



SNAPCHAT FILTERS & SMK



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TWEENS IN SMK



Tweens: describes youths who are roughly ages 9-14, who are “between” childhood and the teenage years.

NEEDS: Lack of amusement

OUR EXPERIENCE IN SMK

School expeditions - Bored 6th graders

Sitting on their phone during a guided tour

Easily distracted by surroundings

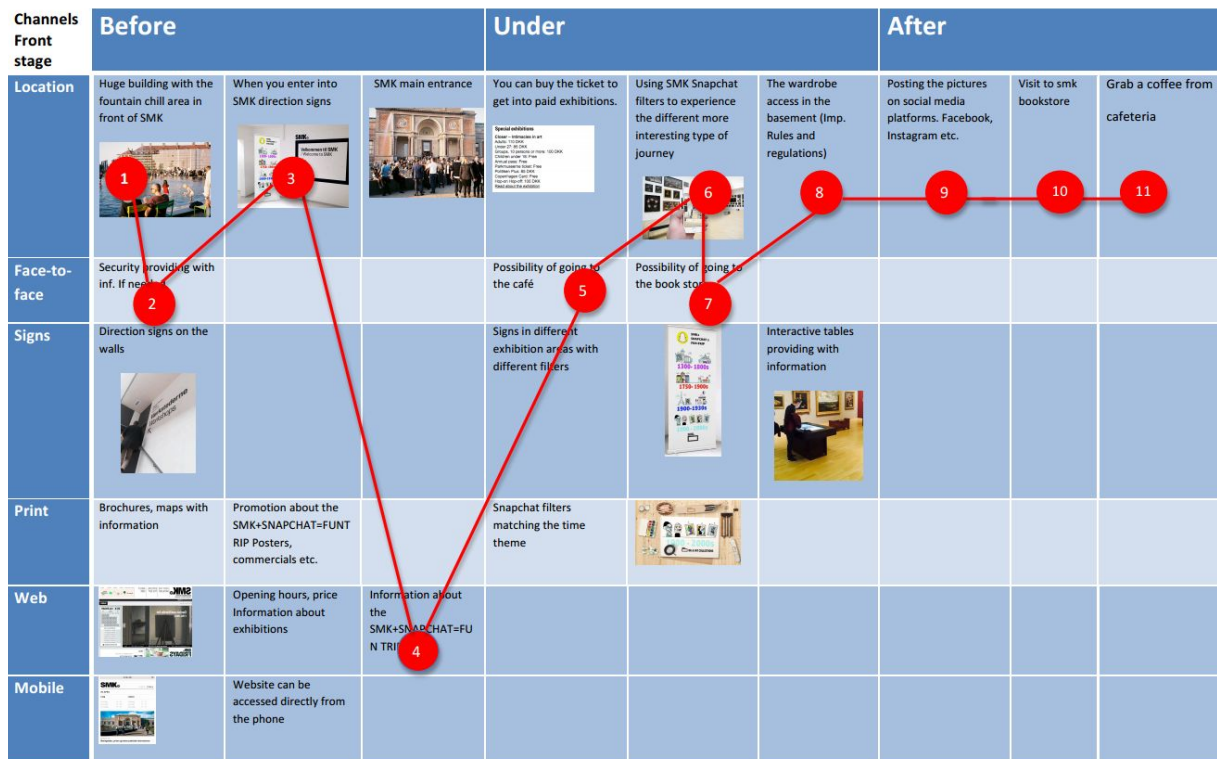
KIDS EXPERIENCE IN SMK

"We had a guide, but it became a little boring, after awhile." -Amalie (8th Grade)




"It's hard to make that museum fun. The only fun is we aren't in school" -Noa (5th Group)



Blue Print & Customer Journey



Improvement table

Problem	Descriptive photo	Severity	Improvement Suggestions	Resources
Not enough and not clear direction signs.		Easy	Put more clear direction signs. Clearly understandable so the people could navigate easily without being confused.	Materials
Hard to figure it out actual tweens needs and wants		Medium	Make the surveys to figure it out the kids needs see their priorities what they would like to do in the museums without being bored.	Make the surveys, do the research, investigate.
Lack of activities for the kids. Kids can easily get bored after few minutes after the guided tour has started.		Hard	Use Snapchat filters to make museum journey more fun and inspiring.	Financial money requirement

