

# New technology in the museum: A case study of three museums in the Fluid community working together



*presenting*

Jess Mitchell / Fluid Project, USA

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Museums and the Web 2010 / April 15, 2010

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Andrew W. Mellon Foundation

**fluid**<sup>\*</sup>engage



  
Fluid  
Academic

  
collectionspace

  
infusion

  
fluid\*

  
Fluid  
Design  
Handbook

  
Decapod

  
fluidengage

  
Fluid  
OSDPL

  
opencast

**Who is Fluid Engage?**

Art Gallery of Ontario Canadian Heritage  
Information Network Center for History and New  
Media Detroit Institute of Arts Ideum McCord  
Museum of Canadian History Museum Computer  
Network Museum of Anthropology Museum of the  
Moving Image Museums and the Web Omeka  
Open Exhibits Open University of Catalonia Seattle  
Art Museum Simon Fraser University Smithsonian  
American Art Museum Tate Modern University of  
British Columbia University of Cambridge  
University of Colorado University of Toronto Walker  
Art Center

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**How did we do it?**



WHO

HOW

WHAT

Open

# Transparent

WHO

HOW

WHAT

# Distributed

WHO

HOW

WHAT

# Collaborative

WHO

**HOW**

WHAT

# By museums, for museums

# Iterative design/development



# Content reuse

# Inclusive



**What did we do?**

# Fluid Engage: Interaction Flow for Mobile

WHO

HOW

WHAT

Draft 9 (January 21, 2010)

Language Selection  
start here!



