SUNDAY MULTIPLIER EVENTS

A GAMIFIED EXPERIENCE

As part of a plan to disseminate the knowledge of the Smartdema application, the National Gallery of Slovenia organized three Sunday Multiplier Events. The first one was essentially a test run, where did not keep statistics. We documented the next two.

The events were held on the first Sundays of the summer months, when entrance to the Gallery is free of charge. These days always feature additional programming (at least a guided tour of the Permanent Collection) so adding a multiplier event represented an added value. The number of visitors, especially international, is quite high, resulting in a more wide-spread dissemination. Importantly, with no entrance fee, we reached people who usually do not come into museums. With free entrance we also removed a financial barrier to the dissemination of the app, which itself is of course free for all.

During the multiplier events the Gallery attendants would present to the visitors the app, its features and ask them to test it and participate in a survey that helped us detect technical issues and the user’s general profile. The attendants were present during peak visitor’s hours, between 10am and 2pm.

In the end, 66 people from 26 different countries experienced the Smartdema app at the National Gallery of Slovenia. The visitors came from: Belgium, Canada, Cezchia, Finland, France, Germany, Iceland, India, Italy, Jordan, Kazakhstan, Kosovo, Lithuania, Malta, the Netherlands, Northern Macedonia, Poland, Romania, Ukraine, the UK, the USA, Serbia, Slovakia, Slovenia, Spain, Sweden.

MULTIPLIER EVENTS’ SURVEY RESULTS

During the multiplication events, the users were asked to answer several questions about their mobile’s operating system and the content of the app. 15 people participated. 7 used iOS, 7 Android, one answered “other”. Asked if they knew if their operating system was updated, 5 answered yes, 2 no, and 8 did not know. The average grade they gave to the app was 4.25 (out of 5 points). Among the issues the users mentioned was the fact that confirmation e-mail for registrations goes into the spam folder; that one can’t edit the picture once the post is uploaded and that popular locations should have just one point, since too many posts can overwhelm the map.