



FAI

Fondo Ambiente Italiano

Desirability & Feasability

Project Design and Management for Data Science

Team



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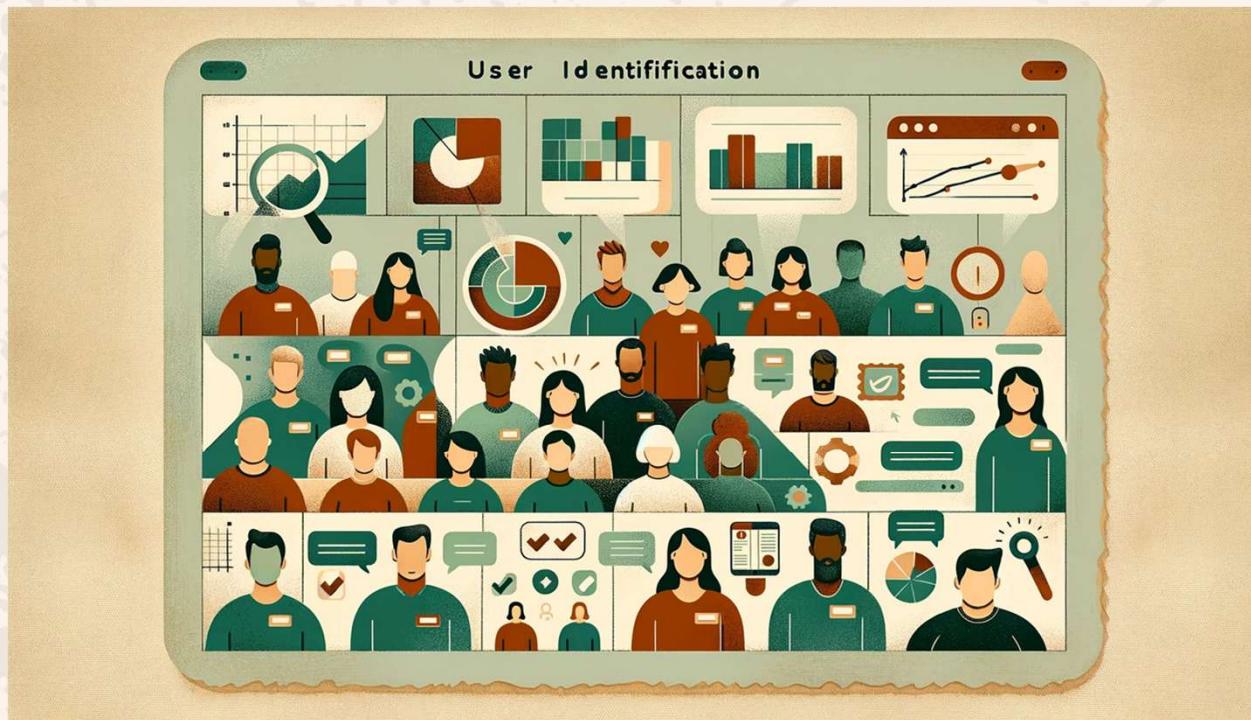
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User identification



Need identification



User & needs

TABLE FOR USERS	feasibility	efficiency	effectiveness for users	SCORE	type
website analysis	7	7	4	18	top-down
social network	4	4	6	14	bottom-up
benchmarking	6	6	5	17	top-down
observation of users	3	3	7	13	bottom-up
interviews with stakeholders	1	2	3	6	top-down
hypothesis dev	5	5	1	11	top-down
focus groups	2	1	2	5	bottom-up

TABLE FOR NEEDS	feasibility	efficiency	effectiveness for needs	SCORE	type
website analysis	7	7	1	15	top-down
social network	4	4	5	13	bottom-up
benchmarking	6	6	4	16	top-down
observation of users	3	3	6	12	bottom-up
interviews with stakeholders	1	2	3	6	top-down
hypothesis dev	5	5	2	12	top-down
focus groups	2	1	7	10	bottom-up

Matrix 1: Evaluation matrix for the possible methods (Regarding users and needs).

OWN
elaboration(2023))

Website analysis

METHOD

This method is intended to gather helpful information from a top-down perspective. It is useful to understand users and needs from the FAI point of view.

It consisted in exploring FAI's website, their mission their vision, the page layout, what kind of events do their offer, the locations owned by FAI, and the tools inside the page that help users find what they need.



