

How to create an inspiring Place with UpVisit

3 simple steps to an interactive experience -
built with the UpVisit CMS



**Make your space an interactive
experience in our app.**

We'll show you how to do it here. Let us know if you need help!

Three simple steps to a digital experience.

1. Create your Place in our CMS and enter the basic information first (name, address, category...).
2. Enrich your place with audio files, videos, floor plans, additional texts, interactive images - and activate all the features you booked.
3. Publish your place - listed or unlisted.

NOTE: AT THE END OF THE GUIDE YOU WILL FIND NUMEROUS EXAMPLES AND BEST PRACTICES FOR DIFFERENT USE CASES AND INDUSTRIES FOR INSPIRATION.

STEP ONE

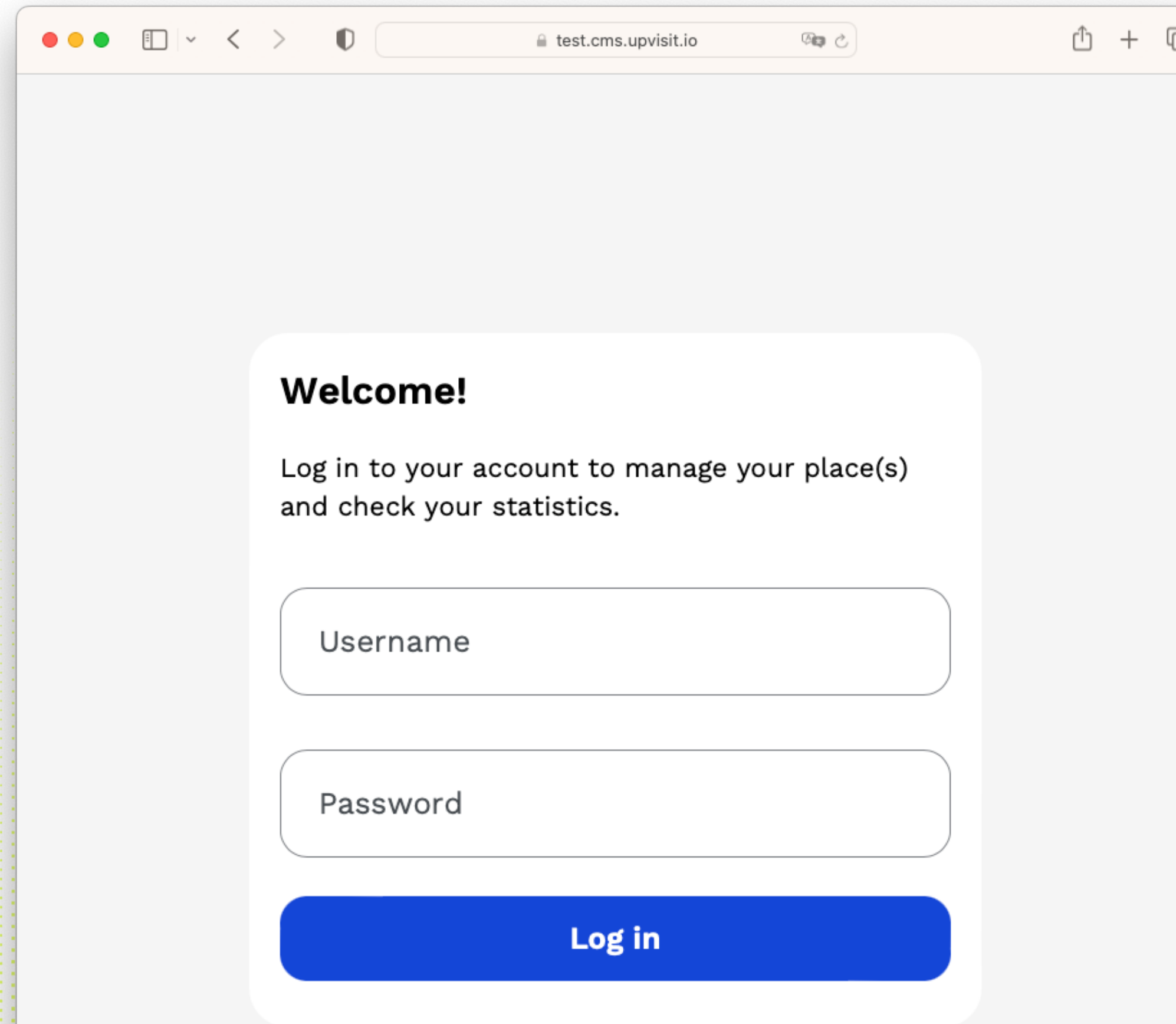
Create your Place

STEP 1: CREATE YOUR PLACE

After you have chosen a licence on [Upvisit.io](https://upvisit.io), you will receive your personal login data by e-mail within 24 hours.

Please use them to log in at cms.upvisit.io

Didn't receive your login data?
Please send an e-mail to customer-success@upvisit.io



test.cms.upvisit.io

Welcome!

Log in to your account to manage your place(s) and check your statistics.

STEP 1: CREATE YOUR PLACE

First we ask you for the basic information of your place. Enter the name of your place and the address, choose a suitable category and - if available - upload a few photos of your place. Then click **SAVE**.

This information will be displayed on the overview page of your place in the app.

The screenshot shows the 'upvisit' web interface for creating a place. The form includes the following fields:

- Name:** Zaan Store
- Address:** Königstraße, 70173 Stuttgart, Deutschland
- Location:** Latitude: 48,778096; Longitude: 9,1779047
- Category:** Shopping

The 'First Preview Image' section shows a photo of the Zaan Store. Below the image, there is a 'Remove' button and a note: 'Choose nice images of your place to attract new visitors'.

The 'Preview' section on the right shows a mobile app view of the store listing. A lightbulb icon and text box explain that the preview shows how the place will look in the app.

By the way: You can see what the overview page will look like live on this smartphone at any time.

STEP 1: CREATE YOUR PLACE

Done! Now your place is created and can be further edited via "Manage Place".

The screenshot displays the upvisit dashboard interface. On the left, a sidebar contains the 'upvisit' logo and a 'Home' menu item. The main content area is titled 'Home' and features a section for 'Manage your places:' which lists 'Zaan Store'. A large image of the store's exterior is shown. To the right of the image are three buttons: 'Manage place' (highlighted in blue), 'Statistics', and 'Notifications'. A black arrow points from the 'Zaan Store' image to the 'Manage place' button. The browser's address bar shows 'test.cms.upvi'.

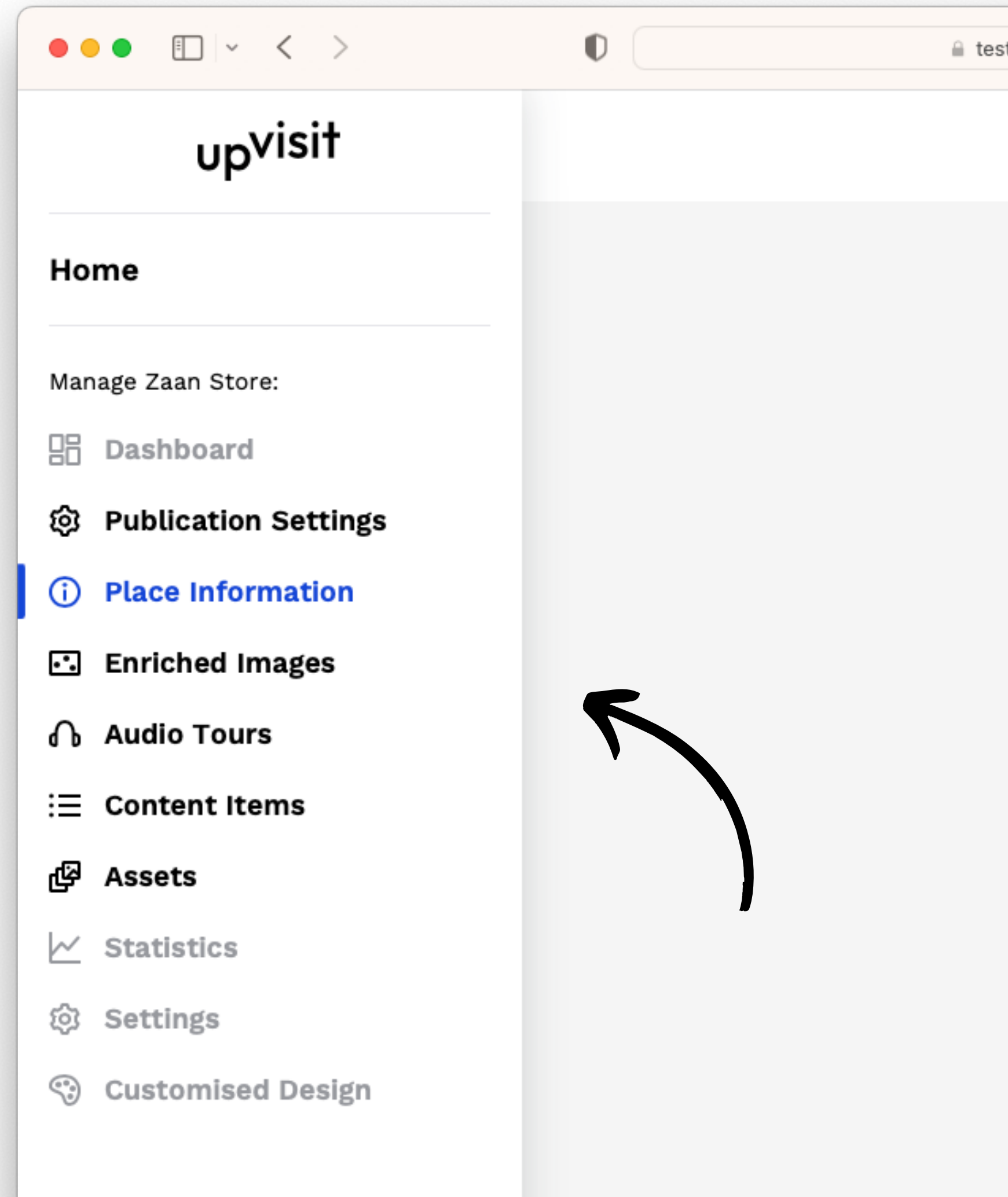
STEP TWO

Enrich your Place

Place Overview

STEP 2: ENRICH YOUR PLACE – PLACE OVERVIEW

Click on "Manage Place" to open the administration of your place. In the column on the left side of the screen you can see which features are activated for you.



STEP 2: ENRICH YOUR PLACE – PLACE OVERVIEW

In the menu item "Place Information" you maintain all the information that is displayed on the Place overview page. Upload more photos and/or videos, write a description of your place...

The screenshot displays the 'upvisit' CMS interface for managing a place. The left sidebar contains a navigation menu with the following items: Home, Manage Zaan Store, Dashboard, Publication Settings, **Place Information** (highlighted), Enriched Images, Audio Tour, Content Items, Assets, Statistics, Settings, and Customised Design. The main content area is divided into several sections:

- Place Videos:** Includes a description and a '+ Add place videos' button.
- Place Photos:** Includes a description and a table of existing photos:

Order	Image	Title	
^ v		Storefront	
^ v		Store interior	

Below the table is a '+ Add place photos' button.
- Basic Information:** Contains a 'Place name' field with the value 'Zaan Store' and a 'Description' field with the following text:

The Zaan store is the perfect place where fashion meets affordability! The store offers a wide range of clothing options for men, women, and children, with styles ranging from casual to formal. Whether you're looking for the perfect outfit for a night out on the town or something comfortable and practical for everyday wear, the store has something for everyone.

The store features high-quality garments from a variety of popular brands, as well as unique pieces from up-and-coming designers. In addition to the clothing selection, the store offers a variety of accessories to complement the outfit, including jewelry, hats, and bags.

You will find offers at affordable pricing on all of the clothing and accessories, so you can update your wardrobe without breaking the bank.

On the right side, there is an 'App Preview' section showing a mobile app interface for 'Zaan Store' with a map of the location in Stuttgart, Germany.

STEP 2: ENRICH YOUR PLACE – PLACE OVERVIEW

...add an external link - for example to your online shop, booking system or newsletter subscription...

The screenshot displays the upvisit CMS interface for managing a place. The left sidebar shows the navigation menu with 'Place Information' selected. The main content area is divided into several sections:

- Category:** A dropdown menu set to 'Shopping' with an 'Add Category' button.
- Button With External Link:** A section for adding an external link. The 'Button Text' field contains 'Shop now: Click & Collect', and the 'Link' field contains 'https://zaan-store.com/click-and-collect'. A large black arrow points to this section.
- Address:** A section for entering the address. The 'One-line representation of the address' field contains 'Königstraße, 70173 Stuttgart, Deutschland'. Below it are fields for 'Street' (Königstraße), 'House number', 'Postal code' (70173), 'City' (Stuttgart), and 'State' (Baden-Württemberg).

On the right side, there is an 'App Preview' section showing a mobile app interface for 'Zaan Store' with a 'Shop now: Click & Collect' button and a map of the location in Stuttgart.

STEP 2: ENRICH YOUR PLACE – PLACE OVERVIEW

...if necessary, correct the pin on the map and - last but not least - add your contact information.

Don't forget to save your changes!

upvisit

Home

Manage Zaan Store:

- Dashboard
- Publication Settings
- Place Information
- Enriched Images
- Audio Tours
- Content Items
- Assets
- Statistics
- Settings
- Customised Design

Location

Latitude
48,778096
E.g. 53.086234

Longitude
9,1779047
E.g. 7.385658

Karte Satellit

Stuttgart

Use my location Hide Map

Contact Information

Phone Number
+49 123 4567890

Email
info@zaan-store.com

+ Create new place

Save Publish

Imprint · Privacy Policy

App Preview

Zaan Store

Shopping
Stuttgart, Deutschland

The Zaan store is the perfect place where fashion meets affordability! The store offers a wide range of clothing options.

Shop now: Click & Collect

Location
Königstraße, 70173 Stuttgart, Deutschland

Contact

STEP TWO

Enrich your Place

Assets

STEP 2: ENRICH YOUR PLACE – ASSETS

"Assets" is the archive for all your videos, pictures, floor plans and audio files.

We recommend that you start by uploading all the material you want to use within your Place. Then you will have it right at hand.

The screenshot displays the upvisit web application interface. The left sidebar shows the navigation menu with 'Assets' highlighted. The main content area is titled 'Media' and shows a list of assets for 'Zaan Store'. A bulk action bar at the top indicates '9 of 9 selected' and offers a 'Delete' option. A blue 'Upload Media' button is also visible. The asset list includes various images and audio files.

All Media Items			
	Image	Title	Type
<input type="checkbox"/>		Storefront	Image
<input type="checkbox"/>		Store interior	Image
<input type="checkbox"/>		Men's clothes.jpg	Image
<input type="checkbox"/>		key-visual.jpg	Image
<input type="checkbox"/>		Vases.jpg	Image
<input type="checkbox"/>		Zaan Shoppers.jpg	Image
<input type="checkbox"/>		Zaan Video Presentation.mp4	Video
<input type="checkbox"/>		Zaan Craftsmanship	Audio
<input type="checkbox"/>		Zaan Philosophy	Audio

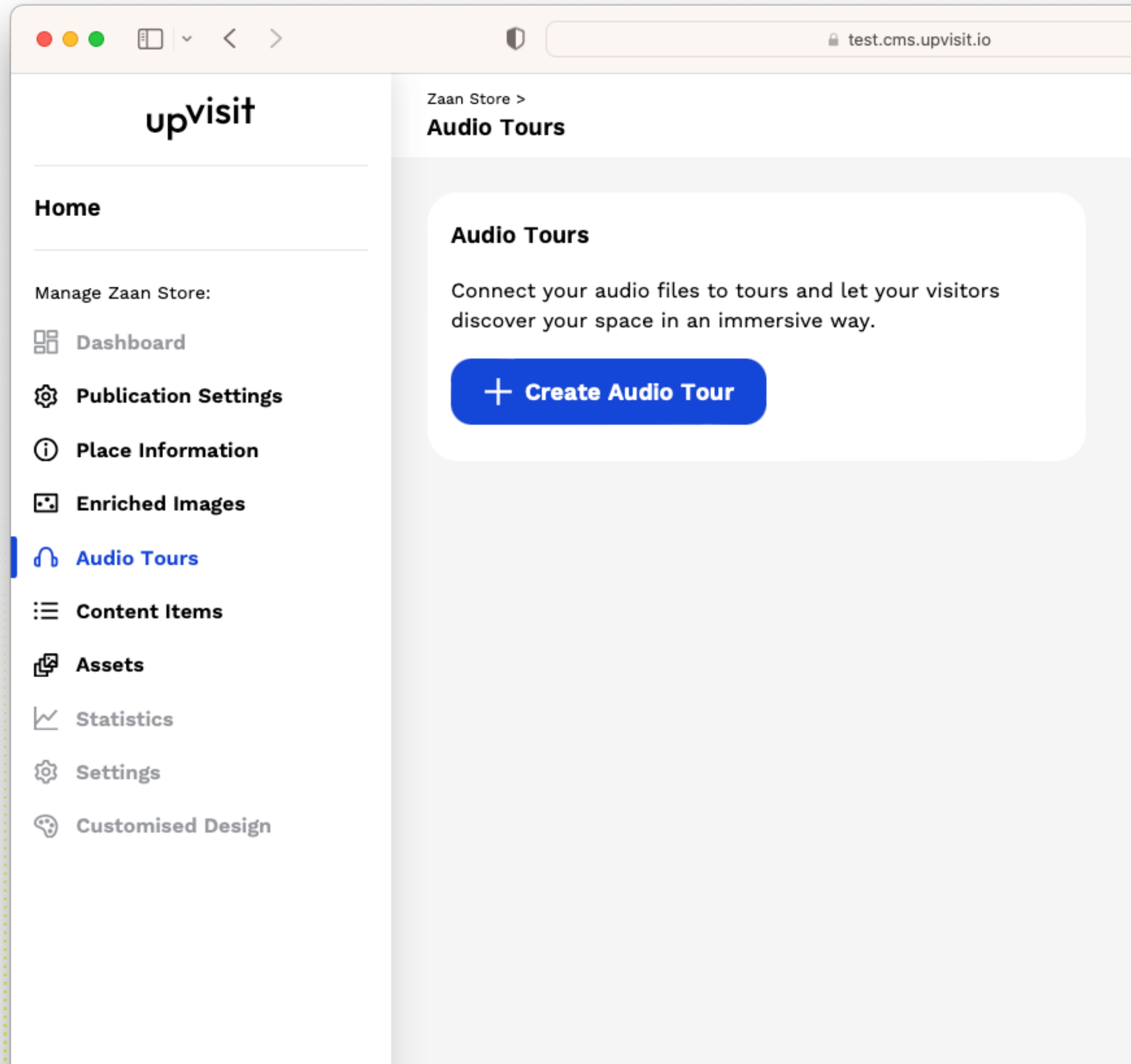
STEP TWO

Enrich your Place

Audio Tours

STEP 2: ENRICH YOUR PLACE – AUDIO TOURS

In the menu item "Audio Tours" you can compile audio files into a theme-related group.



