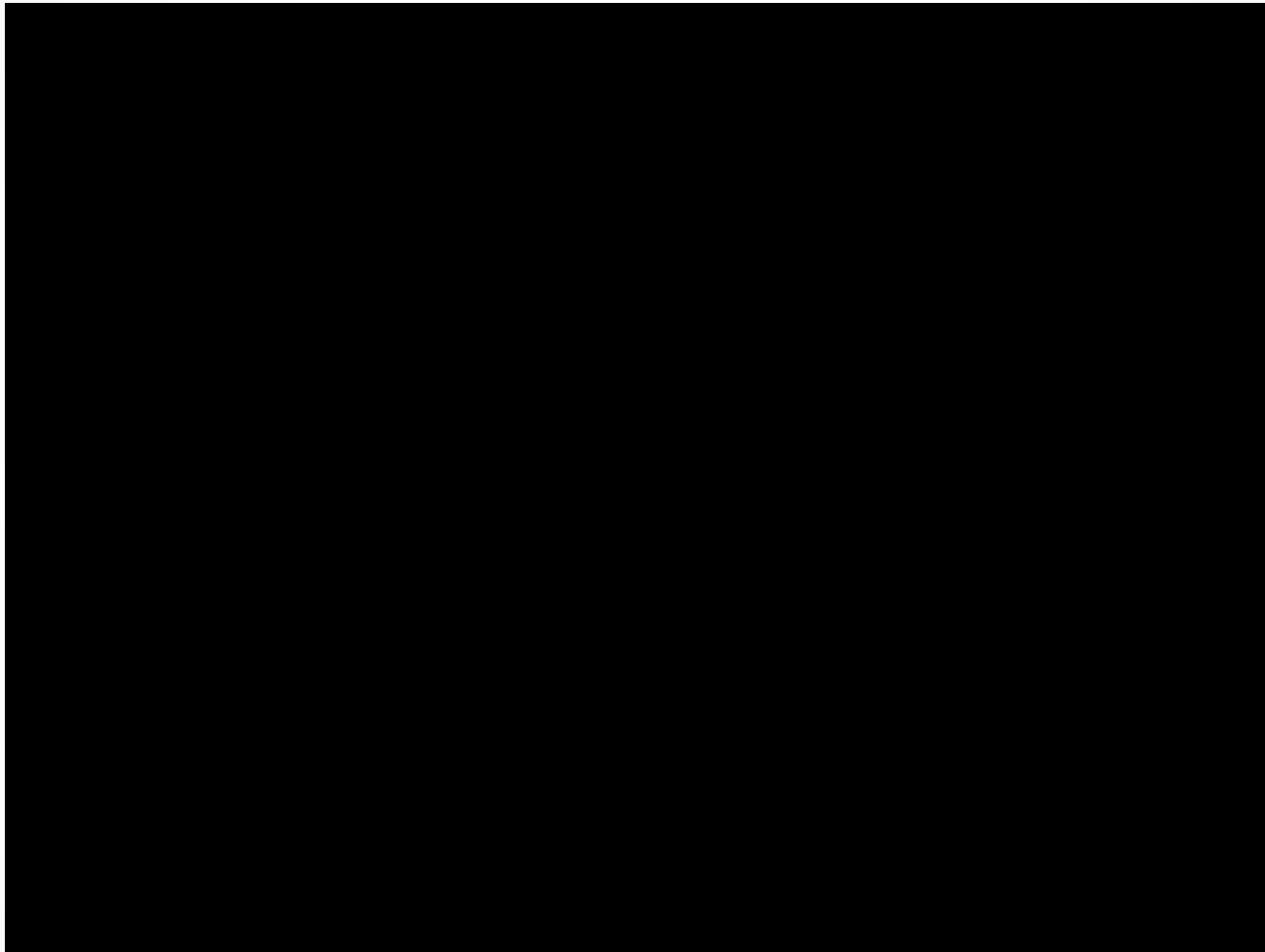


Things to check when implementing an App in a Museum

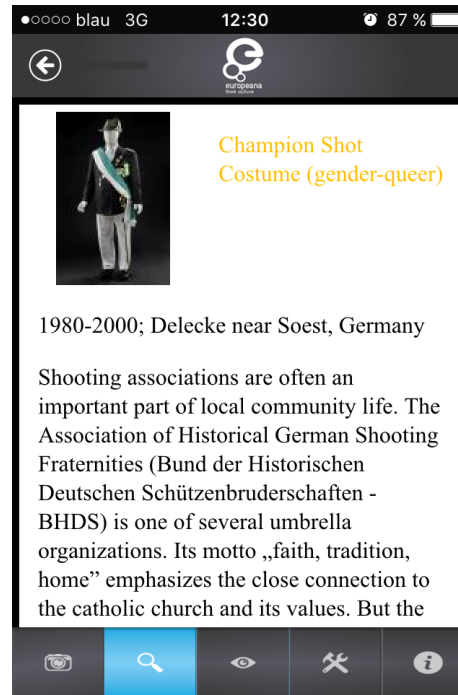
Sarah Wassermann

Institute for Museum Research
Project Europeana Space

Europeana Space – Museum Pilot – Blinkster App



What do I have to consider when I want to implement an App in a Museum?



- general questions → linked to the example of Blinkster

- 1) **How does the app work?**
- 2) How does the cooperation with the programmer work?
- 3) What is the app's concept, what do I want to communicate?
- 4) How is the App integrated & disseminated?

Native or Web-App?

Native: Downloaded once & available on device
+ no internet - more storage space

Web: referring to an online database
- internet needed + less storage space

Is there free WLAN at the museum or do visitors have to use their own mobile Internet?



Consider:

Connection quality can differ a lot from very good to very bad

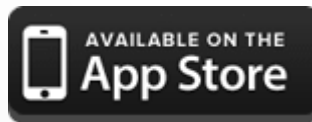
Foreign tourists usually do not have mobile internet

→ For Web-App it is advisable to offer free W-LAN

For which devices will the app be available?



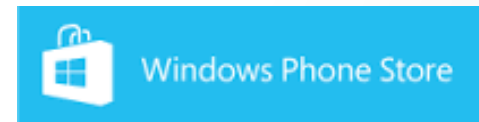
iOS



Android



Windows



How do I deal with visitors without smartphone?



- 1) How does the app work?
- 2) How does the cooperation with the programmer work?**
- 3) What is the app's concept, what do I want to communicate?
- 4) How is the App integrated & disseminated?

Which services are included in the contract?

