CMEG May 27 meeting: Questions About Touch

Zoom Meeting Chat Session

Video Link to webinar: <https://youtu.be/BUnGkF9bqXY>

00:13:55 Linda Wilson: Hi all.

00:14:33 Mary M Erbach: Thank you for such a timely topic

00:14:57 Sara Urizar: Hi Mary Erbach, it's Sara Urizar!

00:15:29 Mary M Erbach: Hi Sara, we must stop meeting like this!

00:15:41 bserrell: Good Morning!

00:15:47 Sara Urizar: Ha! I look forward to meeting in person again!

00:15:51 Linda Wilson: Nice big crowd!

00:15:57 Jackie, she/her: Hello from the Field Museum (well, my remote desk) :)

00:16:00 jacqueline wayneguite: Good morning everyone!

00:18:02 George Berlin, Creative Genius: Hello, we design interactive exhibit installations (like two) we've done for DuPage Children's Museums including a touchless interactive there.

00:18:20 Brian Slattery: hello from lincoln park zoo!

00:19:35 Balance Studios: Good morning from Balance Studios in Green Bay! We create custom interactives for museums around the globe and are excited to understand how museums

are shaping their next phases. Moving from touch to touchless is certainly a challenge

00:28:00 tracy marks-seglin: Q: Disposable (paper/plastic) engagements definitely address disease spread—and OF COURSE, that’s the priority—but can be problematic for institutions devoted to eco-friendliness/sustainability. Thoughts from the panelists about that?

00:28:13 Mary M Erbach: We have heard that talking sprays the virus germs - I agree about facilitation

00:29:16 George Berlin, Creative Genius: Q: Thoughts on touchless interactivity?That is: Gesture based interactives that allow them to learn but have 'virtual' interfaces with air swipes, hand movement, etc

00:30:42 Balance Studios: Are the panelists and their institutions beginning to look at repurposing the current exhibits into gesture technologies, mobile remote access, etc.? Instead of disposable materials or having to clean regularly, this removes the touch all together.

00:31:12 jacqueline wayneguite: I can see a rise in cell phones as an interactive mediator

00:32:35 Stefanie Mabadi: Agree with Jacqueline… am curious if other apps (besides QR and camera) are being thought of/used as temporary subsitutes for direct interactives?

00:34:42 jacqueline wayneguite: Especially for audio tours, at this point, almost everyone is carrying a cell phone…why give them another device?

00:35:42 jacqueline wayneguite: I know there’s been a lot of resistant from the public to download and use museum apps, but maybe they will be more willing to now if we pitch it as an alternative to shareable devices

00:36:46 Jackie Pozza, she/her: Web apps are also an option -- a website that functions like an app. No download needed

00:37:17 Martin Baumgaertner: It’d be interesting to see if the metrics on downloads post-COVID. BYOD usage has been usually very, very low uptake in the metrics I’ve seen.

00:37:25 Cynthia Mark-Hummel: Isn’t the age of the users a factor here, too? Very young children may have different needs than older children, teens, or adults in terms of technology.

00:37:34 Julia Freeman: Could Aaron send us the links to those surveys about visitor intent?

00:37:41 jacqueline wayneguite: I do have doubts that people are going to go back to the old normal in a year

00:38:09 George Berlin, Creative Genius: That's me ;-)

00:39:21 Kate Swisher: Jacqueline, I agree. I’m wondering if we will ever get back to the “old normal.”

00:39:28 Tweedie: Does anyone have experience using “sticks” or wands with existing touch screens? Is there one made of a material that functions for this use?

00:39:33 George Berlin, Creative Genius: One of the interactives Kim discussed:https://youtu.be/rftxtAb2KTk

00:40:03 Kate Curto: Especially with safety and equity around part-time staff

00:40:06 Stefanie Mabadi: A bit off the touch topic, but Data is coming out that the virus can hang in the air for up to 20 minutes. For indoor experiences, how are you all thinking about guarding your staff and guests around this?

00:40:08 jacqueline wayneguite: The only interactive wand I have used is at the Cooper Hewitt and I don’t think it’s very successful

00:40:37 Brian Slattery: i think whether or not we go back to normal pre-covid is based on whether, as a field, we make broad changes (think of how airport security changed pre/post 9/11). it depends on how much we shape what we do in response to our audiences' needs/desires

00:40:48 Kate Swisher: With the increased use of nitrile gloves, I hope more museums can participate in glove recycling programs, like TerraCycle.

