

PADUA PROVINCE

WEB PRESENCE QUALITY EVALUATION

Based on the 7Loci Meta-Model

www.TurismoPadova.it



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

PADUA GROUP:

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IT For Tourism Services a.y. 2020/2021
1st December 2020

ABSTRACT

SUMMARY OF THE TOPICS



IDENTITY

WEBSITE LAYOUT AND LOGO

www.TurismoPadova.it



THE **LOGO** APPEARS TOP LEFT IN THE WEBPAGES, REPRESENTING THE **OFFICIAL COAT OF ARMS OF THE PROVINCE**

SECTIONS OF THE WEBSITE EASILY RECOGNIZED THROUGH **DIFFERENT COLOURS**, IN LINE RIGHT UNDER THE LOGO



FOUR LANGUAGES TO CHOOSE AMONG:
IT, EN, FR, DE



IDENTITY

SOCIAL NETWORKING & DESTINATION IMAGE



@TURISMOPADOVAOFFICIAL

www.turismopadova.it



@TURISMOPADOVA OFFICIAL

www.turismopadova.it



@DISCOVERPADOVA

www.discoverpadova.com



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www.discoverpadova.com



@DISCOVERPADOVA

www.discoverpadova.com

THE LOGO IS DIFFERENT FROM
THOSE IN THE SOCIAL NETWORKS

LOGOS OF THE MAIN PARTNERS
BOTH TOP AND BOTTOM OF
THE WEBPAGES



FEASR



REGIONE DEL VENETO



Fondo europeo agricolo per lo sviluppo rurale: l'Europa investe nelle zone rurali



Provincia di Padova



Veneto
The Land of Venice
www.veneto.eu



GAL ANTICO DOGADO

Padova - Italy - Codice Fiscale: 80006510285 - Partita I.V.A.: 00700440282 - Credits

IDENTITY

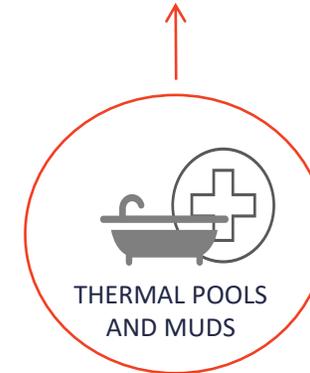
DESTINATION IMAGE

PADUA PROVINCE

IMAGES ON THE SLIDER ON TOP OF THE HOMEPAGE AS FIRST INSIGHTS INTO THE DESTINATION'S IDENTITY



NOT VISIBLE DIRECTLY ON THE HOMEPAGE



THERMAL POOLS AND MUDS



TREKKING, BIKE ROUTS ON EUGANEI HILLS



WINE ROUTS OF THE HILLS



CASTLES, VILLAS AND WALLED CITIES

TOURIST VOCATION



IDENTITY

DESTINATION IDENTITY



IDENTITY AND TARGETS FURTHER UNDERLINED BY AN **OFFER OF ACTIVITIES**

CONFUSING IDENTITY:

- ACTIVITIES, SERVICES, NEWS **NOT CLEARLY DISTINGUISHED**
- RELEVANT **RESOURCES** FOR THE IDENTITY OF THE DESTINATION **MISSING**

VIDEOGALLERY

VIDEOGALLERY WITH **ONLY ONE VIDEO**

AVAILABLE **ONLY IN ITALIAN**



Emozioni rurali nella Bassa Padovana
Presentazione del territorio della Bassa Padovana, tra i Colli Euganei e Città Murate, tra ville, castelli e vie d'acqua. Un turismo alternativo, emozionante e culturale.

IDENTITY

GEOGRAPHICAL POSITION

PADUA PROVINCE

HOME

DISCOVER

[Home](#) / [Discover](#) / [Points of interest](#)

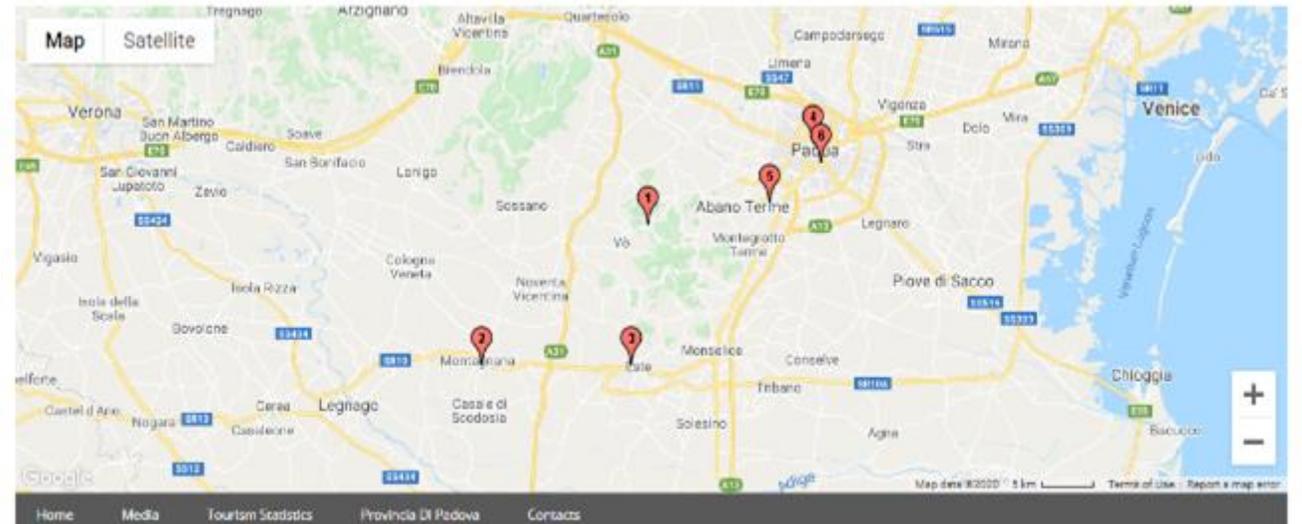
POINTS OF INTEREST

Over three thousand years of history have left a wealth

NO INDICATIONS ABOUT THE GEOGRAPHICAL POSITION ON THE HOMEPAGE, BUT ONLY FROM Home > Discover > Points of interest

INTERACTIVE MAP WITH THE MAIN POINTS OF INTERESTS

NEED TO ZOOM OUT TO FIND THE EXACT LOCATION OF PADUA



LOCALISATION OFFERED BY GOOGLE MAPS



CONTENT

CONTACT LINKS AT THE BOTTOM OF THE PAGE

NO PROPER SNAPSHOT OF CONTACTS

The website provides scarce information on managers. Translations into other languages sometimes not working.



Provincia di Padova © 2015 - Palazzo Santo Stefano, piazza Anteo Zuccherato, 2 - Padova - Italy - Codice Fiscale: 00005100295 - Pagine: 114 - 049700410282 - Credits

Summary of all the related sections of the website and the logos of all the main partners

CONTENT

ABOUT US

This web portal of the Province of Padua was born to promote tourism in the area.

Following the reallocation of competences in the field of Tourism and Agrotourism, in addition to the assigned personnel, headed by the Veneto Region, from the 1st of April 2019, the portal is kept online exclusively to make available to Network Users the great wealth of tourist information collected until 31 March 2019.

For contacts and information on tourism and agriturismo, in relation to the territory of the province of Padua, the references to contact are:

Veneto Region Tourism Service

Tel. 049 8778391

Email turismopadova@regione.veneto.it

PEC turismo@pec.regione.veneto.it

TELEPHONE NUMBER AND
EMAIL OF MANAGERS

Veneto Region Agriturismo Service

Tel. 049 8778383

Email roberta.artuso@regione.veneto.it

PEC promoeconomia@pec.regione.veneto.it

LINK TO THE VENETO REGION

The headquarters of these regional offices located in Padua is in Piazza Insurrezione n. 1 / A, at the Chamber of Commerce.

Link to the portal of the Veneto Region, section dedicated to Tourism <https://www.regione.veneto.it/web/guest/turismo>

This website doesn't mention the post- and pre-Covid situations in any webpages.

DIFFERENT TYPES OF ROUTES BY CHOOSING THE ROUTE TYPES OPTION

TOO SMALL PICTURES

- Not well structured.
- Very clear text.
- Insufficient information for users.
- Text available in different languages.

Different pages have different text. This doesn't help first time users to understand how the website works.

PADUA

Padua is one of the most charming and dynamic towns in Italy. The historical centre boasts a wealth of medieval, renaissance and modern architecture; here a fascinating mix of historic and new, of centuries-old traditions and metropolitan rhythms creates a unique atmosphere. The medieval palaces, churches and cobbled streets emanate a sense of history and culture, the shops, markets and locals, a sparkling vitality and vibrant modern life. Welcome to Padua, a town of vast cultural and artistic heritage!

ROUTES POINTS OF INTEREST EVENTS ACCOMODATION

ROUTE TYPE

-Any-

TEXT SEARCH

SEARCH

RESET



A LAND OF FAITH: THE RELIGIOUS HERITAGE.

The early and wide diffusion of Christianity in the Paduan territory is testified by the outstanding religious heritage, which graces Padua and its province. A strong faith combined with a great...



DISCOVER PADUA

Probably better known as the city of St. Anthony or as the economic capital of Veneto, Padua is one of the most important Art Cities in Italy. The classic itinerary includes the visit to the most...



DONATELLO AND THE FIFTEENTH

If Giotto marked the Padua's art of the fourteenth century, another Tuscan, Donatello, would shape the art of the next century. The fifteenth century opens, to Padua, with the fall of the Carrares...



