Museum Scavenger Hunt 'The Schnitzler'

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Company Philosophy

- **Who are we?**

  - Group of friends in small IT firm
  - Big new challenge
  - Specialised developers
    - project manager
    - database expert
    - UI designer
    - Backend programmers.

Company Philosophy

- **What do we want to achieve?**

  Mission / goal:

- Making museums more appealing to a younger audience

  Basic principles / strategy:

- Scavenger hunt app
- Wander through museum on "treasure trails"

IS-SHOULD Comparison

IS

SHOULD

- Children find it very boring
- Children don't learn as much as they could
- Children don't tend to read texts
- Museum visits often don't take advantage of modern technology

- Museum visit should be fun and informative
- Museum visit should be more engaging
- Museum visit should be more interactive
- Museum visit should take advantage of modern technologies

User Stories:

- "As a visitor of the museum I want to interact more so that I learn more and am not bored"
- "As a school teacher I want museums to be more attractive to children so that they gain an appreciation for and eagerness to learn."
- "As a museum director I want to make the museum more engaging to attract more customers and in turn increase the museum's reputation and earnings."

Minimum Viable Product (MVP)

- Application containing scavenger hunts
- Scan QR-Codes for clues
- With each clue you have to proceed to the next code
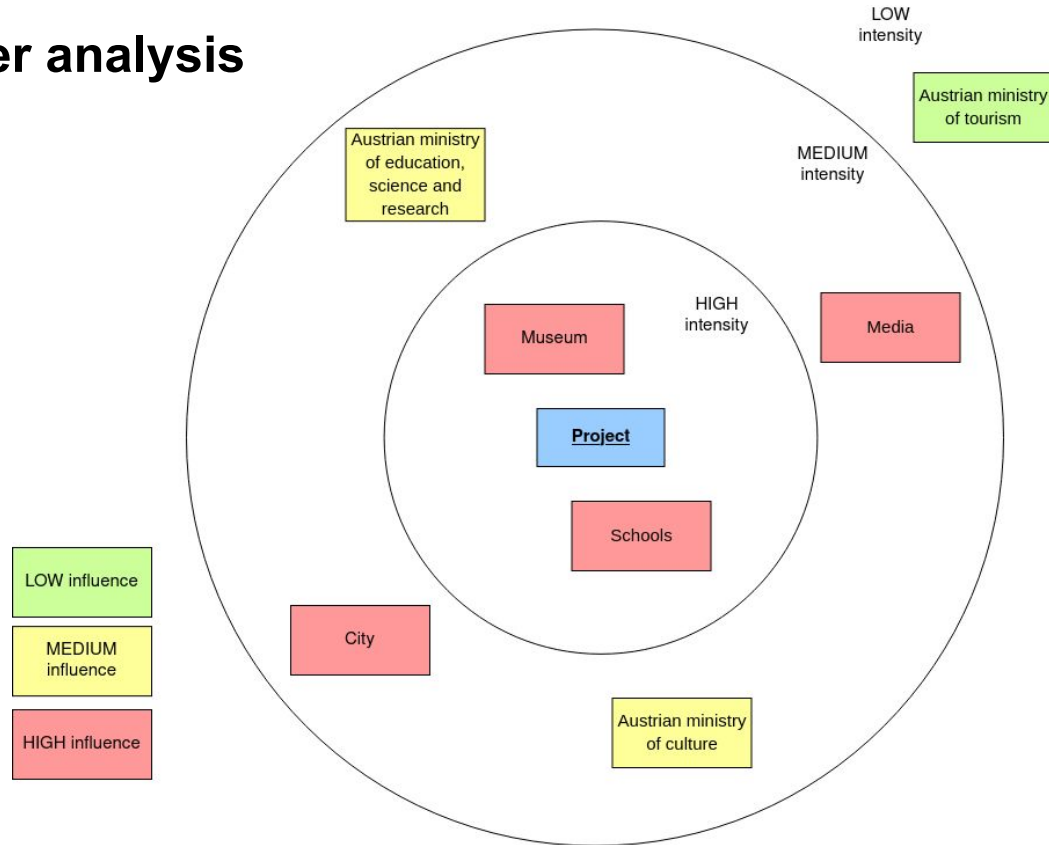
Hypotheses and Metrics

Hypotheses
- Museum visitors in 2018 -> 19.394.100
- A 2% improvement in the implemented museum
- Customers using the app vs customers visiting without using the app

Metrics
- Downloads
- Scanned QR-Codes
- Quiz after the scavenger hunt
- User-Feedback
- Returning customers

Stakeholder analysis

Project scope

- Mobile App (Android)
- Web Management Interface
- Staff training
- Hunt Creator / QR-Code-Generator
- Documentation (Guide Book)

Discussion

- Did you enjoy museum trips as a child?

- Can you recall a positive experience from a museum that you had as a child?

- Have you ever tried a scavenger hunt (e.g. Geocaching)? Did you enjoy it?

- As a child, did you tend to remember things you learnt in museums?

- Do you think children would enjoy a museum scavenger hunt?