



MySmartJourney

Amplify **visitor engagement**
in public spaces



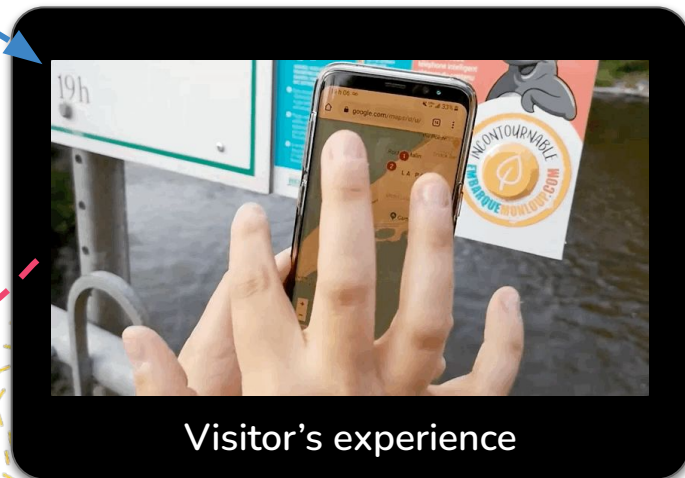
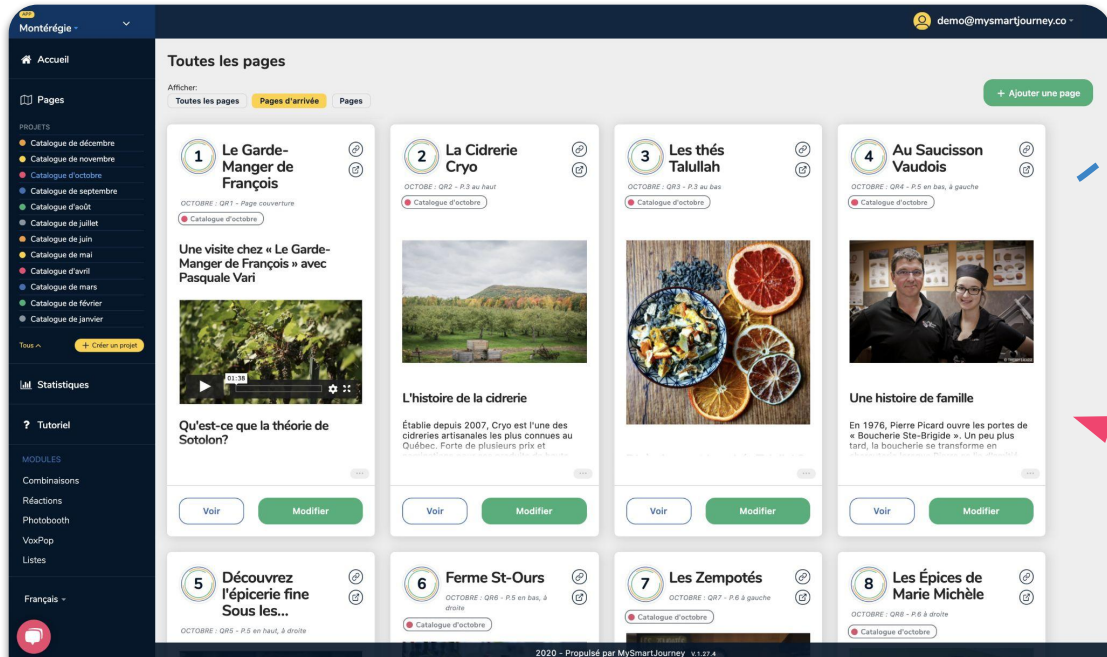
2022 Excellence Award
Tourism Ministry 

[Cliquer ici pour le français](#)

**This presentation has
multimedia content.**

**Loading time may be
slower.**

100% web solution: the easiest to deploy in public spaces



Intuitive and engaging platform



Our Features!

Basic Features

Text, subtitle and dividers

Images

Action buttons (links to other pages and external sites, calls to action, etc.)

Action button with image 🥰

Redirection to a web page

Options for customizing the button format

Organizational techniques: labeling, project classification, internal notes, etc. NEW! 🥰

Gamification Features

Quiz creation

SketchFab: 3D integration

Randomized content 🥰

Riddles: content hidden behind a correct answer 🥰

Unity button to integrate augmented reality**

Multimedia Features

YouTube and Vimeo videos

Zoom in on images

Animated GIFS 🥰

Share on Facebook

SoundCloud

Google Forms: for interactive surveys

Google Maps integration NEW!

Returning to the quest (links to external pages)

Native audio content (listen with the phone closed)

Marketing and Operational Features

Connection to the API (mobile application, interactivity with projectors, etc.) *** NEW!

