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
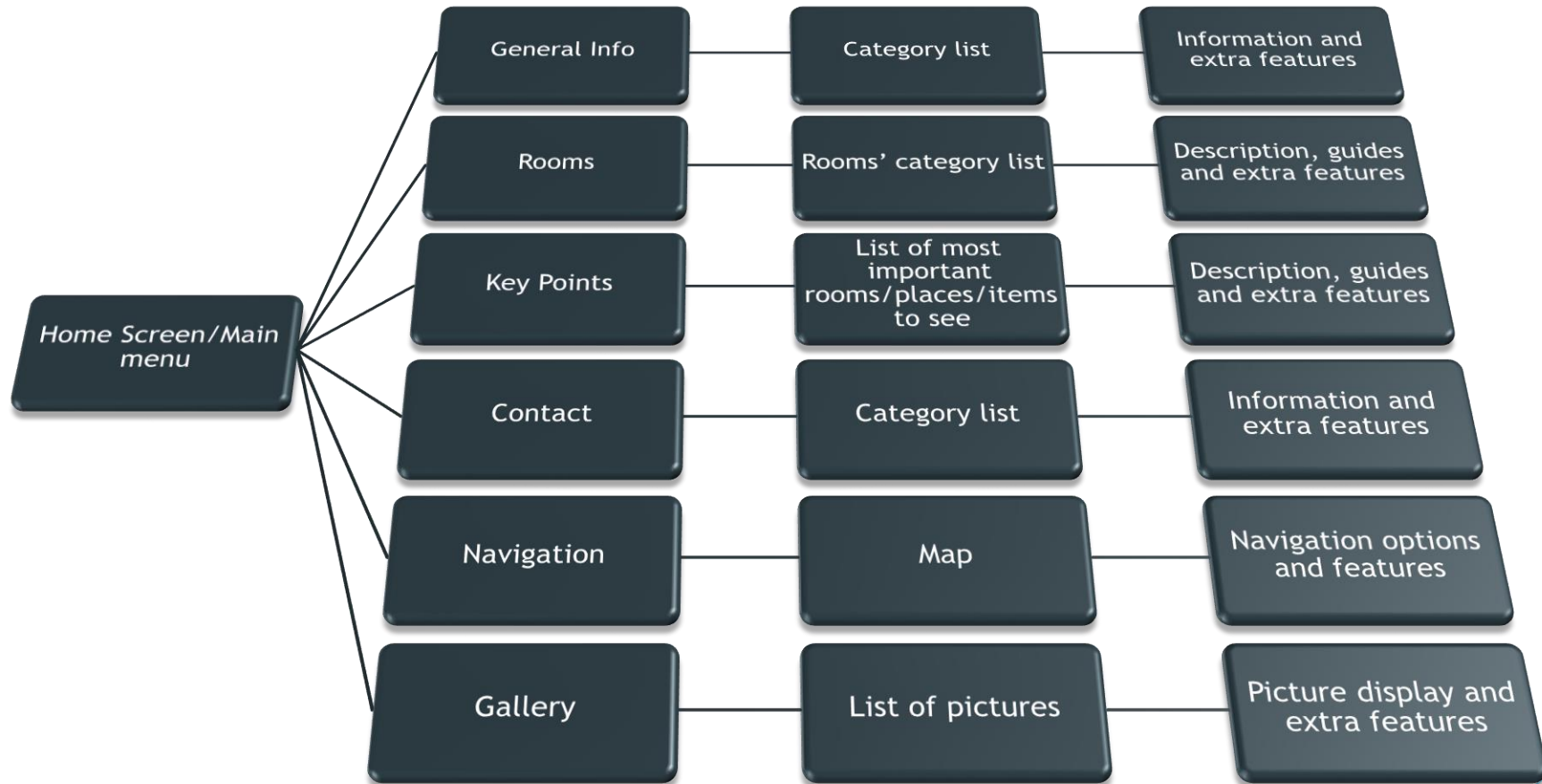
Navigation
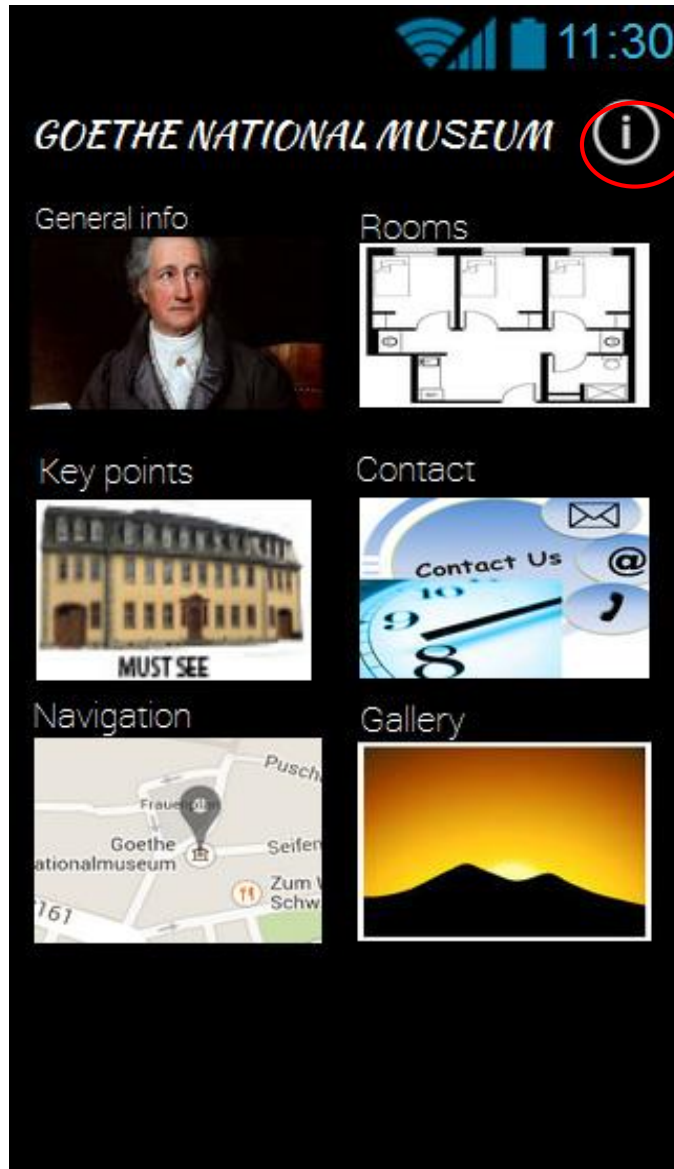
Imprint, developer's info and disclaimer

Main menu

Navigation - General info
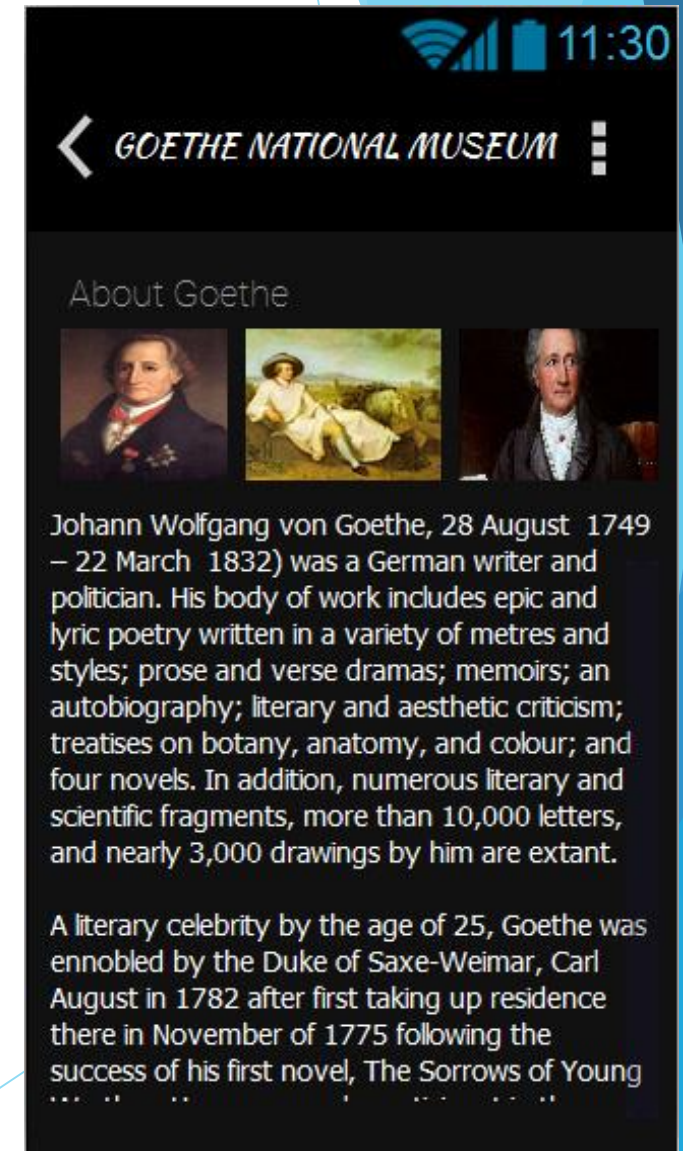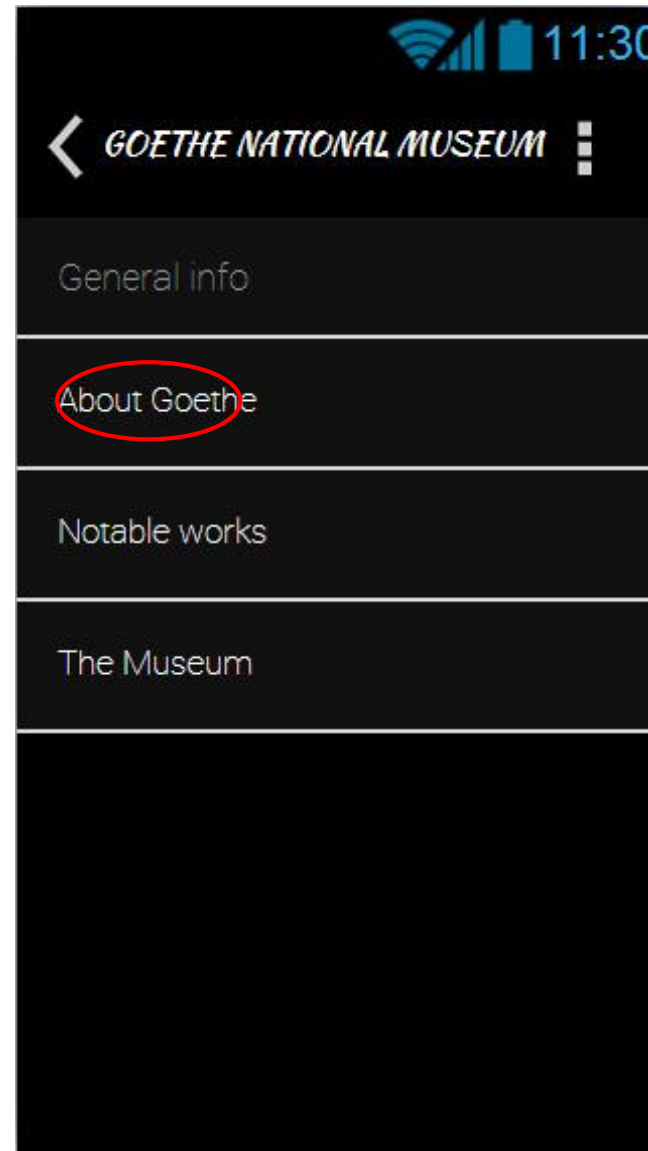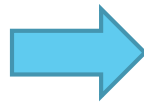
Navigation – General info (Cont.)