JEWISH ITINERARIES

The presence of Jewish people dates back to the 11th century. The first record of a Jewish presence in Padua dates back to the beginning of the 11th century. However it was only with a substantial...



PADOVA CARRARESE

In 1318 Giacomo Da Carrara started the political rise of the family becoming Defender and General Captain and thus paving the way for the Carrarese Lordship, that will endure, except for some brief...



PADOVA. A CITY OF WATERWAYS

The shipping journey starts in the city center, at the lock at Porte Contarin (inspired to Leonardo da Vinci's model). The tour boats glide past 16th century Venetian walls passing by the Gastone...

CONTENT

EVENTS

HOME DISCOVER DO STAY EAT EVENTS PLAN

Home / Events

EVENTS

SEARCH EVENTS FROM TO TOWN TEXT SEARCH

27/11/2020 All values

SEARCH RESET

-  08/01/2020 - 30/12/2020
MERCATO SETTIMANALE
Abano Terme | Piazza Mercato | H. 00:00
-  01/11/2020 - 31/12/2020
WALK ON THE WALLS
Cittadella | Porte Bassanesi, 2 | H. 09:00
Tourist office and Parapet Walk on the Walls open every day from 9am to 5pm, last entrance 4pm. Closed only Christmas Day on 25th december. A scenic walk on top of the only remaining parts of the walls with...
-  24/01/2019 - 31/12/2020
PADOVA URBS PICTA
Padova | Sedi Varie
-  13/09/2018 - 31/12/2020
MERCATO SETTIMANALE
Montebelluna | Piazza Mercato | H. 08:00

WALK ON THE WALLS

Tourist office and Parapet Walk on the Walls open every day from 9am to 5pm, last entrance 4pm. Closed only Christmas Day, the 25th december.

A scenic walk on top of the only remaining parts of the walls with an elliptical, medieval parapet walk. After 30 years of conservation intervention the parapets are accessible on all their length since June 19th 2013. The parapet walk is suitable for a stroll on top of the city walls of Cittadella on a height of 15 meters. It was used by the garrison to defend the town from above when under siege. The recent restoration and safeguard of the antique parapet walk allows visitors to admire the town from unknown and privileged perspectives, offering a unique experience of "Walking on History". The walk is nearly two kilometers long, and along the way you can visit the Trussard Hall and the medieval museum in the Captain's House, the civil, archaeological museum and the museum of the siege in the southern keep called Madio tower. From the panoramic viewpoint on top you will catch a sight of the battlement and the tower of the fortress, the foothill with the walled sites of Marostica and Padole, and Mount Trappola.

Google: This page can't load Google Maps correctly. [Click here to reload the map.](#)

Cookie Control:

Porte Bassanesi, 2
38013 Cittadella

08/01/2020 - 30/12/2020
01/11/2020 - 31/12/2020
01/11/2020 - 31/12/2020
01/11/2020 - 31/12/2020
01/11/2020 - 31/12/2020
01/11/2020 - 31/12/2020
01/11/2020 - 31/12/2020
01/11/2020 - 31/12/2020

tel: [0445.849040](tel:0445.849040)
e: info@historiatur.it
see to: www.historiatur.it

PADUA PROVINCE

EVENTS RESEARCH AVAILABLE BY DATE, TOWN OR TEXT

EVENTS NEITHER UPDATED NOR PROPERLY TRANSLATED

NO MENTION OF THE PANDEMIC IN THE EVENT SECTION

PADOVA URBS PICTA

Google: This page can't load Google Maps correctly. [Click here to reload the map.](#)

SESTIERE
Via Persepolis 25
30137 Padova
24/01/2019 - 31/12/2020
Tel: 049.836.22019
info@urbspicta.com



CONTENT

MEDIA CONTENT: FOTO AND VIDEO GALLERIES



THE VIDEO GALLERY DOES NOT WORK

Error

MEDIA GALLERY

PHOTOGALLERY

VIDEO GALLERY

AUDIO GALLERY

BROCHURES



REGION

Some pictures about the region of Padua. Rich in in gastronomy, cultural highlight, SPA and sport activities.



THE SURROUNDINGS

Some pictures of the heart of Padua, enough to give an idea about what is this ancient but vibrant city, interesting from the morning to the night. From Cappella degli Scrovegni to Palazzo della Ragione, you will admire basilicas, visit museums, squares... and more and more.

PHOTOS ABOUT THE PROVINCE ARE MIXED: GASTRONOMY, LANDSCAPES, HERITAGE, ETC.

THE QUALITY OF THE PICTURES IS VERY POOR, ALSO ON SMARTPHONES

HOME DISCOVER EDO STAY BUY EVENTS PLAN

Luogo: Padova / Euganei Spa

EUGANEAN SPAS

Surrounded by the rolling greenery of the Euganean Hills, the Euganean Spas Terme Euganeie, with the two main centres of Abano and Montebelluna and the smaller one of Galzignano, amongst and amongst the hills are famous for the mud and spa treatments. At the Euganean Spas beneficial water springs are periodically since the most renowned guests to the spa of Abano and Montebelluna. The Euganean Spas Terme Euganeie, with the two main centres of Abano and Montebelluna, are famous for the mud and spa treatments. At the Euganean Spas beneficial water springs are periodically since the most renowned guests to the spa of Abano and Montebelluna. The Euganean Spas Terme Euganeie, with the two main centres of Abano and Montebelluna, are famous for the mud and spa treatments. At the Euganean Spas beneficial water springs are periodically since the most renowned guests to the spa of Abano and Montebelluna.

ABANO TERME

Abano Terme is one of the most famous spa towns in Europe. Thanks to its enormous potential accommodation, which is based on a significant number of hotels equipped with all equipment for spa treatments, can face the demands of the largest spa town in the world. The city centre is characterised by a wide pedestrian area and modern buildings, large hotels with their manicured gardens, shops and bars, and below the various historical and monumental works also contains one of the most important examples of the Aqueduct built by the Romans.

MONTEBELLUNA TERME

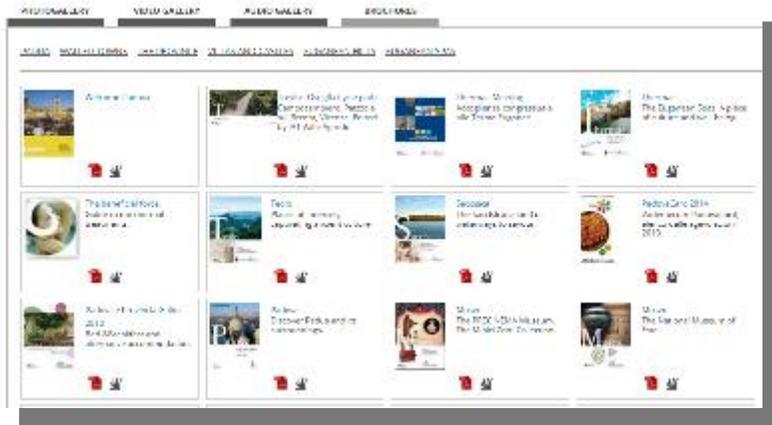
Along with Abano, Montebelluna Terme constitute the main centre of the Terme Euganeie. Thanks to its enormous potential accommodation, which is based on a significant number of hotels equipped with all equipment for spa treatments, can face the demands of the largest spa town in the world. The city centre is characterised by a wide pedestrian area and modern buildings, large hotels with their manicured gardens, shops and bars, and below the various historical and monumental works also contains one of the most important examples of the Aqueduct built by the Romans.

NO PICTURES IN MANY SECTIONS

CONTENT

MEDIA CONTENT: BROCHURES AND COPYRIGHT

PADUA PROVINCE



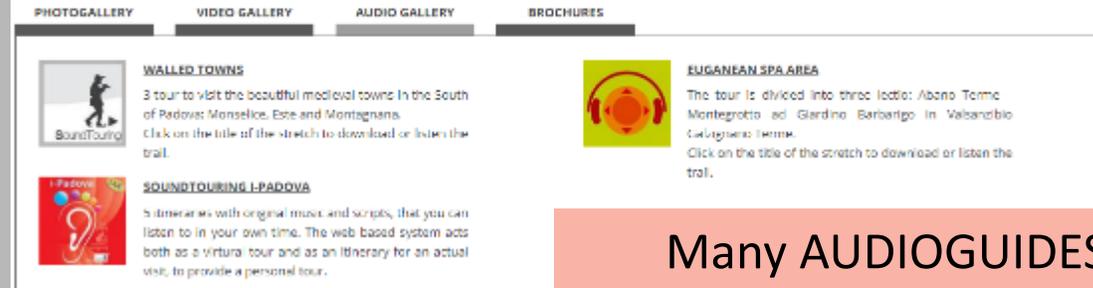
A lot of DOWNLOADABLE MATERIAL in many languages.

NO LINKS TO THE MEDIA CONTENT IN OTHER WEBPAGES



MEDIA - AUDIO

Download your audio walks of Padova and the Euganean Spas for free. An enjoyable and cozy narration that allows you to see a place in your own time. Audio trails for iPod, mp3 players, smartphones, etc. are downloadable here. Select here below your itinerary.



Many AUDIOGUIDES and ITINERARIES, mainly in English and Italian.

