



"My best friend and I are teachers whom both love art. We also love sharing art with our students. While visiting museums we often wish we could learn more about the art and artists."

ALLISON

MIDDLE SCHOOL TEACHER

I'M...

46 years old. I have been teaching middle school for 21 years. I have a bachelors degree in liberal arts and a masters in child psychology.

I LOVE...

To go out with my girlfriends. We enjoy going to cultural events throughout Denver. Most weekends I can be found at the Denver Art Museum, the Museum of Contemporary Art Denver or at a new gallery exhibit. I enjoy sharing my love of art with my students and on social networks.

I'M FRUSTRATED...

When museums do not have sufficient or readily available information about the art that is on display.

ART KNOWLEDGE LEVEL



COMPUTER/INTERNET SAVVY



MOBILE APP USE



DEVICE & OPERATING SYSTEM



SOCIAL MEDIA



"While studying abroad in Europe, I enjoyed touring the many museums. I was often disappointed that the museum labels were so vague."

BREANN

UNIVERSITY STUDENT

I'M...

20 years old. I am a full time university student. I am majoring in international studies and minoring in French.

I LOVE...

To travel and experience new cultures. Seeing modern and old architecture and art is so exciting. Meeting new people from all parts of the world is really a great part of traveling.

I'M FRUSTRATED...

That often museum labels are not translated into a language I personally understand. When I have used audio guides, they only offer audio about the displayed art.

ART KNOWLEDGE LEVEL



COMPUTER/INTERNET SAVVY



MOBILE APP USE



DEVICE & OPERATING SYSTEM



SOCIAL MEDIA



"My husband Charlie and I have been traveling a lot now that we are retired. We use our iPad a great deal to learn about the many places we visit."

CAROL

RETIRED PEDIATRICIAN

I'M...

68 years old. I am a retired pediatrician. I have been married for 40 years to my best friend Charlie.

I LOVE...

To live life and share new experiences with my husband. Since retiring, we travel often to visit family and friends in the US and abroad. We especially love to visit museums in the towns we visit.

I'M FRUSTRATED...

When I have to search on my iPad on multiple sites to find information pertaining to the art and or artist while at the museums we visit. I would also like a way to save items I see and learn about.

ART KNOWLEDGE LEVEL



COMPUTER/INTERNET SAVVY



MOBILE APP USE



DEVICE & OPERATING SYSTEM



SOCIAL MEDIA



A key feature of ActivArt is to enrich museum visitors experience by offering interesting details about the art, artist, medium and movement. ActivArt also offers many ways to share the art visitors are engaging with on social network sites.

A key feature of ActivArt is to offer museum visitors a variety of multi-media options to learn a little or a lot, such as text, audio, video, still images, animations, and interactivity.

ActivArt is a mobile app that will be marketed to several museums, offering the individual user the reliable ActivArt experience at several of their favorite museums. A key feature of ActivArt enables users to save art to their "Favorites" to view later.