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Short Description	This document provides comprehensive written and audio-visual materials designed to train trainers effectively. It offers a robust resource to empower trainers with the knowledge and skills necessary for successful training delivery.

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History of Changes			
Date	Version	Author	Remarks
29 February 2024	1.0	Arzu Sibel İkinci, Eda Gürel	First version

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CULTURATI Training Guides

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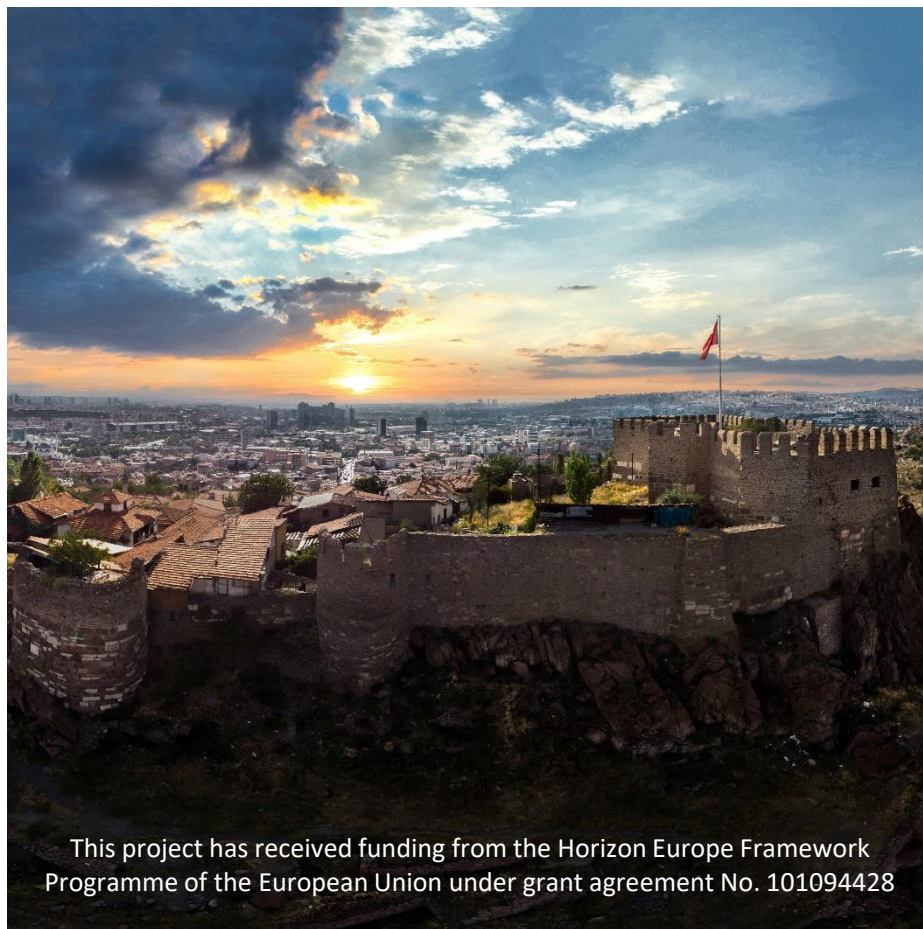# Horizon Europe RIA Project
TRAINING HANDBOOK FOR PILOT SITES

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CULTURATI Pilot Sites

This document is tailored for the training of the following pilot sites involved in the project:

- Rahmi M. Koç Museum İstanbul, Türkiye
- Ankara Citadel, Ankara Governorship, Türkiye
- Monti Dauni, Meridaunia, Italy
- Porvoon Kaupunki, Finland
- Blenheim Palace Heritage Foundation, UK

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Purpose

The purpose of this handbook is to provide guidance on the process and considerations involved in gathering, preparing, categorizing, and developing media assets for customized games and routes for the CULTURATI platform, ensuring a comprehensive training approach beyond platform-specific instruction. Additionally, it documents key steps for implementing people-counting technology at cultural heritage sites.

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Contents

- Building the Team

- Content Preparation

- Content Categorization

- Content Development

- Capacity Management

- Further Considerations

Building the Team

Building the right content team for the CULTURATI platform is a strategic endeavor aimed at capturing and conveying the rich tapestry of cultural heritage, arts, and core experiences. This team will serve as the custodians of your site's narrative, delving into memories and archives to unearth compelling stories that showcase the cultural site.

