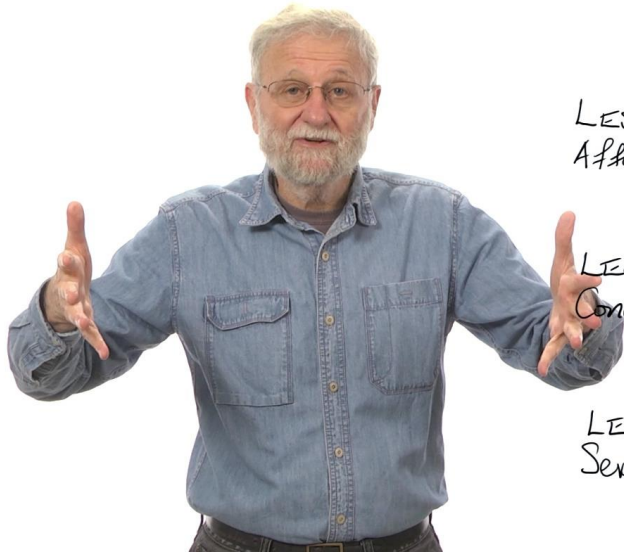


QUALITY.

MODELS & META-MODELS. THE 7LOCI



LESSON 1
Affordances & Signifiers

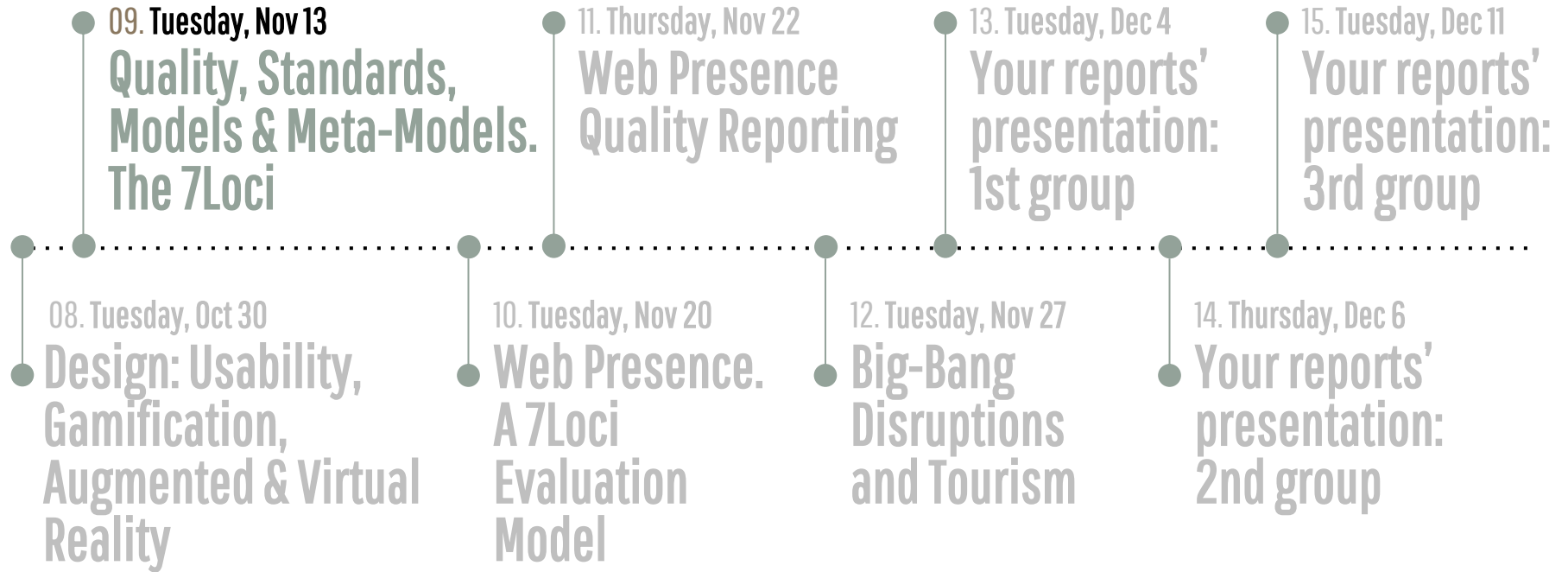
LESSON 2
Conceptual Models

LESSON 3
Seven Stages of Action



International
Organization for
Standardization

TODAY



WHAT ARE WE TALKING ABOUT TODAY?



1. MEASURING QUALITY?
2. STANDARDS
3. MODELS
4. RHETORIC, JOURNALS & LOCI
5. THE 7LOCI META-MODEL
6. A META-MODEL FOR WEBSITES
7. AND FOR DMO WEBSITES...?



image credit to infinityimmigration.com, BC, Canada

“MEASURING 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)



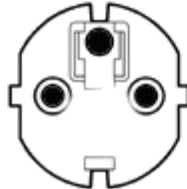
D (BS546 5 A version of Type M)



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

THE MODEL WE'RE ADOPTING



Feature Article

Evaluating and Designing Web Site Quality

Luisa Mich, Mariangela Franch, and Loris Gaio
University of Trento

The 2QCV3Q model helps developers evaluate Web site quality from both owner and user viewpoints. It highlights elements that, when suitably combined, permit thorough site assessment and guide development.

