How a museum masters the transformation

Case Study · Maritime Erlebniswelt Papenburg

CASE STUDY · MARITIME ERLEBNISWELT PAPENBURG

The Maritime Erlebniswelt app complements the visit to the Maritime Erlebniswelt Papenburg and expands it into a completely new dimension. The museum app has generated positive feedback and many recommendations, both from visitors and the press. The app played a major role in the success of the museum's opening.

Find out in this case study how we managed to create an app seamlessly integrated into the physical space that achieves such positive results.

60%

Approx. 60% of the visitors are using our technology

< 50

The young target group up to 50 years of age is most excited

Fun

The fun factor during use is particularly often praised

The Museum

Our client was the LGS gGmbH in Papenburg. On behalf of the city of Papenburg, they planned the Maritime Experience World, a new and attractive tourist attraction. The core of the world of experience is an interactive exhibition on 3 floors, which traces the history of Papenburg from its beginnings as a peat colony, through wooden shipbuilding to steel shipbuilding. Today, the city of Papenburg is home to the most innovative shipyard for cruise ships in the world - the Meyer Werft. From the world's largest covered shipbuilding dock in Papenburg, 50 cruise giants such as the AIDA Nova or the famous ships of Disney Cruise Line have already sailed around the world.

Due to its special history and the Meyer Werft visitor centre, Papenburg was already one of the top destinations in northern Germany in relation to the number of inhabitants. This attraction is to be further strengthened with the Maritime Experience World.

Project Goals

The overall aim of the project was to develop a concept for providing information and support during a visit to the Maritime Erlebniswelt and generally to make Papenburg more attractive as a location.

To this end, visitors were to be attracted, informed, accompanied and supported before, during and after their visit. The world of experience was to go far beyond a classic museum and live up to its name.

In addition to activating the exhibition itself, another requirement was to create a link between the exhibition and the many other attractions in the city. After visiting the museum, visitors should also explore and interactively experience the city area.

The LGS quickly realised that a professionally designed and implemented museum app could be the perfect solution to these problems, which more and more museums are now facing. We were able to hold our own against the competition in an open competition.
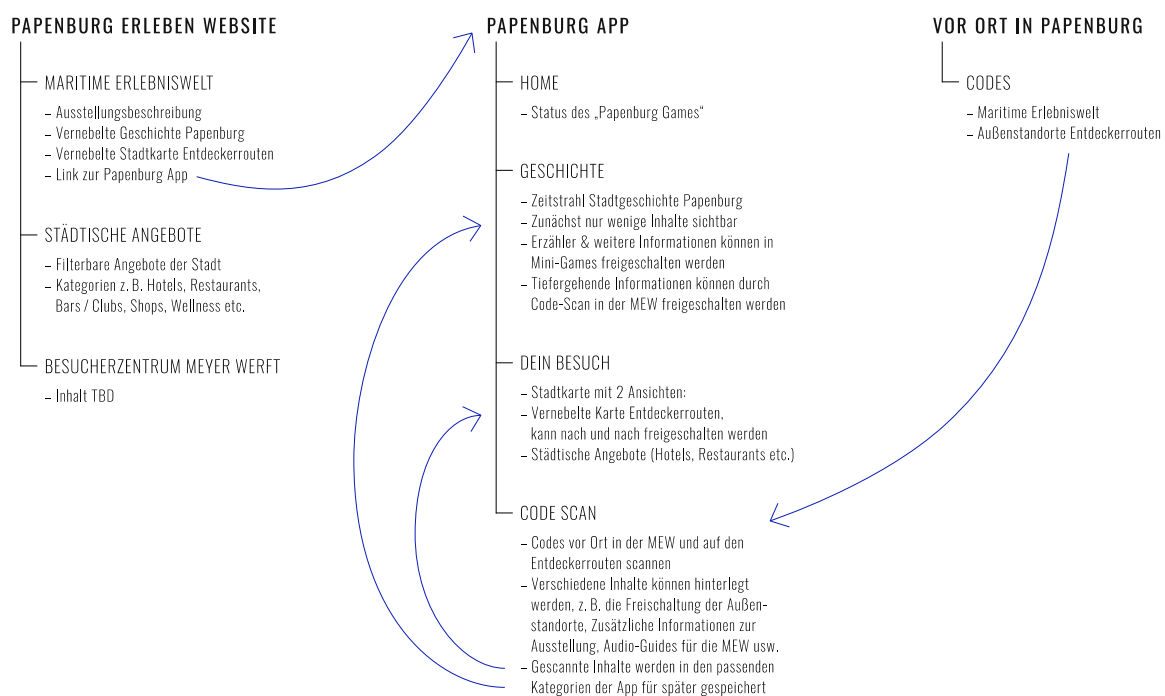
Challenges