Selfie Booth* 🥰

Paid experiences in the city: content that is only accessible after the visitor has paid * 🥰

Timer: display content based on a preset schedule*

List of products

Ordering from afar

🥰 *Customer favorites!*

Simple, easy and ready-to-use

1

Create your content

The screenshot shows a web-based content creation tool for a 'Borne Touristique' (Tourist Marker). At the top, there's a 'Chambre' (Room) field and a 'Ouvrir éditeur brut' (Open raw editor) button. Below this is a 'CONTENUS' (Contents) section. It features a list of actions, with 'Action 1' selected. Under 'Action 1', there's a 'Bouton d'action' (Action button) dropdown menu. Below that, there's a 'Texte du bouton' (Button text) field with the placeholder 'Le texte du bouton est le texte affiché dans le bouton.' and a 'Français' language selector. Further down, there's a 'Lien du bouton' (Button link) field with the placeholder 'Le lien est attaché au clic sur le bouton et redirige l'utilisateur vers une autre page ou une URL. Ex: https://www.google.com' and a URL input field containing 'https://msj.world/msjtradeshow/46'. There's also a checkbox for 'Définir comme un bouton de retour' (Define as a return button) with the note 'En choisissant cette option, il n'est pas nécessaire de saisir un lien URL et le bouton va agir comme un bouton de retour du navigateur.' At the bottom, there's a '+ Ajouter une action' (Add an action) button and another section for 'Action 2' with an 'Image - Téléverser' (Image - Upload) dropdown. Below this is a 'Téléverser une image ou un GIF animé' (Upload an image or animated GIF) section with a note 'Formats d'images acceptés: JPG, PNG, GIF et SVG' and a file upload area.

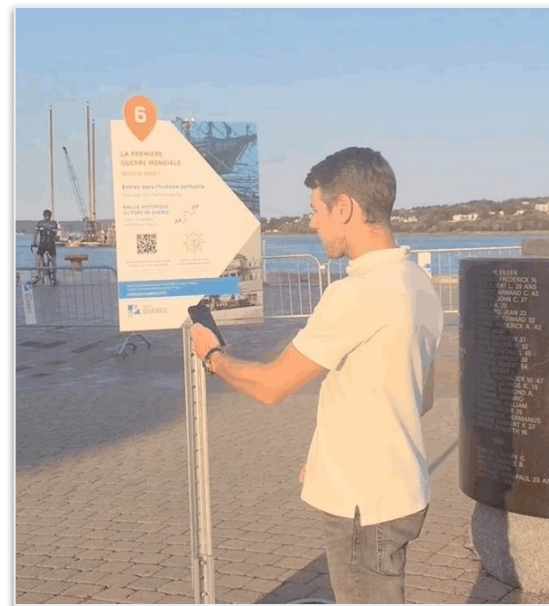
2

Deploy your signage



3

Live the experience!







Our goal: boosting your key JOY indicators

ENGAGEMENT



Greater experiences

for **visitors** toward
your location & brand

COST



Lower expenses

on **technological** hardware,
training & maintenance

TIME



Autonomous teams

for **content** creation,
deployment & updates

DATA



On-site statistics

of visitor behaviour
through anonymous data



OUR TEAM



Isabelle Lopez, Founder and CEO

- Previous CEO of MA14, Web consulting firm
- Chosen to represent Montréal for the prestigious “French-speaking women of the year” award.

