

# ***RFID at The Tech Museum***

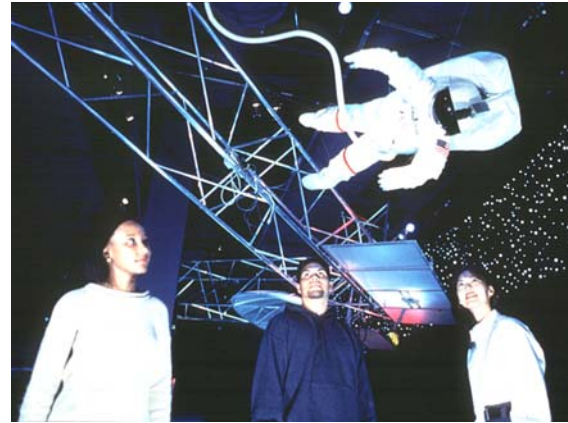
## **Visitor-centered Applications Of New Technology**



[my.thetech.org](http://my.thetech.org)

# Smart Museum Vision

... Imagine getting VIP treatment each time you visit your favorite museum. The museum itself seems to know you – seamlessly weaving all your interactions into a cohesive experience.



You feel in charge as you navigate the building. You leave inspired, and eager to learn more about what you've discovered.

Later, you delve into a personal on-line scrapbook full of enjoyable memories to share, and new topics to explore.

# User Benefits

*“It made the museum just for me.” Grace, age 9*

- Interact in the language of your choice
- Create and save digital content
- Conveniently revisit this content later, from home, school, or work
- Gain access to additional web-based content
- Maintain privacy



# Why it Matters

“Learning is stimulated when information is connected to concepts users have already encountered, and described in reference to their interests.”

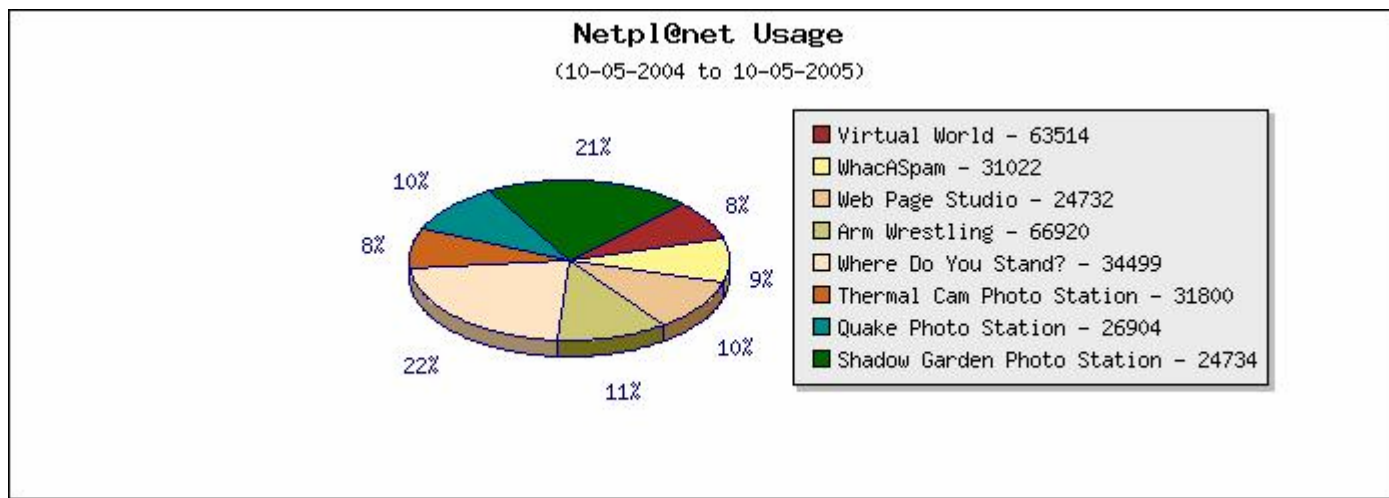
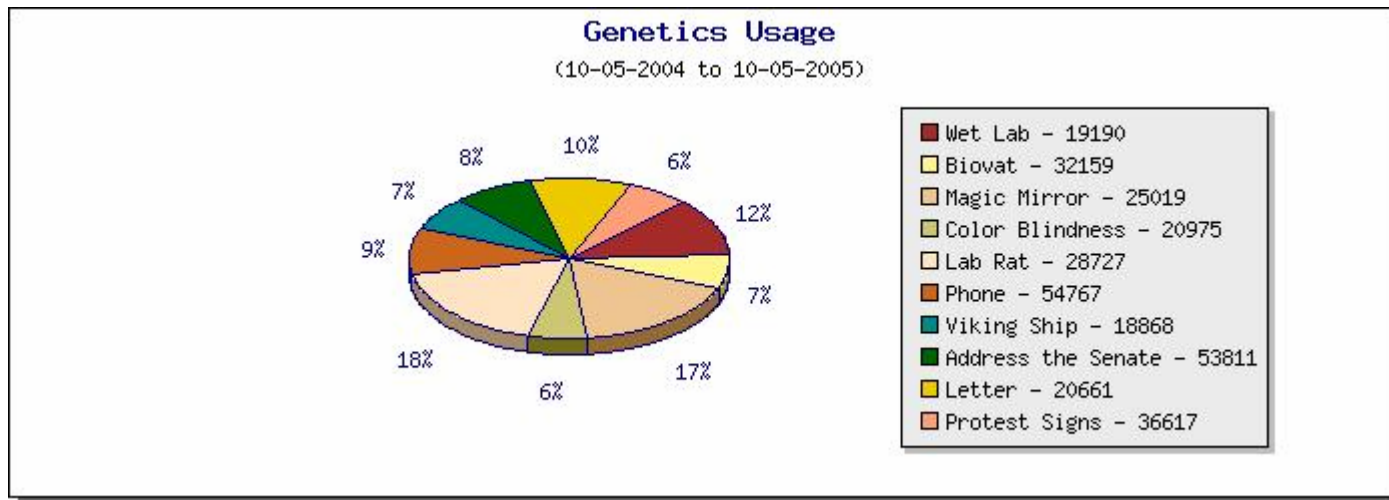
(Bowen, 2004)

