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Assignment 7- Extrapolation

If you’ve ever been to a museum like the Louvre, the Smithsonian, or the Museum of Fine Arts here in Boston, you might have discovered it was difficult to navigate, hard to find the exhibits you were looking for, or just too crowded. You might have paid for an overpriced tour that didn’t provide you with the depth you were looking for or answer your lingering questions. Imagine a platform that could enable anyone with a Smartphone to find any particular exhibit, monitor wait times, complete self-guided tours, pay for items at the gift shop, have their specific questions answered, and more.

uTour is an app that can be installed on your smartphone for free to improve your visits to museums; giving you access to a variety of choices to customize your tour. uTour is made possible by utilizing iBeacon technology. iBeacon is a technology developed by Apple that uses Bluetooth Low Energy (BLE) to connect smartphones to beacons that are pre-installed at specific locations inside the museum. The signals between the smartphone and iBeacons provide the smartphone with its exact location inside the room. The app can now display and offer information specific to its location. This technology provides the user with all the information needed in real-time while they are constantly moving. This app-like most information sharing platforms-will be free since people expect to get information at their fingertips. To make back the money invested into the development of the software, uTour would charge museums a fee to get uTour installed in their facilities. It would be mutually beneficial to set up a deal where museums pay less in installments if they help provide the information visitors will see on their phones. Most likely, this business would require other revenue streams. That is why the app would get revenue from nearby businesses that want ad space on the app. In the worst-case scenario, uTour could use donations as a revenue source like museums and other information websites like Wikipedia.

uTour improves the visitor experience for tourists and museum-goers around the world. It is better than other information platforms in the market because it is free and easy to use. Relevant information will readily pop up on the users’ smartphone without the need for internet searches or expensive tour guides. Tourists may use this technology on their smartphone device to determine when they will visit different museum exhibits, to complete self-guided tours, and to answer any questions they may have about a particular artifact, painting, or exhibit. With wait times available at their fingertips, tourists will be pleased to experience shorter waits and will be able to maximize the quality of experience. They’ll also be pleased with this product’s ability to make visiting a new place less stressful-helping them get the most out of their dollar. Parents may find this aspect of the technology particularly useful; when their children ask them questions about exhibits they’re unable to answer, they can look at the information displayed about the exhibit on their smartphone or ask a virtual tour-guide a question. Positive customer reviews and the captivating new technology will also bring more people to museums, therefore increasing their revenue.

With this software, the aim is not only to capitalize on iBeacon technology and to devise an immersive experience for visitors at the museums but also to adapt to current government policies and public health guidelines to limit the risk of COVID-19. Not only would visitors get to avoid using shared guided tour devices, but they will also be given a particular time slot where they will be allowed entry into the museum, limiting their exposure to others. uTour will help keep track of the number of people in the museum at a given time and limit interactions and possible contagion. Additionally, this software will be able to locate and provide visitors with an area hotspot where people are located in the museum. By making this information available for visitors, they will be able to see what exhibits have more activity and be able to plan out their visit to ensure they are socially distant. Finally, the app will serve as a personal audiovisual guide so visitors avoid borrowing museum tour equipment, making their visit safer and more comfortable, as they will be able to bring their headphones/earphones and use their devices to learn more about the exhibits and pieces in the museum.

If the uTour is well received, it will spark extra visitors and more positive experience reviews. Ideally, this product and customer relationship could continue to develop to larger-scale information systems. If people enjoy getting extra information on history and context, uTour can be set up around other major attractions such as in large cities. For instance, uTour iBeacons can be set up along the Boston Freedom Trail. Tourists can be sure not to miss any of the major historical sites and get more information on the things they find interesting. Additionally, uTour could be set up to show foot traffic and other attractions nearby. Businesses would pay to be included on iBeacon trails, which would help them get more customers and give the uTour an additional revenue stream. Cities looking to prop up their tourist attractions and the industry around it would be likely candidates for funding/revenue for the app. This technology could extend to include a variety of tourist attractions besides museums. It could be employed at famous places like the Taj Mahal, the Newport Breakers mansions, Elvis Presley’s Graceland, and the CocaCola Factory. Additionally, uTour’s software may make way for iBeacon technology at amusement parks and carnivals; Parents may use an app on their phone to see a map with approximate wait times at rides, details about the attractions (such as a minimum height requirement), locate nearest restrooms and directions there, view menus, order and pay for food contactless, and more. uTour could also grow to include different platforms such as a “Kid’s Version” that includes more child-friendly guided tours (to be completed with an adult present), fun facts, engaging visuals, and minigames to get kids excited about history and the arts.

Aside from tourists and travelling families, our product idea will be most beneficial to museums or attractions in cities around the world and the businesses that surround them by attracting more interest and thus generating more revenue. The uTours’ free and easy to use interface will be attractive to visitors, business, and museums, creating value for all parties involved.