

## Who | Institutional Profile

<b>Institution</b>	<u>Muzeon – Jewish History Museum</u>
<b>Location</b>	Cluj-Napoca, Romania
<b>Short Description</b>	<p>Muzeon – Jewish History Museum, with its primary exhibition titled <i>Muzeon: The Story of your Jewish Neighbour</i>, debuted in 2020, on a foundation that is innovative and contemporary. Its primary objective is to acquaint visitors with local Jewish traditions and history. The exhibition features three true and personal stories whose authenticity aids in fostering a stronger connection between visitors and the topic. The real-life tales are accompanied by exhibits that combine 21st century museum innovations with conventional exhibition techniques.</p> <p>The mission of the museum is to provide visitors with information in a format that is easy to assimilate and that provides an exceptional experience. Virtual reality, interactive exhibits, artefacts and a variety of artistic installations are incorporated into the exhibition. The museum hosts temporary exhibitions in addition to the permanent display.</p>
<b>Ownership</b>	Private
<b>Size</b>	4 FTEs and around 5,000 visitors per year, with a constant growth in the number of visitors.

<b>Approach to Digital</b>	<p><b>Input by Flavia Craioveanu, Dan Craioveanu, Béata Siklodi</b></p> <p>It is critical for our institution's operations to be present in the digital world, both in our workflow and in our interactions with visitors. On the one hand, using digital tools in our daily work allows us to be more efficient as a team and get things done more quickly. On the other hand, we were able to broaden our audience and increase the attractiveness of our exhibition by integrating digital tools into the museum, such as our audio guide web application and virtual reality. The adaptability of the digital tools we use in our museum has allowed us to broaden our audience by adding more languages or new audio sequences to the audio guide. Aside from that, the audio guide web application enables us to employ technological solutions that improve the accessibility of museum content.</p>
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## What | Case

<b>Project Title</b>	<b>An Inclusive Digital Transformation of the Museum Experience</b>
<b>Timeframe</b>	2022-2023

## Concept & Approach

Throughout the entire DOORS project, we focused on two different types of innovation: new content distribution and revenue models, as well as innovative approaches to audience analysis and engagement. In retrospect, the incorporation of digital components into the museum's exhibition space and the subsequent improvement of the museum's central exhibition element - the audio guide - was the fundamental idea behind the design of the pilot.

During the phase of the project in which we were coming up with ideas, one of these was to develop an interactive virtual tour of the museum. However, we ultimately decided to develop a product that we would be able to market to other museums. The original idea for the project thus morphed directly into something both significantly more complicated and valuable - a tool that would have a significant impact on the museum community offering the improvement of the experience that other museums' visitors have. Additionally, it would be utilised to improve the museum content.

Visitor feedback as well as data collected from our audioguide web application indicate that our method enhances the visitor's experience by providing interactive and digital components rather than a more streamlined way of visiting the museum. Additionally, the audioguide web application generates analytical data that provides information on the visitors' views on the exhibition. This enables us to collect data that can be utilised to enhance museum content and better adapt it to visitor requirements. This helps to explain why we have decided to centre our attention on our web application for this particular project and to set the continued development of the web application into a marketable product capable of performing all its intended functions as the primary objective of our project.

**The audio guide web app collects a lot of anonymous data about how each visitor uses the app. This includes how long they listen to each audio sequence, how long they spend in the museum, which audio sequences they skip, which audio narrator they choose, and so on. A rating system and brief feedback form are also included in our custom-designed and built software.**

Examples of data gathered with the audio guide web application



Metrics, Muzeon

Additionally, the project team believes that expanding the capabilities of the web application, particularly through **developing a content management system for it** would benefit all team members within the institution. For instance, the modification of the content would not necessitate the participation of an external IT partner, resulting in significant time and financial savings. Because of the web application's user-friendly visual editor and content management system, additional establishments will be able to provide a digital experience for their visitors without the need for employees with specialised technological knowledge.

These functionalities can also ensure the efficiency and the relevance of the product to external parties.

Another aspect of the project **was the improvement of the audio guide web app by adding three additional languages as well as new accessibility features.** The audio guide is planned to be expanded with the addition of texts and audio in languages other than Romanian, Hungarian, and English, namely Hebrew, French, German, and possibly Spanish and Russian. The comments left by our users were considered when choosing the new languages to offer.

