

## **Audio Visual Overview**

### **Introduction**

Linlithgow Union Canal Society (LUCS) is a 100% volunteer led organisation who run charters and boat hire on the Union Canal in Scotland. We also run Scotland's only Canal Museum.

LUCS are looking to create a "Progressive Web App" (PWA) to provide guests cruising with the Society on the canal with historical / interesting information about the heritage of the canal. These are referred to as "Points of Interest" (POI's) The App could also be used to provide information about museum artefacts, and other local information relevant to our tourist visitors. We envisage a system that would offer alternative languages to meet the needs of our foreign visitors.

LUCS currently offer 3 different cruises (short, medium & long) plus our museum which has a number of static exhibits.

We can provide all the images, and content, voice overs in various languages etc. presumably to upload into a database. Alternatively, the Society could host a specific database on its current web site.

The project could be subdivided into an initial phase then expanded on in the future, albeit the initial phase would require to be substantial enough for LUCS (and their visitors) to benefit from the system, and for others to see appreciate the full potential a system such as this could offer.

There is also potential on completion of this project (or the early phases) to promote the system to other (canal based) organisations, and while this would be out with the involvement of LUCS, there is considerable merit in a partnering arrangement with the developer to promote the system.

We have prepared a series of "wireframe" diagrams to accompany this document. These are not definitive, but simply show the process and client experience we envisage. We would hope that any potential developer / partner would wish to contribute their own ideas to enhance the client offering.

LUCS will also have a small enthusiastic team of volunteers, many with an interest in the heritage of the canal network. This team will have considerable input into the audio and visual content, how the clients will interact with the content etc.

### **WiFi and Internet Access**

The system has to be capable of operating off-line, so that the client can access the relevant tracks while out on the canal in the cruise boats, and where WiFi / internet connection is not available. It is for this reason that we envisage a PWA solution, although we are open to other suggestions.

We would envisage that the client could access the system within the Society's premises, and before boarding the cruise. They could then download the relevant information for the cruise they are about to go on.

We would not favour any system that requires the client to download an App onto their phone / device.

We envisage supplying the clients with disposable earphones, so that the audio tracks can be listened to without disturbing the other clients.

### **Wireframe diagrams** (indicative only)

#### **Screen 1 ~ Welcome**

This screen is simply a home page for the overall system ~ probably more important if / when the system is promoted to and operated by other organisations in addition to LUCS.

#### **Screen 2 ~ Access to Tours**

It is envisaged that each potential client would be given a “unique” access code (or QR Code) to enter the system. The code would take the client to the operators (LUCS) tours. The reason for a unique code are numerous ..

- To introduce an element of exclusivity to the tours ~ not everyone can jump in and view them, without first booking a cruise. We may (or may not) charge for an access code.
- LUCS (or others) can potentially sell access to the tour guide for a small contribution.
- The Code will only allow the tour to be accessed from the owners device, albeit they can view the content as many times as they like even after the tour is finished.

#### **Screen 3 ~ Select your Tour and Language**

The client is now into the LUCS section, and needs to select their desired language, and which tour they are going on. Note that the previous code on screen two provides access to all LUCS Tours.

#### **Screen 4 ~ Language Drop Down Menu**

Screen 4 simply demonstrates a drop down from where the client will select the language they wish to listen to the tour in. The numbers and choice of languages is indicative at present. The critical thing is that additional languages can be added in the future.

#### **Screen 5 ~ Start Tour**

Prior to starting the tour, this screen simply provides confirmation that the client has selected the correct language, and is on the correct tour. Possibly needs to return, (or scroll back) to screen 3 to change their choices.

#### **Screen 6 ~ Select Tracks**

Once in the tour, the client can scroll up to the chosen track, or perhaps enter a track number, to listen to the chosen track. The image may be a fixed image relevant to the point of interest (POI), a slide show of various images, or a short video relating to the POI.

#### **Screen 7 ~ Additional Info**

Some POI's may have additional information available ...

- Opening up a pdf document
- Hyperlinks to other attractions

### **Screen 8 ~ GPS Option**

Some tours could have tracks triggered automatically by GPS. The relevant track would automatically scroll to the top of the screen and be highlighted (in red). The track would still need to be activated by the client clicking the play button. A further consideration would be direction of travel of the boat so that the POI track is only activated in the outward direction of the cruise, or on the return trip, (but not both)

### **Screen 9 ~ Map Option**

Tracks with GPS incorporated could have a link to open up a map, showing the current position on the canal.

### **Screen 10 ~ End of Tour**

Confirmation that the client has reached the end of the audio tracks on the tour.

### **Screen 11 ~ Customer feedback form**

What did the customer like / dislike. Consideration needs to be given to how and where the survey results are collected

### **Screen 12 ~ Donation Page**

Potential to invite donations from customers to support the work of the Society / Charity.

### **Other matters for consideration**

- a. Updating / editing tracks in the future
- b. Where is the main database stored, and how is it updated ?
- c. Access / QR Codes will be provided to the clients in the form of a postcard / small instruction booklet, to be retained by the client to allow them to access the tour information again later.
- d. Can we restrict the use of Access Codes by other users, (or limit the number of devices that can use the same access code.)
- e. How do we get multiple (unique) QR Codes
- f. What else needs considered ???