Bauhaus-Universität Weimar

Goethe Nationalmuseum App mockup

Mobile media and urban spaces - Second Presentation

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Goethe Nationalmuseum



- Museum devoted to the German author Johann Wolfgang von Goethe
- Located in Weimar (Thueringen)
- Founded on 8 August 1885 as a result of the will of Goethe's last living inheritor, Walther von Goethe, who left the Goethe House to the state
- Consists of Goethe's residential building and the "Goethe-Museum"
 - situated in an extension built in 1935 next to the house
- Exhibits largely consist of Goethe's collections in the domains of arts and natural science
 - his library and about 2,000 drawings he did himself

Goethe Nationalmuseum



- Baroque town house was built in 1707 9
- Underwent a number of alterations during Goethe's occupancy
- Original interior furnishings preserved in a number of rooms

Why an app for the Museum?



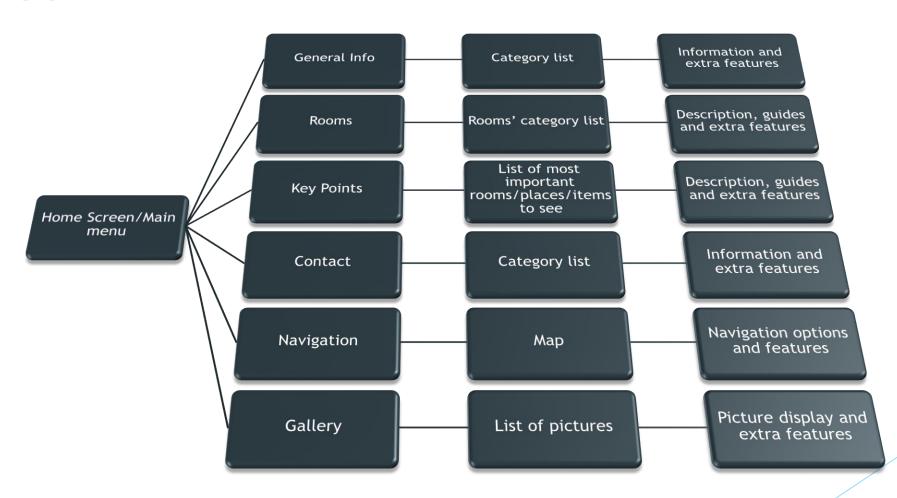
- To make it easier for visitors to get all necessary resources (images, audio, video, etc..) throughout their tour
- People are more willing to keep on using their device (Phone, tablet) than the audio guides available at the museum
- Available audio guides are sometimes malfunctioning

The App



- Developped for both Android and iOs devices
- Free (sponsored by the Klassik Stiftung)
- App version: 1.0
- Travel & tourism category

