Collaboration Proposal – Australian Parliament House And GuideXP

Executive Summary

GuideXP is a local startup in Canberra with the vision of creating immersive visitor experiences for galleries, museums and more. GuideXP is a unique, cloud-based approach to audio guides, which allows for access to content from multiple attractions in one place and aims to minimise effort required in uploading and updating content.

In 2019, GuideXP is partnering with the ANU TechLauncher program to kick start our development. The program will enable us to create a first stage of our product roadmap while engaging with students and providing them real world experience.

We are currently seeking a partner institution to create or share visitor experience content and provide us with feedback as we develop the minimum viable product and test our value propositions. The partner institution will benefit from free use of the service for the duration of 2019.

The GuideXP Team consists of four members plus the our ANU TechLauncher team (TBC), with a myriad of experience in tech delivery projects, startups, and visitor experience. We are motivated and excited by the prospect of working with a renowned institution such as the Australian Parliament House.

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The Story

While travelling through Europe, two of our founders experienced the benefits of listening to audio guides when visiting iconic locations, museums and galleries. The ability to dive more deeply into the history and make it relevant was something highly valuable to us. Unfortunately, they were often expensive, and as students we were finding it difficult to afford €15 entry let alone another €7 for the guide!

In Australia, we face similar issues. The creation of an app can be expensive, and once created, making changes to app incurs even more costs. Additionally, many institutions in the ACT including Parliament House[1] measure their success in terms of visitor engagement and satisfaction, which can be enhanced through interactive and self-guided tours.

We decided there must be a better way to provide immersive visitor experiences more easily and at a lower cost. From this, the concept of GuideXP was born.

The Vision

The ultimate goal for GuideXP is to be a platform where users can access content for multiple museums, galleries and more, all on their personal device. The benefits it can provide include access to visitor data, cross-promotion between institutions, tailored experiences, and a much simpler way for institutions to upload and update their guides with new content, without the capital costs which normally come with app development. In addition, a cloud based solution means lower administration and maintenance costs than the commonly used hand-held audio guide devices.

Of course, to reach this vision we must take many small steps. The product roadmap below illustrates our path to achieving this vision.

Product Roadmap

As a startup, GuideXP is focused on utilising Lean and Agile practices to ensure we are focused on what is most valuable for our customers. The roadmap outlined in Appendix 1 is reflection of what our current understanding suggests is valuable, however this may change in the future as new evidence comes to light. A more detailed description of each phase is given below.

Phase 1: Basics

Our first phase of development is to establish a database, a User Interface (UI) and an Application Program Interface (API) which links the two. This step is fundamental to scalability of our product.

Initially the service will be built as a responsive web application. We will pivot to an iPhone/Android app when the technical requirements can no longer be met with a web app.

Definition of Complete

We will define this phase as complete when the first, simple guide goes live to the public.

This will indicate that our database is correctly structured, that the User Interface displays the media correctly, and that the API is communicating between the two.

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[1] Source: Department of Parliamentary Services Annual Report, 2017-18.

Most importantly, this signals the point where we can begin gathering user feedback.

Timeline

We are intending to complete Phase 1 by the end of Semester 1 2019, which should be the end of May. At this stage, The Australian Parliament House will have a guide displaying content which focuses on one key area of their display, e.g. Architecture or Portraits. We will work with APH staff to determine which would be preferable.

Phase 2: Developing Core Value

Phase 2 will develop more of the unique value propositions which GuideXP can bring. We will determine which these are based on feedback from APH staff, however we currently anticipate this will be:

1. Data collection around how visitors are interacting with the exhibits
2. Creating a User Interface for APH staff to control content shown in the service

We will reassess these objectives towards the end of Phase 1.

Definition of Complete

We will consider this phase complete when:
1. APH staff can login to our service and edit the content; and,
2. APH staff can login to view usage statistics of the service

Timeline

We anticipate the features above can be completed by end of ANU TechLauncher Semester 2, which is typically in early November.

