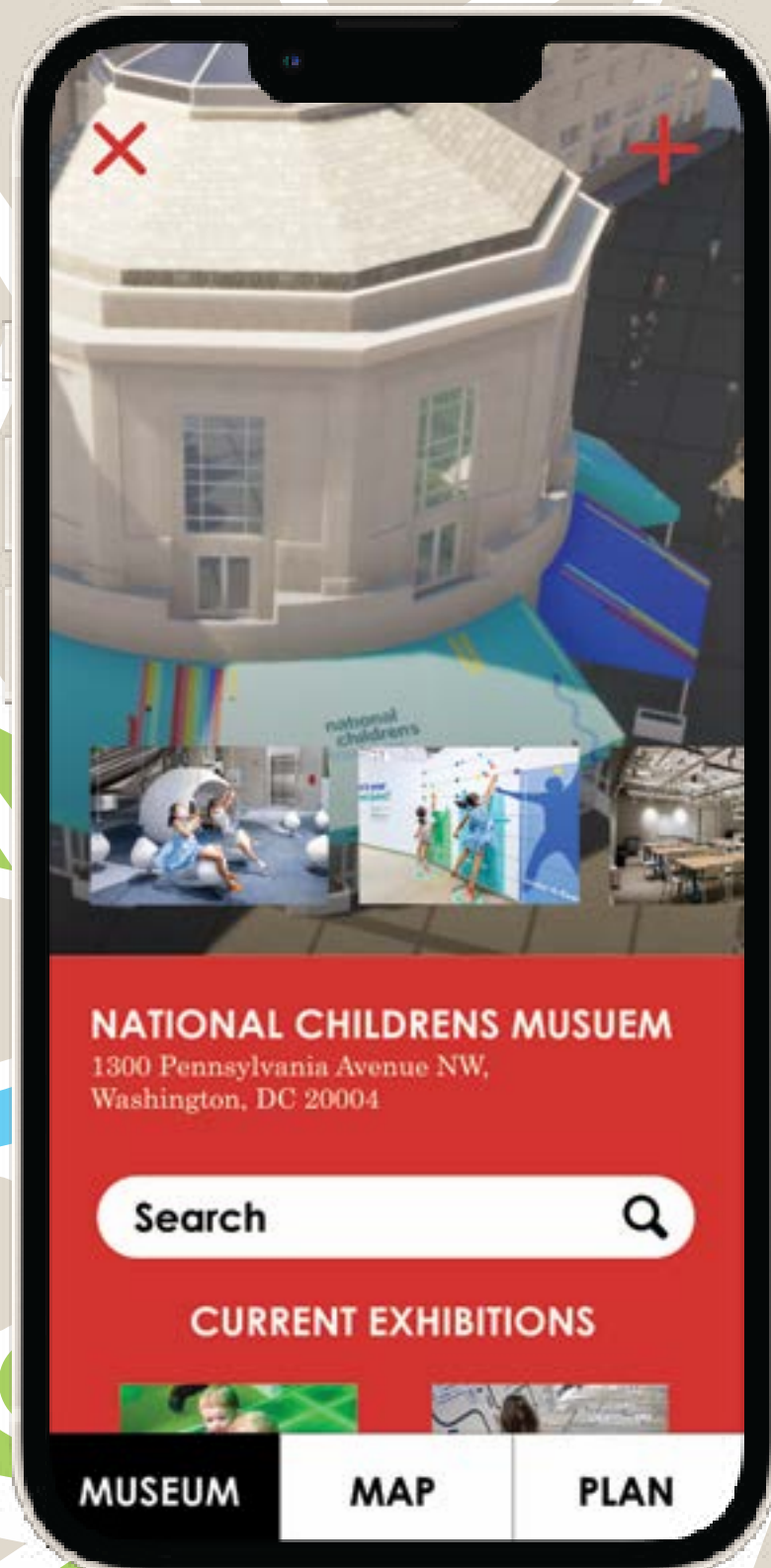




Museum Planner



“Museums made simple.”

ABOUT



The App

Museum Planner is an app designed for mobile phones to enhance your museum-going experiences. By providing users live and projected information about the guest population, population distribution, and navigation information, this app helps you avoid long ticket lines and crowds. It also tracks interactive and time-based exhibits, to make sure you get the most out of your visit!

Key features include an interactive map of the museum which helps you find specific exhibits, planning tools like admission information and exhibit timetables, and exhibit/room population trackers.

Crowds and confusion can turn a fun learning experience into a rapid retreat from an outing gone wrong. Smart planning can help you avoid misfires, so you can just focus on the exhibits.

The Solution

This interface combats common obstacles of visiting big attractions for museum-goers. In some ways they are an equivalent to the Disney Parks app My Disney Experience, helping users navigate unfamiliar venues with interactive map features and providing information useful for planning and crowd awareness.

Live population tracking and projections and interactive maps makes it easier to see popular exhibits and take your whole family on a trip (without losing anyone). It also solves the problem of museums needing to develop their own apps to enhance guest experiences: currently only big museums have any sort of interface dedicated to on-site experiences. By working on a Business Profile basis, where any museum can add a profile and provide their information, this would be a low-cost way for many museums to make their guest experiences smarter and more interactive.



- Has a focus on mapping
- Highlights attractions
- Limited analytics and many non-relevant features



- HUGE user base
- Analytics
- Well designed, easily comprehensible
- Extra features



Google Art and Culture
Interact with Art
Provide additional information about works.



Smartify
Interact with Art with VR technology.

Takeaway

- Apps for museums focus on interacting with the exhibits, often through tours or AR.
- Museum Apps tend to be limited by exhibit content.
- Maps are a pain point, because users want phone locating services.



Apps of Specific Museums

Mostly provides additional information on the exhibits and/or recorded guided tours. Maps of varying quality are a notable feature.

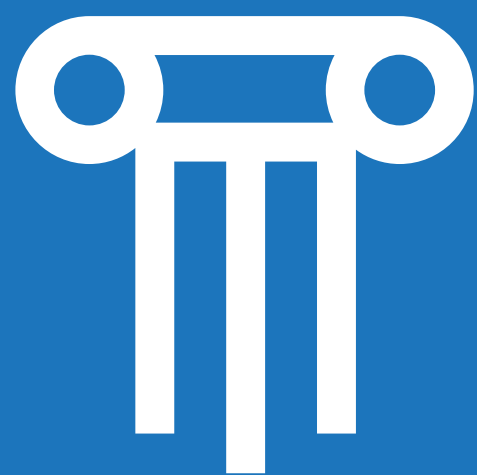
"...Facts, colorful graphics and video links makes for fun for all ages."

"...great tours!"

"...slow to load..."

"GPS that directs you to the next work, which is incredibly helpful in a huge museum..."

RESEARCH



PERSONA I

Sarah

Occupational Therapist

“I take my kids to museums because I want them to love learning.”

- **Married**
- **4 kids**
- **Late 30s**

We help Sarah by making it easier to plan museum trips and keep her party together and on task .



James

Retired

- **Divorced**
- **60s**
- **Limited mobility**

“Going new places is hard when accessibility is uncertain.”

Our detailed maps help James enjoy going new places because he doesn't need to worry about accessibility.



LOOKING

When Sarah wants to plan a weekend trip with her kids, she:

- Searches for ideas
- Compares museums
- Checks current exhibitions
- Prioritizes interactivity

"What's that?"



"...I'm busy then."



"That might be cool."

PLANNING

As Sarah tries to come up an itinerary for her trip, she:

- Looks at time availability
- Investigates attractions
- Makes a must-see list



"Would that occupy a 5 year old?"

VISITING

"This has been fun."



"That's really cool!"

"Where are the stairs?"



