

BERGAMO QUEST E UNIBG

December 15, 2016



GOAL

The application **Bergamo Quest** was created by the **Routes Software SRL**, specializing in the development of digital solutions and mobile apps.

The goal of the app is to offer a service to both tourists in Bergamo and locals providing a tool to explore the city in unusual way, through a sort of interactive treasure hunt.

AGENDA

Tourism in the digital age

- Introduction
- Overview
- Our solution
- Bergamo within the digital tourism market

Bergamo-Quest Explore the city playing

- Realization of the project
- Launch of the app
- Results of survey
- Communication channels
- Quest plus Bergamo

TOURISM IN THE DIGITAL ERA

Introduction

The digital tourism has revolutionized the way people research, plan and live a trip or vacation. The data shows that the time that tourists spend to organize a trip is equal to the time of the trip itself.

Most of the research and subsequent bookings are made online, so that the digital tourism is worth 9.5 billion only in Italy, with the ongoing growth especially with the use of mobile devices.



Fonte: <http://www.lastampa.it/2015/10/09/tecnologia/it/turismo-digitale-in-italia-vale-miliardi-un-quinto-delle-transazioni-totali-xCMITSWPigvOxo5ASjUoK/pagina.html>

TOURISM IN THE DIGITAL ERA

Bergamo within the digital tourism market

The data shows that Bergamo is a great attraction for tourists. Also the use of digital tools to manage their holiday increases more and more :

- Number of tourists in Bergamo in 2015: **1.2 milioni**
- **49%** use digital maps and navigation
- **21%** use digital guided tours or additional info
- Average daily spending per person: **113 €**
- **60% Italians and 40% foreigners**

Fonte: <http://www.provincia.bergamo.it/provpordocs/cs%20dati%20turistici%20MONITORAGGIO%20DATI%202015%20COMPLETO.pdf>

TOURISM IN THE DIGITAL ERA

The current scenario

Nowadays, the tools to plan and live the travel experience are numerous, but often ineffective.

The current scenario shows that:

- **The traditional instruments**, such as tourist guides, are rather inconvenient and not very engaging.
- Organization of a trip **takes time and attention**, which is increasingly more hard to find.
- The web provides a lot of information, but also too much of it, becoming confusing and almost misleading.

OUR SOLUTION:

An app that, based on geolocation, allows you to explore both Most relevant cultural aspects and curiosities of the city where you are strolling or you are visiting, through a new mode: a treasure hunting game.

(Android bit.ly/bq_android; bit.ly/bq_ios)



COMPETITORS

TRAVEL GUIDES

Bergamo City Tour
Visit Bergamo
Bergamo City Guide
Musei Bergamo
Tourist Eye
Pocket Guide

...

QUEST APPS

Gaiasmart
evolutionteam.eu
Cityquest.be
Questery
Pocket Adventure
Urban Explorer

EVENTS

Caccia al Tesoro

A background image showing three people (two women and one man) standing in a city square in Bergamo. They are looking at a map or a phone, and one woman is pointing towards a building in the background. The image has a blue overlay.

