



Platform user manual and template guidelines

Version 1.0
Deliverable 5.2

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Document versions:

Version	Date	Changes	Author/s
v0.1	20.03.2020	Draft user manual, basic usage and FAQ Initial structuring of self-authoring templates	Thomas Layer-Wagner, Christoph Wörgerbauer, Irina Paraschivoiu
v1.0	20.09.2020	Update on user manual, basic usage and FAQ Addition of final content and template guidelines in respect to 5.1	Thomas Layer-Wagner, Christoph Wörgerbauer, Irina Paraschivoiu

List of abbreviations

IA	Information Architecture
POI	Point of Interest
Dx	Deliverable Number X
Tx	Task number X
WPx	Work package number X
FAQ	Frequently Asked Questions
Chars	Characters

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1 Executive Summary

This deliverable is part of Work Package 5: Community of Practice for Curating SimpliCITY services and the current version represents the final version.

This deliverable is an addition to D5.1. Self-authoring templates for modules meant for service providers and city managers as well as documenting the effort to provide meaningful information about usage and functionality of the SimpliCITY cloud for end users. It is tightly connected to T3.4 conceptual design of SimpliCITY architecture, data models and user experience and the development tasks T4.1, T4.2 and T4.3 in WP4 Implementation of the SimpliCITY platform.

The results presented in this deliverable target the consortium members and partners providing content for the SimpliCITY pilot phases and end users in the usage of the SimpliCITY cloud. We describe the user manual in the form of interactive onboarding of users in the platform as well as Frequently Asked Questions (FAQ). We also provide a description of the internal framework developed by creating forms out of data templates to collect data and integrate it in the SimpliCITY platform. These templates were developed for partners involved in the development and provision of content information, such as the two city administrations (respectively, their communications and smart city teams) and research partners supporting them throughout the pilots.

2 Administrative Information

Basic information on the SimpliCITY project and the present deliverable:

Project title	SimpliCITY - Marketplace for user-centered sustainability services
Project coordinator	Salzburg Research Forschungsgesellschaft mbH (SRFG), Salzburg, Austria; project manager: Petra Stabauer BSc MSc
Project partners	Polycular OG, Hallein, Austria Stadt Salzburg (City of Salzburg), Austria Salzburger Institut für Raumordnung und Wohnen – SIR (Salzburg Institute for Regional Planning & Housing), Salzburg, Austria Uppsala Kommun (City of Uppsala), Sweden University of Uppsala, Sweden
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3 Manuals

Working on the SimpliCITY platform we realised that there is not one specific location people need information about the usage of SimpliCITY cloud and its services, but we need to target different target audiences, namely project partners in the consortium, external city and service partners as well as end users. To address this diverse group, we focused on producing material covering the needs of the specific target audience and the deliverable is structured in sections which cover the information for these groups.

3.1 Platform and Template Manual

Figure 1 Information Architecture gives an overview of the data and information architecture in the app client as planned in the design and development process. It shows the grouping and connection between the SimpliCITY modules. Main categories are the Activities, Dashboard/Profile and Service Listing.