App Structure



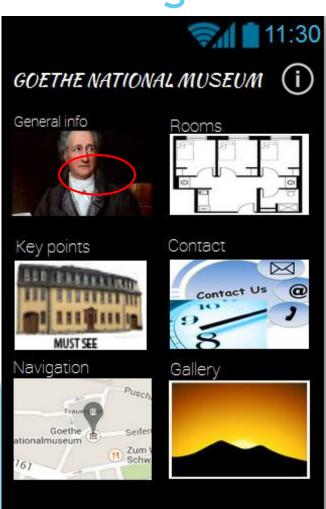
Navigation

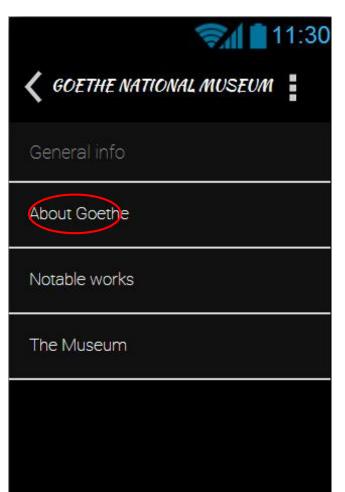


Imprint, developer's info and disclaimer

Main menu

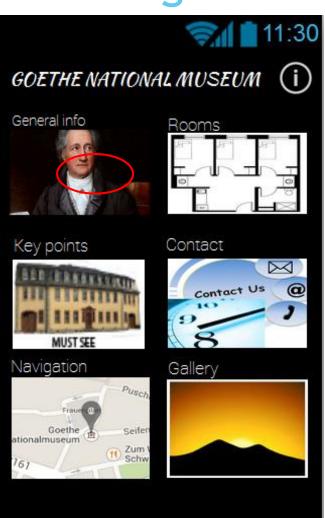
Navigation - General info



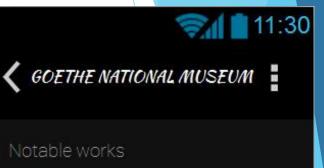




Navigation - General info (Cont.)



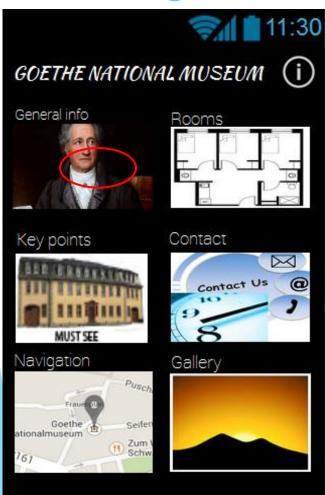




The most important of Goethe's works produced before he went to Weimar were Götz von Berlichingen (1773), a tragedy that was the first work to bring him recognition, and the novel The Sorrows of Young Werther (called Die Leiden des jungen Werthers in German) (1774), which gained him enormous fame as a writer in the Sturm und Drang period which marked the early phase of Romanticism - indeed the book is often considered to be the "spark" which ignited the movement, and can arguably be called the world's first "best-seller". (For the entirety of his life this was the work with which the vast majority of Goethe's contemporaries associated him). During the years at Weimar before he met Schiller he began Wilhelm Meister's Apprenticeship, wrote the dramas Iphigenie auf Tauris (Iphigenia in Tauris), Egmont, Torquato Tasso, and the fable Reineke Fuchs.

To the period of his friendship with Schiller

Navigation - General info (End)



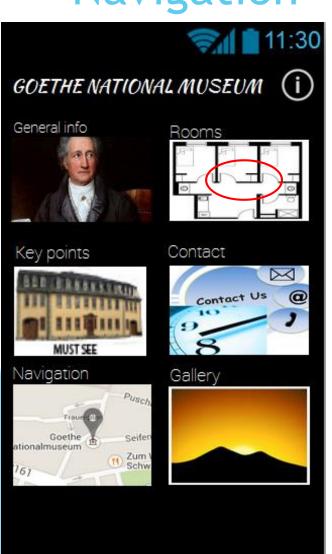


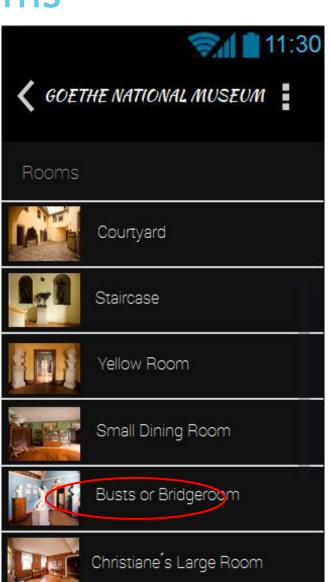


The Goethe National Museum is world-renowned for its presentation and study of Goethe's life and legacy. It is comprised of Goethe's historic residence and garden on Frauenplan and includes a portion of Goethe's private art and natural scientific collections and personal library. Two museum extensions built during the 20th century – a study room and the Cabinet of Natural Sciences – are used today for displaying additional items of the collection.

