

The logo features the word "Discover" in a white script font and "ROBE" in a white sans-serif font. The letter "O" in "ROBE" is replaced by a red and white striped lighthouse icon. The logo is set against a dark blue square background.

Discover  
ROBE

The background of the brochure is a photograph of a coastal landscape. It shows a rocky cliffside on the left, a lighthouse on a hill, and the ocean extending to the horizon under a sunset sky. Two seagulls are flying in the upper right portion of the sky.

**DESIGN AND  
DEVELOPMENT**  
**INSTRUCTIONS**



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# USING STQRY BUILDER

## Q GETTING STARTED

STQRY Builder is the online development platform of STQRY (<https://stqry.com>) a business providing world class digital solutions for destinations with stories to share.

STQRY Builder has been used to create the **two** existing mobile tours published on the **Discover Robe** native Apple and Android apps and the web-based version of the app <https://discoverrobe.stqry.app>. Existing content in these tours can be modified using STQRY Builder to add new tours and to edit existing stops and their content.

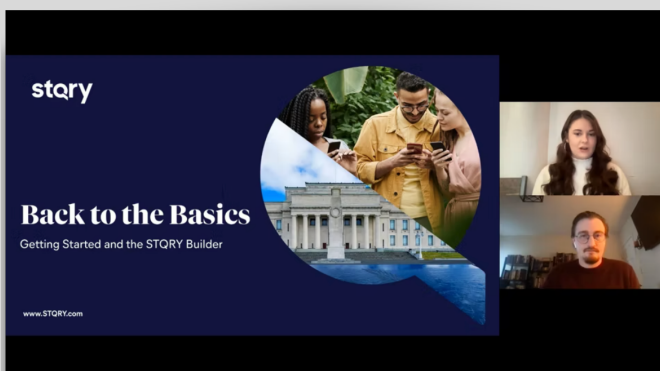
To use STQRY Builder you will need a **STQRY editor** account. To request an account, email the STQRY customer support portal ([support@stqry.com](mailto:support@stqry.com)) with your name, affiliation and the name of app (Discover Robe). You will receive a reply email with a link to click to accept the invitation to be a developer in STQRY Builder and instructions on how to create your own password. You will also receive a confirmation email that you have been added.



*important tip*

Login to <https://builder.stqry.com> with your email address and the password you created on accepting the invitation.

*Note: You can always click into the top-right corner circle on the STQRY Builder page, select manage accounts and change your password at any time.*

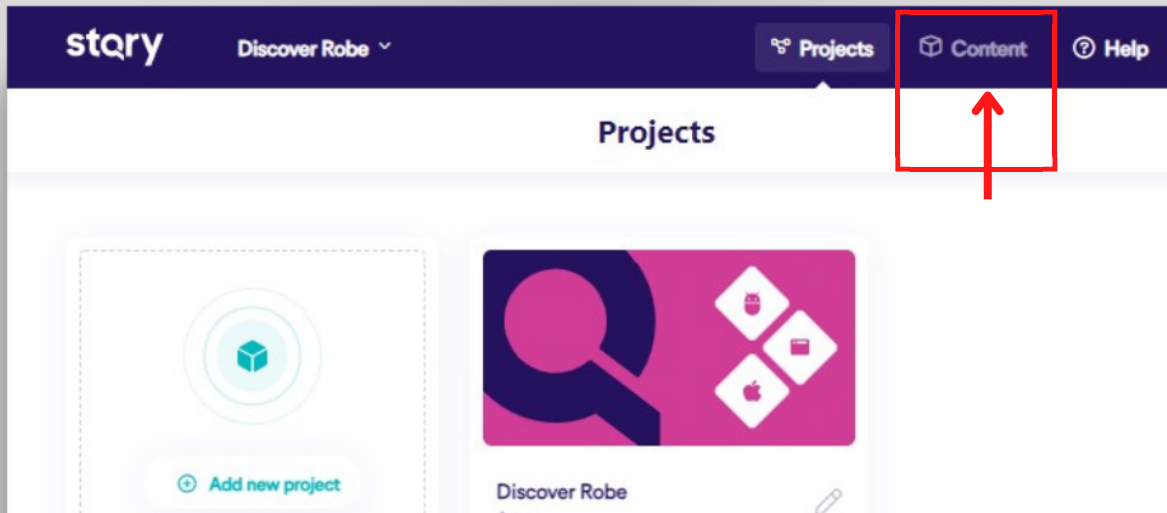


*Watch*

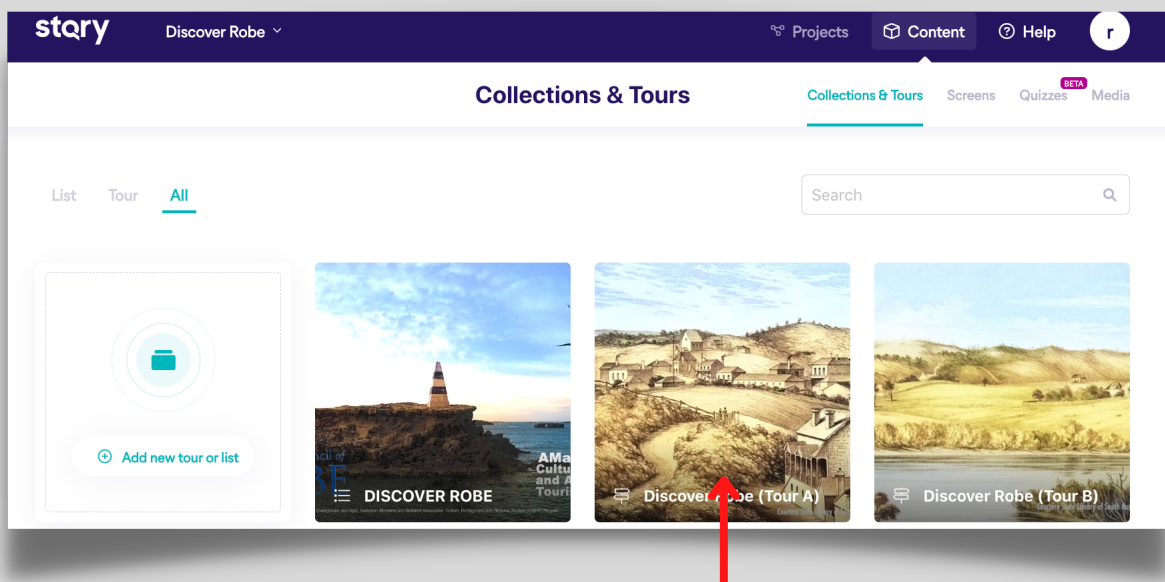
Click on the image opposite or the link below to view a video (23m 29s) on using the STQRY Builder. It will take you through all the steps necessary to create your tour.

<https://youtu.be/Hmgu-3iSSoo>

# EDITING CONTENT IN STQRY BUILDER



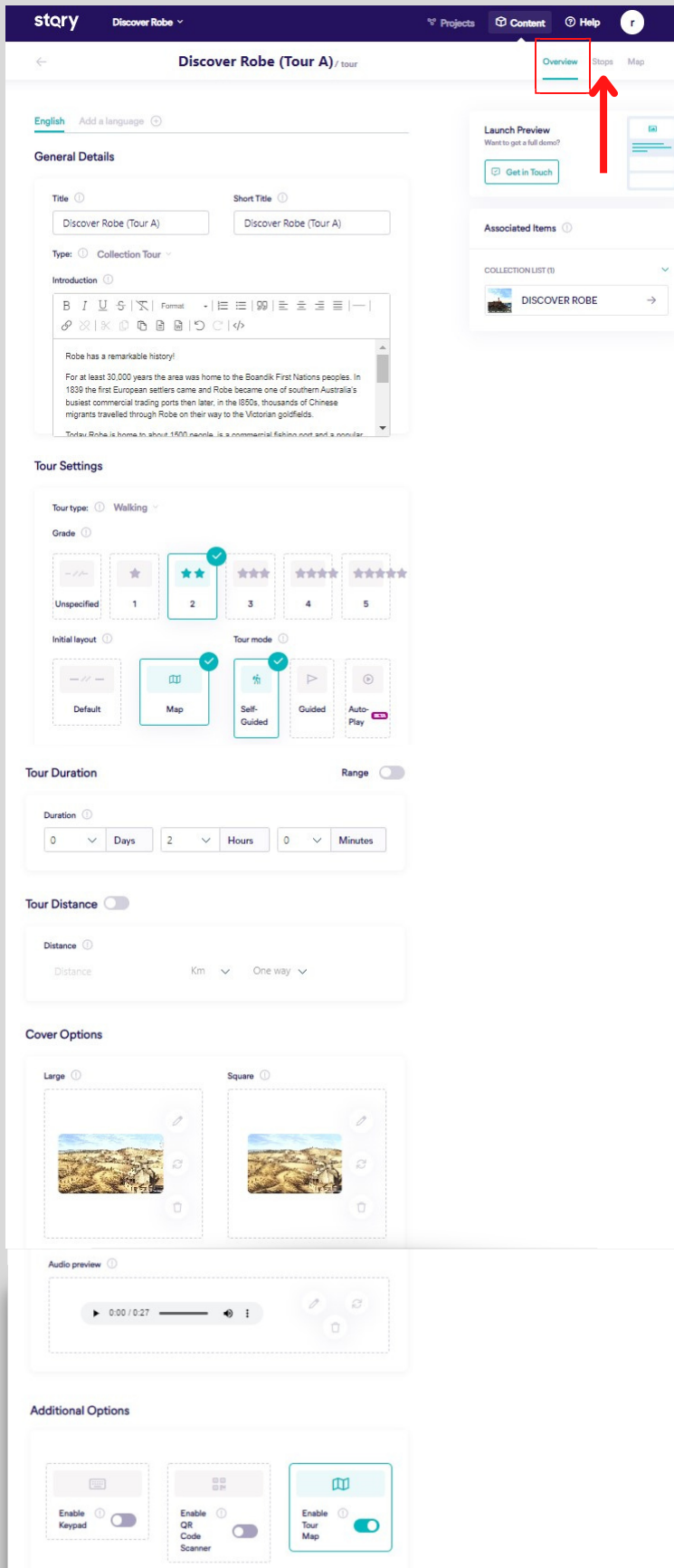
After you login to <https://builder.stqry.com>, the 'Discover Robe' project icon will display. Click on the **Content tab** to show the tours in the project, TOUR A, TOUR B. The other image (Obelisk on cliff) identifies what is called a Collection - it links the tours together to display as a menu. This includes a Guidelines screen to help the audience to understand how to engage with the mobile tour.



