



# DOCUMENTATION OF PROGRAMMED MOBILE APP

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D.T3.3.2

06 2019

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| Project index number and acronym         | CE81, ECRR  |
| Lead partner                             | Association for Rural Development Thuringia   |
| Deliverable number and title             | D.T 3.3.2 Documentation of programmed mobile app                                      |
| Responsible partner (PP name and number) | Upper Austrian Tourism Board (PP 12)  |
| Project website                          | <a href="http://www.interreg-central.eu/ECRR">http://www.interreg-central.eu/ECRR</a> |
| Delivery date                            | 06.2019   |

## 1. Preparatory steps

In February 2018 experts of UATB PP 12 and its partner SPES started to discuss in several meetings the requirements of an app for ECRR as well as possible features that could be integrated. A request for offers has been prepared based on the results of these internal meetings.

After that three professional providers for app development had been invited to present their suggestions and ideas and to discuss the requirements for an app like that. Three hearings with representatives of these providers have been held and subsequently three offers have been laid.

In the meantime UATB and SPES worked on the development of an evaluation scheme that should help to select the best provider. The performance and the offers of all three candidates have been assessed on basis of this tool. Finally the decision was to collaborate with fluxguide - a provider that already had experience with historic topics (e.g. developed an app for the Upper Austrian exhibition dealing with Roman history) and came up with concrete ideas for the design of the ECRR app at this early stage. Taking all features into account costs also were at the same level or even below the others.

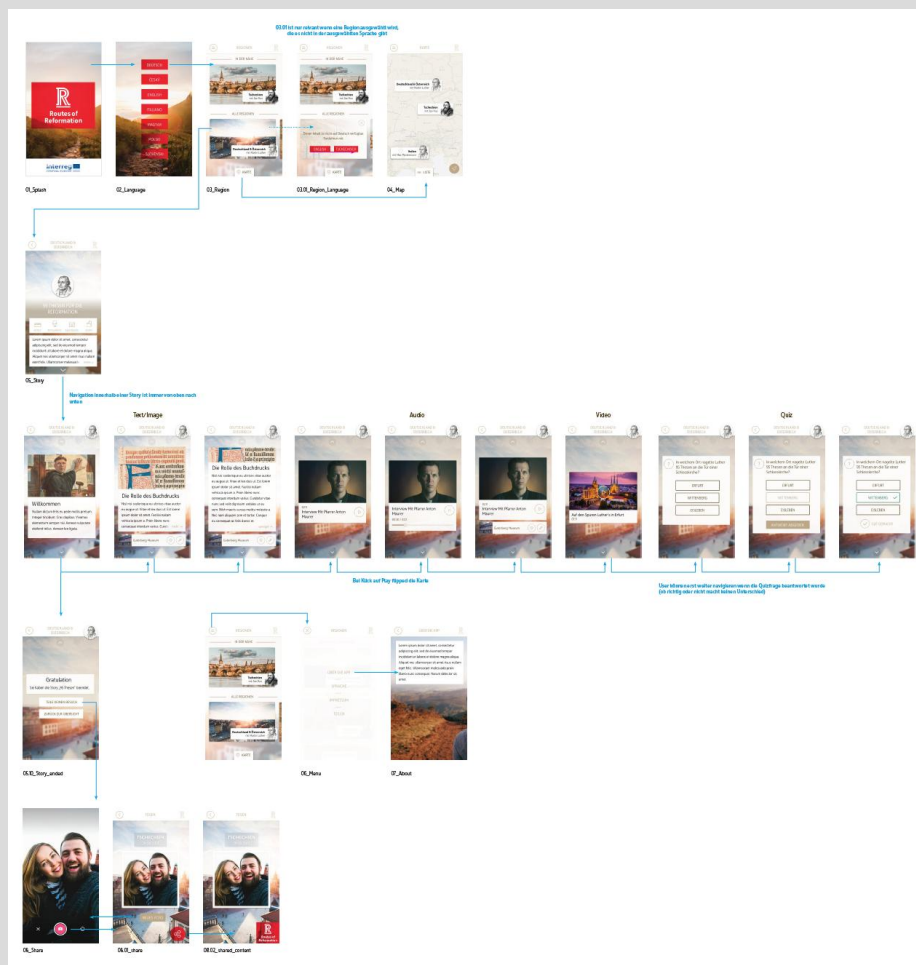
Concerning the allocated budget PP 10 and PP 12 after some discussions agreed on a budget shifting from RRPAAK to UATB to allow PP 12 the development of a professional app by combining and concentrating means and efforts (see corresponding budget side letter).

