SetBeacon for Museum

How SetBeacon can
add Interactivity to Museums

Our product "Set Beacon" is a next generation digital advertisement product that allows businesses to establish a futuristic and direct communication with their customers. Using this product, any business can create a virtual perimeter and send notifications to the customers who pass through this perimeter.

Use case and simulation for Museum

Museums have greatly benefited from the implementation of beacons in their spaces. The visitor experience in museums was, and still largely is, one-dimensional, descriptive labels besides the artwork often fall short of providing full context, while brochures or audio guides can feel cumbersome. As such, many museums have started exploring the use beacons to improve the visitor experience.

How museums can put SetBeacons to use:

a) Contextual information:

Setbeacon can be used to trigger proximity-based, hyper-targeted updates to visitors as they move around the museum. For instance, a museum's app can alert visitors to an upcoming lecture as they pass by the auditorium. Messages triggered can divulge more details about an exhibit a visitor is looking at, or to inform visitors about other facilities, such as cafeteria, porch ways or the history of the museum itself. You can also send recommendations based on the exhibits and artifacts that a visitor has expressed interest in during their previous visits. Additionally, if a visitor spends a considerable amount of time near an exhibit, you can recommend similar artifacts that can be purchased at the museum shop.

b) Analytics:

SetBeacon can be used for gathering data to gain insights on visitor behavior and use it to improve exhibit locations and museum layouts to enhance the overall visitor experience. They can also be used to measure dwell times, measuring how much time visitors spend at different locations of the museum, or which exhibits are most popular. You can understand if an exhibit is popular by itself or if it is because of its placement at a particular location.

A visitors' entire visit can be tracked, providing valuable data about how long they stayed, which sections they visited, and countless other behavior metrics regarding their visit such as time spent at each section, interests, artifact purchase history etc.
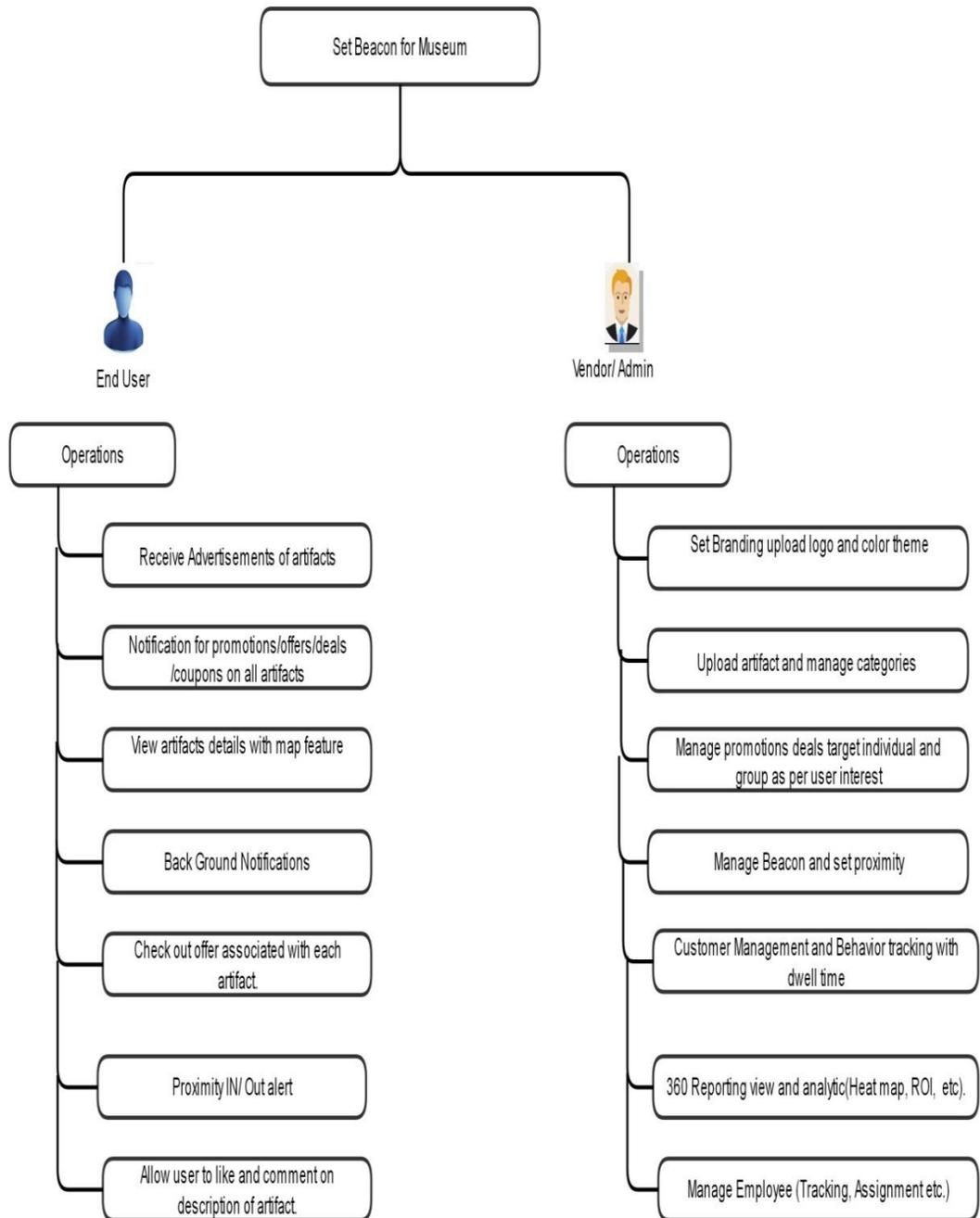
c) Venue check-in (entry tickets):