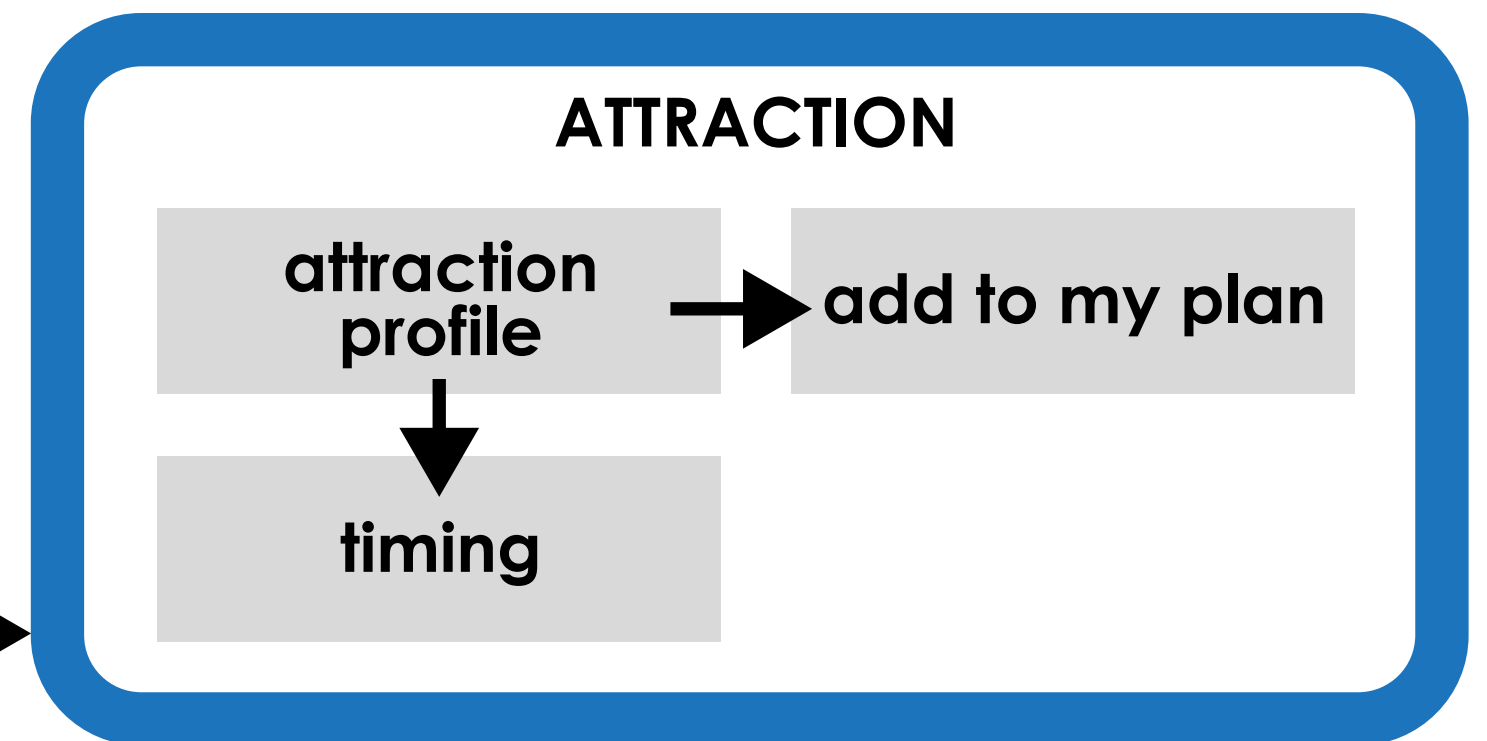
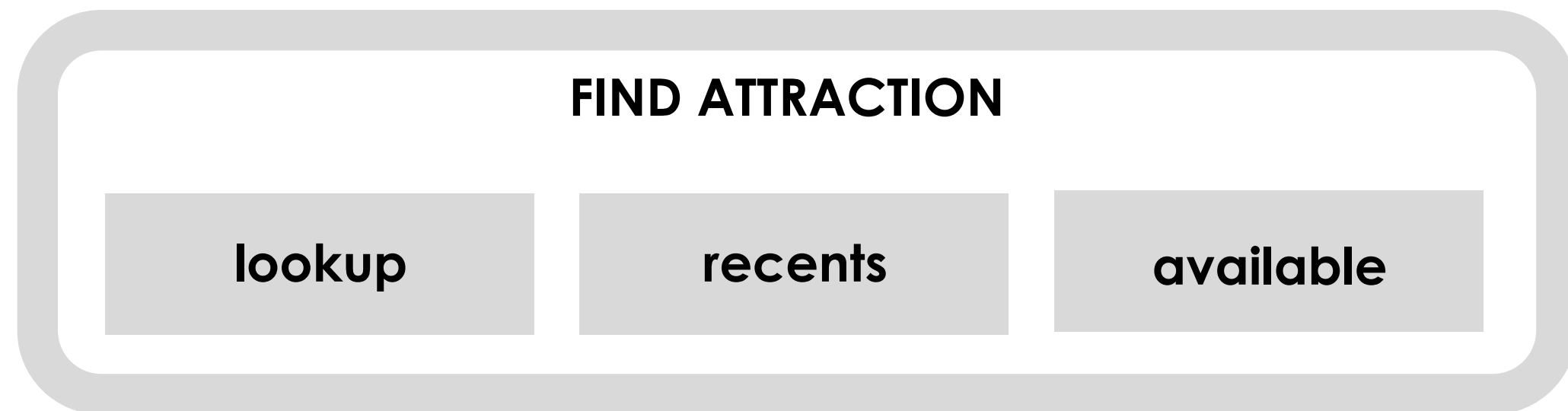
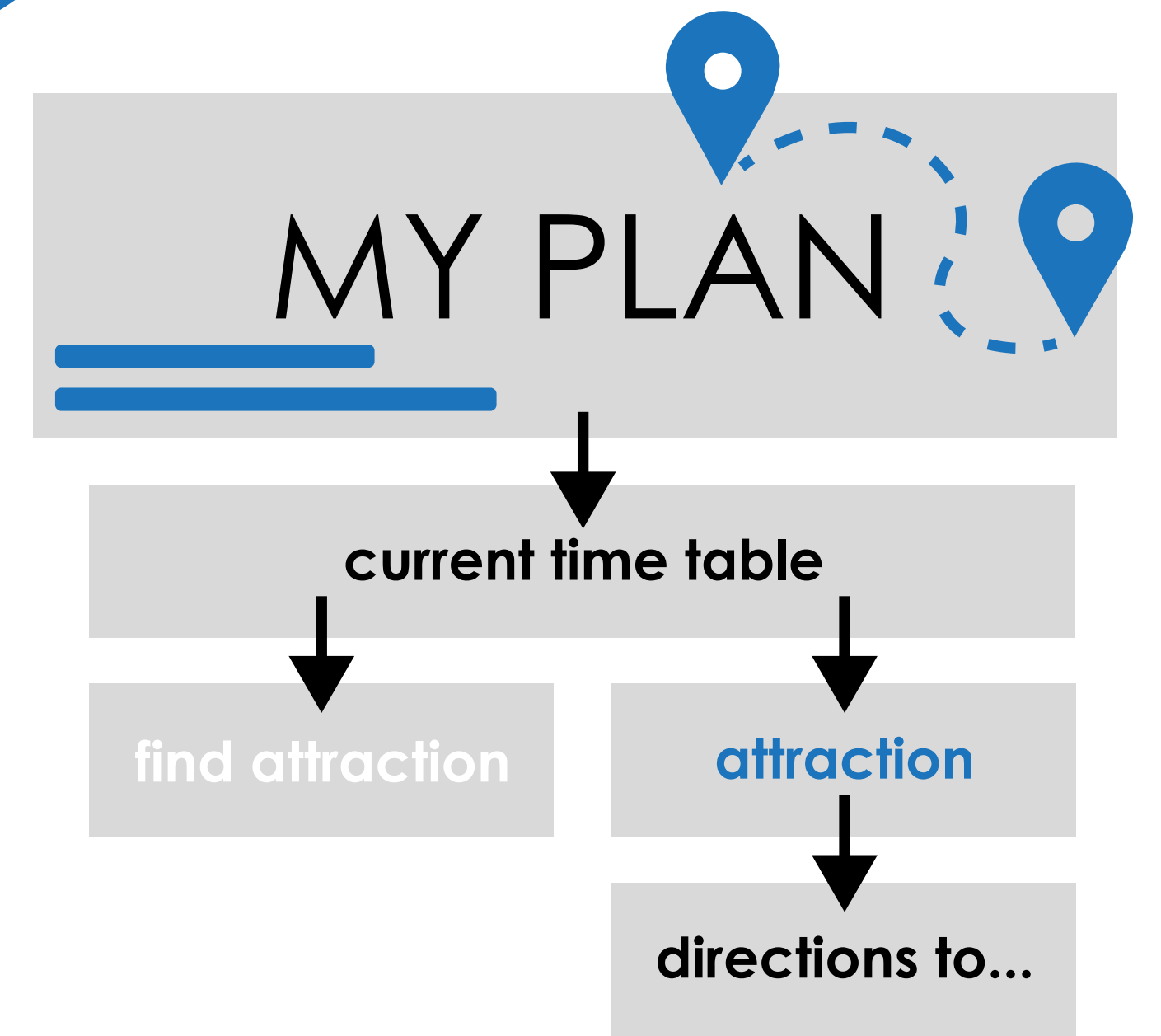
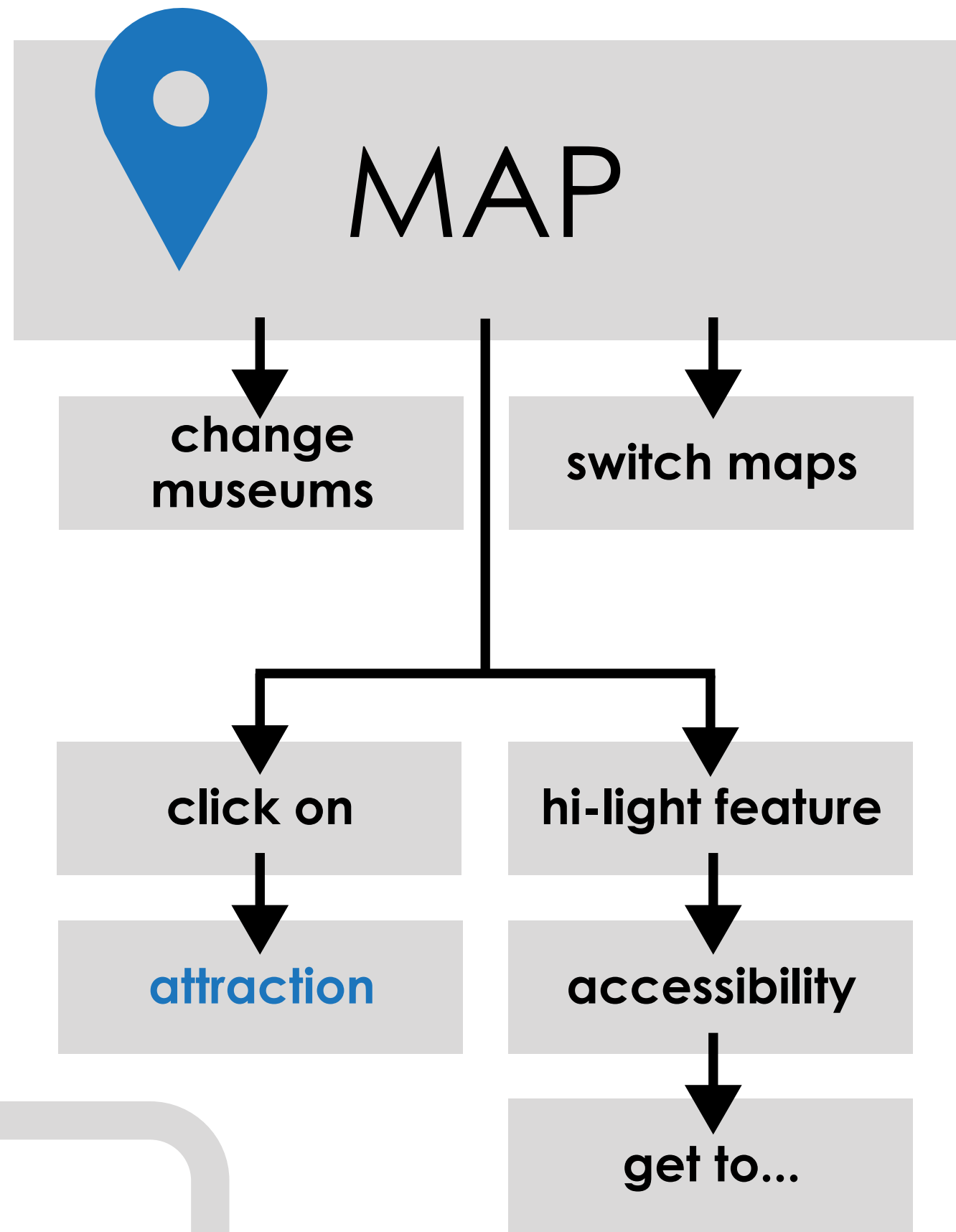
