

MUSEUM LIVE

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HALVES PRESENTATION

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Carnegie Mellon University
Entertainment Technology Center



TEAM



KATHRYN EILAND

*Experience Designer
Assistant Producer*



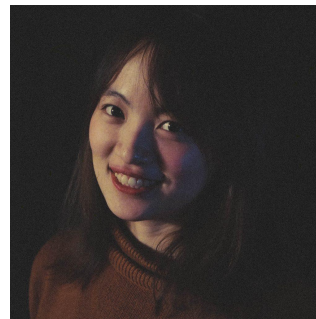
GRACE KANG

*UI/UX Designer
Graphic Designer*



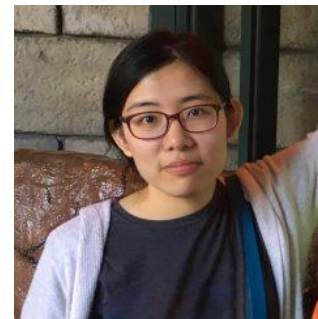
DEREK CHAN

Producer



ANGELA CHEN

*Front-end
Developer*



NINGSHAN OUYANG

*Back-end
Developer*



ADVISORS & CLIENT



**BRENDA BAKKER
HARGER**

CMU ETC



CHRIS KLUG

CMU ETC



**ANA RODRIGUEZ
CASTILLO**

*The Frick Pittsburgh
Arts Project Coordinator*



We are **developing a website and documentation** for museum staff to design and execute live virtual experiences for their guests.

These virtual experiences are conducted through **Zoom** and are assisted by a **Website-based tool**.



- 01 The Problem What does the Client need?
- 02 The Build How did we try to meet the need?
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- | | | |
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THE STORY



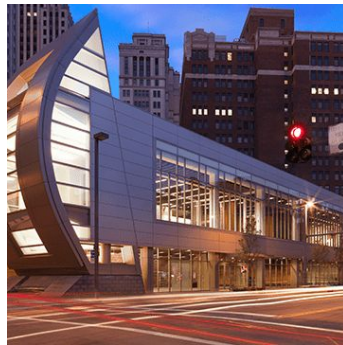


MUSEUMS



FALLINGWATER

*UNESCO House by
Frank-Lloyd Wright*



AUGUST WILSON

*African-American
Cultural Center*



THE FRICK

*Art Museum Network
from Frick family*



WESTMORELAND

*American Art
Museum*



MATTRESS FACTORY

*Contemporary and
site-specific Art*



WHO IS THIS PROJECT FOR?

Primary



Secondary



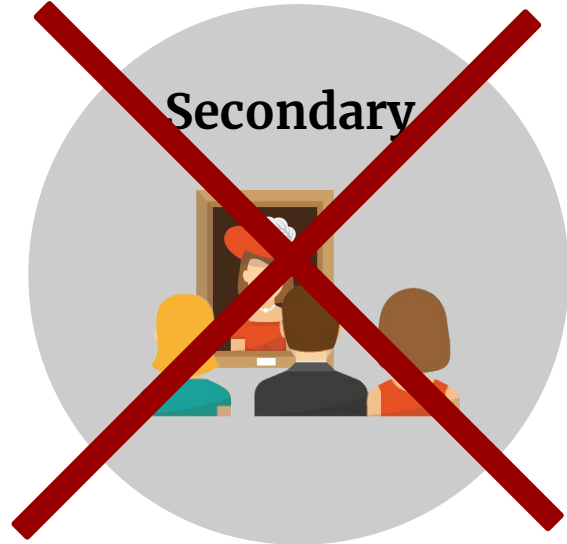


WHO IS THIS PROJECT FOR?