Website analysis

RESULTS

After analyzing FAI's web site extensively, we had a greater understanding on the type of activities that the organization does, some of them are: Outdoor activities, castle visits, tours around natural spaces from FAI, and many others.

We also looked into the mission and vision of the organization, to then understand their objectives.

Finally we found the target users that they have on the website with the membership plans. This lead us to have a general initial idea of potential users.

TROVA LA QUOTA ADATTA A TE

INDIVIDUALE 1 adulto € 39	COPPIA 2 adulti € 60
FAMIGLIA 2 adulti con bambini € 66	FAMIGLIA 1 adulto con bambini € 45
GIOVANE 1 giovane fino a 25 anni compiuti € 20	

Ami l'Italia e vorresti fare di più per conoscere e proteggere il suo patrimonio d'arte e natura?
Scegli la quota Speciale o Sostenitore ed entra in un mondo di opportunità esclusive.

SPECIALE 1 adulto € 96	SPECIALE FAMIGLIA 2 adulti con bambini € 150	SOSTENITORE 1 adulto € 540
------------------------------	--	----------------------------------

ALTRÉ QUOTE
Sei un'insegnante?

CLASSE AMICA FAI 1 insegnante più la classe € 38
--

FAI(2023)

Social network analysis

METHOD

Social network analysis is a switch to a Bottom-Up approach. Our team conducted a detailed FAI Facebook page analysis. This analysis was aimed at understanding community response patterns to various posts and determining the target audience of FAI.

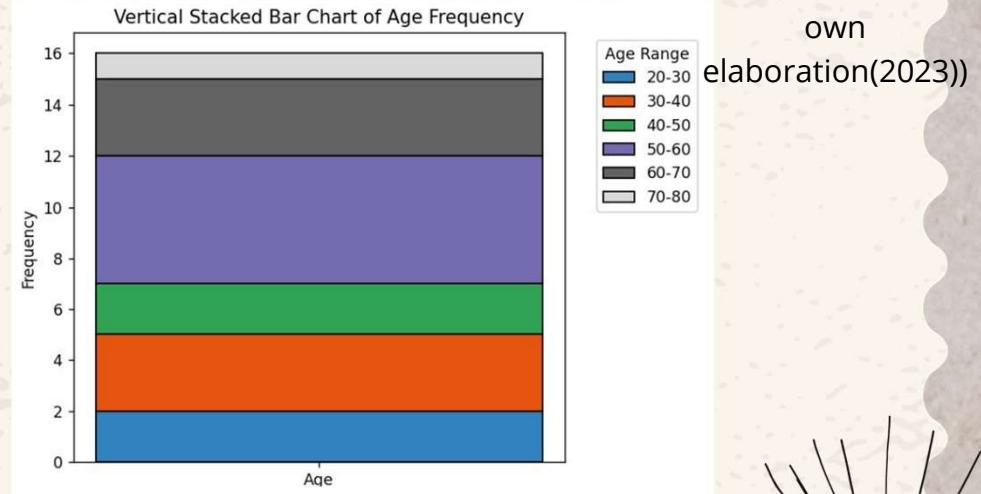
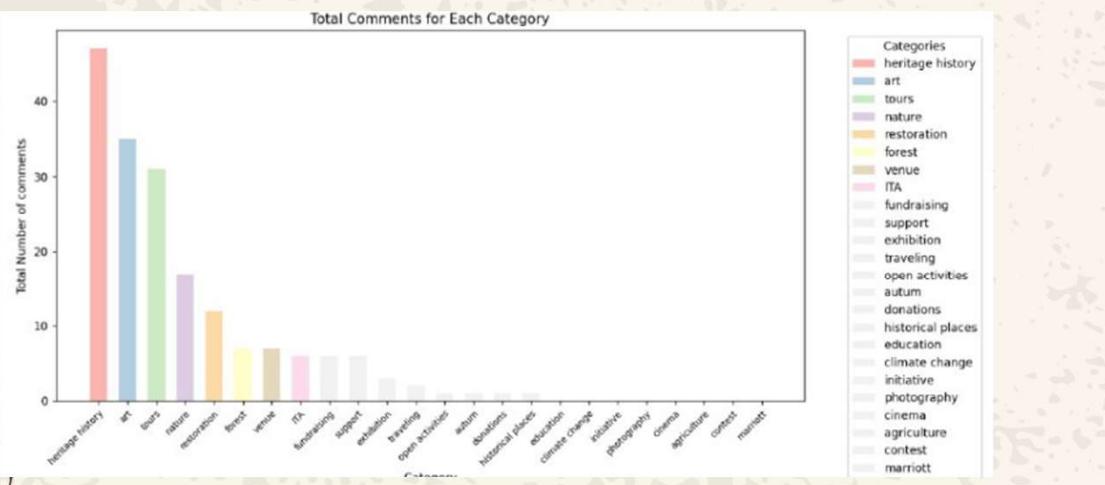
Our analysis extended beyond mere quantitative assessment and delved into the qualitative aspects. This involved a thorough review of positive comments under each post. Furthermore, we employed visualization techniques to organize and interpret this data systematically. This enabled us to construct a more nuanced and detailed profile of FAI's potential user base, revealing insights into their interests, engagement patterns, and overall demographics.