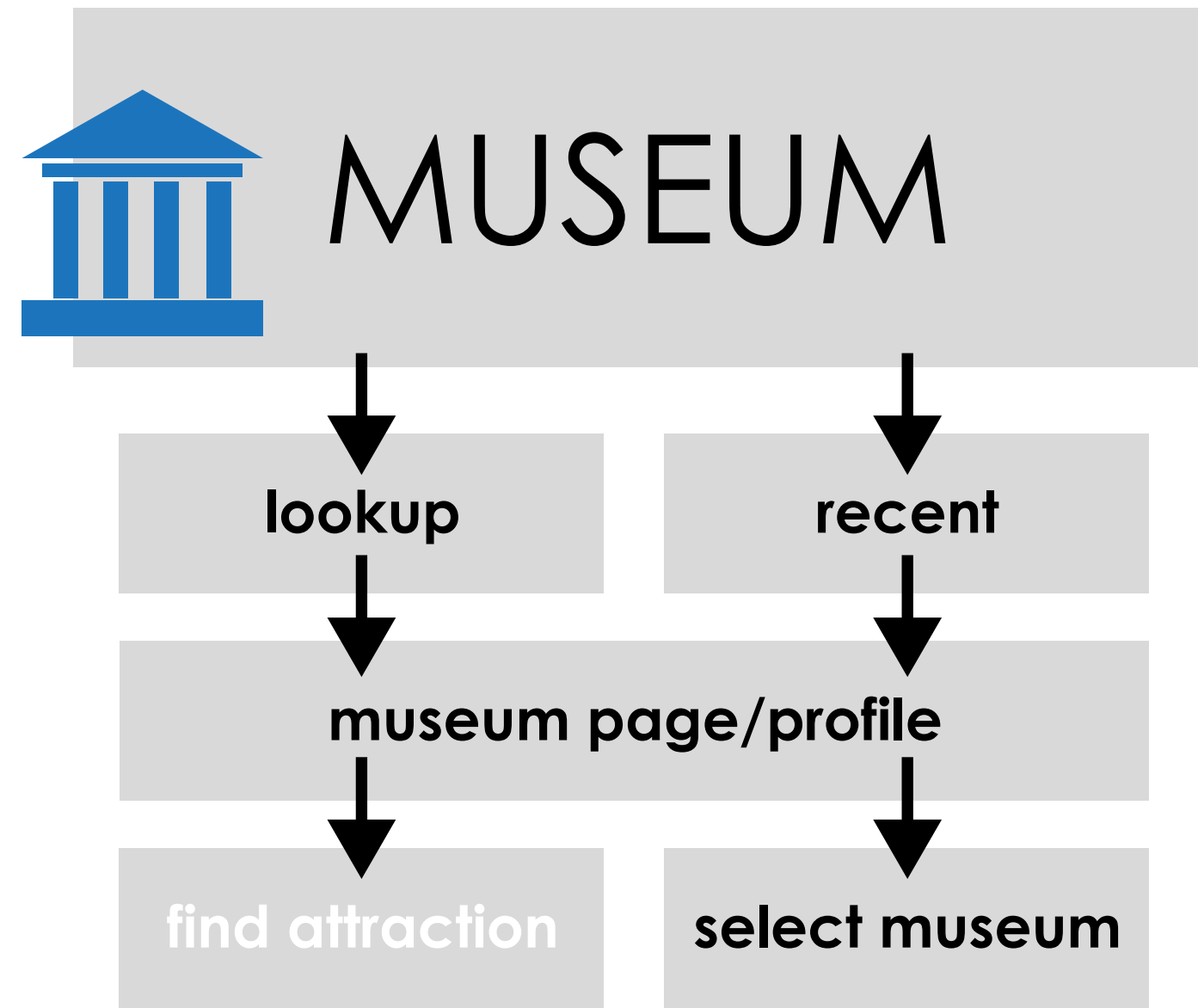
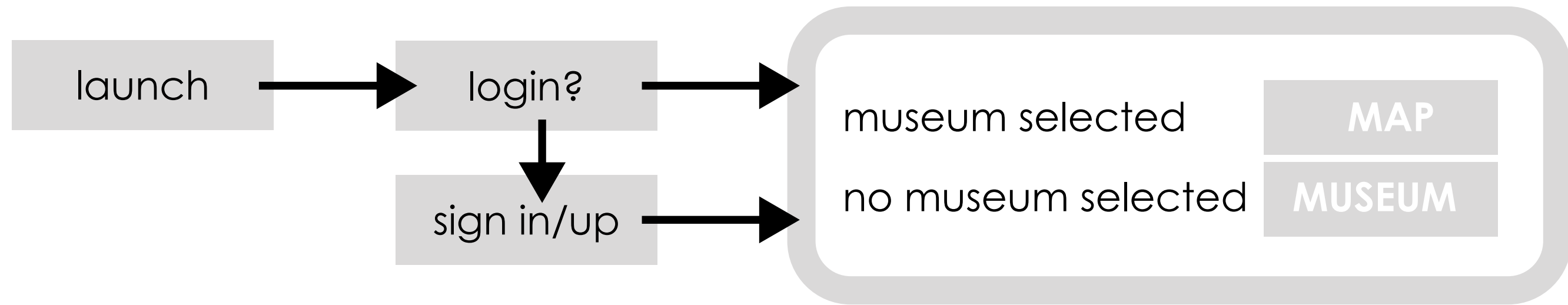
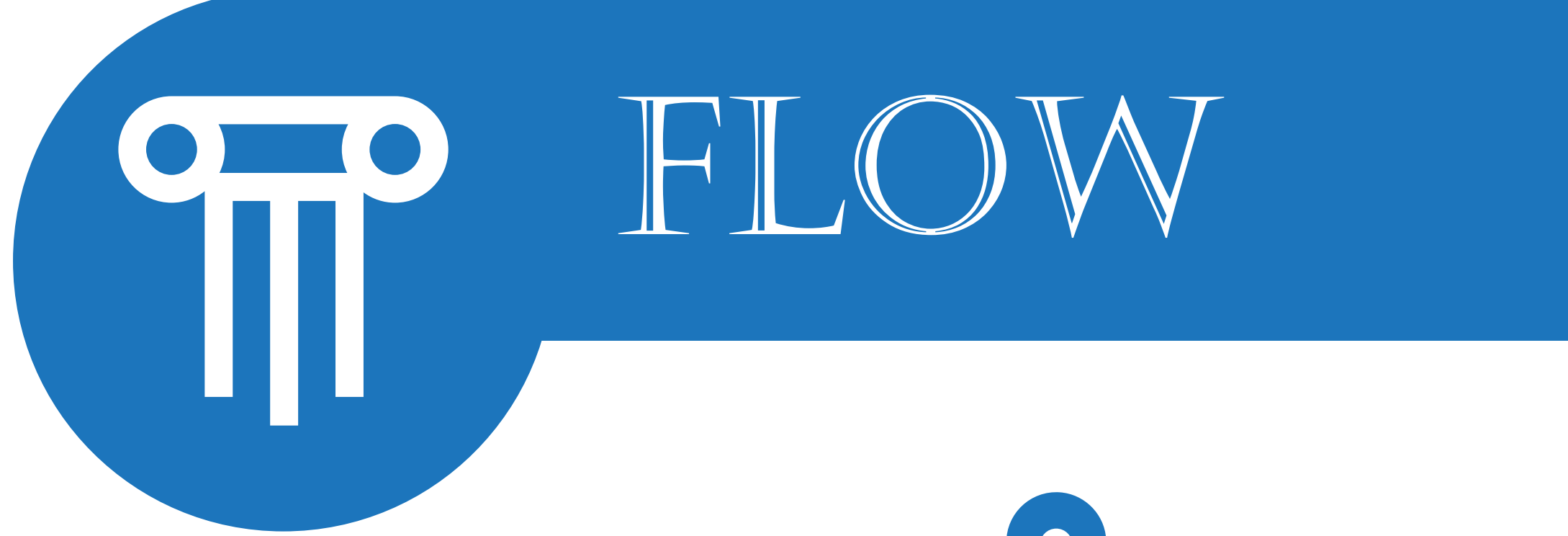
"I hate lines."