MEDIA CONTENT:

"Pictures are subject to copyright. To use them please write to turismo@provincia.padova.it"

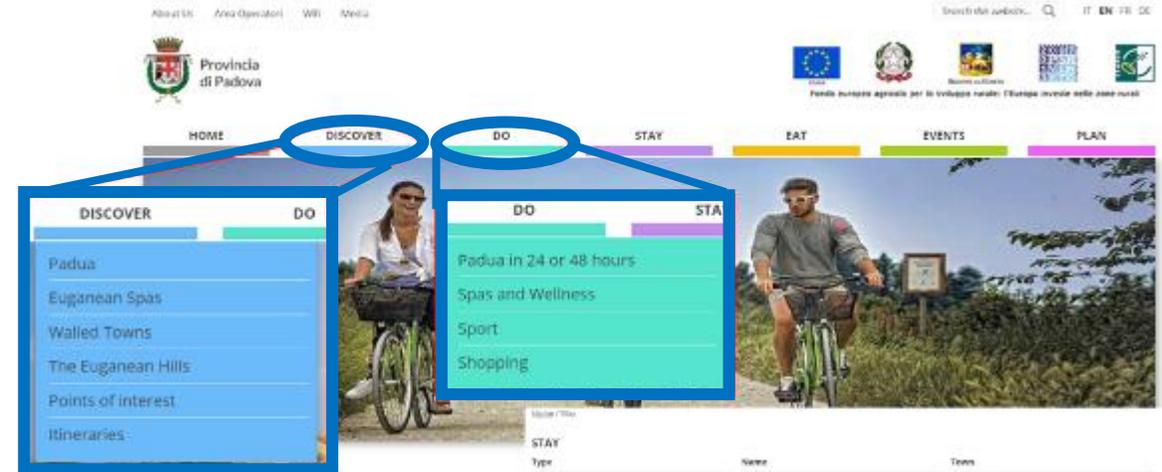
WEBSITE COPYRIGHT

Provincia di Padova © 2015 -

SERVICES

USERS' SERVICE COMPLIANCE

USERS' NEEDS ARE PARTIALLY FULFILLED

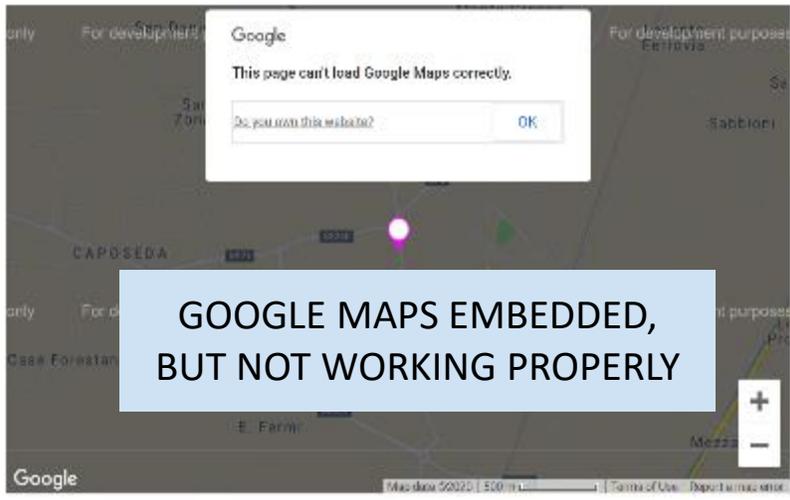


NO E-COMMERCE, ONLY **GENERAL INFORMATION** PROVIDED FOR EVERY LODGING BOTH IN *STAY* AND *EAT* SECTION

NO LOCATION-BASED SERVICES

PADUA PROVINCE

HOTEL TERME PETRARCA



Hotel ★★★★★
HOTEL TERME PETRARCA
Piazza Roma 23
35096 MONTEGROTTO TERME (PD)
Tel: 0498911744
Fax: 0498911698
petrarca@hotelpetrarca.it
Go to website

Rooms: 137
Beds: 234
Baths: 141

LINK TO THE OFFICIAL WEBSITE



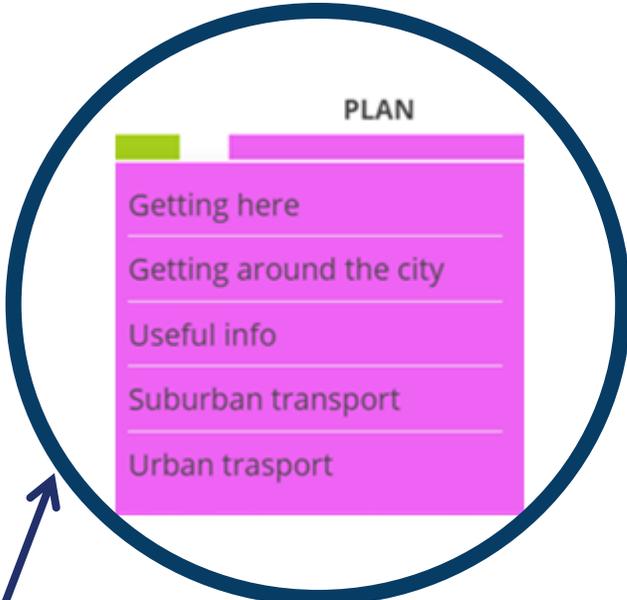
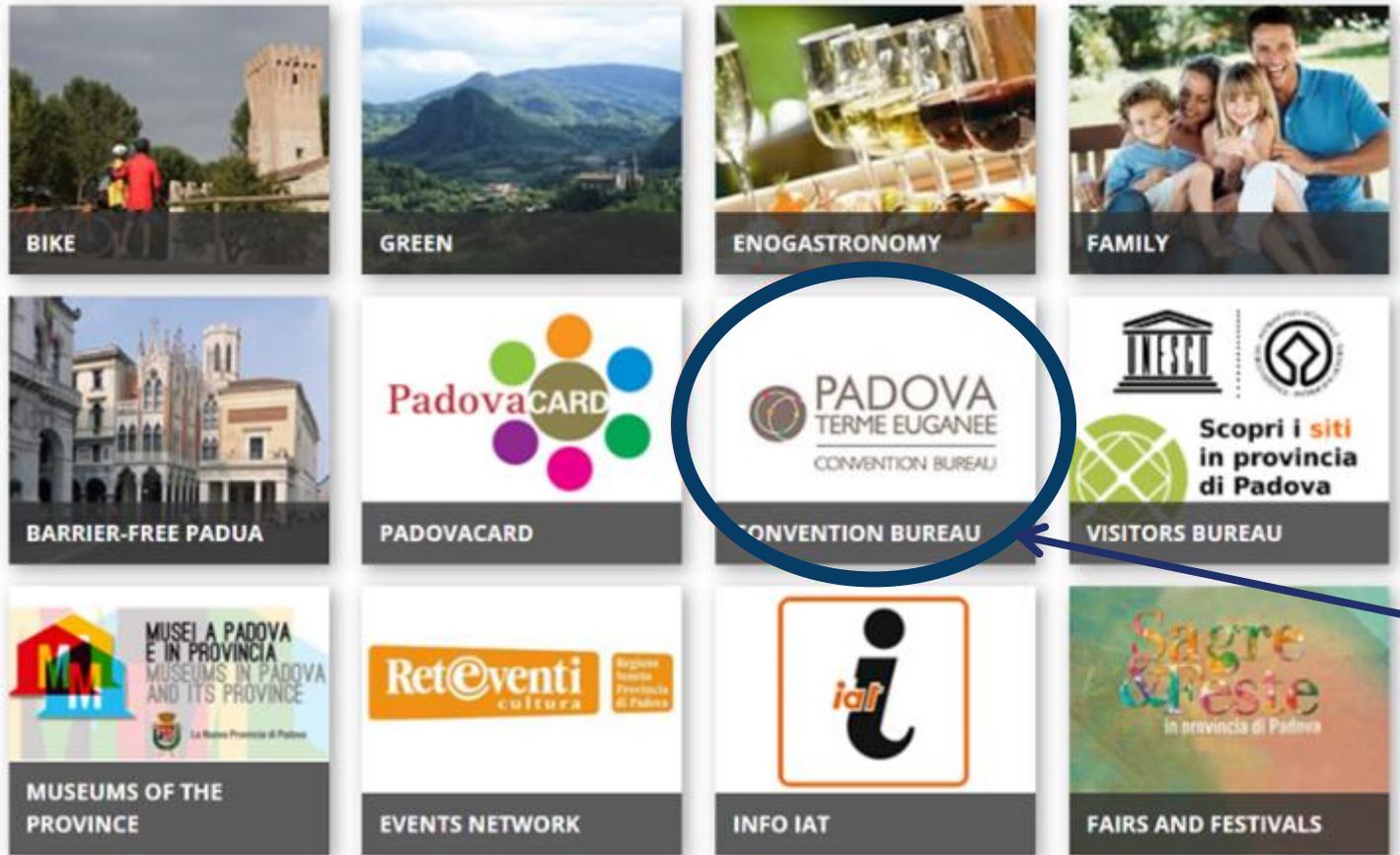
SERVICES

MANAGERS' SERVICE COMPLIANCE

Other services:

NOT ALL INTERNAL LINKS AVAILABLE
IN ALL THE LANGUAGES

PADUA PROVINCE



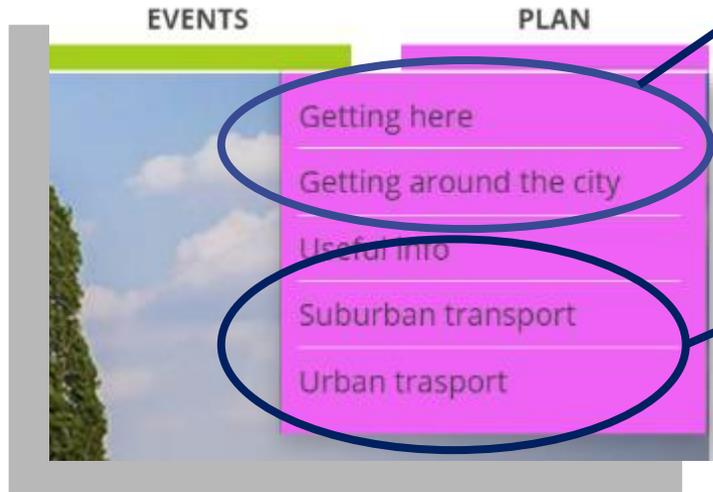
MANAGERS' SERVICE COMPLIANCE

**MANAGERS' NEEDS
PARTIALLY FULFILLED**



SERVICES

PUBLIC TRANSPORT AND METEO



NO TICKETS PURCHASE.
 GENERAL INFORMATION PROVIDED (WITH EXAMPLES AND DETAILS)
 ON HOW TO REACH THE CITY AND GET AROUND.
 LINKS TO THE OFFICIAL PUBLIC TRANSPORTS WEBSITES PROVIDED
 THOUGH SOME OF THEM DON'T WORK.