Testing

Who does the technical testing and with which devices?

- Programmers, museum staff and/or test groups
- devices available?
- Testing = important part of development
- should be done with various device types

Testing with user group

- Addressing different user groups, e.g. students, museum staff, different age groups...
- Introduction & providing the Blinkster app
- Collecting the questionnaire

Which services are included in the contract?

further developments

maintenance

How are IPR and usage rights of the app regulated?

Usage for certain period or unlimited?

Who “owns” the rights for the app considering technology/
content

How are the communication processes regulated?

Regular meetings & in which form?



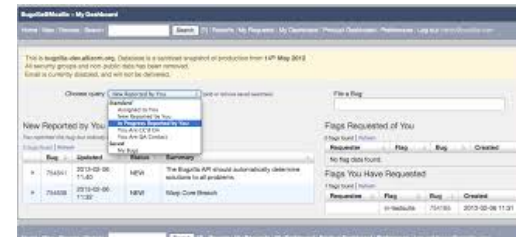
How are technical issues communicated?



Mail



shared document



bug reporting platform (e.g. bugzilla)

- 1) How does the app work?
- 2) How does the cooperation with the programmer work?
- 3) **What is the app's concept, what do I want to communicate?**
- 4) How is the App integrated & disseminated?

a) What content do I want to include?

b) How is the content inserted into the app?

a) What content do I want to include?

Target group & pedagogical approach?

→ Interactive / game-based or

→ Informative / knowledge-based

Use pre-existing content or create new?

What kind of content?

→ text / img / video / audio / quiz ...

a) What content do I want to include?

Which objects should be included?