NEEDS: SMK wants online & offline visitors

IMPROVING ONLINE REACH

Adding another social media

100 million daily snapchat users in March 2016

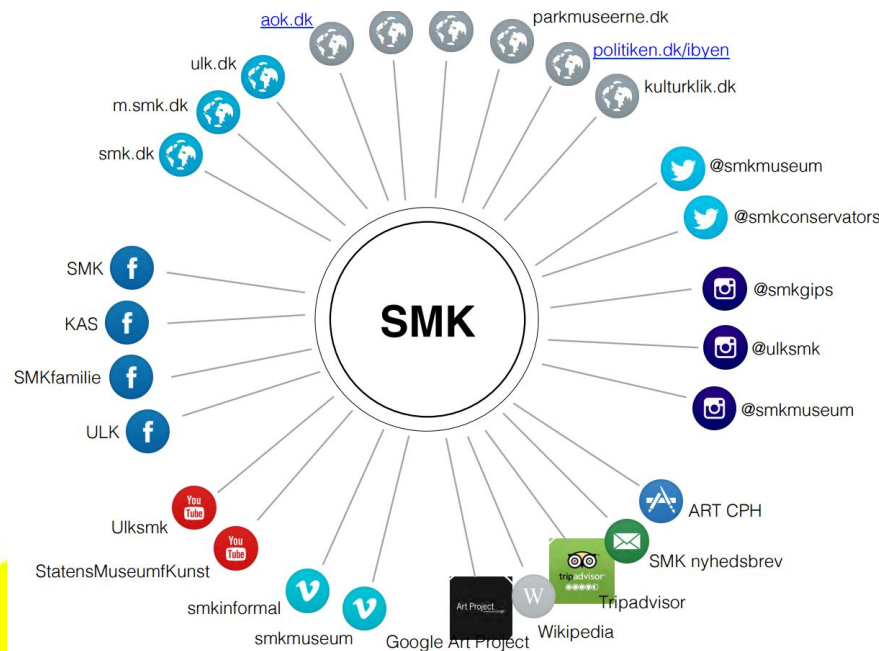
8 billion daily video/picture views

IMPROVING OFFLINE REACH

Increasing amusement experience at SMK

Tweens engage and interact with the art

Leave with a positive experience !



APPROACH:

Before:

There is empty space at the group-entrance

After:

Add a sign to make it easy for people to see that they can use Snapchat.



SMKStatens Museum for Kunst
National Gallery of Denmark**APPROACH:****SMK**Statens Museum for Kunst
National Gallery of DenmarkBESØG
MUSEETUDFORSK
KUNSTENOM
MUSEET
[Presse](#) [Læs op](#) [Kontakt](#) [Sitemap](#) [Deutsch](#) [English](#)

En del af...

PARK
MUSEER
NE

Du er her: Forsiden

Skriv søgeord her

SØG

**SMK + SNAPCHAT**

=

FUN-TRIP**1900 - 2000s****DK & INT COLLECTIONS****27/4 KALENDER**

APRIL

M	T	O	T	F	L	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DET SKER 27/4 2016

- 15.00 Wiki Labs – bidrag ...
- 16.00 Særomvisning: Kuns ...
- Tæt på – Intimitet ...
- William Hogarth. E ...
- Ed Atkins. Safe Co ...
- Dansk og Internati ...
- Europæisk Kunst 13 ...

SE HELE KALENDEREN

Oplevelser lige nu

SMK + Snapchat = Funtrip

Tæt på – Intimitet i kunsten

William

SMK
FRIDAYS

29. APRIL KL. 16-22

TOTAL INSTITUTIONVær med, når kunstner Henrik
Plenge Jakobsen vender vrangen

7. MAJ & 1. JUNI

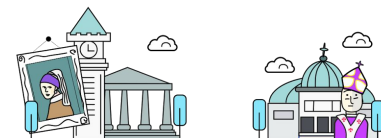
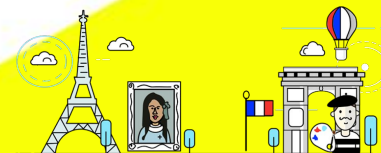
SæromvisningTag med udstillingens kurator på
en rejse gennem William**Nyt fra SMK**

Nyhed | Nyt om kunsten | 26. apr. 2016

Udforsk Europas fælles kunstsamling...

SMK har sammen med kulturinstitutioner fra 28
europæiske lande skabt en unik digital kunstsamling,
Europeana280, på den...

