

**WP3 – 3.1A2: ouRoute online community hub  
management guidelines**  
*Interactive – online HUB*



**ouRoute**  
CITIZEN-CULTURAL HERITAGE

[www.ouroute.eu](http://www.ouroute.eu)



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Erasmus+ Programme  
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## 1. Executive summary




This document has been developed for the purposes of the Erasmus+ Social Inclusion project **ouRoute**, in order to introduce the user to the Hub that was developed. It serves as a user guide, a manual that explains the Hub (<https://hub.ouroute.eu/>) functionalities and reveals the journey options within the hub.

The interactive Hub supports user’s connectivity in an online environment that valorises and promotes cultural heritage ethnographic expeditions (made by students) as well as supports and engages users in an “International Competition for the nomination of the young cultural ambassadors”.

## 2. Introduction

ouRoute “Citizen-cultural heritage” – Creating a new generation of cultural ambassadors through education and training – is a 3 years Erasmus+ Social Inclusion project that aims at promoting common values, cultural heritage and social inclusion through education using a constructivist approach. This is a pursue to be accomplished by (re)discovery journeys and “ethno-videographic” expeditions that put students from disadvantaged backgrounds in the centre of the action. These students become cultural researchers and video creators that rediscover and narrate their intangible cultural heritage. The activities developed take place inside and around schools, focusing on certified cultural routes and intangible heritage related to “old & new arts and crafts”, adopting the character of a project being built on people-centred, cross-sectoral and community-led approach.

Within ouRoute, the users are engaged in an online space (the **interactive Hub**) that interconnects them in international level and allows not only for a flow of inspiration and good practises, but also exposure to developed project-material, tailor made by the students to narrate in the most fascinating digital way their story of (re)discovering their local cultural heritage.

		
<b>Youth-led approach</b>	<b>Community empowerment</b>	<b>Ethno-videographic expedition</b>
Students are creators and owners of a novel route of old and new arts and crafts	Local heritage is cherished by informed and committed communities	Students map the new route through audiovisual resources

## 3. Purpose

The purpose of the ouRoute Interactive Hub is to host an online space where four type of users can connect and interact with resources as well as between them: **Educators, Students, Policy makers** and **Visitors**

- ☞ As a main aspiration, this innovative Hub boosts the youth in acquiring a more proactive, aware and informed role in what has to do with their cultural heritage that they should value. Since technology is constantly breaching the lives of everyone by offering very accessible hardware, the majority of students is already interconnected in online communities which however, most of the times, lack meaningful content. The ouRoute Hub will offer ethnographic audiovisual resources (trending stories, video-blogging etc) is a trend followed majorly by youth showing their favourable preference of

this type of communication material) that attract the youth and inform them on the proclaimed themes of ouRoute;

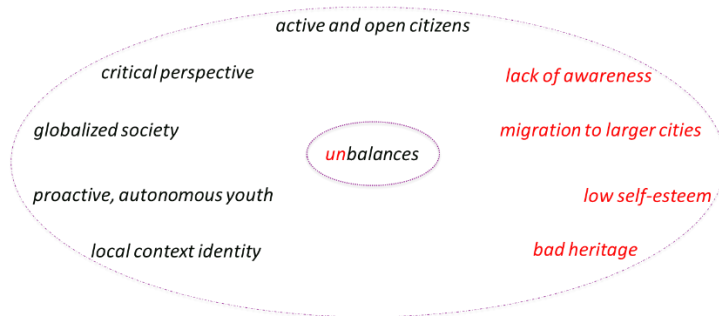


Figure 1: ouRoute addressed themes

- ☞ The interface of the Hub is built in a way that facilitates the users' valorisation of the tools and functionalities offered;
- ☞ The core functional directories of the Hub are i) the ability of users to embed videos that they upload on the YouTube platform and then gather voting and comments ii) the population of an online interactive map with explored points of cultural interest; iii) a forum space for questions and discussions iv) a chatroom for live discussions;
- ☞ The Hub fosters interactive elements and provides the user with the ability to gather ratings for their uploaded videos. This enables the launch of an International Competition for the nomination of the young cultural ambassadors (those who gathered the best voting, views and reviews on their videos);
- ☞ Accessible from: iOS, Android, or Windows

## 4. Hub Objective(s)

Through the ouRoute Hub, a variety of users is expected to interact in the online interface that sets the stage for the achievement of the following objectives:

### Educators:

- To increase awareness, motivation and competence of educational leaders and educators with regard to inclusive educational approaches and the promotion of common values
- To access important resources that allow the initiation & reproduction of the ouRoute work

### Students:

- To acquire a more proactive, aware and informed role in what has to do with their cultural heritage
- To populate points of interest and share their local story
- To establish an active online profile exploring the developed resources and stories

### Policy makers:

- To be inspired from the youth's initiatives and become more involved, in a way that can aid the project
- To explore resources that allow the active collaboration of school and Local policy around the Cultural Heritage


### Visitors:

- To be inspired from the youth's initiatives and become more involved, in a way that can aid the project

## 5. User access

For the achievement of the above objectives, the Hub supports the identified users by offering access privileges as identified below:

- i. **EDUCATORS:** Access to all pages and functions, except from uploading videos and populating the map;
- ii. **STUDENTS:** Access to all pages and functions;
- iii. **POLICY MAKERS:** Access to all designed pages and functions except from uploading videos and populating the map;
- iv. **VISITORS:** Access only to some pages and only able to vote videos if login with account;

