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## Deliverable 3.3 – Training Report

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Responsible author(s)	Arzu Sibel İkinci <a href="mailto:aikinci@bilkent.edu.tr">aikinci@bilkent.edu.tr</a>		
Reviewer(s)	Eda Gürel <a href="mailto:eda@tourism.bilkent.edu.tr">eda@tourism.bilkent.edu.tr</a>		

Short Description	This report outlines the training program's objectives, the specific training modules administered, and the intended participants. Each module's content is thoroughly revealed.
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## Executive Summary

The CULTURATI Project, funded by Horizon Europe's Research and Innovation Action initiative, bridges the gap between scientific discovery and technological advancement to empower cultural heritage preservation and promotion. This report outlines the project's training program, emphasizing its structure, content, and target audience. The program equips stakeholders with the essential skills to create engaging cultural experiences.

The training program offers targeted modules tailored to the specific needs of individual pilot sites. Participants gain expertise in developing content for Q&A games and dynamic routes, focusing on content creation, effective training methodologies, and addressing cultural sensitivity and accessibility.

Inclusivity, sustainability, and effective technology use are prioritized within the program. Diverse learning methods cater to various learning styles while addressing technical challenges and data privacy concerns. Evaluation mechanisms measure the program's effectiveness through skill development and project impact metrics.

Key target audiences include Cultural and Creative Industries (CCIs) and their site administrators, data entry operators, content creators, and other pilot site staff. Tailored training sessions address their specific roles and needs, ensuring successful implementation and maximum impact.

Training materials are disseminated through national workshops, online platforms, and YouTube videos, providing comprehensive guidance for content creation and platform utilization. The administrator platform facilitates the seamless integration of content for the Q&A games and dynamic routes into existing infrastructures at pilot sites.

Overall, the training program equips target audiences with the skills necessary to create engaging cultural experiences. This leads to increased audience participation, enriched visitor experiences, and a deeper appreciation for cultural heritage. Through continuous refinement and adaptation, the CULTURATI Project aims to meet the evolving needs of consumers of cultural heritage, visitors, researchers and innovators in the cultural heritage sphere.

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## 1. Introduction

This report outlines the project's training program, emphasizing its structure, content, and target audience. The program equips target audiences with the essential skills to create engaging cultural experiences.

To enhance audience engagement and cultural exploration, the CULTURATI Project employs innovative methods; Questions and Answers (Q&A) games and dynamically generated routes. This is an interactive approach offers numerous benefits, including increased participation, a deeper understanding of cultural topics, and an enhanced visitor experience.

The training program offers targeted modules tailored to the specific needs of individual pilot sites. Participants gain expertise in developing content for the Q&A games and dynamic routes, focusing on content creation, effective training methodologies, and addressing cultural sensitivity and accessibility.

Recognizing the indispensable role of training in ensuring the success of ambitious projects, the training report offers a comprehensive overview of the CULTURATI Project's training program. This report outlines the program's objectives, the specific training modules administered, and the intended participants. Each module's content is thoroughly revealed, with insights into the methodologies that facilitate optimal knowledge transfer and skill enhancement.

In summary, the general objectives of the training programs are listed as follows:

- **Empower Target Audiences:** Equip key team members involved with CULTURATI pilot sites (site administrators, data entry operators, editors, content creators, including artists, creative professionals and citizens) with the necessary skills and knowledge to utilize the platform effectively.
- **Enhance Cultural Experiences:** Guide participants in developing engaging content and functionalities for CULTURATI, such as creating content for Q&A games and dynamic routes, to create enriching and interactive experiences for visitors.
- **Promote Cultural Heritage:** Foster a deeper appreciation for cultural heritage by providing tools and strategies for effectively presenting cultural information through CULTURATI.



- **Bridge the Knowledge Gap:** Ensure participants understand the CULTURATI application processes, content management procedures, and best practices for integrating the platform seamlessly into existing educational or visitor experiences.
- **Cultivate Inclusivity:** Emphasize the importance of cultural sensitivity and accessibility considerations when developing content and functionalities for CULTURATI, ensuring inclusivity for diverse audiences.

These objectives highlight the program's focus on empowering target audiences, enhancing visitor experiences, and promoting cultural heritage through effective training and skill development.

## 2. Enhancing Accessibility and Impact of the Training

The CULTURATI Project leverages dynamic Q&A games and routes to engage audiences in exploring cultural heritage. While this approach offers immense potential, ensuring inclusivity, sustainability, and maximizing impact requires careful consideration of training design, content, and effectiveness alongside potential challenges.

In the following section, we outline the construction of an effective training program tailored for the CULTURATI project. In particular, this section outlines the methodologies, content development strategies, and technology considerations essential for empowering stakeholders with the requisite skills and knowledge to create and leverage content for the dynamic Q&A games and routes. Through targeted training modules, interactive methodologies, and robust evaluation mechanisms, we ensure that participants are equipped to navigate the complexities of cultural engagement with confidence and proficiency.

### 2.1 Building an Effective Training Program

#### 2.1.1. Targeted Training Modules

The CULTURATI project employs modular training programs organized into distinct phases. Within each phase, tailored sessions are conducted for individual pilot sites, catering to the specific needs of their respective audiences, which include administrators, content creators, trainers, etc. Each module within these sessions is designed to empower participants with the requisite skills for proficiently creating and leveraging content for the dynamic Q&A games and routes.

### 2.1.2. Training Content Development and Integration

The training content covers a wide array of topics, spanning from team building to the details of the CULTURATI application processes. It emphasizes the importance of gathering, preparing, and categorizing content for CULTURATI alongside the creation of media assets. Special focus is placed on developing culturally sensitive Q&A game questions and answers, as well as incorporating accessibility features. Furthermore, the training workshops highlight and feed the strategies for seamlessly integrating CULTURATI into existing educational or visitor experiences.

### 2.1.3. Training Methodologies

To ensure optimal knowledge transfer and skill development, our training program utilizes a variety of engaging training methodologies. These include interactive workshops, collaborative brainstorming sessions (jam sessions), practical exercises with real-world and virtual application scenarios, and opportunities for immediate feedback throughout the training activities.

## 2.2. Addressing Potential Concerns

### 2.2.1. Culturally Sensitive Content for Q&A Games

The training program empowers participants with the expertise to craft culturally sensitive content for Q&A games for CULTURATI. Through engaging in practical exercises and interactive discussions, participants acquire invaluable insights into the best practices for formulating questions and answers that authentically reflect the diverse cultural heritage being showcased. This approach ensures that visitors not only deepen their comprehension but also avoid the reinforcement of stereotypes, fostering a more inclusive and respectful gaming experience.

### 2.2.2. Accessibility Features

Our training program empowers participants to enhance accessibility by equipping them with the skills to seamlessly integrate various data formats into the platform. This includes features like alternative input methods, ensuring that content is accessible to all users, regardless of ability. Through clear explanations, practical demonstrations, and hands-on exercises, participants learn how to effortlessly incorporate these features into their existing content creation and route design workflows, thereby fostering a truly inclusive and accessible cultural exploration experience.

### 2.2.3. Multilingual Support

The training program provides information about the language options for creating content for the Q&A games and information for routes in multiple languages. XWiki, the platform used to create

these games and routes, offers built-in multilingual capabilities. XWiki supports translations in 42 languages, allowing participants to tailor the experience for their audience.

For participants seeking to utilize XWiki's multilingual features, the training program guides them through accessing the "Language settings" within the XWiki Administration panel. Specifically, participants learn to navigate to "Content > Localization" and adjust the "Default Language" as needed.

## 2.3. Technology and Implementation Considerations

### 2.3.1. Mastering Technical Challenges

Our training program equips participants with an in-depth comprehension of the platform's functionalities, empowering them to overcome potential technical obstacles. Through the training and documentation, participants learn troubleshooting methods and best practices for sustaining Q&A games and dynamic routes. This proactive approach ensures participants gain the confidence to effectively manage and uphold their creations within the platform, guaranteeing the smooth operation of their interactive experiences.

### 2.3.2. Protecting User Privacy

Building trust with our users is paramount. Our training program and documentation integrate essential data privacy principles, ensuring we collect user information responsibly and securely. The program equips participants with best practices for data collection, emphasizing the importance of minimizing data collected and obtaining user consent. Additionally, participants will learn robust security measures to safeguard user information, fostering a culture of data protection within pilot sites.

### 2.3.4. Cultivating Diverse Learning Journeys with Technology

Our training methods offer powerful technology exploration and rely on the value of diverse learning methods. We equip participants with strategies to provide alternative methods. This includes utilizing hybrid training, various materials like online resources, audio-visuals, images, animations, and AI's help, offering a comprehensive toolkit. Participants can cater to a broader range of learning styles and ensure a rich cultural exploration experience.

## 2.4. Evaluation and Impact

### 2.4.1. Measuring Training Effectiveness

At CULTURATI, we guarantee that participants' training translates into tangible skills. To measure the effectiveness of our program, we utilize a combination of pre-and post-training assessments. These assessments measure participants' proficiency across key areas, including content creation for Q&A games, where they master crafting engaging content for games for dynamic learning experiences. Additionally, participants learn to integrate features catering to diverse learning styles and abilities seamlessly. Our training also emphasizes integration strategies, facilitating the seamless incorporation of these tools into existing workflows and enhancing the impact of cultural exploration initiatives. Through careful analysis of assessment results, we aim to continuously track participant progress, ensuring our program consistently equips you with the skills necessary to create successful and inclusive cultural experiences.

## 3. Key Target Audiences: CULTURATI User Roles and Training Needs

The CULTURATI platform caters to diverse users, each with specific roles and training requirements. The following is an overview of these key target audiences and their educational needs.

### 3.2. Site Administrators

- Role: Decision-makers responsible for finalizing content categorization and difficulty levels.
- Expertise: Possess a deep understanding of their target audience and leverage strong network connections.
- Training Focus: Cultivating user-friendly category structures that resonate with visitor interests. This ensures personalized information delivery based on visitor preferences.

### 3.3. Data Entry Operator

- Role: Technical specialists who build the platform's roadmap by integrating existing site maps.
- Responsibilities: Determining and dividing locations into zones based on objects and their placement. Identifying sensor locations and navigation points. Determining space capacities.
- Training Focus: Mastering the technical aspects of roadmap creation using CULTURATI's mapping functionalities.

### 3.4. Content Creators

- **Role:** The storytellers who curate engaging content. These individuals can be museum representatives, local residents, marketing professionals, communication specialists, academics, or researchers.
- **Selection Criteria:** Emphasis on gender equality and a diverse pool of creators.
- **Responsibilities:** Crafting compelling content that caters to visitor needs and interests. Uncovering hidden cultural treasures and weaving them into engaging narratives. Developing both content for Q&A games and personalized routes for visitors. Q&A games involve crafting questions and answer options. Personalized routes are tailored to individual visitor interests.
- **Training Focus:** Guidelines for crafting captivating content. Cultural sensitivity considerations when developing content. Techniques for integrating multimedia elements into content creation.

### 3.5. Pilot Sites

Pilot sites and their cultural significance are the main components of the CULTURATI project. The training programs are tailored to address the specific needs of each pilot site involved in the CULTURATI project, ensuring effective implementation and maximum impact. The following are the pilot sites of CULTURATI;

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

## 4. Delivered Training and Materials

### 4.1. Phase One: Initial Training – Train the Trainers National Workshops

The workshops were organized by the Coordinator, headed by Arzu Sibel İkinci, the Director of Training and Researcher along with Dr. Eda Gürel the Project Coordinator and Managing Director. The following list outlines the formal training sessions conducted as part of our structured program. However, it is important to note that alongside these formal sessions, numerous meetings, both formal and informal, were held, including field trips, aimed at engaging team members governing the pilot sites and preparing them for the training. These additional interactions provided valuable

opportunities for team building, knowledge sharing, and aligning objectives, contributing significantly to the overall success of the training program.