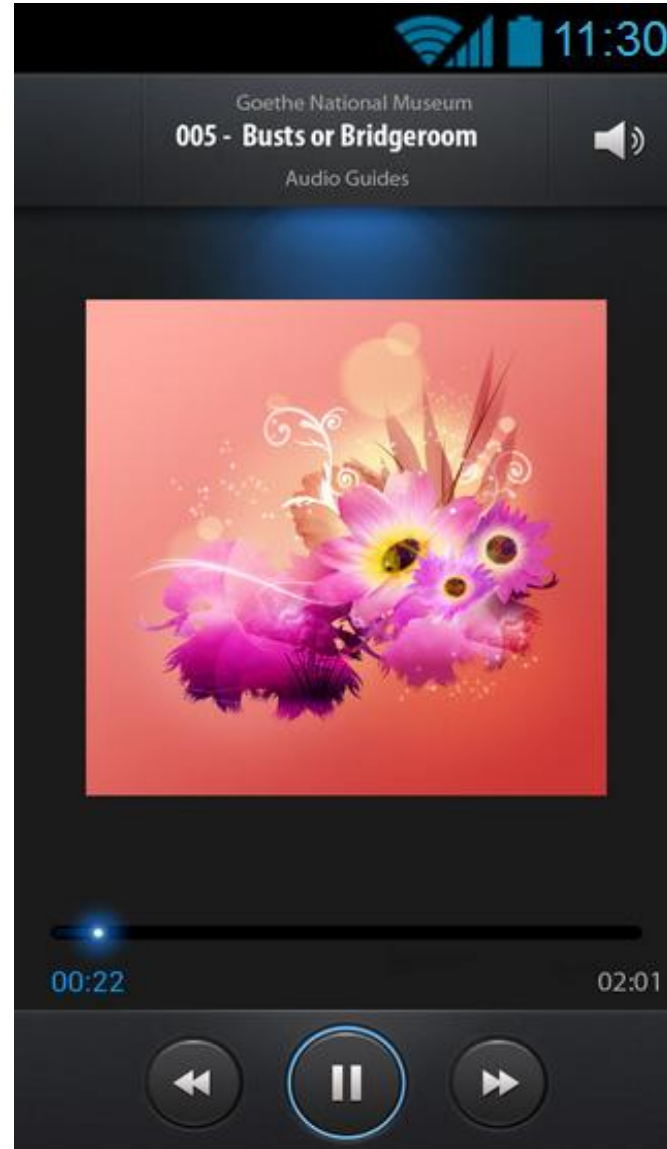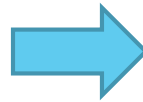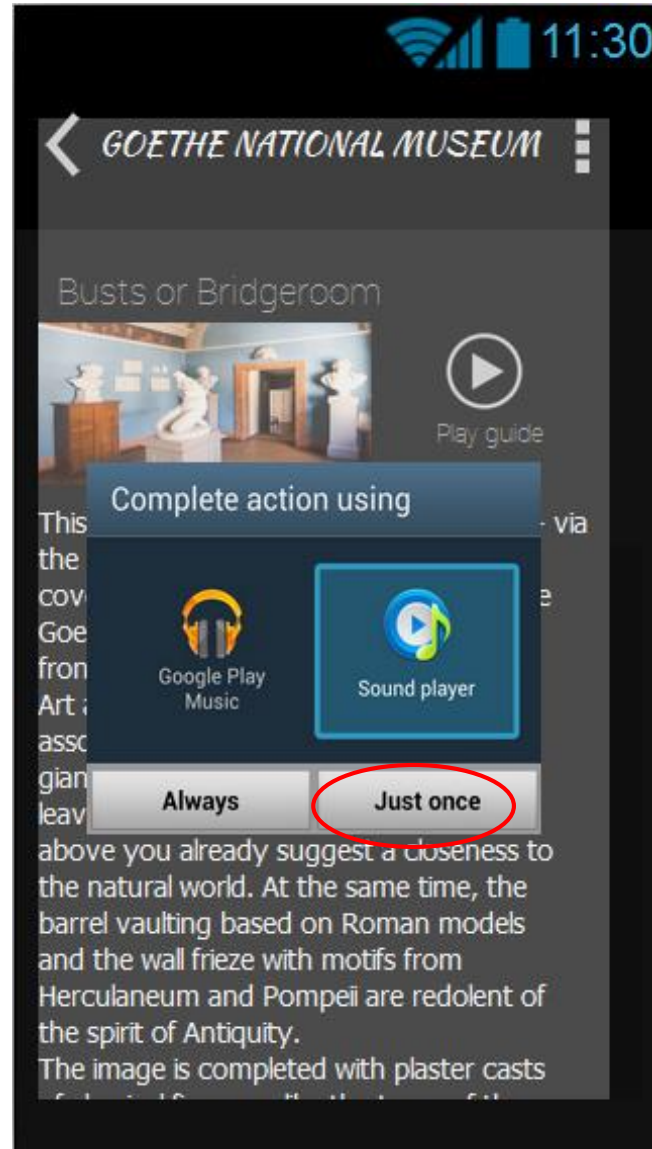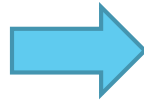
Navigation – General info (End)

Navigation – Rooms
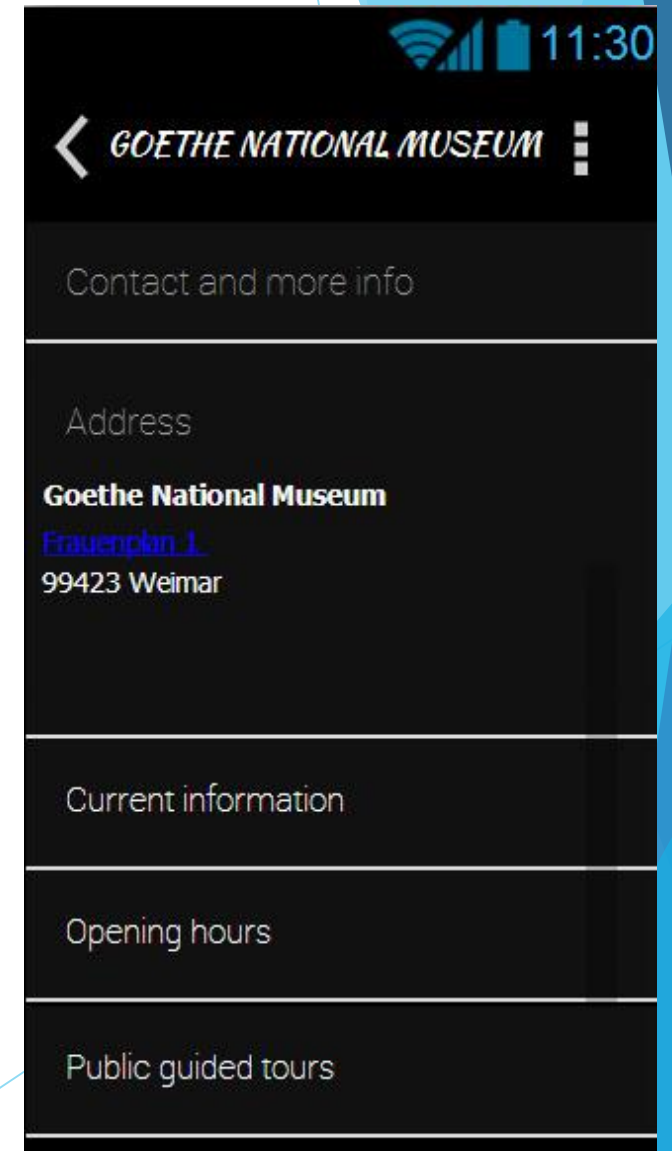