The exhibition »Flood of Life – Storm of Deeds« offers visitors a fascinating view of Goethe's life and enduring impact. The user section of the Directorate of Museums is also located at the Goethe National Museum, as well as the

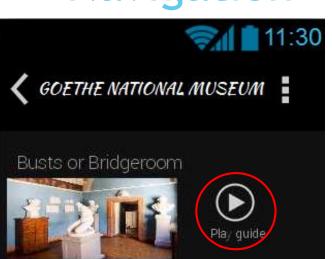
Navigation - Rooms





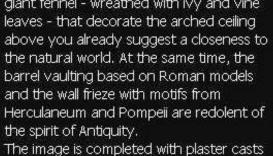


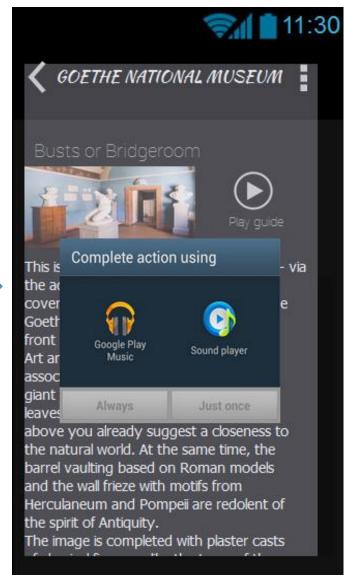
Navigation - Rooms (Cont.)

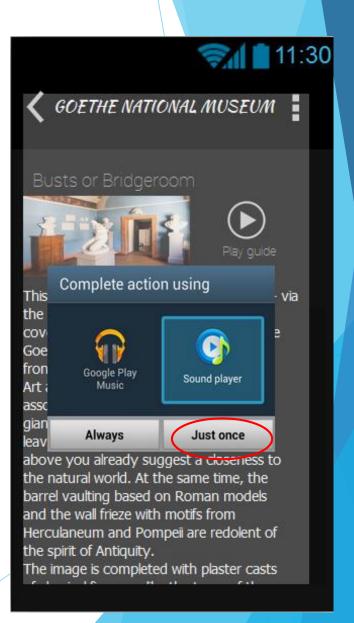


This is the so-called Bridge Room, which - via the adjoining Garden Room and a covered, wooden outside staircase - gave Goethe access to the garden from the front part of the house. Art and Nature enter into a close association here. The stems of lilies and

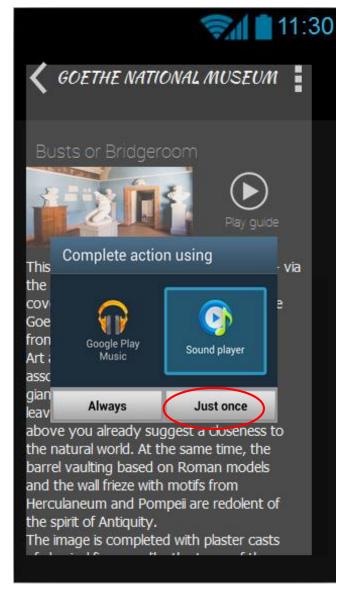
giant fennel - wreathed with ivy and vine leaves - that decorate the arched ceiling above you already suggest a closeness to the natural world. At the same time, the barrel vaulting based on Roman models and the wall frieze with motifs from Herculaneum and Pompeii are redolent of the spirit of Antiquity.