#### 4.1.1. Ankara Citadel, Ankara Governorship (AG)

The first formal initial training session for the CULTURATI project was held for the Ankara Governorship and Ankara Citadel on 20 November 2023, conducted in Turkish and face-to-face at the Ankara Governorship. AG is responsible for engaging stakeholders at Ankara Citadel. They employed 25 content creators, including academics, creative professionals, small and medium-sized operations, and citizens. The first training session, attended by 16 (8 men and 8 women) content creators, was conducted for this group of individuals, who demonstrated a high level of interest and enthusiasm for the project. The session was made interactive to encourage active participation and engagement, which are crucial for the project's success.

#### 4.1.2. Rahmi M. Koç Museum (RMK)

The second training session for the CULTURATI project was held for the Rahmi M. Koç Museum on 29 November 2023, conducted in Turkish via Zoom. The session witnessed active participation, particularly in the realm of content creation. The enthusiasm and engagement displayed by the participants were invaluable, reflecting their dedication to enhancing content creation skills. The insights and ideas shared during the session are anticipated to contribute significantly to the project's success.

The training session and accompanying presentation were attended by Mine Sofuoğlu (General Manager), Selen İşyar, Gözde Akyüz, Zeynep Türkay, Selin Fisun Yılmaz, and Serra Çoruh. Following the training, a subsequent session was organized to address questions raised by content creator Selin Fisun Yılmaz and to review the content created.

One particularly fascinating feedback received during the content creation review process came from experienced content creator Selin Fisun Yılmaz. She expressed how the RMK team was surprised after unlocking new content about the museum despite their years of experience. This feedback underscores the effectiveness and impact of the training session in inspiring fresh perspectives and revitalizing content creation efforts within the Rahmi M. Koç Museum team.

#### 4.1.3. Porvoon Kaupunki, Finland (PK)

Starting from Month 13 onwards, we expanded our training initiatives to include the participation of European sites, broadening the scope of our program to encompass a wider range of cultural contexts and perspectives. With the involvement of these additional pilot sites, our training sessions were extended to cater to diverse audiences and cultural heritage settings across Europe. This expansion facilitated the exchange of knowledge and best practices among all participating sites, fostering a collaborative learning environment and enriching the overall training experience.

The third formal training session for the CULTURATI project was conducted in English via Zoom for the Finland pilot site, Porvoon Kaupunki, on 12 February 2024. The insights and contributions provided by the participants during the workshop were invaluable, enriching the collaborative learning experience. To ensure continued alignment across our initiatives, the workshop presentation, Zoom link, and training handbook were shared with the following participants: Mario Passos Ascencao and Tanja Peisala.

The training documentation customized for Porvoon Kaupunki was specifically tailored to address the unique challenges and opportunities presented by outdoor spaces, reflecting the distinctive context and requirements of the pilot site. Recognizing the nature of outdoor content creation, adjustments were made to accommodate the specific needs and characteristics of the site. In accordance with the Key Performance Indicators (KPIs) outlined in the CULTURATI project, a group of 20 content creators is scheduled to undergo training delivered by skilled trainers to develop content tailored to the project's objectives. The training materials provided to Porvoo are crafted resources designed to offer comprehensive guidance and support to participants, enabling them to engage in effective content creation that align closely with the overarching goals of the CULTURATI project.

#### 4.1.4. Blenheim Palace Heritage Foundation, (BPH)

The fourth formal training session for the CULTURATI project was conducted in English via Zoom for the UK pilot site, Blenheim Palace Heritage Foundation, on 15 February 2024. The second training material, "Training Handbook" was prepared by David Green, Head of Innovation at the Blenheim Palace Heritage Foundation (BP) and customized for each pilot site before being distributed. Furthermore, participants were provided with access to the recorded training session and accompanying documents. The training sessions for Blenheim Palace are being led by Antonia Keaney and David Green, who have been appointed as trainers for this purpose. They will oversee

the newly organized training sessions to ensure that participants receive comprehensive instruction tailored to the specific needs and objectives of Blenheim Palace within the CULTURATI project.

#### 4.1.5. Monti Dauni, Meridaunia, Italy

The fifth formal training session for the CULTURATI project was conducted in English via Zoom on 15 February 2024, specifically for the Italy pilot site, Monti Dauni, Meridaunia. Angela Loporchio and Lucia Pia Coscia actively participated in this training session. Given the unique outdoor setting of Monti Dauni, 20 content creators from the site will be designated as trainers to facilitate the dissemination of knowledge and skills acquired during the training session.

The workshops conducted by Bilkent University for the pilot sites marked the initiation phase of the training programs, serving to introduce participants to the CULTURATI project and familiarize them with the fundamental aspects of content creation. These initial trainings were designed to educate content creators, trainers, and other key roles essential for project implementation.

### 4.2. The Second Phase: CULTURATI Administrator and Content Creator Trainings - Train the Trainers National Workshops

Commencing on 24 April 2024, the second training phase started with content creators from RMK. This phase is designed to acquaint users with the functionalities of the CULTURATI application. Two distinct user categories within the pilot sites undergo this training: Administrators and Content Creators. Tailored training sessions are organized for both user groups, meticulously addressing the specific needs and requirements of each pilot site.

The second training phase will proceed with a hybrid session scheduled for 6 May 2024, featuring both face-to-face and online components. This session will be facilitated by Arzu Sibel İkinci and Eda Gürel, will engage participants from Ankara Citadel and Ankara Governorship. The following section will elaborate on the details regarding the documentation to be shared during this training.

### 4.3. Enhancing Learning with YouTube: CULTURATI Training Videos

Our CULTURATI YouTube channel (<https://www.youtube.com/@Culturati.EUproject>) offers short training videos designed for our pilot sites and individuals interested in content creation and the CULTURATI initiative. The following videos, produced by veed.ai specifically for CULTURATI enthusiasts, aim to provide comprehensive guidance throughout various phases of training:



- Phase 1: Building your dream team for CULTURATI
- Phase 2: Content preparation for CULTURATI
- Phase 3: Content Categorisation for CULTURATI
- Phase 4: Content Development for CULTURATI
- Phase 5: Capacity Management for CULTURATI

## 5. CULTURATI.EU Administrator and Wiki Platform

Each pilot site utilizes its own wiki and administrator platforms to integrate CULTURATI's Q&A games and personalized routes. To facilitate user onboarding, this training deliverable utilizes screenshots from the platform that have been successfully prepared. Hence, each pilot site has its own wiki, with the initial application highlighted in the training materials labelled accordingly. In this deliverable, training materials were covered from RMK's wiki as an example.

### 5.1. CULTURATI project ADMINISTRATOR login screen:

The following URL is used to access the Administrator account.

<https://rmkm.admin.culturati.eu/>

#### 5.1.1. SIGN into your Account

Administrators enter their registered email address, username, and password into the designated fields. You can also select the language of the platform from the upper right corner of the dialog box (Figure 1).

- **Remember Me:** If an administrator wants the system to remember new login credentials for future visits, check the '*Remember Me*' box.
- **Forgot Password?:** If the Administrator has forgotten the password, click on the '*Forgot Password?*' link below the form, and CULTURATI guides the account owner through the steps to reset it.
- **Sign In:** Once the Information is entered correctly, the Administrator clicks the '*Sign In*' button to access the account securely and unlocks the CULTURATI Administrator Menu.

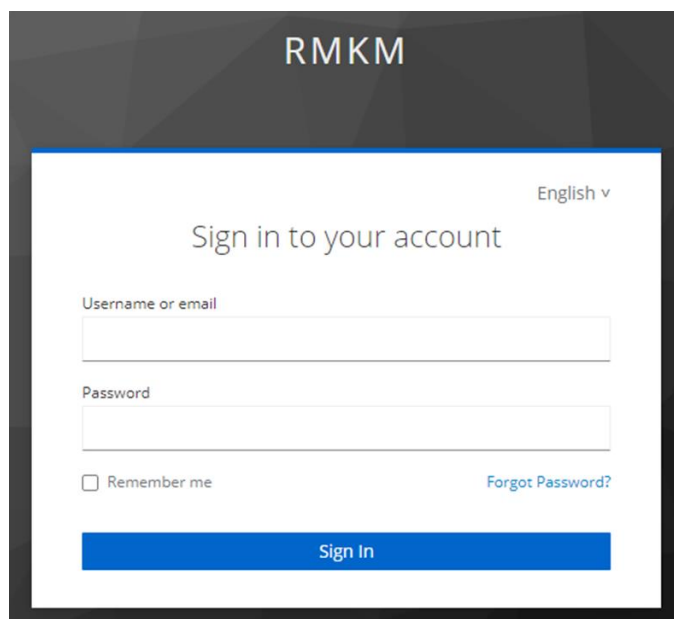
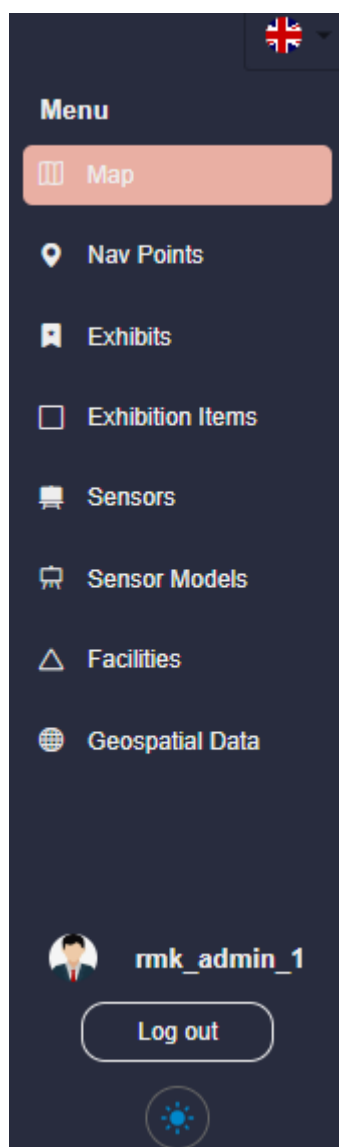


Figure 1: Administrator Login Screen



After the login, the Administrator will see the following menu of the system on the left side of the application screen.

The CULTURATI Administrator is responsible for defining the system's technical background using the menu items listed in Figure 2:

- Map
- Navigation Points
- Exhibits
- Exhibition Items
- Sensors
- Sensor Models
- Geospatial Data

The structure and functionality of each of these components within the CULTURATI system can be described as follows;

#### 5.1.2. Map

The map functionality within CULTURATI serves as the foundational canvas upon which the entire virtual exhibition is built. Maps are uploaded as digital copies of the pilot site's building maps, floor plans and outdoor pages to use within the system. Administrators define the

spatial layout, including their indoor and outdoor zones, roots, and exhibition items to create an enriched environment for visitors to navigate and explore. Levels on the maps define the floors of the buildings (Figure 3: Map View).

### 5.1.3. Navigation Points

These are key locations or paths to the exhibition within the virtual exhibition space (Exhibits). Administrators determine and designate these points to guide visitors through the experience, ensuring a personalized and insightful navigation experience (Figure 4).

### 5.1.4. Exhibits

Exhibits represent thematic collections or curated displays within the virtual exhibition. Administrators define the place of the exhibits in the layout and items of each exhibit to engage visitors with relevant cultural or educational material (Figure 5).

