The pursuit of an ETernal HERitage

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Enabling Museums to Benefit from the Mobile Revolution

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The ETHER Initiative
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30 Oct – 1 Nov 2012

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ETHER: heritage technologies and practice

- Workshop + Educational Programme:
  - Copyright
  - Creative income streams
  - SPECTRUM + Collection Management Practice
    - 4-5 Dec : Cape Town
- Digitisation Strategy
- Policy Development
- Collection Management Systems
- **NOW: Using Mobile for Visitor Experience**

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“Never send a human to do a machine’s job”

Agent Smith, The Matrix

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What are museums …. my definition

[76 years of conferences, and SAMA is still debating what is a museum!

Here is my two cents worth!]

Museums are the owners of the interface between the past, the present and the future

Core functions include:

Information (collect and manage)

Communications (to many stakeholders)

Museums are inherently ICT organisations

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What role can Mobile Technologies play?

Everyone carries a mobile phone / tablets : increasingly smartphones

Modern mobile phones / tablets are powerful computers (Internet, camera, music player, game player, messaging system … and also a phone!)

If mobile technology is the answer …
… then what is the question?

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Two key questions…

How to get more visitors?

How to give them a better experience?

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Follow on questions …

- Who is visiting?
  - What are they doing?
  - What do they prefer?
  - Did they have a good experience?
  - What can they take away with them?
  - How can they recommend to others?
- How much information do they want? Depth vs breadth?
- How to create the balance between PHYSICAL and DIGITAL visits?

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The Mobile Revolution

- Mobile Apps v Mobile Web
- Social Media
- QR Codes
- Augmented Reality – James May, London Science Museum

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Mobile Web – Our Choice

- Ease of development of mobile web sites / mobile web applications
- Drastic improvements in technology of mobile web in past year
- Runs on any phone with connection to Internet
- Independent of changes in devices and operating systems (Windows 8, Android, IOS)

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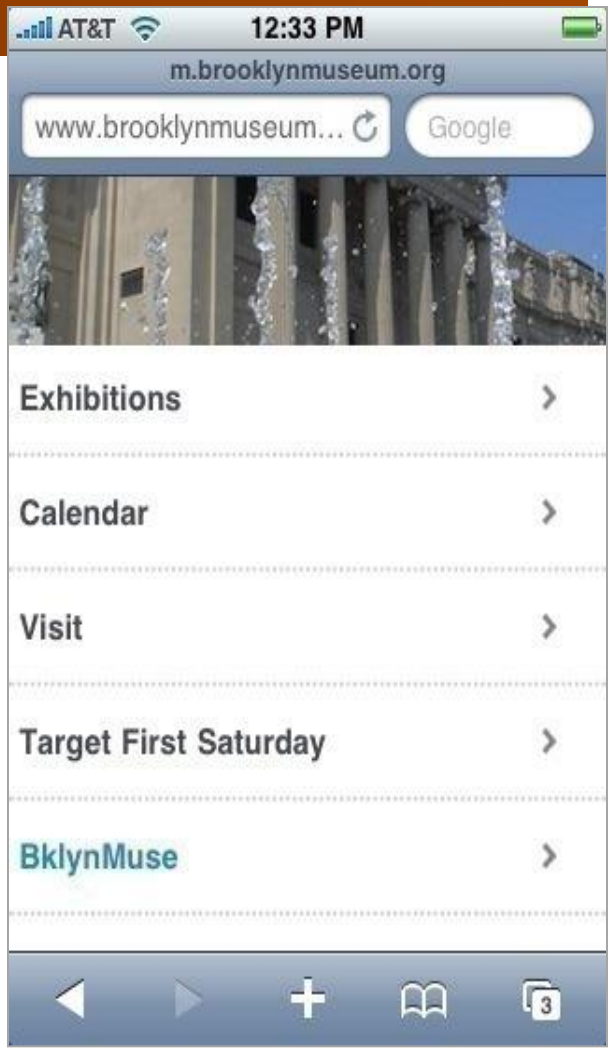
What are others doing?

