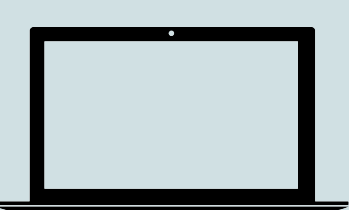


Núria Batllori, Felicia Binkis, Anna Borràs, Souhail Oukil, Marsha Varghese and Antoine Verbrûgghen



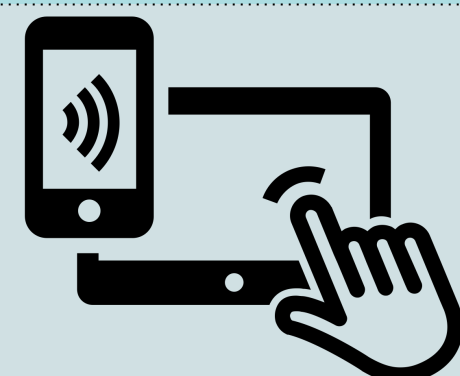
1. Initial Situation

Smart Museums: The Digitalization of Art and Culture is an acute study investigating the nature of museums as institutions, exploring what the differences are between private and public museums in light of the digitization of information. The study considers the benefits and detriments to this technological advancement in regards to museum traffic and technological advancements toward this digitization.

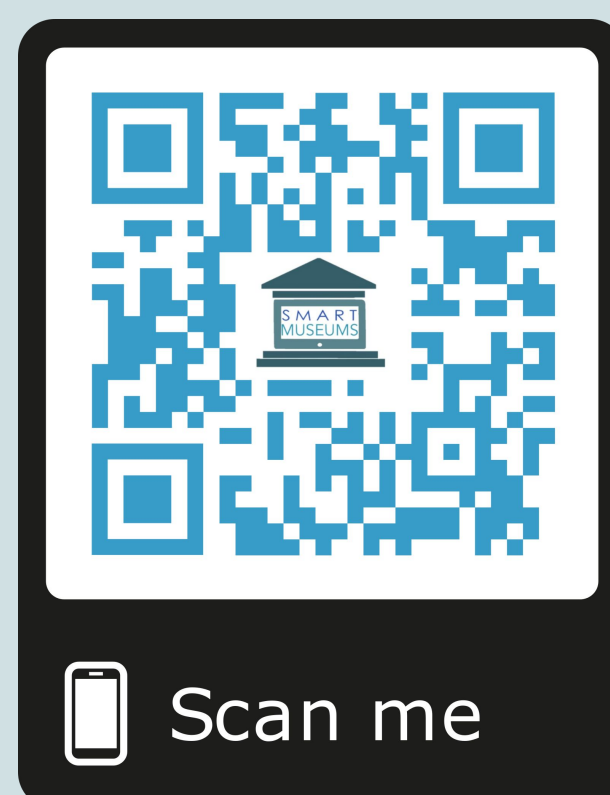


2. Goal Setting

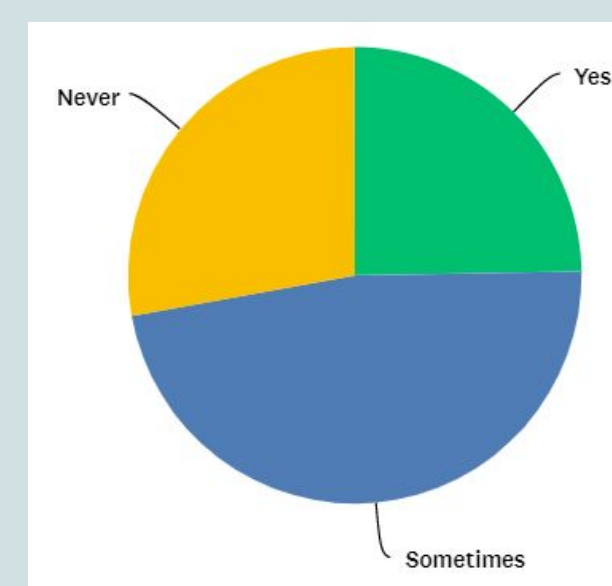
Determining adequate measures to the digitalization through the medium of website content to promote museum traffic has been established. Survey results across Belgium, Catalonia and the United States will provide results that will help our research and aid in creating a website that enhances the museum experience without discouraging future visitors from going to physical museums. Furthermore, the research identifies the appropriate role of digital development in the museum industry contributing to international education goals.