## Next Step

Click on a tour to open its **overview screen** (see next page) and edit any of the **general information** related to the tour (if required). Alternatively from the overview screen click on the **Stops tab** to show the Story Screens used at each stop in the tour (see example for Tour A on page 3).

# EDITING CONTENT IN STQRY (continued)

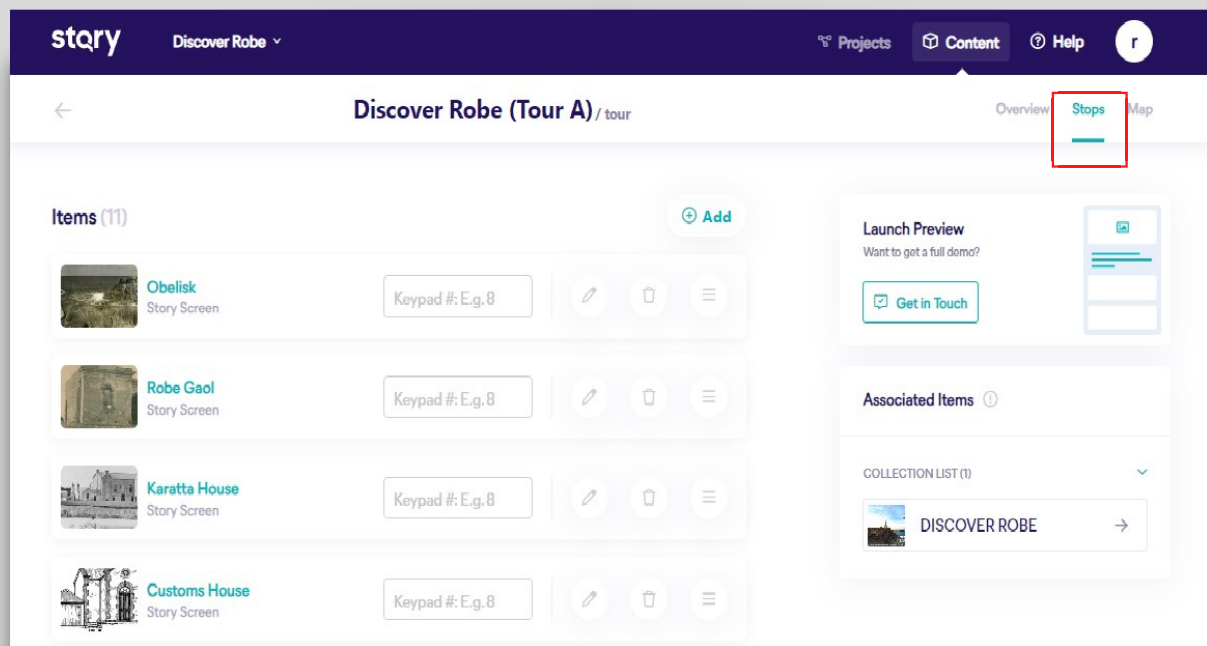


Click on the **Stops** tab to show the Story Screens used at each stop in the tour (see example for *Tour A* on page 4).

## Overview Screen

- Tour Settings
- Tour Duration
- Tour Distance
- Cover Options
- Audio preview
- Additional Options

# EDITING CONTENT IN STQRY (continued)



## Next Steps

Use the pencil icon  to open a Story Screen to edit its content. This may involve:

- adding, deleting or editing its rich media (*videos, audio and images etc*)
- adding, deleting or editing its lean media (*text*)
- re-assembling the order of the Story Screens
- setting up and adding content to a new Story Screen
- creating new quizzes and questions, editing existing quizzes and its questions
- creating a new stop
- assigning a new Story Screen to a stop

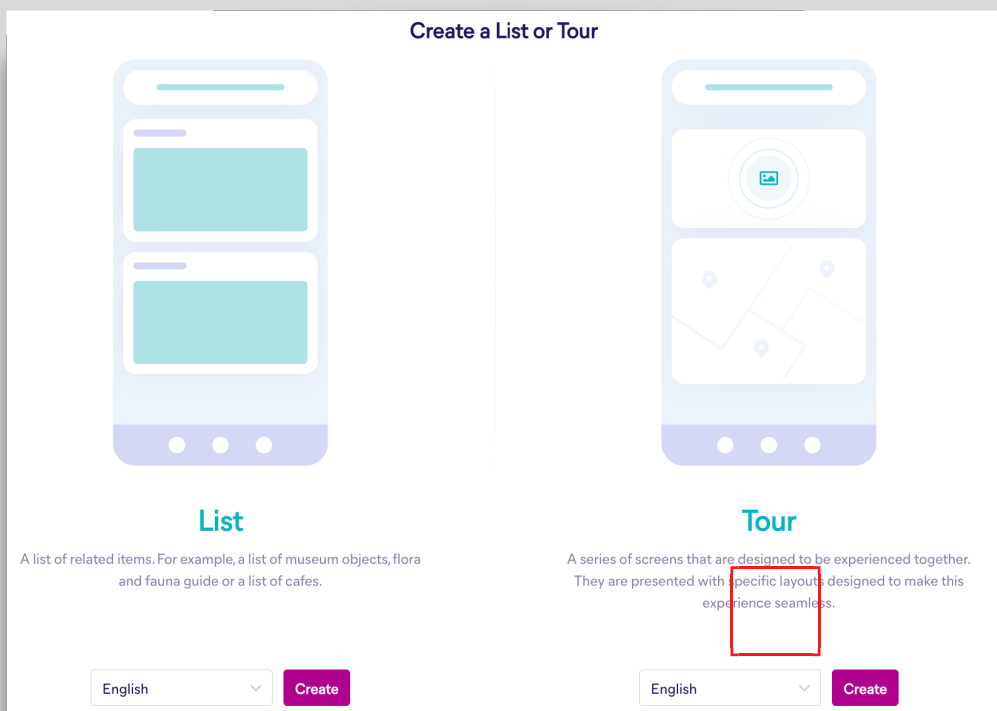
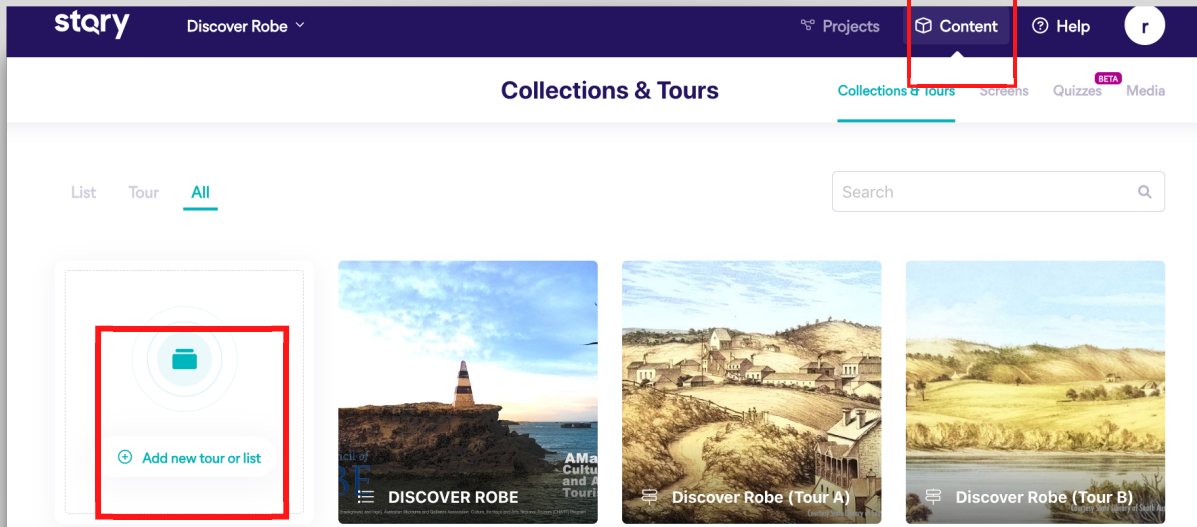
## New Tours

You may also wish to build a **new tour** with new stops, stories, media and quizzes. This will involve all the above tasks (and the following):

- creating the tour overview
- adding the new tour to the list or collection of tours displayed on the homepage
- modifying content in the Tabs app

**THE INSTRUCTIONS IN THE REMAINDER OF THIS BOOK  
TAKE YOU THROUGH THE STEPS FOR CREATING A NEW  
TOUR AND EDITING THE ELEMENTS OF AN EXISTING TOUR**

# CREATING A NEW TOUR



## Next Steps

Choose the **Tour** option from the screen above and click **Create** to open the **Tour Overview** screen (see page 3) and complete its details. *Note: Some content (audio, images) may need to be created first in order to complete all the elements in this screen.*

**THE NEXT SECTIONS WILL COVER HOW TO CREATE AND ORGANISE THE DIFFERENT CONTENT FOR YOUR TOURS**

# Q TYPES OF CONTENT IN STQRY

## TOURS

Link screens together in a sequential order.

## SCREENS

### Story Screen

Add widgets to build tour stops, list pages, about us, etc. (most common).

### Web Screen

Embed a web page, HTML, or mini web app.

### Screen Panorama

Create a panorama image with hotspots that can link to other screens.

## MEDIA

A library of images, audio and videos available to the STQRY builder. You can upload them directly from your computer into either the media library or the STQRY element (video, audio) being developed after which they will be saved in your media library and can be re-used.

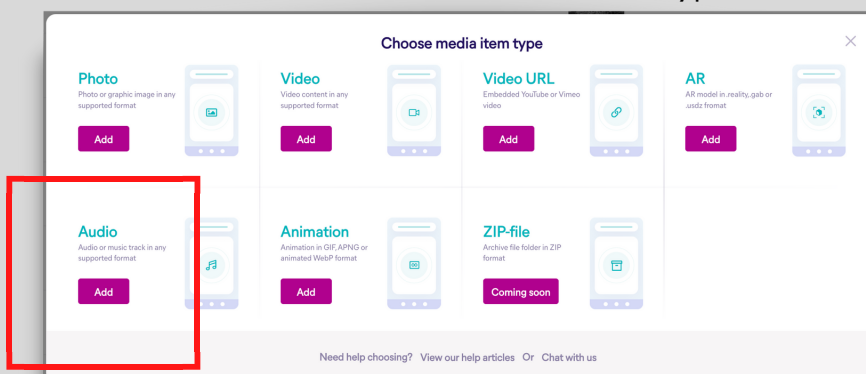
# Q MEDIA

Recent research[1] suggests that creating rich digital stories of people, places and events using multimedia (video, audio, images) helps to deliver a 'sense of place' ie. the unique collection of visual, cultural, social and environmental characteristics that provide meaning to a location.[2]

## Adding Audio

Audio can be added to a screen, tour overview, or in a slideshow.

