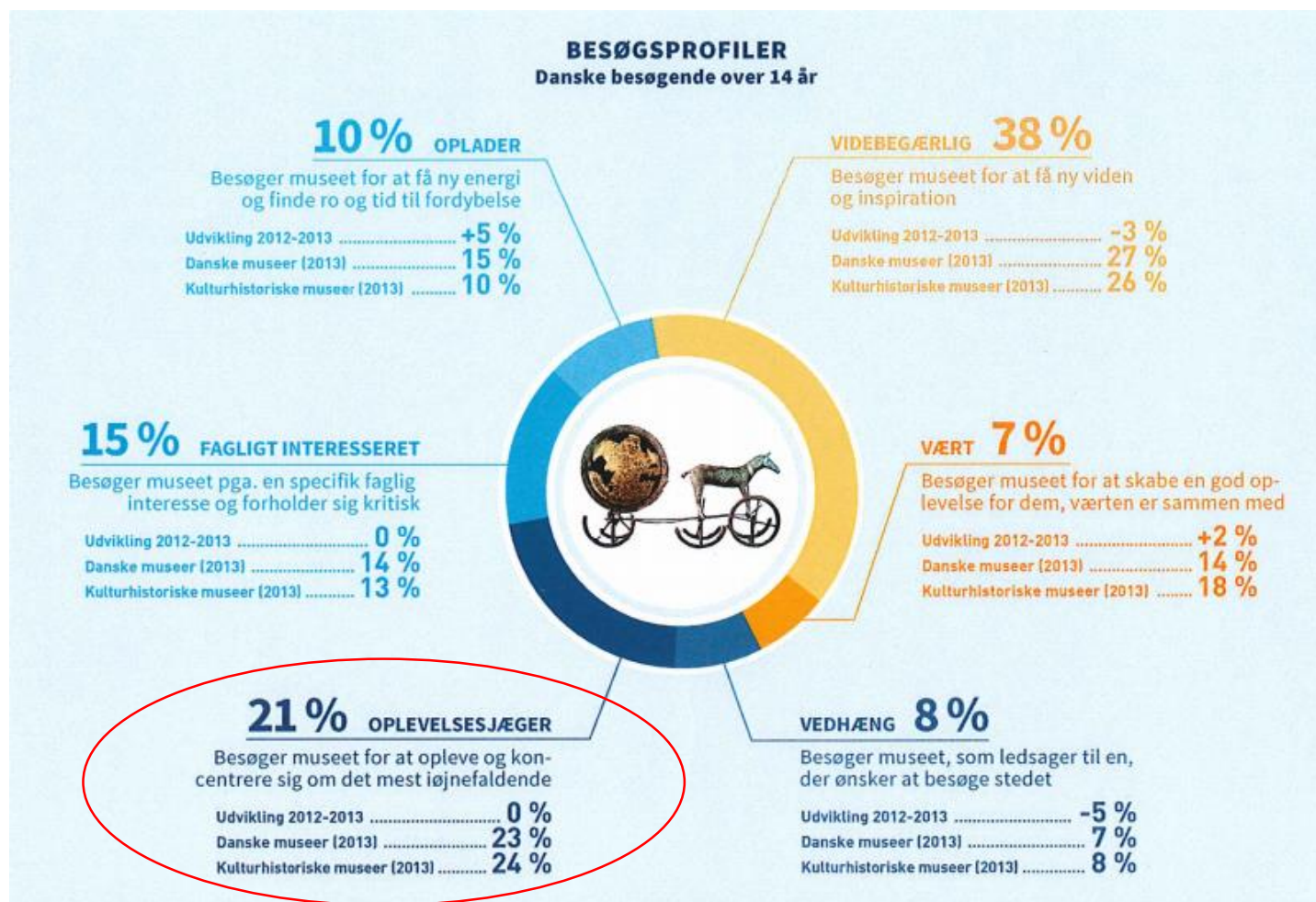


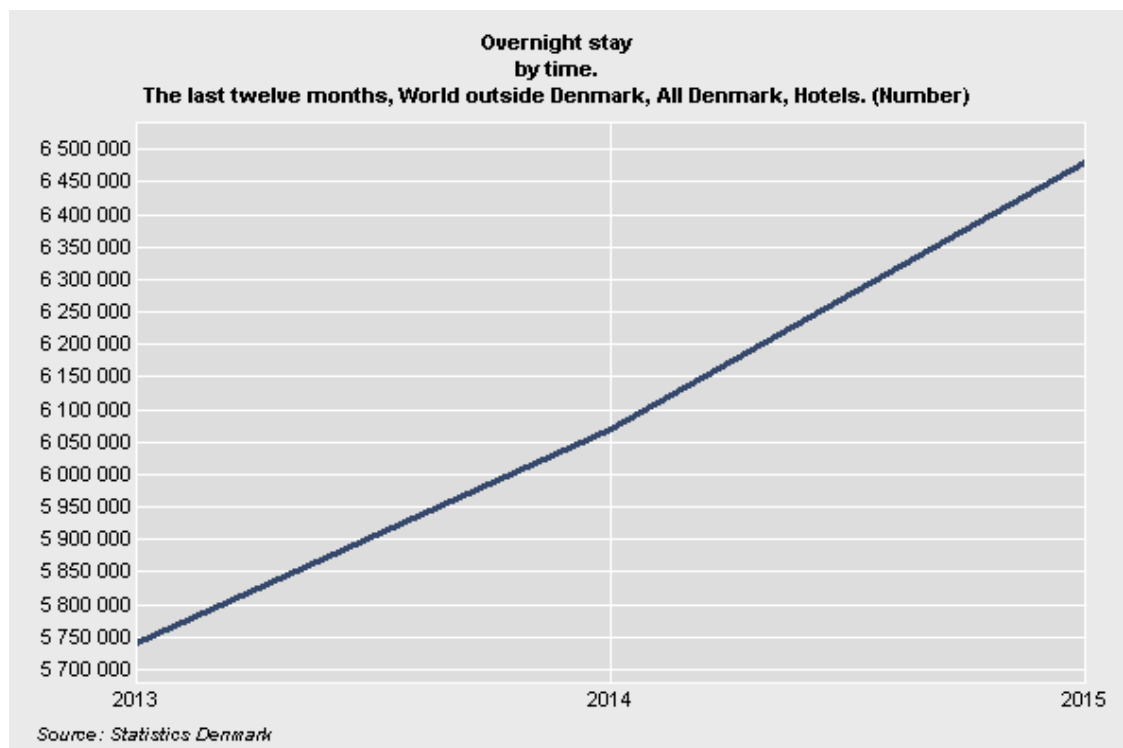


# How to inform about other museums?

# National Museum's target groups: which one to choose?



# Benefit: Visit rate VS. Tourist statistics



BESØGSTAL

**727.727** **51%**

Besøgende i 2013

inkl. skoleelever, turister, mødecentergæster

Vækst 2012-2013

TILFREDSHED

**8,4** **+0,5**

Skala fra 1-10

Stigning 2012-2013

MARKEDSANDEL

**11%**

af alle besøgende på  
kulturhistoriske museer

## Benefits for the museum:

- Increased visit rate
- Increased sales (cafe and shop)
- Better reputation
- More firms renting facilities
- Subsidies from the state