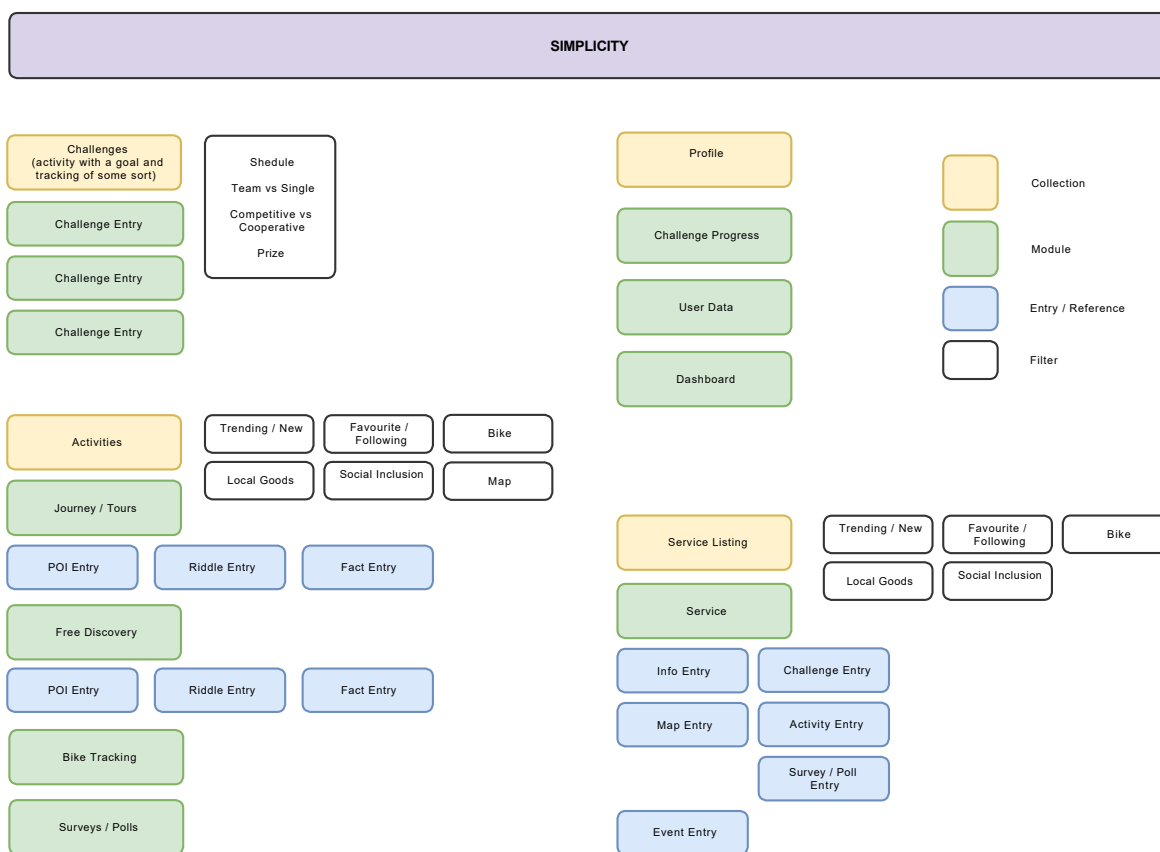


Figure 1 Information Architecture: shows the grouping of modules and data in the client app

3.2 End user Manual

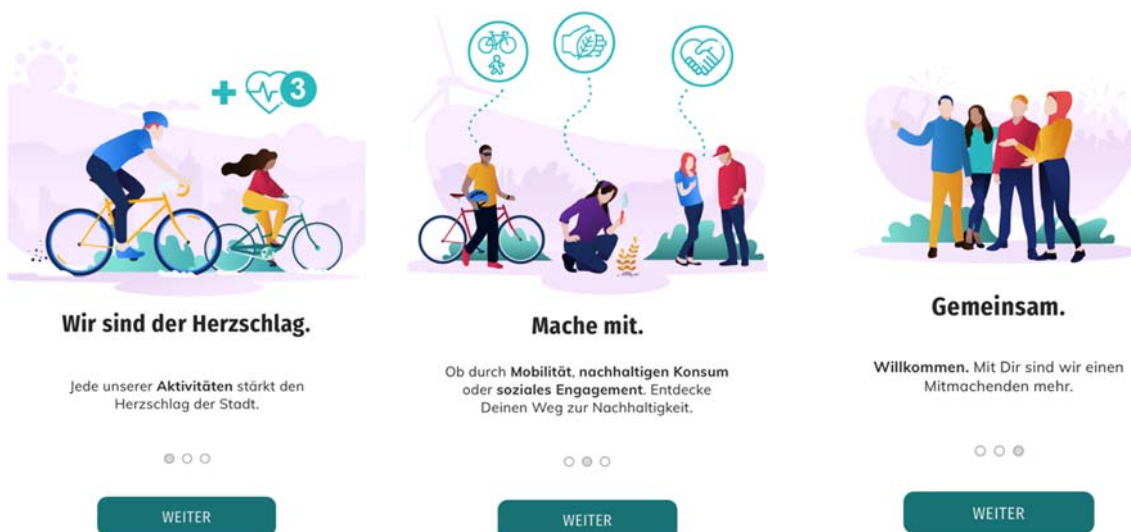
To cover the information needs of citizens and users getting acquainted for the first time with using the SimpliCITY platform, we have structured the information in:

- On-screen, interactive user onboarding
- Frequently Asked Questions (FAQ)

3.2.1 User onboarding

Within the platform, the users are onboarded with a series of sections which present the purpose of the platform, registration and login, completion of personal profile, an overview of platform features and ways of deleting the account. The design of the screens took part in T3.4 together with the design of the concept and graphics of the platform, following iterative feedback sessions in which testers highlighted information that still needs to be clarified or improved.

3.2.1.1 Intro and illustrating the platform purpose



We are the heartbeat. Each of our activities strengthens the heartbeat of the city.

Take part.
Discover sustainability for your everyday life, whether through mobility, local consumption or social engagement.

Together.
Welcome. With you we are the city-maker. Help us make sustainability visible.

3.2.1.2 Registration and personal profile



Die Stadtmacherei Salzburg. Sei mit dabei.

E-Mail Adresse _____

Passwort (mind. 8 Zeichen) _____

Ich stimme den **Nutzungsbedingungen** und der **Datenschutzerklärung** zu.

REGISTRIEREN

Ich habe bereits einen Account
und möchte mich **Einloggen**.



Erzähl uns über Dich.

Fülle das **Profil** aus und **wähle** das **Stadtviertel**, das Du mit den gesammelten Herzschlägen unterstützen möchtest.



WEITER

Profil

thomas.layer-wagner@polycular.com

PERSÖNLICH DATEN

Mit diesen wenigen Informationen hilfst Du uns bei Forschung und Entwicklung.

GESCHLECHT

divers

ALTER

14-25

STADTTEIL

Für welchen Stadtteil schlägt Dein Herz? Du hast die freie Wahl. In Stadtteil-Challenges tretet Ihr gemeinsam an.

MEINE HERZEN FÜR

Stadtteil

NACHHALTIGES VERHALTEN

Wenn Du möchtest, verrate uns noch ein wenig mehr über Dich.

