



COMMUNICATION DESIGN AND MARKET ANALYSIS IN SENIOR TOURISM: VOLTO JÁ PROJECT

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ACKNOWLEDGEMENTS

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PURPOSE: The following study aims to describe the **participation of a multidisciplinary team from the Polytechnic Institute of Beja**, in the VOLTO JÁ project.

Design

Market analysis and development of social tourism packages

Dissemination results

(activity 3, activity 7, activity 11)

OBJECTIVES:

- a)** to define a graphic identity for effective communication, adaptable to various communication materials required for project development and dissemination;
- b)** to define an user interface and user experience design of a software platform enabling social economy institutions to join senior exchange program;

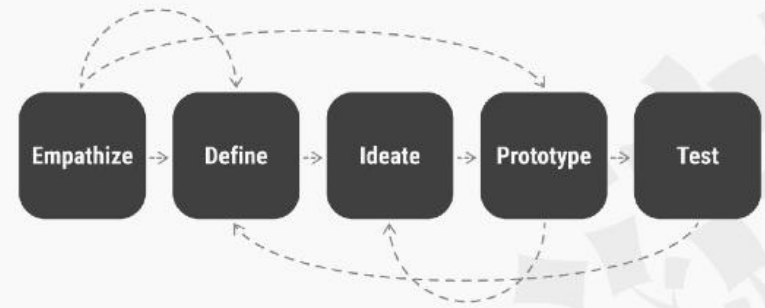


OBJECTIVES a) and b)

DESIGN/METHODOLOGY/APPROACH:

LITERATURE REVIEW in Communication Design area
PRACTICE of design project | design thinking method
(activity 3 and part of activity 11)

Design Thinking: A 5-Stage Process



Empathize



Define



Ideate



Prototype



Test





FINDINGS

DEFINITION OF THE PROJECT'S GRAPHIC IDENTITY AND DISSEMINATION OF RESULTS - Activity 11

- 1 - Preparation of the communication plan;
- 2 - Implementation of communication channels, dissemination of content and management of the project's presence on the Internet, according to the objectives and the communication axis;
- 3 - Production and implementation of a promotional video for the project diffusion in social networks;
- 4 - Designing a web marketing campaign to promote the project's results to the target audience;
- 5 - Design of the visual identity of the project and production of the dissemination supports according to the set of project activities;
- 6 - Creation of a showcase to present the project at dissemination and merchandising events.

