CAT 4 RESOURCE DEVELOPMENT

Group 4-022

PROJECT Gallery^2

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ABSTRACT

Project Gallery[2] is an accessible, specific and information-based resource package which aims to create a resource to provide convenience to users with interests in visiting a museum. Through a detailed compilation of diverse information on museums in Singapore, we hope to provide updated information such as opening hours, ticket prices, content and available food options in the vicinity of different museums in Singapore, so that users are able to retrieve the information they want quickly. Moreover, a museum selector is also available for use. It is a program which generates a suggestion based on the user's preferences so that users can decide on which museum to visit easily. Therefore, it is an online platform which serves as an informative directory and is also mobile friendly so that users can access it on their mobile devices.

1 INTRODUCTION

1.1 Rationale

Over the past few years, as students worked on their resource package for project work, we noticed that some had broadened their sources for research. Due to the increase in available information online, there tends to be a lack of use of resource from existing museums in Singapore despite the hands-on experience and exclusive information provided in certain museums. In addition, 'museums' are a possible topic in 'O' level English exam papers, and students may find themselves lacking in the experience of going to museums. Hence, we hope to introduce this possible source for research purposes and to make finding these sources convenient, we created this resource package.

1.2 Objectives

Project Gallery[2] has two main objectives:

- To create a resource to provide convenience to our target audience when deciding on a museum to visit.
- To let secondary school students be aware of the variety of museums in

Singapore, in the hope that they would be more inclined to visit museums and be exposed to different cultures as a result of it.

1.3　Target Audience

Our target audience will be Secondary school students aged 13-16. We chose this group of students as they are a group of people who visit museums the least often, yet arguably require the experience of visiting them the most, in order to be well-equipped to tackle project work and exam questions.

1.4　Resources

Project Gallery[2] comprises:

- A website consisting of information on all museums in Singapore
  - Description
  - Ticket Prices
  - Location
  - Opening hours
  - Food options
  - Nearest public transport
- Museum selector
  - Help students decide on a museum to go to based on what they are interested in

2　REVIEW

While there are existing resources that promote some of the museums available in Singapore and users could also visit each individual museum's website to gather information, there are several reasons why our resource still adds value to the existing websites.

1. Some museums like the National Museum of Singapore and the Asian Civilization Museum are well-known to Singaporeans. Many other museums are relatively unheard of by people and only a small number of people know about them. Our resource package provides detailed and accurate information about

these museums.

