation, prototyping, testing and iteration. The agile framework explains the importance of having a backlog with all the features the App must do and how you will code the features across different sprints. Combining both DT+Agile is essential since you will be interacting with the final user and the coder most of the time.

### The steps you have to follow are these:

- 1. You need to know your client's needs, understand the fit for the App, why the client may need this App and its features. How do you understand your client's needs? The only option is you ask them.
   See as an example:
  - The multiplier event report on SmartDEMA project
  - Transnational Project Meeting
  - https://www.smore.com/enspf
- 2. Create a first draft; that is the ideation process of Design Thinking. We strongly
  suggest you use MIRO boards for the first design and prototype.
- 3. You have made both face-to-face and online; now is the time to iterate based on the insights you got from the clients.



#### Assignment for your students:

Given a particular problem, e.g. "how to capture citizen's sentiment to design new products and services."

- 1. Ask them to design a mock-up idea of an App
- 2. Ask them to prototype the concept using the MIRO board
- 3. Ask them to organize a face to face meeting to present the App
- 4. Ask them to circulate the MIRO board link with the idea to get online feedback.
- 5. Make a retrospective of the insights
- 6. Redesign the App features
- 7. Make a new iteration test with a different target group



- Module 3.2- What the App does You need to understand what the App should do and what it should not do. Many times happens, some of the features requested are not used. The recommendation is, do not code what you really do not need. Understanding the fit "for purpose" of the App is essential.
- What information do you want to collect or enable the user to have? Assignment for your students:
- I. Ask them to explain what purpose each APP feature serves and use the SCAMPER model (https://www.designorate.com/a-guide-to-the-scamper-technique-for-creativethinking/)
- 2. You will discover many interesting things and certainly improve the features.

- Module 3.3 What data collects The primary purpose of any App is to collect data in text, photos, video, or maps. You must understand what you will do with the collected data and how you will analyze the data; moreover, if you are looking for quantitative or qualitative data and what software you will use for the analysis.
- Assignment for your students:
- 1. Ask them to define the kind of data and for what purpose they will use the data.
- 2. Double-check if the data has a feature that enables the information collection. We suggest you implement

https://www.liberatingstructures.com/1-1-2-4-all/ to extract ideas about the data connected to the features.

- Module 3.4 & 3.5 User experience and User interface We refer to the App design and what the user can do with the App. The importance of feedback through multiple iterations has been highly demonstrated. Another point to consider is that the user is already immersed in many different Apps, so somehow, the facto standard is available on Instagram, Facebook, and many other Apps.
- Business—and life in general—has become increasingly dependent on the internet, web apps and mobile apps.
- As a result, companies have found that the best way to compete on the web is to prioritize building an attractive and efficient user interface (UI) that optimizes the user experience (UX). In this training program, we define what a user interface is, discuss elements of UI vs UX and provide tips for creating an interface that converts users into customers.

- "User experience" encompasses all aspects of the endusers interaction with the company, its services, and its products. https://www.nngroup.com/articles/definitionuser-experience/
- The user interface (UI) is the point at which human users interact with a computer, website or application. The goal of effective UI is to make the user's experience easy and intuitive, requiring minimum effort on the user's part to receive the maximum desired outcome. <u>https://www.indeed.com/career-advice/careerdevelopment/user-interface</u>

#### Assignment for your students:

- 1. Ask your students to use Canva, photoshop, illustrator, in-design, or any other software to create the first design Mock-up.
- 2. When the Mock-up is ready, test it over the net and get feedback for a new iteration.

- Module 3.6 The thematic maps Graphic visualization of the collected data is essential. The concept we need to use is filtering and mapping data.
- Three main elements need to be combined, the map (Google is the best choice because it enables different layers of existing information), the geo-coordinates that have to be captured automatically when the user interacts with the App and the filters for creating the maps. For example, filter for emotions.

### Assignment for your students:

- 1. Ask your students to analyze Google maps and create a potential list of filters. When done, print the maps to discuss with the students the information contained in the maps they have created and connect it with services and products.
- 2. There is plenty of information in Google maps for this exercise.

