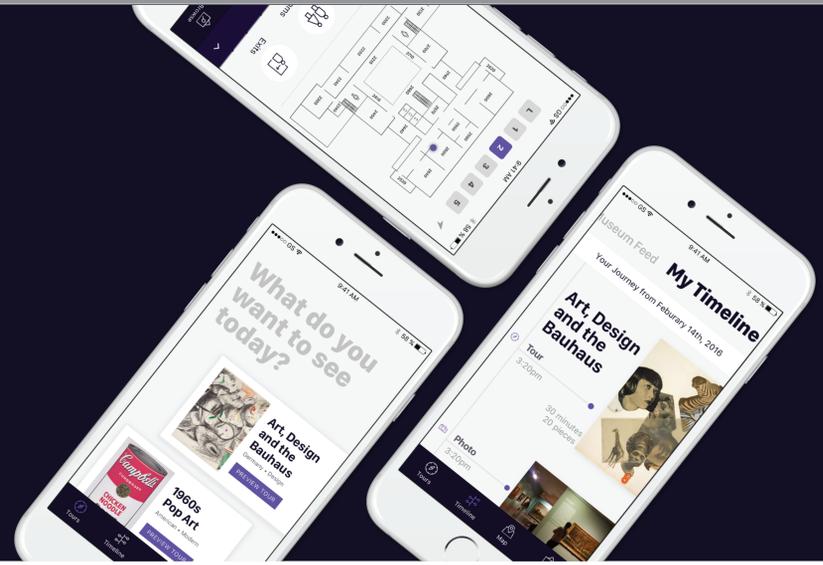


KLEO

Personalized Art Museum Tours

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Opportunity

Kleo is a mobile app that educates and engages low-involvement museum visitors through the structure of guided custom tours.

Abstract

While art museums are a respected cultural leisure activity, visitorship is down and museums have trouble attracting new visitors. Everyone looks to get something different out of a museum visit. However, many museums are stuck in traditions that hinder their visitors experiences. Visitors don't know how to find what they're looking for, or might not get as much context as they would like.

We created a mobile app that will aid low-involvement visitors with (1) providing context, (2) interest-based decision-making, and (3) moving through the museum through the structure of personalized tours. We hope our designed experience will increase visitorship at museums, keep museums relevant to culture today, get new people involved with art museums and make visitors more educated about art.

Goals

- Add context to the content**
Create better understanding and build connections between pieces and with visitors without relying on wall text.
- Bridge the gap between physical and digital**
Use digital interfaces in a way that do not disrupt in person art-viewing.
- Make wayfinding a priority**
Museum goers always know where they are and where they are headed next, and can do so with ease
- Support different kinds of visitors**
There isn't a one-size-fits-all solution so we worked to incorporate flexible decision making
- Make art easier to understand**
Guide visitors through the looking process and encourage them to spend more time with each piece.

Approach

Research

- Academic Research**
We studied museum research and reports from the past decade. We validated that this was a problem that museums were thinking about and studying.
- Professional Interviews**
We interviewed a wide spread of museum employees and partners to understand the gap between audience and institution and to begin to see areas we could improve.
- User Interviews**
We spent time at local museums conducting observational studies and speaking with visitors.

Audience Definition

Through our research, we were able to narrow in on who our target audience was and wasn't.

| | | | |
|--|---|--|--|
| First time visitors Tourist New local | Repeat visitors Student Experience seeker Recharger Specialist | Facilitators Parent Teacher | Who are novices in: historical context artistic context art observation & analysis moving through a museum specific artifact content creating connections to and with art |
|--|---|--|--|

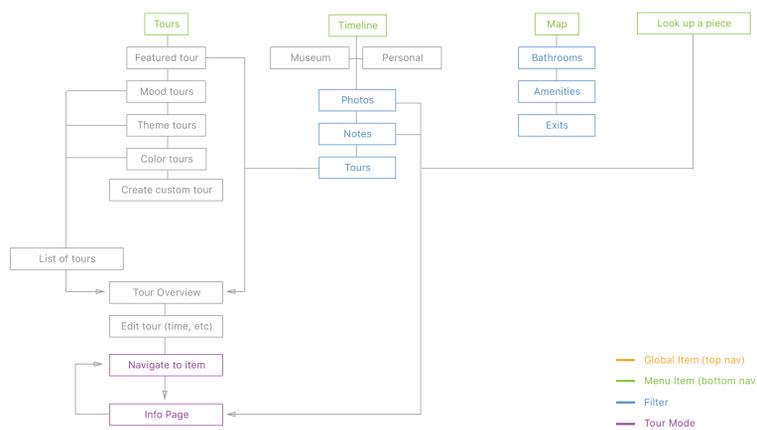
Finding a Partnership

Getting access to a museum and its artifacts & information was perhaps the most challenging part of our process. We eventually synced up with Harvard Art Museums, and using their open API, began to dive into their fully digitized collection and working with their staff to explore potential uses of their data.



Results

Using an agile design process, we designed, developed and tested the app in phases starting from basic sitemaps and wireframes all the way through coding a mobile app using Reactjs and Cordova



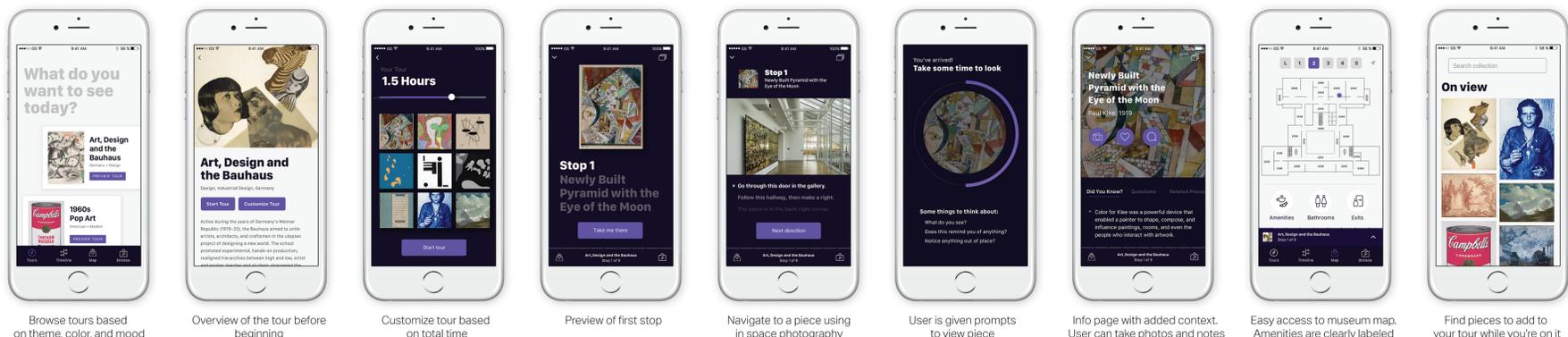
Impact

The unique feature about our innovation is that it provides customizable, flexible, interactive experiences in art museums.

This solves the problem of visitors' lack of direction and connection to art within museums.

Value Proposition

Through the structure of personalized tours, Kleo allows for customization, contextualization, and easy navigation in a user's museum experience. Museum administrators and employees in return receive real-time data and can make informed decisions about how to strategically move forward.



Browse tours based on theme, color, and mood | Overview of the tour before beginning | Customize tour based on total time | Preview of first stop | Navigate to a piece using in space photography | User is given prompts to view piece | Info page with added context. User can take photos and notes | Easy access to museum map. Amenities are clearly labeled | Find pieces to add to your tour while you're on it