

The museum APP

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- Projects in digital business
- lectures: Eva Anderl and Lars Brehm

Content



5 Working Backwards Questions



Press Release



FAQ : Stakeholder, Customer, Museum



App Prototype



Important App's Comparison

5 Working Backwards Questions



Who is the customer?



What is the customer's problem or opportunity?



What is the most important customer benefit?



How do you know what customers need or want?



What does the customer experience look like? (Storyboard)

5 Working Backwards Questions

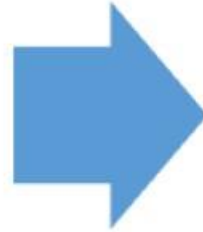
- 1. Who is the customer?



- 2. What is the problem trying to solve?
- Increase the attractiveness of a museum in an individual perspective by creating a more personalized and customized experience.

5 Working Backwards Questions

3. What is the most important customer benefit?

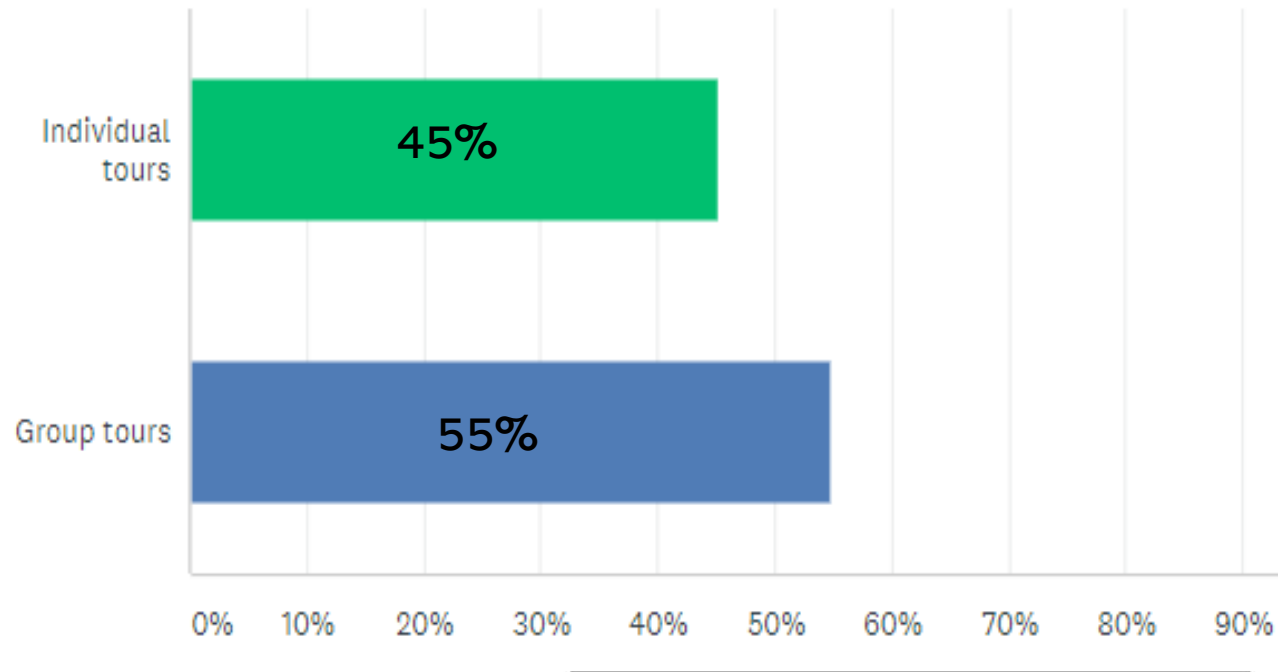


This solution allows visitors to decide between the traditional museum tours or select the topics of their preference in order to create tour routes that adapt to their interests and availability.

5 Working Backwards Questions

I enjoy more ...


Answered: 31 Skipped: 0



4. How do you know what customers need or want?

If a museum offers tours through a mobile application ...

