**ASN3 – Combined Documents – Glen Joy**

**ASN3-1 Museum Report**

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| Student Name | Glen Joy |

**(1) Museum Report for The Phillips (50 pts)**

Visit The Phillips Collection website and their app:

<http://www.phillipscollection.org/>

<http://www.phillipscollection.org/about/app>

Spend a few minutes of the museum’s website.

You’ll be asked to write about followings in your report (20 pts):

(Ideally, it’d be best to do this part before visiting the museum)

* What are your impressions of the look and feel of the site and app?
* Does the website and app ‘feel’ like its specific museum?
* Would you ever go back to the website and app? Why?
* How many clicks to find out the address and hours of operation?
* Missed Opportunities… think about what you would change or improve.

**Both the website and the app had major flaws in design. The website, for example, had two much information on one page. I did not know where to start looking as there was too much information being presented at once, in particular on the home page. In addition, the information on the home page under the slideshow seemed to be quite narrow and left unused white space on either side of the site. Although the color scheme of the site was clean, the site has a somewhat disorganized feel and could use some tweaks. The app was far worse. The UI of the app was very outdated, and it looks like it was designed when touch screen first started to become mainstream on devices. In addition, the app required a large amount of data to be directly downloaded onto your phone. After downloading, the whole app was more than 400MB of space on my phone, which made it the 4th largest app on my device. The features on the app such as looking through pictures and being able to watch videos also did not seem out of the ordinary to justify so much space. The features also did not excite my interest at all to justify keeping the app on my phone. Overall, the website and the app did not have the “modern” feel that I was expecting from a contemporary art museum. I would not want to go back to the website or the app because of this fact. I did not need to make any clicks to find the address and hours of operation. The biggest problem that would need improvement, however, is the UI for both the app and the website. The website could provide more space between sections of information or move information to other pages. The app needs the biggest overhaul. The entire UI should be redesigned to become more appealing and fit the modern feel of the museum. In addition, a mechanism should be in place to make the app much smaller. One such mechanism would be to upload the pictures, videos, and audio files onto an online database rather than directly downloading them onto the app.**

After visit to the Phillips collection, write a report on your visit.

These are questions and thoughts you have to think and explorer (30 pts):

* What are the most distinctive characteristics of the museum?
* Try tools and information that The Phillips provide: website, audio tour, mobile app, etc.
* Observe how other visitors use them, interact with them if possible.
* The strengths and weaknesses of these tools.
* Are they effective tools in enhancing the museum visitors’ experience?
* Explain why or why not. Can you think of any improvements or new tools in your mind?

**One of the most distinctive characteristics of the museum I would say is their diverse collection of pieces and their integration of different types of pieces together in the same exhibit for juxtaposition. From observing the various tools provided by The Phillips, it appears that they are not used by many people. One of the main reasons I believe there is little use of these tools is the fact that museums are meant to be visual experiences. When people enter a museum, their first instinct is not to open up their phone as they walk around the exhibits. They want to simply look at the pieces. It also looks like visitors aren’t encouraged by museum staff as they walk in to use the audio tour or any of the other app features as they go about the museum – again a reason as to why there appears to be little evidence of its use. These tools could be great strengths for enhancing visitor experiences if 1) The mobile app is greatly improved and 2) The museum staff actually encourage the visitors to download the app, otherwise it is unknown to them. A weakness to using these tools, however, could be the possibility of the visitors using their phones as distractions instead of appreciating the artwork. This would especially be the case if the features on the app are not exciting enough for them to use. Possible new tools which could keep users interested could be with the use of AR/VR. I believe this would especially be of interest to younger children. I do not think younger children would find an audio tour to be particularly interesting.**

**ASN3-2 Readings**

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**(2) Readings (20 pts)**

**Regarding the article “Understanding Museum Visitors’ Motivations and Learning”, answer for followings:**

a) The issues of who visits museums, why people visit, what they do when they visit the museum, and what they learn/remember from their visit are not in fact three separate questions, but intimately inter-related versions of the same question. Explain how these are approached comparing previous way and the way this article explains.