	Homepage	Video gallery	Culture heritage map	International competition	E-library	My profile	Forums	Chat
<b>Educator</b>	X	X	X	X	X	X	X	
<b>Student</b>	X	X	X	X	X	X	X	X
<b>Policy Maker</b>	X	X	X		X	X	X	
<b>Citizen (general account)</b>	X	X	X		X	X	X	

## 6. List of Features supported by the Hub

FEATURE	Description
<b>Sign-up and login</b>	Sign-up / login as: Educator, Student or Policy Maker
<b>Navigation</b>	After login the users are able to view the main menu and navigate in the pages that are accessible to them. The navigation and the contents are different for some users.
<b>E-library</b>	Online library with uploaded resources for the project specs and guides to replicate the methodologies (support for multimedia material)
<b>Video gallery</b>	Dedicated place where videos are together in a gallery that reminds of the most frequently used video platforms (eg YouTube, Vimeo). It will also support filters and sorting.
<b>Voting and commenting video</b>	Every video has a dedicated page that concentrates the views and comments as well as some descriptions on its developments and contents
<b>Video access analytics</b>	Every video will show a summative number of views and comments on the Hub and also on YouTube
<b>User profile analytics and ranking</b>	Student profiles showcase their activity and medals won from action in the hub
<b>Interactive map</b>	Map that can be populated with points of interest and short description and links, and interacts with the user as the mouse passed over
<b>Social media feed</b>	Side bar on the main pages that gives in social media feed (Facebook)
<b>Multilingualism</b>	Hub in English (Main language), Portuguese, Spanish, Italian

## 7. Detailed description of the Hub pages

The Hub is accessible at the url: <https://hub.ouroute.eu/>

### 7.1 Homepage

#### Objectives:

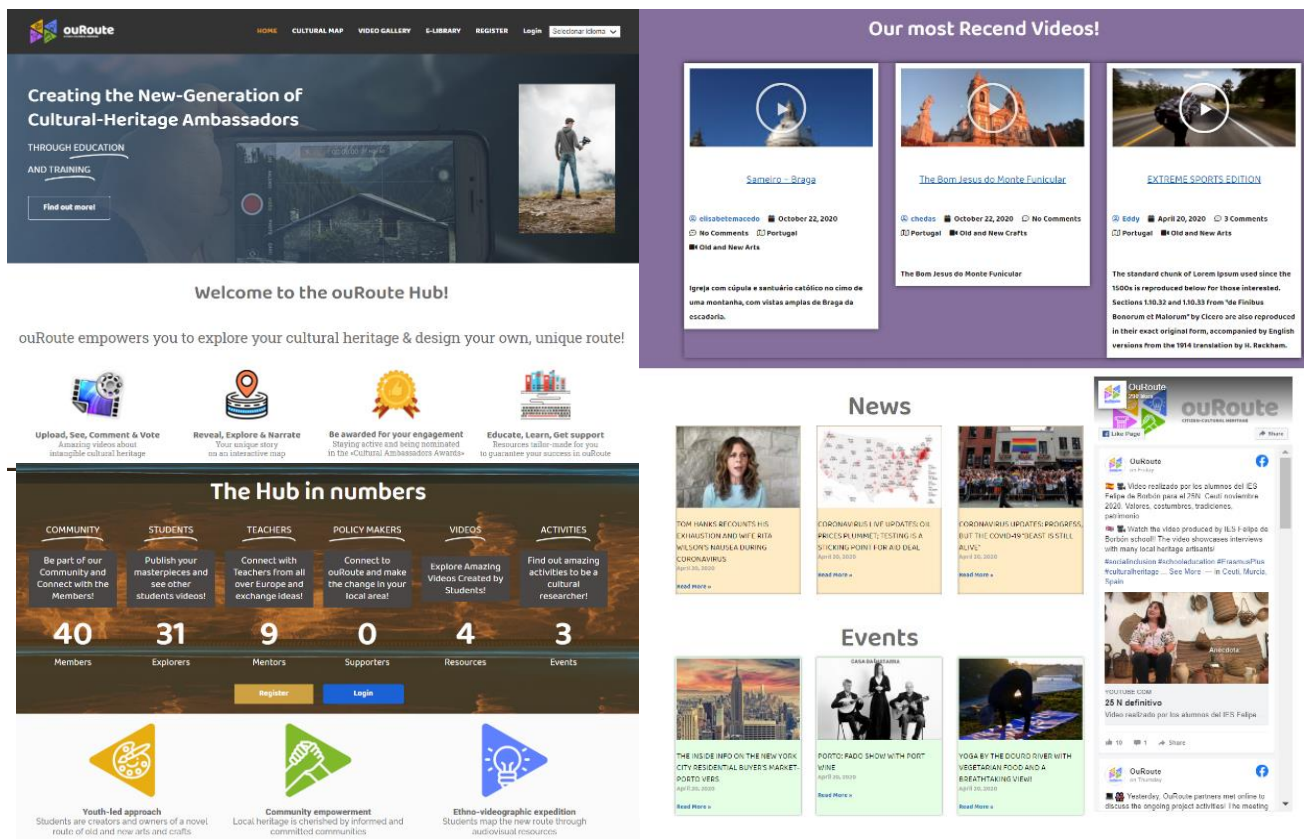
- ✓ 1<sup>st</sup> contact with the Main Menu
- ✓ Connection to the Hub contents prompting the user to navigate
- ✓ Showcase of the latest videos, news & events

#### Contents:

🏠 Main menu 🏠 Login/Logout button 🏠 Welcome messages 🏠 Boxed texts with links to resources 🏠 Latest news and events

#### Description:

The homepage is the 1<sup>st</sup> personalised page the user encounters after the login. In this page is showcased the main message with the hub purpose, and the most recent actions on the hub. Also a user's analysis and the most recent videos, news and events. In this page, the user can register to the hub and start the journey of discovering the intangible cultural heritage!



