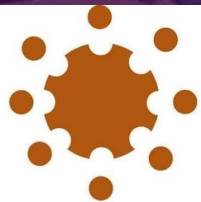


**DIGITAL MUSEUMS:  
'MUSEUMS FOR ALL'  
PILOT PROJECT**



**Association of Museums  
& Heritage of Curaçao**



**ACURIL**

CURAÇAO 2022

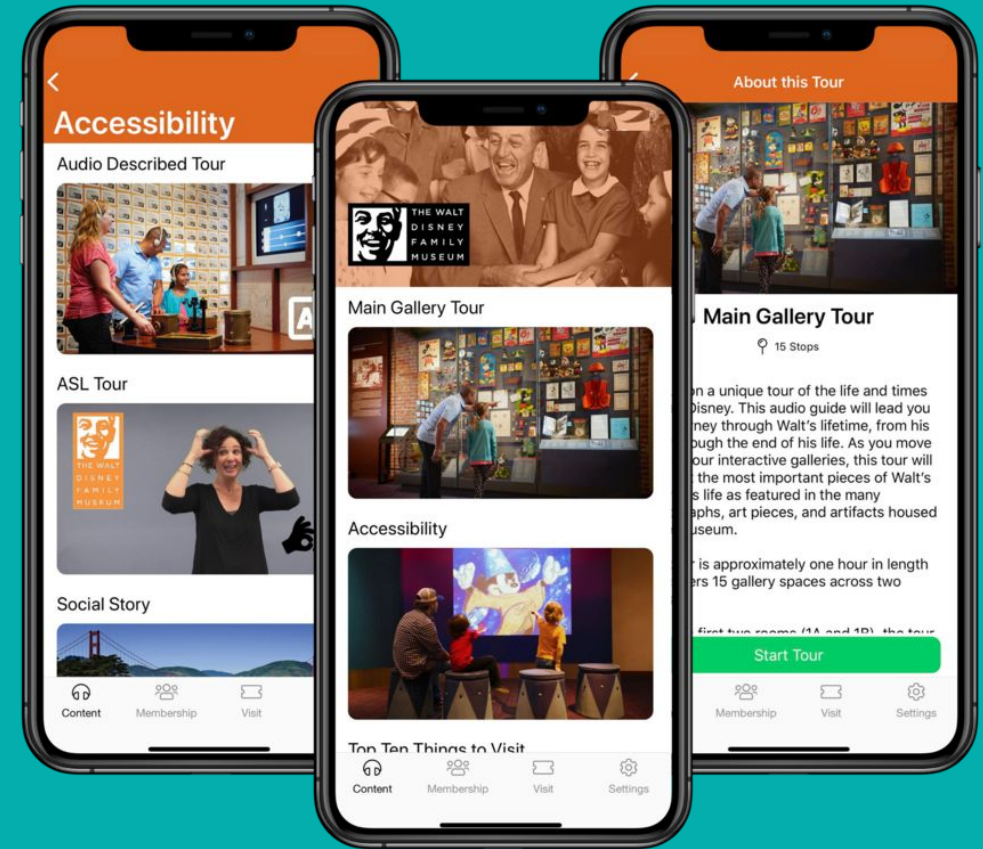
The Association of Museums & Heritage of Curaçao is implementing a scalable **all-in-one technology** to enhance the museum's range of activities digitized in an App.

One (1) central museum application for all museums and cultural and heritage sights of Curaçao.

It will be offered in **multiple languages**, including Papiamentu, Dutch, English and Spanish.

The content is also offered in **more than 1 complexity**, so that the content becomes interesting and understandable for different target audiences.

Our focus will be mostly on **creating unique memorable experiences** within all the museums. These experiences will be consumer-focused catered to the different niches.



## » THE PILOT PROJECT –

The Maritime Museum Curacao located in the Curaçao downtown area and the Museum Ka'i Orgel, which is located in the west of the island. We will start with the first phase of the project in July 2022 and will start the promotion phase in December 2022.

The project is divided in the following phases:

» Analysing and written content of the museum (1):

With the aim of making the museum content more inclusive and accessible to different target groups. in four languages.

» Audio- and audiovisual content creation (2)  
explanation and demonstration video, also ALS signal  
tour videos for the visually impaired.

