Thesis Presentation

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

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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
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/](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
Learn to Leverage Mobile

"No one seems to be here... I wonder what this place about..."

Is staffing limited to a few weekends out of the entire year or to a single building? Are you relying on a single kiosk board at the parking lot to present your message and significance to visitors? Resource and staffing constraints could be causing your site to miss opportunities to raise awareness and cultivate the interest and support that is vital to its survival.
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