Comprising local residents, shop owners, researchers, and community liaisons, the content team will not only curate content but also spearhead the creation of new narratives, digital assets, games, and routes. Their role extends beyond mere documentation; site administrators will actively engage with their networks and communities, fostering collaborative efforts to gather, categorize, and prioritize stories that resonate with diverse audiences.

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To create diverse and compelling content for both indoor and outdoor sites, it is essential to assemble a multidisciplinary team. For indoor sites, this team should include individuals from conventional interpretation or marketing teams, as well as those from external departments, to bring fresh perspectives. Meanwhile, for outdoor sites, assembling a team involves gathering members from the local community, marketing teams, experts, and academics. Initially, our goal is to form a team of 20 individuals for outdoor pilot sites, ensuring gender equality. By blending creativity with research, this diverse content team will play a crucial role in advancing CULTURATI's mission of fostering cultural appreciation and understanding through the power of compelling storytelling.

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HOW TO - Building the Team

- **Step 1 - Define Objectives and Audiences:** Understand the specific needs, interests, and expectations of the audiences (end-users or visitors) to tailor the content accordingly.

- **Step 2 - Crafting a Plan Aligned with Objectives:** Develop a content plan that aligns with the objectives. This should include the categories, levels, overall theme, tone, and style of content, as well as considerations for accessibility and inclusivity. Based on this, you will continue to build the right team.

- **Step 3 - Identify Subject Matter Experts:** Identify individuals who are experts in the subject matter. This could include your marketing team, historians, curators, academics, community members, or other knowledgeable individuals who can provide accurate and insightful information.

- **Step 4 - Assemble a Diverse Team:** Build a diverse content team with a range of skills, such as local residents, shop owners, tour guides, historians, and managers. A well-rounded team ensures that each aspect of the CULTURATI, from content creation to technical execution, is handled effectively. At this stage, identify who will be responsible for adding content to the CULTURATI platform.

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Content Preparation

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Content Preparation

Developing a central hub for collating all content assets about a cultural heritage site into one place is a strategic initiative that enhances efficiency and collaboration.

The CULTURATI platform serves as a centralized hub, facilitating seamless creation, storage, access, and management of a diverse array of digital assets. These assets encompass textual content, images, videos, and 3D objects tailored to the unique audiences associated with different sites. As a secure and organized repository, the CULTURATI platform offers customizable content options, enhances version control, and eliminates challenges arising from scattered information.

This centralised approach not only streamlines content management but also encourages cross-functional collaboration, as teams can collaborate, share insights, and access the most up-to-date information.

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HOW TO - Content Preparation

- **Step 1 - CULTURATI Platform Content Management:** Utilize the CULTURATI Platform as a content hub to empower the content team to seamlessly categorize, add, and edit content, fostering efficient collaboration and ensuring a well-organized repository for streamlined content management.

- **Step 2 - Define Geographical Zones and Locations:** Establish geographical zones for associated content to ensure a focused, location-specific strategy, enhancing user experiences with contextually relevant and engaging content. In this framework, an "area" serves as a broader term that may encompass multiple specific zones at your site. Creating a folder structure that supports this framework will make uploading content easier in later stages of the project.

- **Step 3 - Content Gathering:** Invite your content team to bring in content associated with each geographical area and zone. It is useful to create an index for all content added to the content framework to facilitate more efficient long-term crowd and content management.

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Content Categorization

Categorizing content and digital assets according to predefined topics based on end-user interests, preferences, and knowledge levels is crucial for the CULTURATI platform. By organizing information around these predetermined themes, the platform not only improves user navigation and search functionality but also customizes the user experience to match individual interests. This categorization guarantees that users can effortlessly find content that aligns with their preferences, fostering a more personalized and engaging interaction with the cultural resources available.

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Furthermore, content categorization enhances content discovery for users interested in exploring various facets of culture, thereby contributing to a more comprehensive and inclusive platform. This organized approach not only serves as a navigational guide but also enriches the user journey on the CULTURATI platform, fostering a deeper appreciation for the diverse cultural narratives it aims to showcase.

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HOW TO - Content Categorization

- **Step 1 - Define Categories (Themes):** To establish a structured framework that enhances content classification according to the varying interests and preferences of end-users, begin by defining key strategic categories, also known as themes, for the CULTURATI platform. These categories serve as overarching themes encompassing various topics or subjects related to cultural heritage and exploration. By considering the diversity of your audiences and tailoring these categories to accommodate different interests and preferences, you ensure inclusivity and relevance to a wide range of users. This approach fosters a more personalized and engaging user experience, enabling users to explore content that aligns with their interests or preferences.