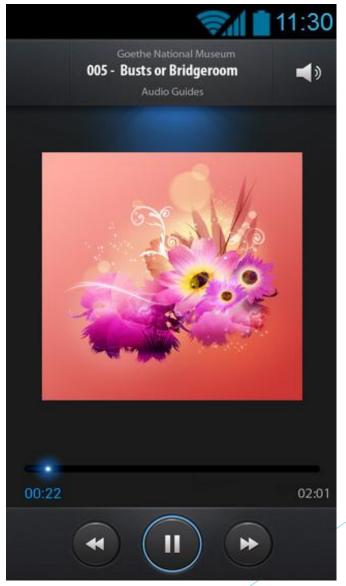




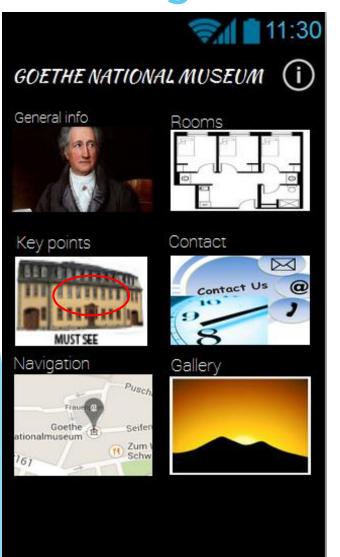
Navigation - Rooms (End)

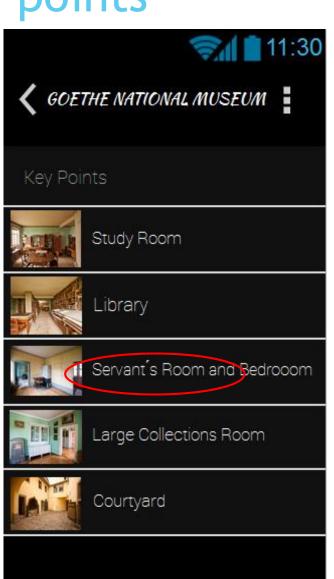


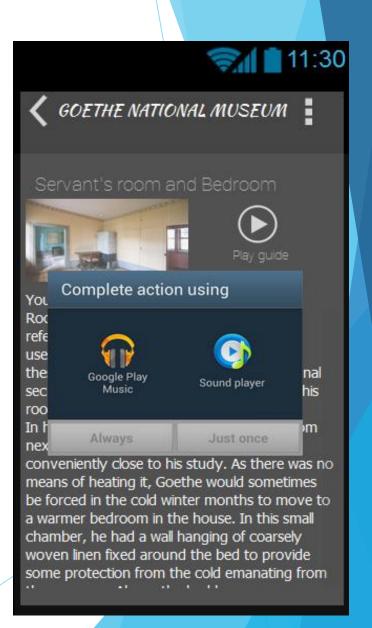




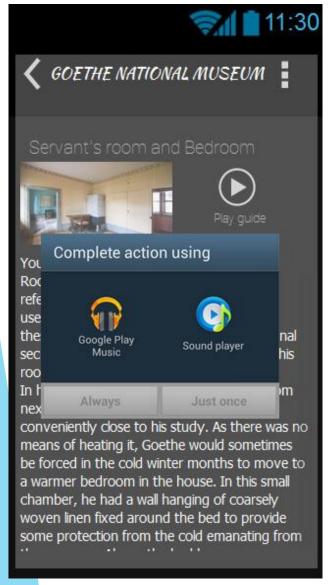
Navigation - Key points

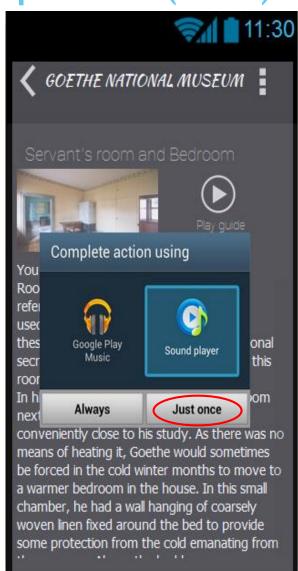






Navigation - Key points (End)