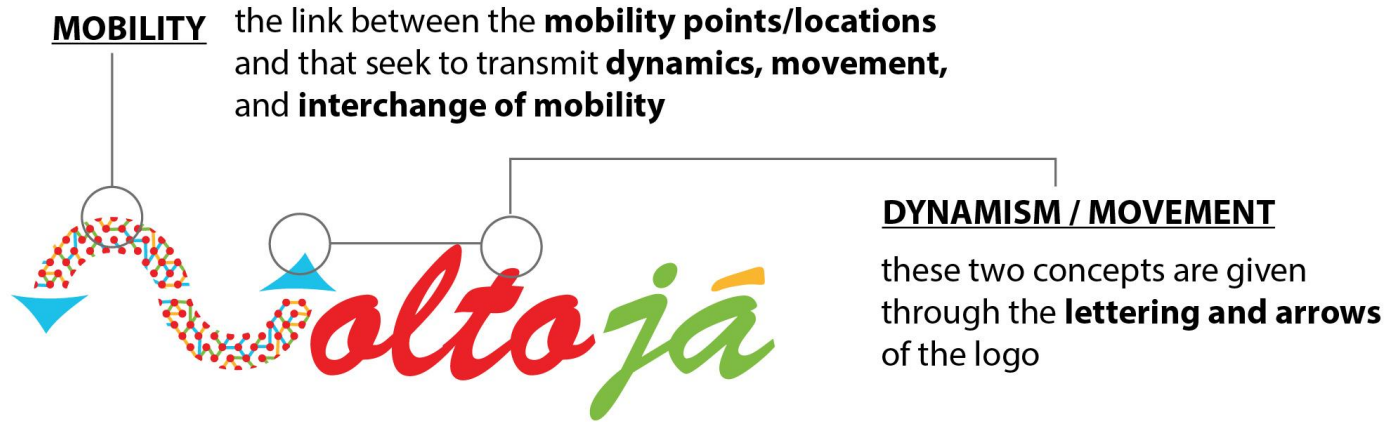


PROGRAMA DE INTERCÂMBIO SÉNIOR

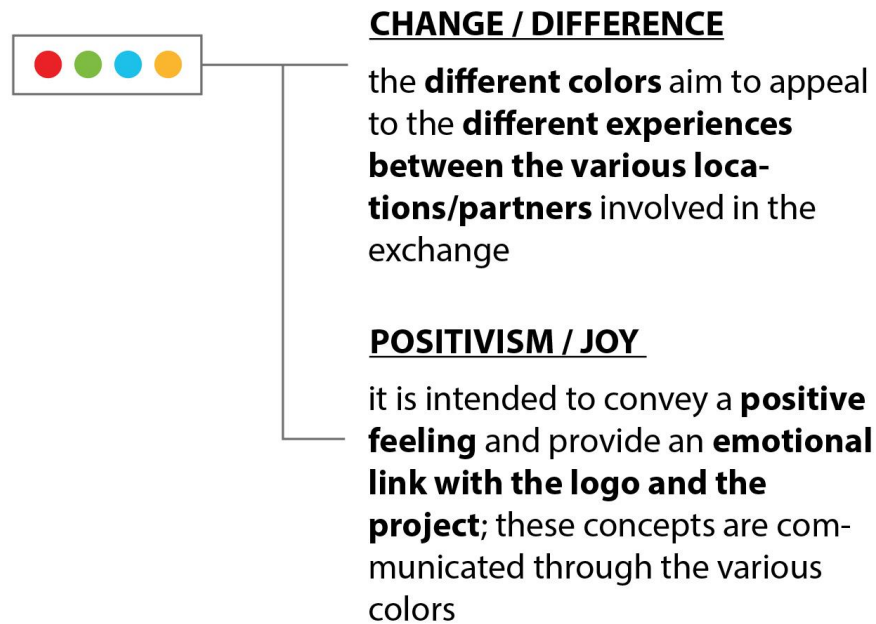
The public when seeing or "hearing" a brand associates it with some meaning
For the public **the brand means something**
This **connection with the user is "necessary"** (López, 1992; Olins, 2010).

Concepts and values associated with the genesis of the project

Mobility, Change / Difference, Positivism / Joy and Dynamism / Movement



PROGRAMA DE INTERCÂMBIO SÉNIOR



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- To define the audience
- To create a vocabulary
- To decide a hierarchy
- To apply systematically
- To document the family

(Lupton, 2011)

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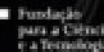
- A5 flyers, front and back;
- Rollups with 80x200cm;
- Merchandising material to support mobility - t-shirts and caps;
- Newsletter for sending by email;
- Explanatory schemes of the project



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PROJETO VOLTO JÁ (2019-2021) FCT/RS&RP

O projeto **VOLTO JÁ** pretende operacionalizar um programa de cooperação entre organizações de Economia Social que prestam a intermediação de seniores institucionalizados, proporcionando-lhes experiências culturais, turísticas e artísticas.

Objetivos do VOLTO JÁ:

- (1) Fomentar o envelhecimento ativo e melhorar a qualidade de vida (sem estar satisfeito com a vida, felicidade, etc.) dos seniores institucionalizados;
- (2) Desenvolver um modelo de negócio de turismo social dirigido aos seniores institucionalizados em lares ou centros de dia, na região de Alentejo;
- (3) Desenvolver uma plataforma informática que permita às instituições de Economia Social, no âmbito do programa de intercâmbio sénior, divulgar as experiências socioculturais oferecidas, (c) estabelecer acordos que efetivem o intercâmbio entre si.