404 - Componente non trovato

THE LOCAL BUS TRANSPORT WEBSITE DOESN'T WORK!



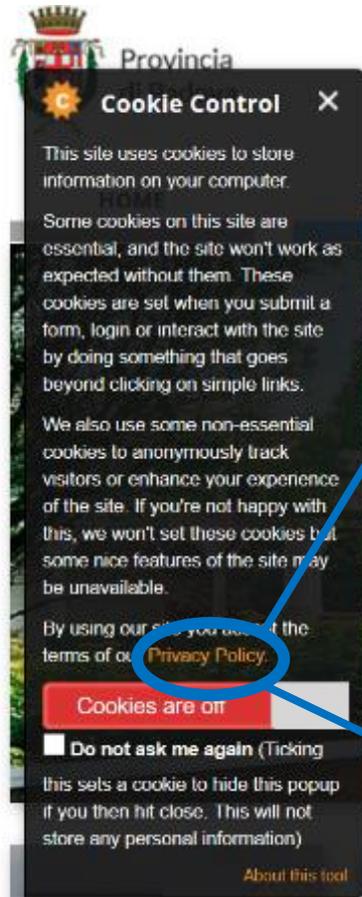
NO WEATHER FORECAST.
 LINK TO THE ARPAV METEO VENETO WEBSITE
 PROVIDED, THOUGH THIS WEBSITE IS IN ITALIAN ONLY.



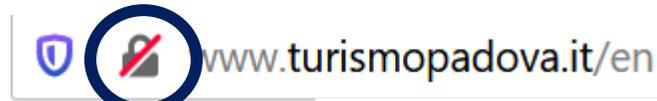
THE APP PROVIDES WEATHER FORECAST
 AND LOCAL PUBLIC TRANSPORT TIMETABLES,
 CONSTANTLY UPDATED.

SERVICES

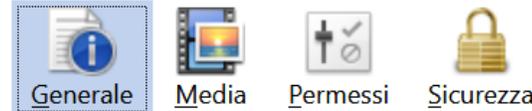
PRIVACY AND SECURITY



USERS ARE WARNED OF THE USE OF COOKIES AND REQUESTED TO ACCEPT THEM. THE WEBSITE'S COOKIES POLICY IS AVAILABLE BY CLICKING ON "PRIVACY POLICY", THOUGH THE TEXT IS IN ITALIAN ONLY.



Informazioni pagina – <http://www.turismopadova.it/en>



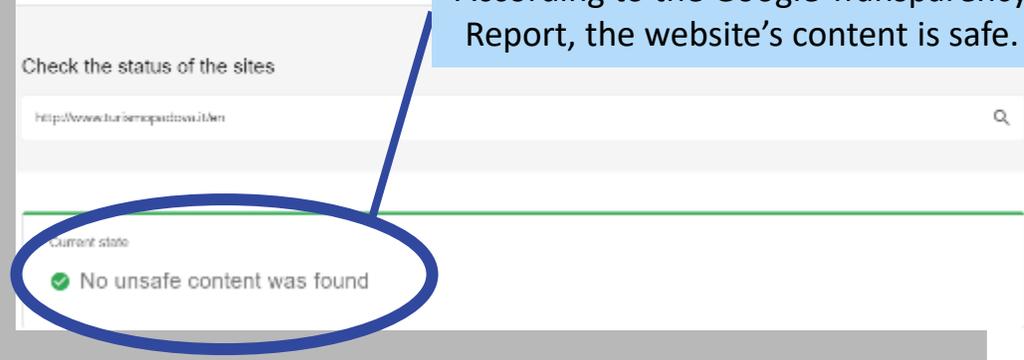
Titolo: Turismo Provincia di Padova
 Indirizzo: <http://www.turismopadova.it/en>

The transmission protocol is HTTP instead of HTTPS. The website's connection is not secure.



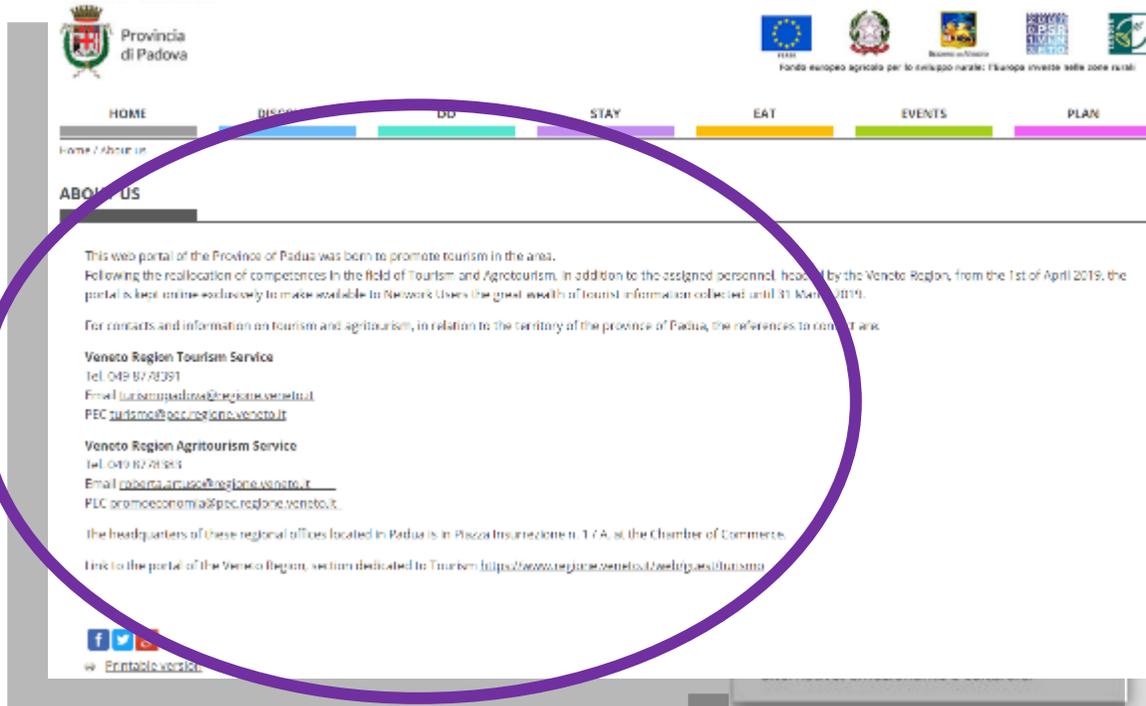
Status of sites reported by Safe Browsing

Google's Safe Browsing technology scans billions of URLs a day for unsafe websites. Every day we find thousands of new unsafe sites, many of which are legitimate websites that have been compromised. When we detect unsafe sites, we show warnings in Google Search and web browsers. You can search to find out if it is currently dangerous to visit a website.



According to the Google Transparency Report, the website's content is safe.

