

# The Nelson-Atkins Museum of Art

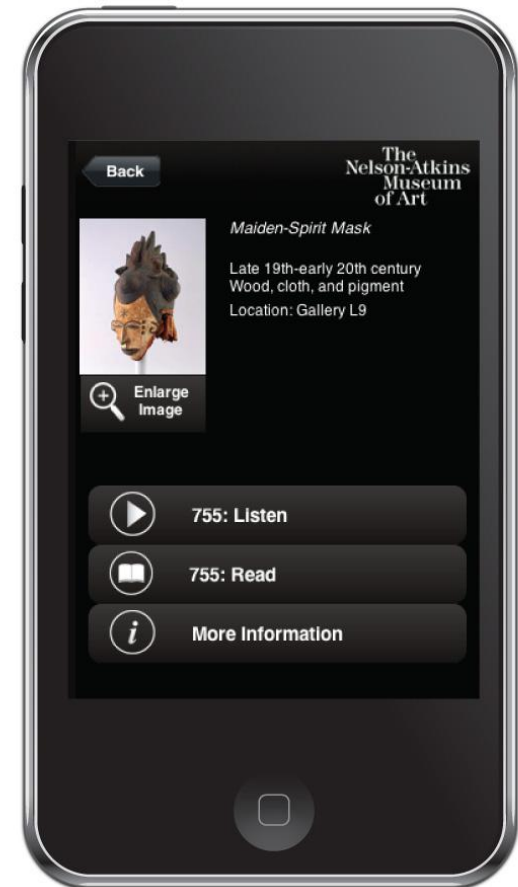
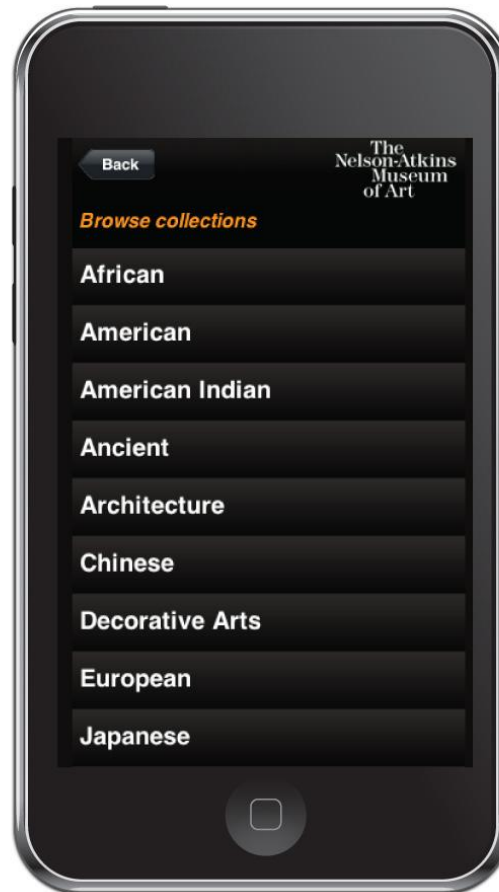
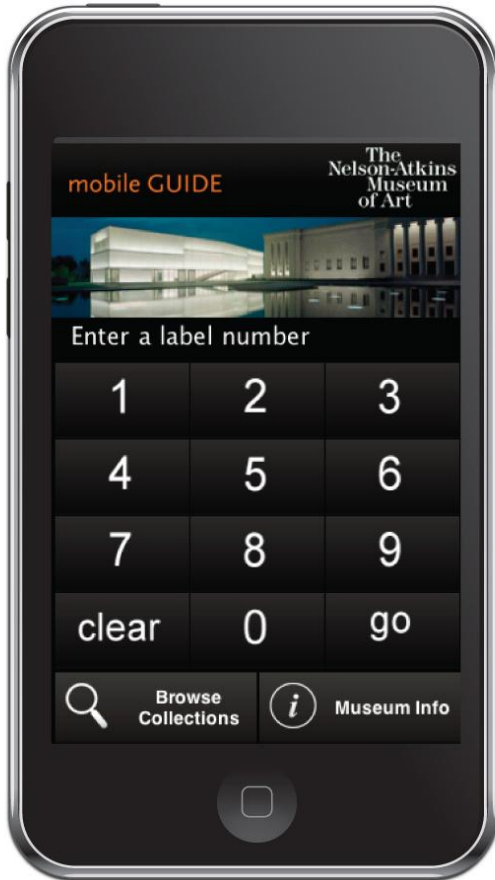
**Planning a Mobile Program In-house:  
Nelson-Atkins Mobile Guide Case Study**

