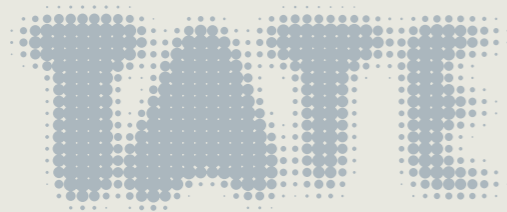
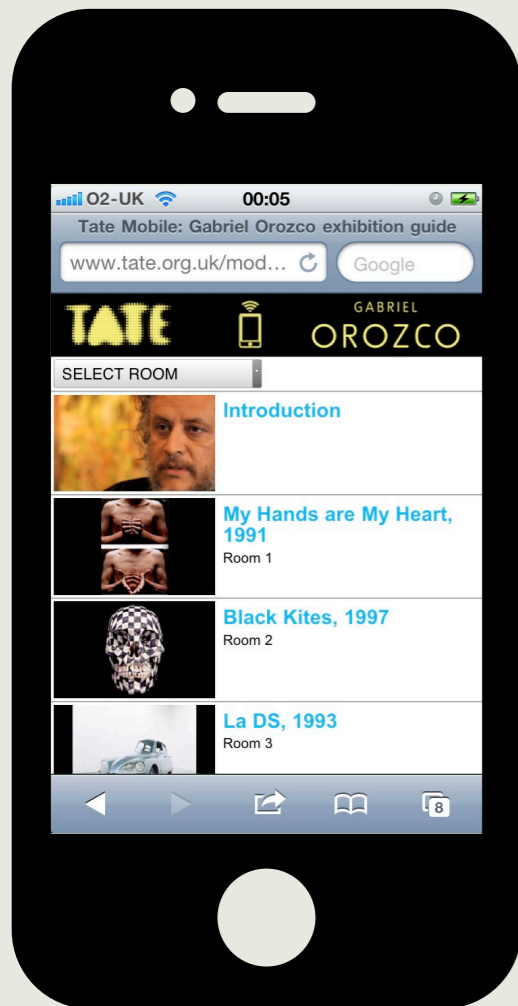