The screenshot displays the upvisit CMS interface. The browser address bar shows the URL `test.cms.upvisit.io`. The main header features the upvisit logo and the breadcrumb "Zaan Store > Audio Tours". A left-hand navigation menu lists various management options: Home, Manage Zaan Store, Dashboard, Publication Settings, Place Information, Enriched Images, Audio Tours (highlighted with a blue bar), Content Items, Assets, Statistics, Settings, and Customised Design. The main content area is titled "Audio Tours" and contains the instruction: "Connect your audio files to tours and let your visitors discover your space in an immersive way." Below this text is a prominent blue button labeled "+ Create Audio Tour".

STEP 2: ENRICH YOUR PLACE – AUDIO TOURS

Three steps to your audio tour:

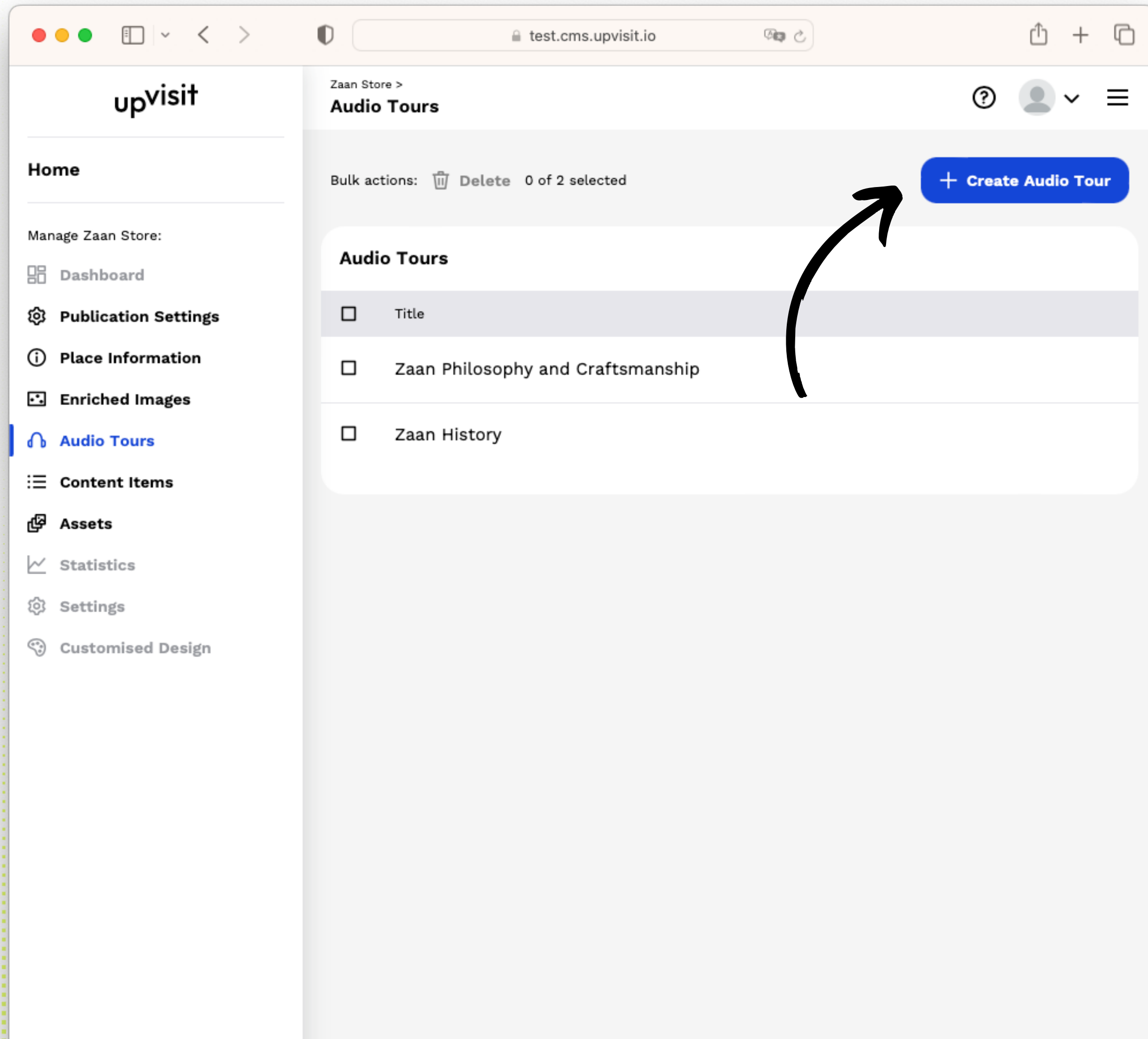
1. Give your tour an appealing name.
2. Add the audio files that belong to the tour: You can select them from the already uploaded assets or upload them directly.
3. Give every audio file an appealing name.

Don't forget to save your tour.

The screenshot shows the 'upvisit' CMS interface for creating an audio tour. The browser address bar shows 'test.cms.upvisit.io'. The user is logged in as 'Jennifer Langton'. The page title is 'Zaan Store > Audio Tours' and the main heading is 'Create Audio Tour'. The left sidebar contains navigation options: Home, Manage Zaan Store (Dashboard, Publication Settings, Place Information, Enriched Images, Audio Tours, Content Items, Assets, Statistics, Settings, Customised Design), and a '+ Create new place' button. The main content area shows the 'Audio Tour Title' field with the value 'Zaan Philosophy and Craftsmanship'. Below this are two audio tracks. 'Audio Track 1' has a title 'Zaan Philosophy', a duration of 00:57, and an audio ID '6407878080453c802ebda3c1'. 'Audio Track 2' has a title 'Zaan Craftsmanship', a duration of 00:46, and an audio ID '6407878080453c802ebda3bb'. Both tracks have 'Replace' and 'Remove' buttons. At the bottom of the main content area is a '+ Add audio track' button. The footer contains 'Imprint · Privacy Policy' and 'Save' and 'Publish' buttons.

STEP 2: ENRICH YOUR PLACE – AUDIO TOURS

You'll now find your audio tour listed in the menu item and live in the app. As you can see from the button at the top right, you can create several audio tours.



The screenshot displays the upvisit CMS interface for managing audio tours. The browser address bar shows the URL `test.cms.upvisit.io`. The page title is "Zaan Store > Audio Tours". In the top right corner, there is a blue button labeled "+ Create Audio Tour" with a black arrow pointing to it. Below the button, a "Bulk actions" section shows a trash icon and the text "Delete 0 of 2 selected". The main content area is a table titled "Audio Tours" with the following items:

<input type="checkbox"/>	Title
<input type="checkbox"/>	Zaan Philosophy and Craftsmanship
<input type="checkbox"/>	Zaan History

The left sidebar contains the upvisit logo and a navigation menu with the following items: Home, Manage Zaan Store: Dashboard, Publication Settings, Place Information, Enriched Images, Audio Tours (highlighted), Content Items, Assets, Statistics, Settings, and Customised Design.

STEP TWO

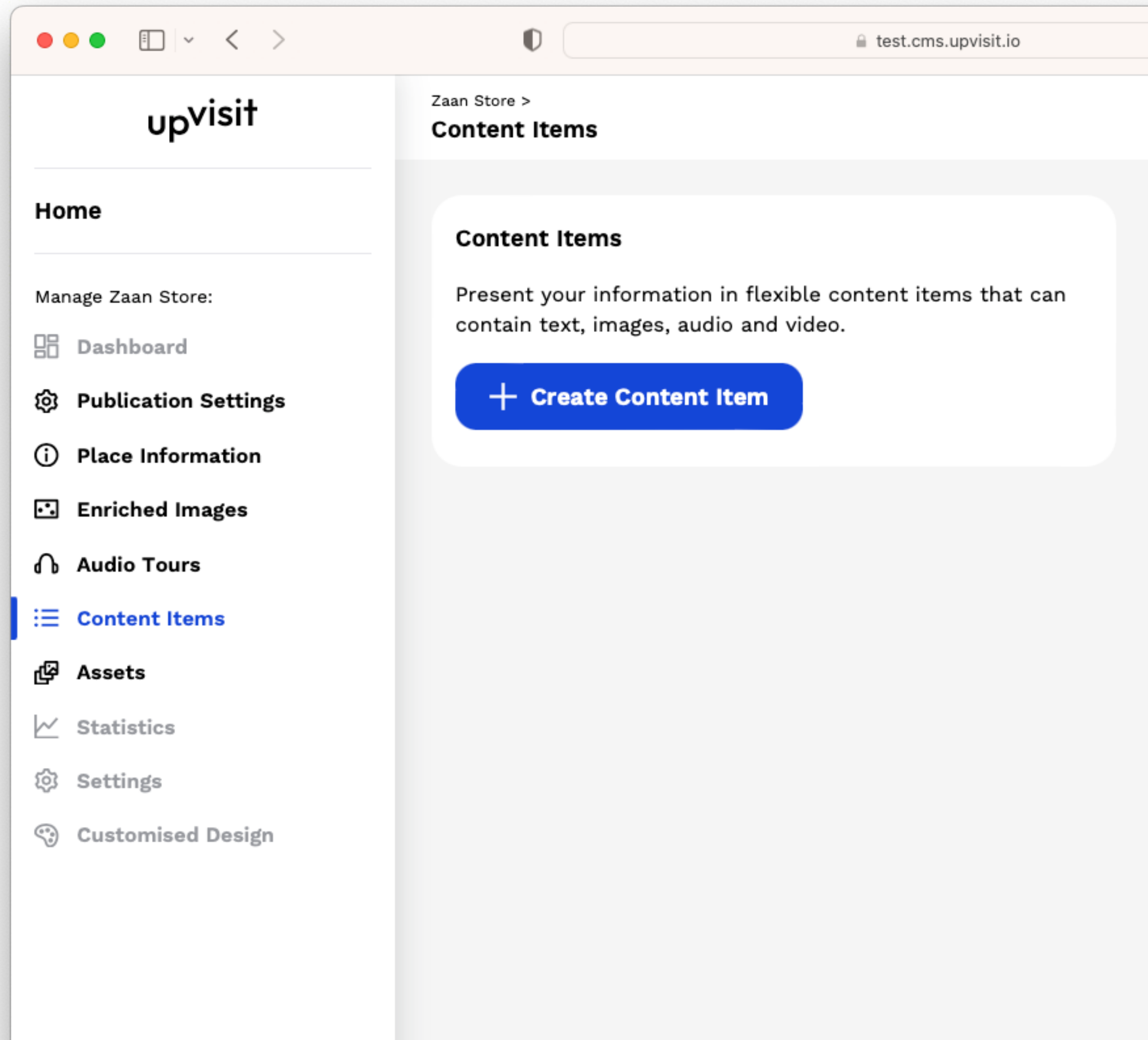
Enrich your Place

Content Items

STEP 2: ENRICH YOUR PLACE – CONTENT ITEMS

A content item provides additional information to a background image.

Content items can contain images, videos, audio files and texts. They are accessible via QR Codes our CMS generates automatically.



STEP 2: ENRICH YOUR PLACE – CONTENT ITEMS

Let's start by giving the item an appealing name. This name serves as a label for the item in the app.

In the next step you upload pictures and videos that belong to this item and add a description...

The screenshot shows the 'upvisit' web interface for creating a content item. The browser address bar shows 'test.cms.upvisit.io'. The page title is 'Zaan Store > Content Items' and the main heading is 'Create Content Item'. A user profile 'Jennife' is visible in the top right. A left sidebar contains navigation options: Home, Manage Zaan Store (Dashboard, Publication Settings, Place Information, Enriched Images, Audio Tours, Content Items, Assets, Statistics, Settings, Customised Design), and a '+ Create new place' button at the bottom. The main content area is divided into sections: 'Content Item Title' with a 'Title' input field; 'Content' section with three media upload options (Image, Video, Audio), each with an 'Upload' button and a 'Media Library' link, and corresponding title input fields. The 'Image' section includes a note: 'Image title will not be shown but is recommended for accessibility' and 'Image will also be used as preview thumbnail for the content item'. The 'Text' section has a large text area with a note: 'Recommended text length is max. 1000 characters'. On the right, an 'App Preview' section is partially visible, showing a large empty rounded rectangle.

STEP 2: ENRICH YOUR PLACE – CONTENT ITEMS

...in the screen on the right side you'll see exactly how the created content item will look in the app.

And...

The screenshot displays the upvisit CMS interface for creating a content item. The browser address bar shows 'test.cms.upvisit.io'. The user is identified as Jennifer Langton.

Content Item Title: The title field contains 'Women's Clothing'.

Content:

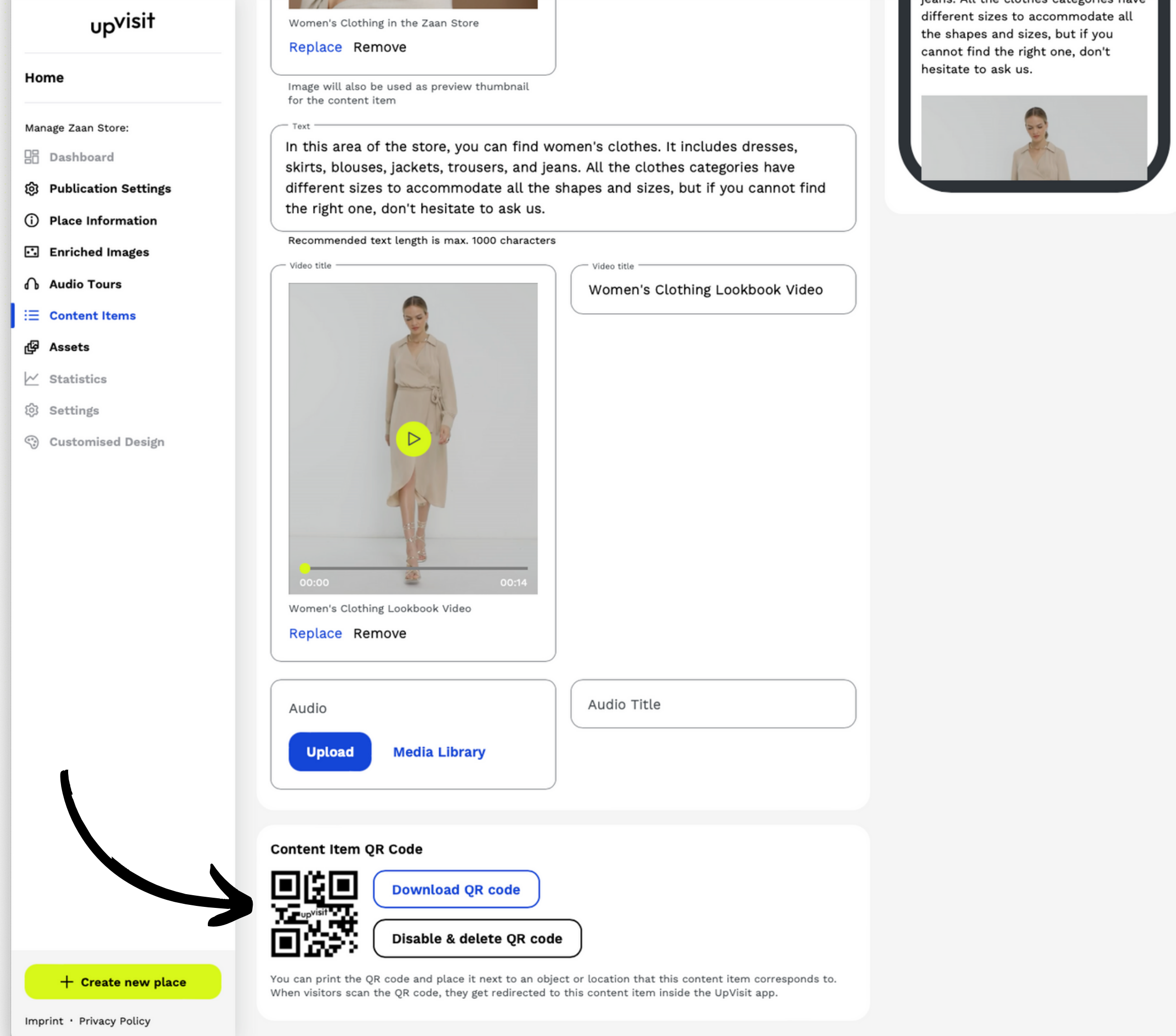
- Image:** A placeholder image of a woman with a large floral accessory. The filename is 'key-visual.jpg'. Below the image are 'Replace' and 'Remove' buttons. A note states: 'Image will also be used as preview thumbnail for the content item'.
- Image title:** The field contains 'Women's Clothing in the Zaan Store'. A note below reads: 'Image title will not be shown but is recommended for accessibility'.
- Text:** The text field contains: 'In this area of the store, you can find women's clothes. It includes dresses, skirts, blouses, jackets, trousers, and jeans. All the clothes categories have different sizes to accommodate all the shapes and sizes, but if you cannot find the right one, don't hesitate to ask us.' A note below indicates: 'Recommended text length is max. 1000 characters'.
- Video title:** The field contains 'Women's Clothing Lookbook Video'.