*Museums & Mobile Online Conference II, Project Planning & Strategy*

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March 22, 2011

# mobile **GUIDE**

The  
Nelson-Atkins  
Museum  
of Art



# stakeholder BUY-IN

- INTER-DEPARTMENTAL COLLABORATION
- VISITOR EVALUATION
- THOROUGH RESEARCH
- PROPOSING A PROGRAM EVOLUTION



# stakeholder BUY-IN

## INTER-DEPARTMENTAL TEAM

- EDUCATION & INTERPRETIVE MEDIA  
(PROJECT MANAGEMENT, CONTENT DEVELOPMENT, VISITOR ENGAGEMENT)
- CURATORIAL  
(CONTENT DEVELOPMENT & VISITOR ENGAGEMENT)
- DESIGN  
(GRAPHIC APPROACH)
- INFORMATION TECHNOLOGY  
(PROGRAM DEVELOPMENT, INFRASTRUCTURE & MAINTENANCE)
- VISITOR SERVICES  
(TRAINING, DISTRIBUTION)

# stakeholder BUY-IN

## VISITOR EVALUATION

HOW DO OUR VISITORS ENGAGE WITH AUDIO GUIDES?

WHAT'S THEIR HARDWARE PREFERENCE?



INTEREST BEYOND AUDIO?

DOWNLOAD OR PAY FOR AN APPLICATION?

# stakeholder BUY-IN

THOROUGH RESEARCH

QUESTION: DO WE USE A MOBILE VENDOR OR IN-HOUSE STAFF?

## VENDOR

- THIRD PARTY RELATIONSHIP
- TOOLS ALREADY DEVELOPED
- REVENUE SHARING MODEL

## IN-HOUSE

- STAFF TIME
- OWN CONTENT MANAGEMENT
- EASY TO MAINTAIN AND UPDATE
- LOW COST

QUESTION: DO WE GO WITH A NATIVE OR WEB-BASED APPLICATION?