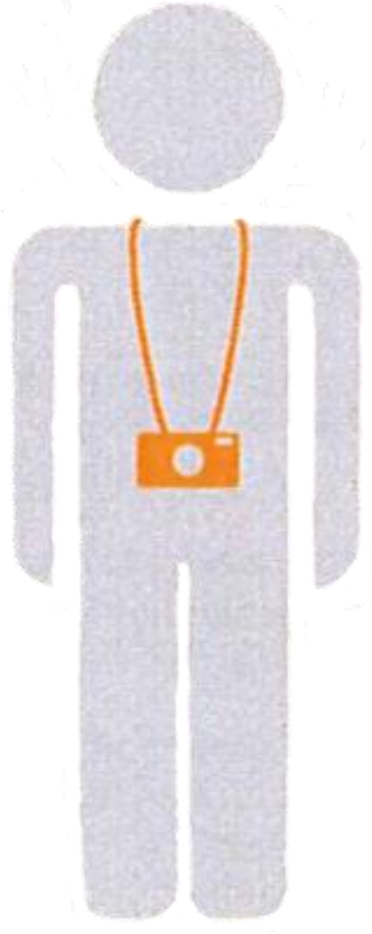
# Need: Who is the customer?

## Experience-seeker

- Tourist: Danish or foreign
- Limited time of stay
- Has money to spend
- Limited access to internet
- Many alternatives



# Need: What the customer wants?



## Good experience

- Easily available information
- Nice and functional facilities
- Places to buy food and souvenirs
- Good service
- Guidance around opportunities