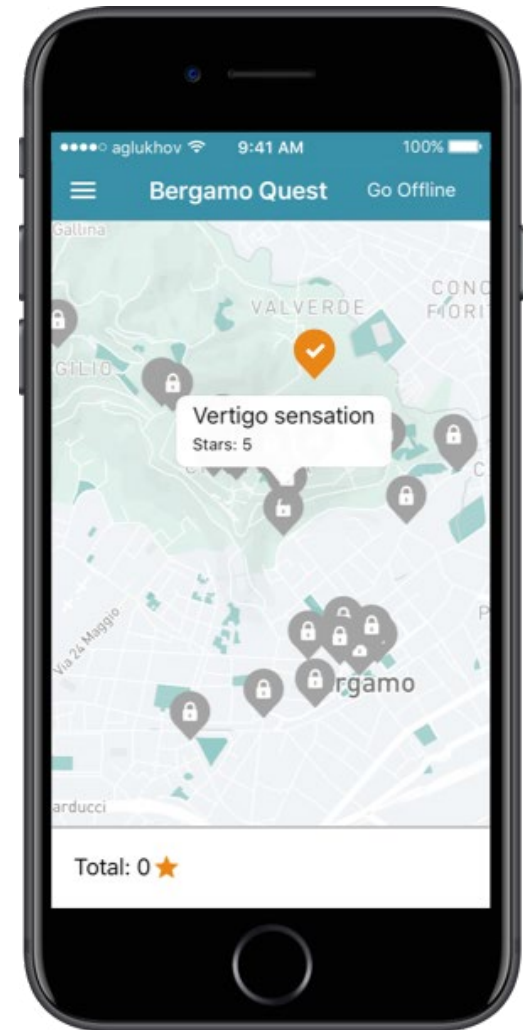
BERGAMO QUEST: EXPLORE THE CITY WHILE PLAYING



BERGAMO QUEST

EXPLORE THE CITY WHILE PLAYING

- Bergamo Quest has the purpose of enhancing cultural heritage and hidden gems in the city of Bergamo in a innovative way.
- The mechanism is simple and involving: quiz and riddles guide a treasure hunt.
- The city is fully mapped and includes 31 selected points of interest. In the moment in which you approach one of the locations, a push notification alerts you about being nearby some interesting spot.



