Personal Tours at the British Museum

ESWC Summer School 2014
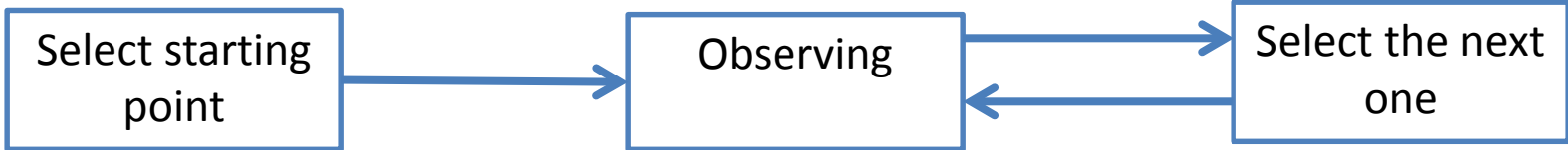
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What is important for the Visitor?

- Main question: Where to go?

- Decision factors
  - How much time I have?
  - Which rooms are overcrowded?
  - Particular topic of interest?
  - Logistics
  - And more…

"Visiting" Process

Select starting point	→	Observing	⇄	Select the next one

Current location
Specific interest (if any)

What (the hell) is that?
Do I like it or not?

Do I want to know more about the subject?
Do I want something different?

How can we help the visitor to navigate through the huge collection?

Personal Museum Tour

Mobile App – always with you!

Starting point ⟶ Observing ⟶ Suggesting the next

This gold chariot comes from a hoard found near the Oxus river in Central Asia. It depicts a driver and probably a satrap - a governor of the Persian Empire. …

- 3 different objects to start
- W.r.t. current location

- Artifact description (also audio)

- Like or Dislike

- Suggestions based on ranking algorithm
  – Similarity
  – Physical distance
  – Already seen artifacts
  – History of "Like"s and "Dislike"s

Result/Demo

Challenges and Lessons Learned

- Data incompleteness and heterogeneity
  - In room 33, all objects lack titles
  - There are rooms that are not in the current floor plan
- Using SPARQL on Android is not trivial

- Not all your data have to be put in an ontology
  - Sometimes, simple text files may serve better
- Software development is a messy process
  - Changing requirements and refining ideas
  - Data issues
  - Platform issues
  - Endpoint reliability
- Be flexible and expect the unexpected

Ideas for FW and Extension

- Enrich artifact textual description with external data
  - E.g. from DBPedia, etc.

- Digital souvenir from the museum (personal story)

- Knowledge base to collect
  - Visitor profiles
  - Their "Like"s and "Dislike"s
  - Statistics about visits (typical routes, crowdedness, etc.)

- Game aspects
  - E.g. Collecting points for the visited artifacts
    - Like Foursquare

Thank you!

Questions?