Phase 3: Enhancements

Further enhancements will become more and more heavily dependent on feedback from clients and users, so it is difficult to say which enhancements we will pursue next. The options might be:

1. Expanding to additional institutions, and creating a cross-promotion mechanism
2. Expanding into different types of media including augmented or virtual reality
3. Provide more tailored experiences for users depending on which exhibits they express interest in

We have no specific timelines for these features at this point in time as it will depend on the priority our clients are telling us.

ANU TechLauncher

To give our project a boost, this year we are participating in ANU TechLauncher. TechLauncher is a program which gives students the opportunity to work on projects submitted by local businesses, including startups like GuideXP

GuideXP is will be working with a team of 4-6 computer science students with skills including web development and databasing. The GuideXP team will manage this team, who will in turn help us deliver the project to a high standard and at a faster pace.

Collaboration Agreement

As a lean startup, GuideXP is looking primarily for a partner to collaborate with and from whom we can collect feedback to build a suitable solution. The primary commitment we require from APH is in the form of time.

Below we have outlined a what a collaboration agreement might look like in terms of the responsibilities of each party.

As part of this collaboration, GuideXP will:
1. Develop a self-guided tour based on content provided by the APH
2. Add APH branding to the service we create as required
3. Self-manage the development process and team
4. Seek feedback on a regular (fortnightly) basis from the APH team

As part of this collaboration, we request the following support from APH:
1. Provide access to enough content to create the MVP guide
2. Meet with GuideXP regularly (fortnightly) to discuss progress and future plans
3. Provide informal feedback via email if requested
4. Provide access for GuideXP to gather feedback from end users e.g. via surveys or interviews

These are the terms we request agreement to for the duration of this collaboration.

Service Fees

As part of this agreement, GuideXP anticipates 1-2 hours per week of time commitment from the relevant APH staff member who is best placed to provide input and feedback. This time will be spent on meetings, email correspondence and review of the product.

As a valued first partner, the Australian Parliament House, will **incur no fees from GuideXP of any sort** throughout 2019, only the time commitment mentioned above. At the end of 2019, GuideXP and APH can discuss and re-evaluate the future of this agreement.