App Preview: A preview of the mobile app shows the 'Women's Clothing' category page. It features a header with a back arrow and a bookmark icon, a main image of the woman with the floral accessory, and a text block: 'In this area of the store, you can find women's clothes. It includes dresses, skirts, blouses, jackets, trousers, and jeans. All the clothes categories have different sizes to accommodate all the shapes and sizes, but if you cannot find the right one, don't hesitate to ask us.' Below the text is a smaller image of a woman in a beige outfit.

STEP 2: ENRICH YOUR PLACE – CONTENT ITEMS

...after you have saved the item, you can download the QR code and attach it to the corresponding exhibit in your place.

With the QR code, visitors can open and experience the item in your place.

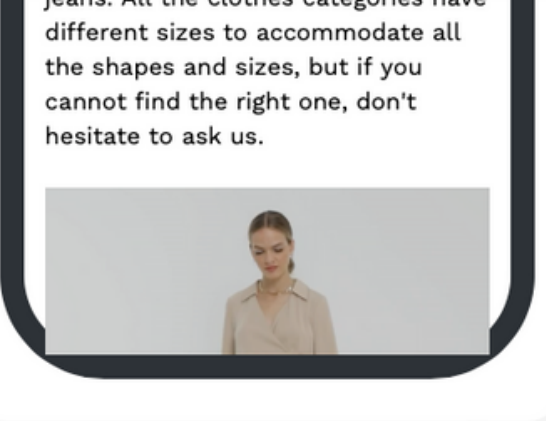


The screenshot shows the 'upvisit' app interface. On the left is a sidebar menu with options: Home, Manage Zaan Store: Dashboard, Publication Settings, Place Information, Enriched Images, Audio Tours, Content Items (highlighted), Assets, Statistics, Settings, and Customised Design. At the bottom of the sidebar is a '+ Create new place' button and 'Imprint · Privacy Policy' text.

The main content area displays a list of content items. The first item is 'Women's Clothing in the Zaan Store' with 'Replace' and 'Remove' buttons. Below it is a text input field with the text: 'In this area of the store, you can find women's clothes. It includes dresses, skirts, blouses, jackets, trousers, and jeans. All the clothes categories have different sizes to accommodate all the shapes and sizes, but if you cannot find the right one, don't hesitate to ask us.' A note below the text says 'Recommended text length is max. 1000 characters'. The second item is 'Women's Clothing Lookbook Video' with a video player showing a woman in a beige dress and 'Replace' and 'Remove' buttons. The video title is 'Women's Clothing Lookbook Video'. Below the video player is an 'Audio' section with 'Upload' and 'Media Library' buttons and an 'Audio Title' input field.

At the bottom of the main content area is the 'Content Item QR Code' section, which includes a QR code, 'Download QR code' and 'Disable & delete QR code' buttons, and a note: 'You can print the QR code and place it next to an object or location that this content item corresponds to. When visitors scan the QR code, they get redirected to this content item inside the UpVisit app.'

A large black arrow points from the 'Content Item QR Code' section to the QR code shown in the separate image on the left.



STEP TWO

Enrich your Place

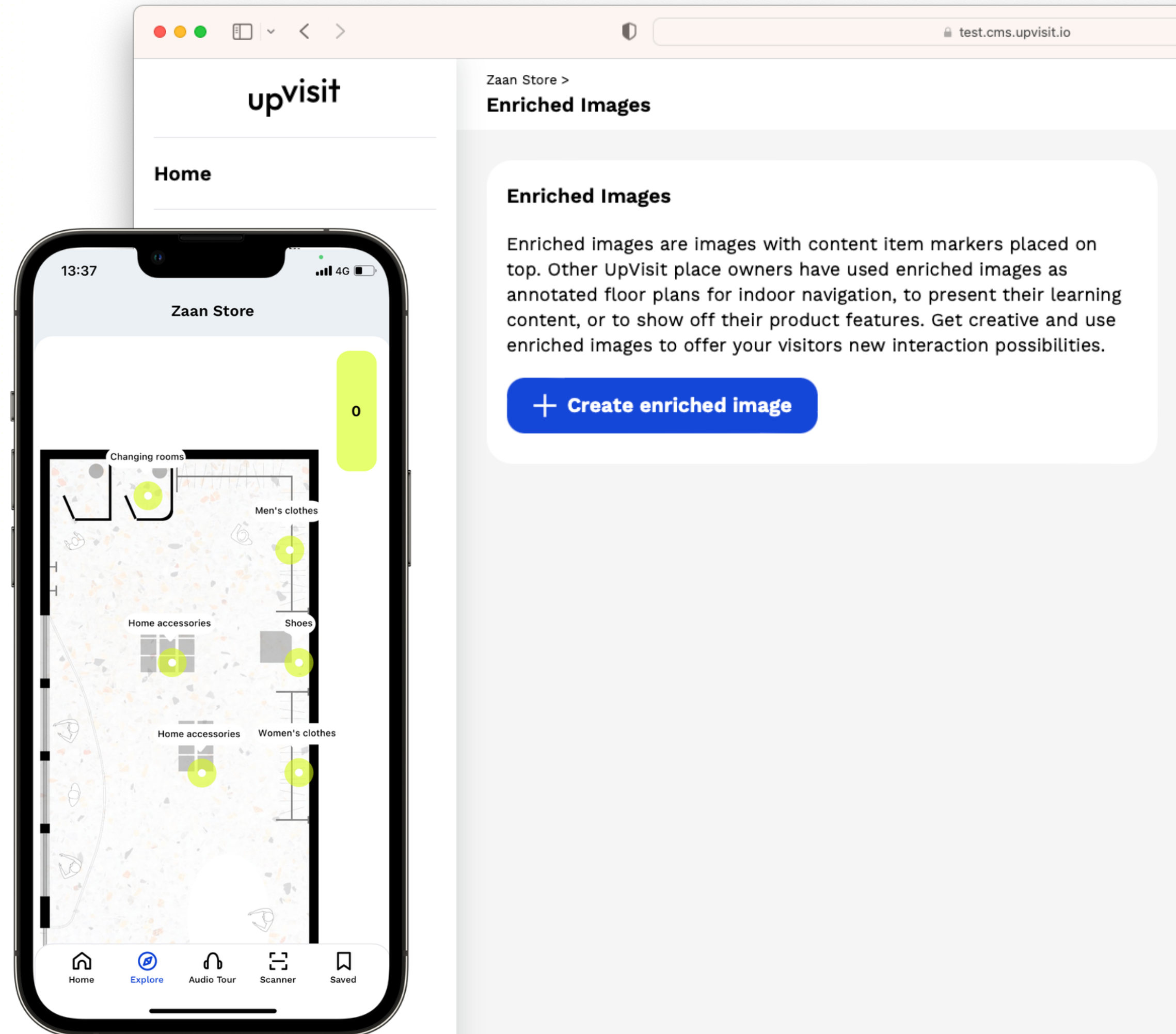
Enriched Images

STEP 2: ENRICH YOUR PLACE – ENRICHED IMAGES

An enriched image provides additional information on a picture accessible via yellow clickable dots.

There are unlimited possibilities to use the Enriched Image: Floor plans, site plans, menus, lifestyle images of your brand, product images, manufacturing machinery, team photos, etc.

We look forward to seeing how you use this powerful feature.



STEP 2: ENRICH YOUR PLACE – ENRICHED IMAGES

Start creating your Enriched Image by uploading the background picture (or selecting it in the asset section)...

The screenshot shows the 'upvisit' web application interface for creating an enriched image. The browser address bar shows 'test.cms.upvisit.io'. The user is identified as 'Jennifer Langton'. The main content area is titled 'Create enriched image' and is divided into three sections:

- Enriched Image Title:** A text input field containing 'Zaan Store Level 0'.
- Step 1: Upload Background Image:** A section for uploading an SVG file. It includes a text input field labeled 'Background image SVG', a blue 'Upload' button, and a link for 'Media Library'. Below this is a note: 'Upload an SVG file containing the background image. For best performance, keep file size below 500 KB.'
- App Preview:** A large, empty rounded rectangular frame on the right side of the interface, intended for a preview of the final image.

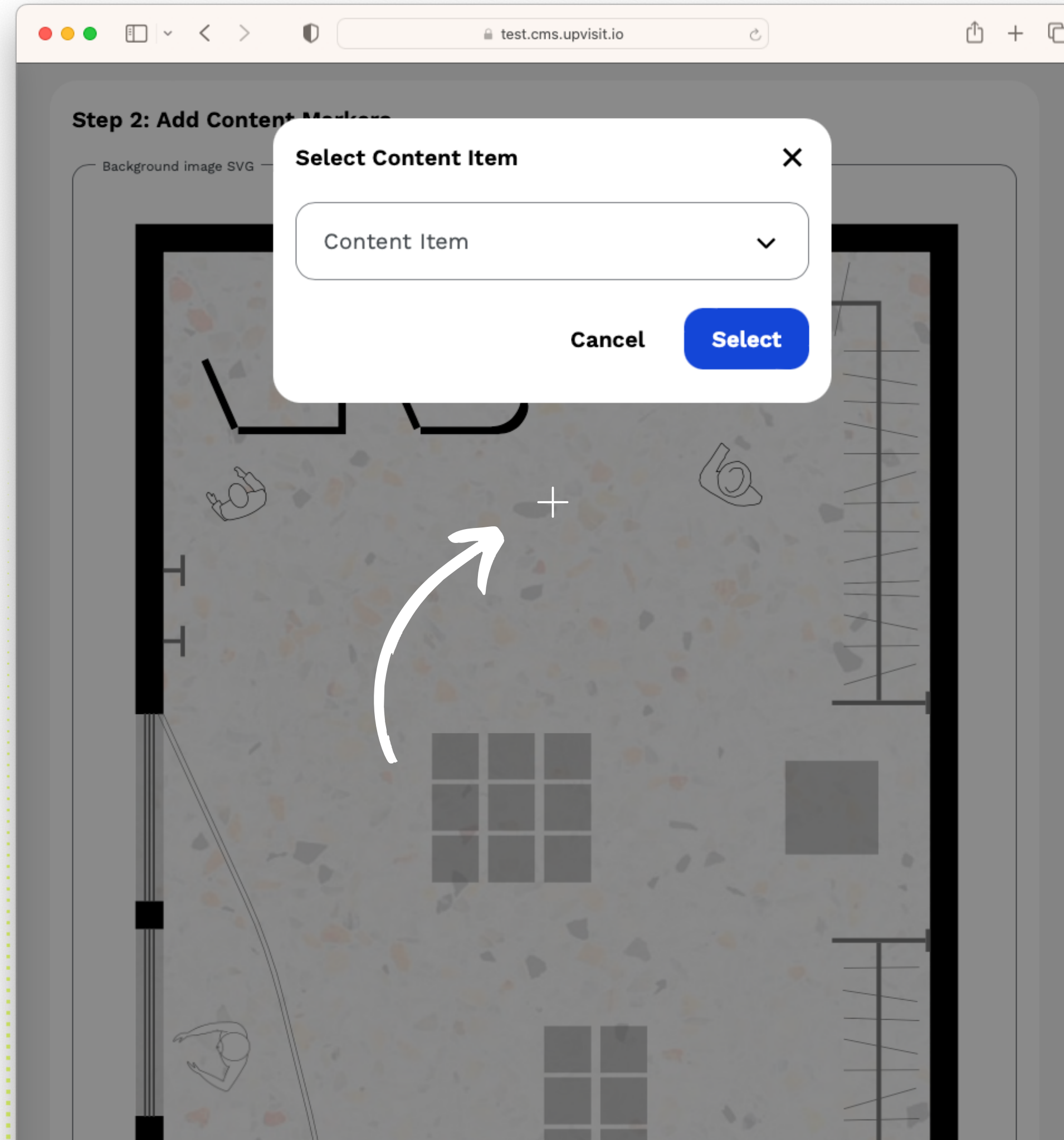
The left sidebar contains navigation options: Home, Manage Zaan Store, Dashboard, Publication Settings, Place Information, Enriched Images (highlighted), Audio Tours, Content Items, Assets, Statistics, Settings, and Customised Design.

STEP 2: ENRICH YOUR PLACE – ENRICHED IMAGES

...now you can add the content items you want to highlight in the enriched image.

When you move the mouse over the background image, the mouse pointer becomes a crosshair. Navigate with the mouse to the place where a content item is to be placed. Click the left mouse button. Now a menu opens in which you can select and place the appropriate content item.

You can see your changes live in the screen on the right side.



STEP THREE

Publish your Place

STEP 3: PUBLISH YOUR PLACE

In the menu item "Publication Settings" you decide about the Publication Type of your location when you publish it:

- Listed: Your place will be suggested to our visitors on the Discover page and in Search.
- Unlisted: Your place can only be accessed by code or QR code and will not be displayed in UpVisit discovery mode.
- Pinned: Your place is the only one visible on your devices in your space (e.g. monitors or tablets). Please contact us at customer-success@upvisit.io to set this up.

The screenshot shows the UpVisit CMS interface. The browser address bar displays 'test.cms.upvisit.io'. The page title is 'Zaan Store > Publication Settings'. The left sidebar contains a navigation menu with the following items: Home, Manage Zaan Store: Dashboard, **Publication Settings** (highlighted with a blue bar), Place Information, Enriched Images, Audio Tours, Content Items, Assets, Statistics, Settings, and Customised Design. The main content area is divided into three sections: 1. 'Publication' with an 'Unpublish place' button and explanatory text. 2. 'Publication Type' with three radio buttons: 'Listed', 'Unlisted' (selected), and 'Pinned'. Below these are descriptions for each type and a contact email 'info@upvisit.io'. 3. 'Place QR Code' featuring a QR code, a 'Download QR code' button, and a 'Disable & delete QR code' button, followed by explanatory text. A large black arrow points from the 'Unlisted' radio button in the 'Publication Type' section to the 'Publication Settings' menu item in the sidebar.

A few practical tips:

If you know that you want to create multiple content items, first upload all pictures, videos and audio files in "Assets".

At first create all the content items and then add them to the enriched image.

