Look at M.E. – Design Document

This document is intended to offer an insight glance at our service "Look at M.E." from a user point of view.

Look at M.E. is a service that tries to collect data for the "Museum of Classical Arts" about the plaster replicas' popularity among its visitors as well as offering a light-guided path for some of the rooms of the museum, illuminating their replicas sequentially, one after another, following a scheme based on a certain theme decided by the curator of the museum. So, the service will try to address the needs of both the visitors and the administrative branch of the museum.

We will begin with the personas we used to empathize with their needs, also, later denoting them through storyboards. Then, we will underline problems, or simply weaknesses that a regular visit to the Museum of Classical Arts of Sapienza could highlight. Finally, we will give a complete overview of Look at M.E.'s functionalities, implicitly presenting the solutions we applied to solve the issues.

Monica

Bio

Monica is a History & Literature student in the MSc course in Rome. She is close to finishing her studies here and would really love to work as a teacher for a secondary school.

Although she is a very diligent person in her studies, she hasn't yet decided on which topic to write her thesis, so she is actively searching for inspiration. She is very busy, in fact she gives lectures to young students who struggle with their homework, while also making some money to help her parents paying for her studies.

She is a solar person, has a lot of friends which she loves spending time with but she is still looking for her soul mate.

Goals / Needs

- To be able to find a job as a teacher for secondary schools.
- To be able to complete her studies in such a way that she will make her parents proud of her.

Technology & Information Sources

- Multiple Apple devices.
- Uses an iMac at Uni and spends around 3 hours per day actively browsing the internet.
- Mostly browses on her iPad at home.
- Heavy user of social media.
- When she doesn't know a thing she Googles it.

Pain points

- She has yet to find a topic for her master thesis and time is running short.
- Worried about the working situation in Italy.
- Corona-Virus

Monica

Finish her studies

Age: 24

Marital status: Single

Children: N/a

Undergraduate study: History & Literature

Occupation: Student

Location: Rome, IT

Favourite brands

UNESCO

WWF

STARBUCKS COFFEE

Personas

Markus

Bio

Markus is a Marketing Expert and as of right now works for a museum as a curator. He graduated at the Colombia University in American in Economy & Management, but he is also an art lover. He then, due to a collaboration between his agency and the Sapienza Museum, moved to Rome where he fell in love and married Maria Cristina.

He is a very precise person and dislikes who doesn't take his job seriously.

Although he is in Italy, he still stays up late to watch NBA matches and is a true fan of the Golden State Warriors.

One day he would love to move back to America with his family, even though he really enjoys Italy, and he is very passionate about its cultural sites.

On a rare free weekend, he loves making long trips with his car and one day he will travel around the world with it.

Markus

Being successful at work

Age: 44

Marital status: Married

Children: 2, Jake and Claude

Undergraduate study: Economy & Management

Occupation: Marketing Expert

Location: Rome, IT

Goals / Needs

- Being successful as a manager as well as living a joyful and calm life with his family.
- Traveling around the world on his Ford Mustang and visiting a lot of wonderful places.

Technology & Information Sources

- Multiple Apple devices.
- He is a very busy person so he doesn't have much time to navigate the internet.
- Because of his work, he is a quite technological person.
- Heavy user of social media.

Pain points

- He is really nostalgic about his homeland and family.
- Knows that it might be difficult to create an impactful advertisement for a classical history museum.

Favourite brands

Personas

Lorenzo

Lorenzo
Going to Stanford

Age: 18

Marital status: Single

Children: N/a

Undergraduate study: None

Occupation: Student

Location: Rome, Italy

Income: €3.500 mostly from his part time job

Bio

Lorenzo is a high school student in Rome and he's currently attending his Senior year. He's a very intelligent guy who inspires his classmates through his confidence and sense of humor.

Even though his family does not struggle with its finances, he works part-time as a rider for a food delivery company, so he can earn some money to feel more independent.

He visited the Museum of Classical Art of Sapienza due to a school visit and really enjoyed the atmosphere as well as for the replicas of the marble statues that the museum hosts. Also, since the museum has inside a cafeteria and atlas where it's possible to study, he and his friends have started gathering there to hang out for studying sessions.

Goals / Needs

- To be admitted to one of the top US universities.
- To find a way to help his family to fund his studies.

Ideal experience

- Going to Stanford or Yale through a scholarship for his football talent.
- To become a successful college student as well as meeting new friends and graduate with a high vote.

Pain points

- Concerned that he won't be able to afford the graduate tuition fees.
- Worried that he won't be admitted.

