SI Mobile:
A quick introduction to Mobile Strategy at the Smithsonian

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Some **Strategic** Questions

1. What is **mobile**?
2. Who are "the people formerly known as the **audience**"?*
3. Why is mobile **important** to them and our organization?
4. How does it support our **overall** strategic plan and priorities?
5. What is the **state-of-the-art** of mobile at our organization, and what are our strengths, weaknesses, opportunities and threats **(SWOT)**?
6. What is our mobile **strategy** and strategic **goals**?
7. **How** will we deliver on them?
8. What needs to **change** to enable us to succeed with mobile?
9. Who is the **team** that will do it?
10. What will we need to **fund**, and how?

* Jay Rosen, 2006.

What is mobile?

Mobile includes both:

✓ **Pocketable**
(phones, iPods, gaming devices)

& **Portable**
(tablets and eReaders)

✓ **Smartphones**
(apps and mobile web)

& **'Dumb' phones**
(voice calls and txting)

✓ **Podcasts**
(video and audio)

& other **downloadable content** (PDFs, eBooks)

✓ **BYOD**
(bring your own device)

& mobile **devices provided on-site** by SI museums

✓ **Mobile web sites**

& **Large-screen websites on mobile devices**

Slide 1

New Categories:
Mobile Categories:

What is the size of the mobile market?

Of the world's **4 billion** mobile phones in use,

27% | 25%

75%

are **smartphones** and a whopping **3.05 billion** are **SMS enabled** (950 million are not SMS enabled)

How fast is mobile internet growing?

By 2014, mobile internet should take over desktop internet usage

Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E

Internet Users (MM)

2,000
1,600
1,200
800
400

2007   2009   2011E   2013E   2015E

Mobile Internet Users

Desktop Internet Users

What do people use their mobile phones for?

Creating	Games	61%
Working	Weather	55%
Learning	Maps/Search	50%
	Social Networking	49%
	Music	42%
	News	36%
	Entertainment	33%
	Dining	25%
	Video	21%

http://mashable.com/2011/03/23/mobile-by-the-numbers-infogrpahic/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+Mashable+%28

Slide 2

Mobile is a unique mix:

of the personal

and the social

Mobile is Disruptive

Mike B. at the entrance to the "Hide/Seek" exhibit with an iPad playing the banned art, "A Fire in My Belly" by David Wojnarowicz.

http://www.queerty.com/smithsonian-not-pleased-with-patrons-bringing-aids-jesus-back-into-the-museum-on-an-ipad-20101206/
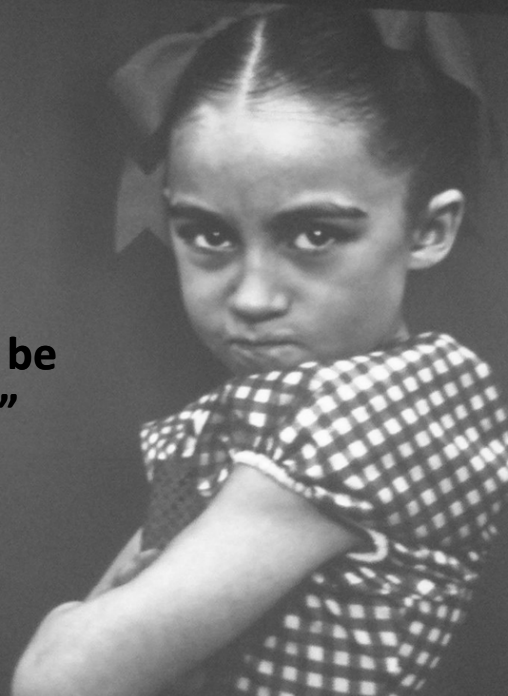
Get Me a Mobile Strategy or You're FIRED!

"You don't need *a* mobile strategy; you need mobile to be part of *the* strategy."

Jason Grigsby
Slides: bit.ly/d4m2010-strategy

@grigs • jason@cloudfour.com
cloudfour.com • mobileportland.com

SI Mobile's Strategy

1. **Integrate mobile into everything** we do to create a whole greater than the sum of its parts;
2. **Transform the way the Institution works** in order to achieve its strategic goals and vision for the 21st century.