Home



Login



Exhibitions



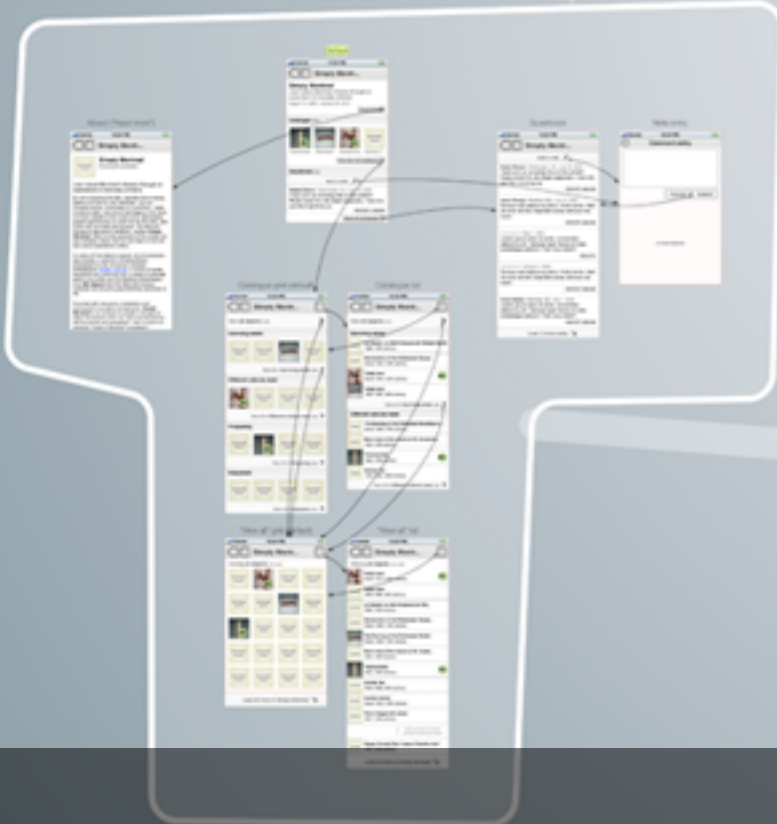
Code Entry



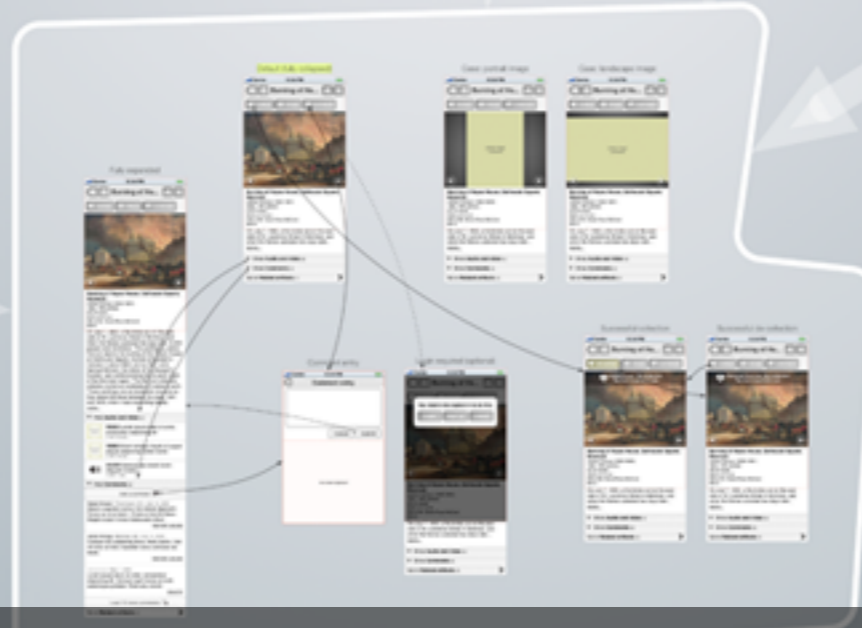
My Collection



An Exhibition

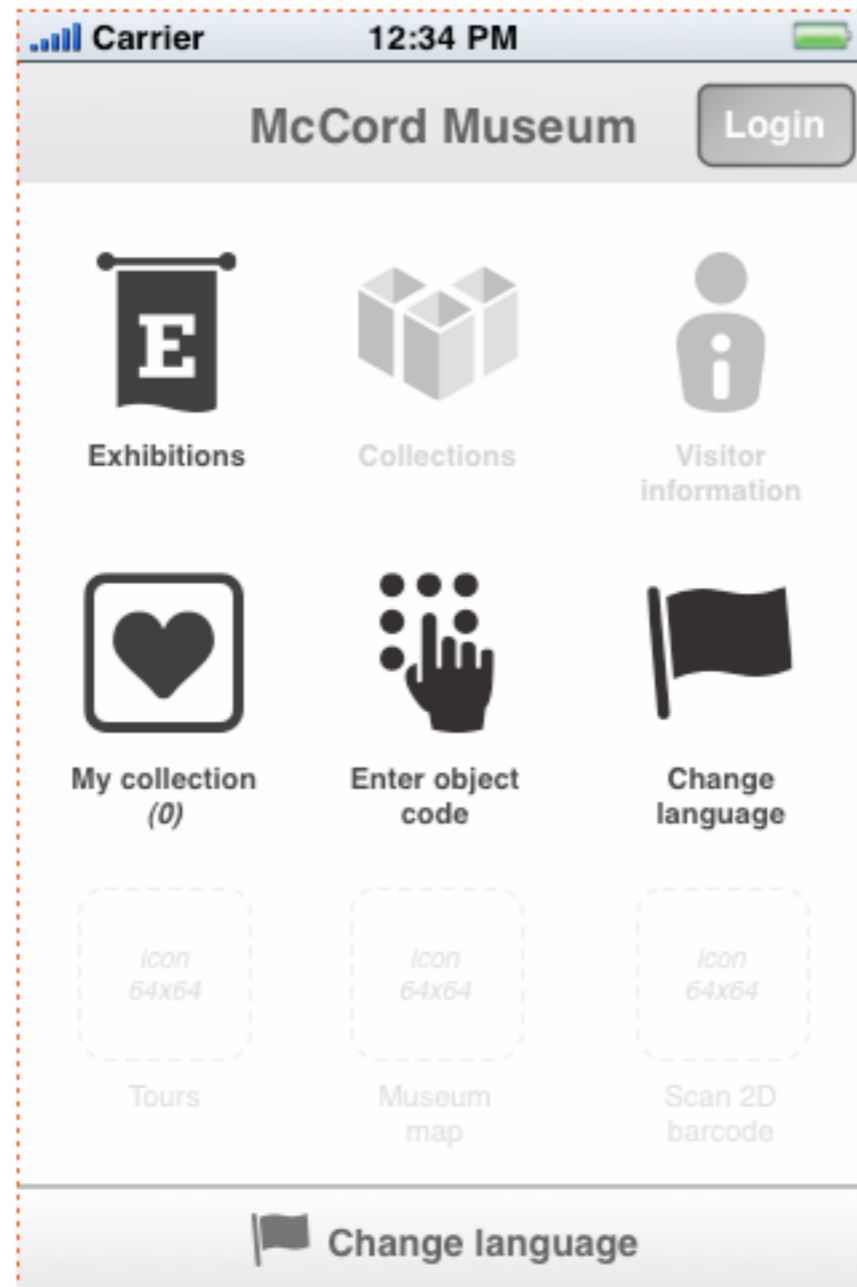


Artifact



My Collection: Desktop





Carrier 12:34 PM





Simply Montr...

### Simply Montreal

Learn about Montreal's history through an exploration of everyday artifacts.  
August 12, 2009 - January 14, 2010


[Read more >](#)

#### Catalogue (504)

			
Thermometer	Barometer	Weathervane	Burning of...