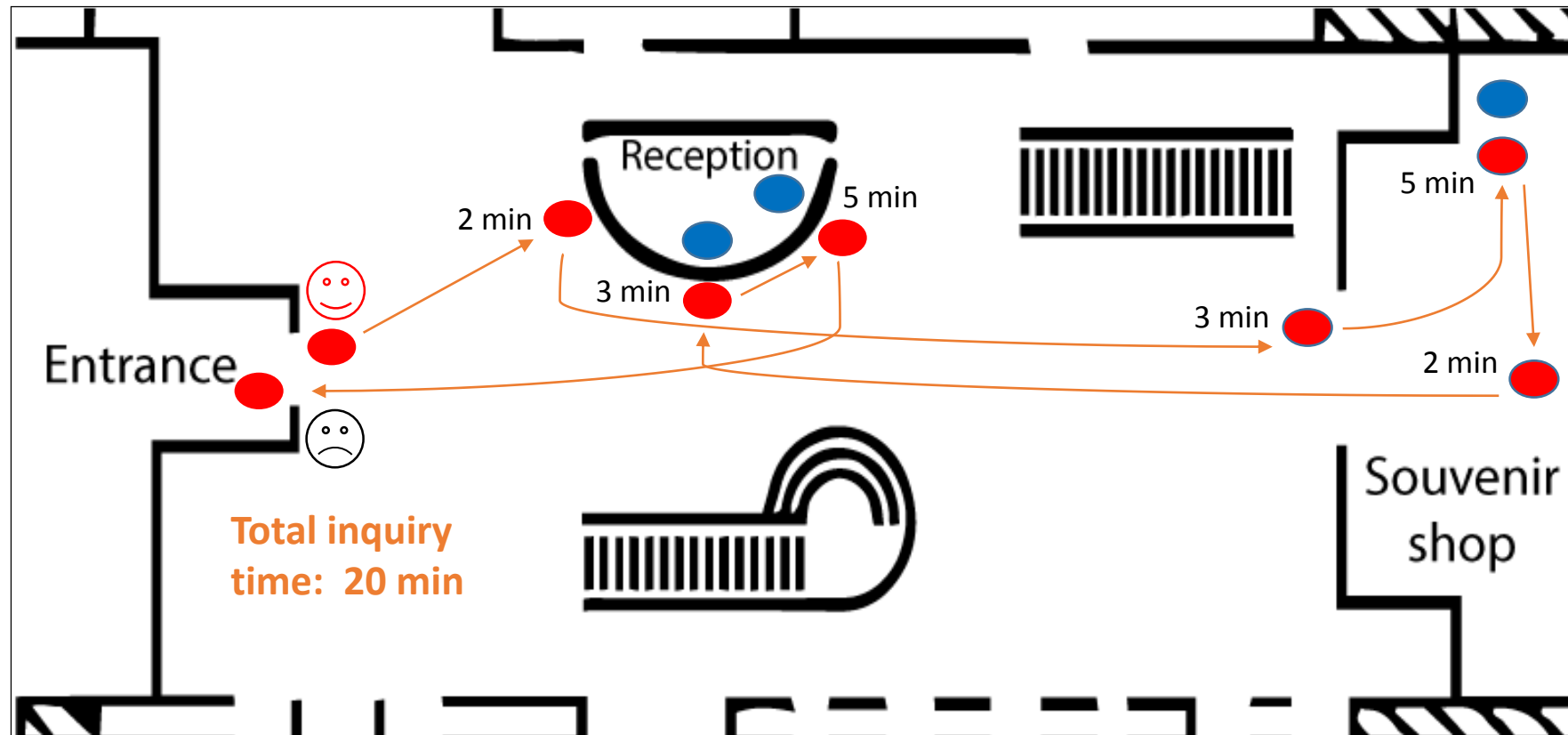
# Need: Customer profile

## Barbara



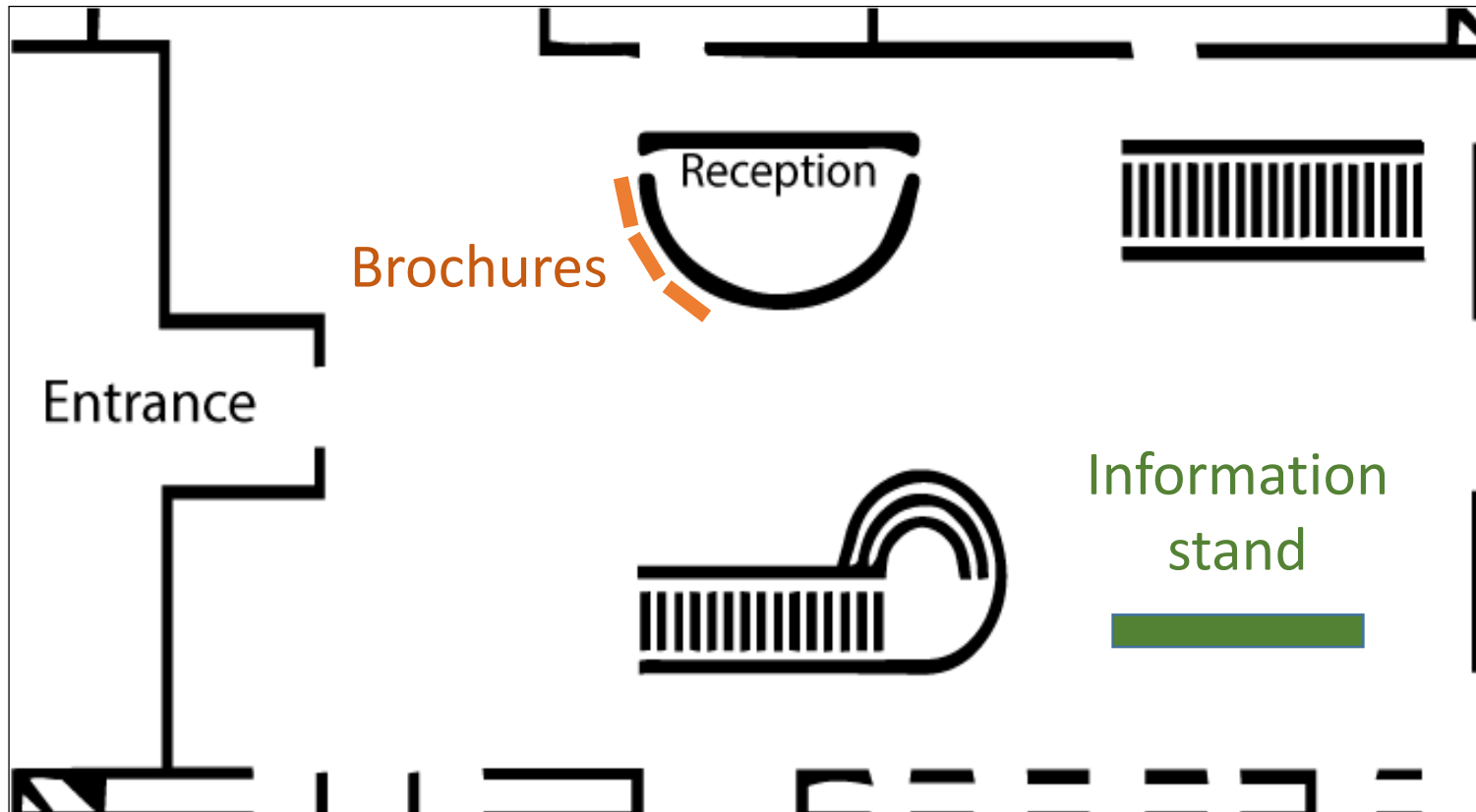
- 25 years old
- from Hungary
- student at CPHBusiness, Lyngby
- part-time job in Copenhagen
- wants to find out about ***the Victorian Home***
- would buy coffee and cake in the café and souvenirs for the family