BERGAMO QUEST

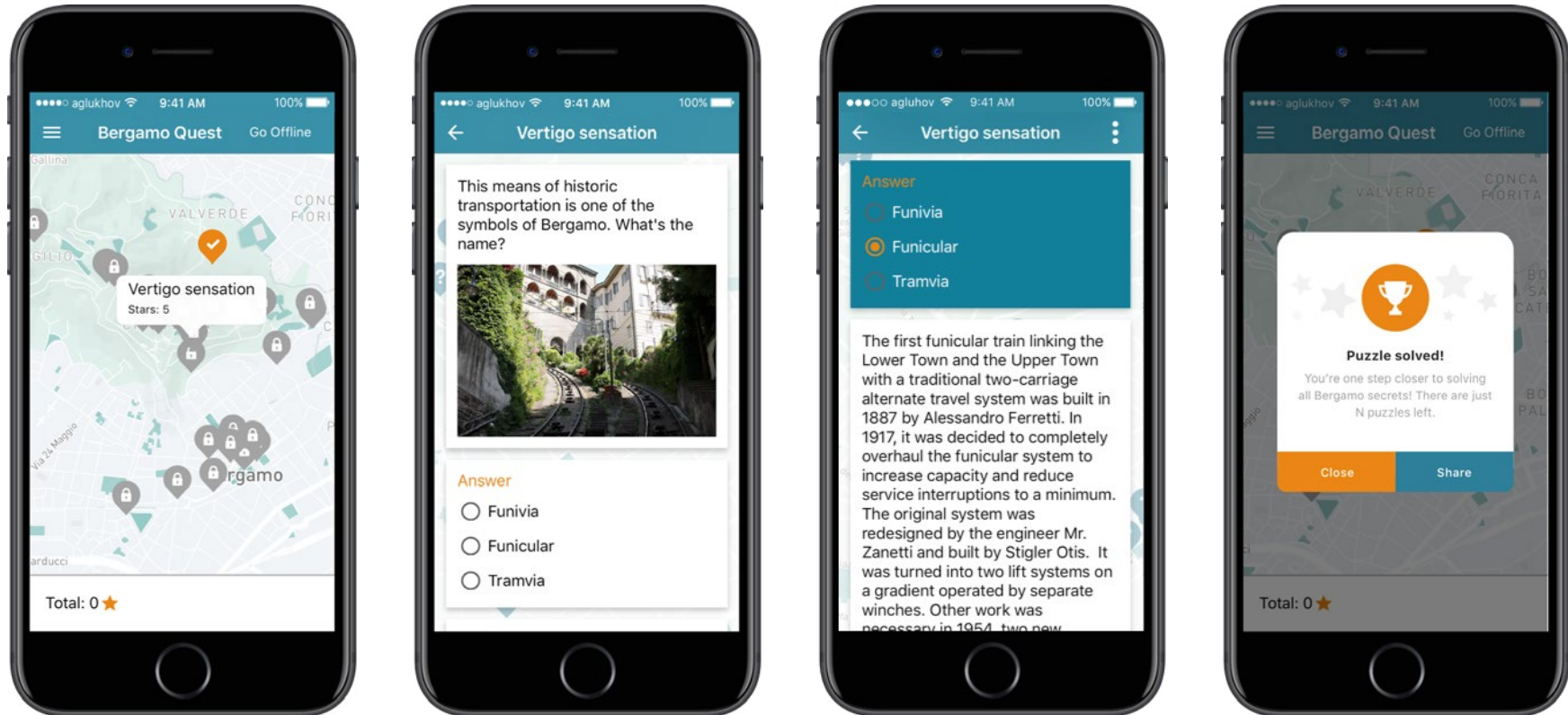
EXPLORE THE CITY WHILE PLAYING

- The app proposes a question to test the knowledge of the place: in case of doubt the hint can be revealed, as soon as user provides (or guesses) the correct answer, **the full description and detailed story is demonstrated on the screen to provide knowledge about Bergamo**
- For each correct answer **user gets the reward points**, permitting to compete with others till the final reward of being acknowledged as the Bergamo Expert

It's like having an interactive encyclopedia always in your hand.

BERGAMO QUEST

EXPLORE THE CITY WHILE PLAYING



BERGAMO QUEST

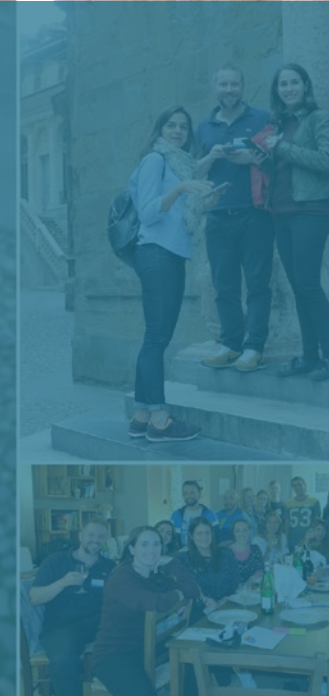
EXPLORE THE CITY WHILE PLAYING

The launch of the app

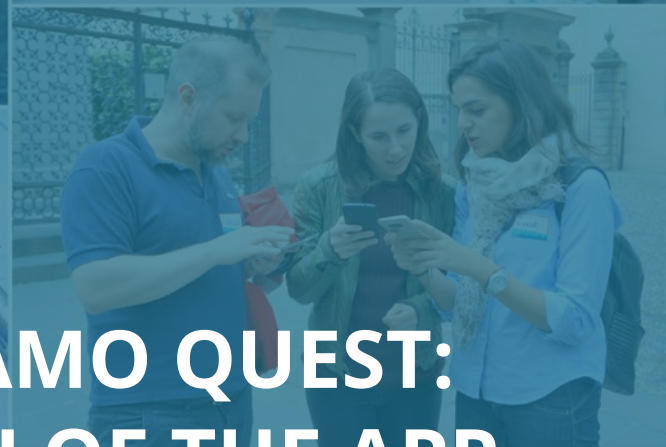
To test Bergamo Quest and get instant feedback on the very first release, the working team organized an event to launch the app, involving 20 young adults (target audience).

The event was held as follows:

- meeting and presentation of the app in the courtyard of GAMeC;
- division of the participants into small groups;
- launch of the game;
- meeting after about 3 hours for the final drinks, the prize and the discussion of the players' feedback.



