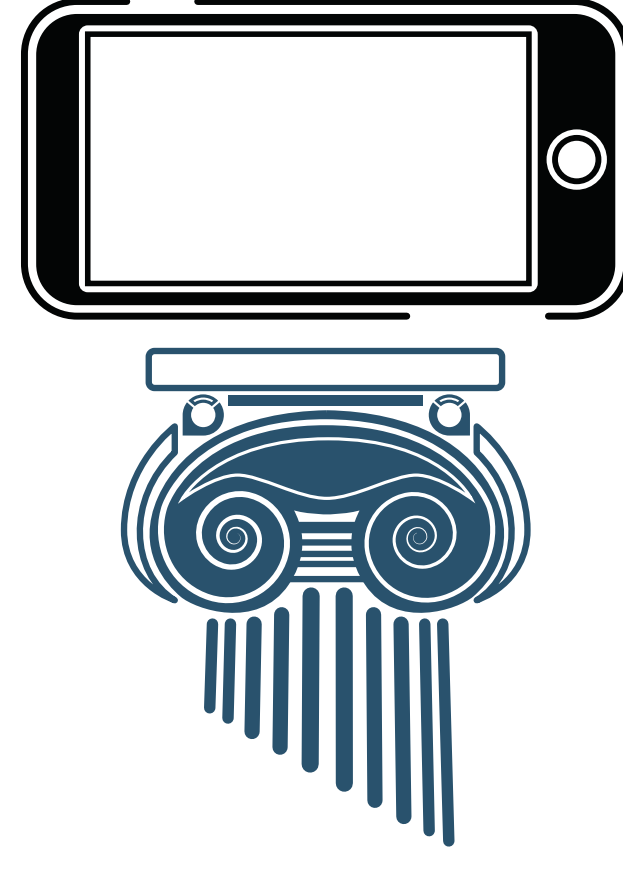


# Putting Mobile On Display



Engaging your visitors is an artform, and one of your most valuable tools is already in their pocket—their smartphone! It's time to put away expensive native mobile apps, and focus on creating mobile moments that are as compelling as your exhibits.



## The Mobile Challenge

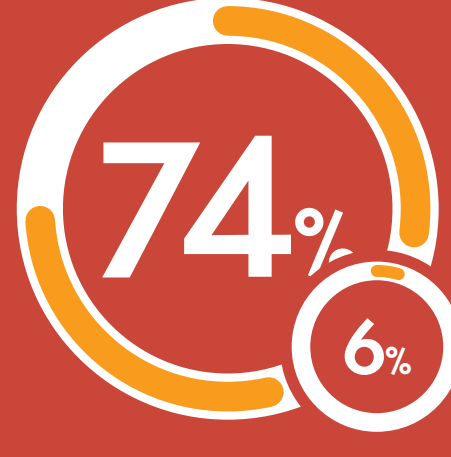
Here's the tough part—app adoption is low for cultural organizations. But, a new mobile medium is up-and-coming: the mobile web.



of smartphone users **download zero apps** per month<sup>1</sup>

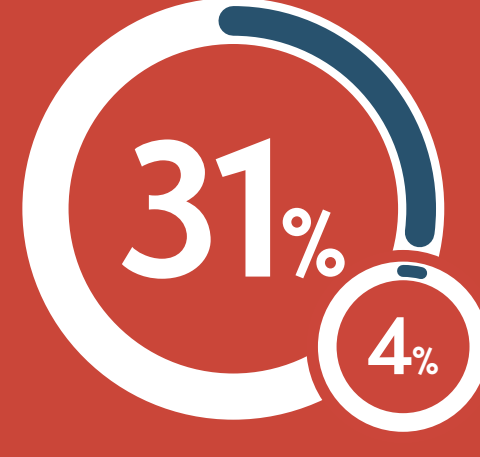


chance of an app being **deleted** after use<sup>1</sup>



of museum and zoo visitors **get pre-visit info from the mobile web**<sup>2</sup>

only 6% get it **from apps**<sup>2</sup>



get **onsite info from mobile web**<sup>2</sup>

only 4% get it **from apps**<sup>2</sup>

## Making Mobile the Main Event

From planning their visit to exploring your exhibits, you can meet your visitors on mobile. Here are a few ideas for how you can use mobile to excite, educate, and delight them in every moment.



### Get Excited

Make planning easy! Let your visitors create and share plans with family and friends