# Approach: Customer journey



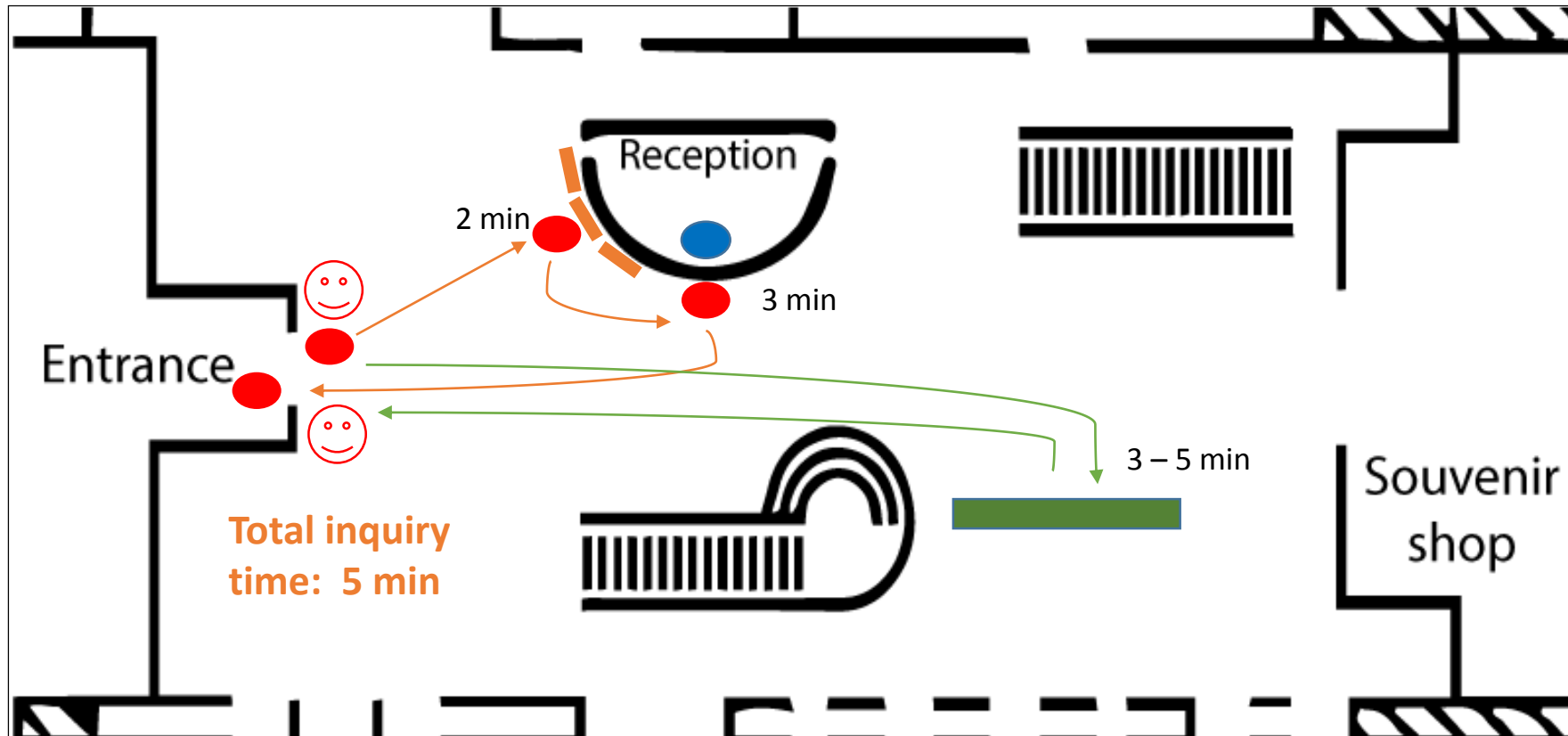


# Approach: Solutions



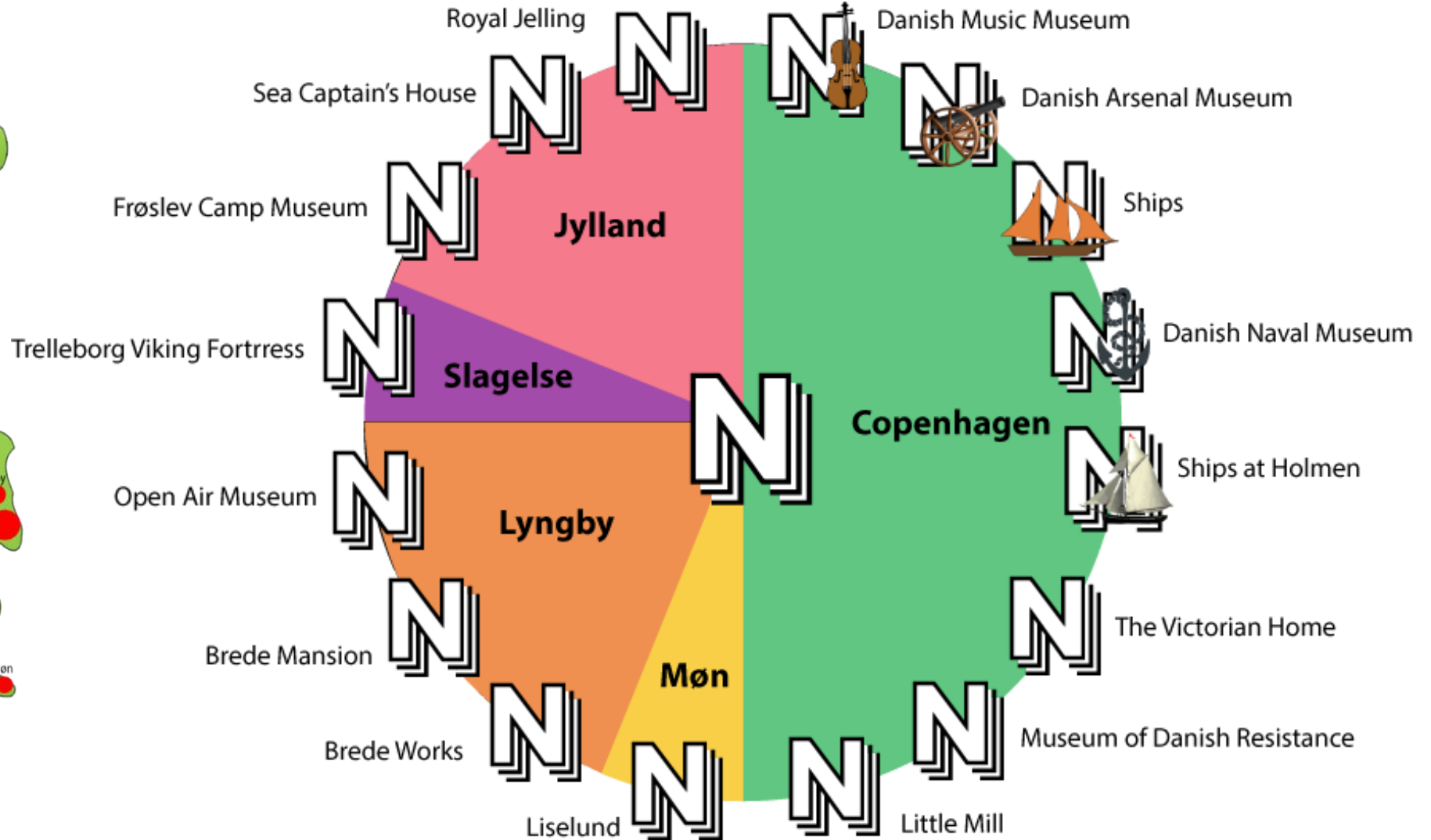
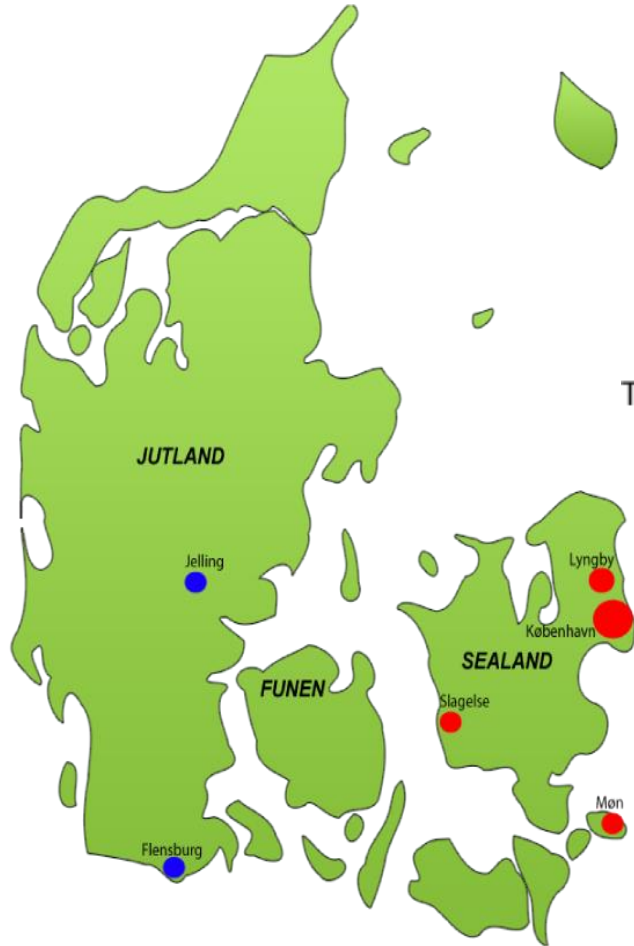
Better website

