



La Noche de los Museos App

Introduction

“The Night of Museums” is a cultural event that started in Berlin in 1997 by the name of “Lange Nacht der Museen” (Long Night of Museums). Under its name (with some changes itself in different places) a group of museums and cultural institutions in an area cooperate to remain open late into the night. Visitors are given a common entrance pass which grants them access to all exhibits as well as complimentary public transportation within the area.

Since 1997, this event has become quite popular in many cities (Berlin, London, Amsterdam, Paris, Zürich, Bern, Düsseldorf, Munich, Prague, Belgrade, etc.)



Introduction

Buenos Aires has an area of 202 Km² and a population of 3 Million. If we add the metropolitan area (the districts surrounding Buenos Aires) the number of people increases to 12.8 Millions in an area of 4700 Km².

All these numbers transform this City into an important cultural and social place.



Introduction

Since 2004, “La Noche de los Museos” (The Night of Museums) is taking place with a growing concurrency. The last version had 178 museums and cultural institutions through the whole city and more than 750.000 visitors.



Introduction

“La Noche de los Museos App” is an Application that will display the following information:

- Map with the location of every museum or organization.
- List of Museums in alphabetical order.
- Information related with the museums (location, prices, exhibitions, type of museum, recommendations, etc.).
- Agenda with the complete program.
- Pictures uploaded by the organization of the event.

Moreover, this App gives to the users the chance to star a museum or add it to favorites.

The logo consists of the text "LA NOCHE DE LOS MUSEOS" in a light blue, sans-serif font, stacked in four lines. The text is centered within a dark blue rounded square background.

LA NOCHE
DE LOS
MUSEOS

Technical details

App's name + Version	La Noche de los Museos
Type	Guide - Museums Guide
Operational System (OS)	iOS
Min. Screen Resolution Required	320x480 px Iphone 3GS
Min. OS Version Required	Iphone: iOS 3.0 or later
Native or Web-app	Native (iOS)
Free or Paid	Free version
Available in...	http://lanochedelosmuseos.gob.ar

The prototype is explained for IOS® Devices. Doing a deep analysis, a possible result will explain that a better would be Android® Devices, and an interesting target would be BlackBerry® devices.

iPhone 5 will not be considered because nowadays it is not on the Argentina market.

Idea and design

The Idea behind the Application is to make it as easiest possible to the user to see a big number of museums, institutions or events. Under this concept, the design should be basic and simple, offering precise information in few steps (four for the most important information; three for complementary information).

- 1 - Launching the App.
- 2 - Select the wished option.
- 3 - Look for a museum in the map/list; picture or extra information.
- 4 - Second step to select a museum in the map or list.
- 5 - See the information of a selected museum; an event in the Agenda; picture or the extra information.



App Working

The icon ❶ will be the official logo of the event; but using IOS devices we can observe a first problem, the name. If it is “Noches Museos” the iPhone resume it to “Noche...seos”. Instead of that, I find better this name than the letters “LNDM”. The logo of the State of Buenos Aires ❷ (who organizes the event) will be displayed in the home screen, and later in the contact information. Once the app is working, we can find the menu of options ❸



App Working (map)

The Map function ① works in a similar way than Google maps®. The user can look the buildings where “La Noche de los Museos” is happening and once one of them is selected, he/she can see the specific information.

The Map gives the user the chance to organize the buildings by favorites ② or nearest ③. In the button Options ④, it could be possible to change the map style. Once we have chosen the specific museum, we can see to information updated ⑤.



App Working (list of item)

The List function ① shows the whole list of Museums, institutions and organizations in alphabetical order.

The time that consumes to search a particular museum could be considered between two and three steps, if we count the amount of items.

Once we have chosen the specific museum, we can see to information updated ②.



Option Selected

The museum selected offers us five different types of information (four in the bottom menu ¹ and a fifth one in the up right corner ²). The bottom menu has the possibility to see the main information of the museum; a list of near museums or institutions; the activities that are going to take place there; and the ways to arrive to the museum (bus and subway lines plus address information).

