



Fallas Experiment

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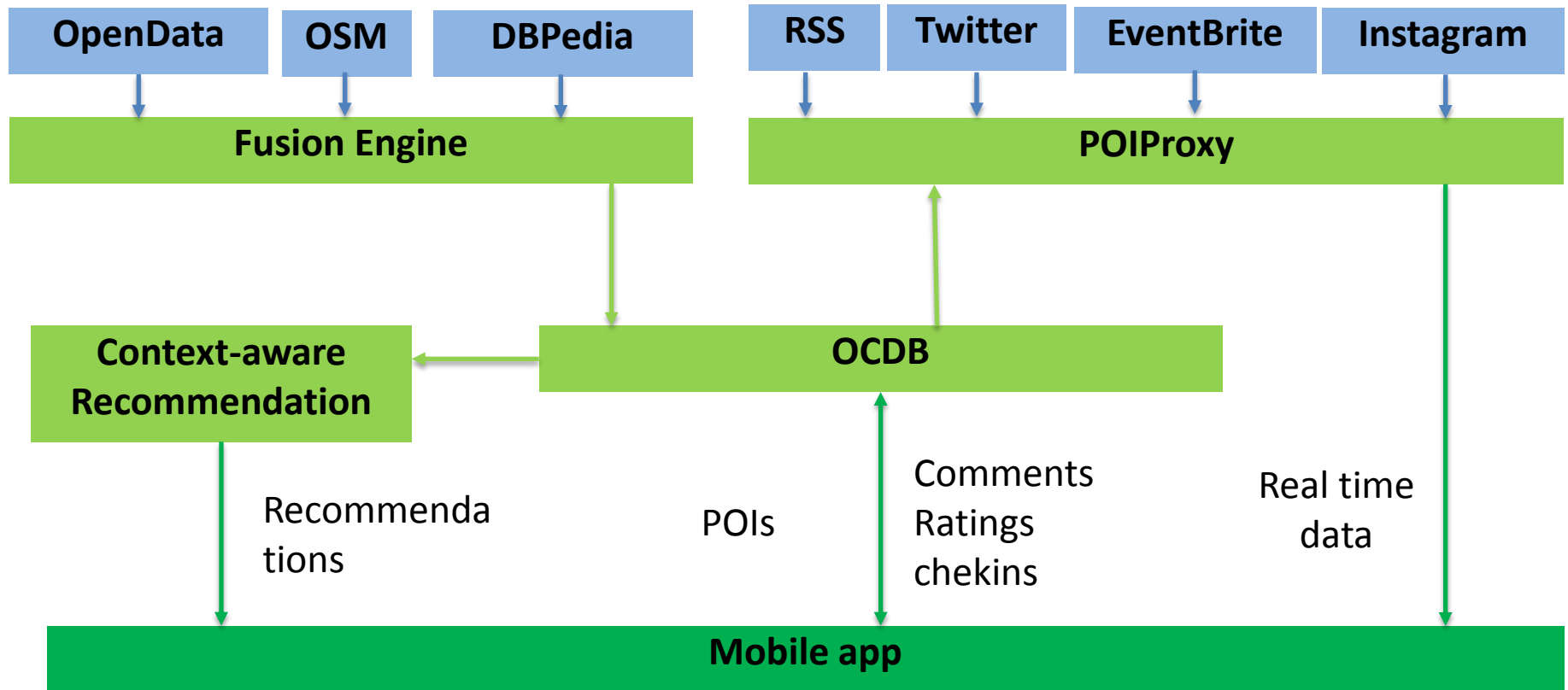
- **Fallas overview**
 - Some data about Fallas
- **Technical aspects**
 - Data sources requirements
 - General architecture
 - SEs involved
 - App
- **Non technical aspects**
- **Expected results (KPI)**

› 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

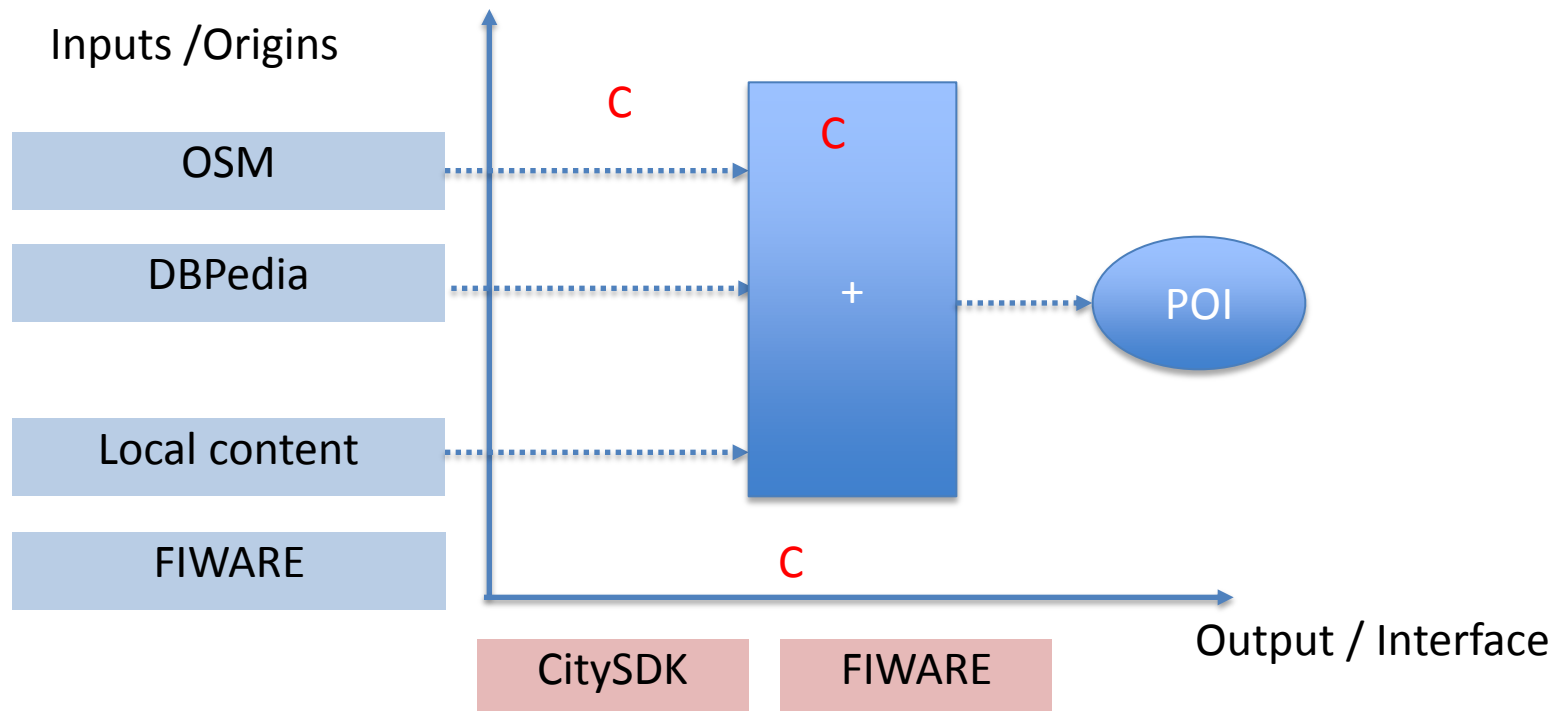
- **(Local) Open data**
 - Valencia datos abiertos (FIWARE Lab)
 - <https://data.lab.fiware.org/> (CKAN)
 - OSM
 - DBPedia
 - Official events (maybe not digital)
- **Social networks**
 - Twitter, Instagram, Foursquare, etc.
- **Local services**
 - RSS

