

# Baltic Museums LoveIT!

## webpage content

Ordered by: **UNIWERSYTET SZCZECIŃSKI (US)**

Realised by: **KAMILA PARADOWSKA, DOBRA TREŚĆ**

---

Szczecin, 2019

Table of content:

Content structure and site map .....	2
Content for webpage .....	6

# Content Structure

Proposed content structure is available under the address:

<https://app.milanote.com/1Gr2vm1xLyP4d6>

## Sitemap



## Example solutions

**Our story** Team ▾

Historia projektu

**Historia projektu - artykuł**  
1 card

<https://docs.google.com/document/d/1DggnwtVq6-xlfjafLJf5qRrZ6D12ACD5oCFAr841KZw/edit?usp=sharing>

**3 infografiki o historii projektu - tekst**  
1 card

<https://docs.google.com/document/d/16qERyglZ-ijFtCckbPt4nlbxWFG9XGuPjh28cvUMqCE/edit?usp=sharing>



■ Intercultural communication

## Intercultural communication

**Artykuł**  
1 card

<https://docs.google.com/document/d/1o4w7O5E5iUT5BDfkySH7JHLDCSBbUasm3-lph0snoE/edit?usp=sharing>




Photo by [rawpixel](#) / [Unsplash](#)

## Places

Team Secret link: on

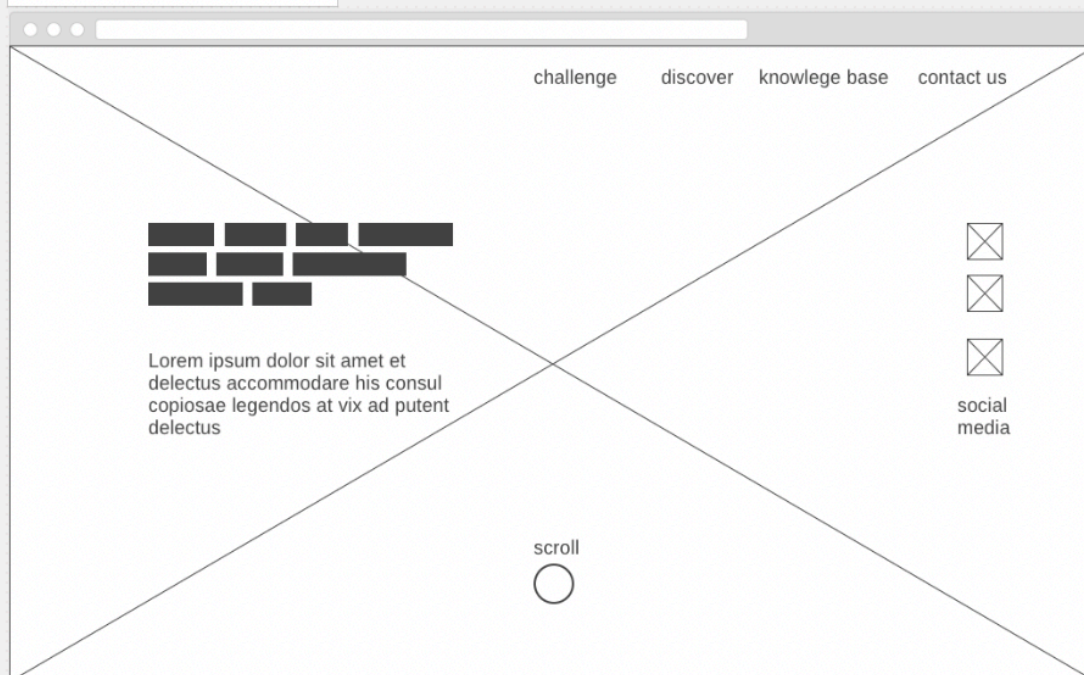
Należy zbudować mapę z naniesionymi miejscami - mapa musi uwzględniać teren projektu Południowy Bałtyk

Uniwersytet Szczeciński (Lead Partner)  
Uniwersytet Nauk Stosowanych, Stralsund (Scientific Partner)  
Akwarium Gdyńskie  
Litewskie Muzeum Morskie  
Muzeum Malmö  
NaturBornholm  
Netcamp  
Północna Akademia Biznesu



