



← Back

INNOVATION STRATEGY

The British Museum

DATE

March 15, 2018

SKILLS

Research to facilitate communication

Samsung Digital Discovery Centre

CLIENT

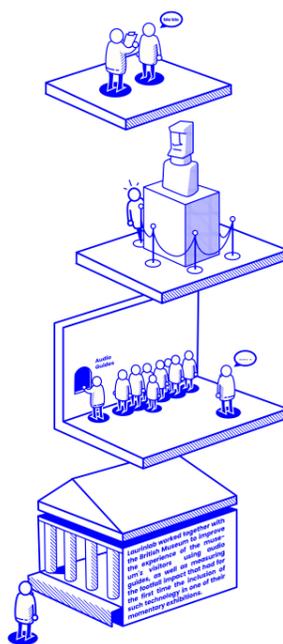
The British Museum

Sunken cities Egypt's lost worlds

Scroll

The British Museum ft. Laurinlab

Laurinlab worked together with the British Museum to improve the experience of the museum's visitors using audio guides, as well as measuring the footfall impact that had for the first time the inclusion



of such technology in one of their momentary exhibitions.

During this project, we were absorbed in the Museum during one and a half month working hand in hand with the Museum's experience design department in order to test all the new established changes.

The exhibition "Virtual pilgrimage reimagining India's Great Shrine of Amaravati" marked the milestone for the first time to incorporate a technological exhibition in the Museum. Visitors were able to use their smartphones to interact with the pilgrims of the ancient temple in India, to learn more about their culture. We participated in the evaluation of the exhibition together with the Museum's team, analyzing the users' behavior inside the exhibition room as well as their opinion by means of interviews at the end of their visit.



PREVIOUS PROJECT
ITZMI



NEXT PROJECT
Rosetta Stone



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European Union

Emma Birgitta Laurin, ha sido beneficiaria del Fondo Europeo de Desarrollo Regional cuyo objetivo es mejorar la competitividad de las Pymes y gracias al cual ha puesto en marcha un Plan de Internacionalización con el objetivo de mejorar su posicionamiento

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