General architecture



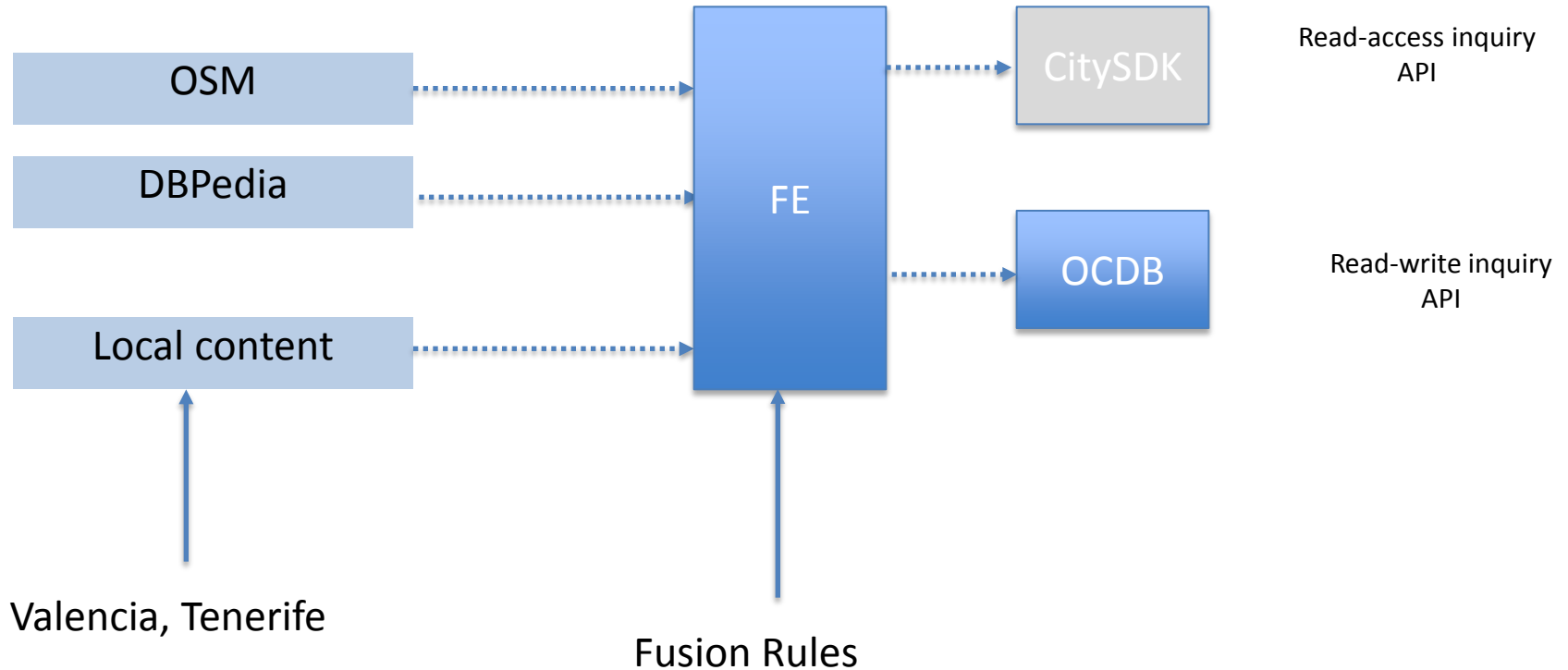
SES involved. Fusion Engine

- Fusion relates to merging POIS from different origins

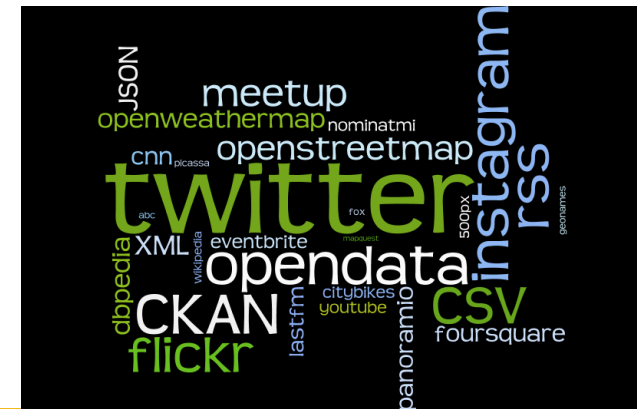
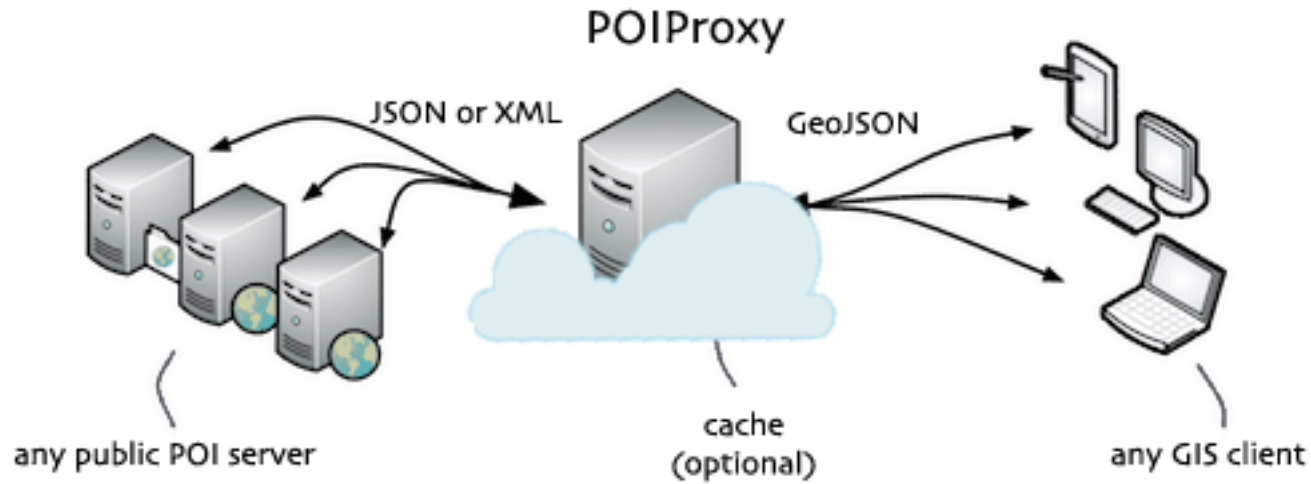


