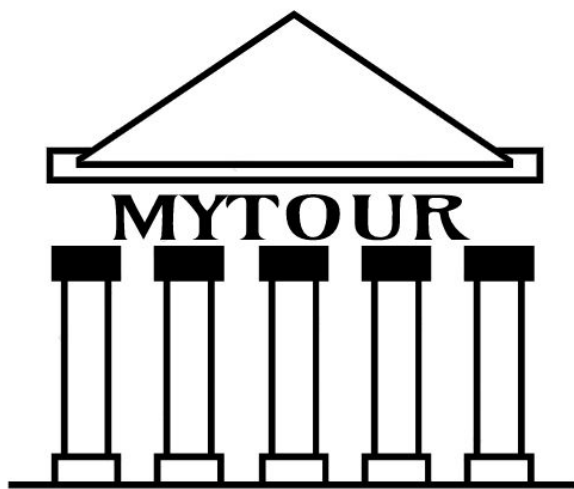# 2020

Final Report: Museum App

MYTOUR

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Content

Introduction

In this document we have focused on addressing the problem that museums have to encourage people to come to them.

In order to understand the problems that museums have in terms of the services they offer and the needs of visitors, we compared some museum apps, from Germany and other countries and with this we could detect the main needs of the visitors, such as: not having the information available in your native language, poor time flexibility, not having any extra benefits from regularly going to museums, not having suggestions about museums that fit your preferences.

After detecting these problems we decided to create an app that offers the services already existing in the museums and incorporate new functions that cover the needs of the visitors. With these new functionalities, we intend to create curiosity in the consumers, who enjoy these new experiences of visiting the museums and promote that they keep coming back more frequently.

Empathy Map

Profile of customer
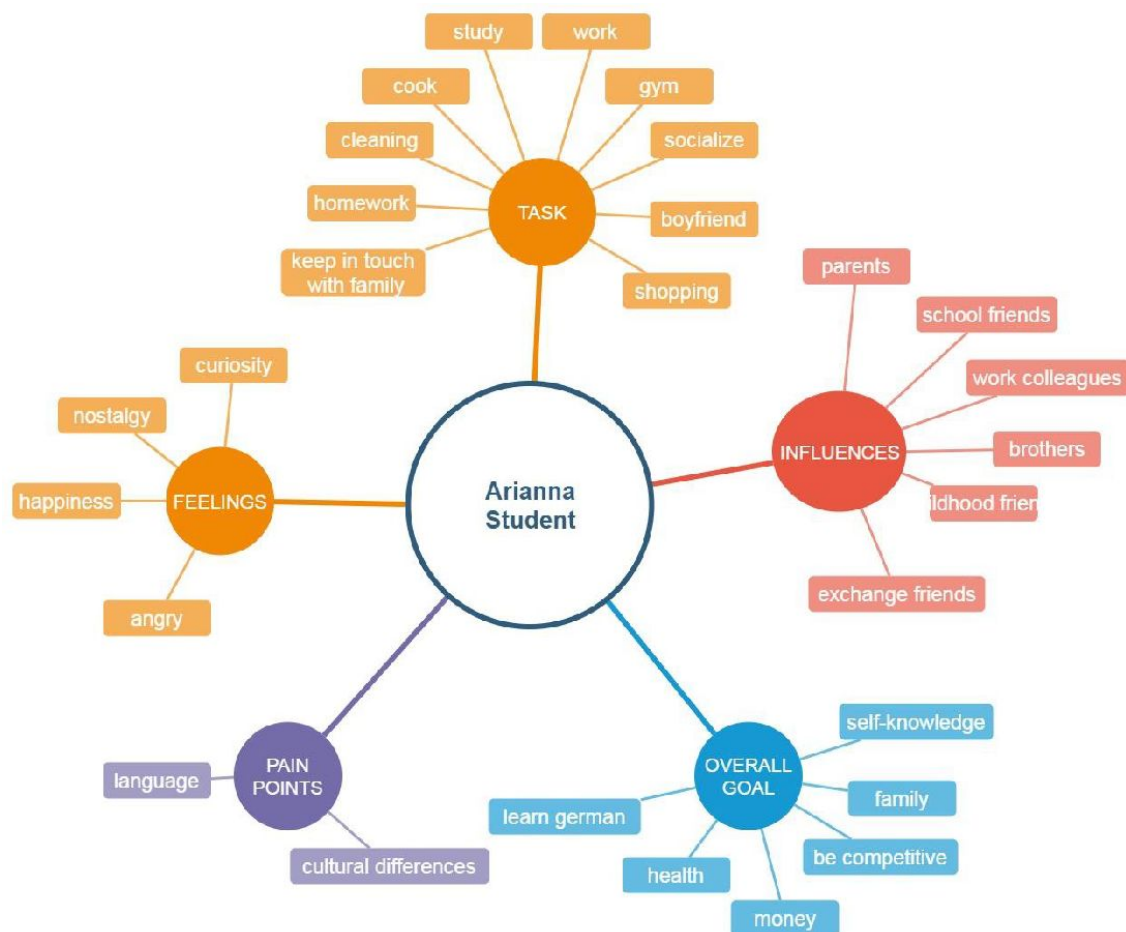
5 Working Backwards Questions

