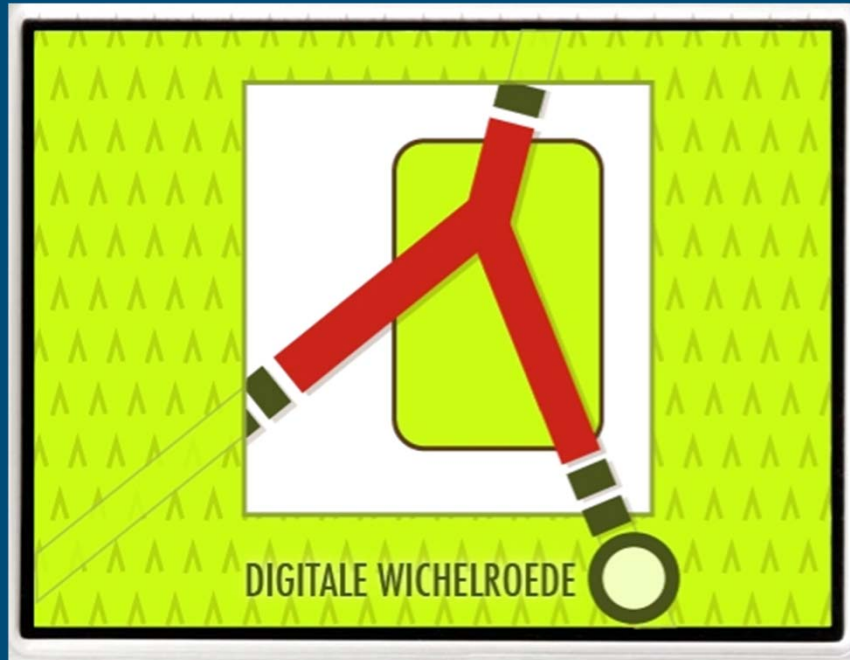


A DIGITALLY ACCESSIBLE COUNTRYSIDE



From science



product



Martin Goossen, Alterra/Wouter Gijsbertsen, Cliptoo
European Eemland Conference
22-24 october 2008



WAGENINGEN UNIVERSITY
WAGENINGEN UR

Overview



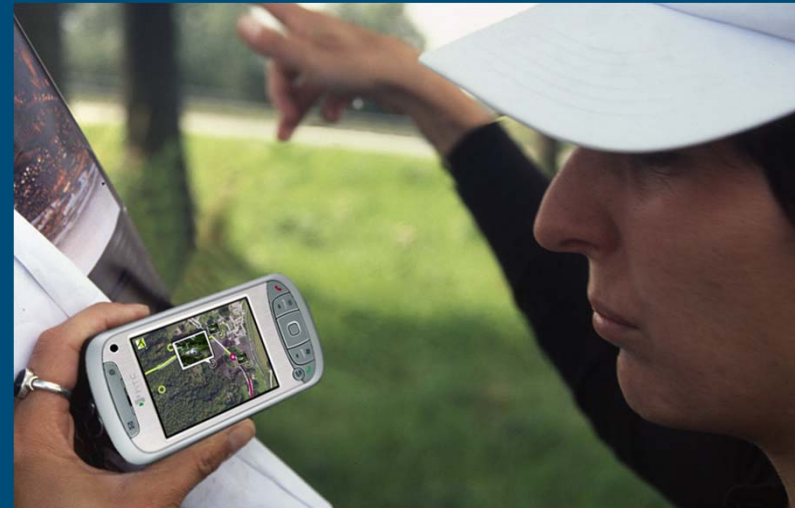
- Introduction
- The application
- Results
- Conclusion & recommendation
- Platform Cliptoo



Introduction



- Digital Dowsing Rod (Diwi) is a story teller navigation tool with geo-data using UMTS
- Story behind the countryside
- Interactive



Introduction



Goal:

The development and evaluation of a location based service (LBS)

Who are the hikers and bikers that like to use the Digital Dowsing Rod



Introduction



New elements:

Interactive; web 2.0:

- Add your own information at the spot

Modern tourists:

- Create your own package
 - predefined route
 - wander around
 - create your own route according to your landscape preferences
- Get information at the time and place you want



Application



Three components:

1. PDA
2. Webportal
3. Content Management System (CMS)



PDA



- Smartphone (HTC P3600)
 - Build-in GPS for navigation
 - Permanent internet using UMTS
 - Microsoft technology
-
- High quality maps
 - Continuous tracking
 - Explore personal routes