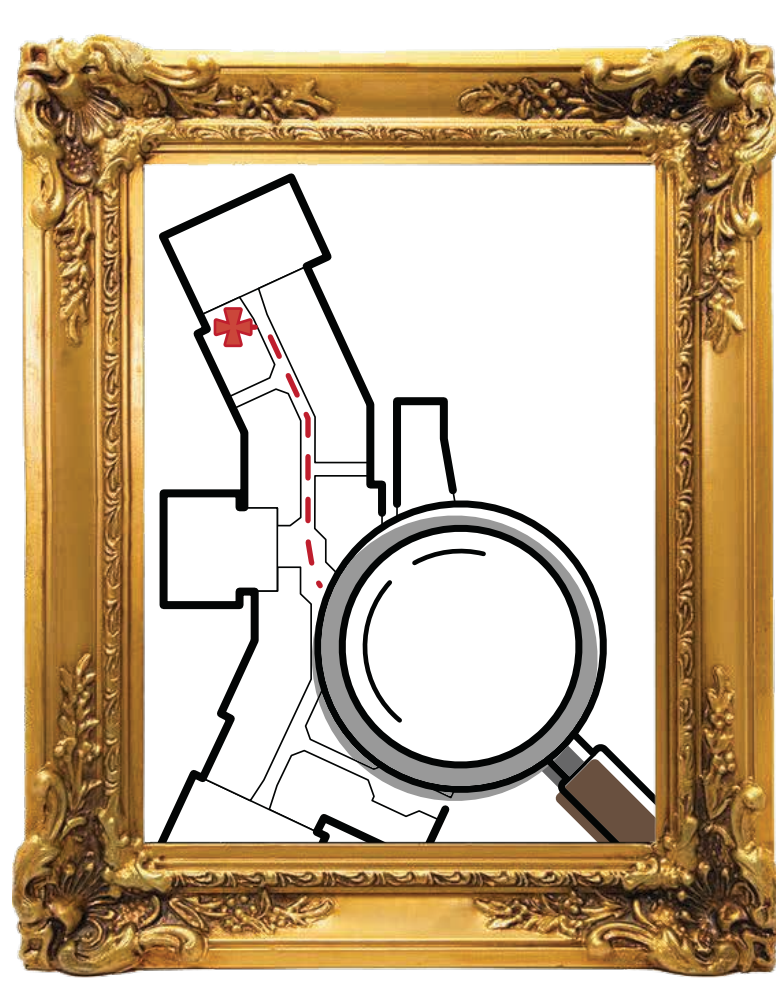
### Very Important Visitors

Whether it's a fundraiser, gala, sponsored night, or private party, make your special guests feel extra special with a personalized mobile experience just for them



### Come to Life

You won't need "Night and the Museum" style magic—make your exhibits come to life with AR overlays, virtual storytellers, or educational elements like trivia games and puzzles



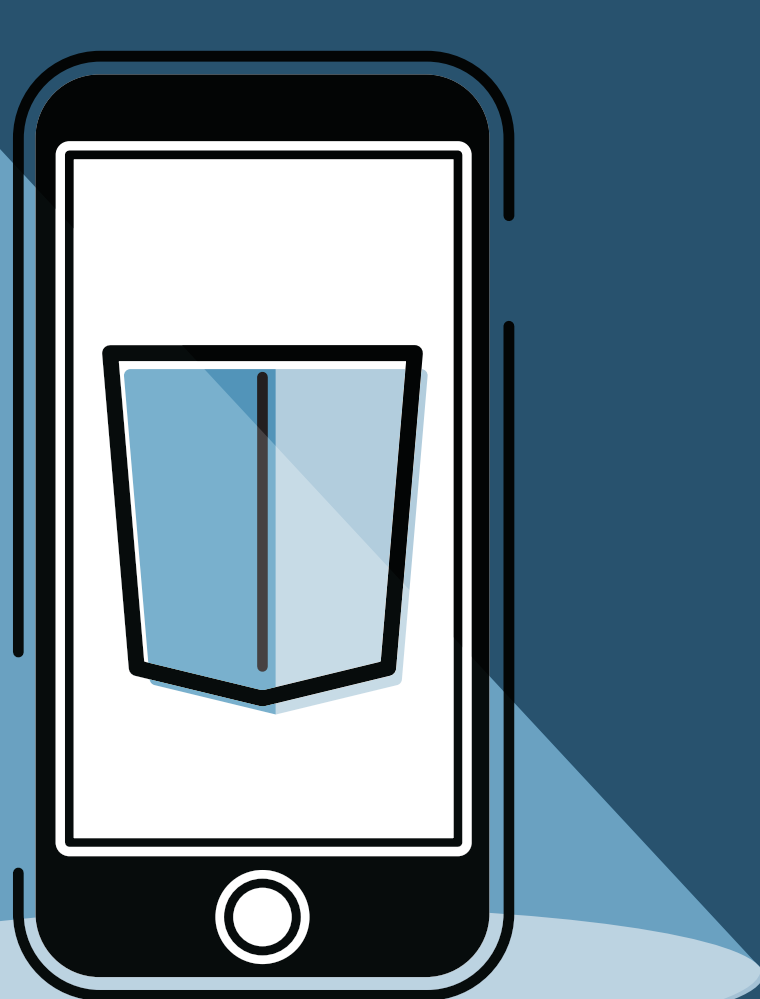
### Gamify Their Day

Create mobile scavenger hunts and checkpoints that keep guests exploring and learning all day long



### Forever Learner

Keep the learning going long after they've left—whether you're letting them identify birds in their backyard, learn to paint their own version of Van Gogh's Starry Night, or keep sharp with daily trivia



### You're an Original

Think outside of the box when it comes to mobile engagement. Consider Progressive Web Apps (PWAs)—they don't require an app store download (which means you'll see higher adoption and engagement from your visitors) and have all the rich, native functionality of a native app.

## Get Inspired by These Digital Leaders



### Detroit Institute of Arts

allows visitors to use their smartphones to bring exhibits to life with their Lumin AR Tour



### Cleveland Museum of Art

integrates screens, tablets, and other interactive digital elements into their ArtLens Interactive Studio



### Shedd Aquarium

created their Fish Finder App, an interactive field guide, to bring Great Lakes enthusiasts together

You want to inspire your visitors to learn and explore, so why should their mobile connection with your organization be limited to just a native mobile app? Explore other options, like the mobile web or Progressive Web Apps, to engage your visitors before, during, and after their visit!

<sup>1</sup><https://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/The-2017-US-Mobile-App-Report>  
<sup>2</sup><https://www.colleendillen.com/2017/04/05/are-mobile-apps-worth-it-for-cultural-organizations-data/>