## Main page example

Schemat strony powitalnej:



Schemat strony powitalnej: Unsorted 0

The wireframe shows a homepage layout with a navigation bar (challenge, discover, knowledge base, contact us), a main content area with a header, a paragraph of Lorem Ipsum text, a scroll indicator, and social media icons. Below is a grid layout with two columns: 'News' and 'About'. The 'News' column contains two news items, each with a placeholder image and a text block. The 'About' column contains a large placeholder image and a list of items.

challenge discover knowledge base contact us

social media

scroll

News

About

**Pakiety robocze**  
1 card

<https://docs.google.com/document/d/1P-FqRb5-X1RZlk-ywyJCGFSfCWxKVIIHUFXicAUjD15Qo/edit?usp=sharing>

## The content:

### Challenge > Intercultural communication

#### Intercultural communication

Establishing intercultural communication is one of the priorities of our project. It follows the strategy of sustainable development and also the strategy of equal opportunities implemented by the Southern Baltic Programme.

Specification of our project commits us most of all to focusing on communication in specific conditions. Representatives from different countries and cultures are brought together by the same places - buildings of cultural institutions - museums and zoos. In relation to those places it is fundamental to ask a number of questions - about behaviour, expectations, experience of the place and the architecture or the methods of presentation.

The questions listed below constitute a starting point for research conducted for the project Baltic Museums Love IT! by Tanja Titel from the University of Applied Sciences in Stralsund.

1. How should guests representing diverse levels of knowledge and stemming from different cultures be received in a given institution? How should they be greeted?
2. How to work in case of necessity of a visitor's awareness of a wider context? How to work with a visitor when the context has to be known to a lesser extent?
3. Are we certain that people from other countries and other cultures receive exactly the same information? (This concerns not only expositions or the process of visiting, but also technical information about a building.)
4. What methods could be used in order to enrich the visits of international guests?



5. In what way can the museums improve the evaluation of quality of their presentations expressed by the visitors?
6. How should institutions react to negative opinions?

Therefore, important things in discussions over the mentioned issues are:

- questions of access to the contents on sites and in applications as preparation to a visit. - designing of so called physical surrounding, interiors, with special consideration of the greeting zone.
- guided trips, demonstrations prepared by museum employees. - specifications regarding the process of visiting in terms of recipient's expectations.
- adapting them to different groups
- optimisation in terms of multicultural community
- marketing campaigns, cooperation among museums from various countries and presence in guides.

Good intercultural communication is one of the basic challenges for modern Europe. Museums have an opportunity to integrate, inform, educate and engage visitors in participating in common experiences which will unite visitors from different countries.

tags:

intercultural communication multicultural challenges  
intercultural communication in Europe European integration  
the Southern Baltic Programme engaging visitors

## **Challenge > Creation of the visiting process**

### Creation of the visiting process

New forms of experience – this is how we can shortly call the challenge that we faced when designing solutions for tourists under Baltic Museums Love IT!

Behaviour scenarios: needs

There is an increasingly strong tendency in modern European societies to find some kind of fulfilment in seeking experiences rather than consuming material goods. The museums or zoos that were

underestimated several years ago often attract huge crowds today. Many of our project partners have long forgotten about attendance problems. So, what is a challenge for us if not attracting people to museums?

Firstly, the visiting process requires constant improvement and creation. It should ensure that visitors experience a satisfying adventure and recommend this place to others. Our main task was to anticipate spectators' needs, open up to their possibilities and to what they are seeking. We made use of modern tools for creation, such as knowledge in the field of UX – designing user experience.

### UX at the museum

Asking about the museum visitor's experience, we must anticipate all small details: entrance, the first moments, information reaching the visitor and the path followed by him. It was more and more important for us, also in previous editions of the project, to focus on the family, particularly the youngest participants of the trip to the museum. What does their experience look like? What new things can we offer to them? How to include education actively in the museum narration? What educational practices are close to us and effective?

### BYOD as a supplement

The tourist has recently ceased to sightsee on his own. He is accompanied by a camera, social media where he shares his contents, and applications. Thus, the tourist becomes more extensively a spectator and ambassador of the place that he visits and builds interest and confidence. At the same time, he can prolong his process of presence in the given place via applications.