[View the full catalogue >](#)

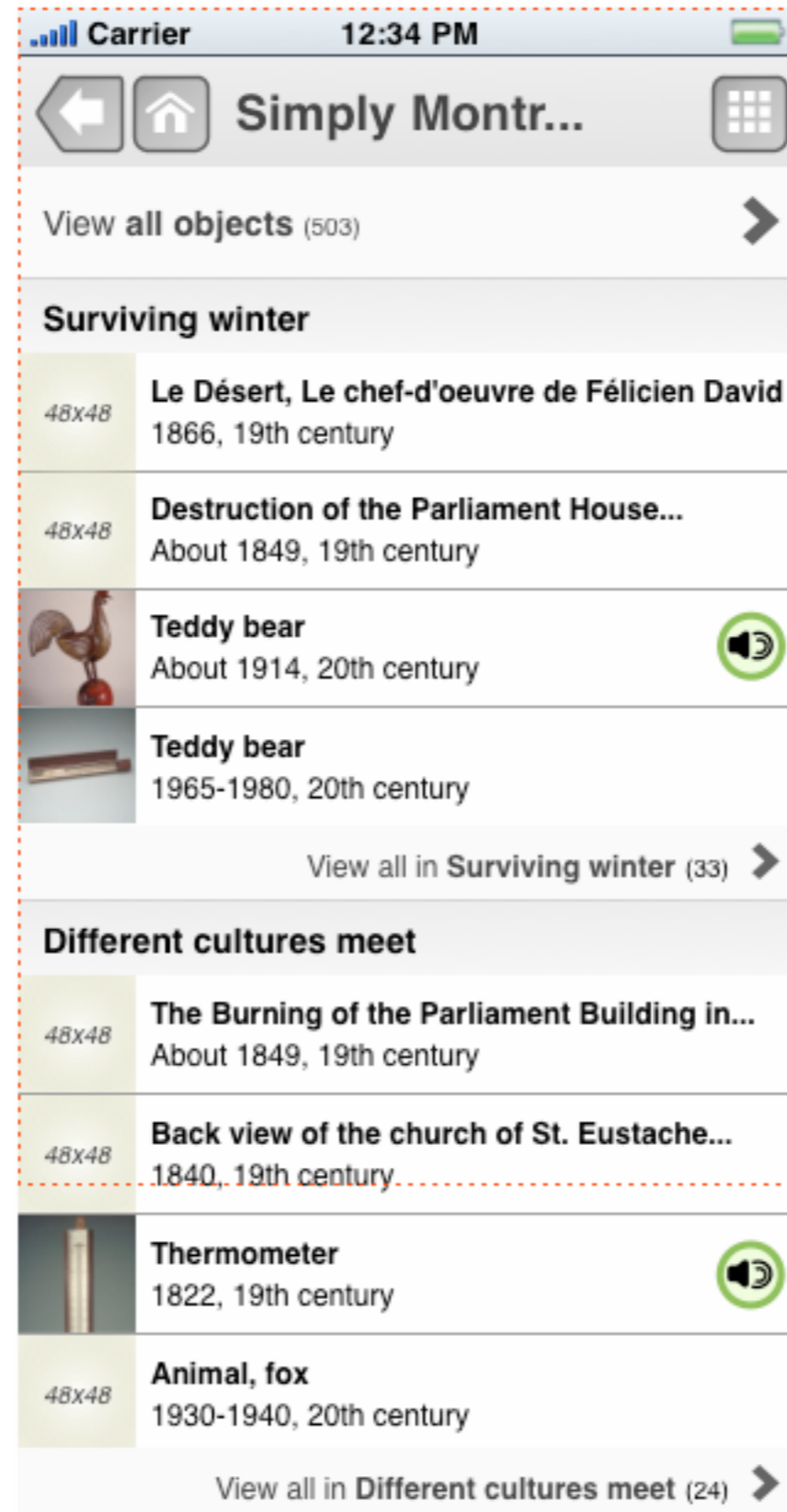
#### Guestbook (14)

