

# WEB PRESENCE. A 7LOCI EVALUATION MODEL

WHICH IS AVAILABLE AS A  
REFERENCE AT THE COURSE'S  
WEBPAGES,  
AND CAN BE USED - AND/OR  
IMPROVED - TO BEGIN PRACTISING  
QUALITY EVALUATIONS OF  
DESTINATIONS' WEB PRESENCE.



# TODAY



# 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 may be accessed on line at <https://kiwimilano.it/dct/>, and used as a reference – is a quality evaluation **model** derived from the **7Loci meta-model**.

As we saw, the main theoretical bases the 7Loci meta-model are the definition of **quality** provided by the **ISO**, and the **seven loci** from the **classical rhetoric**.

This questionnaire has been designed, discussed and improved in time in order to consider the main actors – and the relevant needs – involved in DMOs' (Destination Management Organizations') websites and **web presence**.

# BLACK QUESTIONS VS. RED QUESTIONS



The **questions** printed in **black** correspond to the original ones proposed in our course text Mich, Franch, Gaio, “Evaluating and Designing Web Site Quality”, where the 7Loci meta-model was introduced under its initial name 2QCV3Q.

Models, however, evolve in time, and you’ll find more questions here, printed **in red**. They have been added after discussion along the years, to cover new functions or technicalities which have gradually emerged in the Web.

It may be useful to discuss **why** these **new questions** have been added to the original ones. And you definitely may add **more relevant questions** to your quality evaluations, when providing quality evaluations yourselves.

# QUESTIONS ABOUT IDENTITY



Since most of the questions are self explaining, notes in this presentation do not consider them one by one. These notes simply underline some sides of the questions which may not be immediately clear.

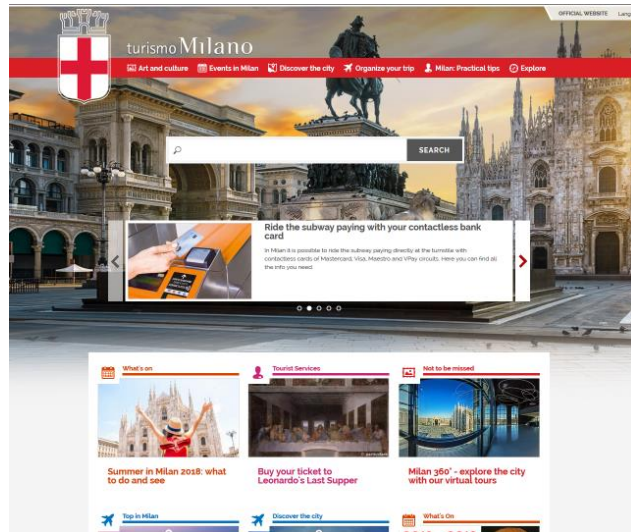
## Identity .. Quis? .. Who?

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

# IDENTITY. WEB vs. SOCIAL



When considering **identity**, the **official web presence** of a destination should be confronted with its **social presence**. Are they consistent?



# IDENTITY. A MAP

We saw that a map of links among the official and semi-official components of a web presence should be drawn. This map of the official and semi-official web presence of Normandy was produced by your colleagues last year.