SES involved. Fusion Engine

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

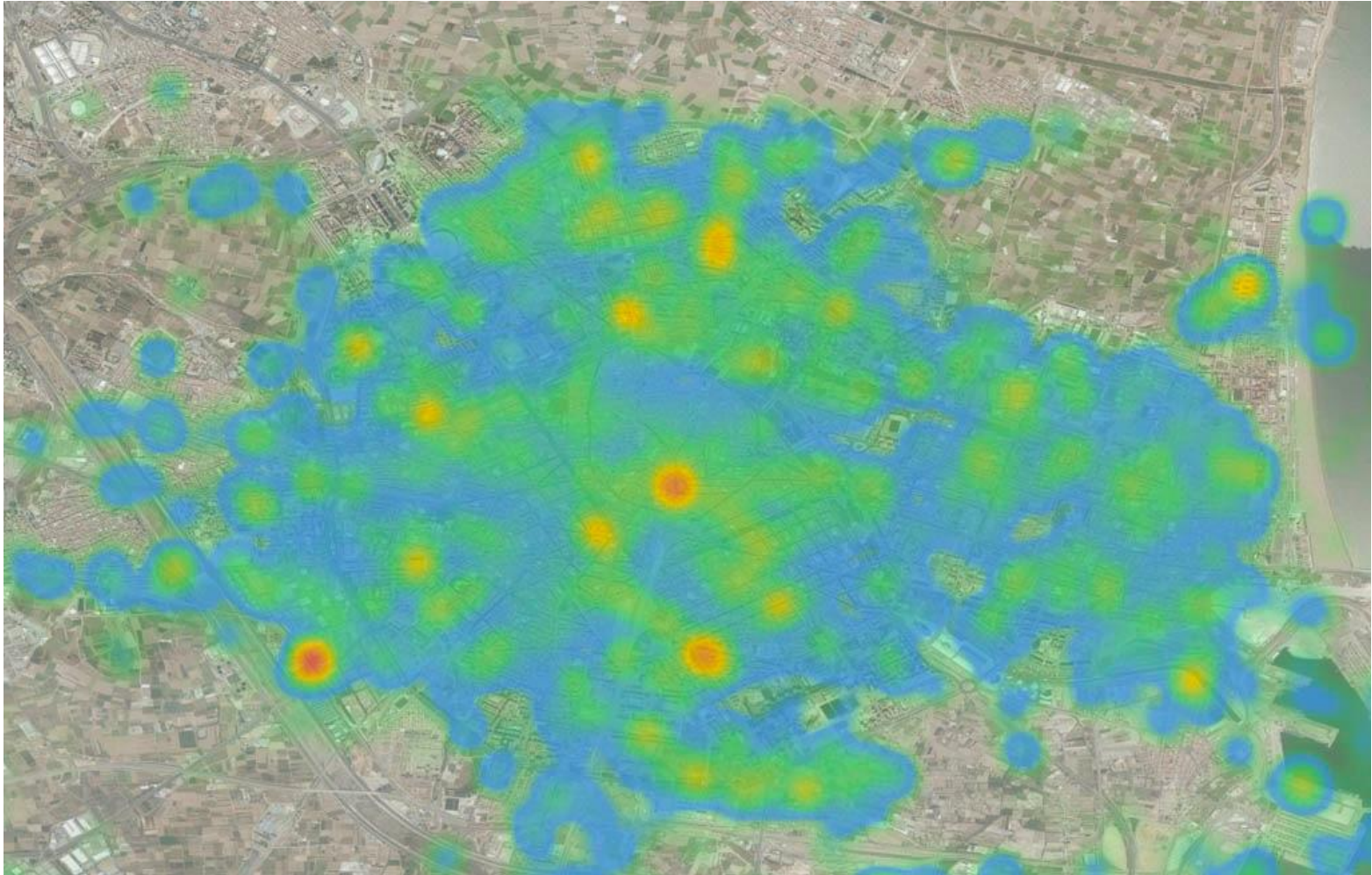


SES involved. POIProxy

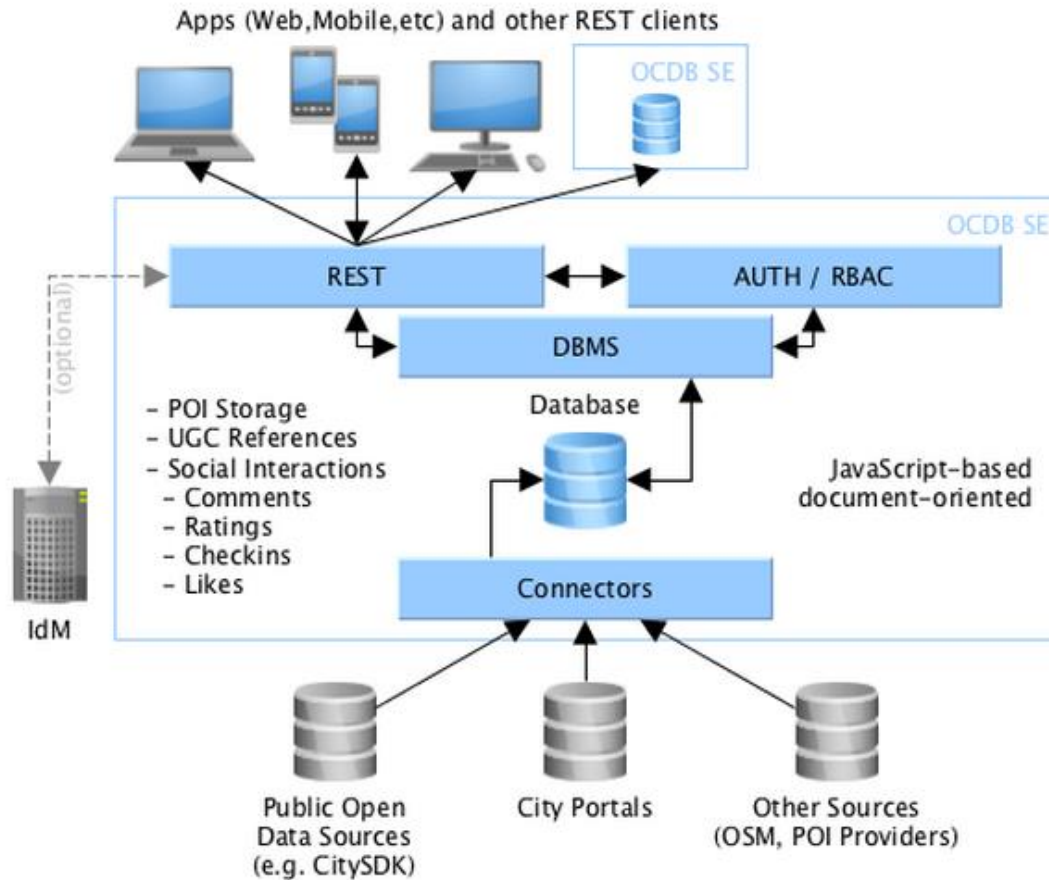


SES involved. POIProxy

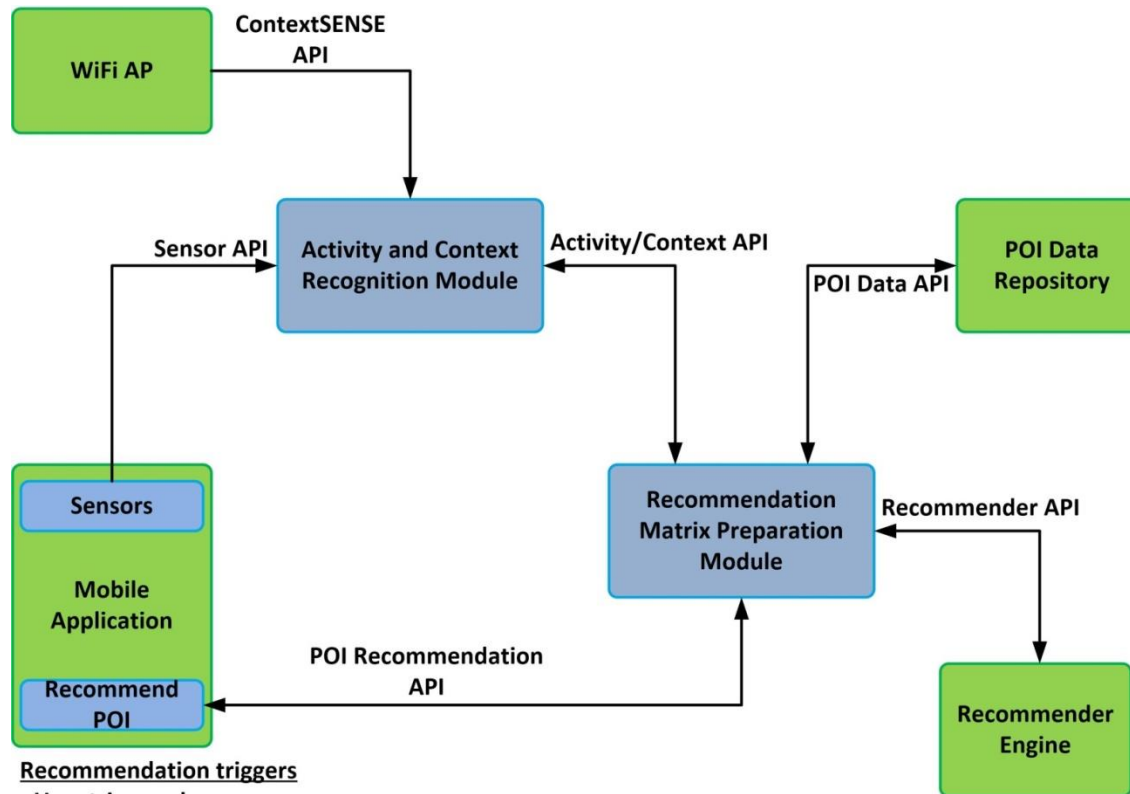
mediafi.org
ficontent.eu



SES involved. OCDB

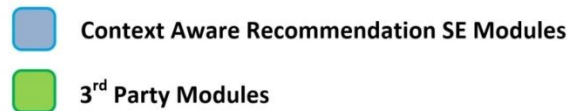


SES involved. Context aware recommendation