2. Our website is not limited to basic information such as ticket prices, location and opening hours. It includes additional information which can help our users plan a day out at the museum with ease, such as food options and nearby public transport. We have even provided a video tour for one of the museums so that users can better understand the content of that museum.
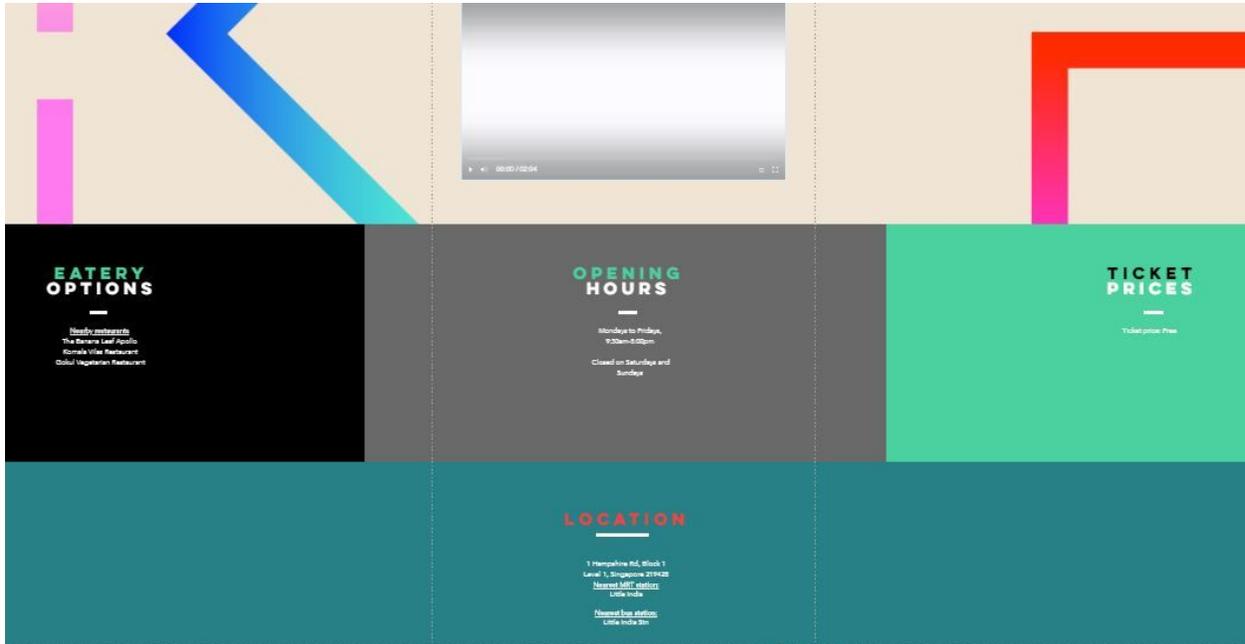
3. Users might not be able to decide on which museum to go to. Hence, our museum selector can be used to help them decide on a museum to visit based on the topic of their interest, allowing them to access new museums that they possible have not heard of before.
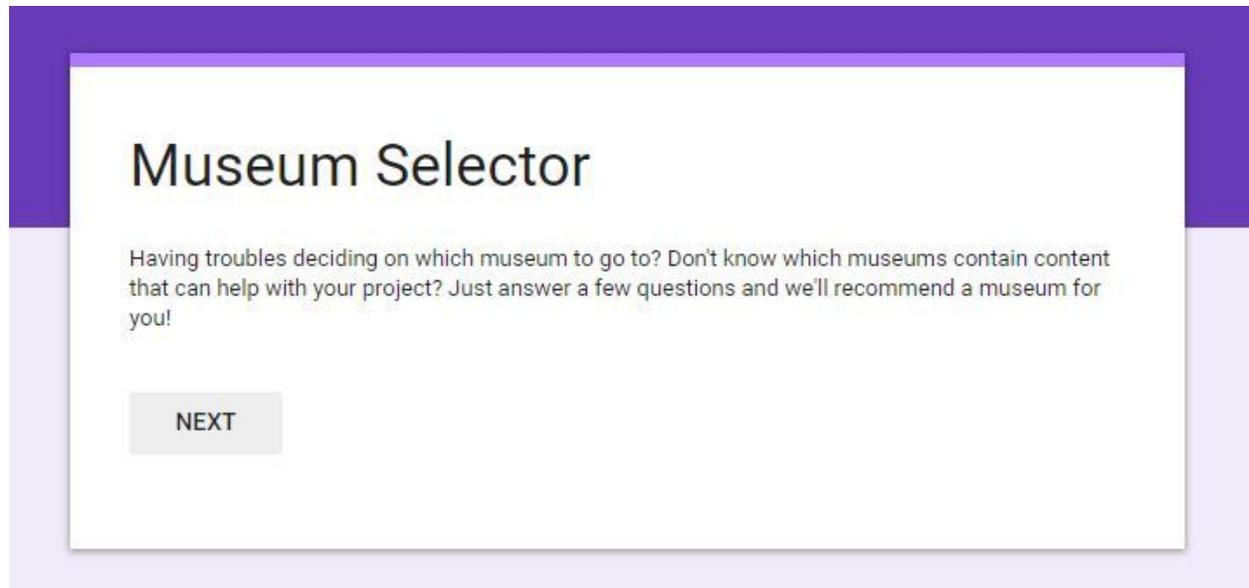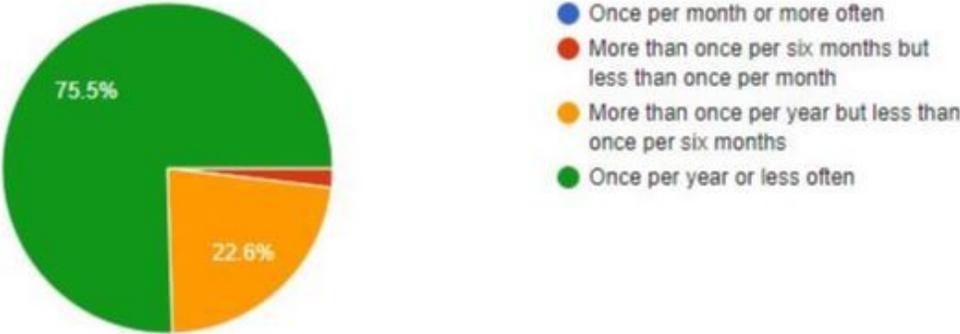
3   METHODOLOGY

3.1   Needs Analysis

A needs analysis was conducted to ascertain the relevance of such a project. Firstly,

a questionnaire was constructed to establish the respondents' opinion on visiting

museums.

1. Most respondents visit museums rarely and only 1.6% visit museums more than
    once every six months.
2. 100% of respondents visit museums because of learning journeys with schools
    while very few visit museums for projects or personal interest
3. Respondents choose not to visit museums as it is difficult to find a museum that
    piques their interest.
4. Other respondents also feel that museums are too far and inaccessible.

