

1. Project Description(s)

- 1st priority: **2D coding for MNCH Courtyard**

Using QR or similar technology and MNCH webspace to create mobile interactive component to MNCH's Glenn Starlin Native Plant Garden, using information gathered by MNCH staff and tying in with existing design and materials.

- 2nd priority: ***develop prototype of Explore Oregon interactive map using 2D codes***

Applying 2D codes to a large map of Oregon, linking to mobile web pages with information about sites around the state. Layered information to approximate the effect of a multitouch table activity planned for this future exhibit. The prototype is to allow the museum to test the concepts before investing in costly hardware.

- 3rd priority: ***evaluation of potential 2D code implementation in OWPIP***

Evaluate the OWPIP exhibit to determine how supplemental information could be added; what sort of content would be engaging to visitors, and how it could be implemented to complement the existing exhibit design.

for Courtyard project:

2. Project Goal (long term outcomes)

- enhance the Courtyard exhibit to offer more to visitors outside of the museum's hours of operation
- highlight objects in Exhibits or Collections by connecting them to native plants they are made from
- make the Courtyard exhibit more accessible by adding audio/the potential for an audio element
- enable MNCH to count more visitors engaging with the Courtyard exhibit, and raise MNCH visitation numbers

3. Objectives (specifics of what comprise the goal)

- determine the best 2D code for our purposes (QR, zipcode, other?), optimal size, any costs, and whether/what instructions are needed
- develop structure for presenting additional information about the Courtyard plants and art
- create mobile web pages with analytics
- redesign plant labels to incorporate codes, create new labels for artwork
- print and go live!

4. Strategies (How are you planning to meet the goals)

- incorporate 2D codes in redesign of outdoor signage, linking to additional multimedia content about each plant/piece of artwork
- create a guided audio tour of the Courtyard, accessible through the main website and outdoor code

5. Tactics (Specific activities tied to the strategies to meet the goals)

- determine group members' skill sets and interests to divide tasks
- research types of codes and run test prints
- create information trees to organize the content we have on hand; possibly ask test groups to organize information in a way that is interesting and makes sense to them
- examine established signage and develop redesign

6. Evaluative Standards (List anticipated means for measuring that the goals are met)

- hits registered by 2D code analytics
- hits registered by linked pages
- simple comment box, thumbs-up/thumbs-down, or rating system on some or all linked mobile pages, or link to general survey page
- positive feedback recorded by front desk staff during open hours