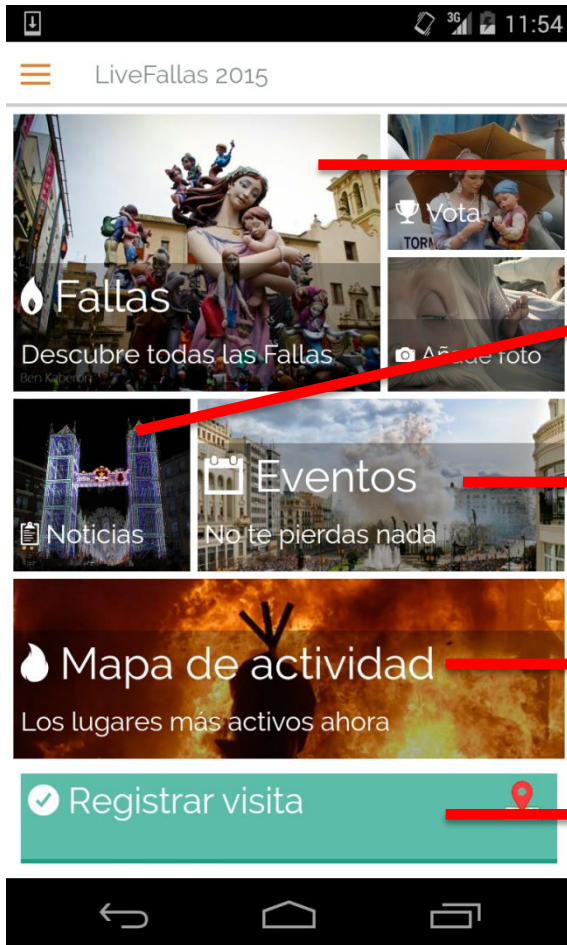


Recommendation triggers

- 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)

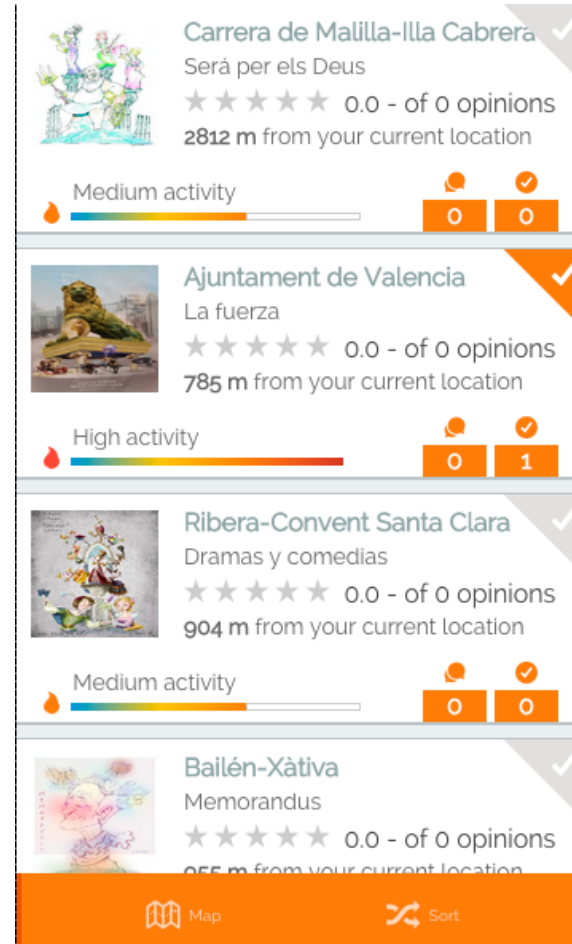
News extracted from RSS feeds and geolocated through content analysis

Geolocated events (Data from Valencia City platform)

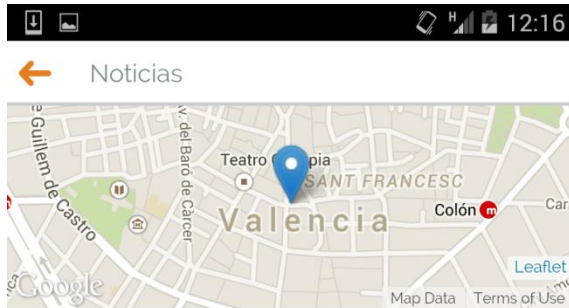
Activity map (Data from Social Networks through Pol Proxy)