Learn more about
Isabelle and MySmartJourney



Angélique
Coordination



Fanny
Client success &
content creation



Julien
Business
development



Michelle
Business
development



Fabienne
Business
development



Mathieu
Web
developer



Badreddine
QA



Olivia
Editorial



Marine
Marketing



David-Louis
Analyst



Various use case examples

Click here to discover them
↓



EXHIBITION HALL



TOURISM



CIRCUITS



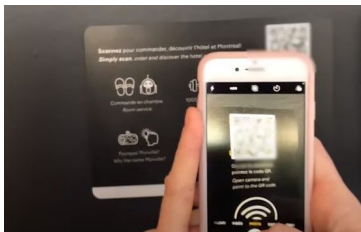
PUBLIC EVENTS



AGRITOURISM



CAMPING



HOSPITALITY



INFRASTRUCTURE
INSPECTION



PRODUCT
ENHANCEMENT

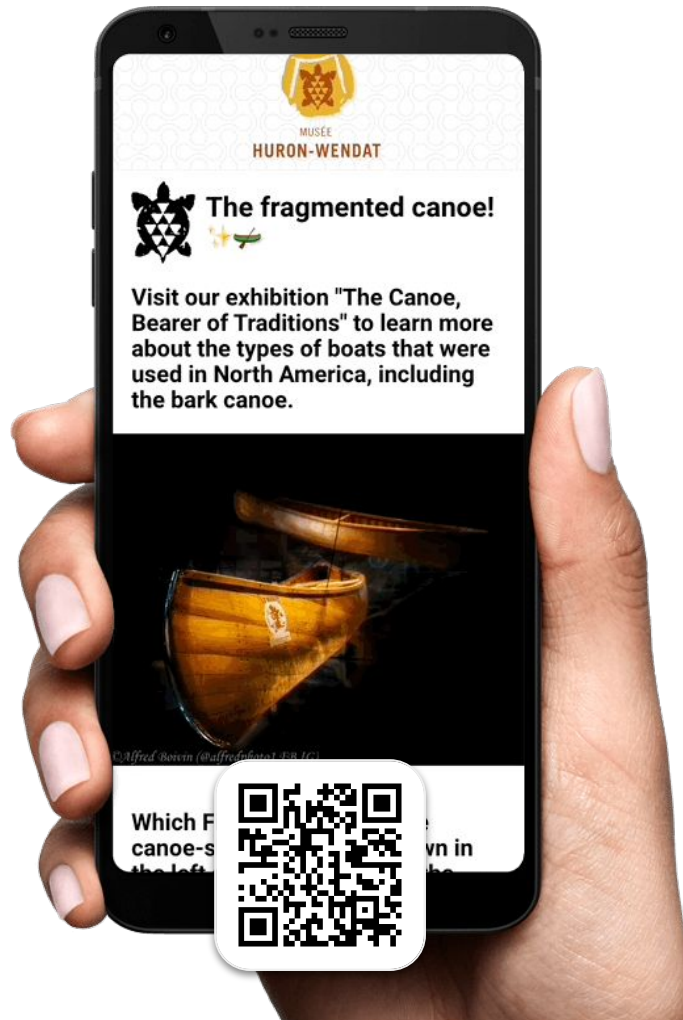


Huron-Wendat Museum

Add interactivity to museum exhibits

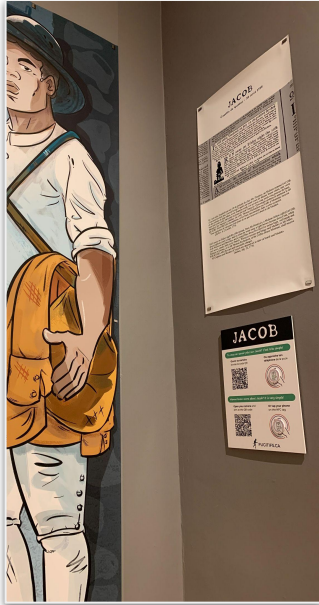


Discover the Huron-Wendat Museum exhibition [HERE](#)

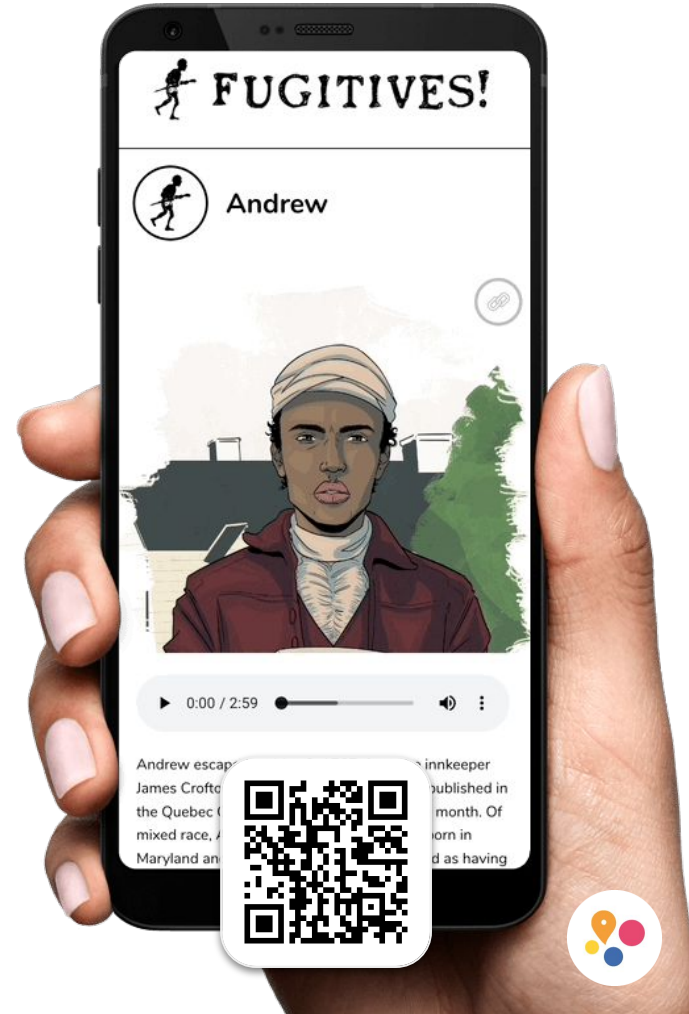


Fugitives!