Nyhed | Udstilling | 24. apr. 2016

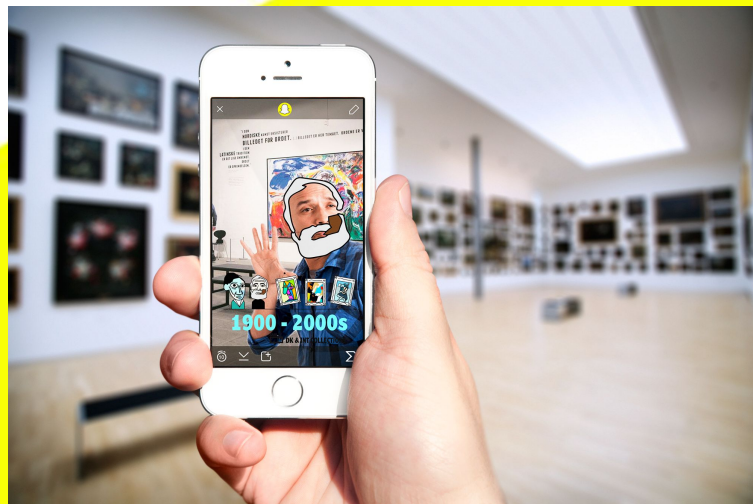
**1300- 1800s****EUROPEAN COLLECTIONS****1750- 1900s****NORDIC & DANISH COLLECTIONS****1900-1930s****FRENCH COLLECTIONS****1900 - 2000s****DK & INT COLLECTIONS**

SMK FILTERS

4 face-filters (corresponding with each era the user is exploring in SMK.)

Allows User to play with silly faces and make both videos and photos to share with their snap-friends.

Snapchat downloadable iOS & Android.



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USER TEST: Lyngby Private Skole



Noa & Jakob- 5 grade

Amalie & Regitze- 8 grade

SMK FILTERS

“That would be really fun.” - Regitze

“HAHA fun! I could send those to my friends stuck in school” -Jakob



SMK SIGNS

“Helt sikkert (Yes 100%)” - Jakob

“I think it would mean that someone **could** take photos and maybe use Snapchat.” - Regitze

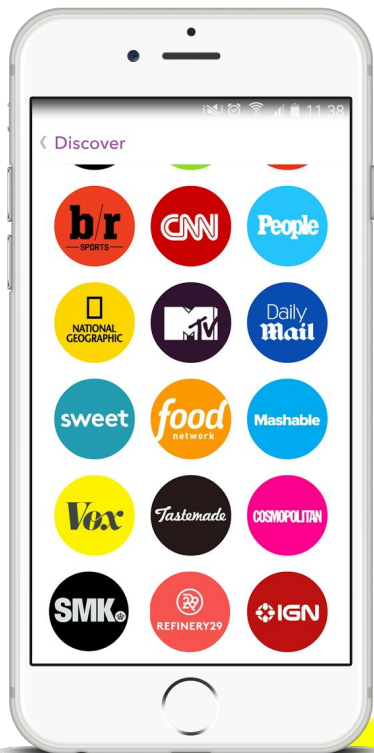
LEARNING

“My phone doesn’t have the filters because its too old. - Noa

“ If you don’t have Snapchat you can download it or share your phone with a friend. - Amalie



APPROACH: Snapchat Discover feature



SMKStatens Museum for Kunst
National Gallery of Denmark**BENEFITS: Cheap advertisement**


GEOFILTERS PRICING

“The filters **start at \$5**, which is the approximate price for an eight-house Friday event in a major city”

- Ashley Carmann, TheVerge.com

The price is according to the **area size** and **location**.

On-Demand Geofilters



For People and Businesses




Whether it's for a house party or wedding, a coffee shop or campus-wide event, Geofilters make it easy for Snapchatters who are there to send your message to friends.

CREATE NOW

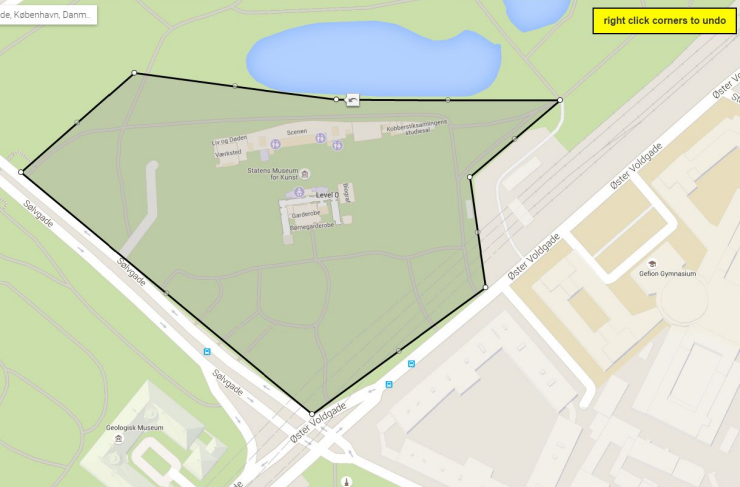
1. DESIGN
Ensure your design meets our guidelines and upload your artwork.

