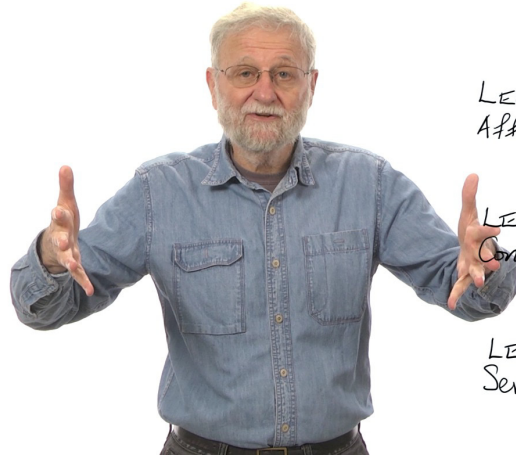




Quality, and the 7Loci Meta-Model



LESSON 1
Affordances & Signifiers

LESSON 2
Conceptual Models

LESSON 3
Seven Stages of Action



International
Organization for
Standardization

What Are We Talking About Today?

1. Quality?
2. Standards
3. Models
4. Meta-Models?
5. Rhetoric, Journals & Loci
6. The 7Loci Meta-Model
7. A 7Loci Model for DMOs?





“Quality? Are You Joking?”

Quality has nothing to do with measure...

Are you sure?

Think of different electric plugs in different countries, of electric tension (voltage), or octanes in gasoline, or... of the http, the html.

International standards are standards developed by international standards organizations. International standards are available for consideration and use, worldwide.

The most prominent organisation is the International Organization for Standardization, or ISO.

Standards



A (NEMA 1-15 USA 2 pin)



B (NEMA 5-15 USA 3 pin)



C (CEE 7/16)



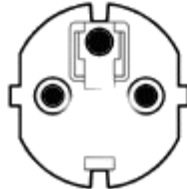
D (BS546 5 A version of Type M)



E (French)



F (CEE 7/4 "Schuko")



G (BS1363 Fused 13 A, 5 A and 3 A also in common use)



H (SI 32 Israel)



I (AS-3112 Argentina / Australia / New Zealand)



J (SEV-1011 Switzerland)



K (SRAF 1962/DB Denmark)



L (CEI 23-16 Chile / Italy)



M (15 A version of Type D BS546)



N Italy



O Denmark



P Israel



De Iure vs. De Facto Standards

Some technology standards that are particularly relevant for our lectures – like the html, WAP, or Bluetooth – are official standards, internationally recognized. (WAP was even the result of a joint, previously planned effort among several companies, like Ericsson, Nokia, Microsoft, Oracle, Vodafone, and Telefónica).

We can consider those standards as **de iure** standards.

Sometimes, however, standards exist **de facto**, although no official agreement has been reached about them. This is, for instance, the case of the portable document format, or **pdf**, developed by Adobe Systems Inc.

Another de facto standard, for multimedia distribution on the Web, is the **Flash** platform, now owned by Adobe, but originally developed by Macromedia.



Quality according to the ISO

Here's the **ISO** definition of quality.

“**Quality is**

**the totality of characteristics
of an entity
that bear on its ability to satisfy
stated and implied needs”.**

(ISO 8402)

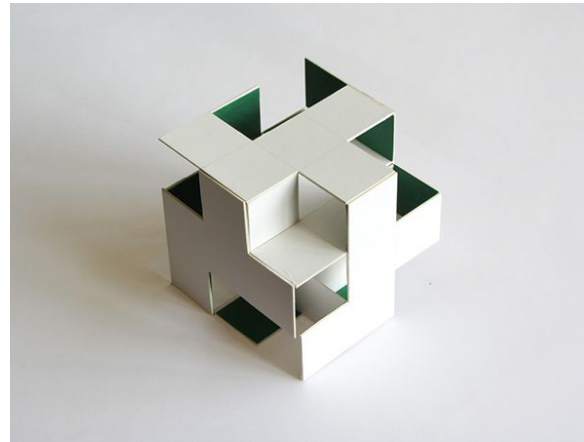


International
Organization for
Standardization

Models

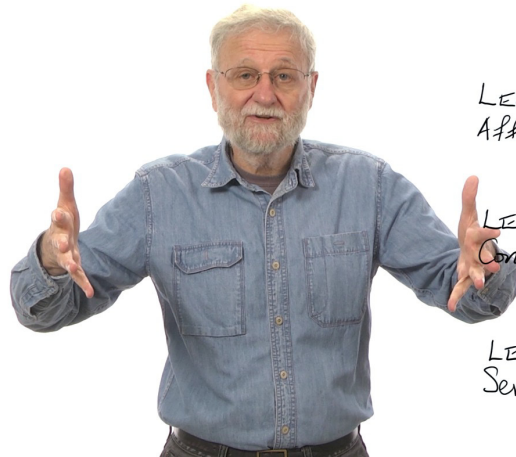
By the way, what is “a model”?

