**Survey Analysis – National Gallery of Slovenia**

**Answers:**

**Gender:** mostly female

**Education level:** mostly university or more

**Developing an application that lets people express their emotions about the cities is:**



**How do you think that the stories and emotions connected to the personally significant places have the potential to design future tourism services? Please briefly explain why?**



One of the comments here were:   
"There are already loads of this kind of applications …"  
"They have potential, but, please, do not use another application for this."

**"When you visit a place, how likely do you tend to express your emotions about the following categories?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Most Likely** | **Likely** | **Neither Likely Nor Unlikely** | **Unlikely** | **Most Unlikely** |
| Sports in the city |  |  |  |  |  |
| Plant and nature in the city |  |  |  |  |  |
| Food & drink in the city |  |  |  |  |  |
| Travel & places in the city |  |  |  |  |  |
| Transport in the city |  |  |  |  |  |
| Weather in the city |  |  |  |  |  |
| Arts & crafts in the city |  |  |  |  |  |
| Country |  |  |  |  |  |

**"How likely are you to be able to express your positive emotions about the city?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Most Likely** | **Likely** | **Neither Likely Nor Unlikely** | **Unlikely** | **Most Unlikely** |
| Happy |  |  |  |  |  |
| Joyful |  |  |  |  |  |
| Romantic |  |  |  |  |  |
| Excited |  |  |  |  |  |
| Proud |  |  |  |  |  |
| Inspired |  |  |  |  |  |
| Hopeful |  |  |  |  |  |
| Peaceful |  |  |  |  |  |
| Surprised |  |  |  |  |  |
| Relaxed |  |  |  |  |  |
| Nostalgic |  |  |  |  |  |

**"How likely are you to be able to express your negative emotions about the city?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Most Likely** | **Likely** | **Neither Likely Nor Unlikely** | **Unlikely** | **Most Unlikely** |
| Sad/Unhappy |  |  |  |  |  |
| Fear |  |  |  |  |  |
| Anger |  |  |  |  |  |
| Ashamed |  |  |  |  |  |
| Worried |  |  |  |  |  |
| Boredom |  |  |  |  |  |
| Disgust |  |  |  |  |  |
| Guilty |  |  |  |  |  |
| Dissapointment |  |  |  |  |  |
| Uncomfortable |  |  |  |  |  |

**"How likely do you prefer using the following options to express your emotions?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Most Likely** | **Likely** | **Neither Likely Nor Unlikely** | **Unlikely** | **Most Unlikely** |
| Emojis |  |  |  |  |  |
| Stickers |  |  |  |  |  |
| Hashtags |  |  |  |  |  |
| Stories |  |  |  |  |  |

**"How likely do you prefer playing a game based on personal stories and emotions shared in the App?"**

Most common answers:

|  |  |
| --- | --- |
| Likely | Neither likely Nor Unlikely |

**"How likely do you think the following options are convenient for you to tell your story about the city while using the App?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Most Likely** | **Likely** | **Neither Likely Nor Unlikely** | **Unlikely** | **Most Unlikely** |
| Text |  |  |  |  |  |
| Photo |  |  |  |  |  |
| Audio |  |  |  |  |  |
| Short video |  |  |  |  |  |

**"How would you like to get rewarded for your contribution, comments, and stories?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **I definitely like it** | **I like it** | **Neither I like nor I dislike it** | **I dislike it** | **I definitely dislike it** |
| Open badges |  |  |  |  |  |
| Certificates |  |  |  |  |  |
| Points |  |  |  |  |  |

**"How likely do you prefer as a user that the App allows each of these following options?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Most Likely** | **Likely** | **Neither Likely Nor Unlikely** | **Unlikely** | **Most Unlikely** |
| To share your profile (visited places, emotion, etc.) with your friends/other users on this app |  |  |  |  |  |
| To publish your stories on your social media accounts? |  |  |  |  |  |
| To interact with other people’s stories |  |  |  |  |  |
| To facilitate a real event with the help of the app (not a virtual event) |  |  |  |  |  |
| To have a real connection with people in the same place at the same moment] |  |  |  |  |  |
| To visualize a map with emotions expressed by others |  |  |  |  |  |
| To consult a thematic map to understand better the personal and, emotional relationship that people currently have in the city |  |  |  |  |  |

**"How likely would you be interested in visiting/learning about places (in the city) that triggers those emotions in you?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Most Likely** | **Likely** | **Neither Likely Nor Unlikely** | **Unlikely** | **Most Unlikely** |
| Extreme negative emotions connected to you? |  |  |  |  |  |
| Extreme positive emotions connected to you? |  |  |  |  |  |

**"How likely do you agree that the different types of emotions connected to a specific place in the city arouse your curiosity to explore the stories and places? Please briefly explain why?"**

LIKELY

Comments:

**"How likely do you think that sharing stories, videos, pictures and interacting (like commenting, tagging..) through an app may connect you to the city? Please briefly explain why?"**

LIKELY

Comments:

**"How likely do you think that sharing stories, videos, pictures and interacting through an app may change your emotions about the city? Please briefly explain why?"**

LIKELY

**"How likely do you think that sharing stories, videos, pictures and interacting through an app may positively change your perceptions about the city? Please briefly explain why?"**

LIKELY

**"How likely do you think that sharing stories, videos, pictures and interacting through an app positively influence the destination image? Please briefly explain why?"**

LIKELY

**"How likely are you to visit a new location in the city based on the following options?"**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Most Likely** | **Likely** | **Neither Likely Nor Unlikely** | **Unlikely** | **Most Unlikely** |
| Social media post |  |  |  |  |  |
| Media mention |  |  |  |  |  |
| Recommendation of a friend |  |  |  |  |  |
| Recommendation of a family member |  |  |  |  |  |
| Advertisement |  |  |  |  |  |
| Trying soemthing new |  |  |  |  |  |
| An event is happening there |  |  |  |  |  |
| Capturing/experiencing new emotions |  |  |  |  |  |