1. In the Collection & Tours screen, under **Content** select the **Media** tab.
2. Click **Add** then select **Audio** from the media item type.

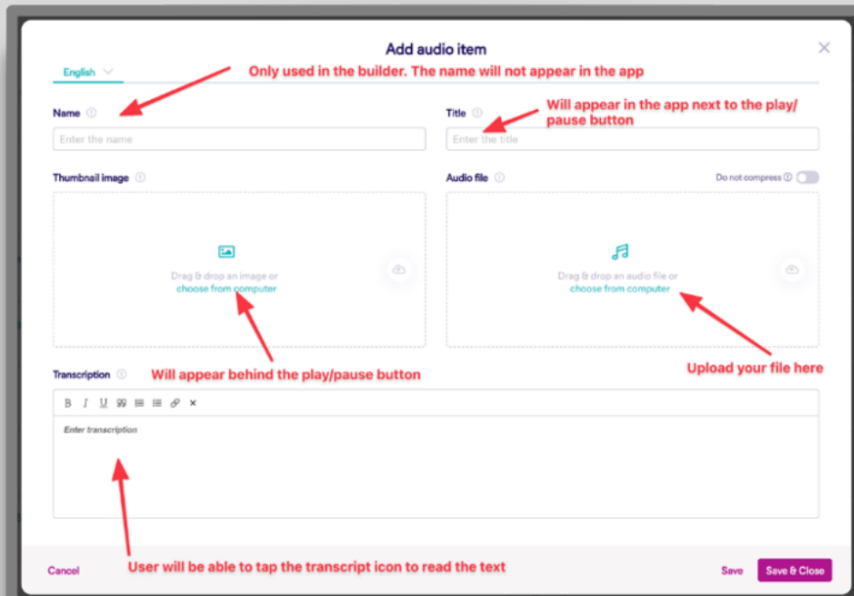


[1] Edmonds, R. and Smith, S. (2017) "From playing to designing: Enhancing educational experiences with location-based mobile learning games", Australasian Journal of Educational Technology. Melbourne, Australia, 33(6). doi: 10.14742/ajet.3583.

[2] Vasilevski, N. and Birt, J., 2019, September. Towards optimising place experience using design science research and augmented reality gamification. In Australasian Simulation Congress (pp. 77-92). Springer, Singapore



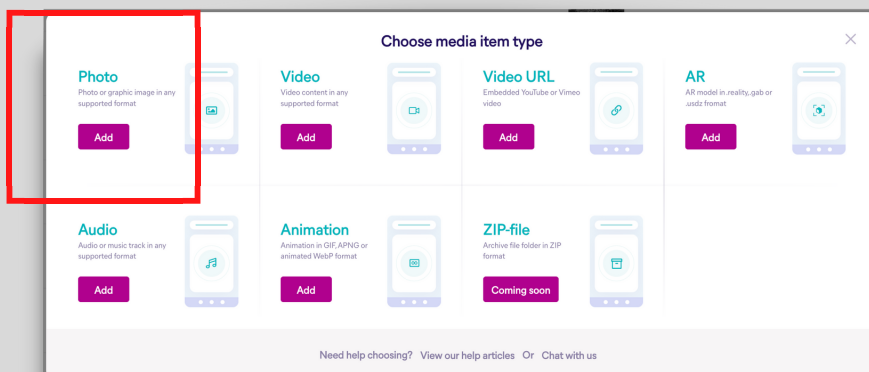
# Q MEDIA (continued)



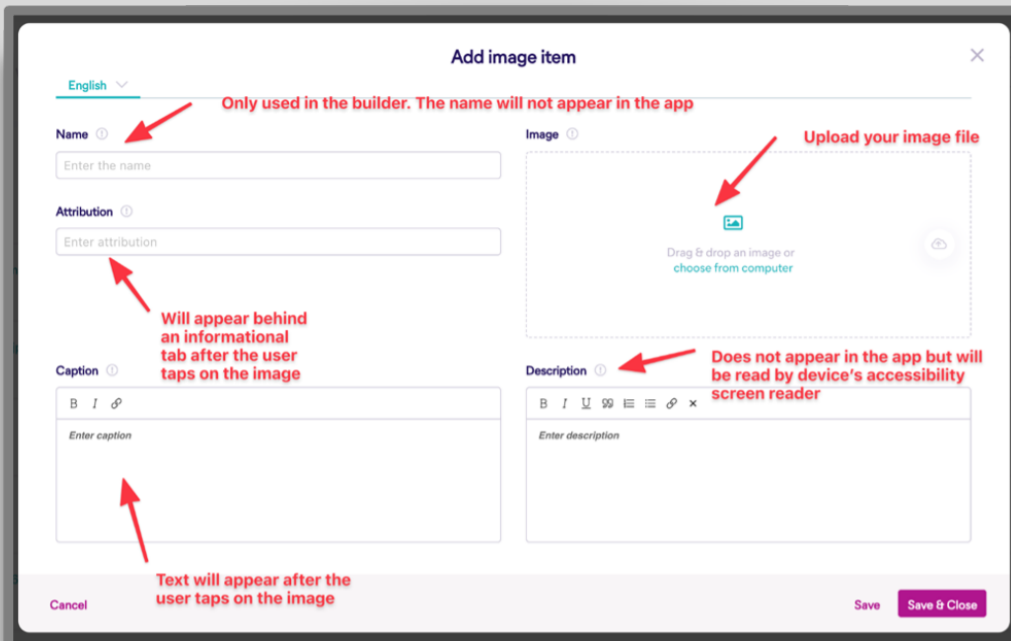
3. Upload the audio file (eg .mp3, .m4a, wav) from your computer.
4. Add:
  - a. Thumbnail Image (optional)
  - b. Transcription
  - c. Title
5. Once uploaded you can add audio files to a screen or use the same file across multiple screens.

## Adding Images

1. In the **Collection & Tours** screen, under **Content** select the **Media** tab.
2. Click **Add** then select **Photo** from the media item type.
3. Upload the image (.jpg, .png etc)
4. Add:
  - a. Caption - text will show when the user taps on the image.
  - b. Attribution - text will show within an information tab when the user taps on the image.
  - c. Description - alt-text to be used by iOS and Android screen readers.



# Q MEDIA (continued)



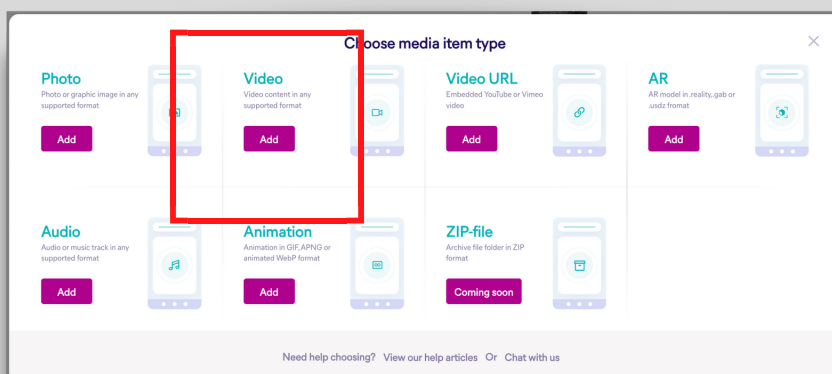
5. Once uploaded you can add image files to a screen or use the same file across multiple screens.
6. You can upload images directly to a screen using the Media Gallery screen item. The image will then be saved into your media library.
7. [Click here for more information about image sizes](https://support.stqry.com/hc/en-us/articles/360001801195)  
(<https://support.stqry.com/hc/en-us/articles/360001801195>)

## Adding Video

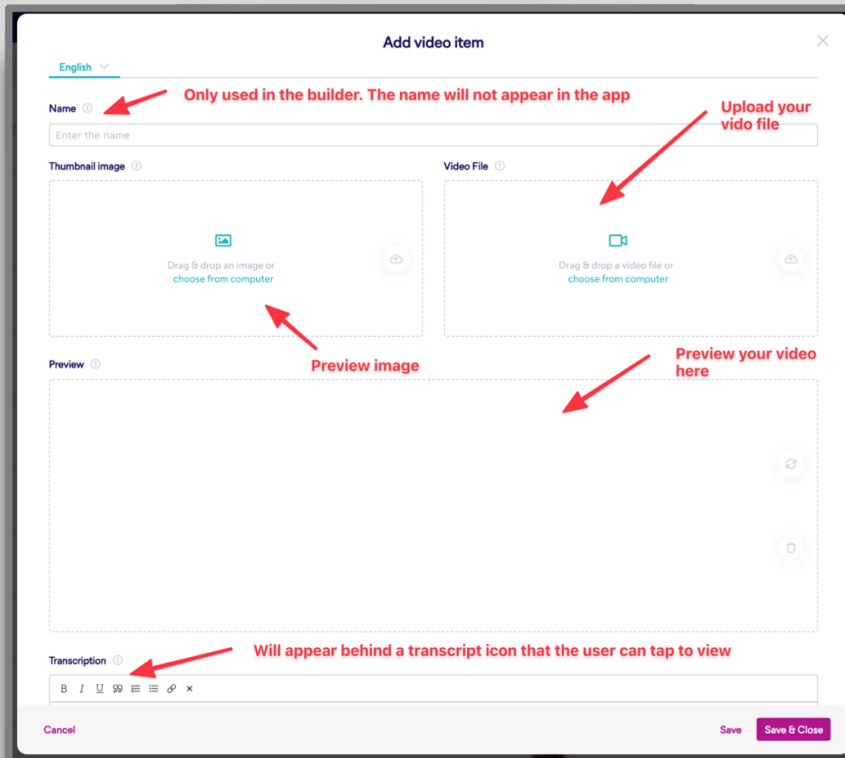
STORY Builder allows **video files** to be uploaded or **web videos** to be embedded.

### Uploading a Video to the Media Library

1. In the Collection & Tours screen, under **Content** select the **Media** tab.
2. Click **Add** then select **Video** from the media item type.
3. Upload the video file (eg .mp4, .mov) add a preview photo and upload a transcript.



