Evaluation of an Augmented Reality App for the Museum

When a smartphone is held over a picture it will start moving

Abstract

The combination of smartphone and augmented reality provides original new ways for museums to present their content to visitors - especially to the younger audience.

This master thesis focuses on the evaluation of the augmented reality app „Movin' KLEE" which was developed by students of the University of Applied Science Augsburg in collaboration with the Art Collections and Museums in Augsburg specifically for the exhibition "Paul Klee – Mythos Fliegen" that took place at the H2 Centre for Contemporary Art from 23 November 2013 to 23 February 2014.

Special Focus

The evaluation is based on a survey and passive observation of visitors during the exhibition.Three questions are particular interest: whether and how visitors of the exhibition used the application, how they have moved through the exhibition and how the app caught their attention in the first place. In addition, the application's usability and the exhibition venue are analyzed.

Furthermore, Klinkhammer's classification model, which is based on the Contextual Model of Learning by Falk and Dierking, is described and applied in order to systematically identify to what extent Movin' KLEE adds to the visitor's personal, social and physical museum experience.

Based on the results of the survey and the application of the classification scheme, weaknesses of the app and of the exhibition itself as well as improvement possibilities are identified.
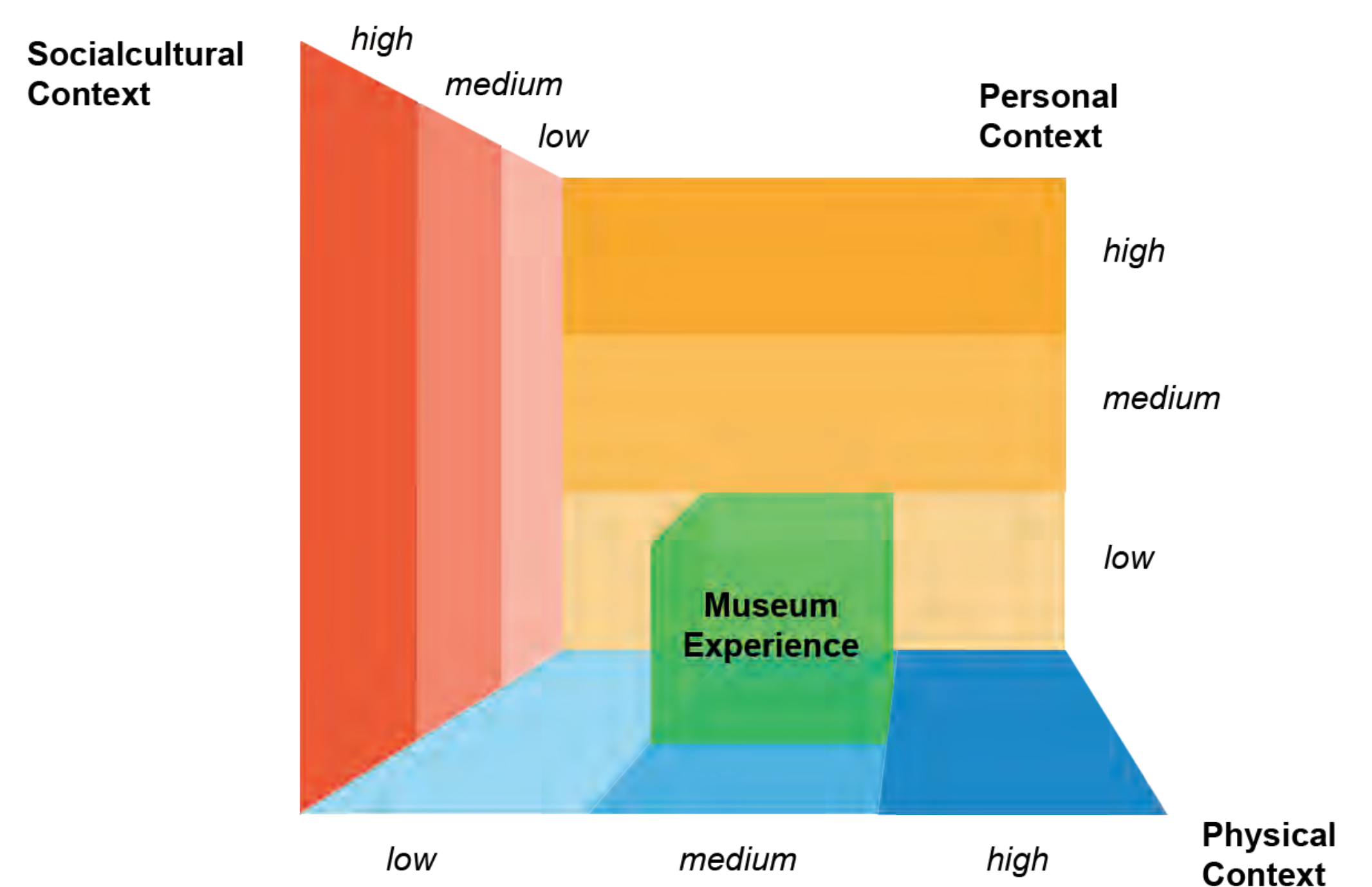
Museum experience of Movin' KLEE

Result

The study of the application Movin' KLEE shows that customers remebered the augmented-reality-related paintings better than non-animated pictures, since animations raise the viewers attention and perception. Besides the better memorization of paintings, the rather unknown technology itself was very interesting for visitors. The active involvement with Movin' KLEE offers the visitors an additional experience besides the classic exhibition. Furthermore the intuitive usability makes the application accessible for visitors who are not experienced with applications.

In the end, it depends on the personal interests and preferences of a visitor as well as the content of the app whether Augmented Reality apps can be established in the museum surroundings. However, the evaluation reveals that it is important to inform the visitor about digital offerings within the exhibition. In addition to the technical challenge the museum's internal integration and communication plays an important role.

Regardless of age the app can be used by everyone

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