

WEB PRESENCE QUALITY REPORTING

HOW TO WRITE AND EDIT A 7LOCI
PROFESSIONAL REPORT, EVALUATING THE
QUALITY OF A DMO WEB PRESENCE.

THIS TASK, BY THE WAY, CONTRIBUTES
TO THE EVALUATION OF YOUR OWN
E TOURISM COMPLIANCE



Feature Article

Evaluating and Designing Web Site Quality

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Inventione 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.

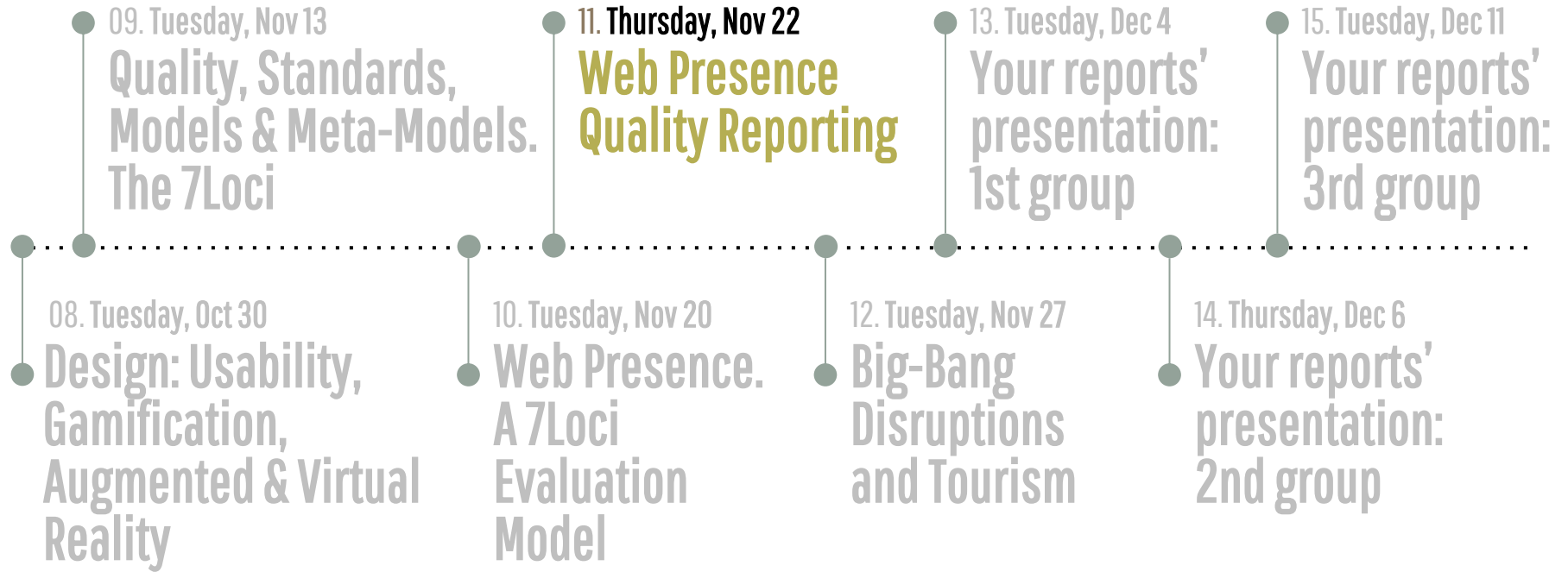
The 2QCV3Q model takes its name from the initials of the Ciceronian *loci* on which we based it. The model's first version (2QCV2Q)⁵ focuses on site evaluation following six main dimensions, corresponding to six *loci*. The second version, extended for site design, includes the seventh *locus* included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

The 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:

TODAY



WHAT ARE WE TALKING ABOUT TODAY?



1. START FROM THE OFFICIAL WEB PRESENCE
2. WHAT IS A PRESENTATION FOR?
3. WHAT IS A REPORT FOR?
4. WORDS VS. PICTURES
5. MAP OF THE WEB PRESENCE
6. FORMATS AND WEIGHTS
7. LISTS OF STRENGTHS AND WEAKNESSES ARE WELCOME



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START FROM THE OFFICIAL WEB PRESENCE



First of all, make sure that **the official web presence** of the chosen destination is a **DMO's**. (How can you tell...?)

Enquiry about the destination's **tasks** and **targets**.

Consider which are the destination's **competitors**?

Work in time to complete your **7Loci** evaluation.

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eTourismSummit.com

eTOURISM LABS

A GUIDELINE



Find here some advice on how to **design a presentation** and **organize a report** about a 7Loci quality evaluation.



Once your 7Loci evaluation has been completed, plan the **sections**, and decide how many **slides/digits** devote to each section.

image credit to a-mentor

WHAT IS A PRESENTATION FOR?



A **presentation** (a PowerPoint, an Impress, a Prezi, or even a Canvas file) must be designed to be used as a basis for **presenting your conclusions in public**.

So pay attention to your audience!

- Declare **who you are**, and **why** the presentation is held.
- Provide a **summary**, and make clear **how long** your speech lasts.
- Consider that the text should be **readable from a distance**: no small text!

