



Virtual Tourism Survey



Questions

Responses

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Section 1 of 9

Virtual Tourism Applications



Dear participant,

Thank you for taking part in the survey for my master thesis at the Technical University of Munich. In this survey, virtual tourism applications using 360° photos are evaluated based on their navigation possibilities and interaction. Virtual tourism applications allow the user to visit a place from home instead of visiting it in person.

The survey takes about 10 minutes. Please conduct the study on a computer as the views may differ on a mobile device.

Please fill out the questionnaire honestly and completely. Your data will be collected anonymously and will not be passed on to third parties.

If you have any questions, you can contact me at maria.potzner@tum.de

Thank you very much for your participation.

After section 1

Continue to next section



Section 2 of 9

Personal Information



Description (optional)

Gender





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Age

☐ 0-20☐ 21-30☐ 31-40☐ 40+

Have you used a virtual tourism application before?

☐ Yes☐ No

After section 2

Continue to next section



Section 3 of 9

Application: Statue of Liberty



Please open the following link https://www.nps.gov/hdp/exhibits/stli/stli_tour.html and get familiar with the application. Try out the 360° view and explore the surroundings. Take a look at the different functionalities. Especially on the different navigation options. When you got familiar with the application, come back and answer the questions in the following section.





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In the following, statements will be presented. Please specify your agreement to each statement.

The interaction with the app is clear and understandable. *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

The amount of information displayed on screen was appropriate. *

	1	2	3	4	5	
Too little information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Too much information

The information displayed on screen is confusing. *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

After section 4 Continue to next section

Section 5 of 9



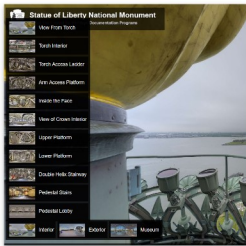


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https://www.nps.gov/nqp/exhibits/stll/stll_tour.html again to come back to the initial screen of the

Which navigation type was the first you discovered? *

☐ Navigation Bar



☐ Map



☐ Blinking Icon



Use this type of navigation to answer the following question.

Hint: If you got lost, refresh the page.

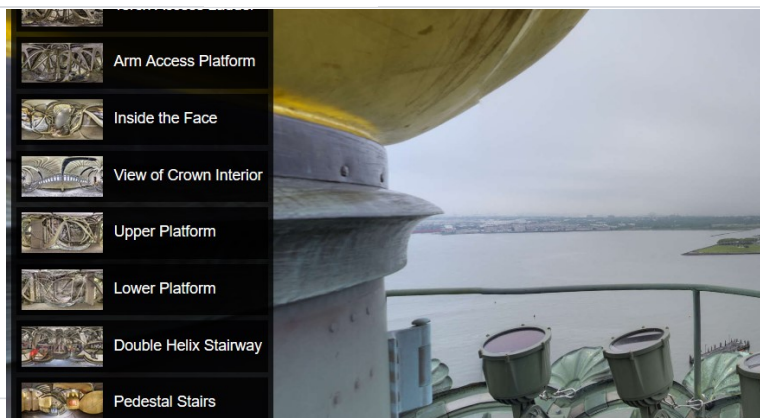




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I found the navigation type quickly.



1

2

3

4

5

Strongly disagree

☐☐☐☐☐

Strongly agree

It was easy to navigate to a place.



1

2

3

4

5

Strongly disagree

☐☐☐☐☐

Strongly agree

The navigation type is useful to switch places.



1

2

3

4

5

Strongly disagree

☐☐☐☐☐

Strongly agree





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Strongly disagree

Strongly agree

Use the map to navigate to other locations. You can find it on the bottom right.
Hint: If you got lost, refresh the page.



I found the navigation type quickly.

*

1

2

3

4

5

Strongly disagree



Strongly agree

It was easy to navigate to a place.

*

1

2

3

4

5





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Strongly disagree



Strongly agree

I kept the orientation when switching the places.