## NATIVE APP. IN-HOUSE

- LEARNING DEVELOPMENT CURVE
- LONG PRODUCTION TIME
- UPDATES REQUIRE DOWNLOAD
- LIMITED DEVICE ACCESSIBILITY

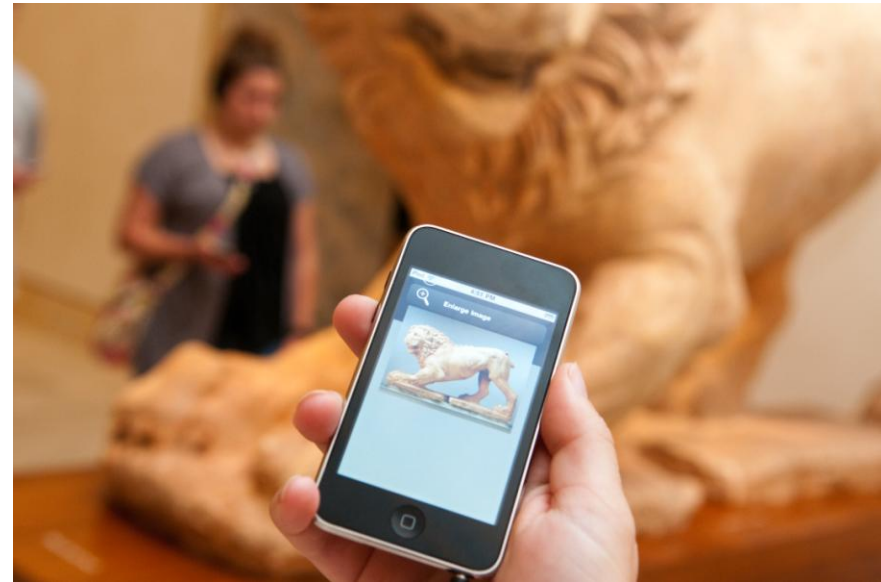
## WEB-BASED APP. IN-HOUSE

- BASIC HTML
- LESS PRODUCTION TIME
- EASY TO UPDATE
- CROSS PLATFORM INTEGRATION
- REQUIRES WI-FI
- FLEXIBLE FOR FUTURE DEVELOPMENTS

# stakeholder BUY-IN

## PROPOSING A PROGRAM EVOLUTION

- PHASED EQUIPMENT PLAN
- STRATEGIZE MULTIMEDIA CONTENT ADDITIONS
- RE-ASSESS VISITOR INTEREST AND NEEDS



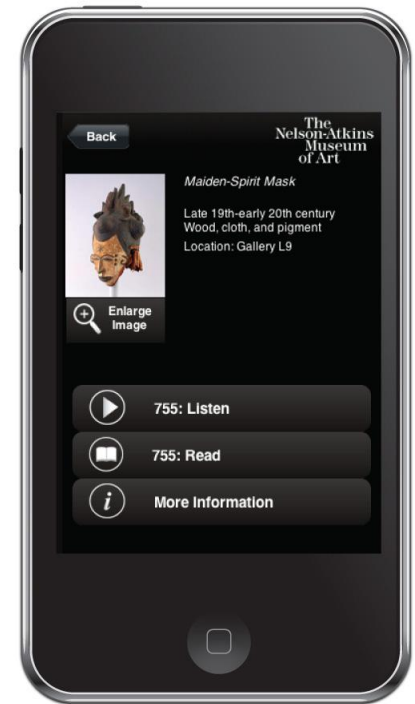
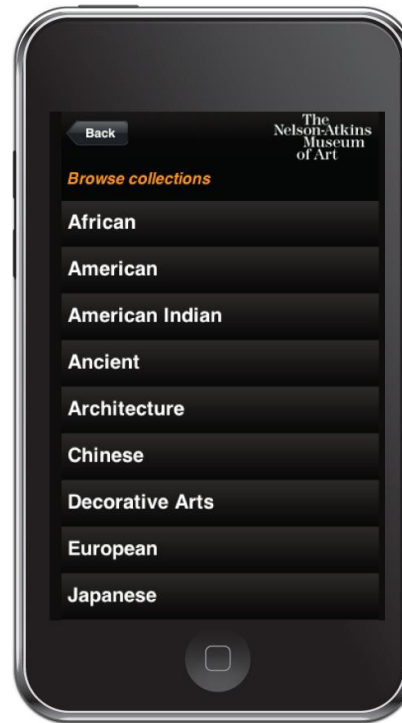
# in-house project **PLANNING**

## PLATFORM & CONTENT DEVELOPMENT

Content: Script Development	Content: Media Production	Publishing to devices	Hardware Provisioning	Mktg, Sales & Distribution
Museum alone <b>The Nelson-Atkins Museum of Art</b>	<b>The Nelson-Atkins Museum of Art</b>	Museum alone <b>The Nelson-Atkins Museum of Art</b>	Museum alone <b>The Nelson-Atkins Museum of Art</b>	Museum alone <b>The Nelson-Atkins Museum of Art</b>
	Museum with Vendor Produced audio at local University Studio.			
	Applied existing audio entries from previous vendor tours.			