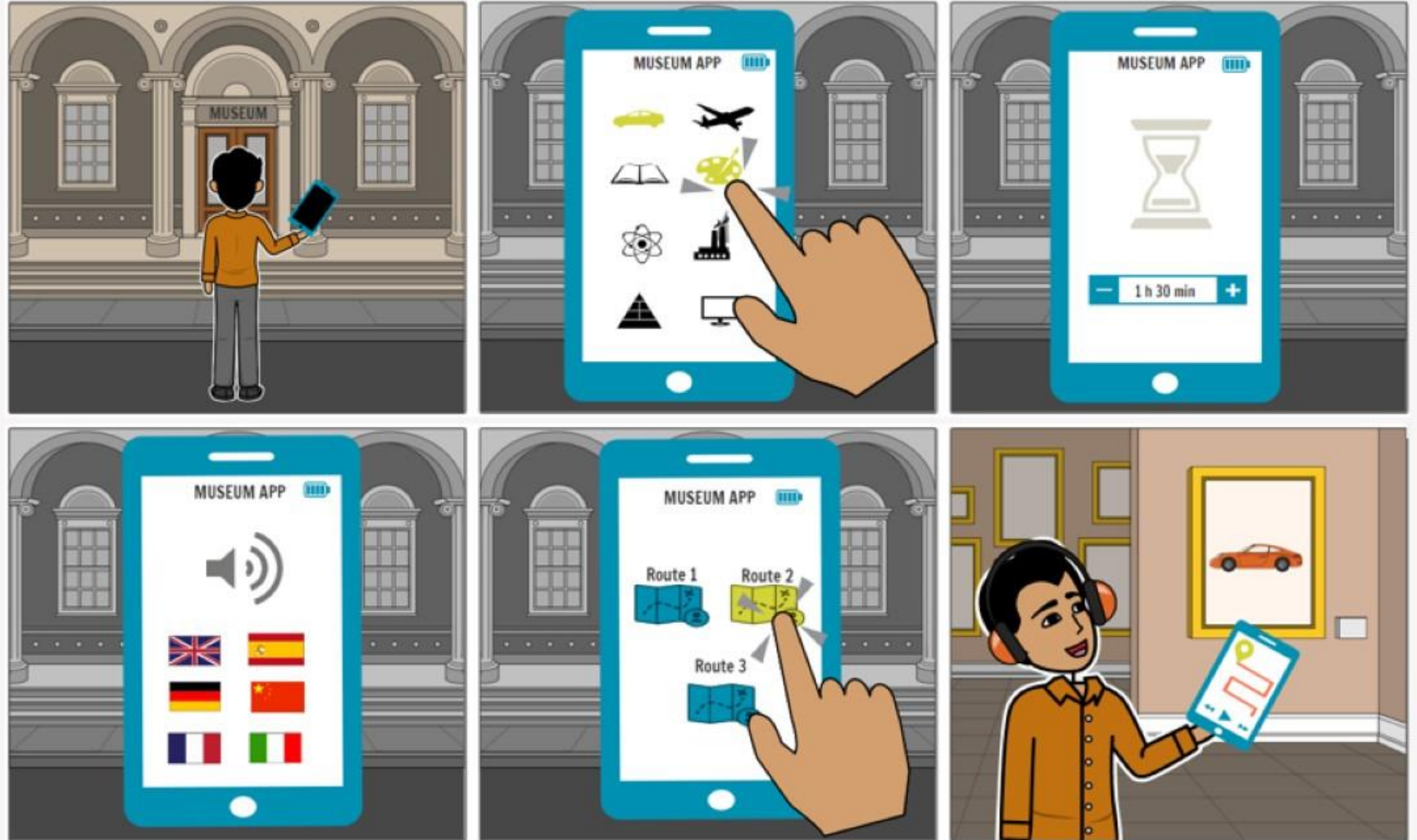
Answered: 31 Skipped: 0

3.7 
average rating



5 Working Backwards Questions

5. STORYBOARD



Press Release

“MyTour” suits your interests

The museums in Munich are using a mobile application to create more attractive and personalized tours for the visitors.

Munich - December 20, 2019 - The Department of Arts and Culture in the city of Munich announced that the museums in the region are making use of a mobile application in order to make individual visits and tours more engaging for the population. This solution creates a customized and personalized tour adjusted to the preferences of each visitor as it considers time availability, language settings and the individual's preferred topics that are accessible in the museum.

“For many years, the visitors had to adapt to the available tours, languages or schedules when going to a museum. But with this solution it is the museum's content the one that adapts to the customer needs” said Anton Biebl, director of Munich's Municipal Department of Arts and Culture. “This application helps people be led to the proper content in their elected language within the right time”.