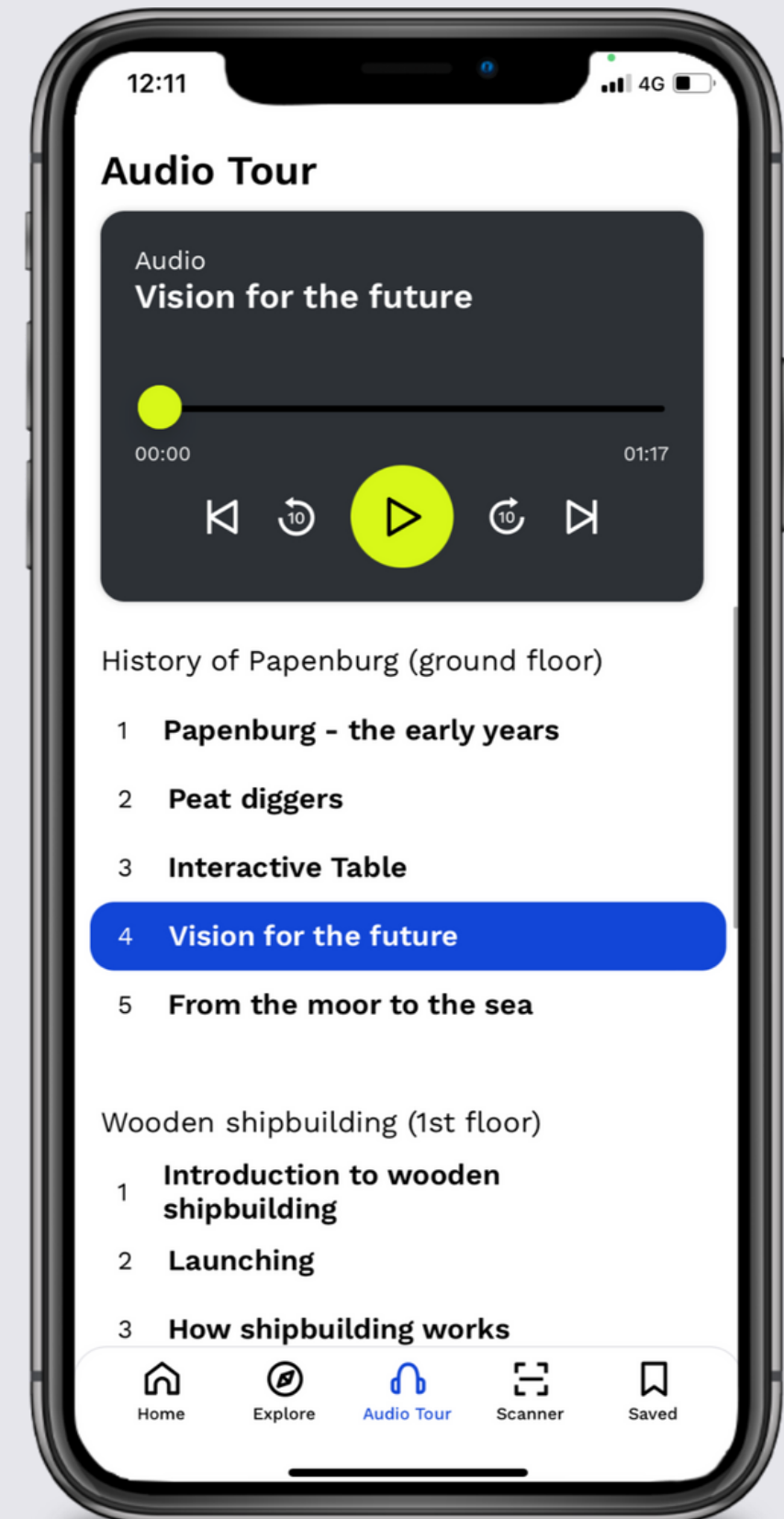
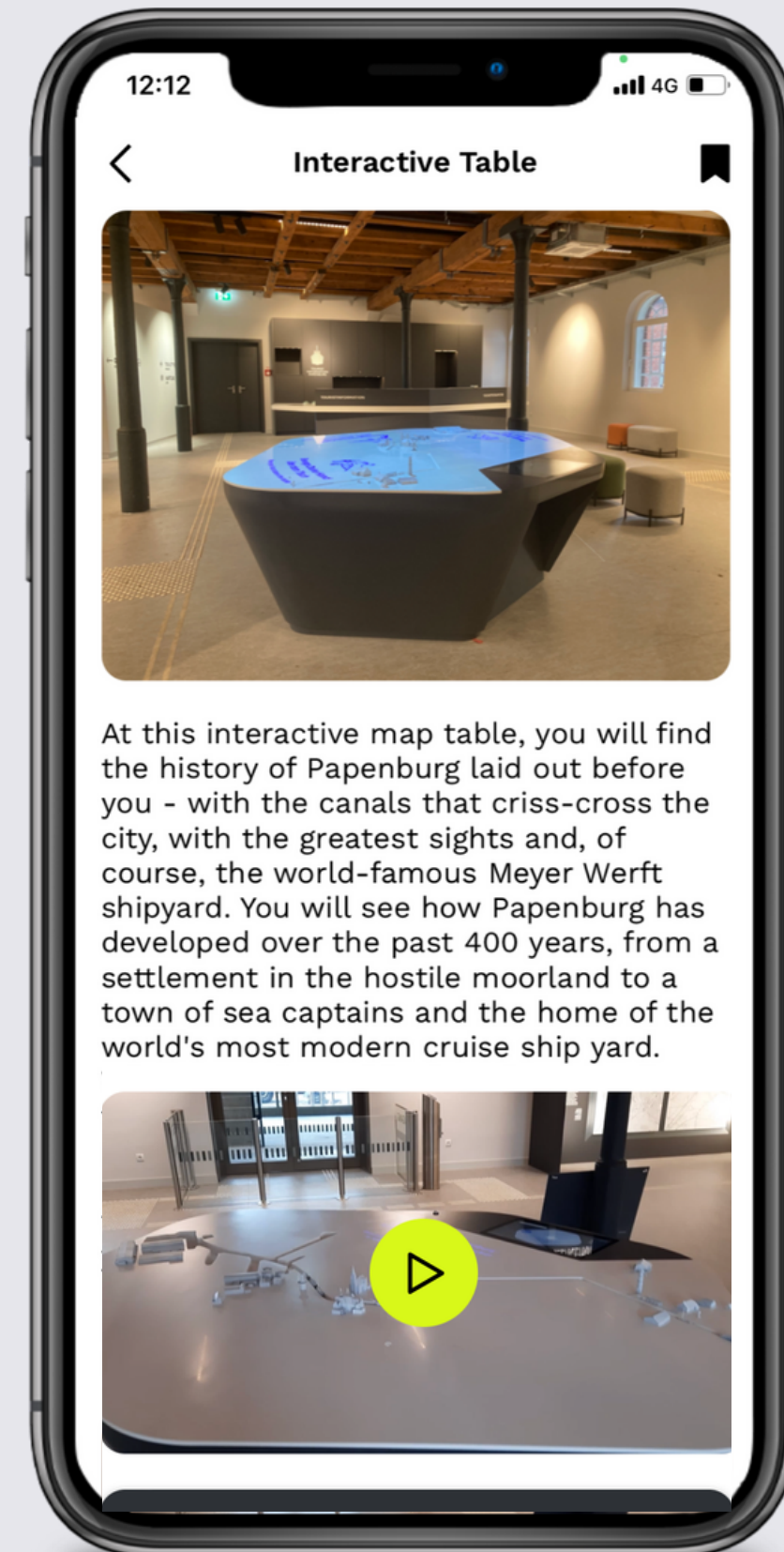
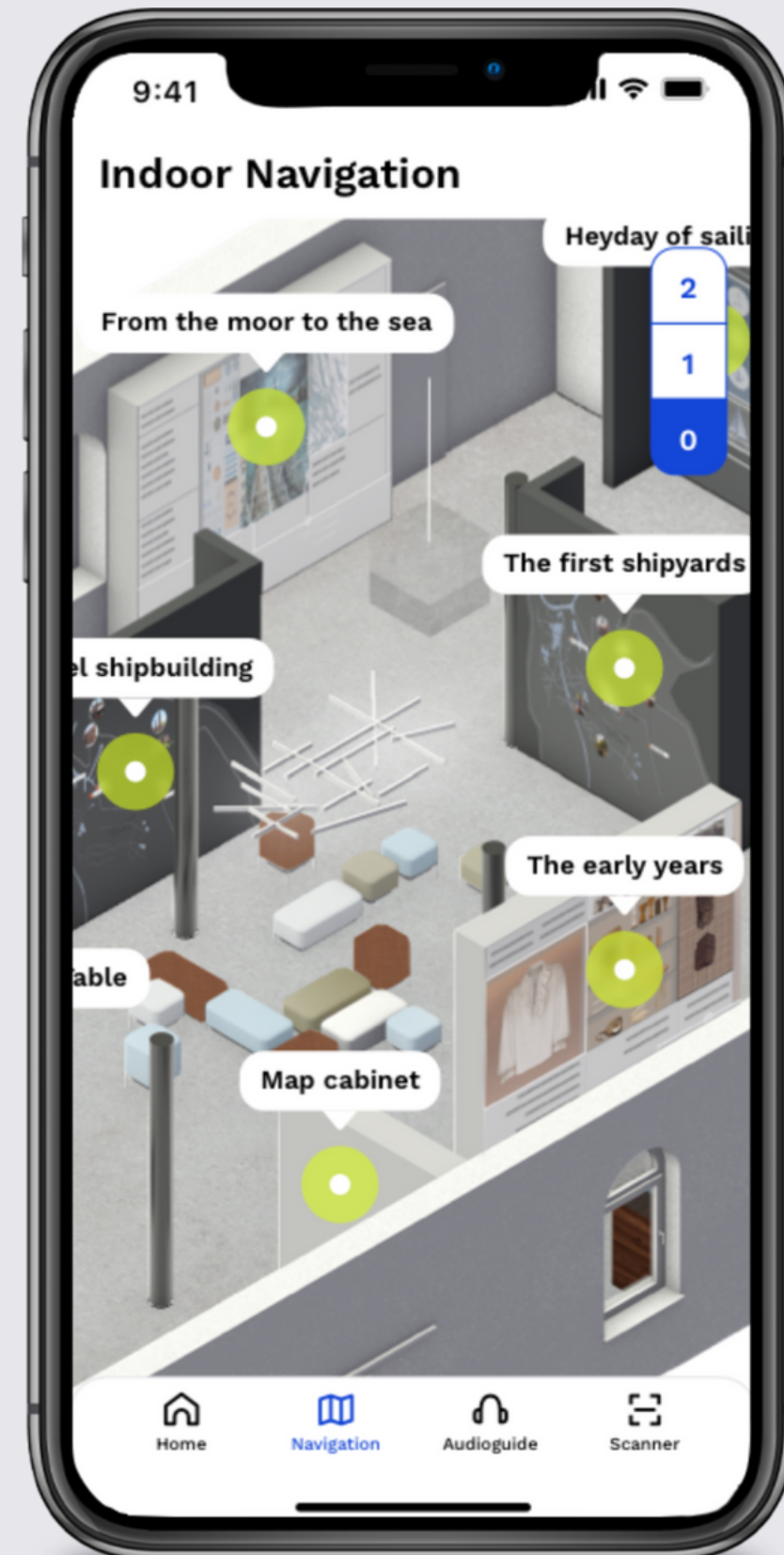
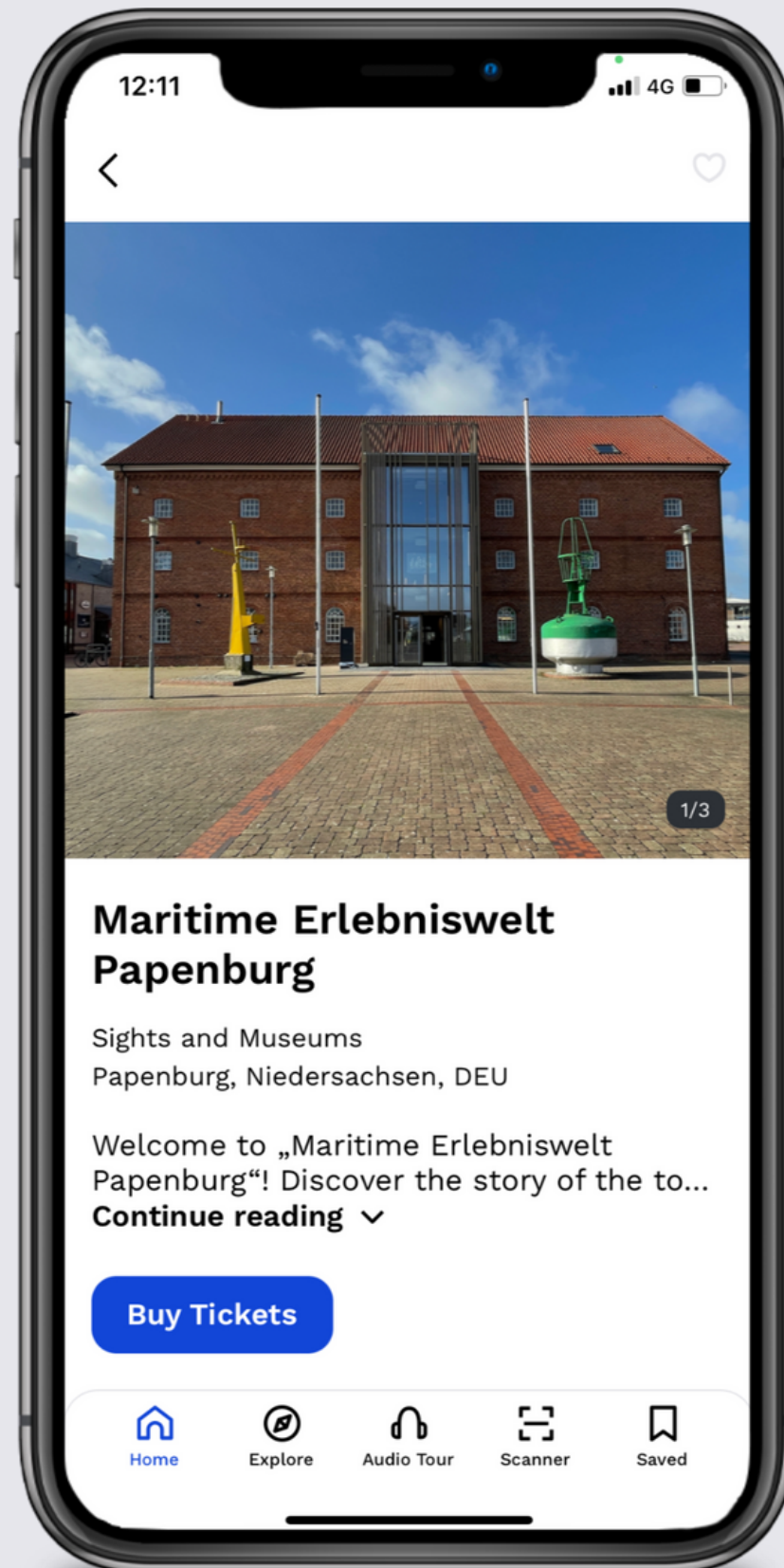
Don't forget to save your changes and publish your place.



