FOSTERING PLAYFUL BEHAVIOUR AT MUSEUMS USING MOBILE APPS

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GAMIFICATION ELEMENTS IN MUSEUM APPS

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

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 OBJECTIVES?
UNDERSTANDING THE MOBILE V&A VISITOR REPORT 2013

WHAT KIND OF TECHNOLOGY ARE MUSEUMS OFFERING?
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