Social network analysis

RESULTS

- Greatest number of users between 50-60 years old
- Most reactions happened when topic in posts was nature and art
- Most comments happened when topic in posts was heritage, art and tours



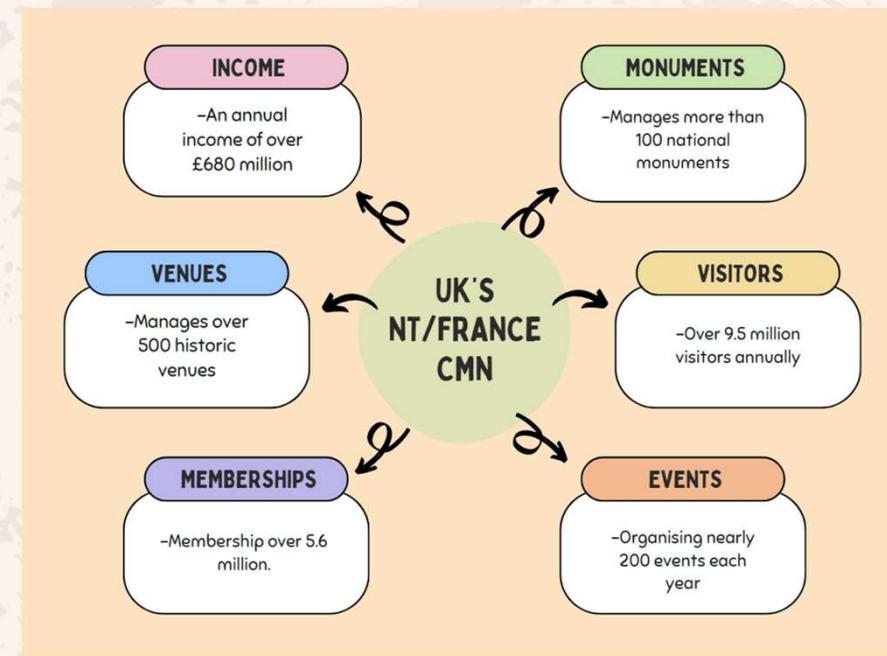
Benchmark analysis

METHOD

We used chat gpt and other generative AI tools to generate users for organizations closely related to FAI.

Prompt: I want you to act as Fai's strategy team and, using our benchmarking method, come up with a list of potential companies/organizations for analysis of potential users and needs.

I want you to use the UK's National Trust and France's Centre des Monuments Nationaux as benchmarks and develop a list of users and their needs.



own
elaboration(2023))

Benchmark analysis

RESULTS

Interesting users were:

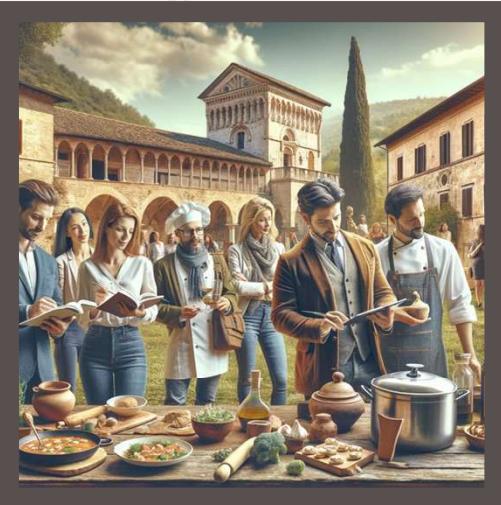
- Local Community Members
- Photographers and Artists
- Eco-tourists
- Outdoor Adventurers
- Digital Content Consumers