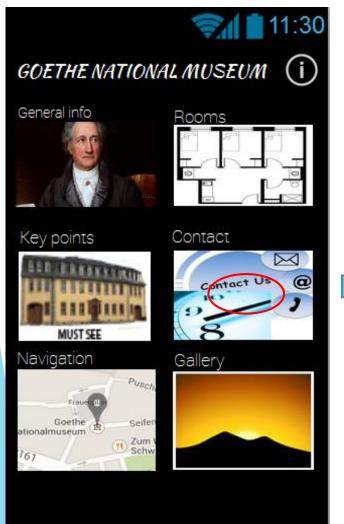


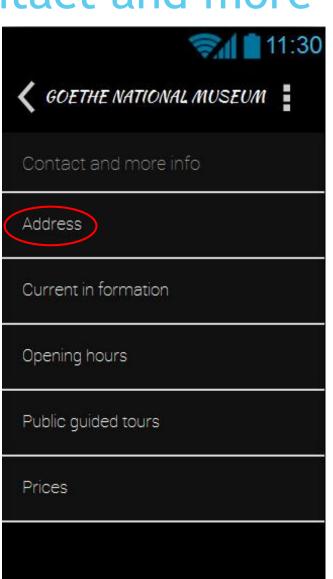


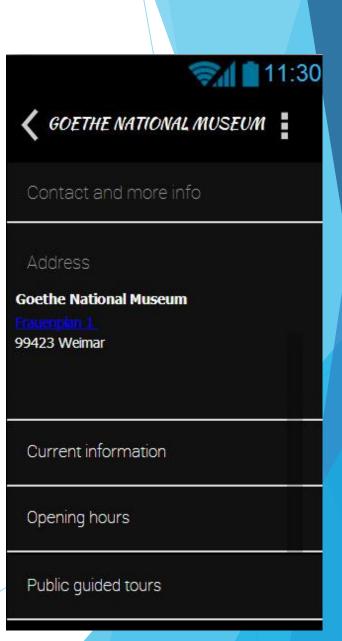




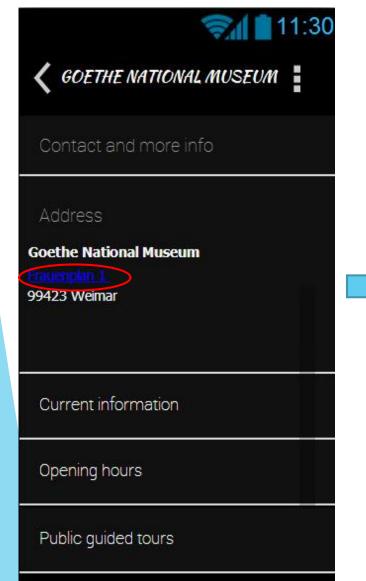
Navigation - Contact and more info

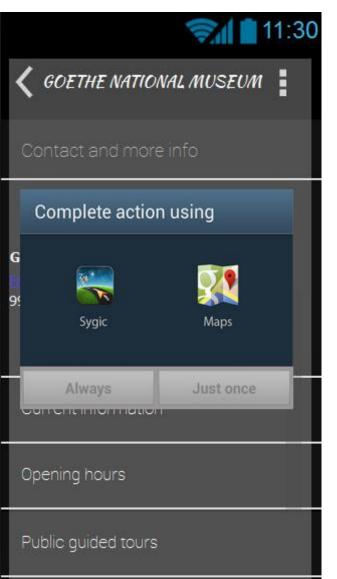


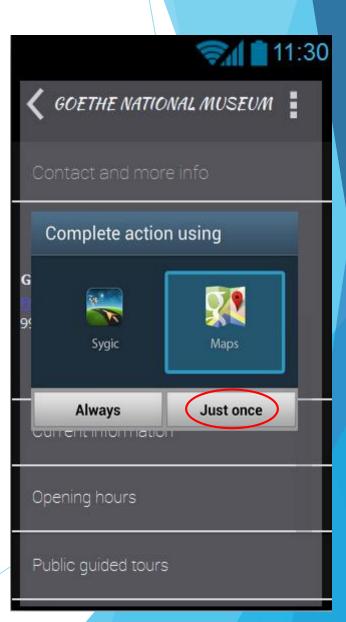




Navigation - Contact and more info

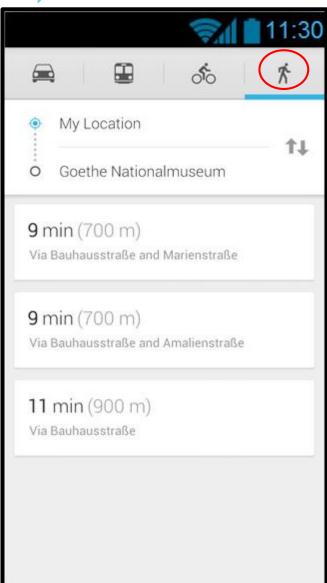


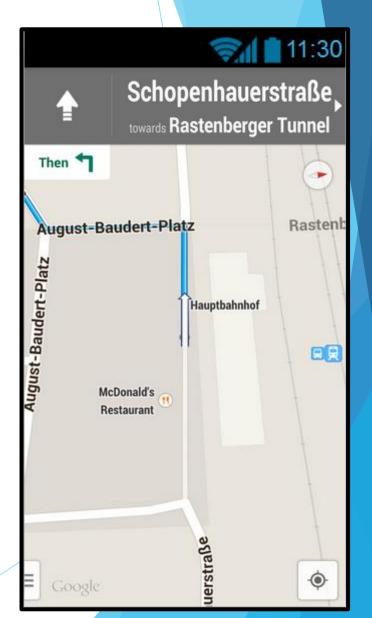




Navigation (Cont.)