## Benefits & Impact

Muzeon is one of the few museums in Romania to discuss Jewish culture as well as the Holocaust. Additionally, it is the only museum in Romania that incorporates high-tech digital tools into its displays, enhancing the overall experience for museum-goers. This project will further our digital journey and facilitate communication with a greater number of individuals. While the operation of the museum will be improved, we shall also be able to provide other museums with access to the same technologies we use.

We believe that people will soon rate more highly our museum's content due to the changes that we're making through this project. Using our impact factor, which requires that more than 60 percent of all audio content be listened to and rated at least 4.5 out of 5 stars, we are able to measure the extent of this improvement. At this time, it has been determined that 76.4% of our site visitors are affected. Our objective is to achieve a further 10% increase in this percentage.

The high impact that the museum has on its visitors indicates that the use of digital elements is both accessible and highly popular in the museum setting, as shown by our statistics as well as the feedback we have received from our visitors. We anticipate that after adding all these new features to our audio guide web app the number of visitors will increase, which currently stands at about 5,000 people per year. The quality of the content will continue to improve in line with the increase in the number of visitors.

Moreover, this project will also make it easier to communicate with visitors who do not speak English by incorporating three additional languages from other countries. Even though the number of tourists who visit Cluj each year continues to rise, the city does not have a particularly large number of cultural attractions for tourists. There aren't many locations in the city that are open to people who don't speak Romanian because most exhibitions are held in Romanian. Therefore, the city's cultural offerings would become more accessible with this project.

Being able to produce a stand-alone museum application that other institutions might use will have an innovative impact on the local museum environment, at least. This would be an outstanding opportunity for us to become service providers for local museums and, hopefully, for international museums as well.

## Limits & Drawbacks

There are always advantages and disadvantages to releasing a new product, especially when competing in the same field. But how are we superior to the competition? There are at least two variables. The first is that we are museum professionals, meaning we are aware of the requirements for a museum guiding application. Second, and perhaps more importantly, our application allows museums that use it to discover what needs to be changed, improved, or enhanced in the exhibition concerned, based on the data the web app collects from each user.

One difficulty we will face is marketing the product to other museums. More specifically, it will not be easy to set a reasonable price for the product. The second issue is that we will not be able to provide adequate technical support to potential clients. Although our DSP will provide some form of maintenance to our clients after they purchase our product, we are unsure of the level of involvement required in this service. We intend to create a knowledge base document for our clients to reduce technical support as much as possible. We already have two potential clients - a national history museum and an art museum. These will act as real-world testing grounds for the application, and working with them as early adopters will help us overcome these challenges.

Another challenge is that other museums have specific requirements for the web application that we are developing for use in their exhibits. To be more specific, we must be able to

integrate specific features that they require while adhering to the established timeframe and staying within the project's financial limits. For example, if the exhibition spans two floors rather than one, we must ensure that the design is adaptable enough to allow for such changes in the visual interface. We are confident that we will be able to overcome this challenge by working closely with our prospective clients from the beginning of product development to ensure that we meet their needs. We've also scheduled at least one year of testing after the pilot ends, during which we'll meet with our clients on a monthly basis to learn what needs to be changed and adapted for the best results.

Another test we face is that we are unsure whether Romania's 'Museum industry' is adaptable enough to accommodate our offering. For this reason, we wish to spread the word about our product on a global scale.

## Future Prospects

With the release of the new application, all members of the team will be able to add new languages to the audio guide's content, as well as update and amend the content based on feedback. However, this means the future workflow will change. To ensure programme effectiveness, the team will meet once every three months to review feedback and discuss changes required.

Muzeon is dedicated to the continuous improvement of our organisation as well as the ongoing education of our employees. We will therefore create a meeting schedule for our employees so as to ensure the success of this project.

