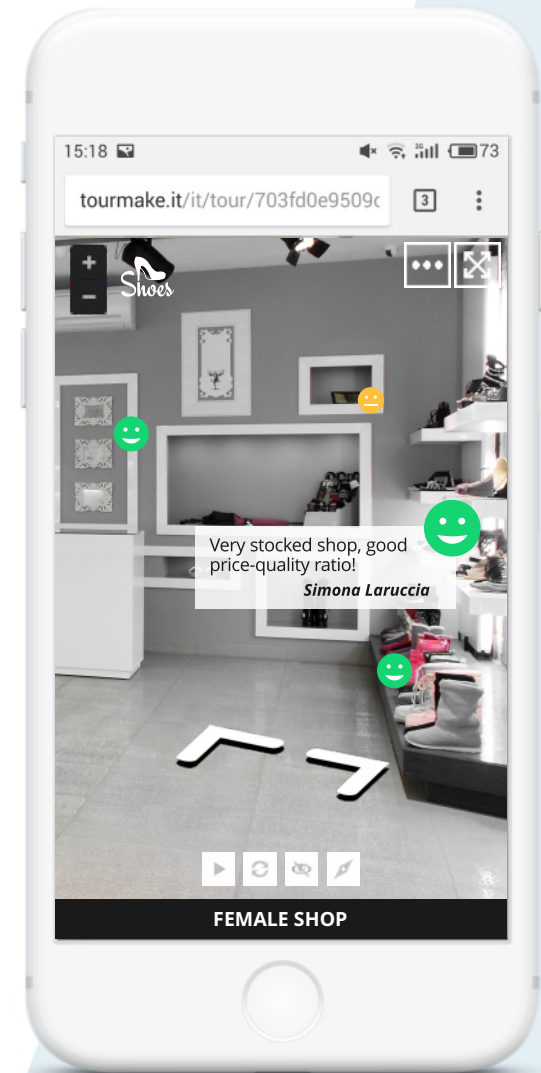
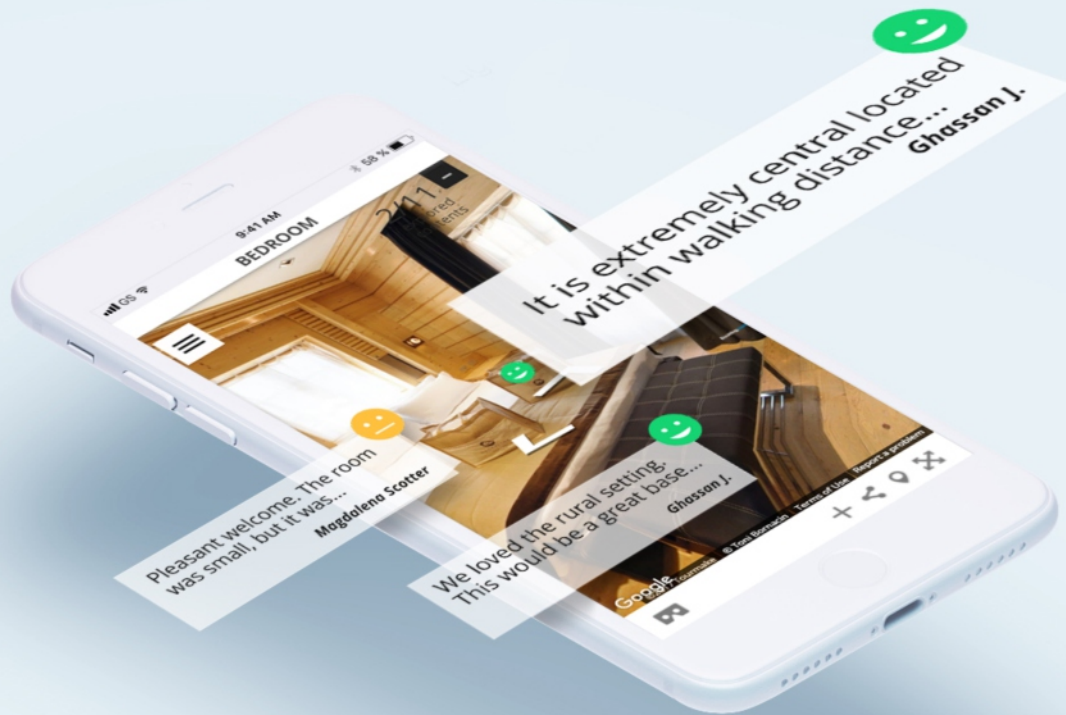