Primary



Secondary



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Prepare

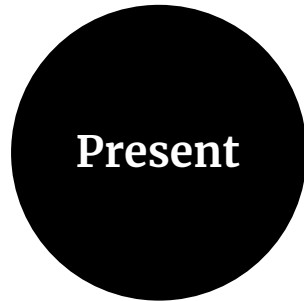
Present

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Visual Aids



Prepare

Visual Aids

Talking Points

Present



Prepare

Visual Aids

Talking Points

Present

Provide physical experience



Prepare

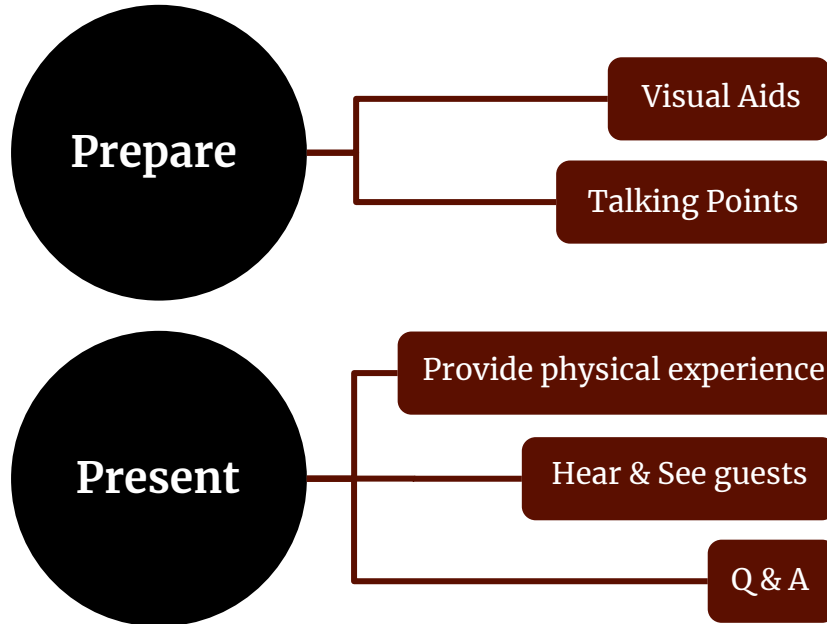
Visual Aids

Talking Points

Present

Provide physical experience

Hear & See guests





Visual Aids

Talking Points

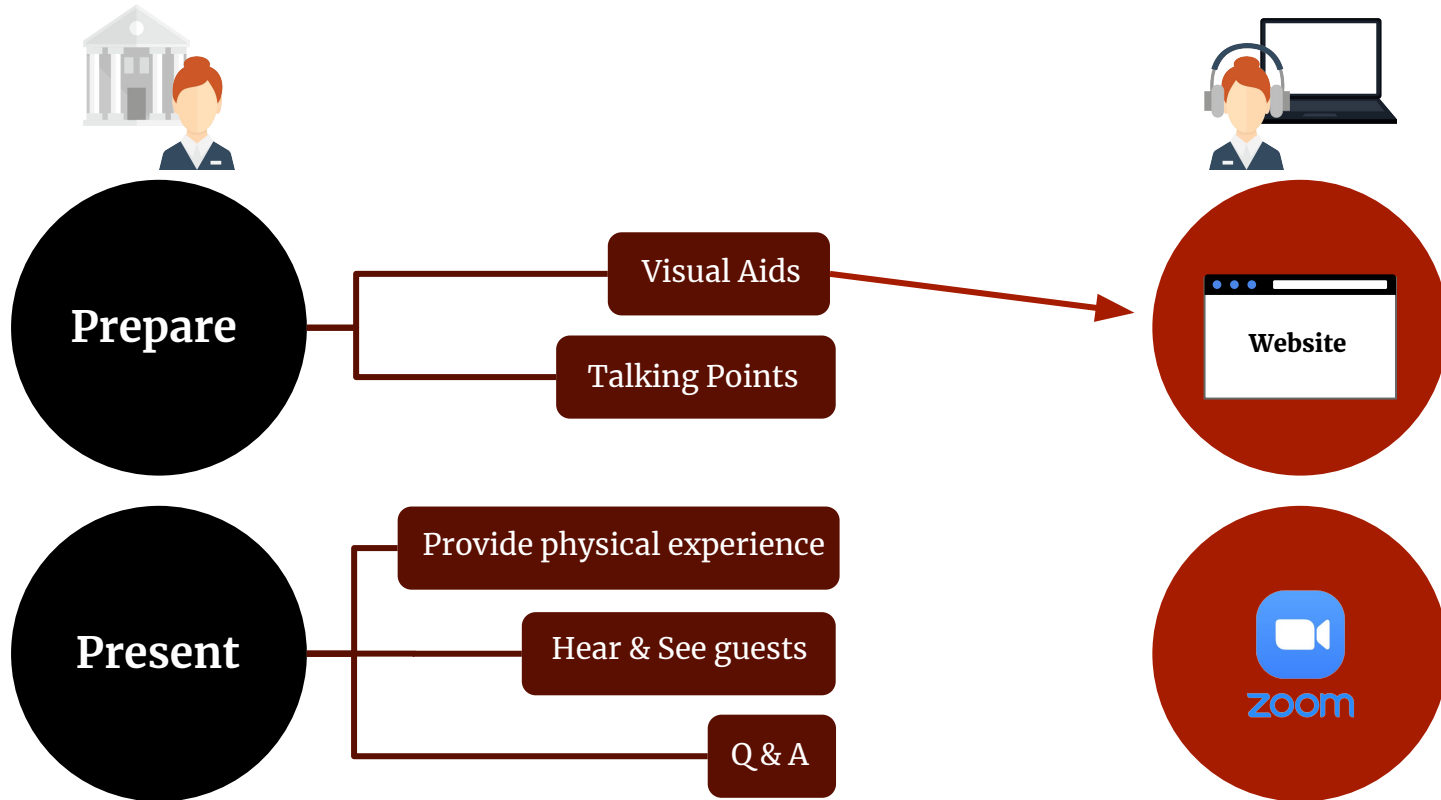
Present