BERGAMO QUEST: LAUNCH OF THE APP



BERGAMO QUEST

Users' Survey

○ Objective

This report outlines the **results** of a survey carried out to test the Bergamo Quest app and determine **the attitude, the reactions and the opinions** of those who took part in the launching event.

This helps to identify the **strengths and weaknesses** of the app and evaluate the best way to develop the project in the future.

○ The survey

16 people accepted the invitation to test the app in town.

After the event, 15 out of 16 participants sent the survey completed. Several interesting suggestions emerged by each of them. All the results are reported and commented in the following slides.

DATA ANALYSIS

o The target audience

Data di nascita (14 risposte)

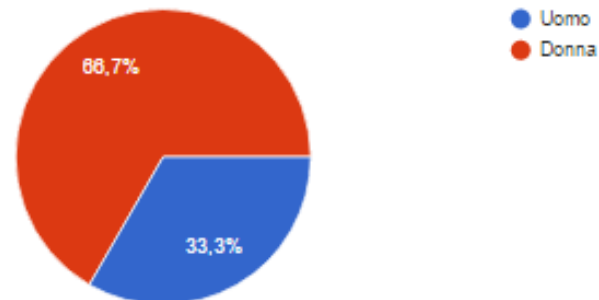
nov 1972	13
apr 1979	17
mag 1980	19
mag 1982	27
nov 1982	22
feb 1986	10
apr 1986	12
mag 1986	20
ago 1986	21
nov 1986	18
feb 1988	24
mar 1989	23
giu 1991	11

Profiling the participants:

It is shown that the target audience is composed more by **women** (66,7%) than by **men** (33,3%)

On the whole, the people interested in testing the app are in the **age range** 26-36.

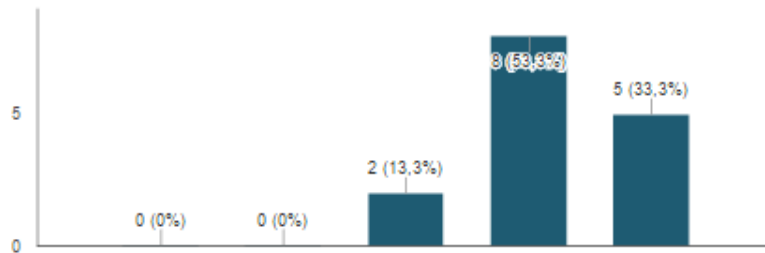
Genere (15 risposte)



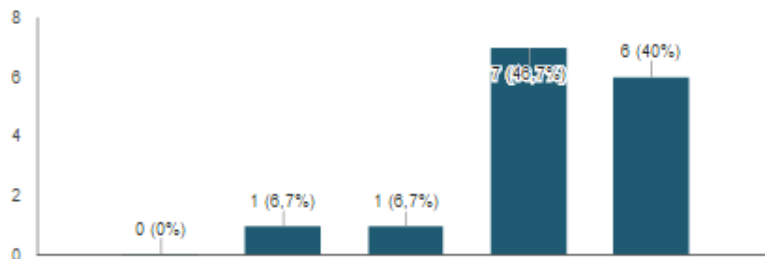
DATA ANALYSIS

○ The feeling with the app

L'app Bergamo Quest ti è sembrata coinvolgente? (15 risposte)



La trovi semplice da utilizzare? (15 risposte)



Engagement rate

- Here again, by far the largest number of those questioned, responded positively. In fact, the app is found **engaging by 8 people, quite engaging by 2 and very engaging by 5** of them.

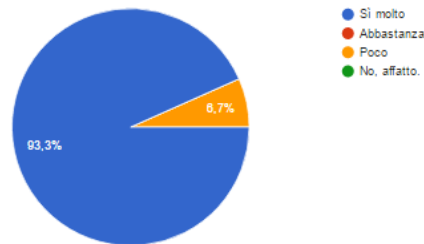
Ease of use

- The good feeling our target demonstrates, is a consequence of a user friendly approach. As a matter of fact, **13** out of **15** find the app **simple** to use. However, **2** of them **don't find it so easy**.