Louise Downe

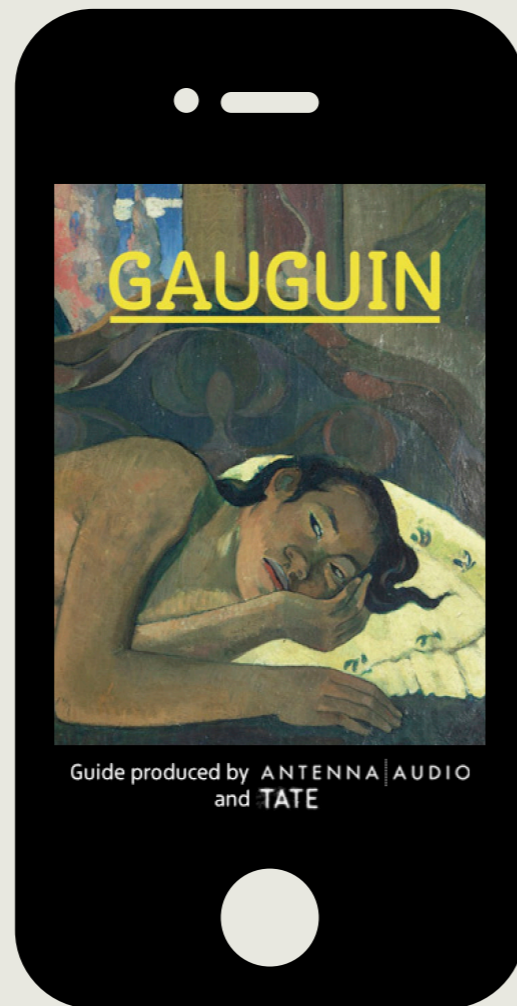
@LouiseDowne

Louise.Downe@tate.org.uk

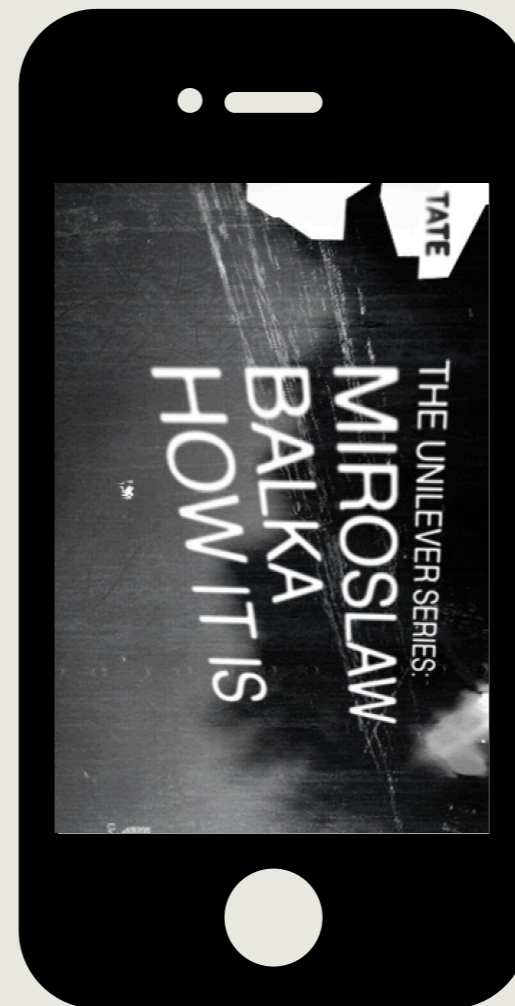




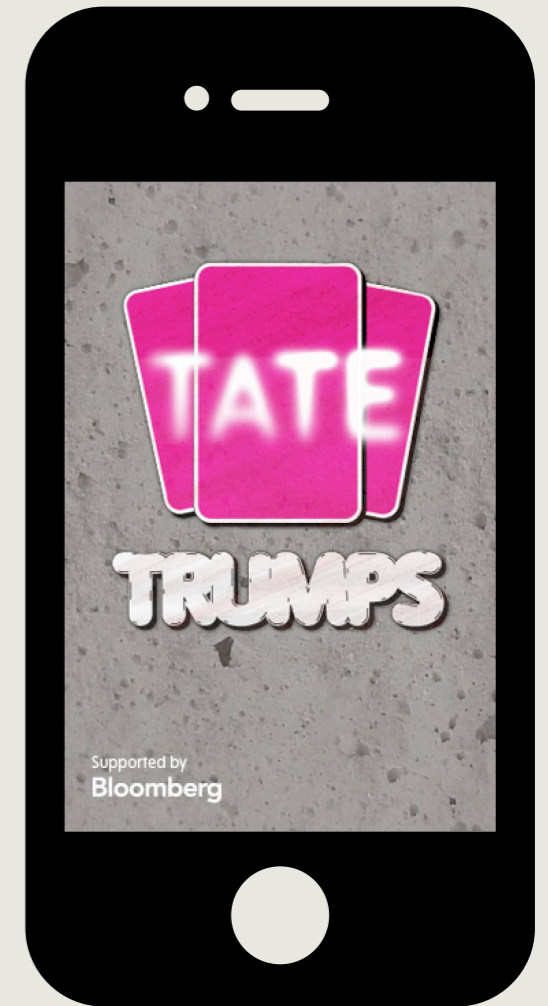
**Web-based
exhibition guides**



**Exhibition
guide apps**



**Interactive
experiences**



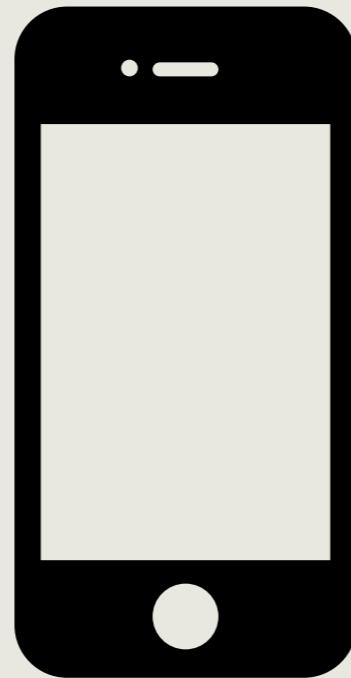
Games



iOS?



Android?