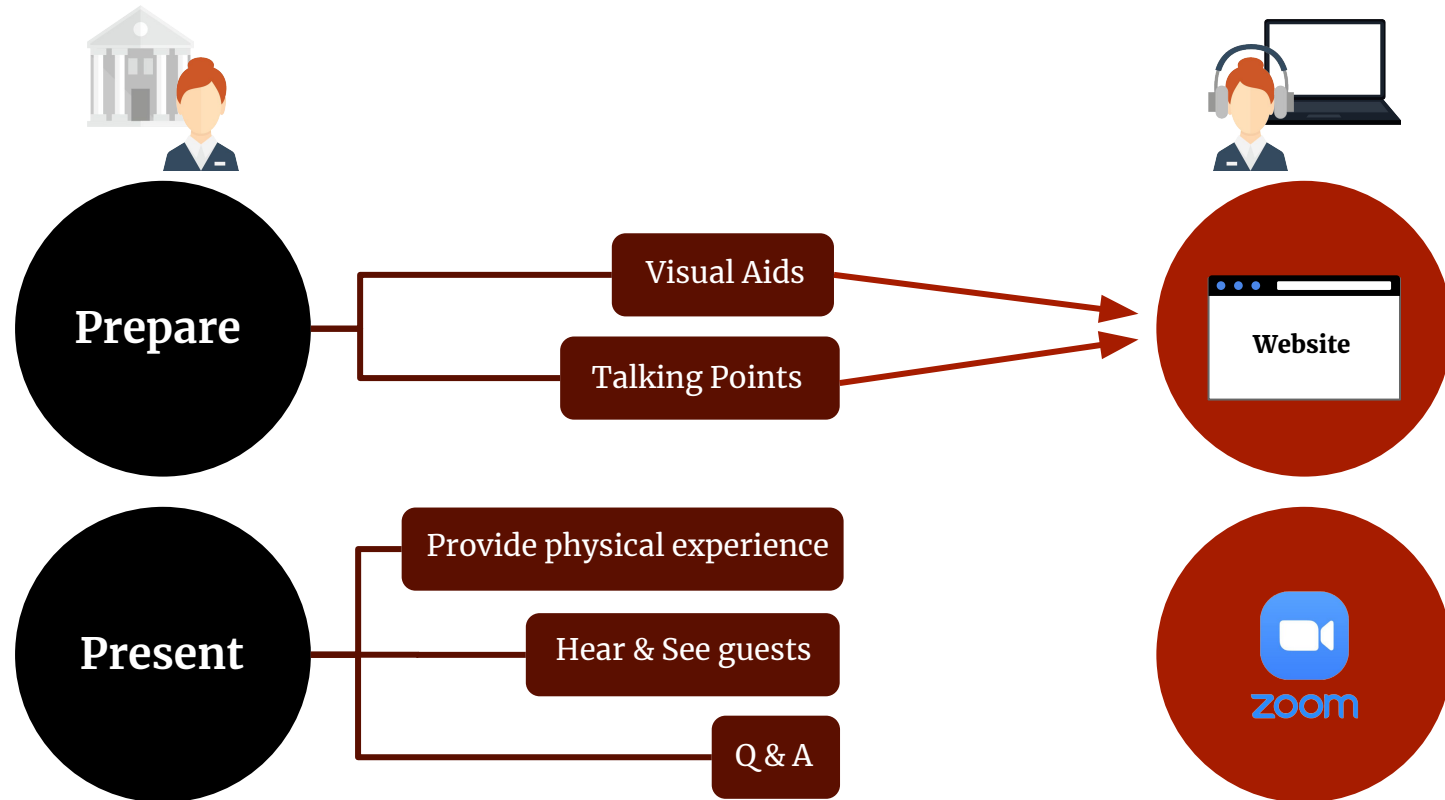
Provide physical experience

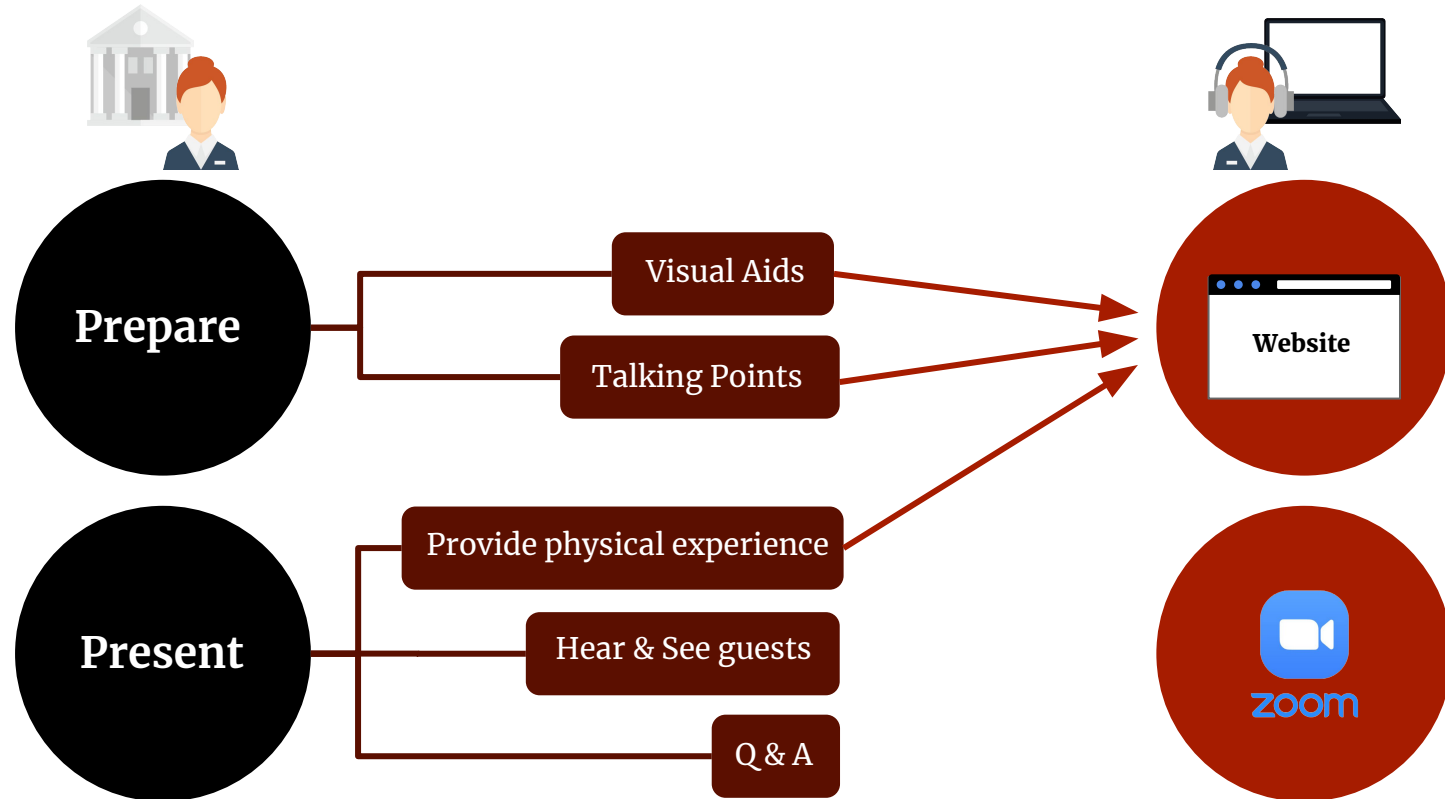
Hear & See guests

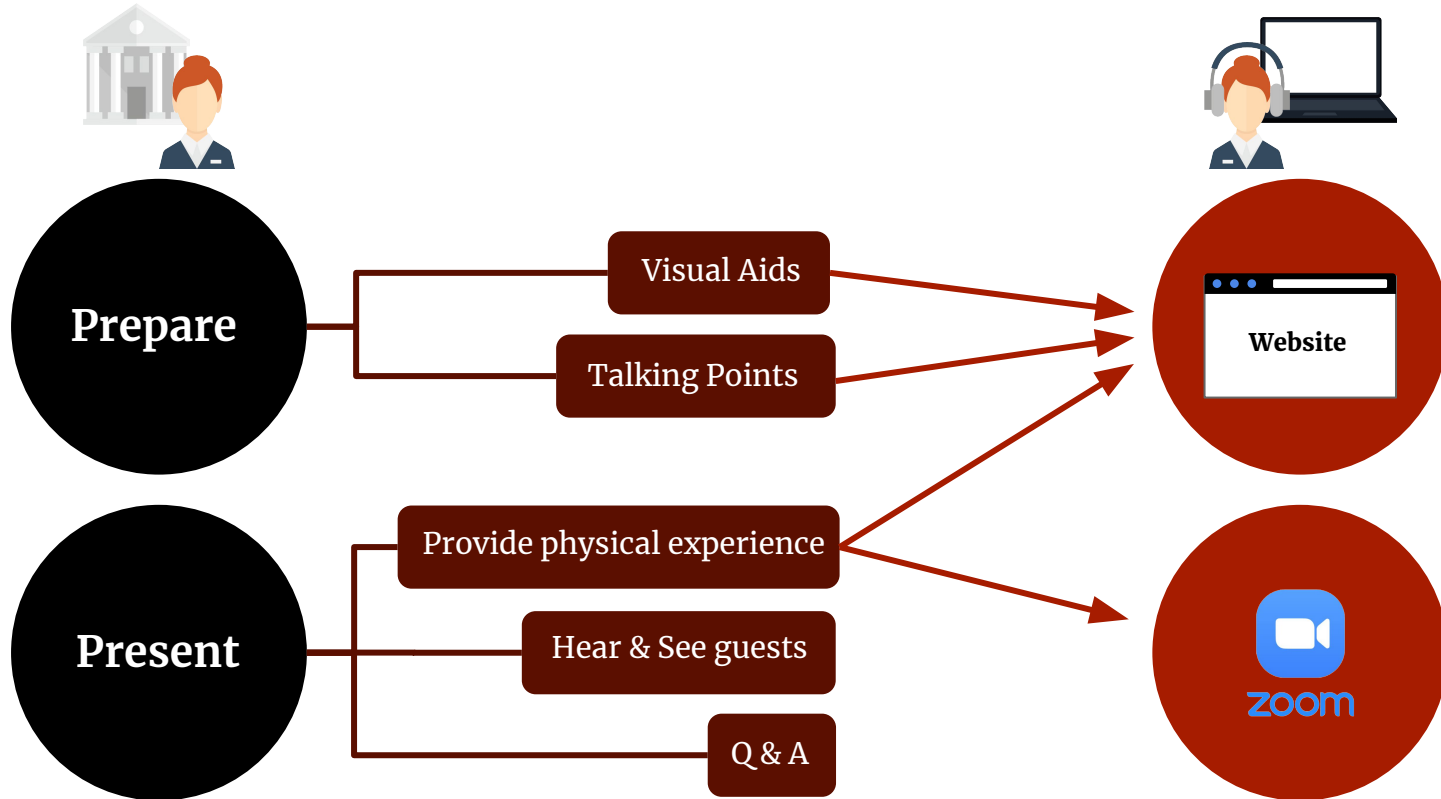
Q & A

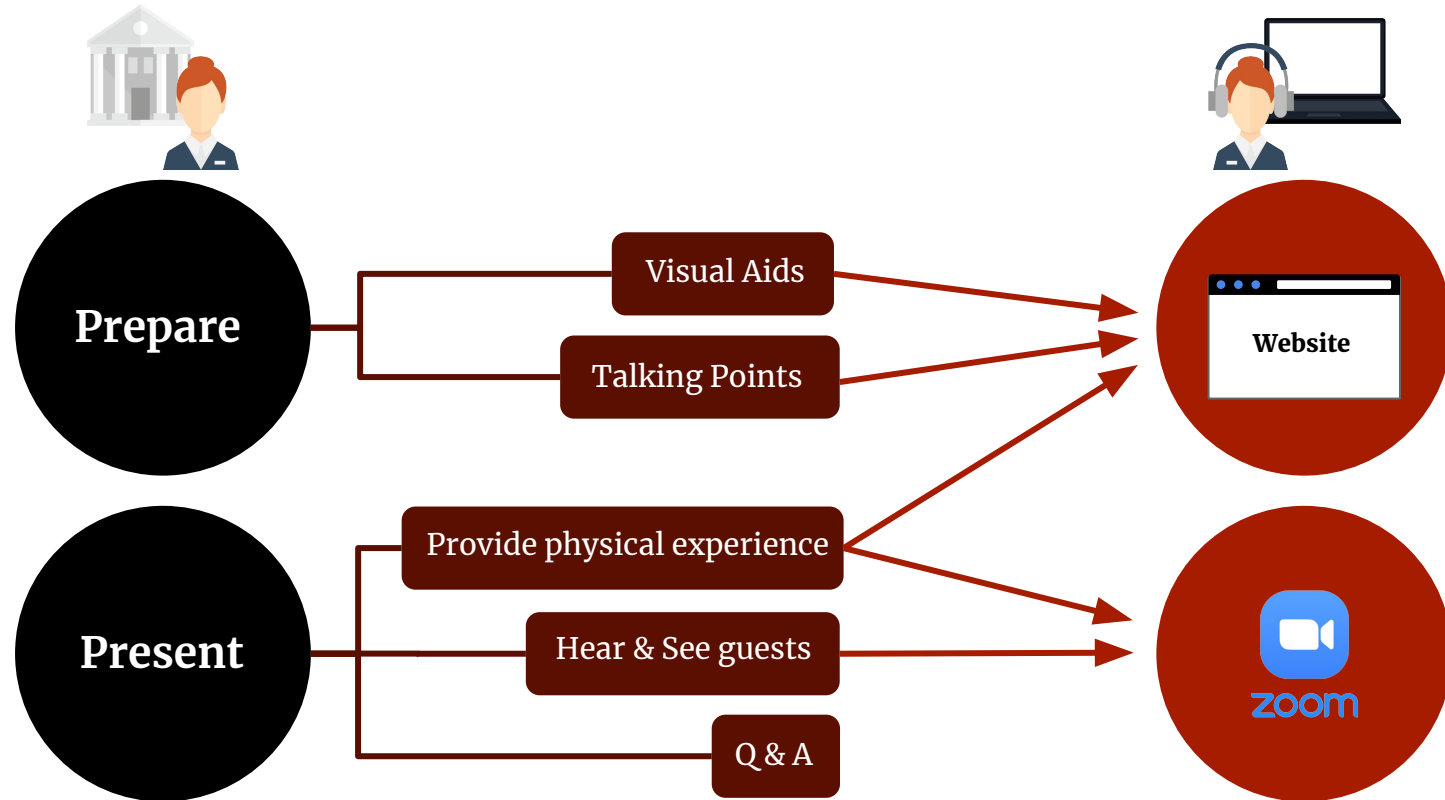


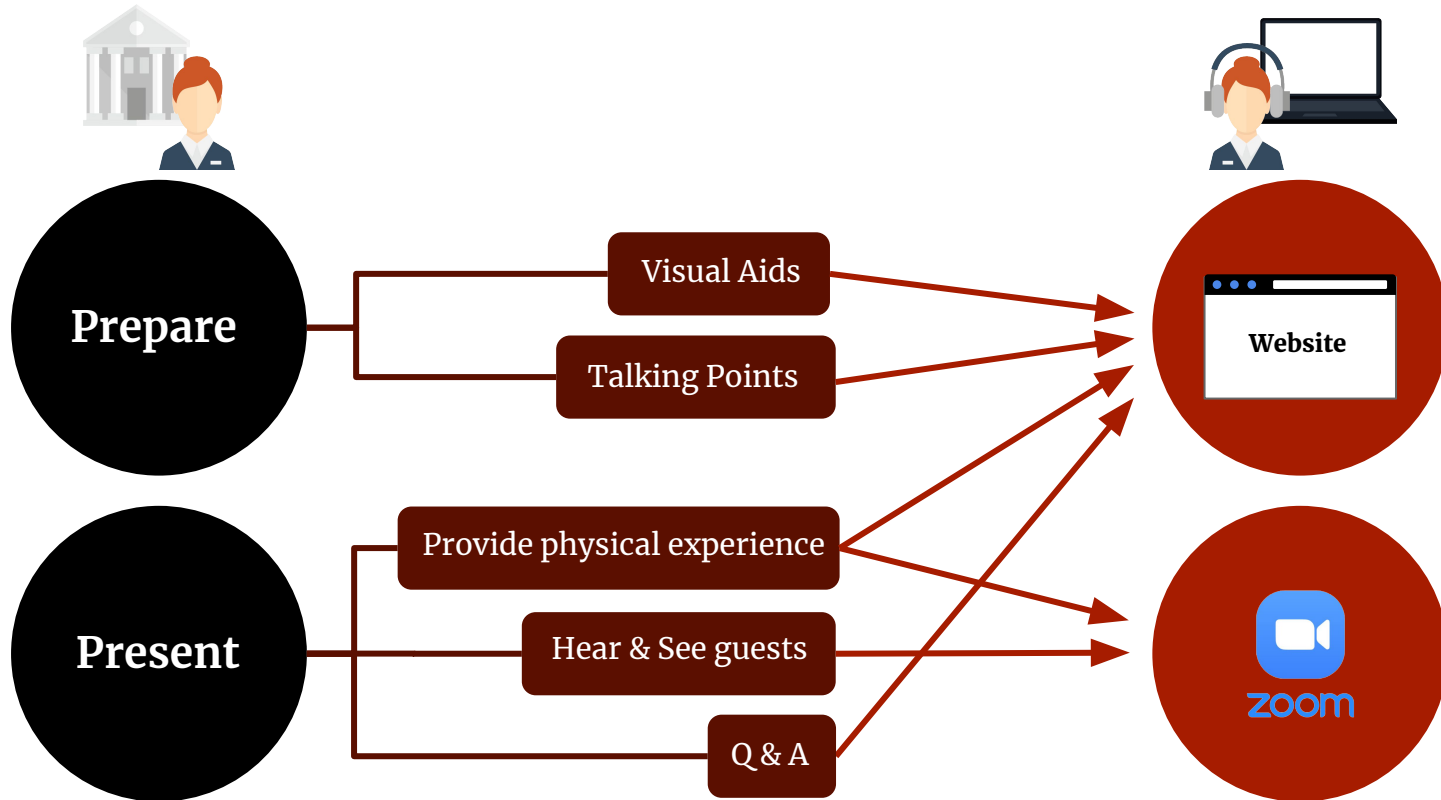














DELIVERABLES AND METRICS



Client Requirements

Website &
Documentation



Documentation

“How to use”
Documentation



Playtesting

Check if we meet our
clients' needs



PROBLEMS

- 1** *How do we translate: in-person tour to virtual tour*
- 2** *What will make our tool simple for museum staff to use?*