Consensus

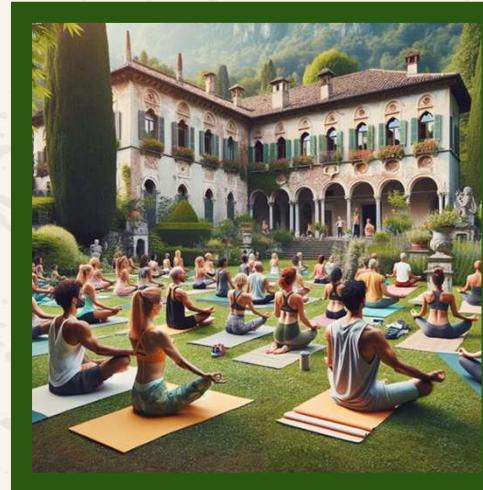


The final List of Users



Active Seniors

Experience-Seeking
Tourists



Professionals with
Cultural
and Travel Interests



Recreation and
Fitness Groups

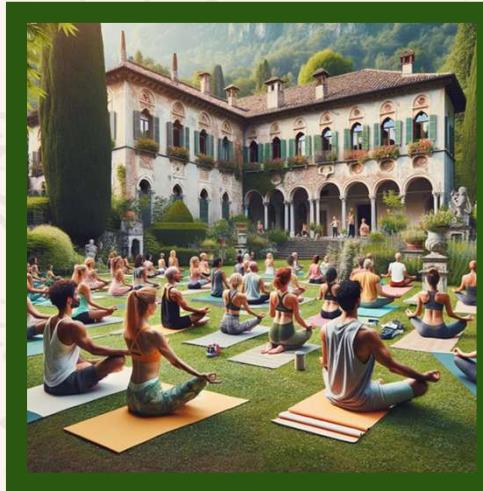
The final List of Needs



To be engage in more hand made and local culinary activities.



To confidently and better compare events based on location and interests, for elder people.



Lack of Enhanced Experiences for Fitness Enthusiasts.

Personalized Trip Customization: Addressing the need for more personalized travel options, including flexible dates, minimum group sizes, and a more comprehensive range of destinations.



Needs' Hypothesis

Professionals with Cultural and Travel Interests:

- > WE BELIEVE THAT experience seeker tourists (and professionals) would book more weekend trips if there was the opportunity to do it easily on the website(i.e: flexible dates)
- > SO IF WE show the current possibilities of booking a stay on the FAI website to users
- > THEN there are less than 10% of people leave their emails to get more information on those trips

Needs' Validation

Professionals with Cultural and Travel Interests:

We asked 11 working adults if they were interested in the trips shown on the website. 9 of them said they were not weekend-friendly and then not attractive.

- Data: In 2022, the majority of tourism trips made by EU residents were short, with 56.4% lasting a maximum of three overnight stays. Purpose of Trips: - More than half of the tourism trips (52.6%) were for holidays, leisure, and recreation. (Eurostat, 2023)

Needs' Hypothesis

Active Seniors:

- > WE BELIEVE THAT active seniors with an interest in culture and travel don't have the suitable tools to find the desired event in the webpage
- > SO IF WE asked active senior to find an event that they like in FAI's webpage
- > THEN more than half would ask for ways to find events that are not present in the website.

Needs' Validation

Active Seniors:

We asked 9 people to navigate the FAI Website to find events interesting for them, 5 of them asked for a ranking of the events based on their location. It is not possible to do it on the website.

Data: In 2019, tourists aged 65 or over accounted for nearly one in four tourism nights for private purposes spent by EU residents.

- Approximately 49% of European residents aged 65+participate in tourism in 2019.
- Senior tourists tend to make longer trips, preferably within their country of residence, and often stay at non-rented accommodation. (Eurostat,2023)

Needs' Assessment

Need	N. of Users	Importance (avg)	Confidence	Total (avg)
		Profitability of users	Already existing services (%unmet needs)	N. users involved in the experiment
More organized trips	10%	60%	80%	40%
Better events navigation	90%	40%	20%	60%

We distributed 100% of each attribute

own elaboration(2023))

Final User's Need

Active Seniors:

Active seniors who are not keen on navigating the website, need better tools to compare the events offered by FAI in order to participate on the ones that are more interesting and closer to them.