AM TAG GEHE ICH

weniger als 2.000 Schritte

MIT DEM RAD FAHRE ICH

Häufigkeit

PRO WOCHE FAHRE ICH MIT DEM RAD

15 – 30 km

NACHHALTIGE SHOPS BESUCHE ICH

Mehrmals pro Monat

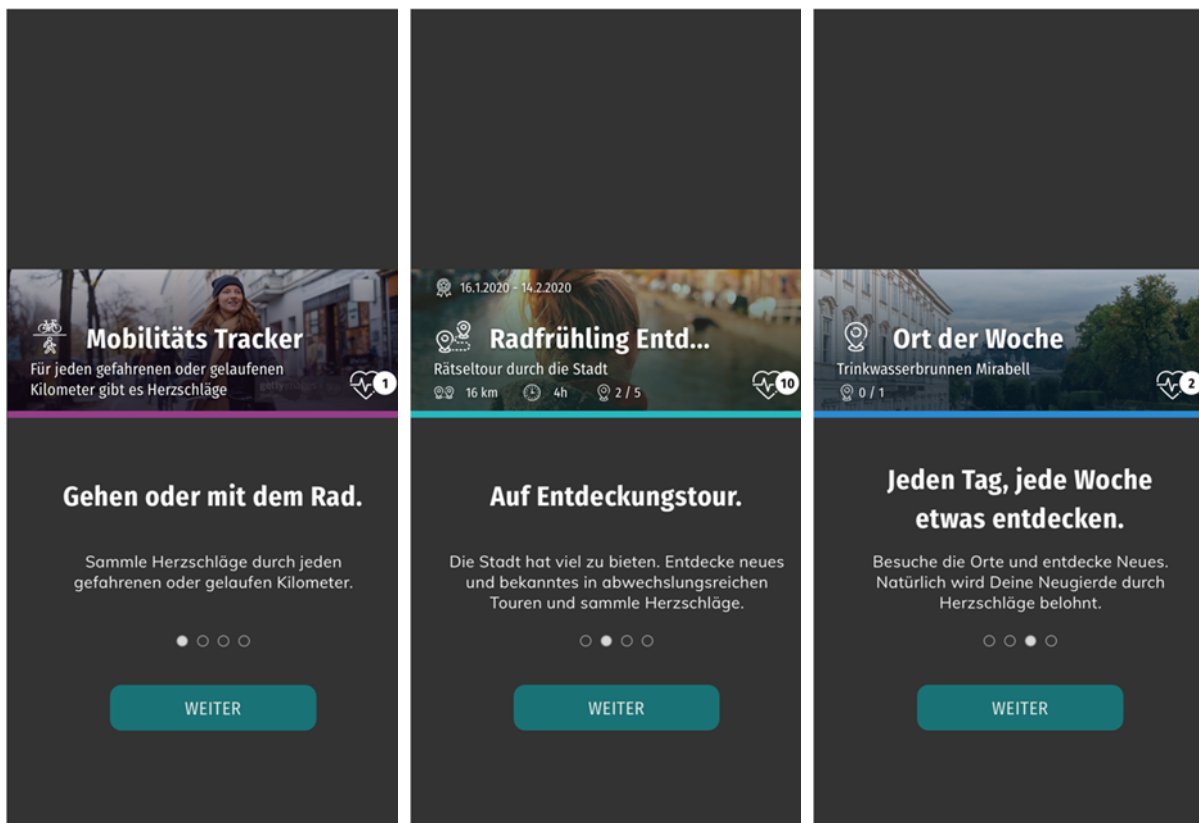
WEITER

Registration screen

Tell us about yourself.
Fill out the profile and choose
the district you want to
support with the heartbeats
you won.

Personal data
With this little
information you can help
us with the research and
development of
sustainable concepts.
For which district does
your heart beat? The
choice is yours. You
compete together in
district challenges.
Sustainable behavior: If
you want, tell us a little
more about yourself.

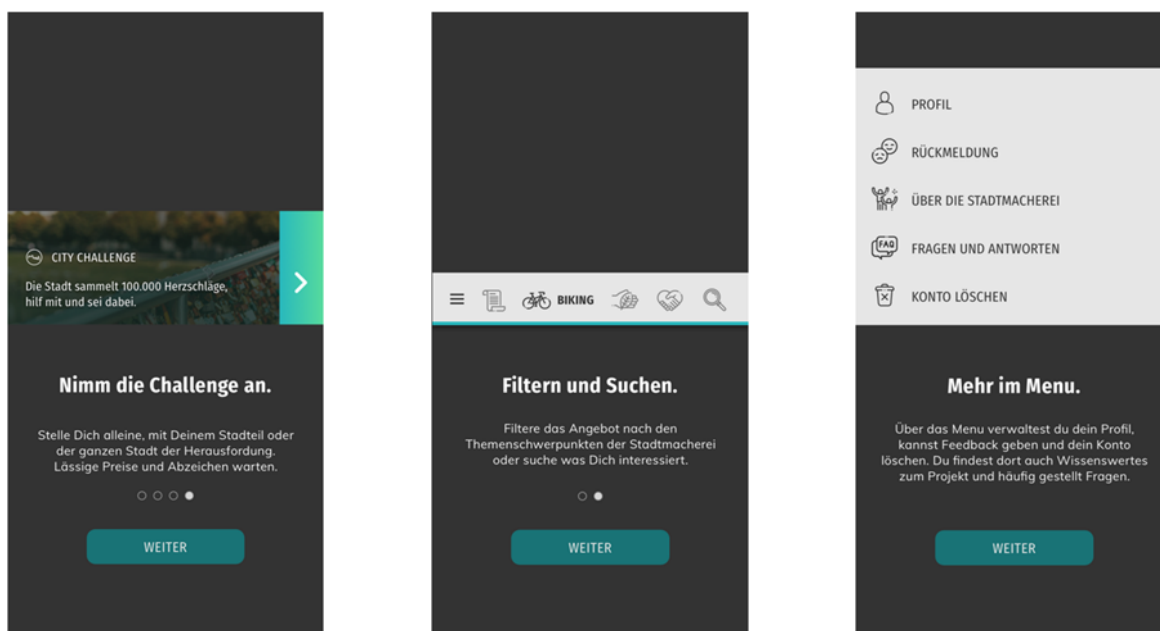
3.2.1.3 Features and activities



Mobility tracker
Walking or cycling.
Every climate-friendly kilometer brings you and Stadtmacherei heartbeats.