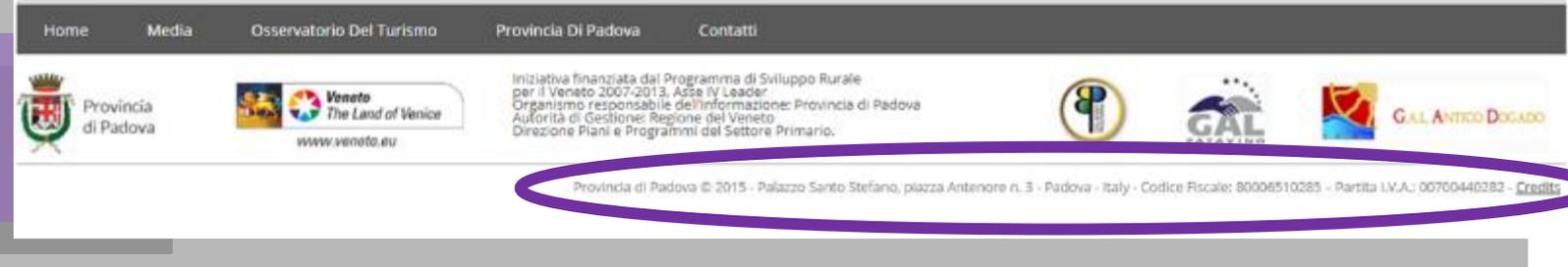
MANAGEMENT



TWO OTHER AUTHORITIES
ARE IMPORTANT FOR
PADUA TOURISM

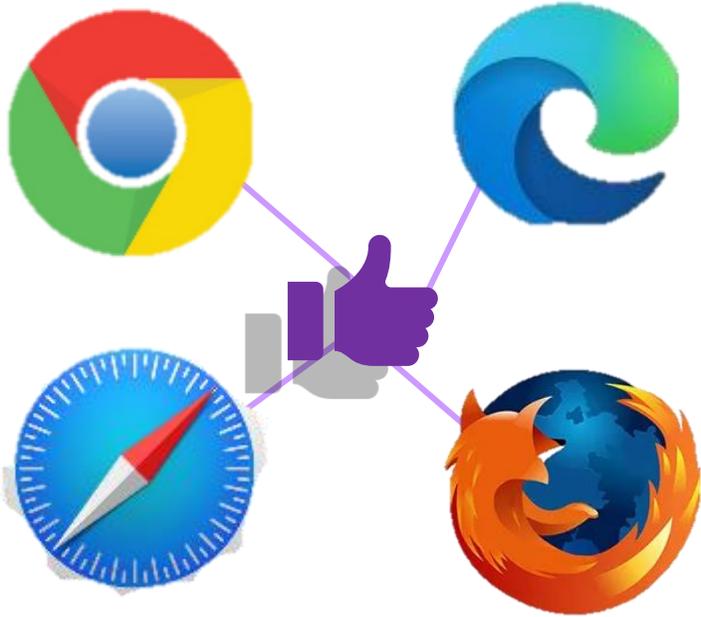
THE INFORMATION REMAINS THE SAME
IN EVERY LANGUAGE

MANAGEMENT INFORMATION IS
PROVIDED IN THE FOOTER



MANAGEMENT

CODE AND LINK COMPLIANCE



Broken Link Checker - Response codes - Google Chrome

brokenlinkcheck.com/broken-link-response-codes.php

BrokenLinkCheck Home

Online Broken Link Checker: Response codes

Our system detects & reports the following **link problems / HTTP response codes**.

- 404 Page Not Found** - the page / resource doesn't exist on the server
- 400 Bad Request** - host server cannot understand the URL on your page
- bad host** **Invalid host name** - server with that name doesn't exist or is unreachable
- bad url** **Malformed URL** (e.g. a missing bracket, extra slashes, wrong protocol etc)
- bad code** **Invalid HTTP response code** - server response violates HTTP spec
- empty** Host server returns "empty" responses with no content and no response code
- timeout** **Timeout** - HTTP requests constantly timed out during the link check
- reset** Host server drops connections. It is either misconfigured or is too busy

Copyright © 2019 brokenlinkcheck.com | By using this website you agree to these Terms

717	http://www.prolocobocone.it/testade/bcu/		
718	http://www.stradadevinocolle Euganei.it/news.php?id=200&dettaglio=si		
719	http://www.padovane.it/lista.jsp?asstipo=S&classidpadre=500&classid=503		
720	http://www.coopexperimenta.it/		
721	http://www.museodelbaria.it/index.htm		
722	http://www.trampadova.it/		
723	http://www.apsholding.it/mobilita/ndox.php?option=com_content&view=article&id=518&tmpl=58		
724	http://www.ortobotanico.unipd.it/mon-vedenti.html		
725	http://http://bivallischiera.com/		

Status
DONE : reached page limit
Processed 3000 web pages, found 725 broken links

725
BROKEN LINKS

idovacard/709	Unterkränze	uri src	404
idovacard/1292	Unterwegs	uri src	404
idovacard/1800	Venetien mit dem Fahrrad	uri src	404
idovacard/1441	Verkehr	uri src	404
idovacard/1291	Was erwartet	uri src	404
idovacard/1410	Wo essen	uri src	404
	Vai al sito	uri src	bad host
	Vai al sito	uri src	bad host
	Vai al sito	uri src	bad host
	Vai al sito	uri src	bad host
	https://www.facebook.com/Castellofestiva	uri src	404
	www.methishotel.com	uri src	500
	www.altizote155.com	uri src	bad host
	www.veneziani.it	uri src	bad host
	ce len.	uri src	404
	+39 3291009272	uri src	404
	Vai al sito	uri src	bad host
	Vai al sito	uri src	500
	Vai al sito	uri src	bad host
	Vai al sito	uri src	404
	Programma completo &g	uri src	404
	www.stradadevinocolle Euganei.it	uri src	404
	www.padovane.it	uri src	404
	www.coopexperimenta.it	uri src	bad host
	www.museodelbaria.it	uri src	404
	modena linea di metrotiam	uri src	404
	http://www.apsholding.it	uri src	404
	un percorso per non vedenti	uri src	404
	http://bivallischiera.com/	uri src	bad host

Source: brokenlinkchecker.com

MANAGEMENT

CONTENT UPDATE

PADUA PROVINCE

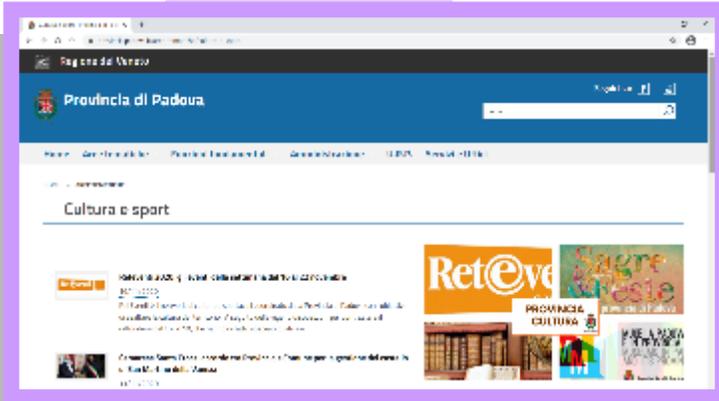


SOME LINKED PAGES ARE NOT MANAGED BY TURISMOPADOVA

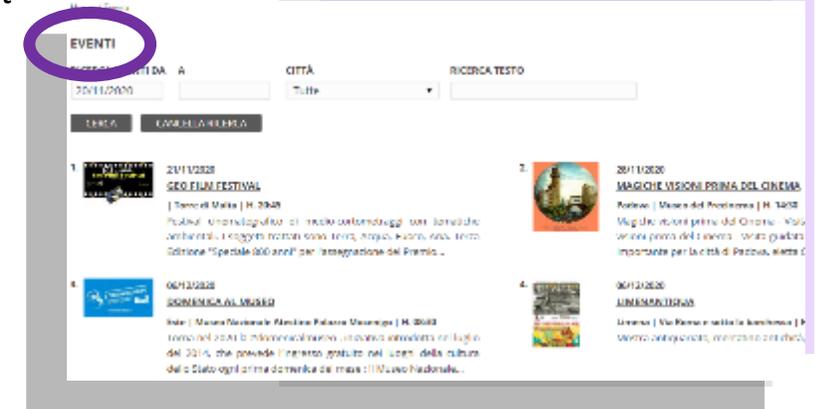


THIS SECTION IS **UPDATED** BUT DESCRIPTIONS ARE AVAILABLE **ONLY** IN ITALIAN

Source: sagrafeste.provincia.padova.it



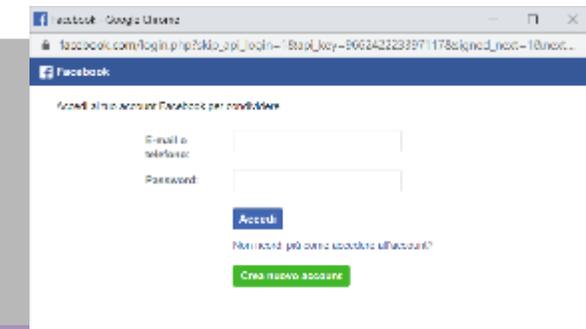
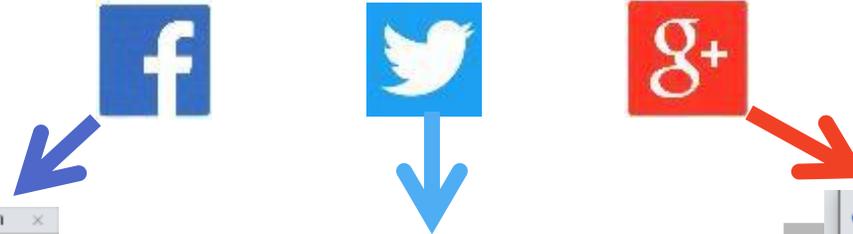
Source: provincia.padova.it



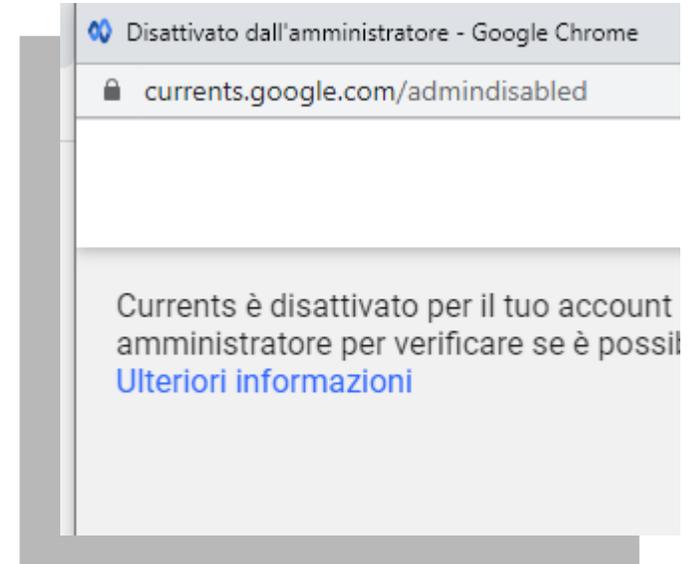
MANAGEMENT

SOCIAL NETWORK

SOCIAL NETWORK ICONS ARE **NOT EASY TO FIND**: THEY APPEAR IN THE BOTTOM PART OF A FEW SECTIONS, LIKE *About Us, Wifi, Contacts, Plan*