- Module 3.7 The coding of the App Between the phases of ideation, prototyping, testing and iteration, there is a coding step.
- There are two ways of coding, one for an App that you put in the Apple store and Google play.
- We recommend not doing that and instead creating a Progressive Web App.
- The main difference is that the Progressive App will work on your phone as an App, but it will work on your computer. On top, it will be much easier to introduce changes at a lower cost.

The Agile framework plays a role in this module because you create the backlog of features and divide them into Sprints. The Sprints for testing and iteration are coded one after the other based on the insights of the user. However, you have to decide on a minimum App structure. We suggest you use this https://www.liberatingstructures.com/7-15-solutions/

### Assignment for your students:

- I. Define the must contain the App. Use the criteria from the user's point of view. Must be able to.....?
- 2. Once you have the features, look for a coder and have a conversation to experience how they think and what they can do.

- Resources: The teacher's job contribution is to be based on the training content and look for the resources.
- Conclusions: From these seven steps, you can create the App prototype for any purpose you may need.
- The more you develop critical thinking with your students, the better and easier it will be to coder the App.
- If you plan to create a service or a specific product with the App data, it is worth involving the final target group in the conversation.

### MODULE 4: Data Analysis

# Data Analysis

SMALL DATA	SMALL DATA vs BIG DATA		
Data is small enough for human comprehension	Data is too large to be analyzed by humans		
Data is made up of small elements that are make them: readable accessible understandable usable	<ul> <li>Data is specific to machines. It is generally characterized by 3V:</li> <li>Volume</li> <li>Variety</li> <li>Velocity (speed)</li> </ul>		
Data generally provides information that answers a specific question or addresses a particular problem	Invented by the web giants, Big Data is a solution designed to allow everyone to access giant databases in real time		
<b>Data concerns the end user</b> . These data provide information on what he needs, on his reactions and feelings	Collecting and processing data on a large scale can be time consuming, as can feedback		

Qualitative method	vs. Quantitative method	
The qualitative method is a search for meaning	The quantitative method is a data collection technique associated with concrete data	
It focuses on opinions and motivations	It allows us to analyze behaviors, opinions, or even expectations in measurable quantities	
It tends to focus on "how?" and "why?" questions	She tends to favor questions like "how many?" and "how often?"	

### Which software to analyse the data?

- <u>NVivo</u> will be used to analyze Smartdema data. It is a qualitative data analysis software
- Other software exist
  - o ATLAS.ti, Provalis Research Text Analytics Software, Quirkos, MAXQDA, Dedoose, etc.
- Open source software exist also:

  - <u>R project</u> + specific extensions
     The interface is designed for statistics specialists.

### NVivo

- <u>Software designed by QSR International</u>
   Allows you to organize, code and manage your data as well as to facilitate its analysis with visualization, memorization and reporting functions.

WARNING, the (difficult) work of sorting the data still rests on your shoulders.

- It helps you analyze text, audio, video, email, images, spreadsheets, online surveys, web content and social media from various sources.
  Through a browser extension "<u>Ncapture</u>", it allows collecting data
- directly from the web
- Even if it is essentially a qualitative analysis software, it also allows to make quantitative analyses


### Data Quality is an Important Criterion

- Before you can process the data, it is important to clean it:
  - Make sure that the columns and rows have been exported correctly.
     Some characters may cause problems
  - Delete irrelevant data (sometimes people write irrelevant content not related to the context)

#### Create a new project Open an existing project





### Import data

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#### Cases

- Units of analysis
- In SMARTDEMA context each story = a case

#### • Close-ended questions => Attributes

- question formats that provoke a simple response from a respondent. e.g.: smiley
- attributes are the values that these fields can contain. e.g.

