

# Casi di Studio

PIU – ITPS

2019 -2020

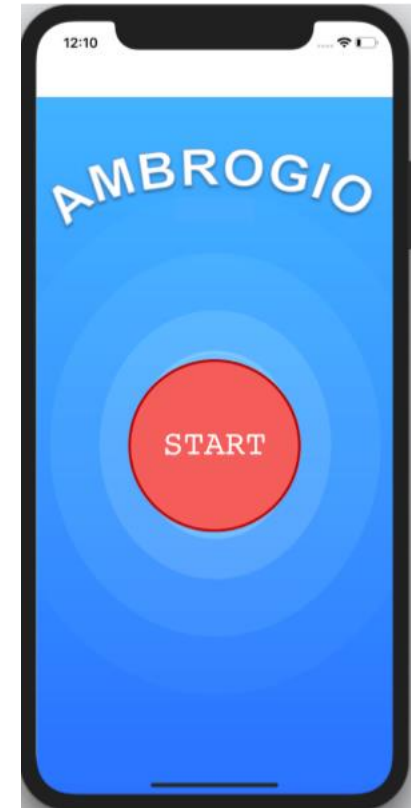
# Valutazione

- Creativita' e Innovazione: 0-3
- Usabilita' e UX: 0-8
- Funzionalita': 0-8
- Livello di Prototipazione: 0-8
- Documentazione: 0-3

Per un totale di 30 punti

# 1. Ambrogio (consigliato a gruppi di 2 persone)

- Costruire la mappa di accessibilit /barriere architettoniche di una citt  dai dati
- Fornire suggerimenti su percorsi disability-friendly
- Segnalare barriere architettoniche per i cittadini e per gli amministratori
- Turismo disability-friendly
- Localizzazione **servizi idonei, strade, parcheggi, ristoranti.**
- **I dati sono raccolti dagli utenti stessi**, che segnalano le barriere architettoniche e le agevolazioni all'interno delle citt .



# 1. Ambrogio

- Analisi dei requisiti
  - Utenza potenziale, task, concorrenza
  - Persona e Scenario
- Primo Prototipo (ce lo avete già')
  - Test di usabilita': euristiche + test formativo
  - Rapporto di usabilita'
- Secondo Prototipo (da realizzare)
  - Realizzazione di un prototipo funzionante (XAMARIN/IONIC)
  - Test di usabilita': test formativo
  - Rapporto di usabilita'

## 2. ShopInTown

- Location-Based Marketing
- Declinazione Turistica
- 2 categorie di utenti:
  - Buyer
  - Seller

# Cosa e' il location based marketing

- ! Reaching consumers in the **right place** at the **right time** with the **right message** and **experience**.
- ! Content, media and services **adapted** to an individual's **current physical location**.
- ! **Powered by technologies** such as Bluetooth, GPS, RFID, WiFi, Near Field Communication, iBeacon.



# Key technologies enabling Location-based marketing



## **BLUETOOTH**

Wireless technology standard to exchange data over short distances between devices.

Bluetooth is most commonly found on mobile devices, but can also be integrated in billboards or point of sale to engage consumers through shareable, real-time content.

## **GPS**

Space-based satellite navigation system that provides accurate location information to GPS-enabled devices.

Used in most navigation systems and mobile phones to provide directions or locate and target the consumer with customized content.

## **RFID**

Small electronic chips that transmit data wirelessly via radio-frequency identification. Similar to a barcode (unique object identifier)

RFID tags can identify and track movement (of objects, products, people). At events, consumers can check-in in a venue just by wearing a RFID bracelet.

## **WIFI**

Most common wireless technology exchange for connecting devices to the Internet using radio waves. Offers high speed longer range access and bandwidth

It's the preferred technology to engage consumers with apps, websites, or other digital content. Many brands sponsor Wi-Fi hot spots to give free Internet access in exchange for consumer engagement and data.

## **NFC**

Establishes short-range communication between devices by touching or bringing them into proximity.

Near Field Communication (NFC) can be used for cashless payments (i.e. Google Wallet). NFC tags can also be embedded into non electric objects or media (such as posters) to create interactivity with consumers.

## **iBeacon**

Enables an iOS device or other hardware to send push notifications to within close proximity.

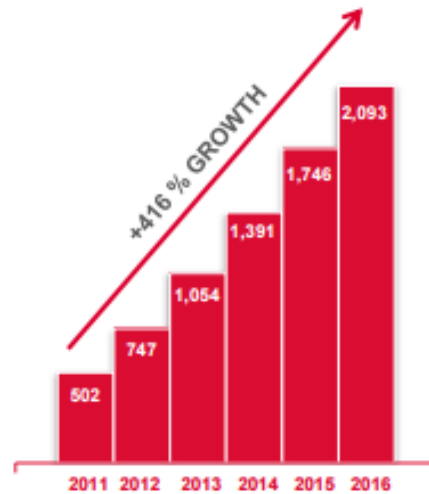
Placed in strategic locations, sends mobile alerts with info, coupons or rewards to consumers when they approach a certain area.



