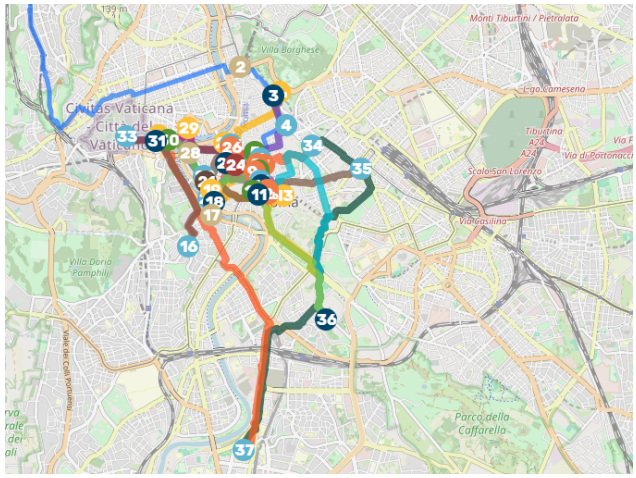
CASE STUDY
IGNATIAN ITINERARIES



PROJECT OBJECTIVE

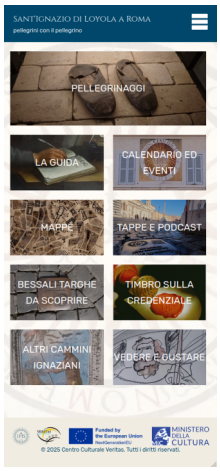
The project stems from the Veritas ETS Cultural Center's desire to make the historical journeys undertaken by Saint Ignatius of Loyola in Rome more accessible, relevant, and engaging. These spiritual journeys are deeply rooted in tradition, but today they must also reach a curious, mobile, and digital audience.

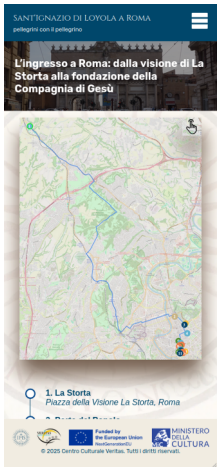
NEEDS

The client needed a modern, interactive tool to accompany pilgrims along the Ignatian Way. It wasn't just a simple information tool, but a true travel companion, capable of:

- drive step by step thanks to GPS,
- propose spiritual contents linked to the places crossed,
- involve users of different ages and backgrounds, even remotely,
- and enhance cultural and religious heritage in an innovative way.

The goal was to unite the depth of spiritual experience with the communicative power of technology.





PROJECT DEVELOPMENT

To meet these needs, eLabor has created an interactive web app, accessible from mobile devices, which integrates:

- Geolocation via GPS, to physically accompany pilgrims along the stages of the routes
- Dynamic maps with points of interest that activate automatically based on the user's location
- Multimedia content that tells the history, spirituality and context of the places visited;
- The tours are also accessible remotely, allowing those who can't travel to enjoy a virtual experience.
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The interface is simple, intuitive, and accessible, designed to accommodate both experienced travelers and those new to the Ignatian world.

Immersion at the service of cultural valorization

Users appreciated the opportunity to experience the Camino in a more conscious and immersive way, feeling accompanied at every stage of the journey. The use of GPS facilitated orientation and strengthened the connection between physical location and inner reflection. Furthermore, the digital approach broadened the audience: many young people, schools, and cultural tourists approached the Ignatian experience thanks to the app's interactive and multimedia approach. The project thus proved to be an effective tool for cultural and spiritual development, capable of connecting past and present in an accessible and interactive way.
The web app is available at the linkhttps://itinerari-ignaziani.net/

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