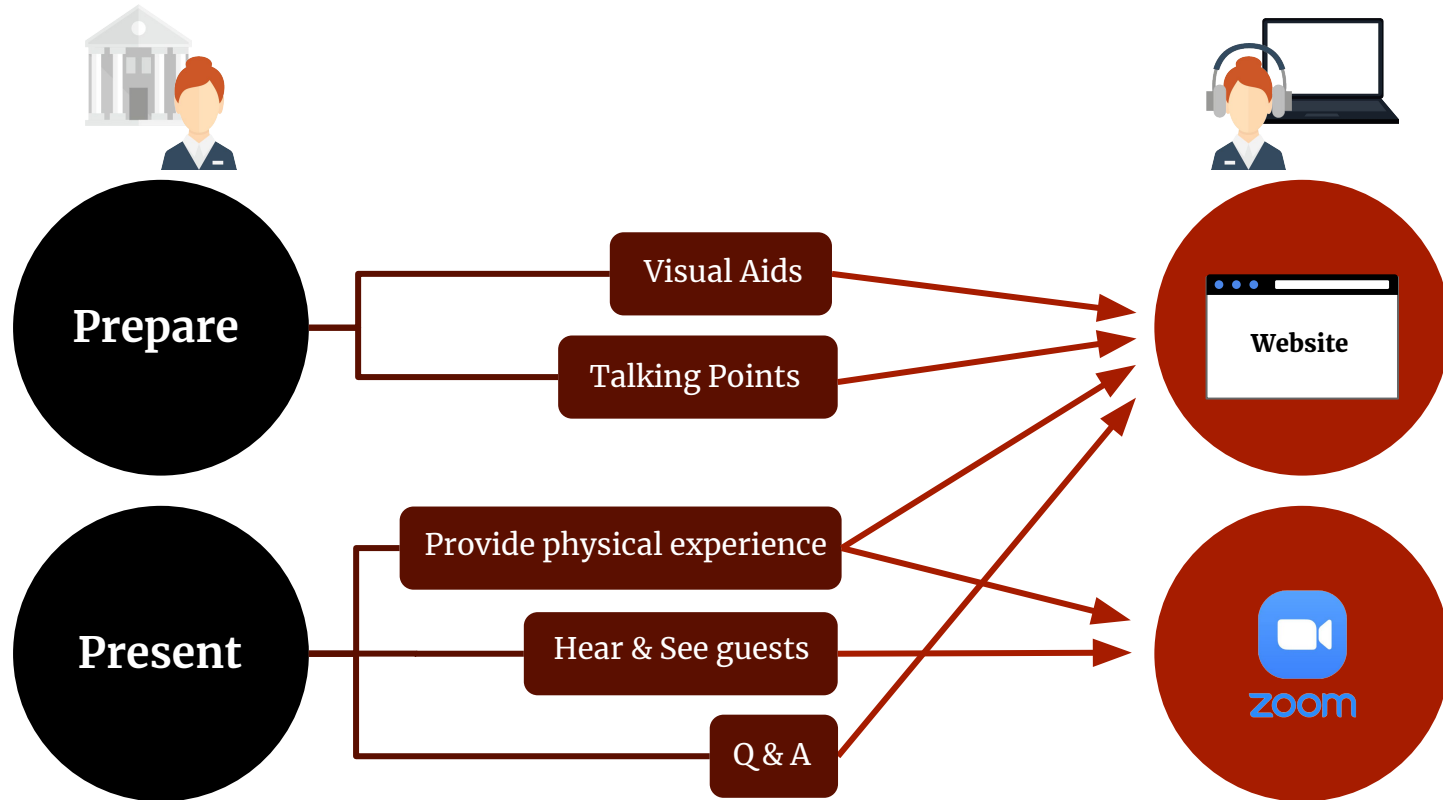


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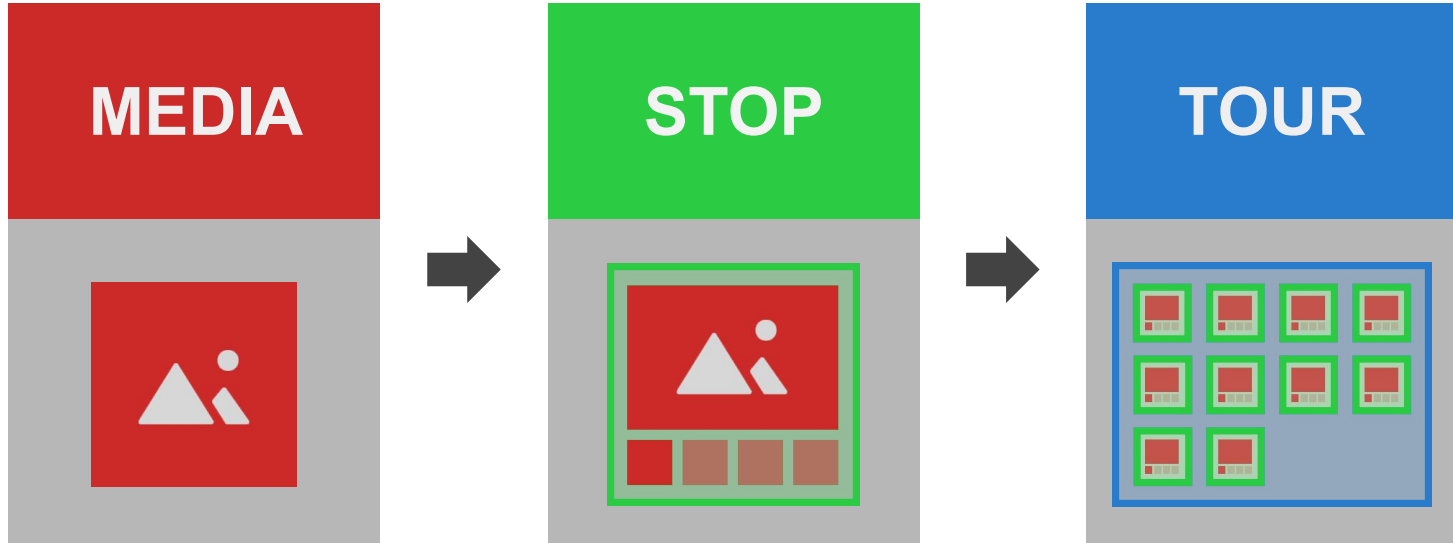