Access to the registering tool (contest)

APP. Fallas



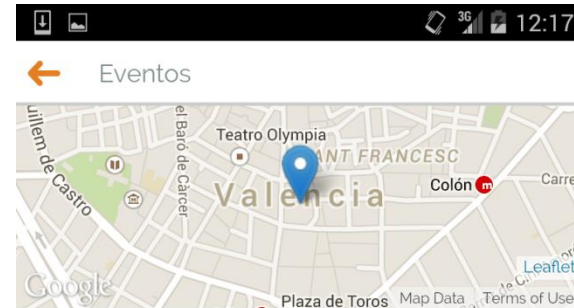
APP. Events



3 Marzo 2015 00:29

La Falla Cotxera de Torrent se alza con el LIV festival «Cant de l'Estoreta Velleta»

Más información



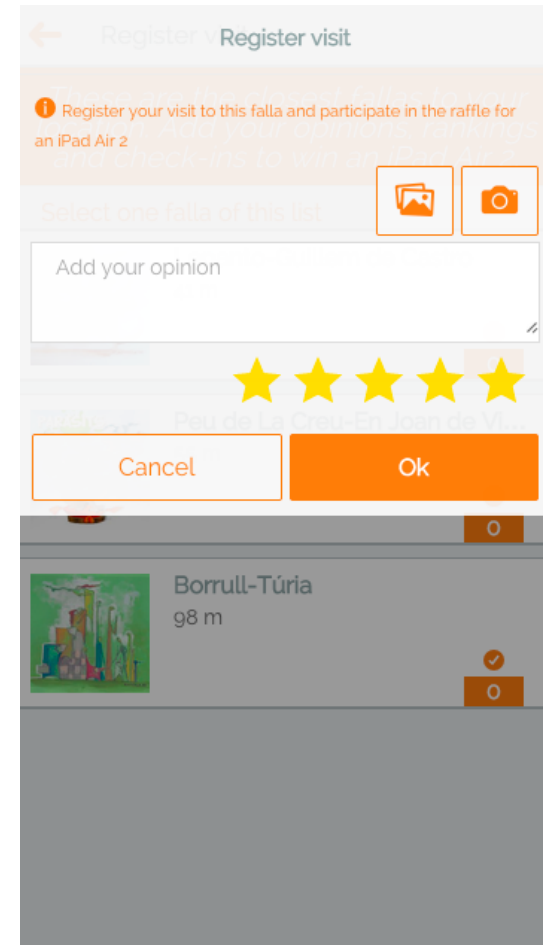
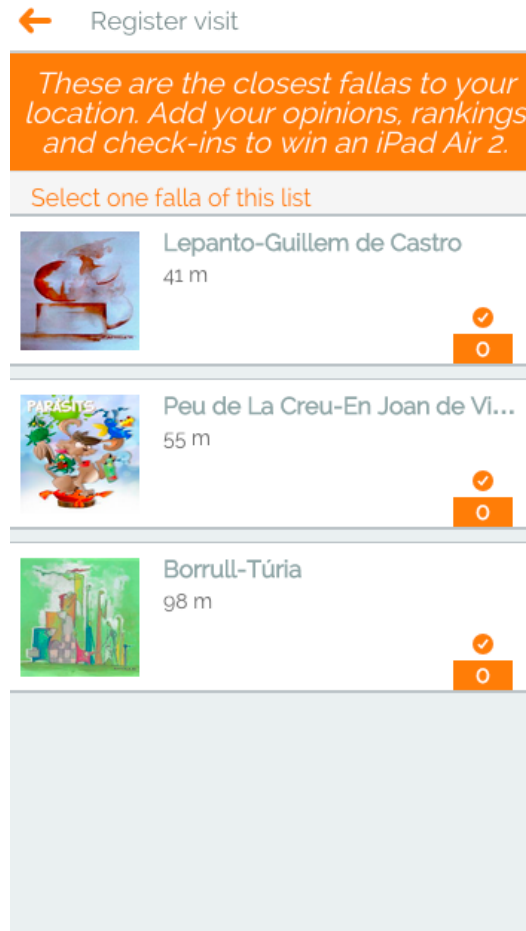
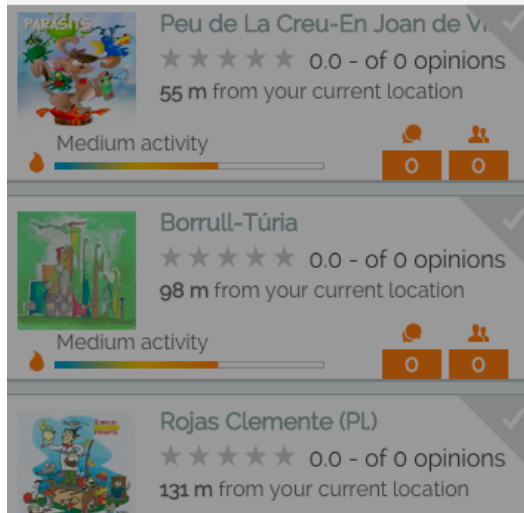
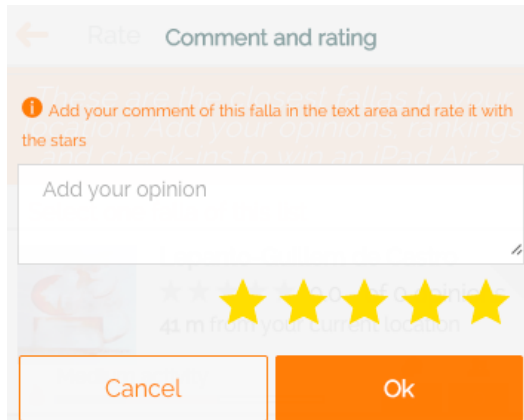
4 Marzo 2015 14:00 pyro