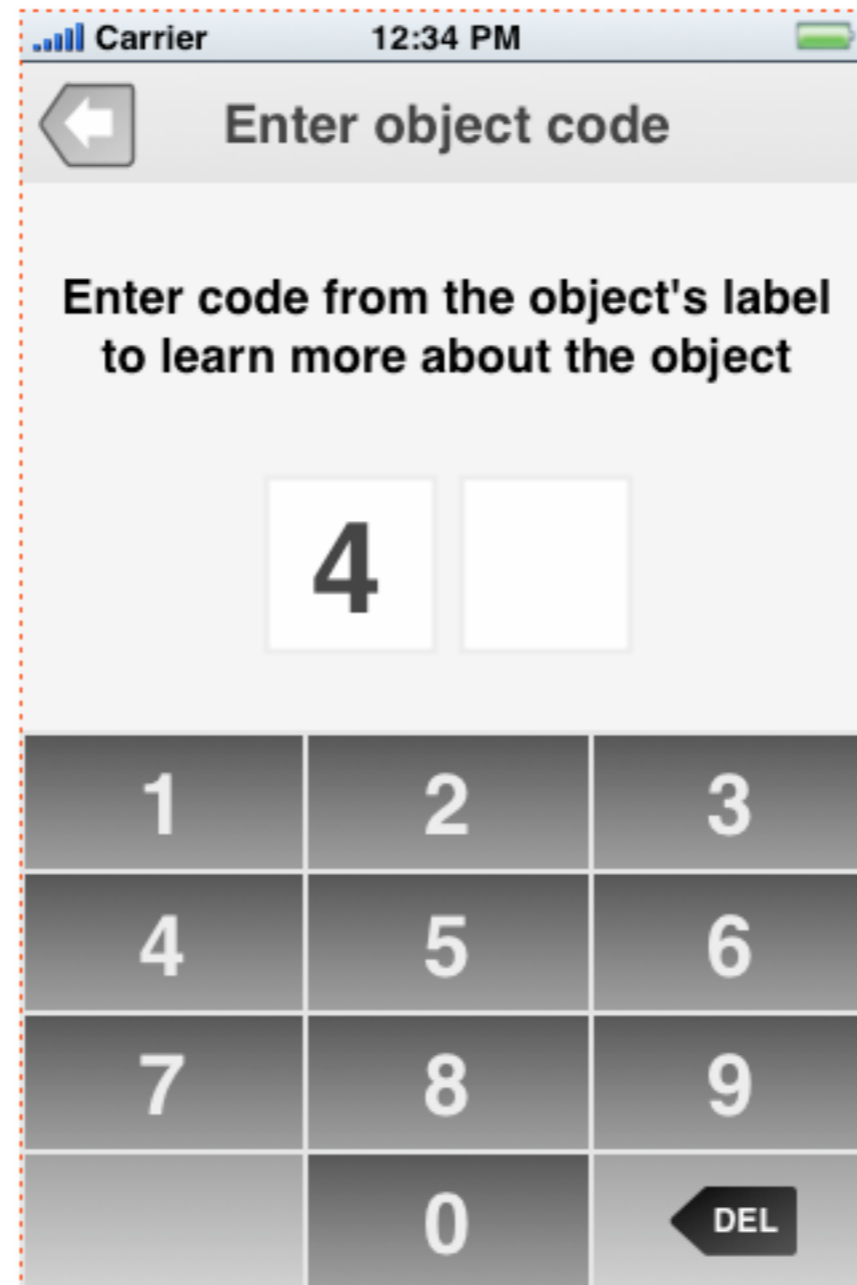
Add a note 

**Robert Brown** / Washington, DC / July 16, 2009  
I had such an amazing time at this exhibit!  
Really loved the red sleigh especially. I had one just like it growing up.

[REPORT ABUSE](#)

[Read all comments >](#)





