FOSTERING PLAYFUL BEHAVIOUR AT MUSEUMS USING MOBILE APPS

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GAMIFICATION ELEMENTS IN MUSEUM APPS

Tate Trumps, 2010-12
Tate Modern

Museum Explorer, 2013
National Museum of Scotland

Crononautas, 2014
Thyssen Museum

"GAMIFICATION IS FOCUSED ON ADDING GAME DESIGN ELEMENTS IN NON-GAME CONTEXT"
Deterding, 2011

"MEANINGFUL GAMIFICATION IN AN INFORMATION-BASED SPACE CAN PROVIDE STIMULUS FOR BOTH THE INTELLECTUAL SIDE AND THE EMOTIONAL SIDE OF A PARTICIPANT."
Nicholson, 2012

TOWARDS A NEW ANALYTICAL FRAMEWORK FOR ENGAGING MUSEUM EXPERIENCES USING APPS
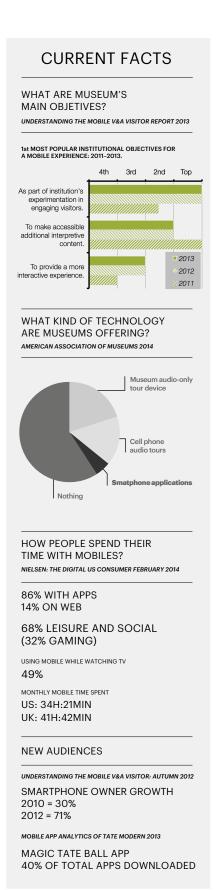
A SUMMARY OF RELEVANT PLAYFUL FRAMEWORKS FROM DIFFERENT FIELDS SEARCHING FOR COMMON APPROACHES AND SHARED INTERSUBJECTIVITY ELEMENTS

	psychology and learning			interactive and game design			gamification		
	CAILLOIS 1961	**CSIKSZENT MIHALYI** 1997	**GRENIER** 2010	**MURRAY** 1997	**HUNICKE, LEBLANC, ZUBEK** 2001-04	**COSTELLO** 2012	**DETERDING** 2012	**WERBACK** 2012	**SORA et al. 2014 (summary)**
			Experimentation play		Discovery Submission	Discovery Exploration	Curiosity Discovery Journey		**CURIOSITY**
		Friendship	Collaborative play		Fellowship	Camaraderie Sympathy		Relationship Cooperation	**FELLOWSHIP**
	Vertigo	Relaxation Concentration			Sensations	Sensation Captivation Danger		Emotions	**EMOTIONAL EXPERIENCE**
		Creative			Expression	Creation			**CREATION**
	Role-playing (Mimicry)	The sense of time is altered	Fantasy Role Playing	Immersion Suspension of disbelief	Fantasy Narrative	Fantasy	Fantasy	Narrative	**STORYTELLING**
		Problem solving Feedback Rewarding		Transformation		Difficulty Simulation Subversion	Enduring play Time constraints Variety of game styles Turns	Constraints Progression Win stages Turns Rewards Feedback	**GAME DESIGN PRINCIPLES**
	Competition	Competition			Challenge	Competition	Challenge	Challenges Competition	**CHALLENGE**
	Chance	Risk & Change						Changes	**RANDOMNESS**
		Control	Manipulate	Agency		Simulation			**AGENCY**

(SUMMARY OF FRAMEWORKS ELEMENTS)

FUTURE WORK

1. ADD DIFFERENT PERSPECTIVES TO THE FRAMEWORK TAKING ADVANTAGE OF MOBILE CAPABILITIES FOR MUSEUM'S CONTEXT

2. TEST OUR ANALYTICAL FRAMEWORK WITH SEVERAL APPS FOR MUSEUMS WITH QUANTITATIVE AND QUALITATIVE METHODOLOGIES

CURRENT FACTS

WHAT ARE MUSEUM'S MAIN OBJETIVES?
UNDERSTANDING THE MOBILE V&A VISITOR REPORT 2013

1st MOST POPULAR INSTITUTIONAL OBJECTIVES FOR A MOBILE EXPERIENCE: 2011–2013.

As part of institution's experimentation in engaging visitors.

To make accessible additional interpretive content.

To provide a more interactive experience.

2013 / 2012 / 2011

WHAT KIND OF TECHNOLOGY ARE MUSEUMS OFFERING?
AMERICAN ASSOCIATION OF MUSEUMS 2014

Museum audio-only tour device

Cell phone audio tours

Smatphone applications

Nothing

HOW PEOPLE SPEND THEIR TIME WITH MOBILES?
NIELSEN: THE DIGITAL US CONSUMER FEBRUARY 2014

86% WITH APPS
14% ON WEB

68% LEISURE AND SOCIAL
(32% GAMING)

USING MOBILE WHILE WATCHING TV
49%

MONTHLY MOBILE TIME SPENT
US: 34H:21MIN
UK: 41H:42MIN

NEW AUDIENCES

UNDERSTANDING THE MOBILE V&A VISITOR: AUTUMN 2012

SMARTPHONE OWNER GROWTH
2010 = 30%
2012 = 71%

MOBILE APP ANALYTICS OF TATE MODERN 2013

MAGIC TATE BALL APP
40% OF TOTAL APPS DOWNLOADED

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