Mascletà en la Plaza del Ayuntamiento

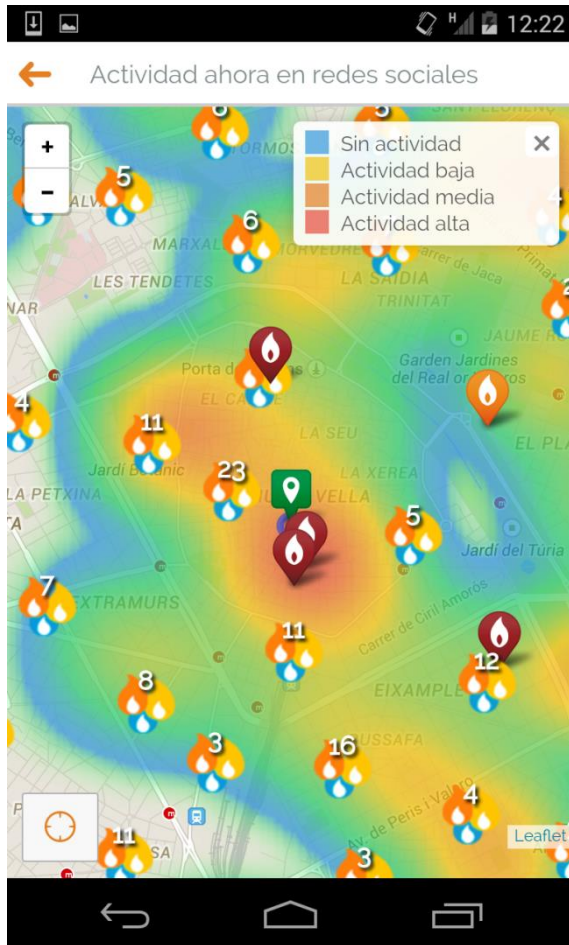
Pirotecnia Oscense (Huesca)



