

## Solution FAQ

When designing the FAQs we decided to take three different points of view, this is, three different approaches that could be designated to three kind of customers. We tried to think as final customers or citizens (the people who will attend to the virtual museum), the stakeholders (the different museums from the City of Munich) and then as our client (the city of Munich) and tried to answer the possible question they might come up with.

### Citizens FAQs

#### 1. Is the ticket for the online platform cheaper than the traditional museum's one?

Yes, it is. The idea is that you will have a free preview to see how the visit is going to be, this way, you could see if the experience may be worthy or not. Then if you decide to buy the online ticket, it would be 5€ for a non-guided tour and 7€ for a guided tour.

#### 2. Do you have to be registered in the city in order to be able to attend to the museum?

Of course, you don't need to. The city of Munich is really interested in promoting Munich culture not only in Munich, but also around the globe. Therefore, it doesn't matter where you are registered in order to enjoy this new service.

#### 3. Is it going to be easy to access to the web page?

Yes. We have tried to make it as easy as possible. The principal page of the platform is really visual and schematic. All the functions and offers are clearly explained and everything is guided in the best way possible to facilitate the functioning process for clients.

### Stakeholder's FAQs

#### 1. Is the city of Munich the one responsible for the installation and the purchase of the cameras?

Yes. The city of Munich is going to be in charge of the purchasing of the cameras and the hiring of the needed services such as infrastructure and labour hand in order to install them in all the museums.

#### 2. Are we responsible of the designing and making process of the web page?

No. The City of Munich is going to be responsible of that. All the museums of Munich are going to share the same web page, so it is easier for people to access them from the same place. A webpage prototype has already been designed.

#### 3. Is the city of Munich responsible of the legal aspects?

Yes. They will be in charge of obtaining the necessary licenses to carry out this project.

## Client FAQs

### 1. How much time is it going to take to develop the project?

According to our estimations and the availability of the needed infrastructure and labour hand, from the starting point on, 3 weeks seem to be enough in order to start with the first online visits. How much is the revenue going to be?

### 2. How much is the cost going to be?

According to "Munich tourist info", the official website for Munich tourism information, on average, 1.5 million people visit each year the city's museums. Extrapolating this information to our online version, we have estimated, based on the survey we made (sample of 84 people), 46.6% of museum's visitors would attend an online version. Therefore, the estimated attendance to our offer is that of 690,000 people per year. As it was concluded from the survey, only 40.5% of the online museum clients would pay for a guided tour, while the 59.5% left would go independently through the experience. Translating this into numbers we get with the following revenues:

Guided tour:  $276,000 * 7\text{€}$  (our price for guided tour) = 1,932,000€

Non-guided attendance:  $414,000 * 5\text{€}$  (price for non-guided tour) = 2,070,000€

This makes a total revenue of 4,002,000€ per year.

### 3. How much is the cost going to be?

After analysing the digital 360° cameras market, we found that the best camera for this project was the "ABUS IPCS2450D" because of its quality in the image capture and broad scope.

We make a research and. This camera has the capacity of recording an area of 15 m2. We calculated that, on average, the total area of the Munich Museums may be around 4338 m2. The camera has a price of 969€ each unit. So the total cost of the cameras could be around 280,234.8€.

It should be important to also add the costs on labour hand and infrastructure, nevertheless this requires a further research that our team would make in case of continuing with the project implementation.

---