



Executive Summary

D2.1 – Pilot Specifications

The project will develop **four** standalone **flagship pilot applications (Apps)** to showcase the different technologies integrated into the CrossCult platform. The underlying principles of the pilots, their evaluation framework and supporting technologies are being developed in a modular way: they are connected via a common platform, front-end interface and back-end. Thus, the **Pilots** were designed around **different reflective topics** (health, migration...), **distinctive venues** (both indoor and outdoor, unique or connect to others), **diverse content** (eg paintings, texts, images, videos), integrating **disparate technology** modules and **dissimilar user scenarios** to showcase how the platform can contribute to challenging reflective practices on cultural heritage content.

- Pilot 1: personalisation of itineraries for exploration of a large multi-thematic venue, the National Gallery. Historical reflections are triggered through a personalised, fun and multidimensional interaction with digital representations of the physical artwork.
- Pilot 2: many small venues that exist throughout Europe. It connects four small museums, encouraging reflection through team gameplay. It provides information that links historical topics and venues through an interactive graph of concepts.
- Pilot 3: is adding value to the user experience for one small venue. Through enhanced and enriched personal itineraries, visitors will explore physical objects organised in a narrative alongside related digital objects provided via linked open data. In this scenario, crowd-sourcing technologies facilitate reflection.
- Pilot 4: takes place outdoors and connects the discovery of historical themes and their related objects across two cities. Using geo-located historical content to form the backbone of a treasure hunt game, reflections and interpretations are elicited via crowdsourcing technologies.

The original scenarios for each pilot were refined and validated in collaboration with historians that participate in CrossCult and the venues. The historians enriched the scenario with content events, people and the venues. Each pilot had to: (1) highlight the reflection and history re-interpretation objectives of each pilot and identify how these can be achieved through the interaction of the users with the CrossCult platform and applications (**Reflective history context**); (2) provide a detailed and realistic description of the user's scenarios (**High-level scenario**). The high-level scenarios were then transformed into use cases which graphically describe the user interaction with the CrossCult platform according to the *User Interface, Application* and *CrossCult Infrastructure* (**Activity diagrams**). These activity diagrams represented the flow

of activities and actions of the apps drawn with standard Unified Modelling Language (UML) version 2. Using a data template each pilot then provided an overview of the suggested data resources to form content (**suggested datasets**). Each pilot described the dataset, compiling information about its size and format, openness and conditions availability and retrieval. This summarised the types of disparate content datasets to be linked within the CrossCult infrastructure. A general evaluation framework was proposed (see fulltext Deliverable 2.1, pages 14 to 19) which identified six different requirement axes of the evaluation: 1. General requirements, 2. Content type, 3. Content delivery, 4. Individual reflection, 5. Social reflection and 6. Interaction and connection types. We then identified a set of 11 indicator categories which would form the creation of user evaluation measures in WP5. Each pilot created an instance of the evaluation framework by translating the high-level user scenario into a set of user requirements. These requirements were then associated to different measurement categories and organised by requirement axes (**Requirements and associated evaluation metrics**). At the same time, the Project's technology, data and game design experts designed appropriate templates which were populated according to the requirements of each pilot.

A standardised template was adopted to ensure consistency in the presentation of the description and requirements of each pilot, including: (1) a reflective history context; (2) high-level scenarios; (3) associated activity diagrams; (4) data set resources and (5) an evaluation framework. The evaluation framework outlines the axes, metrics, indicator categories and objectives of the evaluation for each pilot. Similarly, the technologies section uses distinct categories to present the range of diverse technologies that will be employed by the four pilots to trigger reflections, dialogues and (re)interpretation of historical topics, narratives or events. In addition, a formal, shared terminology was adopted to describe a broad range of games and playful interactions designed specifically for the four CrossCult pilots and their learning outcomes. Using this template approach has ensured the harmonisation and homogenisation of the requirements but at the same time provided sufficient flexibility to ensure that the diversity of each of the pilots is respected.