# TOURMAKE REACTIONS

LEAVE A COMMENT ON THE TOUR





## WHY LEAVE A REVIEW

A review is an important tool for both business owner and potential customer. Having reviews on the business can help the manager to get feedback on his work, useful tips to persuade other potential customers to visit that place. At the same time a comment helps other visitors to form an opinion before they physically visit that place, thanks to shared tips, photos, and other useful references. From that opinion, they can get a global idea of the place they want to visit.

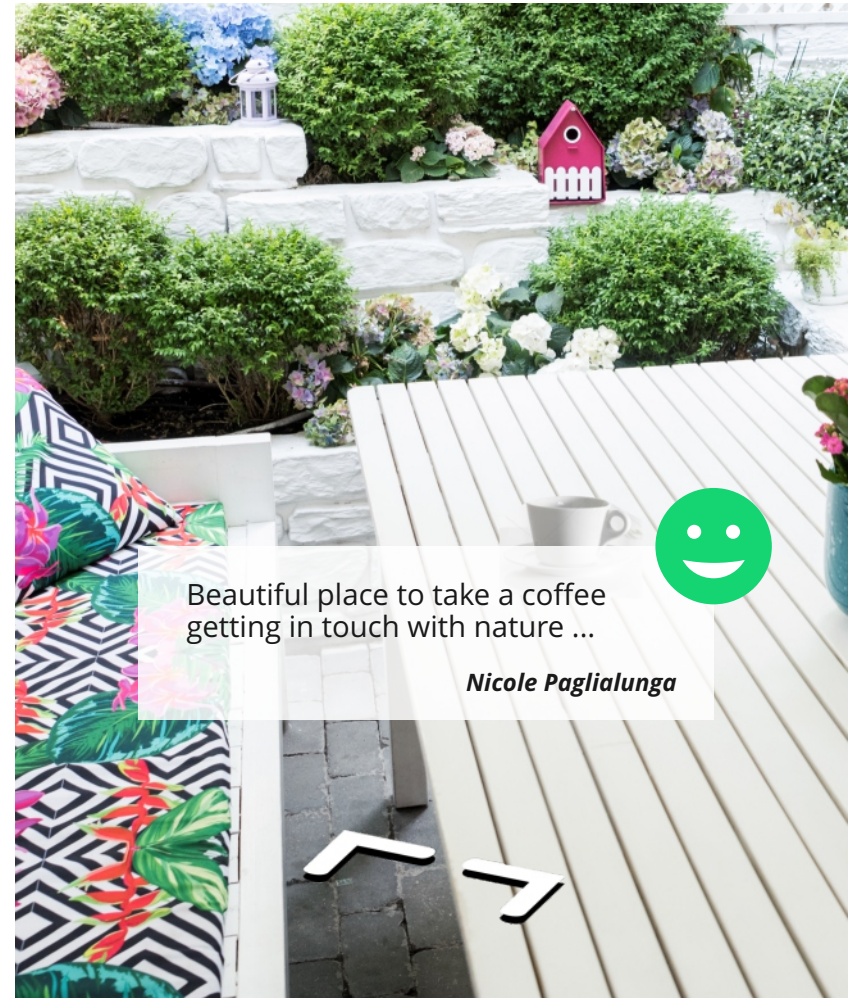


Scan the QR Code  
to display a Tourmake  
enriched by Reactions

## TOURMAKE REACTIONS

Tourmake Reactions change the classic way to leave a review, as it allows to connect to a physically or virtually visited place. Who read a comment get an exact idea regarding the specific point where the reaction is, looking from all angles, walking through the virtual spaces and gaining a 360 view from general to detail.

