

THE VOYAGE

PROJECT NEWSLETTER

JANUARY 18th & 25th, 2012

WEEKS 1 & 2

WELCOME TO THE VOYAGE!

This semester we are creating a new, interactive mobile platform for use at the Carnegie Museums of Art and Natural History. We are currently in the process of brainstorming ideas to fulfill the goals outlined by our clients. Next week we will present these ideas and begin the process of refining our ideas and enter into production.

CLIENT GOALS

The primary goal for our project is to help the museum increase attendance amongst college-age students. In order to do this, our clients have requested a product that allows for the creation of a sort of community and social media component within which the museum can be framed. Through this system, the museum would transform into a more dynamic experience and one that has a more conversational nature to it, while also merging the essences of the Art and Natural History sides into a more cohesive experience.

Overall, some of the key thoughts and points



to come from our initial client meeting that we are considering include:

- The similarities/differences of the scientific perspective vs. the artistic perspective;
- Create motivation to traverse the museum;
- Improve navigation through the facility;
- Merge the Art and Natural History sides into a more cohesive/engaging experience;
- Promote special museum events and unique exhibits;
- Create a method for conversation, both for discussion about pieces but also about their relationships to other pieces and to society;
- Something that is fun, repeatable, and rewarding;
- Easy to administer and keep up-to-date

MOVING FORWARD

Over the next weeks we will be outlining prototype ideas and discussing them with our clients, advisers, and faculty members. We are all very excited to be working on this project and have an appreciation for what our clients are looking for and what their ultimate goals are.



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