2016 ORN Research Seminar

Digital Data and Outdoor Recreation:

Research, tools and applications

- Handheld Tours is a self-guided tour development company specialising in interactive interpretive visitor experiences
- Our solution is app based and operates on smart devices (tablets & phones)
- It is available on both the Android and Apple market 95%+ market coverage
- Our solution is feature rich, but our goal is to make it easy to use and not intrusive, visitors use their own smart devices greatly reducing the technology learning curve

The Challenge – Engage / re-engage people with the countryside

- AONB's excellent walks portfolio increasingly seen as a "legacy" asset
- Stylised maps made navigation difficult, putting off users
- A4 format constraints restrict content compromising user experience
- Sponsors increasingly unwilling to support legacy format
- Route attractions difficult to highlight and promote
- High print costs drove large production runs limiting update opportunities and reinforcing legacy image

And that's the thing…

Nature provides an engaging and fascinating show, but many lack sufficient navigation skills to allow easy access much less knowledge of how to interpret its amazing story

Connecting with the Experience Driven visitor

- Very high experience expectations
- Access issues created by limited navigation skills
- Leverage familiar technology
- Create user confidence and engagement with built and natural landscapes, deliver a curated experience
- Re-engage sponsors and expand funding pool
- Drive costs down while increasing flexibility
- Range anxiety, the battery dilemma
- Data access, creating a compelling offline experience

And that's the thing...

Experiences are multi-threaded but you have to tell the story if you want people to care about and ultimately care for something

CURATED PLACE

Learning Points

- If behaviour needs to change, change yours, not the users, they won't
- Envision the experience end to end, it starts earlier than you think and covers everything from tech to content
- Simplification is key, people are unwilling to invest time in learning complicated technology and that won't change
- Digital enables the experience, it's not the experience
- Battery drain & data coverage will be issues for some time
- Embrace data analytics, everyone wants to know the stats

And that's the thing…

As technology continues to evolve, the challenges for simplification increase, remember its only an enabler not the experience itself

In Action – High Level Map View

- Users can switch to this zoom level by selecting this icon
- User appears as a dot along the route to indicate position
- High level view provides a "birds eye" view of the entire route at a glance
- All POI pins are accessible from at this zoom level
- All map tiles for the route are downloaded with the walk, no data connection is required, only a GPS signal
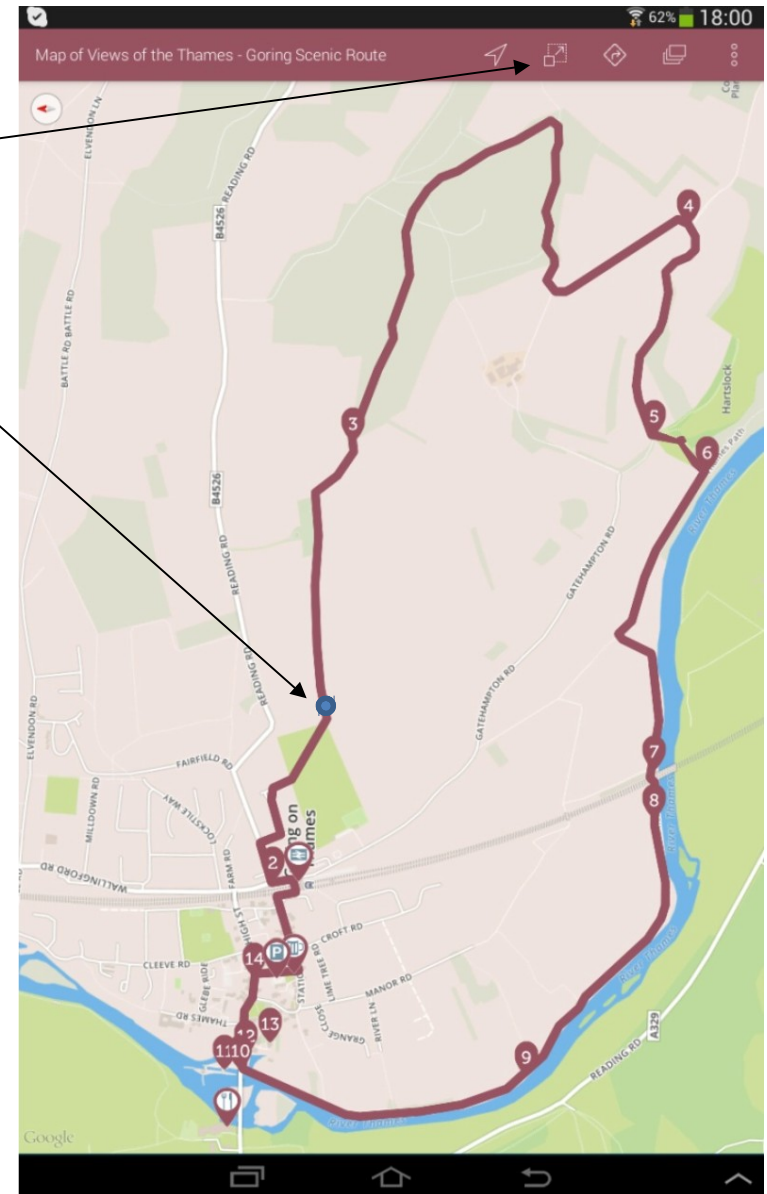
In Action – Walking Level Map View