Therefore, one of the key elements of our creation of the visiting process was the BYOD (bring your own device) philosophy. Our actions were based on the assumption that visitors of exhibitions have their own devices, such as a smartphone. What application can we offer? What action can we take within the scope of Internet media to encourage the visitor to explore exhibitions more deeply? Should gamification be included in spectator experience? These are only some of the questions that allowed us to open the creative process of enriching experiences.

Tags:

creation of the visiting process BYOD



applications for museums  
UX at the museum  
designing experiences

## Challenge > Cooperation

### Cooperation between institutions

The South Baltic region is the place that connects people from five European countries. Gathered around sea-related experiences and stories, they created institutions that enrich, name and identify this area in each country. Close co-operation and transfer of knowledge is made possible by the Interreg South Baltic project today.

Knowledge as an advantage and currency

The primary aim of the authors of the programme, which is also used by Baltic Museums LoveIT!, is to balance the level and opportunities of European countries from this area. It is worth stressing that the basic financial position or the division of money between institutions are not the only important criteria. The main currency guaranteeing success was knowledge and experience. Thus, the Baltic Museums LoveIT! programme is primarily a great transfer of knowledge – an opportunity to acquire new skills through dedicated training courses and an exchange of experiences between institutions.

What has Interreg South Baltic given us?

Under Baltic Museums LoveIT! we implemented our goals on the basis of opportunities created by the European integration program. Participation in the project allowed us to take up the following challenges:

- exchange of knowledge and experience in connection with cross-border co-operation
- transfer of knowledge in connection with the development of the IT industry for cultural institutions
- development of a platform for co-operation between local governments and the NGO sector that increases their capacity to influence regional, domestic or EU policies having an impact on local development
- reinforcement of the capacity of local organisations to create networks,

participate and co- operate, as well as their capacity to engage in intercultural dialogue

- creation of an international network with organisations pursuing the same mission
- experience of the possibility of intersectoral co-operation in the international context

Difficulties and attempts to overcome them

We perceived the establishment of a small working community in the project as one of the key challenges. Why? Because the sense of action is carried through people, their approach and their will to work together. Altogether, we have held more than 10 joint meetings of the entire team of representatives of all partners. We built the team by inviting one another to each of the partner centres, by working together during hackathons and during numerous online meetings that allowed us to broaden our expertise.

A strong form of integration was the understanding of our common goals and common mission. Our institutions act similarly also today in the age of migration – they respond to the needs of the same people: tourists looking for places to sightsee, explore and broaden their knowledge of their small homeland within the South Baltic region.

Tags:

Co-operation

European integration

South Baltic region

Interreg South Baltic programme

## **Discover > About**

### About the project

Museums, programmers and research institutions from Poland, Denmark, Sweden, Lithuania and Germany decided to meet in the joint work in order to create BalticMuseums: Love IT!. BalticMuseums: Love IT! is the brand that develops new services for people visiting museums of the

South Baltic Sea. Nine partners of the project and eight associated partners create IT tools in order to increase attractiveness of culture institutions in this region.

The three-year project is co-financed by the European Regional Development Fund under the South Baltic Program (Interreg) for approximately 1.2 million euros, and the total project budget is 1.5 million euros.

The starting point for the project work is the assumption that contemporary viewers and participants of exhibitions presented in the institutions carry their own device about. Smartphones, tablets and computers only need proper software in order to be able to broaden experiences of a person visiting a given institution. "Bring your own device" is one of the main slogans of this edition of the project.

Learn more:

5 working packages of the project (link) Management and coordination  
Communication and spreading around Training courses and knowledge base BYOD

Assessment, evaluation, repair and implementation The history of the project (link)

Get to know the partners of the project (link)

---

## Discover > Project structure

### Project structure: how do we work?

BalticMuseums LoveIT! is based upon five work packages - work forms we adopted in order to realise the objectives set by us as well as possible.

The first work package Management and coordination

The performer of this action is the lead partner of the project - the University of Szczecin. Management and coordination of the project lasts the entire time of its progress. While conducting subsequent procedures and performing the project we follow the requirements of the Southern

Baltic Programme which constitutes the funding source. Each of the partners is obliged to write reports from the performed actions twice a year. The lead partner controls implementing of the programme in every unit taking part in the project.