While in the Museum, Sarah:

- Locates bathrooms
- Checks ticket times
- Navigates crowds with kids
- Looks for exhibitions

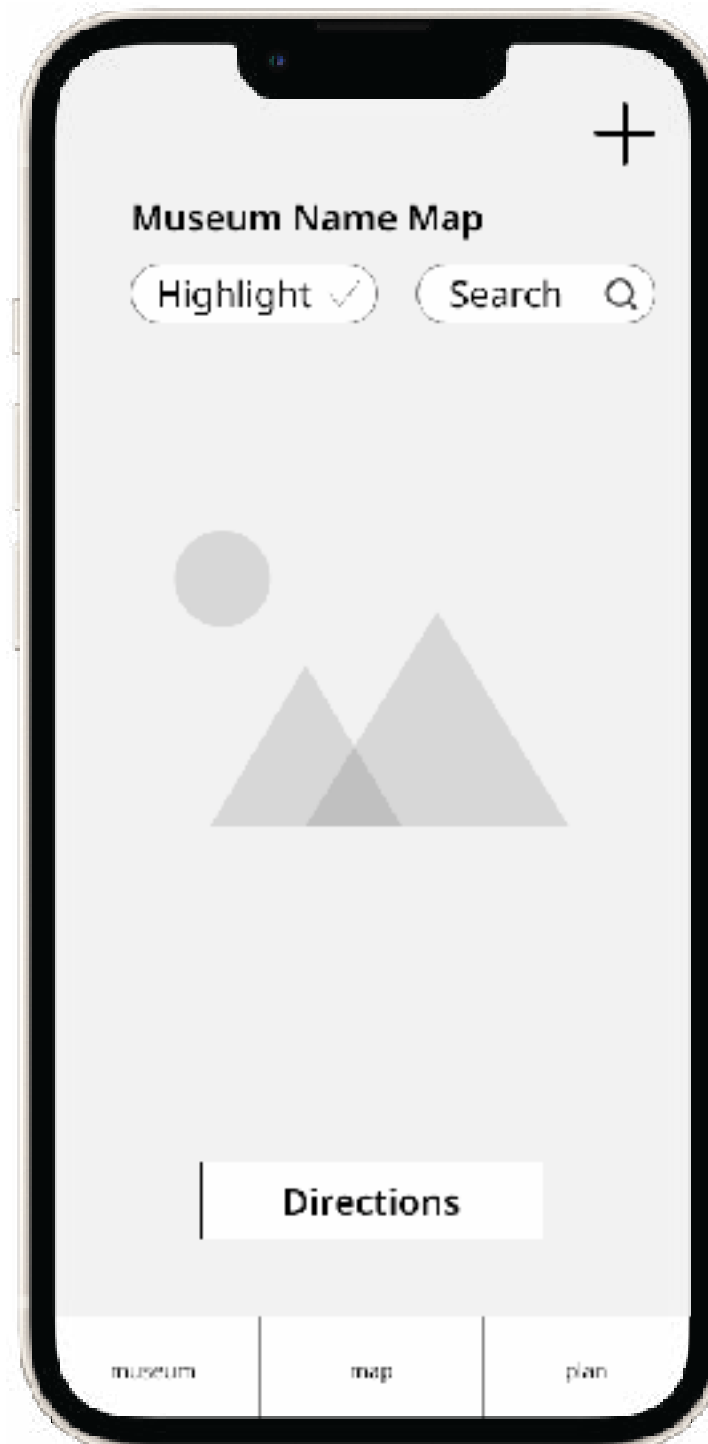
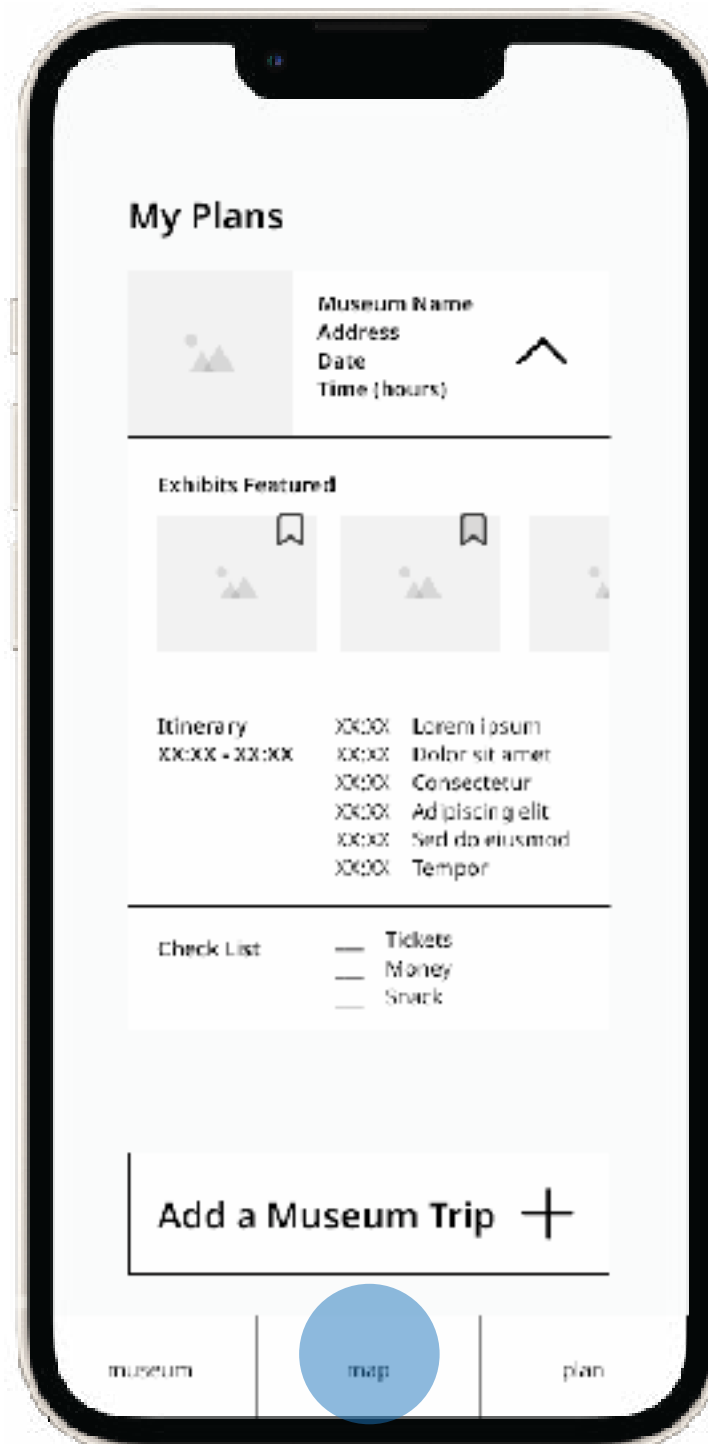
