

GeoStream - Exploiting User-Generated Geospatial Content Streams

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Workshop D7.3

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Abstract

This deliverable describes dedicated events where the project results so far were demonstrated to potential customers or users in order to receive feedback for further development.

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Michael Mueller Verlag, Germany
TALENT, Greece
WIGEOGIS, Austria

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1. Introduction

The main role of WP7 Tasks 7.1 and 7.3 in the GeoStream project is to present the workshops and dissemination activities to enable feedback, experience exchange and optimisation of the GeoStream platform. The objective of this deliverable is to report on SME activities towards the GeoStream platform evaluation. Results from the evaluations will be circulated to the technical partners to use the feedback provided to them to improve the platform.

In order to achieve these aims, GeoStream relies on a user-centric approach. In particular developers of the companies MMV, Talent, and WIGEOGIS are involved from the very beginning of the project to give input to the different phases of platform development and influence design decisions. Thus important criteria of project success include not only the developer's satisfaction with the existing platform, but also our ability to obtain relevant feedback at all stages for the technical work packages.

The report and its outcomes will be circulated throughout the consortium. Actions for improvement will be decided after the circulation before the next Consortium meeting.

The remainder of this report is structured as follows:

- Description and evaluation of the workshops for each one of the companies involved in the project
- Further events and plans for the future in order to evaluate and demonstrate the platform.

Full questionnaire and evaluation reports can be found in the Deliverable 4.2.

2. Demonstrations and Workshops

2.1. Workshops

The objective of the evaluation was to obtain feedback from developers in order to improve services, which meet the needs of each one of the companies of the GeoStream project.

In particular, we are collecting developers' feedback during two evaluation cycles:

Cycle 1 – Non-formative Evaluation: Contains feedback from the developers in every single step of the platform, in order to have a good prototype to evaluate. Non-formative evaluation began in December 2013. Since development work continues throughout the project, non-formative evaluations continue to be undertaken on the new functionalities.

Cycle 2 - Formative Evaluation: The goal of formative evaluation is to guide the design process. Feedback from developers and users during demonstrations and workshops is necessary.

During the "workshop week" the companies organized different workshops to find how /if GeoStream platform meets their needs.

Following we present short descriptions of the workshops.

2.1.1. Michael Mueller Verlag (MMV), Germany

The company: Publishing house for alternative, practical travel guides

Number of users: 10

Workshop Object: GeoStream

Workshop Objective: Evaluation – developers’ feedback about the usability of GeoStream platform

Timing: July 2014

As per MMV, the benefit from GeoStream platform is MMV to acquire the technological framework in order to develop an intelligent geo-centered content collection mechanism (forum software) with the result being marketed as a standalone product, as well as an add-on product to printed guides.

The workshop took place at MMV’s offices, Erlangen, Germany. Some of the users worked from their own home office.

In this workshop 10 developers participated. One third of the team consisted of junior developers, while two-thirds of the team were senior developers.

Scenario: The users started from scratch only with a short introduction. They worked on GeoStream link “dataminer.geocontentstream.eu” using the tutorial pdf.

All developers were interested in GeoStream. Most of the comments show that the people are familiar with the concept. Some of the developers expressed a desire to use GeoStream in order to find and combine information.

Summary of the feedback from the MMV workshop:

Positive:	Negative:
<ul style="list-style-type: none"> ▪ You can search many data sources simultaneously. ▪ GeoStream tool is gorgeous for authors doing a research for a book, since you can find so many details at once from different sources. 	<ul style="list-style-type: none"> ▪ You don't find relevant information with ease; searching first in Google and then within specialised sites is still much faster and yields much higher precision. ▪ Could not find a way to combine search terms like “Mozart Exhibition”, so I wonder how to do a search for multiple terms. ▪ It remains unclear what the different categories select. New areas can be defined, but nothing happens.

2.1.2. WIGEOGIS GmbH, Austria

The company: Geo-marketing and internet/mobile GIS

Event: WIGeoGIS KnowledgeDay, Munich; Date: 12/6/2013

Number of users/audience: 110

Event: WIGeoGIS Clients Meeting, Vienna; Date: 10/10/2013

Number of users/audience: 110

Presentation Objective: Presentation of WIGeoGIS research activities: Presentation of GeoStream project; Forecast: How to integrate innovative research components, like output of GeoStream project, in commercial solutions; Use cases for using GeoStream components.

For WIGeoGIS, the benefit from GeoStream platform is to gain the means to surpass existing problems in location search by adding new geospatial data to existing services and offer them to a very large number of users. The potential consequences for WIGeoGIS will be extremely favorable, since they will simply reuse existing software with practically no development costs.

2.1.3. TALENT, Greece

The company: High tech startup, offering innovative software products and services through the exploitation of state-of-the-art technologies for the civilization and the tourism

Number of users: 2

Workshop Object: GeoStream

Workshop Objective: Evaluation – developers' feedback about the usability of GeoStream platform

Timing: 12/7/2014

As per Talent, the benefit from GeoStream is to gain a clear technological edge over existing companies, one that will allow her to offer intelligent services in a novel and successful manner. Talent will commercialize the technology developed in the project as the basis for the development of mobile information portals in the context of the Umap.gr site.

