

Value Proposition

Products and services

- Real-time indoor positioning and navigation with embedded augmented reality information about objects on exhibition

Pain relievers

- Not requiring any additional infrastructure to be installed
- Keeping up with time by digitizing services

Gain creators

- Real-time navigation
- Easily accessible, interesting information about objects
- Interesting digital service, which is easy and fun to use

FIT

Customer Segment

Customer jobs

- Offering interesting exhibitions that attract people
- Teaching new things to visitors

Pains

- Not enough visitors to keep museum running
- People finding museums boring or old-fashioned in general
- Expensive investments

Gains

- Customer satisfaction
- Interesting and modern brand