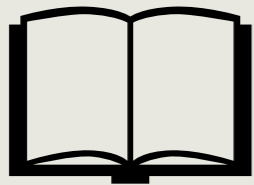
SMS?



Web app?



**Gallery
assistant?**



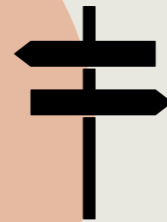
Magazine?



Wall texts?



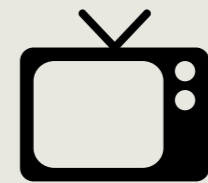
Mobile?



Signage?



Web?



Film?



Audio guides?



- **What is your goal?**
- **What do your users need in order to achieve this?**

- **What is your goal?**

~~We want to make mobile tours
more accessible~~

**We want to make art more
accessible**

51%

Can't

- **Didn't know the guide existed**
- **Didn't have internet access on their mobile**
- **Didn't know it was free**
- **Didn't know how to connect to the wireless network**

49%

Won't

- **Didn't want their opinion to be influenced**
- **Didn't have time**
- **Felt uncomfortable about using a mobile phone inside a museum**
- **Didn't know they were allowed to use their mobile at Tate**
- **Thought that it would be too tiring...**

11%

Can't

- Didn't know the guide existed
- Didn't have internet access on their mobile
- Didn't know it was free
- Didn't know how to connect to the wireless network

89%

Won't

- Didn't know the guide existed
- Didn't want their opinion to be influenced
- Didn't have time
- Felt uncomfortable about using a mobile phone inside a museum
- Didn't know they were allowed to use their mobile at Tate
- Thought that it would be too tiring...

- **What do your users need in order to achieve this?**

Studying your users can tell you:

- **What your service needs to do**
- **How your service will work**
- **How your service needs to improve/differ from what you already do**
- **What platform should deliver your service**
- **How your service should be marketed**



Take an educated guess, release, learn, re-release, learn, re-release, learn, re-release...



Do some user-research, release, learn, re-release



Take an educated guess, release, learn, re-release, learn, re-release, learn, re-release...



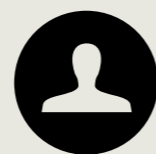
- **Use Flurry**
www.flurry.com
- **appFigures**
www.appfigures.com
- **Google Analytics**
www.google.com/analytics
- **Focus groups**

Contextual & non-contextual interviews

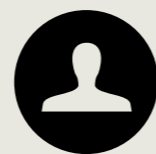
What you can achieve from the project



“What is the problem?”