*the review  
is linked to the specific  
point where the  
experience was lived.*



## CONTEXTUALIZED REVIEWS

By comparing reviews, there will be a wider audience who can express their opinions also in relation to what they see in several aspects: aesthetic, design, historical, cultural, environmental, landscaping, artistic aspect. By opening up to a larger target audience, business owners receive more points of view. The review thus becomes a **democratic means accessible** to everyone to leave **an opinion, express a judgment and then open the perspective to a wider overview.**



The elegant and casual atmosphere of this urban restaurant is perfect...

**Arch. Marco Stanisci**



The part of the garden that houses the roses collection seems to be divided into a group of wild roses, marginal edges, and modern hybrids in central flower beds. In my opinion, the right choice to give the exposure maximum cultural content.

**Naturalist Architect Cristina Maldini**



*The possibility to comment opens to any kind of professional skill, regardless of the merchandise category is reviewed. Multiple points of view on different aspects.*

## Traditional reactions concern the on-site experience



La Belle Vie restaurant is the top! Gourmet cuisine, affordable prices in relation to high quality ingredients, unique flavors! Highly recommended!

**Anita Sommelier**

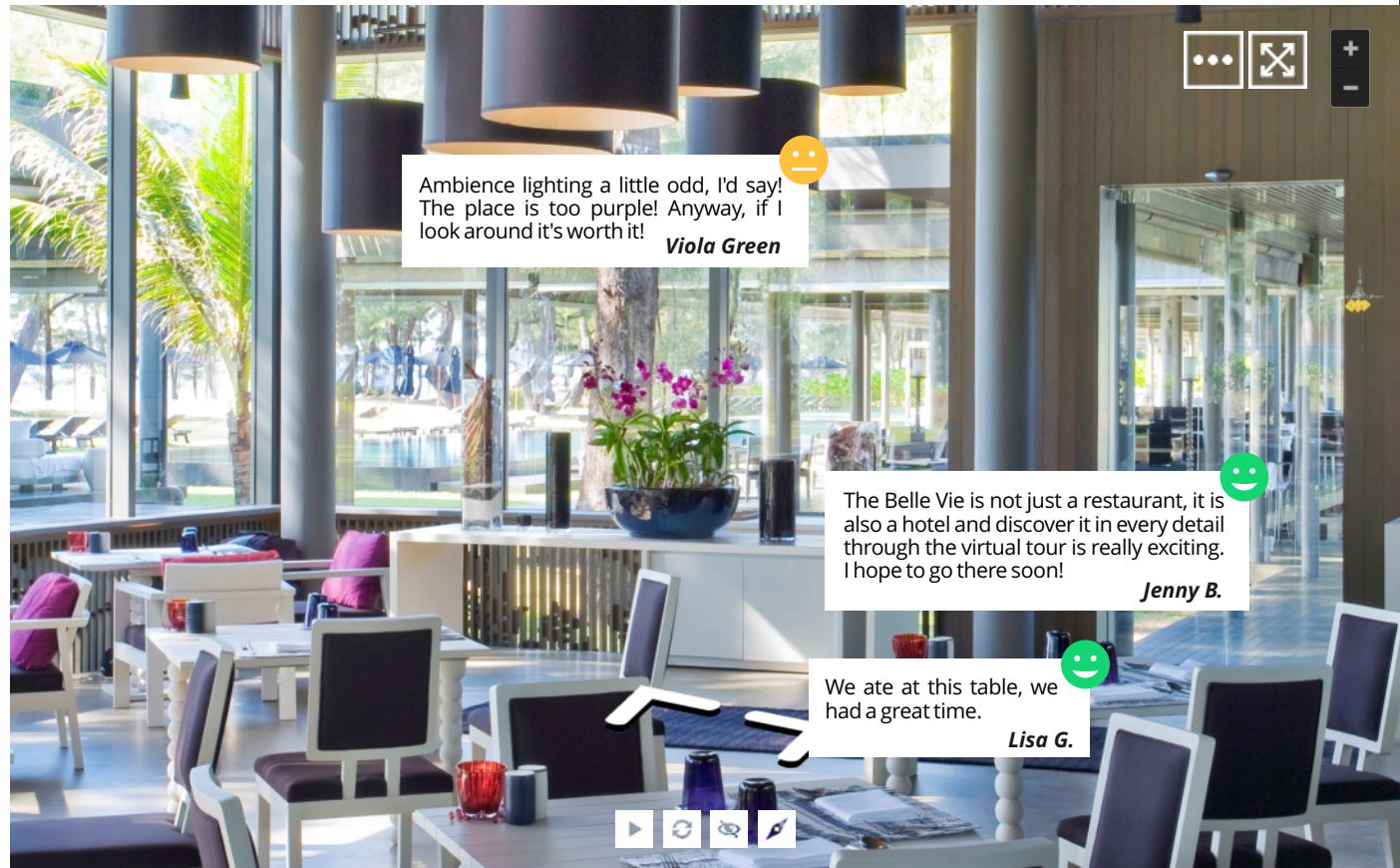
If you want to waste time and money, come to this place! Meager dishes, we left the table still hungry!