As part of the organisation's growth culturally, we will use the insights and learnings gained from this project to establish a climate of continuous improvement and feedback. Furthermore, we shall encourage the team to freely express their ideas, suggestions, and criticism. Yet we are also in charge of developing a training programme. Following the completion of the pilot programme, we shall begin working closely with customers who were early adopters of our product. We will meet with these clients, holding monthly meetings to gather feedback in order to better understand the needs of museums not affiliated with our organisation. This will allow us to fine-tune our product even further. In addition, we will attend events that focus on the intersection of technology and culture to stay up to date on industry developments and market our product to anyone interested in purchasing it.

We will develop a marketing strategy to help us gain the attention of prospective buyers and raise awareness of our newly released software. We plan to attend trade shows, conferences, and other industry events to demonstrate the product and network with potential customers. We shall also create targeted marketing materials, such as brochures and presentations, to be distributed to cultural organisations and museums. These materials will be customised to their specific requirements.

We already have two potential applicants for this product, as mentioned in the previous section, so we believe we will be able to test the initial barriers quickly. With the collaboration of the other two institutions, we shall then have more opportunities to spread the benefits of digitalised culture. We shall enhance our standing as an industry pioneer in the application of technology to cultural activities as we promote the software and establish connections with prospective clients.

## Key Take-Aways

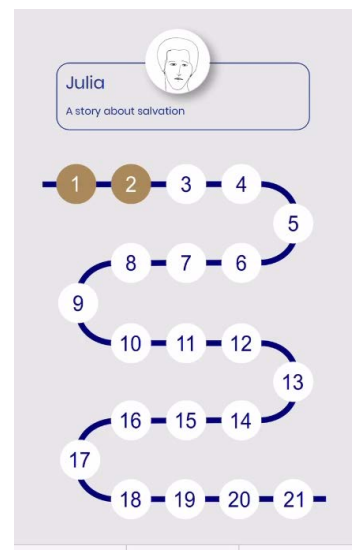
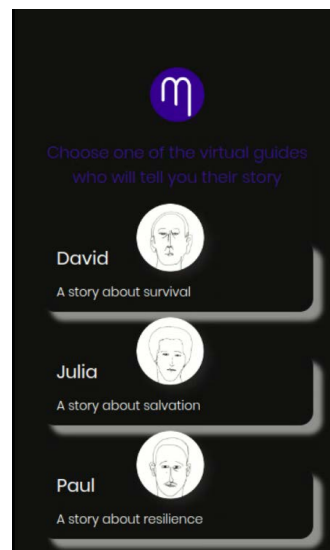
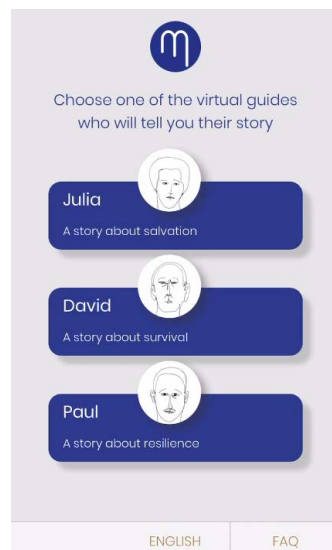
- Integration of digital tools and technology in museums can significantly enhance visitor experience, creating a stronger connection with the subject matter.
- Continuous improvement and technological relevance should be prioritised in the long-term plan and vision of museums.
- The development of a user-friendly and adaptable web application can improve accessibility, help gather analytical data, and allow for content modifications based on visitor feedback.
- Collaborating closely with prospective clients and early adopters is crucial for understanding and meeting the specific requirements of different museums.
- Marketing strategies, such as attending trade shows and targeted marketing materials, are essential for promoting and gaining attention for new software products in the museum industry.

- Time management is an ongoing challenge in project execution, with improvements necessary here to ensure effective operations.
- Mistakes and successes are valuable sources of learning, and reflecting on them helps in drawing conclusions and improving future projects.
- The involvement of various parties, including museum professionals and potential clients, is important for the successful development and implementation of museum applications.

These key take-aways highlight the importance of incorporating technology, continuous improvement, client collaboration, effective marketing and learning from experiences to enhance the museum experience and drive success in digital projects.

### Involved Parties

- [Exigea Tech](#) (software)
- [Boom Advertising](#) (sound)



Audioguide, Muzeon



Muzeon Room 1, Muzeon



Muzeon VR, Photograph by Gouwy Lieven