There are many reasons to evaluate a Web site's quality. The growth of e-commerce, for example, has made a company's success more dependent on the quality of its Web site, whether its goal is commerce or content presentation. For every site, regardless of its mission or objectives, the competitor is only a link away, and attracting and keeping users becomes paramount. In this sense, a "high-quality" Web site is one that meets its owner's and users' requirements.

The ISO defines quality as "the totality of characteristics of an entity that bear on its ability to satisfy stated and implied needs."¹ Two requirements for Web site evaluation emerge from this definition:

Invention and redefined in medieval treatises. Since the 1940s, journalism has applied a simplified set of these loci in the form of five questions: who, what, why, when, and where (coordinates that make an expression into a communicative act).⁴ These principles let the model meet the first requirement, the need for completeness.

To account for specific site purposes, 2QCV3Q permits a multistakeholder approach that considers the viewpoints of all involved: the site's sponsor (usually the owner), its users, and those involved in its design and implementation. This becomes crucial when we consider that people involved in site development—graphic artists, marketing staff, Webmasters, software engineers, and so on—have different skills and therefore different priorities and attitudes.

Graphic designers, for example, often oversee Web site development projects but may be unaware of the characteristics of the technology determining the site's performance. Likewise, software engineers unacquainted with semiotics, graphics principles, or marketing, may create a site that fails to convey the company's image and therefore to achieve its goals.

The 2QCV3Q model takes its name from the initials of the Ciceronian *loci* on which we based it. The model's first version (2QCV2Q)⁵ focuses on site evaluation following six main dimensions, corresponding to six *loci*. The second version, extended for site design, includes the seventh *locus* included in classical rhetoric lists. This lets us consider especially important elements for Web site development projects.

The **ISO definition** of quality is a **cornerstone** of the quality evaluation **model** we're adopting. Our model was proposed, and has been developed, at the University of Trento.

It is currently called **7Loci**.

It was initially called **2QCV3Q**.

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”

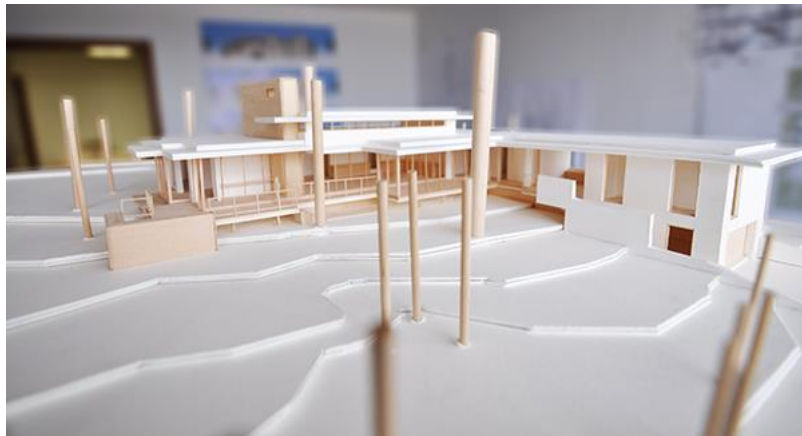


image credit to Ponoko



image credit to Australian Entertainment Talent Agency

DON NORMAN



Let's stick, however, to **a more fitting definition.**

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



image credit to Ponoko



LESSON 1
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ANCIENT ROMAN RHETORIC



Our 7Loci model combines the ISO definition of quality with the **loci** from the classical **rhetoric**.

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

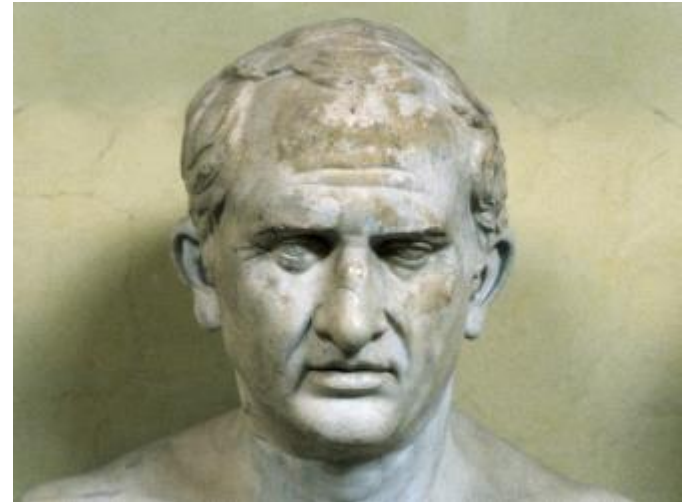


image credit to history.com

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?**)



image credit to [mercatornet.com](https://www.mercatornet.com)

THE 7LOCI META-MODEL



Strictly speaking, 7Loci is a **Meta-Model**: a model that allows generating models.



A META-MODEL FOR WEBSITES



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**

A 7LocI MODEL FOR DMO WEBSITES?



Can we take the 7LocI meta-model
and generate a specific model to be
used with DMO websites?

Why not?



image credit to infinityimmigration.com, BC, Canada

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” – social networks)
- ✓ 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** really **able** to evaluate our chosen websites feasibility...

AND WHAT ABOUT MEASURING?



image credit to swisstiming.com

Just an anticipation for the next lecture.



image credit to Il Post

TODAY'S KEY POINTS

1. MEASURING QUALITY?
2. STANDARDS
3. MODELS
4. RHETORIC, JOURNALS & LOCI
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THANKS FOR YOUR ATTENTION

Picture from the 2013 Workshop