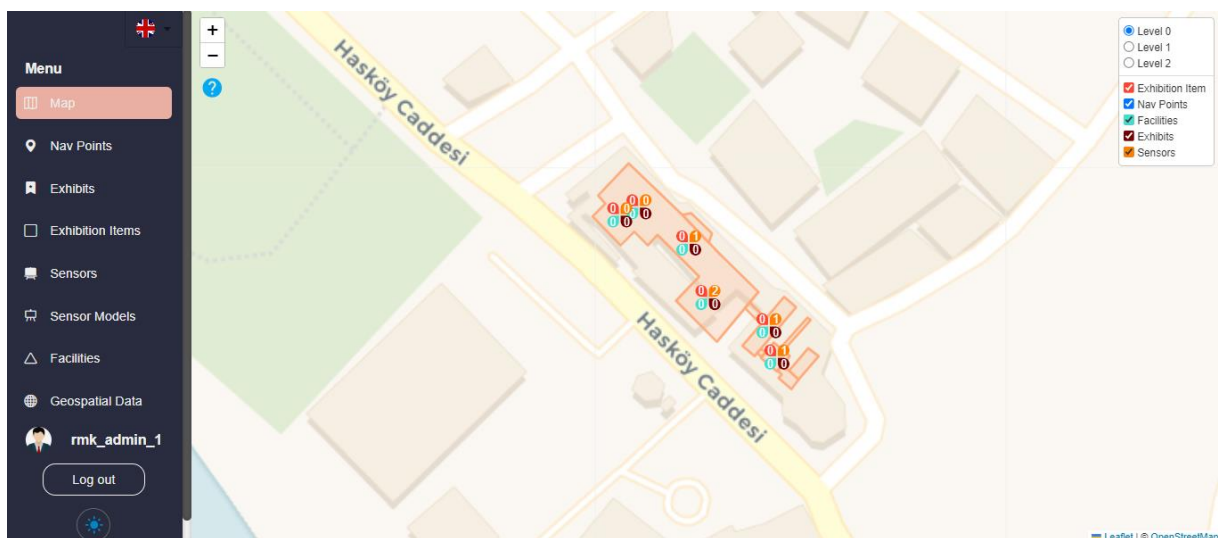


Figure 3: Map View

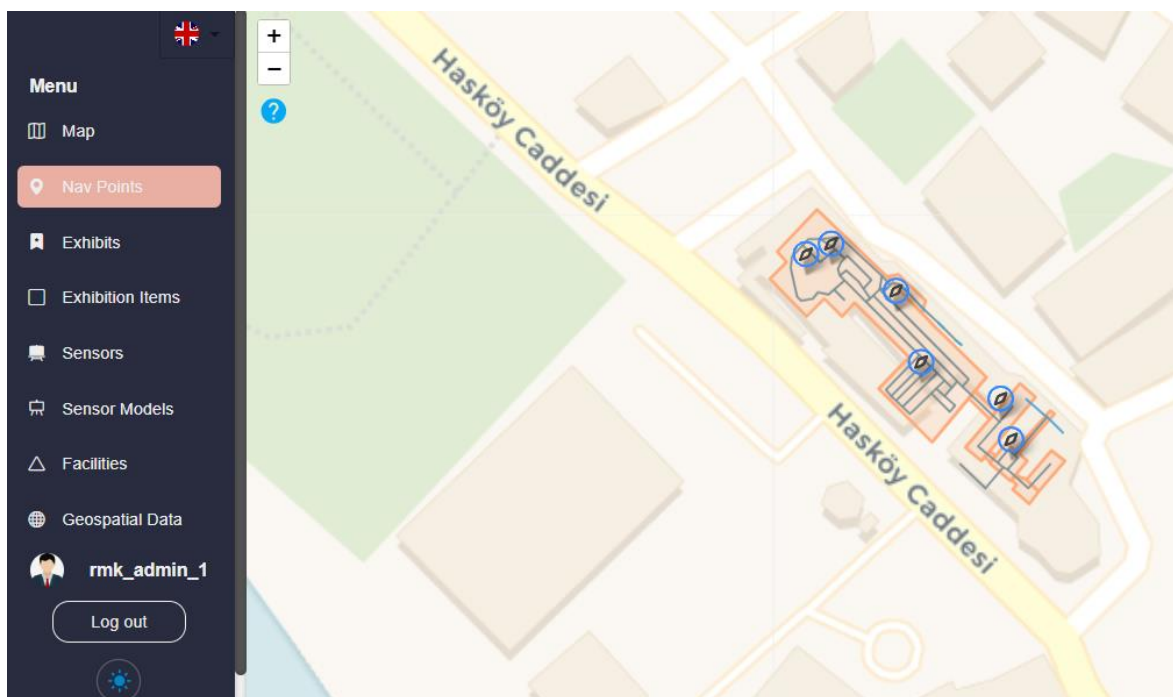


Figure 4: Navigation Points Placement Screen

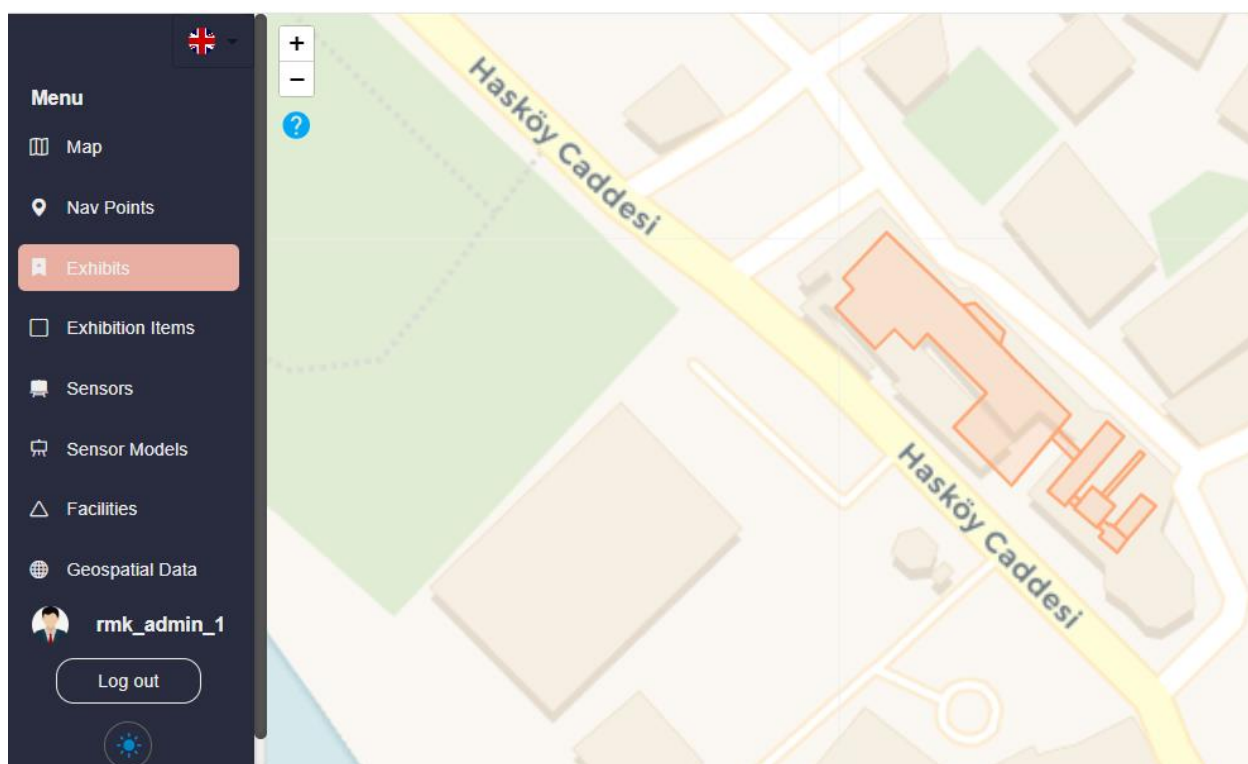
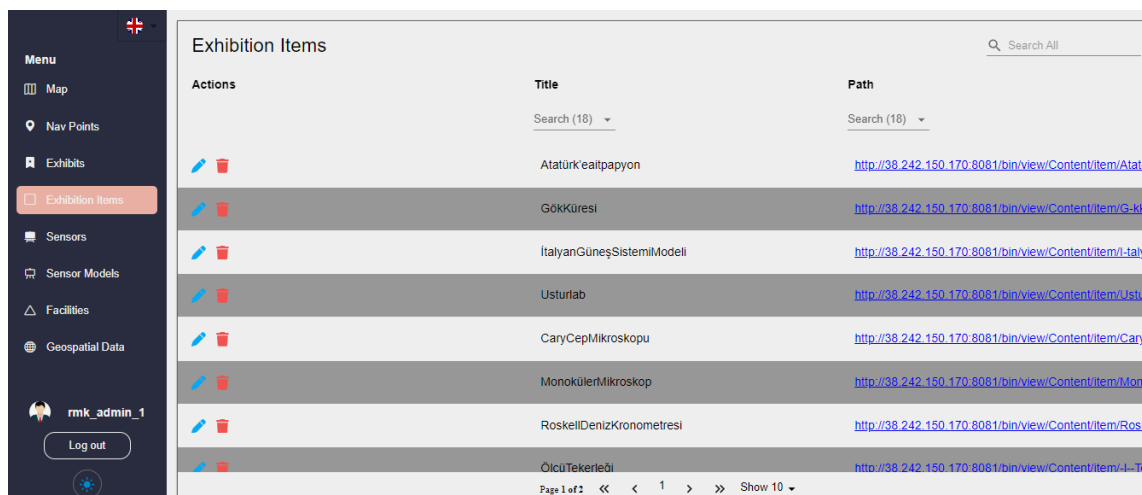


Figure 5: Exhibits Placement Screen

### 5.1.5. Exhibition Items

The exhibition items are individual objects, artefacts, or multimedia elements featured within exhibits. Administrators manage the layout as if it were a catalogue of exhibition items. Then, Content Creators will include question-and-answer games, descriptions, images, and additional information for the dynamic routes to enrich the visitor experience and direct the visitor according to the needs and wants of the visitors in addition to crowd management (Figure 6Figure 5).



















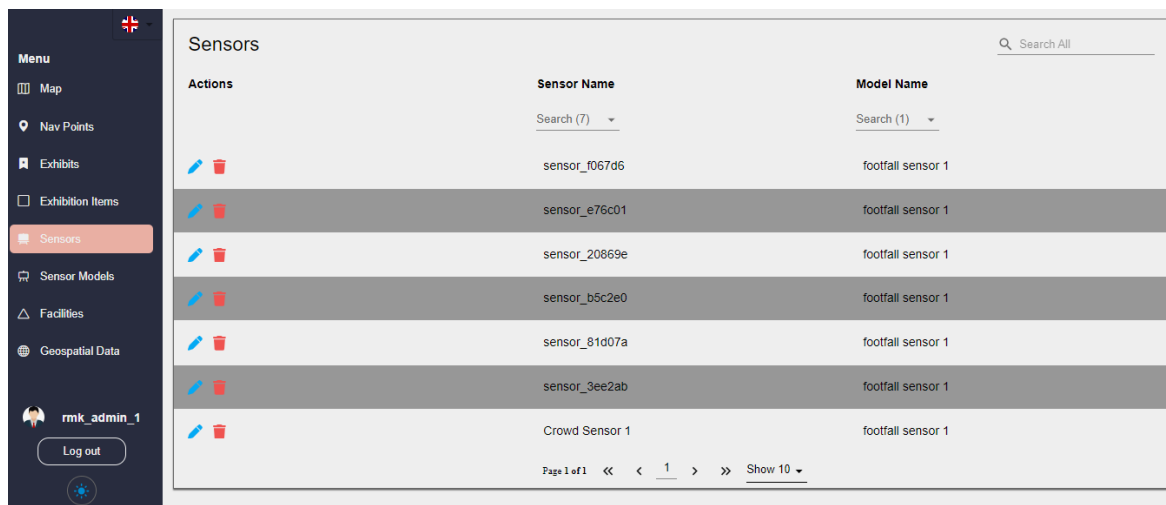
Actions	Title	Path
 	Atatürk'eaitpapyon	<a href="http://38.242.150.170:8081/bin/view/Content/Item/Atat-r">http://38.242.150.170:8081/bin/view/Content/Item/Atat-r</a>
 	GökKüresi	<a href="http://38.242.150.170:8081/bin/view/Content/Item/G-kK">http://38.242.150.170:8081/bin/view/Content/Item/G-kK</a>
 	İtalyanGüneşSistemiModeli	<a href="http://38.242.150.170:8081/bin/view/Content/Item/I-Italy..">http://38.242.150.170:8081/bin/view/Content/Item/I-Italy..</a>
 	Usturlab	<a href="http://38.242.150.170:8081/bin/view/Content/Item/Ustur">http://38.242.150.170:8081/bin/view/Content/Item/Ustur</a>
 	CaryCepMikroskopu	<a href="http://38.242.150.170:8081/bin/view/Content/Item/Cary..">http://38.242.150.170:8081/bin/view/Content/Item/Cary..</a>
 	MonokülerMikroskop	<a href="http://38.242.150.170:8081/bin/view/Content/Item/Mon..">http://38.242.150.170:8081/bin/view/Content/Item/Mon..</a>
 	RoskeilDenizKronometresi	<a href="http://38.242.150.170:8081/bin/view/Content/Item/Rosk..">http://38.242.150.170:8081/bin/view/Content/Item/Rosk..</a>
 	ÖlçüTekerleði	<a href="http://38.242.150.170:8081/bin/view/Content/Item/L-Te">http://38.242.150.170:8081/bin/view/Content/Item/L-Te</a>

Figure 6: Exhibition Items

### 5.1.6. Sensors

Sensors are integrated into the virtual exhibition environment to capture various data types, such as user interactions, environmental conditions, or visitor traffic. Administrators specify the placement and functionality of sensors to gather insights and optimize the exhibition experience (Figure 7).

