1

2

3

4

5

Strongly disagree



Strongly agree

Use the icon to navigate to another location. It can appear somewhere in the current scene.
Hint: If you got lost, refresh the page.



I found the navigation type quickly.



1

2

3

4

5

Strongly disagree



Strongly agree

It was easy to navigate to a place.





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The navigation type is useful to switch places. *

1 2 3 4 5

Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

I kept the orientation when switching the places. *

1 2 3 4 5

Strongly disagree ☐ ☐ ☐ ☐ ☐ Strongly agree

The number of navigation options was just right. *

1 2 3 4 5

Not enough options ☐ ☐ ☐ ☐ ☐ Too many options

After section 5 Continue to next section ▼

Section 6 of 9

Application: Zugspitze360



Please open the following link <https://zugspitze360.com/tour/1> and get familiar with the application.





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General: Zugspitze360



In the following, statements will be presented. Please specify your agreement to each statement.

The interaction with the app is clear and understandable. *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

The amount of information displayed on screen was appropriate. *

	1	2	3	4	5	
Too little information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Too much information

The information displayed on screen is confusing. *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

After section 7 Continue to next section





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In the following section, the focus is on navigation and navigation types. Please open the link <https://zugspitze360.com/tour/1> again to come back to the initial screen of the application.

Which navigation type was the first you discovered? *

☐ Arrows



☐ List



Use the arrows to navigate to another location. It can appear somewhere in the current scene.
Hint: If you got lost open this link <https://zugspitze360.com/tour/1>.





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	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

It was easy to navigate to another place. *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

The navigation type is useful to switch places. *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

I kept the orientation when switching the places. *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

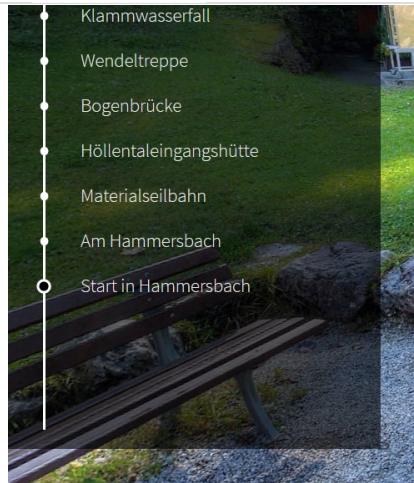
Use the list to navigate to another location. It appears on the left side.

Hint: If you got lost





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I found the navigation type quickly.



	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

It was easy to navigate to another place.



	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

The navigation type is useful to switch places.



	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree





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Strongly disagree



Strongly agree

The number of navigation options was just right.



1

2

3

4

5

Not enough options



Too many options

After section 8

Continue to next section



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Conclusion

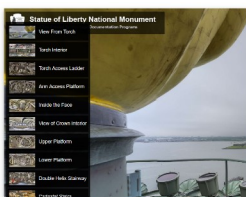


In the following, statements will be presented regarding all navigation types you used. Please specify your agreement to each statement.

Which navigation did you like the most?



Navigation Bar

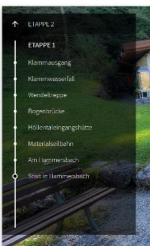




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☐ Blinking Icon☐ Arrows☐ List☐ None: All need improvement.

Why did you like it the most?

*

☐ I could quickly find a certain place.☐ I could quickly discover all offered places.

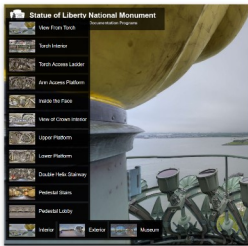


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☐ Other...

Which navigation did you like the least? *

☐ Navigation Bar☐ Map☐ Blinking Icon☐ Arrows



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☐ NoneWhy did you like it the least? *

- ☐ It took too much time to find a certain place.
- ☐ I could not discover all offered places easily.
- ☐ I could not imagine to walk through the place.
- ☐ It was not intuitive.
- ☐ Other...

Do you have suggestions to improve the navigation? *

Long-answer text

