Creation of digital tools for a better foreign visitor experience of Espai Far.

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Abstract— This document will explore current problems faced by a local maritime museum located in Vilanova I La Geltrú, Catalonia, Spain. The museum approached UPC to find a team of international students for doing research and for identifying the approaches the museum needs, to attack new visitors. The team is a group of international designers and engineers on an international design semester, each possessing skills and attributes which will be essential for the completion of this project. Espai Far shows the richness of Vilanova’s maritime inheritance. The Espai Far has three exhibition spaces and opened in July, 2016.

Keywords— Museum, Translation, Interaction, Marketing

I. INTRODUCTION

The main aim of the project is to create digital tools to enhance and promote Espai Far as a maritime museum and to translate museum information that will be available to visitors from far and wide. The digital tools will compromise of promotional videos and pictures, conceptual website designs and Interactive design solutions. The information available in the museum is currently only in Catalan therefor electric translated documents were also created to be applied to website and further museum integration. The project is realised by a team from Escola Politècnica Superior d’Enginyeria from Vilanova i la Geltrú (EPSEVG). It consists of 4 students from different design and engineering backgrounds and two supervisors.

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II. OBJECTIVES

The information on the current webpage of Espai Far is only available in Catalan. This project will focus on designing a new webpage which will be available in different languages. Translating the information in five different languages is also one of the main tasks.

The team will collect information using interviews and surveys to gauge different states of opinions to devise a strategic marketing plan for Espai Far.

In addition, A focus on the implementation of interactive design solutions will also play a key role. The project will be completed at the end of the semester, June, 2017. In the end of June, 2017 Espai Far will have a new webpage which operates to their wishes.

III. QUESTIONS

Main question

The most important objective is to get the main research question answered. The main research question is as follows: “How can Espai Far attract more national and international visitors into their museum”. The question is divided into three sub- research questions. The answers, that will be found for these sub-questions will allow the research team to answer the main question and achieve the main goal of this project.

Sub-questions

What is the current experience of the visitor and what are they missing? How can the user experience can be improved? Which interactive technologies can be used?

IV. INTERACTIVITY

Currently Espai Far is lacking interactivity with its objects and exhibits, with only a large touch screen in the main entrance displaying the current website and other local websites. Included is some benchmarking on several museums currently leading in technological interactions. Interactive pieces and an interactive game was created to improve museum interactions on a small budget.

V. RESEARCH DESIGN

In this chapter, there will be an explanation of several instruments that have been used in the beginning of the project.
activities. Several instruments that will be used are described individually. The project consists out of five main activities and justifiable descriptions. What questions are formulated in that manner and which research methods will be used to answer it.

Research methods
The research team has chosen for three research methods. Each method will be described below.

Field Research
A large part of the investigation consisted of field research. During the field research the research team will provide interviews and surveys to gather and collect more information.

Desk Research
During the research, desk research was also conducted. Most of the information which arose during the field research was collected and processed. The translating of all the information in different languages was also a part of the desk research.

Focus group
The research team is a group of seven different persons who speak different languages and come from different backgrounds. During group meetings we had time for discussions about new ideas or products which have a positive outcome for the project.

VI. ANALYSIS REQUIREMENTS

The requirements analysis is significant to the success or failure of this project. The analysis includes the stakeholder, tasks and responsibilities, SWOT and tools for determining the end product.

Stakeholders
Stakeholders are people or organizations that have a valid interest and are direct or indirect affected by the end product.

- Project team: Bernd Bechyna, Kristien Kerkhofs, Denise Ruland and Martin Small
- Supervisors: Mar Sánchez, Pere Ponsa
- Espai Far and local partners
- EPSEVG, Technical School. Barcelona Tech University
- End users: visitors, maritime fanatics, tourists, teachers, parents, children

VII. TASKS AND RESPONSIBILITY

Project management tools and systems have been put into place to ensure clarity of task assignments to team members to ensure deadlines are met and to permit the flow of communication between team members and between the group and supervisors.

The main roles of the team members:

- Media Technology: Bern Bechyna, Sofiyah Moughal and Martin Small
- Translating: Kristien Kerkhofs, Denise Ruland and Bern Bechyna
- Marketing and Research: Denise Ruland, Kristien Kerkhofs and Martin Small

VIII. BENCHMARKING

This section of the report will give an explanation and comparison of different museums technologies and techniques from around the world. It explores the importance of a museums presence in this technological era and how they can take advantage of systems and technologies available to create a more appealing, educational and interactive museum experience.

From this research, A Museum that comprises strategic marketing plans and use of modern technologies will ensure their relevance in today’s technological world.

IX. ACHIEVABLE OUTCOMES

Since resources for the museum are limited implementations of the various ideas listed are possible but only to certain extent, as many ideas can surface during this time, the EPS program only runs for 5 months which restricts the timeframe of research, design and iteration of ideas.

- Conceptual design of a website that is both consistent with most of the deliverables stated by the client as well as the various aspects listed in the sections above.
- Marketing Plan for Espai Far, to increase footfall and visitors
- A study and possible solutions to renew the current signage system set up at Vila Nova i la Geltru train station.
- Interactive game and solutions
Prototyping

In order to verify and test the various concepts and ideas for the website, prototyping offers a great opportunity to get instant feedback from visitors as well as our client supervising us during the project phase – with a prototype ready to show to the museum staff identifying potential problems and errors becomes easier and establishes a basis that is necessary for precise project management.

X. Conclusion

In this chapter the conclusions will be discussed which came out of this research.

- **Language barrier**
The information which have been provided out of the survey, quotes that almost one third of the visitors didn’t understand or just understand a little of the information which is shown at Espai Far.

- **Familiar presence through social media**
Only 15% of the visitors indicated to know the museum through social media.

- **Lack of digital tools**
Until now the museum only use two digital tool, but the information is only in Catalan. For now, Espai Far only uses the webpage and a movie projector in the museum.

- **No additional signage**
There is no additional signage at the museum of the three different parts and for example there is no sign of where the toilets are located.

- **No digital archives**
There are no digital archives on the current webpage of Espai Far, this could be a disadvantage because the museum can’t provide digital information.

- **No individual promotion about Espai Far**
Because of the location of the museum, they must promote more activities to attract visitors.

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REFERENCES


XI. Authors
XII. DIGITAL TOOLS