**Creating the New-Generation of Cultural-Heritage Ambassadors**

THROUGH EDUCATION AND TRAINING

Find out more!

**Welcome to the ouRoute Hub!**

ouRoute empowers you to explore your cultural heritage & design your own, unique route!

**The Hub in numbers**

COMMUNITY	STUDENTS	TEACHERS	POLICY MAKERS	VIDEOS	ACTIVITIES
Be part of our Community and Connect with the Memberst!	Publish your masterpieces and see other students videost!	Connect with Teachers from all over Europe and exchange ideast!	Connect to ouRoute and make the change in your local area!	Explore Amazing Videos Created by Studentst!	Find out amazing activities to be a cultural researcher!
40	31	9	0	4	3
Members	Explorers	Mentors	Supporters	Resources	Events

**Our most Recend Videos!**

- Samsiro - Braga**
  - elisabetemacedo | October 22, 2020
  - No Comments
  - Portugal
  - Old and New Arts
- The Bom Jesus do Monte Funicular**
  - chedas | October 22, 2020
  - No Comments
  - Portugal
  - Old and New Crafts
- EXTREME SPORTS EDITION**
  - Eddy | April 20, 2020
  - 3 Comments
  - Portugal
  - Old and New Arts

**News**

- TOM HANKS RECOUNTS HIS EXHAUSTION AND WIFE RITA WILSON'S PANDEMIC DURING CORONAVIRUS
- CORONAVIRUS UPDATE: PRICES PLUMMET, TESTING IS A SICKENING PAIN FOR AID DEAL
- CORONAVIRUS UPDATE: PROGRESS, BUT THE COVID-19 SEASIT STILL RULING

**Events**

- THE INSIDE INFO ON THE NEW YORK CITY RESIDENTIAL BUYERS MARKET: PORTO VIEBS
- PORTO RADIO SHOW WITH PORT WINE
- YOGA BY THE OCURO RIVER WITH VEGETARIAN FOOD AND A BREATHTAKING VIEW!

**Youth-led approach**  
Students are creators and owners of a novel route of old and new arts and crafts.

**Community empowerment**  
Local heritage is cherished by informed and committed communities.

**Ethno-videographic expedition**  
Students map the new route through audiovisual resources.

#### 7.1.1 Subpage: Registration

Upon clicking on the button register, the user will be redirected from the homepage to the registration page where some information are asked as in the picture:




Account Type \*

Username \*

First Name

Last Name

E-mail Address

 Password \*

 Confirm Password \*

[Show privacy policy](#)

Please confirm that you agree to our privacy policy

The information must all be filled in and agreement to the privacy policy provided for registering. Upon finalisation, then everytime the user enters the hub can login with the credentials that were provided during the registration (Username and Password).





## 7.2 Cultural heritage map

### Objectives:

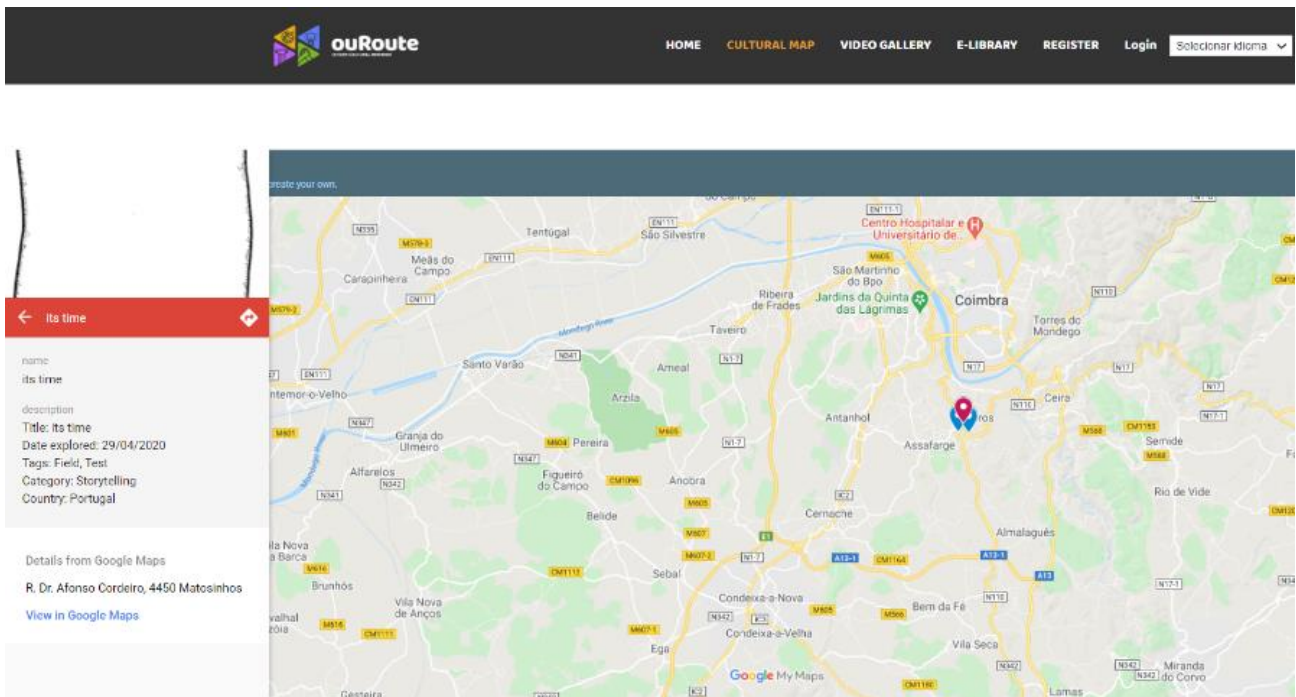
- ✓ Visualise points of cultural interest, thus revealing to the users the “exploring potential” of the ouRoute initiative
- ✓ Summarise the work being done by the ouRouters (collaborating schools, municipalities and stakeholders)