Your presentation, however, will also be **published on the Web**: every slide might be individually downloaded by your future readers. So please

- ensure that **every slide** has a footer with title, date, and page number;
- make judicious use of **animations**: choose **one style**, and use it when needed.

WHAT IS A REPORT FOR?



A **report** (an MS Word, an OpenOffice Writer or a PDF file) is intended to summarize in writing – briefly, but completely – the **task** of a research, the **methodology** adopted, the **results** of the research, and **conclusions** reached.

A report is not a personal diary. Carefully **avoid** writing in **first person**, because a professional style is required. Never write something like «we decided that...» Rather, use expressions like «The stance was taken...»

A report must be **properly organized**, with a title, names of its authors, subtitles, and an adequate list of reference. **Diagrams** or **pictures** are welcome.

Like a presentation, a report must have **headings**, a **date**, and **page numbers**.

WORDS, DIAGRAMS AND PICTURES



Spoken or written that they may be, **words** are obviously the basic content of both presentations and report.

Reports must contain **diagrams** of the **results** found through **webtools** and by researching on **social engagement**.

Pictures are quite obviously needed when presenting in public.

Pictures that provide a context may be published **as slides' backgrounds**.

Required webtools:

1. **PageRank**
2. **SimilarWeb** or the like
3. **Linkchecker** or the like
4. **Pingdom**
5. **Google Mobile-Friendliness** test

MAP OF THE WEB PRESENCE



A **map** of links among **official** and **semi-official** pieces of web presence is needed in both presentations and reports.



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FORMATS AND WEIGHTS



Be careful in choosing **formats** and considering **weights** (that is, the number of bytes) of the pictures you publish.

The **jpg** format is best for photos. The **png** or the **gif** formats are best for icons.

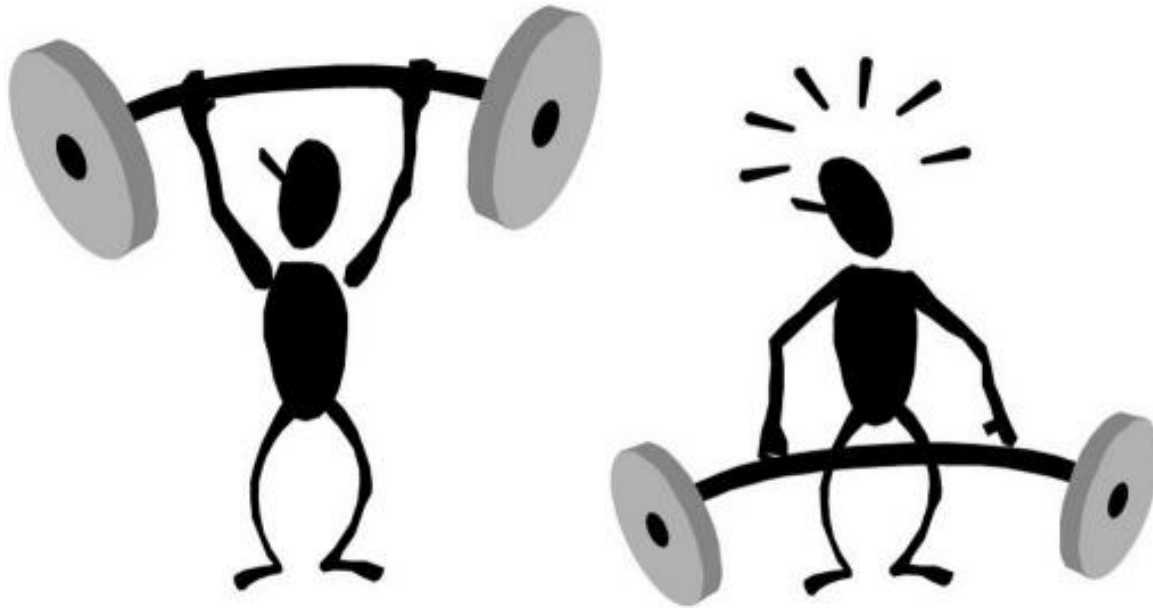
Neither presentations **nor** reports have to be **too heavy**. Absolutely reduce weights by decreasing pictures' resolution.

Please **check the weight of your presentations** before delivery. Among the 2017 **sample presentations** found on Google Drive through <https://kiwimilano.it/dct/>, those about St. Petersburg, Holland, Cornwall and Faroe are too heavy.

An excessive weight of a presentation may be a **reason for rejection**, this year.

STRENGTHS & WEAKNESSES

How to improve?...



Providing **lists of strengths & weaknesses** in the web presence of the destination considered is possibly the comprehensive final **result** of a quality evaluation.

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TODAY'S KEY POINTS

1. START FROM THE OFFICIAL WEB PRESENCE
2. WHAT IS A PRESENTATION FOR?
3. WHAT IS A REPORT FOR?
4. WORDS, DIAGRAMS AND PICTURES
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THANKS FOR YOUR ATTENTION



Picture by Nhat Vuong from the 2014 Workshop