The workshop took place at Talent's offices, Athens, Greece, the second week of July. The developers participated in the workshop have great theoretical and practical experience in the area of applications and innovation.

As a part of Talent's ongoing development efforts, it was necessary to validate the upcoming services and functionalities that will be provided through the GeoStream platform. The focus was on services and functions that were in the portal and Talent can use to create new products.

The goals of the 7 scenarios:

- Register and login to GeoStream
- Search tool –Data retrieval from a large list of sources for user-defined areas
- Mapping of geospatial entities to a uniform representation and categorization
- Extraction of regions of interest
- Editing - Authoring tools
- Statistics
- Data storage and indexing using PostGIS and Solr

Scenarios for hands on GeoStream experience:

The following tasks have been formulated to evaluate GeoStream platform. Each task is accompanied by scenarios in order to stimulate the participant to make observations on aspects of the Geo Stream platform, which require user validation. Through these scenarios users evaluate both usability and functionality aspects.

Task 1: Register and Login to GeoStream

Scenario:

The GeoStream portal is accessible at: dataminer.geocontentstream.eu

Please register and then login.

If you find difficulties, use the tutorial.

Task 2: Search tool – Selection of sources

Scenario: Organize a visit in Athenian Agora

Search for resources about “Stoa of Attalos”.

Replace the keyword with a relevant keyword as: Temple of Hephaistos, Tower of Winds, Temple of Ares, etc.

Browse through the resources found.

Notice which of the sources GeoStream uses to select data (ex. flickr, panoramio, google, etc.)

Task 3: Create a visit – Selection of content

Scenario:

Use the list of the results from the previous search, and try to create a visit to the Athenian Agora. You can decide which type of content (ex. points, events, photos, tweets, etc.) would be most interesting for your project?

Task 4: Edit your visit

Scenario:

Having a second look at your visit, you remark that you want to make some changes (add, change or remove information).

Task 5: Authoring tools

Scenario:

You have just created your visit.

Use the text geocoding service.

Check some of the attributes of your places (title, description, photos, etc.) Is something missing? Please find if the details are displayed correctly in the view mode.

Task 6: Information – Statistics

Scenario:

Browse the mappings between several categories:

Click on Match Statistics to display statistics columns.

Check the confidence per provider for each one of the categories with GeoStream categories

Do you think that it is important for your products to have statistics?

Task 7: Create your own visit

Scenario:

It is your turn to create a new visit. Food time... Why not? Find out wonderful small tavernas with traditional food and make a project for your guests.

Write comments about the difficulties you face and the positive parts the project.

Immediately after finishing their hands-on experience with GeoStream platform, the test users (developers) are asked for their personal evaluation of the system. They are asked to fill in a standardised questionnaire and are also given the opportunity to independently express their opinion and possible suggestions.

The impression of Talent’s developers about GeoStream was positive (keeping in mind the technical background of participants). Negatively mentioned was the lack of content for other cities except of the three of the project.

2.1.4. Discussion

These workshops aim to assist the GeoStream platform development with a flexible as well as comprehensive and effective means to steer further development. The detailed set-up and the questionnaire are designed to make sure that objectives and goals set upon inception of the project will be met.

The evaluation plan and methodology is however a dynamic procedure, based on feedback from Consortium partners and project needs.

Testing and workshops can be a source of many enhancements as well as a means to control risks inherent with every software project and to optimize the final product.

3. Future Events

Below we list some future events that are foreseen by the SME partners to demonstrate future versions of the GeoStream demo and get additional feedback and comments. This list is not exhaustive, since only already planned events are listed, while additional ones may be planned in the course of the project.

3.1. WIGEOGIS GmbH, Austria

WIGeoGIS KnowledgeDay, Munich;

WIGeoGIS Clients Meeting, Vienna;

Both events take place each year. WIGeoGIS will present research activities and GeoStream results on both events.

3.2. TALENT, Greece

Talent is planning to use the platform to create new products and applications such as:

- Cultural navigator of Athens: for city tourism, archaeological tourism, heritage tourism etc. and
- Greek marine navigator: for nautical tourism (sailing and yachting), boat owners, tourists, sailing lovers, etc.

Two big exhibitions where Talent is planning to demonstrate the innovative products will be the followings:

- Greek tourism expo: The Exhibition takes place in Athens every year, and presents all types of tourism products offered in Greece and sellers from every sector of the travel industry and / or
- Posidonia (International Shipping Exhibition –every two years) a huge exhibition which attracts the Greek and international shipping community and where technical and commercial buyers discuss products and services for their operations.

During the exhibitions Talent will have a stand, where two people will demonstrate when visitors are interested. One partner will demonstrate GeoStream while the other will document users' comments in the Demo. The demonstrators mainly will work with a particular search scenario, which will demonstrate all working components of the current GeoStream portal. Feedback will be obtained from all potential users visiting the exhibition.