Actions	Sensor Name	Model Name
 	sensor_f067d6	football sensor 1
 	sensor_e76c01	football sensor 1
 	sensor_20869e	football sensor 1
 	sensor_b5c2e0	football sensor 1
 	sensor_81d07a	football sensor 1
 	sensor_3ee2ab	football sensor 1
 	Crowd Sensor 1	football sensor 1

Figure 7: Sensors

### 5.1.6. Sensor Models

Sensor models define the behaviour and capabilities of each type of sensor utilized within the system. Administrators configure sensor models to interpret data, trigger events, or generate alerts based on predefined criteria, enhancing the functionality and intelligence of the exhibition environment (Figure 8).

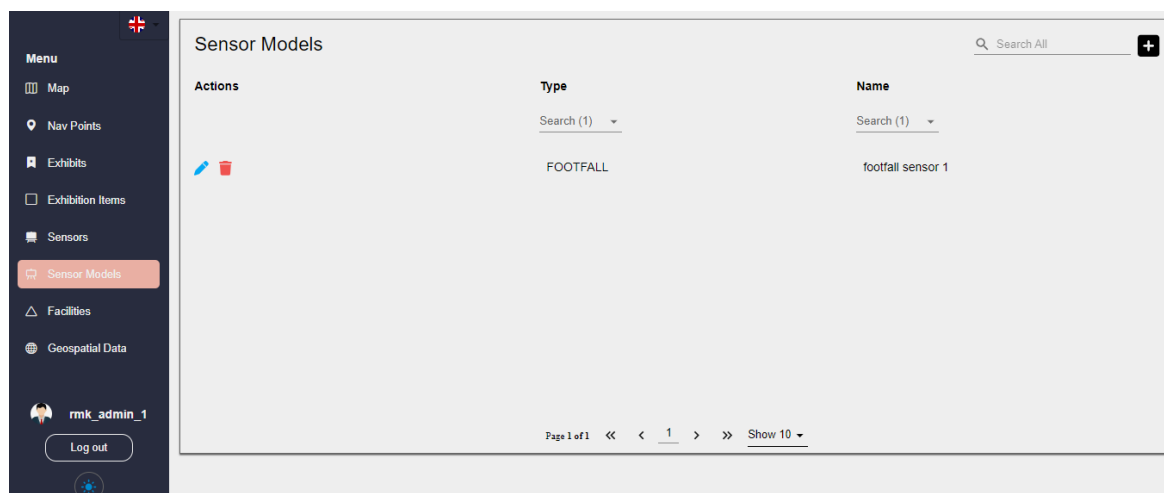


Figure 8: Sensor Models

### 5.1.7. Facilities

CULTURATI empowers pilot sites to curate a rich and informative experience for visitors. With our dedicated Facilities screen, marking up crucial locations within your site becomes effortless. This encompasses essential amenities such as restaurants, restrooms, cafes, and shopping spots. By incorporating these facilities, you can enrich visitor navigation and offer invaluable information for trip planning (Figure 9).

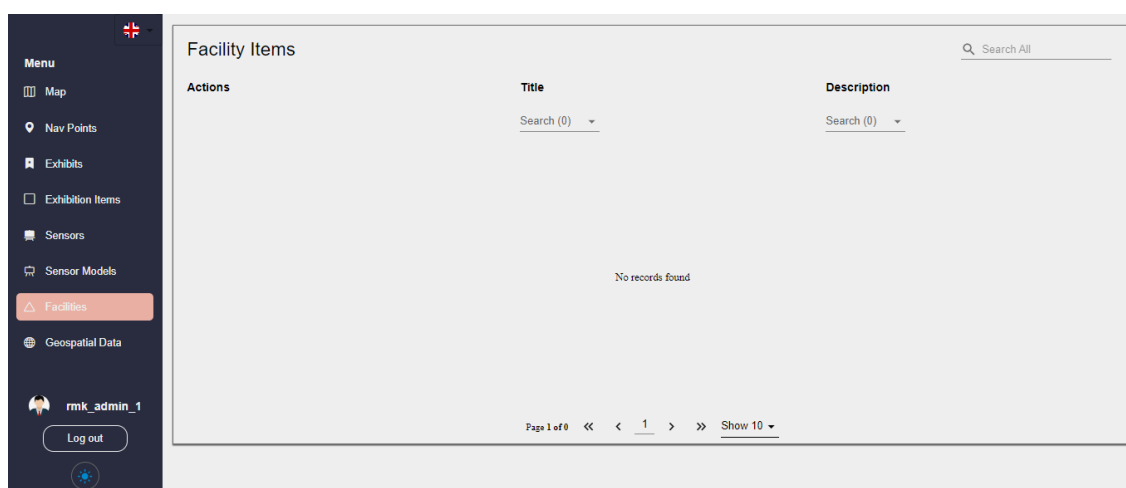
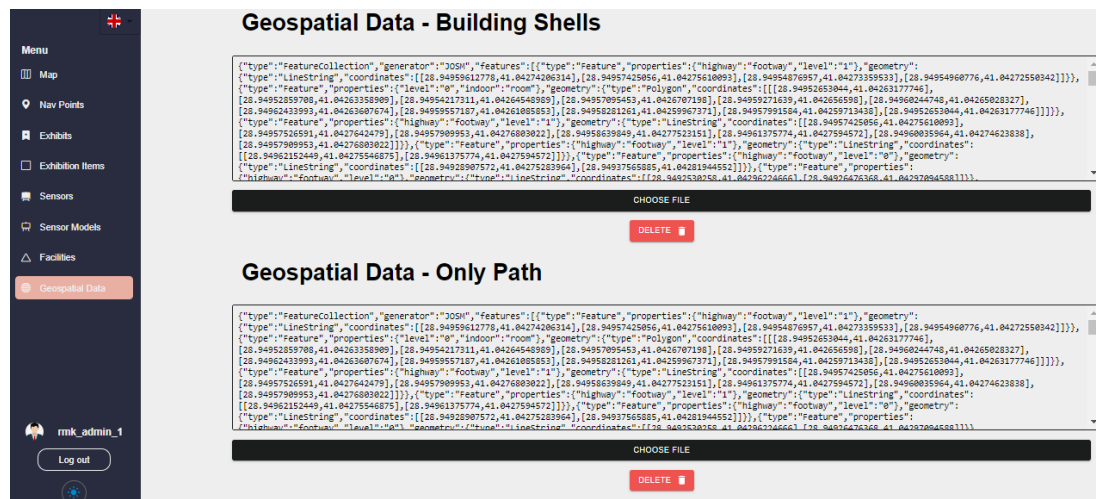


Figure 9: Facility Items

### 5.1.8. Geospatial Data

The geospatial data provides the spatial context and geographic information necessary for mapping and navigation within the virtual exhibition. Administrators source and integrate geospatial data sets, such as maps, terrain models, or satellite imagery, to accurately represent real-world locations and enhance the realism of the virtual environment.



### 5.1.9. Logout of CULTURATI Administration

For a smoother user experience, logging out (Figure 10) of the CULTURATI Administrator module will automatically close your administrative session and redirect you back to the sign-in page (Figure 1). This ensures your account security and prepares you to log in again when needed.

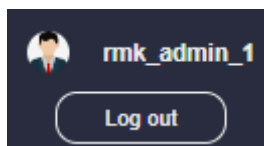


Figure 10: Logout

## 5.2. CULTURATI project Wiki Platform:

The following URL is used to access the Wiki platform.

<https://rmkm.wiki.culturati.eu/>

There are two account types for the wiki: Administrator and Content Creator. The administrator account owner of the wiki has the following rights:

- Category entry
- Level entry
- Visitor preference prompt entry
- Searching/Listing/Editing/Deleting the entries

The user should use an administrator password to access the rights listed above.

The content creator account will be used to enter Questions and Answers for the CULTURATI games and dynamic routes. The content creator account owner can Search/List/Edit/Delete the Q&A for the game and additional information for the routes.

#### 5.2.1. SIGN IN with your Account:

Administrators or Content Creators of the wiki enter their registered **email address**, **username**, and **password** into the designated fields (Figure 11). You can also select the platform's language from the dialogue box's upper right corner.

- **Remember Me:** If a user wants the system to remember new login credentials for future visits, check the '*Remember Me*' box.
- **Forgot Password?:** If a user has forgotten the password, click on the '*Forgot Password?*' link below the form, and CULTURATI guides the account owner through the steps to reset it.
- **Sign In:** Once the Information is entered correctly, the user clicks the '*Sign In*' button to access the account securely and unlocks the CULTURATI Administrator or Content Creator Menu according to the given username and password.

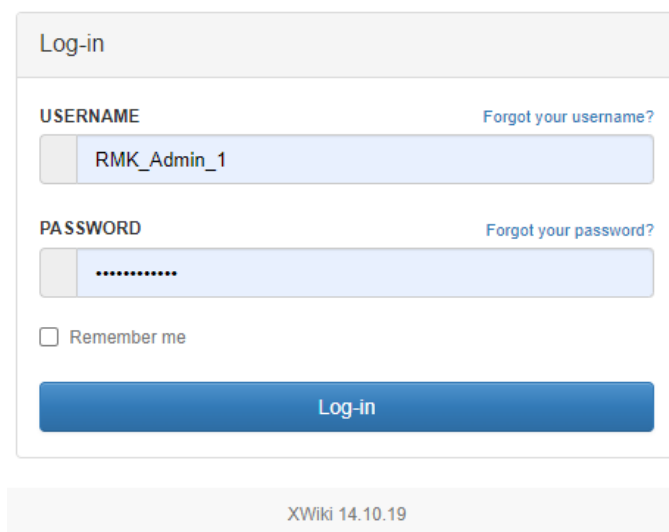


Figure 11: Wiki Login Screen for Administrators and Content Creators



## 5.2.2. CULTURATI Wiki Administrator Screens

Successful login brings the Administrator to the following welcome page (Figure 12). Double-clicking on the CULTURATI.wiki link will open a short Administrator menu on the left and its related information on the right pane (Figure 13 and Figure 14).