00:40:58 George Berlin, Creative Genius: Leap motion is nice for detecting where hands are (page swipes, 'clicking' in the air, etc)

00:41:16 jacqueline wayneguite: Oh I didn’t even know there was a glove recycling program! That’s great

00:41:22 jacqueline wayneguite: Thanks Kate

00:41:25 tracy marks-seglin: Kate Swisher… great tip!

00:41:34 George Berlin, Creative Genius: And there are some neat interfaces where you can 'tap' without touching in the air while looking at a screen of the interface area.

00:42:48 jacqueline wayneguite: I highly recommend we talk across disciplines with theatres. They are dealing with a lot of the same issues as we are

00:44:43 Stefanie Mabadi: speaking of raised voices, the data is showing that virus can be projected up to 20 ft when people sing or yell or speak with raised voices…

00:44:51 johnshworles: If you have an optical sensor touch screen you can basically use anything (ex: chopstick). Conductive touch (cell phone style) needs special material.

00:45:16 George Berlin, Creative Genius: Also consider 'Siri-like' virtual assistants on video where you can ask questions that lead an interactive.

00:45:19 Stefanie Mabadi: Love the de-escalation training idea. That’s fantastic.

00:45:58 Brian Slattery: a survey of australian museum visitors by creative victoria backs up what aaron was saying-- people differ on risk tolerance and folks who tolerate more risk seem to be much more eager to reopen/return to normal

00:46:24 Susan Kuliak: Are you planning to close certain areas in the space as they are cleaned —sort of a rolling closure/opening—as spaces are being cleaned throughout the day?

00:46:25 Don Rose - McHenry County: Good point, John. Any idea what % of touch displays actually use optical vs. conductive???

00:47:26 George Berlin, Creative Genius: I'd say most are conductive. Conductive is cheaper.

00:48:16 Martin Baumgaertner: Don, \*nearly\* every big display is going to be optical, still. Capacitive screens are quickly sweeping up from the smaller sizes, so it’s quite common for 32” and smaller to be capacitive.

00:48:26 johnshworles: Our museum is about 70% conductive style. Its generally what you will find on any smaller screen.

00:49:00 Martin Baumgaertner: By big, I mean 42” and larger. There are exceptions, but they are very expensive.

00:49:12 Jennifer B.: Johns Hopkins has a useful site, too

00:53:08 Maris Ensing: anytime you’re using something like a PQ Labs IR overlay an easy solution is to mount it further from the surface using spacers - it means that you have genuine touch - but with the offset between the IR frame and the screen, you never actually need to touch the surface. We have a couple of exhibits that we’re modifying by pushing the frame out a little. Only disadvantage is some parallax, but if buttons are not too small it’s not really an issue.

00:54:22 jacqueline wayneguite: Is anyone worried about people using wipes or accidentally getting hand sanitizer on objects?

00:54:45 jacqueline wayneguite: Because we all know people touch objects they aren’t supposed to

00:55:11 Tara Hoffmann: Facilitation is a powerful educational tool and skilled facilitators also act as soft security to influence guest behavior. Thoughts from our panelists on value as a temporary shift of an institution's limited resources?

00:55:26 Katie: Museums are all doing hefty layoffs because of funding. Can museums afford the amount of floor staff they need? Can they afford to implement some of these new technologies?

00:55:31 David Hanke: @Susan- we will have 2 closures during the day to sanitize and swap out consumables for our kids (Kohl Childrens Museum), but will also have staff around the museum while our timed ticketed guests are in to hit high touch points. I think it's important to have a noticeable/high visibility for our guests for the steps we are taking.

00:56:03 Brian Slattery: kimberly, sorry i missed it-- what was the name of the de-escalation training?

00:56:28 Kimberly Stull: Wakenheza. It was developed in Minneapolis.

00:56:33 Brian Slattery: thanks so much!!

00:56:47 George Berlin, Creative Genius: Katie asked: Can they afford to implement some of these new technologies?Can they afford NOT to? I feel like it will be an issue for a year, they may not be there if we don't.

00:56:52 Kimberly Stull: I think the health department. We worked with the Children's Museum to be trained as trainers.

00:58:31 jacqueline wayneguite: Yeah the future of the field is scary. We’ve already lost so many folks from layoffs.

