

Hidden Histories of the National Mall

Revised Work Plan

November 2012 – March 2015

November 2012

- Add events and metadata to Omeka test site
- Design potential layout/UX flow ready for implementation testing
- Identify subthemes for grouping explorations, such as: Building the Mall, Environmental History, Political Protest, Ghost Mall, Military history, Civil Rights, Everyday Life, Museums & Research, and others.
- Prioritize questions to build the twenty explorations anticipated for launch
- Sketch out screen-by-screen work flow for users based on explorations, themes, and maps

December 2012

- Complete first round of five questions for explorations:
 - What was the neighborhood around the Mall like in the nineteenth century?
 - Were people ever allowed to swim in the Tidal Basin and the Reflecting Pool?
 - Who lived in this space before the Mall was established?
 - Why do so many of the museums look like Greek temples?
 - How do we remember and honor those who served in Vietnam?
 - Select five primary source items (images, documents, audio, video) per exploration
 - Create full set of Dublin Core Metadata/item type metadata for each individual item
 - Visit local archive and repositories to digitize necessary items
 - Complete people, places, and events related to explorations
- Complete build-out of one scavenger hunt from the proposal

January 2013

- Consult with museum audience and technology evaluators including experts formerly from Randi Korn and Associates and the Institute for Learning Innovation
- Create testing protocol for content clarity and user engagement
 - Recruit testers from range of user groups, including families, adolescents, and adult learners
- Complete prototype of browse, exploration and item pages

February 2013

- Test initial content using prototype in-house and on location with recruited testers
- Revise content based on testing feedback

March 2013

- Create two scavenger hunts
- Select second round of five questions for explorations, building on testing feedback
 - Select five primary source items (images, documents, audio, video) per exploration
 - Create full set of Dublin Core Metadata/item type metadata for each individual item
 - Visit local archive and repositories to digitize necessary items
 - Complete people, places, and events related to explorations

- Content review of all items people, place, and event item types for standardization of metadata

April 2013

- Test the first and second round of content that incorporates initial testing feedback
- Select third round of five questions for explorations, building on testing feedback
 - Select five primary source items (images, documents, audio, video) per exploration
 - Create full set of Dublin Core Metadata/item type metadata for each individual item
 - Complete people, places, and events related to explorations
- Identify explorations that are particularly well-suited for family use based on current site content. Estimate activity time for those explorations from testing.

May 2013

- Begin site web design
 - Create wireframes for content architecture
 - Create mood boards for color palette, fonts, and other visual elements
- Select fourth round of five questions for explorations, building on testing feedback
 - Select five primary source items (images, documents, audio, video) per exploration
 - Create full set of Dublin Core Metadata/item type metadata for each individual item
 - Complete people, places, and events related to explorations

June 2013

- Implement approved mobile optimized website design and complete any necessary customized coding for the Omeka installation
- Define tone, scope, and content of video illustrating the changing landscape through time using historical maps
 - Select historic base maps to illustrate mall over time
 - Identify related items to appear in map gallery
- Create third scavenger hunt

July 2013

- Continue implementation of responsive design
- Perform custom programming necessary to design implementation
- Define placement, tone, scope, and content of selected videos amplifying specific themes and/or explorations
- Script videos (up to four)
- Create fourth scavenger hunt

August 2013

- Continue implementation of responsive design
- Produce prototype videos, workshop rough cut, and revise
- Test site design and functionality in-house on multiple devices (iPhone, Android, range of browsers and desktop computers)
- Create fifth scavenger hunt

September 2013

- Site design and build complete for the mobile site
- Create new testing protocol for site content and user experience with the completed design

October 2013

- Testing with GMU undergraduate students for site content and user experience
- Reach out to our first round testers to retest with us now that we have a completed design

November 2013

- Review site with advisory board and solicit comment on content, design, and functionality
- Begin Outreach Planning
 - Identify target outreach institutions, groups, and individuals
 - Schedule pre-planning meetings with target institutions
 - Plan print and electronic outreach strategies and materials for "Coming soon" and launch: brochures, rack cards, print media, social media, QR codes, etcetera

December 2013

- Continue outreach preparation outlined above
- Make final revisions to content and design for the Omeka site (mobile and non-mobile views) based on testing feedback from students and advisory board

January 2014

- Finalize publicity materials
- Print publicity materials
- Demonstrate and introduce the mobile project to targeted institutions, groups, individuals in DC cultural tourism

February 2014

- Continue demonstrations with local stakeholders
- Design and test public feedback form
- Develop troubleshooting and support workflow

March 2014

- **OFFICIAL LAUNCH**
- Monitor site usage and manage feedback, make any necessary corrections based on usage
- Continue to publicize

April 2014

- Continue to develop new content
 - Augment explorations and items as necessary
 - Create new family explorations
- Respond to public feedback/troubleshooting
- Incrementally expand scope of outreach and publicity

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June 2014

- Develop iPhone and an Android app using site content, for those users who prefer native applications to websites
- Outline Guide to Creating Interpretive Mobile-Optimized Websites for Cultural Heritage Sites
- Respond to public feedback/troubleshooting
- Continue outreach activities

July 2014

- Continue develop mobile apps
- Draft Guide to Creating Interpretive Mobile-Optimized Websites for Cultural Heritage Sites
- Respond to public feedback/troubleshooting
- Continue outreach activities

August 2014

- Submit iPhone app to the Apple store
- Continue to draft Guide
- Respond to public feedback/troubleshooting
- Continue outreach activities

September 2014

- Send draft of Guide to Creating Interpretive Mobile-Optimized Websites for Cultural Heritage Sites to advisory board.
- Meet with Advisory Board, listen to feedback, suggestions on Guide
- Respond to public feedback/troubleshooting
- Continue outreach activities

October 2014

- Revise Guide based on feedback from the Board.
- Respond to public feedback/troubleshooting
- Continue outreach activities

November 2014-March 2015

- Respond to public feedback/troubleshooting
- Continue outreach activities
- Post Guide to RRCHNM website
- Show Guide and demonstrate site at public history conferences
- Host workshop for building your own mobile history site