Prepare

Present



PREPARE





TECH ADVICE



ETC



Mosswood Creative



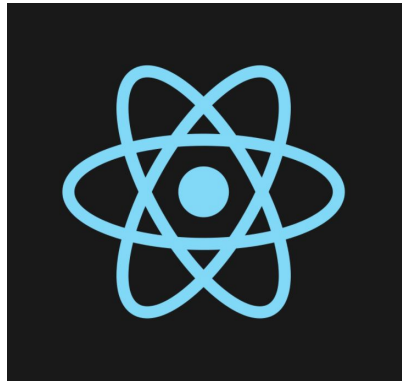
TECH CHOICES



WORDPRESS



PANTHEON





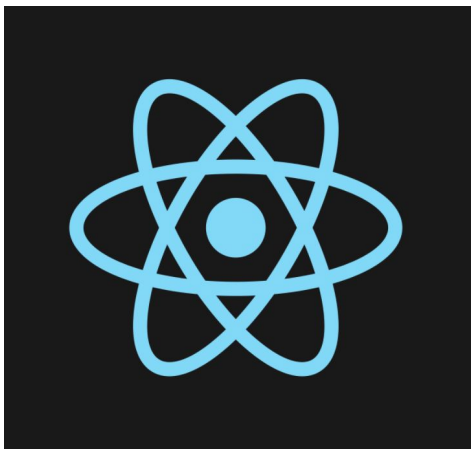
TECH CHOICES



WORDPRESS



TECH CHOICES





TECH CHOICES



PANTHEON



PROBLEMS

- 1** *How do we translate: in-person tour to virtual tour*
- 2** *What will make our tool simple for museum staff to use?*
: We drafted Documentation and used a user-friendly CMS & Host.