Participar no projeto VOLTO JÁ significa:

- Para as Instituições:**
 - Acesso a bens e serviços de elevada qualidade, demandados, dependentes ou adquiridos isoladamente;
 - Expansão do círculo social através de novas ligações interpessoais;
 - Combate ao isolamento social;
 - Contacto com a cultura e tradições de outras regiões de país;
 - Estimulação cognitiva;
 - Melhoria da qualidade de vida;
 - Contribuir para práticas de consumo sustentáveis;
- Para as Instituições de Economia Social:**
 - Uma oferta de serviços diferenciada e bem avaliada;
 - Expansão da sua rede de parcerias;
 - Fortalecimento social;
 - Ligação à academia;
 - Inovação social;
 - Aumento do capital reputacional;
- Para os Intercambiadores:**
 - Parcerias entre as instituições de Economia Social;
 - Desenvolvimento de um modelo de negócio de turismo social ativo;
 - Primeiros conhecimentos práticos;
 - Plataforma de divulgação de estudos de negócios;
 - Uma Condição Inerente;

Modelo de Negócio de Turismo Social

Equipa:
O projeto é coordenado por uma equipa multidisciplinar de Instituto Politécnico de Santarém e Instituto Politécnico de Beja.

Vanessa Oliveira, Susana Leal, Cátia Melo, Cláudia Baralho, André Sacramento, Ricardo J. João, Mário Sousa, Rogério Fernandes, Mónica Passalunghi, Cristina Simões, Mónica Pinheiro, Ana Rodrigues, Luís Valente, Maria José Casca.

Contactos:
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Projetos cofinanciados por:





USER INTERFACE, UI AND USER EXPERIENCE DESIGN, UX - *Activity 3*

- a) Design of **information architecture** of mobile applications and software platform (navigation schemes and screens).
- b) **User Interface (UI)** and **User Experience design (UX)** taking into account aspects of usability and accessibility for the elderly population.

Design of screens for the software platform

Different users (5)