### Contents:

📍 Interactive map with explored points of cultural heritage 📍 Pop up windows of details after clicking on the pins

### Description:

*The interactive map is one of the main tools provided in this Hub. It presents the points of action around which the students explored and created their videos. Upon selecting a point, one can see a popup window with information for the video creation and a link to the dedicated video page.*



## 7.3 Video Gallery

### Objectives:

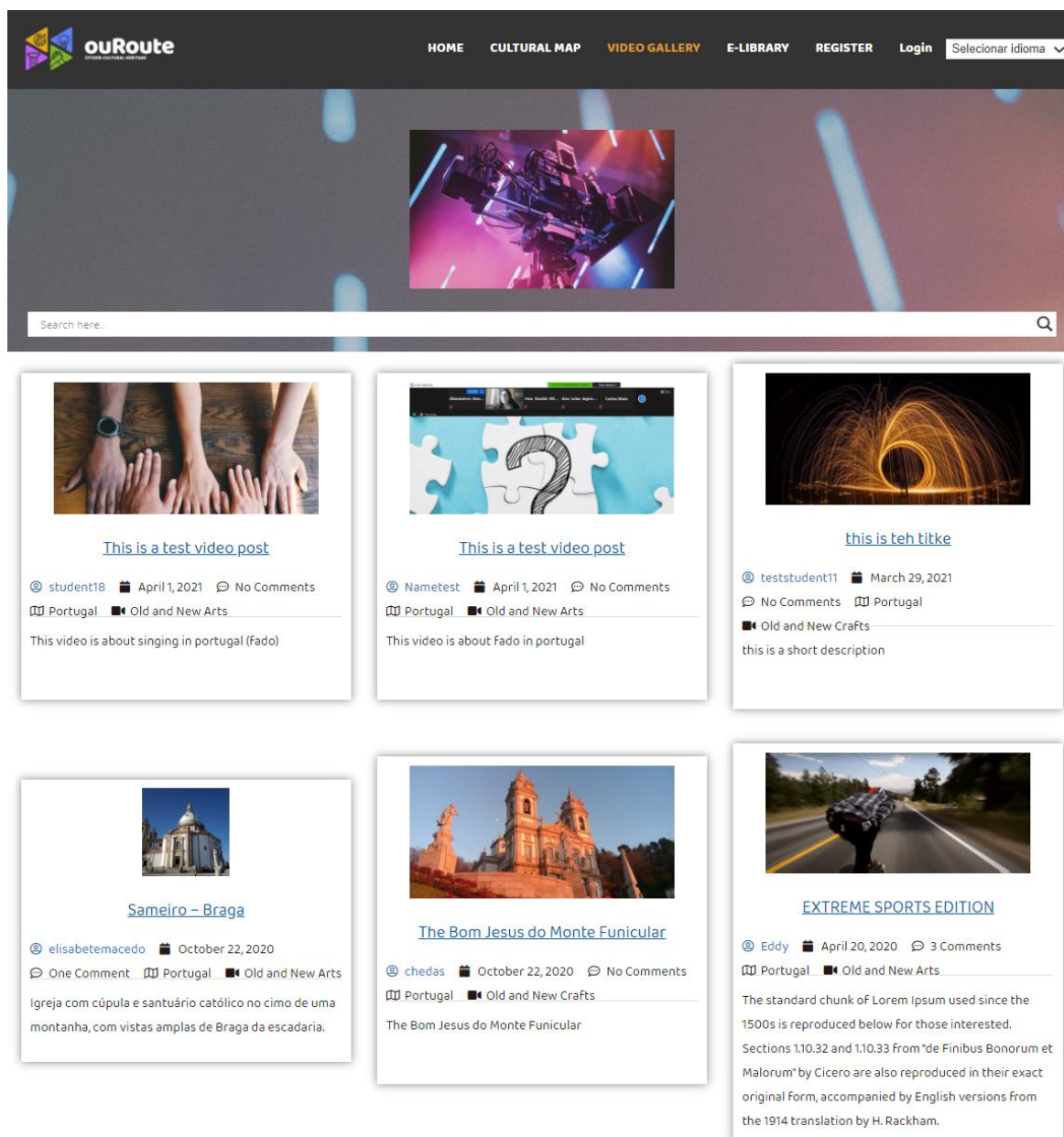
- ✓ Connects the user with the video resources produced in ouRoute
- ✓ Facilitates the navigation in the video resources

### Contents:

🔍 Search videos area 🖼️ Video gallery with each video having a featured image, Title, Short description, Views, Likes and Comments

### Description:

The videogallery is one of the main tools provided in this Hub. The user here can navigate in the videos and after clicking on one of them, a new window page opens with the video itself, the location, the description of it as well as rating and comments section.