Solutions Identification and Assessment

- 1 Identification**
- 2 Solution #1**
- 3 Solution #2**
- 4 Solution #3**
- 5 Assessment**
- 6 Final Decision**

Identification Methods

BENCHMARKING

We analyzed the various “Friends of FAI” to collect already existing solutions

THINKING ALOUD

Users proposed many solutions during the validation of needs

FREE-WHEELING BRAINSTORMING

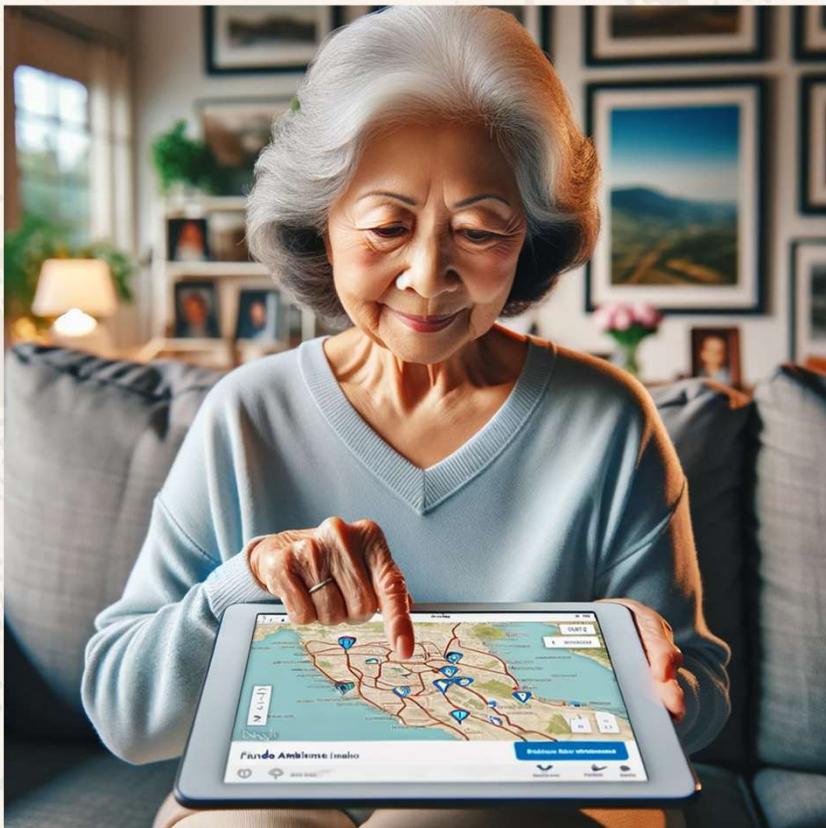
We proposed other solutions based on experience and further personal research

CHATGPT PROMPT

Asked for an expansion of solutions

IDEA

Solution #1 Interactive Map

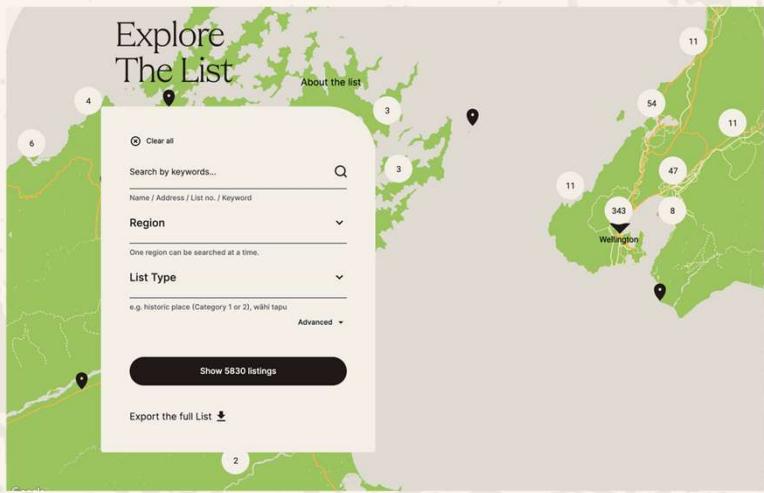


PROPOSAL

- In Thinking Aloud, many users asked for close events
- In Benchmark, there are already good solutions
- Active Seniors might feel comfortable using a map, especially on a tablet
- Senior tourists are more likely to visit relatives and friends (Eurostat)