Technology & Information Sources

- Uses a smartphone and a computer.
- Also owns a mobile computer for when he studies with his friends.
- Mostly browses on his cellphone.
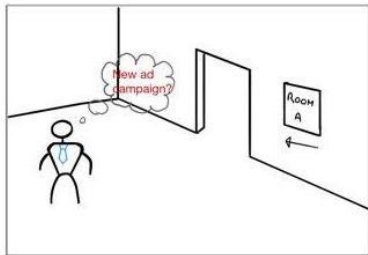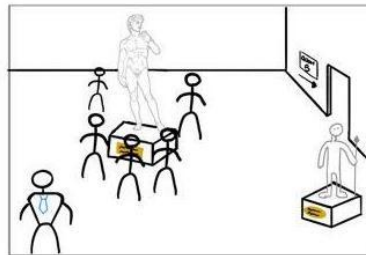- Regular user of social media.

Favourite brands

Storyboards

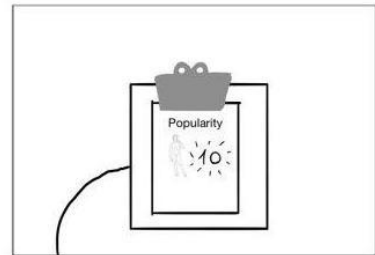What will follow next are the storyboards we used while designing Look at M.E.

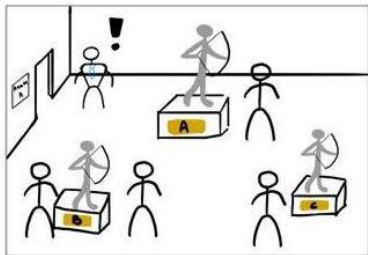The first story board represent the problem of indicating which artworks are the most popular.

The curator of the museum wants to start a new advertising campaing
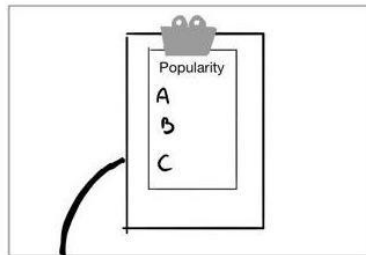
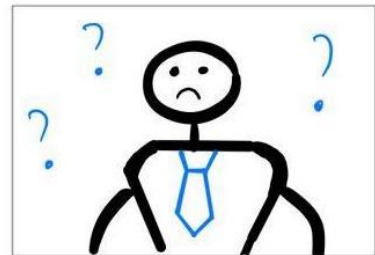
He enters the first room of the museum

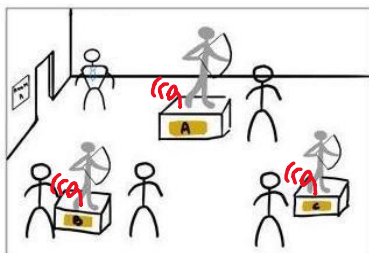He notices that one kouros is clearly more appreciated than the rest
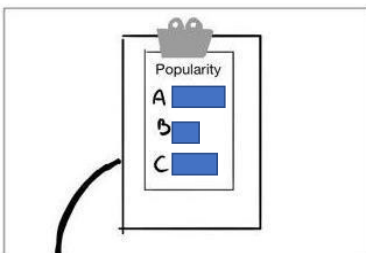

He enters another room

He realizes that it's not possible to establish which kouros is the most popular in this room
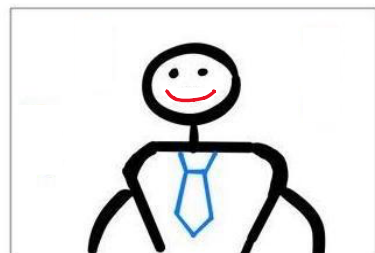

he's frustrated because he doesn't know which artwork suits his new campaign
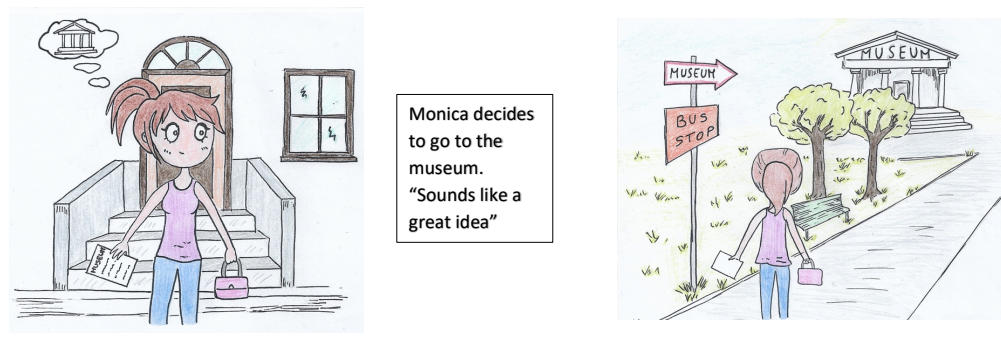

He decides to install Look at M.E.