The core tasks of the museum app elaborated by the LGS were:

- Reaching visitors before, during and after their visit to Papenburg, regardless of their location.
- Accompanying visitors, integrating external locations and guiding them along so-called "discovery routes" throughout the city.
- Special narration of content with the help of storytelling and high-quality user experience
- Achieving extraordinary experiences through gamification
- Interaction of the museum app with the interactive rooms and furniture in the exhibition to create a holistic experience for the museum visitors.

The solution: a customised museum app

The client opted for UpVisit's enterprise solution: the individual conception of a stand-alone app in the client's CI, which was published in the App Store, Play Store and as a Progressive Web App (PWA).

First, we conducted an extensive analysis based on the briefing and the requirements. From this, we developed an information architecture that included not only the interactive exhibition furniture but also the marketing website and the pillars at the external locations. The information architecture shows the relationships of the various measures in relation to the app.

PAPENBURG ERLEBEN WEBSITE

- MARITIME ERLEBNISWELT
  – Ausstellungsbeschreibung
  – Vernebelte Geschichte Papenburg
  – Vernebelte Stadtkarte Entdeckerrouten
  – Link zur Papenburg App

- STÄDTISCHE ANGEBOTE
  – Filterbare Angebote der Stadt
  – Kategorien z. B. Hotels, Restaurants, Bars / Clubs, Shops, Wellness etc.

- BESUCHERZENTRUM MEYER WERFT
  – Inhalt TBD

PAPENBURG APP

- HOME
  – Status des „Papenburg Games"

- GESCHICHTE
  – Zeitstrahl Stadtgeschichte Papenburg
  – Zunächst nur wenige Inhalte sichtbar
  – Erzähler & weitere Informationen können in Mini-Games freigeschaltet werden
  – Tiefergehende Informationen können durch Code-Scan in der MEW freigeschaltet werden

- DEIN BESUCH
  – Stadtkarte mit 2 Ansichten:
  – Vernebelte Karte Entdeckerrouten, kann nach und nach freigeschalten werden
  – Städtische Angebote (Hotels, Restaurants etc.)

- CODE SCAN
  – Codes vor Ort in der MEW und auf den Entdeckerrouten scannen
  – Verschiedene Inhalte können hinterlegt werden, z. B. die Freischaltung der Außenstandorte, Zusätzliche Informationen zur Ausstellung, Audio-Guides für die MEW usw.
  – Gescannte Inhalte werden in den passenden Kategorien der App für später gespeichert

VOR ORT IN PAPENBURG

- CODES
  – Maritime Erlebniswelt
  – Außenstandorte Entdeckerrouten

Based on this, we created the first wireframes and sketches of what the user interface could look like. An excerpt can be seen here:

Working closely with our client, we continued to refine and elaborate these visualisations until all requirements were met.

The final designs were then passed on to our development team, who programmed the app in a highly professional and agile setup and published it on the various platforms.

During a user test on site in Papenburg, we subjected the app to a stress test and collected feedback from users. The last problems were solved and the final version of the app was published.

Even after the project, we are always available to LGS for extensive follow-up support..

The Maritime Erlebniswelt App

The app's functions solve the above-mentioned challenges that are widespread in the museum industry:

Through a flexibly expandable QR code system, the app talks to the physical and digital exhibition content on site. The transfer of information and data ensures a seamless visitor journey between the analogue and digital worlds.

By scanning QR codes, visitors can collect points in the app and reach different levels. This gamification approach creates a higher motivation to read the contents of the exhibition carefully and to interact with them..

The scanned exhibition content can also be saved in the app and can be retrieved at any time and from any location.

