

Audio Guide Details

Botticelli and Renaissance Florence: Masterworks from the Uffizi

The Basics

The app is free and available on all smart devices.

It is a web-based app, which does not require an app download. Visitors simply follow the link or QR code using their phone's browser to access.

Bring your own device.

Visitors are encouraged to bring their own device to listen to the audio guide. A small set of devices will be available for check out, in addition to headphones.

Length

The tour includes fifteen audio stops lasting roughly 35 minutes in total.

Link

<https://mobile.mia.yourcultureconnect.com/e/botticelli-and-renaissance-florence:-masterworks-from-the-uffizi>

Communication

How visitors will learn about the audio guide:

- **Pre-visit email:** after ticket purchases, the visitor will receive an email with their tickets and a link to the audio guide, including a reminder to bring headphones.
- **Online:** The exhibition page will include a link to the audio guide.
- **Onsite:** Visitor Experience representatives are prepared to share information about the audio guide and help get them get started. A small card will also be available with directions to access the app and the QR code pointing visitors to the guide. Signage will also be strategically distributed before and within the exhibition (Exhibit B).

Signage Program

Signage will be strategically distributed throughout the museum to inform visitors of the exhibition itself and the opportunity to use the audio guide.

- Target Ticket Desk
- Gallery Signage
 - One QR code per gallery that directs to the audio guide homepage
 - Object signage: Vinyl number above each object

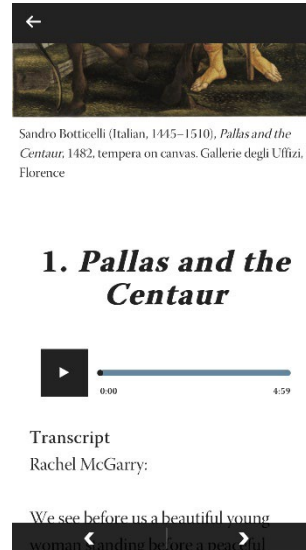
Analytics

We will have robust analytics regarding usage including total users, sessions, and average session duration. A recap will be provided following the completion of the exhibition and periodic updates can be provided as requested.

Exhibit A



Home page/Stop list page



Stop page

Exhibit B

