

## Mobile Interpretation Planning Worksheet

<b>Museum's Mission:</b>	
<b>Interpretive goals for this program/audience:</b>	
<b>1. Identify &amp; describe the target audience(s):</b> a. Why are they visiting? b. Whom are they visiting with? c. What mobile platforms they 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 they use them elsewhere & why?	

2. Content		3. Conversation		4. Context	5. Platforms
Visitors' questions	More from the Museum	Museum's Voice	Visitors' Voices		
<input type="checkbox"/>	<input type="checkbox"/>	<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

## Platform matrix: Which content formats work on which platforms?

Content format (text, audio, video, stills, animations, games...)	Museum Audio Player	Museum Multimedia Player	Personal Media Player (iPod)	Cellphone (voice/SMS)	Smart phones	
					Mobile Browser	Mobile App
Soundbites (short, 'stops'; Augmented Reality overlays; labels)	X	X	X	X	X	X
Soundtracks (longer, linear, immersive)	x	x	X	(x)	X	X
On-screen interactives (1 or more players)		X			X	X
Links (to 3 <sup>rd</sup> party content or searches; 'bookmarks')				X	X	X
Feedback (comment, vote, favorite, donate)				X	X	X
Social media functions (discuss, share, 'curate')					X	X

For a longer discussion of platforms and content formats, see the vodcast, "Evaluation-led Mobile Experience Design," <http://museummobile.info/archives/297>