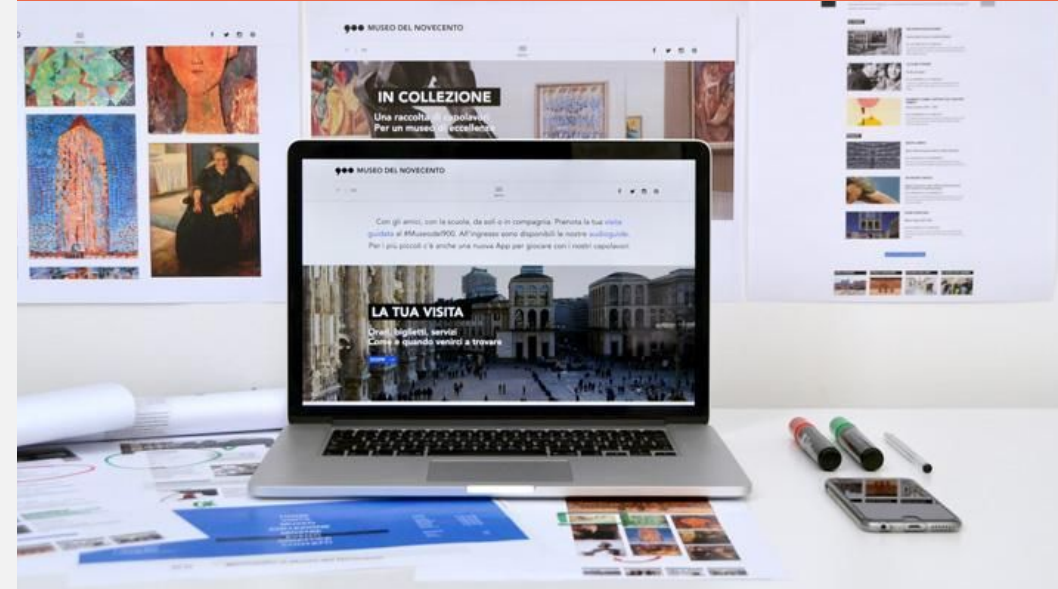


» Courses and website/app data entry (3). We will provide the museum staff and volunteers with a series of workshops and training courses to enrich their professional skills.

» Online booking, Digital Museum Pass (4). Together with the museums we will introduce implement collaboration strategies.

» Online and offline promotion (5). Together it must then be defined which promotion channels and strategies will be applied to reach the public.

» Continuous improvement (6). Realtime data collection and visitor feedback integration of tours, exhibits and experiences so we can continually fine tune and improve visitor satisfaction and needs.



## » NICHE TARGET MARKET – VISUALLY IMPAIRED

The app allow the visitor to immerse themselves in the museum experience in an authentic way. We can accommodate anyone with visual challenges such as dyslexia, blindness, or any type of vision loss.

An engaging and informative audio tour can help those with visual challenges experience the museum to the fullest.

For this we are in close contact with Fundashon Pro Bista; The name 'Pro Bista' comes from 'Problema ku Bista', which means 'vision problems'. The foundation Pro Bista has been functioning as a professional care institution for 21 years.