*We will measure our progress and success by mobile's impact on the **Accessibility, Quality, Relevance, Sustainability** and **Accountability** of the Institution.*
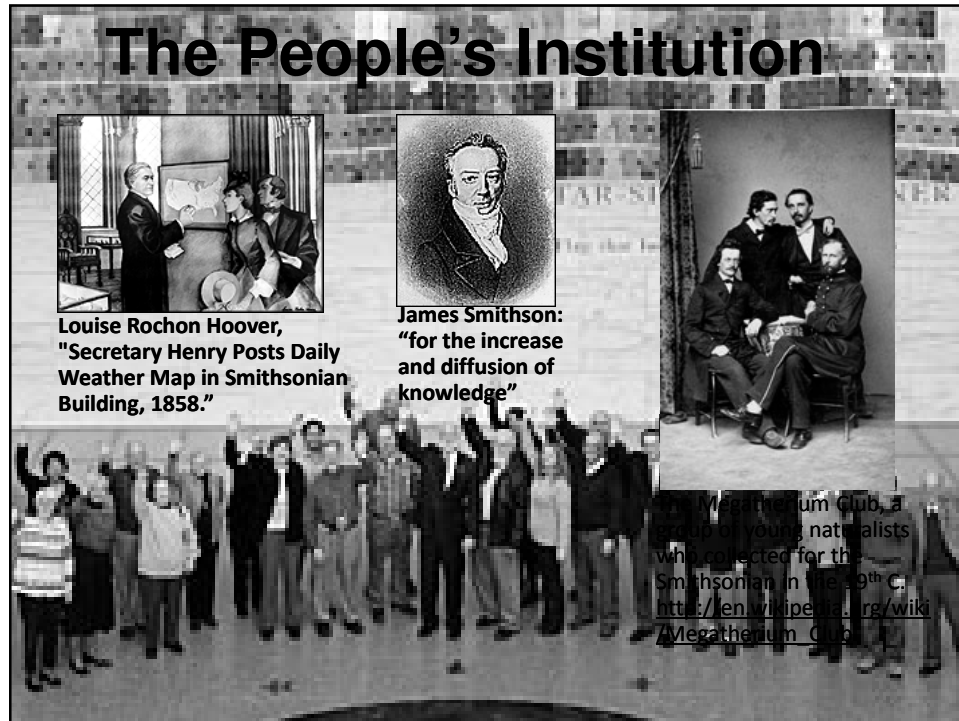
SI Mobile's Vision

Recruit the world
to increase and diffuse knowledge

by using mobile platforms to enlist **collaborators** globally in undertaking the real and important **work** of the Institution.

Put the Smithsonian not just in the people's pockets, but in their hands.

The People's Institution

Louise Rochon Hoover, "Secretary Henry Posts Daily Weather Map in Smithsonian Building, 1858."

James Smithson: "for the increase and diffusion of knowledge"

The Megatherium Club, a group of young naturalists who collected for the Smithsonian in the 19th c. http://en.wikipedia.org/wiki/Megatherium_Club

SI Mobile's Strategic Goals

1. **Engage new audiences where they are**, both on-site and beyond SI's walls.

2. **Create new opportunities for learning,** creativity and shared discovery within and beyond the museum and classroom

3. **Open access to our data, collections and research** and support new uses of it through collaborative structures and platforms.

4. **Equip SI staff with new tools** to work at the leading edge of their fields.

5. **Transcend disciplinary boundaries** by **connecting** communities, conversations and initiatives.

6. **Update the Smithsonian experience** to reflect shared brand values.

Mobile helps achieve the Smithsonian's **Strategy and Priorities** by:

1. Engaging mobile platforms to **integrate** the work of the **Grand Challenges** within the Smithsonian and with external **collaborators**.

2. **Broadening Access** to global audiences of all abilities via their mobile devices **whenever and wherever** they may be;

3. **Revitalizing Education by** connecting classrooms and both **formal** and **informal** learners around the world in a virtual, **mobile learning platform**.

4. **Crossing Boundaries** to **connect communities, contributors** and Smithsonian **experts** through mobile platforms, content and **conversations**.

5. **Strengthening collections** and their care through expanded access via mobile platforms that enable public/private partnerships.

6. Enabling **organizational excellence** through mobile learning tools that enhance staff's **flexibility** in response to new challenges.