- **Museums of Contemporary Art of Australia :** Mobile App : Large downloads which did not complete
- **Brooklyn Museum** : up to date with events, exhibitions, but jumps to main web page (unreadable)
- **Los Angeles County Museum of Art** : did not work on my Samsun Galaxy Note, but did work on iPad 1. Not much information.



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International Best Practices in Mobile Web / Apps

- The most current and modern are far from the ideal.
- Focus on Apps rather than Mobile Web
- Most directed at what visitors needs to know BEFORE they get there, not for help DURING their visit.
- Much talk about QR codes and Augmented Reality, but little evidence of large-scale usage
- <u>The usage of Mobile in Museums is only starting internationally</u>

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Our Proposed Maturity Model for Museums usage of Mobile Technologies

Level	Description
1	*No Mobile Capability*
2	**Mobile Web Site / Electronic Brochure** : simple page or complex set of pages. Complete information needed to decided to visit and how to get there.
3	**Visitor Support / Virtual Exhibitions / Regular Updating** : news, exhibitions, events, visitor profiling, mobile support during exhibitions.
4	**Engagement** : Community Engagement / Virtual Tours : interaction with community and “friends of museum”, multiple virtual tours (short/long/thematic), digital collections online.
5	**Total Mobile Strategy** : fully digital institution, integration of all museum processes via mobile.

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What we are doing in The ETHER Initiative

1. **Mobile-based web pages** for museums / heritage sites / communities
2. **Virtual Guide** on mobile devices : info, audio, video, depth, mark as favourite, feedback, rating
3. **Virtual Scenes** : interpretative guide to physical sites and complex exhibits
4. **Visitor Profiling** and Statistics
5. **Mobile Newsletters** and Magazines

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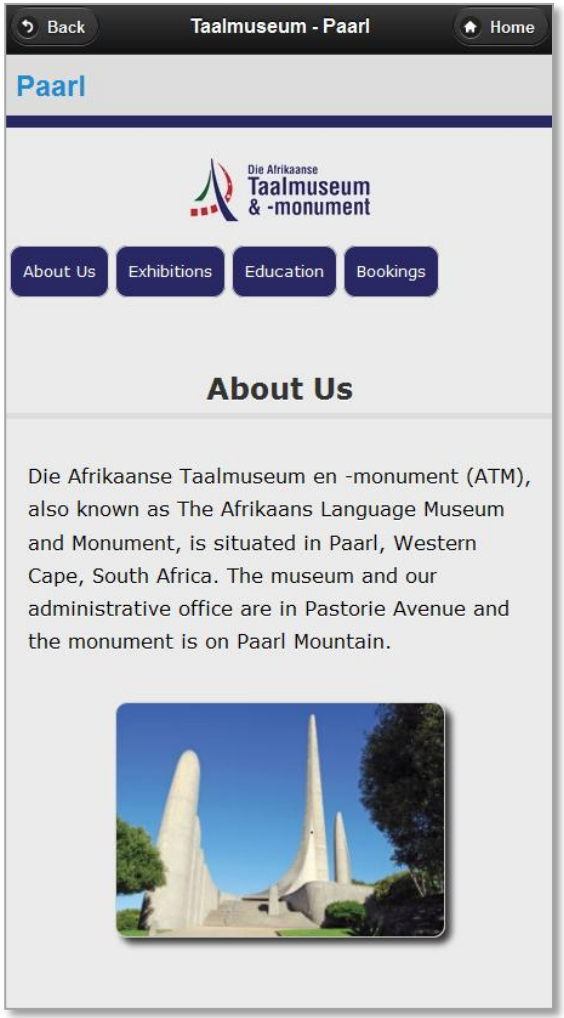
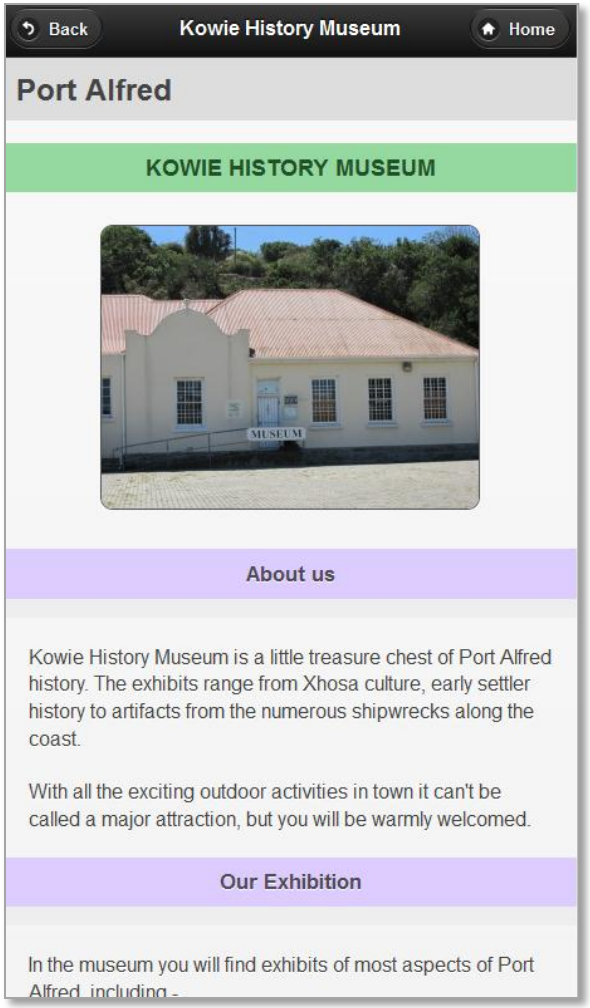
Mini Web Pages for museums