With our product, people will be able to do a quiz to find out which museum will appeal

to them the most, or browse museums based on category, so that it is easier to find a

museum that suits their taste. Our product will also help them plan a trip to the museum

and allow them to search for museums based on location as well. Some respondents
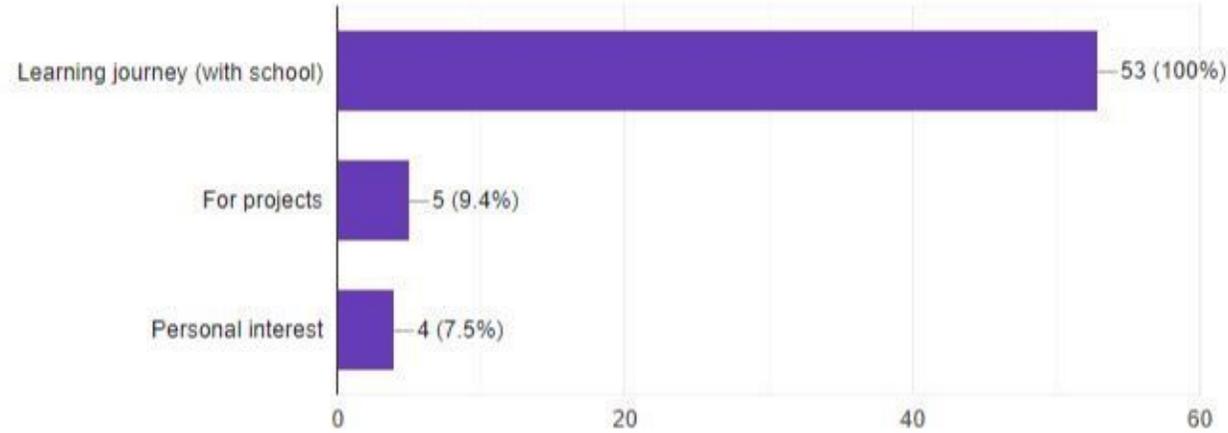
said that museums are too expensive to go to, which shows that they are unaware that some museums are relatively cheap to visit while others have free admission for Singaporean citizens and PRs. Our website will put museums into price ranges so that users can easily find a museums that falls into their budget.

53 responses

Legend:
- Once per month or more often
- More than once per six months but less than once per month
- More than once per year but less than once per six months
- Once per year or less often

75.5%

22.6%

Feedback from the respondents of our survey regarding how often they visit museums

Bar chart showing:
- Learning journey (with school): 53 (100%)
- For projects: 5 (9.4%)
- Personal interest: 4 (7.5%)

Feedback from the respondents of our survey regarding the reasons they visit museums

3.2   Literature Review

Research done by NTU showed that 85.6% of youths agree that it is important to understand Singapore's heritage but only 15% are keen to actively search for information on it (Koh, Phang, Tan, Tan, 2014). This correlates with our findings that our target audience rarely visits museums.

Museums give knowledge to people, pique people's interests in topics and let people reconnect to what they value amongst other things. (Arinze, 1999) Museums provide an immersive experience that is a more effective and impactful way way of learning ("Rethinking the roles and responsibilities of museums to grow a more inclusive society", 2017), as compared to reading from online sources, which is a passive learning experience.

Visiting museums will be helpful to those taking the 'O' level examinations in which questions ask about culture, environment or even science and technology.

3.3   Construction of Resources

Firstly, we gathered most of our information from each individual museum website and further researched on additional facilities surrounding the museum.

Next, for museums that were mostly unknown or did not have a website, we visited these museums and took photos of their content while finding out about its surrounding.

Lastly, the idea of a museum selector was thought of so as to bring greater convenience to the users of our resources, hence, we had to know clearly about the content of each museum to provide our users with more accurate suggestions.

3.4   Pilot Test

A pilot test was administered to ascertain the usefulness of our project. After gathering about 41 of our schoolmates, ranging from 13 to 16 years old, with more students aged 15 and 16, we got them to go to our website and read about some of these museums, along with testing out the museum selector and attempting the accompanying quiz. We then recorded the results in the form of graphs (below).

