

Un modello 7Loci per la qualità web?

da cui potremmo benissimo (o forse dovremmo) trovare spunto noi in quanto valutatori o in quanto stakeholder di una destinazione



**I'M AN
EVALUATOR,
NOT A MAGICIAN**
DESIGNING EVALUABLE
PROGRAMS

Joanna Farmer &
Caroline Tomiczek



URBIS

Di che cosa parliamo oggi?



1. Domande di identità
2. Domande di contenuti
3. Domande di servizi
4. Domande di individuazione
5. Domande di gestione
6. Domande di usabilità
7. La Business Challenge

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Soltanto un esempio



Il questionario che passiamo in rassegna ora, a mero titolo di esempio, è un modello che vostri colleghi presso un'altra università utilizzavano come base per valutare presenze web di DMO (cioè, come sapete, Destination Management Organization) ricavato articolando il meta-modello 7Loci.

Alle domande originarie proposte nel capitolo 7 del volume McGraw-Hill “Marketing delle destinazioni turistiche”, che trovate di seguito stampate in nero, si è comunemente deciso nel corso degli anni di aggiungerne delle altre che trovate di seguito stampate **in rosso.**

Può essere utile ricostruire insieme perché si è via via proposto di aggiungere altre domande. In questo modo, potremo discutere se accettarle o sostituirle.

Domande di identità



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 ? |

Domande di contenuti



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?

Domande di servizi



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 ? |

Domande di individuazione



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**?

Domande di gestione



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**?

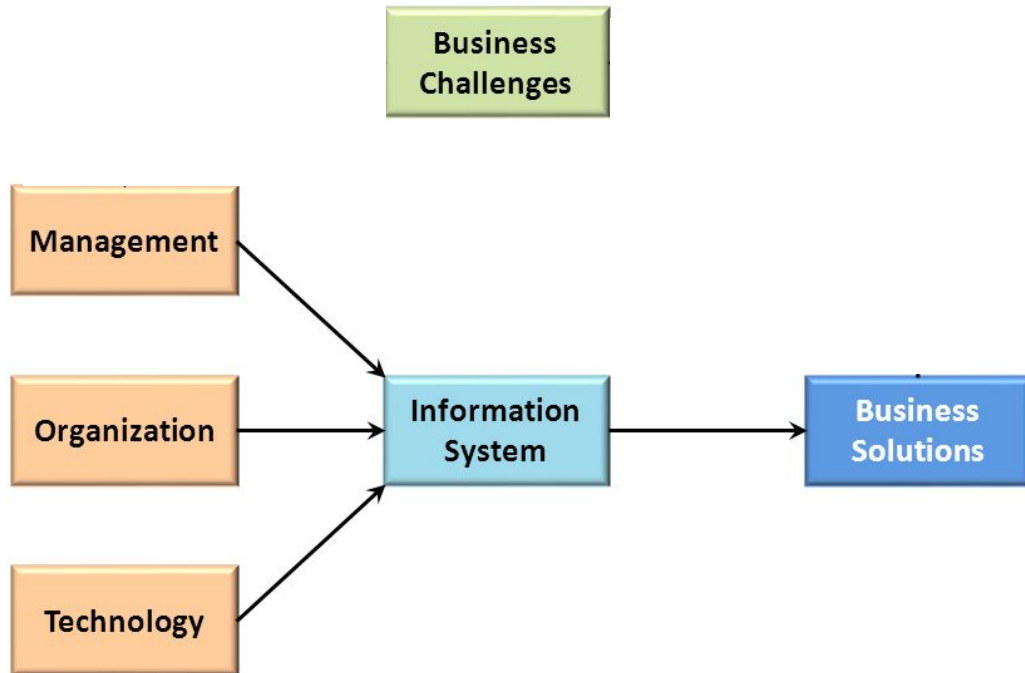
Domande di usabilità



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**?

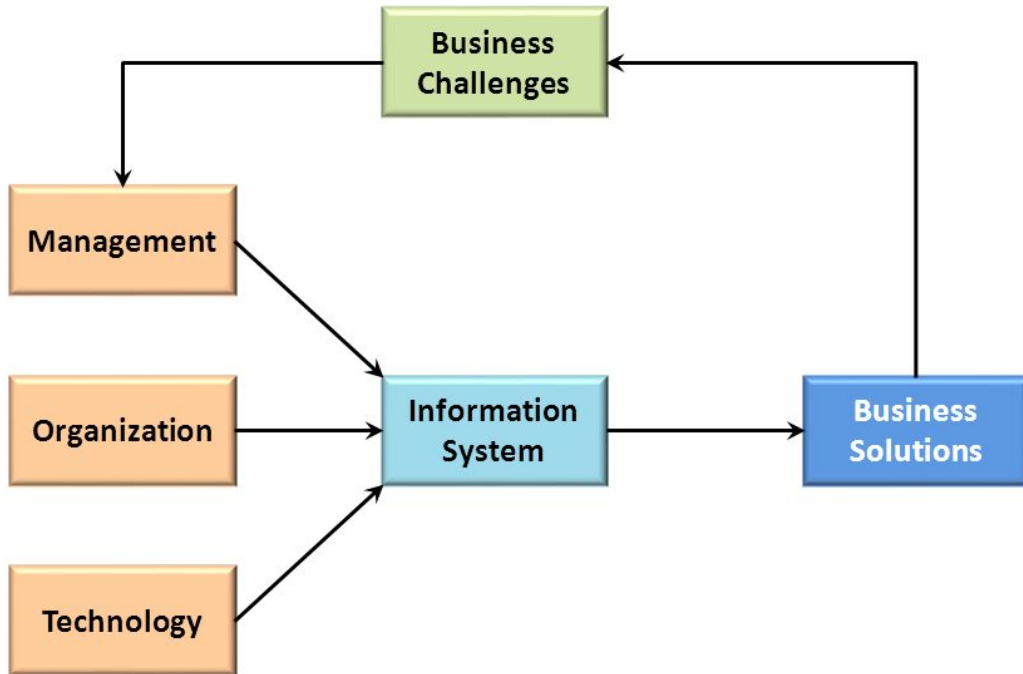
Le esigenze e le Business Challenge



Source: Kenneth C. Laudon & Jane P. Laudon (2014), Management Information Systems: Managing the Digital Firm, Thirteenth Edition, Pearson.

Il diagramma, da Laudon & Laudon, sintetizza come un sistema informativo possa essere utilizzato dal management, dall'organizzazione e dalla tecnologia per proporre soluzioni. Le soluzioni aiutano a precisare le sfide, che management, organizzazione e tecnologia raccolgono e riverificano attraverso il sistema informativo. E così via.

Le Business Challenge di una destinazione?



Source: Kenneth C. Laudon & Jane P. Laudon (2014), Management Information Systems: Managing the Digital Firm, Thirteenth Edition, Pearson.

Quali sono le esigenze di gestori e utenti di una destinazione?

Come sono

- il management
 - l'organizzazione
 - la tecnologia
 - le soluzioni da proporre
 - le sfide da raccogliere
- per il sistema informativo di una destinazione?**

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