#### • **Open-ended questions** => nodes

- an open-ended question is a question that cannot be answered with a "yes" or "no" response, or with a static response. e.g. title, info, tags
- the contents of these fields will be grouped into nodes or themes

### Where to find cases?

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These cases can be used for future cross-referencing and analysis

### Access Sentiment Analysis

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- In the import process, we asked NVivo to code sentiment.
- The result is divided into 2 classes :
  - **Positive** 
    - Moderately positive
    - Very positive
  - Negative
    - Moderately negative
    - Very negative
- Beware that the results are not always reliable. Is should be corrected manually

## Word Frequency



- NVivo allows to highlight the vocabulary used in a certain context
- It presents the most frequent words in different ways:
  - List
  - Word cloud (The word cloud will list all the words used by the story writers, and highlight the most used)
  - Tree map

#### Explore and Create Node Manually



- This procedure brings together the different themes addressed in the stories
- NVivo uses Nodes for a collection of all the sections of qualitative data (references) that have been coded as belonging to a project theme.
- For example, all the segments of text/audio/video/picture in SMARTDEMA corpus which refer to Castle will be coded to a node called "Castle".

#### Explore Corpus and Create Nodes by Queries



- When you have explored at least 10% of your corpus, you can have an idea about the content
- At this level, you can use queries to code the text

				Character	Example	Will find			
Boolean o	perators			Use an asterisk (*) as a substitute for zero or more characters—	g*t	will find get, g	great and gt		Wildcard and proximity characters
Operator	Description	Syntax	Example	more characters— cannot use as first character.					
OR or   (pipe) or & (ampersand)	Searches for items containing either (or both) of two terms. When you enter multiple words or phrases without an operator, the OR is implied.	A <b>OR</b> B	AB	Use the question mark (?) as a substitute for a single character— cannot use as first character.	g?t	get and got b	out not <i>great</i> o	r grunt	
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				within a specified word distance from each other.			Character	Name	Use
+	Indicates a required term. Searches for items containing	+A B	A	each other,			()	Round brackets	Groups clauses to form subqueries
	the required term and optionally the second term.							Double quotes	Enclose a phrase to search for the entire phrase

# Explore Corpus and Create Nodes by Queries Using Advanced Operators

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- As shown in the previous slide, NVivo offers advanced search options.
- In this video, we explain how to create a code using bartering.
  - impression\* = impressionist,
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# Classify nodes

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- When coding your corpus, you may have to reorder your nodes as you discover the content
- This procedure is easy to do with NVivo

### Code Closed-Ended Question

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- In our corpus, we used smileys to classify the content into nodes
- This choice will allow to create a matrix Coding cross the different nodes

### Matrix Coding Analysis

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In order to understand if certain places, artists, etc. provoke certain emotions in the users, we crossed the data related to these variables with the emotions.

# MODULE 5: Open Digital Badge

- The Open Badge definition As a trainer, you start explaining
- 1. What OPEN Digital BADGE is A Digital Badge represents a skill, learning achievement, or experience. Digital badges can be earned in a wide variety of environments
- Digital Badges can represent competencies and involvements recognized in formal or informal learning In addition to the image-based design, badges have metadata to communicate details of the badge to anyone wishing to verify it or learn more about the context of the achievement; it signifies.
- Badges are issued by individual organizations who set criteria for what constitutes earning a badge
- Earners can display their Digital Badges online and can share digital badge information through social networks

#### Why use OPEN BADGE

- Skill Recognition. Students can use the ODB to recognize achievement in any setting across the different stages of an individual's life.
- Pathways of Expertise. Students can use the ODB to build pathways to support individuals to work towards learning goals, provide routes into employment, and nurture & grow talent within organizations
- Transfer of Skills. They are based on the Open Badges standard, which enables badges to be issued and transferred across the web and other digital exchanges, across different learning providers, and across borders.
- Talent Identification. They provide a new way to identify talent based on competency and attitude, helping employers and educators better match individuals with non-traditional experiences to relevant opportunities.
- Alternative Validation. They provide an alternative way for learners to get validation for their skills and achievements and share them with employers

- Tools & Platforms The platform choice depends on your criteria; each platform offers different possibilities. Explore one by one.
- SMARTDEMA Open Badge uses

https://info.badgr.com - https://info.badgr.com/ (previously Mozilla backpack) https://openbadgepassport.com/ https://openbadges.me/mybadges https://openbadgefactory.com/en/service-levels/ https://credly.com

Design tools

http://www.makebadg.es/site - https://badge.design/ https://www.adobe.com/fr/express/create/badge

#### Assignment for your Students:

- I. In creating your Open Digital Badge, they should answer these questions and make the Image of the Badge. These questions are mostly the questions they will find on the platforms.
- 2. You need to choose one platform, create an account and fill in the data. - Who is the issuer of badges? -Who are the earners, and who is my target group? -Why will they take my badge (the advantage of my open badge compared to the existing open badge)?

