

# Plan Your Visit



# Concept

Creating a personalised journey facilitating long-lasting memories in the Museum Rietberg

Our goal is to create a unique journey tailored to each individual's interests, enriching their overall experience at the Museum Rietberg. We hope this will encourage long-lasting memories of the museum and attract a new generation of visitors.

When visiting a museum or gallery, we often seek out pieces from familiar artists, religions, or movements. Our research, including interviews with museum visitors, has shown that having prior knowledge of a museum's collection can provide valuable context for the overall exhibition.

To enhance visitors' experience at the Museum Rietberg, we've developed a web application and on-site kiosk which generates a personalized route based on specific and general questions about the user's interests and desired experience. Visitors can print out their customized plan in receipt format, on-site and enjoy either digital or analog, personalized journey highlighting objects of interest throughout the museum.



# Ideation

## Interviews

In total, we interviewed eight museum visitors

Their ages ranged between 25 and 80

Based on these interviews we ascertained that museum goers below 40 were generally happy to wander the museum in no particular order, but if there was an intended route they would follow it. We also noticed that museum goers over 60 accessed the museum website before they arrived. We found that users under 30 missed a connection to the objects based on the lack of visible context and story between objects. Users who were studying and of low socioeconomic backgrounds struggled to justify the cost of the ticket without knowing what they can see.

## Target group

Our on-site kiosk screen is not only attracting visitors who plan their museum visit beforehand and know what they're looking for, but we're also targeting a more spontaneous group of people.

## Pain points

### Time constraints

Through conducting interviews with various Museum Rietberg visitors, there is the evidence that the majority of visitors do not plan their visit in advance but would prefer to follow a suggested route. The reason for this is that users don't want to spend a lot of time planning their visit beforehand

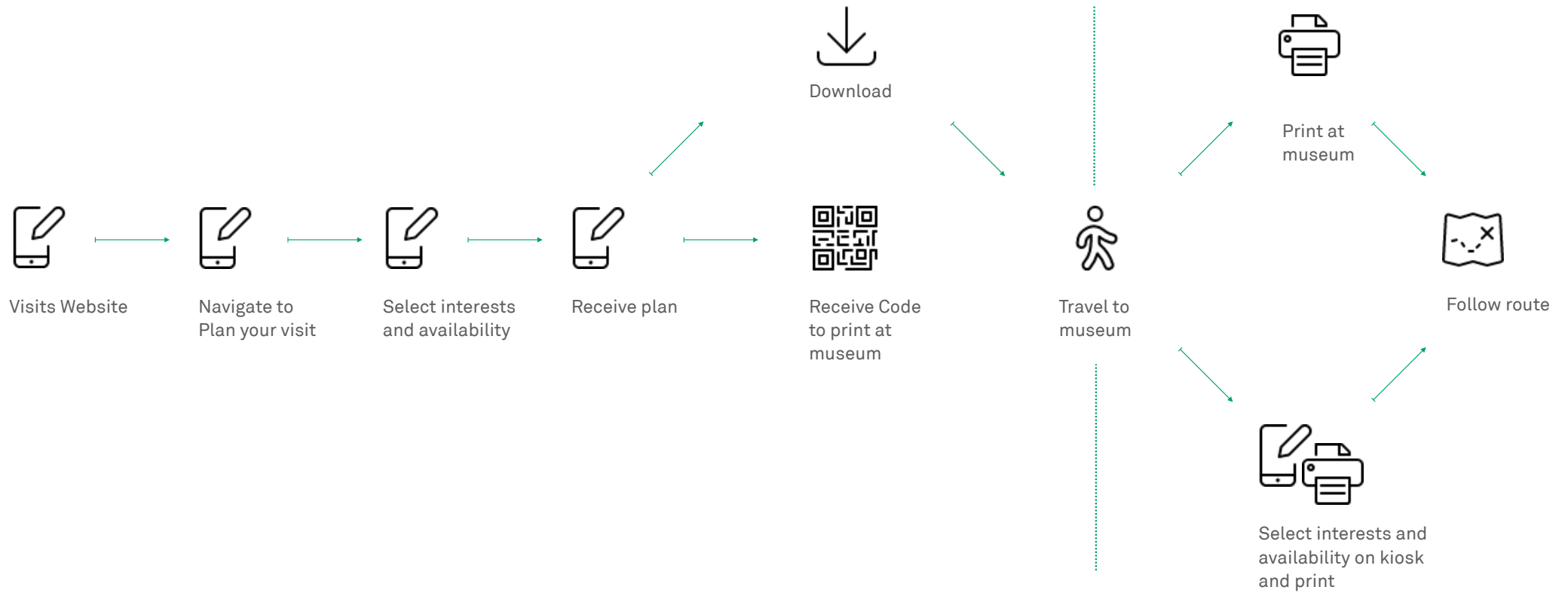
### Connecting to the art

When visiting a museum or gallery, we often seek out pieces by artists, religions, or movements we already know basing our experience on the familiar. Having no connection to the art that is shown can be less valuable