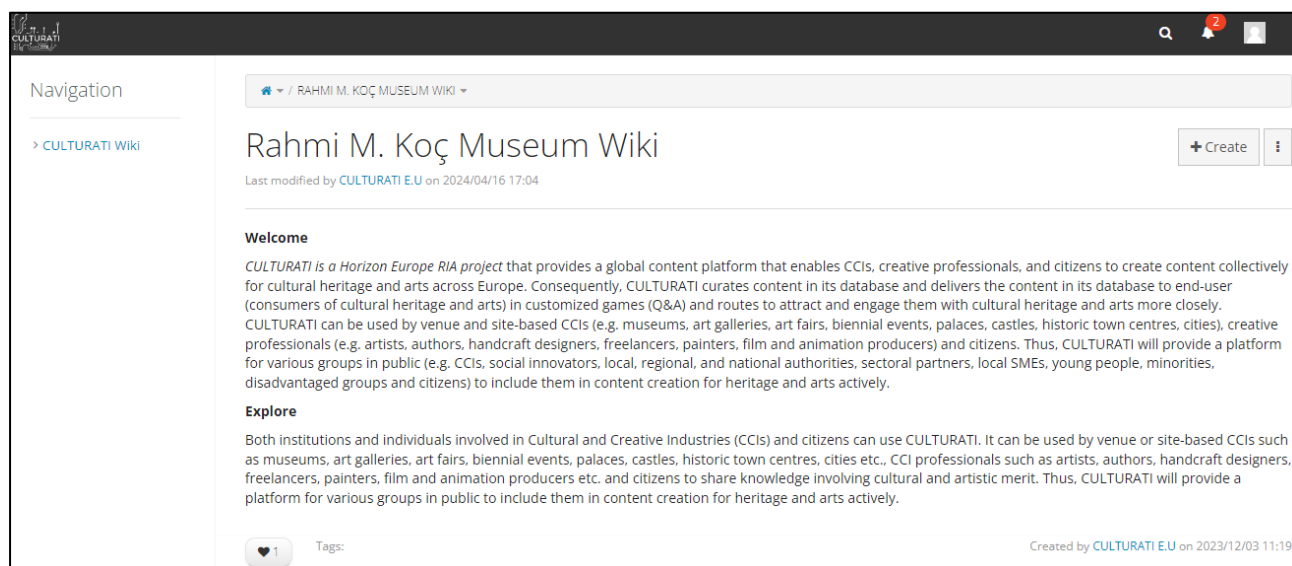


Figure 12: Wiki Administrator Welcome Page

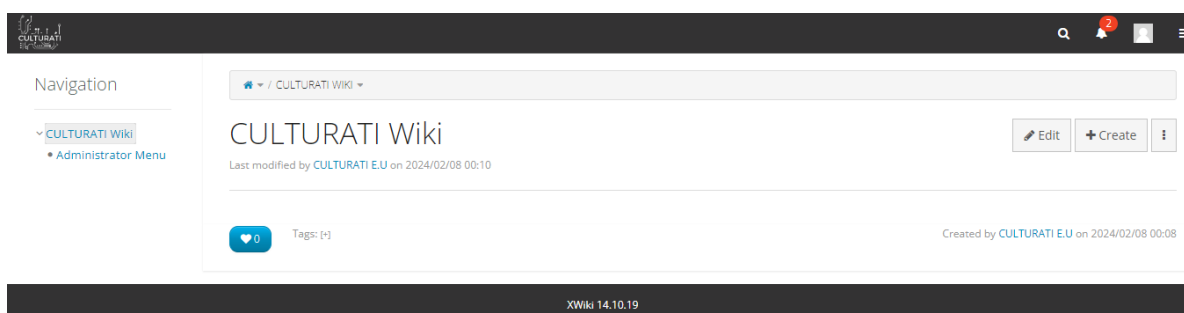


Figure 13. Administrator Left Menu and the Right Pane

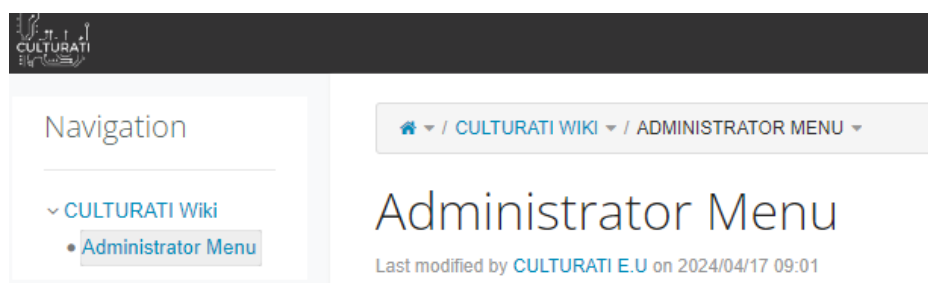


Figure 14 CULTURATI.wiki Administrator Menu Screens

The Wiki Administrator inputs three types of data: Category (Figure 15), Level (Figure 16), and an opening question or visitor preference prompt (Figure 17).

### List of created Categories

[Create Category](#)

Results 1 - 6 out of 6 per page of 15
Page 1

name	language	doc.author	_actions
Atatürk-Bölümü	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>
Bilimsel-Aletler	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>
Denizcilik	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>
Havacılık	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>
Karayolu-Ulaşımı	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>
Yaşayan-Geçmiş-/Nostaljik-Yaşam	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>

Results 1 - 6 out of 6
Page 1

Figure 15. The List of Created Categories

### List of created Levels

[Create Level](#)

Results 1 - 2 out of 2 per page of 15
Page 1

name	language	doc.author	description	_actions
Orta	Türkiye	RMK admin_1	Orta	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>
Zor	Türkiye	RMK admin_1	Zor	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>

Results 1 - 2 out of 2
Page 1

Figure 16. The List of Created Levels

### Visitor preference Prompt

[Create Preference](#)

Results 1 - 1 out of 1 per page of 15
Page 1

question	language	doc.author	_actions
How do you want to start today	English	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>

Results 1 - 1 out of 1
Page 1



Tags:

Created by CULTURATI E.U on 2023/12/03 13:04

Figure 17. Visitor Preference Prompt

As illustrated in the lists of created categories, levels, or visitor preferences data, the blank form fields within the forms allow the entries to be sorted based on the characters entered into the boxes (

### List of created Categories

[Create Category](#)

Results 1 - 1 out of 1 per page of 15
Page 1

name	language	doc.author	_actions
Ata			
Atatürk-Bölümü	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>

Results 1 - 1 out of 1
Page 1

Figure 19 and Figure 20).

### List of created Categories

[Create Category](#)

Results 1 - 1 out of 1 per page of 15
Page 1

name	language	doc.author	_actions
Ata			
Atatürk-Bölümü	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>

Results 1 - 1 out of 1
Page 1

Figure 18. Search Results from the empty fields

### List of created Categories

[Create Category](#)

Results 1 - 1 out of 1 per page of 15
Page 1

name	language	doc.author	_actions
Ata			
Atatürk-Bölümü	Türkiye	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>

Results 1 - 1 out of 1
Page 1

Figure 19: Search from the form fields

Using the "Create Category", "Create Level", or "Create Question", the Administrator enters and saves the necessary components before the content creation (Figure 20, Figure 21, **Error! Reference source not found.**).

## Creating Category



Category Name

Type name here

Content Language

English



Cancel

Save

Figure 20: Creating a Category

## Creating New Level



Level Name

Type the name level

Level Description

Type the description here

Content Language

English



Cancel

Save

Figure 21: Creating a New Level

## Visitor preference Prompt

Create Preference

Results 1 - 1 out of 1 per page of 15

Page 1

question	language	doc.author	_actions
How do you want to start today	English	RMK admin_1	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">select</a>

Results 1 - 1 out of 1

Page 1

Figure 22. Visitor preference Prompt

### 5.2.3. CULTURATI Wiki Content Creator Screens

Successful login brings the Content Creator to the following page. Double-clicking on the CULTURATI wiki link will open the Content Creator menu on the left and its related information on the right (Figure 24 and Figure 24).

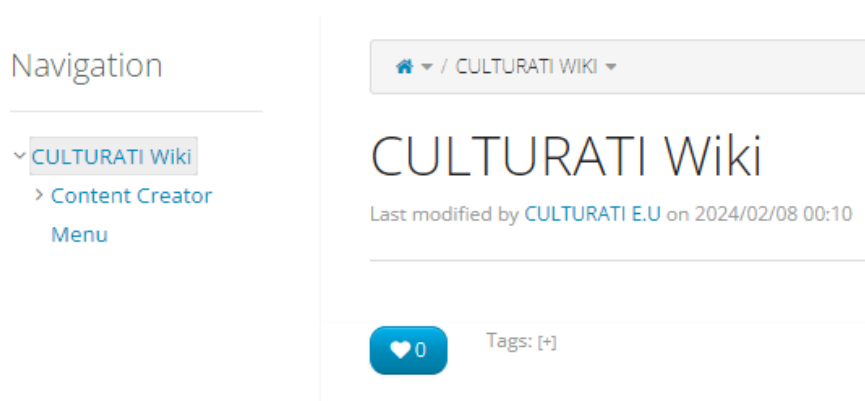


Figure 23. CULTURATI Wiki Content Creator Main Screens

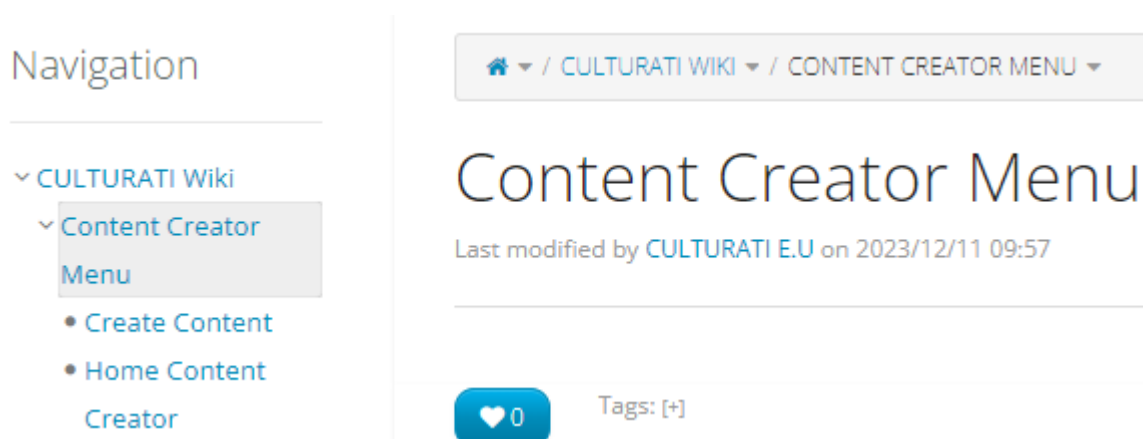


Figure 24. CULTURATI Wiki Content Creator Menu

To initiate the creation of new content, the creator navigates to the left menu and selects "**Create Content**". Within CULTURATI, two distinct types of content are available. Choosing "**Create content for a game**" facilitates the generation of new Questions and Answers, while opting for "**Create content for a route**" enables the addition of supplementary information to be utilized within routes (Figure 25).

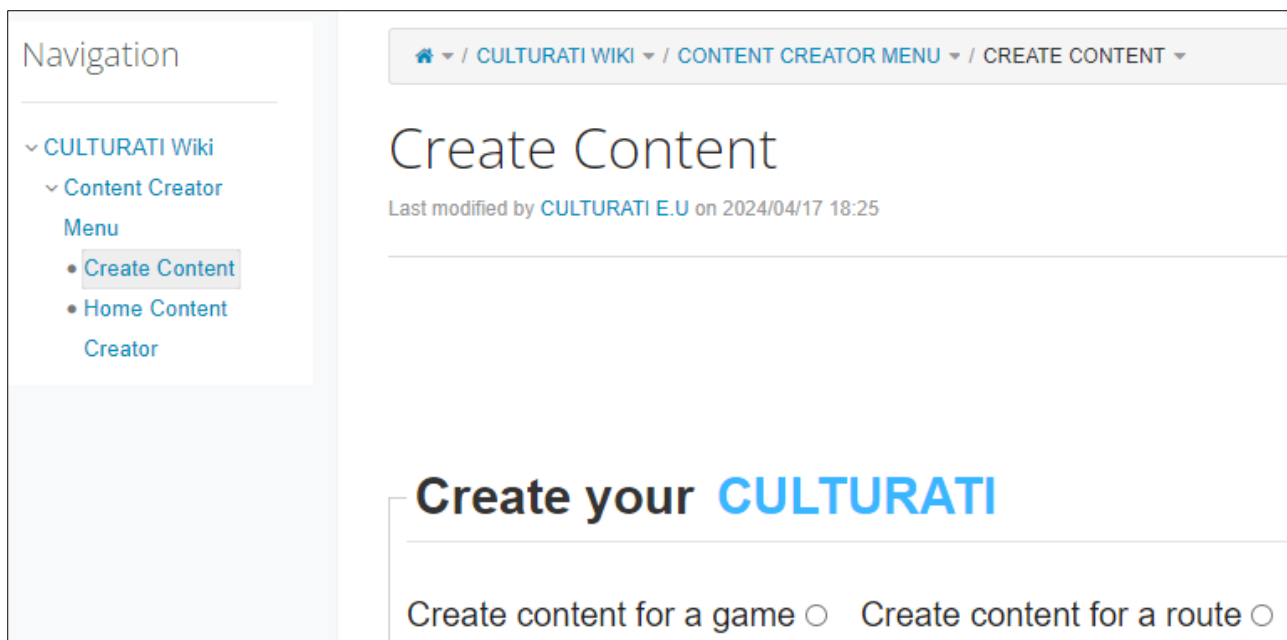


Figure 25. Creating the Content in CULTURATI Wiki

#### 5.2.4. Creating a Game:

After selecting the "Create content for a game" option, the subsequent form fields are displayed (Figure 26 and Figure 26)

- **Content Language:** Select the content language from the drop-down menu. This choice determines the language markup for the question.
- **Question:** Enter the prepared question into the designated text box.