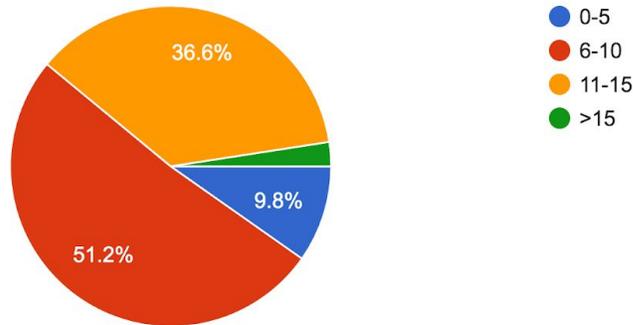**How many museums could you name before you visited the website?**
41 responses
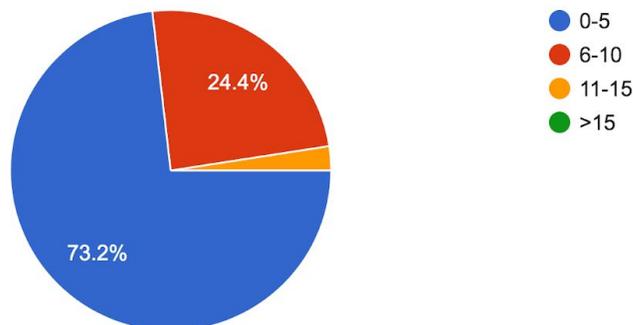
Feedback from the respondents of our survey

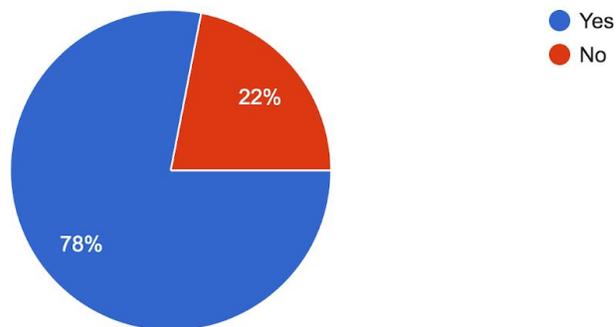## How many museums could you name after you had visited the website?

41 responses

Legend:
- 0-5
- 6-10
- 11-15
- >15

36.6%
9.8%
51.2%

Feedback from the respondents of our survey

Did you find a museum that you would want to visit on the website?

41 responses

Legend:
- Yes
- No

22%
78%

Feedback from the respondents of our survey

After the pilot test, we concluded that our resources were relatively effective as a whopping 51.2% of users could name at least 6 museums after visiting our website, increased from a low percentage of 24.4%. Furthermore, 36.6% of our users could name at least 11 museums, and most of them found a museum that piqued their interest through the museum selector and that they would likely visit. Lastly, collecting

comments and opinions from the pilot test takers; we found that we have generally received positive feedback (below) and have concluded that our resource package was useful for its purpose and was generally well-accepted.

The website has all of the important information of the museum in a short, simple website.

I like the convenience that the website gives me in selecting museums as all of the museums in Singapore are in one website where I can freely browse to find which ones I am interested in.

I found out that there are actually many more museums in Singapore than I had initially thought there were.

The museum selector helps me to narrow down the choices of museums based on my interests and what kind of museums I want to go to.

The video tour of the museum has made me interested in the museum's exhibitions and I am likely going to visit the museums to check out the interactive activities.

4   OUTCOME AND DISCUSSION

In the end, we were able to develop a resource package that achieved all our goals: To educate potential users of the Gallery[2] website about existing museums in Singapore and the exclusive content that each museum showcases, and to let secondary school students be aware of the variety of museums in Singapore, be more inclined to visit museums and be exposed to different cultures. Students can check up information about the museums with relative ease. Also, it is mobile-friendly, making our resources

even more accessible and allowing a wider range of students to make use of it. A limitation of our project is that the survey was conducted with mainly Hwa Chong students. To improve on this, we can possibly expand the pilot test to students of other schools to ensure that it is effective for students in general. We have also attempted to work with LTA in order to expand on the background of the LTA gallery, however, due to scheduling conflicts, we were unable to work with them. To expand on the website, we could possibly work with more of the museum operators and add more information to the website to entice students to visit the museums.

5   CONCLUSION

In conclusion, Project Gallery[2] was quite an elaborate and challenging project, and along the course of undertaking it, we had learnt many important skills and values, like time management and perseverance. The project as a whole was relatively time-intensive, and we have learnt how to manage our time properly despite busy schedules. We have also learnt the value of perseverance and persistence, and were able to work together as a team to overcome challenges.

6   REFERENCES

1. Connecting youth with S'pore's heritage. (2014, January 26). Retrieved from https://www.todayonline.com/daily-focus/youth/connecting-youth-spores-heritage
2. Arinze, E. N. (1999, May 17). The Role of the Museum in Society.
3. Rethinking the roles and responsibilities of museums to grow a more inclusive society. (2017, November 10). Retrieved July 25, 2019, from https://www.mccy.gov.sg/about-us/news-and-resources/speeches/2017/nov/rethinking-the-roles-and-responsibilities-of-museums-to-grow-a-more-inclusive-society.