The screenshot shows the ouRoute website's Video Gallery. At the top, there is a navigation bar with links for HOME, CULTURAL MAP, VIDEO GALLERY (highlighted), E-LIBRARY, REGISTER, Login, and a language selection dropdown. Below the navigation bar is a large search bar with a magnifying glass icon. The main content area displays a grid of video thumbnails. Each thumbnail includes a featured image, a title, a short description, the user's name, the date, the number of comments, the location (Portugal), and the category (Old and New Arts or Old and New Crafts). The thumbnails shown are: 1. 'This is a test video post' by student18 (April 1, 2021) about singing in Portugal (fado). 2. 'This is a test video post' by Nametest (April 1, 2021) about fado in Portugal. 3. 'this is teh titke' by teststudent11 (March 29, 2021) with a short description. 4. 'Sameiro – Braga' by elisabetemacedo (October 22, 2020) showing a church. 5. 'The Bom Jesus do Monte Funicular' by chedas (October 22, 2020) showing a building. 6. 'EXTREME SPORTS EDITION' by Eddy (April 20, 2020) with 3 comments and a detailed description of Lorem Ipsum text.

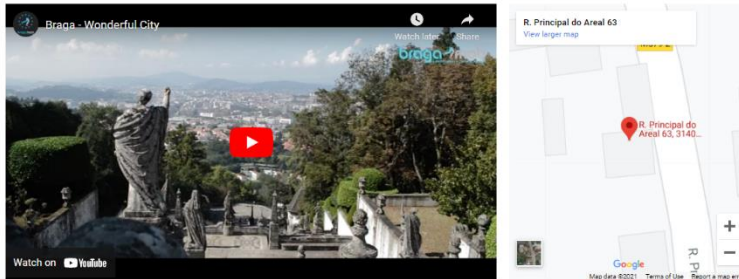
« Previous 1 2 Next »

### 7.3.1 Subpage: Video details



**This is a test video post**

This video is about singing in Portugal (fado)



Post Views: 1

★★★★★ 0 (0)

Wow what a blast! We all together learned everything about old and new art of singing in Portugal....

Our adventure started when...

We believe that the video shows all the forms of singing and why tradition is so important...

(What, Who, When, How, Why...) are some questions that you can answer in this description...

How useful was this video post?

Click on a star to rate it!



No votes so far! Be the first to rate this post.

student18 April 1, 2021 No Comments Portugal Old and New Arts Arts, Cool, ethnic, songs



student18

I like theater, music and training! I also have a youtube channel...

[Check Profile](#)

[PREVIOUS](#)  
This is a test video post

Leave a Reply

Your email address will not be published. Required fields are marked \*

Comment

Name\*

Email\*

Website

Save my name, email, and website in this browser for the next time I comment.

[Post Comment](#)

Upon clicking on a video within the Video gallery page (either on the link that exists associate din the cultural map points), the video page opens. This page contains the video, the location where it is connected to, the description of the video and the option to rate it and leave a comment.



## 7.4 My profile

### Objectives:

- ✓ Visualise the personal interaction with the Hub (ie the number of videos viewed, likes, comments, interaction with pages)
- ✓ Motivate the user to be more active, and also complement his effort with predefined messages
- ✓ Provide to the user a ranking of other users points, to see where he stands

### Contents:

🔧 Personalised profile 🏆 Achievement medals 📄 Profile activity 📄 Profile edit 📄 Password edit

### Description:

The user in this page is able to personalise the profile by adding pictures. Also is able to see the info that provided while registering. It is possible also to see the medals earned by the Hub activity and to edit the video posts done. By clicking on the gear icon it is possible to edit the profile information (bio and passwords)



**namestesty**  
I like theater, music and training! I also have a youtube channel... · English, Spanish, Portuguese · Portugal · Female

🏆 Daily Visitor 🏆 Weekly Visitor 🏆 Profile Cover Image 🏆 Profile Photo 🏆 Account Created



👤 First Name  
namestesty

👤 Last Name  
surnamestest

📄 Biography  
I like theater, music and training! I also have a youtube channel...

🌐 Country  
Portugal

👤 Account Type  
Student

🗣️ Languages Spoken  
English, Spanish, Portuguese

♀️ Gender  
Female

⚡ Last Login  
32 mins



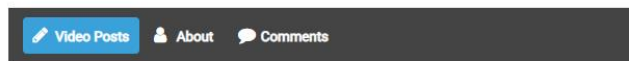
**namestesty**  
I like theater, music and training! I also have a youtube channel... · English, Spanish, Portuguese · Portugal · Female

🏆 Daily Visitor 🏆 Weekly Visitor 🏆 Profile Cover Image 🏆 Profile Photo 🏆 Account Created



💬 I really enjoyed this video!