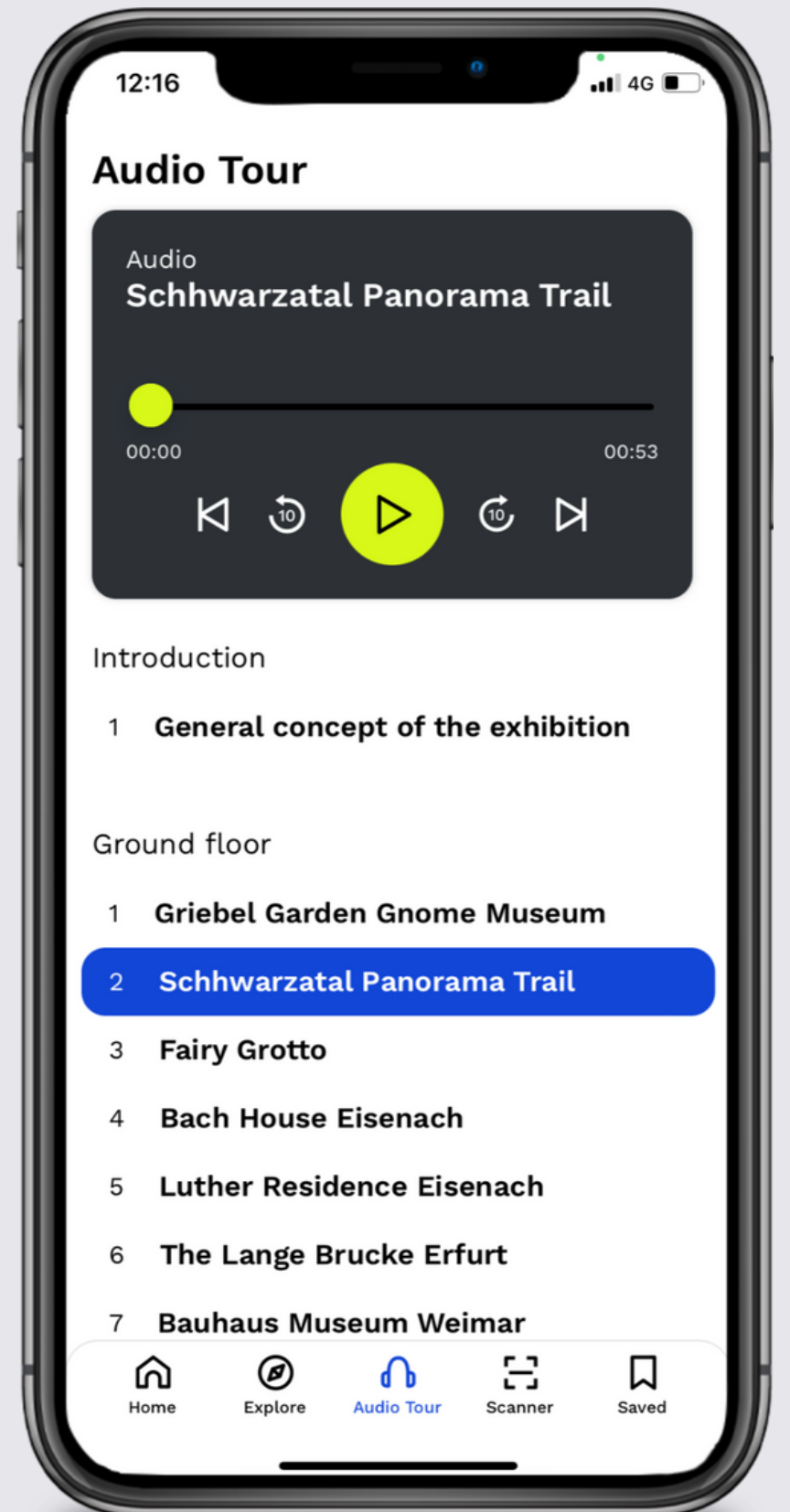
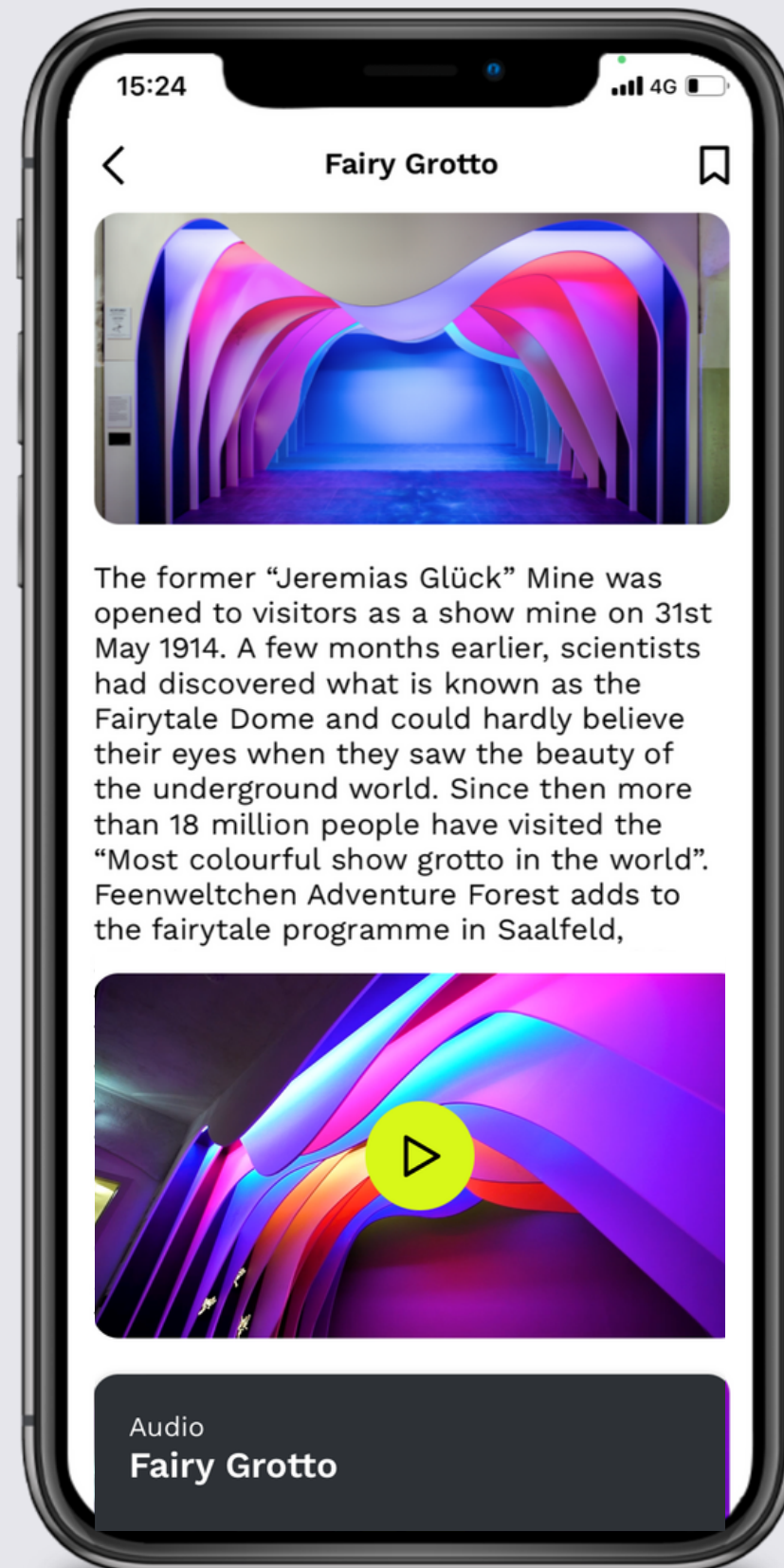
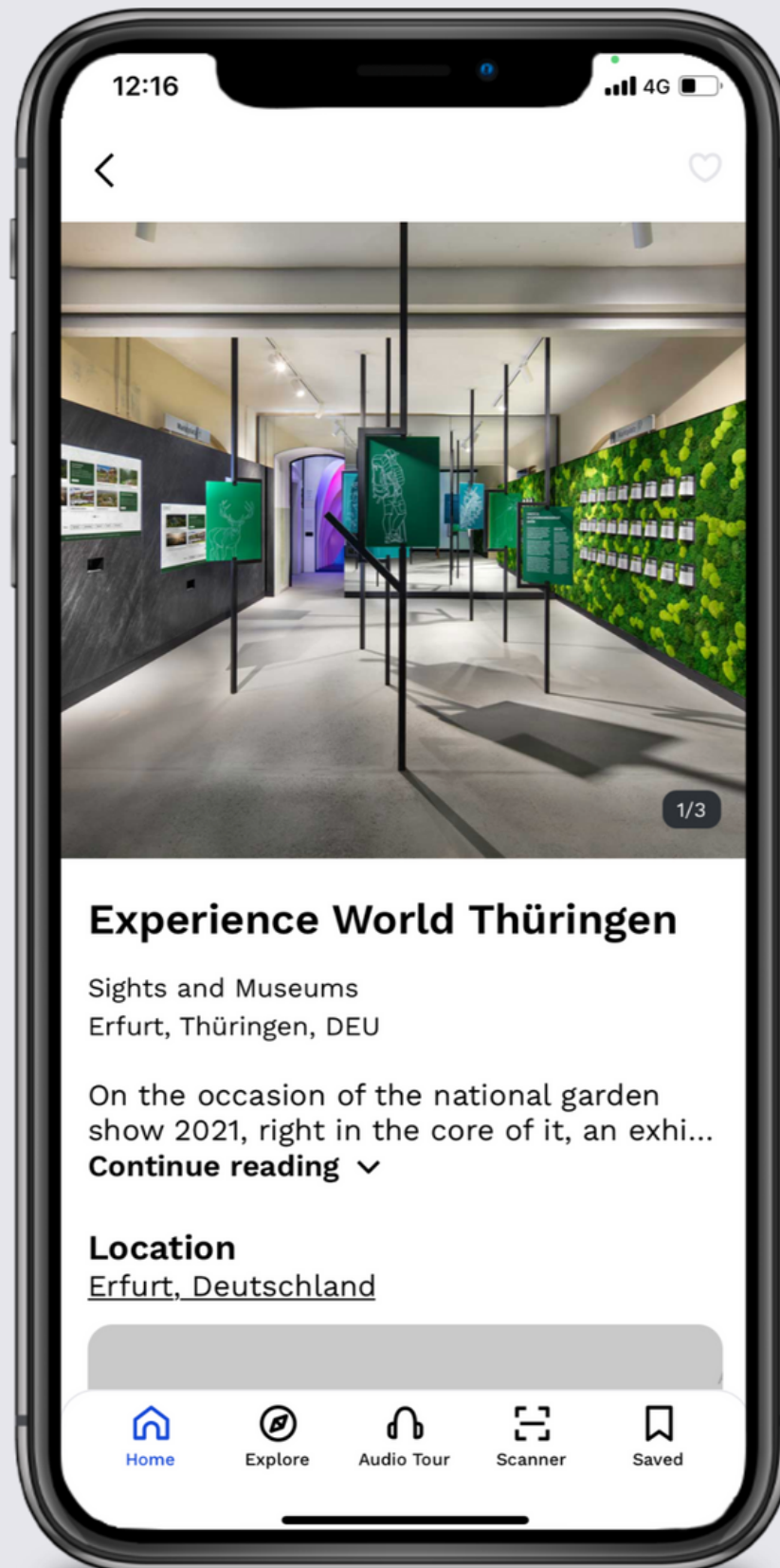
Be inspired, learn from others.

Have a look at our collection of use cases and best practices

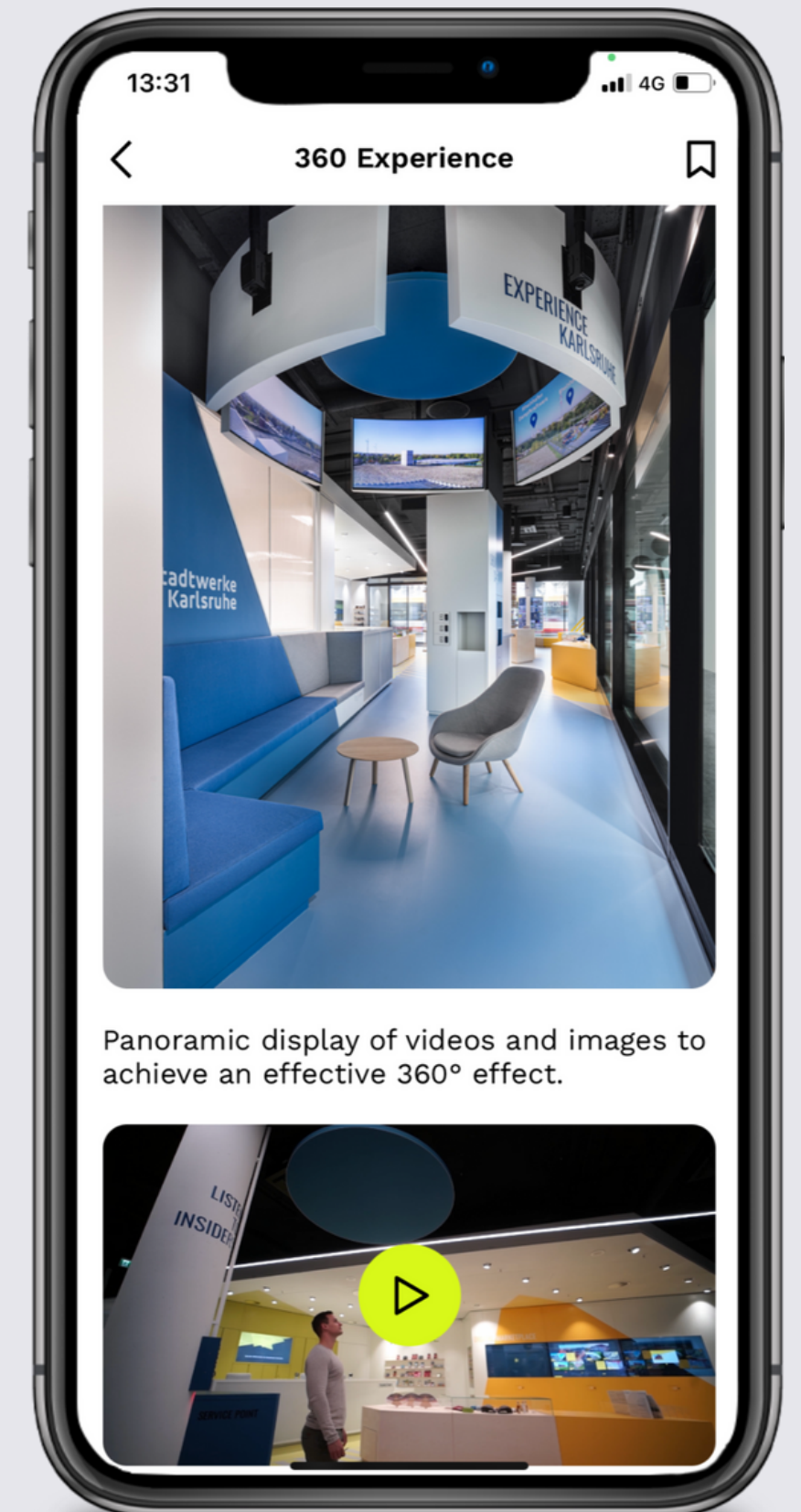
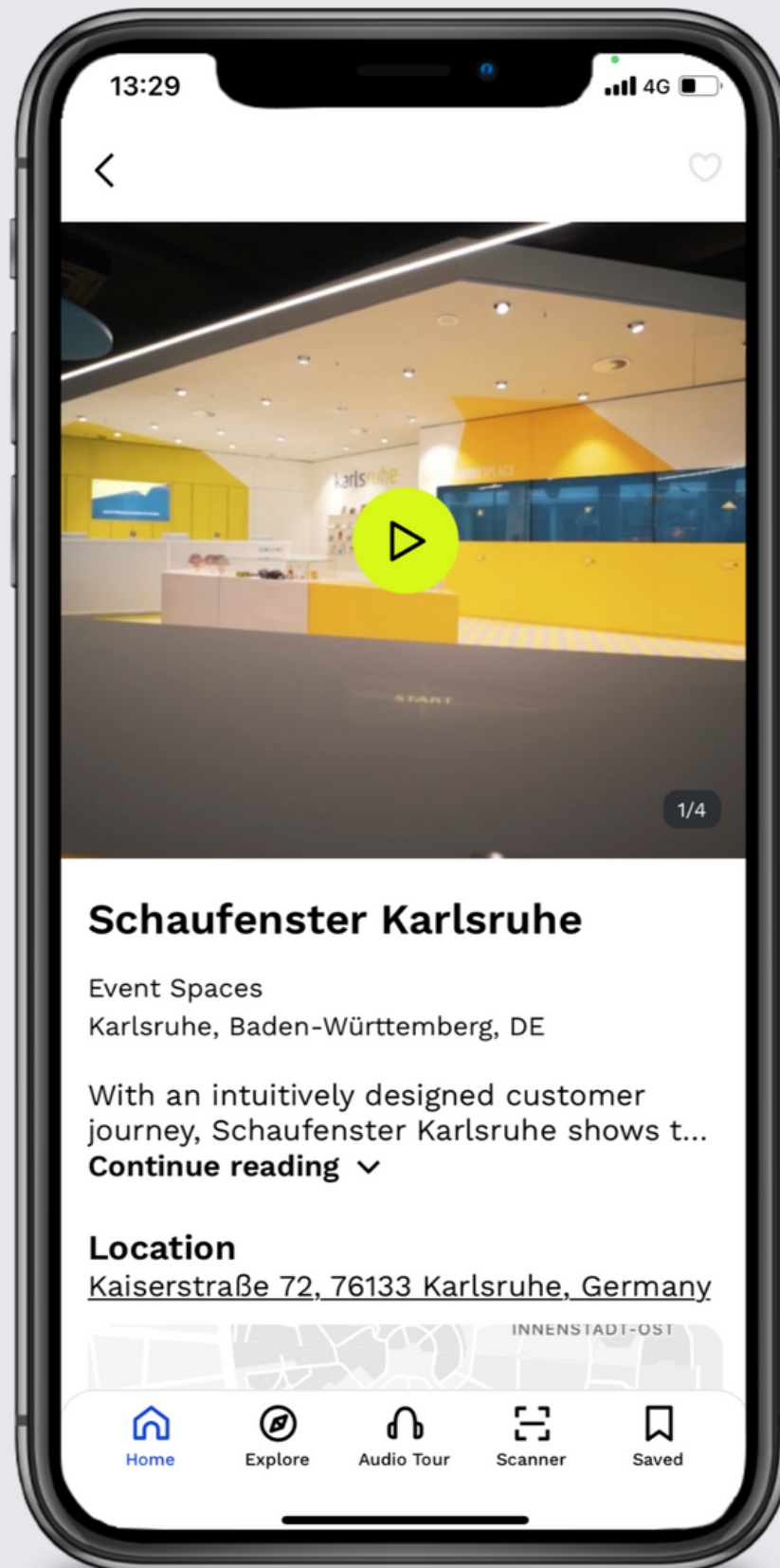
Museum



