



Deliverable T4.2.3

Testing new offer and services in a digital lab

PP9 will lead all PP in remote and in-situ testing of new offer and services. New online presence, brochures, photography and marketing developed by each region (WPCOMMs and WP4-A3) will be thoroughly tested. We will use state of the art eye tracking, facial expression and galvanic skin response testing methods to understand how target groups respond and interact with new websites and trip planners (A3). Initial lab test screenings of digital outputs produced across all pilot study areas will be followed up by testing within the locations themselves by transporting a mobile lab to each pilot study region. This detailed testing allows project partners to learn on site about the strengths and weaknesses of their offer which will improve quality, reduce risk of market failure and provide transferable benefits for the design of offer after project end based on the design lessons learned. Knowledge gained through these tests will be fed back into targeted training materials and services (WP1 A3 D2) and the WP4 delivery plan.

I. BACKGROUND :

As part of this deliverable, the University of Surrey provided us with a study that we used to improve our work. This study used cutting-edge technologies to find out what consumers feel when they learn about a product. One of the cutting-edge technologies used was eye-tracking to find out where consumers first turn their attention. The tracking was carried out using "heatmaps", tracing the points at which the consumer's gaze is fixed. Facial expression tracking is also evaluated, enabling us to discover the emotions and feelings of the person faced with the offer. The study also assessed participants' skin conductance. This technique

reflects the activity of the sweat glands on the skin. The more positive emotions a participant feels, the more the sweat glands are activated, enabling the skin to conduct electricity more effectively. This is an unconscious phenomenon.

II. USE OF THE DOCUMENT PROVIDED BY THE UNIVERSITY OF SURREY :

This study enabled us to perfect our work, by drawing up the satisfaction questionnaire sent to the testers of our unusual experiences. We modified the content, taking inspiration from the questions in the study, to improve its relevance and get as much attention as possible from the consumer. We've written shorter, less detailed questions that get straight to the point, to keep the reader's attention.

The study also helped us to evaluate our marketing visuals for the envrai-pas-de-calais.com campaign. There was very little text on our visuals, just a short, catchy slogan, in bold, colourful text, set against beautiful images. We've noticed that when too much text appears on a publication, the consumer's eye is lost, and they show less interest in the publication. Our simple, colourful visuals are an instant eye-catcher, and will undoubtedly enable us to achieve good results in terms of consultation of our new offer.

Thanks to this study, we will be able to obtain more authentic consumer opinions, closer to reality, and will be able to avoid a failure of our offer in the long term. Knowing the strengths and weaknesses of our offering by obtaining a response that the consumer has given their full attention will enable us to improve the quality of our experiences. It has also enabled us to develop an effective and attractive marketing campaign.

III. THE EXPERIENCE TESTER SATISFACTION QUESTIONNAIRE AND THE ENVRAI-PAS-DE-CALAIS.COM COMMUNICATION CAMPAIGN:

The screenshot shows a survey interface with a light green header and footer. The main content area is white. The title 'Test des expériences - Pas-de-Calais Tourisme' is in bold. Below it, the text reads: 'Cher testeur, Vous avez été choisi(e) pour intégrer notre équipe.' This is followed by a paragraph: 'Depuis plus d'un an, Pas-de-Calais Tourisme s'est lancé un défi de taille: faire de l'automne et de l'hiver de vraies nouvelles saisons touristiques. Pour relever ce challenge, un minutieux travail de création et de sélection d'offres a été réalisé pour créer la collection d'expériences automne-hiver dans le Pas-de-Calais.' Then, the section 'Votre mission ?' is shown, with the text: 'Tester en avant-première des expériences automne-hiver, nous donner votre avis sur ces expériences et les partager avec notre communauté !' At the bottom, it says '10 questions, 10 minutes !'. On the right side, there is a vertical toolbar with icons for zooming, scrolling, and other navigation functions, along with a question mark icon at the bottom right.

Indiquez vos noms et prénoms *

Votre réponse

Adresse mail et téléphone pour vous contacter *

Votre réponse

Quelle expérience avez-vous testé ? *


Votre réponse


Qu'avez-vous pensé de l'expérience ? *

Votre réponse

Qu'est-ce qui vous a le plus marqué ? *

Votre réponse





En voyant le mot "expériences", quelles étaient vos attentes avant de vivre cette expérience ? *

Votre réponse

Avez-vous déjà vécu/testé une expérience similaire ? *

☐ Oui

☐ Non

Si oui, laquelle ?

Votre réponse

Si oui, laquelle des deux avez-vous préféré ? Pourquoi ?

Votre réponse

Qu'est ce que vous voudriez voir évoluer/ changer dans cette expérience ? *

Votre réponse

Recommanderiez-vous cette expérience ? *

☐ Oui

☐ Non

Interreg 
France (Channel
Manche) England
EXPERIENCE

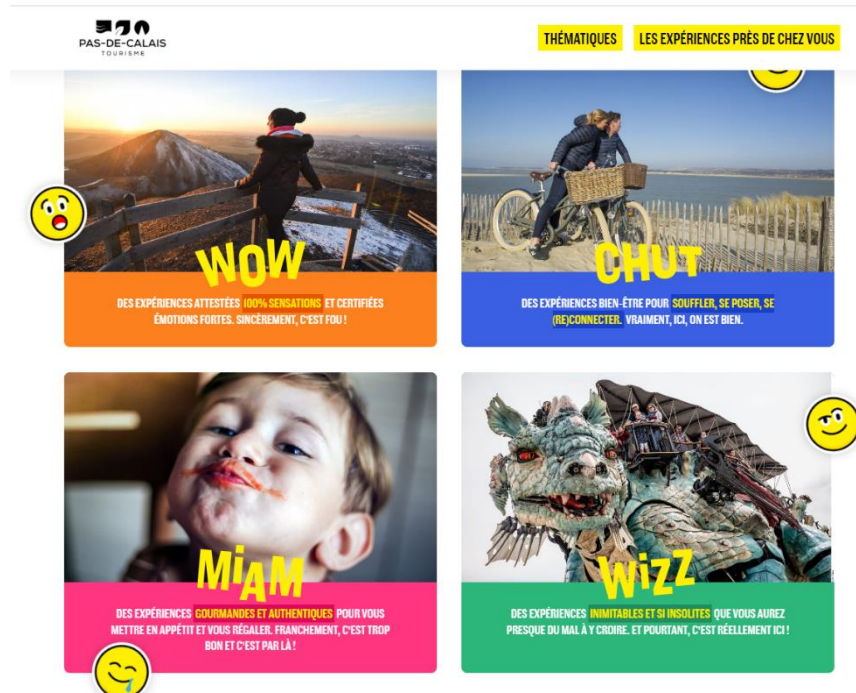
Fonds européen de développement régional

Réalisé dans le cadre du projet INTERREG "EXPERIENCE" financé par le Fonds Européen de Développement Régional.



Envoyer

Effacer le formulaire



All the visuals for the communication campaign can be viewed at the following link: <https://envrai-pas-de-calais.com/>

IV. RESULTS:

Thanks to this study, all the testers completed our questionnaire, which enabled us to obtain a great deal of feedback and comments, enabling us to improve our offer.

The marketing campaign worked very well, and the public was very receptive.

More detailed results are available in report T4.2.2 for the experience tests, and in report T4.3.1 for the communication campaign.