- **Step 2 - Define Levels:** In conjunction with defining categories, it's essential to establish levels based on the knowledge or educational differences of end-users. These levels provide a hierarchical structure that enables users to navigate through content with greater granularity and depth, catering to their specific levels of expertise or understanding. By defining clear and meaningful levels that reflect your audience's varying knowledge or educational backgrounds, you enhance the user experience by facilitating more targeted and efficient content discovery and exploration.

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Content Development

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Content Development

Content development is a pivotal step in shaping the narrative of the CULTURATI platform. It encompasses an in-depth analysis of existing stories, identifying areas where representation, perspectives, or themes may be underexplored. To enrich the CULTURATI platform, it is imperative to envision and articulate new stories that resonate with a diverse audience.

Whether unearthing untold stories, delving into uncharted historical narratives, or exploring cultural nuances and traditions, this content offers invaluable opportunities to captivate and educate the audience. Crafting such content necessitates a collaborative effort involving subject matter experts, storytellers, and community contributors who can infuse authenticity from diverse perspectives.

By actively engaging with these voices, the CULTURATI platform can ensure the creation of content that not only addresses the needs and desires of its audience but also enriches the cultural tapestry it aims to weave.

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HOW TO – Content Development

Step 1 - Create an Action Plan for Content Development: Before generating new content, it is crucial to identify relevant content that matches the interests and knowledge of the target audiences. The content coordination team should workshop ideas based on audience profiles and compile a comprehensive list of relevant content. By developing an action plan for creating new content (in the form of questions and answers), you can meet the specific needs and interests of the target audience.

Step 2 - Content Creation Guidelines: To facilitate effective content creation, consider the following factors:

- **Audience Preferences and Levels:** Define the target audience and recognize their differences based on interests and knowledge levels, such as history enthusiasts or casual learners.

- **Duration:** With individuals' attention span averaging less than 8 seconds, keep your content concise to accommodate the time required for consumption, whether it is reading, listening, or watching.

- **Media Type:** Determine whether the content is textual, video, audio, or an image.

- **Action Required:** Identify any necessary additional work, such as editing, before uploading the content to CULTURATI.

- **Item Location:** Specify the item and its geographical location, considering where it will be accessed or played.

- **IP, Copyright, and Licensing:** As the creator, you are responsible for generating original content. Ensure compliance with intellectual property rights, copyrights, and licensing regulations.

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Capacity Management

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Capacity Management

Effective capacity management is a cornerstone of the CULTURATI platform, leveraging occupancy-related data to craft dynamic games and routes while guiding users toward quieter locations, elevating the overall visitor experience. Consequently, strategic planning for key areas and critical zones becomes imperative to ensure a seamless and enriching visit for users.

Recognizing the significance of quieter locations in enhancing the user experience, it's essential to acknowledge that certain areas will hold greater prominence due to essential core stories that must be consumed. This factor should be carefully considered when planning and prioritizing user interactions.

The selection of appropriate sensors is paramount, with the choice contingent upon whether the application is deployed in micro or macro sites. This ensures optimal performance and data accuracy across diverse environments.

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HOW TO – Capacity Management

- **Step 1 - Define Key Areas and Zones:** In the initial phases, it is pivotal to identify key areas and their respective zones for monitoring. An area is a comprehensive container for multiple zones, each encapsulating specific content assets.

- **Step 2 - Capacity Review:** After pinpointing areas and zones, gathering essential data about them becomes imperative to understand their capacity limitations and optimal occupancy. Determining the minimum, maximum, and optimum capacity for each area and zone is crucial for the CULTURATI platform to gauge busyness effectively.

- **Step 3 - Document Relationships Between Zones:** Within each area, zones are interconnected and have relationships with other zones. Defining a comprehensive list of areas and zones is an essential step in the planning and implementing the CULTURATI platform.

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Further Considerations

- **Accessibility and multilingual content**
  Ensure that content is accessible to a diverse range of users, including those with disabilities and international visitors. Provide alternative formats or features such as transcripts for individuals with hearing impairments or visual impairments.