#### Assignment for your Students:

- What skills will the learner acquire? And which criteria will be used to assess the acquired skills?
- How will the earner develop these skills?
- When the open badge has been issued, or will it be issued? Is the open badge limited in time?
- What "understandable" name will you attribute to your badge name? - Bonus: Am I applying a standard that can give more weight to the open badge?

The example of SMARTDEMA OPEN BADGE https://eu.badgr.com/public/badges/ust6tlrqRcOiWzm/ cZ8lL-w

# Open Badge Examples created by Partners within the SmartDEMA Project



#### LINK OF DIGITAL OPEN BADGE CREATED BY DEU

https://eu.badgr.com/public/badges/ UJHfbxZLQNOk\_zFiQHfqmg

#### Who the issuer of badges is?

• Dokuz Eylul University Faculty of Tourism, Gastronomy & Culinary Arts

Why will they take my badge (the advantage of my open badge compared to the existing open badge)?

• The major advantage of taking this open badge is that the university, the School of Tourism, particularly the gastronomy & culinary arts department is issuing this badge. Dokuz Eylul University ranked the first in Turkey and is amongst the top 100-150 universities in the world for "hospitality and tourism management" based on the academic ranking of world universities list by Shanghai Ranking 2022. DEU was selected as one of the research universities in Turkey by the Turkish Higher Education Council.

#### Who are the earners, who is my target group?

• Our target group is chefs, food specialists, dieticians, nutritionists, gastronomy & culinary arts students, and those who are really interested in local, healthy food and diets

#### And, which criteria will be used to assess the acquired skills?

• There will be several criteria to assess those acquired skills. For example, those who want to take this badge are expected to reflect the nutritional healthy cuisine including detailed knowledge of the ingredients, the preparation of the recipe, at least 10 video recordings of the cooking process, 10 stories, a photo of the cooked dish and making 5 thematic routes on the app.

#### What skills the learner will acquire?

- The learners will acquire digital literacy by reflecting on the Mediterranean, local, healthy food menu alternatives including gluten free, vegan while using the app.
- The learners will also acquire Nutrition literacy that can be defined as, "the degree to which individuals have the capacity to obtain, process, and understand nutrition information and skills needed in order to make appropriate nutrition decisions"

#### When the open badge has been issued or will be issued? Is the open badge limited in time?

- The open badge will be issued digitally as soon as the learners fulfil the prescribed criteria.
- No expiration date.
- There will be several criteria to assess those acquired skills.
- Local food experience.



#### LINK OF DIGITAL OPEN BADGE CREATED BY FOÇA MEM

https://eu.badgr.com/issuers/623f06c2 5beac903ffbcde8a/badges/623f0d454 5ba4321489bb49d/overview

- This certificate will certify that the participants are able to
- Participate actively in the seminar given by experts (Transferring historical and mythological stories by combining them with their own stories)
- Participate actively in the seminar titled "Foça's stone houses and streets (being able to reflect their stories through photography or painting with this acquisition
- Participate in the kitchen workshop actively (Learning and accompanying the production of dishes reflecting the herb culture in Foça.
- Participate in the seminar where folk tales and legends of recent history are told.
- Participate in the Foça Public Education Center" medical and aromatic plant breeding seminar" with the aim of learning the medicinal plants grown in Foça and their usage areas.
- Understand and use the different digital tools such as Smartdema application.