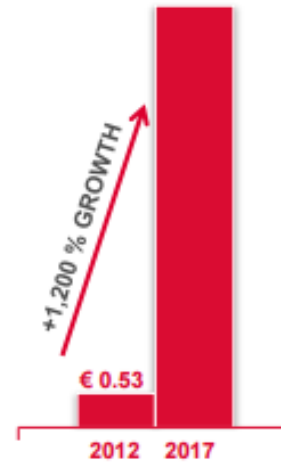
# Per convincervi ....

Significant growth in both the number of people using Location-based Services and the marketers' investment in Location-based Marketing media.

**Location-Based Services**  
Worldwide Users  
2011-2016 (millions)



**Location-Based Advertising & Marketing Spend**  
Worldwide, 2012-2017 (€ billions)



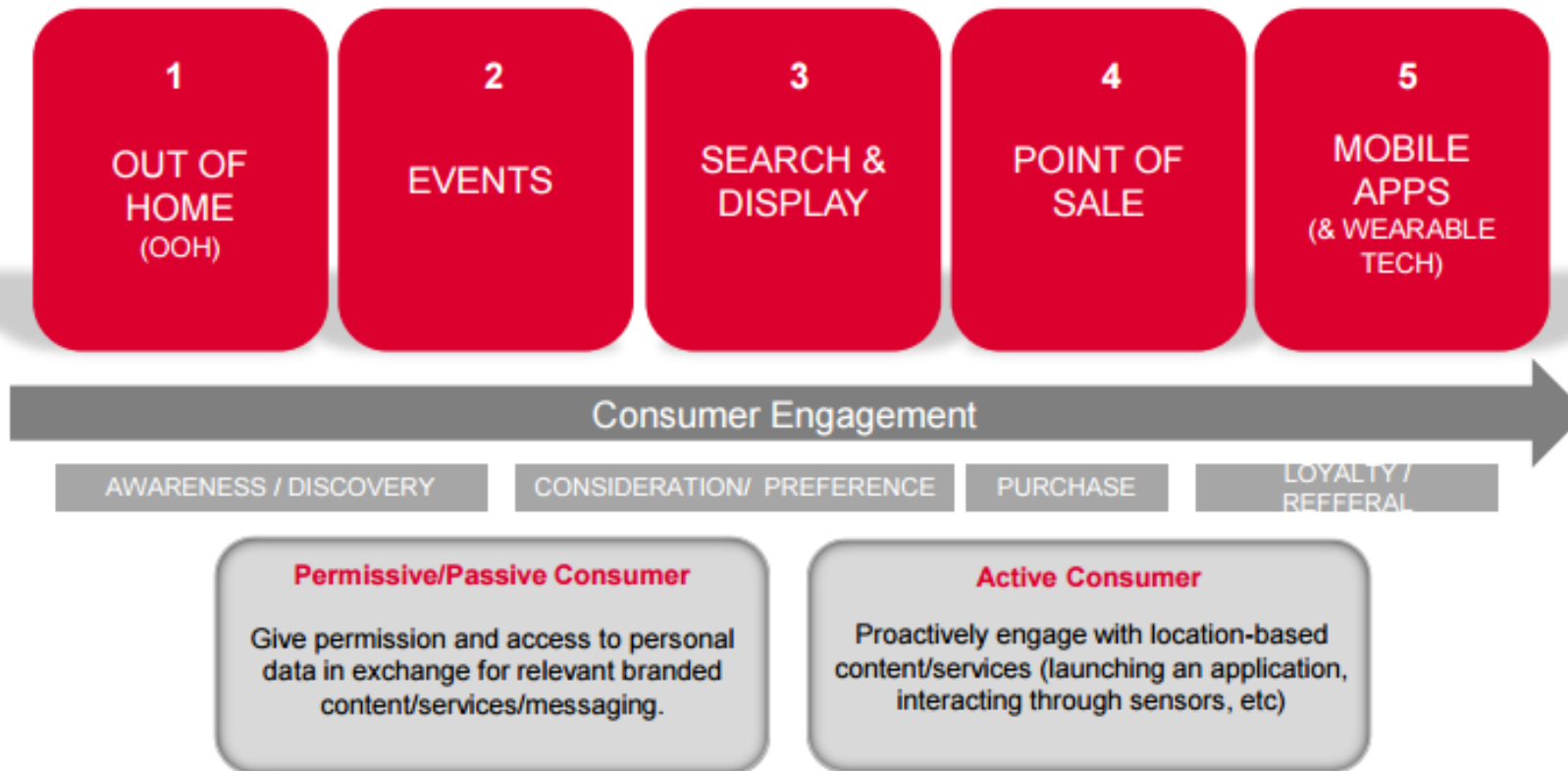
- ! Almost **20%** of the **world population** is already using LBS. **62%** of those who don't, **aspire** to do so in the **future**.
- ! Location-based services are expected to bring in **\$10 billion in revenue** from consumers and advertisers by 2016. More than **50%** will come from **location based search advertising**.