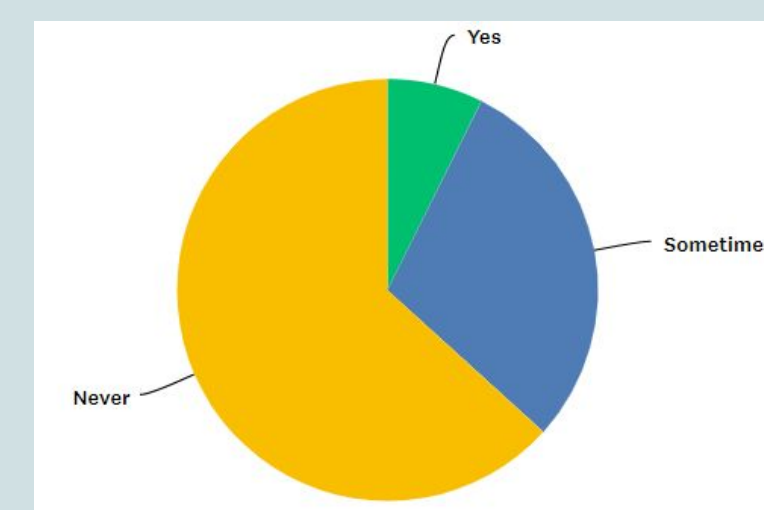
3. Approach



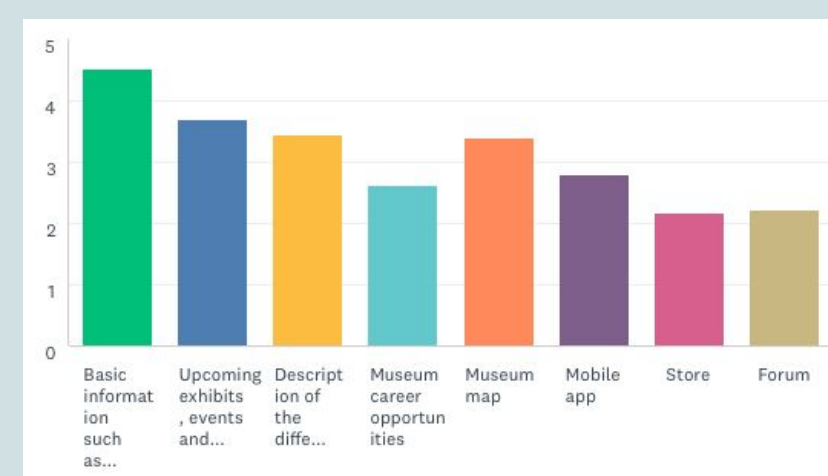
Participant Museum Website Visits Prior to Physical Museum Visits



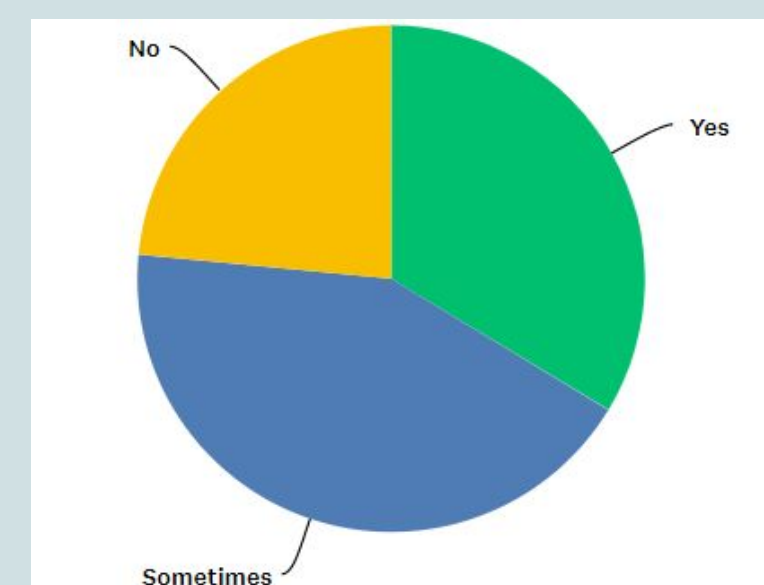
Participant Museum Website Visits After Physical Museum Visits