1. Who is the customer?

Our first customer will be the museum itself, who will use our product in order to increase its attractiveness and, of consequence, our final customers who will actually use the application will be the visitors of a museum.

2. What is the customer problem or opportunity?

Increase the attractiveness of a museum in an individual perspective by creating a more personalized and customized experience.

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.

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

We conducted a survey of around 7 questions where we asked the users to provide information related to their attendance to museums like the reasons to go and not to go to a museum.
Two of these questions were the ones that actually gave us a hint of which path we could follow for the development of this project.

In one of them we asked people to indicate whether they enjoyed more individual tours or group tours.
To our surprise, the difference between the two groups was not that big.
We know that individual tours in museums are not very common and one of the main reasons is because you can not have as many tour guides as visitors in a museum, therefore group tours are more common.

With this question we realised that people enjoy to have a walk by themselves, that is why we decided to focus on an individual perspective rather than on a group and we could do this by using a mobile application.
Most people have a cell phone and it is a very personal device, therefore, we believe that it is the perfect tool for our solution.

I enjoy more ...

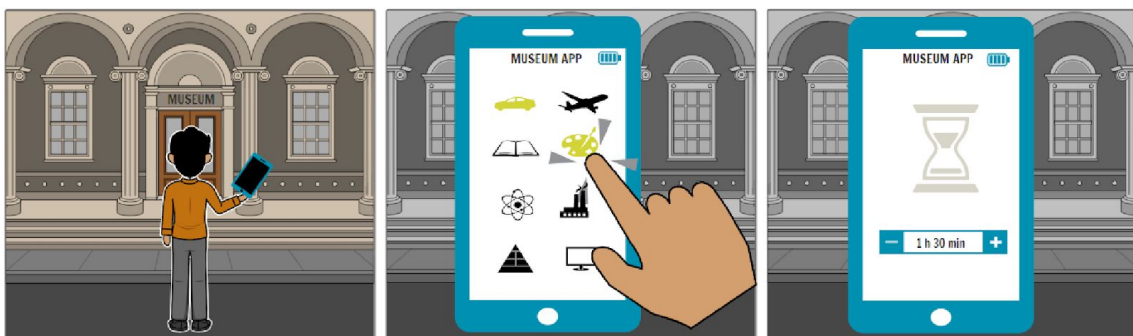Answered: 31   Skipped: 0
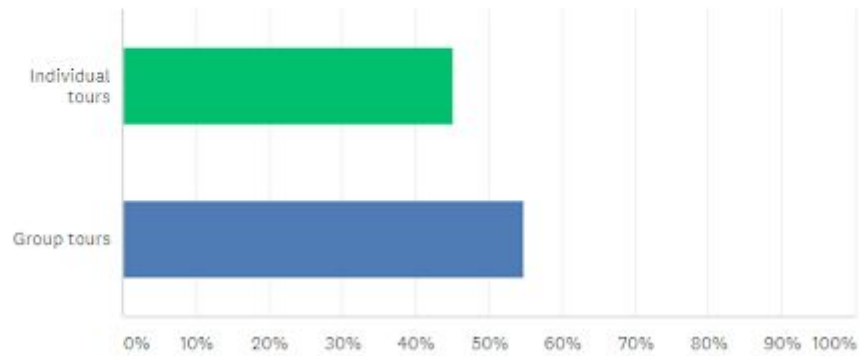
Besides, we made a question where users had to indicate their level of willingness to use a mobile application to get a tour in a museum and the result was more positive than negative.
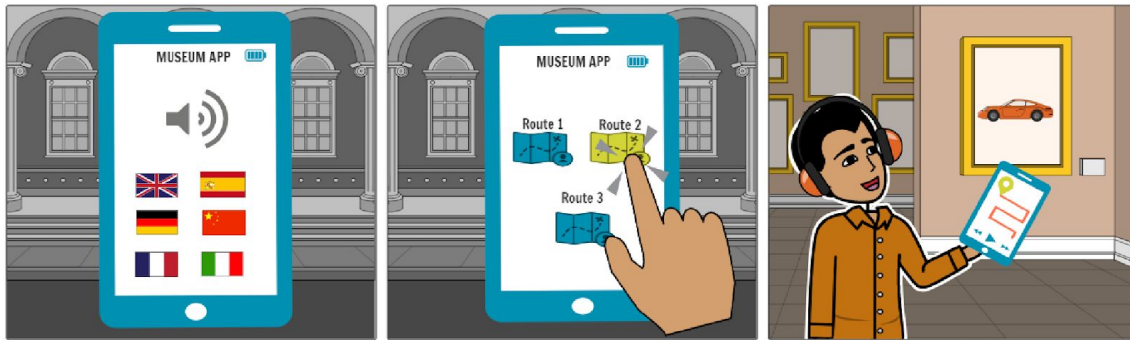
If a museum offers tours through a mobile application ...