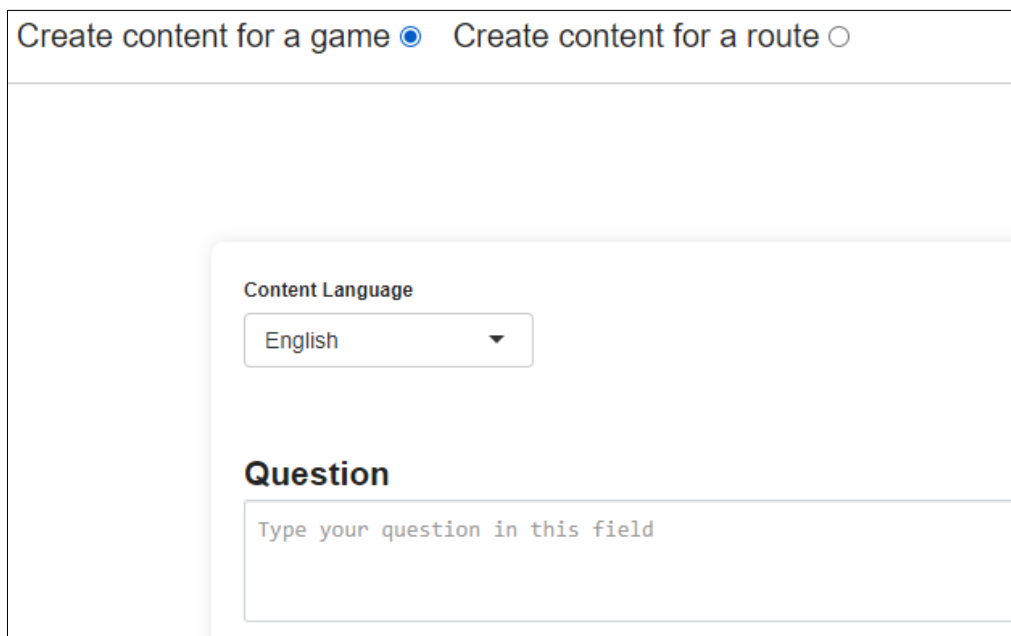
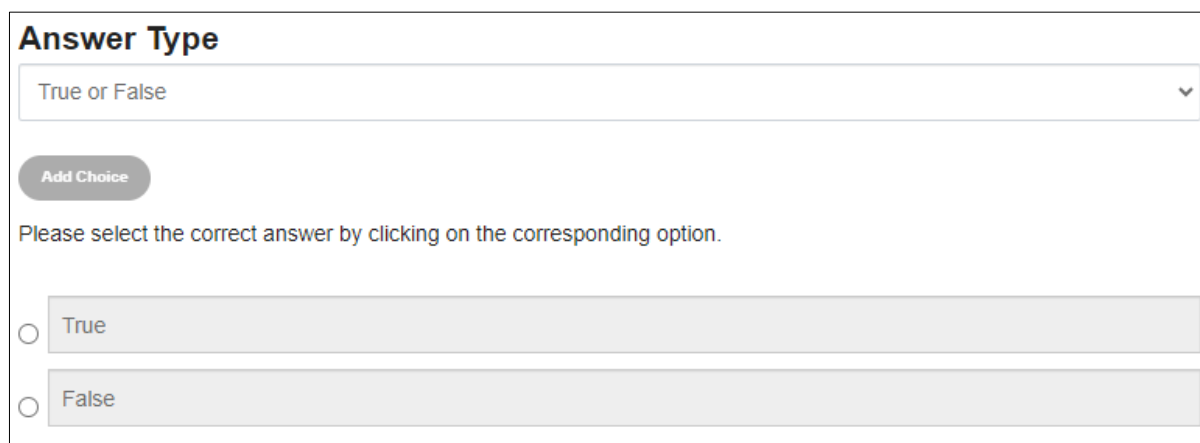


Figure 26. Creating a Content: Question Part

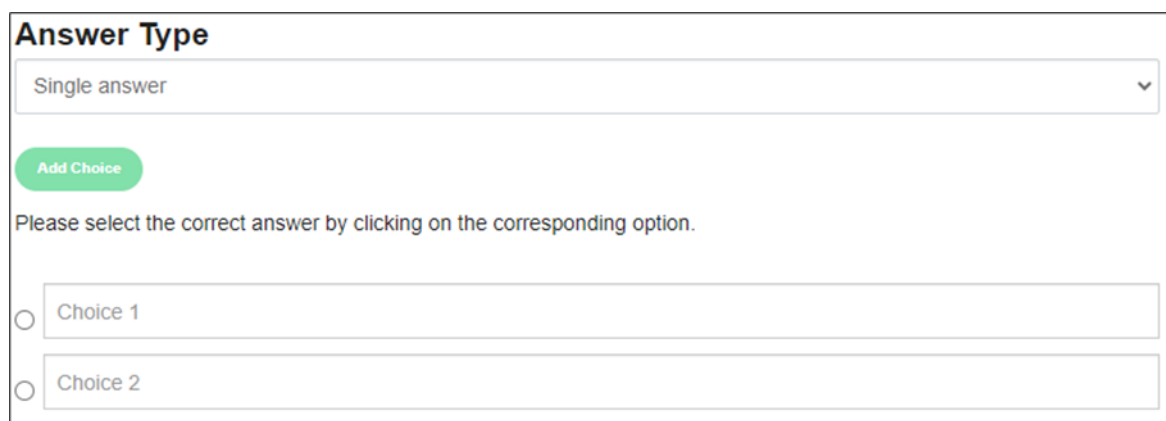
**Answer Type:** Select an Answer Type from the drop-down menu. **Single Answer** or **True/False** determines the answer types for the question. If Single Answer is selected, the options below return to Option 1, Option 2, and Option 3. If necessary, the **Add Choice** button adds additional options to the form.

If True/False is selected, the options below return to the True and False options (Figure 28).



The figure shows a form titled "Answer Type". At the top, there is a dropdown menu with "True or False" selected. Below the dropdown is a grey button labeled "Add Choice". Underneath the button is the instruction "Please select the correct answer by clicking on the corresponding option." At the bottom, there are two radio button options: "True" and "False".

Figure 27. Answer Type: Single Answer



The figure shows a form titled "Answer Type". At the top, there is a dropdown menu with "Single answer" selected. Below the dropdown is a green button labeled "Add Choice". Underneath the button is the instruction "Please select the correct answer by clicking on the corresponding option." At the bottom, there are two radio button options: "Choice 1" and "Choice 2".

Figure 28. Answer Type: True or False

Please select the correct answer by clicking on the corresponding option.

☒ İstanbul

☐ Ankara

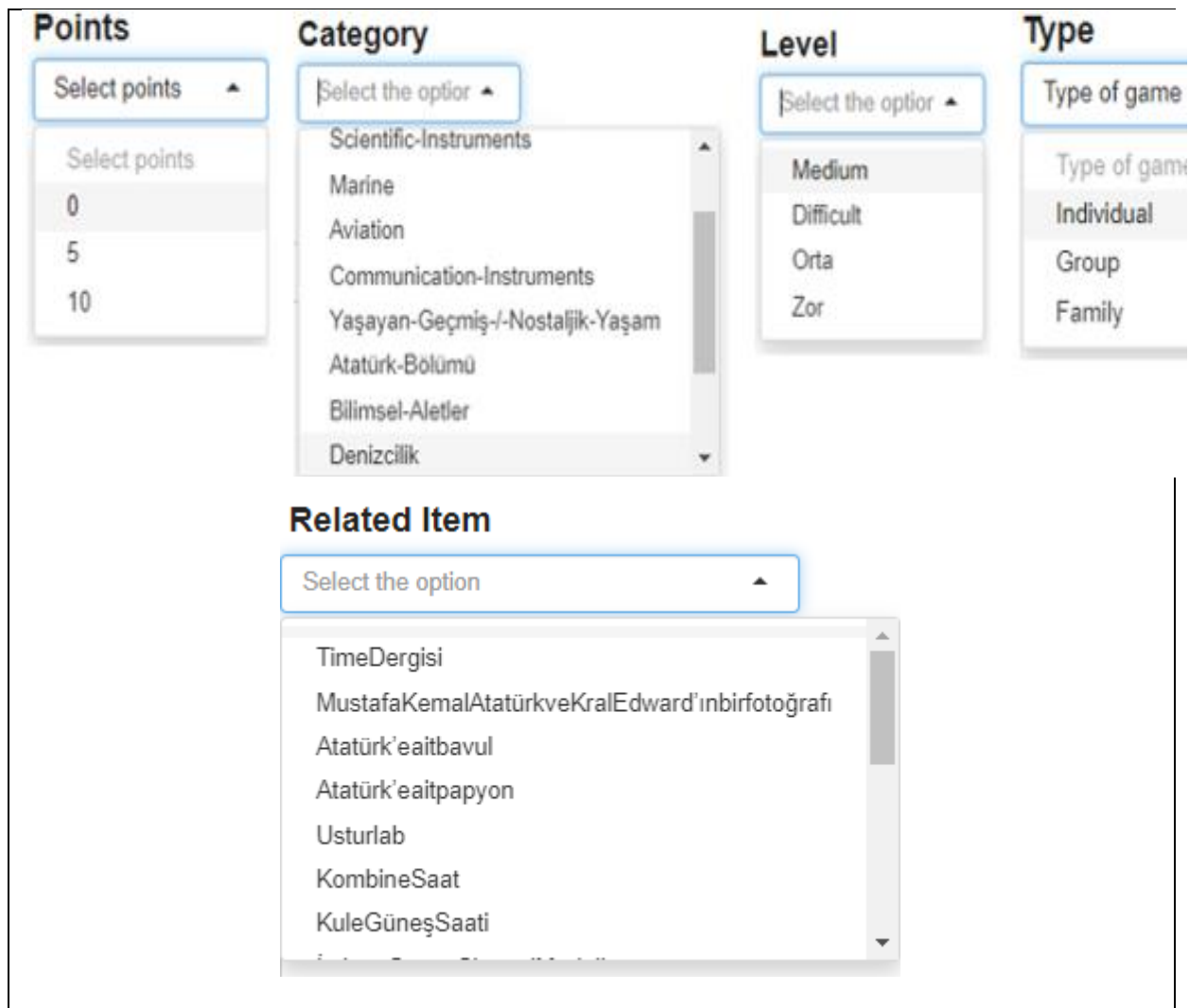
☐ İzmir

Figure 29. Entering Answer Options

If a single answer is chosen, the content creator inputs the answer options and clicks the correct one(s) from the provided choices (Figure 29) and (Figure 30). This selection enables comparison between the visitor's response and the correct answers.

- **Clue/Hint:** if a hint or clue is to be included with the question, it is entered in this section. Utilizing a hint results in a deduction from the visitor's score.
- **Points, Category, Level, Type of game,** and **related-item drop-down** selections are made sequentially from the list of previously entered data. The content creator selects from the options in the drop-down menus (Figure 31).