LINK OF DIGITAL OPEN BADGE BY FOCA MEM

https://eu.badgr.com/issuers/623f06 c25beac903ffbcde8a/badges/623f0d 4545ba4321489bb49d/overview At the end of the training, participants will have

- developed new skills and competencies through the interactions between participants.
- enhanced their knowledge of digital destination management.
- enhanced their knowledge of cultural, historical and healthy nutrition points of the place that they live.
- The participants will get these skills : -digital tools in the city
  - -workshops
  - -storytelling

### Open Digital Badge by National Gallery of Slovenia





#### Earn the digital badge Slovenian Visual Arts 1200–1950

#### What is a digital badge?

Digital badges are online validators of an accomplishment or skill.

#### How do I earn the digital badge of the National Gallery?

We prepared six quizzes on the art styles and works that are exhibited in the Permanent Collection of the Gallery. You will be awarded the digital badge if you score 85% or higher on all six quizzes. To solve an individual quiz, enter your name, surname and e-mail. Your email will be used strictly to award you with the badge once you passed all six quizzes.

Before you start solving each quiz, we recommend you watch short videos or read e-books with presentations.

The topics are:

- the Middle Ages
- Baroque
- Neoclassicism
- Romanticism
- Realism
- Impressionism

Open Digital Badge by National Gallery of Slovenia The National Gallery of Slovenia prepared a digital badge that focuses on the museum's permanent collection.

- to present Slovenian and European art from the 13<sup>th</sup> to the 20<sup>th</sup> century with a focus on six art styles: Middle Ages, Baroque, Neoclassicism, Romanticism, Realism, Impressionism;
- to prepare digital booklets and a quiz for each of the styles;
- to prepare and test online infrastructure and content that will help digital cultural heritage operators to better connect with various audiences;
- to align the Smartdema project goals with the strategic aims of the Gallery to ensure the sustainability of the project's results.

By earning the digital badge Slovenian Visual Arts 1200–1950, the user:

- shows a thorough understanding of the main developments of the Slovenian Visual Arts from the 13th up to the middle of the 20th century;
- is capable of presenting the main artistic styles in European art history between 1600 and 1900;
- acquires the knowledge needed to create content as a digital cultural heritage operator.

Open Digital Badge by National Gallery of Slovenia

- The aim of the digital badge is to be available to all who visit the Smartdema website or the website of the National Gallery of Slovenia, with no need for registration - the user merely has to put in her/his e-mail address to receive the certificates and the badge.
- The Gallery used its previous experiences with digital games to design the badge: the Gallery operates an interactive app that features several gamified aspects (finding a work of art, answering questions about it, connecting general knowledge with art history through multiple choice answers, left/right swipes, puzzles).
- The Smartdema project thus allowed the museum's digital cultural heritage operators to learn about a new way to gamify the museum experience and make the knowledge one gains in it certifiable and available on multiple platforms.



Necmettin Erbakan University / Tourism Destination Management



#### **Tourism Destination Management**

Created on 7 Haz 2022

This Badge certifies a series of training on Tourism, Teacher Training, and Tourism Destination Management Badge Modules. The participants are able to engage in a digitally personalized way to discover their emotions triggered by different aspects caused by places in the destination through the App. The practical modules strengthen critical competences to analyze current conditions of DM. It will help participants to develop new knowledge, skills and competencies through the interactions between other participants and sharing of existing local knowledge and experience. The learner will acquire basic skills: Ability to analyze the needs of the digital tourism sector considering its corporative values and the design of new services and opportunities. Ability to analyze and understand the relationship between tourism and local development within the SmartCity demands framework. Ability to learn independently and sensitivity to efficiency of smart destination tools. **[less]**  Offered by <u>Necmettin Erbakan</u> <u>University</u>



Badgr

Necmettin Erbakan University Thi Bidge certifies a series of training on Tourien, Tachter Training, and Tourien Destination Management Bidge Modules. The participants are able to engage in a signally personalized way to discove... Year Maca

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#### LINK OF DIGITAL OPEN BADGE CREATED BY NEU

https://eu.badgr.com/public/badges/lAzp tWzJSuKyGhSfarD-cw



SMART Tourism Destination increasing **citizen's sentiment** of sharing local tourism related values through gamification using emerging mobile Apps and SMALL Data analysis