Online and in-person exhibitions

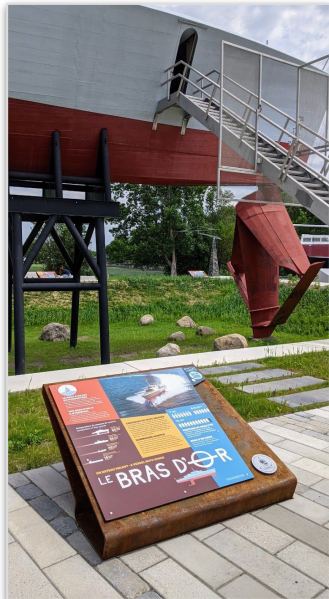


To view the Fugitives exhibition scan 🖱️



Maritime Museum of Québec

Add interactivity in museum exhibitions

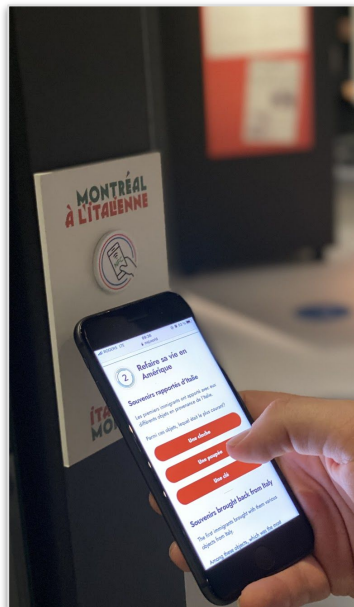


To know more about the Maritime Museum of Québec [👉 HERE](#)

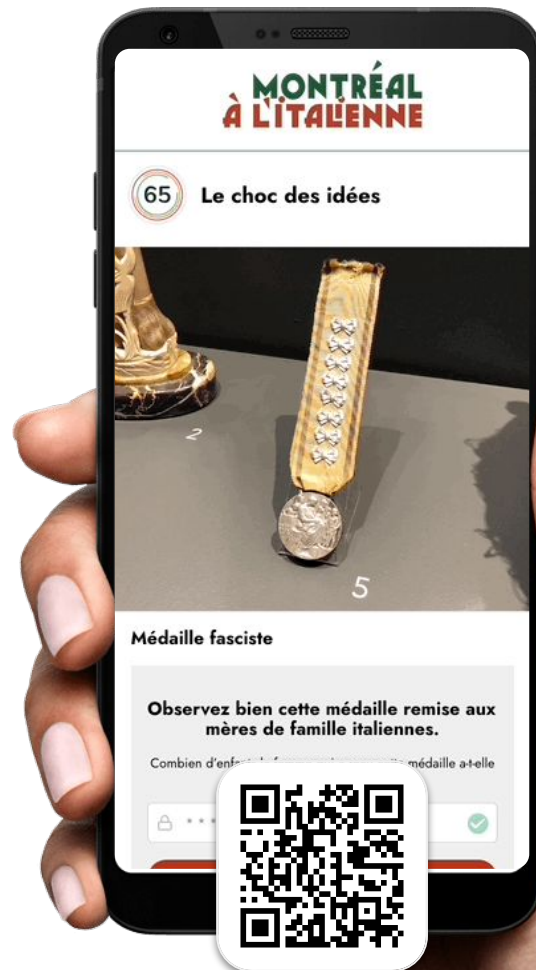


Montréal à l'italienne

Add interactivity in museum exhibitions



To know more about the Montréal à l'italienne exhibition [👉 HERE](#)