On a discovery tour.
The city has a lot to offer. Discover new and known things in varied tours and win heartbeats.

Hotspot
Discover something every day, every week.
Visit the places and discover new things. Of course, your curiosity will be rewarded with heartbeats.



Challenges

Take the challenge. Face the challenge alone, with your district or the whole city. Casual prizes and badges are waiting.

Discover the diversity of sustainability.

Here you will find interesting facts and the diverse sustainable offer in Salzburg.

Filter and search.

Filter the offer according to the main topics of city-making or search for what interests you.

3.2.2 Frequently Asked Questions

The FAQ was developed as a user-friendly way to present users with additional information about the platform purpose, use of features, platform ownership, data collection and sustainability in general. Here we detail the points summarized in the FAQ:

- **Platform purpose:** What can the app do?

You can record your mobility by public transport, bike or on foot. This makes it even easier to plan the next CO2-free kilometer. You can discover the familiar and the new in varied city tours. You can visit exciting places every day and every week. Maybe the new hotspot will be there? Do your best in activities with your district or together with the whole city. Attention puzzle fans: knowledge is required when finding hidden places.

- **Metaphor explanation:** What's up with the heartbeats?

With everything you do with the app, you win heartbeats. One time for everyone who participates in town-making and once for yourself. This is how a large joint town-making project can become reality. And one more thing: if you want, select the district in your profile that you want to support with your heartbeats.

- **Incentives explanation:** Can I win something in the app?

Every kilometer, every quiz you win, every competition you complete brings you heartbeats. They show how active you and city-making are. The more heartbeats, the closer the implementation of a city-making idea comes. In between, you will take part in the raffle for heartbeat sacks. They are filled with sustainable products and services, such as your personal city tree, public transport tickets, bike services, free admission for you and your loved ones to the city baths, the Untersbergbahn, the Hellbrunn water features or a vegetable box from regional farmers and much more.

- **Sustainability:** What does the app mean by sustainable action?

Sustainable action starts with small things. To think about which routes are possible by bus, by bike or on foot instead of the car. The city has more than 187 km of bike paths, over 6,000 bike parking facilities and a spacious bike garage right next to the main train station. This can be responsible shopping, in which we prefer regional products and only buy as much as we use. Every year, 13,500 tons of organic waste only end up in the city's waste service point. That can be to be aware of the 82,000 people at risk of poverty in the city and to bring unused food to distribution points in the city.

- **Platform ownership:** Who is the owner of the app?

The platform is operated by the City of Salzburg/Uppsala. The platform emerged from a research project and was made possible with funds from the JPI Urban Europe - Making Cities Work Call funding program. More information about the EU project is available at <https://jpi-urbaneurope.eu/project/simplicity/>

- **Costs:** Are the offers free of charge?

Yes! With the help of the offers you will find interesting, diverse and sustainable products and services in Salzburg. You also have the option of using a filter to search through the offers according to key topics or general content.

- **Data collection:** What data does the app collect?

We try to collect only the most necessary data. You can find more information on this in the data protection declaration and at <https://stadtmacherei.at/datenschutz>. In order to win heartbeats, your climate-friendly kilometres will be saved, but not passed on to anyone. By the way, the app deliberately has no connection to social media channels. Your data will not be passed on to third parties and used by them. Of course, you can decide for yourself whether you want to pass on the collected data in your favour.

- **Registration:** Can I also use the Stadtmacherei Salzburg app anonymously?

No, in order to be able to use the app effectively, you have to create an account. All you need here is an email address. You do not have to fill out the information in your profile, but we would be delighted if you could tell us more about yourself. It helps us to research and develop the app further.

3.3 Self-authoring templates

Self-authoring templates were developed by Polycular for partners involved in the development and provision of content information, such as the two city administrations (respectively, their communications and smart city teams) and research partners supporting them throughout the pilots. The data was then collected and integrated in the platform through constant updates. Templates were provided for the detailing information for the following features:

- Activities
- Challenges
- Notifications
- Tours
- News

In the following, we detail the data categories for each type of feature.

