Smartphone travel apps

0. Existing experience with visitor apps

Types of apps used

Maps and public transport
- Maps To Go
- Here
- Uber
- Google Maps
- Tripadvisor

Local applications
- Slovenia trails
- CŠOD misija
- Nexto

General travel applications
- Atlas Obscura
- Secret Travel
- Use-it-maps

Reservations regarding app use
- Downloaded apps that are never used
- Difficulty accessing the internet
- Loads too slowly — Can take a lot of space
- Usually not up to standards
- Lack of skills

Preferred alternatives to apps
- Websites
- Search engines
- Free city tours — Information from locals
- Tourist info centres
- Discovering things on your own
- Printed materials

1. Desired features of visitor apps

- Multiple languages
- Universal use (not only local)
- Easy to install and use
  - Activated with QR code — Not everyone knows how to scan it
  - Outdated technology
  - Downloadable from Google Play store
  - Usable and works well
- No disturbances
- Should not require constant attention
- Extra experience — Offers a game — Not too difficult / Should be fun
- Stories
  - Written in a witty way
  - Gives additional information about the sight
  - Presented through images, 3D view and audio recording
- Suggests routes and trips
  - Draws a map — Map needs to be accurate
  - Calculates time needed
  - Offers the opportunity to view the entire adventure
- Uses advanced technology — Use with VR headset — To show how a monument was built / To depict a military battle

2. Motivations to participate in a game

- Replacement for tour guide — It guides you around the place
- Interactivity
  - Makes suggestions for additional visits
  - Offers longer descriptions of exhibits
  - Possibility of choice
- Interesting content
  - Offers enough challenges
  - Experiencing the pulse of the city
  - Discovering hidden areas of the city
  - Offers fun
- Not a burden
  - Does not require too much looking at the phone
  - Does not take too much time
  - Not too complicated
  - Not too demanding
- Possible to play as a group — With friends / With family
- Effective promotion — Recommended by others / Visible message

3. Participating in a specific game that involves imitating photography

- Would particiapate
  - For educational purposes — To learn something new
  - To help science — But would need to understand how
- Incentive needed
  - Levelling up
  - Entertainment
  - Knowing the broader context — How the photos will be used
  - Interactive tasks
  - Based on hints and riddles
- Conditions
  - Does not take too much time
  - Does not require you to walk too far
  - Has an added value
  - It is possible to use it in several locations
  - Is not commercial
  - Easy to solve
- Suggestions
  - Positioning camera as required by a silhouette — Similiar to Nexto applicatoin
  - A figure appears and presents the statue
  - Photographing from different angles and putting together as puzzle

4. Incentives to participate in the game

Stories
- From a credible source
- Curiosities displayed — Unknow details
- Access to the photo database
- Following what is happening with the statue
- Learning about the monument or town
- Statues on a certain theme
- Familiar personalities
- Similar to street theatre — Street guidance
- Interesting storytelling
- Games more interesting for children — Tailored to specific audiences
- Statue coming to life — VR — Interactive

Collecting points
- A motivation for some users of location based games
- It turns the game into a competition
- They experience it as marketing — Others do not like it
- Overwhelming

Motivating for certain demographics
- Families with younger children
- Easily tangible for the elderly

Prizes
- Retrieved at tourist information centre
- Not a dust collector — Practical — Symbolic prize
- Precious memory of the experience
- Should be related to the monument
- Coupon
- Discount — Some prefer experiences
- Pokémon GO items

Valuing cultural heritage
- School activities
- Parents who want to bring this value to their children
- Need to explain how participation will help its reservation

Easy to partecipate
- Short and consices instructions
- Simple implementation

Challenge
- Photo competition — Organising a competition
- Statue dress-up game
- Use of hints

5. Willingness to share photos in the game
- Prefer to experience the monument in the giving the monument
- Posting photos may lead to the experience losing its charm
- Trouble with access to the internet — Not willing to post on social media
- The application itself could send the photo
- Would send privately to researchers
- Would send the picture if the app offered something in return