# in-house project PLANNING

## ASSESSING MOBILE DESIGN



# in-house project PLANNING

EQUIPMENT & SECURITY RESEARCH

[Video](#)

# in-house project PLANNING

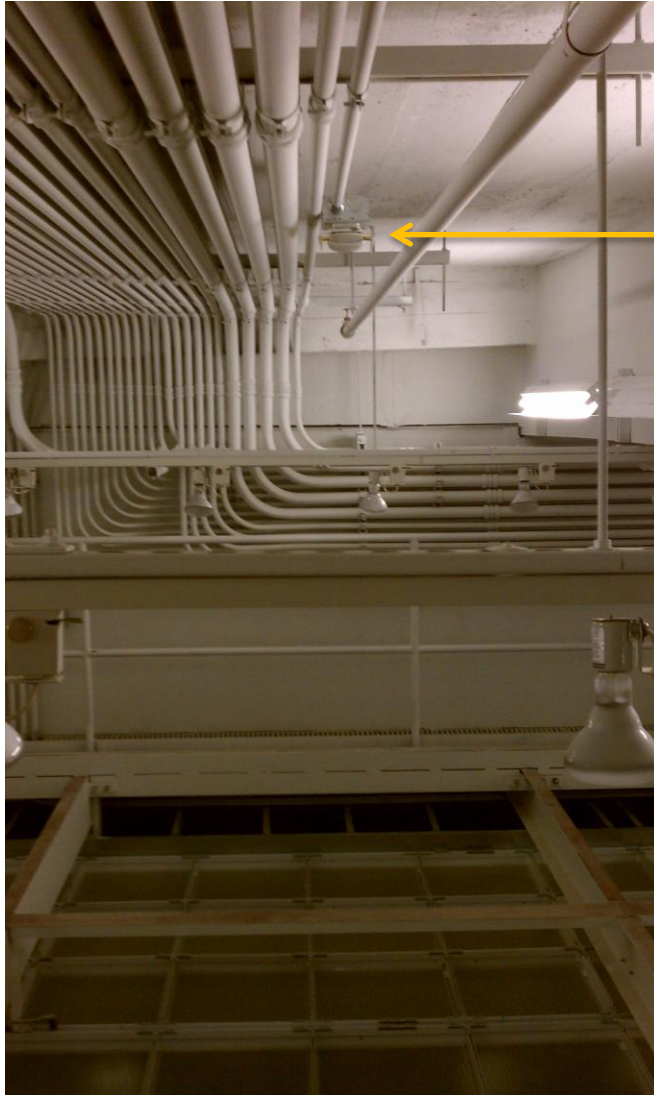
TRAINING STAFF & VISITORS



# 5 things we wish we would have KNOWN...

- LIMIT HARDWARE
- UNDERSTANDING CROSS-PLATFORM NEEDS
- UNDERESTIMATED STAFF & VISITOR TRAINING
- IPODS & WI-FI CAN TIME-OUT
- RETRO-FITTING 1933 BUILDING WITH WI-FI IS CHALLENGING

# 5 things we wish we would have KNOWN...



CHALLENGE: PLACING WI-FI ACCESS POINTS IN GALLERIES



# Best DECISIONS

- INTER-DEPARTMENTAL COLLABORATION
  - SUPPORT AND MAINTENANCE
- CHOOSING WEB-BASED APPLICATION
  - PLATFORM FOR PROGRAM EVOLUTION & FLEXIBILITY
- MULTI-PLATFORM (DESKTOP VERSION)
  - DYNAMICALLY LINKS TO TMS
- MAINTAINING SIMILAR INTERFACE AS LEASED UNITS
  - UNDERSTANDING VISITOR NEEDS
- CREATING AN EXPERIENCE UNIQUE TO THE NELSON-ATKINS

# Thank YOU!

The  
Nelson-Atkins  
Museum  
of Art

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