## Second work package Communication and dissemination

Communication and dissemination are the tasks performed by each of the partners participating in the project. Our targets are e.g: increasing awareness of cooperation and actual impact on the attendance in each institution participating in the project. In this package still important are: the promotion of design activities and their products such as hackathons (programming marathons), meetings and publications. This package is supervised by the scientific partner from Stralsund - SUAS.

## Third work package

### Seminars and knowledge base

Transfer of knowledge is one of the most important goals of the project, because it is related to competences and investing in human resources. Until now there were about ten seminars for

---

the employees of the institutions participating in the project. The seminars were conducted in the form of workshop meetings as well as on-line sessions with experts. The courses referred to modern solutions from areas of technology and communication (e.g. storytelling, video production, UX, paper prototyping, Generic Learning Outcome, Digital strategies in tourism).

## Fourth work package

### „Bring your own device“

„Bring your own device“ (BYOD) is the starting point - in the entire project - for thinking about implementing of modern solutions. We base our conduct on the assumption derived from the research indicating that the people who visit the institutions possesses their own portable devices (smartphones, tablets), which allow for using a digital offer e.g. installation of a dedicated application. Our work is focused on designing experiences - possible behaviours and needs of the audience which can

be fulfilled through new technologies. BYOD is, among others, implementing gamification as a way of extending and enriching the visit in a given institution.

Fifth work package

Assessment, evaluation, fixing and implementation

The last work package remains equally important. It is the verifying process aiming at optimisation of the previously taken actions. Evaluation, meaning a thorough collection of information on the project's results. Recognition of weak and strong aspects allows for eliminating mistakes, which naturally occur. The last stage is also connected with actual implementation of previously designed activities.

tags: work packages, project coordination, BYOD, gamification, seminars, communication, promotion, evaluation

## **Discover > Partners > University of Szczecin**

### University of Szczecin

The University of Szczecin is the biggest university in north-western Poland having full academic autonomy. Bachelor's, master's, doctor's and professor's degrees are conferred in 10 faculties in 44 thematic areas.

The University of Szczecin employs over 1,100 academic teachers and educates 20,000 students. The University of Szczecin is engaged in co-operation confirmed by bilateral agreements with over 50 universities and research institutions around the world.

The BalticMuseums Love IT! project is handled by the Faculty of Economics and Management, which conducts research and projects in the field of economics, finance, management, IT, entrepreneurship, investments, etc. One of the fields of study is taught also in German in co-operation with Fachhochschule Wismar. This field was trailblazing for the university's activities and its Polish-German contacts. It was created by Professor Tadeusz Wierzbicki and Professor Zygmunt Drażek, and its

natural continuation was a large international project started in 2009, which was named "Baltic Museums 2.0" in its first edition.

Learn more about the history of the project [link to the description]

In the last few years, the University of Szczecin has carried out many initiatives and acquired funds in the amount of ca. 5 million EUR. The University of Szczecin ranks among the top universities of the region that effectively implement solutions for business and economics sectors and the development of modern IT solutions.

Tags: University of Szczecin, university in West Pomeranian Region, European funds for universities, economics and management projects, leader of Baltic Museums Love IT! project,

## Discover > Partners > Hochschule Stralsund

Remark from SUAS : current version to be left on the page

### *Hochschule Stralsund - University of Applied Sciences in Stralsund*

*The University of Applied Sciences in Stralsund is a young, innovative practice-oriented university.*

*HOST responds to specific labour market needs, where development of state-of-the-art technology is key. The university's characteristic feature is the fact that students actively enter the job market in the region and assist it as, for example, business consultants.*

*HOST has 27 accredited bachelor's and master's study courses in German or English language. The study programme has traditional courses such as engineering, business administration or electro-technology, and innovative programs such as IT security, mobile systems, tourism development strategies or even automotive engineering. When it comes to this last discipline, the university can boast team of students who design high-class racing cars.*

*The university is active internationally, both in teaching discipline as well as in research. Its location in the North-Eastern part of Germany allows for*



*active support to Baltic and East- European regions. The University has the "family friendly" certificate and has no barriers for the disabled.*

Upgrade of partner description for BalticMuseums Love IT! Project :

Hochschule Stralsund - The University of Applied Sciences is one of the educational partners of the BalticMuseums LoveIT! program. The project group works under the supervision of professor Michael Klotz, PhD., and draws on the experience of active participation in previous projects: BalticMuseums 2.0 and BalticMuseums 2.0 Plus (HOST was a leading project partner).