# LBM Opportunities across all targets and channels

There are 5 key areas for effectively deploying geo-targeted communications.  
Based upon media, touch point and consumer needs, user engagement varies from  
“active” engagement to “permissive/passive” engagement

## LOCALIZED MEDIA OPPORTUNITIES



# 1) *Out Of Home*

Outdoor media to reach consumers 'on-the-go' in environments such as on streets, outside buildings, in malls, metros or other open spaces

## **LBM Opportunities**

Digitize traditional OOH media (i.e. billboards) to go beyond awareness and extend consumer engagement in physical locations





Passers-by see different styles of clothing based upon the changing weather. When it's raining, the digital billboard displays raincoats plus umbrellas.

(La Redoute, Paris)

Mini car drivers receive customized messages on changing billboards along their commute.

(Mini, UK)



Dog walkers can get a sample of dog food by checking in to a billboard with their mobile device.

(Granata Pet & Foursquare, Germany)



Pedestrians can tap on the city street screen for directions, real-time event info, weather and local news from this billboard powered by Google Now.

(Google, UK)



## 2) *Events*

**Physical activations and social gatherings during specific times and places for people to congregate and interact**

### **Location-Based Marketing Opportunities**

Enable consumers to engage with the brand/product in more interactive (experiential), physical (augmented reality) and social ways by rewarding local participation and public content sharing

OOH

Events

Search & Display

Point of Sale

Mobile Apps

During games, and when near the stadium, get a customized rich media mobile ad to watch a video and purchase the product

(EA Sports, UK)



Attendees at the Sevens World Series receive a message to win a VIP trip to another tournament in the series if they upload a picture to Twitter or Instagram with the brand's hashtag.

(HSBC, Dubai)



### ***3) Search & Display***

Digital media and content dynamically delivered based upon the consumers' real-time location, search behaviors and media behaviors.

#### **LBM Opportunities**

Plan against location specific keywords, display and video to target geo-specific consumer segments at various phases of the consumer journey. Extend across online, mobile, and other digital





When it's warm outside, get a mobile ad to hydrate yourself with water at a nearby store.

(Evian, Canada)

Website visitors get a special live promotion (discounted train ticket) based upon their current geographic location and web search behavior.

(East Coast, UK)

Friday, Sep 07 2012 10:10 24°C

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**An Inspector Calls At... Greywalls, East Lothian**

By THE INSPECTOR

PUBLISHED: 10:17, 31 August 2012 | UPDATED: 10:17, 31 August 2012

Comments (0) | Share | Tweet | Like

Rating: ★★★★★

Greywalls is pretty much perfect. And if you like golf, this beautiful country house hotel about half-an-hour east of Edinburgh must be heaven on earth, given that it borders Muirfield, the famous links course where next year's Open Championship will be held.

Golf-mad Ronnie Corbett has a house almost next door, although even he had to tide his time before being allowed to become a Muirfield member. Thank goodness, anyone can stay at Greywalls, though it won't help you jump the queue for a round of golf at £195 a time for non-members.

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## ***4) Point Of Sale***

**Communications, content and experiences that surround the consumer based upon their proximity to point of sale, historical movements and purchase intent**

### **LBM Opportunities**

**Deploy situation-based messaging and geo-targeted coupons within store or near proximity with mobile alerts, in-store kiosks and digital displays**







Balloons

Busy Koreans can access free Wifi, download coupons and do the shopping while on the go, thanks to Emart WiFi hotspot balloons.

(Emart, South Korea)

Shoppers are shown a video about an item of clothing when they lift its coathanger from the rail.

(Vanquish, Japan)



## 5) Mobile Apps (& Wearable Technology)

**Location enabled services that run on mobile devices (cell phones, tablets, accessories...) and locate the consumer to offer a better user experience and more relevant information**



### **Location-Based Marketing Opportunities**

Co-develop or sponsor location based apps /services that deliver highly relevant, unique consumer value (such as time or cost savings) and help drive brand transactions, loyalty and sharing



## Take-away: 5 Location-based marketing opportunities

### 1. Unlock value from traditional media

Digitize OOH media such as billboards to go beyond awareness to engagement, activate social events with check-ins, AR or digital displays, QR codes on streets, NFC poster tags, etc.