# Q MEDIA (continued)

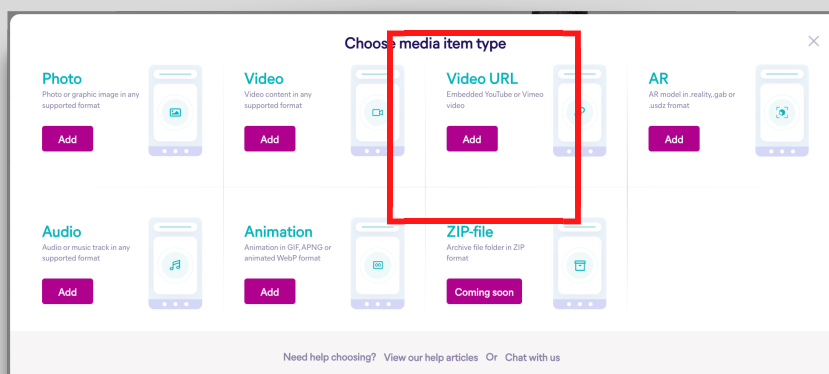


4. Once a video file has been uploaded you can add it to a screen or use the same file across multiple screens.
5. Video files can be uploaded in any quality but be aware that its size will impact the overall file size of the tour download. Also, as most users will be on mobile phones having HD videos isn't important for the smaller screens.
6. Supported video formats include: 3gp, asf, avi, divx, flv, m4a, mkv, mov, mp4, mpeg, mpeg-ps, mpeg-ts, mxf and webm. STORY Builder will convert any of these formats to the device it is being played on.

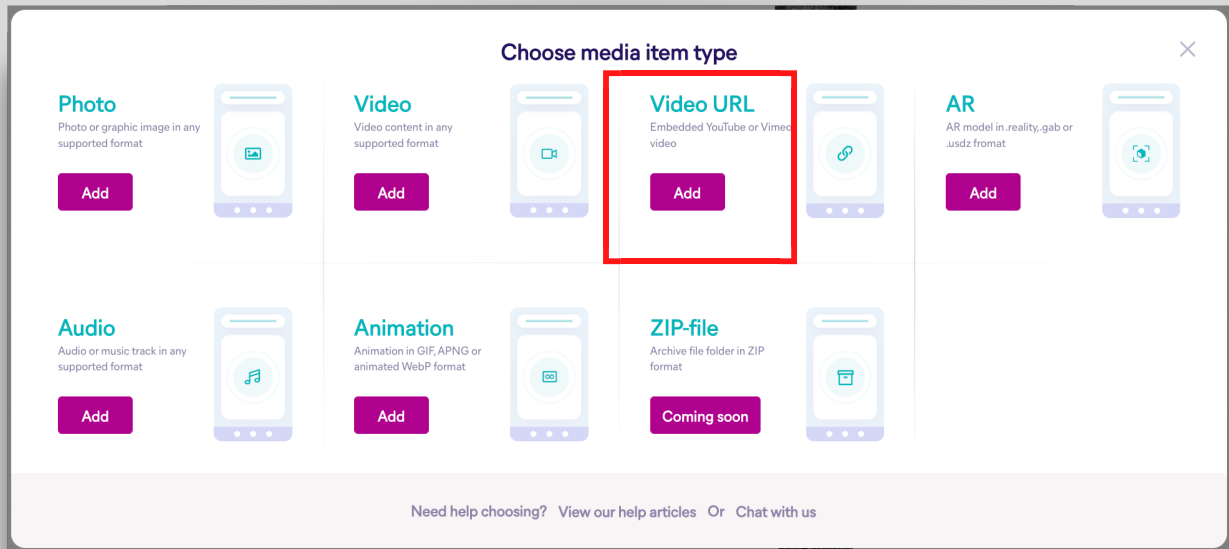
## Embedding a Web Video

If you do not have a video file itself you can embed a link to a video on Youtube or Vimeo.

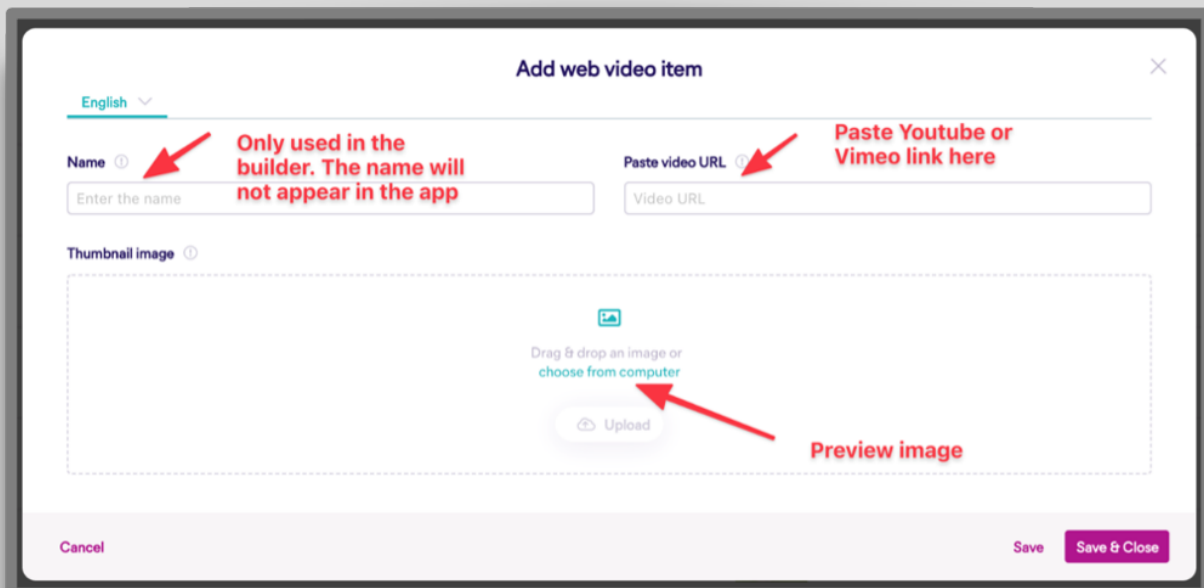
1. In the Collection & Tours screen, under **Content** select the **Media** tab.
2. Click **Add** then select **Video URL** from the media item type.



# Q MEDIA (continued)



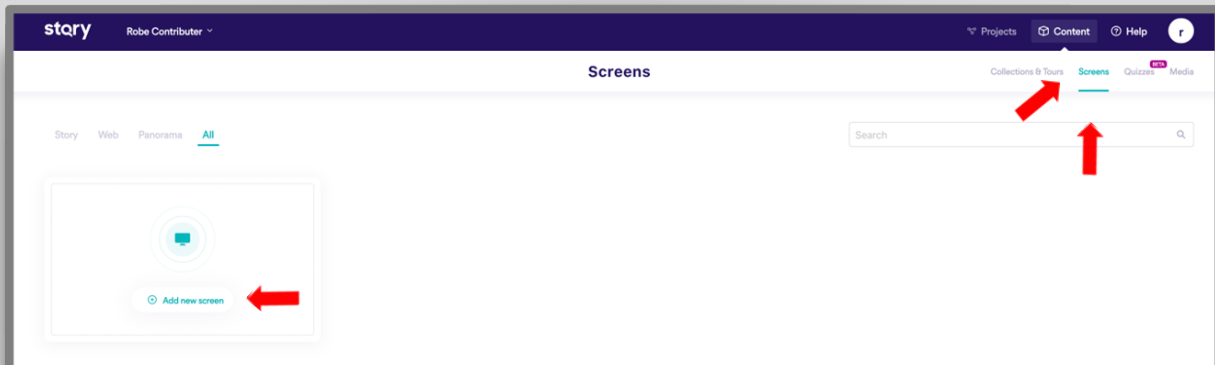
3. Paste the Youtube or Vimeo URL and upload a preview image
4. Once uploaded you can add it to a screen or use the same file across multiple screens.



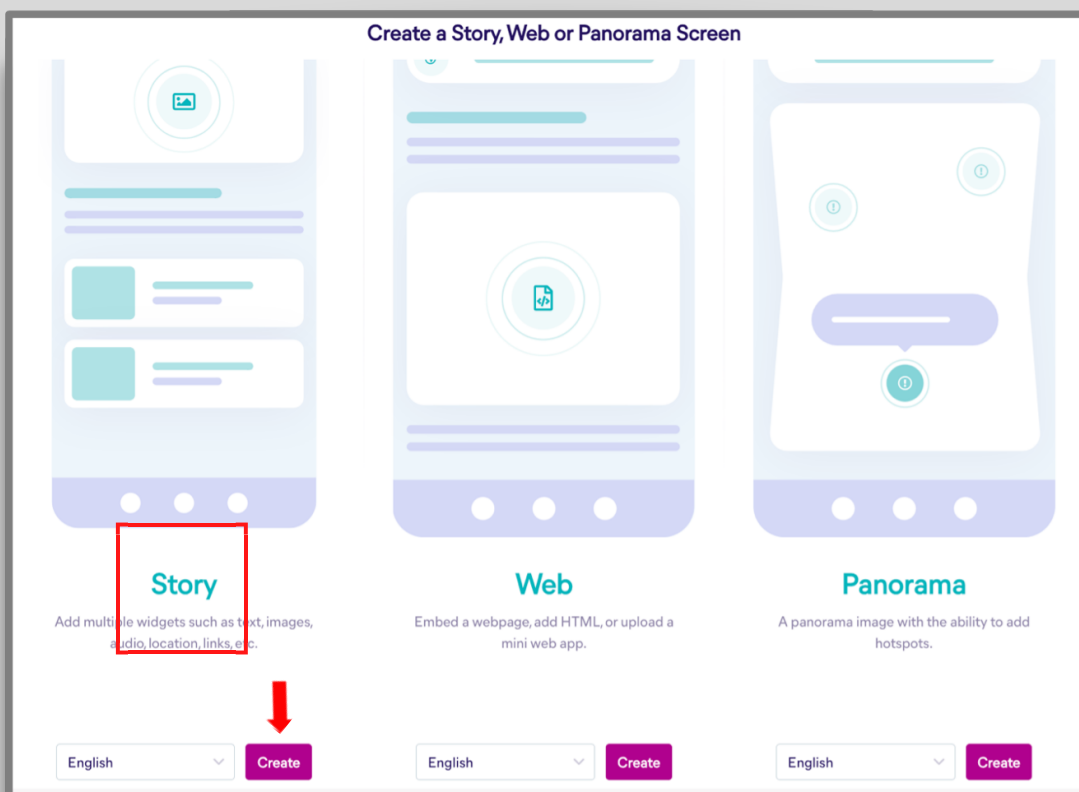


# Q SCREENS

A **Screen** is where you assemble your content (video, audio, images, text, etc) into sections. Each screen is linked to a location (stop) in your tour.