- only exhibition objects or also those hidden in collection
- Just a selection or all exhibition objects
- Highlight objects or hidden gems

Example Blinkster:

- 38 objects from permanent exhibition
- Texts specifically produced or adapted for the app covering 3 different topics
- Idea: tell new stories about the exhibition objects & further contextualisation

→ Content needed: Texts Ger/Eng, preview image, 5 sample photos for image recognition, links to further material

Personal Viewpoints

Our director Prof. Dr. Elisabeth Tietmeyer presents her favourite object from the permanent exhibition:

"How should the 'ideal European' be?! Of course there is no universal answer, the best one can do is work with national stereotypes, which turn upside down on this souvenir scarf:

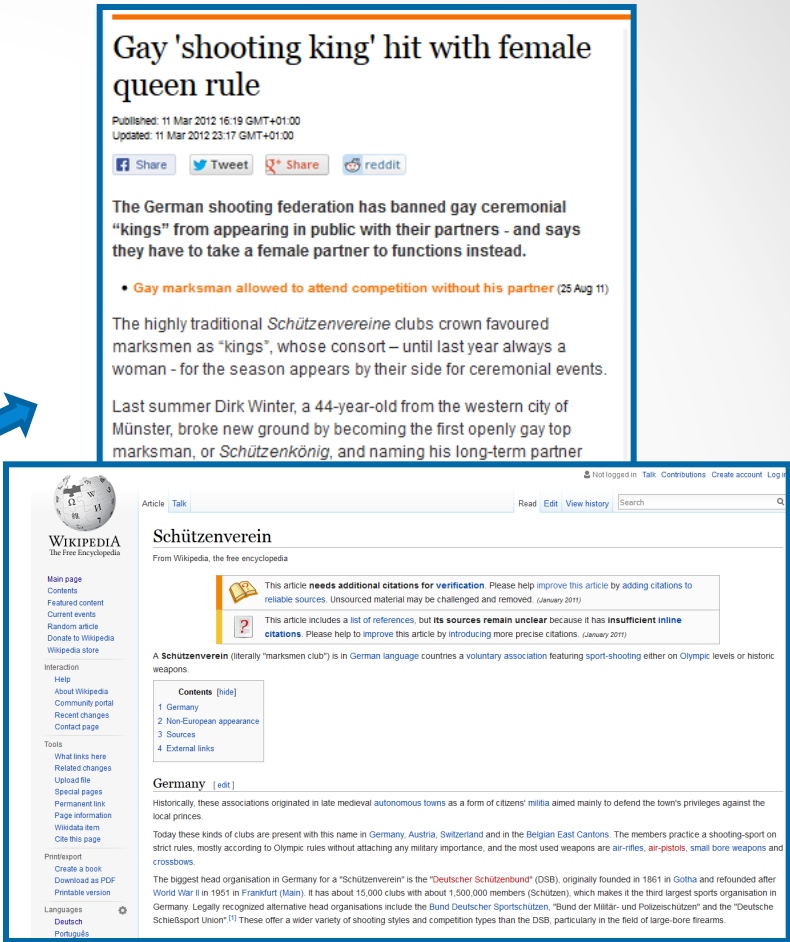
For example, 'the' Italian is said to be restrained and 'the' German humorous. But the images show something different: There are two Italians hugging and greeting each other wholeheartedly. The German stands obdurately and unmoved between a heartily laughing man and woman.

I think this is a good way of dealing with clichés, because if one can laugh about stereotypes (especially one's own) one can also question prejudices about other groups."



Souvenir Scarf
1990's; Strasbourg, France

Gender-Queer



multimedia contextualisation: articles, youtube, smb-digital/Europeana

a) What content do I want to include?

b) How is the content inserted into the app?


b) How is the content inserted into the app?

Examples for import possibilities:

1. manually via CMS
2. automatically via import into database

3) What is the app's concept, what do I want to communicate?

Welcome SPKadmin ! [Log out] [Change Password]



BLINKSTER

Home

Screenshots

HowTo

Coverage

My Blinkster

Administration

Forums

manual insertion into database

Points of Interest for Region "Museum Europäischer Kulturen"

Full Text...

New Point...

Delete Point...





Load XML...

Search:

Load Zip...

Export...

Points of Interest

	#	Image	Name	Description
<input type="checkbox"/>	2474		Gondola	<p>About 1910; Venice, Italy
<input type="checkbox"/>	2475		glossy prints "Sandmännchen"	<p>1970; East-Berlin, GDR
<input type="checkbox"/>	2476		souvenir scarf	<p>1990's; Strasbourg, France
<input type="checkbox"/>	2477		Jacket from the 19th century	<p>19th century, Albania

b) How is the content inserted into the app?

Who is responsible for content insertion?

Is my staff technically skilled to do that?

Is an introductory workshop needed?

What information/media can be included?

- 1) How does the app work?
- 2) How does the cooperation with the programmer work?
- 3) What is the app's concept, what do I want to communicate?
- 4) How is the App integrated & disseminated?**

How do visitors get to know about the app?