Carrier 12:34 PM

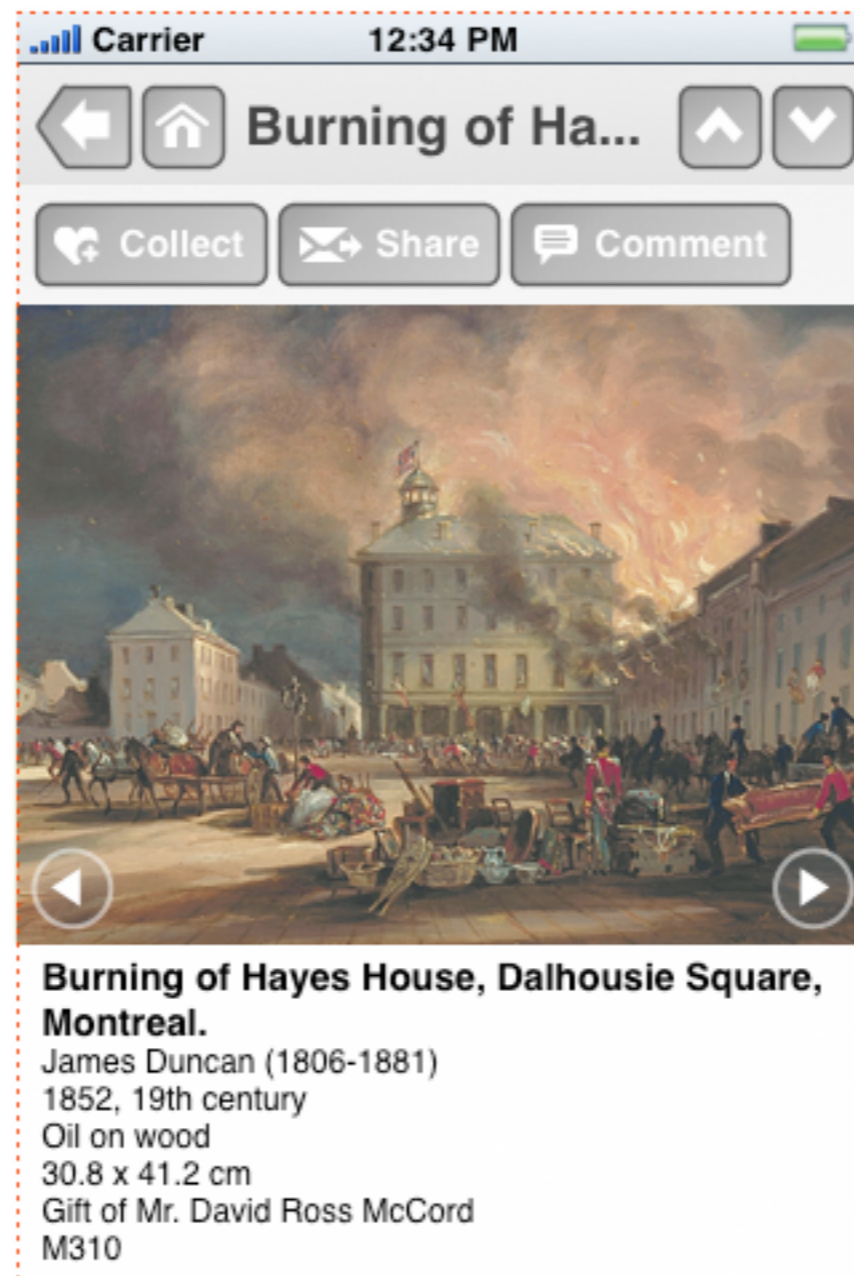
← Enter object code

Enter code from the object's label  
to learn more about the object

4

1	2	3
4	5	6
7	8	9
	0	DEL

The image shows a mobile application screen for entering an object code. At the top, the status bar displays 'Carrier' and '12:34 PM'. Below the status bar is a navigation bar with a back arrow and the title 'Enter object code'. The main content area contains the instruction 'Enter code from the object's label to learn more about the object'. Below the instruction are two input fields; the first contains the number '4' and the second is empty. At the bottom is a numeric keypad with buttons for digits 1-9, 0, and a 'DEL' button with a left-pointing arrow.



On July 7, 1852, a fire broke out on the east side of St. Lawrence Street in Montreal, and when the flames subsided two days later 10,000 people were homeless. This painting by James Duncan depicts the burning of the Hayes House on Dalhousie Square. Duncan emigrated to Canada in about 1825, and by 1831 John Samuel McCord, the father of the Museum's founder, was commissioning him to paint views of the Montreal region. The McCord collection

they depict Montreal between the years 1861 and 1878, when it was expanding rapidly.

[LESS...](#)

WHO

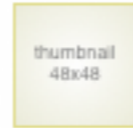
HOW

WHAT

▼ Hide **Audio and video** (3)



**VIDEO** Lorem ipsum dolor sit amet, consectetur adipiscing elit  
3 min 20 sec



**VIDEO** Etiam tempus mauris at augue aliquet adipiscing cubilia Curae  
2 min 15 sec



**AUDIO** Quisque nec lorem lorem. Aliquam viverra  
4 min 7 sec

▼ Hide **Comments** (3)

Add a comment

**Robert Brown** / Washington, DC / July 16, 2009

Mauris vulputate cursus nisi ornare dignissim. Donec ac eros lorem. Vivamus lobortis libero fringilla turpis! Donec malesuada tellus!

*Abuse reported. Pending moderator review.*

**Jamie Orange** / Montreal, QC / July 12, 2009

Quisque sed adipiscing tellus. Nulla facilisi. Sed vel eros vel felis imperdiet varius vehicula nec turpis.

[REPORT ABUSE](#)

*anonymous* / May 1, 2009 **YOU**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eget massa at nulla scelerisque pretium. Proin arcu lorem!

[DELETE](#)

Load 10 more comments

Go to **Related artifacts** (7)







Mobile interface design: "My Collection"

Fluid

# Mobile user testing protocol (Draft 9, Engage 0.3)

Added by [Tona Monjo](#), last edited by [James Yoon](#) on Apr 13, 2010 ([view change](#))

Labels: [ADD LABELS](#)

## Methodology

### Session structure

The session is composed of four parts:

1. **User testing**
  - a. Undirected, "reality" testing
  - b. Task-based testing
2. **Post-test interview**
3. **Post-test questionnaire**
4. **Post-session survey**

The first part of the session, user testing, is composed of two tests. During *undirected testing*, the user is given the application pre-loaded and asked by the moderator to roam freely throughout the museum exhibition space with the application pre-loaded and asked by the moderator to roam freely throughout the museum exhibition space as he/she pleases. The moderator should avoid influencing the user's decision-making and deflect questions to the user's thoughts (e.g., Q: "What does this do?" A: "What do you think it does?").