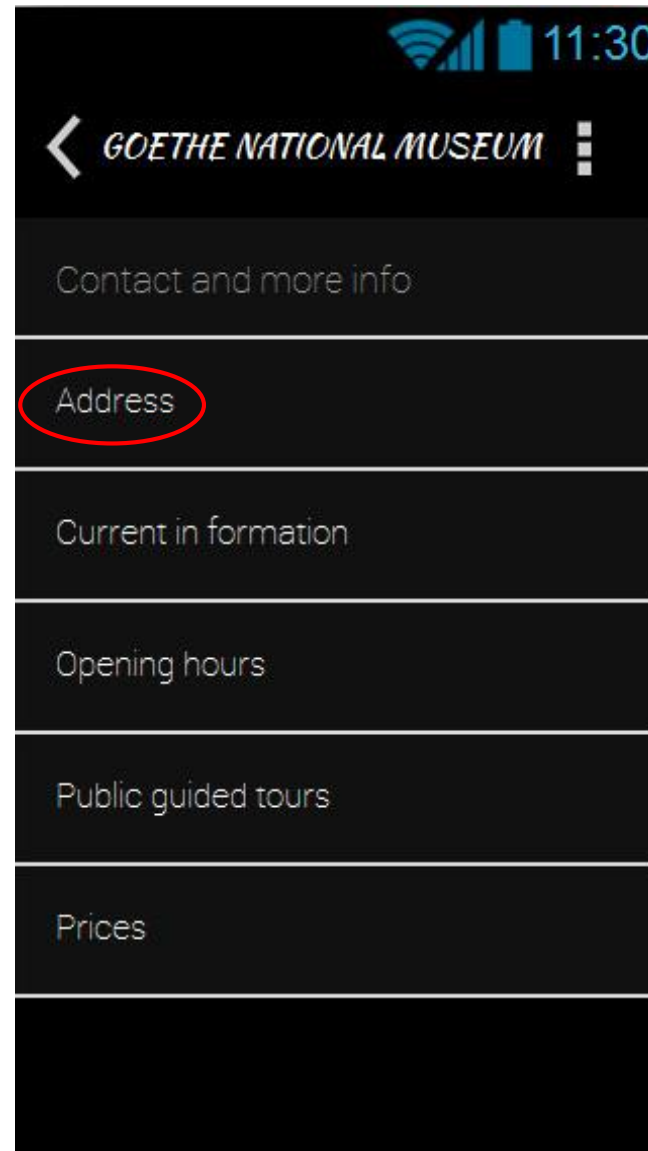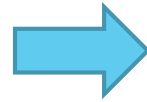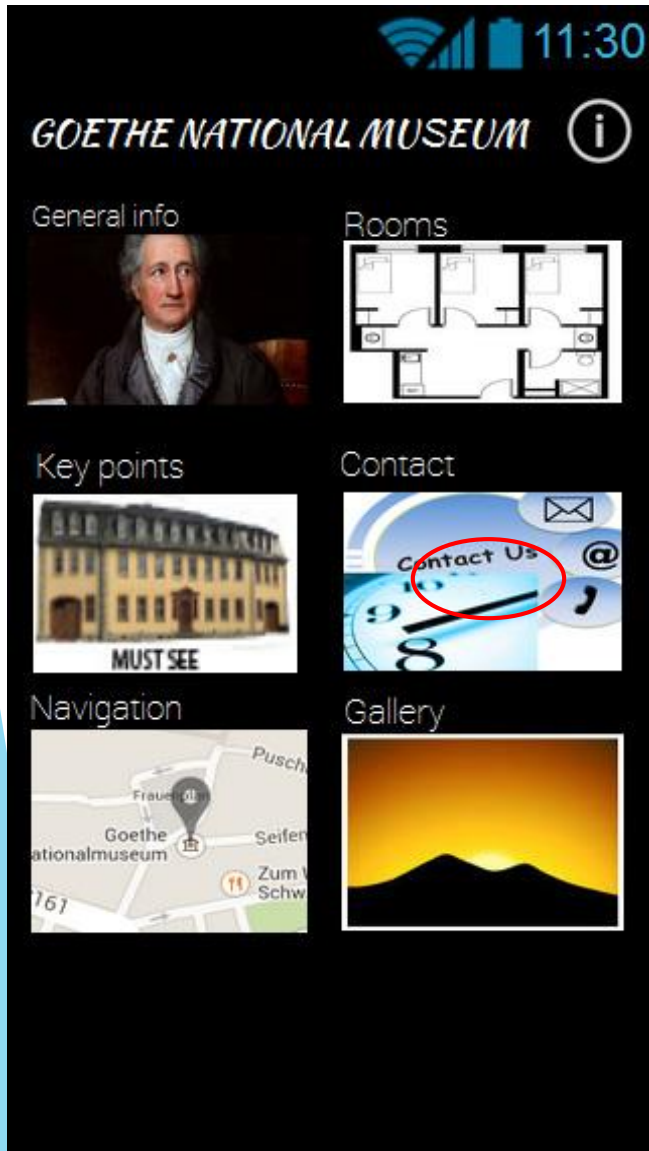
Navigation – Rooms (Cont.)
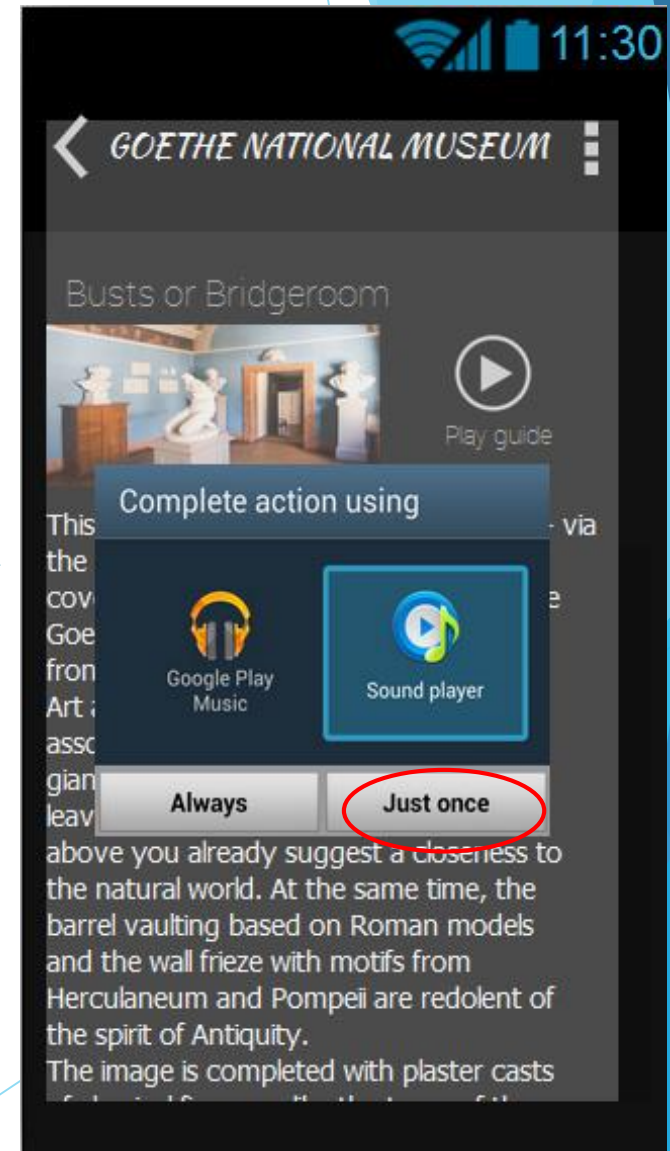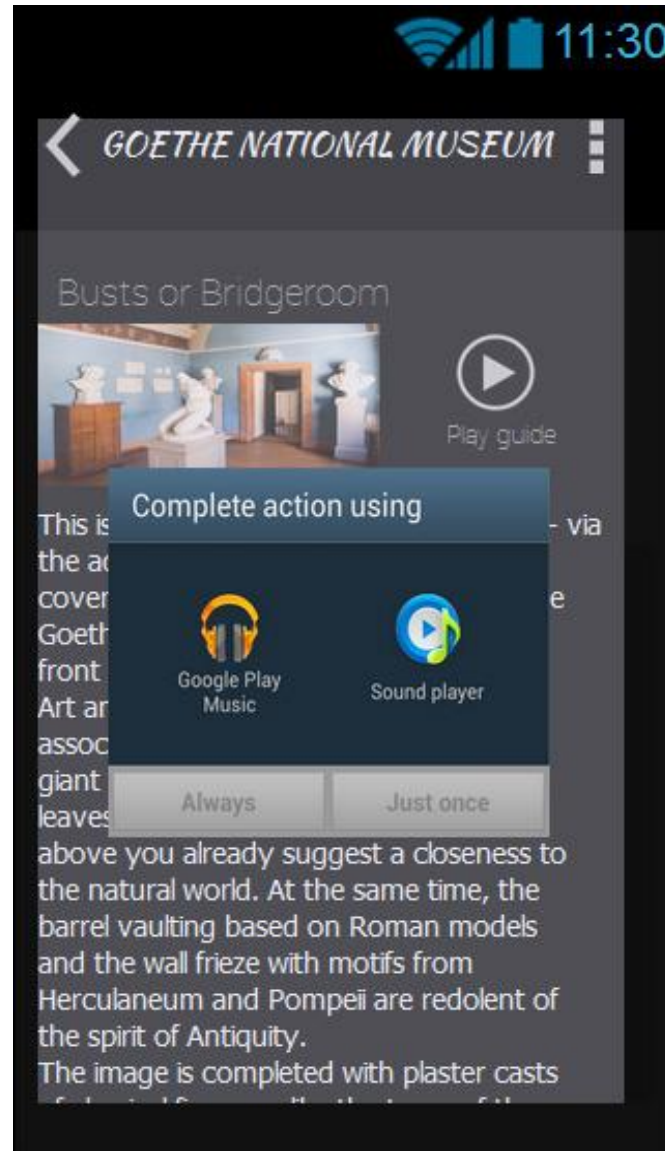
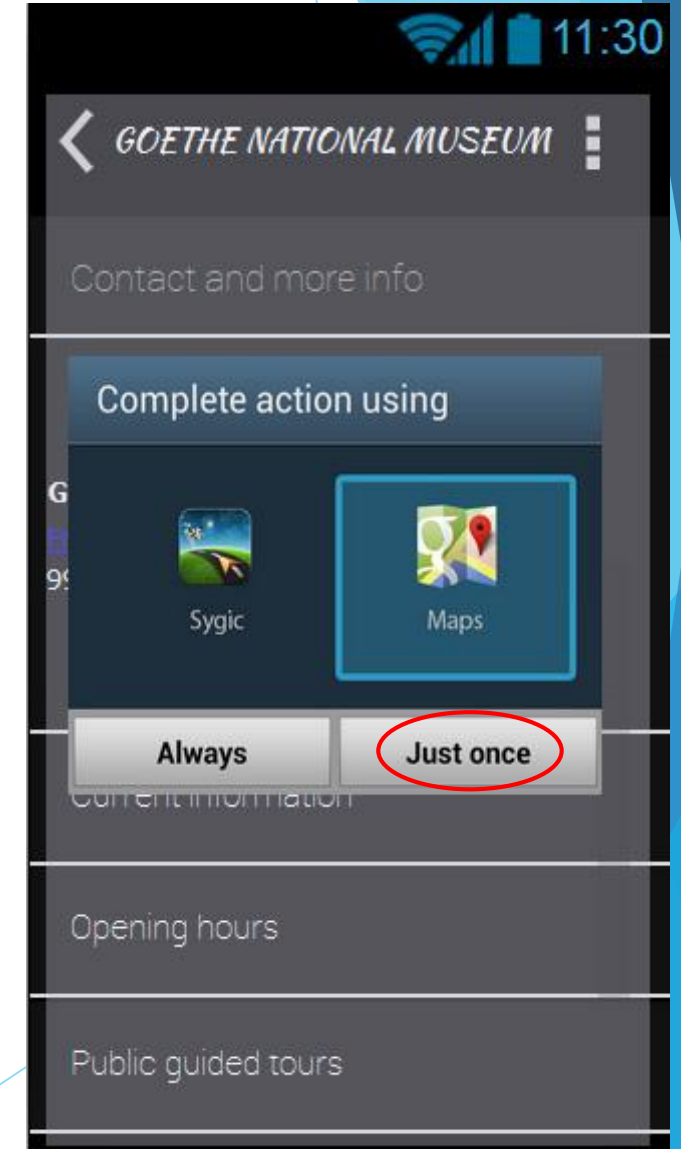