- Built for mobile devices on the XtownX platform
- Complements the full web site – scaled down essential information
- Quick and easy to build
- We help to improve search ranking from Mobile Devices





Back | Boschendal Manor House | Home

Stellenbosch

ANNO 1685

WELCOME TO BOSCHENDAL

About Us

Journey back to the time of the Huguenots with a visit to the Boschendal Manor House Museum. Dating back to 1812 the historic Cape Vernacular Manor House is one of the only period re-stored residences offering a glimpse into the lives of the second Huguenot family that made Boschendal a dynasty and one of the most important farms of their time.

History

It is thought that the farm house was a humble dwelling until Jacque's son Jean initiated the Manor House. As the father to twenty two children it was probably a labour born of necessity began with the outhouses including the hen houses, the cellars and the wagon house and the slave quarters that accommodated his thirty one slaves.

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During its restoration in 1973 painted friezes were discovered on the walls and recent scrapings have exposed details of even more layers. These paintings might have been the work of itinerant artists or resident slaves two hundred years ago.

The Manor House was a declared a national monument and opened to the public in 1976. The presence of preceding generations is palpable in this fascinating home.

Link to Phone
One click call

Contact Details

Website: www.boschendalwines.co.za

Open: 09:30-17:00 daily

Cost: R15 per person (self guided tour)