Answered: 31   Skipped: 0

3.7 👍
average rating

5.   What does the customer experience look like? (Storyboard)

This experience begins once the visitor is in the museum as you can see in the first image, you also need to download the app. Then you can choose a theme of your preference such as; art, science, cars, technology, etc.

We have available a new option that is the time you want to spend for a route, for example a tourist who has limited time and can only stay there 2 or 3 hours. So, now you have the possibility to make a route according to your preferences for the time you have available.

Users can also change the language at any time. Initially, we would have all the information in 6 languages that we consider the most spoken, in this way you can hear and read the information in the language you want, this is really useful for elderly people that don't know a second language or for people who are learning a new language and want to practice it.

Now the app will suggest 3 different route options that you can follow according to the information you have selected.

Finally, the app will show you the instructions of the route you are going to make, in addition to the detailed content/information about the elements that you will see during the route.

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 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

FAQs : Stakeholder, Customer, Museum

Customer FAQ

·   How do I download the app?

·   How does the app work?

·   Is the app free to download?

·   Do I need to pay anything?

·   Can I download/use the app on all devices?

·   Do I need to register?

·   What type of data do I have to provide?

·   What is the minimum age for using this app?

·   Who can see my personal information?

·   Where can I learn more about my data protection?

·   Do you need my location?

·   Can I change the language?

·   How do I change the general settings?

·   Will I receive any notifications?

·   I do not like the given suggestions. What should I do now?

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

·   I am having problems using the app, how can I report them?

·   How can I delete my search history?

·   How do I report spam?

·   I no longer need the app. How do I delete my account?

Stakeholder FAQ

What will this app cost us?

The only costs we will have to bear with will be those related to the creation of the app, the employment of the human capital and then the app monitoring and maintenance.

What other options do customers currently have?

We conducted an analysis of the competitive landscape. We looked for the museum applications already existing, both from the city of Munich (as the "BMW" and "Deutsches Museum"), and from the rest of the world (as the "British Museum" and the "Uffizi Gallery"). We studied their features in order to see how many properties they offer, for example, the possibility to create tours or to see information about the exhibitions, and their level of effectiveness and efficiency.

With this investigation, we could gather the most important aspects of each of them in order to try to include them in the MuseumApp. Another interesting thing is that any of them had a feature for personalization for the customer.

The conclusion of our team was that there is currently no app that offers a customized experience for the users.

Museum FAQ

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

By investing in our app, museums will be able to offer visitors a service that meets their needs, thus increasing their satisfaction and, of consequence, increasing their number of guests.

Also, we thought about packages called "special tours" that the customer will buy directly from the app. These tours will be, unlike the others, complete with videos and photos, more exhaustive and detailed in the descriptions and will have a price. It's a feature that we have studied to allow people who physically can't go to the museum, to discover what they are passionate about, directly from their homes.

In addition, every amount of tours that a visitor will generate, will be rewarded with a discount code that can be spent in the shop or cafeteria of one of the museums that use our app. These vouchers will help to increase museums' revenues as they will encourage the customer to buy.

What will happen to the tour guides?

Basically nothing because the app would be an added functionality to the already existing museum's system which can work together.