Learn more about this application and download it for iOS or Android at www.mytour.com

STAKEHOLDER FAQ



What will this app cost us?



What other options do customers currently have?



From where will the profit come?

CUSTOMER FAQ



Is the app free? Do I need to pay anything?



Do I need to register or provide personal data?



The Wi-Fi connection is very bad. Can I use the app offline?

MUSEUM FAQ



How are we going to make money by investing in your app?



What will happen to the tour guides?

IMPORTANT APP'S COMPARISON



REGISTRATION

GENERAL INFORMATION

PERSONALIZATION

TOUR'S PAYMENT

TOURS AVAILABLE


EXPOSITIONS

UI/UX


SETTINGS

PROTOTYPE

4G 84% 02:22



Email

Password 

LOG IN

Forgot password?

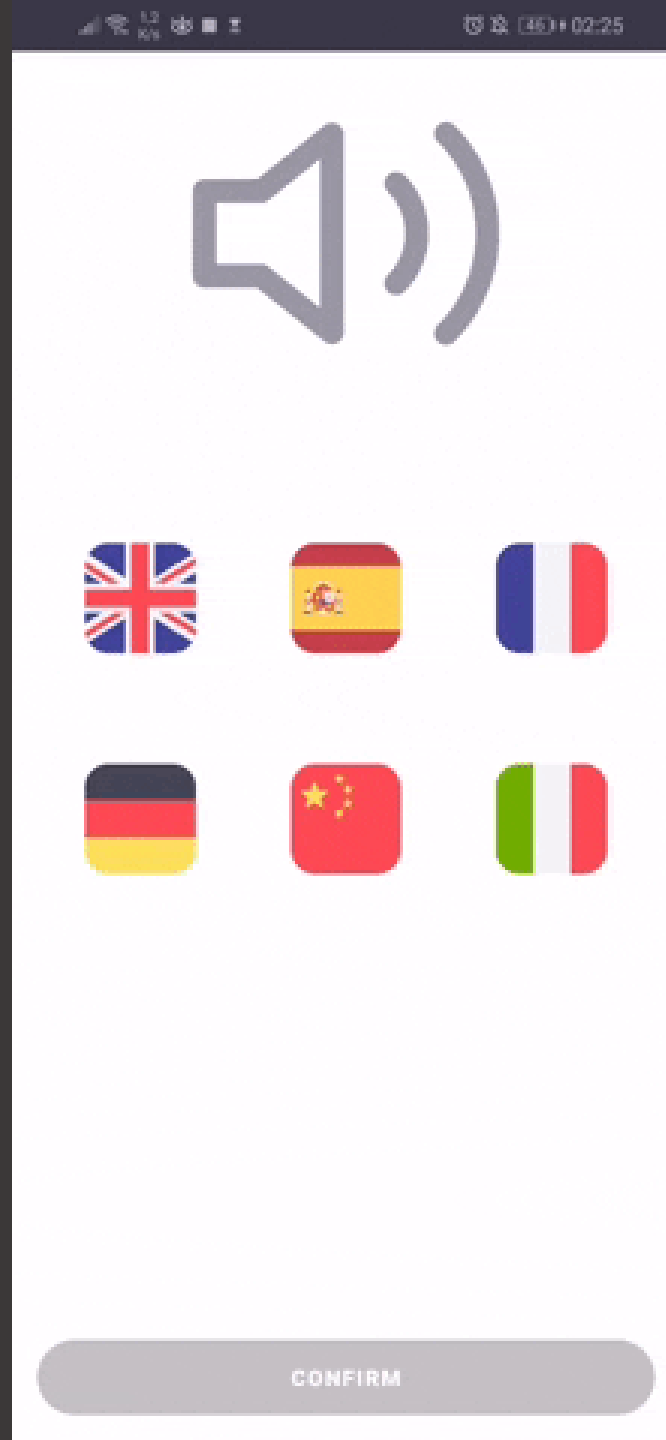
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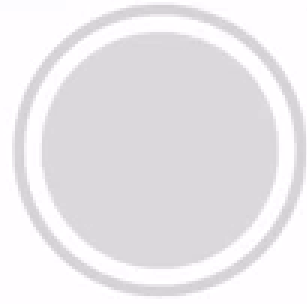
Sign Up



CREATE YOUR TOUR!