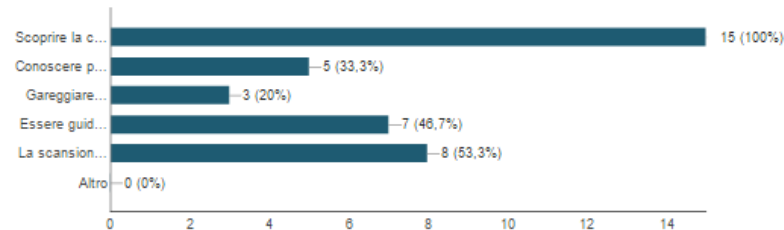
DATA ANALYSIS

○ The event

Ti è piaciuto l'evento che abbiamo preparato per te? (15 risposte)



Quali sono stati gli aspetti maggiormente positivi? (15 risposte)



Assessment

- It is evident that most participants **(93,3%) enjoyed** the the event very much. However, one person didn't appreciate it so much.

Top elements

- It is generally felt that the event has been successful because the **app itself is enjoyable and appealing**. In fact, everyone had fun exploring the city in the new way offered by the app. **(100%)**
- The second most appreciated element is the **structure and the organization of the event. (53,3%)**
- Third place for having the chance to **visit a city without heavy and unwieldy guidebook**. People look for something **rich in contents and user friendly. (46,7%)**.
- Meeting **new people (33,3 %)** and compete to get a **prize (20%)** are good extras.

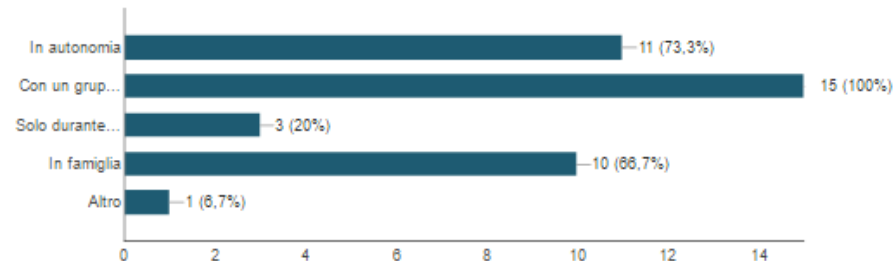
DATA ANALYSIS

○ New digital frontiers

Hai un'applicazione a pagamento sul tuo cellulare o tablet? Se sì, quale?
(15 risposte)

No
No
No
no
no
no
nessuna
nessuna
YNAB, Lingvo
whatsapp
tweetbot, netflix, ilmeteo, gamepass, 1password, scan, screenshot
Nessuna
WhatsApp? è a pagamento bho
orobie map, runstatic pro
Whatsapp, Netflix, Spotify

Pensi che Bergamo Quest sia adatta per un uso: (15 risposte)



Free VS non free apps

- The majority declares to have only **free apps** on their mobile (9 people), someone is not sure whether whatsapp is free or not (that means that it is so useful to him/her that he/she doesn't care if it has to be paid), the other apps mentioned are related to **sport and entertainment**, such as Netflix, Spotify, Gamepass, Runstatic pro, Orobie map, Tweetbot, Gamepass, 1password, **finance** like YNAB and **foreign languages** like Lingvo.

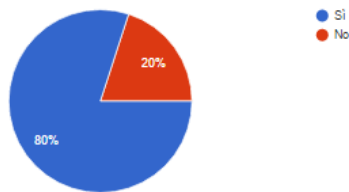
Who's the best company to enjoy Bergamo Quest with?

- Bergamo Quest is perceived as a great app to be used **with a group of friends (100%)**, nevertheless, **73,3 % and 66,7%** believe it is a good way to explore a city **independently** or with their **families**, respectively. Only 20% considers it as an app to be utilized **only during events**. Finally, 6,7% suggests that it can be enjoyed during **corporate events**.