# Approach: Customer journey improved

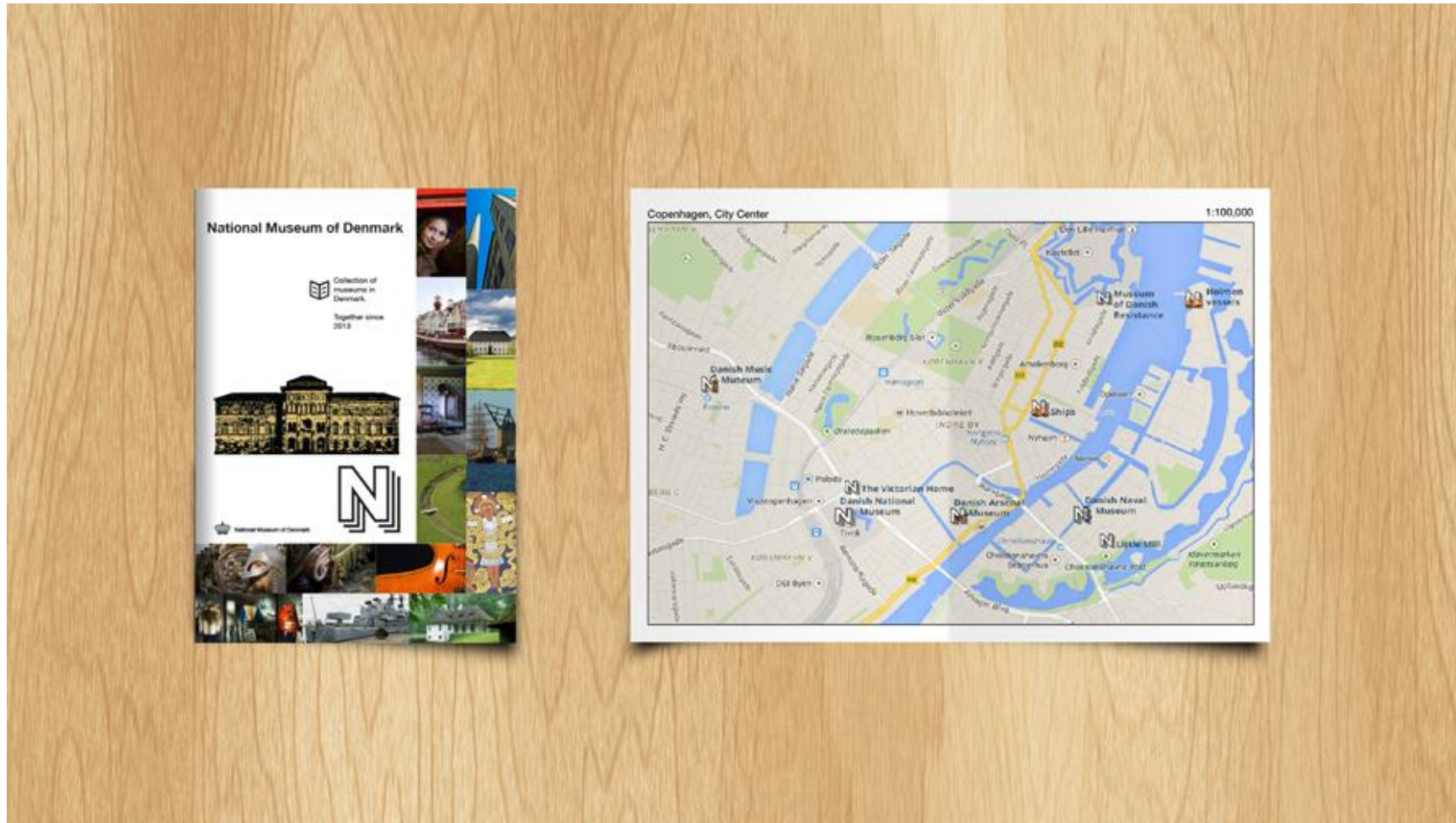




# Approach: Museums by location



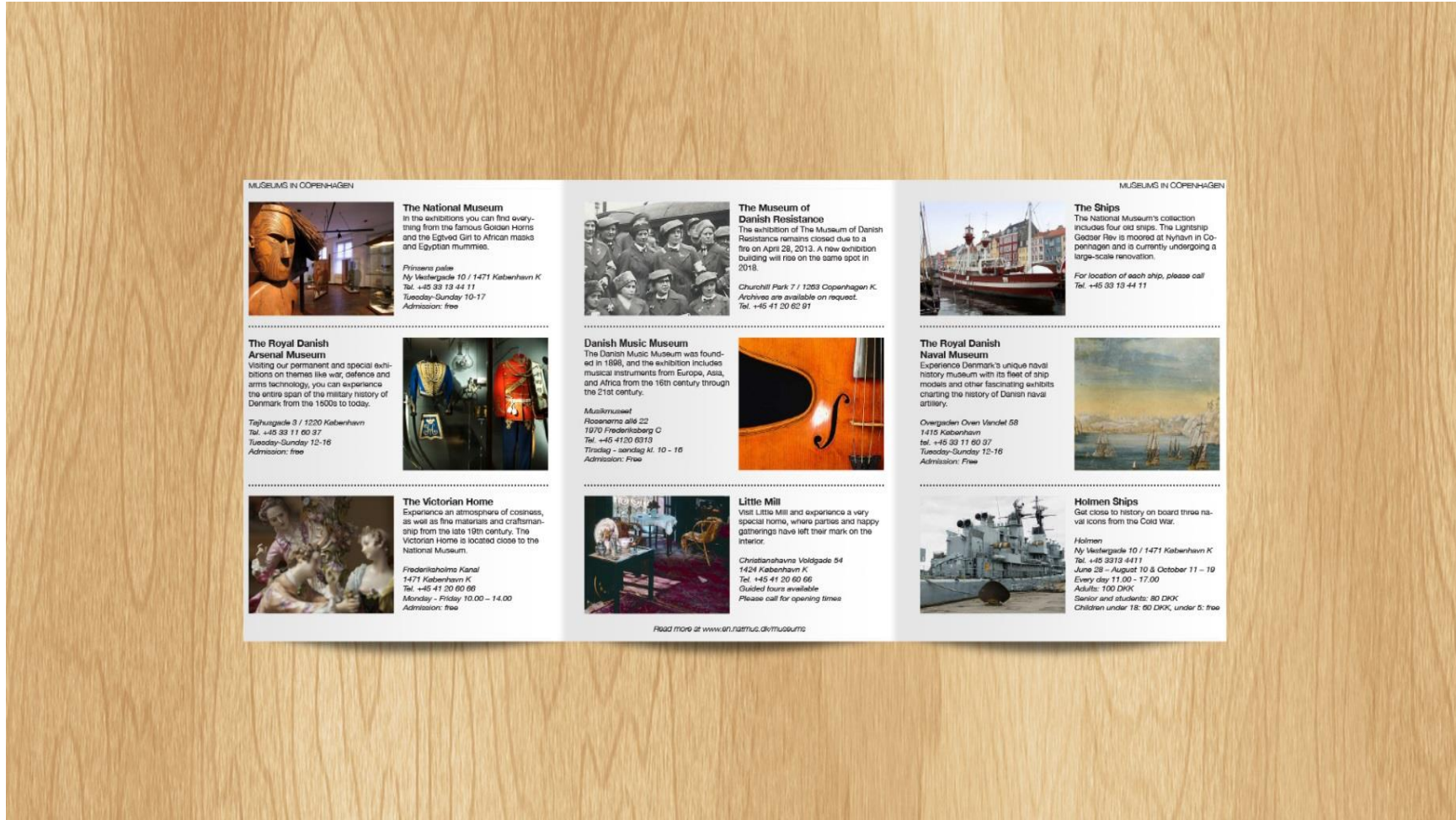
# Approach: Brochure for Copenhagen








# Approach: Brochure for Copenhagen




MUSEUMS IN COPENHAGEN




**The National Museum**  
In the exhibitions you can find everything from the famous Golden Horns and the Eghed Gift to African masks and Egyptian mummies.

*Prisoners' palace*  
Ny Vestergade 10 / 1471 København K  
Tel. +45 33 13 44 11  
Tuesday-Sunday 10-17  
Admission: free

**The Royal Danish Arsenal Museum**  
Visiting our permanent and special exhibitions on themes like war, defence and arms technology, you can experience the entire span of the military history of Denmark from the 1600s to today.




Tøjhusgade 3 / 1220 København  
Tel. +45 33 11 00 37  
Tuesday-Sunday 12-16  
Admission: free



**The Victorian Home**  
Experience an atmosphere of coziness, as well as the materials and craftsmanship from the late 19th century. The Victorian Home is located close to the National Museum.


Frederiksholms Kanal  
1471 København K  
Tel. +45 41 30 60 60  
Monday - Friday 10.00 - 14.00  
Admission: free




**The Museum of Danish Resistance**  
The exhibition of The Museum of Danish Resistance remains closed due to a fire on April 28, 2013. A new exhibition building will rise on the same spot in 2018.