APP. Interactive part (comments



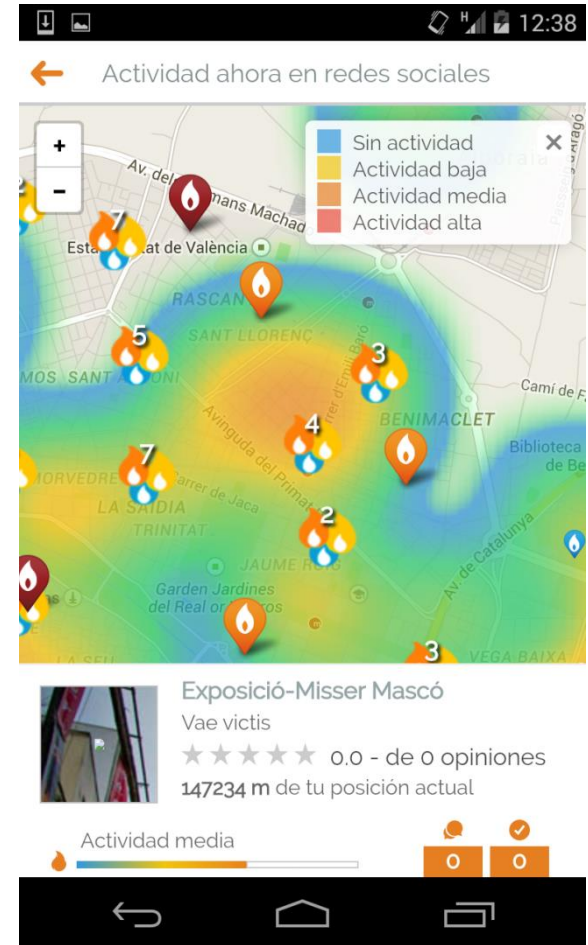
APP HMI



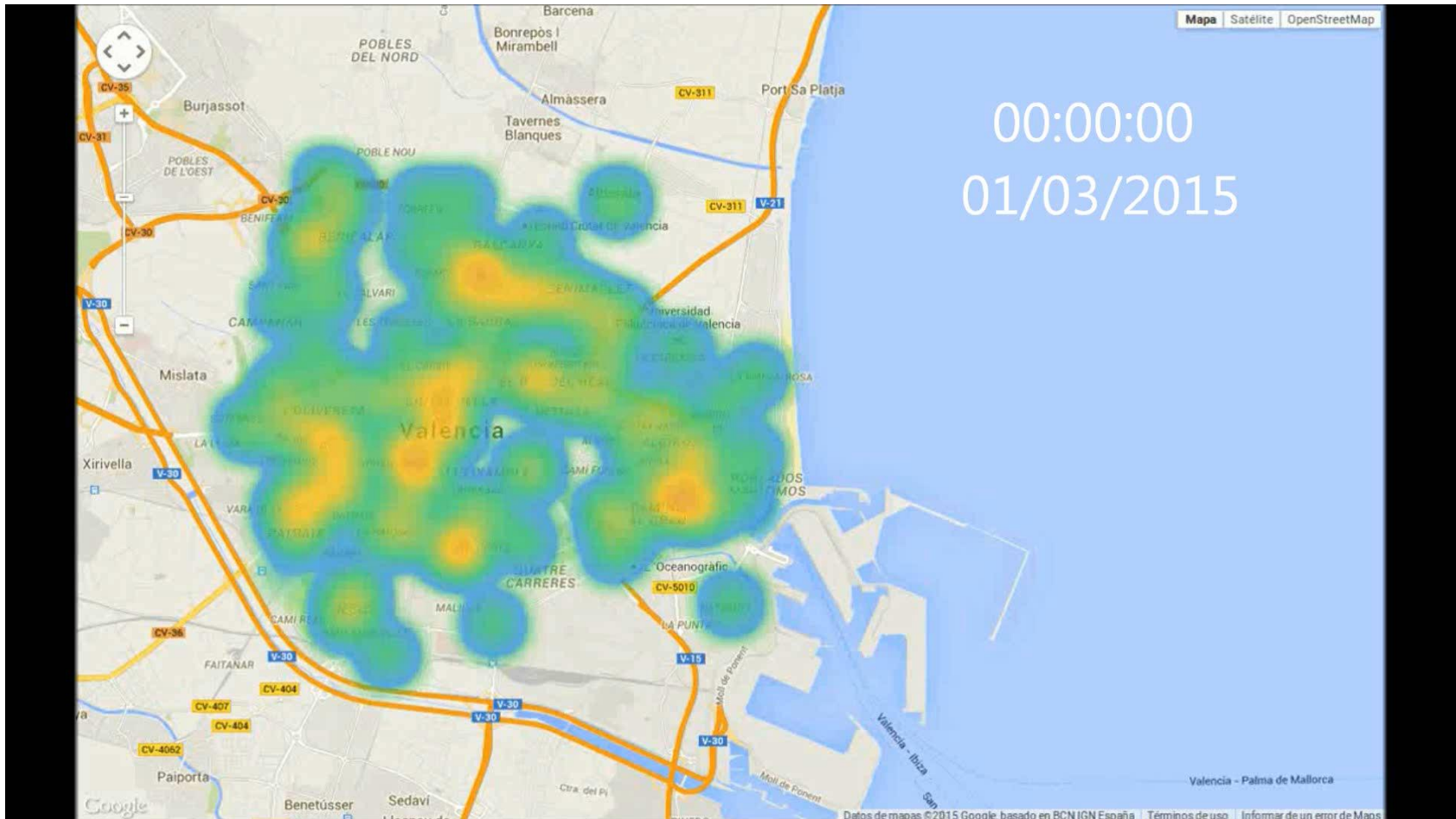
Zoom



Falla selection



Heat Map Evolution



Non-technical aspects

› 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

LIVE FALLAS
¡ VIVE LAS FALLAS CONECTADO!
DESCARGA TU APP,
DESCUBRE,
COMENTA

DESCARGA LA NUEVA APP

DESCUBRE en tiempo real lo que ocurre en cada falla, en cada evento de la Fiesta.

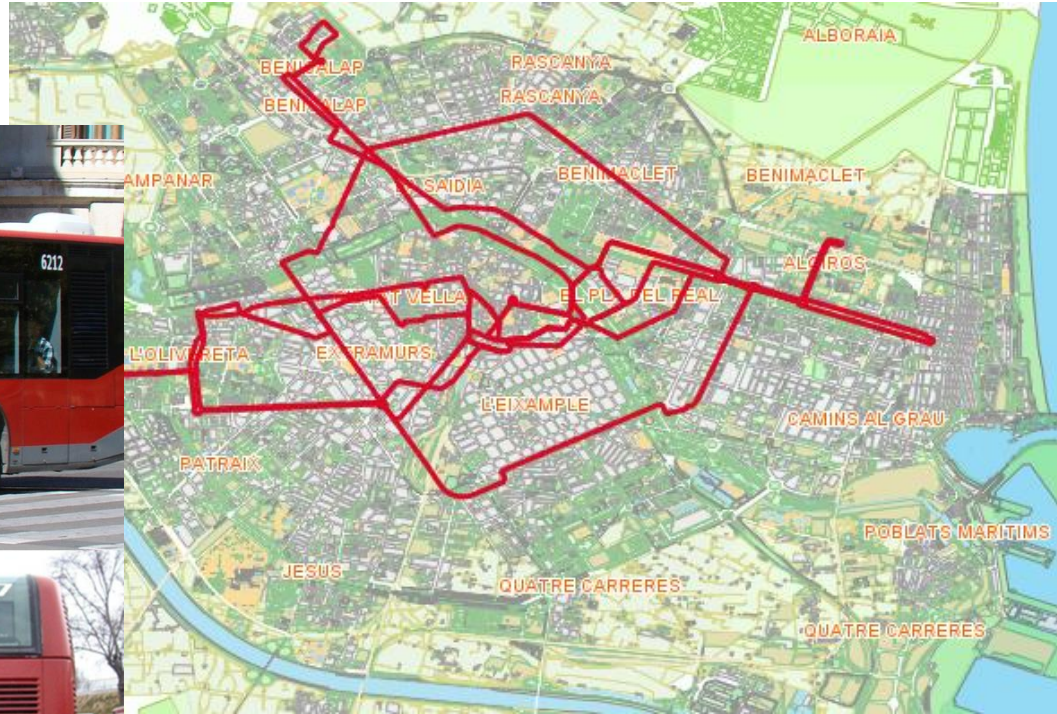
PARTICIPA opinando sobre lo que ves, lo que sientes y descubre los comentarios, valoraciones y fotos de los demás usuarios. Comparte lo que ocurre cerca de ti, tus experiencias y tus fotos.

Cuanto más fallas visites, más posibilidades tienes de ganar las 500 baterías portátiles para smartphone que sorteamos. Registra tu visita a cada falla para poder ganar uno de los tres iPad Air 2.

Registra tu paso con el botón **Registrar visita y participa.**

GANAR UN IPAD AIR 2
MÁS DETALLES EN WWW.LIVEFALLAS.COM

Non-technical aspects



KPIs to measure impact

- **App download from Play Store and App Store**
 - Valoration from users in the platforms
 - 7800 (Android)
- **Number of registered users**
 - **529**
- **Piwik has been embedded in the App to analyze interaction**
- **Number of pictures uploaded with the application**
 - **860**
- **Number of checkins**
 - **2780**
- **A questionnaire will be issued to the users in order to obtain feedback**