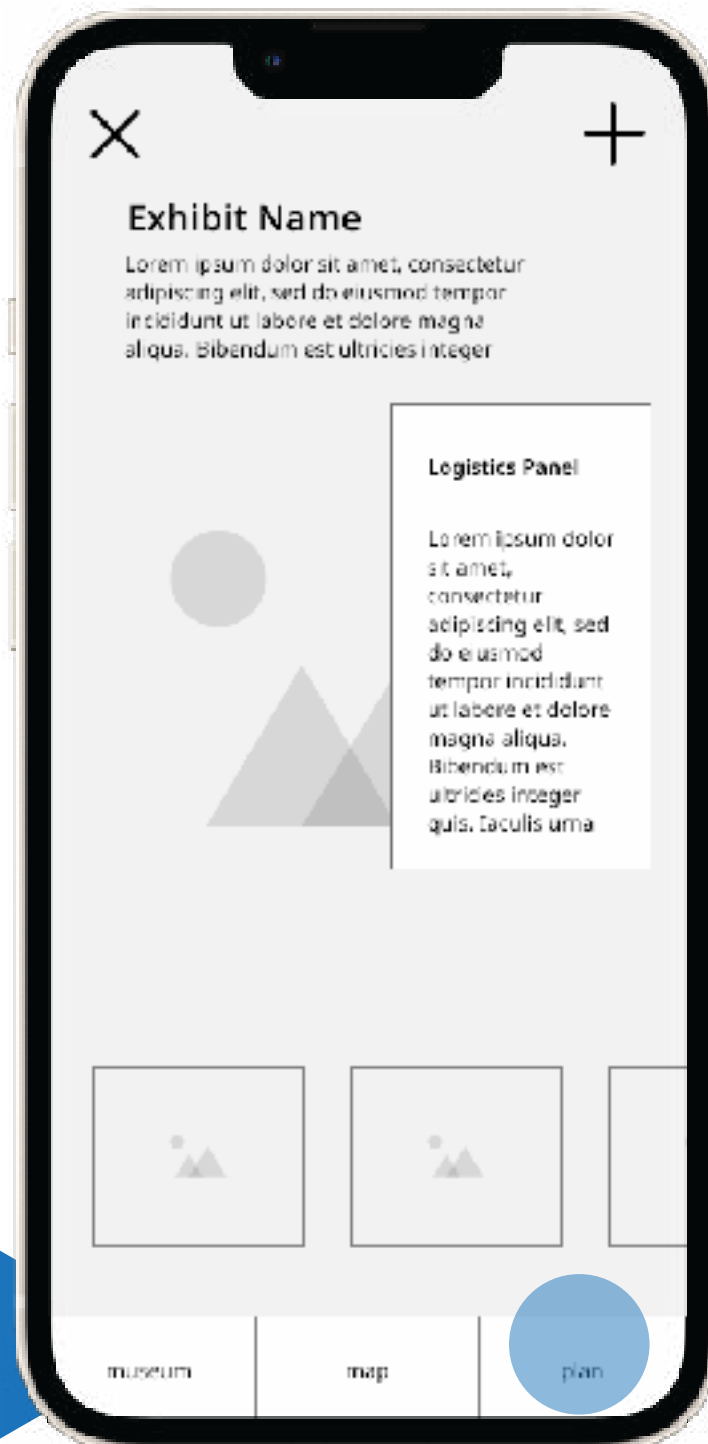
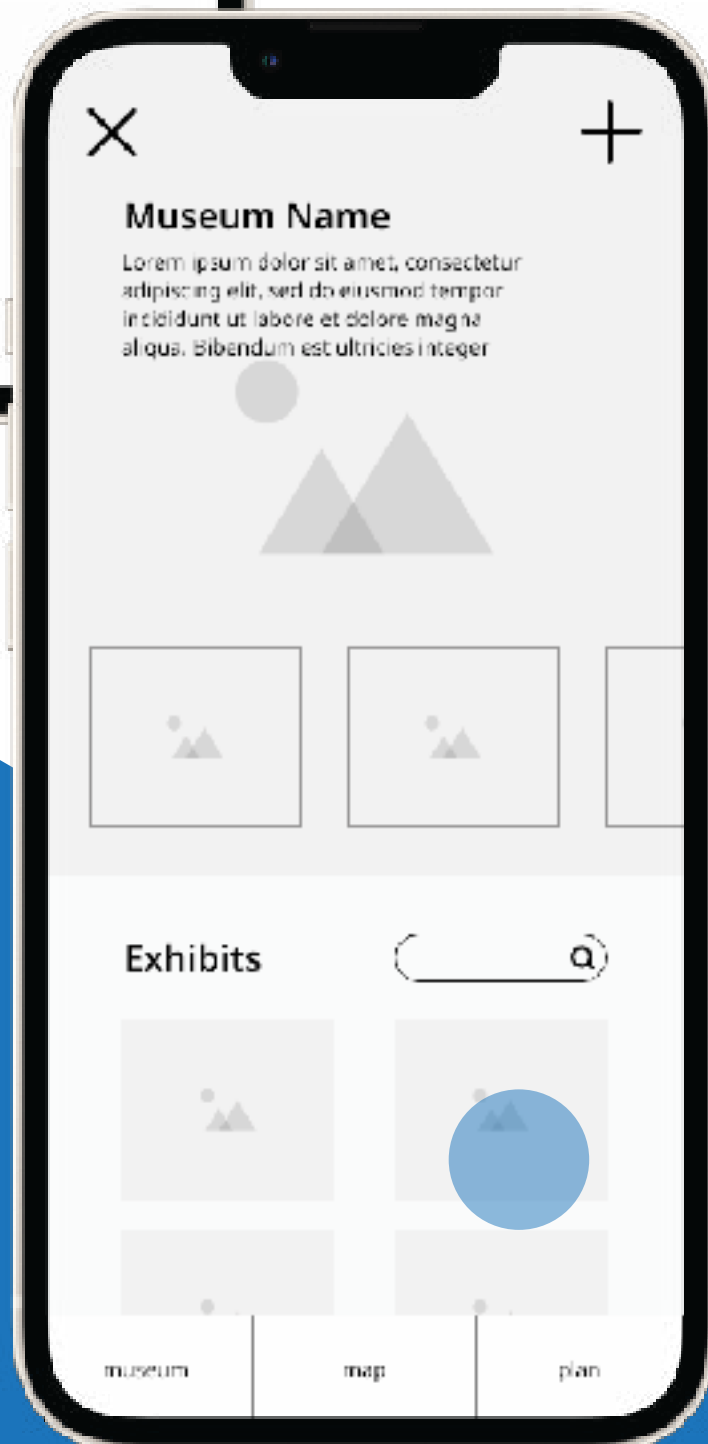
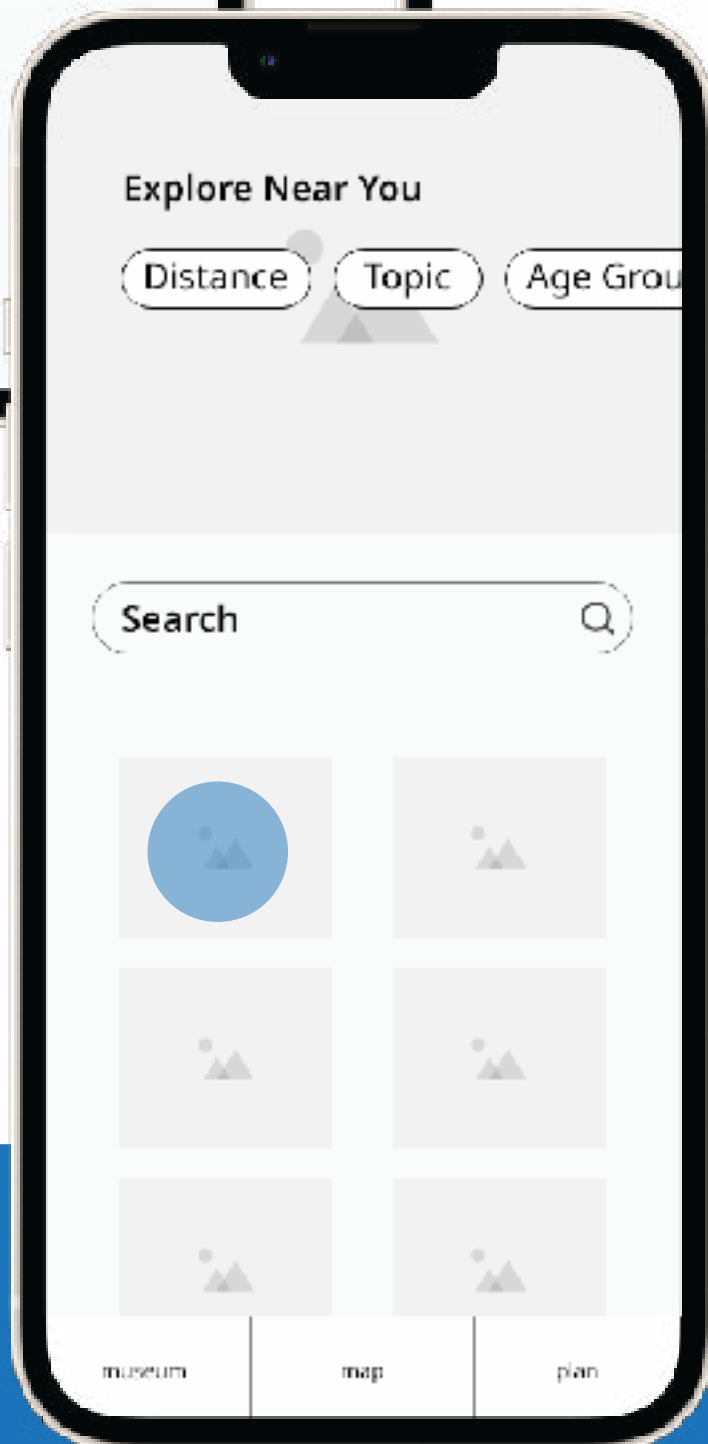
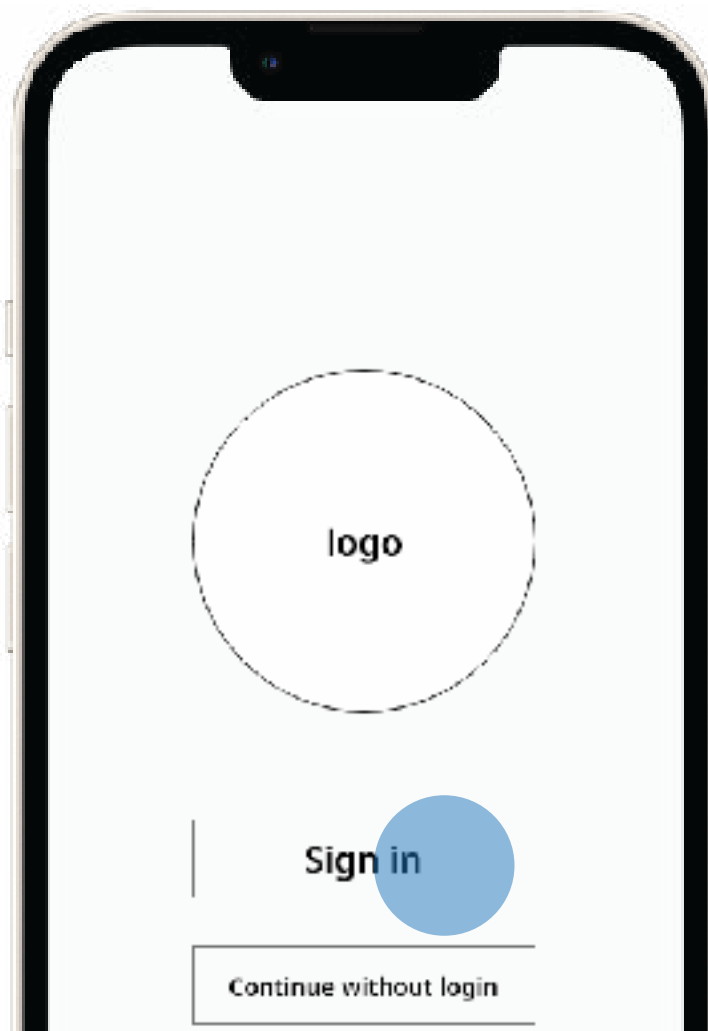
USER JOURNEY