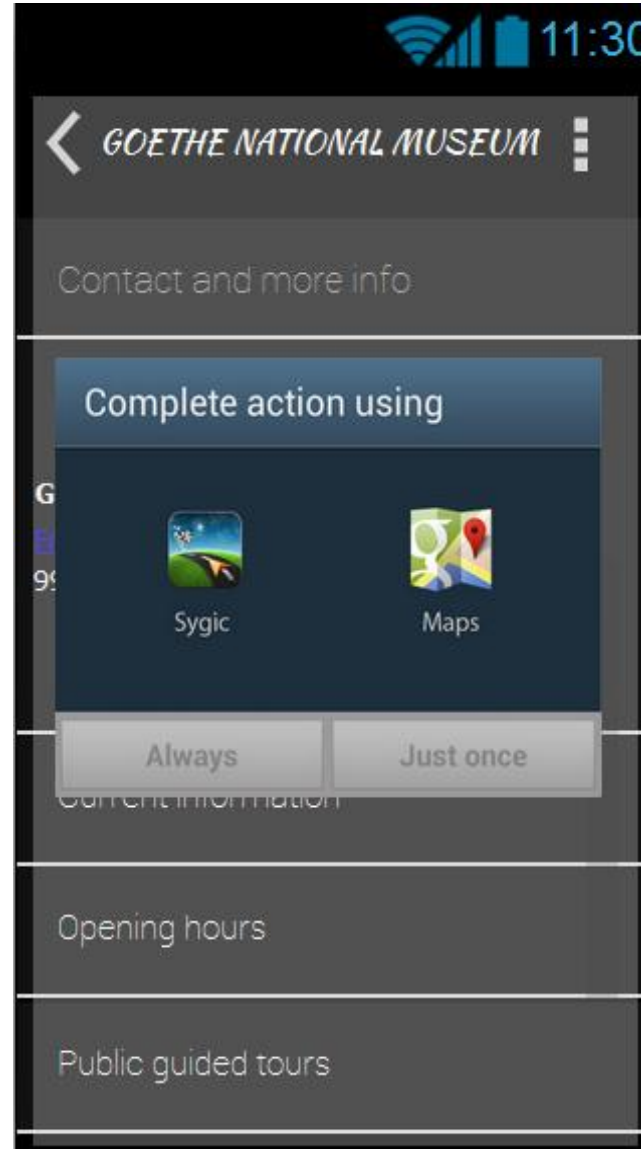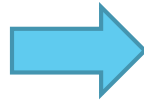# Navigation - Rooms (End)
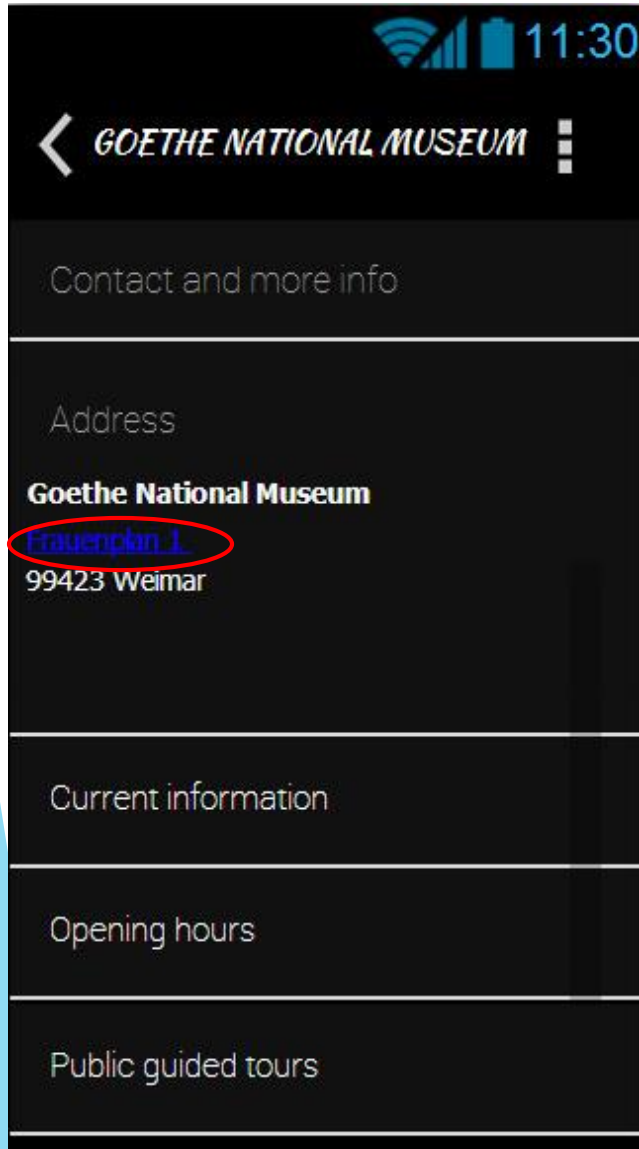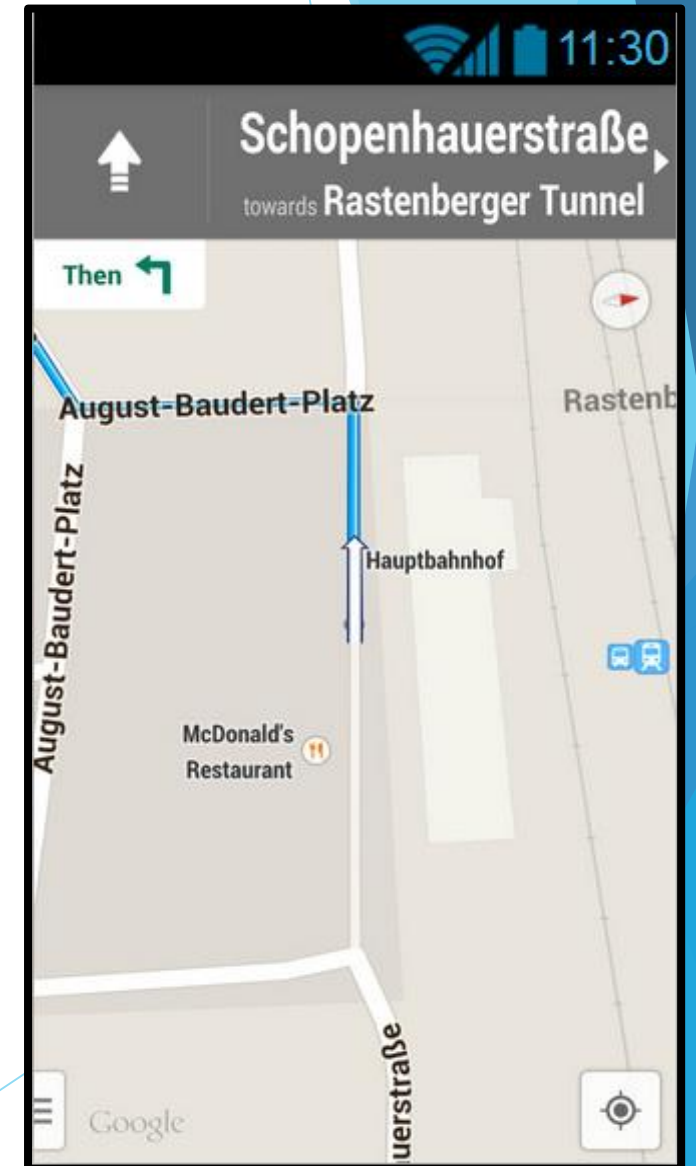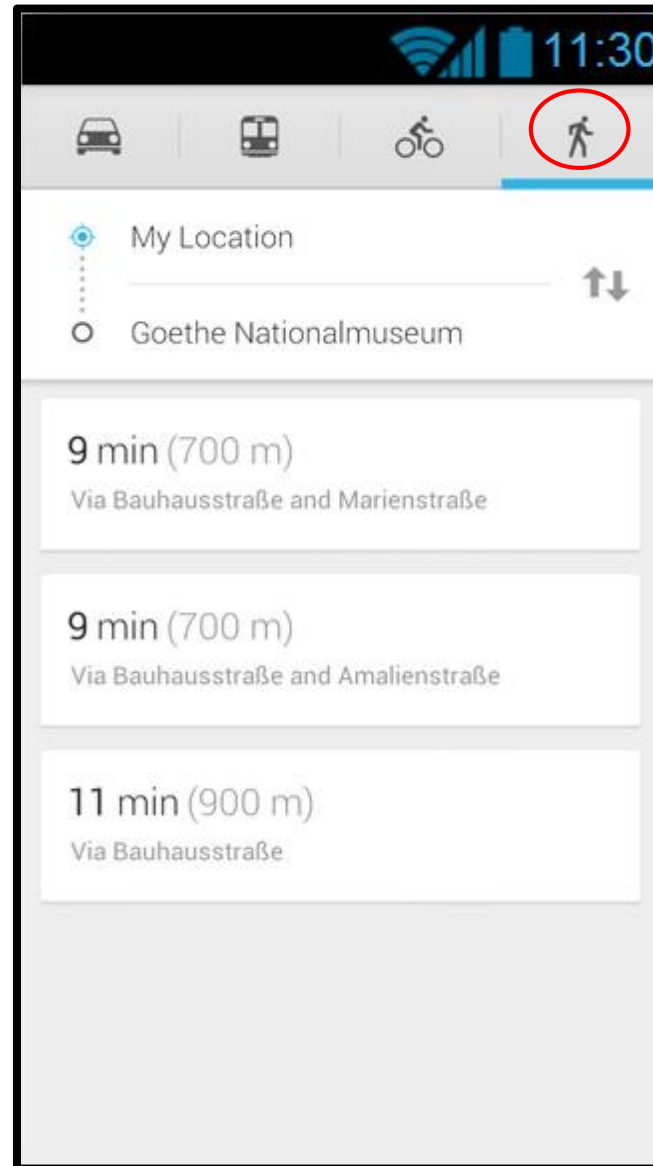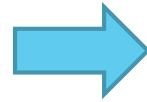