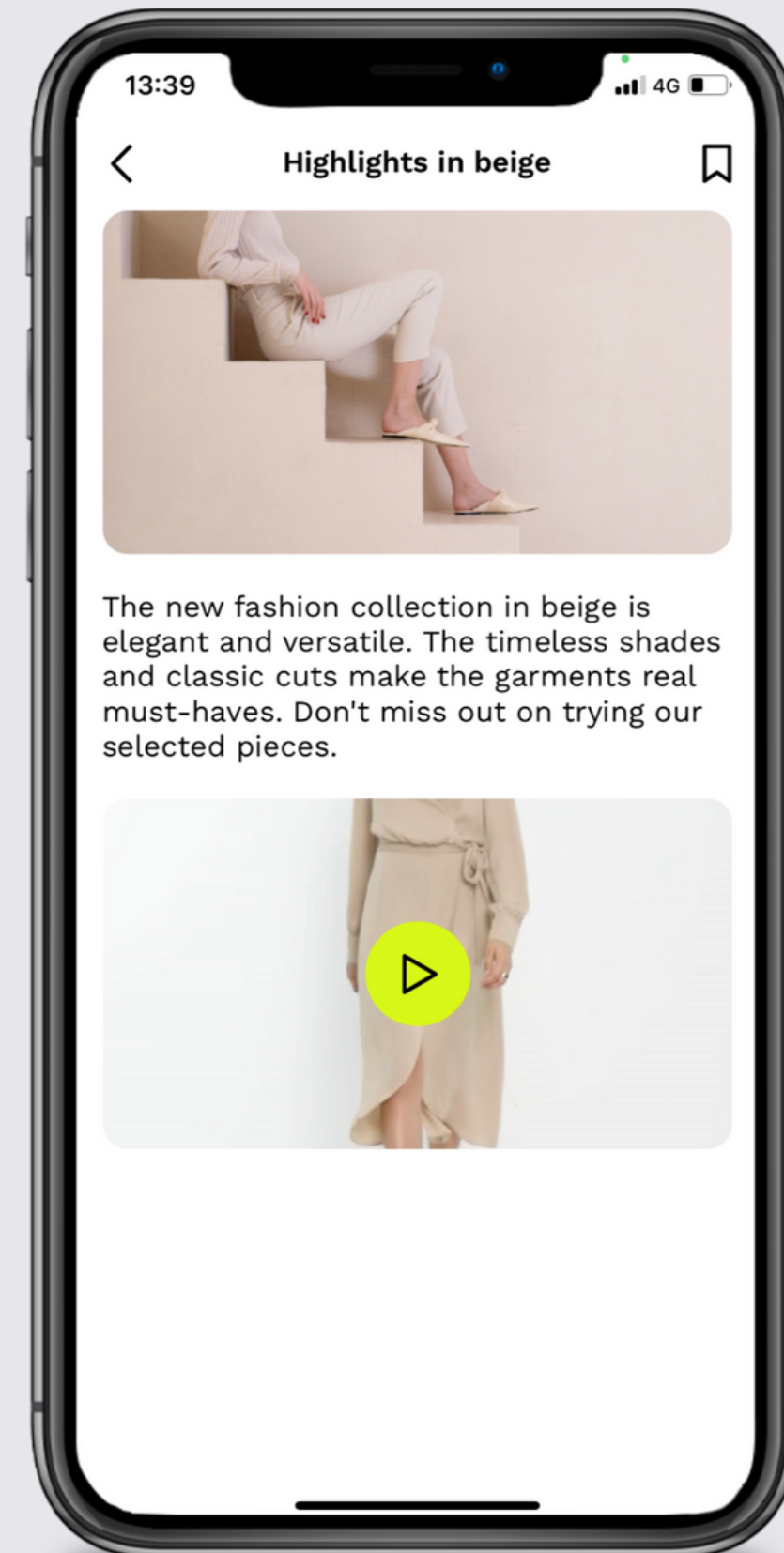
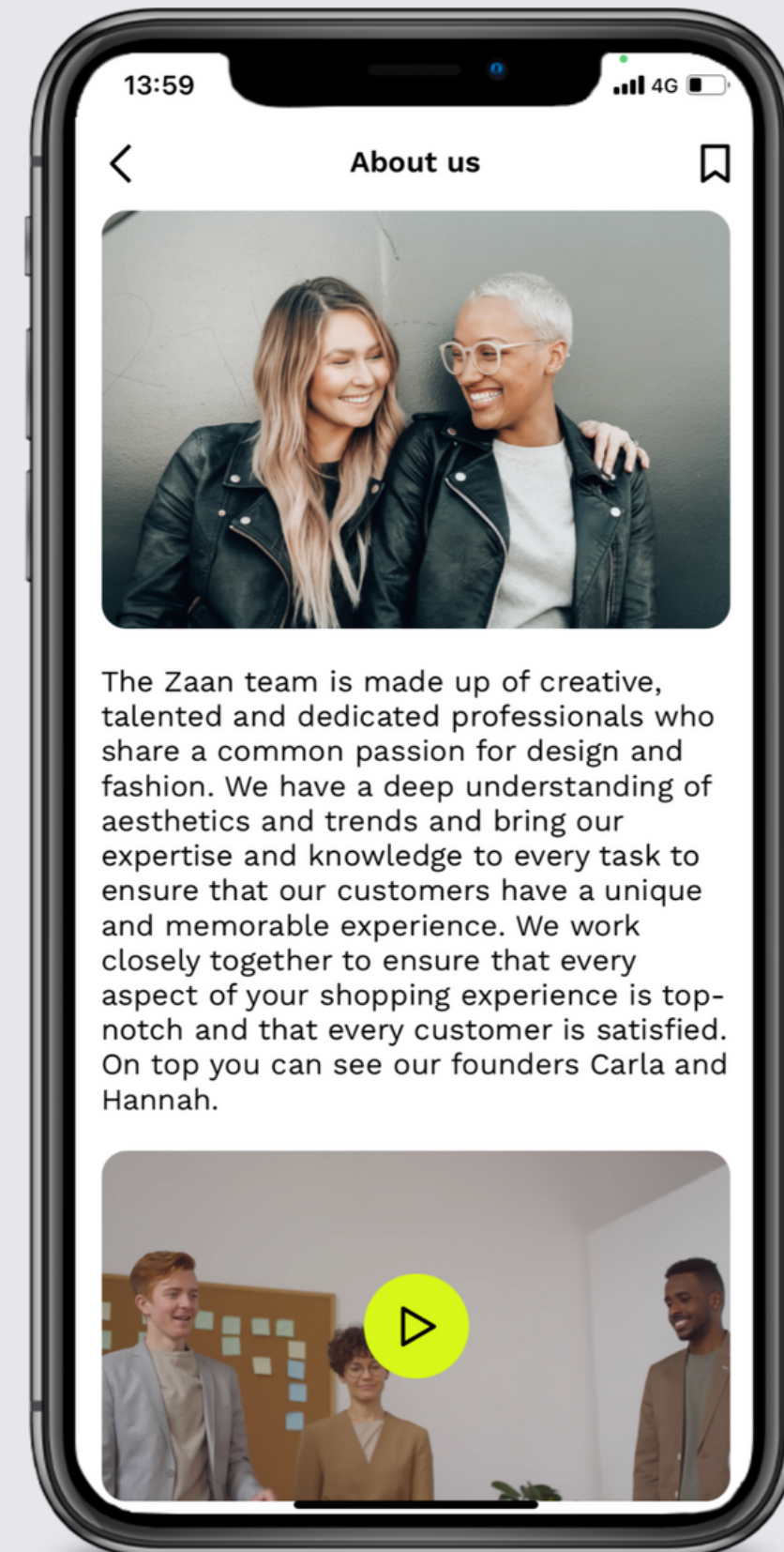
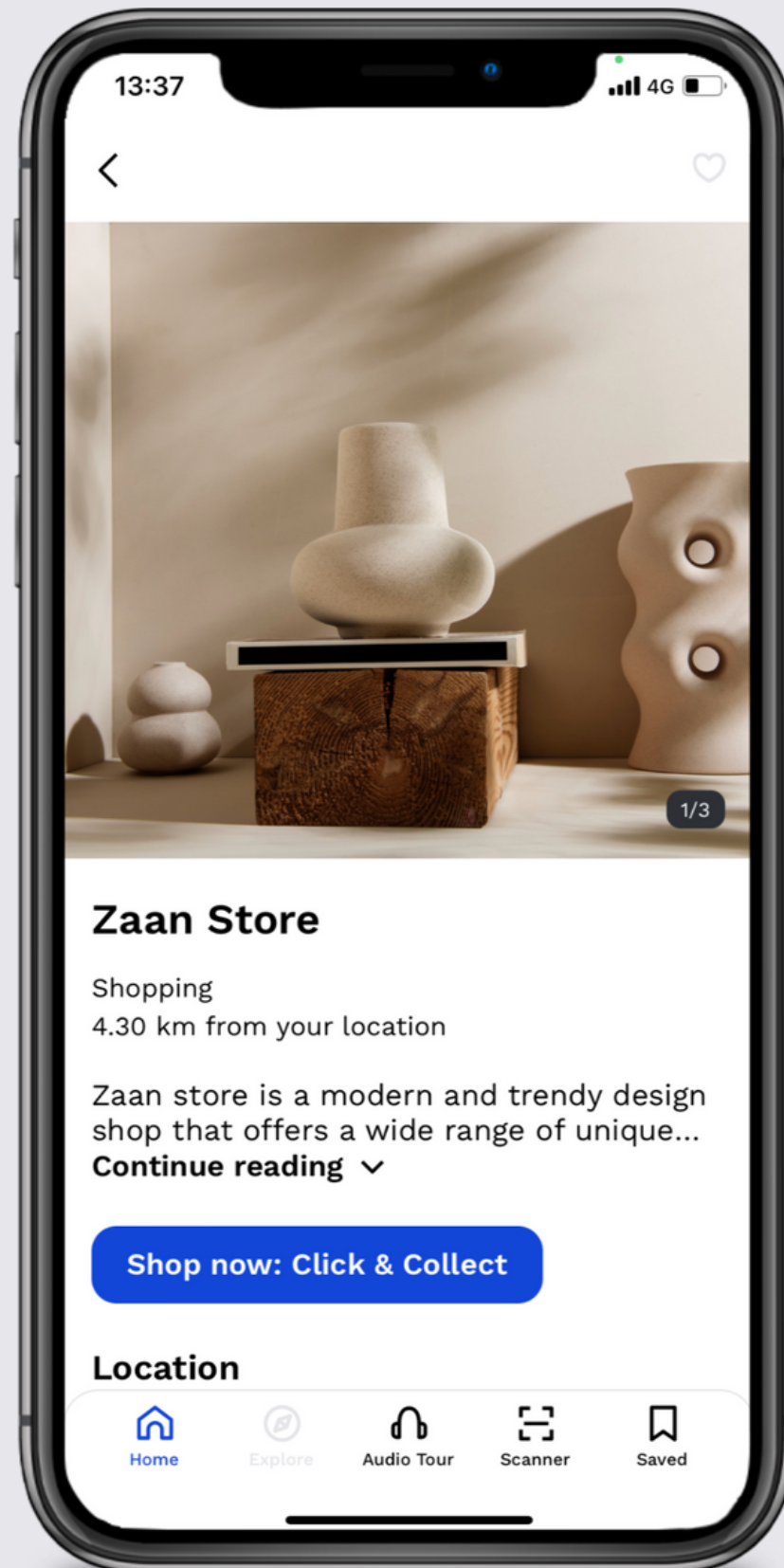
Exhibition