1. Click on **Content** then **Screens** from the top-level menu of STORY Builder.
2. Click **[+] Add new screen**.
3. Create the type of screen you will use - see below (in most cases it will be a STORY screen).



4. Fill in the following details.
  - a. **Title** - this will be the main title used for the screen.
  - b. **Short title** - this will be used when there is limited text space.
  - c. **Large cover photo** - used in wide lists and as the header image when Image & Title is selected. The image will be cropped to a 16:9 aspect ratio. If 'None' is selected the screen will not have image header. Selecting 'no image' is often used when the first (uppermost) item in your screen is an image or a video and you do not want two visual media items juxtaposition to each other.

## Q SCREENS (continued)

- d. **Square cover photo** - used in compact lists. Image will be cropped to a 4:3 aspect ratio.
- e. **Location** - Use the search field in the map to key-in the name of the general location for your tour to bring up a map of that area and a map pin at its centre. Zoom in on the map and use your mouse to drag the map pin to the exact location of your stop that this screen story is specifically related to and click Save & Close. There will be an opportunity to make further adjustments to the location of the map pin later if you need to alter its position.

English ▾

Untitled / Screen Story

Screen Details

Title

Short Title

Header Layout

None

Image & Title

Large cover

Square cover

Location

Map pin icon

Use default icon

Map pin color

default

Use default color

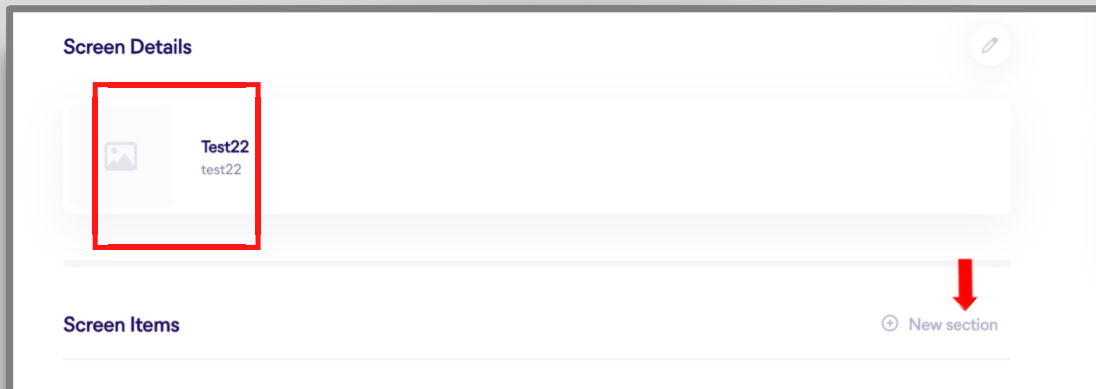
Latitude

Longitude

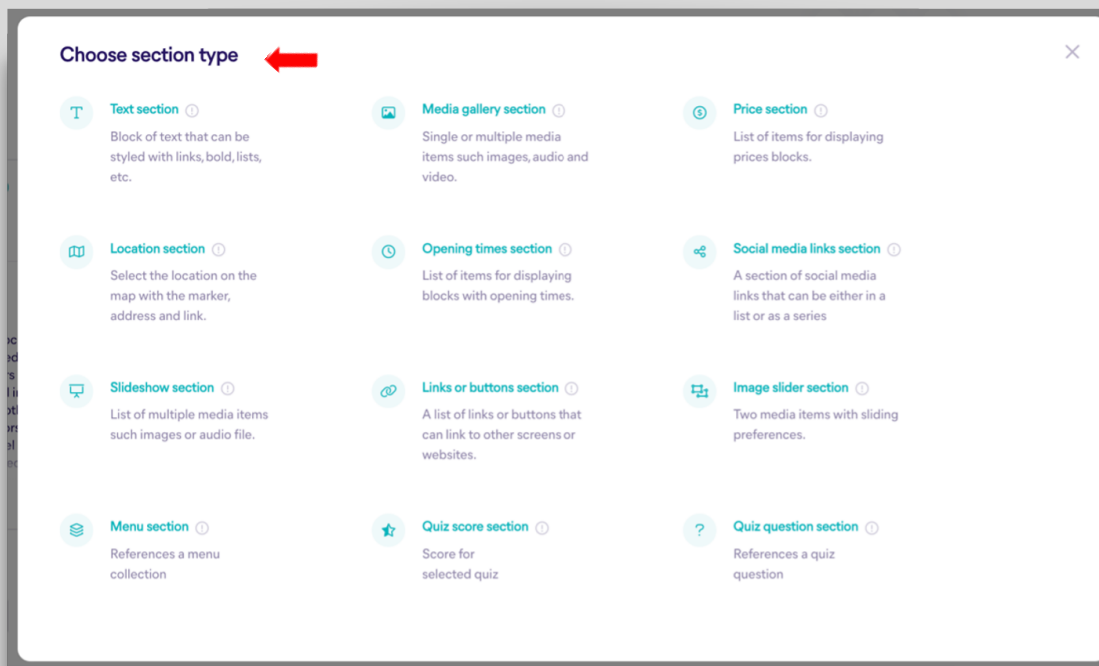
Cancel Save & Close

# Q ADDING CONTENT TO A SCREEN

1. After setting up your screen, you can bring in different types of content by clicking on the **[+] New section** button.



2. Choose from the section type **options** presented below. The standard sections to add to tell your story are text, rich media (video, audio, images), links or buttons and quizzes.



See the later sections in this book on **'Other Options and Third-Party Inclusions'** for some of the other section types which can be included. Once created and inserted into the screen the section can be moved up/down the screen using the **[≡]** symbol next to the section type.

An **example** of a screen showing content is presented on the next page.





# Q QUIZZES

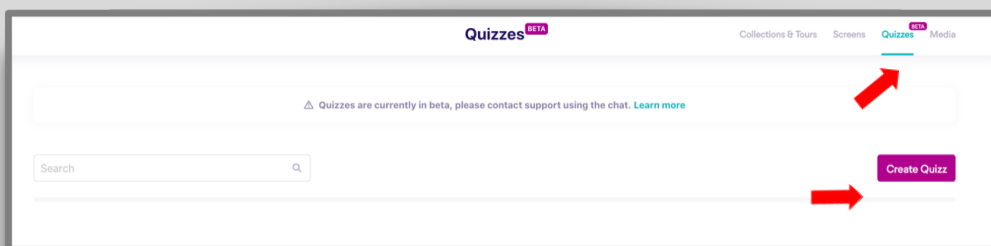
Quizzes bring a simple gamification element into tours and if properly constructed can encourage your audience to 'spend more time' at a location to find the answer to a quiz question. Recent research[3] suggests that performing activities at a place that encourages a longer stay, adds meaning and increases a sense of the place.

There are **three** steps involved in creating quizzes and bringing the questions in the quiz into the tour.

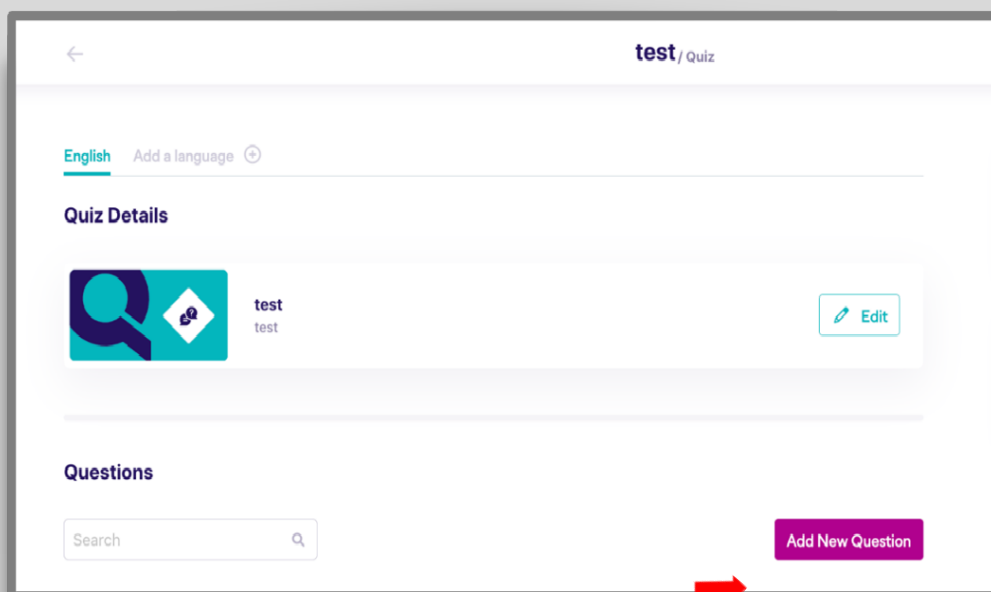
1. Creating the quiz
2. Constructing the quiz questions
3. Adding questions to the stops in the tour

## Creating the Quiz

1. Click on your Project → Content → Quizzes on the sub-menu.
2. Click on Create Quiz.
3. Give the quiz a title then Save.



4. You are now ready to **add questions** to the quiz.



[3] Edmonds, R. and Smith, S. (2017) "From playing to designing: Enhancing educational experiences with location-based mobile learning games", *Australasian Journal of Educational Technology*. Melbourne, Australia, 33(6). doi: 10.14742/ajet.3583.