The Team

Our team has a variety of skills in both technology, product management and startups. A brief biography of our team members has been included in Appendix 2.
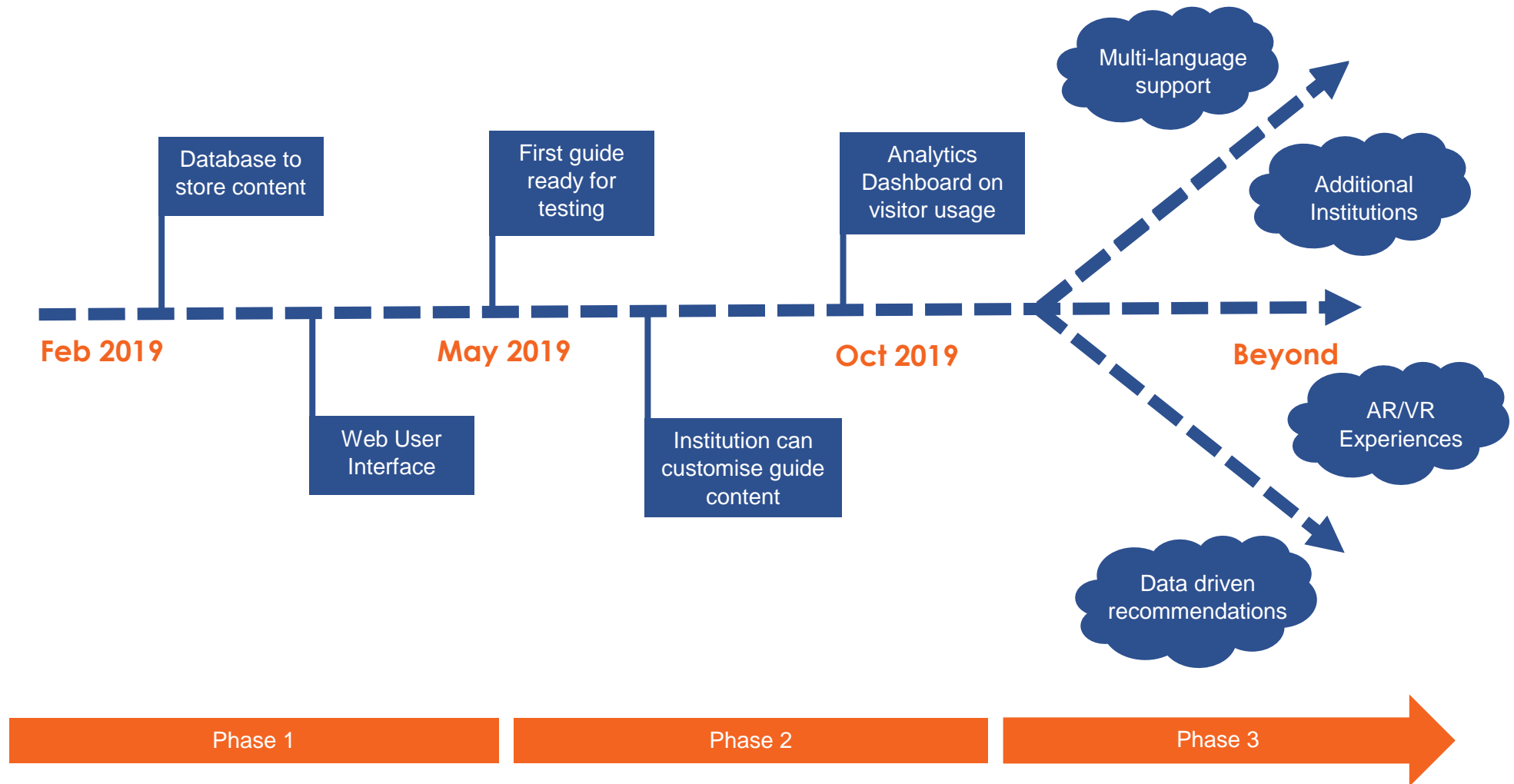
Conclusion

We are excited to seek partnership with the Australian Parliament House to develop our Minimum Viable Product (MVP). We see this as a great opportunity to deliver something meaningful for a respected, local institution while also being a great opportunity for our team to learn about our potential customers.

GuideXP would be honoured to collaborate with a renowned institution such as the Australian Parliament House, and we are excited to launch our idea with your support.

Appendix 1 - Product Roadmap

Below is a visual representation of the features are planning to develop and the timelines we currently anticipate.

Database to store content

First guide ready for testing

Analytics Dashboard on visitor usage

Multi-language support

Additional Institutions

Feb 2019

May 2019

Oct 2019

Beyond

Web User Interface

Institution can customise guide content

AR/VR Experiences

Data driven recommendations

Phase 1

Phase 2

Phase 3

Appendix 2 – Team Biographies

Jayden Castillo

Jayden's day job is working for Accenture, a global technology consulting company. Through this experience Jayden has worked in several government agencies and delivered technical products while in roles such as Product Manager, Business Analyst and UX Designer. Jayden's current role is in The Garden where he works with government clients to achieve think and act more innovatively.

Jayden was also one of the Lead Facilitators for InnovationACT in 2018.

Irene Zhen

Irene is currently part of Growth Programs team at the Canberra Innovation Network, helping early stage start ups grow to the next level using techniques such as Lean Startup and Design Thinking.

She has experience delivering technical projects for government agencies in Service Design and Business Analysis roles as a consultant.

Jey Panisilvam

Jey recently graduated with First Class honours in Engineering (Mechatronics) and a second degree in Science (Maths). Jey has experience in deep learning and artificial intelligence systems, and has developed a number of programs with these capabilities. Jey's projects have been completed in a variety of programming languages including C++, Python, R and assembly.