The second part of the session, *post-test interview*, is composed of two tests. During *undirected testing*, the user is given the application pre-loaded and asked by the moderator to roam freely throughout the museum exhibition space as he/she pleases. The moderator should avoid influencing the user's decision-making and deflect questions to the user's thoughts (e.g., Q: "What does this do?" A: "What do you think it does?").

The third part of the session, *post-test interview*, is composed of two tests. During *undirected testing*, the user is given the application pre-loaded and asked by the moderator to roam freely throughout the museum exhibition space as he/she pleases. The moderator should avoid influencing the user's decision-making and deflect questions to the user's thoughts (e.g., Q: "What does this do?" A: "What do you think it does?").

The fourth part of the session, *post-session survey*, is composed of two tests. During *undirected testing*, the user is given the application pre-loaded and asked by the moderator to roam freely throughout the museum exhibition space as he/she pleases. The moderator should avoid influencing the user's decision-making and deflect questions to the user's thoughts (e.g., Q: "What does this do?" A: "What do you think it does?").



Fluid

# Mobile user testing protocol

WHO HOW WHAT

Simply Montreal  
Through January 14, 2010

Being Irish  
Through December 4, 2009

1 Image 2 Eyes 3D  
Through October 18, 2009

Trail of Solidarity

Fluid Components

Added by James Yoon, last edited

Labels:

Mobile user testing protocol - Fluid Project

<Actions for n

Tasks in green

[Reflective ques

## Pre-visit scene

You are at a bus s

visiting the McCor

pull out your iPhon

by their mobile we

<present language

**General tasks:**

What do you do to de

Suppose now that you

you prepare, if at all, f

**Specific leading tasks, i**

- What do you do to now?

- [Are you satisfied with the depth/b information shown? What else wo know about the exhibition? What for?]

out more about an exhibit

Navigation icons: back, home, forward

Collect Send Comment



**Burning of Hayes House, Dalhousie Square, Montreal.**  
James Duncan (1806-1881)  
1852, 19th century  
Oil on wood  
30.8 x 41.2 cm  
Gift of Mr. David Ross McCord

- ▶ Show Comments (2)
- ▶ Show Tags (14)
- Go to Related artifacts (7)
- Go to What other visitors enjoyed

**Sleigh**  
1850-1900, 19th c  
116 x 100 x 174 c  
Gift from Mrs. An  
M21647

This type of sl  
used mostly f  
towards the r

- ▶ Show Au
- ▶ Show C
- ▶ Show T
- Go to Rel
- Go to Wh

Your lan  
time by g  
going to

Select a l

English

French

Mobile paper prototype testing



In-museum mobile user testing station

WHO

HOW

WHAT



Screen recording of mobile user interactions



Mobile user testing with a prototype in the exhibition space



Interviewing a user after mobile user testing

# THEMES

Select a theme to view the galleries within.



MORALITY



IDENTITY



FAMILY



POWER &  
POLITICS



SPORTS










LIFE & DEATH





# GALLERIES OF IDENTITY

Tap one of the galleries below to read more about it.  
Use the **PRINT MAP** button to take a copy of the map with you.

 AFRICAN AMERICAN	 CONTEMPORARY
 NATIVE AMERICAN	 MEDICI
 EGYPTIAN	 BRITISH PORTRAITS
 ANOTHER GALLERY	



**PRINT  
MAP**

## THEMES

Select a theme to view the galleries within.

 MORALITY	 IDENTITY	 FAMILY	 POWER & POLITICS
 SPORTS	 LIFE & DEATH		



START OVER



# MEDICI

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam.

**GALLERIES OF IDENTITY**  
Tap one of the gallery icons to read more about it. Use the **PRINT MAP** button to take a copy of the map with you.

