

Thesis Presentation

A Guide to Mobile Apps for Non-Profit Historic Sites
with Case Study & Sample RFP

Danielle Parker
Fall 2017

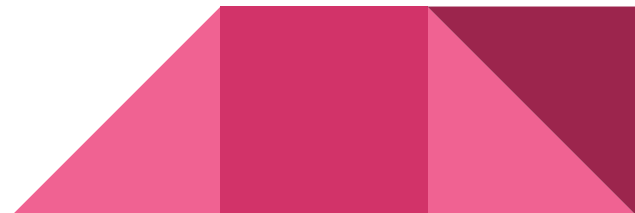
Background

Current state of small regional cultural heritage non-profits

- Limited or no staffing
- Visitor orientation via parking lot kiosks (maybe)

Problem

- Missed opportunities to engage and connect with visitors



Topic

How can small cultural heritage organizations leverage a mobile app to enrich on-site experiences and build on-going relationships with visitors?

Through a mobile app, the authentic, physical experience of “being there” can be merged with the information-rich experience of digital media to create meaningful, memorable visits.

Audience: Site Administrators, Friends Group Board Members



Themes

Wayfinding

Geo-Location

Engagement

Multimedia & Interactions, Gamification,
Augmented Reality

Personalization

Visitor Paths, Self-Expression, Social
Interaction

Relationship Building



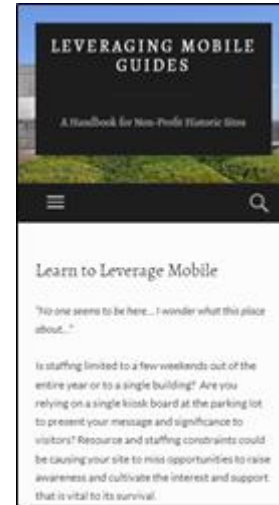
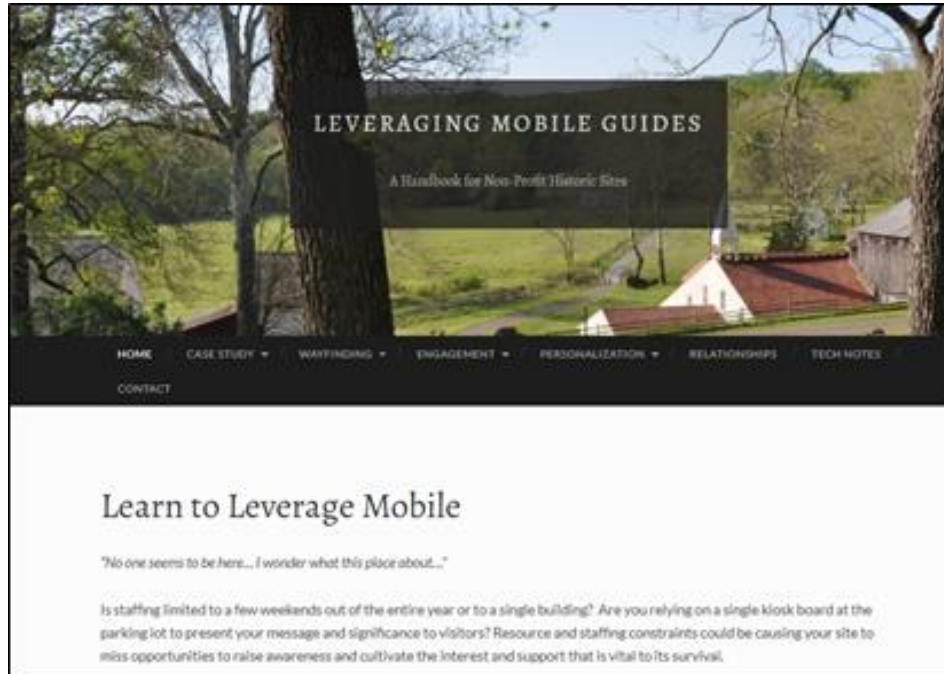
Design

Design: Web Site

- WordPress Site - <https://mobileculturalheritage.wordpress.com/>
- Organized by identified themes
- For each feature
 - Description of feature/function & impact on visitor experience
 - Ideas for how the feature could be applied by an organization
 - Application for case study organization and RFP excerpt
 - Links to the supporting research
 - Links to organizations using the feature



Design: Web Site



Design: Case Study

- Incorporates features typical to targeted sites
- Encourages learner to consider the feature “in the real world”
- Includes:
 - Site Overview
 - Challenges
 - Historical Significance
 - Points of Interest (POIs) & Collections
 - Activities & Events



Design: RFP

- Applies the information from the Web site to build specifications that make sense for the case study organization
- Includes:
 - Organizational Overview
 - Project Goal
 - Target Audience
 - Specifications (by theme)
 - Proposal Requirements & Delivery Instructions
 - Proposal Evaluation Timeline



Demonstration

Conclusion & Future Research

- Determining costs
- Gamification
- Advances in technology
- Obsolescence & abandoned projects



Discussion