Webportal/PDA



Webportal

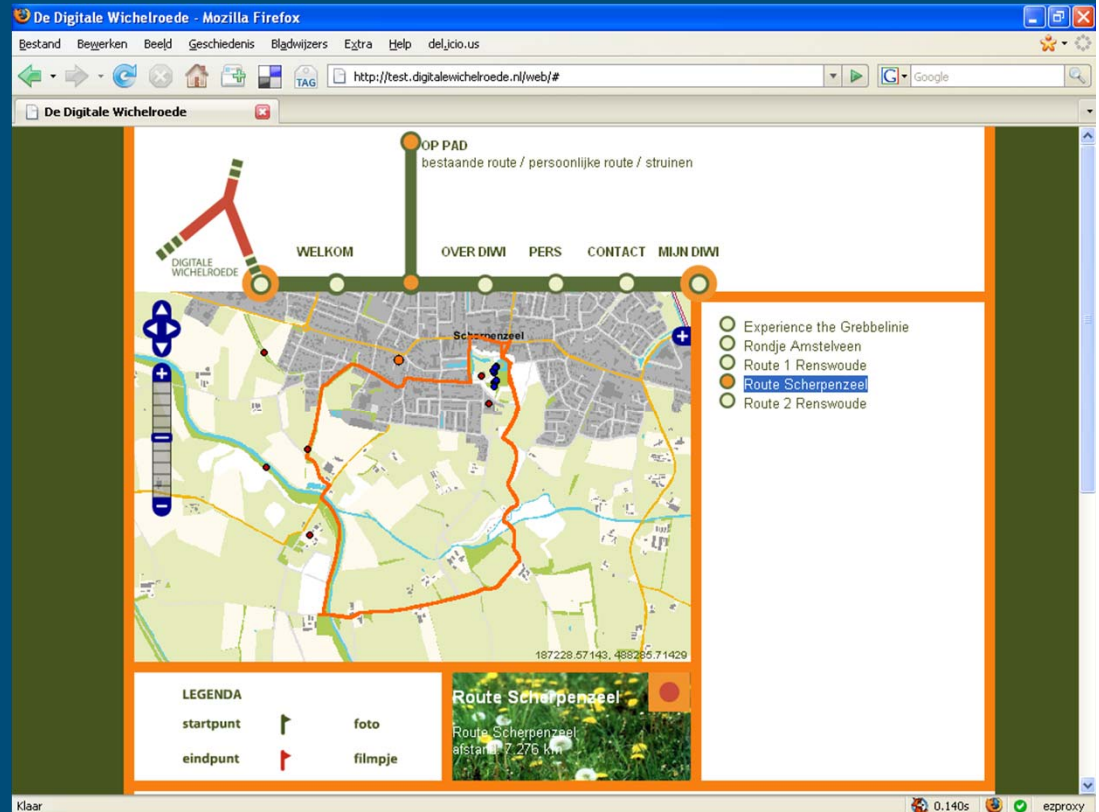
- Create your own route
- Review explored routes
- Review own content

PDA and webportal:

- Choose existing routes

PDA

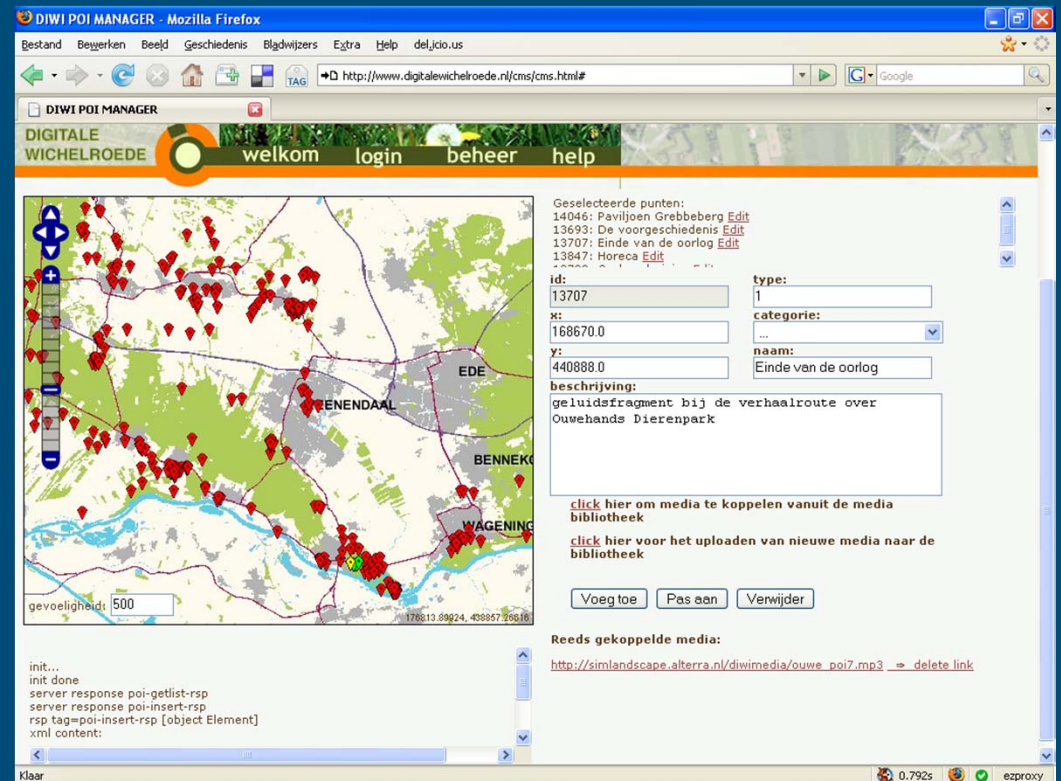
- Wander around
- Open Point of Interest (POI)
- Add POI's



Content Management System (CMS)



- Manage POI's
(farmers, tourists, companies)
- Manage media
- Connect media to poi's
- Cliptoo



Testing in Grebbelinie area



This area is famous for its fortification and inundation remnants of a historical Dutch military defense system originally constructed in the 17th century.

387 registered; 150 users
March - begin April 2008



Results



- 77% hiking
- Higher educated (81%)
- 60% man
- 46 year

new toys for
older boys



Results



Motive	percentage	
	Users	Netherlands*
Amusement	19	27
Having a break	22	34
<u><i>Interests</i></u>	27	14
Wilderness experience	14	15
<u><i>Physical Challenge</i></u>	18	9

* source: Goossen, de Boer, 2008



Social Values



Mentality-group (source: Motivaction)	Diwi	Netherlands
Traditional bourgeois	3	18
Convenience oriented	1	9
Modern bourgeois	7	22
<i>New Conservatives</i>	5	8
Cosmopolitans	25	11
<i>Social climbers</i>	3	13
Post materialists	35	10
<i>Post modern hedonist</i>	20	10
No Data	1	

Traditional bourgeois: the moralistic, conservative and conscientious middle class

Convenience oriented: the impulsive, passive and pleasure oriented consumer

Modern bourgeois: status sensitive middle class that balances between tradition and hedonism

New conservatives: the liberal-conservatives top of society

Cosmopolitans: open and critical World citizens focused on self-fulfillment and successes

Social climbers: driven individualists focusing on career and status

Post materialists: socially critical and concerned idealists

Post modern hedonists: independent pioneers of the experimenting culture



Results



- Opened on average 6 POI's per trip
- Add personal media 54%
- Average 3 POI's per person
(mainly pictures of landscape and objects)
- Opened POI's of other hikers 62%
- Judgment is low



Results



	positive	neutral	negative
■ Perceived usefulness	67%	13%	20%
■ Perceived ease of use	65%	17%	18%
■ Perceived enjoyment	76%	12%	12%
■ Total opinion	71%	12%	17%
■ recommend	73%	12%	15%
■ Surplus value	79%	10%	11%
■ Nicer than a “normal” trip	75%		



Results



- 90% technical problems
 - UMTS instability in rural area
 - Restart again
 - Sunlight
 - No GPS-connection
 - Empty Battery



Results



Market perspectives

- Buying Application 41%
- Renting PDA 41%
- about € 15,0



Conclusions



- (growing) niche-market
- Judgment is positive
- Surplus value
- Innovative way of delivering information
- Content extremely important
- Add personal POI popular, but it is very personal
- Strong depending on UMTS transmission



Recommendations application



- POI on hard disk in areas with low/no UMTS
- Themes POI's (nature, agriculture, facilities etc.)
- Make special theme for personal POI's
- “rating” for personal POI's



Recommendations product



- Choose target group (gaming, interests)
- Rewrite existing historical information into stories
- Develop network of trails
- Develop tracks with stories
- Organize places to hire PDA or
- download on personal I-phone
- Create helpdesk for problems
- Promote countryside with this new technique