- Users can select this zoom level and chose following modes (e.g. compass) by selecting this icon, "pinch" zooming or tapping the screen
- User appears as a dot along the route to indicate position
- This walking level zoom allows users to see where to turn even in countryside locations
- All POI pins (customisable) are accessible from at this zoom level
- All map tiles for the route are downloaded with the walk, no data connection is required, only a GPS signal
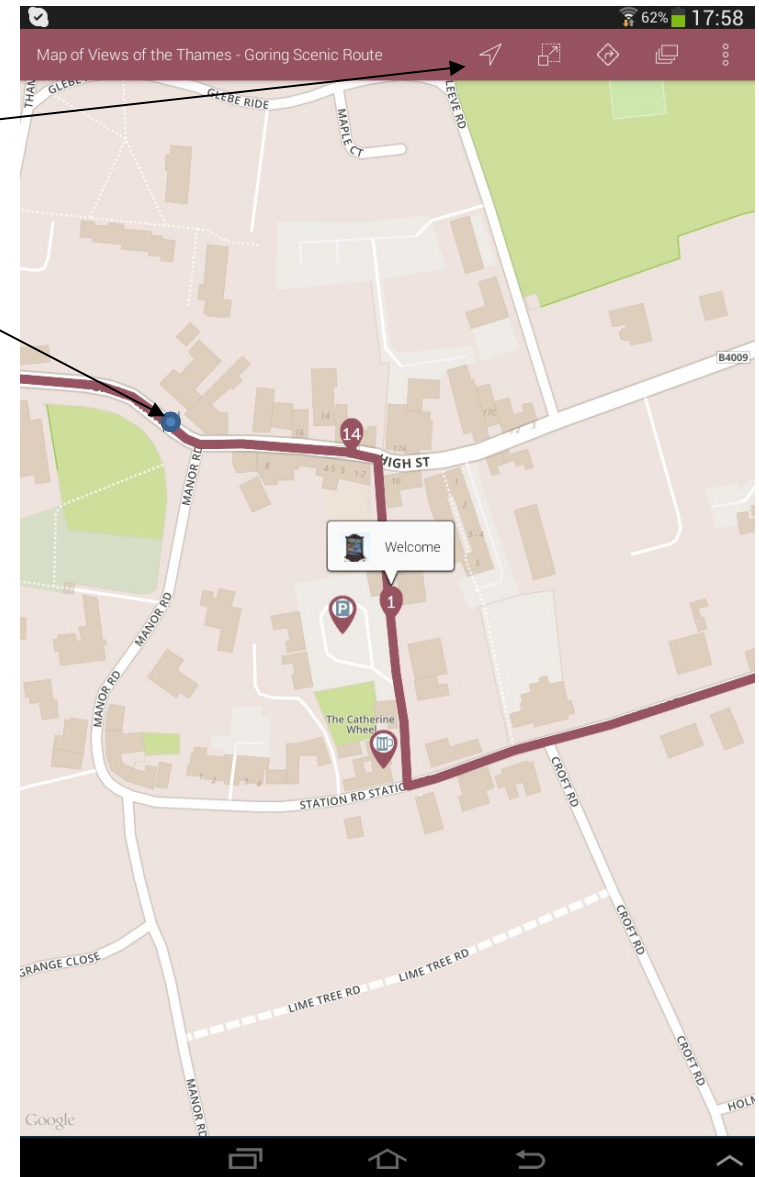
In Action – Content Views