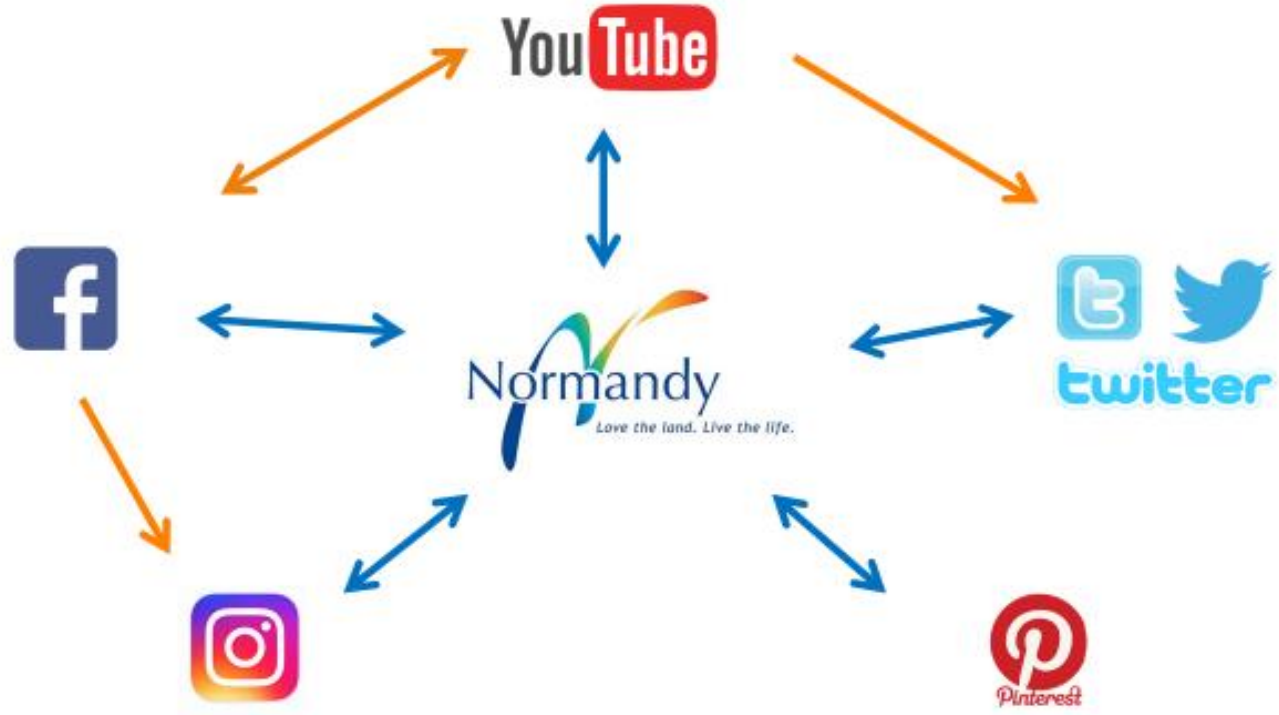


image credit to IconFinder





# IDENTITY. THE REST OF THE WORLD



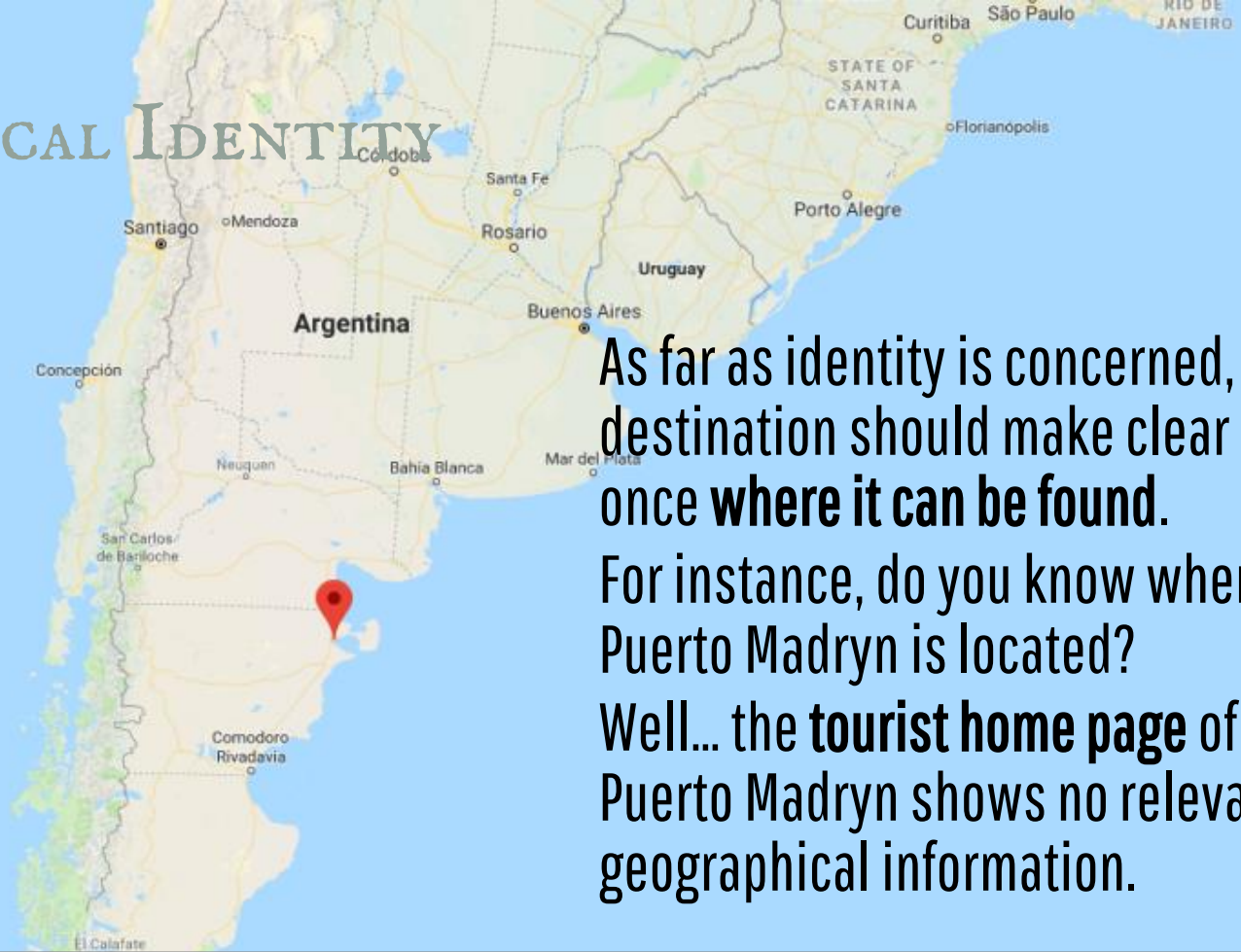
We've also seen that the **web reputation** of any entity – a destination, in our instance – includes what is published on the Web outside its control.