## 2. Technical features and collaboration with external experts

The development of a multilingual app started then in August 2018 with the external experts of fluxguide ([www.fluxguide.com](http://www.fluxguide.com)). The final accomplishments were that we agreed on included features like points of interests (POIs) to be selected on an interactive map or a list, tourism information (selected by links to google maps), details of POIs showed on story cards (in form of text-picture combination, audios, videos or quiz), easy to use interfaces aligned to the CD of the project and multiple languages support. The task of creating and delivering contents for the app has been defined as responsibility for the partners according to the application form and in agreement with the consortium.

Furthermore the development of a content management system (including training for the relevant users) that can be used by the subsequent association RoR was part of the agreement.

Structure, the app logic (see image below) and layout was defined; a first demo version was delivered to the partners. The general idea of the app is that an avatar (that fits the history of the particular region) guides the user through the national/regional stories.



At the SC in Velenje (October 2018) this demo had been presented to the partners as well as the templates which should be used for transferring the contents (text, pictures, videos, audios, quiz) from the partners into the App (see images below).



| D11 | A  | B   | C  | D                                  | E           | F  | G  | H   | I |
|-----|----|---|--|------------------------------------|-------------|--|--|---|---|
| 1   | ID | Region Title                                | Story Title  | Subtitle                           | Description | Image  | Avatar   | Countries   |   |
| 2   |    | Name of the region (e.g. Austria & Germany) | Name of the story (e.g. "95 Theses for the reformation") | optional (e.g. with Martin Luther) |             | Name of the file (convention e.g. r_001.jpg) | Which Avatar represents the region? (e.g. "Martin Luther") | Which countries belong to this region? That information will be used for the map outline in the background) |   |
| 3   | 1  |   |  |                                    |             |  |  |   |   |
| 4   | 2  |   |  |                                    |             |  |  |   |   |
| 5   | 3  |   |  |                                    |             |  |  |   |   |
| 6   | 4  |   |  |                                    |             |  |  |   |   |
| 7   | 5  |   |  |                                    |             |  |  |   |   |
| 8   | 6  |   |  |                                    |             |  |  |   |   |

