User Journey
Marketing Director

Promoting Organic Food in Hotels

Policy Cloud
Cloud for Data-Driven Policy Management

PERSONA

John is responsible for the promotion of organic food in hotels in Greece. John has studied Marketing and he has also attended seminars on executive applications of digital technologies in Marketing.

EXPECTATIONS

He wants to identify relevant market penetration, market segments and specific types of corresponding menus, for the purpose of designing an effective Marketing strategy.

AWARENESS

John became aware of the Policy Cloud Data Marketplace through a professional blog.

1 GOALS

2 ACTIONS

3 RESULTS

Access Policy Cloud Data Marketplace

1
Recognize attitudes about organic food in hotels.

2
Finds a publicly available dataset from the 'Discover' page of the Data Marketplace, which includes information from web content, booking platforms, and social media of hotel reviews from different hotels in Greece.

3
Extracts useful information on market penetration, based on the hotel type, location, and satisfaction with organic food.

Find Assets on Policy Cloud Data Marketplace

1
Identify contribution of organic food products to the rating of hotels, based on the variety of offered organic products.

2
Finds and downloads a publicly available ML algorithm in order to apply Regression analysis to the hotel ratings based on the presence of and satisfaction with organic food.

3
Finds out that there is a close relation between organic food and hotel rating, since almost 45% of the overall rating depends on the quality of food.

1
Identify a variety of offered organic products in current hotel menus.

2
Exploits a publicly available content analysis tool to find all the existing online hotel-restaurants' menus retrieved from the hotels' sites and promotional material.

3
Finds out that currently the hotels in Greece offer a variety and mix of organic food with some ingredients being repeated in almost every recipe.

1
Detect specific organic product combinations.

2
Finds and uses a publicly available cluster analysis tool.

3
Discovers different combinations of organic food products from specific locations in Greece that he can promote.

1
Identify market segments of adoption of organic food products.

2
Exploits a publicly available statistical tool to apply statistical associations between clusters of hotels and hotel characteristics.

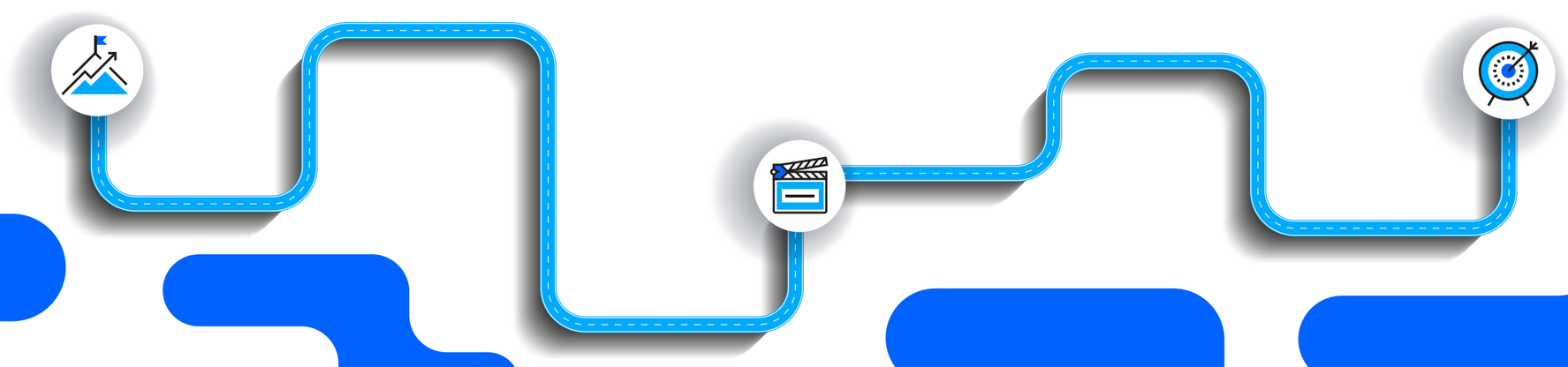
3
Identifies segmentations of hotels on the basis of users'/non-users' profiles, different offerings, and hotel characteristics.

Community Engagement via the Policy Cloud Data Marketplace

1
Identify the profiles of non-adopting hotels as potential targets for conversion to adopters.

2
Exploits a publicly available analytical tool to analyse the patterns of proximities of the characteristics of the adopting and non-adopting hotels, on the basis of cluster analysis.