Tags: Hochschule Stralsund, state-of-the-art technology, project partner, practice-oriented university

## **Discover > Partners > The Business Academy North**

### **The Business Academy North**

The Business Academy North is a higher vocational school which rapidly develops the local services market in the Hanseatic city of Greifswald in Northern Germany.

The Business Academy North was created in 2012 thanks to the efforts of local enterprises, and initially offered training in IT, electronics, and media design. The school of healthcare and nursing was established in the 2014 and ensures regional and country-wide support for the elderly, clinics and health centres, training highly-qualified workers. Moreover, advanced trainings for full-time employees take place in these facilities.

The school continuously develops its potential and directions of activity. The Business Academy North also offers vocational trainings for people already in the labour market. The trainings cover media design, graphic design, IT, electronics, healthcare, and care for the elderly.

The Business Academy North also conducts many projects. The list includes numerous school projects (e.g. on the history and heritage of the

Island of Rügen or good design practices). The school also closely cooperates with business owners (e.g. local offices), or engages in international projects on transfer of new technologies and social solutions such as "Network for single parents and guardians", DigiVision or BalticMuseum: Love IT!

Tagi:

The Business Academy North local enterprises  
training in IT  
labour market  
media design  
healthcare

## **Discover > Partners > The Lithuanian Sea Museum**

### The Lithuanian Sea Museum

A unique museum located in an old fort surrounded by a moat at the entrance to Klaipeda port. It is a place where dolphins reign, but the exhibitions of sea fauna, sailing history and daily life of the fishers as well as aquariums are of equal importance.

A modern exhibition of sea fauna presents an impressive collection of sea shells and corals. The naval history exhibition presents ship models and sea finds, as well as an extensive collection of anchors. Here, we can also admire real ships in original dimensions. Visiting the Lithuanian Sea Museum, we can also find ourselves at the centre of the 19th century fishing village and peek into the daily life of fishers and their families from over 100 years ago.

A real attraction are open pools where we can meet face to face with penguins, Baltic grey seals, or Californian sea lions. The most active residents of the Lithuanian Sea Museum are, however, dolphins who can be also admired during special shows - performances with original dramaturgy and light and music background.

The dolphins play here yet another, surprising role. They are indispensable therapists at the Dolphin Assisted Therapy Centre aimed

for the disabled, elderly and everyone who wishes to experience "the dolphin therapy".

The Lithuanian Sea Museum also offers educational activities, organises a range of meetings and participates in festivals. Each year this place is visited by 400 000 people, which makes it one of the most frequently visited museums in Lithuania.

Tagi:

The Lithuanian Sea Museum collection of sea shells  
Dolphin Assisted Therapy Centre educational activities  
the dolphin therapy

## **Discover > Partners > Netcamp**

### „Netcamp“ - The Foundation for Development of the Internet Industry

Netcamp means inspiring meetings, sharing of knowledge and building of the largest technology and start-up community in the north-western part of Poland. Since the year 2007 the foundation supports development, education and integration of regional IT sector in the West Pomeranian Voivodeship together with partners from Poland and other countries.

Creators of Netcamp respond to the needs of development for entrepreneurs from the IT sector, start-ups and students interested in implementing new technologies in business.

How does Netcamp operate on a daily basis and what does it give to the region of north- western Poland?

The Foundation for Development of the Internet Industry from Szczecin means above all regular meetings. Their main subjects are: start-ups, utilising of IT technologies in business, e- commerce, social media, Internet marketing and transfer of knowledge on the subject of what new is happening in the region in the area of IT.

The Foundation is responsible for such projects as Polish-German Start-up Weekend and also Nethack and TEDxSzczecin. Netcamp also cooperated with many start-up / technological events / in Europe.