2. MAP
Pick a time and set a geofence for your Geofilter.

3. BUY
Submit your Geofilter and have it reviewed within one business day.



Right click corners to undo





BENEFITS: Increased social media traffic

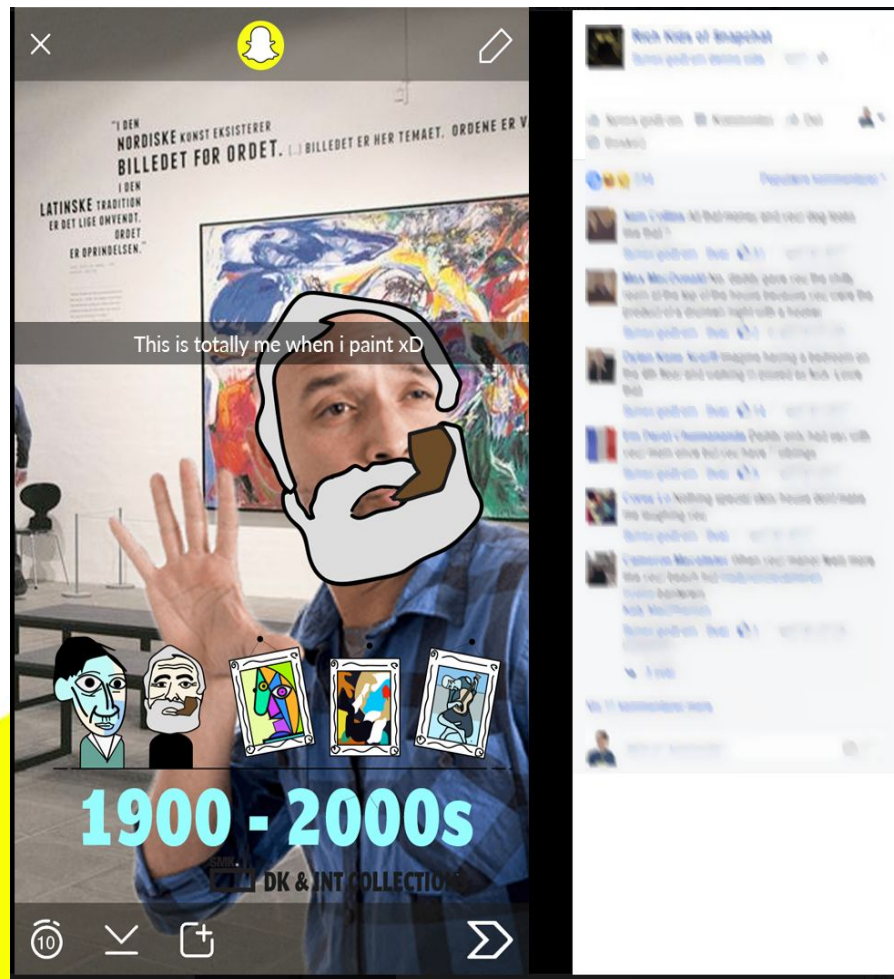
SHARING PICTURES AND VIDEOS

Snapchat synergies with other social medias!

Facebook

Instagram

And many more





BENEFITS: Sparking interest for the tweens

“By giving kids a positive experience in a museum and helping them translate the Fine Art into their word perspective we are helping their generation to fall in love with the Arts and not quickly dismiss it as boring.”

“As society becomes more digital, it's not enough to just be able to read words; we have to be able to read images.”

<http://edsources.org/> -of Visual Thinking Strategies, Susan Frey | April 9, 2015



COMPETITORS: Workshop for “children”

Average price: 50 kr.-

Mostly younger children

Develops creativity

Explore your fantasy





COMPETITORS: Other apps



**THANK
YOU!**

**VOTE GROUP
10!**