**Points**

Select points ▲

Select points

0

5

10

**Category**

Select the option ▲

Scientific-Instruments

Marine

Aviation

Communication-Instruments

Yaşayan-Geçmiş-/Nostaljik-Yaşam

Atatürk-Bölümü

Bilimsel-Aletler

Denizcilik

**Level**

Select the option ▲

Medium

Difficult

Orta

Zor

**Type**

Type of game

Type of game

Individual

Group

Family

**Related Item**

Select the option ▲

TimeDergisi

MustafaKemalAtatürkveKralEdward'ınbirfotoğrafı

Atatürk'eaitbavul

Atatürk'eaitpapyon

Usturlab

KombineSaat

KuleGüneşSaati

Figure 30. Drop-Down Selections

- **Additional Information:** If there is further information about the exhibition item, it will be entered in the text box after selecting the option button beside the additional information. Simultaneously, this text box serves to define routes (Figure 31).
- **Multimedia Content:** Any supplementary multimedia materials related to the exhibition item, such as video or audio files, can be uploaded through the text box (Figure 31).
- **Website URL:** Any relevant URLs associated with the exhibition item can be provided in the text box (Figure 31).

### Clue/Hint

Write the clue here

**Points**  

Select points ▾

**Category**  

Select the option ▾

**Level**  

Select the option ▾

**Type**  

Type of game ▾

**Related Item**  

Select the option ▾

☐ **Add Information**

**Multimedia Content**  

Paste the URL of a video or audio file.

**Website URL**  

Paste the website URL if need it.

Save Question

Figure 31. Additional information for a question

#### 5.2.1. Creating a Route

The subsequent form fields are displayed after selecting the "Create content for a route" option (Figure 32).

- **Content Language:** Select the content language from the drop-down menu. This choice determines the language markup for the routes.
- **Name:** Enter the name determining the exhibition item into the designated text box.
- **Points, Category, Level, Type of game, and related-item drop-down** selections are made sequentially from the list of previously entered data. The content creator selects from the options in the drop-down menus.
- **Additional Information:** If there is further information about the exhibition item, it will be entered in the text box after selecting the option button beside the additional information.
- **Multimedia Content:** Any supplementary multimedia materials related to the exhibition item, such as video or audio files, can be uploaded through the text box.

Content Language

English ▾

Name

Type the content name here

Category

Select the option ▾

Level

Select the option ▾

Type

Type of game ▾

Related Item

Select the option ▾

Add Information

✂

📄

🖼

🔗

📁

↶

↷

⌕

✉

💬

🚩

🖼

📊

☰

Ω

🔄

📄 Source

B I S T<sub>x</sub> | ☰ :☰ | ⌵ ⌴ | “ ” | Styles - | Format - | ?

Multimedia Content

Paste the URL of a video or audio file.

Website URL

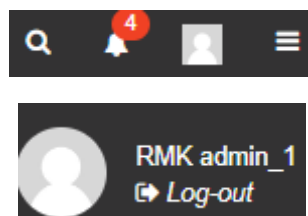
Paste the website URL if need it.

Save Content

Figure 32. Content Creation for Routes

#### 5.2.6. Log out from the CULTURATI wiki:

To exit the system, click the three lines in the upper right corner and then the Logout button.



## Conclusion

The CULTURATI training program offers a comprehensive and adaptable solution for empowering target audiences to create impactful cultural experiences for the visitors and consumers of cultural heritage and arts. By delivering targeted training modules, diverse learning materials, and an emphasis on inclusivity and sustainability, the program equips participants with the skills necessary to develop engaging content for Q&A games, dynamic routes, and well-curated content. This ultimately fosters increased audience participation, enriches visitor experiences, and fosters a deeper appreciation for cultural heritage.

In this regard, the CULTURATI Project is determined to continue to refine its training program based on ongoing evaluation and stakeholder feedback. This commitment to continuous improvement ensures the program remains at the forefront of equipping researchers and innovators in the cultural heritage field with the skills they need to bridge the gap between scientific discovery and technological advancement.

## 7. Appendices

### 7.1 Trainings – Calendar

<b>PHASE 1 – TRAININGS</b>			
<b>Training for Content Creation - TRAINING the TRAINERS: International Workshops</b>			
<i>(Documentations are in the Appendices)</i>			
<b>DATE (Partner)</b>	<b>TRAINER</b>	<b>PARTICIPANTS</b>	<b>On Site / Online / Hybrid</b>
	Eda Gürel		On Site
29 Nov 2023 (RMK)	Arzu Sibel İkinci, Eda Gürel	Selin Fisun Yılmaz, Selen İsyar, Işın Nur Gürer, Gözde Akyüz, Mine Sofuğlu	Online
12 Feb 2024 (Porvoo)	Arzu Sibel İkinci, Eda Gürel	Mário Passos Ascenção, Tanja Peisala	Online
15 Feb 2024 (BH)	Arzu Sibel İkinci, Eda Gürel	David Green, Antonia Keany	Online
15 Feb 2024 (MD)	Eda Gürel	Angela Maria, Lucia Pia Coscia	Online
<b>PHASE 2 – TRAININGS – CULTURATI System</b>			
<b>Technical Team Demos for BU</b>			
<b>Training for Content Creation and Wiki Interface- TRAINING the TRAINERS: International Workshops</b>			
<i>(Documentations are in the Appendices)</i>			
8 Apr 2024 (BU)	Santiago Rondón (DEMO to BU Trainers)	Eda Gürel, Arzu İkinci, Neşe Özçelik, Angel Lagarez	Online
20 Mar 2024 (BU)	Oğuz Kurt (DEMO to BU Trainers)	Eda Gürel, Arzu İkinci, Neşe Özçelik, Işın Nur Gürer, Tim	Online
24 Apr 2024 (RMK)	Arzu Sibel İkinci, Oğuz Kurt	Present: Selin Fisun Yılmaz, Eda Gürel, Arzu İkinci, Neşe Özçelik, Damla, Selen İsyar, Oğuz Kurt	Online
2 May 2024 (AG)	Arzu Sibel İkinci	Not Applicable Now	Hybrid

### 7.2. Trainings and Demo Videos

All Trainings and Demo Videos are in the CULTURATI Moodle (INTRANET: accessible via Login Accounts for the reference and review of the trainings).

- [Zoom Recording Link User Training for RMK\\_29 November 2023URL](#)
- [Zoom Recording Link CULTURATI Training with Porvoon Kaupunki\\_12 February 2024URL](#)
- [Zoom Recording Link CULTURATI Training with Blenheim Palace\\_15 February 2024URL](#)
- [Zoom Recording Link CULTURATI Training with Meridaunia\\_15 February 2024URL](#)

- [Zoom Recording Link\\_IOTIQ Demo\\_20 March 2024URL](#)
- [Zoom Recording Link\\_Demo for Wiki\\_8 April 2024URL](#)

### 7.3. Public Training Videos

These training videos have been carefully crafted to provide quick guidance and instructions on creating engaging and effective content for our research project.

CULTURATI YouTube Channel: <https://www.youtube.com/@Culturati.EUproject>

### 7.4. Trainings and Demos Summary Documentations

Summaries of the training documents are listed between page 38 and page 43.

## MINUTES

### User Training For Rahmi Koç Museum Meeting

**Location:** Zoom

**Date:** November 29, 2023

**Time:** 14.00 (GMT+3)

#### Attendees

Present: Selin Fisun Yılmaz, Selen İsyar, Işın Nur Gürer, Gözde Akyüz, Mine Sofuğlu, Eda Gürel, Arzu İkinci

#### Agenda – User Training Presentation

Eda provided an overview of the project's objectives and outlined the content generation process on the CULTURATI platform. She discussed the roles and responsibilities for museum officials, highlighting the need for administrators to create categories and define levels. Content creators are responsible for developing questions, clues, multiple-choice answers, and short "infopiece" content. Data operators handle object introduction, location identification, room determination, sensor identification, and navigation points.

Emphasis was placed on the alignment of texts with predetermined categories and levels. Each object's question and "infopiece" were defined as two pieces of content. Also external experts may be authorized to contribute to content generation.

Museum content generation may start next week upon system completion. If system delays occur, the first draft can be created in a Word document. Rahmi Koç Museum targets to provide 1000 contents within the next two months period. Overall project target is 2000 contents by project completion.

#### Action:

Rahmi Koç Museum to input 1000 contents within the next two months period.

**End of the meeting:** 15:00 (GMT+3)





Meeting with Porvoon Kaupunki Minutes

## MINUTES

### CULTURATI - Meeting with Porvoon Kaupunki

**Location:** Zoom

**Date:** February 12, 2024

**Time:** 14:00 (GMT+3)

#### Attendees

Present: Eda Gürel, Arzu İkinci, Mário Passos Ascensão, Tanja Peisala, Işın Nur Gürer

#### Agenda – Training for Content Creation

Arzu and Eda made a training presentation to introduce and explain the content creation process. Roles, responsibilities and goals (1000 content/site in 2 months, 2000 content/site during the project) are explained in detail. They gave some examples of content. After the meeting a Training Handbook is shared.

#### Actions:

Mário Passos Ascensão, Tanja Peisala will organize a meeting with their colleagues, build their team to start content creation.

**End of the meeting:** 14:30 (GMT+3)



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Meeting with Merdaunia Minutes

## MINUTES

### CULTURATI - Meeting with Blenheim

**Location:** Zoom

**Date:** February 15, 2024

**Time:** 13:00 (GMT+3)

#### Attendees

Present: Eda Gürel, Arzu İkinci, David Green, Antonia Keany

#### Agenda - Training for Content Creation

Arzu and Eda made a training presentation to introduce and explain the platform and the content creation process. Roles, responsibilities and goals are explained in detail. They gave some examples of content.

The team discussed the flexibility of the color scheme and other branding elements, as well as the different levels of information for different audiences at the museum. Antonia raised concerns about the inclusion of different levels for visitors unfamiliar with the museum. dgreen suggested the inclusion of easy questions for younger audiences and more challenging ones for more familiar audiences. David expressed interest in extracting data from the platform to better understand user interests and content popularity, potentially leading to new content generation. The team also touched on the role of artificial intelligence (AI) in managing and creating content, with a goal to train the AI using the content they have already prepared. Finally, they emphasized the importance of safeguarding history for future generations. After the meeting a Training Handbook is shared.

**End of the meeting:** 14:00 (GMT+3)



HORIZON EUROPE RIA PROJECT - CULTURATI Grant Agreement No: 101094428

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Meeting with Merdaunia Minutes

## MINUTES

### CULTURATI - Meeting with Merdaunia

**Location:** Zoom

**Date:** February 15, 2024

**Time:** 13:00 (GMT+3)

#### Attendees

Present: Eda Gürel, Arzu İkinci, David Green, Antonia Keaney

#### Agenda - Training for Content Creation

Arzu and Eda made a training presentation to introduce and explain the platform and the content creation process. Roles, responsibilities and goals are explained in detail. They gave some examples of content.

The team discussed the flexibility of the color scheme and other branding elements, as well as the different levels of information for different audiences at the museum. Antonia raised concerns about the inclusion of different levels for visitors unfamiliar with the museum. dgreen suggested the inclusion of easy questions for younger audiences and more challenging ones for more familiar audiences. David expressed interest in extracting data from the platform to better understand user interests and content popularity, potentially leading to new content generation. The team also touched on the role of artificial intelligence (AI) in managing and creating content, with a goal to train the AI using the content they have already prepared. Finally, they emphasized the importance of safeguarding history for future generations. After the meeting a Training Handbook is shared.

**End of the meeting:** 14:00 (GMT+3)



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Training for Wiki Meeting Minutes

## MINUTES

### Training For Wiki Meeting

**Location:** Zoom

**Date:** April 8, 2024

**Time:** 11:00 (GMT+2)

#### Attendees

Present: Eda Gürel, Arzu İkinci, Neşe Özçelik, Santiago Rondón, Oğuz Kurt, Angel Lagarez

#### Agenda - Wiki Interface and Content Creation Training

Santiago provided a detailed walkthrough of the wiki's functionality for both the administrator and content creator roles. He demonstrated how to create and manage categories, levels, and prompts as an administrator, and how to filter and search for content as a content creator. He also showed how to access the content directly from the administrator menu, and how to navigate between content and preferences. EDA clarified and summarized the steps throughout the demonstration.