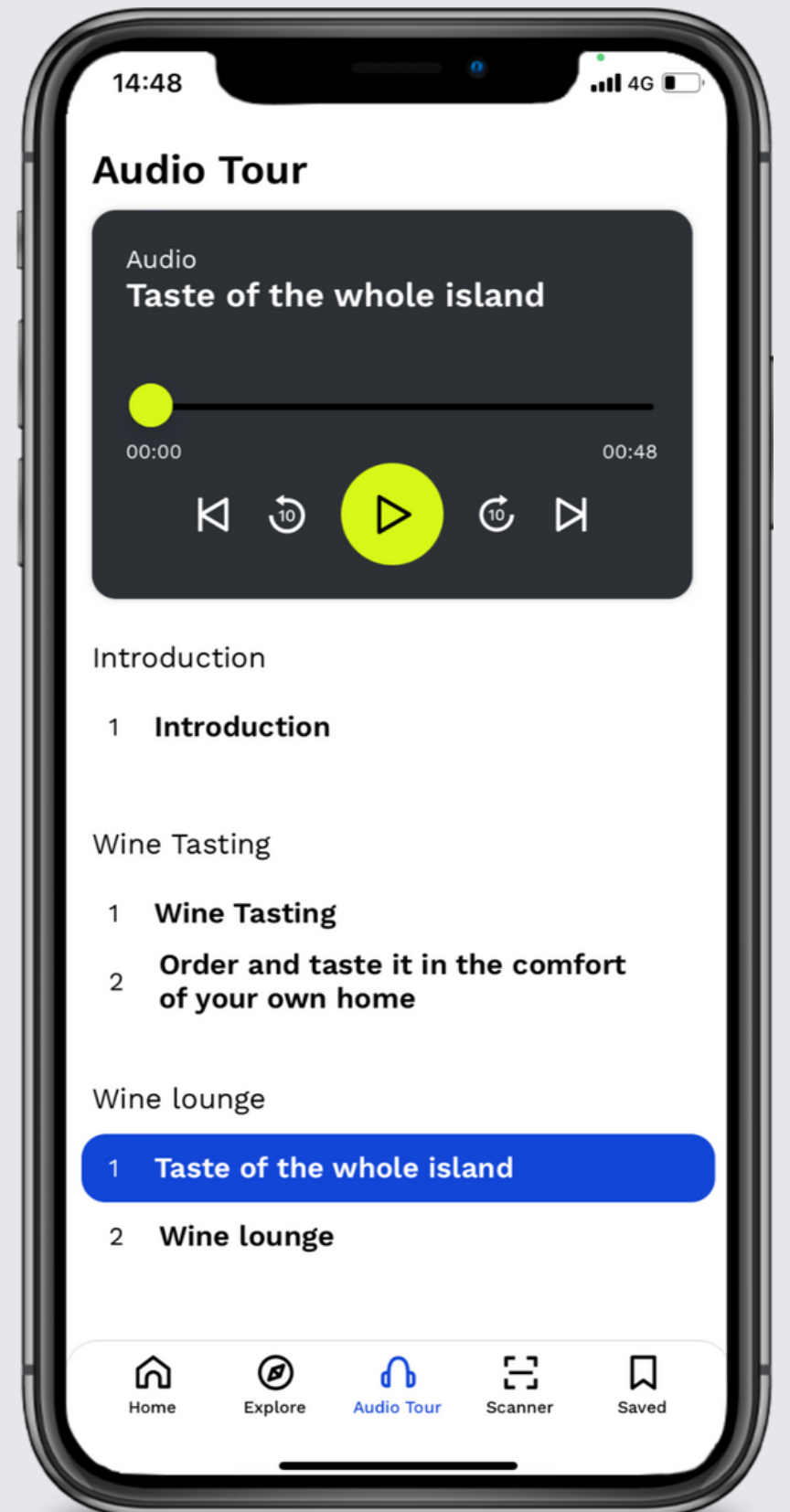
Showroom



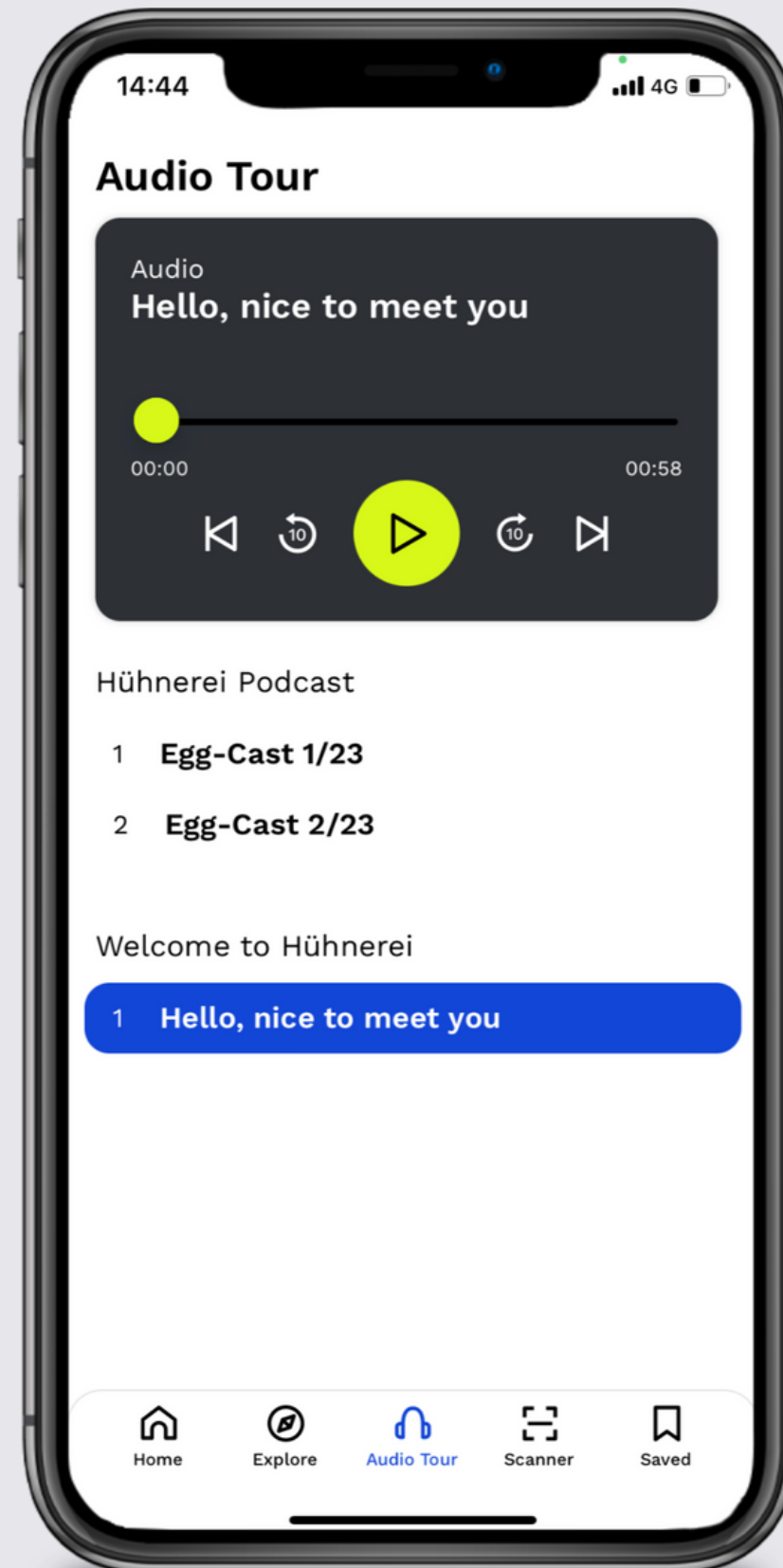
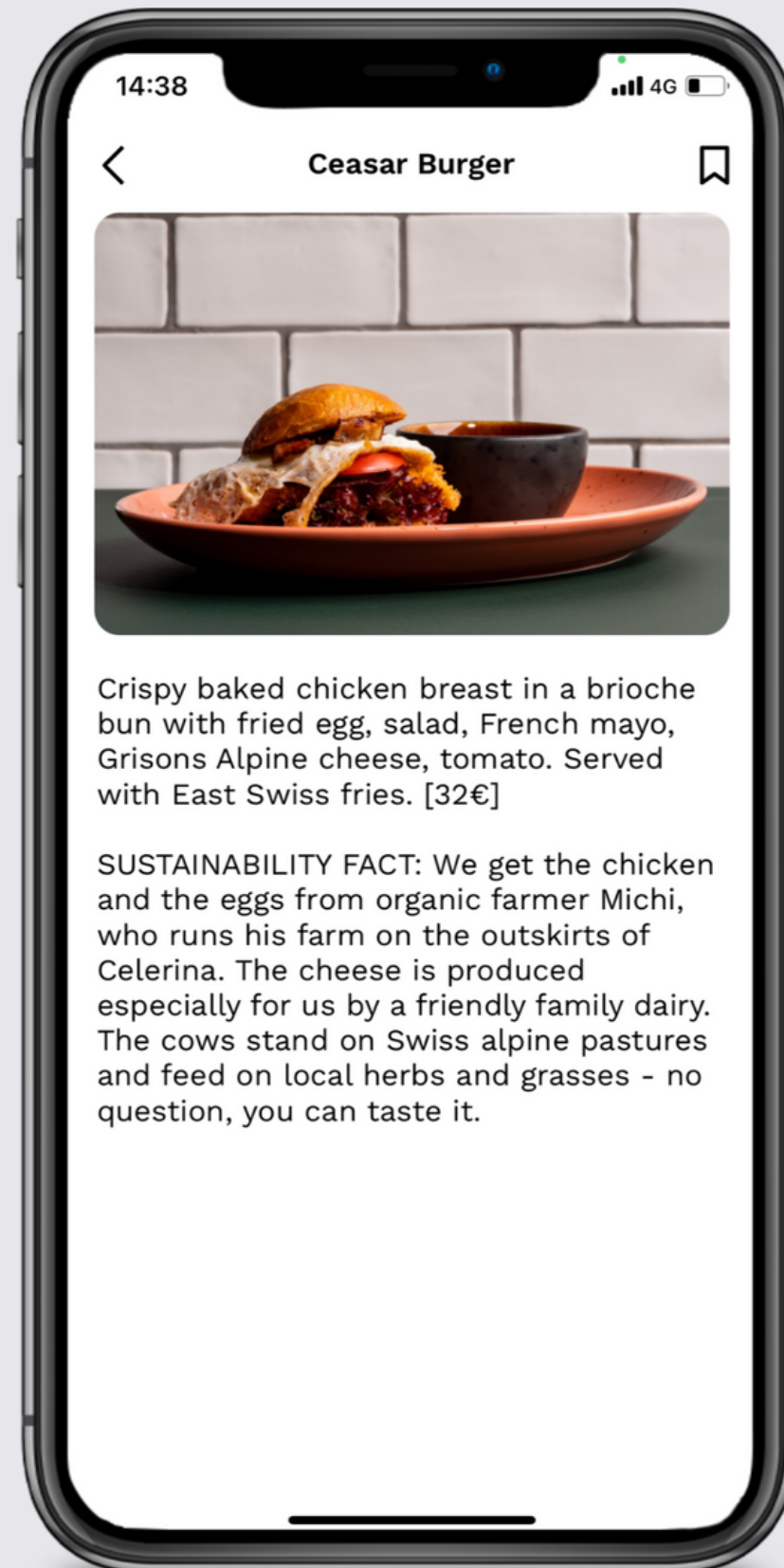
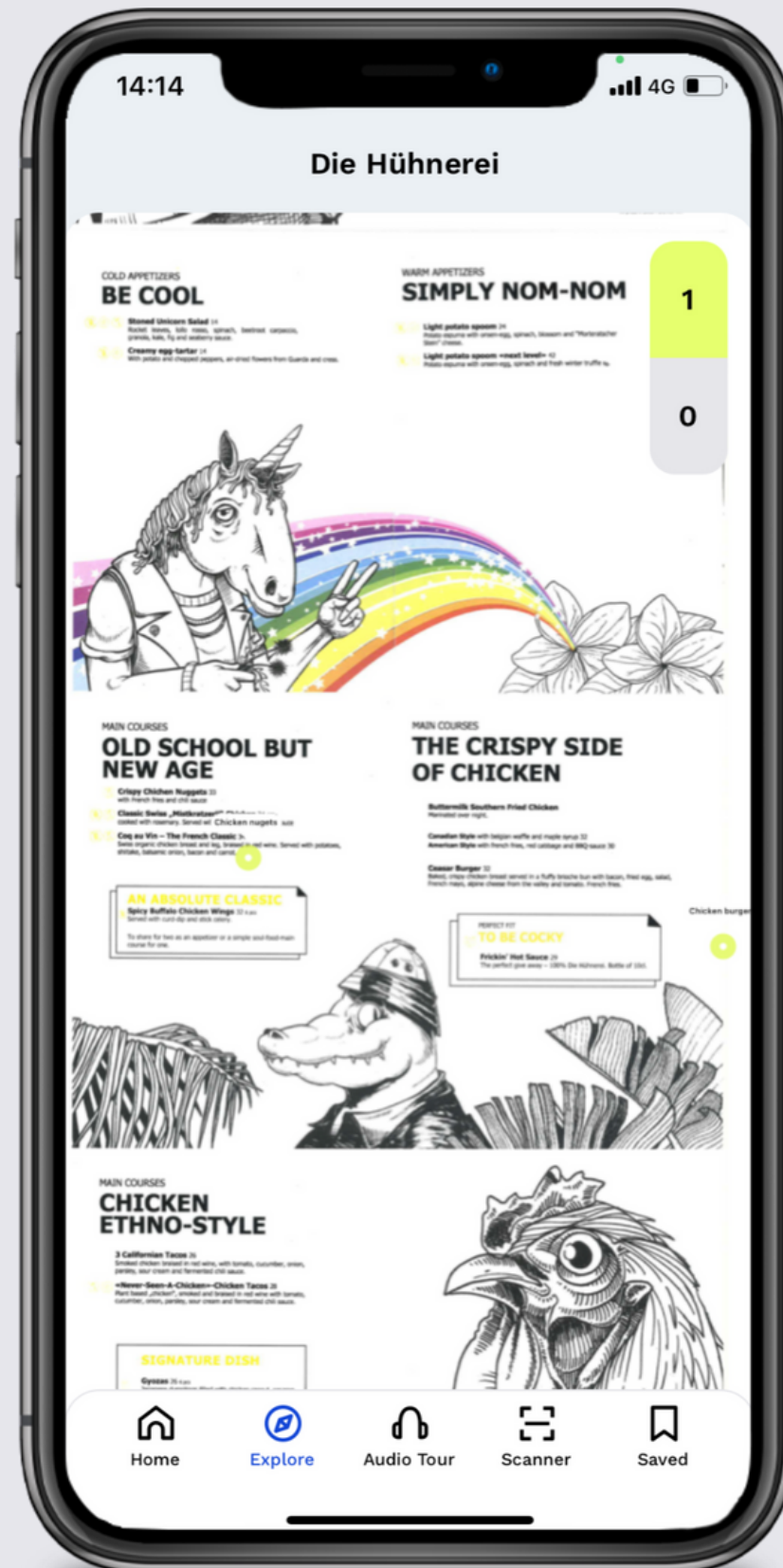
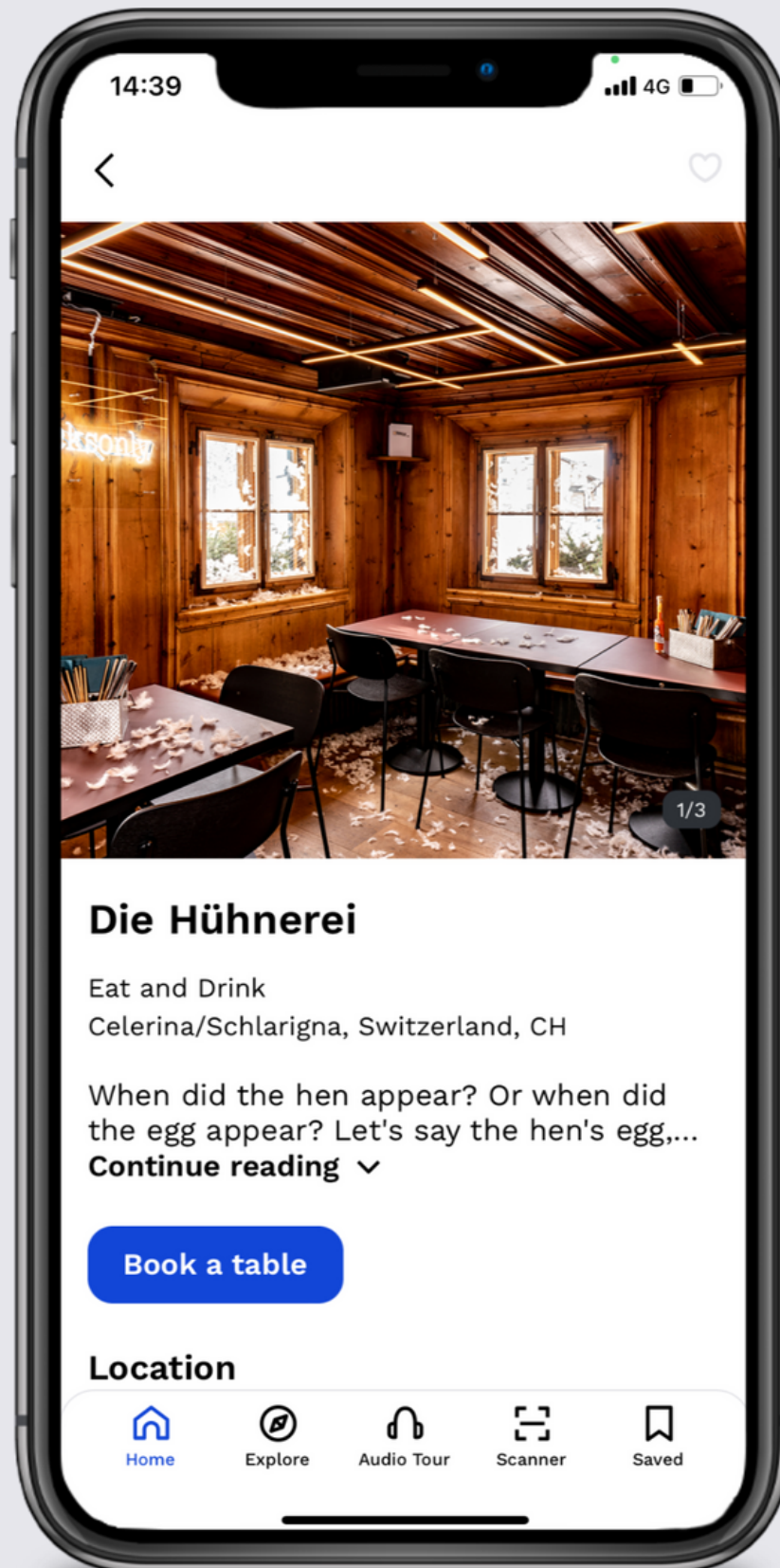
Store I



