

Personal Tours at the British Museum



ESWC Summer School 2014

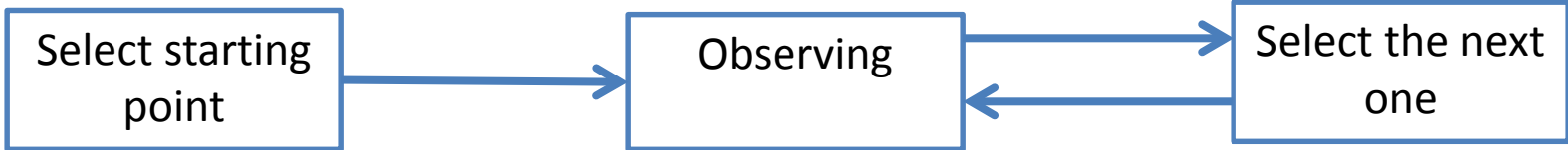
Kim Schouten, Suad Sejdovic, Yassine Mrabet, Olga Kovalenko

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



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



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



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. ...

- 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



The screenshot shows the 'BM YourGuide' app interface. At the top, there is a status bar with a notification icon, a battery icon, and the text '100% 16:52'. Below the status bar is the app header with 'The British Museum' logo and the title 'BM YourGuide'. A navigation bar below the header has two tabs: 'RECOMMENDATION' and 'CURRENT ARTIFACT', with the latter being selected. The main content area features the title 'Mummy of Hornedjitef' above a photograph of the artifact. Below the image is a detailed description of the artifact. At the bottom of the screen, there is a navigation bar with three icons: a headset, a thumbs-up, and a thumbs-down.

18

100% 16:52

The British Museum BM YourGuide

RECOMMENDATION CURRENT ARTIFACT

Mummy of Hornedjitef



Base and lid of the anthropoid wooden inner coffin of Hornedjitef, son of Nekhthorheb, who held a large number of priestly offices, polychrome painted and gilded face, wig, collar and pectoral, winged scarab across breast, body inscribed with vertical registers of painted hieroglyphs, flanked by deities, the rest of the surface is unelaborated, interior of base also decorated.

Headset icon, Thumbs up icon, Thumbs down icon

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?