Navigation – Key points

Navigation – Key points (End)
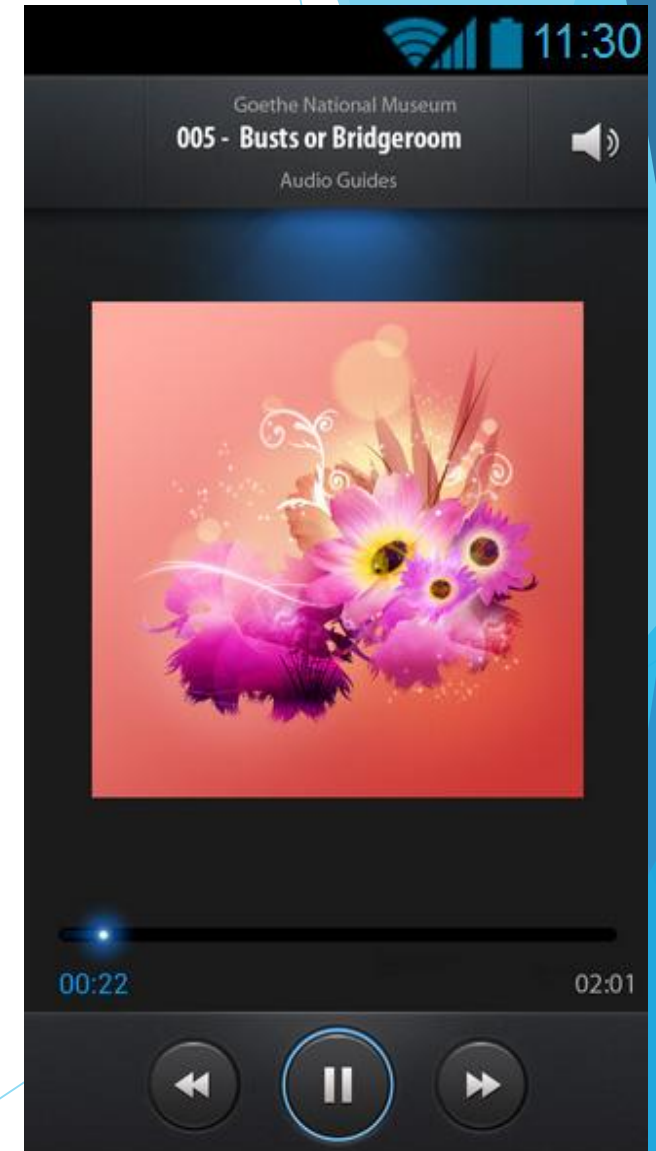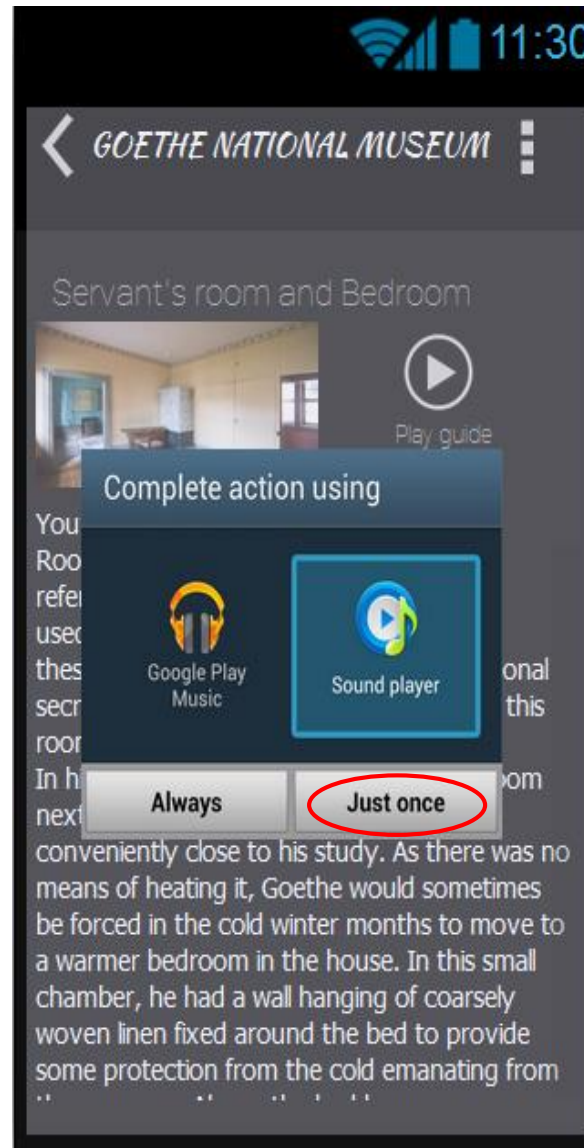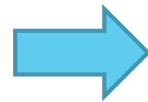
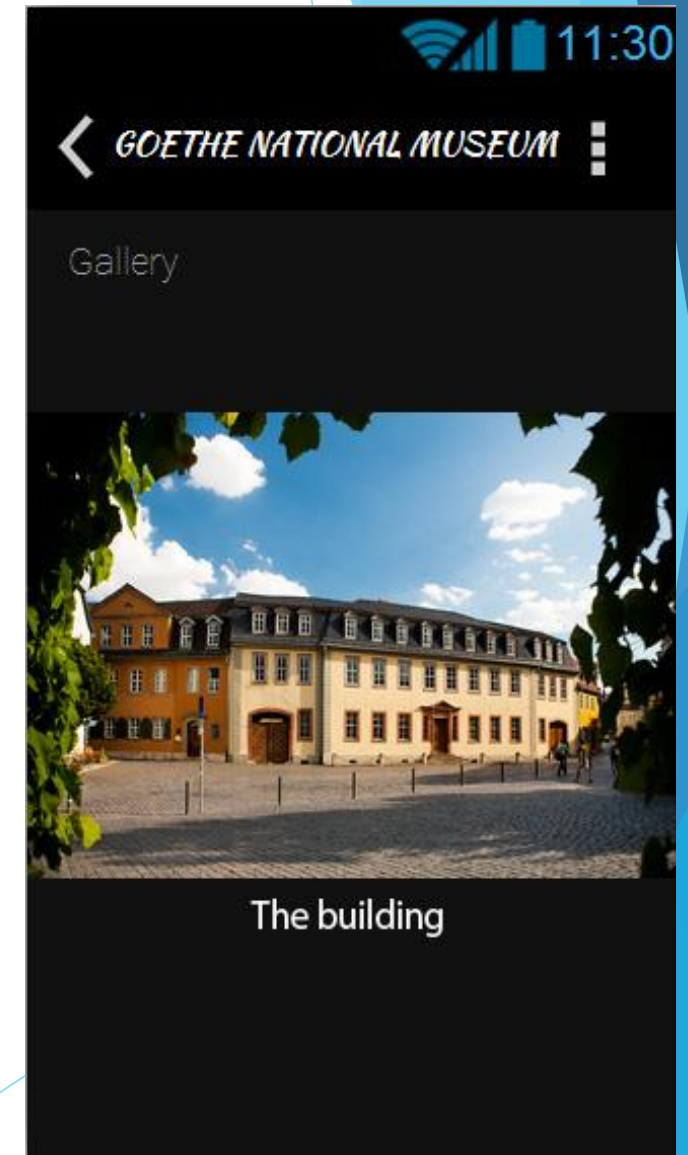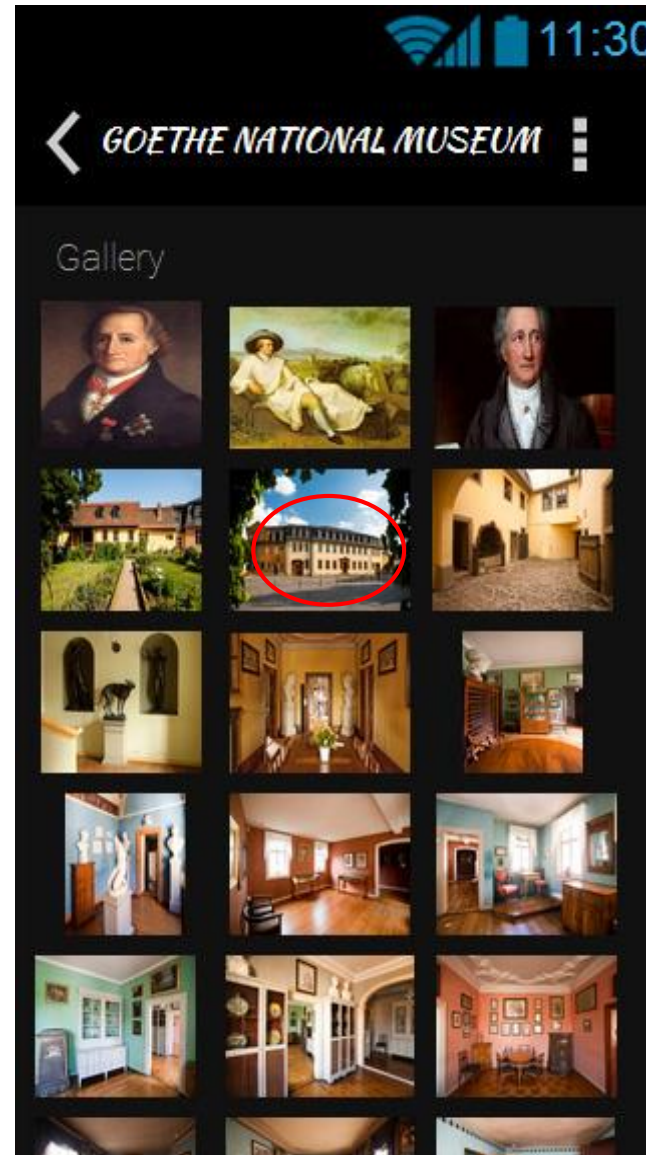