

I-DEMO TOOLKIT OPERATING MANUAL

Design memorable tourism experiences in 3 steps.

THE CONCEPT: From “Seeing” to “Living”.

From passive observation to active engagement: design a new memorable tourism experience that places both the visitor and heritage at the center.



I-DEMO



THE THREE INGREDIENTS (Categories)

CATEGORY C IMPACT



The Why.
The strategic objective.



CATEGORY A TECHNOLOGY



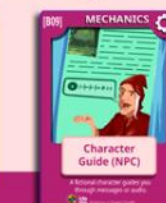
The How.
The digital support



CATEGORY B MECHANICS



The What.
The rules of the game.



THE “1-1-1” METHOD (The Core Loop)

$$[C] + [A] + [B] = \text{MEMORABLE EXPERIENCE}$$

IMPACT (Goal) + TECHNOLOGY (Tool) + MECHANICS (Action)

CASE STUDY: “The Guardians of the Village”



Through QR codes, visitors can listen to the voices of the village founders and of those who lived there in its earliest days, interacting with both animated and inanimate objects that now line the village streets. In this way, the tourist is surrounded by the village's history, both cultural and emotional.

USAGE MODES (Game Modes)

1. THE SOLVER (Strategic)

For DMOs

1. Choose 1 Green Card (Problem)
2. Draw 2 Blue + 2 Magenta
3. Combine in 15 min.

2. THE AUDIT (Analytical)

For Guides

1. Analyze an existing tour
2. Draw 3 Magenta Cards
3. Imagine the integration.

3. THE RANDOMIZER (Creative)

For Workshops

1. Draw 1 Green + 1 Blue + 1 Magenta
2. Invent an experience in 5 min



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