



April 2021 Quality Feedback

Hey there,

We saw almost 2,000 virtual tours come through in March, Woah! Our Destination Marketing partners are filling up with engaging content for their marketing campaigns leading into the spring season. We're receiving extremely positive feedback from them.

After a thorough review from our Content Production Team, here are the areas of improvement we identified:

- **We're now requiring Grandview shots for ALL locations** - We mentioned this last month and we're taking it a step further. *We now require that all locations include a Grandview experience.* This is especially important for indoor locations when you're starting from the outside and transitioning inside. It's imperative to provide a sense of context when approaching a location. We understand this can be tricky for outdoor locations and that it is a creative decision - we ask that you try your best to capture the essence of what a Grandview is, which is the attempt to simulate walking up to a location, whether it's a park or a hotel. You'll be asked to go back to a location to add a Grandview if you don't include it the first time.
 - Keep in mind that the first pano you capture will be automatically used as the thumbnail preview for that location, [as seen here](#).
 - If you're unable to capture a Grandview of an indoor location due to bad weather, we need to know. Please DM our Scheduling Coordinator, @Lindzay, if this occurs.
- **Monopod height when using the Handheld technique** - We've noticed far too many heads, arms, and elbows in shots. This happens when you capture in Handheld, using the monopod, and you don't place the camera high enough or you're off-center from the crown of your head (not directly under the camera). We call this QA flag "Creator Visible" or CV. [Here's a visual](#) of the technique and [here is what it looks like](#) when you're visible in the final virtual tour experience. To remedy this, do the following:
 - Place the camera higher, at least 8 - 10" above your head
 - Place the camera as centered with the crown of your head as possible.
 - Eliminate the problem altogether by using the tripod. Use the tripod whenever possible.

- **Pano leveling issue** - We saw a number of panos come through that were very unlevel. This is not a common problem when using the tripod - another reason that you should use the tripod whenever you can. Keep in mind that we often have to manually level panos so try to be as level and still as possible when capturing in Handheld.

Don't hesitate to reach out to us with any questions or clarity on this information. We're here to support you!

Other business:

- Our very first **Threshold 360 Office Hours** is tomorrow, April 8th, at 1 pm EST. [Here's the Zoom link to join](#) at that time. I'll be there to answer questions and discuss developments with our platform and the company at large.
- We're constantly adding resources to the [Creator Help Center](#) (please let me know if you have suggestions!)