Live Fallas 2015

Universitat Politècnica de València

Prodevelop
Agenda

- Introduction
  - FIWARE & FIContent
- Fallas overview
  - Fallas interest
- Technical aspects
  - Data sources requirements
  - General architecture
  - SEs involved
  - App
- Non technical aspects
- Expected results (KPI)
- Summary
Introduction. FIWARE & FIC2

Media&Content

Media&Content, Manufacturing, Logistics

Smart cities, media&content

Phase 3 Accelerators

Phase 1 & 2 Use cases
Introduction. FIWARE & FIC2 (http://mediafi.org/)

- Generic Enablers (GE)
- Specific Enablers (SE)
- SME

Product (Accelerator)
Introduction. FIWARE & FIC2 (http://mediafi.org/)

- FI-PPP use case for content, media, networks and creativity
- http://mediafi.org/open-platforms/

Social Connected TV
- Multi-screen interaction
- Personalised TV experience
- User tracking and privacy

Smart City Services
- Contextualisation
- Live information
- Live sharing and communication

Pervasive games
- Augmented reality
- Blending real and virtual worlds
- Toys, installations, and city-wide games
Introduction. FIWARE & FIC2 (http://mediafi.org/)

Smart City Guide

- For non-technical guys, the easiest way is to go to the http://ficontent.designmyapp.mobi portal and start building your own apps in a few clicks.
- Technical people can discover the technical features (we call them “Specific Enablers” and they are accessible below) of the SCP, what they could be used for, and their terms and conditions.
Fallas Overview

- **Interest for the experiment**
  - Outdoor
  - Very social
  - Massive (1 + 1 Million people)
  - Certain areas of interest
    - Mascletà
    - FireWorks
    - Ofrenda de Flores
    - Fallas awards
  - Interesting scenario for
    - Tracking and analyzing activity in social networks
    - Disseminate FIcontent2 technology with and APP integrating several enablers
Technical Aspects. Data Sources

- **(Local) Open data**
  - Valencia datos abiertos (FIWARE Lab)
    - [https://data.lab.fiware.org/](https://data.lab.fiware.org/) (CKAN)
  - OSM
  - DBPedia
  - Official events (maybe not digital)

- **Social networks**
  - Twitter, Instagram, Foursquare, etc.

- **Local services**
  - RSS
Technical Aspects. General architecture

OpenData  OSM  DBPedia  RSS  Twitter  EventBrite  Instagram

Fusion Engine  POIPProxy

Context-aware Recommendation  OCDB  Mobile app

Recommendations  POIs  Comments  Ratings  chekins  Real time data

chekins  POIs

mediafi.org  fimcontent.eu
Technical Aspects. SES involved. FE

- Fusion relates to merging POIS from different origins

Inputs /Origins

- OSM
- DBPedia
- Local content
- FIWARE

Output / Interface

- CitySDK
- FIWARE

POI
Technical Aspects .SES involved. FE

- Fusion is configured by means of fusion rules
- The data can be accessed via CitySDK (default) or exported to OCDB

Valencia, Tenerife

Fusion Rules

OSM ➔ FE
DBPedia ➔ FE
Local content ➔ FE
CitySDK ➔ FE
OCDB ➔ FE

Read-access inquiry API
Read-write inquiry API
Technical Aspects. SES involved. POIProxy
Technical Aspects. SES involved. POIProxy
Technical Aspects. SES involved. OCDB
Technical Aspects. SES involved. CAR

Recommendation triggers
- User triggered
- Location triggered (iBeacon, GPS)
- Time triggered (time of a day/week/month)
- Event triggered (event schedule)
APP. Main screen (http://livefallas.com/)

- Information about all the fallas deployed in the city, classified by categories (Data from Valencia City platform)
- News extracted from RSS feeds and geolocated through content analysis
- Geolocated events (Data from Valencia City platform)
- Activity map (Data from Social Networks through PoI Proxy)
- Access to the registering tool (contest)
APP. Fallas