Churchill Park 7 / 1263 Copenhagen K.  
Archives are available on request.  
Tel. +45 41 20 62 91

**Danish Music Museum**  
The Danish Music Museum was founded in 1866, and the exhibition includes musical instruments from Europe, Asia, and Africa from the 18th century through the 21st century.




Musikmuseet  
Rosenørns allé 22  
1070 Frederiksberg C  
Tel. +45 41 00 63 13  
Tirsdag - søndag kl. 10 - 18  
Admission: Free



**Little Mill**  
Visit Little Mill and experience a very special home, where parties and happy gatherings have left their mark on the interior.


Christianshavns Voldgade 54  
1424 København K.  
Tel. +45 41 20 60 66  
Guided tours available  
Please call for opening times




**The Ships**  
The National Museum's collection includes four old ships: The Lightship Gæster Rev is moored at Nyhavn in Copenhagen and is currently undergoing a large-scale renovation.

For location of each ship, please call  
Tel. +45 33 13 44 11

**The Royal Danish Naval Museum**  
Experience Denmark's unique naval history museum with its fleet of ship models and other fascinating exhibits charting the history of Danish naval artillery.



Overgaden Oven Vincelø 58  
1415 København  
Tel. +45 33 11 80 97  
Tuesday-Sunday 12-16  
Admission: Free



**Holmen Ships**  
Get close to history on board three naval icons from the Cold War.

Holmen  
Ny Vestergade 10 / 1471 København K  
Tel. +45 33 13 44 11  
June 28 - August 10 & October 11 - 19  
Every day 11.00 - 17.00  
Adults: 100 DKK  
Senior and students: 80 DKK  
Children under 18: 60 DKK, under 5: free

Read more at [www.bn.natmuc.dk/museerne](http://www.bn.natmuc.dk/museerne)

# Approach: Brochure at the reception

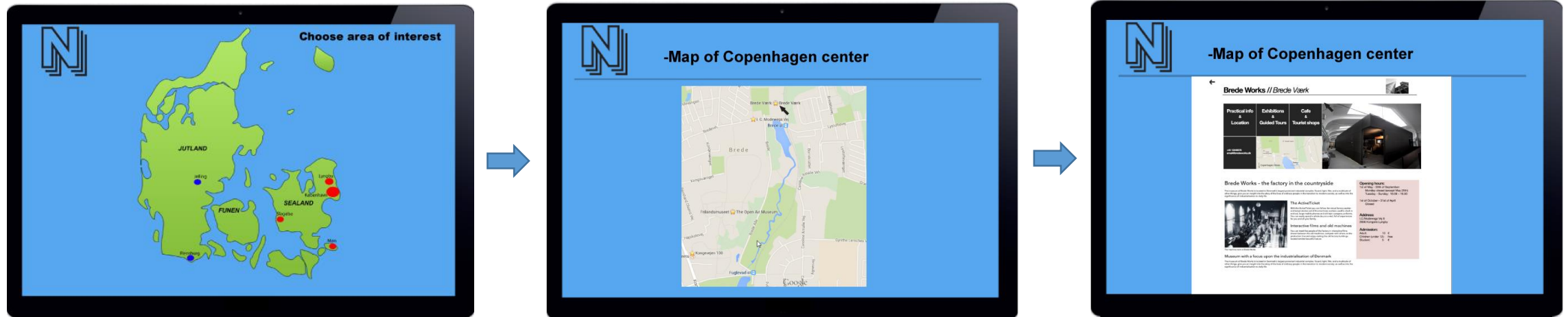




# Approach: interactive stand



# Approach: interactive stand navigation



# Approach: Usertest with Barbara

## Gangstertest:

1. Website identification
2. Which page are you on?
3. Breadcrumb path
4. Which subsections can you find?
5. Local navigation
6. Search function