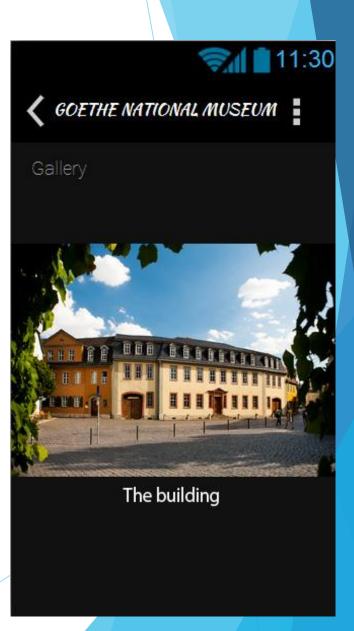


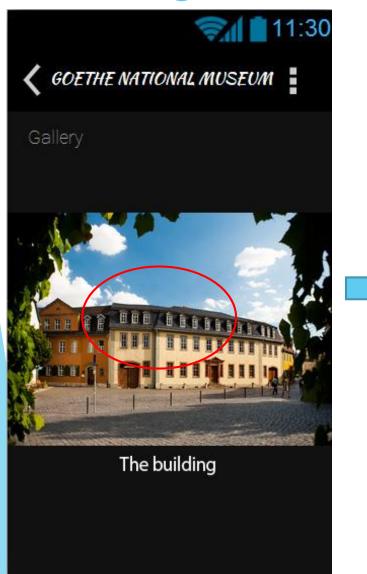


Navigation - Gallery

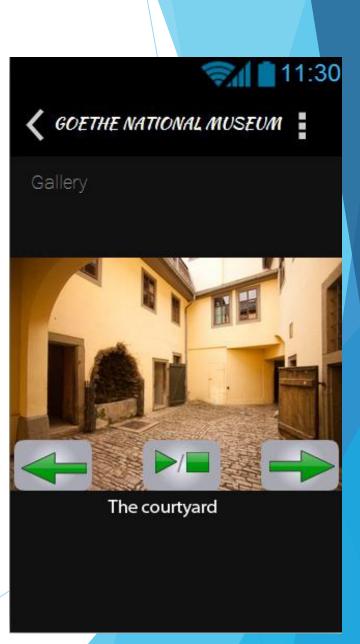


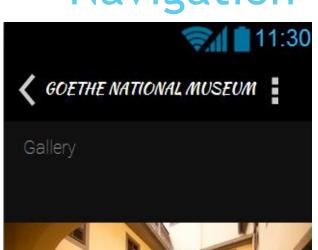






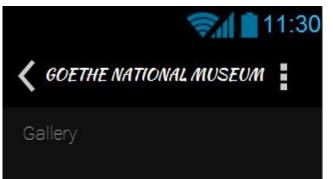






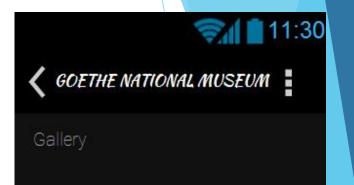






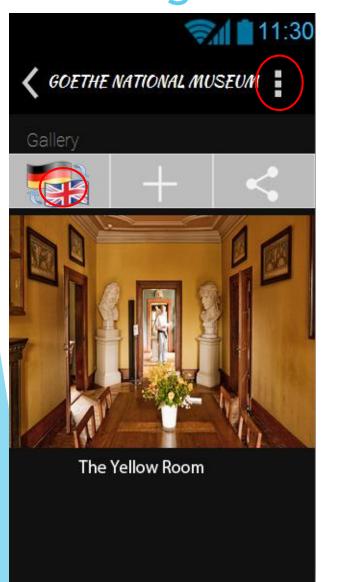


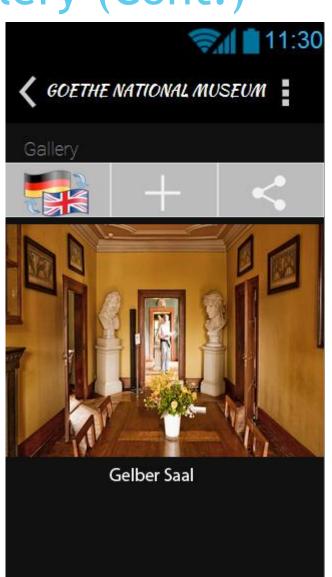
The staircase

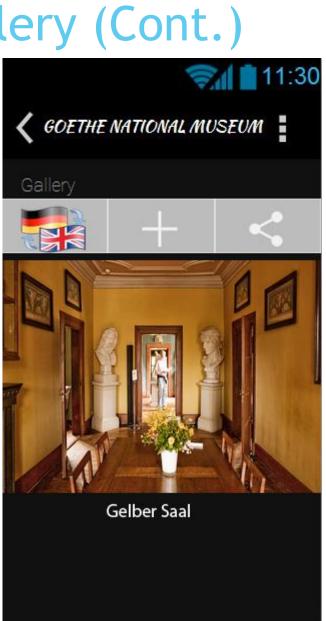


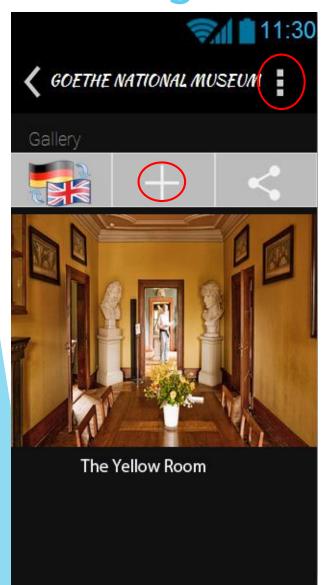


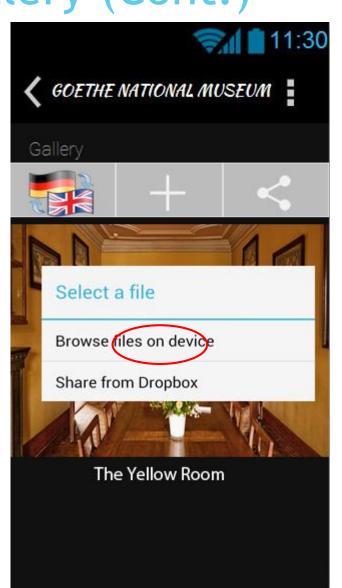