On Sameiro - Braga



📄 This is a test video post



5 days ago · in: Video · no comments

## 7.5 Forums

### Objectives:

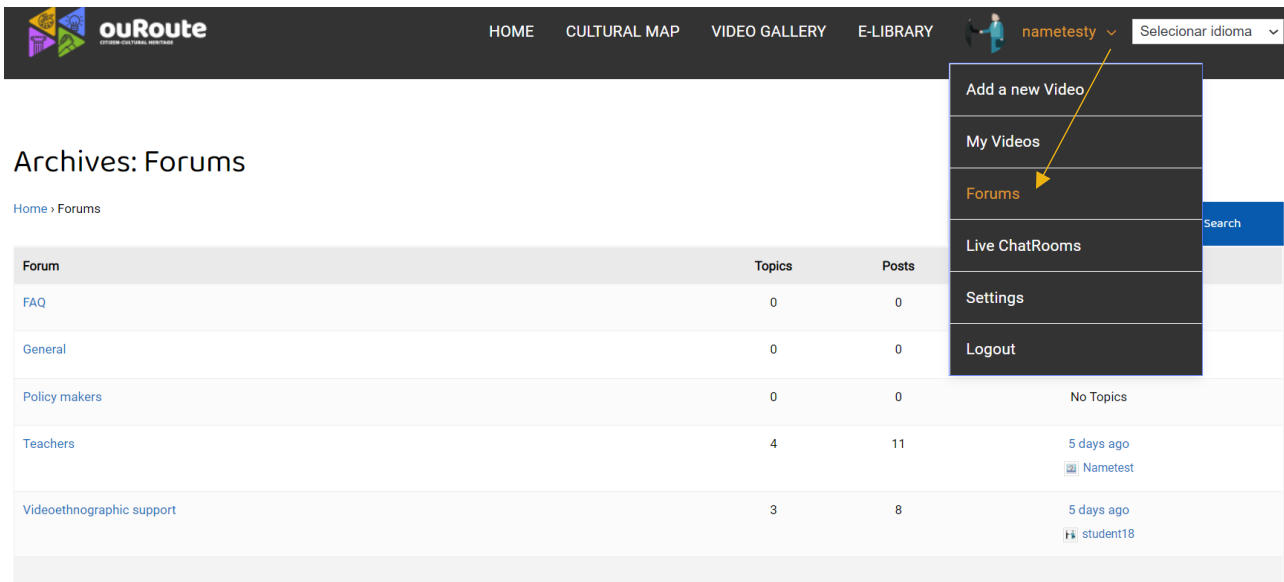
- ✓ Connect users
- ✓ Host public discussions
- ✓ Provide answers and support to critical questions

### Contents:

📁 Discussion areas 📁 Dedicated forums 📁 Replies 📁 Topic creation

### Description:

The forums of the Hub are an asynchronous communication space where the users can create and follow conversations. There are 5 forums (FAQ, General, Policy makers, Teachers, Students and Videoethnographic support) and upon clicking on a specific forum it is possible to see the existing topics and if you want to create your own topic. Then if you click on a topic you can see the discussion, reply on it and add your own message.



Archives: Forums

Home > Forums

Forum	Topics	Posts	
<a href="#">FAQ</a>	0	0	
<a href="#">General</a>	0	0	
<a href="#">Policy makers</a>	0	0	No Topics
<a href="#">Teachers</a>	4	11	5 days ago 👤 Nametesty
<a href="#">Videoethnographic support</a>	3	8	5 days ago 👤 student18



## Teachers

[Home](#) > [Forums](#) > [Teachers](#)

[Subscribe](#)

This forum has 4 topics, 7 replies, and was last updated 5 days ago by [Nametest](#).

Viewing 4 topics [Privacy & Cookies Policy](#)

Topic	Voices	Posts	Last Post
<a href="#">newtopic</a> Started by: <a href="#">Nametest</a>	1	1	5 days ago <a href="#">Nametest</a>
<a href="#">Lets speak now!</a> Started by: <a href="#">Anonymous</a>	5	5	5 days ago <a href="#">Nametest</a>
<a href="#">Test2</a> Started by: <a href="#">elisabetemacedo</a>	2	2	5 months, 2 weeks ago <a href="#">Administrator</a>
<a href="#">This is a topic</a> Started by: <a href="#">Anonymous</a>	1	3	5 months, 2 weeks ago <a href="#">Anonymous</a>

Viewing 4 topics - 1 through 4 (of 4 total)

Create New Topic in "Teachers"

Topic Title (Maximum Length: 80):

B / [LINK](#) [B-QUOTE](#) [BEE](#) [IMG](#) [UL](#) [OL](#) [LI](#) [CODE](#) [CLOSE TAGS](#)

Topic Tags:

Notify me of follow-up replies via email

[Submit](#)

## Lets speak now!

[Home](#) > [Forums](#) > [Teachers](#) > [Lets speak now!](#) [Favorite](#) [Subscribe](#)

This topic has 4 replies, 5 voices, and was last updated 5 days ago by [Nametest](#).

Viewing 5 posts [Privacy & Cookies Policy](#)

Author	Posts
October 22, 2020 at 14:51	REPLY #1973
<a href="#">Anonymous</a> Inactive	Hello everyone, leave a comment here?
October 22, 2020 at 14:52	REPLY #1974
<a href="#">thomas</a> Participant	Hi!
October 22, 2020 at 14:52	REPLY #1975
<a href="#">Laurilla</a> Participant	ok, it works
October 22, 2020 at 14:52	REPLY #1976
<a href="#">elisabetemacedo</a> Participant	let's go
April 1, 2021 at 15:58	REPLY #2074
<a href="#">Nametest</a> Participant	Hello! I have a question

Author Posts

Viewing 5 posts - 1 through 5 (of 5 total)

Reply to: Lets speak now!