The organisation, which envisions building „Silicon Valley inside of human mind“, as an expert in the informatics sector, is responsible in the project BalticMuseums Love IT! for organising thematic events. Hackathons, or software marathons, which due to working on subjects related to z the Baltic Sea we gave common name Balathon, are in large part organisational and meritorical challenge for Netcamp.

Tags: Netcamp, Development of the Internet Industry in Szczecin, Hackathons, Start-ups new technologies in business, IT

## Discover > Partners > Malmö Museum

### Malmö Museum

Malmö Museum is one of the cross-thematic museum of this part of Europe which shows both the history of Sweden, natural history and sailing history, but also presents exhibitions concerning future and inventions.

The starting point for learning about the museum could surely be its incredible history and location. Malmö Museer is partially located in an old citadel which also served as a fort (Malmöhus). The dark history of the old prison is enriched with the presence of the oldest survived Renaissance castle in Scandinavia and an authentic submarine. When visiting the submarine, one can meet members of the crew and listen to their stories about daily life on board U3.

The incredible history of the museum is presented in the exhibition entitled "Welcome to Sweden - refugee camp in the Malmö Museum". It is a documentation of the events from 1945 when this public museum transformed into a camp for refugees who survived the Nazi concentration camps.

Together with exhibitions on natural history we can go back to Skåne from 4.6 billion years ago, whereas on the "City of All Times" exhibition we can discover Malmö's development since the 50s of 20th century. The museum has also got many attractions for children, such as Ideas Planet where children can experiment, or a playroom where activities for the youngest take place.

Both fort and the castle were thoroughly renovated and constitute one of the pearls of the Swedish national heritage. Each year there are several dozens of new thematic exhibitions.

Tags: Malmö Museum, cross-thematic museum, history of Sweden, attractions for children Swedish national heritage

## Discover > Partners > NaturBornholm

### NaturBornholm

At the center of this small Danish island in the Baltic Sea there is a large house of 3000 m<sup>2</sup>. It is a place where natural science meets entertainment and a chance for a close encounter with an incredible world.

NaturBornholm partially serves as a zoo for such species of animals as snakes and crocodiles. Equally fascinating are the exhibitions on Danish dinosaurs which inhabited the land. Models of original sizes are made with exquisite attention to detail.

An incredible experience is a chance to witness the huge aquarium which resembles a cross-section of the Baltic Sea, giving opportunity to meet its inhabitants and learn about the history of this body of water.

The museum is largely focused on environmental education and minimize energy loss in its operations by implementing environmental solutions, such as solar panels mounted on the museum. The same is taught to children through play in front of the museum, in an open space where one will find solar-powered play cars. Children learn there how to efficiently manage energy.

It is not the only place, where children can gain knowledge. NaturBornholm has a permanent and very extensive educational program of thematic classes, experiments and play with natural world for the youngest, older children, and organized groups.

Museum is open periodically - only in the spring-autumn season which starts on the 1st of April and ends on the 31st of October.

Tags:

NaturBornholm

natural science

environmental education

implementing environmental solutions, extensive educational program

## Discover > History

### History of the project

How to develop cultural institutions - especially museums - using the newest achievements of informatics communication? How to draw attention of new visitors? How to connect institutions and share knowledge? For more than ten years those questions were asked by the authors of subsequent editions of the project aiming at development of the newest technologies for modern cultural institutions.

Challenge - breathing modernity

What today is called BalticMuseums Love IT! and allowed to create IT solutions for museums of the Baltic Sea, already has ten years of tradition. Each edition put a different task at the centre of its actions, and its achievements had revolutionary character for their time. As it quickly turned out, each of the created components requires constant development - as dynamic as development of the IT sector and experience of users of the Internet or electronic devices.

Officially everything started in the year 2009 from the project Baltic Museum 2.0, although the project itself would never be launched on such a large scale, if not for the previous experiences of international cooperation. Since the 90s the Faculty of Economics and Management of the University of Szczecin has created one of the fields of study together with Fachhochschule Wismar in Germany. Prof. Tadeusz Wierzbicki and prof. Zygmunt Drążek, who entered cooperation here, also became co-creators of the next step in advancement of the university and the faculty - consortium Baltic Museum 2.0.