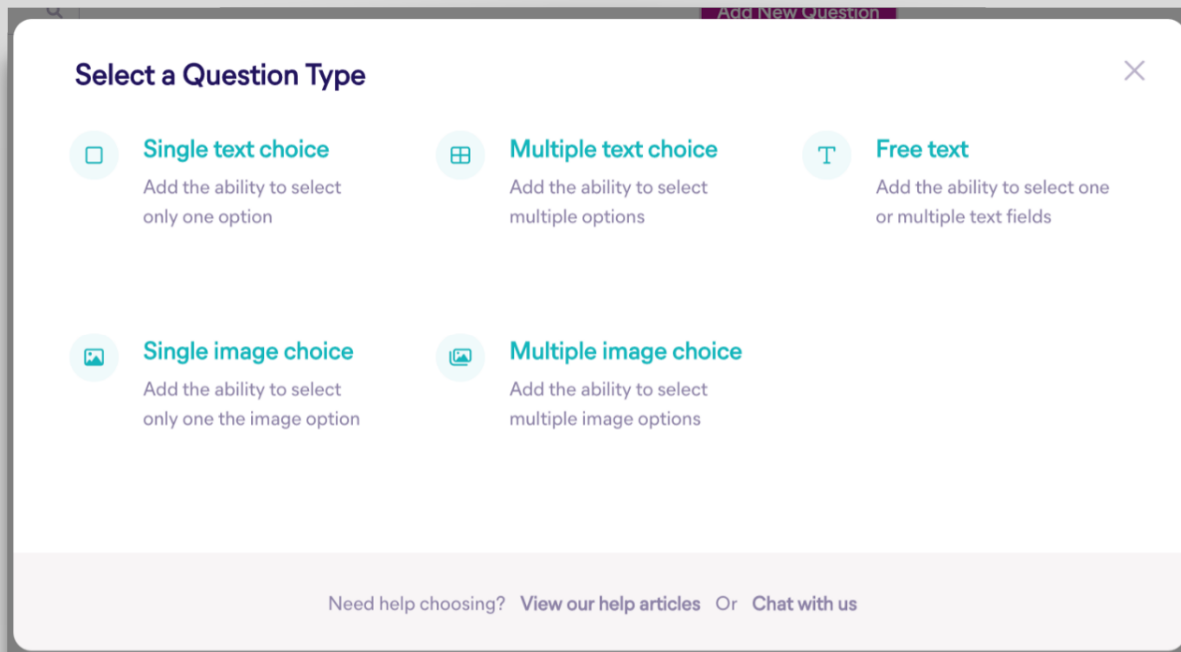
# QUIZZES (continued)

## Constructing the Quiz Questions

Now that you have created a quiz you are ready to add questions to it.

### To do this:

1. Choose the question type – there are 5 to choose from:
  - a. Single text choice
  - b. Multiple text choice
  - c. Free text
  - d. Single image choice
  - e. Multiple image choice



2. Fill in the title, number of attempts allowed, question text, text to indicate a right and wrong answer (mandatory) and any media (image and/or audio) to support the responses (optional).
3. Click Save then begin to add in answers to the question selecting the correct answer from the choices provided.
4. Click Save and close.
5. An example of a completed quiz question (single text choice) is shown on the next page.

# QUIZZES (continued)

### Customs House Challenge / Quiz Question

English Add a language

**Question Title**  
Customs House Challenge

**Attempts**  
2


**Question Text**  
How many sides (walls) does the Customs House have?


**Content for answers**

**Right Answer**

Text  
Perfect!

MEDIA FOR ANSWER


Image  
 Optional

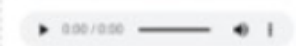
Sound  
 Optional

**Wrong Answer**

Text  
Try again!

MEDIA FOR ANSWER

Image  
 Optional

Sound  
 Optional

Cancel **Save**

**ANSWERS**

4	Mark as correct
6	Mark as correct
12	Marked as correct
8	Mark as correct

Add new answer

Close Save **Save & Close**


# QUIZZES (continued)

6. Continue adding new quiz questions which are relevant to the screens and stops in your tour. See example below.

Discover Robe (Tour A) / Quiz







English Add a language (+)

### Quiz Details

 **Discover Robe (Tour A)**  
Discover Robe (Tour A) [Edit](#)

### Questions

Search  [Add New Question](#)

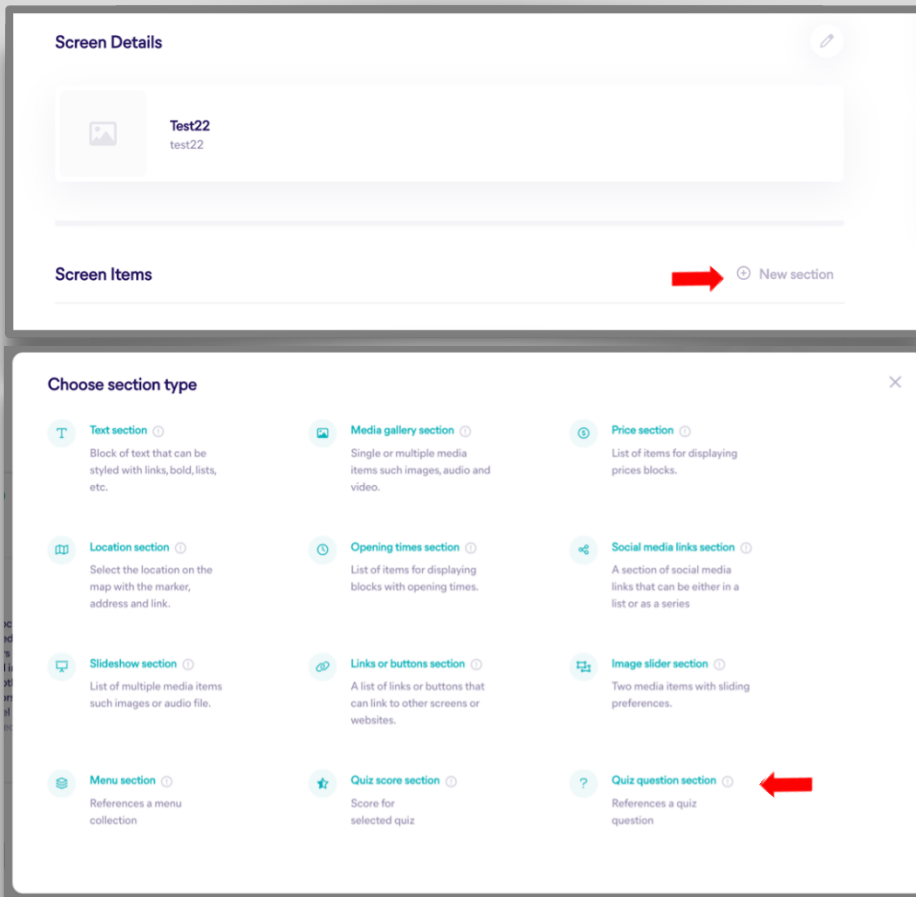
-  **Caledonian Inn Challenge**  
Single text choice [Edit](#) [Delete](#) [Reorder](#)
-  **Customs House Challenge**  
Single text choice [Edit](#) [Delete](#) [Reorder](#)
-  **Gaol Challenge**  
Single text choice [Edit](#) [Delete](#) [Reorder](#)
-  **Karatta House Challenge**  
Single text choice [Edit](#) [Delete](#) [Reorder](#)
-  **Moorakyne Challenge**  
Single text choice [Edit](#) [Delete](#) [Reorder](#)
-  **Obelisk Challenge**  
Single text choice [Edit](#) [Delete](#) [Reorder](#)

# QUIZZES (continued)

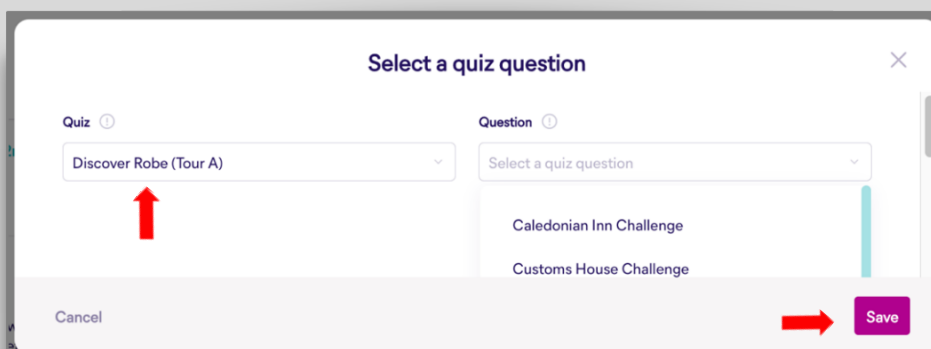
## Adding Quiz Questions to Screens

Now that you have created a quiz and added questions to it you are ready to add the questions to the screen in your tour. To do this:

1. Navigate to the Screen where you want to add a quiz question.
2. Click the **[+] New section** button and select **Quiz question** section from the options listed



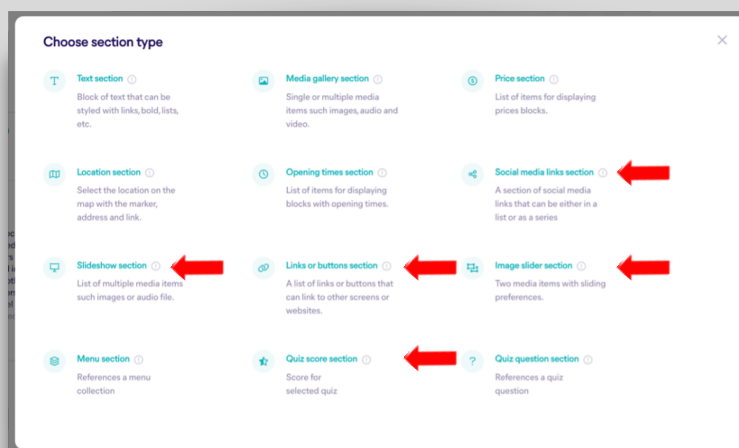
3. Select the **quiz** first from the LHS dropdown menu then a **question** from the quiz from the RHS dropdown menu window and save. Move the quiz question to the appropriate place it should appear in your Screen (usually this is the last section of screen elements).



## OTHER OPTIONS

1. To offer additional functionality to your tour you may wish to consider adding one or more of the following as a section in a screen.

- a. **quiz score section** to automatically compile (total) the number of correct responses to the questions in the quiz taken by your audience completing the tour. It can be either added to the last section of the last stop in your tour (simplest - if the stops in your tour progress in a linear format) or added as a separate Stop/Screen in the tour. This latter option is sometimes used when you want your audience to finish at a specific location where they can show their quiz results to Museum/Gallery/Visitor Information Centre staff (for example) to receive a 'reward' they might be offering for finishing the tour.
- b. **slideshow** (used to present multiple images)
- c. **social media section** (displays as a list or icons to related social media)
- d. **image slider** (shows past/present images of a site or building)
- e. **links to third party applications** to offer your audience an opportunity to engage more effectively with your tour (eg. **survey, reflection or feedback**). Three free third-party software apps which you can use to do this include Padlet (<http://padlet.com>) and Lino (<http://en.linoit.com>), where you can create a walls which your audience can contribute posts or Google Forms (<https://www.google.com.au/forms/about>) for simple surveys, reflection and feedback. After creating the resulting wall or form its URL can be hyperlinked from the Links or Buttons section type to a new section within a stop in your tour.