“Anonymous” user

“Administrator” user

“Responsible for the Institution” user

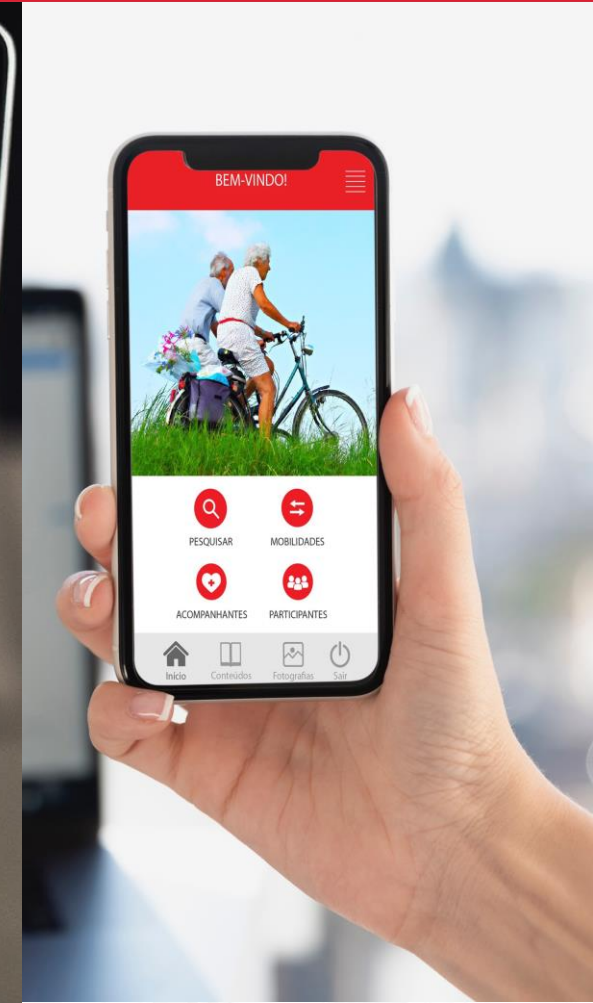
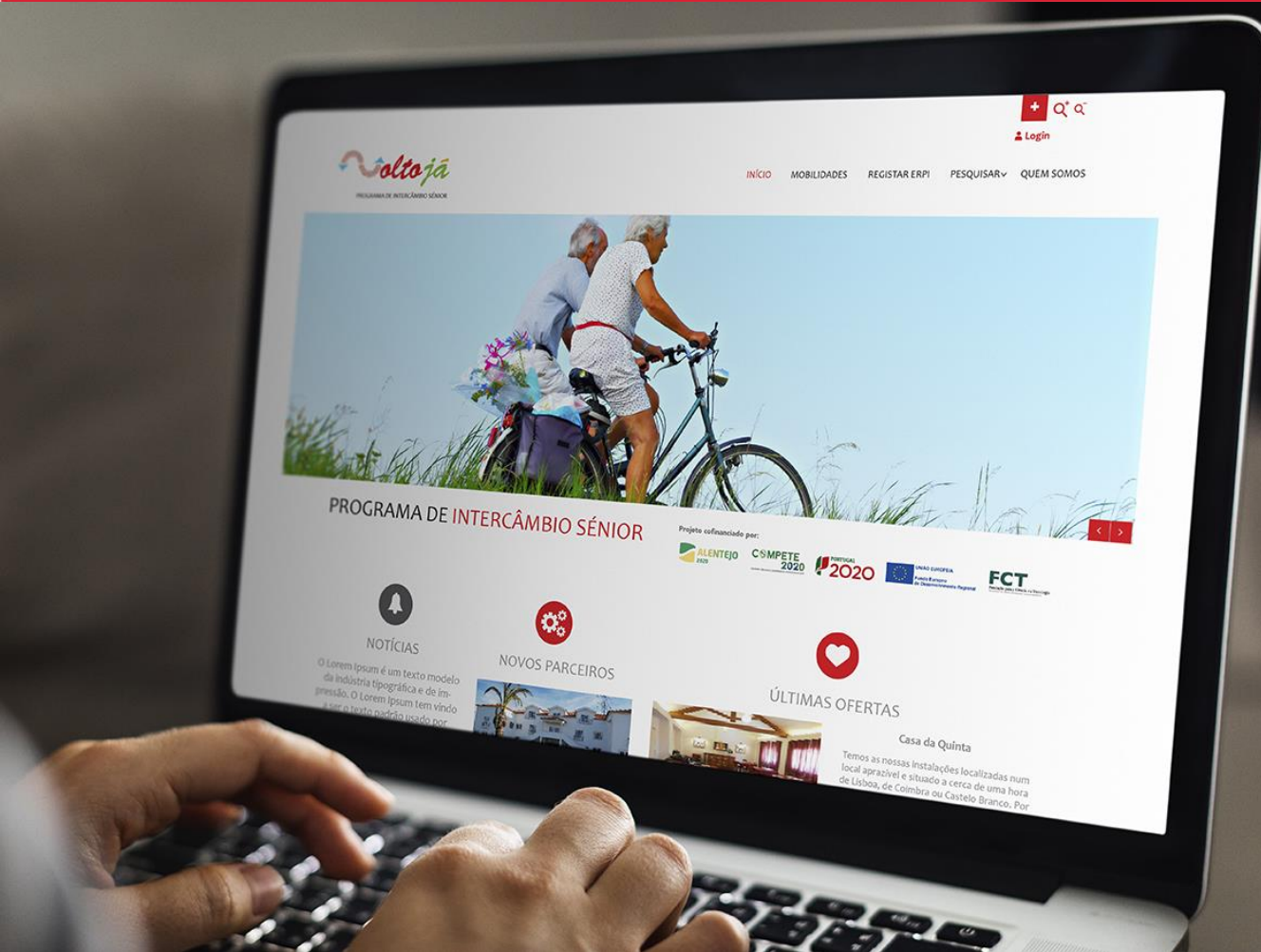
“Participant” user

“companion” user.