7. Demonstrating **measurable outcomes** in the Institution's ability to harness the **power of technology** to grow and **share** its knowledge and collections.

Mobile Cultivates the Smithsonian's **Brand Values** by:

1. Making the Smithsonian more **accessible** and **accountable**

2. Enhancing its **relevance** to a wider audience

3. Attracting new forms of **funding, partnership** and **support**

4. Promoting **collaboration** with and within the Smithsonian

5. Increasing the **quality** of collections, research and learning at the Institution

6. Enabling the Institution to make a positive, **sustainable** impact in the world

How do we do it?

1. **Connect SI Mobile initiatives** in a common **framework** for navigability, findability and quality of user experience;

2. **Develop an internal commons** of shared tools, **resources** and training for best-in-class mobile development;

3. **Establish and expand the infrastructure** and back-end **systems** required to support SI's mobile initiatives, products and services;

4. **Adopt standards** for content and **data** management;

5. **Balance central governance with unit autonomy** to achieve **economies of scale** while fostering innovation and diversity.

6. **Use mobile metrics,** audience research, product testing and evaluation to support iterative development and **quality assurance** in SI mobile products.

Mobile Content Standards

http://wiki.museummobile.info/standards

SI Mobile Annual Objectives & Focus

Stage 1 (2010-2011):
1. Increase mobile engagement with SI
2. Improve the quality of the visitor experience online and on-site
3. Increase awareness of the Smithsonian's mobile offerings
4. Enhance the Smithsonian's Brand

Stage 2 (2012):
1. Build communities and collaboration
2. Foster education and create new learning opportunities on mobile platforms

Stage 3 (2013):
1. Offer services to support staff

Stage 4 (2014-15):
1. Acquire new audiences
2. Increase revenue

SI Mobile Strategic Focus
1. Experimentation & team-building
2. Strategic planning
3. Introduction of basic mobile best practices
4. Begin laying mobile infrastructure foundations

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1. Professionalization of mobile practices at SI
2. Strategic partner development
3. Investment in & consolidation of mobile infrastructure

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1. Expansion of products & services
2. Invest in new mobile technologies
3. Development of mobile business & funding opportunities

Governance

Approve | Reply | Quick Edit | Edit | History | Spam | Trash

- A **social media** approach to governance
- Rules written by the community of mobile practitioners and stake-holders
- "Post-moderation"
- Weekly meet-ups and quarterly peer reviews
- Annual strategy "summits"
- Personal responsibility, not policing
- Don't slow down projects and innovation
- Do achieve economies and efficiencies of scale

The Mobile Team

Team will vary by project

1. Web and digital practitioners and/or project managers
2. Content (interpretation) developers
3. Subject experts
4. Experience designers
5. Exhibition designers
6. Interface designers
7. Information architects
8. Systems architects
9. Marketing and public relations
10. Operations managers and staff
11. Branding & graphic designers
12. Standards and best practices steward
14. Strategy team/advisor
15. Contracting
16. Legal
17. Copyright
18. Evaluation
19. Audience research
20. Metrics analysis and reporting
21. Community/social media manager
22. Business model/commercialization advisor
23. Finance/accounting
24. Education/outreach/programs

What needs to change?

1. **Mobile funding:** Mobile initiatives, infrastructure, and research and development activities must be adequately resourced at a level that reflects the scale and global leadership of the Institution.
2. **Mobile integration:** Mobile must be an integral part of all units' strategic, content, platform and outreach decisions.
3. **Strategic alignment:** Mobile initiatives must be aligned with strategic goals at the Institutional and unit level, and their producers held accountable for project success against established metrics.
4. **Mobile analysis:** Data from SI Mobile initiatives must be analyzed alongside other Institutional metrics to drive strategic planning and decision-making.
5. **Mobile collaborations:** Staff engaged in mobile and other digital initiatives must collaborate and share information, resources and best practice to support the coordination, commercial plans and quality assurance of SI Mobile efforts.

What needs to change? (cont'd)

6. **Access to data:** Access to the Smithsonian's data must be opened up wherever possible through APIs and other methods as mandated by the OpenGov initiative.

7. **User-generated content:** The value of user-generated content to the Institution's initiatives and data must be recognized, embraced and actively solicited and supported across the Institution.

8. **Project management:** "Agile" project development skills must be cultivated to provide more flexible, responsive and appropriate management for mobile initiatives than traditional "waterfall" project planning techniques.

