

Sound at St C's- Project Brief-v1.0

Background

St Cecilia's Hall displays over 500 musical instruments in four galleries. The building, the oldest concert hall in Scotland, is a centre for the display and interpretation of musical instruments and musical performance. The museum was redeveloped and reopened in 2017. For the past two years visitors to the museum have accessed recordings of over 90 musical instruments on display through a bespoke museum app available for free through download or by borrowing a tablet at reception. The app was designed to be used 'in-house' or as a resource at home. The app was designed by a third party and as such, The University of Edinburgh does not have the ability to alter the app to match changes in display or add additional information as it becomes available.

Sound at St C's will rectify the static nature of the current visitor app by replacing it with a new dynamic website encompassing the app's features alongside the normal features expected from a website. The project will incorporate more sound and information into the visitor experience at St Cecilia's Hall for both in-house and external visitors via a single online platform. This will be done through stand-alone interactive tablet kiosks in each of the galleries, as well as individual hand-held devices that visitors can borrow to explore the galleries. The project will utilize a dynamic website which will completely replace the current app and can be used both in the stand-alone kiosk(s) and on a smartphone/tablet. The website will allow visitors to access sound files, video links and layered levels of interpretation. The navigation of the interpretation will be intuitive, attractive and user friendly utilising modern web design practices. The website will be responsive for users and easily updated by staff at St. Cecilia's Hall.

Additionally, we will create a 'sound scape' in the Sybert Concert Room that will play music as a visitor tours the room, supplementing a virtual reality headset which reconstructs the 18th-century Concert Room.

Scope

This project will replace current digital interpretation and reimagine how users access digital information on instruments displayed at St Cecilia's Hall. This includes replacing both the current app and website with a single dynamic website, installing tablet kiosks for stand-alone interactivities, and the installation of a permanent 'sound scape' for the Sybert Concert Room.

Objectives and deliverables

The deliverables are prioritised using the MoSCoW prioritisation method:

M=Must Have; S=Should Have; C=Could Have; W=Want

- (M= has to be satisfied for the final solution to be acceptable in terms of delivery dates, compliance, viability etc.
- S= high-priority requirement that should be included if possible -workarounds may be available
- C= a nice-to-have requirement
- W= want but will not be part of this project)

Objectives and Deliverables	Priority MoSCoW	Owner
O1 Enhance the visitor experience through sound	M	Ben Parkes
D1 To design and build a new frontend website to replace existing visitor app for use at St Cecilia's Hall	M	Ben Parkes
D2 Look at design and identify user journey	M	Ben Parkes
D3 Host focus groups to gather feedback on potential designs and content	M	Sarah Deters
D4 To identify sound clips of instruments and link to items	M	Ben Parkes
D5 To identify potential videos to add to instruments, including possible external videos borrowed from partner institutions	C	Sarah Deters
D6 To capture new images of instruments to replace outdated images	M	Sarah Deters
D7 To update catalogue information, inputting additional information	M	Sarah Deters
D8 organise specialist tours within the website	S	Jenny Nex
D9 To work with a student designer to create bespoke gallery kiosks	M	Sarah Deters
D10 To purchase and install audio equipment in Concert Room	M	Sarah Deters
D11 To create a music playlist to play in Concert Room	M	Sarah Deters

Benefits

- New, updated gallery interpretation for anyone that wishes to find out about St Cecilia's Hall's musical instrument collection and hear the sounds of the instruments in the galleries or at home.

Success criteria

- The site is usable and useful for all of the constituent partner institutions.

Milestones

Milestone	Due Date	Comments
Focus group meeting	18 Feb 2020	Focus group consisted of SCH volunteers and CRC staff
Complete review of current offer	1 March	
Focus group meeting	3 March	Focus on UoE students, drawing students from EUSA and Reid School of Music students
Document w/website layout and plan	31 April	
Requirement gathering: photos, additional information, layouts etc.	1 June	
Design	10-24 May	
Initial deployment	10 June	
User testing	15 July	Invitation to test device to be sent to ISG staff, general visitors, SCH volunteers and MGS staff.
Debugging and further development	31 July	
Launch date	1 August	
Updates based on user feedback	31 August	

Legacy – upkeep arrangements and User Manual for SCH staff created	15 September	
--	--------------	--

Impact

Priority and Funding

- This is a normal priority project
- This is a discretionary project and is part of L&UC work plan
- This is an in-year project

Impact and dependencies

- Input from SCH team for cataloguing and refinement.
- Input from wider Museums team, especially the Engagement team on input into focus group and recruitment for external members of focus groups
- Internal engagement with wider ISG staff who will have an opportunity to give input during focus groups and user testing session.
- Front of house staff in particular will have experience in how public interact with our spaces and current offer, and will ultimately be responsible on a daily basis for demonstrating / reporting on / dealing with feedback.

Risks

Risk Description	Impact	Probability	Risk Owner	Risk Management Approach	Mitigation Actions	Contingency Actions
Availability of staff due to strike actions	Major	High	Scott Renton	Reduce	Early engagement and identification of key staff to be involved within project	Escalation to Project Sponsor for additional resource
Collecting meaningful user feedback	Major	Medium	Sarah Deters	Reduce	Offer multiple formats to collect user feedback throughout the design period	Escalation to Project Sponsor for additional resource
Availability of Metadata Resource and Input	Medium	Low	Sarah Deters	Reduce	Incorporate the skills of volunteers to gather information for the website	Escalation to Project Sponsor for additional resource
Collections.ed Framework up for review	Major	Low	Scott Renton	Reduce	Explore metadata migration is new system is put into place	Escalation to Project Sponsor for additional resource
Accessibility of app	Medium	Medium	Viki Galt	Reduce	Early engagement with key staff to incorporate accessibility	Escalation to Project Sponsor for additional resource

					requirements in the design phase	
--	--	--	--	--	----------------------------------	--

Budget

Digital Resource budget	£5,000	Source
Design and manufacture of 5 bespoke kiosks	£1,300	Marcus Wong – ECA design student
New photography	£1,200	DIU or external photographer
10 handheld portable devices for gallery use	£1,890	External provider
10 custom device cases	£140	External provider
Custom landyards for devices (orders of 100. Additional can be used for conferences and events)	£80	External provider
10 headphones	£40	External provider
Contingency	£350	
Total Project Services	£5,000	
Additional Resource and Project		
Audio equipment for Concert Room	£7,404	Scotia UK plc

Project Governance

Stakeholders

Name	Business Area	Role	Communication Plan
Jacky MacBeath	L&UC	Co-Project Sponsor	<ul style="list-style-type: none"> Sign off milestones Sign off changes to major milestones, budget changes
Kirsty Lingstadt	L&UC	Co-Project Sponsor	<ul style="list-style-type: none"> Sign off milestones Sign off changes to major milestones, budget changes
Sarah Deters	L&UC	Project Manager and lead for delivery	<ul style="list-style-type: none"> Sign off milestones Project meetings Deliver Project

No senior supplier required

Governance

- Project Board - None
- Project Monthly Status Reporting to Project Sponsor and Programme Manager

- Project update where required for information or escalation

Training

Not required for this project