00:59:30 Deborah Perry: We also need to think about why touch is good in museums. One reason is Control - i.e. that’s how you start a video, or interactive game. It seems that technology could be used to modify (or design) these experiences to be done contact-less or via an individual’s smart phone. Another reason for touch in museums is as an aspect of Play, i.e. sensory exploration: e.g. touching an animal skin, etc. But Play is also using one’s imagination. When designing visitor experiences, are there ways we can increase playful opportunities for imagination, and reduce or revise the opportunities for sensory exploration? For example, what have art museums done to encourage playful engagement but relying less on touch?

01:01:25 George Berlin, Creative Genius: I like the emphasis on PLAY.We as an industry can design any experience to use touchless interactivity, so the play part can simply be something you start with and touchless is a how.

01:02:20 Balance Studios: Agreed George. We certainly focus on the how to engage and learn through play. You can tell a story but until you can experience it, it's harder to absorb.

01:02:26 Tricia Peterson: one way to add audio interactivity to an exhibit that is cost effective and sanitary is SensoryPEN

01:03:44 Balance Studios: As Aaron it saying, we're innovating how to shape interactivity with touch or without.

01:03:57 Catherine Lambrecht: Will there be a link to watch this again later? I had to get off to take care of a fire (figuratively).

01:04:08 Tricia Peterson: it’s all about play

01:04:09 isabel: Yes! we are recirdubg'

01:04:14 isabel: \*recording

01:04:16 Martin Baumgaertner: Yes, we’ll post a recording later.

01:04:17 Camille - SciTech: Sarah can you email the chat conversation out to the participants when we are done?

01:05:18 George Berlin, Creative Genius: Designing play into interactive exhibits is a special skill and opens many new doors traditional exhibit design wouldn't see otherwise.

01:05:43 George Berlin, Creative Genius: New tools= new ways to play

01:05:52 Tricia Peterson: yes

01:05:55 Balance Studios: Absolutely!

01:06:21 aaron price: Click the three buttons at the bottom and you can save the chat locally..

01:07:04 George Berlin, Creative Genius: If anyone would like to have a group brainstorm Zoom on play in exhibits, send me an email: george@georgeberlin.com

01:07:04 Stefanie Mabadi: ooo! thanks, Aaron!

01:07:13 bserrell: Remember the power of words in exhibits, well chosen, prototyped, interpretive labels to encourage visitors to use exhibits with their imaginations If minus physical manipulation.

01:07:14 Mary M Erbach: Thanks Aaron

01:07:18 katie slivovsky: Play never stops!

01:08:12 Stefanie Mabadi: YES. So true. Touch is key

01:08:24 Balance Studios: For anyone looking at touchless options for current and future exhibits, we are focusing on that and would love to connect. We'd love to hear from you at hello@balancestudios.comThank you Aaron, Kimberly and Dave. This meeting has been so insightful

01:08:33 jacqueline wayneguite: Really encourage all of us to keep posting resources on this on the CMEG facebook group

01:08:45 isabel: Thanks Jacqueline! Great idea

01:09:14 Stefanie Mabadi: Thank you all for this panel! Good luck to all museum workers as you are navigating this challenging decisions on how to re-open your institutions.

01:09:15 Cynthia Mark-Hummel: Great session! Thanks to everyone for planning, conducting, and participating.

01:09:26 Andrew Oleksiuk: TY

01:09:28 David Hanke: Thank you!!

01:09:29 Tweedie: Thank you everyone!

01:09:39 jacqueline wayneguite: Thank you!

01:09:40 Kate Swisher: Thanks, everyone, for a great and lively conversation!

01:09:40 katie slivovsky: Great facilitation Sarah!!!

01:09:43 Jackie Pozza, she/her: Thanks so much, all!

01:09:49 Peter Exley: Thank you.

01:09:52 Amy Meadows: This was terrific—informative, though-provoking. Thank you!

01:09:56 isabel: https://docs.google.com/forms/d/1ArVUxVGZvJfhugplEgH1aKK4z4TPPO335dNl9b6-8KM/edit

01:09:58 Brian Slattery: thanks all! very helpful discussion

01:10:13 Natasha Fischer: Thank you!

01:10:24 Kayla: Thank you!

01:10:36 aaron price: Thanks Sarah, Isabel, and others at CMEG.

01:10:36 Michele Boglio: Thank You!

01:10:38 Susan Kuliak: Thank you to all!

01:10:42 Kimberly Stull: Thank you!