2. Create a **Screen** in your tour to include **simple guidelines** to assist your audience to engage with it in the way you intend. This might include sections on 'Safety in the Outdoors', 'things to check on your phone before you begin', 'what to expect in the interpretive screens', 'FAQ' etc.

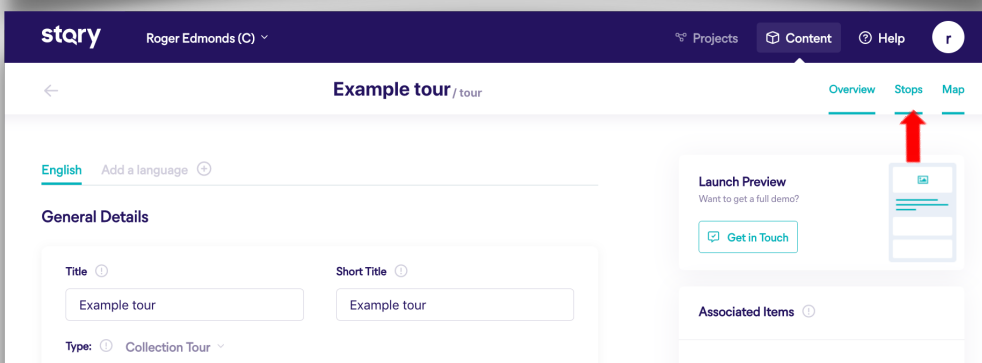
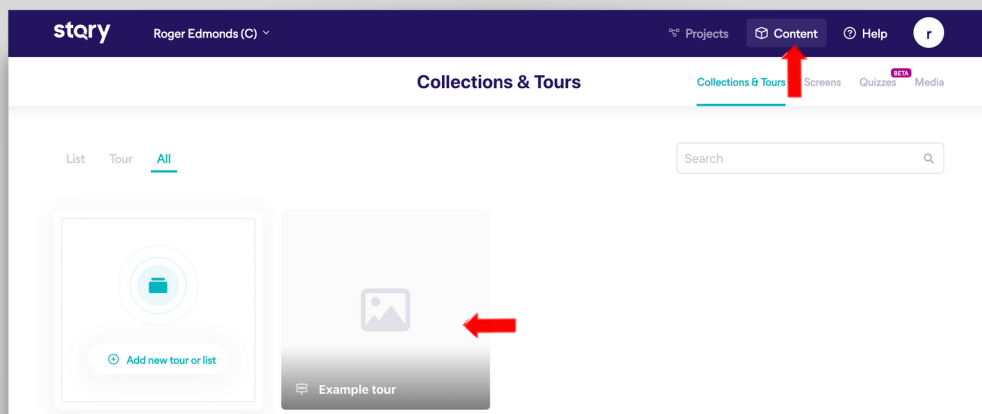
3. See <http://discoverrobe.stqry.app> for an examples of these options.

# LINKING SCREENS TO A TOUR

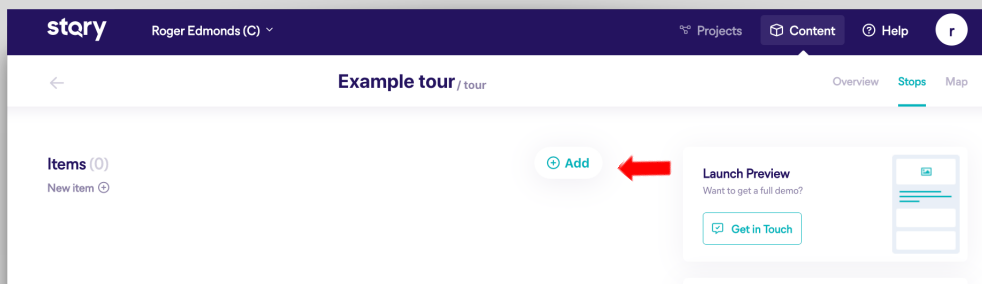
Each screen you design should now have all the text, media, links to third party content and quizzes included in it as different sections. It's now time to assemble the screens together to complete your tour.

To do this:

1. Click on the Content tab then on your tour to open the overview.



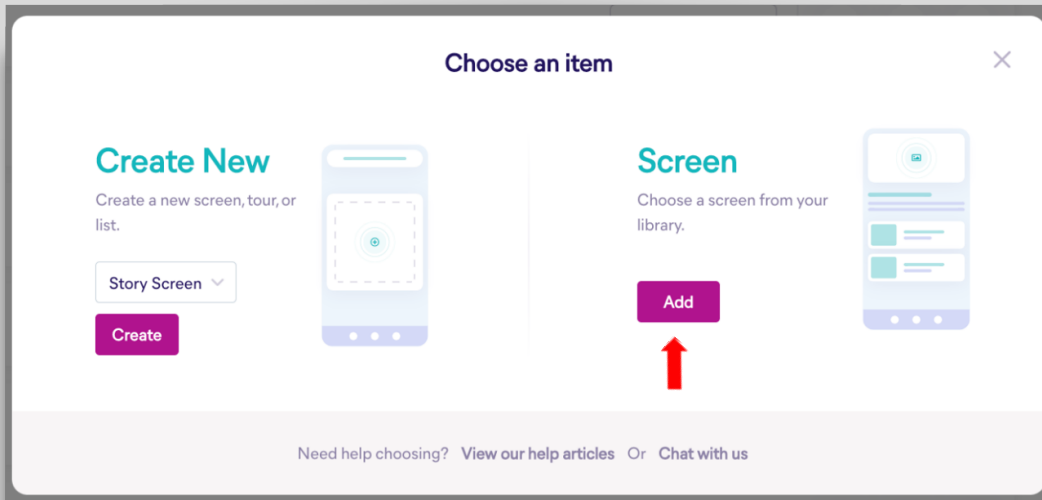
2. With the overview open, click on the Stops menu and the following window will appear.



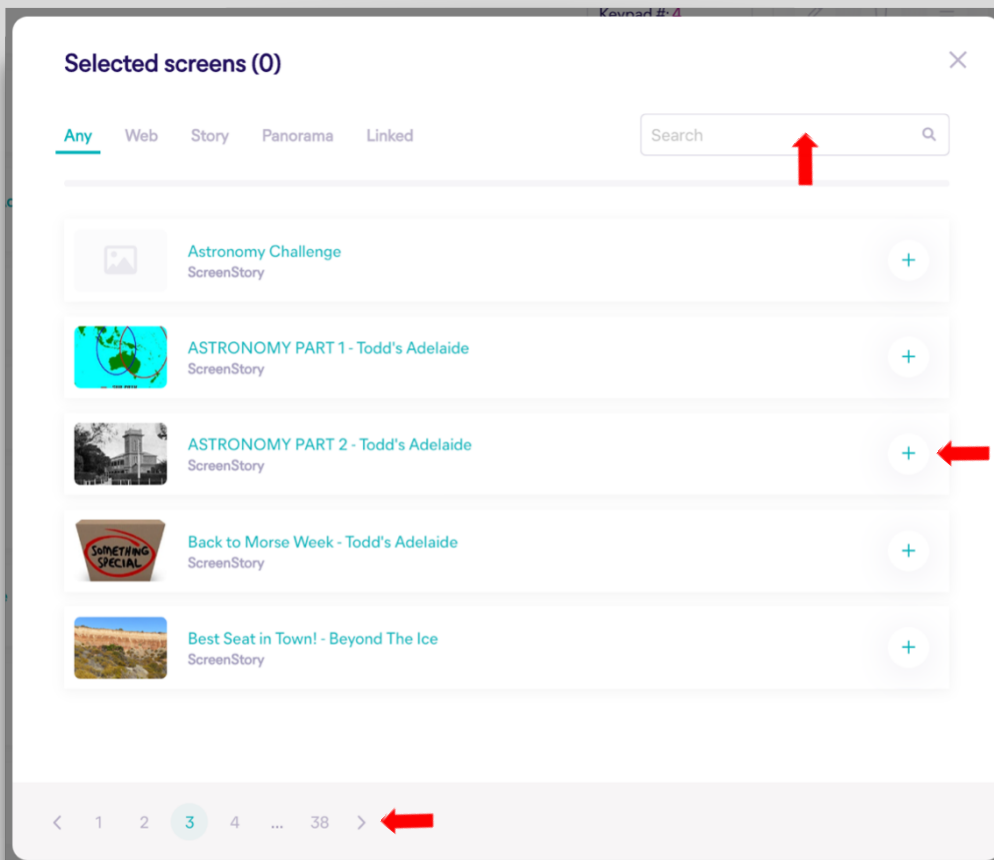
3. Click the **[+] Add button** and the window on the next page will invite you to choose a screen.



