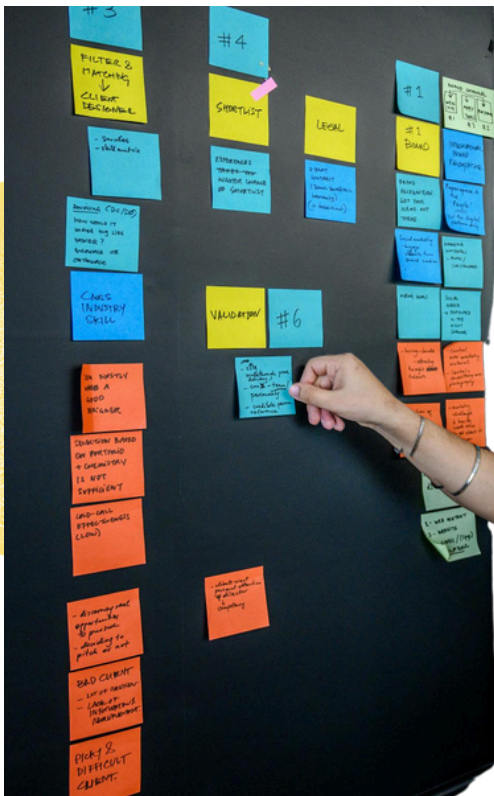# Starting with Tour creation and project management.

Brainstorm for tour creation

Creating winter tours is no easy feat; you need to create and combine different types of media into a coherent whole. The best we can do to help you with this is to show how we at Wintor go about tour creation.

Step 1: Stakeholders and information

Creating a tour at a historical site is typically an interdisciplinary endeavor. The individual designing the tour may not possess all the necessary information, making collaboration essential for crafting an engaging experience.

- Foster collaboration early: Bring in historians, designers and local experts to enrich the experience.
- Conside who needs to be part of the project (e.g. site managers, community members, local guides) and plan how to engage them meaningfully.
- Clearly define what each stakeholder gains from participating, whether its visability, revenue, knowledge sharing, or community impact.

Step 2: Creating a route

The next step involves crafting a route; to the best of our understanding, this process is a blend of art and strategy. Before moving forward, ask yourself the following questions.

- What is the focus of this tour?
- Who is the intended audience?

The theme should address a specific "need" of a stakeholder.
Decide on the type of content that needs to be highlighted, and then brainstorm ways to visually narrate the story. In the past, we have achieved great success with themes like the Titanic or creating routes through a city that showcase graffiti and other historical landmarks.

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Brainstorm for tour creation

Step 3: Tools for creativity

Chatgpt: to elaborate on historical facts, rewrite stories, and to generate ideas about storytelling.

www.wintor.com: on this page you are able to find inspiration scenes of tours that are already in use, it includes short instructions on how to achieve the desired effect.

Step 4: Deadlines

Every good project has a deadline, this will help to accomplish the wanted result within less time. In this diagram the intermediate deadlines we use to create tours are shown.

What	Deadline	Goals	Time	Status
1. Kickoff		• Determine scope of project • Determine deadlines • Distribute Roles		
2. Storyline		• General story written		
3. Spots		• Every spot: title, location and idea		
4. Media Plan		• List of media to produce		
5. Filming day		• All videos shot		
6. Media Finished		• All media edited and uploaded		
7. First assembly + Feedback		• Placed media in AR • Feedback and improvement points		
8. Media Update		• Feedback on media applied		
9. Second assembly + Feedback		• Testing together with customer • Tour ready		
10. Final assembly & tour Live		• Marketing ready • Tour published		

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Brainstorm for tour creation

Step 5: Spot creation

To complete the diagram, you need to assign a location to each spot. Determine whether each spot will feature an AR (Augmented Reality) component or a simpler text-based page. Once this is done, begin compiling an inventory of all the different media pieces required for the project. This will ensure that each element is accounted for and will streamline the workflow as you move forward.

Spot nr:	4			
Title	I			
Location				
Spot or Page				
Description				
Status				
Media Type	Description		Who?	Status

Location   Tours are location based, therefore every spot needs to be placed in a specific place.

Spot or page   Identify if you only want to use text and audio, or if you want to use other types of media in your spot. If it is only audio and text creat a page.

Media type   Create a list of all media

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