OUR TOURS





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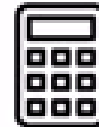
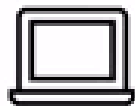
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CONFIRM

Topics



CONFIRM

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Suggested Routes

25 min

Route 1

Under water room

30 min

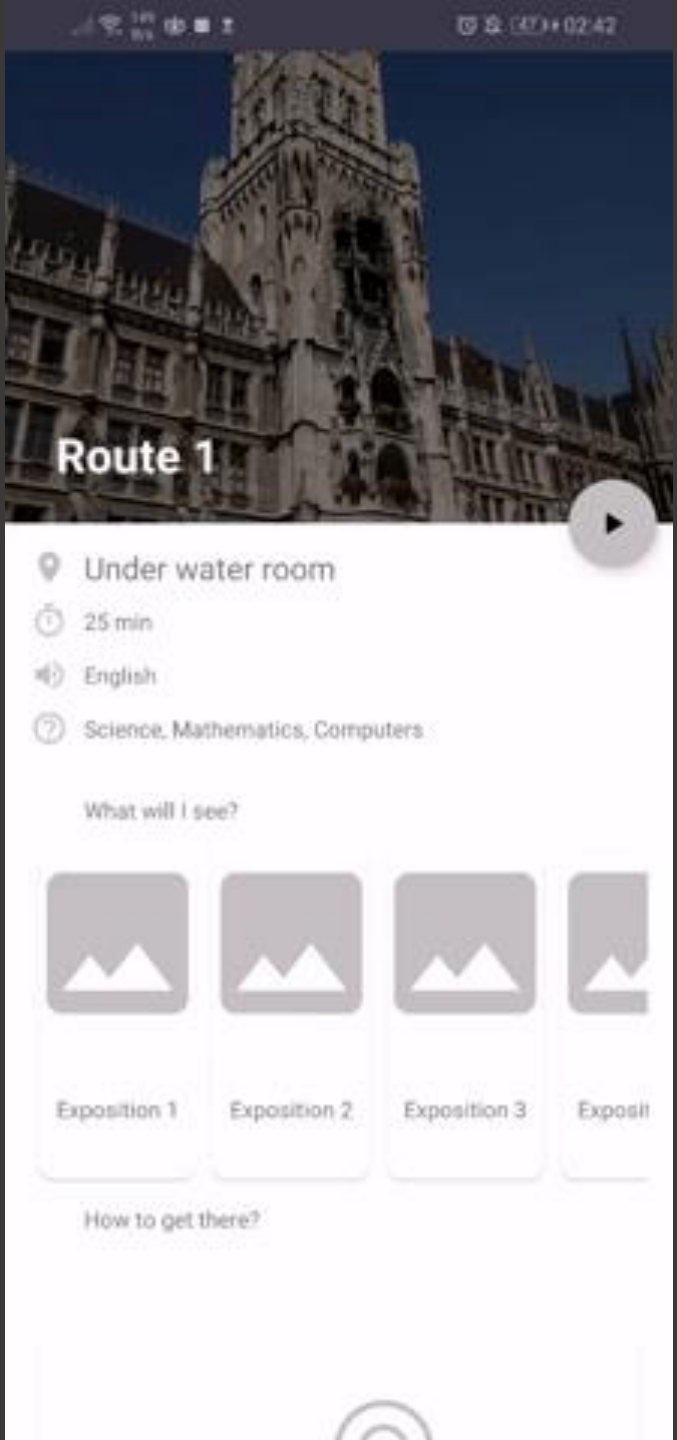
Route 2

Boats

35 min

Route 3

Airplanes



Route 1

📍 Under water room

⌚ 25 min

🔊 English

🔍 Science, Mathematics, Computers

What will I see?



Exposition 1



Exposition 2



Exposition 3



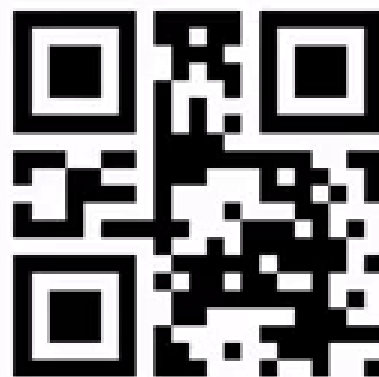
Expositi

How to get there?



Congratulations!

You won a discount on the Museum's shop!



Valid from 20/12/2019 to 20/01/2020



Feedback

SEND



THANK YOU FOR
YOUR ATTENTION!!