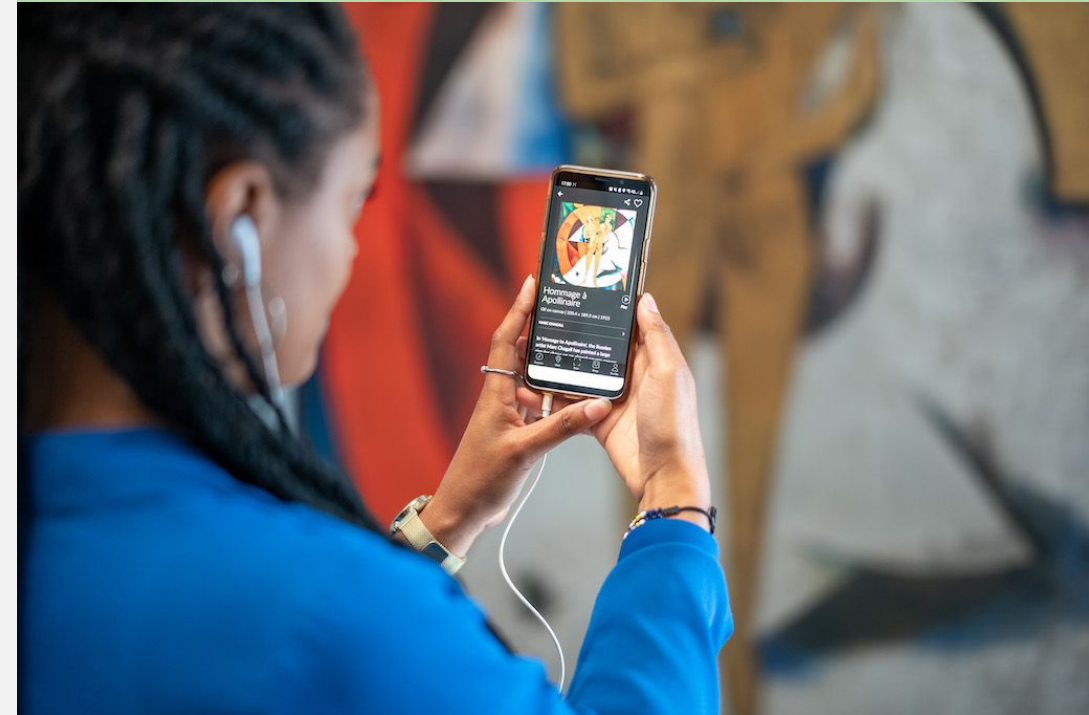


## » NICHE TARGET MARKET – HEARING IMPAIRED

For visitors with hearing loss or deafness, there are multiple features to enhance their experience.

At the most basic level, we can provide accurate text descriptions through the app, along with engaging photos and videos, to help the hearing impaired enjoy the museum.

A step up there is a full American Sign Language tour. By making ASL videos, this group can be guided on site or remotely via their screen on a pleasant system.



## » NICHE TARGET MARKET – ELDERLY HOMES

We can also create accessible digital experiences for our most at-risk population, the seniors and the elderly in homes.

This means an easy-to-read font, streamlined navigation and fun, informative features that will keep them engaged.

With many of their senior clubs and activities canceled, they are looking for ways to enjoy themselves. The app offers the possibility that they can experience and interact with the museums from their home/residence.



## » NICHE TARGET MARKET – SCHOOLS

Schools and other groups can benefit from enhanced interactive content delivered via mobile web and apps. This is a perfect time to put more emphasis on the educational role of the museums.

The app's focus on virtual tours and learning experiences makes it particularly relevant to the school-age population and offers uniquely enriching educational experiences from home and school.

The app includes features such as quizzes, games, and badges. The badges can be used as a 'check-in' option and a way to generate a 'completion score' for use in the classroom.





# WIN WIN FOR ALL

» **USERS** — The app enables visitors to access collections, exhibitions, and content both on and off-site.

we can target people internationally and focus on local groups that might need to access some of the content off-site.

Elderly in care homes and schools can make use of enhanced interactive virtual educational content.

Opportunities for museums to fill the educational role of museums within the facilities, but also at schools or online from home.

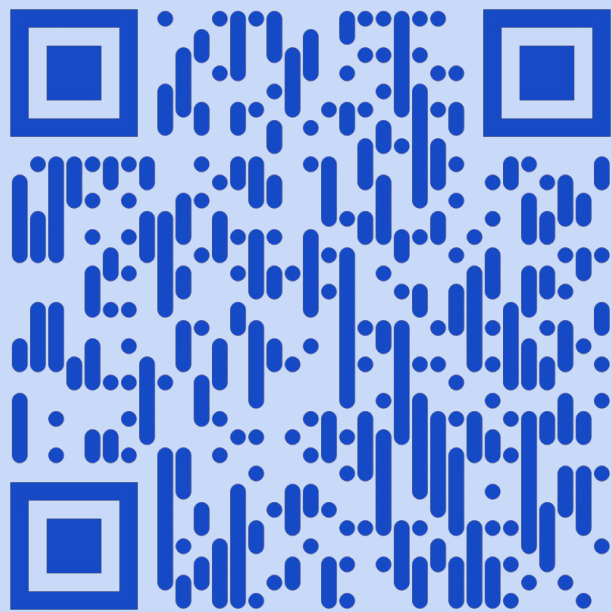
The use of badges, augmented reality, quizzes and other functionalities of the system can engage users of all ages.

» **MUSEUMS** — The app allows museums ample possibilities to collaborate with each other, by providing theme based combined immersive experiences.

We can create self-guided Tours for visitors to explore on their own, even combine walking, cycling and driving tours as they travel through the island.

On the other side the museums can collect donations, sell normal and bundled tickets, add-ons and also membership passes and access to curated content.

This is a sustainable path to launch our local museums into the digital age, and more important use the Power of the Museums to educate and entertain local and international visitors.



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