# 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 apps 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. Cecelia’s Hall.

Additionally, we will create a ‘sound scape’ in the Sypert Concert Room that will play music as a visitor tours the room, supplementing a virtual reality headset which reconstructs the 18th-entury 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 instillation of a permanent ‘sound scape’ for the Sypert 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)

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| --- | --- | --- |
| **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

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| **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

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| --- | --- | --- | --- | --- | --- | --- |
| **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 requirements in the design phase | Escalation to Project Sponsor for additional resource |

### Budget

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| **Digital Resource budget** | **£5,000** | **Source** |
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| 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** |  |
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| **Additional Resource and Project** |  |  |
| Audio equipment for Concert Room | **£7,404** | Scotia UK plc |
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### Project Governance

**Stakeholders**

| [**Name**](https://www.projects.ed.ac.uk/unpublished/project/tel018/stakeholders?order=title&sort=asc) | **Business Area** | **Role** | **Communication Plan** |
| --- | --- | --- | --- |
| Jacky MacBeath | L&UC | Co-Project Sponsor | * Sign off milestones * Sign off changes to major milestones, budget changes |
| Kirsty Lingstadt | L&UC | Co-Project Sponsor | * Sign off milestones * Sign off changes to major milestones, budget changes |
| Sarah Deters | L&UC | Project Manager and lead for delivery | * 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