**0 point**

**2 points**

**0 points**

**3 points**

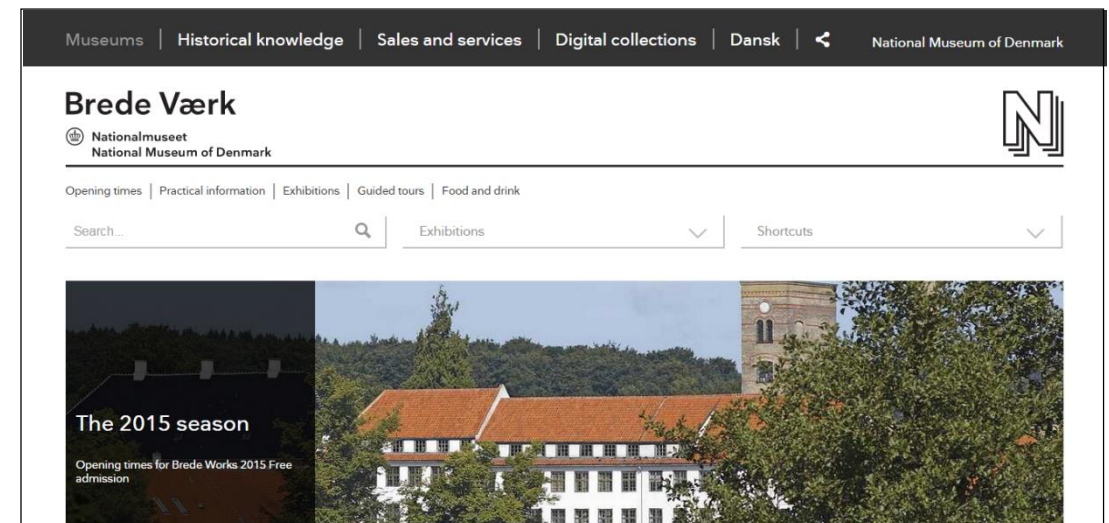
**2 points**

**3 points**

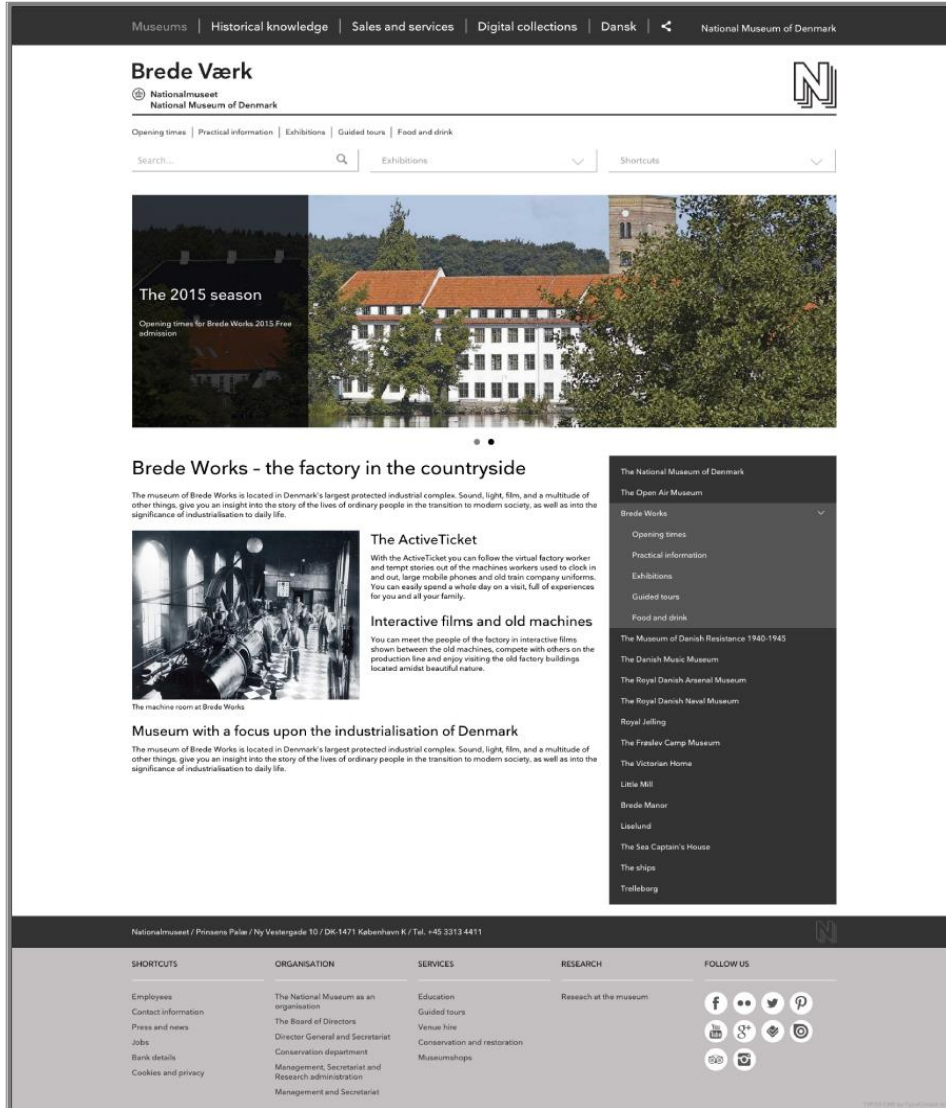
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**10 points**