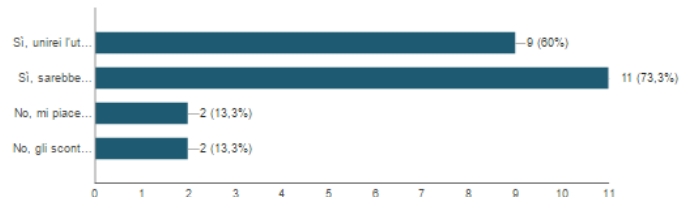
DATA ANALYSIS

○ New digital frontiers

Mantenendo tutti i percorsi gratuiti, durante il gioco saresti interessato a ricevere consigli su ristoranti, bar locali, pub, negozi della città?
(15 risposte)



Ti farebbe piacere se l'app ti accompagnasse anche in luoghi della tradizione locale nei quali avere degli sconti?
(15 risposte)



Commercial tips 1/2

- The idea of **mixing** the exploration of cultural heritage with some good advice about local business is happily embraced by 80% of our interviewed. Only 20% is not interested in commercial tips.

Commercial tips 2/2

- Having discounts and getting in touch and with traditional and local businesses through the app is considered a **further service** to discover typical places by **11 people**, enjoyable and useful by **9 people**. On the contrary, **2 people are not interested in discounts** and other **2 interviewed want to focus only on cultural attractions**.

DATA ANALYSIS

○ New digital frontiers

Se fosse a pagamento, quanto faresti pagare questa app? (15 risposte)

0,99€
0,99€
0,99
Dai € 3,90 non oltre i € 4,50
Massimo 10 euro
3-4 eur per un gioco
5 €
1.5
3 euro
Non saprei
Non più di 2 €
L'intera app, 3 euro massimo. Se l'app è free, in formula freemium, pagherei i contenuti premium sui 0,50 centesimi. Sta a voi suddividerli in modo tale da avere un guadagno.)
1.90
Se ben sviluppata euro 10
Se fosse un app su varie città 5-10 euro

Commercial assessment

- Based on our participants' answers, the price range of this app looks quite large: from 0.99 € to 10 €
- Most surveyed (3 out of 15) evaluate **0,99 €** as the right price.
- Then it fluctuates from **1.5 to 4 €**, pointing out that prices like this can be accepted only after enhancements.
- Those who assess it around **5-10 €**, underline that it needs to cover more cities and it has to be very well developed.
- One person has no idea about a hypothetical price, and another one suggests that the app could be kept **free of charge**, asking people to pay for **premium contents**. Each one may cost around **0.50 €**.

CONCLUSIONS

○ To sum up

The results of this survey reveal that:

- By far the largest number of those surveyed **enjoyed the experience** of using the app as a means of knowledge and entertainment, which indicates that the main goal of the app can be considered achieved.
- **Contents**, and the way they are offered were appreciated, even though most of the participants highlighted that many elements can be implemented.
- In terms of **usability**, **technical issues** emerged as the first things to amend, **secondly** a clearer way to get to the attractions through a suggested route and **thirdly** some advice to make this app more appealing and viral.
- Although free apps are more common, it is not excluded that people could download it even if they are asked to pay a small sum of money. However, they need to have a **strong reason to pay** either for that or for extra contents.



