

# MOBILE AR

MUSEUM EXPERIENCE

## SURVEY

SUMMER 2018



To measure the public's interest in new ways to access content at museums, Cuseum recently conducted an on-site survey. The objective of the study was to evaluate the impact that new forms of mobile technology, such as augmented reality, have on the visitor's experience.

Almost all participants agreed that mobile technology enhanced their experience of the museum.



## RESULTS



9 OUT OF 10



Responded that it made it easier to access information

Exciting new way to learn



91%

of participants



87%

Enhanced their overall experience



87%

Wished all museums had this



85%

Would recommend to a friend

## REACTIONS

“Great, easy way to access information about the artworks”

If you could describe your experience in one word:

- Educational
- Easy
- Satisfying
- Enhancing
- Cool
- Interesting
- Engaging
- Fun
- Immersive
- Exhilaration
- Neat
- Innovative

Location: Top 10 Art Museum in Northeastern United States | Study Size: 103 People | Date: July 2018