“In the most general sense, a model is anything used in any way to **represent** anything else.” – Wikipedia, “Conceptual model”, 2012



Don Norman

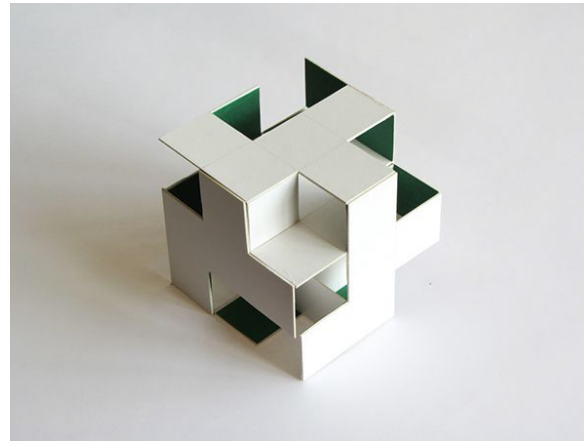
“A conceptual model is **the underlying belief structure** held by a person about how something works.” – Donald A. Norman, *Living with Complexity*, 2011



LESSON 1
Affordances & Signifiers

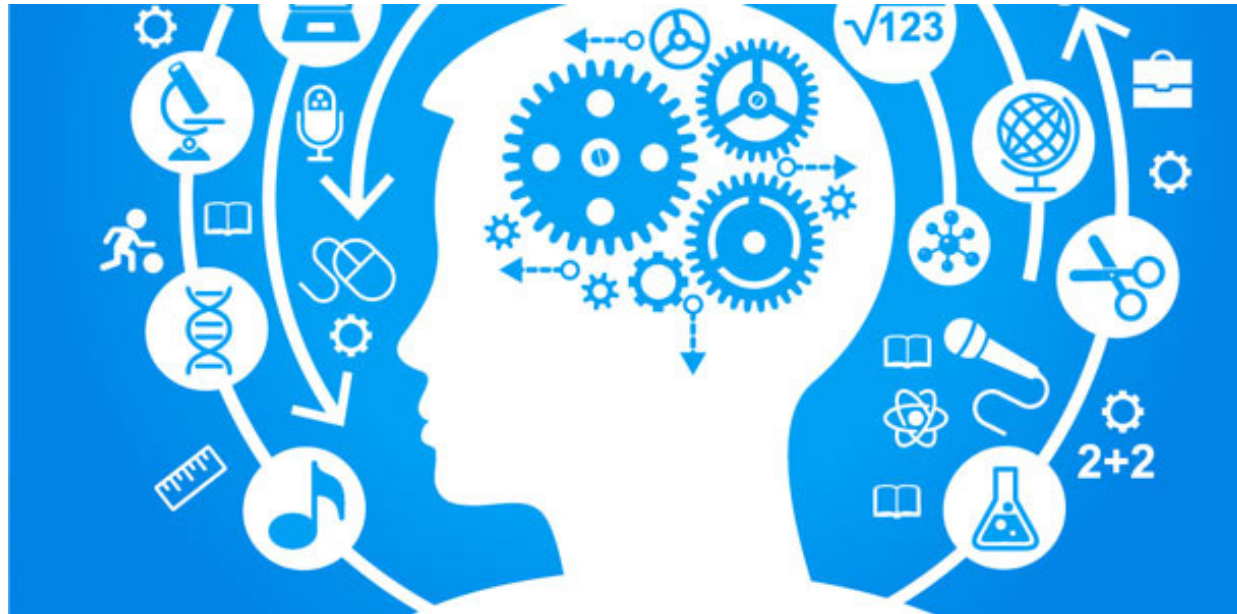
LESSON 2
Conceptual Models

LESSON 3
Seven Stages of Action



Meta-Models?

A Meta-Model is a Model allowed to generate specific models.





Ancient Roman Rhetoric

The loci, from the classical rhetoric.

- QVIS?
- QVID?
- CVR?
- VBI?
- QVANDO?
- QVOMODO?
- QVIBUS AVXILIIS?



British Journalism

The loci, from the classical rhetoric, vs. **the Five Ws**, or the basic questions of English journalism.

- QVIS? (**Who?**)
- QVID? (**What?**)
- CVR? (**Why?**)
- VBI? (**Where?**)
- QVANDO? (**When?**)
- QVOMODO? (**How?**)
- QVIBUS AVXILIIS? (**By What Means?**)



The Loci

The 7loci meta-model, based on the classical rhetoric loci and the Five Ws of English journalism, here with a naming that may be used for websites.

- QVIS? (Who?) **Identity**
- QVID? (What?) **Content**
- CVR? (Why?) **Services**
- VBI? (Where?) **Individuation**
- QVANDO? (When?) **Maintenance**
- QVOMODO? (How?) **Usability**
- QVIBUS AVXILIIS? (By what means?) **Feasibility**

Let's go deeper now, and try to apply this meta-model to build a model to evaluate **DMO websites** specifically.



Who?

The 7loci meta-model to build an evaluation model for DMO websites

1. QVIS? (Who?) Identity

- ✓ Website identity: logo, brand, environment
- ✓ Brand, logo, layout, image
- ✓ Different targets?
- ✓ Destination identity?
- ✓ Destination storytelling?