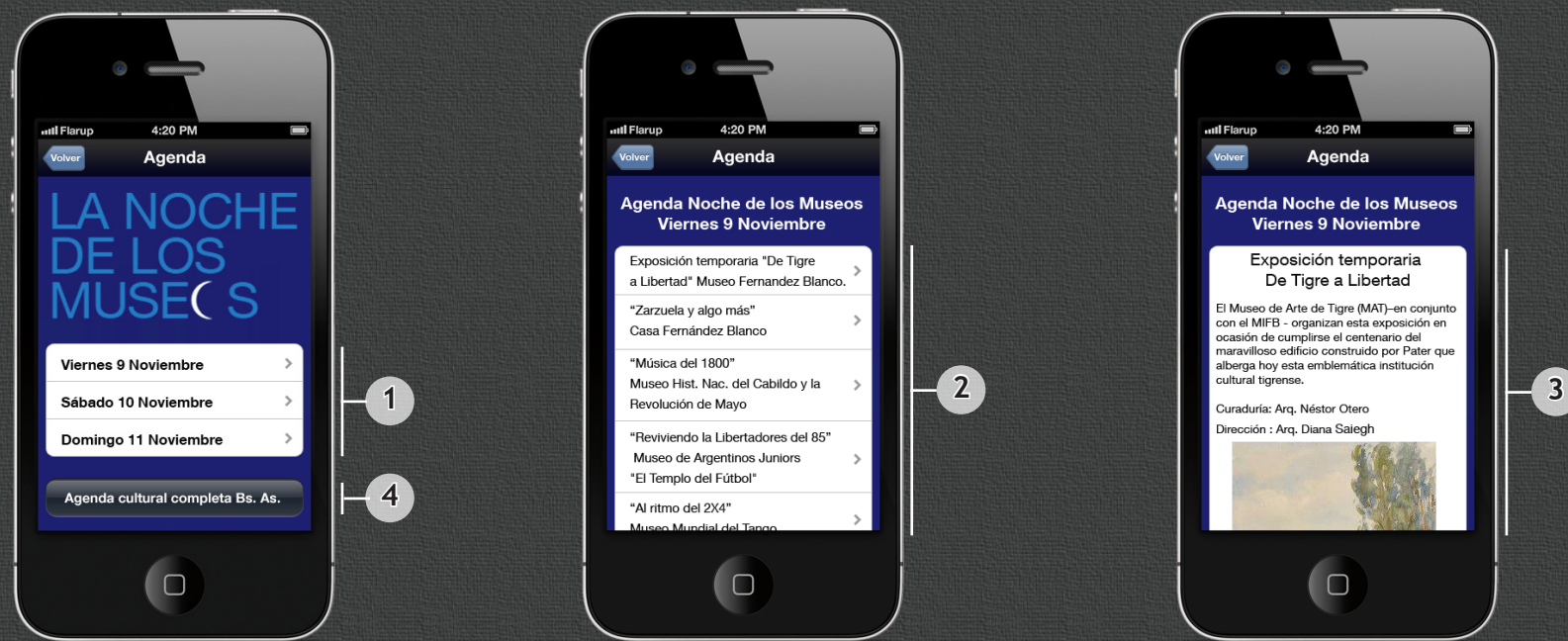
The option in the up right corner gives us the chance to add this place to favorites or send a link with the information of the museum.



App Working (Agenda)

The Agenda function starts showing a menu divided per days **1** (the three days of the event) and choosing one of these days, the user can see the list of activities **2**, and then the activity explained **3**.

A fourth button under this menu **4** is the option to see the complete cultural agenda of the state of Buenos Aires. This link will resend us to a particular website outside the application.