WIRE FRAMES



STYLE GUIDE



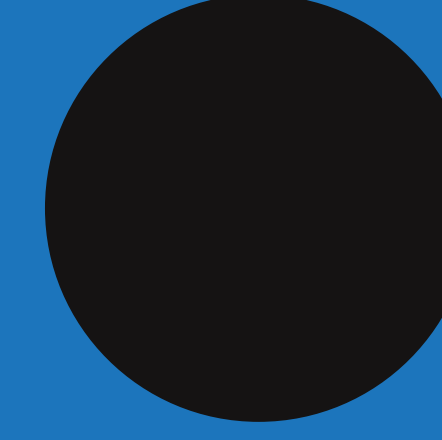
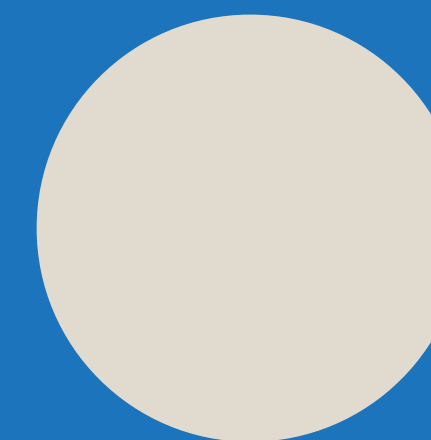
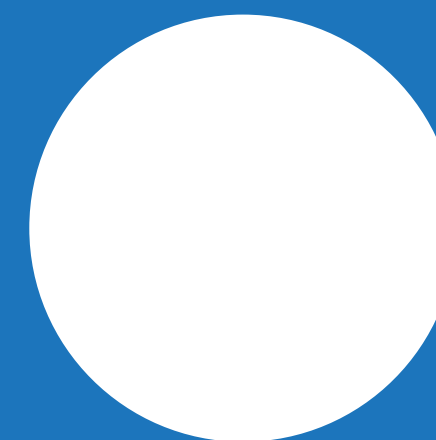
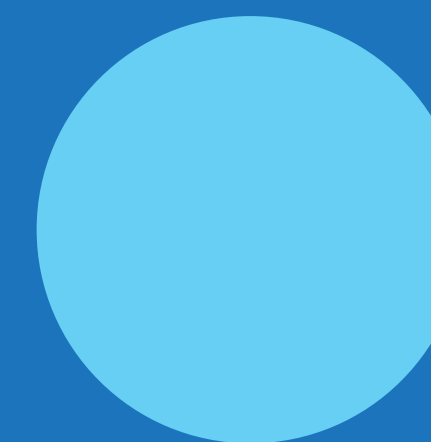
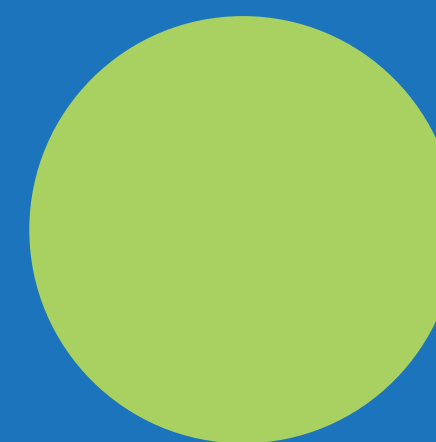
app face



