Developing Attractive Information Landscapes for the Mapping of Cultural Events Using Web and Mobile Technologies

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Rationale

• Cultural events: value creators
• Distributed events providers
• Scattered information

• Purpose: to significantly increase access to information and awareness of cultural attractiveness in the Linnaeus Region, both for its inhabitants as well as tourists
Long-term aims

1. Build a research-based, quality-control information portal (app and web site)

2. Ensure preservation of information on cultural events over time

3. Serve as research source
Short-term aims (2017)

1. A list of metadata and browse/search functionalities
   - 2 interviews with Nya Småland
   - A literature review
2. Define the initial functional requirements for a semi-automated demonstrator
3. Create a demonstrator interface for the mobile app and for the web site
4. Conduct a feasibility study about the different actors who serve as providers of cultural events and those that serve as information providers
Who

• Nya Småland

• LNU
  • Romain Herault, project member
  • Madeleine Lundman, project member

• Koraljka Golub, project leader
• Marcelo Milrad, project leader
Results

• Requirements (from literature and interviews)
• Mockup app
• Mockup website
Requirements

• Some examples of major requirements:
  • Display the content concisely, focus on interactive and quick responding, easy to understand with few controls, visually appealing
  
  • Consist of different categories (divided into different colors): (example) exhibitions, lectures, art-talks, workshops, art residents, archives, Hembygdsföreningar
  
  • To be able to search by keywords, date, event type, age group (specifically if the activity is for children) and also the ability to browse
  
  • They should include a map with events nearby, then the user can search and/or browse to more specific activities (start with contemporary art, then maybe expand further in the future)
  
  • Practical information (Time/place/open hours/contact information) is an important feature
  
  • Function for preservation on the website (not the app)
Demonstrator app

- [https://goo.gl/se9qBU](https://goo.gl/se9qBU)
Demonstrator web site

- https://goo.gl/zQ6bLm
Future

• Further funding:
  • Through tourism, VisitSmåland etc.
  • Local businesses
  • Crowdsourcing
  • Advertisement on other websites (relevant, moderated, discrete)
  • Kulturbryggan
  • New Småland themselves
  • Funds like Sparbanken Alfa, bildkonstnämnden, Axel Johnsson m.m.