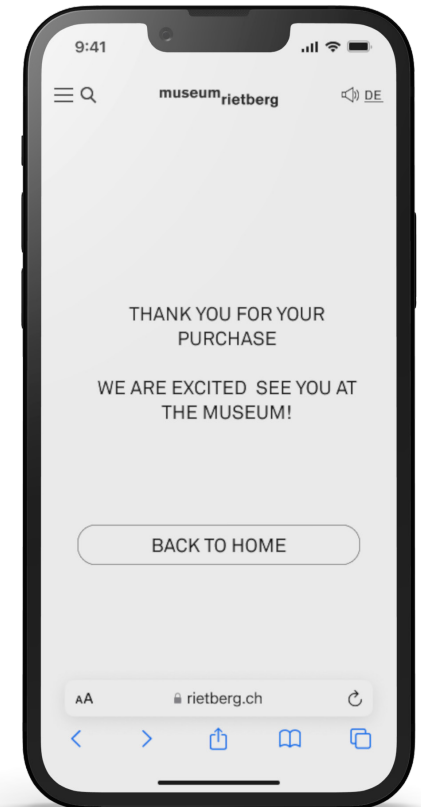
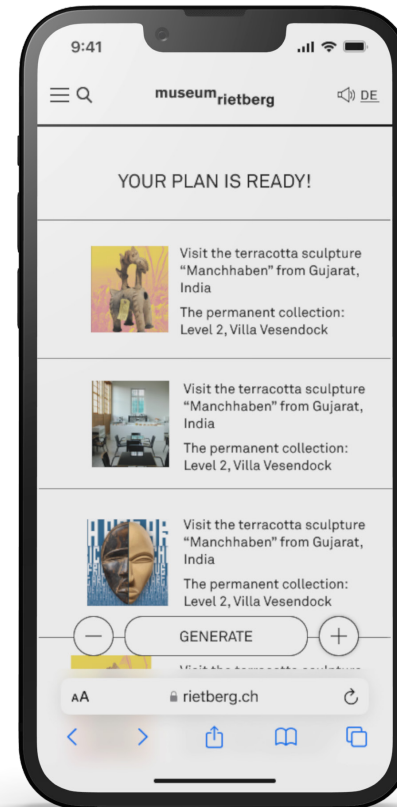
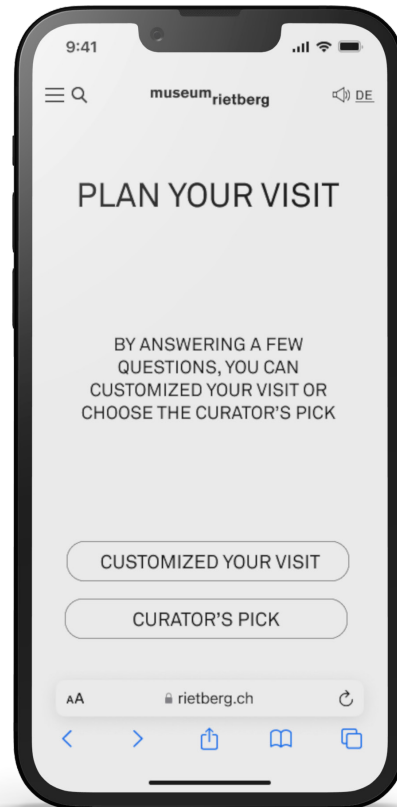
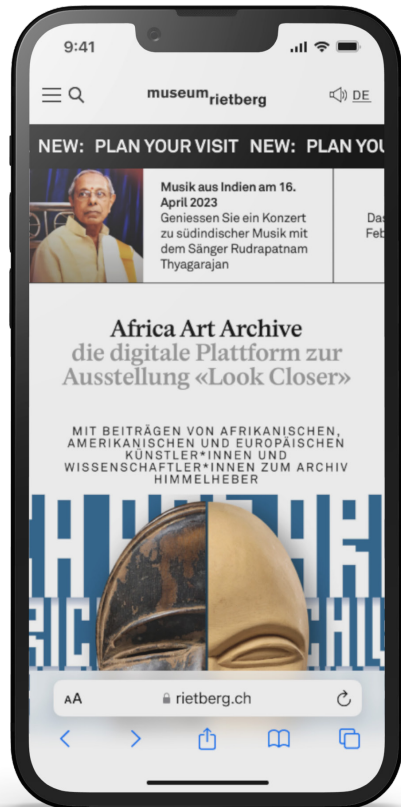
### Lack of broader demographics

The museum's current audience primarily comprises older individuals who already have an interest in art.

