Digital Strategies for Heritage (DISH) 2013
2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session
Table Number: 8
Table Session: 1
Table Host: Peter Gorgels
Title: How to develop a concept like Rijksstudio

Introduction

Rijksstudio is one year old. Many culture professionals have questions about the ideas behind Rijksstudio and how the museum developed the concept, the website and the campaign. At this table everyone is invited to submit their questions and discuss relevant topics.

A very important part of Rijksstudio is 'focus'. We used the 'scrum'-development method to focus on what is relevant for the endusers and to maintain focus from the start until the end of the project.

The Table

Peter Gorgels, the chef de table, introduces Rijksstudio in two minutes. He will present the different elements of Rijksstudio.
The table guests are invited to introduce themselves and their main current or future project, and to select 2 topics of interest they want to talk about, related to their work, active audiences and to Rijksstudio.

These topics are categorized and prioritized. The most popular topics or categories will be discussed at the table.

Possible topics
- Mission
- Usertrends
- Applications and tools / Solutionism
- Development process
- Scrum
- Organization

- Websites and apps
- Focus
- The power of the Image
- Visual image culture
- Concept
- Innovation, the good and the bad
- Innovation, succesfactors?
- Online/offline

Discussion

Getting ready for our first session with Peter Gorgels about the Rijksstudio. We're fully booked people, but you're welcome to stand. Everybody is invited to write down their most pressing topics so later on, we'll choose what to discuss.

Meanwhile Peter is introducing the Rijksstudio project. Images are the most important content. The collection should be accessible to anyone, so the project's main goal is to open up the collection for the widest audience possible. When designing the project they've analysed their users needs and their behaviour, mainly on social media. One outcome: We are all culture snackers in some way! The collection is now also freely available for professional use in highres. (at least, the stuff that is in the public domain) It only took them 4 months to discuss whether or not to open up their collection for professional use. The project is developed with Scrum. Discussion topics so far: 1. audiences - what kind of people, what kind of interactions 2.Project: what went well, what went wrong, which decisions were made during the project, using Scrum as a method. 3. Opening up your collection: why, how did you decide to do this, how to open up the collection when there are still copyrights, which business model for open content?

Discussion: how did you choose the content? A: Relevance for the audience (well-known art works) and the nature of the collection. Main purpose is not to attract more visitors to the museum, but to stimulate all kinds of use of the collection. Q: privacy of users, collecting their information and provinding them with extras. A: if they have an account, they receive news letters etc. Q; how to measure interaction? A: Analyzing the use of tools, enabling people to share things on social media. New discussion: use of scrum for the project. At the start of the project: experiments with using existing social media apps like Pinterest. Didn't work out so a custom-made app was needed. Strenght of using Scrum: deadlines, deadlines, deadlines and reduce the number of meetings! Don't be too democratic.

Ipad was used as a basis for the design.

Rijksstudio are monitoring use, but Google Analytics are not the only source when looking at the future of an app. Don't look at statistics, when predicting trends on user needs.

Look beyond your own field for a strong concept: The Rijksmuseum also looked at H&M and Ikea.