→ In public & on site

How are object & app visually connected to each other?

4) How is the app integrated & disseminated?



➔ Meetings and brainstorming with museum staff

- Stand-up display in front of the objects

- Stand-up display in front of the objects

- Stand-up display in front of the objects
- Exhibition groundplan with „Blinksterspots“ for orientation

- Stand-up display in front of the objects
- Exhibition groundplan with „Blinksterspots“ for orientation

- Stand-up display in front of the objects
- Exhibition groundplan with „Blinksterspots“ for orientation
- Directions in the app itself

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- Directions in the app itself
- Marks on/in the showcase frames

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- Stand-up display in front of the objects
- Exhibition groundplan with „Blinksterspots“ for orientation
- Directions in the app itself
- Marks on the showcase frames
- Marks on the floor in front of the showcase

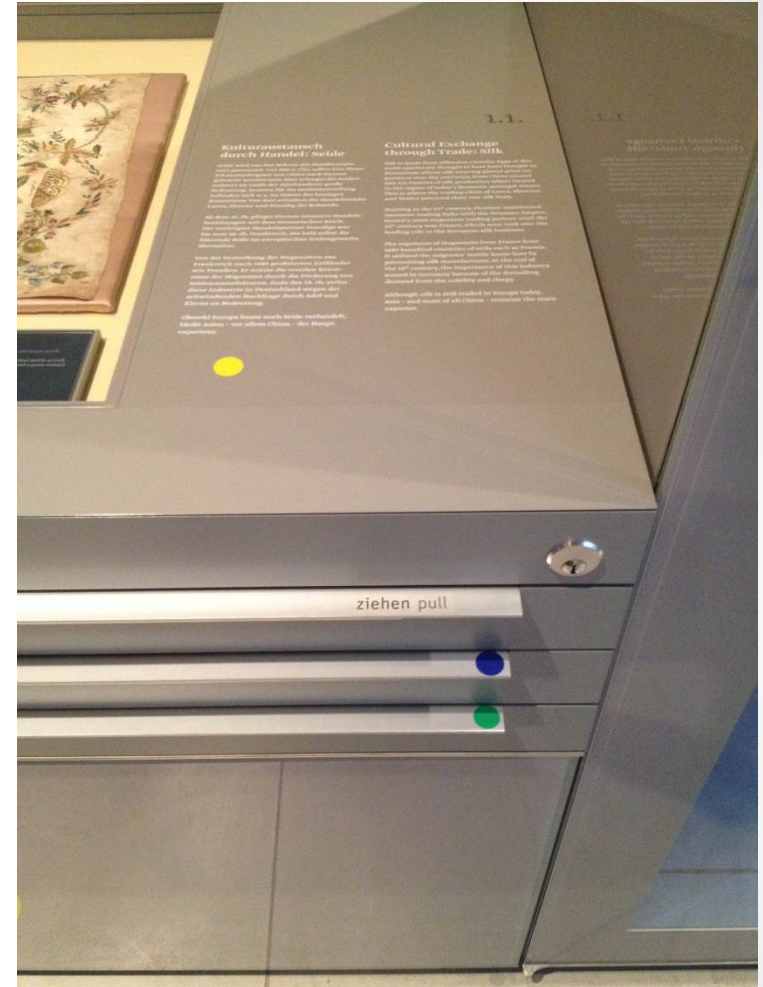
4) How is the app integrated & disseminated?

- Stand-up display in front of the objects
- Exhibition groundplan with „Blinksterspots“ for orientation
- Directions in the app itself
- Marks on the showcase frames
- ✓ **Marks on the floor in front of the showcase**



4) How is the app integrated & disseminated?

- ✓ Different themes distinguished by colour
- ✓ Drawers have extra marks



4) How is the app integrated & disseminated?



+ **Stand-up display with information about the app & marks at the exhibition entrance**

Public dissemination:

Flyer / Promo-videos

Social media / PR message / Newsletter

Thank you very much!

Test Blinkster at the museum:

Download-links to App- and Google Play Store:

<http://www.europeana-space.eu/blinkster/>

Contact

Institute for Museum Research

Sarah Wassermann

s.wassermann@smb.spk-berlin.de

Monika Hagedorn-Saupe

m.hagedorn@smb.spk-berlin.de

Further Information

<http://www.europeana-space.eu/>

<http://www.digitalmeetsculture.net>