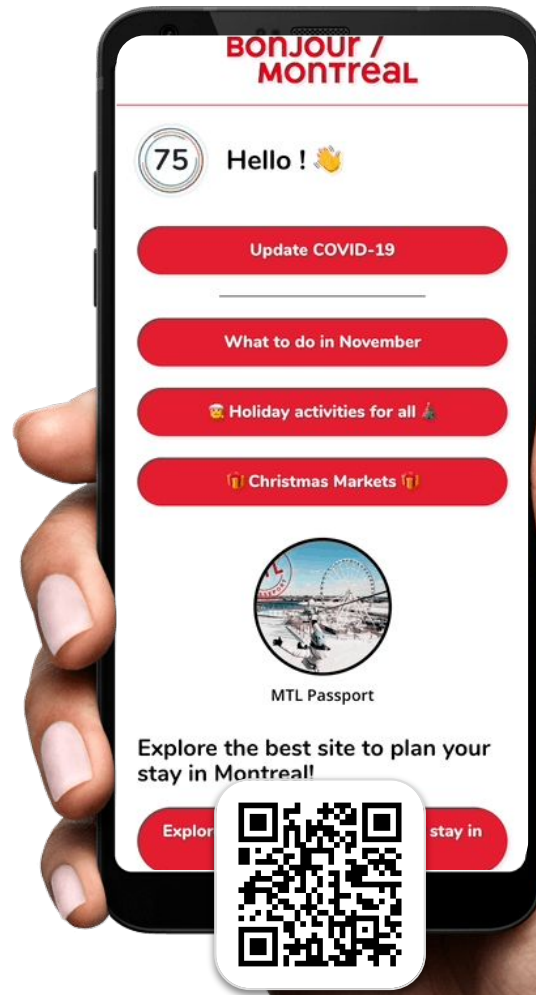


Tourisme Montréal

Autonomous tourism office

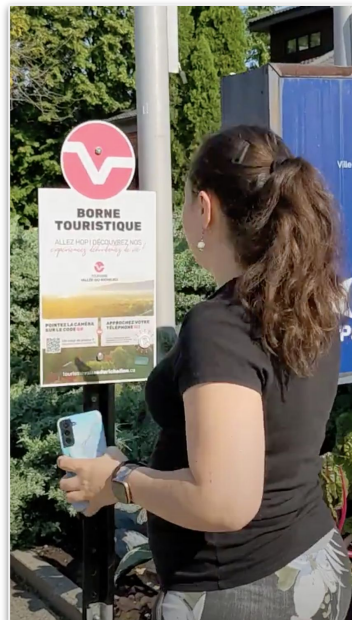


To view Tourisme Montréal scan 🖱️

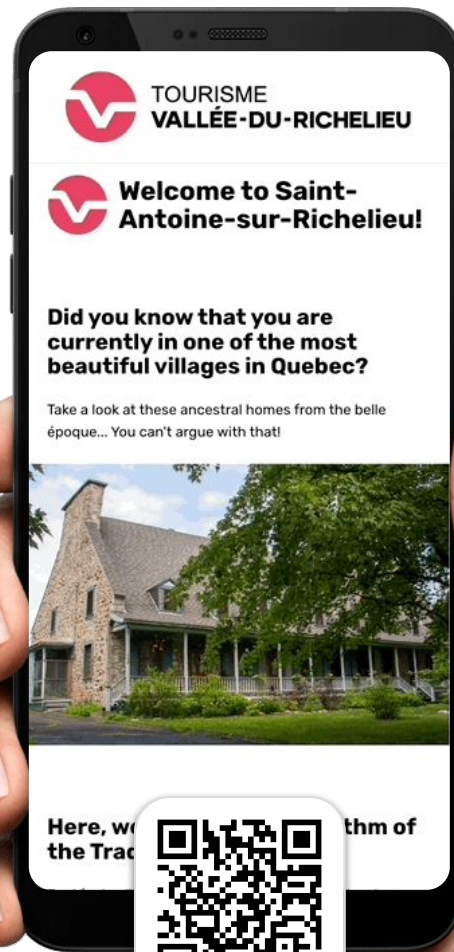


Tourisme Vallée-du-Richelieu

Tourism relay for travel information

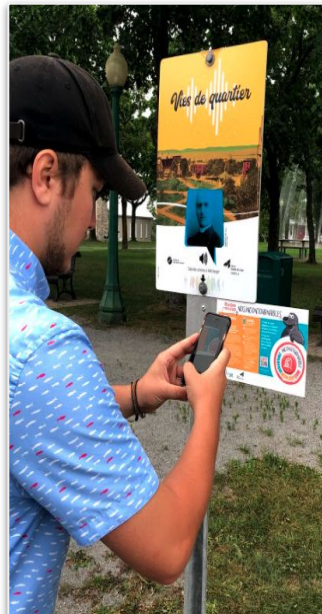


To know more about Tourisme Vallée-du-Richelieu  [HERE](https://www.tourismevalléedurichelieu.ca)



Tourisme Rivière-du-Loup

Self-guided tourism circuit



To know more about Tourisme Rivière-du-Loup  [HERE](#)



Of Course le Mans

Heritage and history enhancement



To know more about Of Course le Mans [HERE](#)



