



# THE VOYAGE

PROJECT NEWSLETTER

MARCH 15TH, 2013

SPRING BREAK & WEEK 9

## PUSH TOWARD HALVES

This week we continued our focus on developing material for halves. We spent time at the museum working on a short demonstration video, as well as presenting our project to their IT and marketing teams.

In regards to marketing, it has become clear that the museums are in the midst of an overall branding transformation. Luckily, our project aligns very well with their primarily goals. While this is great, we are also somewhat concerned with the level of cooperation we may or may not see from marketing. We are currently working to determine the best way to move forward with this since it was a concern voiced by the faculty at quarters.

The IT meeting went much smoother. As it turns out, the software and languages (github, heroku, ruby on rails) are all technologies that they are familiar with and are either using now or plan to use in the future anyway. They did voice some concerns about our project's reliance on guests' cellular networks or on the museum's wifi, but they are currently working on improving the latter.

Week 9, this semester, was halves. Overall, these went pretty well. There seems to be some ambiguity about how exactly the product works in the museum itself, but we feel comfortable in saying that we'll be able to address these issues satisfactorily. 🚢