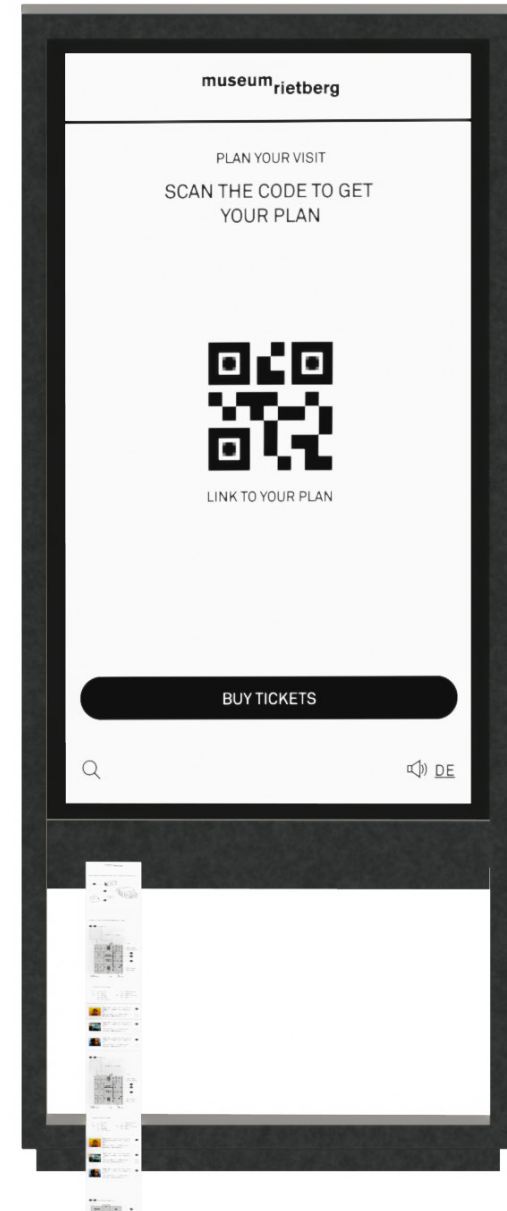
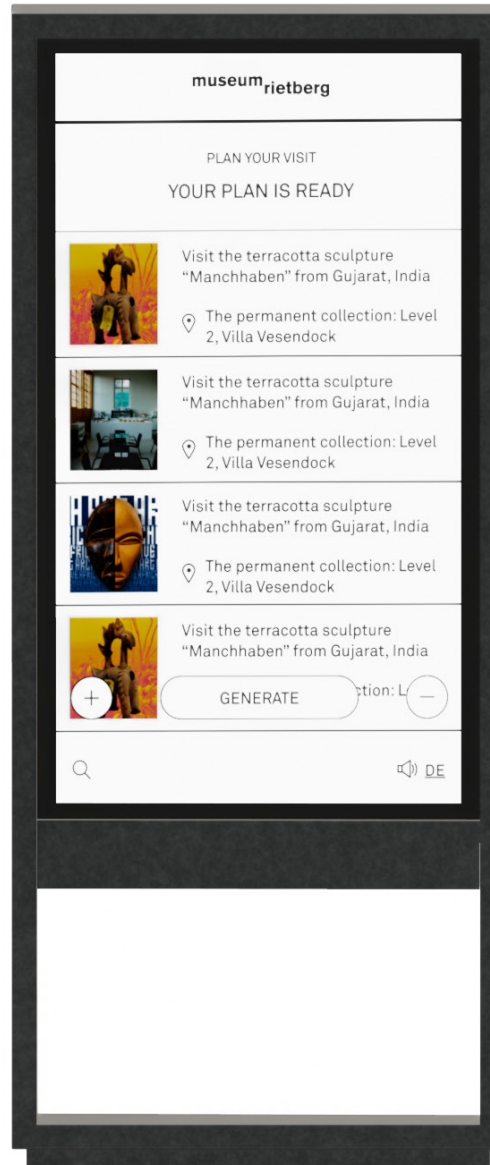
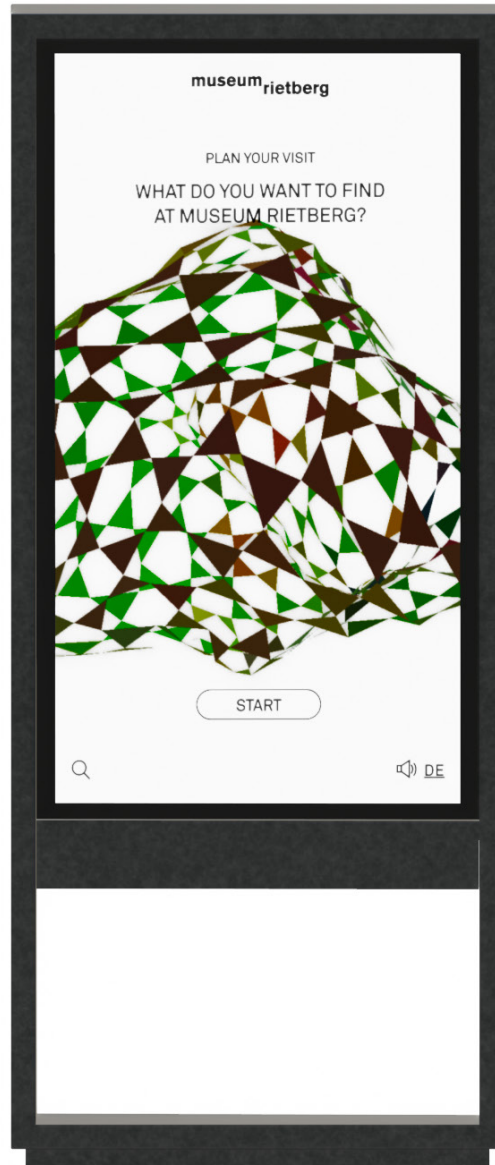
# Userflow