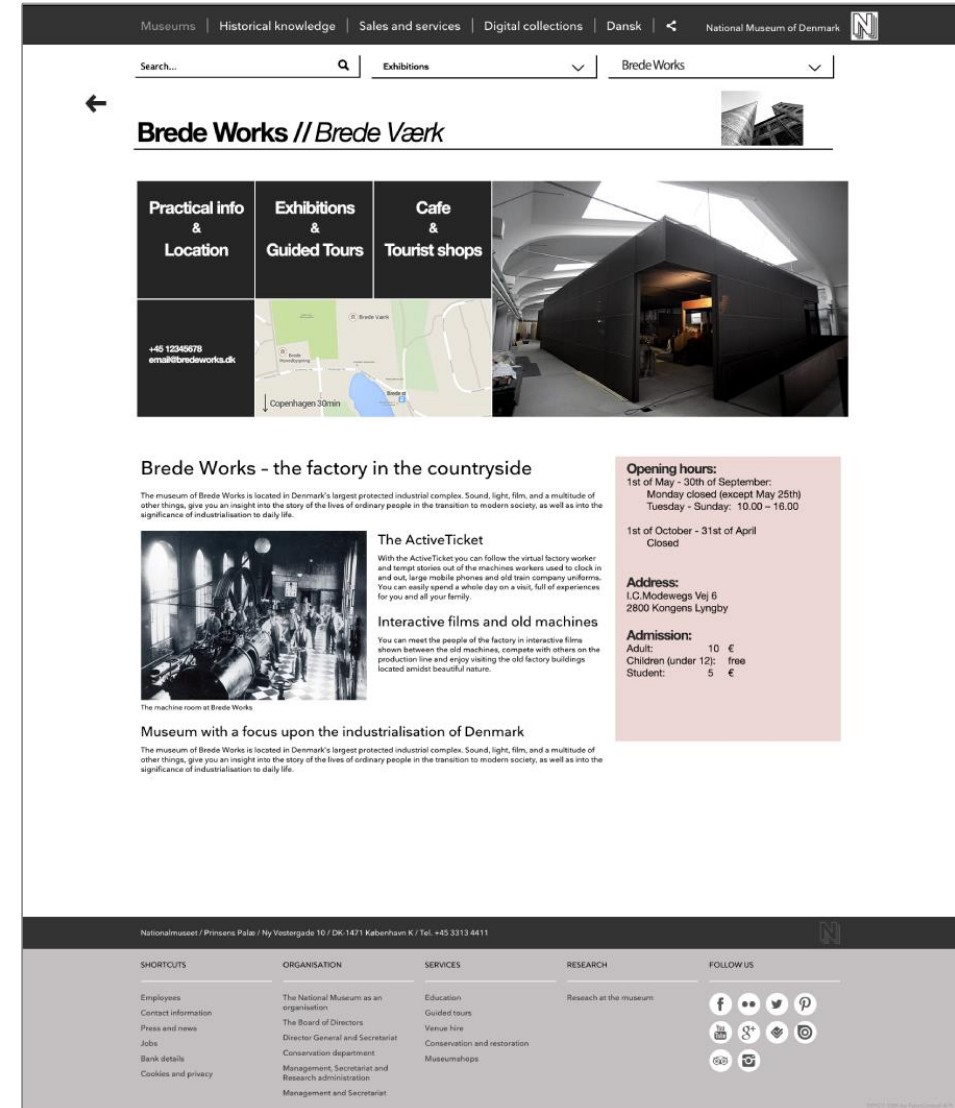
**(out of 18)**



# Approach: Website / Brede Works/page improved



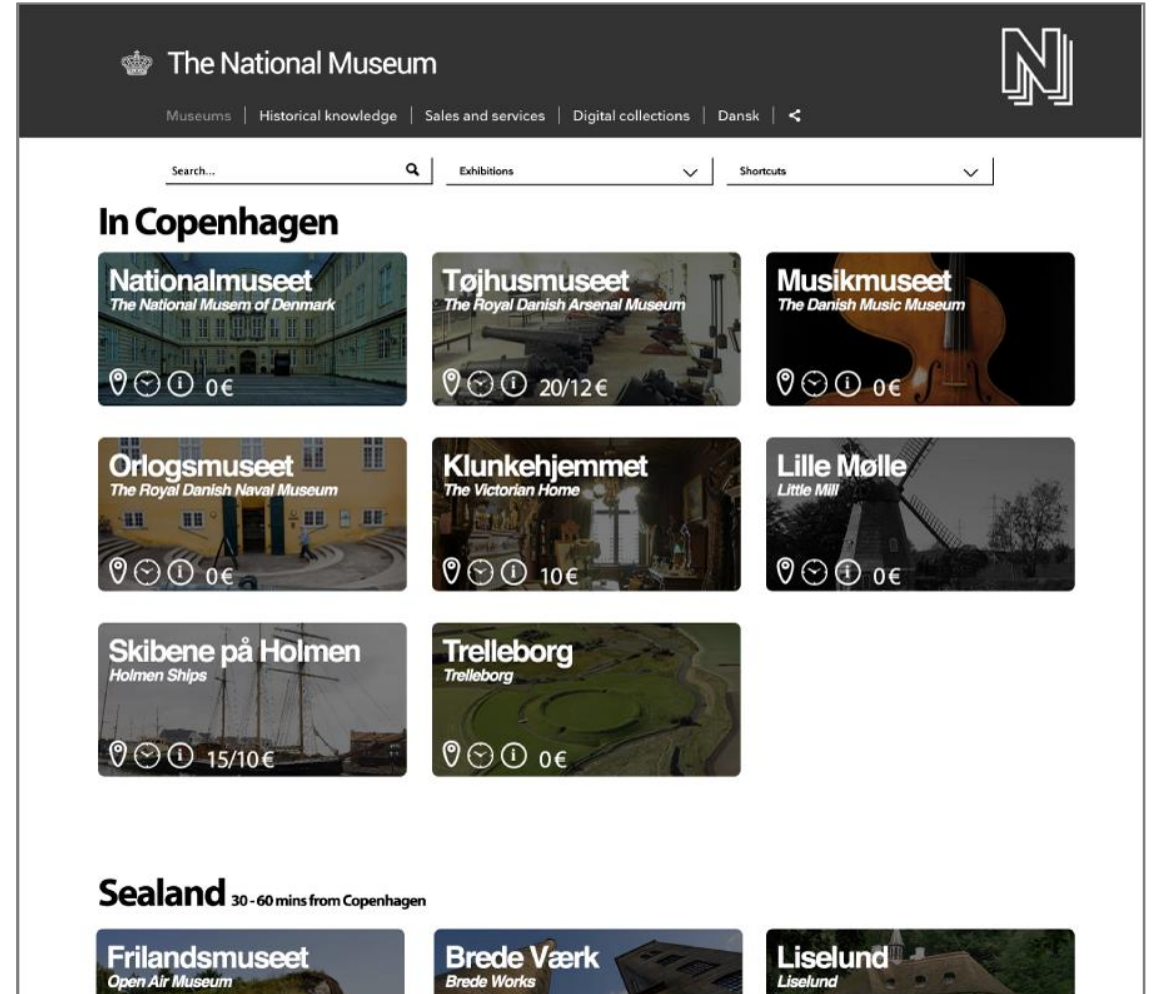
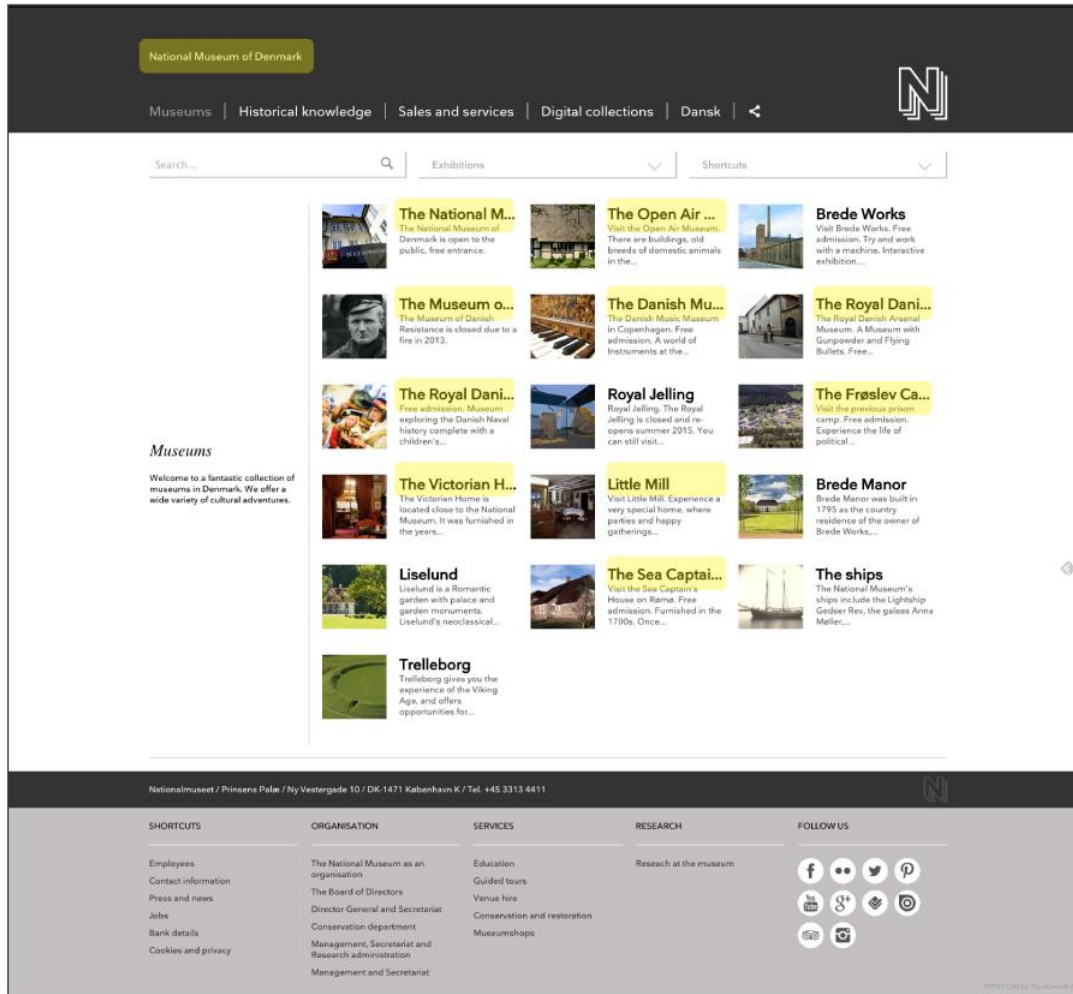
This screenshot shows the original website layout for Brede Værk. The header includes navigation links for Museums, Historical knowledge, Sales and services, Digital collections, and Dansk. The main content area features a large image of the factory with the text "The 2015 season" and "Opening times for Brede Works 2015. Free admission". Below this is a section titled "Brede Works - the factory in the countryside" with a sub-section "The ActiveTicket" and "Interactive films and old machines". A vertical sidebar on the right lists various museum locations. The footer contains contact information and social media links.



This screenshot shows the improved website layout for Brede Works. The header is more prominent with a search bar and dropdown menus for Exhibitions and Brede Works. The main content area is organized into a grid with sections for "Practical info & Location", "Exhibitions & Guided Tours", "Cafe & Tourist shops", and a map. Below this is a section titled "Brede Works - the factory in the countryside" with a sub-section "The ActiveTicket" and "Interactive films and old machines". A pink sidebar on the right provides "Opening hours" and "Admission" information. The footer is consistent with the original page.



# Approach: Website / Museums page improved



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## Competing approaches:

It doesn't take long before customer gets disappointed!



*"If I have to spend more than 10 minutes to find out about more museums (specifically the Naval Museum), I would rather go to another one nearby."*



# Competing approaches: Alternatives in Copenhagen

- Other museums
- Tivoli
- Planetarium
- Boat tours
- Castles
- Theaters
- Cinemas
- Restaurants/Cafés