DOCUMENTATION



**Step-by-step
instructions**



Iterate through playtests



LEVEL OF COMPLEXITY

Administrator

Dashboard

Account Management
Data Management

Tour Organizer

Dashboard

Upload Media
Manage Stops

Frontend UI

Create public tours

Tour Presenter

Dashboard

NONE

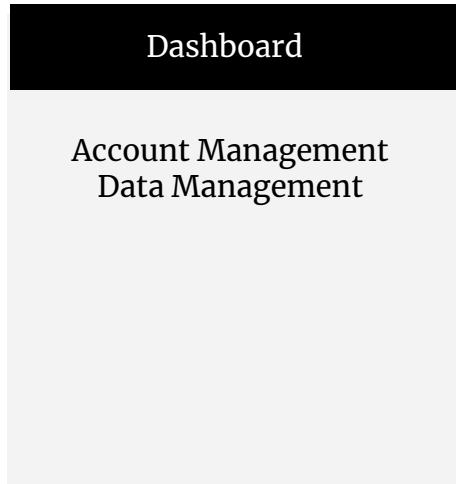
Frontend UI

Customize tours
Present tours

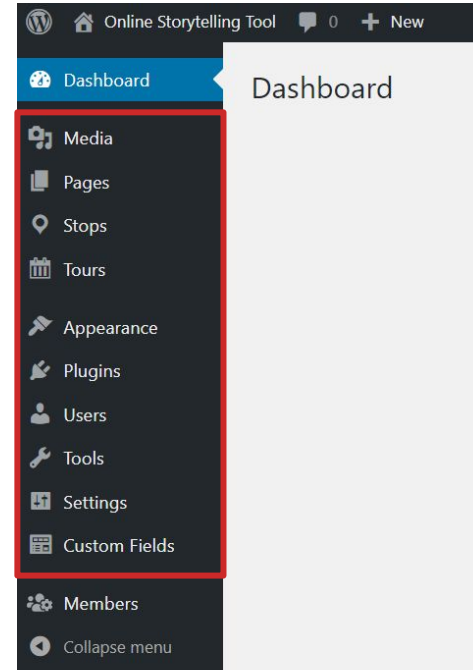


LEVEL OF COMPLEXITY

Administrator



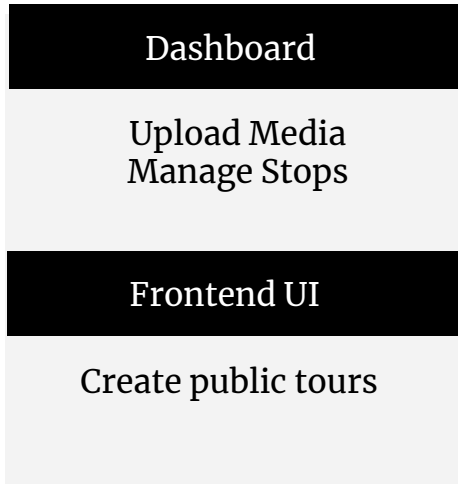
Dashboard



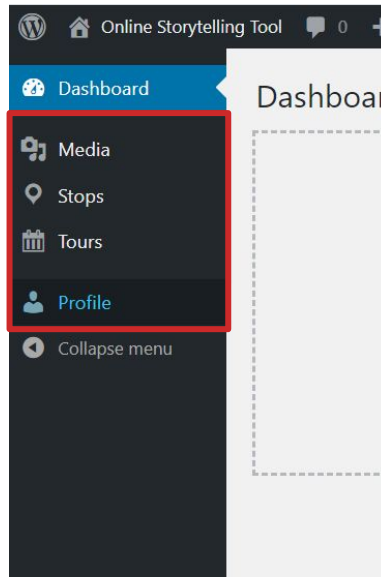


LEVEL OF COMPLEXITY

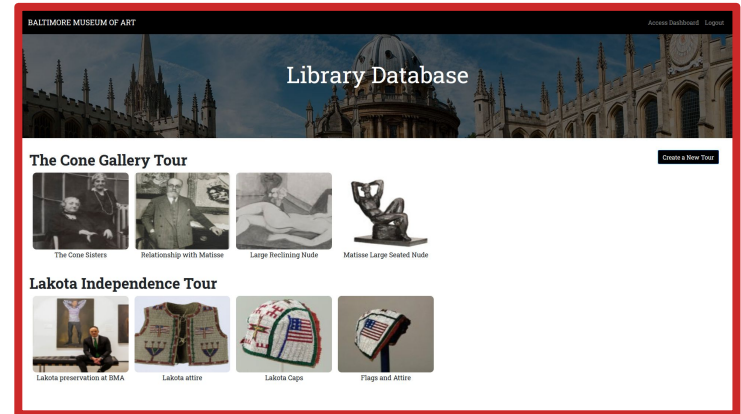
Tour Organizer



Dashboard



Frontend UI





LEVEL OF COMPLEXITY

Tour Presenter

Dashboard

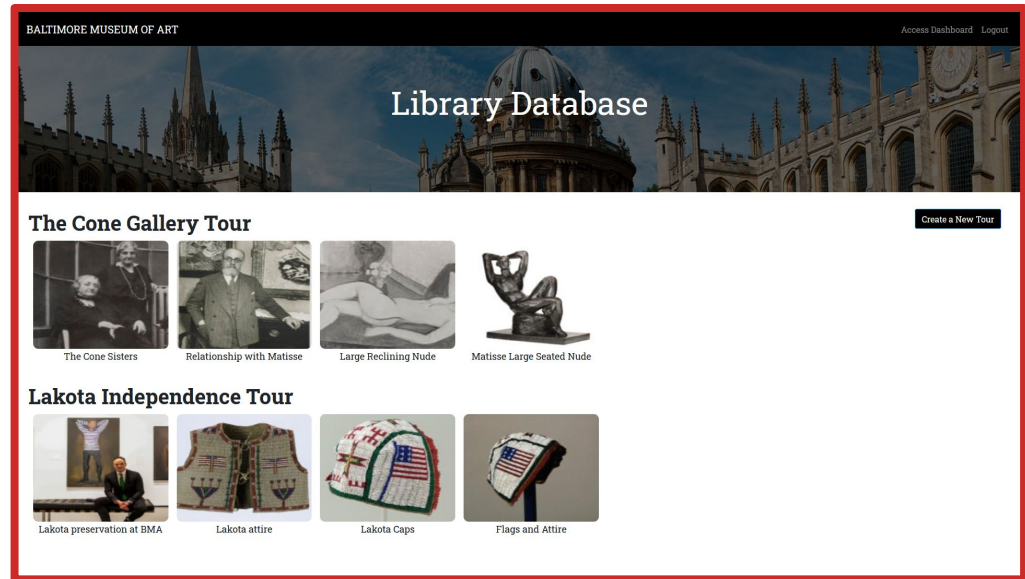
NONE

Frontend UI

Customize tours
Present tours



Frontend UI





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#1: ETSecrets
OCT 9

#2: 1:1 w/Clients
OCT 12-15

#3: ETC w/Rebecca
OCT 22 & NOV 24

#4: Usability
OCT 30

Approachability

TOUR ORGANIZER

FALLING WATER

TOUR PRESENTER

TOUR PRESENTER

Intuitive
Process

TOUR PRESENTER

MUSEUM GUEST

TOUR ORGANIZER

Comfortable
Mechanics

MUSEUM GUEST

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PRIORITIES

- 1** *Presentability*
- 2** *Intuitive/Approachable*
- 3** *Conversation –driven image search system*



	Project Milestones	Important Dates
WEEK 9	Presentability/Intuitive/Bugs	
WEEK 10	Presentability/Intuitive	Amanda Class Playtest
WEEK 11	Front-end Media Library/Documentation	Zoom 1:1's/Playtest Day
WEEK 12	Bug Fixing/Documentation	
WEEK 13		Thanksgiving/Playtest prior to Softs
WEEK 14	Polish/Documentation	Soft Opening
WEEK 15	Website Launch	
WEEK 16		Finals



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We are **developing a website and documentation** for museum staff to design and execute live virtual experiences for their guests.

These virtual experiences are conducted through **Zoom** and are assisted by a **Website-based tool**.



Open for Questions

Longevity/Sustainability

How do you evaluate the long-term stability of a website while developing it?

Playtesters

Would you like to use our Website/Tool?

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Playtests

Testing for

Approachability

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EDUCATOR

FALLING WATER

HOST

MODERATOR

HOST

HOST

MODERATOR

MUSEUM GUEST

EDUCATOR

MUSEUM GUEST

EDUCATOR

HOST

ADMIN

EDUCATOR

HOST

MODERATOR