- **Headphones**
  Headphones play a crucial role in enhancing the CULTURATI experience, especially in bustling environments. They offer users a personal and immersive way to engage with content while minimizing ambient noise, thus facilitating a more enriching and focused exploration. Consider encouraging users to bring their own headphones, providing adapters for compatibility with their devices, and ensuring thorough sterilization of provided headsets.

- **WiFi and 4G**
  Robust WiFi connectivity is essential for seamless streaming of content from CULTURATI, guaranteeing an uninterrupted user experience free from buffering delays or disruptions. Additionally, support for 4G connectivity ensures accessibility even in areas with limited WiFi coverage.

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Further Considerations

- **Area Maps**
  Area maps for each site involving key areas and zones are essential components of the CULTURATI platform, providing users with a foundational understanding of spatial layouts. These maps are instrumental in crafting user-friendly navigation and enhancing the overall visitor experience. CULTURATI utilizes available site maps and digitizes them for use by site administrators and visitors alike.

- **Sensor Data**
  Ensuring the operational integrity of sensors and counters is paramount for maintaining data accuracy within the CULTURATI platform. These components are crucial in accurately capturing visitor traffic and engagement metrics. Therefore, the strategic placement of sensors is critical to their effectiveness and reliability.

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Horizon Europe RIA Project
INITIAL TRAINING – TRAIN THE TRAINERS

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Objectives

Project Title: Customized Games and Routes for Cultural Heritage and Arts - CULTURATI

- Delivering the right information to the right individual at the right time and place,

- Creating personalized games and routes,

- Implementing people counting technology for crowd management.

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Responsibilities for the Sites

Assign the following roles for CULTURATI;

- Site Administrator

- Data Operator

- Content Creator

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Site Administrator

- Optimize and determine the categories and levels of the CULTURATI platform to facilitate personalized information delivery to visitors.

  - **Category:** Examples; Art, History, Technology, Tradition, Engineering, Love, etc.)

  - **Levels:** Examples; Beginner, Intermediate, Advanced

- Actively connect with networks and communities for content development.

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Data Operator

Using the CULTURATI Map,

- Identify objects and mark their locations on the map,

- Identify zones and areas at the site,

- Define and specify capacities for rooms (spaces),

- Locate the sensors and navigation points.

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Content Creator

Content creators can include narrators and storytellers, local residents, academics, researchers, marketers, community representatives, etc.

- Create and organize engaging content tailored to the preferences, interests and levels of visitors for CULTURATI's;

  - **Games:** involve treasure hunts like Question & Answer games

  - **Routes:** involve More Information for those visitors looking for navigation and information

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Details for Content

Content Creator will enter the following information into the

CULTURATI;

- Category
- Level
- Questions
- Answer Options
- Hint
- Points (for the correct answer)
- Related Object

- Additional Information (also used for Routes)
- Attachments, if any

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Goals

- Produce 1000 pieces of content within 2 months.
- Generate a total of 2000 pieces of content for the project.

Examples From RMK

Categories: Example prompt for visitors (customizable):

How would you like to explore the museum today?

- Atatürk
- Scientific Instruments
- Railway Transportation and Trains
- Maritime
- Aviation

- Communication
- Road Transportation and Automobiles
- Machines
- Toys
- Living History/Nostalgic Life

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Example 1

Category: Atatürk Section

Level: Intermediate

Question:
In Turkey, among the three known examples and very rarely encountered today, what is the issue number of the Time Magazine with Atatürk on its cover?

Answer Options
a. First
b. Second
c. Fourth

Hint: It is the first issue where Atatürk appeared on the cover of the magazine.

Information: It is the fourth issue of Time magazine, and it is the first issue where Atatürk appeared on the cover. It is one of the three known examples in Turkey, preserved in a volume that includes the first three issues of Time magazine..

Example 2

Category: Communication Devices

Level: Intermediate

Question:

For what purpose was the Dictaphone produced by the Columbia Graphophone Company and displayed in the museum used?

Answer Options:

a. To record sound and play it back

b. To establish communication over long distances

c. To transcribe dictated verbal texts into written documents

Hint: The device features a needle and a wax cylinder.

Information: The graphophone is an improved version of the phonograph, with the main difference being the more durable sound-emitting surface of the graphophone. The Columbia Phonograph Company produced this example in the 1900s.

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Example 3

Level: Difficult

Question:

What are the most distinctive features of the Lincoln Model L Opera Coupe 1924?

