

6.4 Scenario 2: A visit to Siena

The scenario focuses on individual end users who are interested to visit a touristic site (in this scenario the municipality of Siena) and use the Imageo platform to find their way, get recommendations and additional information during the day and finally share this information with friends. The scenario was developed and assessed by the FP7 ImaGeo research project.

6.4.1 Inception

Aldo and Francesca from the Veneto area of Italy have decided to go to Tuscany for a weekend break to enjoy the Siena vicinities. Since they will have the whole weekend they decide to explore the beautiful center of town and look for any information on culinary attractions or maybe wine festivities in the area. Since they have to make some hotel arrangements they need to plan the trip somewhat and start to look online what information they can find.

At home they start searching online for the events, and find some more information on the website of the municipality. There they find some basic information about a wine event: a programme of activities with some lovely pictures showing the bohemian atmosphere of the festival.

They also find a map with quite interesting information about trails around the festival sites. (PR1) Although they cannot assess whether these are specifically intended for bikers they decide to download the information on their Iphone (PR6). Furthermore they decide to print the festival programme and the map of all festival sites.

6.4.2 Exploring the area

In maintaining the site, Bob sets up a layered approach to the Clog Trail by which he is able to organize the pictures people took by walking the trail, He sets up a theme for animal life, birds, butterflies, landmarks, plant life and personal impressions. (PO In this way the information on a trail will not feel cluttered, while having the option of having all this information added to the trail. To help to maintain the landscape he adds an extra layer where people, usually the volunteers, can report parts of the route that need maintenance. (Maintenance layer) This way the mark on the tree that fell down during an autumn storm could be quickly replaced.

6.4.3 Documenting a Route

Having his coffee after lunch, Francesca explores the Siena-application which they have downloaded. She finds some interesting features; In addition to fact-finding and downloading information on a map, she can download all kinds of routes provided by people (OT5). She now understands that the application also allows her to document her weekend trip (OT2). She decides to give it a try and registers by submitting an email address and a password. As she understands the mechanism of submitting a route is by taking photographs during the day(OT1). With such beautiful surroundings this would not prove to be hard task.

6.4.4 Information Retrieval

Liking the application on Aldo's iPhone she takes several pictures during their walk to the center of town: 'The Palio Square'. Of course she wants to photograph this site, so she takes a picture of the municipality building opposite her. While assessing the quality of the picture, she is notified with the message "Do you want to learn more about the Palio Square?" (OT6) She confirms the message and sees a screen similar to the headlines she knows from an RSS feed at her home computer. It lists: 1) Palio Wikipedia entry, 2) Palio 2009 3) Palio images 4) Palio festivities. She selects the Wikipedia entry and reads some about the history of the event. After closing the information she is prompted again: 'Do you want to save this information to your trail?' (OT7) She is really enjoying this application! Ofcourse she will approve this information to be added to her personal trail...

6.4.5 Accessing personal Trail Information

That evening in their hotel Francesca is quite curious how her trail will look like online. She fires up her laptop and binds to the Hotels WiFi network. As she logs in (PO1) on Imageo.it she immediately can select her route: It is identified with a date and the description of the city they are staying in: Siena. The trail is outlined as a line between the spots that are photographed. Selecting a spot on the map brings forward the photographs she took. Furthermore some of the spots also contain hyperlinks with more information, like the spot on the map identifying the town square. She is able to correct the line (PO2) to get a more detailed representation of the walk they made, since part of the original walk did not have any points of interest which needed a photograph. She has also the option to annotate any of the hotspots on the map (PO3). Since she is tired from her day sightseeing, this can wait for later...

6.4.6 Sharing Trails

Back home Aldo and Francesca revisit their trip to the Siena vicinity. She remembered seeing an option at the Imageo.it website that would enable them to share their travel-log with other people and is curious if this would be a good way to share their experiences with their friends in Torino (Turin) After logging in they find the option 'mail this route'. Before actually sharing they decide to upload some more photos's from Aldo's GPS enabled camera. They upload the files to the website and immediately the photo's find their way according to the coordinates embedded in the files (PO3). Some additional editing and the travel log is ready to be send to their friends. The option mail this route comprises of filling in an email address and typing some remarks (PO7). It also prompts them on submitting that their log is still private, and in need to be published to peers (PO4). After doing so the message is sent. That evening Ado receives a phone call from their friends asking for some more details on their weekend break.