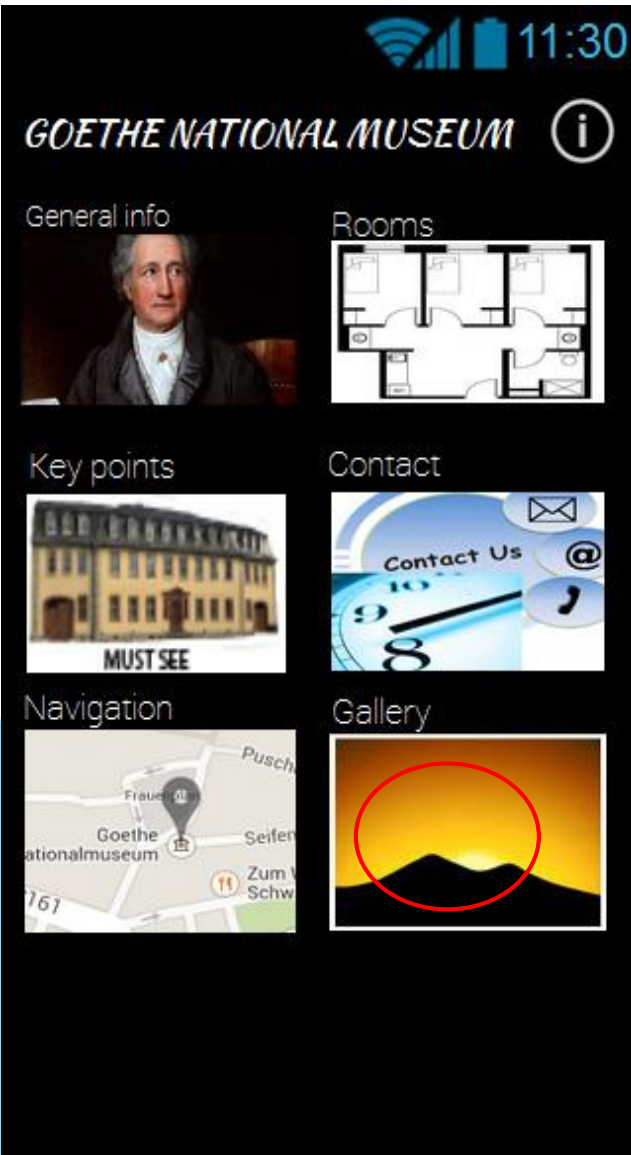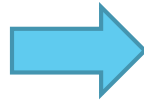# Navigation – Contact and more info

Navigation – Contact and more info

Navigation (Cont.)

Navigation - Gallery

Navigation – Gallery (Cont.)

Navigation – Gallery (Cont.)

Navigation – Gallery (Cont.)