3
Identifies segments of non-adopters for targeted promotional actions for conversion to adopters, including hotels from specific regions with different ecological beliefs among them.



Policy Cloud has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870675.

User Journey
Development Consultant

Policy Cloud
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Organic Food Optimization in Menu Design for Hotels

PERSONA

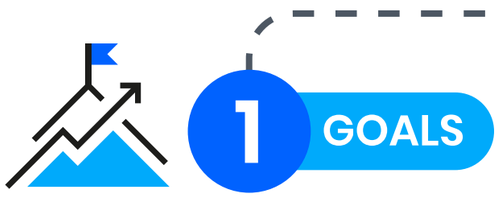
Elena is a product development consultant, who has studied Operations Research-Management Science, and, among other things, has been involved with optimal product attributes.

EXPECTATIONS

Being an occasional visitor and user of the Policy Cloud Data Marketplace, she became aware of the Case of Organic Food in Hotel menus. She decided to try to develop a method for optimizing the mix of organic product menus (menus design), in terms of appeal to the potential hotel customers.

AWARENESS

An occasional visitor and user of the Policy Cloud Data Marketplace.



Access Policy Cloud Data Marketplace

1. Develop and upload a relevant application to the Data Marketplace.
2. Visits the 'Discover' page of the Data Marketplace in order to find similar applications to the one she wants to make.
3. Does not find any relevant application.

Find Assets on Policy Cloud Data Marketplace

1. Understand the asset form that she should upload.
2. Clicks the 'About us' page of the Data Marketplace and reads the provided documentation and Q&A.
3. Understands the provided material, and is able to upload her asset form.

1. Create an account.
2. Fills in her personal information to create an account in order to be able to upload her application.
3. However, a mandatory step is to create an account in the Data Marketplace.

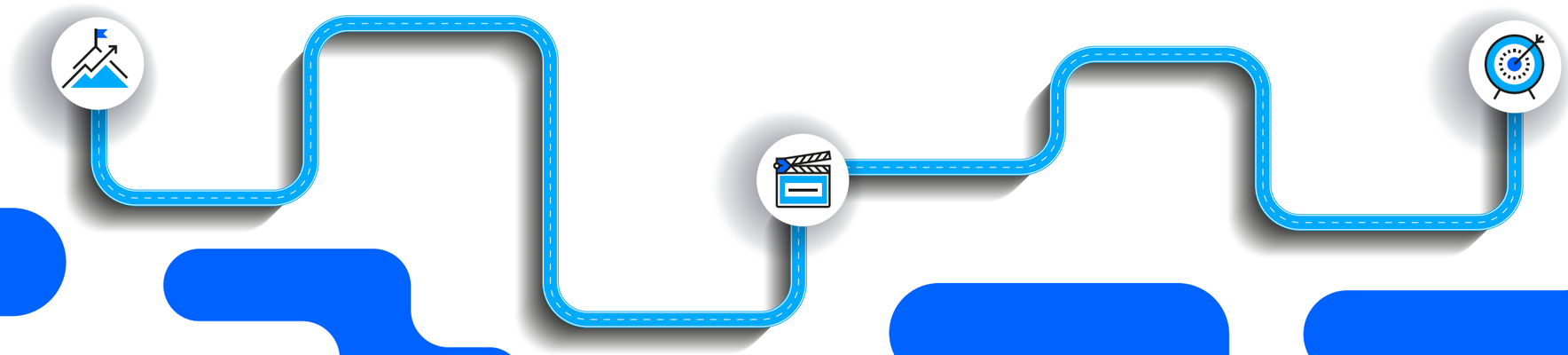
1. Review the databases of the topic of interest.
2. Searches the relevant databases from web and social media portals in order to discover the relevant hotel reviews.
3. Confirms her email, creates the account, logs in, and from now on can access the 'Upload Asset' page of the platform.

1. Consider the relationships between the hotel ratings and the organic food menus.
2. Finds and downloads an optimised Regression analysis of hotel ratings based on the presence of and satisfaction with organic food.
3. Selects the results of the applications that are most relevant to her goal.

Community Engagement via the Policy Cloud Data Marketplace

1. Upload the dataset that she created before.
2. Navigates to the 'Upload Asset' page again.
3. Extracts the optimal degree of presence of organic food in hotel ratings using her implemented application.