Answer Options:

a.   Its use as a taxi before becoming a private vehicle

b.   Its design as a grocery carriage

c.   Being the first mass-produced car

d.   Its heavy wooden wheels, shielded roof, and drum headlights

Hint: It has become obsolete over time.

Information: One of Brunn's designs, the Model L Coupe, has doors on both sides and a protruding rear body. The displayed car showcases the original design of Model L, preserved without changes for eight years after its release. The most distinctive features of the design reflecting the early 1920s, which have become obsolete over time, include heavy wooden wheels, a shielded roof, and drum headlights.

Example 4

Category: Railway Transportation and Trains

Level: Difficult

Question:

Which of the following locomotive models is considered the first modern locomotive, designed for and winning the Rainhill Trials competition held in October 1829?

Answer Options:

a. Agenoria Locomotive Model

b. Rocket Model

c. German Express Locomotive Model

d. French Locomotive Model

**Hint**: It was designed by George Stephenson and his son Robert Stephenson.

Information: Rocket, designed for the Rainhill Trials competition in October 1829 to determine the locomotives for use on the railway between Liverpool and Manchester, can be considered the first "modern" locomotive. The model won first place in this competition and possesses many features that were subsequently used in almost all locomotives produced.

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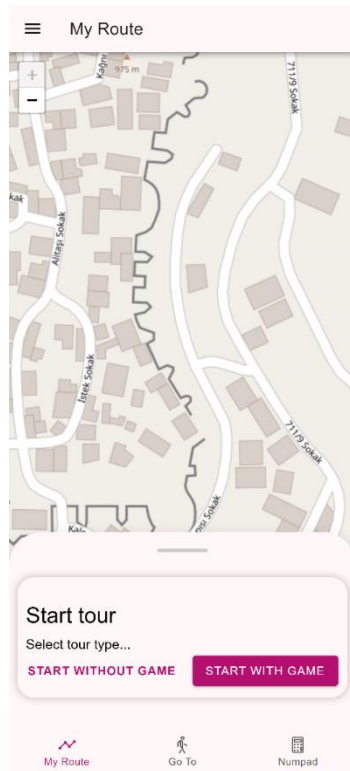# CULTURATI's Game Screens for the Users
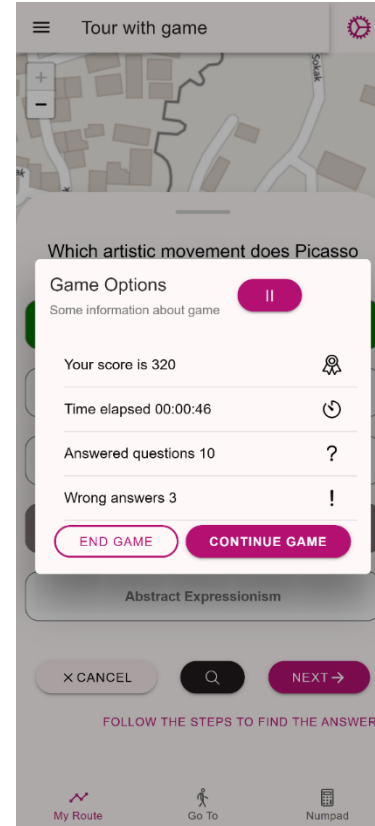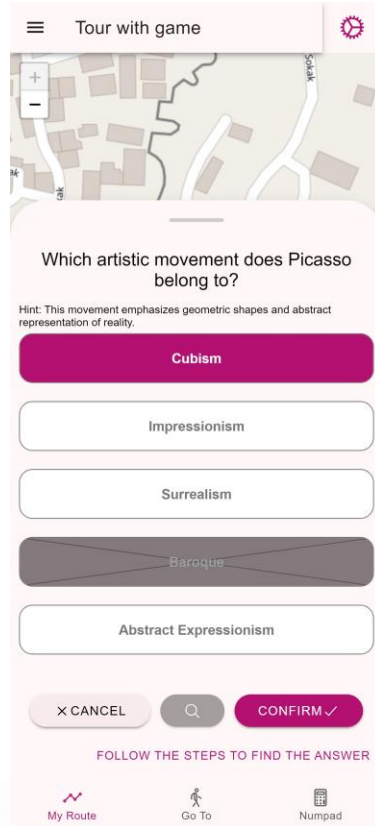
CULTURATI's Route Screens for the Users

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Audio-visuals

The YouTube channel of CULTURATI provides audio-visuals for training;

https://www.youtube.com/@Culturati.EUproject

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