The aims that participants of the project set before themselves was the development of valuable, important places that museums are. According



to the spirit of the times it was crucial to enrich the very experience of visiting, as well as provide access to some of the on-line expositions, or incorporate in the process of experience also the element of fun, which is gamification. Through the project it also became possible to transfer the experience of being in a museum or a zoo to the Internet world, where suddenly almost everyone started being.

Three editions, many discoveries and tools

The first edition of the project (Baltic Museum 2.0) joined seven institutions from four countries, and its major purpose was establishing a common Internet portal - modern site that would enable tourists from Europe to discover affiliated institutions. An important element of the process was also turning attention to the youngest - children's zone with games, colouring pages and knowledge area became an integral section of the portal. Raising awareness of the youngest, as active visitors in museum facilities reflected also in organisation and enrichment of activities also within the institutions themselves, on the spot.

The centre of the second edition - Baltic Museum 2.0 Plus (2010-2015) were the multimedia guides (e-Guides) and their application for the visitors of cultural institutions. An important thing became also the construction of a common platform for sharing contents - Resource Space, which allows for free sharing of materials, photos, films for using by any institution. Each institution gained specific tools - iPods for the visitors, on which the employees could individually develop screenplays for museum guests. If today you happen to visit any institution participating in the project - you will find the very guides there.

The third, ongoing, edition (BalticMuseums Love IT!) is focused on inventing applications for smartphone users, who visit a given location, but also have an opportunity - with their own hardware - deepen their visit in a given place. Therefore the slogan „Bring your own device“ became the starting point - today an own, personal device is the centre within which it is possible to suggest further solutions - expanded reality, gamification, advance knowledge base or engage the visitors in another way.

Who are we today?

The centre of current activities in BalticMuseums Love IT! is the Faculty of Economics and Management of the University of Szczecin. Our office is located in a historical part of the complex - a minor building located at the front of the Mickiewicz Street, in one of the most charming districts of Szczecin - Pogodno.

The project's director is prof. PhD Jakub Swacha, który who cooperates closely with dr Karolina Muszyńska and Agnieszka Miluniec.

However, actually the project has engaged and engages a lot more people. In each institution that we cooperate with we can find persons who are substantively involved in generating of new IT solutions for museums. A specific role is performed by scientific partners who are able

due to the project to realise their discoveries, studies and actually implement them to the lives of each of us.

Meet our partners [link]

We have no doubts that each new solution in the field of informatics is up to three years of intensive life. Afterwards a slow detachment from the past occurs, as another innovations supersede the old ways. IT products quickly become a history. We hope to write some new chapters of it.

tags: BalticMuseums Love IT!, IT products, applications for smartphone users in museum, ITsolutions

## Discover > FAQ

### FAQ

What is the main content of the project?

BalticMuseums Love IT Project ! is focused on creating software for smartphone users who visit the Baltic Sea museums taking part in the project. The starting point was the slogan "Bring your own device" - this personal device today is the center within which further solutions can be proposed. We extend the audience's contact field with exposures through augmented reality, gamification, moreover we develop a knowledge base to actively engage the recipient.

Who is involved in the project?

In the BalticMuseums Love IT Project ! work nine partners and seven associated partners:

Main partners:

University of Szczecin (Lead Partner)

University of Applied Sciences, Stralsund (Scientific Partner) Gdynia Aquarium

Lithuanian Sea Museum

Malmö Museum

NaturBornholm

Netcamp

North Academy of Business

Association partners:

The Museum of the World Ocean, Kaliningrad, Russia Estonian Maritime Museum, Tallinn, Estonia IT-Lagune e.V., Greifswald, Stralsund, Germany IZITEQ B.V. , Germany

Mecklenburg-Vorpommern Tourist Board, Germany Institute of Urban Culture, Gdańsk, Poland Experimentarium, Denmark Lolland Museum - Falster, Denmark

How the project is financed?

The three-year project is co-financed by the European Regional Development Fund under the South Baltic Program for approximately 1.2 million euros, and the total project budget is 1.5 million euros.

Where can I find more information about the South Baltic Program?

More information about the program can be found at

[www.southbaltic.eu](http://www.southbaltic.eu). Who is the recipient of the project?