The Yellow Room

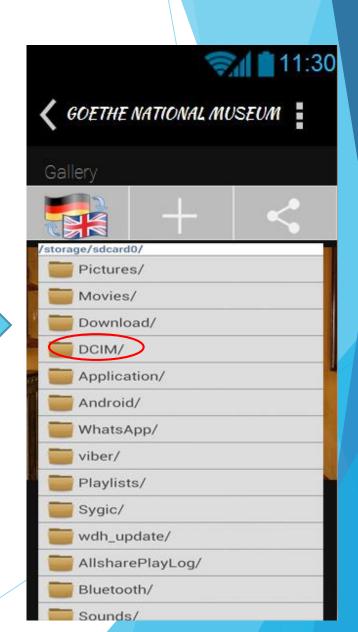


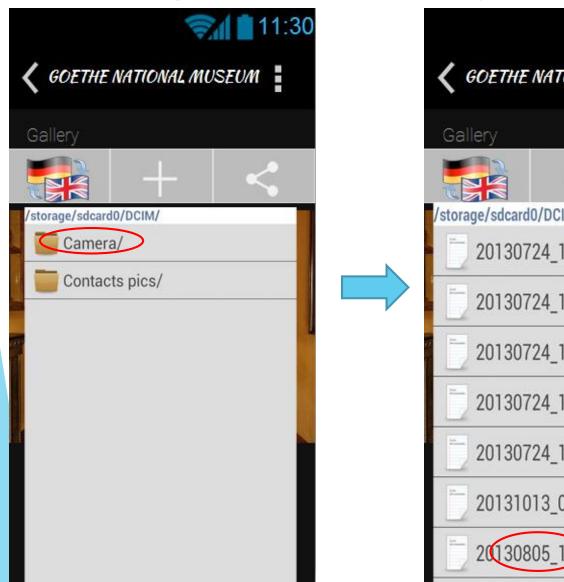


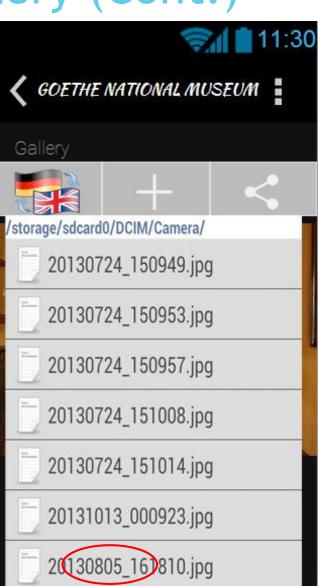




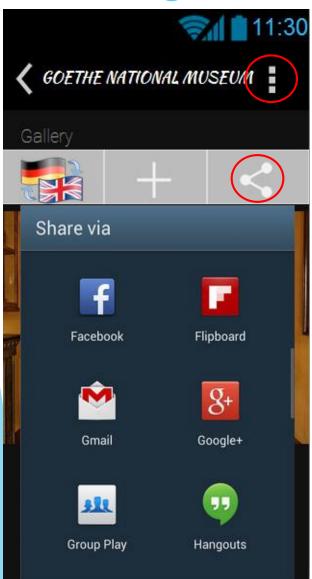








Navigation - Gallery (End)





- installed app
- weblink (in case app not installed)

Wrap up

- Nice design
 - User always 3 to 5 touches (clicks) away from useful information/action
 - Easy navigation
 - Navigation feature / efficient linking
- Ability to upload content through the app
 - ▶ Lack of social media pages (Facebook, Google +, etc)
 - But ability to share app content on user's pages
- App available in German and English
 - Suitable for most international tourists
- Nice pictures gallery available
- Future prospects
 - Expand the app to all Klassik Stiftung managed sites in Weimar

Resources used

- Joatan Preis Dutra MMUS Lecture notes
- Android design guidelines
- www.fluidui.com
- www.klassik-stiftung.de
- www.weimarpedia.de
- http://en.wikipedia.org/wiki/Goethe-Nationalmuseum
- Adobe Photoshop