- Selecting a POI pin first provides a callout box descriptor, a second tap brings up its content page
- Content pages can feature, photography (photo carousel feature), text, audio, video links, hyper-links and sub-pages
- Tapping the map icon returns the user to the walking level map view located on the POI pin they selected
- All content is downloaded with the walk/tour and easily accessible from the POIs content page
- Hyper-linked, You Tube based video content and social media features require an active data connection to function
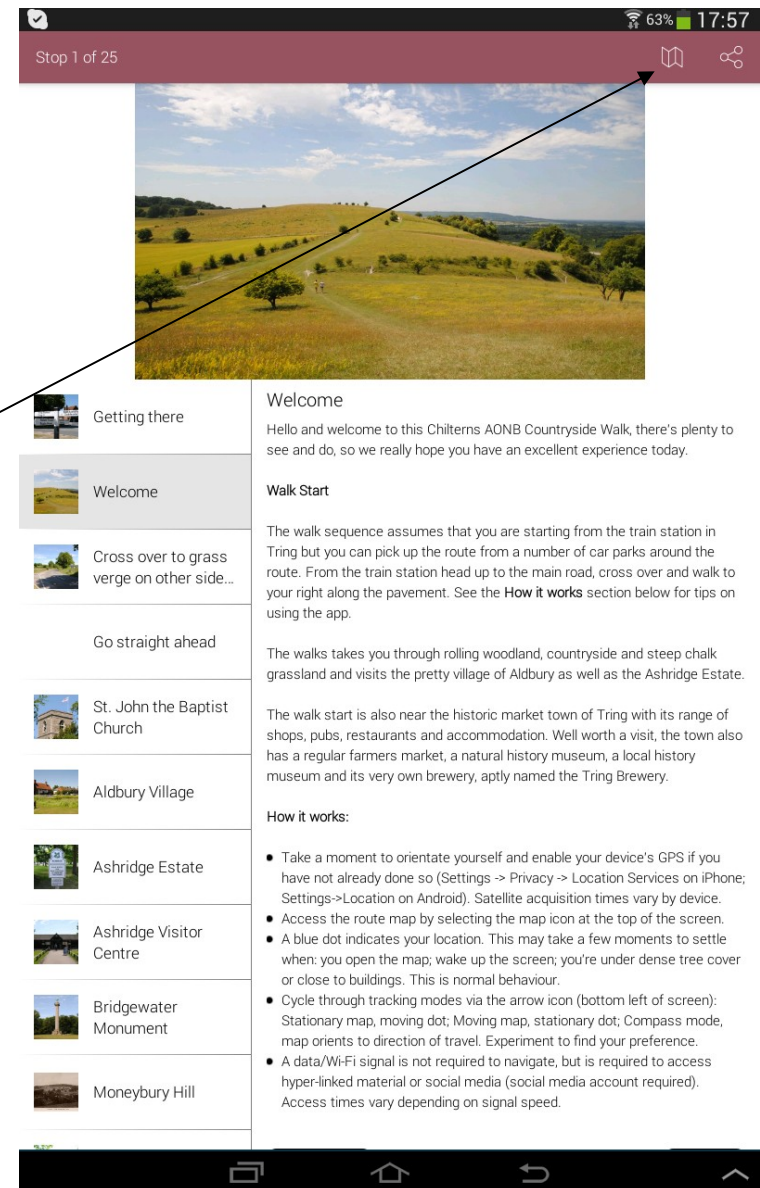
Information and Technology Trends

- 'Mobile First' a particularly crucial trend for tourism businesses
- Consumers' desire for immediate information will change not only the method by which they plan and book holidays but the overall process of doing so
- Consumers will also expect to be able to easily curate their leisure time to fit in with other demands on their time (such as work and family)
- Developments in both consumers' access to and use of technology will have a transformative effect on the future of domestic leisure tourism
- Experts agreed that technology development and consumer access to information would be hugely impactful for the future of domestic tourism
- Wider technology use is changing how people research and book their holidays – and what they expect whilst there

"Beyond the next decade, leisure trips in England will be increasingly affected by consumers' use of technology, especially as access to and use of mobile devices becomes ever more widespread and sophisticated. For many consumers, the use of such devices will become an integral and immersive part of every aspect of their trip"

Handheld Tours

Benefits

- Nearly limitless content delivery capabilities, enhancing user experience
- Encourages visitors to stay longer and visit more of the area with curation
- Improved access to points of interest (intellectual & physical), with content and GPS navigation
- Available 24 X 7 to fit visitors schedules
- Green solution - no printing or physical distribution costs
- No long waits, costly redesigns or print runs to reflect changes or upcoming events
- Meets visitors digital and "on-demand" rich interactive experience expectations
- Integrated data analytics to understand how often and when demand is occurring
- Can be used to promote local businesses and attractions as visitor services
- Can deliver heritage and cultural messages promoting awareness, volunteering and encourage users to care about and for the town
- Attract new visitor groups who might not otherwise be attracted or engage with printed content or even discover it

Handheld Tours

Feature Overview

The solution meets the changing demands of the rapidly growing digital savvy visitor market segment, leveraging what was previously an elusive promise of technology convergence into a game-changing reality

- Easy to use, app behaviour is device consistent and does not require staff or printed materials to distribute or manage
- All content is downloaded in a single file and can be used without a data connection
- Navigates users along planned routes via GPS with offline & online modes
- Point of Interest content can include photography, text, audio video & hyper-links
- Flexible, additions/deletions/changes can be deployed without re-configuration
- Integrates with Facebook, Twitter and Google+ allowing visitors to promote the walk
- Promote related town activities, events, nearby attractions and initiatives etc.
- Integrated data analytics
- Support for twelve foreign languages

Handheld Tours

Solution Overview

- HHT provide project management for HHT resources and requirements guidance
- HHT can provide comprehensive range of walk/tour creation services including: research, writing, sub-editing, photography, route design etc. or we can just transition existing content we're completely flexible.
- Self-guided walks/tours are hosted on the Handheld Tours platform
- HHT can provide promotional webpage for your walk/tour on its website
- Anonymised data analytics are available related to download numbers
- The solution includes platform enhancements and bug fixes. The HHT platform will be updated to ensure compatibility with the latest Android & iOS OS releases
- Solutions include support & maintenance
- HHT carries our new feature research and development to keep the solution current with developing technology trends

Handheld Tours

End