Users in your museum

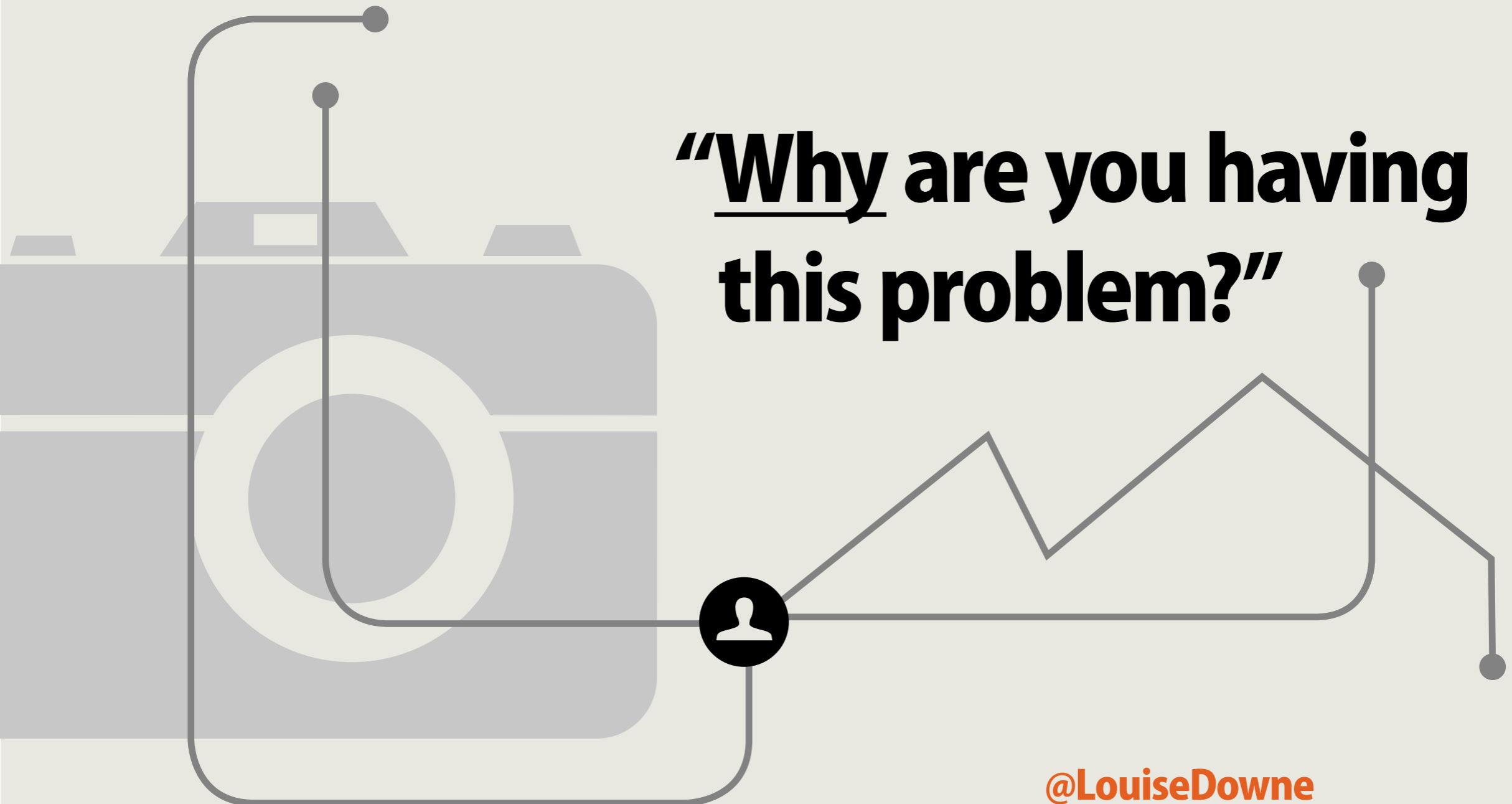


Users outside your museum

CCTV stalking, shadowing & customer journey maps

How the service needs to improve/differ from what you already do

Why are you having this problem?"

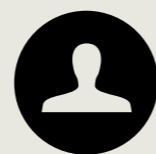


Making the most of data with user personas

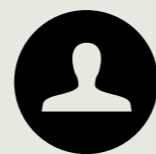
What platform should your service be delivered on



“Who are you?”



Current users



Non-users

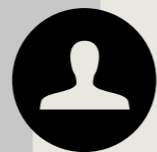
Co-design

How will your service work

“Any ideas?”



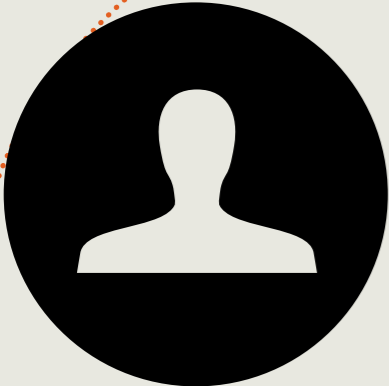
Project stakeholders



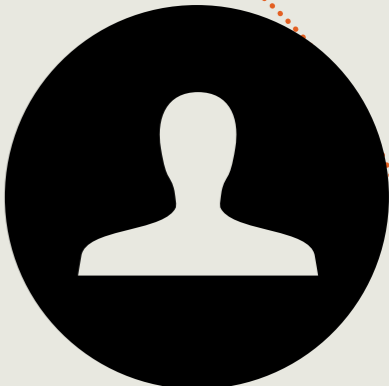
Users inside your museum

Service Design

User Experience



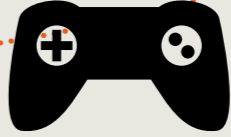
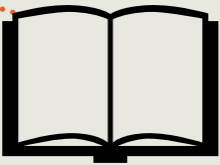
Museum



Users



**Art
Art
Art**



**Wizz!
Bang!
Crash!**

Louise Downe

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TATE