This means that **an entity is in fact present on the Web** under the species of what **anyone** (or any machine) **publishes** about it **anywhere** on the Web.

We've also seen that there are **tools** – starting from **Google Alert** – which help **tracing** what is published about an entity **outside the entity's control**.

Therefore, any quality evaluation of a destination's identity should make use of these tools, and do so in time.

# GEOGRAPHICAL IDENTITY



As far as identity is concerned, any destination should make clear at once **where it can be found.**

For instance, do you know where Puerto Madryn is located?

Well... the **tourist home page** of Puerto Madryn shows no relevant geographical information.

# 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?

# LINKS TO NEEDED CONTENT



A destination official website is requested to make available **all sorts of information** that **users** may request to access.

Some pieces of information, however, must **not necessarily** be **part** of the website itself.

Think of detailed information on **events**, for instance.

If the destination official website provides direct and working links to the webpages of scheduled **events**, this solution is perfect for users.

The only problem is whether such links **are provided**, and **work**.

# QUESTIONS ABOUT SERVICES



## Services .. Cur? .. Why?

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

# SERVICES AS LINKS



As we saw, a destination official website is requested to make available **all sorts of information** that **users** may request to access.

Some pieces of information about services, however, must **not necessarily** be **part** of the website itself. Updating them day by day, or even hour by hour, would be absolutely unmanageable by the DMO staff...

Think of timetables of **local transport**, for instance.

If the destination official website provides a direct and working link to the local transport timetable, this solution is perfect for users.

The only problem is whether such link **is provided**, and **works**.

# E-COMMERCE FUNCTIONS



E-commerce functions, too, must **not necessarily** be **part** of the website itself. We considered in a previous lecture the **possible solutions** that a destination may adopt in managing its e-commerce about **accommodation**.

1. Doing nothing.
2. Linking to the hotels' websites.
3. Building its own platform.
4. Dealing with an OTA or a metasearch engine.

Solutions 2, 3 and 4 may all be considered **satisfactory**, after all, albeit in different ways and with **different levels of efficiency**.

# 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**?



# POSITIONING AND KEYWORDS



When verifying **positioning** – typically on Google and Bing search engines – digiting the name of the relevant destination may not be enough.

If you want to verify **how much**, for instance, Bratislava as a tourist destination is **visible** on the Web, you should not simply search by digiting “Bratislava” on a search engine.

You, instead, should also check whether Bratislava appears in the first resulting pages of a search engine by digiting “east Europe city tourism”, “Slovakia travel”, or “Slovakia city tourism.”

If it does, this means that web managers act efficiently in terms of competition.

# RANKING

A substantial factor is **how much** a website is actually **visited** and **linked**.

To retrieve information on how much websites are visited, we've seen during a previous lecture that some dedicated **tools**, like **PageRank** and **SimilarWeb**, are available on the Web.