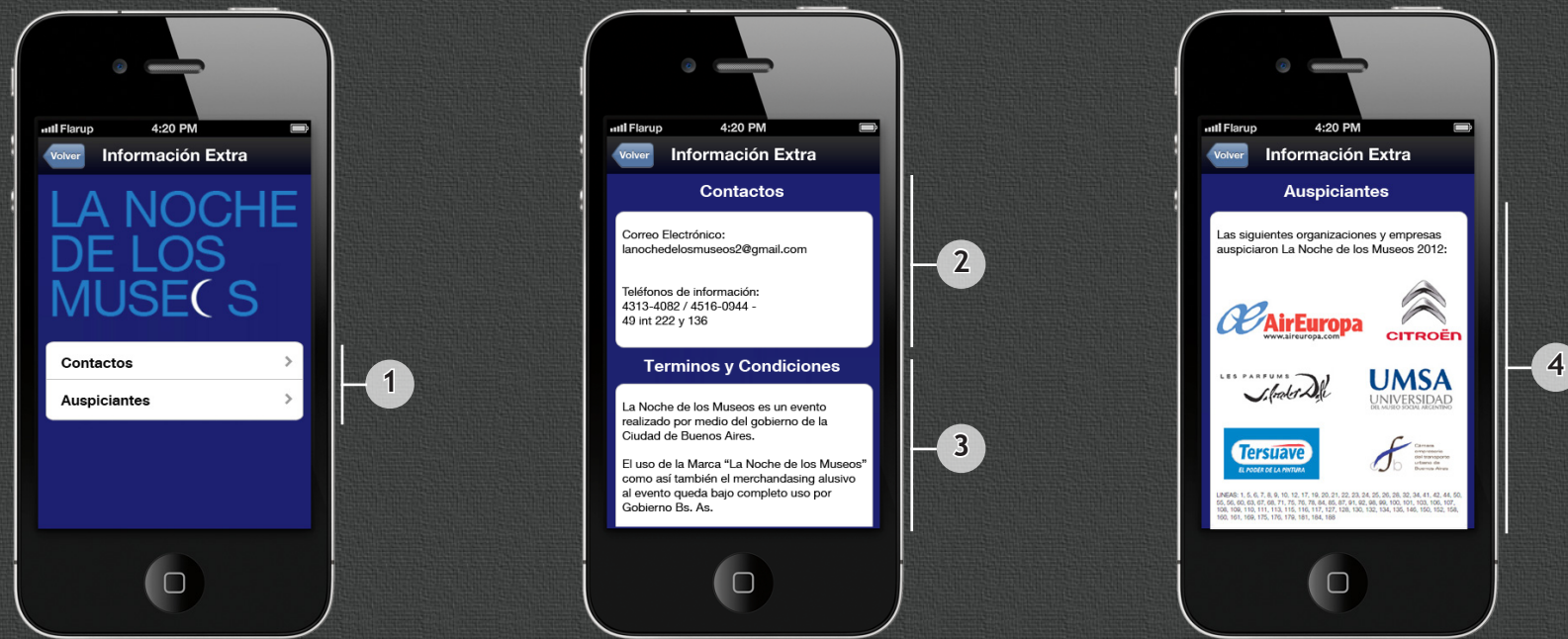
App Working (Pictures)

The Pictures function ❶ simply shows a list of pictures updated in the official site of “La Noche de los Museos”. The user can see in a big size a picture selected ❷.



App Working (Extra Information)

The “Extra Information” button ❶ will show the contact information ❷ and Privacy Policies ❸ in one option. In the second option ❹ there will be displayed the brand of all the sponsors of the events.



As a short review, we could consider that the way to access to the information is easy and fast. Moreover, the user can see without problems the museums and organizations and with the information obtained, decided to go or not.

The List of museum could be long and complex, because the names are also long and the user could not know if a museum like “Asociación Amigos del Tranvía y Biblioteca Popular Federico Lacroze” will be in the list by the keyword “Asociación”, “Tranvía”, “Biblioteca” or “Federico Lacroze”. There should be a search option.

Possible extra complements

In order to make more complete the app, there could be possible multiple alternatives:

One could be to expand the information of every museum (pictures or a map of the museum). Another one could be the add more information in the “Extra Information” section or/and even in the Agenda, with better and deep information.

An interesting feature would be a camera function. It could work with a particular frame of the event (or a logo in the bottom right corner).

Then, the user could upload It to a particular section of the official website, or Twitter® and Facebook ®.

End Presentation



Thank you!!

Matias Garcia - 17/01/2013