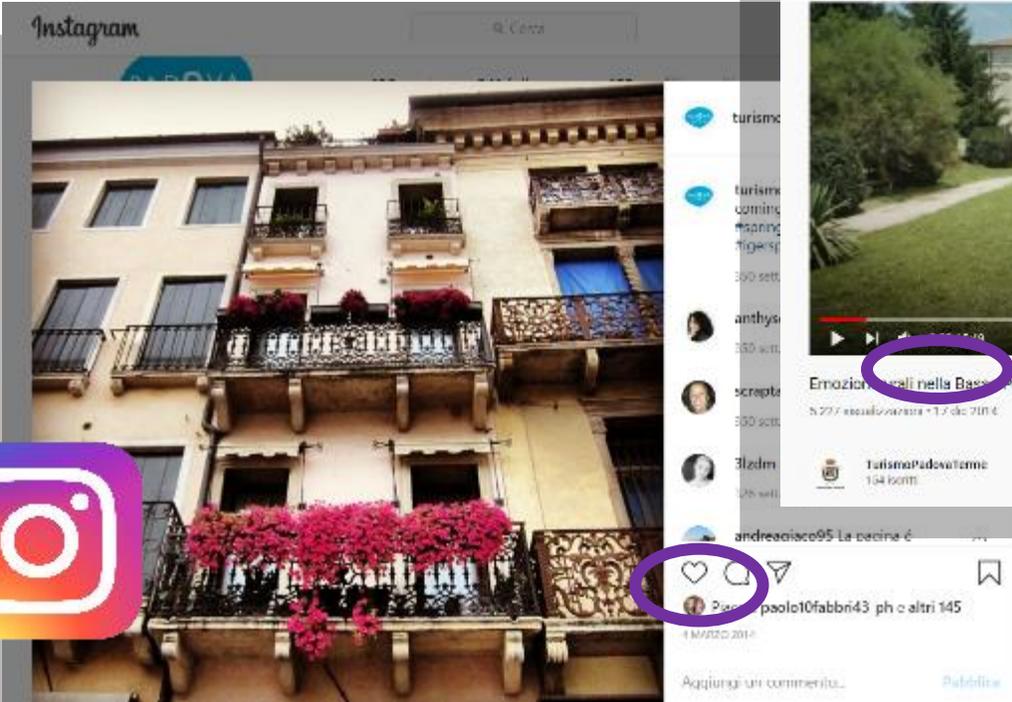
FACEBOOK AND TWITTER ARE **NOT DIRECTLY REACHABLE**



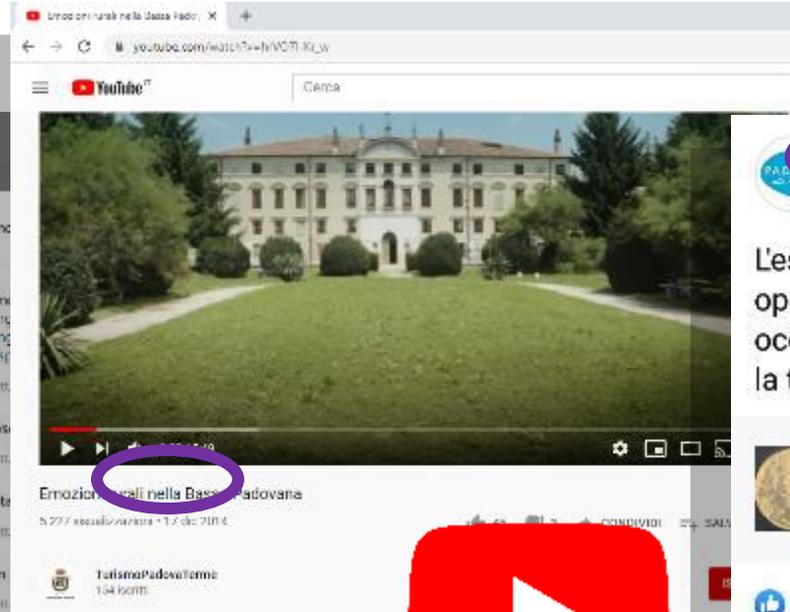
MANAGEMENT

SOCIAL MEDIA UPDATE

PADUA PROVINCE



INSTAGRAM AND YOUTUBE
ARE NOT MENTIONED



AS A WHOLE, THE SOCIAL
NETWORKS DO NOT SEEM
VERY UPDATED



INDIVIDUATION

DOMAIN NAME & SEARCH ENGINES POSITIONING

Search words	Countries	Google	Bing	yahoo!
«Padua»	Sweden	4th page	4th page	5th page
«Padova»	Italy	1st page	1st page	1st page
«Visit Padua»	Sweden	1st page	2nd page	1st page
«Visitare Padova»	Italy	1st page	1st page	1st page
«Visit Veneto/ Veneto tourism»	Italy / Sweden	X	X	X

TurismoPadova.it

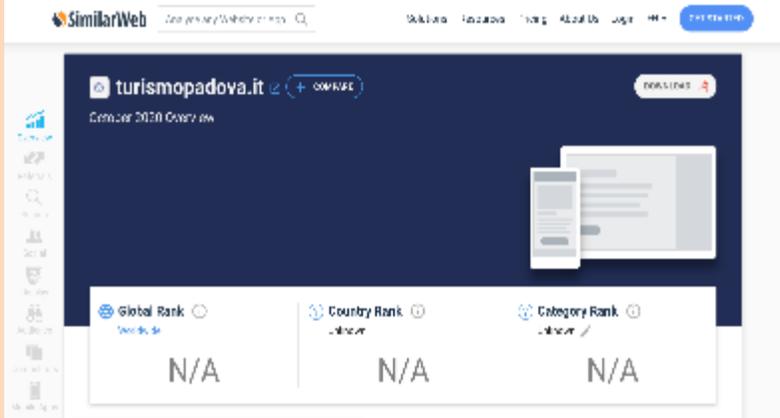


**DOMAIN NAME
EASY TO REMEMBER FOR ITALIANS,
NOT SO FOR FOREIGNERS**

INDIVIDUATION

RANKING

PADUA PROVINCE



NOT ENOUGH DATA



INBOUND CLICKS FROM GOOGLE



NO FURTHER DETAILS



INDIVIDUATION

COMMUNICATION

The screenshot shows the website for the Province of Padua. At the top left, the 'About Us' menu item is circled in orange. Below the navigation bar, there are tabs for 'HOME', 'DISCOVER', 'DO', 'STAY', 'EAT', and 'EVENTS'. At the bottom of the page, the 'Contacts' menu item is also circled in orange. The page features a large banner image of a family and a footer with logos for the Province of Padua, Veneto Region, and GAL PATAVINO.

ABOUT US

This web portal of the Province of Padua was born to promote tourism in the area. Following the reallocation of competences in the field of Tourism and Agrotourism, in addition to the assigned personnel, headed by the Veneto Region, from the 1st of April 2019, the portal is kept online exclusively to make available to Network Users the great wealth of tourist information collected until 31 March 2019.

For contacts and information on tourism and agrotourism, in relation to the territory of the province of Padua, the references to contact are:

Veneto Region Tourism Service
Tel. 049 8778391
Email: turismo@regione.veneto.it
PEC: turismo@pec.regione.veneto.it

Veneto Region Agrotourism Service
Tel. 049 8778383
Email: roberta.artusa@regione.veneto.it
PEC: promoeconomia@pec.regione.veneto.it

The headquarters of these regional offices located in Padua is in Piazza Insurrezione n. 1 / A, at the Chamber of Commerce.

Link to the portal of the Veneto Region, section dedicated to Tourism: <https://www.regione.veneto.it/web/guest/turismo>

USEFUL INFO

TOURIST INFORMATION OFFICE

Tourist Information Office

During your stay in Padua, please contact the Tourist Information Office to make you give the map of Padua, to get information on excursions, events, etc. for lists of hotels or restaurants and for any other information you need.