Festival Diapason

Co-writing of a song

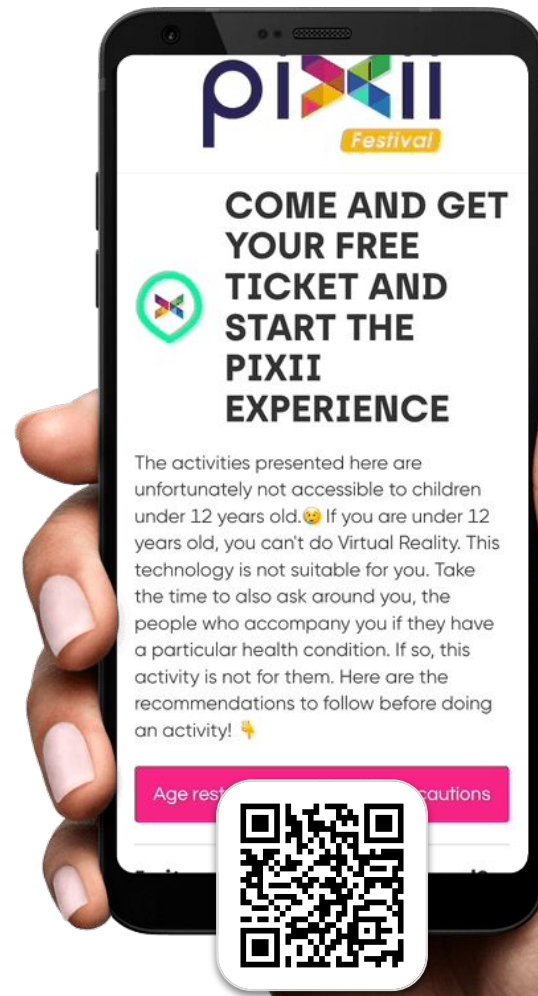
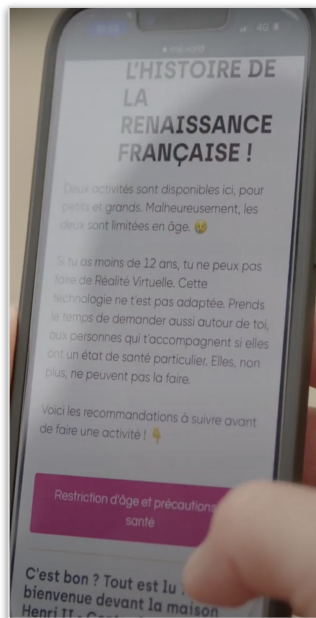


To listen to the song [👉 HERE](#)



Pixii Festival - La Rochelle

Public entertainment during waiting times



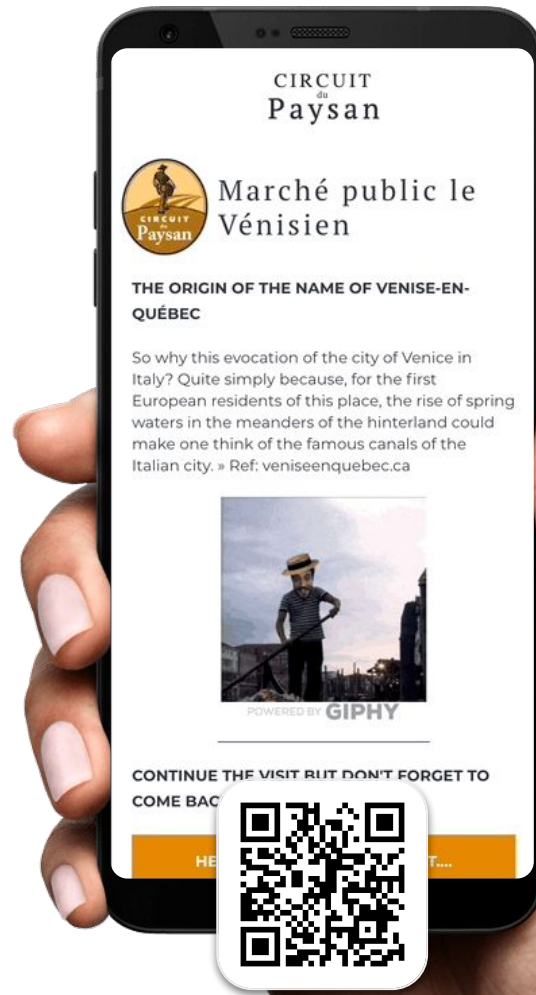
To know more about the Pixii Festival's project ➡ [HERE](#)