He can finally gather the info he needed

He can finally run the campaign

The second story board represent the user functionalities of Look at M.E.

Monica decides to go to the museum. "Sounds like a great idea"

Although, when she enters, she's confused and doesn't know where to start!

Fortunately for her, the museum has Look at M.E.
So, she can now enjoy a light-guided visit...

... as well as learning amazing stuff through the recorded explanations playing!

Finally, she leaves the museum very glad about the experience.
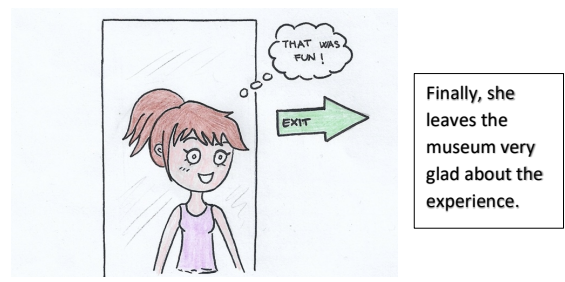
Problems

Popularity of the Artworks

At the moment, the museum is lacking a system that indicates the popularity of the replicas among its visitors. In particular, being able to learn such information, would help the administrative branch of the museum to have a better understanding of what attracts and pleases most of his customers. As a result, the administrative branch could use these notions to promote targeted advertising campaigns to increase the number of daily visitors. Also, it would be possible to obtain or, at least, borrow new artworks from other museums by exchanging them with less popular pieces which could be more appreciated in the other museums.

A possible solution could have been using personnel adhibited to this occupation, but this would be extremely inefficient in terms of resources and costs. So, it appears clear that an automatic system could be more advantageous from any point of view.

Misfocusing

From a user point of view, the main issue that comes out is the risk of misfocusing when visiting a museum without any guidance. Indeed, whenever a visitor walks through the entrance unless he's an expert in classical arts and knows very well the museum, what happens is that he might find himself not knowing where to start from, and, for instance, he might begin to examine a statue that is a reaching point for the artistical period it has been made. This would probably raise his expectations for the next sculptures he will see. So, moving to the next ones, since they are antecedents with respect to the first one, he might be left with a sense of disappointment.

Also, since having a lot of plaster statues he can examine, he might not be able to get a hold of them from a cultural point of view. Again, that happens because he might be thinking at the next ones he'd want to see after (he may be wondering about what will come next) and might not appreciate and focus on the one, he's actually looking at, with the result of not liking both. This process could potentially lead to a sentiment of dissatisfaction while visiting the museum, and also, eventually, to not being able to enjoy the tour of the museum.

Functionalities

We have divided this section into two parts, where the first one explains the features related to the visitors, while the second one is reserved for the direction of the museum.

Due to the profound differences between the two problems highlighted, even if it's just one project, Look at M.E. can almost be considered as two systems combined, although independent between them. But we believe that gathering data about popularity, should also lead to involve more the neglected artworks through Look at M.E.'s user functionalities. This would potentially raise their value, therefore raising the value of the entire museum and lastly the quality of the entire user experience. That is why we have decided to carry on trying to solve both issues by creating a more complex service.

User Functionalities

For the user, Look at M.E. creates a light-guided path that leads the visitors during their visit to the museum, enriching their experience with historical or artistic details.

Its functioning is the following. For the rooms chosen by the curators of the museum, the visitors may activate Look at M.E. through proximity sensors placed at the entrance of the rooms. Once activated, Look at M.E. will turn off the lights inside the room, and then illuminate the beginning artwork by the spotlights located near and pointing at it. At this point, a voice record will start playing, containing an explanation made by an expert of classical art. Once the recording is over, another piece is lighted, and its acoustic description broadcasted. This process will go on a loop until every replica is lightened up and explained. At this point, the lights of the room come back and Look at M.E. will go on standby, waiting for new visitors to start it again.

Administrative Branch Functionalities

Look at M.E. also intends to provide valid support to the administrative branch of the museum by retrieving data on the habits of its customers. In particular, Look at M.E. will try to monitor through proximity sensors placed near the statues, how many visitors approximately examine each replica. Moreover, Look at M.E. will keep track of how long the proximity sensors will sense someone close to the statue. This system will supply values that are an estimator of the artworks' popularity. For further details about the quality of the collected data, consult the document "Evaluation".