| A1 | ID  | Type                               | Title            | Text Description  | Image? | Image File Name  | Audio File  | Video File   | POI: GPS Position                   | POILink  | POITitle         | POI Image      | Answers                             | Correct answer         |
|----|-----|------------------------------------|------------------|---|--------|--|---|--|-------------------------------------|----------|------------------|----------------|-------------------------------------|------------------------|
| 2  |     |                                    |                  |   |        | Convention Region_ID (e.g. CZ_001.jpg)                                     | Convention Region_ID (e.g. CZ_001.mp3)                                    | Convention Region_ID (e.g. CZ_001.m4)                                    | e.g. 49.214628, 16.362624, optional | optional | optional         | optional       | e.g. Mario, Luigi, Bowser           | e.g. Luigi             |
| 3  |     | SELECT: audio, video, text or quiz | < 100 characters | < 1000 characters, type "text" only                                       |        | Important: Please provide those files together with this filled excel. mp3 | Important: Please provide those files with the same name as in excel. mp3 | Important: Please provide those files with the same name as in excel. m4 |                                     |          |                  |                | only relevant for quiz              | only relevant for quiz |
| 4  | 000 | audio                              | Example Audio    | ---   | yes    | CZ_000.jpg   | CZ_000.mp3  | CZ_00x.m4  | 49.999841,8.2732324                 |          | Gutenberg Museum | CZ_poi_001.jpg |                                     |                        |
| 5  | 00x | video                              | Example Video    | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 6  | 00x | text                               | Example Text     | Example: Which city is connected to the foundation of Luther's 95 Theses? | yes    | CZ_00x.jpg   |   |  |                                     |          |                  |                |                                     |                        |
| 7  | 00x | quiz                               |                  | ---   | image? |  |   |  |                                     |          |                  |                | Erfurt;Wittenberg,Berlin;Wittenberg |                        |
| 8  | 001 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 9  | 002 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 10 | 003 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 11 | 004 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 12 | 005 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 13 | 006 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 14 | 007 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 15 | 008 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 16 | 009 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 17 | 010 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 18 | 011 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 19 | 012 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 20 | 013 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 21 | 014 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 22 | 015 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 23 | 016 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 24 | 017 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 25 | 018 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 26 | 019 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 27 | 020 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 28 | 021 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 29 | 022 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 30 | 023 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |
| 31 | 024 | == select a type                   |                  | ---   | image? |  |   |  |                                     |          |                  |                |                                     |                        |

Up to December 2018 a working demo version with fake content had been achieved. First pieces of real contents could be integrated soon after. A more detailed instruction how to fill in the templates was delivered by mail to the partners because obviously this has been a task of higher complexity than expected. Additional to the above mentioned features a sharing tool (to share pictures via social networks) has been implemented. From the technical point of view the app has been fully developed by the end of December 2018. The quality of fluxguide´s work was really good, communication went uncomplicatedly and the fluxguide team acted very supportive in any stage of the project.

### 3. Collecting data and stories from the partners

This period within the app development was the most challenging one. Many of the partners had problems with filling out the forms that didn't aim at mere providing of data and information on sites and regions (as it was true for the website) - but challenged them to think about interesting and enthralling stories (including a "red thread") about their regions and sites.

So more time was needed to communicate the idea behind the app, and PP 12 took the role of coaching the partners in order to enable to send more than just descriptions and pictures of POIs. On the other hand at the final phase of ECRR the partners have been occupied with so many other tasks to fulfill that resources may have been steered to other more urgent steps within ECRR.

By the end of period 6 the process of collecting stories and data from the regions has been officially finalized. Due to the fact that the know-how of management of the app as well as of the further development has been transferred to the RoR association by fluxguide improvement on the contents can be realized continuously in the future.

### 4. Finalizing and merchandising

June 2019 was the month of finalizing the app to be available on app stores. Contents and legal requirements have been discussed and proved by the responsible partner UATB and then been released to fluxguide who placed the app for free download from June 30<sup>th</sup> 2019 on.

Links to the relevant app stores have been delivered to all partners immediately:

<https://apps.apple.com/us/app/luther-to-go/id1469214316>

<https://play.google.com/store/apps/details?id=com.fluxguide.reform&gl=AT>

Also a QR code has been produced and sent to all of the partners to enable them to promote the app in an adequate way on their info points, websites etc.

### 5. Conclusions

The process of developing an app for ECRR/RoR proved to be a very intensive - and probably underestimated - one. It appeared as a great challenge to collect contents with standardized quality from partners that are spread throughout Europe. For future projects more resources on face-to-face coaching and support should be taken care of. In our point of view the results achieved by end of period 6 can be evaluated as "okay" (there is an attractive app available that can be of good use for promotion activities) but to be honest not really as "excellent", because the contents can be still improved in terms of completeness and exciting stories. The promising aspect is that the RoR association has been provided full knowledge and capability to improve this tool step-by-step in the future. And they will do so.



## 6. NUTS region(s) where the tool has been developed

NUTS 2 AT 310berösterreich, NUTS 3 AT 312 Linz-Wels

## 7. Annex: some images

