

A 7Loci Questionnaire

which is available at the course's webpages, and can be used – and/or improved... – to begin practising quality evaluations of the DMOs' web presence.



What Are We Talking About Today?



1. A Model from the 7Loci Meta-Model
2. Questions about Identity
3. Questions about Content
4. Questions about Services
5. Questions about Individuation
6. Questions about Management
7. Questions about Usability



A Model from the 7Loci Meta-Model



The questionnaire we're presenting here – which you may also access on line upon registration – is a quality evaluation model derived from the 7Loci meta-model. It's been designed to consider the main actors – and the relevant needs – involved in DMOs' (Destination Management Organizations') websites and web presence. The questions printed here in black correspond to the original ones, proposed in the course text Mich, Franch, Gaio, "Evaluating and Designing Web Site Quality". But you'll find more questions here, printed in red. They have been added along the years, to cover new functions or technicalities which have gradually emerged. It may be useful to discuss why these new questions have been added to the original ones. We may then decide whether more new questions should be added.

Questions about Identity



Identity ∴ Quis? ∴ Who?

- | | | |
|--|--------------------------|--|
| Website brand | <input type="checkbox"/> | Does the website clearly show an identity ? |
| Destination image | <input type="checkbox"/> | Does the website clearly identify what sort of tourism can be performed in the destination? |
| Destination geographical position | <input type="checkbox"/> | Does the website clearly identify where the destination is? |
| Graphic Design | <input type="checkbox"/> | Does the website have a suitable graphic layout ? |
| Personalization | <input type="checkbox"/> | Does the website promise to provide different content for different targets ? |

Questions about Content



Content ∴ Quid? ∴ What?

Managers content compliance

Do you believe that the website's content fulfils the **managers' needs**?

Info on Managers

Does the website clearly provide **information on the managers**?

Users Content Compliance

Do you believe that the website's content fulfils the **users' needs**?

Info Content

Does the website provide **clear and sufficient text** content?

Media Content

Does the website provide **clear and sufficient multimedia** content?

Links

Does the website provide **useful external** links?

Events

Does the website provide **information on scheduled** events?

Downloadable Material

Does the website provide some **useful** downloadable material?

Sources Copyrights

Does the website **declare** the involved copyrights?

Questions about Services



Services .. Cur? .. Why?

- | | | |
|---------------------------------------|--------------------------|--|
| Managers service compliance | <input type="checkbox"/> | Do you believe that the website's services fulfil the managers' needs ? |
| Users Services Compliance | <input type="checkbox"/> | Do the website's services fulfil the users' needs ? |
| Meteo | <input type="checkbox"/> | Does the website provide meteo information ? |
| Transport | <input type="checkbox"/> | Does the website provide or link useful information on local transport? |
| ECommerce | <input type="checkbox"/> | Does the website provide or link e-commerce functions ? |
| Ecommerce Services Compliance | <input type="checkbox"/> | Do the e-commerce functions, if any, work ? |
| Security | <input type="checkbox"/> | Is the website secure ? |
| Privacy | <input type="checkbox"/> | Does the website respect the users' privacy ? |
| Cartography | <input type="checkbox"/> | Does the website provide or link a georeferenced cartography ? |
| <u>Location-Based Services</u> | <input type="checkbox"/> | Does the website provide LBSs ? |

Questions about Individuation



Individuation ∴ Ubi? ∴ Where?

- Search engine positioning** Is the website **well positioned** on the main search engines?
- Office geographic position** Does the **geographical position of the website's managing office** appear on web services like Google Maps?
- Domain Name** Is the domain name easily **remembered**?
- Basic Communication** Does the website allow communication **with its users**?
- Offline Communication** Does the website suggest offline communication **channels**, too?
- Communication among Users** Does the website allow communication **among its users**?
- Social Networking** Does the website manage social networking **pages** linked to the website?
- Social Engagement** Does the website **effectively** engage people through its social networking?
- Communication among Actors** Does the website appear to allow communication **among** the destination's **actors**?

Questions about Management



Management .. Quando? .. When?

- Code compliance** Does the website's **software** work?
- Update** Does the website appear to be **regularly** updated?
- Links Compliance** Do **all** of the links work?
- Technologies** Is the website **technologically** updated?

Questions about Usability



Usability ∴ Quomodo? ∴ How?

- Menu Is the **navigation** easy and clear?
- Full Text Research Is an **internal** search engine provided? **Does it work** properly?
- Site Map Is a site map **available**?
- Download Time Is the whole homepage visualized in **less than five seconds**? [*]
[*] The download time may be stated by recurring to [pingdom](#).
- Cultures Does the website provide different editions in different **languages**?
- Cultures Compliance Are the different editions **really** in different languages? Is the content **completely** located?
- Language & Icons Does the website use **clear and sufficient** icons and language?
- Hardware & Software Compliance Please mark "yes" if no special plugin (like Adobe Flash) is needed.
- Impaired users Are impaired users **considered**?
- Mobile Compliance Is the website **readable** on a smartphone, and/or recommends an **app**?