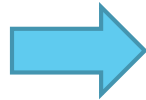
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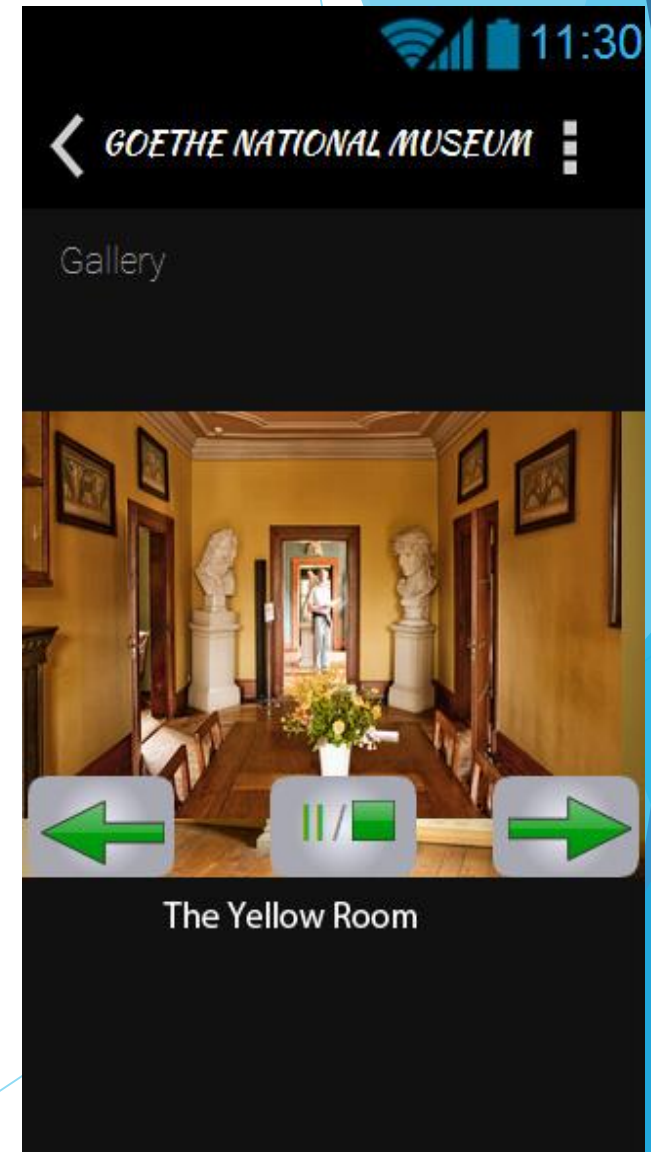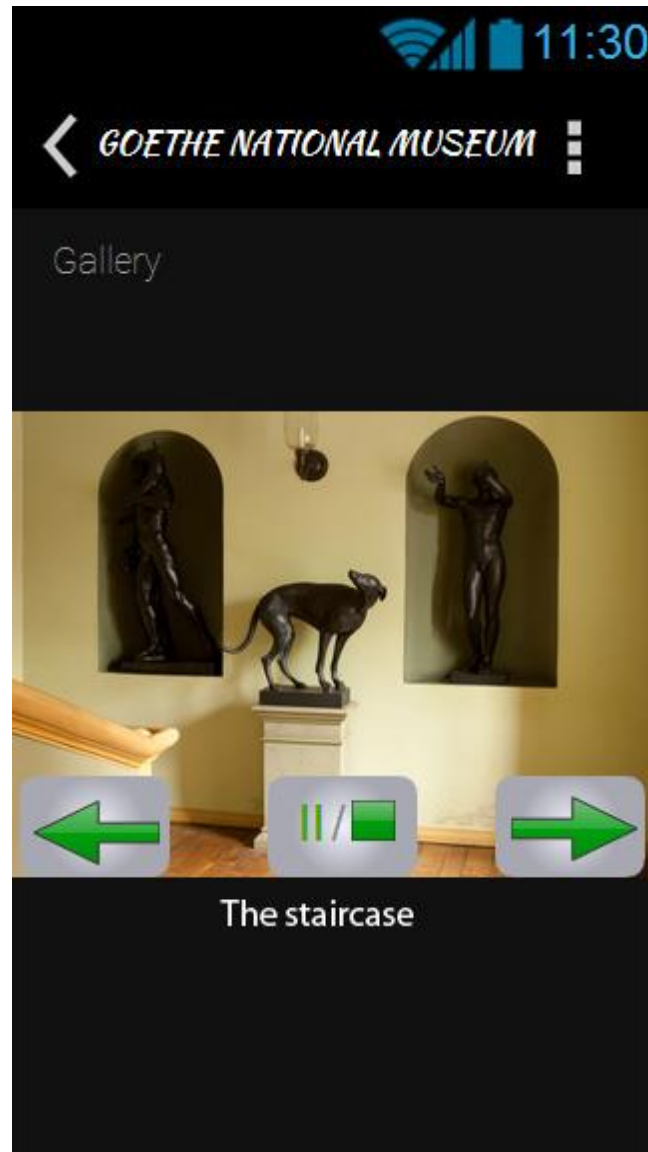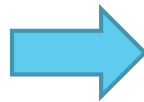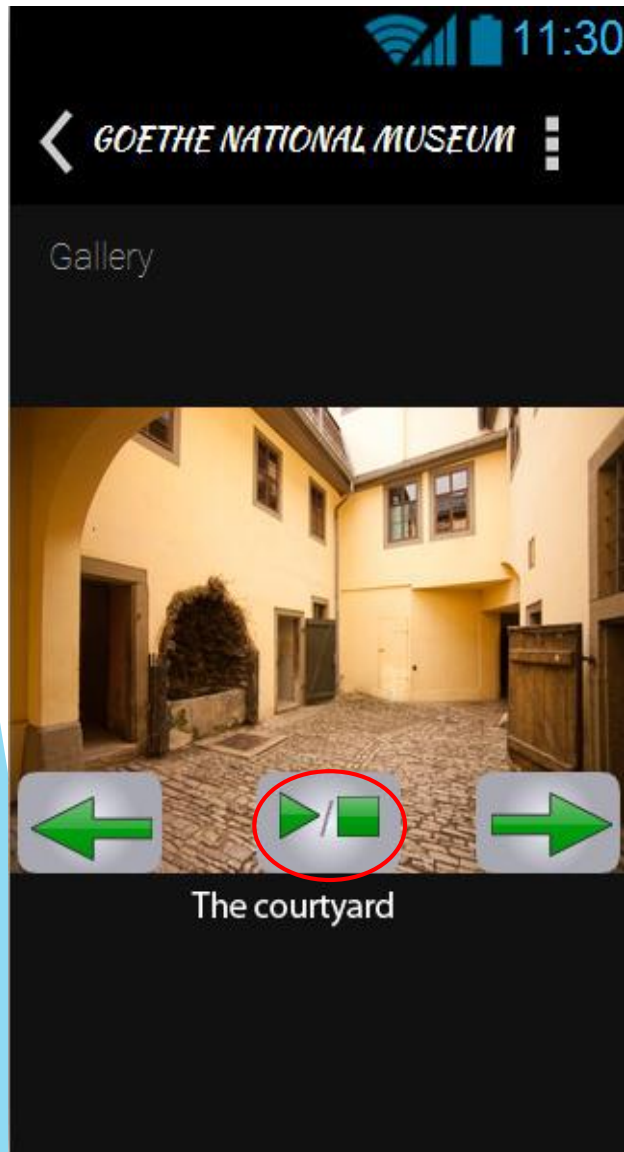
Navigation – Gallery (Cont.)

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
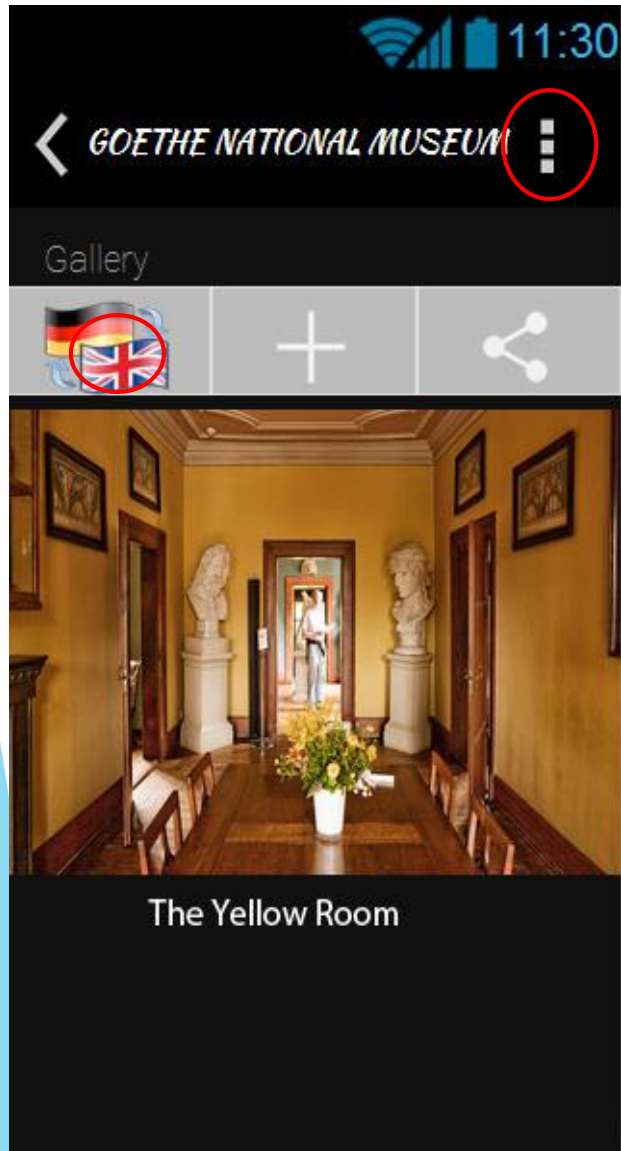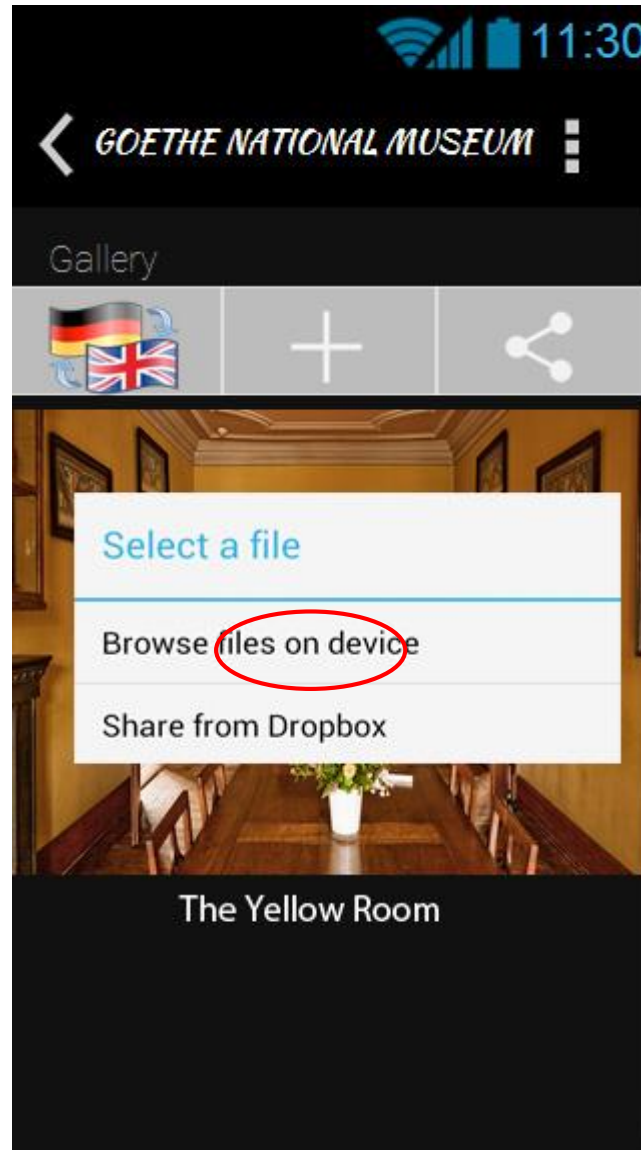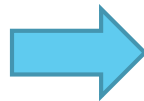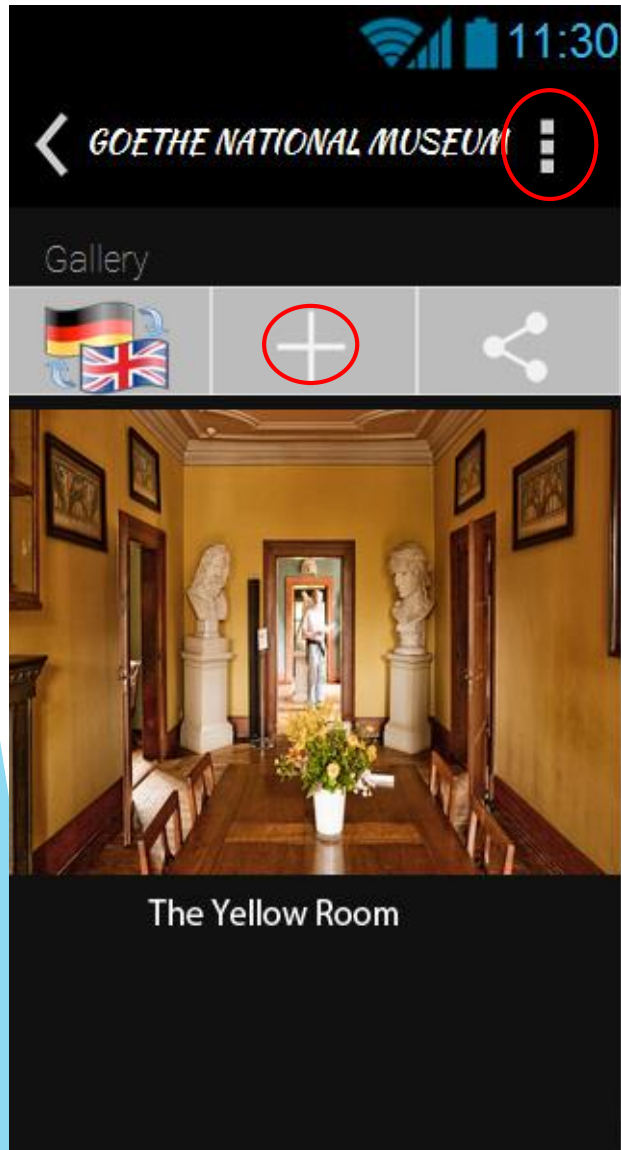