logo



sub mark



colors

Century

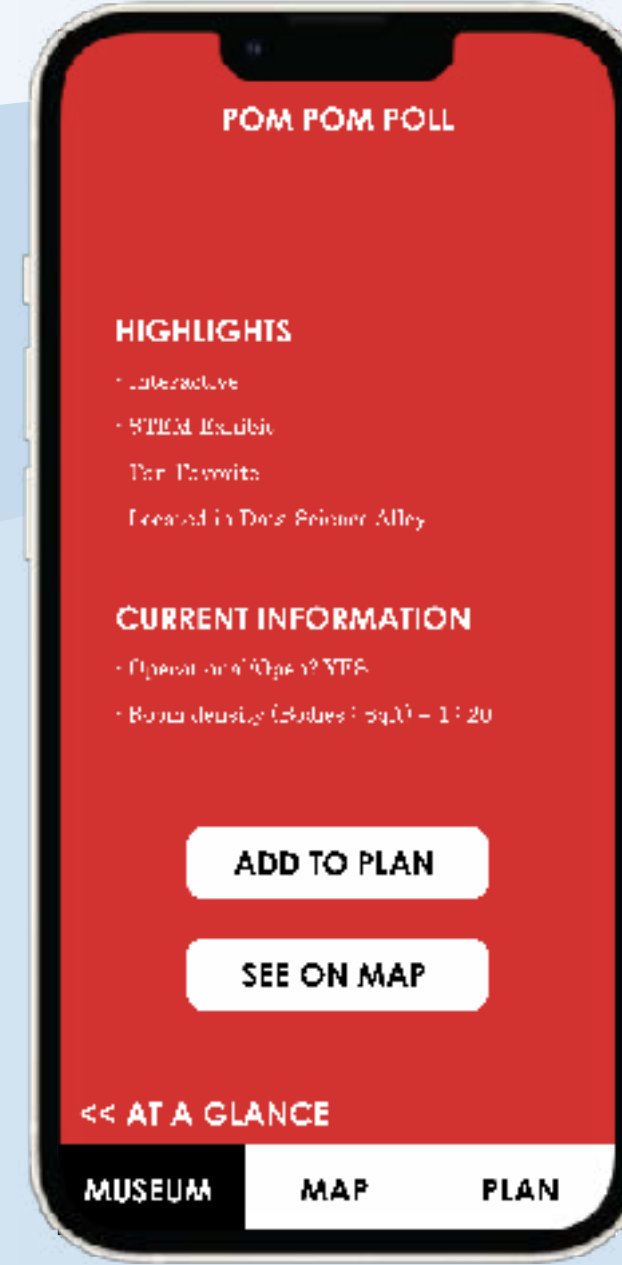
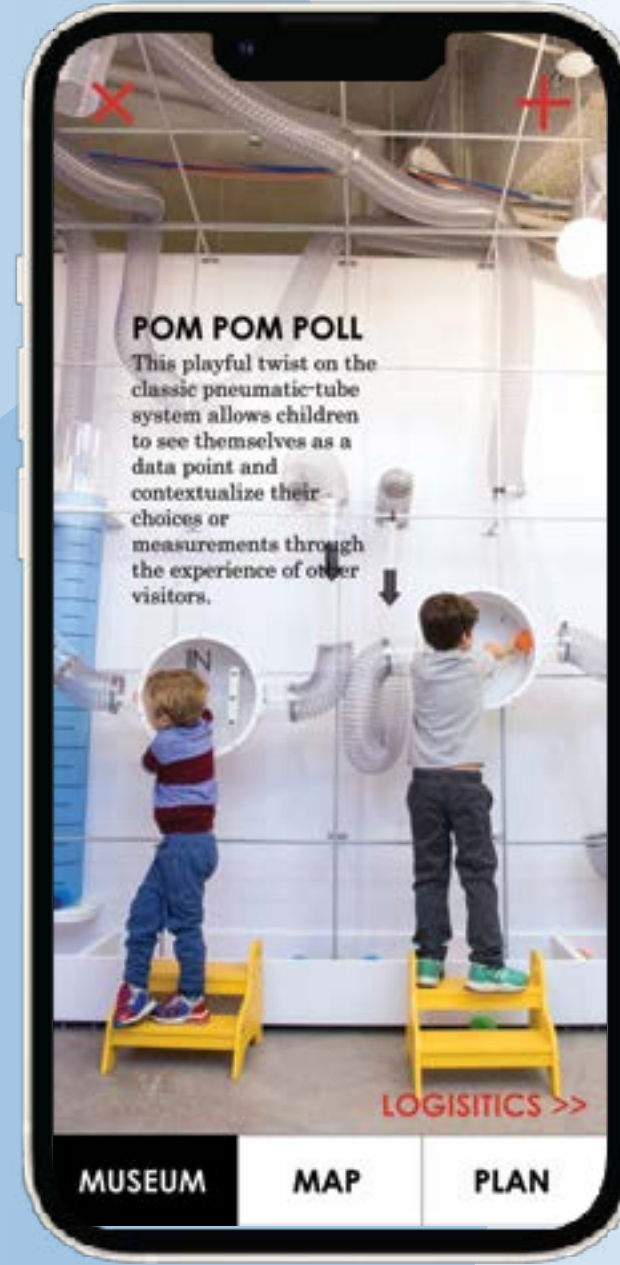
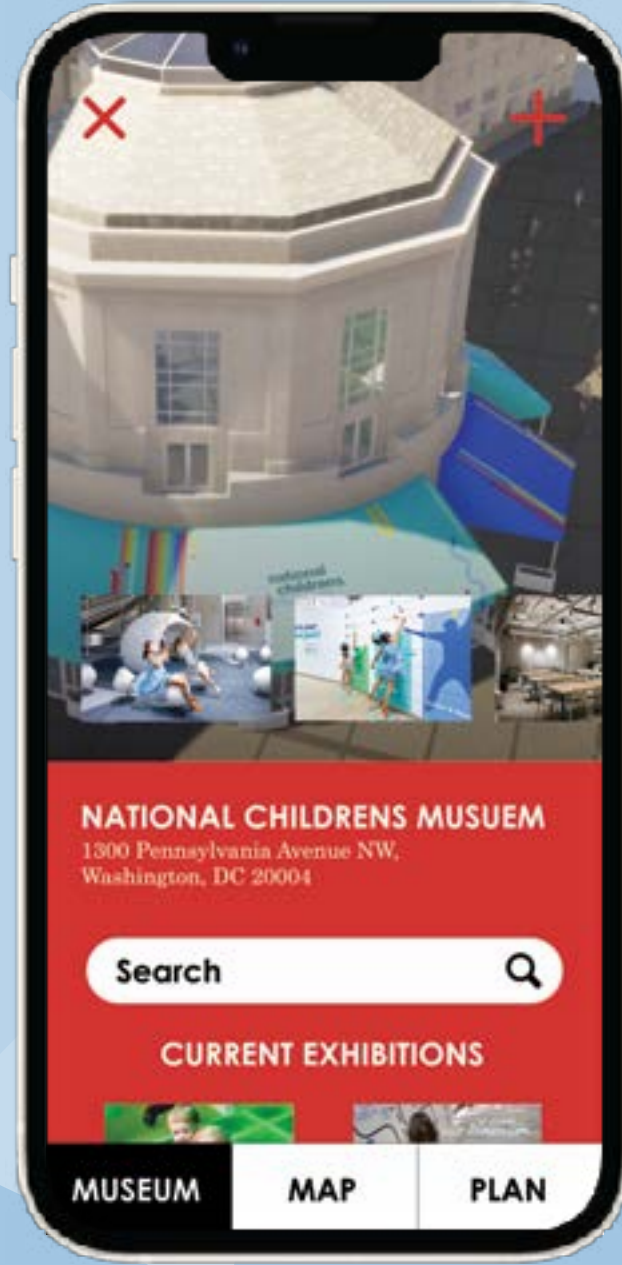
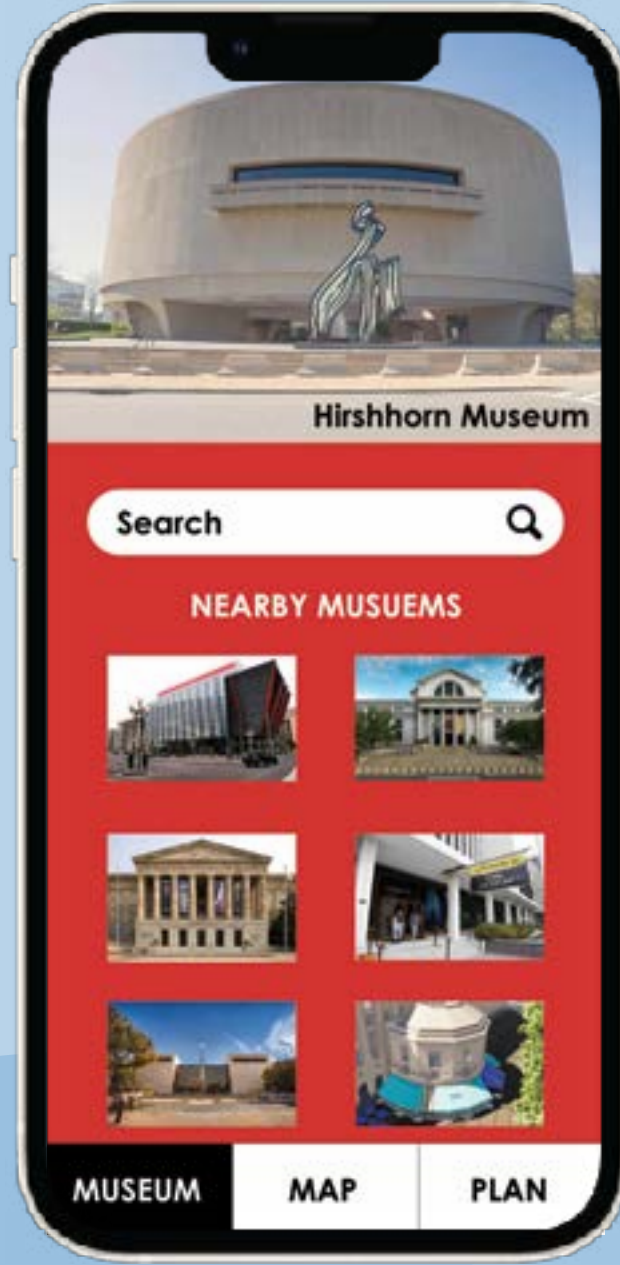
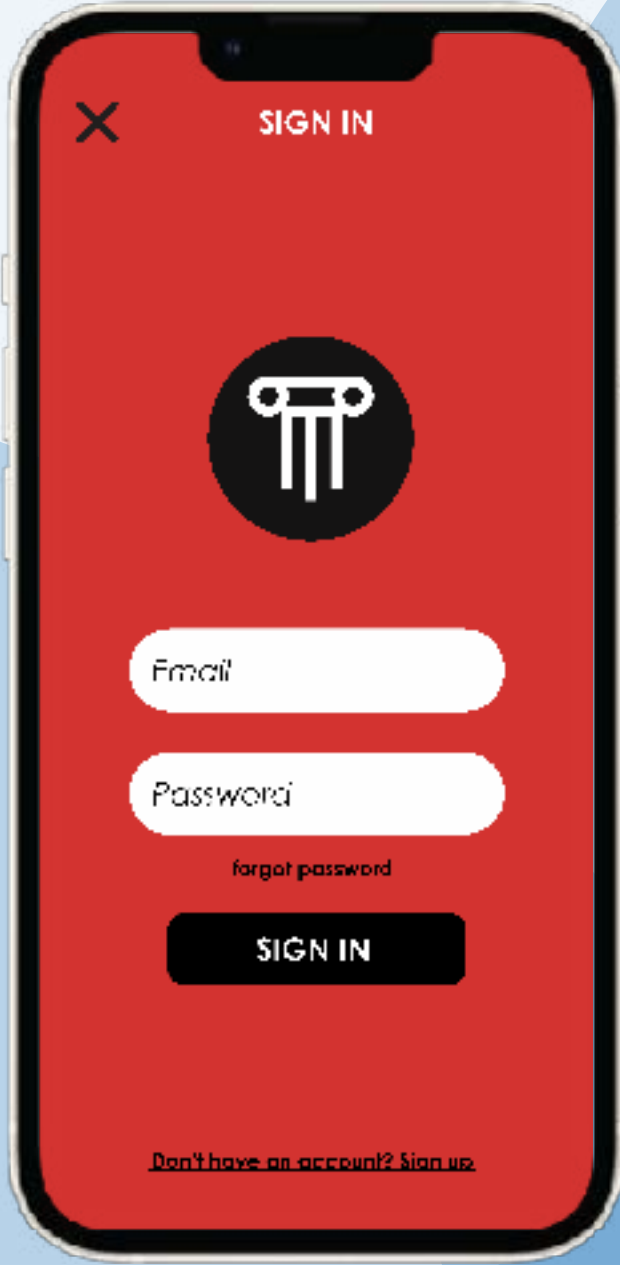
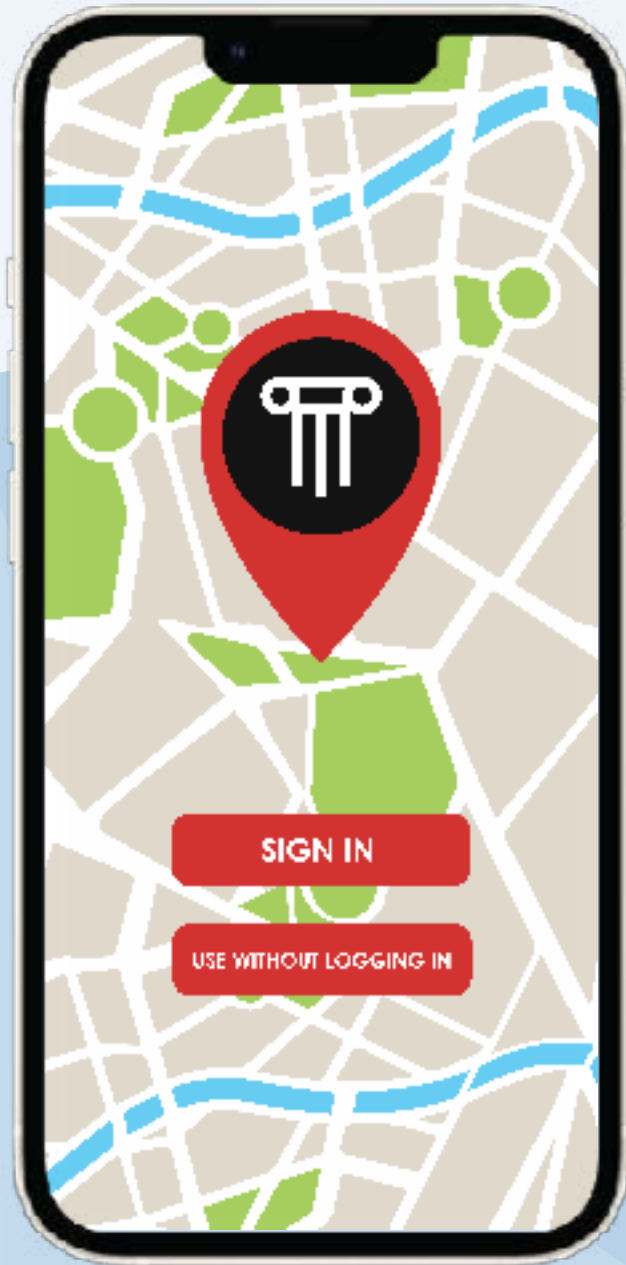
Century Gothic