1. Upload the optimise regression analysis tool.
2. Chooses the dataset, the regression algorithm that she created (results of the contents analysis of hotel reviews), and the Policy (Optimal degree of presence of organic food on hotel ratings).
3. Writes a description and submits it. Submits the files.



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User Journey
PhD student Psychology

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Association of Terrorism with Geolocation

PERSONA

Isabella is a PhD student in the Psychology department of the Saint Louis University in Madrid.

EXPECTATIONS

Isabella participates in a research project in which she tries to draw conclusions about the association of terrorism with geolocation.

AWARENESS

Isabella became aware of the Policy Cloud Data Marketplace through a recommendation by one of her former university professors.

Access Policy Cloud Data Marketplace

1. Extract knowledge on how terrorirsm is affected by geolocation.
2. Searches datasets.

   Finds relevant datasets, but most of them are not available for the unregistered user.
3. Creates a free Policy Cloud Data Marketplace account.

Find Assets on Policy Cloud Data Marketplace

1. Identify the correlation between terrorism and geolocation characteristics.
2. Finds a sample dataset that contains a list of terrorist attacks that have been placed in diverse geolocations across Europe. Since this dataset (i.e. asset) is of high-interest, she then downloads it.
3. Extracts useful information for her research through the downloaded dataset, by manually categorizing attacks based on the different geolocation characteristics.

1. Find additional research support tools.
2. Continues to explore the assets offered in the Data Marketplace, by reading the description of each asset.
3. Clicks on the suggestion button, in order to help her to find relevant information.

1. Identify common characteristics among the diverse geolocations that have been attacked.
2. In the suggestion list, she finds and reads the description of an algorithm that performs association rule mining in a research dataset including information by various geolocation attacks in Spain.

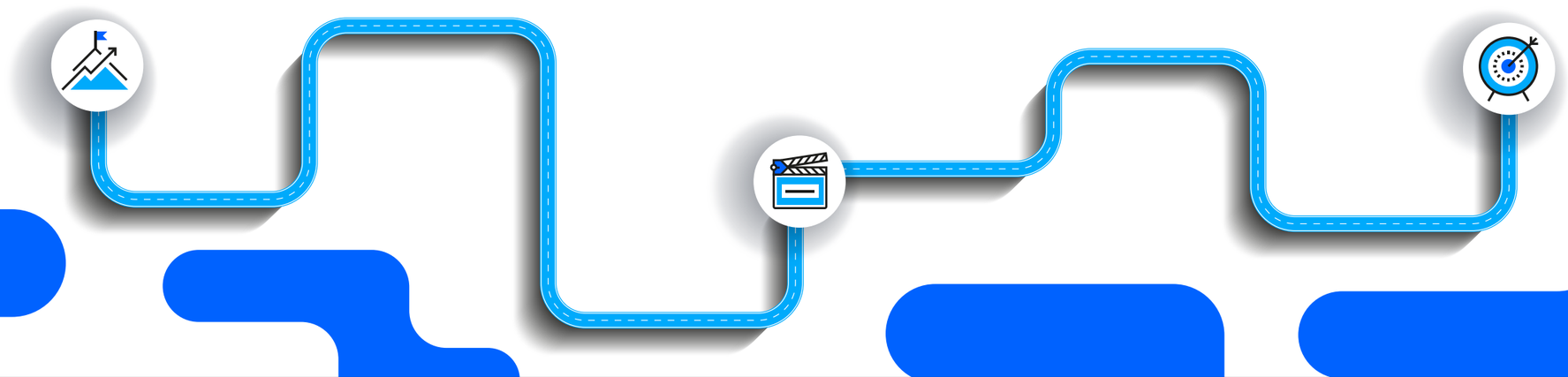
   To verify her selection, she reads the asset's reviews, and then downloads it.
3. Executes the downloaded asset by herself to outline the results in her research.

   Applies the asset on top of the previously downloaded dataset, to compare the derived results.

1. Find statistical results about terrorism and geolocation.
2. Finds and downloads a statistical association tool with data visualization results about different types of terrorism attacks and the corresponding geolocation characteristics of these attacks.
3. Discovers the impact geolication on the evolution of terrorism, by visualizing the extracted results on top of the previously downloaded datasets.

Community Engagement via the Policy Cloud Data Marketplace

1. Express satisfaction of Data Marketplace functionalities.
2. Reviews and writes a comment, in all the assets that she has downloaded.
3. Helps other users to decide whether these assets will be useful for them or not.



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