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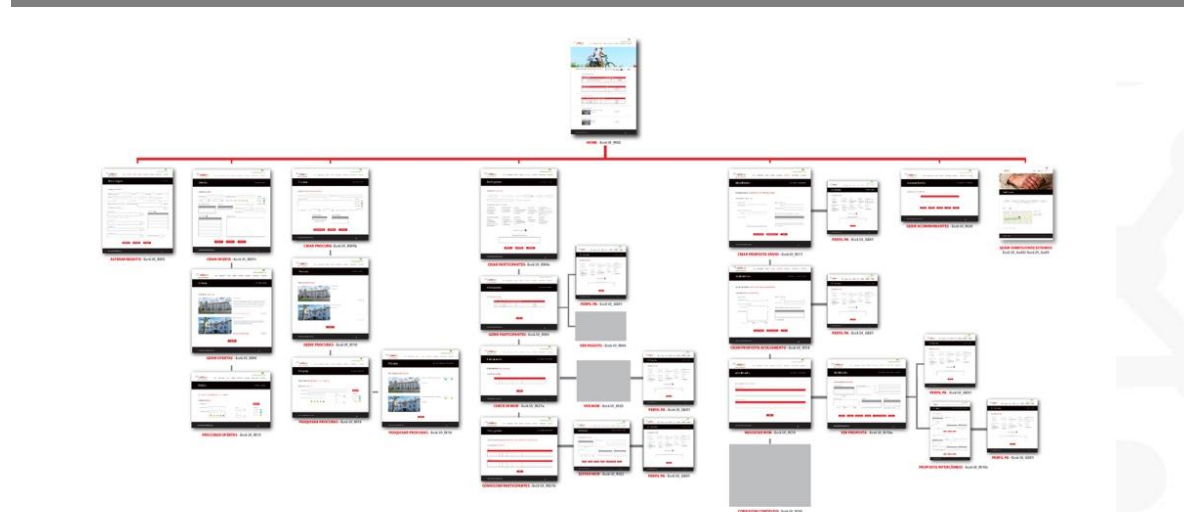
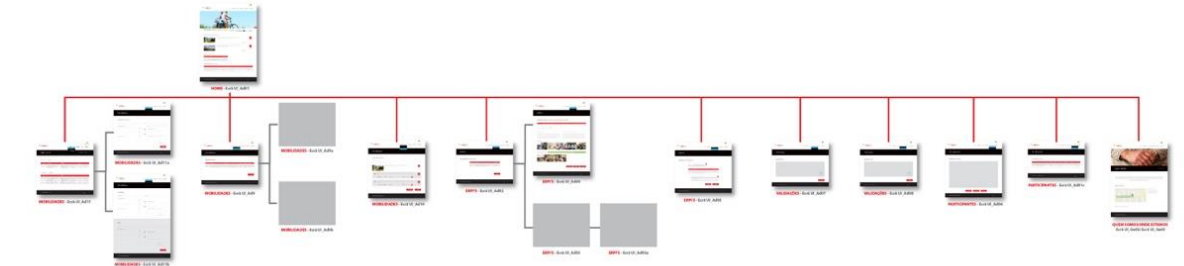
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Login

PESQUISAR ▾ QUEM SOMOS




Responsável da Instituição Logout

ACOMPANHANTES ▾ QUEM SOMOS



Administrador Logout

CIPANTES ▾ QUEM SOMOS



Categoria



Cultural



Praia



Campo



Noticias



Novos parceiros



Últimas Ofertas



Estado Rollover



Utilizador registado



Utilizador não registado



Calendário



Submeter ficheiros



Adicionar



Retirar



Consultar conteúdos (admin)