B / [LINK](#) [B-QUOTE](#) [BEE](#) [IMG](#) [UL](#) [OL](#) [LI](#) [CODE](#) [CLOSE TAGS](#)

Tags:

Notify me of follow-up replies via email

[Submit](#)



## 7.6 Chatrooms


### Objectives:

- ✓ Connect users in real time
- ✓ Host chatroom discussions
- ✓ Allow the interaction between students

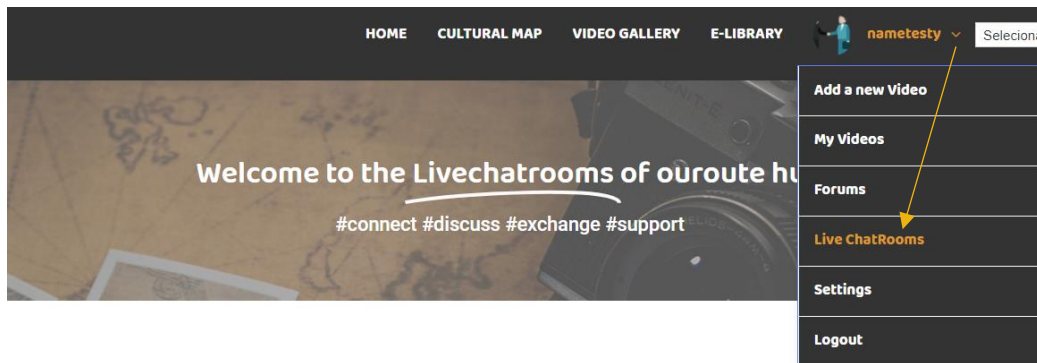
### Contents:

🏠 Discussion chatrooms 🏠 Dedicated language rooms 🏠 General discussion in English

### Description:

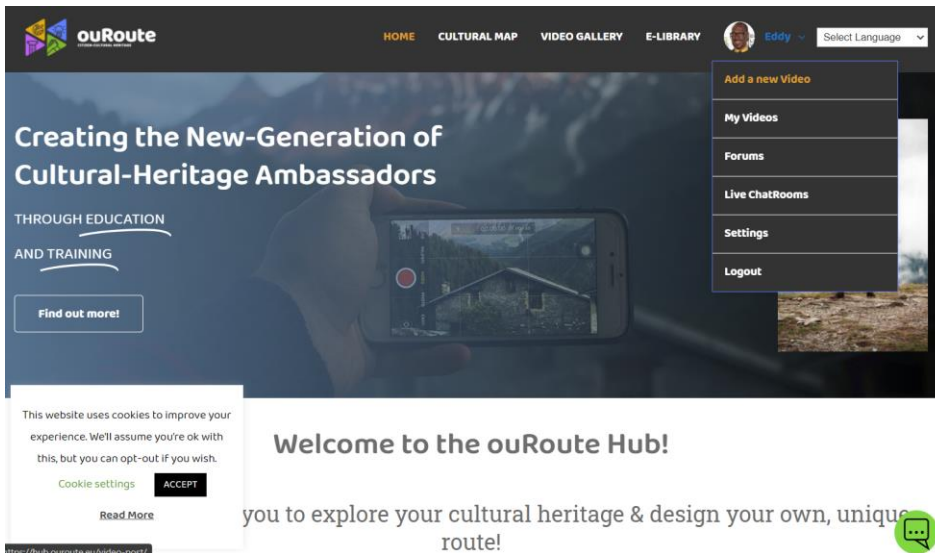
The chatrooms of the Hub are the synchronous communication space where the student users can interact in real time while they are on the hub, and connect to other users and get to know them, exchange ideas, practises and experiences. The chatrooms are password protected and only the authorised students that are proven to work in ouRoute can access them. The chatrooms can be accessed from the main menu, and also the general discussion in English can be accessed any time by the green icon  in the bottom of the pages.

It is only required once to put the password to access the chat, and then it stays unlocked.