# Prototype Web App



# Prototype Kiosk Screen



# Prototype Receipt

**museum**<sub>rietberg</sub>

WE ARE EXCITED TO SEE YOU AT THE MUSEUM!

A: Building structure  
B: Entrance area  
C: Ticket/ID card

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HERE IS YOUR PERSONALIZED PLAN

**A -1 Emerald**

Visible storage  
Lift  
Staircase Wesendock  
Staircase Emerald

Lift  
Staircase Wesendock  
Special Exhibitions  
Novartis Gallery  
Staircase Emerald  
WC  
Lift  
WC

**Collection Emerald**

1 - 8 China	17 West Africa
9 - 12 Japan	18 Nigeria
13 - 14 Congo	19 - 20 Côte d'Ivoire
15 Gabun	21 Mali
16 Cameroon	

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Visit the terracotta sculpture "Manchhaben" from Gujarat, India **1**  
The permanent collection: Level 2, Villa Vesendock

Visit the terracotta sculpture "Manchhaben" from Gujarat, India **2**  
The permanent collection: Level 2, Villa Vesendock

Visit the terracotta sculpture "Manchhaben" from Gujarat, India **3**  
The permanent collection: Level 2, Villa Vesendock

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Visit the terracotta sculpture "Manchhaben" from Gujarat, India **1**  
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Visit the terracotta sculpture "Manchhaben" from Gujarat, India **2**  
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Visit the terracotta sculpture "Manchhaben" from Gujarat, India **3**  
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Digital Version

Enjoy your visit!

# Action Plan

## UX / UI Design

Time estimate = 3+ months

- User testing current prototype
- UX Copywriting: refine questions and tags
- Design assets (museum maps, buttons)

### Finalize

- Wireframes
- Userflow
- App Prototype
- Page Transitions/Element Animations

### Museum's responsibilities

- Preparing database of objects - archiving existing museum objects and cleaning the data
- deciding which information to include about each object
- Collecting user data to determine time frame for each object visit
- In terms of calculating visit time, potentially collecting data on times to walk between spaces and times to locate objects in room. This would need to be negotiated with the developer as there might also be a way to create an algorithm to calculate the travel distance between objects based on their location (which is included in the existing museum database).

## Development

Time estimate = Up to 12 months

- including testing and deployment of web app
- communication between UX team and developers

## Marketing and roll-out of Plan Your Visit

Time estimate = 3+ months

### Possible Next Steps

- Integrate kiosk to produce plan on-site
- Develop printed version of the plan
- Incorporate „Curator's Picks“. This might be a monthly rotating selection of objects the curator would like to highlight.
- Include an iteration focused on children. This might include activities to be completed with the printed plan.
- Develop a feedback function to gain insights about the user's experience. With research into data privacy, we envision the feedback as a useful tool to inform potential future classifications for objects. i.e. how did the users feel when looking at certain objects?