



# **Museum Scavenger Hunt**

## **Codename: '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

## **Project Introduction**

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

### **Mission / goal:**

- Making museums more appealing to a younger audience

### **Basic principles / strategy:**

- Scavenger hunt app
- Wander through the museum on “treasure trails”

## 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.”

## IS-SHOULD Comparison



### IS

- Children find museums 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

### SHOULD

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

## 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

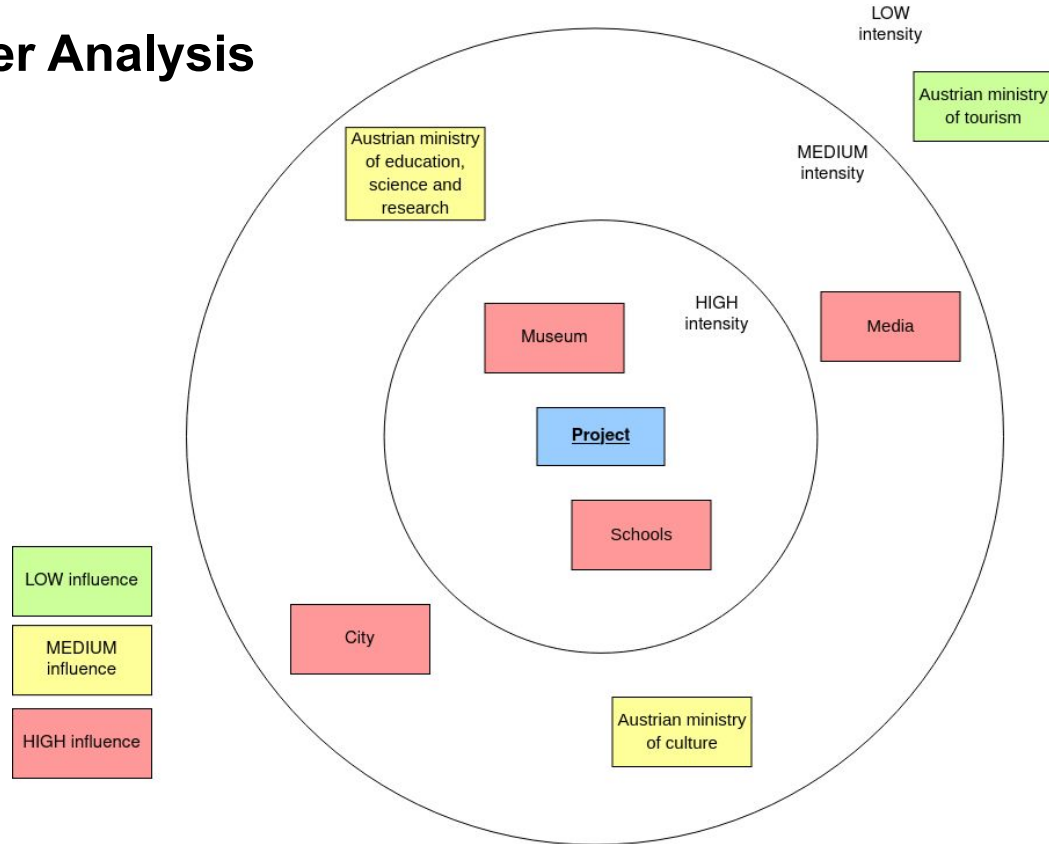
## Hypotheses

- Museum visitors in 2018 -> 19.394.100 (1.Statistik Austria)
- 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



## Goals:

- Mobile App (Android)
- Web Management Interface
- Staff Training
- Hunt Creator / QR-Code Generator
- Documentation (Guide Book)
- Cost ~500.000 Euro

## Not our goals:

- Content creation (Hunt)
- Login (users tracked differently)

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- 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?