Prototype

Login and registration   Main page
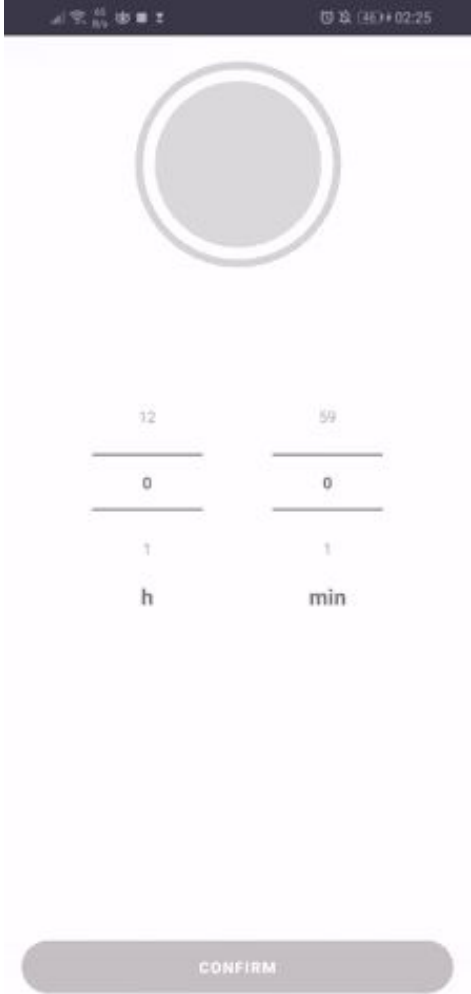
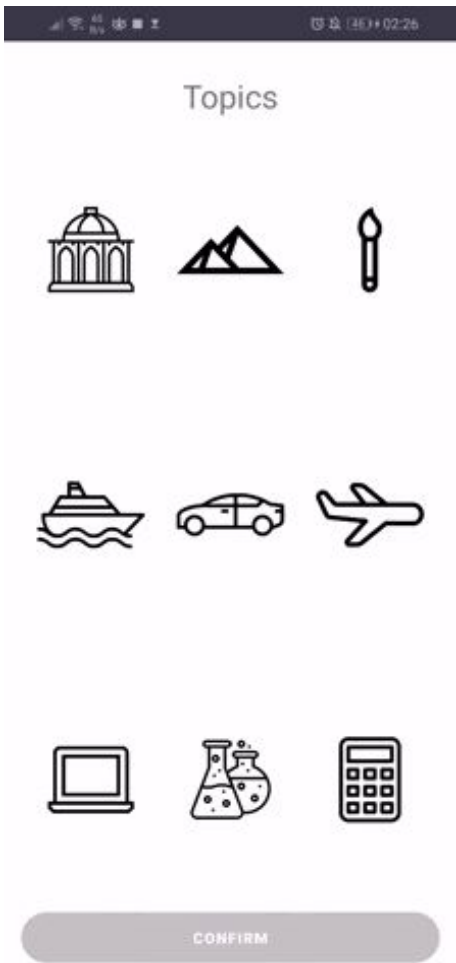Language selection   Time selection