Seleciona una opción

- Las más valoradas
- Las más cercanas
- Las más activas

Sección especial

- Sección 2ª
- Sección 3ª
- Sección 4ª
- Sección 5ª
- Sección 6ª
- Sección 7ª

Carrera de Malilla-Illa Cabrera
Será per els Deus
0.0 - of 0 opinions
2812 m from your current location

High activity

0 1

Ajuntament de Valencia
La fuerza
0.0 - of 0 opinions
785 m from your current location

Medium activity

0 0

Ribera-Convent Santa Clara
Dramas y comedias
0.0 - of 0 opinions
904 m from your current location

Medium activity

0 0

Bailén-Xàtiva
Memorancus
0.0 - of 0 opinions
255 m from your current location

Map
Sort
APP. Events

3 Marzo 2015 00:29
La Falla Cotxera de Torrent se alza con el LIV festival «Cant de l’Estoreta Velleta»

Más información

4 Marzo 2015 14:00
Mascletà en la Plaza del Ayuntamiento.
Pirotecnia Oscense (Havana)
These are the closest fallas to your location. Add your opinions, rankings and check-ins to win an iPad Air 2.

Select one falla of this list

- **Lepanto-Guillelme de Castro**
  - 41 m

- **Peu de La Creu-En Joan de Viloca**
  - 55 m

- **Borrull-Túria**
  - 98 m

Add your opinion
APP HMI

Zoom

Falla selection
Heat Map Evolution

00:00:00
01/03/2015
Non-technical aspects. Promotion

Promotion

- Contact with city Council
- Adwords
- Leaflets and posters to be distributed in
- Tourist information offices
- Universities and Secondary Education institutes
- Contest with iPad Air 2 award
- Press releases through PRO and UPVLC communication departments
Non-technical aspects. Promotion

Leaflets

![Live Fallas leaflet](image1.png)

![Live Fallas app](image2.png)
Non-technical aspects. Promotion

Buses
Non-technical aspects. Promotion

Tourist-info
Non-technical aspects. Promotion

- UPV
Non-technical aspects. Promotion

- Newspaper
  - ABC, Levante, El Economista, VLC News, Europa Press
Non-technical aspects. Promotion

Local Government media
Non-technical aspects. Promotion

- Radio & TV
- La SER, TVE1
Expected results. KPIs

- App download from Play Store and App Store
  - Valoration from users in the platforms
- Number of registered users
- Piwik has been embedded in the App to analyze interaction
- Number of pictures uploaded with the application
- Number of checkins
- A questionnaire will be issued to the users in order to obtain feedback
Expected results. KPIs

- **App download and rating**
  - Android (7602), iOS (951)
  - Rating (4.37)
Expected results. KPIs

Survey

Evaluacion de la app LiveFallas / Evaluation of LiveFallas app

1. La app fue fácil de usar
   The app was easy to use
   1 2 3 4 5
   - - - - - **

2. Las funcionalidades de esta app estaban bien integradas
   The functionalities within this app have been well integrated
   1 2 3 4 5
   - - - - - **

3. La app presentaba muchas inconsistencias
   The app showed many inconsistencies
   Many (many) 1 2 3 4 5
   - - - - - **

4. Creo que la gente podría usar esta app fácilmente
   I think people could easily use this app
   1 2 3 4 5
   - - - - - **

5. Volvería a utilizar esta app en Fallas
   I would use again this app during Fallas
   1 2 3 4 5
   - - - - - **

6. Lo que menos me gustó de esta app fue...
   What I most disliked about this app was...

7. La principal ventaja de esta app ha sido...
   The major advantage of this app has been...

8. Lo que mejoraría de esta app sería...
   What I would mostly improve from this app would be...
Expected results. KPIs

- **OCD Stats** (activity per Falla)

  - **Checkins - 15**
  - **Comments - 16**
  - **Ratings - 17**
  - **User Activity**
Expected results. KPIs

- **OCD Stats** *(activity per hour)*

![Ratings - 15](chart1)

![Media - 16](chart2)
Summary

- FIWARE is the core platform to develop general apps
- Ficcontent is an usage area to develop particular apps
- Live Fallas is one successful story. Make your own!