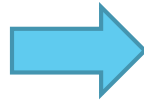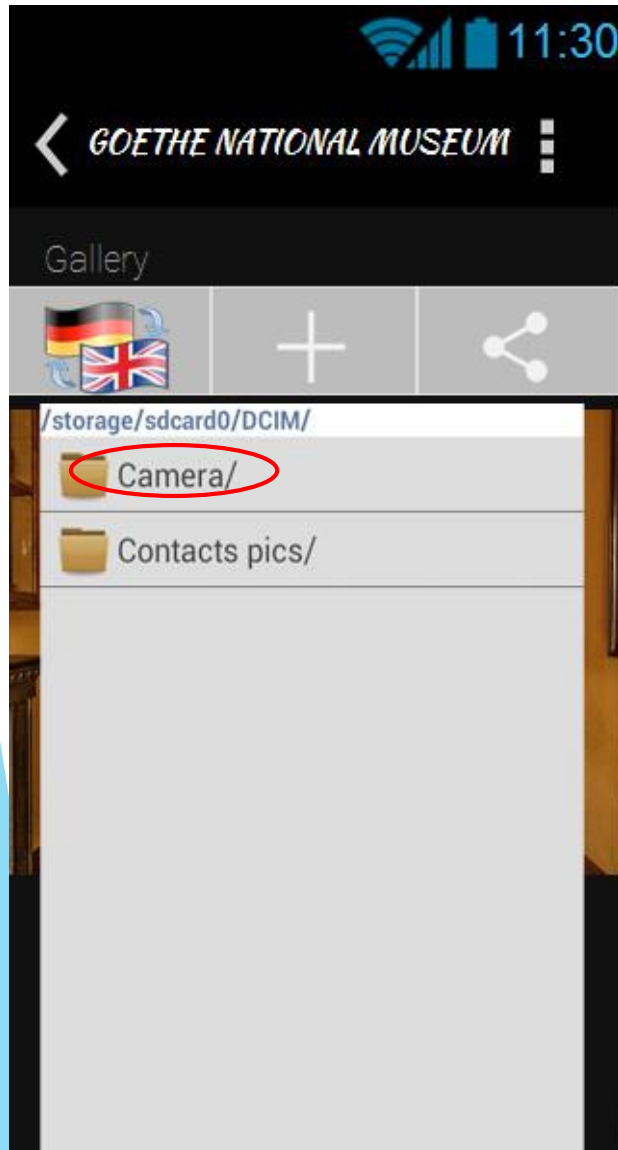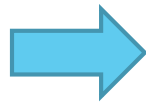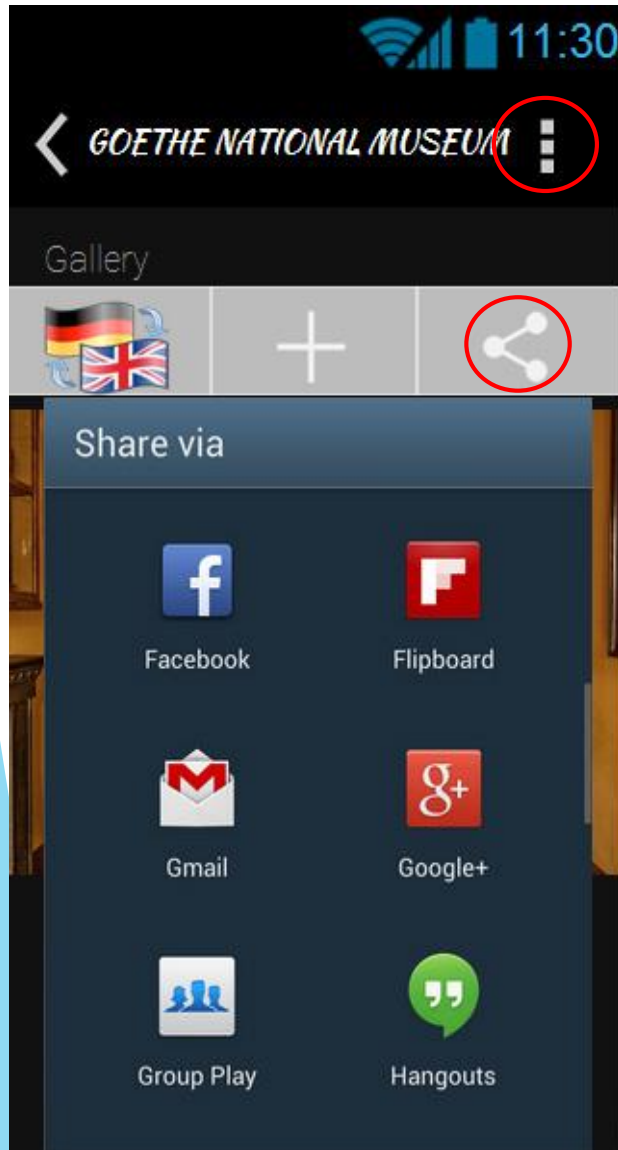 - Easy navigation
  - Navigation feature / efficient linking
- Ability to upload content through the app
  - Lack of social media pages (Facebook, Google +, etc)
  - But ability to share app content on user's pages
- App available in German and English
  - Suitable for most international tourists
- Nice 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