TEST

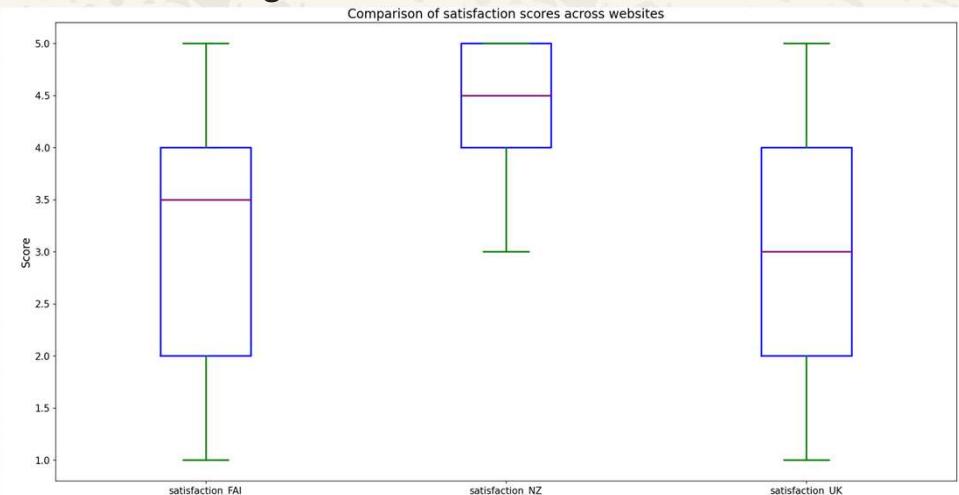
Solution #1 Interactive Map



heritage.org.nz(2023))

PRE-PROTOTYPE.

- We asked to pretend to live in a city in NZ and looking for a event on the NZ national historic heritage website
- Same with the UK's Trust and FAI Website for Benchmarking



own
elaboration(2023))

IDEA

Solution #2 AI Generated Recommendations



PROPOSAL.

- Integrate a form, accessible via a button on the events page.
- Receive email responses with some event summaries tailored to their preferences, each accompanied by the website links
- The form prompts users to input: interests, favored event categories, geographical preferences and willingness to travel.

Additional Feature

Receive customized newsletter on upcoming events based on the given prompt. The option to edit the prompt should be given after each email.

TEST

Solution #2

AI-Generated Recommendations

PRE-PROTOTYPE



1. Ask the users to navigate freely FAI page about events, looking for something interesting for them
2. Ask them to write the description characteristics that events must have to be interesting for them.
3. Ask for the email, so that we can email them the result after processing information provided.
4. Ask for feedback on the events proposed and to register for it