Le Circuit du Paysan

Gamify agritourism routes

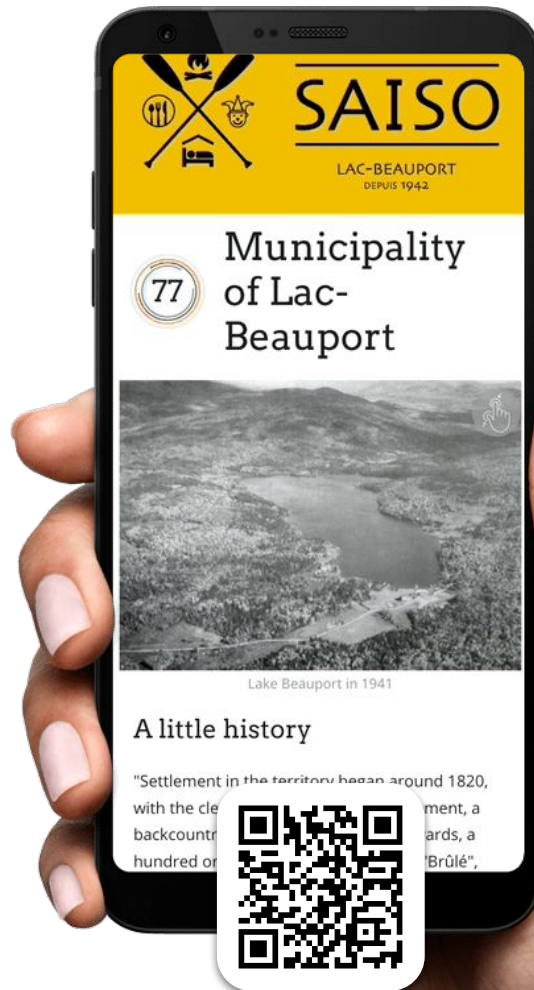


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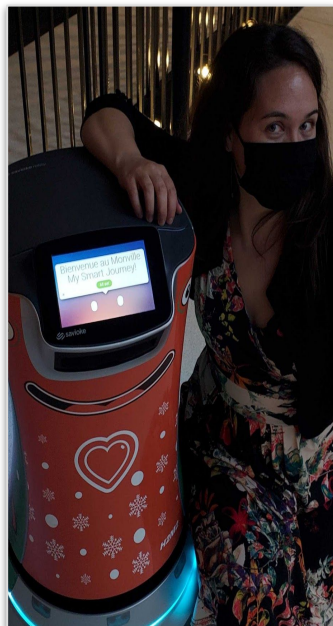
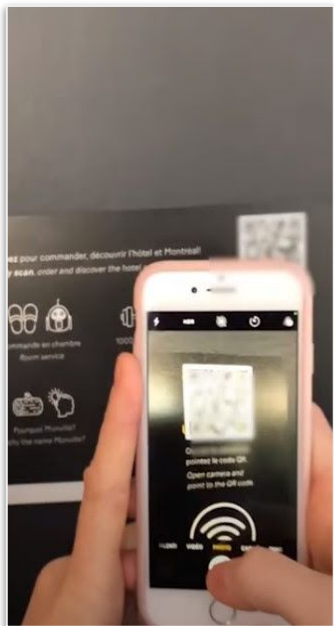
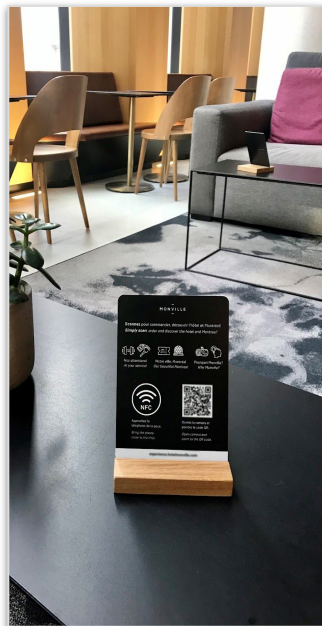
Le Saisonnier

Interactive walking trails

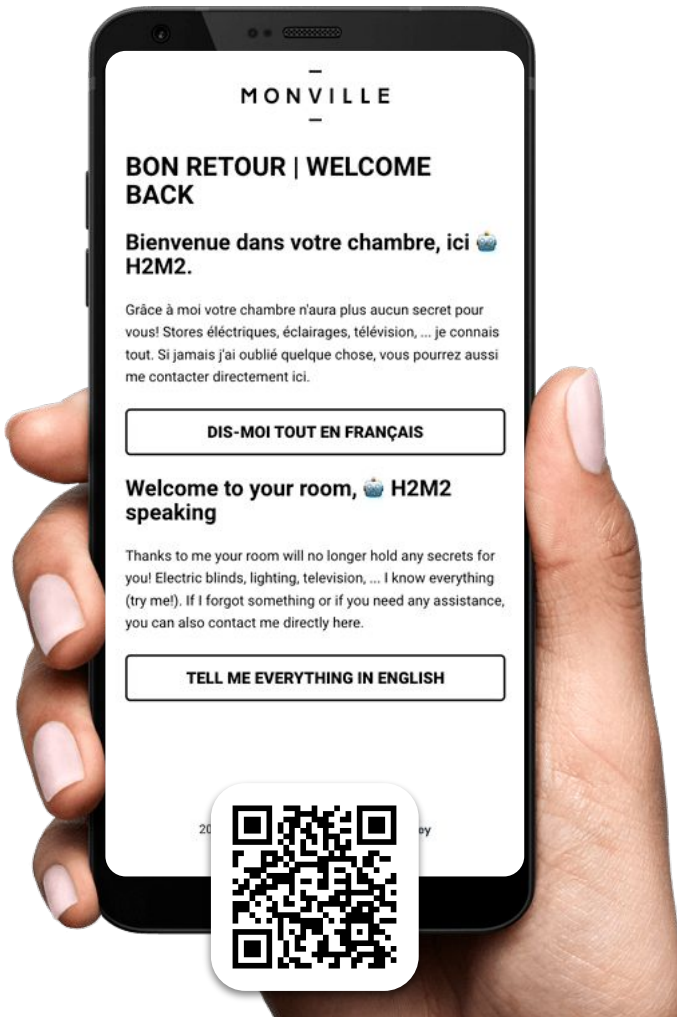


To know more about Le Saisonnier [👉 HERE](#)