The recipients of the project are both museum employees, scientific partners participating in the project, as well as museum guests. In the project, it is very important to provide the employees of the institutions with tools to work with modern technologies in the IT industry. However, it is also important to implement solutions for museum visitors.

Has the project had previous editions?

Yes, they were Baltic Museum 2.0 (2008-2011) and Baltic Museum 2.0 Plus (2010-2015). Read more about the project activities of previous editions in the project's history tab (link).

## Home > News > Paper prototyping

News: Paper prototyping - programming without the knowledge of code and a person's technique - creative workshops

Prototyping on paper is one of the most efficient methods of designing at introductory stages in creating of digital products. It does not require special skills and is one of the useful, important and allowing for savings elements of planning programming solution. We utilised this method during the partners' meeting after hackathon in Malmö. The workshop was conducted by Agnieszka Miluniec from the University of Szczecin.

What is paper prototyping?

Sketching is a basic form of designing. It requires little effort, is very inexpensive and usually is not based upon artistic level of drawing skills. Its value is usability - even the most simplistic and primitive drawings are effective! Illustrating of concepts so they do not exist in one mind provides a chance for sharing them with the team for the purpose of further discussion and creating ideas.

There are a few basic forms of paper prototyping - sketches, diagrams, interface designs, storyboards, role playing, models, and even a method based on using Lego blocks. Working within the framework of BalticMuseums LoveIT! we utilised diagrams and interface designs.

What results did our activity with paper prototyping bring?

The methods of „paper prototyping“ were used by representatives of cultural institutions gathered around the project BalticMuseums LoveIT! during the project partners' meeting in Malmö. Each of the teams will have an opportunity to implement specific solutions for their institutions - actually start the project of creating new applications by taking the first step - recognising and naming the needs of museums' guests.

In another workshop, conducted by Barbara Ciach from the Scientific Centre Experiment, the basis of activity were diagrams describing personas who visit museums (e.g. families with children, teenagers). We wanted to determine e.g.:

What they require? What their decision making process looks like? Why they download museum applications or decide to stop using them? How they learn about museums? How to direct them, keep them around the subjects of expositions and deepen their knowledge?

Museum representatives worked with scientific partners and the starting slogan was: „know your audience“.

The foundation of workshop activities were posters with diagrams describing the personas who visit museums (usually - families with children). The first poster described visitors and their needs. We asked:

What they need?

What their decision making process looks like?

What they do in their spare time?

What activities they seek?

How they learn about museums?

How to keep them around the subjects of expositions and deepen their knowledge?

The second poster was focused on actions related to deciding not to use applications. We asked:

What mistakes we can commit?

Why an application can be deinstalled?

What will stand in the way of using an application?

An important tool in discussions about the addressed subjects were diagrams - components of the discussed issues drawn on a large paper sheet. Key terms as well as questions emerged here. Diagrams allowed to visualise the audience, name actual behaviours and problems we face every day.

Questions about personas served the purpose of enriching experiences of people visiting museums and solving their problems with the help of dedicated applications. View some effects of our work.

tags:

paper prototyping prototyping persona technique application designs interface

new applications programming without codes

applications diagrams personas museum visitors audience

## **Home > News > Knowledge base**

**News: Look into the knowledge base and become a beneficiary of the project**

The knowledge base on the site of BalticMuseums Love IT! is a thorough help and support for everyone who would like to become beneficiaries of our actions. That is where we share our experiences, publishing scientific articles, films and recordings of presentations.

There are four sections to the knowledge base:

1. Hackathons in museums
2. Attractions and IT
3. Project management
4. Methods of work

Each of the sections contains most of all multimedial files which allow to learn about our actions in an easy and accessible way. Short reportage films present meetings and creative workshops. They are enhanced with comments from experts summarising respective processes and discoveries.

In the knowledge base you will also find presentations prepared by experts, who shared specific skills with the participants at the meetings. Equally important part is scientific research, which can be viewed in the multimedial presentations and also scientific articles made available as PDF files.



An addition to the knowledge base is a dictionary and a search engine which will allow to quickly find searched issues.

tags: knowledge base, multimedia, seminars, scientific texts, research, presentations