



## May 2021 Quality Feedback

Hey Creators,

We saw another nearly 2,000 virtual tours captured in the month of April!

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

- **We're still seeing some problems with Grandviews.** Grandview tours should always:
  - Take a user from the outside to the inside of a location, crossing the "Threshold" (thus our name!)
  - Include 2 - 3 photos, at least, leading up to the main entrance of the location
  - Include an Outdoor Entrance photo that is 10 - 15' away from the doorway on the outside and an Indoor Entrance photo that is 10 - 15' away from the same doorway on the inside - both shots must be centered with the doorway.
  - [Here's a good example](#) of what a Grandview should look like! Note the 2 panos leading up to the doorway transition, shot at an angled approach, leading the user into the main lobby of the hotel and ending at the guest check-in desk.
- **Content is being published late.** All tours should be published on the day of capture so that our Content Production Team can connect & edit them in order to hit our 72-hour turnaround goal for our customers.
- **New #content-production channel on Slack:** if you have special edit requests or information that you would like our Content Production Team to know after you publish content, like missing spaces or the reasons why you may have captured a tour in a funky way, please post those notes in this new channel. This will hold us over until we add a post-publish notes sections to the Capture App.

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Keep in mind the **Top 5 Things That Make a Great Location:**

1. A complete experience including all of the spaces that the location has to offer
2. Virtual tours include Strikepoints - those key visuals that make that space unique
3. Good doorway transitions - centered on all doors at roughly 10 - 15' away from the doorway on each side

4. Include a great Grandview tour taking the user from well outside of the location to the inside of the first main area
  5. Not too many panos, but definitely enough! This is a tricky balance. We want to show users all of the highlights of the location quickly while cutting out the unnecessary steps (or clicks)
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Don't hesitate to reach out to us with any questions. We're here to support you!

Other business:

*- Stop by the Threshold 360 Office Hours anytime tomorrow between the hours of 1 - 2 pm EST.*

*[Register here](#) and you'll be sent a Zoom link.*

*- If you haven't updated your Threshold Capture App please do so. There are important bug fixes included.*