

Creating a Groundbreaking Digital Experience for Museum Visitors

Company Overview

The Sidney and Lois Eskenazi Museum of Art is a modern teaching museum located on the Bloomington campus of Indiana University. With treasures spanning from sub-Saharan Africa to paintings by Monet and Picasso, the museum serves as an important educational tool for professors, students, and tourists. Since its founding in 1941, the Museum of Art has expanded significantly and its collection today now represents nearly every art-making culture in the world.

The Challenge

Organizing the collections, however, has been a persistent challenge. Although the Museum is generally organized by geography—such as Ancient Art, Asian Art, Contemporary Art, and so on—the museum staff envisioned a world in which visitors could interact with different subsets of art unrelated to the geographical situation. The organization decided to create a digital app that could be easily accessed for those coming to the museum. Rather than tying the experience to specific geographical anchors, visitors hand-select preferences to plan for upcoming visits and interact with the art on display.

The Approach

To effectively share this new capability of creating a custom “pathway” at the Museum with visitors, the LaunchPad Lab team recommended a Progressive Web App (PWA) that would be user-friendly, customizable, and responsive. For a client with an immense amount of content—from audio clips and videos to troves of photographs—Contentful provided the absolute best solution. The technology allowed the Museum all the tools necessary to create, update, and disseminate content with ease. Pairing Contentful with Gatsby would make building the website streamlined and efficient.

Pain Points

- ✗ Geographical org. mapping
- ✗ Limited access to collections
- ✗ Difficulty maintaining exhibit info
- ✗ Lack of real-time data

Product Requirements

- ✓ Workflows not tethered to geography
- ✓ Personalization
- ✓ Responsive design (mobile, web)
- ✓ Easy access (QR code, URL)
- ✓ Streamlined content management
- ✓ Real-time updates

Delivering a Personalized, Immersive Experience for Museum visitors

The Solution

The new app offers design a digitally enhanced and personalized experience with:



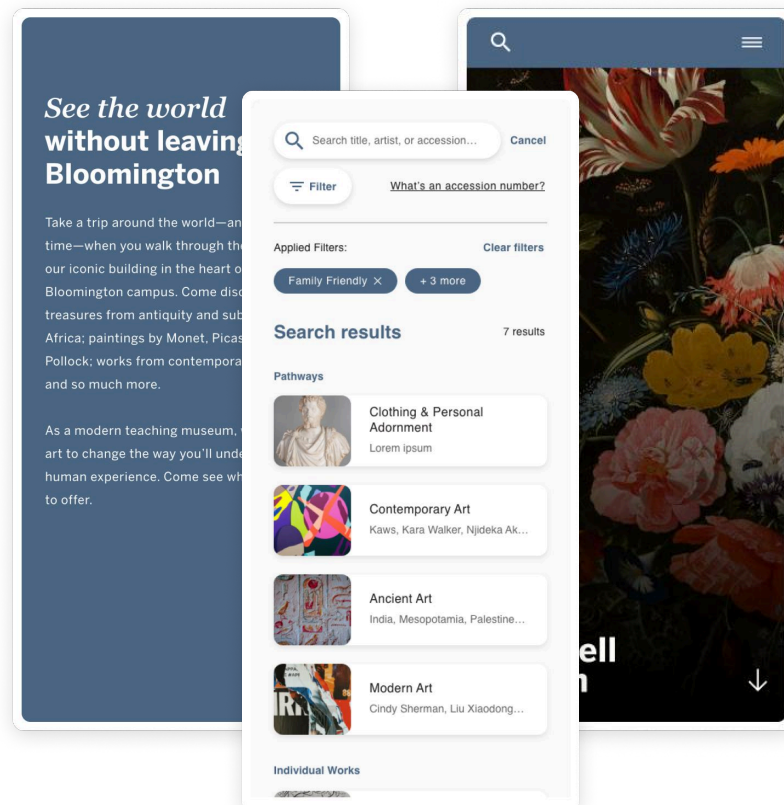
Custom Pathways: Users can create personalized pathways to explore the museum and map out plans for their visit. For example, students working on a clothing project can now filter the Museum collection to find a pathway about clothing that spans all cultures, geographies, and timelines.



Accessible Design: The app is responsive, available for use on mobile and desktop devices. What's more, visitors can access the app via QR codes or URLs, removing the need for app downloads and ensuring inclusivity for all audience demographics.



Content Management: Museum staff can now update and manage content for exhibits and art on display easily.



The Results

The new app offers design a digitally enhanced and personalized experience with:

- ✓ **Enhanced digital exploration**
- ✓ **Personalized experiences**
- ✓ **Easy access via web, mobile, QR code, or URL**
- ✓ **Fast, seamless content management**
- ✓ **Real-time access to information updates**

“

LaunchPad Lab quickly understood our project requirements and their complexities. We are an art institution with different goals and preferences, and LaunchPad Lab’s team exerted a lot of effort to comprehend those deeply.”

—Cassi Tucker

Manager of Museum Technology, Ezkenazi Museum of Art