Padua:
Tel: 049 8778391
E-Mail: ufficiotouristico@regione.veneto.it

Padua, Vicolo Pedrocchi
Hours: from Monday to Saturday 9.00 - 19.00
Address: Vicolo Pedrocchi 2161
Address: Vicolo Pedrocchi Padua

Abano Terme

PL: 36018 042671
E-Mail: ufficiotouristico@regione.veneto.it
Hours: from Monday to Saturday 9.00 - 19.00
Address: Via Roma 101
Address: Abano Terme

Montebelluna Treviso

PL: 42118 042671
E-Mail: ufficiotouristico@regione.veneto.it
Hours: from Monday to Saturday 9.00 - 19.00
Address: Via Roma 101
Address: Montebelluna Treviso

Chiavezzo

PL: 42118 042671
E-Mail: ufficiotouristico@regione.veneto.it
Address: Chiavezzo Treviso

Biadene

PL: 42118 042671
E-Mail: ufficiotouristico@regione.veneto.it

Montebelluna

PL: 42118 042671
E-Mail: ufficiotouristico@regione.veneto.it

INDIVIDUATION

SOCIAL NETWORKING



@TURISMOPADOVAOFFICIAL
www.turismopadova.it



@TURISMOPADOVA OFFICIAL
www.turismopadova.it



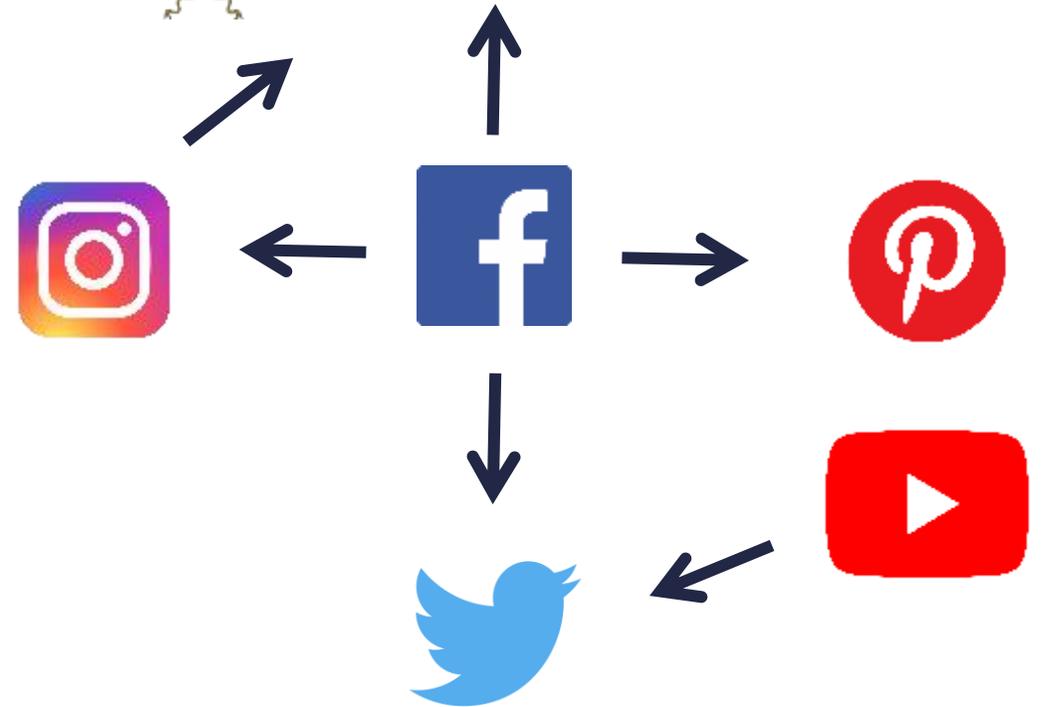
@DISCOVERPADOVA
www.discoverpadova.com



@DISCOVERPADOVA
www.discoverpadova.com



@DISCOVERPADOVA
www.discoverpadova.com



INDIVIDUATION

SOCIAL NETWORKING

PADUA PROVINCE

Turismo Padova
May 20, 2019 · 🌐

Gentili visitatrici e visitatori, questa pagina non viene più aggiornata.

Per informazioni sulle iniziative in città vi invitiamo a seguire:

- ➔ [Padova Cultura](#)
- ➔ [Padova Musei](#)
- ➔ [gli altri profili social del Comune di Padova](#)

<http://www.padovanet.it/.../il-comune-di-padova-sui...>

📍 Per informazioni turistiche è possibile rivolgersi agli uffici IAT informazione e accoglienza turistica 📍
<http://www.padovanet.it/.../ufficio-turismo-del-comune-di...>

Buon soggiorno a Padova!

Padova Cultura
Government organisation
20,884 people like this

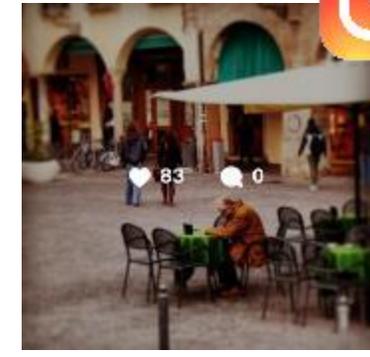
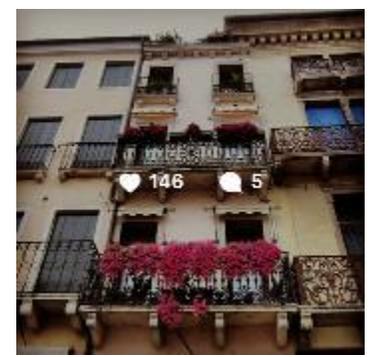
Padova Musei
Government organisation
13,311 people like this

Turismo Padova
March 8, 2018 · 🌐

The exhibition, through a large number of works of art, traces seven centuries of western art which, with science, technology and hagiography galilean, return the human parable of Galileo celebrated in a padua that saw it protagonist for eighteen years. Until 17.3.2018 #Padua #events

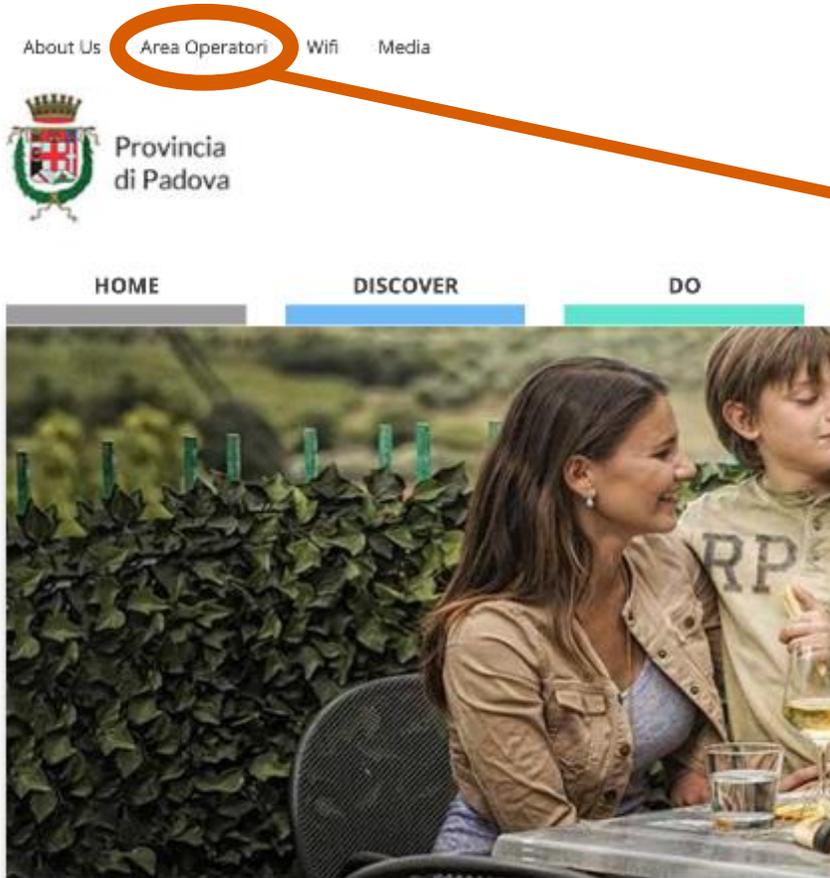
Galileo e le Arti - Eventi - Promozione turistica del Veneto
Mostra sulla Figura di Galileo Galilei.

3



INDIVIDUATION

COMMUNICATION AMONG ACTORS



USER ACCOUNT

Log in

Request new password

Username *

Enter your Turismo Provincia di Padova username.

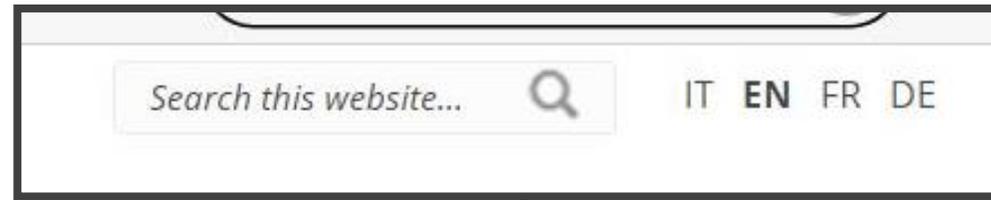
Password *

Enter the password that accompanies your username.

LOG IN

USABILITY

MENU AND SEARCH ENGINE



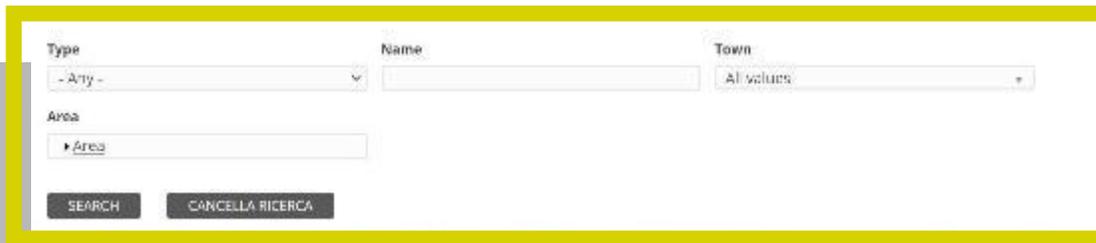
Menu divided in seven main sections and different colors

No icons or images to help

Home / Discover / Padua

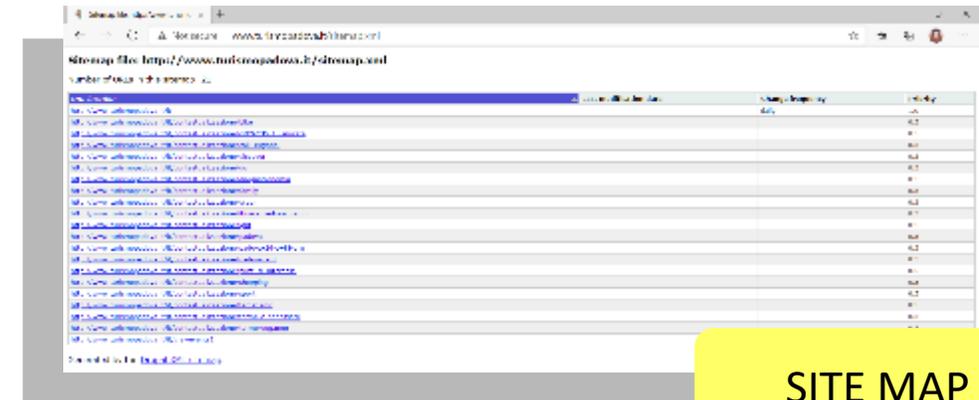
Breadcrumbs' items not **linked**, definitely unusable.