Level 1    Level 2    Level 3

PRINT MAP

**THEMES**

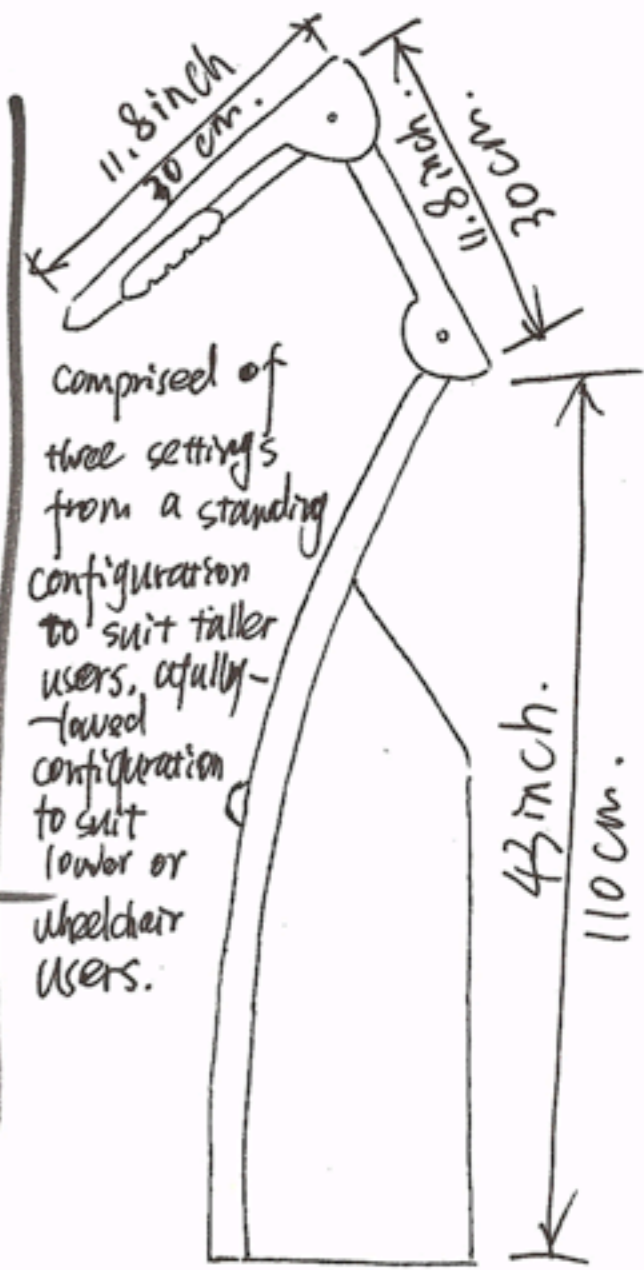
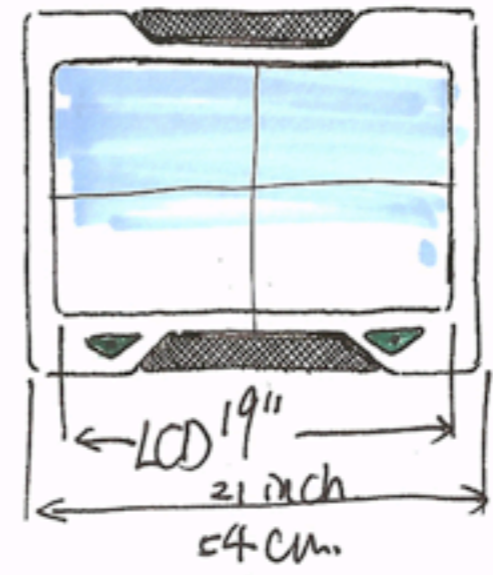
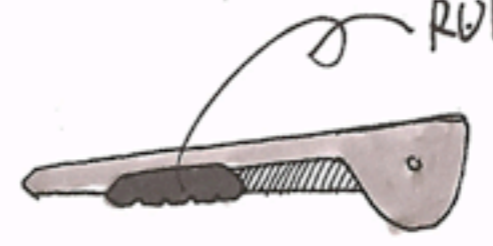
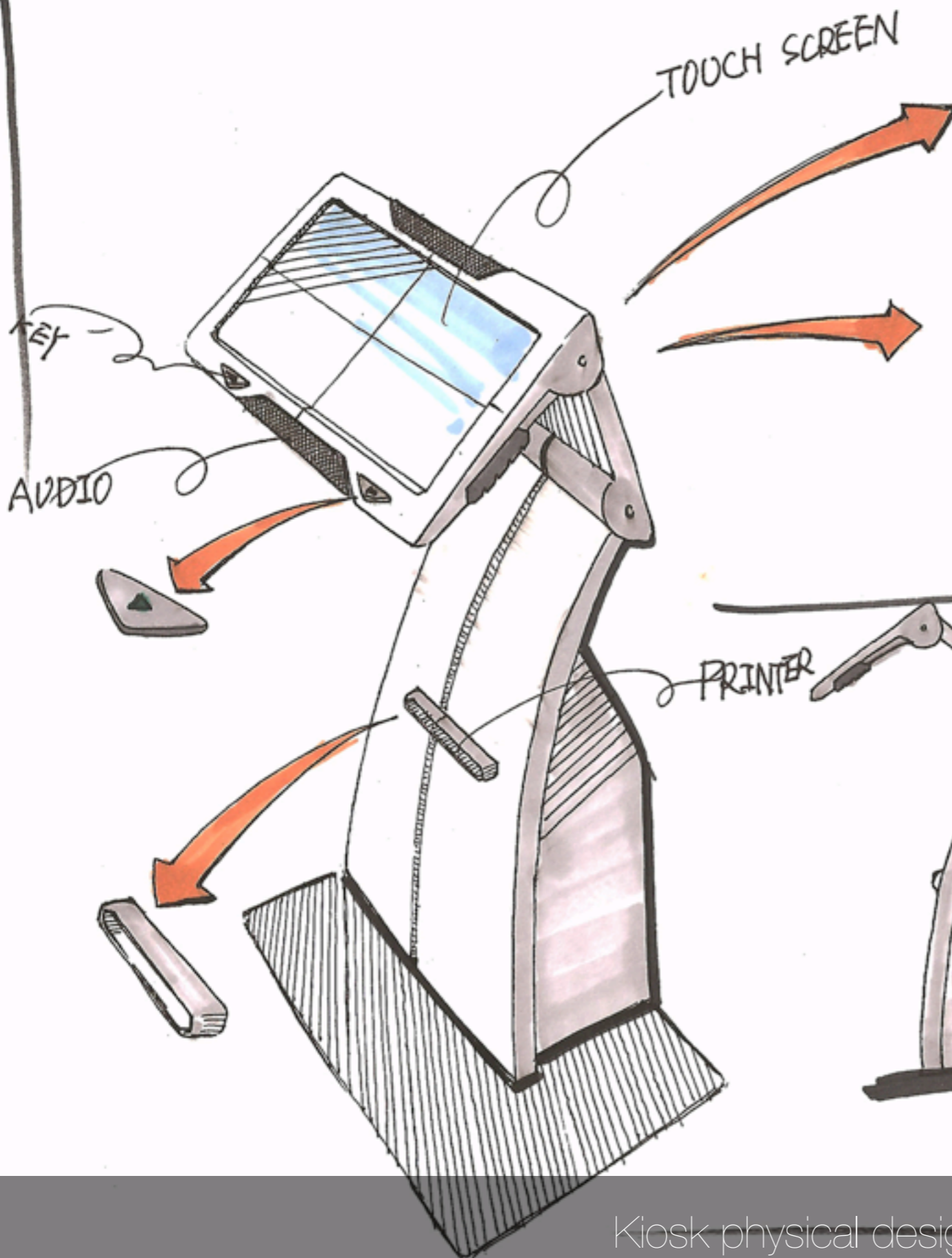