Century Gothic Bold

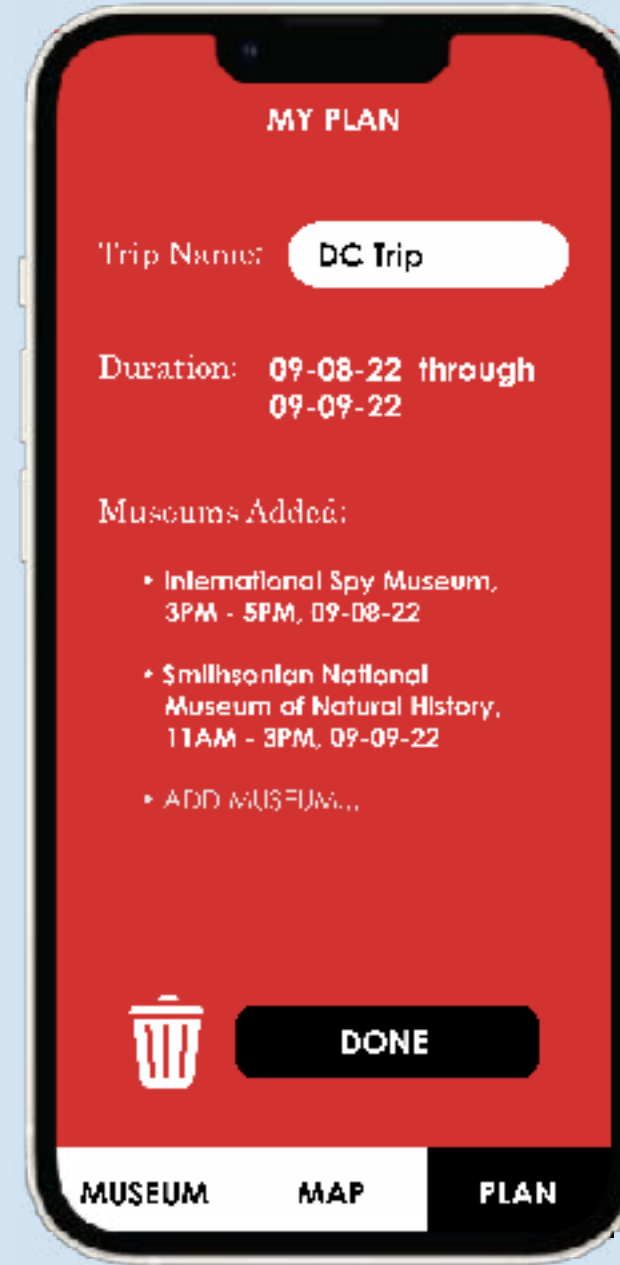
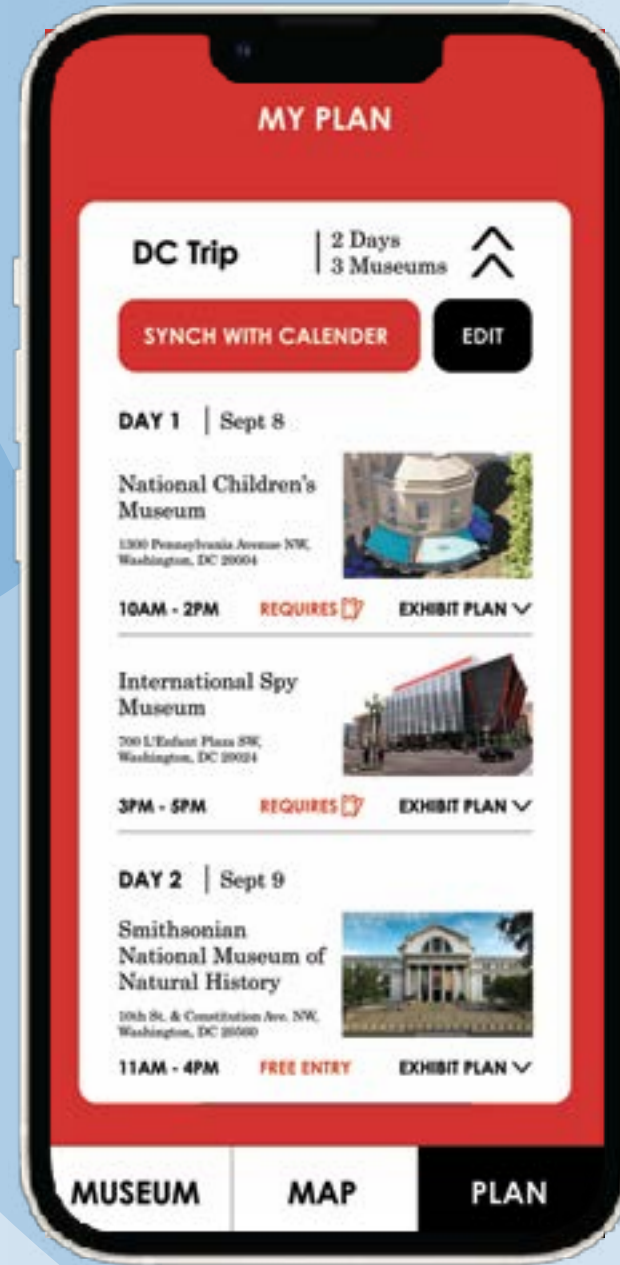
“Museums made simple.”

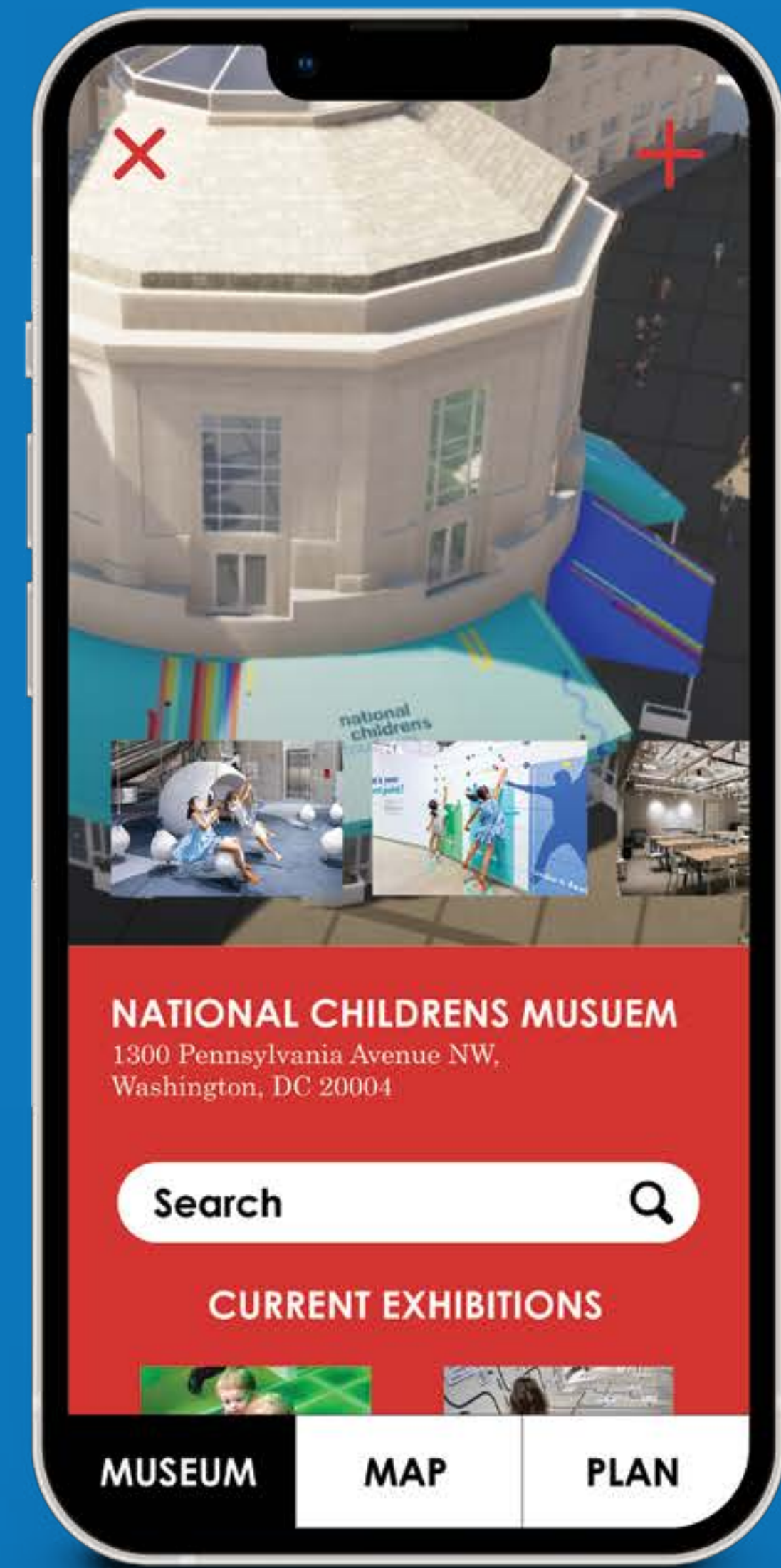


Museum
Planner



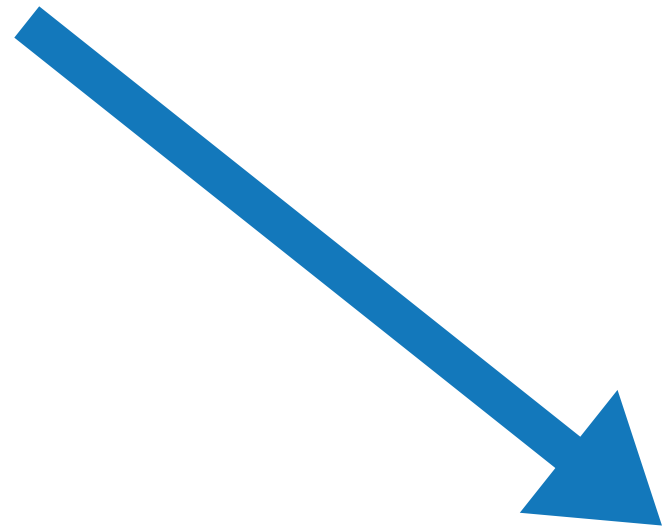
HIGH FIDELITY





MOCKUPS

Link



TRY IT OUT NOW