Santiago demonstrated the process of creating and finding questions within their system, highlighting an existing issue with mismatching IDs which needed fixing. He also explained how the system was being used to integrate with a team via a wiki, and the various items available for testing. Furthermore, Santiago provided a detailed walkthrough on content creation and editing functionalities, including the creation and editing of questions, and clarified the limitations and capabilities of content creators.

He encountered issues with EDA's inability to find and save created content, attributing this to a recent server move and the use of backup methods. A problem with the database not writing information correctly was also identified, likely due to a field name issue, which Santiago committed to investigating further. The team also tested the functionality of the wiki, including the new item creation feature and the editing and deleting capability, confirming that these features were working as expected. Santiago explained the functionality of the data and operator, and confirmed that the



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RKM Training Meeting Minutes

## MINUTES

### RKM Training Meeting Minutes

**Location:** Zoom

**Date:** April 24, 2024

**Time:** 15:00 (GMT+2)

**Attendees**

Present: Selin Fisun Yılmaz, Eda Gürel, Arzu İkinci, Neşe Özçelik, Damla, Selen İşyar, Oğuz Kurt

**Agenda – Training for Content Entrance to the System**

Arzu made a training session for the content creators in the pilot site Rahmi M. Koc Museum. The training was in Turkish. How to enter the content to the system is explained step by step.

**Actions:**

Pilot site will enter the content to the system, which is already prepared in a different format.

**End of the meeting:** 15:30 (GMT+2)



## 7.5. Phase One - Training Documents

The training documents are prepared according to the site; an example file is attached for each.

7.5.1. Training for Content Creation TRAINING the TRAINERS International Workshop (Blenheim file as an example)



## Objectives

- Project Title: "Customized Games and Routes for Cultural Heritage and Arts - CULTURATI",
- Delivering accurate information to the right individual at the right time and place,
- Creating personalized games and routes,
- Implementing people counting technology for crowd management.





## Responsibilities for the Sites

- Manager (Site Administrator) – from site
- Content Creator (Content Curator)
- Data Operator (Data Specialist)



## Manager (Site Administrator)

- Optimizes and determines the **categories** and the **levels** of the CULTURATI platform for personalized information delivery to the visitors. Site administrators are actively connecting with their networks and communities.
- **Category** examples: Art, History, Technology, Tradition, Engineering, Love, etc.) – user friendly, visitor interests, diverse cultural aspects, roadmap navigating visitors through cultural narratives
- **Levels** examples: Beginner, Intermediate, Advanced





## Data Operator

- Using the CULTURATI Map
  - Identifying objects and marking their locations on the map.
  - Defining and specifying capacities for rooms (spaces).
  - Identifying the locations of sensors and navigation points.

Divides the places into zones focusing on exhibition areas/outdoors.



## Content Creator

- Creates and organizes engaging content on the CULTURATI platform tailored to the preferences and interests of visitors. Story tellers; local residents, academics, researchers, marketeers, community representatives - exploring memories and hidden treasures / blending creativity and research
  - **Game** (Question & Answer)
  - **Route** (More Information) – very short a few statements





## Details for Content Creator

- Content Creator will enter the following information to the CULTURATI
  - Category
  - Level
  - Questions
  - Answer Options
  - Hint
  - Score
  - Related Object
  - Additional Information (Also used for Routes)
  - Attachments, if any



## Goals

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







## Examples From RMKM

### Starting the Game and Categories

#### How would you like to explore the museum?

- Atatürk
- Scientific Instruments
- Railway Transportation and Trains
- Maritime
- Aviation
- Communication
- Road Transportation and Automobiles
- Machines
- Toys
- Living History/Nostalgic Life



## Question Examples

**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..





## Question Examples

**Category:** Communication Devices

**Level:** Intermediate

**Question:**

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

**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. This example was produced by the Columbia Phonograph Company in the 1900s.

BLenheim PALACE



## Question Examples

**Category:** Road Transportation

**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.

BLenheim PALACE



## Question Examples

**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:**

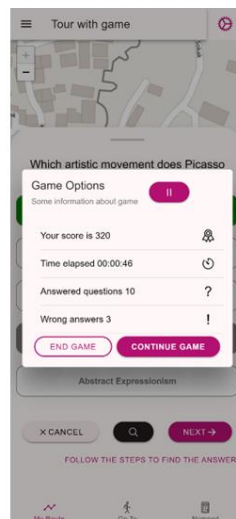
- a. Agenoria Locomotive Model
- b. Rocket Model
- c. German Express Locomotive Model
- d. French Locomotive Model

**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.



## Examples from CULTURATI





## Examples from CULTURATI



BLenheim PALACE

## 7.5.2. Training Handbook

Document for Porvoo as an Example



# Purpose

- The purpose of this handbook is to outline the process and considerations for gathering, preparing, categorising, and developing media assets and customised games and routes for the CULTURATI platform and to document key steps for implementing people-counting technology at cultural heritage sites.



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# Contents

- Building the Team
- Content Preparation
- Content Categorisation
- Content Development
- Capacity Management
- Further Considerations



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# 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.

Creating diverse and compelling content necessitates assembling a team that includes individuals from the **local community, marketing teams, experts and academics**. Initially, we aim to have a team of **20 individuals, ensuring gender equality**. By blending creativity with research, the content team will contribute to 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 (users) to tailor the content accordingly.
- **Step 2 - Content Planning:** 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.
- **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 multimedia guide, 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 area for collating all content assets into one place is a strategic initiative that enhances organisational efficiency and collaboration.
- The CULTURATI platform provides a centralised area teams can seamlessly store, access, and manage the diverse array of digital assets, ranging from textual content and images to videos and 3d objects. The platform serves as a secure and organised repository, fostering better version control and eliminating the challenges associated with 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 Categorisation



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Categorising content and digital assets against predefined topics based on user interests is critical for the CULTURATI platform. By structuring information around these predetermined themes, the platform not only enhances user navigation and search functionality but also tailors the user experience to align with individual interests. This categorisation ensures that users can easily discover content that resonates with their preferences, fostering a more personalised and engaging interaction with the cultural resources offered.

Additionally, it aids in content discovery for users who may be exploring diverse aspects of culture, contributing to a more comprehensive and inclusive platform. Ultimately, this organised approach to content categorisation serves as a navigational guide, enriching the user journey on the CULTURATI platform and promoting a deeper appreciation for the diverse cultural narratives it aims to showcase.



# HOW TO - Content Categorisation

**Step 1 - Define key topics or categories:** Define key strategic topics and categories for the CULTURATI platform to establish a structured framework that enhances content classification.

**Step 2 - Add metadata for describing the content:** Using metadata or custom attributes allows for a simple approach to classifying content/media assets. Metadata should include:

- Duration – how long with the content take to read, listen to, or watch?
- Media type – is the content textual, video, audio or an image?
- Audience – Who is the content designed for? Families, history buffs – these are defined by you.
- Action required flag – Does the content need extra work such as editing before being uploaded into CULTURATI?
- Notes – What needs to be done to the content before uploading to CULTURATI?
- Location (Latitude/Longitude) – What is the latitude and longitude of this content? Where will it be played?
- IP, copyright and licensing information and the original content creator



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# Content Development



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# Content Development

- Identifying gaps in content is a crucial step in evolving the narrative on any platform. It involves an analysis of existing stories, recognising areas where representation, perspectives, or themes may be underexplored. To breathe fresh life into the CULTURATI platform, it's essential to envision and articulate new stories that resonate with a diverse audience.
- Whether it's uncharted historical narratives, overlooked cultural nuances, or emerging trends, these gaps present opportunities to captivate and educate the audience. The creation of this content demands a collaborative effort involving subject matter experts, storytellers, and community contributors who can provide authenticity from a diverse perspective.
- By actively engaging with these voices, the CULTURATI platform can ensure the creation of content that not only fills the gaps but also enriches the cultural tapestry it aims to weave for its audience.



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# HOW TO – Content Development

- **Step 1 - Identify Gaps:** Before generating new content, it's crucial to identify gaps by understanding the interests and knowledge levels of the target audiences. The content coordination team should workshop ideas based on audience profiles and compile a comprehensive list of gaps within existing content.
- **Step 2 - Create an Action Plan for Content Development:** Develop an action plan for creating new content and questions, ensuring that prioritization and resources are allocated efficiently to address high-impact topics and meet the specific needs and interests of the target audience.
- **Step 3 - Start Content Generation Efficiently:** creating new content is essential for maximizing available budgets and ensuring effective resource utilization. For instance, through strategic planning, it becomes feasible to record multiple new stories or utilize existing matching audiovisuals within a short timeframe. The clarity and conciseness of briefs play a pivotal role in optimizing this process.



# Capacity Management



# Capacity Management

- Effective capacity management is integral to the CULTURATI platform, utilising occupancy-related data to construct dynamic routes and guide users toward quieter locations, thereby enhancing the overall visitor experience. Consequently, strategic planning for key areas and critical zones becomes imperative to ensure a seamless and enriching visit for users.
- Recognising the significance of quieter locations for an improved experience, it's important to note that certain areas will have greater prominence due to essential core stories that must be consumed. This factor should be carefully considered in planning and prioritising user interactions.
- Choosing the appropriate sensors is important, and the selection should be based on whether the application is deployed in micro or macro sites, ensuring optimal performance and data accuracy in diverse environments.



## HOW TO – Capacity Management

- **Step 1 - Define key areas and zones:** In the initial phases, it is crucial to pinpoint key areas and their respective zones to be monitored. Here, an area is delineated as an encompassing container for multiple zones, each of which encapsulates specific content assets.
- **Step 2 - Capacity review:** After identifying areas and zones, essential data about them becomes imperative to comprehend their limitations concerning capacity and optimal occupancy. Determining the minimum, maximum, and optimum capacity for each area and zone is necessary for the CULTURATI platform to gauge busyness effectively.
- **Step 3 - Document the relationship between zones:** Each area contains zones that have a relationship with other zones within the same area. Defining a list of areas and zones is an essential step in the planning and implementation of the CULTURATI platform.



# Further Considerations

- **Accessibility and multilingual content**  
Ensure that content is accessible to a wide range of users, including those with disabilities and visitors from overseas. Provide alternative formats or features such as transcripts for individuals with hearing impairments or sign language tours. Be mindful that accessible routes may vary from the normal routes through the areas and zones.
- **Headphones**  
Headphones play a pivotal role in consuming a multimedia guide, especially in bustling spaces, as they not only offer a personal and immersive experience but also help users engage with content without contributing to ambient noise, ensuring a more enriching and focused exploration. A key consideration would be encouraging users to bring their own headsets, providing headsets with the appropriate adaptation to the user's device and sterilisation of provided headsets.
- **WiFi and 4G**  
Having robust WiFi connectivity is essential when streaming content from a multimedia guide, ensuring a seamless and uninterrupted experience for users, free from buffering delays or disruptions.



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# Further Considerations

- **Area Maps**  
Having an area map for each key area and zone is essential for the CULTURATI platform, providing a foundational understanding of spatial layouts that is instrumental in crafting user-friendly navigation and enhancing the overall visitor experience.
- **Sensor Data**  
Ensuring operational and unobstructed sensors and counters is paramount for maintaining data integrity within the CULTURATI platform, as these components play a crucial role in accurately capturing visitor traffic and engagement metrics.



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## Prepared by

- David Green, Innovation Manager, Blenheim Palace Heritage Foundation
- Arzu Sibel İkinci, Director of Training, Bilkent University
- Eda Gürel, Coordinator and Managing Director, Bilkent University



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### 7.6. Phase Two - Training Documents

The following two modules have been used during the training. These modules have been expressed with the screenshots inside the document.

- CULTURATI Project Administrator Module
- CULTURATI Project Wiki Admin and Content Creator Module