3.3.1 Activities

Data category	Description of data category
Title	The title of the respective activity
Subtitle	The subtitle of the respective activity
Description	Description of the activity (aprox. 150 characters)
Timeframe	Starting and ending time of the activity (availability for users)
Distance (meters)	If relevant
Duration (minutes)	If relevant
Levels	If relevant
Objective / reward condition	Conditions for users to earn heartbeats for the activity (i.e. earn a badge)
Connected activities	If there is another activity that needs to be completed in order to participate.
Content needed	Any necessary content for the activity to be completed, i.e. a certain number of tours.
Rewards	Digital or physical rewards, such as vouchers.
Notes	Additional notes by the content creator.

3.3.2 Tours

Data category		Description of data category
Title		The title of the respective tour, maximum 25 characters
Subtitle		The subtitle of the respective tour, max. 85 characters
Description		Description of the activity (200 - 315 characters)
Distance (meters)		If relevant
Duration (minutes)		If relevant
Tour path points	position	Order of the point in the tour
	title	Title of the point, ~ 40 chars max
	description	Description of the point ~ 120 chars max
	longitude	Coordinate of the point
	latitude	Coordinate of the point
	riddle_title	Title of the riddle, ~ 20 chars max
	riddle_description	Riddle description, ~ 200 chars
	riddle_hint	Riddle hint, ~ 200 chars
	fact_title	Title of the fact, ~ 20 chars max
	fact_description	Description of the fact, ~ 200 chars
	fact_weblink	Link to verify fact
	fact_weblink_name	~40 chars max
	quiz_question	Quiz question, ~ 200 chars
	quiz_answer_1	Answer to quiz, ~60 chars max
	quiz_answer_2	Answer to quiz, ~60 chars max
	quiz_answer_3	Answer to quiz, ~60 chars max
quiz_answer_4	Answer to quiz, ~60 chars max	
quiz_explanation	Explanation of the correct quiz answer, ~250 chars	

3.3.3 Notifications

Data category	Description of data category
Status	Done/ Scheduled/ Draft
Nr. Crt.	Number of notification
Category	Choose from available categories: launch, experiment, fact of the month, POI of the week, reminder, survey, tours
Notification name	Title / name of notification (internal)
Randomization? (Y/N)	Will different groups of users receive different notifications (yes/no)
Headline	Title of notification, ~50 chars max
Exact text A	Text of notification, ~ 150 chars max
Exact text B (if randomisation needed) Aprox. ~ 150 chars max	Text of notification, group B, ~ 150 chars max
Trigger	When the notification is sent (date or event)
Owner	Person responsible for the notification
Comments	Internal notes

3.3.4 Challenges

Title	Title of challenge, ~35 chars max
Type	Personal, district or city challenge
Start	When the challenge starts
End	When the challenge ends
Subtitle (Challenge in 1 sentence)	Subtitle of the challenge, ~85 chars max
Description	Description of the challenge, 150-250 chars max
Weblink	Link to page, if necessary
Image Link	Link to image, necessary
Reward	Reward at challenge completion
reward weblink	Link to page, if necessary

Reward icon link	Link to icon (prize or badge)
Terms weblink	Link to terms
Owner	Partner owning challenge
Owner weblink	Partner / owner web
Owner image link	Partner / owner image
Notes	Internal notes

3.3.5 News

Data category	Description of data category
Status	Live / pending / draft
Image	Link to image
Title	Title of the news piece, ~35 chars max
Subtitle	Subtitle of the news piece, ~85 chars max
Text	News text, ~350 chars max
Date	Scheduling of the news piece

4 Conclusion

The current data specification was derived from the feature list (WP3) and the user requirements of the service providers (WP6). Part of the content strategy is to rely on automation when possible, and the self-authoring-templates have been used for all the content that cannot be automatically integrated, namely content categories that require updates, research and integration with other activities (i.e. communication). The document was open and the self-authoring templates remained open for the project duration and was slightly adjusted iteratively, based on partner feedback.