

Project and procurement sheet

Italy · English

Experience Passport connects real places through a bespoke mission using an NFC StoryKey, active stops, web content and a dashboard. This sheet helps municipalities, DMOs, designers and procurement teams define objectives, scope, responsibilities and life-cycle cost before writing a specification.

Initial decision

- What behaviour needs to change?
- Which places need to be connected?
- Which audiences and access conditions take priority?
- Which outcomes must be observable after opening?

Three scales

BASE	PLUS	HERO
EUR 29,900	EUR 44,900	EUR 64,900
6 stops · 2 languages complete first trail	8 stops · 3 languages partner network + seasonal update	10 stops · 3 languages bespoke signature scene

Indicative starting amounts, excluding VAT. Story, interactions and technology are defined after the site survey; the final price is approved before production.

Deliverables and prerequisites

DELIVERABLE	CLIENT PREREQUISITE
Objectives and indicators document	Access to locations and named decision-makers
Research, narrative concept and script	Plans, constraints, opening hours and seasonality
Trail map and design for each stop	Partner availability and roles
NFC StoryKey, passport and specified interactions	Historical material and relevant rights
Web experience and included languages	Permits, safety and local works
Dashboard and interpretation criteria	Systems to integrate and data governance
Technical design, installation and acceptance testing	Budget, procurement route and decision timeline
Training, manuals and first-year support	Operating model, staff and maintenance contact

Lifetime cost

Indicative starting amounts, excluding VAT. Story, interactions and technology are defined after the site survey; the final price is approved before production.

- Hosting, monitoring and support after year one
- Planned maintenance and on-site call-outs
- Spares, StoryKeys, passports and consumables
- New languages, stops, seasons and content
- Changes caused by locations or third-party systems
- Decommissioning, replacement or reuse of equipment

Responsibilities

the usual neXt	Client / authority	Local partners
Research, story, trail, production and coordination	Objectives, contacts, access, approvals and permits	Opening hours, welcome, local content and operational continuity
Installation, tests, training and contracted support	Privacy, safety, accessibility and integrations to validate	Daily checks and prompt fault reporting

Pilot and acceptance

The pilot is a separate quoted phase: a representative sequence is tested in the location with real people. It assesses comprehension, timing, accessibility, operation, daily management and partner coordination. The record sets out corrections and the conditions to extend, change or stop the project.

Published images and scenarios are project visualisations, not client cases. They must not be used as evidence of results already achieved.

Specification checklist

Information document: it does not replace the specification, legal review or the contracting authority's procurement procedure.

1	Problem and expected outcome stated as functional requirements
2	Audiences, accessibility and alternatives for unavailable stops
3	Map, duration, capacity, opening hours, seasonality and flows
4	Deliverables, formats, languages, rights and approvals
5	Data collected, lawful basis, roles, retention and export
6	Infrastructure, energy, network, fixings, safety and permits
7	SLA, maintenance, spares, updates and operational continuity
8	Pilot, testing, acceptance and training criteria
9	Initial price, recurring costs, consumables and end-of-life separated
10	Owner for every activity and an agreed change-control process

Sources

- [European Commission — digital transition of tourism](#)
- [European Commission — life-cycle costing](#)
- [W3C — Web Content Accessibility Guidelines 2.2](#)

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