

1.Idea Generation & Concept

Asset Valorization
the cultural assets to be used the expected scientific value the commercial and public benefit estimation
Expected results: initial estimation of commercial and public benefit
Draft requirements for the detailed study and design.
Estimate overall cost of implementation and general description of the operation process (internal external public etc.)
General Objectives
The concept should be brought at a maturity level in the following
Goals concerning specific cultural assets valorization
overall objectives on specific cultural assets valorization and digital technology idea,
Initial estimate budget and estimate time frame of implementation and operation,
main challenges and risks
description of the study and design specifications (technology base, digitization, business plan, budget, expertise, acceptance of the design and approval, responsibility issues of the designers)
Research and Design Budget
Research and design resources and overall design requirements to be specified at this stage
Description of the study and design specifications (technology base, digitization, business plan, budget, expertise, acceptance of the design and approval, responsibility issues of the designers)
Design and study budget and resources allocation
Time frame for design / implementation / operation
Income management and provisions for maintenance updating.
Marketing and promotion planning and adaptation (continuous investment)
Operational planning and forecast time frame
Measure and prove the direct and indirect economic and social impact and transform it into financial return to the digital application owner.
Approximate Goals concerning specific cultural assets valorization
operation main challenges and risks
Implementation budget
Implementation budget and requirements to be provided to the designers
Approximate budget and time frame for the implementation to be available to the designers
Internal and external work and organization
Adaptation of the operation, personnel and skills
Income/expenses balance follow up during the implementation
Income management and provisions for maintenance updating, and relevant contracts.
Modularity of implementation and independent by-projects in order to achieve flexibility
Implementation acceptance tests and validation design
Income/expenses balance follow up. Income management and provisions for maintenance updating.
Marketing and promotion planning and adaptation (continuous investment)
Measure and prove the direct and indirect economic and social impact and transform it into financial return to the digital application owner
Technologies
Technologies forecasts requirmenets for the designers
Technical decisions forecast and main technologies evolution.
Possible Changes due to deviations, failures, technology changes.
Commercial and operational planning adaptation to technology change .

2.Elaboration of design, study & planning
Business and operational planning

Business and operational planning
Detailed operational plan including organizational structure IPR issues business plan marketing and promotion plan and relevant costs and efforts
Income and expenses of operation requirements of resources and skills for the operation the update and the maintenance in long time frame
Maintenance and update long term contracts with the technology developers including liability and guarantees
Commercial and operational planning adaptation.
Stakeholders
Curation / develop detailed stakeholders involvement process internal external in the following phases
Board of Directors
cultural managers
operational managers
design and implementation project managers
curators
technology experts (internal external)
Level of Analysis
Level of analysis and maturity to be reached in the study design level as requirements to those implementing the DHP
Fully and accurate implementation budget, time frame and technical specifications
Clearly quantified and qualified specification of the cultural assets to be valorized through DHP and the goals to be achieved
Detailed description of roles and resources of internally involved personnel in the next phase
Training and adaptation provisions during the implementation phase
Detailed acceptance tests and validation processes
Medium - Long term bounding maintenance contracts and obligations and respective costs
Detailed operational planning and business plan
Technologies
Issues to be fully resolved in the design phase
Technical decisions and detailed specification od the technologies (hardware, software, infrastructure)
Possibility of modularity in the implementation of the project (implement parts of it independently) Risk management analysis and continuous adaptation process during the implementation in to limit deviations in costs and time and approval process by the owner
Technological risks and risk management plan
Compatibility interoperability transferability design and requirements

3. Development and Implementation

Technical Implementation
Supervision and coordination process of the implementation team. Roles responsibilities.
Coordination of internal external personnel and processes
Financial follow up
Risk identifications and alerts
Changes due to deviations failures technology changes to be examined and approved.
Involvement of all relevant stakeholders as planned
Operational Personel, Training organogram implementation
New organogram developed and approved
Selection of the operational personnel and training
Implementation of the new operational structure timely before the completion of the implementation of technologies and digitalization in order to identify timely any potential issues or missing elements
Operational planning adaptation
Planning Resources allocation for the actions of the following operation phase
Marketing and promotion planning and adaptation (continuous investment)
Measure and prove the direct and indirect economic and social impact and transform it into financial return to the digital application owner.
Update of the detailed operational plan including organizational structure IPR issues business plan marketing and promotion plan, relevant costs and efforts
Income and expenses of operation requirements
Quality control
Internal and external supervision of the implementation team
Testing, pilot operation, adjustment and acceptance, before mass launching
Validation by internal and external experts following the designed validation tests for usability, sustainability, quality and efficiency
Acceptance process
Verification of achievement of a full operational level, as foreseen in the design
Testing, pilot operation, adjustment and acceptance, before mass launching
Validation by internal and external experts following the designed validation tests for usability, sustainability, quality and efficiency

4. Operation & Maintenance

Maintenance issues hardware software updates
Supervision of maintenance work team (internal external) as foreseen in the design
Software hardware updates following maintenance contracts and resources allocated
Adaptability and integration in new technologies of the digitized content
Reuse of software to extend and integrate additional content (i.e. digital elements, scenarios of use)
Transferability of the new applications to different infrastructures, building and environmental contexts
Operation monitoring
Income/expenses balance follow up. Financial and human resources monitoring
Commercial and operational planning adaptation.
Marketing and promotion planning adaptation (continuous investment)
Involvement of external and internal stakeholders as planned
Impact measurement, resources and project extensions and new future project lives
Medium and long term evaluation of impact studies in terms of usability, cultural museological and educational impact and added value for users
Medium and long term evaluation studies and measurement of financial impact and added value for the organization
Medium and long term evaluation studies and measurement of financial impact for the external stakeholders and community (citizens, specific target groups such as education, tourism)
Medium and long term evaluation and measurement studies for the local, regional and national economy and society justifying additional investment
Studies on successes, deviations and lessons learned
Mapping of possible project extensions, integration in new digital heritage projects ideas and design
Involvement of internal and external stakeholders , introduce new ones identified during the process of operation