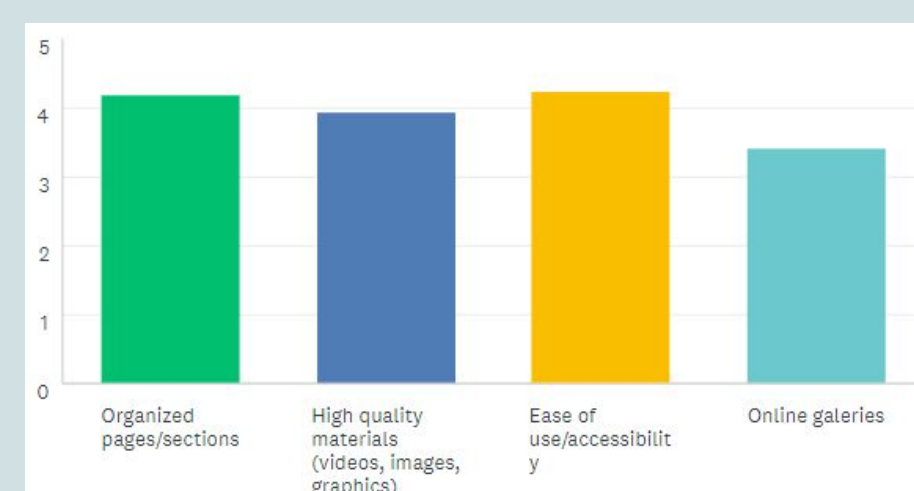
Importance of the Components of Museum Website



Influence of Museum Website on the Decision of Physically Visiting the Museum



Characteristics Users Seek When Visiting an Efficient Website



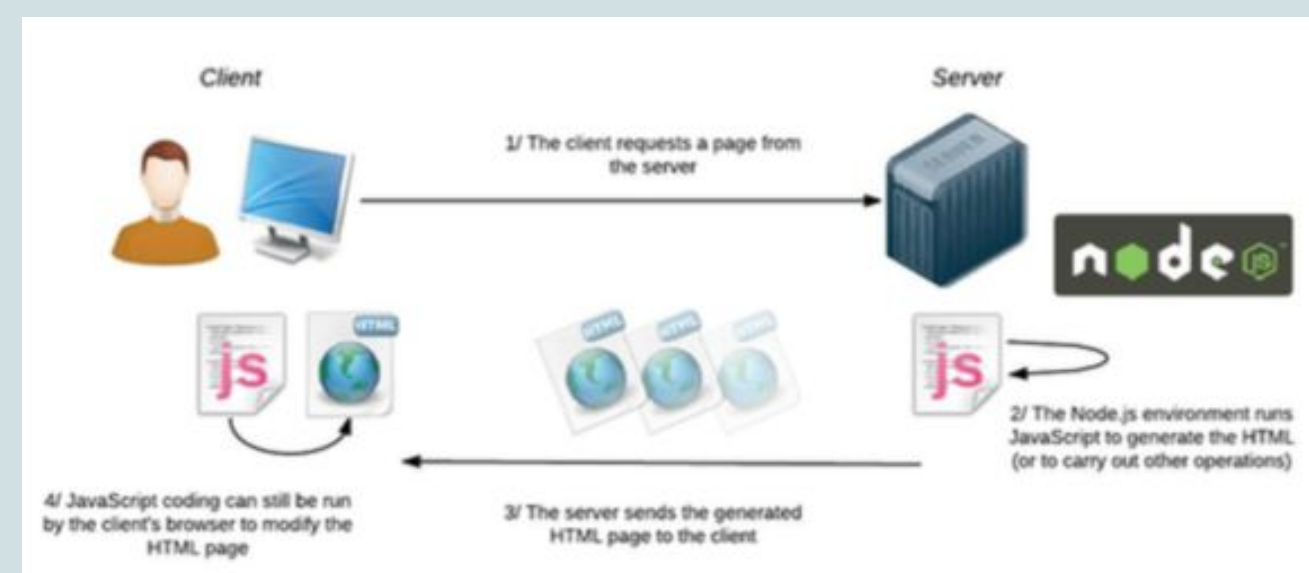
4. Results

Enhance Content to Convert Digital Views to Physical Visits

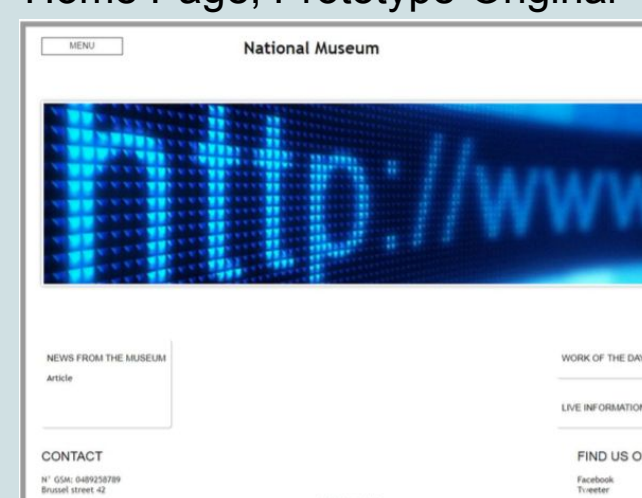
Contribute to Museum Profitability

Increase Education Access

Client-Server with Node.js. Openclassrooms



Home Page, Prototype-Original



Functional Drop-Down
Menu. Prototype- Original.



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