PROS

- Collect email
- Future involvement

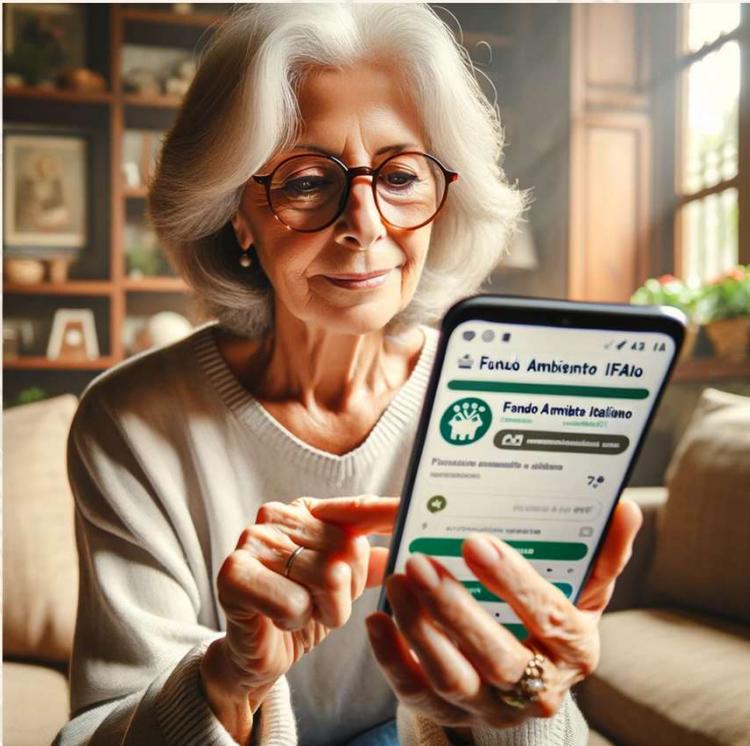
CONS

- Need to exit website

Solution #3

AI Conversational Chatbot

IDEA



PROPOSAL.

- Active Seniors might benefit from a more human-like experience
- ChatGPT is human enough to handle a conversation with everyone
- Especially on the phone, pretending to chat with someone

Solution #3 AI Conversational Chatbot

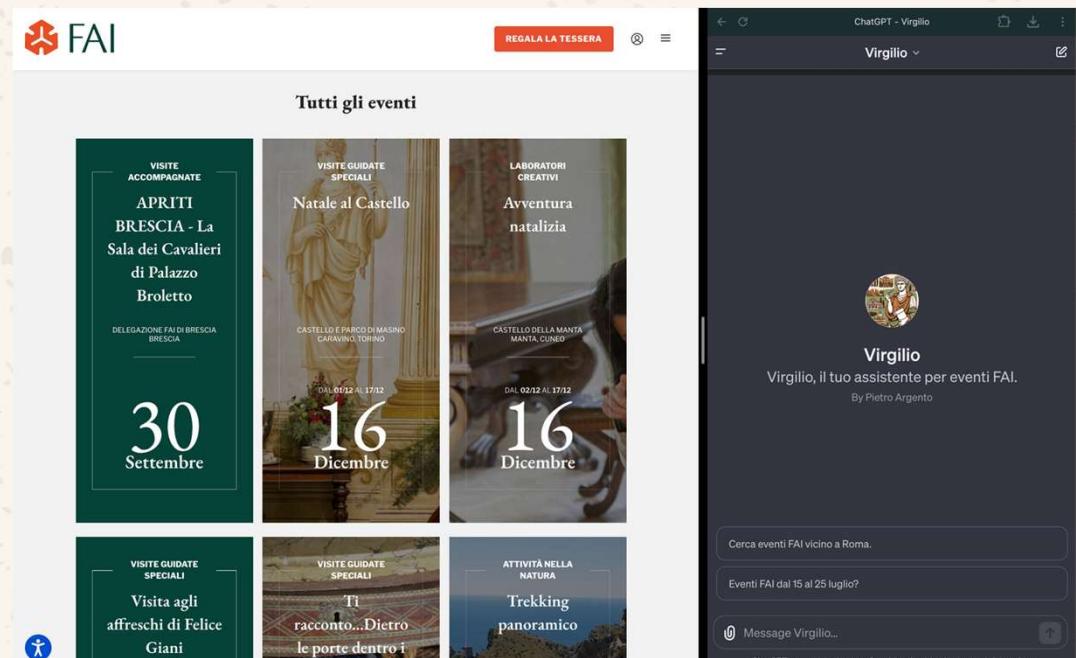
TEST

PRE-PROTOTYPE

Participants were invited to navigate the website, relying on VirgilioGPT if needed.

Comment

- slow answers
- human supervisor to keep the conversation going.
- users said they enjoyed
- tried different kinds of prompts
- used it extensively



own
elaboration(2023))

Solutions Assessment

solution	time avg	satisfaction avg	feasibility	engagement	result
map	0.71	4.38	5.00	4.50	13.16
email	4.42	3.69	4.00	3.50	6.78
chat	4.89	4.45	3.00	5.00	7.56

own
elaboration(2023))

$-Time + Satisfaction + Engagement + Feasibility$

(all the metrics are appropriately normalized)

Final Decision

In terms of efficiency, the solution of the map wins the assessment.

However, we strongly believe also the other solutions have to be considered and further experiments could be done.

Honorable mention to the chat solution for being a great exploitation of GenAI.