**Carlo S.**

Competence and professionalism, highest cuisine level. Everything is perfect from the atmosphere to the wine they recommend. Everything special. Recommended especially for romantic dinners.

**Gourmet 85**

## Tourmake Reactions collects different and contextualized reactions



## A MORE COMPLETE OVERVIEW

The business manager, by answering to reviews, can express his point of view and start a constructive and stimulating debate. The virtual tour will be enriched with a variety of tools useful to evaluate the whole location. By zooming out from detail to general context in which is inserted, the comment will be more balanced and user will not fall into hasty conclusions caused by poor and decontextualized infos. Visitors leaving a review are also benefiting from the fact that they do not have to describe the surrounding space in details, as the virtual tour clearly illustrates the environment. The system check inappropriate contents and ensures authentic and original reviews that do not adversely affect any rights. Tourmake enables to publish 360 photos or whole virtual tours on Street View.

### CLASSIC COMMENT

- Traditional comments give only a partial opinion, resulting from a judgment made only to the place in general.



16-8-2017

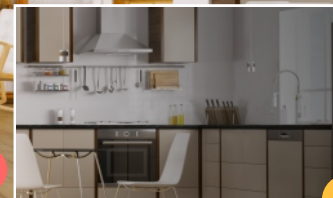
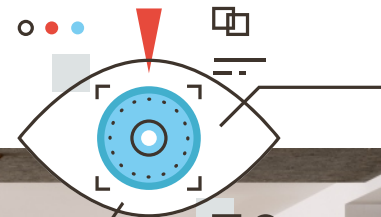
Not very large kitchen with a single window which isn't enough to make it bright.

**Ferdinando L.**



## TOURMAKE REACTIONS COMMENT

- With Tourmake reactions, by zooming from the detail to the general, you get all the shades that characterize the environment, obtaining a more complete view.



16-8-2017

Not very large kitchen with a single window which isn't enough to make it bright.