An innovative and interactive 3D floor plan in the app enables intuitive navigation and gives visitors an overview of the exhibition rooms. The most important thematic areas of the museum are presented.
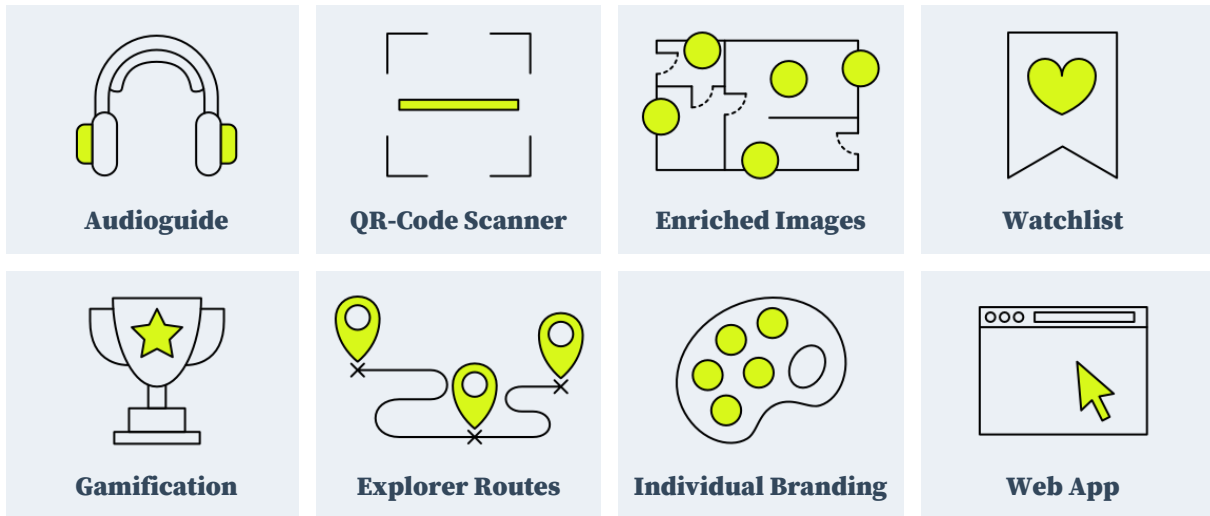
Visitors are guided through the city on various "discovery routes", which can be followed with the help of a Google Maps map embedded in the app.
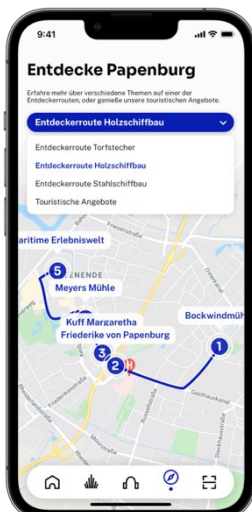
Various fictional narrators who were introduced in the exhibition also appear again and again in the content of the museum app and ensure emotional storytelling and a better understanding of the exhibition topics.

The Maritime Erlebniswelt app was thus realised from the following features of the Up-Visit platform:

Audioguide	**QR-Code Scanner**	**Enriched Images**	**Watchlist**
Gamification	**Explorer Routes**	**Individual Branding**	**Web App**

The following additional functions could be flexibly added in the future thanks to the platform solution:

Augmented Reality	**Virtual Tour**	**Lead Generation**	**Shop Connection**
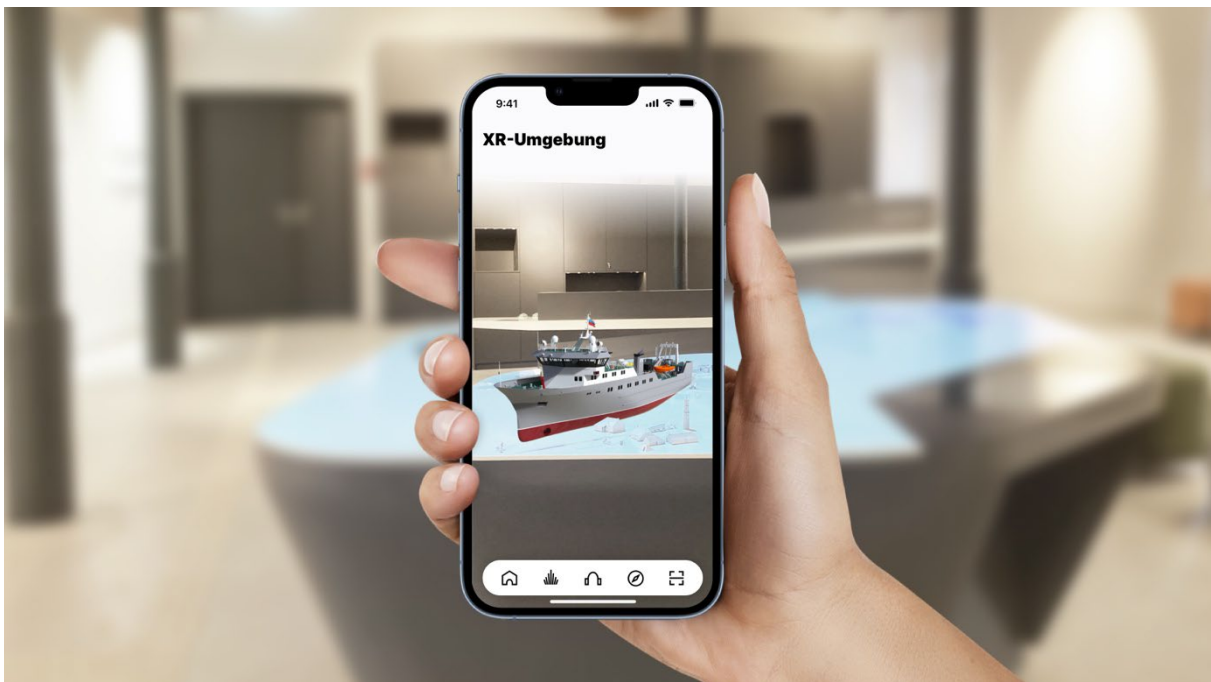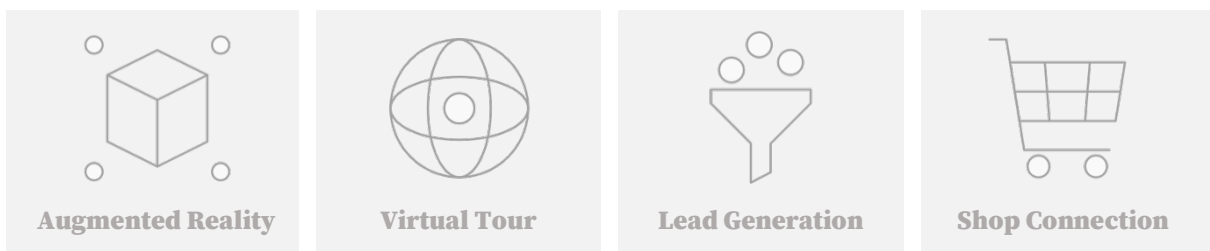
Results

The museum app, in combination with the interactive exhibition rooms and furniture designed by our sister company 7places, has been met with almost unanimously positive feedback from visitors. Both children and young people as well as adults of various age groups visibly enjoy interacting with the app. In particular, the individualisation of the museum visit through personal settings, the interactivity and the high fun factor are very well received.

The app has also received a lot of positive feedback in the press. For example, the Nordwest-Zeitung wrote:

> „With a loud bang and a huge surge of water, the "Paola" slides off the slipway (a scaffolding) sideways into the canal. Shortly before, I configured the wooden three-master on the fly, i.e. I built it virtually with the help of my mobile phone, a free museum app and a QR code. I christened the wooden ship "Paola". [...]
>
> An "interactive table" in the large hall serves as the first point of contact for orientation and planning for the following journey of discovery with the help of the app and QR codes. [...] What you can explore in theory in the museum, you can then experience live in the city, such as the historic ship replicas in the canals, which are a large open-air museum..."
>
> **Nordwest-Zeitung, 09.07.2022**
> https://mobil.nwzonline.de/ratgeber/papenburg-museum-vom-torfkahn-zum-kreuzfahrtschiff_a_51,8,1628298667.html

The positive feedback and recommendations ensure a very good image and a strong appeal for the Maritime Erlebniswelt Papenburg and thus also for the city of Papenburg itself. The museum app thus contributed directly to a successful opening, positive media reports and many enthusiastic visitors.

And our client is also impressed by the UpVisit solution:

„The Maritime Erlebniswelt Papenburg app sends our visitors on their very own personal journey through the history of the city and offers the target groups new opportunities to interact with the themes of the exhibition during and after their visit. Thanks to the platform solution, the implementation went smoothly and very quickly. The easy-to-use backend makes it child's play to adapt or add content, even for the inexperienced.“

Sabine Pinkernell
Managing Director LGS gGmbH Papenburg

Test the app and convince yourself of its quality - ideally in combination with a visit to the Maritime Erlebniswelt Pa-penburg, of course!

Google Play Store

play.google.com/store/apps/details?id=com.mew.maritimeerlebniswelt

Apple App Store

apps.apple.com/de/app/maritime-erlebniswelt/id1585983818

Progressive Web App (no Download necessary)

mew-pwa.netlify.app

upvisit

Your Place also benefits from UpVisit.

Find out in a free demo!
Contact us, we will be happy to take time for you personally:

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