

SOLUTION INFORMATION

Solution Title	BCN2a2: Let's Play!
Challenge Address	Connect locals and tourists while personalize the visitor's experience
Short Description	<p>“BCN2a2: Let's Play!” is a gamification application that connects visitor profiles with citizen profiles, personalising the visitor experience while creating flexible micro-jobs for citizens, increasing their purchasing power and digital reputation.</p> <p>Through the use of the different functionalities of the application, users accumulate points that can be converted into gifts, special promotions, discount, and much more. The system will grant a specific weight to activities that are found, for example, outside the city centre.</p> <p>The user can choose the type of activity or service they need, when they want to execute it, and how much they want to pay. Once the demand has been generated, the application will select the citizens most attuned to their chosen criteria. By agreeing to the activity or service, a formalisation will be made of the payment method – a portion of the total agreed will be paid through secure gateways, and at the end, the total activity will be paid.</p> <p>In this project, the support of the Public Administration is vital to act as a guarantee of the service rendered, and to involve suppliers and business, thus generating a comprehensive feedback that will foster trust between citizens, business, and visitors.</p>
Goals and expected results	<p>BCN2a2: Let's Play! Is an application based on the motivation and feedback to resolve the tourism impact mismatches in the city. The three main objectives of the application are:</p> <ol style="list-style-type: none">1. Personalise the vast tourism offered by the city, connecting the visitor with the citizens, their likes & dislikes, and to adapt to their natural profile – thus

	<p>creating a unique experience in each case.</p> <p>2. Formalise the many micro-jobs of the underground economy, such as local clandestine guides – thereby promoting the purchasing power of locals and involving them in the improvement and betterment of the quality of tourism services offered in the city.</p> <p>3. Revitalise the authenticity & originality of the city, involving both small businesses as well as large corporations, thus ensuring the quality of services offered and the continuous improvement of the tourist experience.</p> <p>Using the services, games, and activities of the application, generated points can then be exchanged for discounts, invitations, training courses, tickets for concerts, museums and others, thereby promoting values such as culture, trust, and loyalty.</p>
<p>Description of innovation</p>	<p>The main innovation of the BCN2a2: Let's Play! application is the introduction of gamification dynamics in the tourist city of Barcelona. The gamification is presented as a strategy of engagement, through the mechanics of the game. BCN2a2, proposes innovation, gamifying the world of tourism to achieve better feedback between the visitor, the local citizen, and the services that the city provides.</p> <p>The proliferation of illegal guides in the city of Barcelona, shows the potencial that the local has. Another innovation of the proposed implementation, is that the visitor to the city has direct contact with the local citizens, thereby becoming part of the tourist experience, and engaging with the proper functioning of the services offered by the city – and being rewarded for such actions.</p> <p>Finally, the use of the application allows an integral personalisation of the visitor experience, whereby the application generates a daily log with its activities, photographs, and comments. And where at the end of the trip, the visitor will be able to generate a personal and unique album, and be able to share their own, personal experience, with other future visitors to the city.</p>