What?

The 7loci meta-model to build an evaluation model for DMO websites

2. QVID? (What?) Content

- ✓ Descriptions?
- ✓ Pictures & Multimedia?
- ✓ Downloads?
- ✓ Does the content meet the managers' needs?
- ✓ Does the content meet the users' needs?

Guides? Audio guides? Apps?

Local tourist services?



Why?

The 7loci meta-model to build an evaluation model for DMO websites

3. **CVR?** (Why?) Services

- ✓ E-commerce
- ✓ Proprietary vs. linked content
- ✓ Do the provided services meet the managers' needs?
- ✓ Do the provided services meet the users' needs?
- ✓ Cartography
- ✓ Tourism products to purchase: accommodation, tickets, city cards?
- ✓ Meteo?



Where?

The 7loci meta-model to build an evaluation model for DMO websites

4. **VBI?** (Where?) Individuation

- ✓ Search engines? (positioning: networks among websites)
- ✓ Communication with users? (e-mail, or personal networks)
- ✓ Communication among users? (forums, “Web 2.0” – currently, the social networks, too)
- ✓ Social networks, web reputation
- ✓ Communication among tourism operators? (dynamic business networks, perhaps Intranets, i.e. a Destination Management System)



When?

The 7loci meta-model to build an evaluation model for DMO websites

5. **QVANDO?** (When?) Management

✓ Is the website regularly updated?

No need to go deeper about this point...

✓ Events? Fairs? Exhibitions? Concerts? Theater?



How?

The 7loci meta-model to build an evaluation model for DMO websites

6. QVOMODO? (How?) Usability

- ✓ A navigation menu? Breadcrumbs?
- ✓ An internal search engine? A site map?
- ✓ Languages?
- ✓ 404 - File not found?
- ✓ download time, hardware & software compliance
- ✓ Mobile-friendliness? Local Wi-Fi coverage? Local apps?



By What Means?

The 7loci meta-model to build an evaluation model for DMO websites

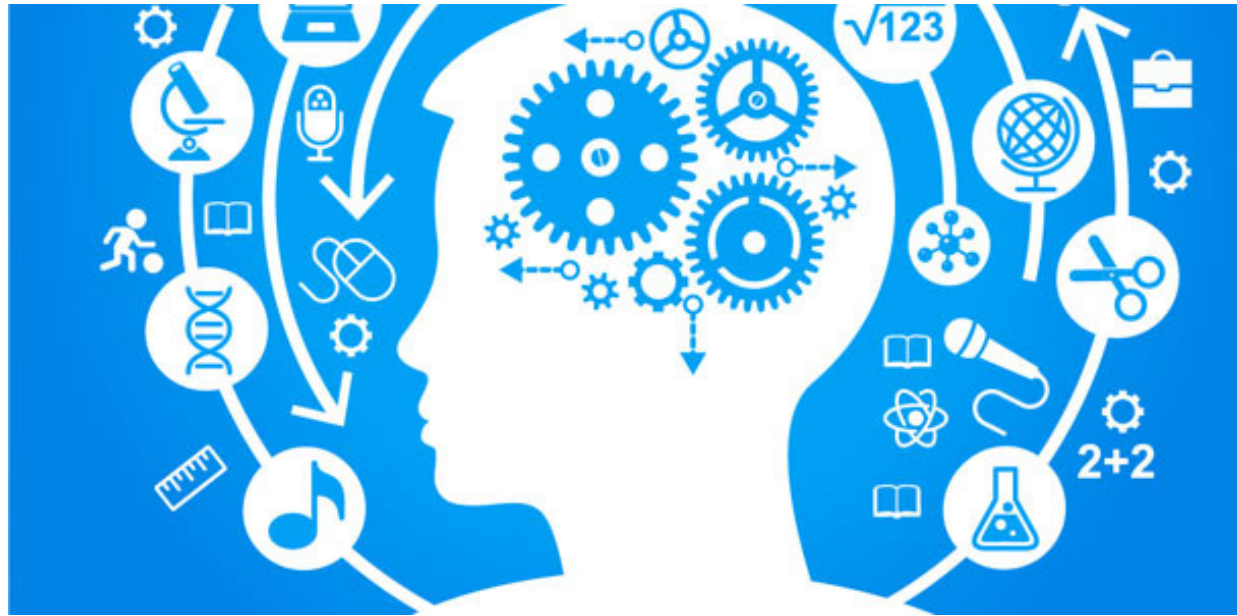
7. **QVIBUS AVXILIIS?** (By what means?) Feasibility

- ✓ Resources?
- ✓ Managers? Responsibilities?
- ✓ Future developments?
- ✓ Business models?
- ✓ Local authorities vs. local operators vs. available resources

But **we won't be able** to evaluate our chosen websites feasibility...

The 7Loci Meta-Model

Talking about a **meta**-model means allowing the availability of specific models...



A 7Loci Model for DMOs?

Why not?