Guided tours available on request: R20.00pp for guided tours

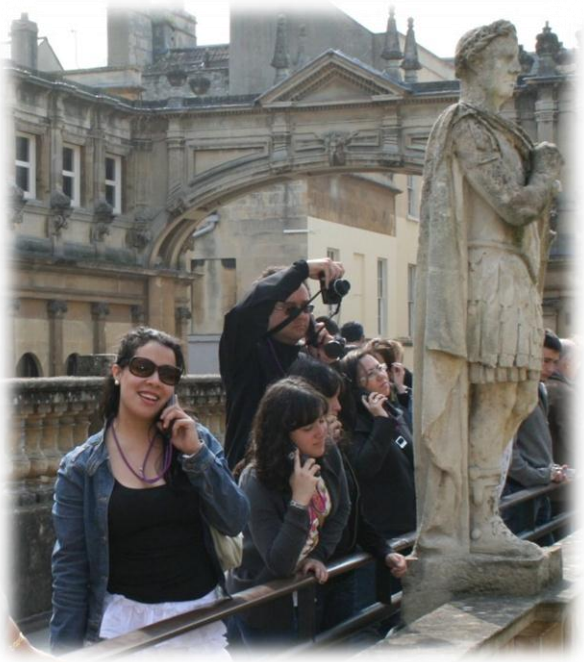
Tel: 021.870.4279

Future linkage to online Maps

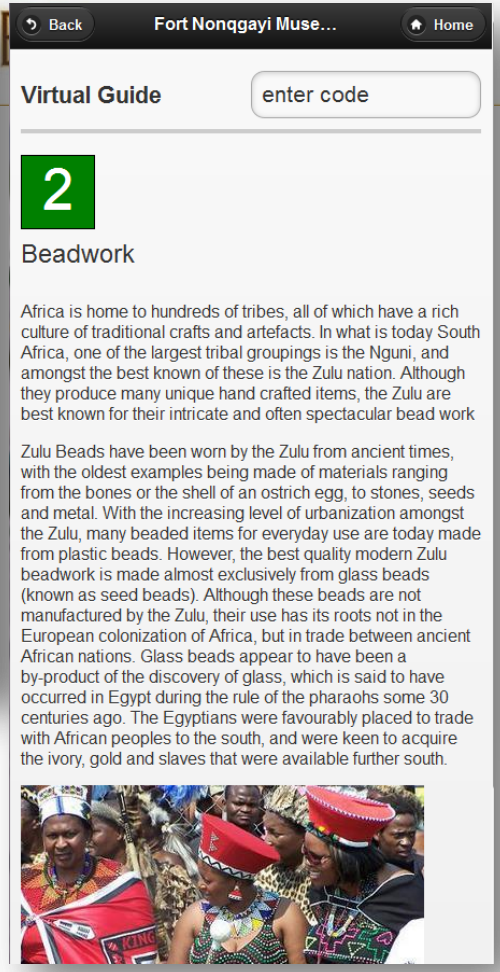
Audio Players

Widely used in high traffic sites. But what is the next technology for visitor experience?
Needs…

- Greater customisation
- Greater choice
- Take home the experience



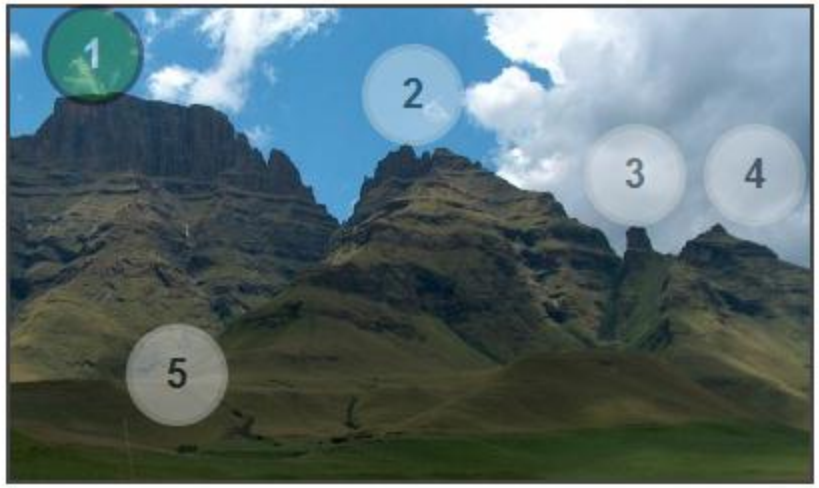
Fort Nonqgayi Museum Village – Virtual Exhibits



Mobile Based Virtual Guide : as a complementary alternative to audio players / human guides / costly exhibits …

Multi-language / audio / video / interaction / ratings / feedback / track usage by visitor profile / visitors can mark for reading at home

Virtual Scenes



1 2 3 4 5

Cathkin Peak (3149m)

This is the most recognised peak in the Drakensberg area and is close to the barrier of spears and the Gatberg.