BERGAMO QUEST

EXPLORE THE CITY WHILE PLAYING

The communication channels of Bergamo Quest

- Facebook Page: <https://www.facebook.com/BergamoQuest/>
- Facebook / Instagram ads
- Adwords
- Direct involvement
- Events
- PR activities: local press and social media
- Flyers and promotional material
- Activities at Visit Bergamo
- Promoting Bergamo as a destination on Routes.Tips platform



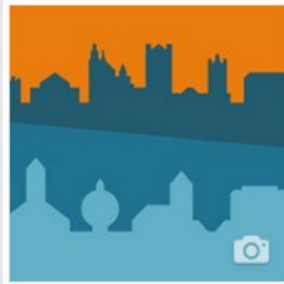
BERGAMO QUEST

EXPLORE THE CITY WHILE PLAYING

The Bergamo Quest strong sides

- Extremely easy to use, completely **user friendly**
- Diverse and **constantly updated content**
- Possibility to **use the app offline**
- Using the **Content Management System Bergamo Quest** for the editing and insertion of the content. It is a system that allows to add new **personalized content in a very simple way**: updates for Bergamo or even dedicated app for the new city
- Suitable for **use by individual travelers or for groups, for the families, during events**





Bergamo Quest

@BergamoQuest

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About

Photos

Events

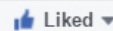
Likes

Videos

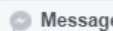
Posts

Manage Tabs

Promote ▾



Liked ▾



Message ▾



More ▾

Use App

**Bergamo Quest** added 8 new photos from October 3 at5:15pm to the album: Bergamo Quest Meet Up — with Merve Murathanoglu and 8 others in [Bergamo, Italy](#).

Published by Yulya Besplemennova [?] · October 3 at 5:15pm · ·

È già martedì, ma vogliamo ricordare ancora momenti più belli del weekend. Amici, scoperta e Bergamo Quest! Guarda i nostri esploratori in azione [#bergamoquest](#)



766 people reached

Boost Unavailable



Like



Comment



Share



Buffer



Bergamo Quest, Maja Montrasio, Enricone Carlson Milardi and 11 others

1 share



Write a comment...



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PEOPLE ALSO LIKE

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Political Party

**Pelle Cap**

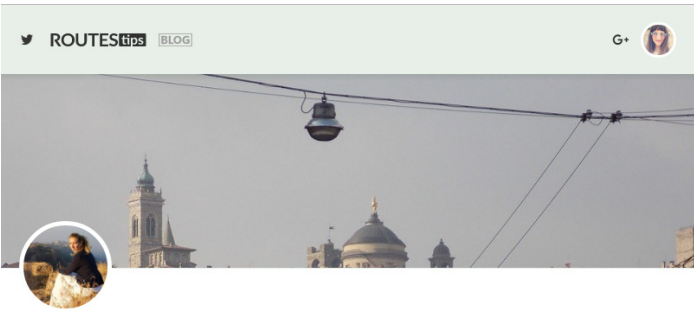
Clothing (Brand)

**Interno 13**

Non-Profit Organization

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Top 10 Attractions in Bergamo

by Marie-Berdine Steyn Avid Traveler f 21

02 Nov 2016

0 5



This historic city, dating back to medieval times, has two district centers – [Città Alta](#), and [Città Bassa](#) – situated in the Lombardia region of Northern Italy. Città Alta, (upper town), is a walled city with historical buildings, monuments, museums and much more. Città Bassa, (lower town), showcases 19th and 20th-Century architectural marvels.

10. Funicular Railways Provide Superior Connectivity

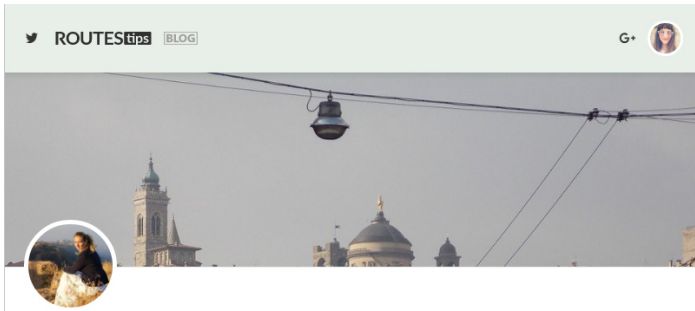


Funicolare per Città Alta, Bergamo, Italy. (Photo Credit: [Geobia](#))

Bergamo has very effectively solved the transportation problem long ago by introducing two funicolari (funicular railways) – one linking Città Bassa with Città Alta, and the other connecting Città Alta with San Vigilio that lies above it. These trains, first introduced in 1897, are the most convenient mode of travel, since their quick frequency makes it possible to explore the city in detail. (Single journey- tickets or 3-day tickets are available for purchase).