The device used can change the effectiveness of solutions, for instance the map stands out on tablets, while the chat is better on mobile or computer

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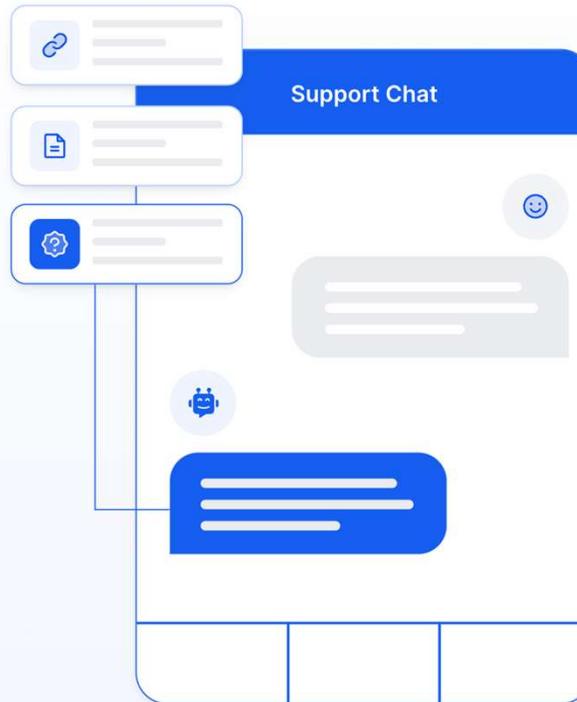
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Useful Links

- 1 [NZ Map](#)
- 2 [UK national trust](#)
- 3 [Eurostat](#)
- 4 [Google trends](#)
- 5 [FAI website](#)
- 6 [Bard](#)

Financial Statement

RENDICONTO GESTIONALE

Dati al Al 31.12.2022

GESTIONE	2022	2021	Scost.
GESTIONE OPERATIVA			
PROVENTI DI GESTIONE OPERATIVA			
- Iscrizioni			
- Erogazioni Liberali e Fatture	6.952.349	5.895.404	1.056.945
- Erogazioni a Sostegno	11.134.109	10.965.276	168.833
- Biglietti d'Ingresso	2.649.368	3.354.044	(704.676)
- Affitti d'Uso Beni	6.899.325	3.551.048	3.348.277
- Affitti Attivi	3.302.051	1.729.313	1.572.738
- Lavori Interni	1.731.454	1.520.823	210.631
- Altri Proventi	100.256	105.931	(5.675)
TOTALE PROVENTI DI GESTIONE	35.483.539	28.218.316	7.265.223

Annex 1. Table: FAI Financial Statement, detail about incomes.

Data

Professionals with Cultural and Travel Interests: Trip Duration and Distribution: - In 2022, the majority of tourism trips made by EU residents were short, with 56.4% lasting a maximum of three overnight stays. Purpose of Trips: - More than half of the tourism trips (52.6%) were for holidays, leisure, and recreation.

Source([Tourism statistics - Statistics Explained \(europa.eu\)](#))

Active Seniors: In 2019, tourists aged 65 or over accounted for nearly one in four tourism nights for private purposes spent by EU residents.

- Approximately 49% of European residents aged 65+participate in tourism in 2019.
- Senior tourists tend to make longer trips, preferably within their country of residence, and often stay at non-rented accommodation.
- Senior tourists are more likely to visit relatives and friends and show different seasonal patterns in their travel habits, often traveling more in the shoulder season.

Source([Tourism trends and ageing - Statistics Explained \(europa.eu\)](#))

Data

Foreign Tourists: In 2022, Italy was a top foreign destination for EU residents. It attracted 11.3% of all foreign trips made by Europeans, surpassing other popular destinations like Spain. Notably, more than 40% of all foreign trips by Maltese residents were to Italy, and it also attracted significant attention from German, Austrian, and Swedish tourists. Italy's appeal, along with Spain and France, was so strong that they together accounted for 44.8% of all nights spent by EU residents on foreign trips within the EU. This data illustrates Italy's significant role as a major tourist destination within the European context.

Source([Tourism statistics - top destinations - Statistics Explained \(europa.eu\)](https://ec.europa.eu/eurostat/statistics-explained/index_en.htm))

Experience-Seeking Tourists:

- The global tendency for organic food has increased significantly overpass 21 years
- In the case of Italy it went from 6.7 in 2000 to 16.83 in 2021, not only indicating the interest of customers in organic food but also noting the large increase in organic farming by almost 2.5%