"Cathkin Peak was named after the residence of a Lanarkshire immigrant, Stephan Snyman, who named his home after Cathkin Braes, a hill in Glasgow". (Wikipedia).

Around 4000 San rock paintings exist in this area of the Drakensberg, making this one of the largest concentrations of rock art in the world.

- Heritage Sites
- Complex Exhibits
- Highlights the points of interest from visitor viewpoint

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Discussion and Conclusions

- The Mobile Technologies **WILL** play a part in your museum in the **NEAR** future
- Let us move beyond the curve and become a world exemplar for this technology
- It does not have to be built elsewhere! It can be designed and built here (**local content means local jobs**!)
- We have plans for many new museum services available through Mobile Web.

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Local Web Practices Survey

- Informal survey of 80 museums and art galleries, drawn from a population of 400.
- User analysis of web sites in terms of usability, information content, and what else is available. Quantitative and qualitative.

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Discussion : Lessons Learned / Future Plan

- Challenge in take up of using mobile in museums – new technology – but highly familiar to users
- Challenge in requiring users to register – which we need to ensure profiling of the visitors
- Improving the speed of development
- A focus on promotion of Virtual Guide in museum contexts

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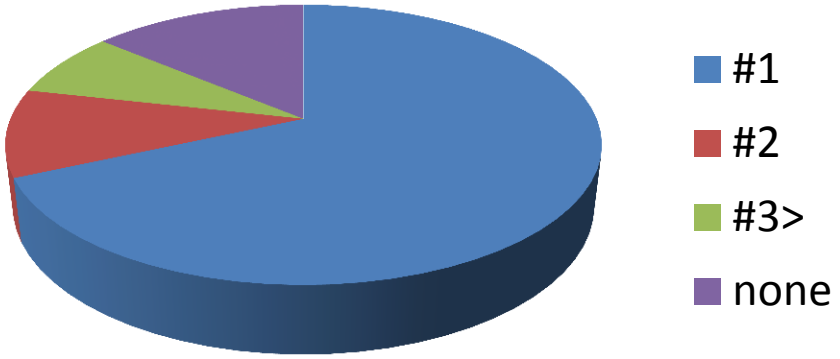
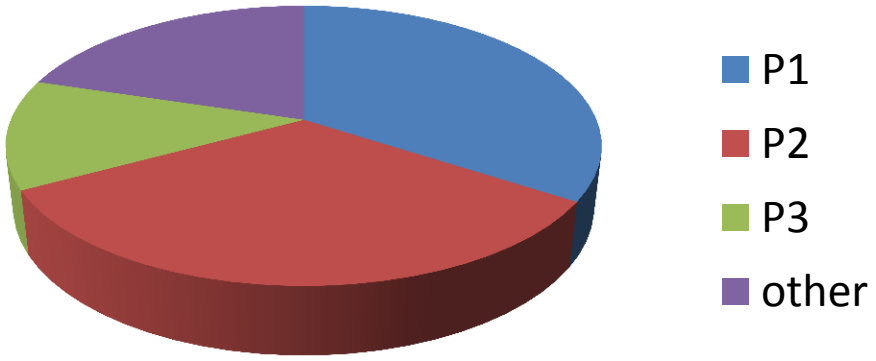
Results of Survey

- 3/80 : no web presence found
- 39/77 : using another domain
- Search results on Google
- Only 25% were considered to have up to date content

Google Rank : Museum Name



Google Rank : Town "MUSEUM"



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Contents of Museum Web Pages

Content	% of museums
Hours of opening	78%
Costs of Admission	78%
Contact Details	96%
Telephone	93%
Physical Address	93%
GPS Coordinates	80%
Staff Details	25%