Largo porta S. Alessandro
Funicular railways
+39 035236026

9. Il Campanone – A Tower Bell That Has Conquered



The Top 10 Travel Tips for a Vacation to Bergamo

by Marie-Berdine Steyn Avid Traveler f 21

12 Dec 2016

0 3



Bergamo is one of the most charismatic little places in Italy – you will certainly fall in love with its cozy atmosphere, terrific nature and relaxed lifestyle. There are although aspects that might impact your journey. We therefore searched for some of the top travel tips to make most of your trip to Bergamo.

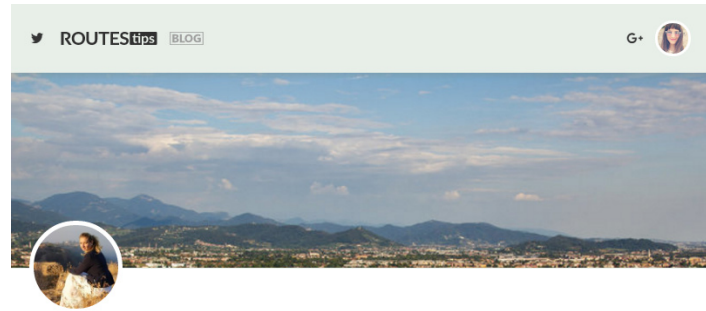
10. Pack Your Comfy Shoes



(Photo Credit: [Dassel](#))

Prepare to walk a lot. Although Bergamo is a pretty small place, there's a lot of hills to climb and things to see in both Old Town (Città Alta) and New Town (Città Bassa). If you don't want to be exhausted or annoyed by the end of your very first day there, pack your most comfortable walking shoes or sneakers.

9. Plan One Day Extra



A Short Guide to Bergamo

by Marie-Berdine Steyn Avid Traveler f 21

09 Dec 2016

0 7



Located in northern Italy and bordering the Bergamo Alps, the city of Bergamo is abundant in Italian culture and natural beauty.

With a population of just under 120,000 and covering only 40 square kilometers, this quaint little city, nestled in the Province of Bergamo, has surprisingly a lot to offer.

It is furthermore one of the most interesting cities in Lombardy for its geographical peculiarities, art heritage and industrial business. It is located at the edge of the Lombard plain, at the junction of the Brembana and Seriana valleys and it is neatly divided into two parts: Bergamo Bassa (249 m), flat, modern and lively; and Bergamo Alta (365 m), hilly, Medievally taciturn and peaceful.

Only one hour's drive from Milan, it is worth setting aside at least a few days in your travel itinerary for.

Best time to Visit Bergamo

Italian Spring - (April to June)

Italian Autumn - (September and October)

Italian Winter - (December: Christmas time in Bergamo can be very special. The Christmas markets and the decorations all around the city make this place full of magic. Masses, especially the one sung at midnight on Christmas day, are very touching. December is a cold month, it can be even snowy, but the high festive spirits make up for the chill).



Rocca provides a strategic position and offers great views over the valley. Bergamo, Italy. (Photo Credit: [Denis Bulichenko](#))

Estimated Time to Visit Bergamo

The background image shows two smartphones, a white Samsung and a dark blue iPhone, both displaying the 'Bergamo Quest' app. The app interface features a map with various quest locations marked by icons. The Samsung screen shows a status bar with 70% battery and the time 17:24. The iPhone screen shows a 'GO OFFLINE' button. The text 'Total: 5 ★' is visible at the bottom of the Samsung screen, and 'Total: 20 ★' is visible on the iPhone screen.

CONTATTI

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Questions & suggestions?