PADUA PROVINCE



Internal search engine to find articles or news on specific topics

Linked to a map in the "Stay" and the "Eat" sections.



SITE MAP

USABILITY

LANGUAGE AND GENERAL ISSUES

PADUA PROVINCE

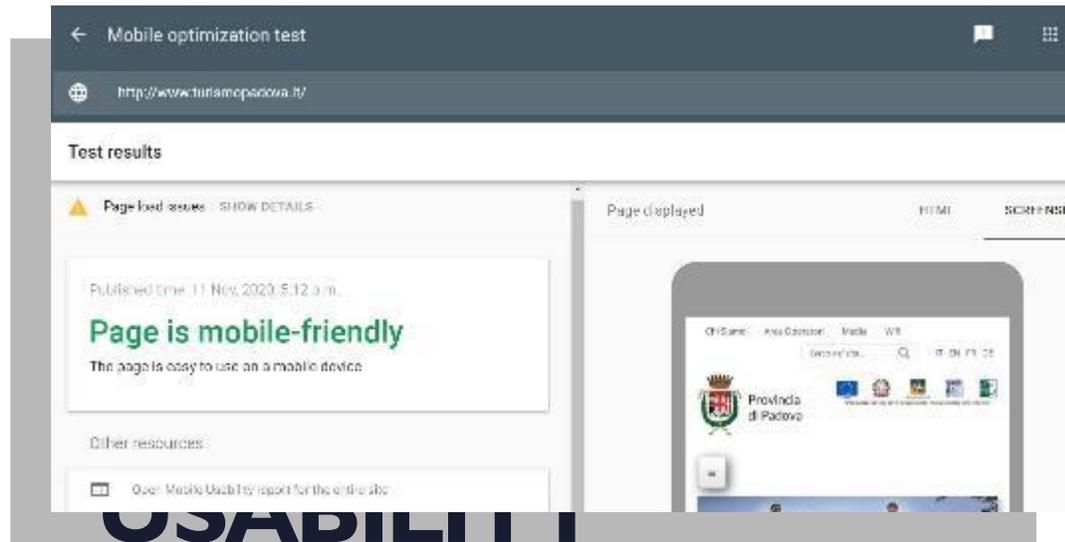
SOME SECTIONS NOT TRANSLATED

SOME LINKS DON'T WORK

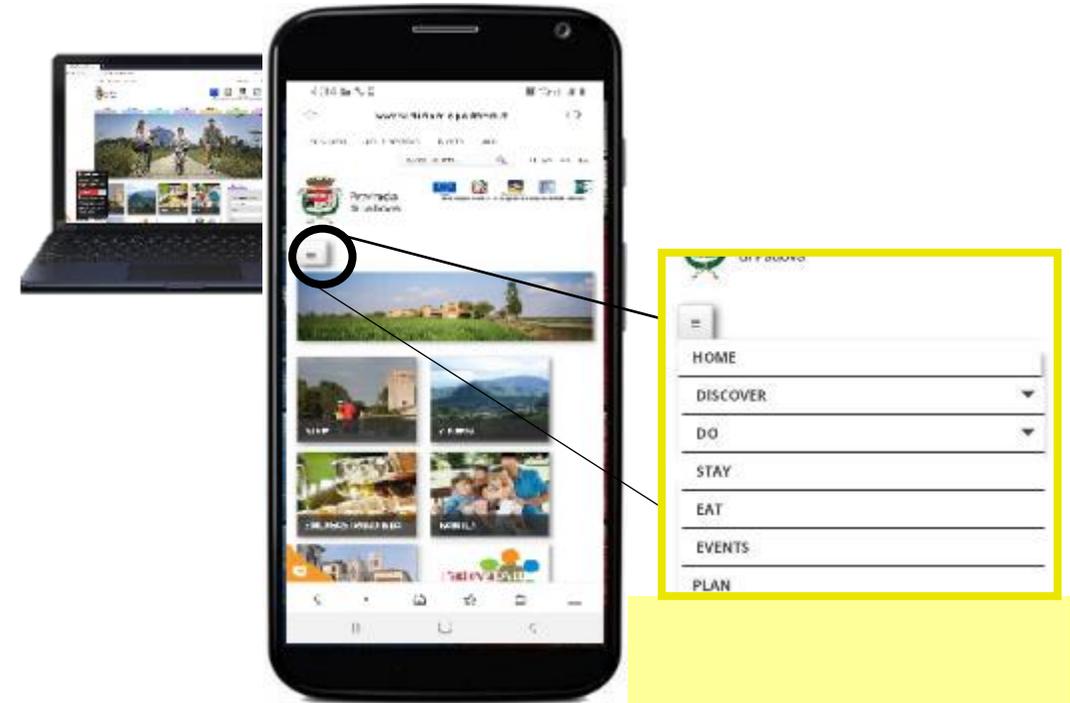


USABILITY

MOBILE FRIENDLINESS AND IMPAIRED USERS



Source: search.google.com/test/mobile-friendly

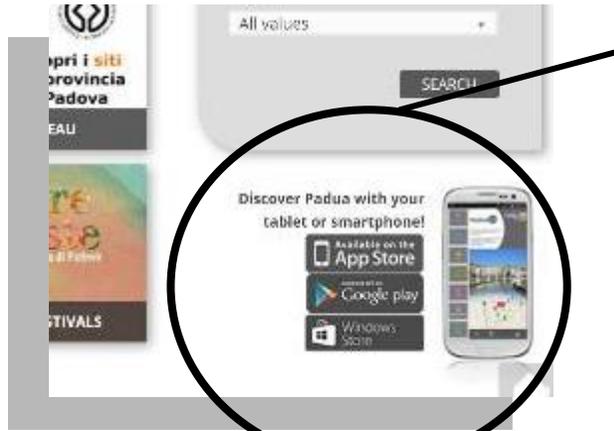


- SAME CONTENT IN DESKTOP AND SMARTPHONES
- RETRACTABLE MENU WITH NO COLORS.

IMPAIRED USER
NO INFORMATION IS PROVIDED TO IMPAIRED USERS

USABILITY

SERVICES



Software compliance:
App Store, Google Play, Windows Store

Only in Italian

GOOD USE OF
ICONS AND
READABLE MENU

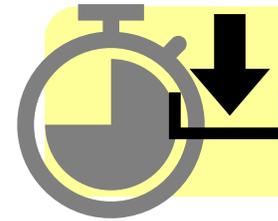
No breadcrumbs

Google maps don't work
Some links don't work

Lack of images

USABILITY

WEBSITE DOWNLOAD TIME



**VERY SHORT DOWNLOAD
TIMES WORLDWIDE**



Pingdom Website Speed Test

ASIA	EUROPE		NORTH AMERICA		SOUTH AMERICA	PACIFIC
JAPAN	GERMANY	UNITED KINGDOM	WASHINGTON D.C.	SAN FRANCISCO	BRAZIL	AUSTRALIA
4.92 s	1.11 s	1.34 s	1.65 s	3.20 s	3.87 s	4.62 s

Source: <https://tools.pingdom.com/>

STRENGTHS & WEAKNESSES



	NOT PROPERLY TRANSLATED
EASY LAYOUT AND TOOLBAR ACCESS	WEAK AND CONFUSING IDENTITY
AVAILABLE IN FOUR LANGUAGES	NON-APPEALING LOGO DIFFERENT FROM THE ONE USED IN SOCIAL NETWORKS
A LOT OF DOWNLOADABLE MATERIAL, GUIDES AND BROCHURES IN ENGLISH, FRENCH AND GERMAN	NOT UPDATED
THE WEBSITE'S SOFTWARE WORKS WELL, WHEN OPENING IT ON DIFFERENT BROWSERS	INSUFFICIENT PICTURES AND VIDEOS POOR PICTURES' QUALITY EVEN IN THE MEDIA SECTION
MOBILE APP WITH LOCAL PUBLIC TRANSPORT	NO MENTION OF THE PANDEMIC
TIMETABLES AND WEATHER FORECAST CONSTANTLY UPDATED	THE WEBSITE APPEARS TO BE UNSAFE, BECAUSE ITS TRANSMISSION PROTOCOL IS HTTP INSTEAD OF HTTPS.
MANAGEMENT INFORMATION IS EASY TO FIND	MANY (725) BROKEN LINKS
	SOCIAL NETWORKS NOT MENTIONED IN THE WEBSITE, AND NOT UPDATED