

Project Planning and Strategy



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Museums & Mobile

Online Conference II

Museums & Mobile: Project Planning & Strategy

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Chair: Peter Samis, San Francisco Museum of
Modern Art

Museums have learned in the past few years:

- We can create our own content—& enlist the help of script-writers & sound designers to do so
- We're being empowered to publish it to multiple devices by a plethora of new mobile content management system (CMS) vendors

Visitor-supplied devices rewrite the economic model: Pros + Cons

- No need for museum to lease or buy fleets of players
- No need to staff and distribute/rent players
- Free to visitors
- More casual
- Download times or cell phone reception may vary, tax visitors' patience & budget
- Many visitors don't have required device (s): as a result...
- Transports "Digital Divide" to museums
- Visitors lose the benefits of mobile interpretation

In the bright new Age of Apps, the old lease contract model appears dead.

And a new one hasn't replaced it yet.

What was once a monolithic business model:



Has exploded into its component parts:



Creating a myriad of new models:

FRONTEND

Content: Script Development	Content: Media Production	Publishing to devices	Hardware Provisioning	Mktg, Sales & Distribution
Museum alone	Museum alone	Museum alone	Museum alone	Museum alone
Museum with Vendor	Museum with Vendor	Your App Here?	Museum with Vendor	Museum with Vendor
Completely outsourced	Completely outsourced	Completely outsourced	Completely outsourced	Completely outsourced

EVALUATION

[Fill in the matrix with the museum of your choice!]

SFMOMA's current permutation:

FRONT-END

Content: Script Development	Content: Media Production	Publishing to devices	Hardware Provisioning	Mktg, Sales & Distribution
Museum alone <i>Making Sense of Modern Art Mobile</i>	Selected specials		Museum alone iPod Touch units	Museum alone <i>Making Sense of Modern Art Mobile</i>
Museum + Vendor Selected specials <i>The Steins Collect</i>	Museum + Vendor <i>MSoMA Mobile</i> Selected specials	Museum + Vendor SFMOMA with NOUSguide software	Museum + Vendor NOUS-guide • iPod cases • charging carts	
	Earprint Productions <i>The Steins Collect</i>	Acoustiguide <i>The Steins Collect: Matisse, Picasso, et al.</i>	Acoustiguide <i>The Steins Collect: Matisse, Picasso, et al.</i>	Acoustiguide <i>The Steins Collect: Matisse, Picasso, et al.</i>

EVALUATION

Tate's current permutations:

Content: Script Development	Content: Media Production	Publishing to devices	Hardware Provisioning	Mktg, Sales & Distribution
Tate Small Exhibitions	Tate Small Exhibitions	Tate Small Exhibitions on Mobile web Tate Trumps	Tate Tate Trumps	Tate Tate Trumps
Museum + Vendor Tate Trumps Tate & Antenna Large Exhibitions	Museum + Vendor Tate Trumps Tate & Antenna Large Exhibitions	Museum + Vendor Tate & Antenna Large Exhibitions		
			Vendor Only Tate & Antenna Large Exhibitions	Vendor Only Tate & Antenna Large Exhibitions

Nelson-Atkins current permutation:

Content: Script Development	Content: Media Production	Publishing to devices	Hardware Provisioning	Mktg, Sales & Distribution
Museum alone The Nelson-Atkins Museum of Art		Museum alone The Nelson-Atkins Museum of Art	Museum alone The Nelson-Atkins Museum of Art	Museum alone The Nelson-Atkins Museum of Art
	Museum with Vendor The Nelson-Atkins Museum of Art with local univ. studio			

Bootstrapping in the Mobile space = taking on added responsibilities

- Research
- Scripting
- Design
- Production
- Deployment
- Distribution
- Upkeep
- Evaluation
- Fundraising

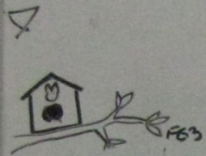
And intense inter-departmental collaboration:

- Educational Media
- Curatorial
- IT
- Design
- Visitor Services
- Marketing & Comm
- CAO/Finance
- Development

Plus...

In our effort to provide multimedia interpretation to any and all visitors free of charge, we have only begun to tackle the logistical infrastructure at which our vendors are past masters!

Consider the blockbuster...



GOAL: 20-25% Take-up

wi-fi off

Low

Summer
/ Busy

Blockbuster

2,000/day

3,500/day

4,000/day

400 tours

600 tours

800 tours

200-250 devices

300-375

400-500

+ apps

+ apps

+ apps

2 people/day

3/day

6/day + mgr if \$

25
turnovers
day



The Grail:

1. A single CMS that publishes to multiple custom interfaces:

- In-house multimedia tour
- iPhone/iPad app
- Android app
- Platforms to come...

2. An affordable, practical device & distribution infrastructure that ensures equal access for all visitors, tech-savvy or not