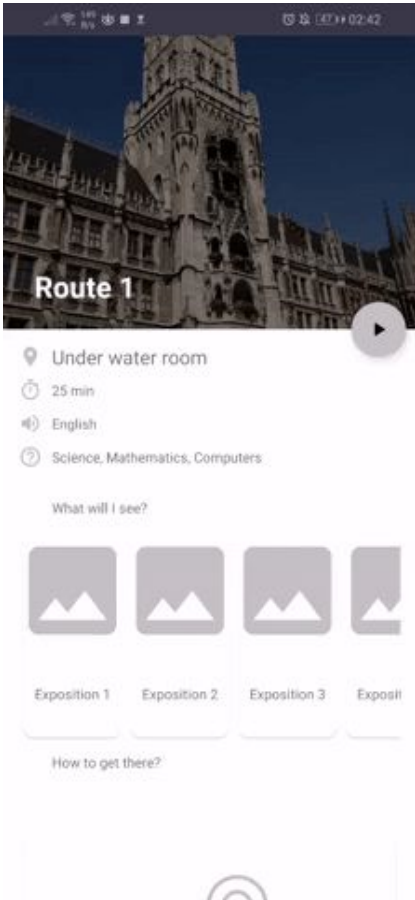Museum topics selection

Suggested route

Route Overview   Start tour

Reward for usage   Feedback section
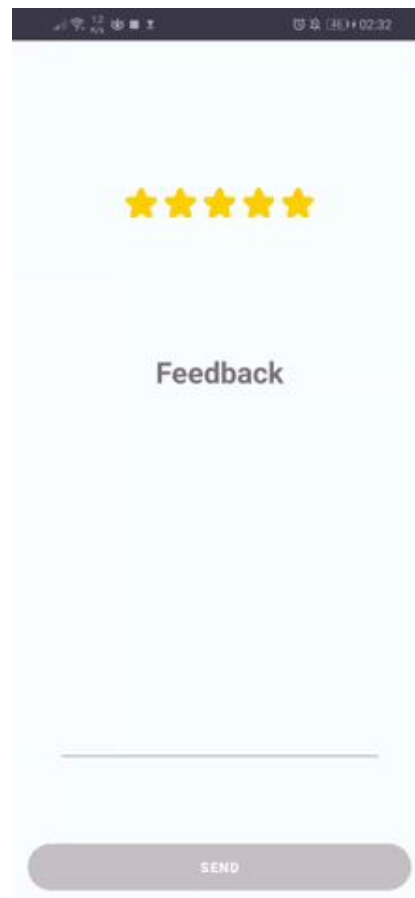

Business Model Canvas

In the workshop of Siemens we did the Business Model Canvas of the project that let us identify the important characteristics of the solution that we were not considering before.

You can find the Business Model Canvas [here](#).

Final Presentation

We presented our work at the AWS Offices on 20.12.19.

You can find the presentation [here](#).

Project Overview

As the capital of the state of Bayern, Munich welcomes thousands of tourists in the countless tourist attractions of the city all year long. With numerous museums located in all parts of the city, there is something interesting for each tourist. However, times are changing and so are needs and preferences. The City of Munich learned that their museums were no longer as attractive to customers as they once were. Visiting a museum was not the problem, keeping visitors excited once they are in the museum was the challenge that had to be tackled. It was the task of the project team to come up with a solution for the City of Munich to find a way to increase the interest of visitors when they are already in the museum.

Therefore a solution was designed, taking the form of a mobile application that adapts to the individual needs of the visitor of a museum.

Project Fact Sheet

Name(s) of the CLIENT / PROJECT partner	Lutz-Steffen Schmidt
CLIENT	LHM - City of Munich
Industry	Tourism
Semester	Winter semester 2019/2020
Project status: in preparation, ongoing, on hold, finished	Finished
Study program and module	Business Administration, 257 / 552 Case Study: Projects in Digital Business
University	Hochschule München
Departments of University	Business Administration
Date of PROJECT	17-01-2020
Name(s) of LECTURER	Prof. Eva Anderl and Prof. Lars Brehm
Names of PROJECT team member	Arianna Munarin Erika Yumi Cheyenne Kartowikromo Verónica Hinojosa
PROJECT Title	Museums
General PROJECT TOPIC (keywords)	Museum, culture, tourism, customer experience, customer satisfaction
Specific PROJECT type (like Process optimization, Business Model generation, etc.)	Process optimization
PROJECT description	As the capital of the state of Bayern, Munich welcomes thousands of tourists in the countless tourist attractions of the city all year long. With numerous museums located in all parts of the city, there is something interesting for each tourist. However, times are changing and so are needs and preferences. The City of Munich learned that their museums were no longer as attractive to customers as they once were. Visiting a museum was not the problem, keeping visitors excited once they are in the

	museum was the challenge that had to be tackled. It was the task of the project team to come up with a solution for the City of Munich to find a way to increase the interest of visitors when they are already in the museum.

Client reference

Lutz-Steffen Schmidt of the City of Munich made the following statement about the MuseumApp project:

"I am impressed with the results of the project group. I see great potential in the idea of the app they came up with. Developing an app where visitors can tailor make their own tours to their specific wishes, can definitely increase a visitor's interest in a museum. I like the idea and I am looking forward to continue with this project."

Knowledge Assets

To develop the solution for the problem we had to do some research and the following links are the supporting information that we gathered:
- MuseumAppComparison: This was our analysis of the competitive landscape, about the apps developed for museums already existing, and their features:
- Survey: Results for the survey conducted to 32 persons.
- FinalReport: This document contains the results of working in the AWS workshops.

Conclusion

After several weeks of work and feedback, we came up with an idea that we consider, tackles every required aspect of the initial problem, but we cannot imagine getting the result, without all the advices and tips of our professors and workshops.

We enjoyed the project because it was a real problem that needed a solution and we could use our creativity and teamwork to create ideas and find a viable answer for it.

Sometimes we had to spend more time of the expected to move the project forward but we all agree that it was worth it and we are very pleased with the result.

This experience helped us to discover a way of working that encourages a better organization and saves time and effort in the long-term and will be helpful for our professional lives.