START OVER

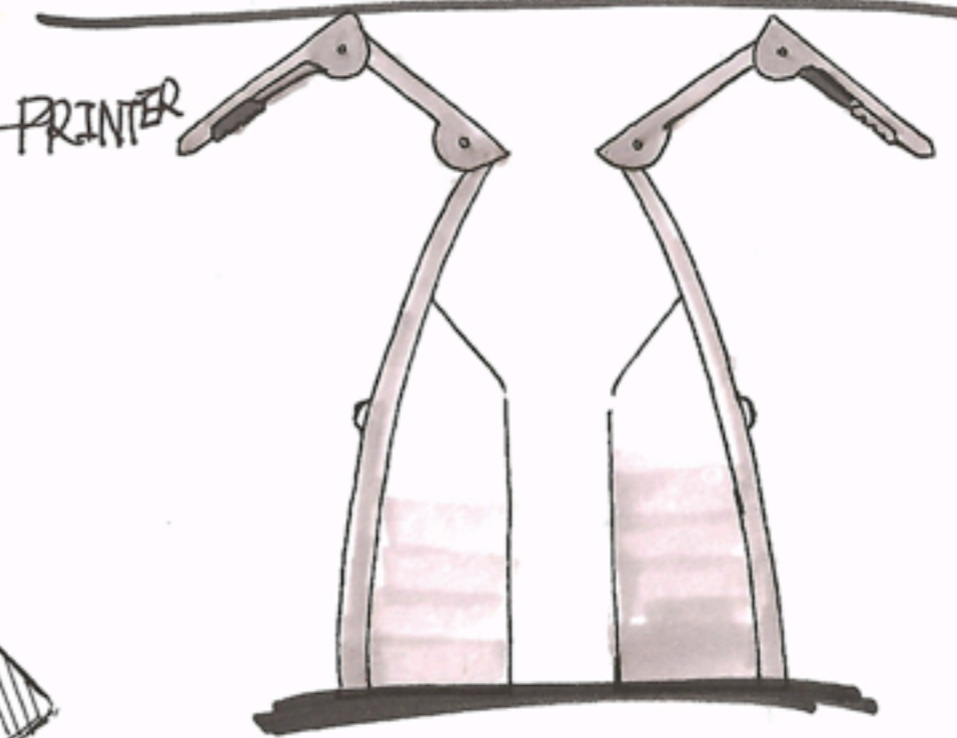
# KIOSK WITH ADJUSTMENT

WHO HOW WHAT

WHAT



Comprised of three settings from a standing configuration to suit taller users, a fully-lowered configuration to suit lower or wheelchair users.





Kiosk physical design: 3D model



What's next?