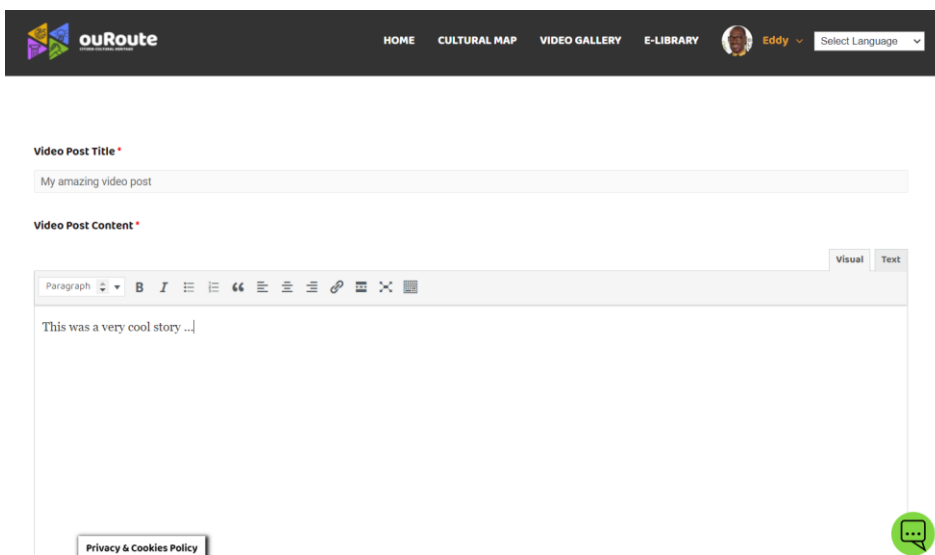


## 7.7 Tips: How to upload a video

1. Login with your hub credentials
2. On the navigation bar click on your username and then click on 'Add a new video'

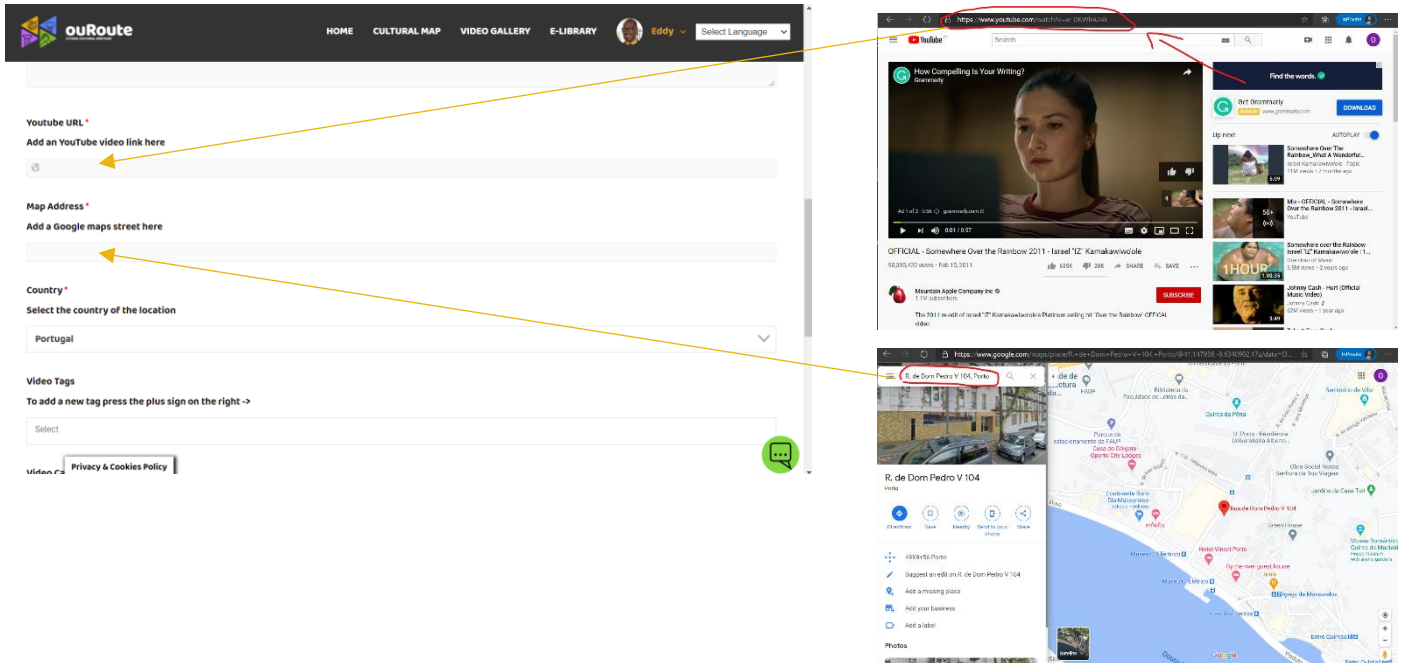


3. On the next page add all the information needed about the video post





4. Take a special notice on the 'Youtube URL' and 'Map address' fields, they expect links from YouTube and the words searched on Google Maps

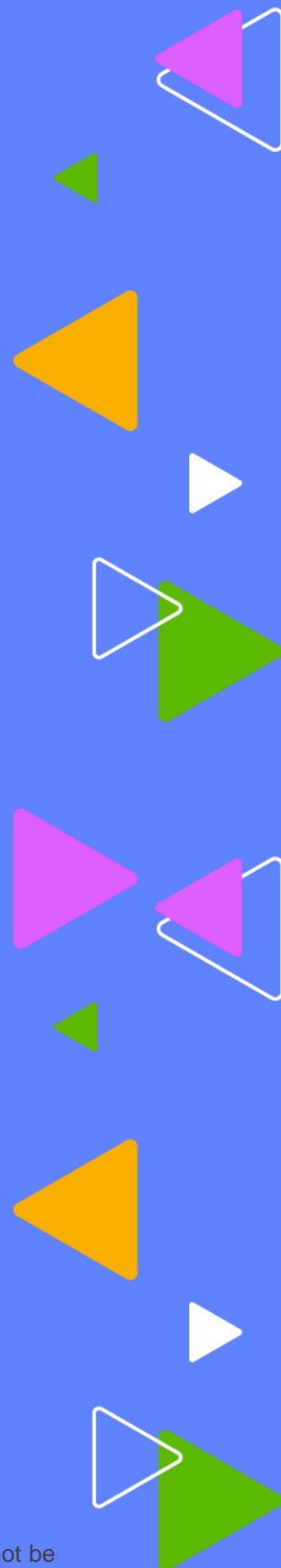


The image shows the ouRoute website interface on the left, with two yellow arrows pointing from the 'Youtube URL' and 'Map Address' input fields to corresponding browser screenshots on the right. The 'Youtube URL' field is linked to a YouTube video page for 'OFFICIAL - Somewhere Over the Rainbow 2011 - Israel 12 Kamakawiwole'. The 'Map Address' field is linked to a Google Maps page for 'R. de Dom Pedro V 104', which includes a street view image and a map of the location in Lisbon, Portugal.

5. Finally click on 'Add new Video Post'



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