Customizable room service ordering system



To know more about Monville Hotel's project [👉 HERE](#)

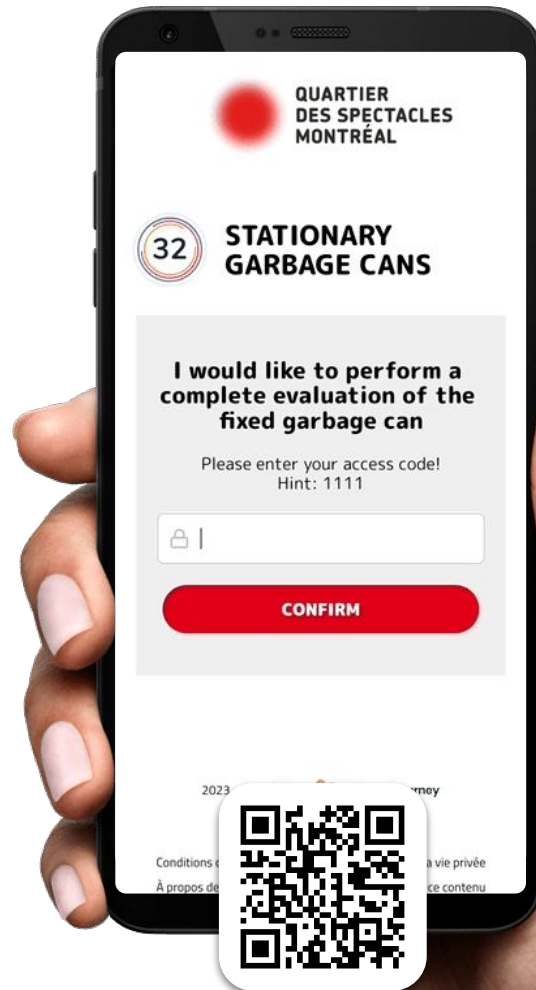


Quartier des spectacles de Montréal

Equipment inspection and real time reporting



To know more about Quartier des spectacles [👉 HERE](#)

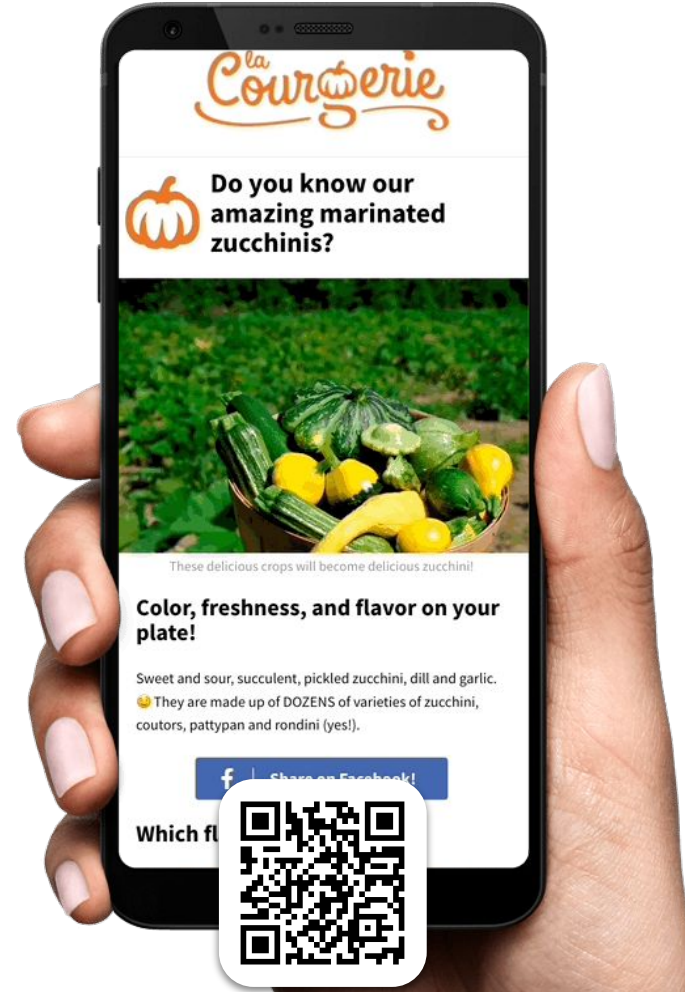


La Courgerie

Product enhancement and gamified shopping experience



To learn more about how to use My Smart Journey for an enriched shopping experience [👉 HERE](#)





MySmartJourney

Tell us
about your project!



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