“Users are more likely to return to a site that is personalized, and more likely to recommend it to others.”

(Jupiter, 2003)

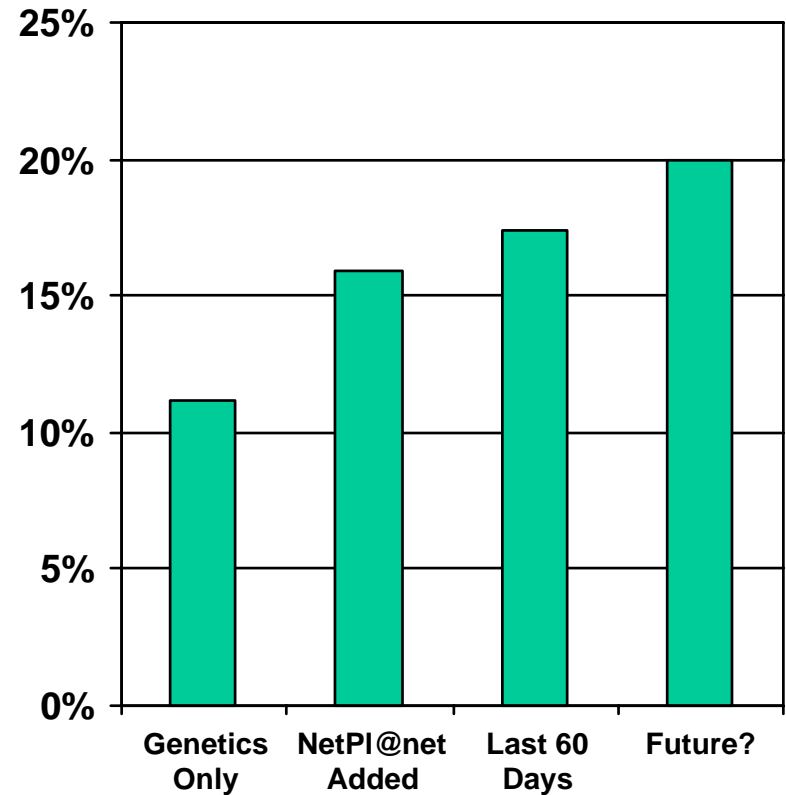


# Visitor Use Patterns



# More Content = More Use

- As we add exhibits to the system, more visitors log on.
- **Genetics** 18 readers
- **NetPI@net** 27 readers
- **Next Year** 10-30 more



# Near Term Challenges

- Provide User Coaching
- Deploy to other exhibits
- Publish Visitor Content
- Cost of tags
- Email Opt-in strategy



# Smart Museum: Longer Term

- More Content On-line
  - *Richer experiences*
- Grouped Tags for Families
  - and Classes
    - *Shared experiences*
- Link to Other Museums
  - *Extended experiences*
- Admission Ticket
- Member Card





# Discussion

**Technology** – what enhancements can we expect as RFID matures?

**Social Issues** – how will privacy concerns and other issues play out?

**Communication** – can personalization help us connect with our guests?

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