### 2. Increase media efficiencies through hyper local targeting

Plan, bid and purchase location specific search keywords, display, and video to target geo-specific consumer segments at various phases of consumer journey.

### 3. Activate Sales

Accelerate purchase with geo-targeted time-based offers/promotions, in-store kiosks. Convert prospects or switchers within proximity of purchase, or within store

### 4. Capture data to measure and optimize performance

Track and evaluate all interactions through mobile and social apps, digital display, in-store kiosk to inform future and associated marketing

### 5. Long term consumer relationships building

Co-develop or sponsor location based apps /services that deliver highly relevant, unique consumer value (such as time or cost savings) and help drive brand transactions, loyalty and sharing

# Trovare un nome alla app se non vi piace ShopInTown

- **Favorire** lo shopping nei negozi e nelle botteghe delle città.
- **Fidelizzare clienti**
- **Personalizzazione**
- **Offerte**
- **Coupon**
- **Circuito ShopInTown**
- **Declinazione Turistica**

# Analisi Utenza Potenziale

## Lato Shopper - Buyer

- Breve intervista da fare ad almeno 5 persone
- Questionario on-line da far compilare ad almeno 30 persone
- Analisi dei risultati e creazione di almeno 3 PERSONAS che rappresentano utenti potenziali e caratteristici del sistema



# Analisi Utenza Potenziale

## Lato Seller

- Breve intervista da fare ad almeno 3 persone
- Questionario on-line da far compilare ad almeno 15 persone
- Analisi dei risultati e creazione di almeno 2 PERSONAS che rappresentano utenti potenziali e caratteristici del sistema

# Analisi del Contesto

- LE 5 W
  - Who (abbiamo risposto prima)
  - Where - Dove avviene l'interazione?
  - When – Quando avviene l'interazione?
  - Why – Perché avviene?
  - What – Cosa succede durante l'interazione? Ci sono elementi contestuali che possono condizionarla?

# Analisi dei Task

- Partendo dai requisiti

## Scenari

- Partendo dall'analisi svolta scrivere almeno 3 Scenari caratterizzanti che hanno come protagonista le PERSONAS descritte in precedenza.

# Prototipi di Carta

- Per gli scenari descritti
- Valutazione con il cognitive walkthrough
- Stilare rapporto di usabilita'
- Dopo aver corretto gli errori principali evidenziati dal cognitive effettuare un test formativo con 3 utenti
- Stilare un primo rapporto di usabilita'

# Prototipo ad Alta Fedeltà Funzionante

- Partendo dal risultato della valutazione precedente
- Sviluppare il prototipo ad alta fedeltà' funzionante
- Effettuare un test di usabilita' (come fatto in aula + SUS e UEQ) formativo con almeno 5 utenti
- Stilare un rapporto di usabilita' e proporre soluzioni per risolvere i problemi riscontrati

### 3. ActivePolis (consigliato per 3 persone)

- Trovare un nome diverso se non vi piace
- Segnalazioni da parte di cittadini e amministratori
- Idearium: proposte da parte di cittadini e amministratori
- Broadcast di informazioni urgenti da parte degli amministratori
- Informazioni utili e emergenze
- Collegamento a Servizi utili
- 2 categorie di utenti: cittadini e amministratori

## 4. Turismo e Esperienze Culturali e Enogastronomiche nel Sud Est Barese (3, 4 persone)

- Trovare un nome
- **Ricerca di esperienze**
- **Personalizzazione**
- **Suggerimenti di Esperienze**
- **Offerte**
- Rete di attività': culturali e commerciali
- 2 tipi di utenti: turista, attività'



## 5. Fitness e Benessere (3, 4 persone)

- Favorire un processo che porti al benessere dell'utente attraverso:
  - Allenamento
  - Alimentazione
  - Benessere Mentale (opzionale)
- Allenamento
  - Indoor e Outdoor
  - Gamification
- Alimentazione
  - Diet/No
  - Suggerimenti Alimentari

# Supporto Indoor – lato cliente

- Scheda di Allenamento
- Modifiche
- Spiegazioni
- Funzionalità' attrezzi
- Motivazione
- Engagement
- Monitoraggio

# Supporto Indoor – lato istruttore

- Scheda di Allenamento
- Modifiche
- Spiegazioni
- Funzionalità attrezzi
- Monitoraggio

## 6. Eat@Home

- Applicazione per ristoratori e clienti per gestire le prenotazioni e le consegne a domicilio
- Soliti task tipo JustEat
- Lato Ristoratori
  - Personalizzazione
  - Offerte
  - Gestione
- Lato Clienti
  - Ordinare e farsi consegnare cibo
  - Offerte
  - Tempi
  - Recensioni
  - ...