

## Museums & the Web 2010 Mobile Content Workshop: *Mobile Interpretation Planning Exercise*

<b>Mission of the Museum of Meaningful Things:</b>	Enable meaningful conversations & build <i>ad hoc</i> communities & collaborations around personal objects & their stories.
<b>1. Identify &amp; describe yourself as an audience:</b> a. Why are you here? b. Whom are you visiting with? c. What mobile platforms do you already use? <input type="checkbox"/> Traditional museum audio/multimedia tours <input type="checkbox"/> Cellphone (voice, SMS) <input type="checkbox"/> Personal media player (podcasts, video...) <input type="checkbox"/> Smartphone (apps, mobile web, email...) <input type="checkbox"/> Mobile social media (Flickr, Twitter, FB...) <input type="checkbox"/> Other? d. How do you use them elsewhere & why?	

<b>2. Record your questions about each object, and note answers and additional information from the curator.</b>		
	<b>Your questions</b>	<b>Answers and more from the Curator</b>
1		
2		
3		
4		
5		
6		
7		
8		

**Interpretive goals:** 1-3 main ideas or experiences visitors will take away: Why here, why now?<sup>1</sup> Why mobile?

3. Conversation		4. Context	5. Platform(s)
Museum's Voice	Visitors' Voices		
<input type="checkbox"/> Monologue <input type="checkbox"/> Dialogue Voice(s): <input type="checkbox"/> Artist <input type="checkbox"/> Curator <input type="checkbox"/> Other staff <input type="checkbox"/> Related expert <input type="checkbox"/> Professional narrator  <input type="checkbox"/> Re-enactment/ play  <input type="checkbox"/> Interview  <input type="checkbox"/> Vox pop. / comments (recorded /moderated)  <input type="checkbox"/> Music	Comments & questions: <input type="checkbox"/> Vmail <input type="checkbox"/> Text <input type="checkbox"/> Social media: Tweet/FB <input type="checkbox"/> Discussion forum <input type="checkbox"/> Poll/vote  <input type="checkbox"/> Search-research  Bookmark / Save: <input type="checkbox"/> Favorite <input type="checkbox"/> Email <input type="checkbox"/> SMS <input type="checkbox"/> Collect <input type="checkbox"/> Share  Games: <input type="checkbox"/> Multimedia <input type="checkbox"/> Cross-platform <input type="checkbox"/> SMS <input type="checkbox"/> Scavenger hunt <input type="checkbox"/> Quiz  <input type="checkbox"/> Micro-volunteering <input type="checkbox"/> Mobile giving	<input type="checkbox"/> On-site visit <input type="checkbox"/> Online visit  Visit life cycle: <input type="checkbox"/> Before <input type="checkbox"/> During <input type="checkbox"/> After  Special context <input type="checkbox"/> At home <input type="checkbox"/> In school <input type="checkbox"/> On the go <input type="checkbox"/> Other...  <input type="checkbox"/> Networked or <input type="checkbox"/> 'on board'?  Other interpretation, information or services available? <input type="checkbox"/> Museum-authored <input type="checkbox"/> User-generated <input type="checkbox"/> Third parties	<input type="checkbox"/> Audio tour  <input type="checkbox"/> Multimedia tour  <input type="checkbox"/> Personal media player  <input type="checkbox"/> Cellphone  <input type="checkbox"/> Smartphone  <input type="checkbox"/> Mobile browser  <input type="checkbox"/> App

	Museum's Voice	Visitors' Voices	Context	Platform(s)
1				
2				
3				
4				
5				
6				
7				
8				

<sup>1</sup> Samis, P. and S. Pau, After the Heroism, Collaboration: Organizational Learning and the Mobile Space. In Trant & Bearman, *Museums and the Web 2009: Proceedings*. Toronto: Archives & Museum Informatics <http://www.archimuse.com/mw2009/papers/samis/samis.html>