



## TOOLKIT FOR **TOURISTS**

WOM is the platform  
adopted by the city of Pesaro to recognize the value of your  
participation.

Find out how it works and what opportunities it offers you.



**Pesaro 2024**  
Capitale italiana della cultura



**CTESQUARE**  
#CasaTecnologieEmergentiPesaro



## WOM for Pesaro

The City of Pesaro through the initiative of the **Casa della Tecnologie Emergenti**, has adopted the **WOM** digital platform for the active involvement of citizens and tourists. Anyone who participates in cultural initiatives or visits the city of Pesaro venues can earn points, called WOMs, which attest to the social **value generated by participation**.

Each WOM is worth one minute of engagement. WOMs have no monetary counter value, but those who wish to reward those who have earned them recognize WOMs as **vouchers**. **Merchants, shopkeepers**, and **public** and **private entities** can freely decide to grant discounts or concessions on goods and services to WOM holders. The size of the discount given and the number of WOMs needed to obtain it are at the total discretion of each merchant, who can set up offers and make them immediately visible on the WOM Pocket application.

At **Musei Civici** and **Casa Rossini**, you can also have a discount or a free **Pesaro Capitale Card** in exchange for WOMs.

The widespread use of WOMs fosters **social cohesion, active participation** in actions of collective interest, and **awareness** of the value of one's actions.



## WOM Pocket (the app for collecting and using WOM)

WOM Pocket is a **free app** available for Android and iOS that you can freely install without any form of registration. The app **allows you to collect and use WOM** by scanning specific QRcodes associated with places, events, or actions that contribute to creating social value.

The application does not process personal data and **guarantees users' anonymity**. Your WOM collection is stored exclusively on your device.

By downloading WOM Pocket, you can earn WOM by visiting museums and cultural venues and participating in the city of Pesaro events. You can use your WOM **to enjoy discounts and concessions** at participating stores and to purchase the Pesaro Capitale Card at a reduced price!

Using WOM Pocket is simple. In the following tutorials, you will find all the instructions for installing and using the app.

## Tutorial 1: Install and open the WOM Pocket app.

1. **Install the WOM Pocket app**, available in the App Store and Play Store



2. **Scroll through the screens** of the tutorial
3. When asked, **allow** the app to access **geolocation** (needed to place your WOMs on the Map) and **camera** (required to earn and use WOMs by scanning QRcodes)

## The WOM Pocket app interface

The app has four sections, navigable from the bottom bar:

1. **Home:** where you will find the number of WOMs available, a map of your WOMs and a list of the latest transactions. This section is initially empty, but it features the **Scan** button, which allows you to earn and use WOM, as described in the following tutorials
2. **Offers:** where you can find all the active offers near your location in order of distance. You will find a link to the offer map in the upper right corner
3. **Exchange:** which allows you to donate up to 60 WOMs per day to express your gratitude to those who perform actions that you believe are beneficial to the community
4. **Settings:** which you don't need to use for earning and using WOM



## Tutorial 2: Obtaining Pesaro WOMs

You can get WOM in so many ways after downloading the app:

1. **Scanning the welcome QRcode** - hotels and info points in Pesaro welcome you with 15 WOMs
2. **Visiting the cultural sites of the city of Pesaro** - small QRcodes worth 15 WOM are posted in front of Pesaro's buildings and monuments.
3. **Visiting the museums of Pesaro** - inside the museums are displayed QRcodes that are worth 60 WOM
4. **Participating in the city of Pesaro events** - each event is associated with a specific QRcode that gives value to your participation.
5. **Walking** - follow Tutorial 5 to find out how to use WOM Stepcounter

On all occasions, you can get WOM:

- **Search** a city of Pesaro QRcode (like the one below)
- **Open the WOM Pocket app.**
- **Click** on the button "Scan."
- **Frame** the QRcode
- You will see **the WOMs you have earned** appear in your app.
- **Scan this invitation QRcode now and earn your first 15 WOMs!**



## Tutorial 3: Use WOM

1. **Login** to the WOM Pocket app
2. **Click on "Offerte"** to see active deals in your vicinity. If there are no active offers where you are, you can view offers in other cities
3. **Click on "Vedi mappa"** to access the Map of offerings in the area
4. **Go to an affiliated store** (you will be able to recognize it by the special sticker "QUI SI ACCETTANO WOM")
5. **Ask** to use WOM to access the scheduled offer. The merchant will show you the QRcode and PIN for the offer (as shown in the figure)
6. **Open the WOM Pocket app and click on "Scan"**
7. **Frame** the QRcode, enter the PIN, and confirm the transaction
8. **Show** the shopkeeper the screen with the green confirmation checkmark
9. You are now entitled to a discount!



Facsimile of the QRcode  
that you will need to frame  
the WOM Pocket app  
to access the offer

The stickers that you will find on the windows of  
participating stores



## Tutorial 4: Get WOM by walking

With the **WOM Stepcounter** app, you can earn WOM by walking because exercise is about staying fit, and individual well-being is of value to the community.

1. **Download** the WOM Contapassi app available in the App Store and Play Store
2. **Allow** the app to **access data** from Google Fit or Health in the case of iOS
3. **You will start earning WOM** once you pass **3000 steps**
4. **Receive** your WOMs from the next day

## Tutorial 5: Collect WOM from Stepcounter

1. **Open** WOM Contapassi and **click** on "Vedi tutte"
2. The history screen will open. **Click** on the gray icon and **wait** for it to turn green
3. **Click** on the green icon to view the QRcode and PIN to get your WOMs
4. Click on the **QRcode** to be redirected to the WOM Pocket app
5. **Enter** the PIN associated with the QRcode and earn your WOMs



### Storico

Oggi

**2486**

8 feb 2024

**10605**



7 feb 2024

**12537**

96

6 feb 2024

**15456**

125



## FAQ: Frequently asked question

### **Do I need to create a WOM Pocket account to use the app?**

No, the WOM platform and the WOM Pocket app are entirely anonymous. It is for that that your WOMs are collected just on your smartphone. If you uninstall the WOM Pocket app without transferring all your WOMs, you will lose them.

### **Can I transfer my WOMs from one smartphone to another?**

Yes. You can transfer your WOMs through the WOM Pocket app settings, starting the migration process.

### **Do the WOMs have an expiration date?**

No, the WOMs are always valid. Just keep them in your WOM Pocket app. However, some merchants can choose to accept only recently gained WOMs.

### **How much are the WOMs worth?**

Every WOM is worth one minute of engagement. They don't have a monetary value, but Pesaro Musei and many merchants grant discounts or concessions on goods and services to WOM holders as a sign of gratitude.

### **Can I use my WOMs just in the city of Pesaro?**

You can find afflicted merchants in other cities or bring WOM into your city.

Stay tuned for the WOM project, and follow us on **Instagram** and **Facebook**!

 [wom.digit.srl](https://www.facebook.com/wom.digit.srl)

 [wom.italia](https://www.instagram.com/wom.italia)