## LINKING SCREENS TO TOUR (continued)



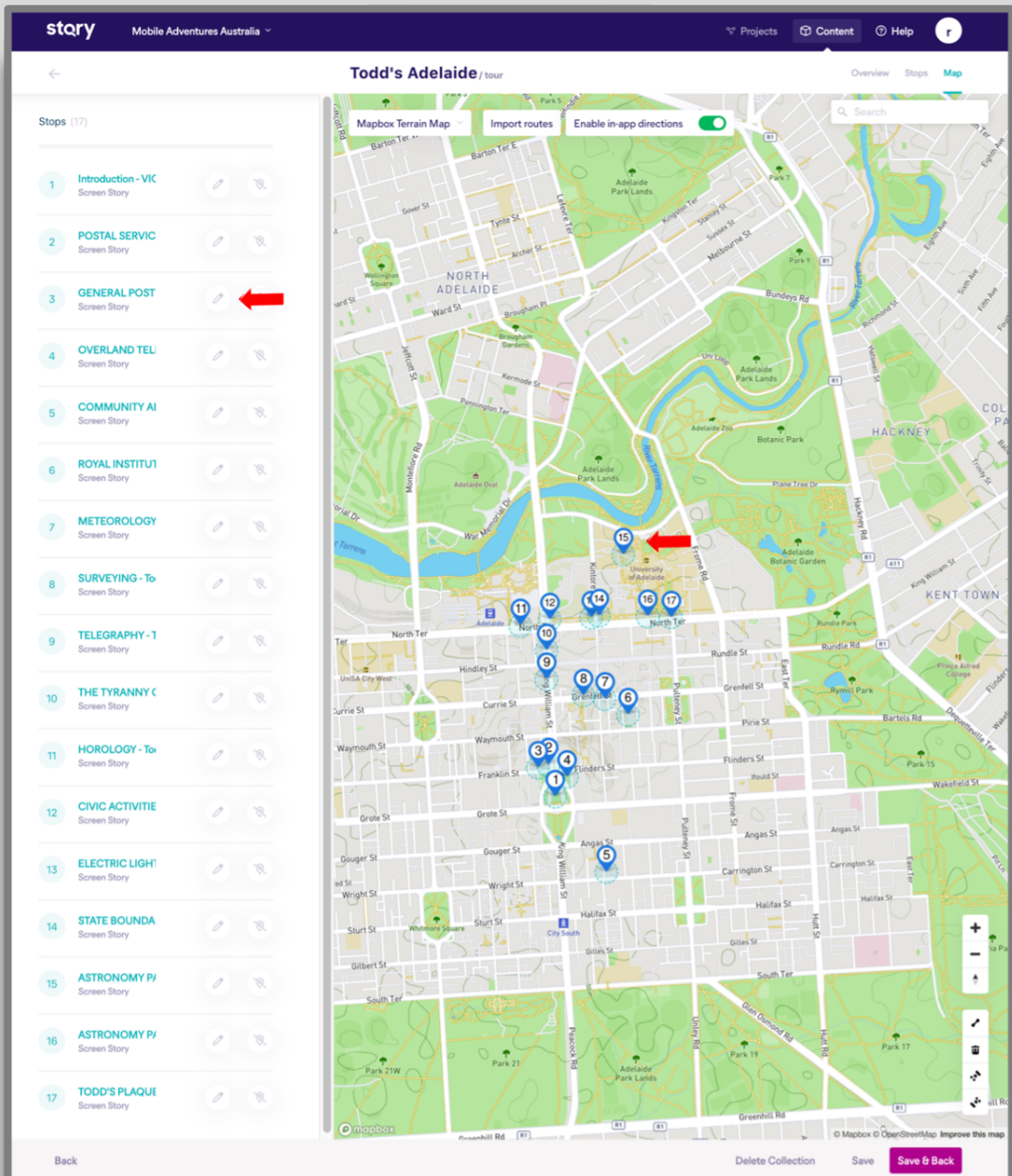
4. Click the Add Screen button (shown above) to locate the library of screens you have completed then either using either the pagination or the search field as shown in the image below identify the ScreenStory appropriate for the stop.



5. Using the **[+]** icon on the RHS, select the correct ScreenStory
6. Continue to repeat the process to bring in the other ScreenStory's that will comprise the content in your tour as shown in the image on the next page.



# LINKING SCREENS TO TOUR (continued)



9. Either click the pencil (✎) icon next to the stop name or click on the map pin to open the **Stop settings** as seen in the image on the next page. Ensure GPS is ticked. You can now adjust the geo-fence radius which is used by the GPS module in a phone to automatically trigger the content at the stop in your tour (default is 50m). There are also other **geo-fence** settings which can be changed in special circumstances. You can also customise the default icon used to show the map pins by uploading a similar image or changing its colour if required.

10. [Watch this video](https://vimeo.com/563046008) to learn more about setting up geo-fences in STORY.  
(<https://vimeo.com/563046008>)

# LINKING SCREENS TO TOUR (continued)

The screenshot displays the 'Story' mobile application interface for 'Mobile Adventures Australia'. The main screen is titled 'Todd's Adelaide' tour, with tabs for 'Overview', 'Stops', and 'Map'. The 'Map' tab is active, showing a map of Adelaide, Australia, with 18 numbered stops (1-18) marked with blue location pins. A purple callout box highlights 'TODD'S PLAQUE - Todd's Adelaide' at stop 15. The left sidebar shows the 'Stop settings' for this stop, including its name, screen story, and geofence details.

**Stop settings for TODD'S PLAQUE - Todd's Adelaide:**

- Latitude: -34.9211523768
- Longitude: 138.6053955461
- Geofence: GPS (checked), Bluetooth (unchecked), Off (unchecked)
- Radius: 50
- Directional:
- Altitude geofence:
- Separate geofence area:
- Customize map pin: Use default icon (checked), Map pin color: 2277DD (selected), Use default color (unchecked)

At the bottom of the screen, there are navigation buttons: 'Back', 'Delete Collection', 'Save', and 'Save & Close'.

## PREVIEWING YOUR TOUR

1. To view the **progress** of the design and development of your tour or to view the edits you are making in an existing tour either:

- Download, install and open the '**Discover Robe**' app on your phone or tablet and view. Before viewing and changes either in the app or the web-based version ensure you '*check for updated content*' to get the most recent updates.

and/or

- View on the web-based version of the app at <https://discoverrobe.stqry.app> Squeeze the RHS of the window that opens to make it '*tall and skinny*' to replicate the real estate of how your tour would be seen on a mobile phone and ensure you '*check for updated content*' to get the most recent updates. .

2. Use the **Quality Improvement Checklist** (next pages) as a tool to support the (re)design and evaluation of your mobile tour. It is a way of confirming that the key elements are included in your tour and will also assisting you to uplift the quality of your tour by providing you with with some new ideas which you may wish to include.

## STQRY SUPPORT

### **General**

STQRY Introduction <https://vimeo.com/699034269>

STQRY app builder tutorial <https://www.youtube.com/watch?v=Hmgu-3iSSoo>

Exploring with STQRY app <https://vimeo.com/530891367>

### **Specific**

Text to Speech <https://vimeo.com/544382925>

Text translations <https://vimeo.com/563039097>

Creating QR Codes <https://vimeo.com/553088983>

### **Other Support**

STQRY Support Portal <https://support.stqry.com/hc/en-us>

# QUALITY IMPROVEMENT CHECKLIST (QIC)

The Mobile Tour **Quality Improvement Checklist (QIC)** [1] is a tool to help you self-evaluate your mobile tour. It can also assist you to uplift the quality of your tour with some new ideas which you may wish to include. The process of self-evaluation is equally good at providing ideas for renovating an existing tour as it is for evaluating a new tour. If you are really looking for a fresh perspective however, then consider completing an informal peer-review process with a colleague.

Use a tick (✓) to register your assessment of each item in the checklist and use the actions column to describe the rectification if necessary.

## [DOWNLOAD A COPY OF THE QIC AND COMPLETE A SELF-EVALUATION OF YOUR TOUR](#)

OVERALL EXPERIENCE	N/A	Meets Expectations	Minor Revision (10-30min)	Moderate Revision (<1 hr)	Extensive Revision (1+ hrs)	Actions
A short tour overview audio and narrative are provided to clearly explain its purpose and structure which will make it easier for the audience to navigate their way through the places and content.						
A tour conclusion or summary is provided (e.g. audio file, quiz summary, text, final reflection, survey, social media links etc) for your audience to provide feedback and to inform others about the tour etc.						
The tour contains interactive (both push and pull) content in it. The 'push' being the means you use to deliver engaging content (e.g. video, audio etc) and 'pull' being opportunities to involve the audience with the content (e.g. simple gamification strategies, opportunities for reflection etc.).						
Guidelines are included to assist the audience to fully engage with the tour in the way you intend. This might include sections on 'Safety in the Outdoors', 'things to check on your phone before you begin', 'what to expect in the interpretive screens', 'FAQ' etc. Don't presume your audience all know how to engage with a mobile tour.						
Content at the stops in the tour have effectively been matched to real-world locations						
The tour is designed with a clear audience cohort in mind (e.g. age, culture, interest etc)						

[1] The mobile tour QIC has been adapted (in part) from the University of South Australia QIC to support the re-design and evaluation of its LearnOnline course websites.

## OVERALL EXPERIENCE (continued)

N/A

Meets  
Expectations

Minor  
Revision  
(10-30min)

Moderate  
Revision  
(<1 hr)

Extensive  
Revision  
(1+ hrs)

Actions

The tour is visually appealing and well sequenced in respect to its overall narrative.

There is a concise, well written storyline which effectively links together the sources of information in the tour in a way which is engaging to the audience and relevant to the community.

The locations (stops) in the tour are in a logical order, and each location builds upon the narrative of the previous one.

## TOUR CONTENT (narrative and media)

N/A

Meets  
Expectations

Minor  
Revision  
(10-30min)

Moderate  
Revision  
(<1 hr)

Extensive  
Revision  
(1+ hrs)

Actions

There is a variety of digital media used in the mobile tour.

The rich media used in the mobile tour (e.g. video, audio, images) enhances its appearance and playability?

There is a good balance between rich media (e.g. video, audio and images) and lean media (text) in the mobile tour. Lean media is media with reduced capacity to carry information but is often best for communicating simple messages. Rich media is best for communicating more complex stories.

Tour content is logically sequenced and is presented in a variety of appropriate ways, is contemporary, engaging, and relevant.

The mobile tour strengthens the relationship between knowledge acquisition gained from it and other non-digital sources (e.g. reading books).

The mobile tour links contexts and content to real locations and therefore generates meaningful, real-life learning connections.

The mobile tour integrates storytelling and rich digital media with location-awareness through GPS navigation and includes simple gamification methodologies?

Written transcripts are included for each video and audio for accessibility.

## TOUR CONTENT (continued)

N/A

Meets  
Expectations

Minor  
Revision  
(10-30min)

Moderate  
Revision  
(<1 hr)

Extensive  
Revision  
(1+ hrs)

Actions

The tour includes some simple gamification strategies (e.g. quizzes, rules, navigation, tasks, problems to solve while challenging them with time limits, feedback).

Tour content includes copyright, permissions, licensing status, references and attributions (where appropriate).

Multimedia content is succinct and where appropriate is a compromise between high-quality and file size to maximise engagement and minimise distractions.

Content has been included in the tour from a range of resources.

## DESIGN & RELEVANCE

N/A

Meets  
Expectations

Minor  
Revision  
(10-30min)

Moderate  
Revision  
(<1 hr)

Extensive  
Revision  
(1+ hrs)

Actions

A logical and consistent design exists between stops and the tour is easy to navigate.

Elements in the tour have been effectively and logically structured for ease of use.

Tour content is designed in manageable chunks at each stop (i.e. there are not too many items of content at each stop)

Instructions are explicit and well written, the tour is free of grammatical and spelling errors, and all in-text hyperlinks are active

Language in the tour is inclusive of cultural, faith-based, knowledge, linguistic, gender, and socio-economic diversities, with appropriate warnings when content may be of a sensitive nature.

Accessibility standards are met for all content including external resources and 3rd party applications.

The tour is authentic and meaningful and fully appropriate to the nominated audience.

The audience has been effectively considered regarding the pacing, style, and locations used in the tour.

The tour includes activities which are engaging, challenging and provides an appropriate, connected and interesting experience.