9. **Staff support:** Mobile initiatives throughout the Institution must enjoy the timely and pro-active support of central services and staff.

10. **Legal, contracting and governance procedures:** Legal, contracting and governance procedures for the processes of mobile production must be clarified and streamlined in order to support proactively the innovation and rapidity of SI Mobile initiatives.

It's NOT about the Technology

Fraunhofer Institute, Kunstmuseum Bonn: 'Beat Zoderer' exhibition (Listen project) 2003

Understanding the mobile behaviors of your audience is the first step in building a mobile strategy or product.

FORRESTER

Key Questions

- Who are the our target audiences?

- How do they use their personal mobile devices?

- What are their needs/wants?

- What objectives do we want to achieve through mobile platforms?

- Where is the overlap?

Smithsonian Mobile Audience Research:
http://smithsonian-webstrategy.wikispaces.com/Mobile+Research

Product Development Principles

1. Mobile products should be accessible and used to enable access to the Smithsonian experience and resources for people of all abilities.

2. Mobile projects should expand and create new opportunities for engagement, not seek to reproduce existing ones on mobile devices.

3. Mobile should be understood as social media and projects should leverage its ability to create conversations, communities, and collaborations both alone and in combination with other platforms.

4. Wherever possible, a mobile website built on a standards-based content management system should be at the core of every mobile application project.

5. Digital content should be conceived for cross-platform use and re-use according to mobile content standards, and delivered using quality metadata and central SI web services.

Product Development Principles

6. Wherever possible, existing mobile code modules should be reused from the SI Mobile repository: avoid writing new and/or dedicated code and using proprietary or dedicated systems.

7. Whenever possible, make code, tools, best practices and other learnings from SI Mobile projects freely available to others to reuse.

8. For quality and consistency of experience, SI mobile initiatives should use standard interfaces and include clear, easy routes to other SI mobile products and platforms.

9. Embed metrics and analytic tools in every mobile product, and include audience research and product evaluation in every mobile project to inform iterative development and ensure quality.

10. Every mobile project or product must include a commercial or other plan for its sustainability and maintenance.

Metrics of Success

We will measure our progress and success by mobile's impact on the:

1. **Accessibility,**
2. **Quality**,
3. **Relevance**,
4. **Sustainability** *and*
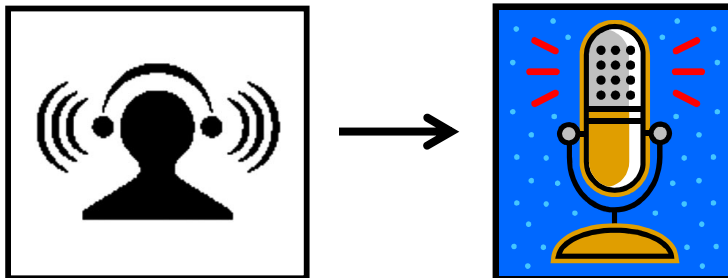5. **Accountability** *of the Institution.*

What is mobile?
Mobile is social media

If we don't want our mobile products to fall on deaf ears…

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Handheld Conference 3 June 2009

http://picasaweb.google.com/anup.rao/HaifaAkkoIsrael#4954285426665324562
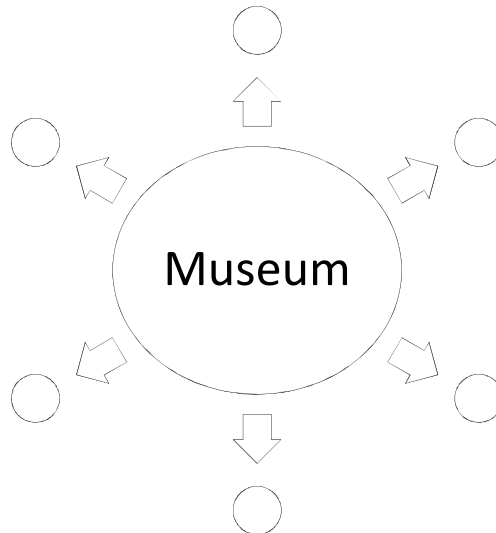29

We need to think outside the audiotour box

"From we do the talking to
From Headphones to Microphones."
we help you do the talking."