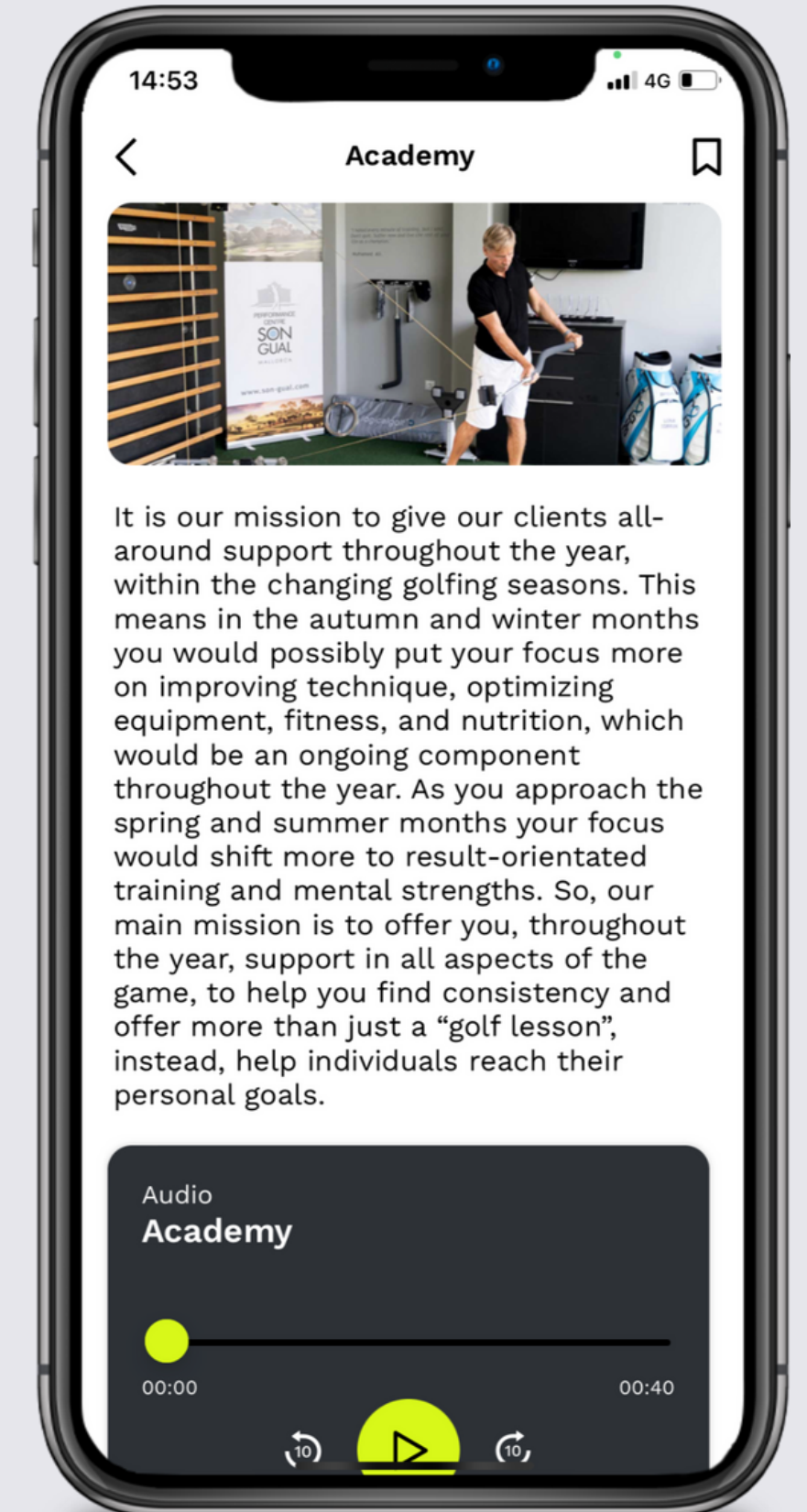
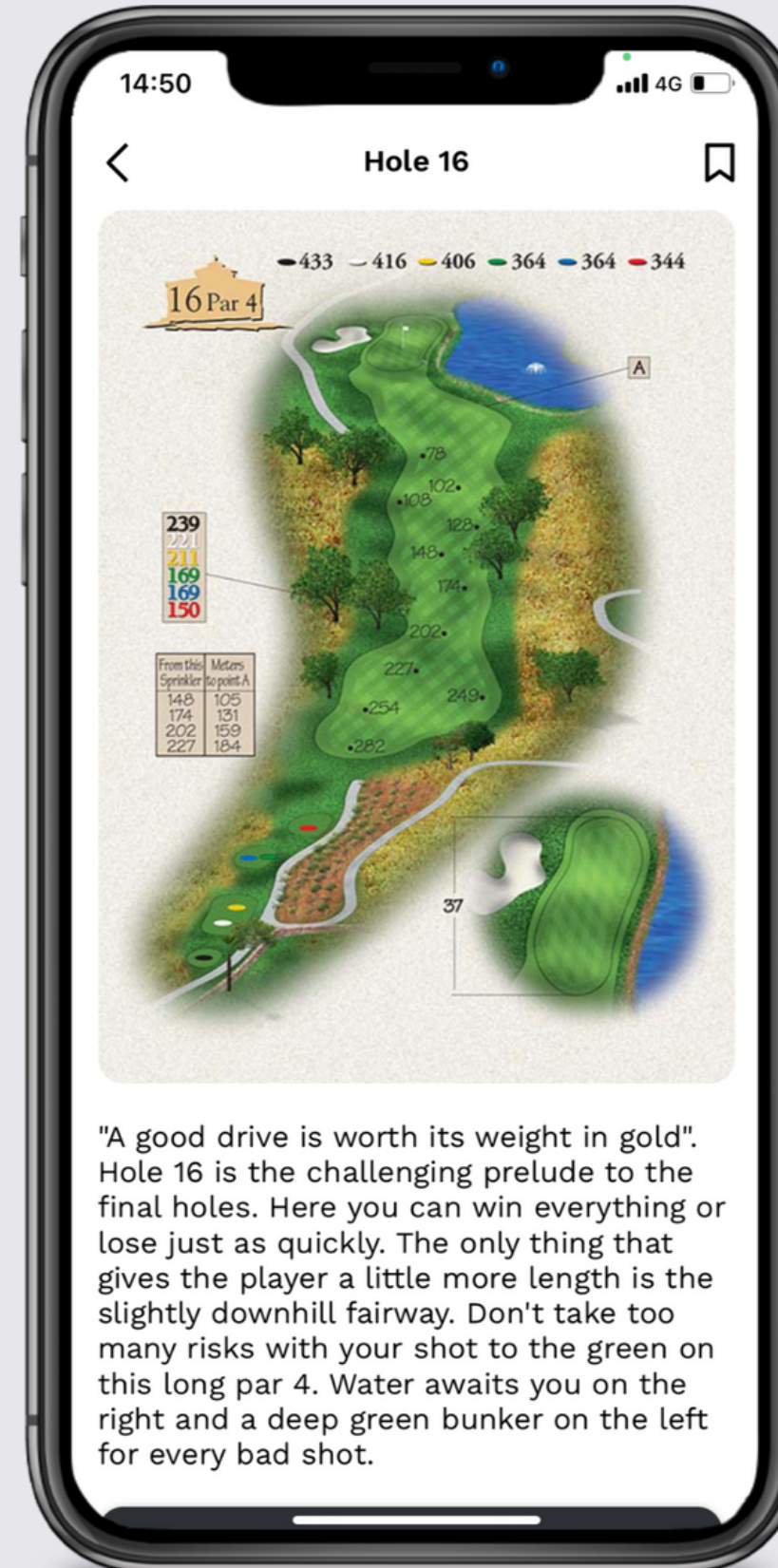
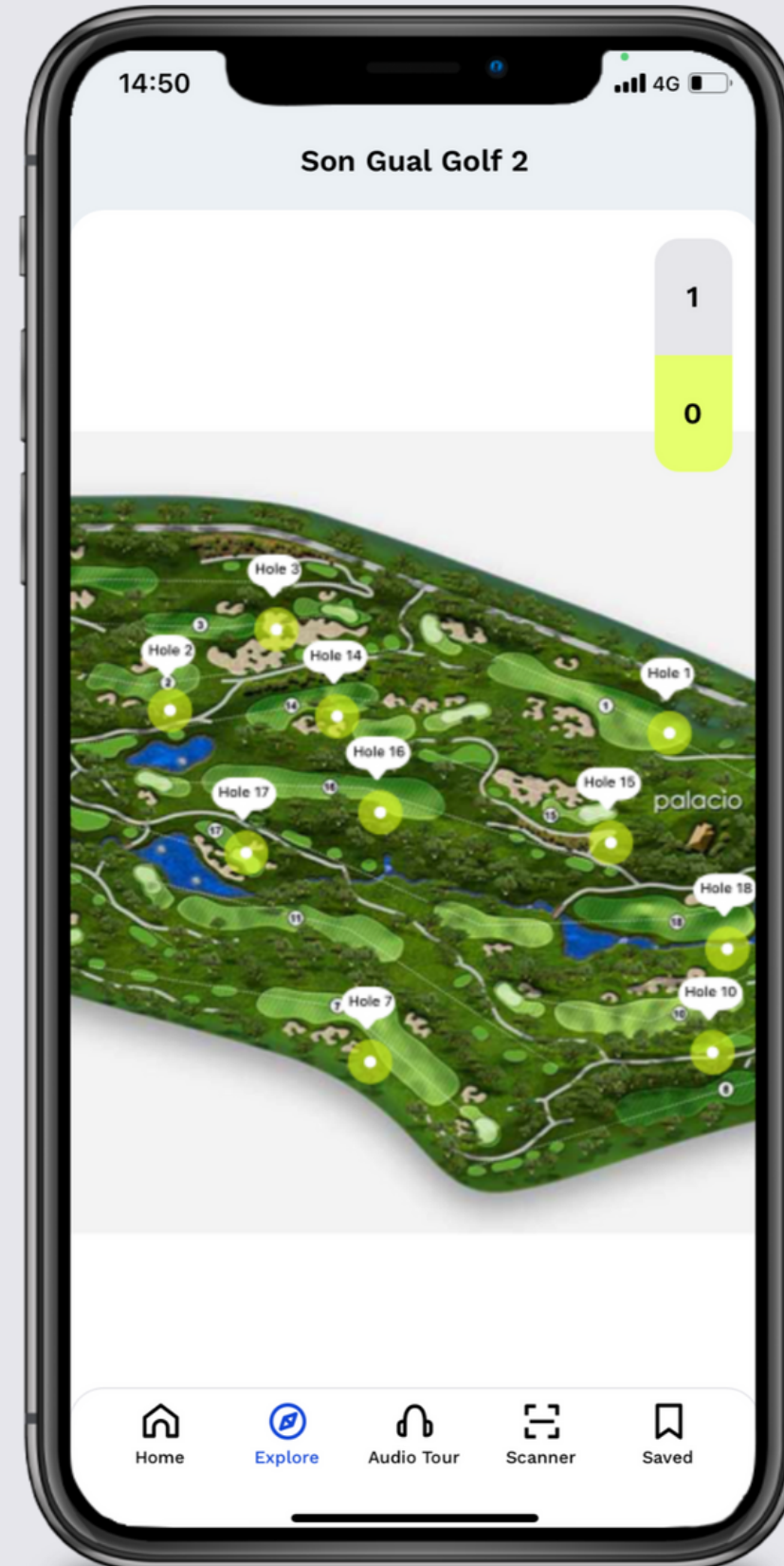
Store II



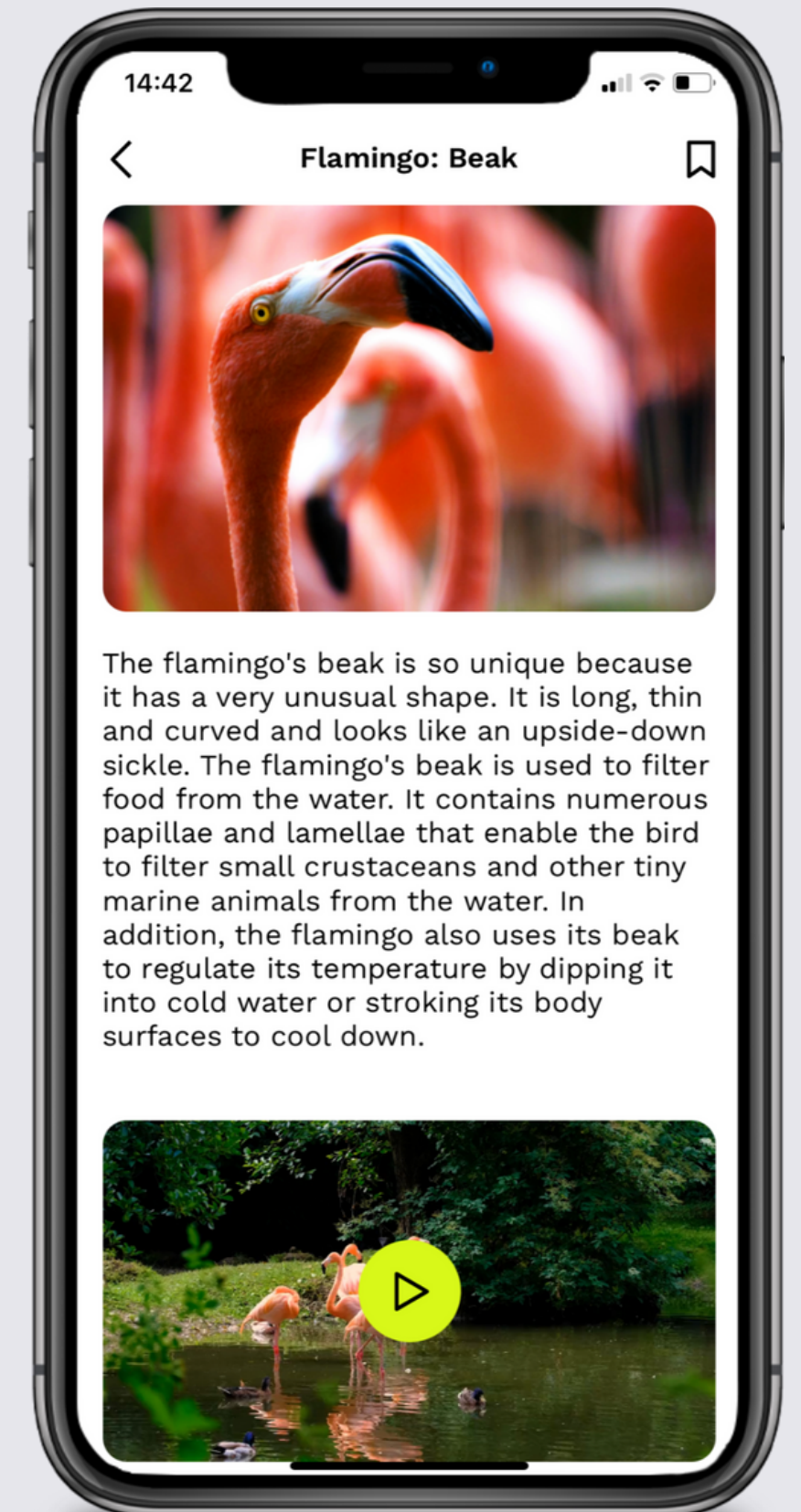
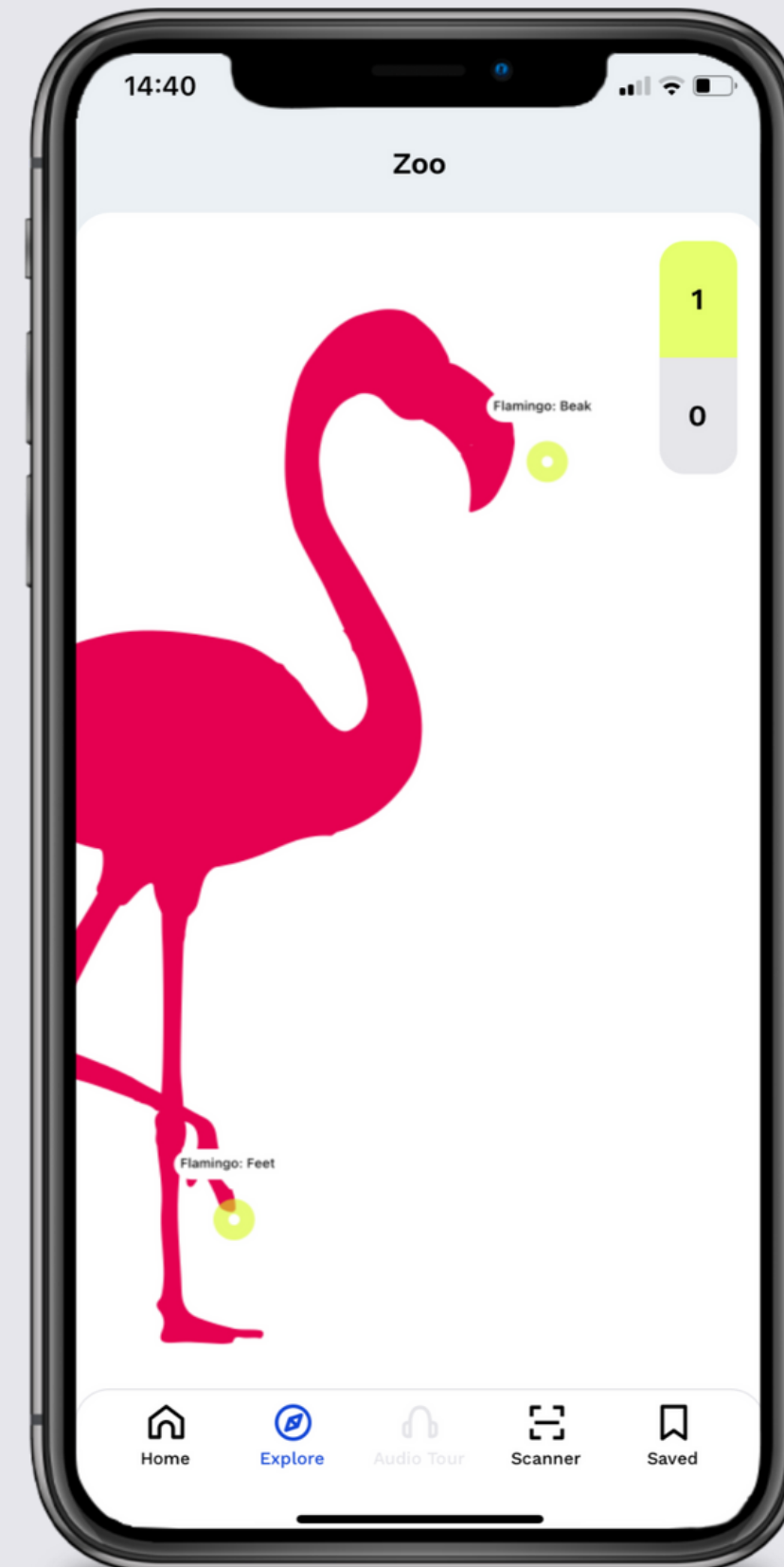
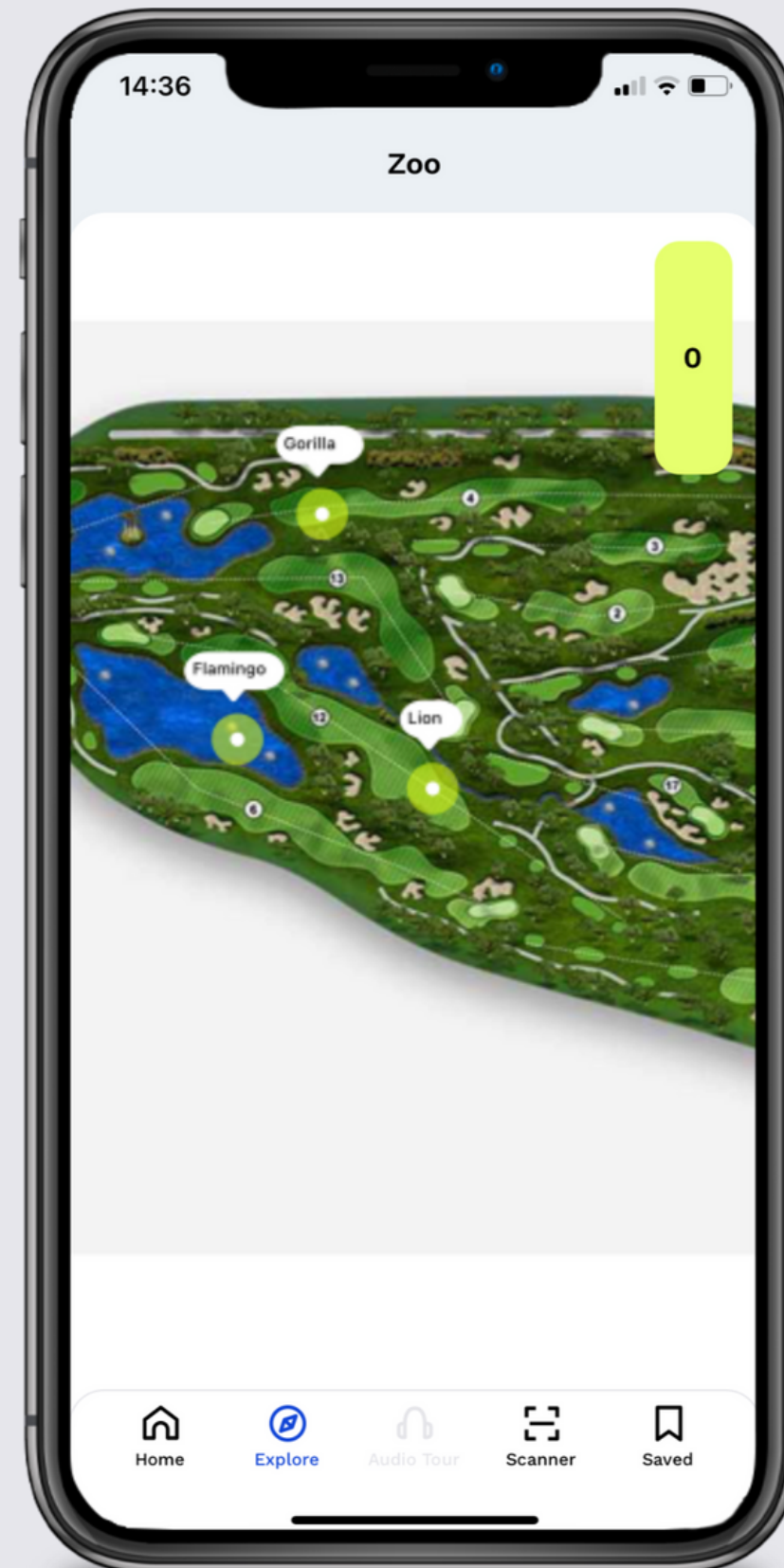
Restaurant



Golf Club



Zoo



Serviced Apartments