**Ferdinando L.**

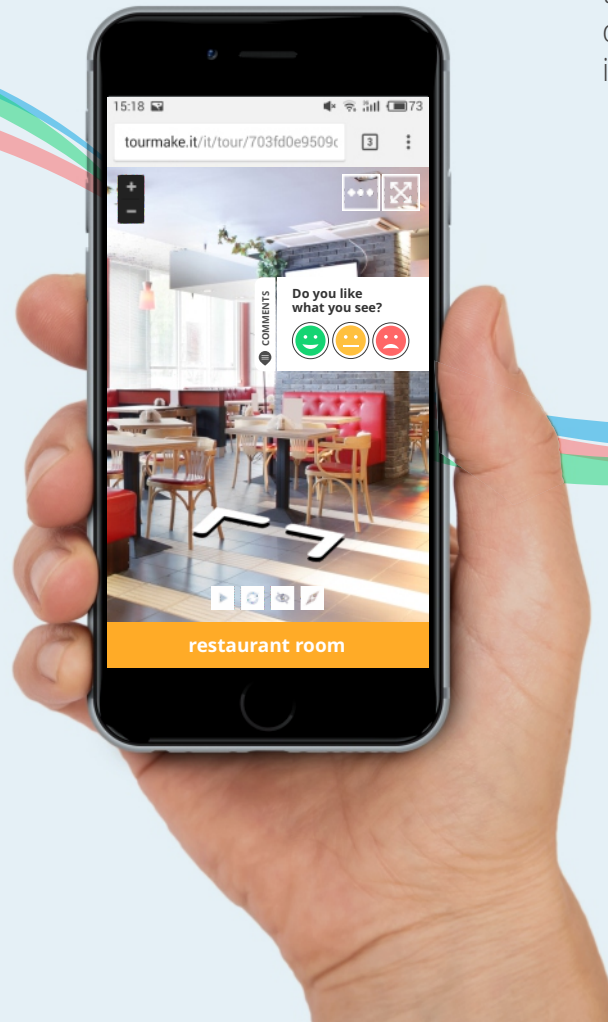


# DIFFERENT FROM OTHERS, DIFFERENT FOR EVERYONE



## FOR THE OWNER

The shopkeeper receives many benefits from Tourmake Reactions. The main features are the possibility to reply and monitor complete statistical data in order to get an exact profiling of commenting people. Having feedback on your work you can ensure a constant improvement and a significant growth.



## FOR THE USER

The user can interact with the tour and leave a mark of his passage by entering a text or a photo. A democratic option that involves everyone.



## FOR THE VISITOR

Thanks to Reactions, getting an opinion will be even easier for the visitor. Being able to judge a place in a preview is something unique and rare. Demonstrating this open mindedness by shopkeepers, means stretching out the hand to the customer and welcoming him in all senses, both virtually and physically.



# CLASSIC REVIEWS VS TOURMAKE REACTIONS

- ✗ can't be contextualized
- ✗ can't be viewed in VR
- ✗ users comment on something they have seen in the past, relying on memories
- ✗ not geolocated comments
- ✗ they are not always checked before the publication
- ✗ Usually they are written only by physical visitors
- ✗ Traditional tools (comments, static photos) to form an opinion
- ✗ They circumscribe the judgment of a place only to the detail highlighted in the comment, giving a partial opinion



- ✓ can be contextualized
- ✓ can be viewed in VR
- ✓ users comment a place feeling the same emotions as when they were there and discovering during navigation other important details.
- ✓ comments are geolocated and placed in the virtual space
- ✓ before publishing they are always checked by the system
- ✓ they can be added by physical or virtual visitors
- ✓ Traditional tools are associated with cutting-edge technologies (360 panoramas and interaction with objects on the scene)
- ✓ By zooming in from detail to general, you get all the aspects of that place, obtaining a more complete view

# TOURMAKE REACTIONS

**REACTIONS PANEL**

**INFO TOUR**

**USER AREA**

**FILTERS**

**ALL TOUR REACTIONS**

**SHOW OR HIDE**

**REACTIONS**

**EXPANDED COMMENT**

**Progetto Casa Barry**  
125 Comments [Hide tour comments](#)

**Gisella Rossi** [logout](#)

**Do you like what you see?**  
Drag an icon to a tour point, upload a photo, and leave a comment. Your feedback will help other customers like you!