– *Chris Anderson, Wired,* Smithsonian 2.0 Conference, 24 Jan 2009
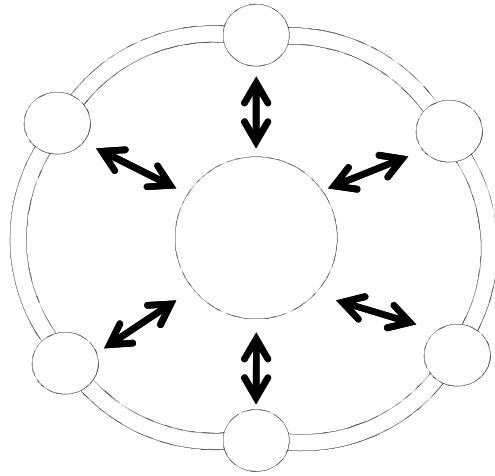http://smithsonian20.si.edu/schedule_webcast2.html

The Multiplatform Organization

Museum

The Multiplatform Organization

Museum
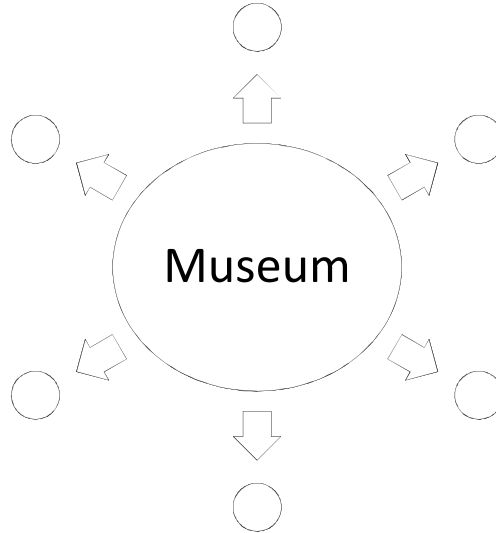
More than multiplatform…

Our Organization is a Distributed Network

Edward Hoover, 2010, from flickr

SI Mobile Projects to Date

Mobile Applications

Encyclopedia of Life Uploader »
Help us catalog the amazing biodiversity of our planet by contributing to the Encyclopedia of Life (EOL) using your iPhone

Infinity of Nations »
A bilingual mobile guide to the new "Infinity of Nations" exhibition and is compatible with iPhone, iPod Touch and the iPad

MEanderthal »
Do you look like your prehistoric relatives? Try morphing yourself backward in time with the MEanderthal app for iPhone and Android!

Leafsnap »
This free mobile app uses visual recognition software to help identify tree species from photographs of their leaves

Yves Klein: With the Void, Full Powers »
This app—available for Android, iPhone and iPad—gives users a full overview of the exhibition and insight into selected artworks

Set In Style »
This iPad application showcases 65 of the 350 works on view at the Cooper-Hewitt National Design Museum in New York

Smithsonian Channel »
Stay connected with Smithsonian Channel's original series, documentaries and fun facts with this app for iPhone and iPod Touch

Mobile Websites

Air and Space Museum mobile »
The first mobile website from the Air and Space Museum offers vital visitor information and more

Chandra Mobile »
Access the latest releases, podcast and materials from the Chandra X-ray Observatory on your smartphone

Collections Search Center Mobile »
One-stop searching for over 6.4 million records with 536,000 images, video and sound files, electronic journals and other resources

goSmithsonian »
A guide to help you plan your trip to the Smithsonian and the Washington, D.C. area—now optimized for viewing on your mobile device!

National Postal Museum mobile »
Connect with the National Postal Museum from your mobile device

Natural History Museum mobile »
Visit the the Natural History Museum's mobile website to see what's on today and for information to help you get around the museum

Vantage Point: The Contemporary Native Art Collection »
A mobile website and cellphone tour of the American Indian Museum's contemporary art collection

Artists in Dialogue 2
Sandile Zulu and Henrique Oliveira

Explore the Exhibition
Join the Conversation
Create Your Own Art
Country Quiz Challenge
Museum News & Info

http://si.edu/mobile

More about Mobile

- http://smithsonian-webstrategy.wikispaces.com/Mobile
- http://wiki.museummobile.info/
- http://tatehandheldconference.pbworks.com

#mtogo

#SImobile

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