

Technical design

Move, Bauska!

Document changes and approvals

24.10.2019.	EK	approved
6.11.2019.	RŽ	approved

- **Which client devices are typically used?**

The webpage will mostly be accessed through QR codes that will be scanned through phones with QR code reader apps. That means that the webpage mostly will be accessed through small screens. However, the webpage also will support HTML which means that the webpage can be accessed through the regular web browser, does not matter if from a phone (or small screen) or a computer.

- **Webpage hosting?**

We have planned to add to Bauskas tourism website a new click-on button called "Orientēšanās" that will lead to our page. QR codes and the webpage that the QR codes lead to will be connected with our webpage called "Move, Bauska!". Our webpage will be hosted on DigitalOcean. In order to ensure that the QR codes work properly in case of a change in the website, we are going to create target URLs.

- **How will you measure user engagement? Which sections are most visited, who are the visitors? Google Analytics and other trackers.**

Metrics:

- QR code users
- Most used QR codes
- Time spent on the website
- Tasks completed
- Most submitted tasks
- The time interval between QR reading

Engagement analytics will take place in Google Analytics.

- **What is change management? Who is authorized to modify the content; how do they log in?**

Access to make changes to the website and QR codes will be given to someone from Bauska information centre as they could make changes to make everything more relevant. Access would be granted by login details.

- **How it will be tested? QA for the content (for example, to avoid publishing unverified claims). Manual tests? Automated regression testing (to ensure some core functionality).**

As our webpage will not be complicated, the information put into our page will be tested manually.

- **Web-marketing approach. Social media posts? Asking your friends to link to your page? Shortened links/QR codes to the entry point (or, perhaps, other parts).**

Web-marketing will be made by posting social media posts on platforms, such as Facebook and Instagram. Also, display advertising might be used as banner ads or other graphical advertisements could help to get more attention from other online platforms. Video also could be used, but their distribution might be much smaller as video ads cost a lot of money.

- **Host it on a social networking platform such as Instagram or Facebook as well? Who updates the content there? How do you receive user feedback and measure their activity on your page**

As mentioned previously, platforms, such as Facebook and Instagram, will be used to gain people's attention. The updates on these platforms will be made by us (Move, Bauska) in the beginning, but after the changes and updates will be made by the person who is in charge of Bauskas tourism webpage and social media. Relatively often posts will be made. Feedback could be received as easy as reading the comments made on posts or for Facebook there would be a possibility for people to write reviews. The activity could be measured by the following of the accounts and people liking posts. Also, some little surveys could be posted on Facebook or Instagram just to measure responsiveness and activity. Another possibility would be to make a giveaway on social media. That would be a good way of measuring traffic and gaining more attention. This would be possible if we could get a little sponsorship from a local business.