😊 😐 😞

Filtra per: [ALL](#) [HERE](#)

**16-08-2017**  
Gisella Rossi  
Che cucina fantastica! Chi non la vorrebbe a casa sua! Il mio sogno, soprattutto perché l'open space ti permette di cucinare e stare al tempo stesso con gli ospiti e la famiglia.

**10-08-2017**  
Jean Paul Scherzinger  
I don't like so much this real estate project, it seems a little bit unwelcoming...but I would like to have a such as design furnitures. The chandelier is charming and makes a restful atmosphere. I want it at home... where did you bought it?

**01-08-2017**  
Nicole Macy  
Great size room with a balcony overlooking gorgeous, aesthetically pleasing, clean, the balcony and views are spectacular... BUT WHERE'S THE BED??? with autocad projects you may also add furnitures, please add a bed!

**Great size room with a balcony overlooking...**  
Nicole Macy

**I don't like so much this real estate project...**  
Jean Paul Scherzinger

**16-08-2017**  
Gisella Rossi  
Che cucina fantastica! Chi non la vorrebbe a casa sua! Il mio sogno, soprattutto perché l'open space ti permette di cucinare e stare al tempo stesso con gli ospiti e la famiglia.

# WHAT YOU NEED TO KNOW

**By engaging the virtual tour's visitor with the Tourmake Reactions, Tourmake launches a new way to express opinions.**

The visitor can read comments which have been left by other guests and at the same time, he can write an opinion about which he is looking at or about how did he feel there, exactly where he felt something.

The Reactions Interface appears on the right of the tour, it collects comments by other users. The user will see all reactions added and he will be able to filter them such as those characterizing only that environment, only negative, only positive or only indifferent ones.



## **DISPLAYING REACTIONS ON THE TOUR**

The displaying reactions can be enabled or disabled by clicking on the related smile icon at the bottom of the Tourmake navigation console.



## **TOURMAKE REACTIONS ACTIVATION**

The Tourmake Reactions feature can be directly activated by the photographer through the Tourmake panel.



## **ANSWERS TO COMMENTS**

Photographers entrust reactions management to business director, enabling him to reply comments.



## **SOCIAL SHARING**

Comments can be shared on major social networks. Tell your friends what you have commented, they will open the Tourmake right where you left your mark.



## **VIRTUAL REALITY**

Tourmake Reactions it is also available in the VR Advanced version



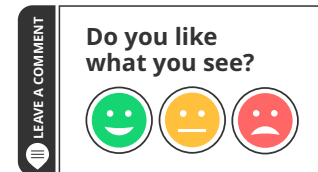
## **REPORT VIOLATIONS AND ABUSES**

The user send a report in case of some violation or abuse. Before publishing, reviews will be reviewed and in case of violation of rules, they will be removed.

# HOW TO LEAVE A COMMENT

1

User will be asked something during navigation.



2

In order to reply to this question, the user should login with Google or Facebook.



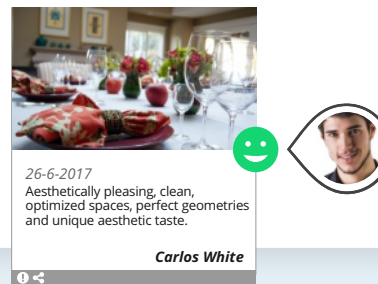
3



After logging, he get the chance to choose one among three icons to express the mood that he felt when he was on that place or when he saw the virtual tour.

4

By dragging the icon on the exact point he wants to comment, he will add a hot-spot to which associate a reaction and one or more photos.



5



By clicking on the appropriate icons, a reaction can be removed or modified after its inclusion.

*Before publishing, reviews are checked and removed in case of rules violation.*

Tourmake Reactions,  
change you way to comment!



[www.tourmake.net](http://www.tourmake.net)