**Previously, these questions were approached by a very “reductionist” way as the author describes. Before, methods attempted to simply answer questions in a very direct fashion rather than truly understanding the museum visitor. Now, a more well-rounded and individualistic approach is being implemented to truly understand the museum visitor as someone who has had life experiences prior to visiting the museum. This approach acknowledges the whole “life-course” of the individual and how the museum is an event which crosses the path of the individual’s life.**

b) The author Dr. John h. Falk proposed clustering all the various motivations visitors ascribe to visiting museums into five distinct, identity-related categories. Describe the five categories.

**The five distinct, identity-related categories include explorers, facilitators, professional/hobbyists, experience seekers, and rechargers. Explorers are visitors characterized by their curiosity. They want to explore the museum and discover something new to learn about. Facilitators are those who are socially motivated. They don’t come necessarily for themselves but to help others learn or gain an experience. Professional/hobbyists are visitors who come to the museum as there is something relevant there to their work or hobbies. Experience seekers are those who are motivated not necessarily by the content in the museum itself but the simple act of being in the museum. They want to check it off their bucket list or tell others that they have been there. Rechargers are those who enjoy the peaceful, thought-provoking, nature of museums. They are there to escape their otherwise hectic lives.**

c) The article has listed four factors which seem to be critical to influencing what people remember about their museum visit:   
• Things that supported their entering needs and interests.   
• Things that were novel.   
• Things that had high emotional content for the individual.   
• Things that were supported by later experiences.  
Apply these to your visit to The Phillips Collection and describe yours accordingly.

**From my museum visit to The Phillips Collection I remembered a wide range of things, particularly specific pieces of artwork. I personally have an interest in computer science so one piece of artwork stood out to me and my friend which was a piece from an artist named Piet. His artwork was a unique piece composed of different colored and sized squares. It was his artwork that inspired an esoteric programming language called “Piet”, named after him. I found this to be a unique connection between art and something that interests me, so I remembered it very well after leaving the museum. There was nothing at the museum that was particularly novel, highly emotional, or supported by a later experience that applied to my visit there, however, I can understand how one may undergo such things.**

d) Five identity-related motivations discussed b) directly relate to key outcomes in the museum setting, such as how visitors behave and interact with the setting and importantly, how they make meaning of the experience once they leave. In other words, being able to segment visitors in this way gives museum practitioners key insights into the needs and interests of their visitors. Propose your ideas how to entice visitors to come more frequently and how to attract more visitors using emerging technologies including those we’ve looked so far in our lab, readings and discussions during the class for each category.

**Using the knowledge of the five identify-related motivations from the reading, there are various technology applications which can be developed which can cater to these different types of museum visitors. For those who are considered explorers, a mobile app can be developed which provides information on different pieces in the museum at a more in depth and informative level than what is already physically present. Another possible idea to this is having the app have AR capabilities so that the user can aim their phone at the artwork and information can be digitally tracked onto it for the visitor to explore.**

**For visitors who are considered facilitators, a mobile app can allow the museum experience to become more social. One idea is an app that lets you connect with other visitors in the museum, or only those within your visiting group, and enables you to share your favorite pieces, make comments on pieces, suggest exhibits or pieces to other friends/visitors, and instantly share your visit online over social media.**

**For professionals/hobbyists entering the museum, a mobile can help connect them to artwork relating to their areas or fields of interest. For example, a fisherman entering the museum can open the app and instantly find pieces related to fishing. He can find where they are located physically in the museum as well as information about the pieces themselves.**

**Experiences seekers could use a mobile app, similarly to how facilitators could use one, to instantly share their museum experience on social media to their friends and family. This allows them to tell others that they were able to visit the museum and possibly encourage/entice others to do the same as well.**

**Rechargers could use a mobile app to play relaxing audio tours/music to facilitate the visual experience in the museum. Relaxing sounds or audio commentary could help rechargers further achieve the sense of peacefulness and meditation that they enjoy in museum environments. To encourage them to regularly come back, new audio pieces could be created for each new exhibit or set of pieces put on display.**