By placing SetBeacon at entry points/ways, museums can get rid of manual entry tickets altogether. When visitors walk inside the museum door, they are recognized through the app installed in their smartphone (each phone has a unique id). With a simple POS system at the entryway, they can pay for their visit hands free, without pulling out their smartphone or wallet. This allows visitors to check in seamlessly and eliminates the hassle of waiting in long queues to purchase an entry ticket. Pass holders can be recognized and immediately admitted without having to wait, providing elevated convenience to regular visitors. The same system can also be implemented in museum gift shops or cafés.

c) Self-guided tours:

SetBeacon allows museums to offer their visitors streamlined self-guided tours. By placing beacons around the museum, approaching visitors can receive detailed information directly on their mobile home screens. Visitors can proceed at their own pace, spending more time near exhibits most appealing to them, thus eliminating the need to follow strict walking guidelines. A location-based mobile app puts visitors in the driver's seat, providing a rich experience much like a personal tour guide in the palm of their hands. This not only cuts down on museum resources, but also provides a vibrant medium of interaction for users. Exhibits can be complemented with photos, information about the creator, descriptions, additional videos, and audio streamed where it is most relevant to the visitor.

SetBeacon

Set Beacon for Museum

End User

Vendor/ Admin

Operations

Operations

- Receive Advertisements of artifacts
- Notification for promotions/offers/deals /coupons on all artifacts
- View artifacts details with map feature
- Back Ground Notifications
- Check out offer associated with each artifact.
- Proximity IN/ Out alert
- Allow user to like and comment on description of artifact.

- Set Branding upload logo and color theme
- Upload artifact and manage categories
- Manage promotions deals target individual and group as per user interest
- Manage Beacon and set proximity
- Customer Management and Behavior tracking with dwell time
- 360 Reporting view and analytic(Heat map, ROI, etc).
- Manage Employee (Tracking, Assignment etc.)

SetBeacon

From End User perspective

Once End users download and sign up the application, they can make use of features such as:-

* Receive Advertisements (interstitials, banners, simple text and video ads) as managed by the Museum vendor.

* Receive push notifications regarding promotions/offers/deals/coupons (all under promotions) for Museum and their artifacts.

* View Museum and artifacts details with map feature.

* Get alerts while the app is running in background mode.

* Access to artifact gallery.

* User can like or comment on artifacts or Items.

* Receive vibration alerts, when user goes out of the proximity/range.

From vendor perspective

Set Branding

Our solution is robust, flexible and SAAS based white labeling concept that provides easy to use interface for business administrator where they can give their branding and promotional content by uploading their logo and business color scheme.

Manage catagories /Upload artifacts/products

As a Museum Vendor you can upload and manage your artifacts in the specified artifacts categories.

Manage Promotions

This allows you to manage the ongoing promotions and upload new promotional scheme to boost up your sales and generate high volume of revenue. Our application supports all types of promotions such as audio, video and image etc.

Manage Beacon

Track/show customer behavior – Heat map of where customer spent maximum time, view user's interest patterns and Log/show how much time was spent by the customer in beacon's range.

Manage Employee

It allows you to track and control the activities of your employees and forecast their placement according to the foot fall count by the beacon.

SetBeacon

Manage Reports

This smart solutions generates 360 degree reporting view and helps to depict the business trends in any periodicity i.e. daily, weekly, monthly, yearly trends. No excel download is required and these reports can be fetched as a Pdf and can be sent as an attachment through email.

How's our product beneficial for your business

SetBeacon helps you to:

1) Target and engage existing and new customers.
2) Easy way of promoting, tracking and controlling business operations.
3) Solution is customizable according to your business needs and branding.
4) Personalized roles and responsibilities.
5) Customized and accurate analytics and reporting.
6) 24*7 maintenance and support.