Lupas - Utilizador não registado

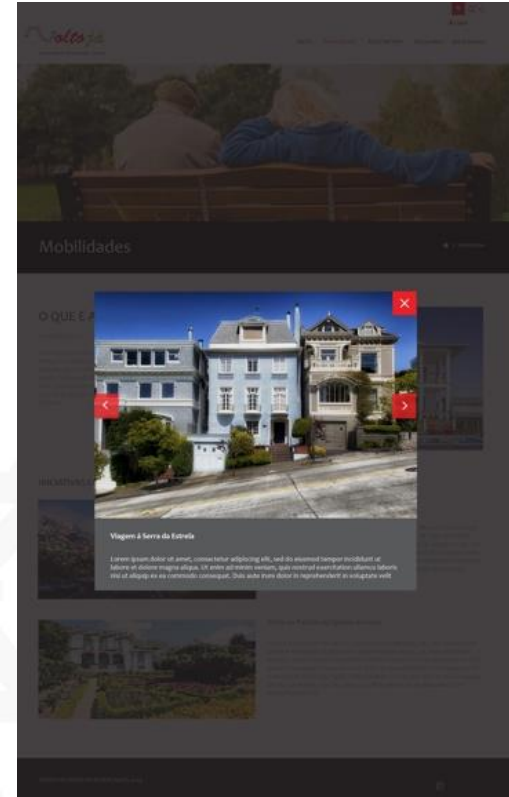
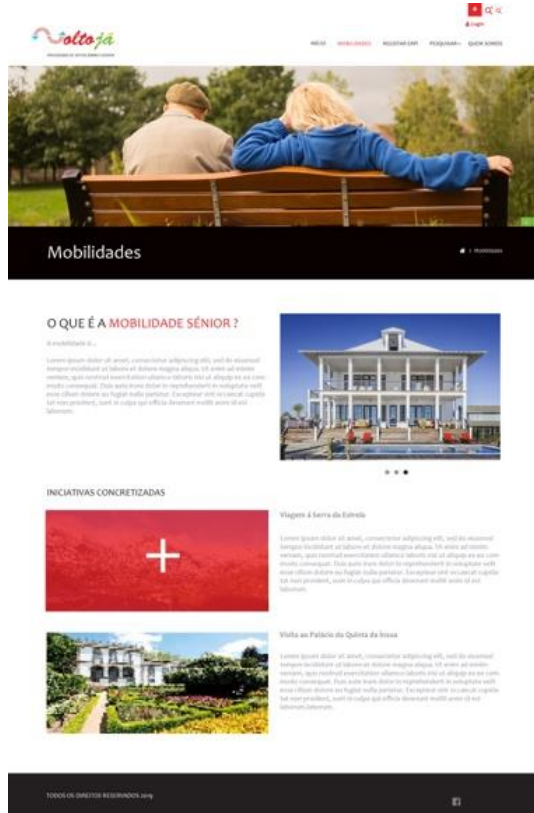
Lupas - Utilizador registado



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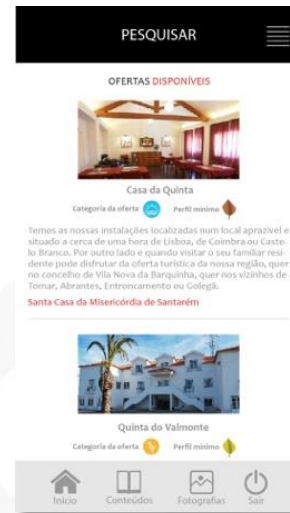
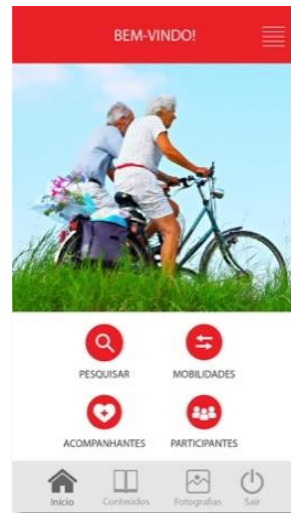
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CONCLUSIONS

Definition of the graphic identity at a preliminary stage of the project ----- **important for communication**

“Physical” communication materials ----- **closer and emotional connection** with everyone involved

Digital communication materials ----- **to reach a larger number of people**

Adaptation to the design of the software platform screens

Graphic identity and a positive communication strategy ----- **attractive and motivating for those involved**

Brand Distinction

Communication of values and meanings / connection with the user

The **graphic identity** of an organization = **logo + all communication materials that define the entire communication system**

Through this case study and applying an user-centered strategy, we seek to contribute **with particular solutions that can be applied in future projects in the social tourism area**