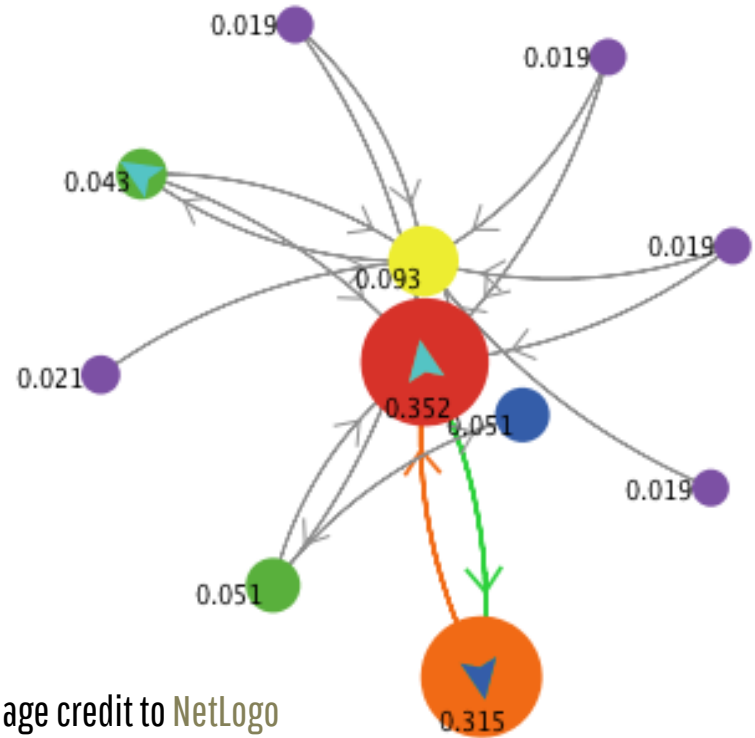


image credit to NetLogo

# B2C COMMUNICATION BASICS



The first thing to do when verifying whether the official website of a destination provides **communication with its users** is looking whether **e-mail** addresses are published, and are sensible as links.

The second thing to do is **writing** e-mails to the destination, see **whether** they **reply**, and if their replies are **useful**.

However, most **B2C communication** is based on **social networking**, today.

Therefore, users' engagement in social networking is a fundamental factor as far as the quality of web presence is concerned.

# ENGAGEMENT IN SOCIAL NETWORKING



As far as social networking **engagement** is concerned, verifying

- who (**managers vs. users**) mainly **posts** in the destination's **social pages**
  - in **which language** (national vs. global) most posts are published
  - to what extent **official** posts are **commented by users**
  - how **many** posts or comments are independently **placed by users**, and
  - how many **likes** and **followers** do the destination's social pages gather
- are all crucial things to do.

# DESTINATION MANAGEMENT SYSTEMS



We have seen that, digitally speaking, the ideal situation in which a destination can place itself is being able to rely on a **Destination Management System (DMS)**.

DMS allow **communication among actors** through a **platform**, where actors can cooperate, and results of which are made available to users as components of the destination's web presence. If this happens, **B2B** and **B2C** somehow meet.

Verifying the **existence of any DMS functions** simply by visiting the official B2C website of a destination is **seldom possible**.

More frequently, destinations have **separate B2B and B2C websites**.

This is, for instance, the case of **visitbritain.org vs. visitbritain.com**.

# 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?

# CONTENT UPDATE VS. TECHNOLOGY UPDATE



It is important to make a clear **distinction** between content update and technological update.

You can come across websites which are technologically speaking **old-style**, but where **users' needs are fulfilled** as far as content is concerned.

On the other hand, you can have technologically updated websites, the content of which does not satisfy the users' needs.

As a matter of fact, the **technology** staff in charge of a destination web presence very often works separately from the staff in charge of managing **customer relationships**.

# LINKS COMPLIANCE VERIFICATION



Tools, which are **available on line**, can be used to verify links compliance. **Linkchecker** is one of them.

Linkchecker must be downloaded and installed.

Another similar tool, **brokenlinkcheck.com**, can be accessed on line, instead, and is therefore maybe easier to use.

The screenshot shows the LinkChecker website homepage. The header is blue with the 'LinkChecker' logo and the tagline 'Check websites for broken links'. Below the header, there are sections for 'Introduction', 'Features', and 'Screenshots'. The 'Features' section lists various capabilities like recursive checking, support for different protocols (HTTP, FTP, etc.), and a plugin system. The 'Screenshots' section shows three small images: 'Command-line interface', 'Web client', and 'GUI web interface'. On the right side, there is a 'Downloads' section with buttons for 'LinkChecker 1.3.0', 'LinkChecker 1.4.0', and 'LinkChecker 1.5.0'. Below that, there are links for 'Give back!', 'Support', and 'Documentation'.



# QUESTIONS ABOUT USABILITY



Usability .. Quomodo? .. How?

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

# USABILITY BASICS



Basic navigation usability issues, like **menu** and **breadcrumbs**, have been introduced during a previous lecture.

As destinations' websites have to fulfill **multiple users' needs** – both before and during visits – and users, when consulting the website, may happen to search for very different sorts of information, a **full text research** function and a **site map** are particularly useful.

(Under some respects, however, a good **menu** can admittedly work as a site map.)

# DOWNLOAD TIME & MOBILE FRIENDLINESS



Tools, which are available on line, should be used to verify both download time and mobile friendliness.

As for download time, it should be checked through <https://tools.pingdom.com/> from all the servers available at pingdom, and on different days.



# UNDER WHICH LOCUS?



Finally, it is important to underline that loci and questions should not be used as a list of checkboxes.

Rather, loci and questions should be used as a **guideline**, in order to be sure to consider – as the ISO definition of quality recommends – **all the characteristics** of the analyzed entity.

As a matter of fact, some quality problems may be considered under different loci.

For instance, the problem of **links among the official and semi-official components** of a web presence certainly falls under **identity** problems, but it also falls for sure under its **individuation** problems.

# THANKS FOR YOUR ATTENTION

Picture from the 2014 Workshop