Local Examples of QR codes:
Benefits & Limitations

DISCLAIMER

- Statistics regarding QR codes are hard to come by and reliable statistics even more so. Any figures should be taken with a pinch of salt.

- This presentation will look at the broader advantages and disadvantages of QR codes and my own experiences of using them – it does not aim to be either a definitive account or an objective one.

Benefits

There are a number of websites which can generate QR codes free of charge.

Most QR code readers are free to download from the user's app store.

FREE

The QR code offers, (as the name suggests) a quick response mechanism which saves users the effort of typing in a URL or an SMS short code.

"They are technically easy to do and set up"

"QR codes are so ubiquitous now that it works as effective shorthand for a URL"

EASY

"QR codes allow for accessible content, personalisation and an inclusive cultural experience."

UCL Museums and Collections QRator project - "QRator enables members of the public to type in their thoughts and interpretation of museum objects and click 'send'. Their interpretation become part of the objects history and ultimately the display itself via the interactive label system to allow the display of comments and information directly next to the artefacts."

INTERACTIVE

Invented by the Toyota subsidiary Denso Wave
in 1994 to track vehicles during the
manufacturing process.

Current popularity of QR codes due to the
dissemination of smartphones. This has put a barcode
reader in everyone's pocket for the first time.

"QR codes appeal to mobile users' curiosity. Perhaps this will change once the
novelty wears off, and codes become ubiquitous, but on seeing a QR code,
there is the urge to scan it, just to find out where it leads."

"QR code mania"

"the 'sexyness' of QR codes"

NEW

A report by Ofcom last year found that more than a quarter (27 percent) of UK adults own a smartphone. Among teenagers, 47 percent have a smartphone.

More than half of all QR Codes scanned by people in the US were between the ages of 18 and 34.

– Comscore study

YOUNG

Limitations

"...as usual with anything technological, what is currently holding me back is money to progress the next phase of implementation."

FREE

"If the poster or label doesn't tell me why I should scan their code, I'm not going to bother. On the other hand, if it tells me that [...] friendly content directly related to the context in which the code is displayed, I'm much more likely to give it a go"

"...for the 100 year celebration of the New York Public Library this past Autumn, not a single QR code worked, because they led to dead links on NYPL's own server."

EASY

Do you have a smart phone?

SCAN ME!!!!!!

Tornado Education Week
In a TORNADO...

"I can't recall another aspect of digital media so badly implemented and inconsistently applied as QR codes. Their unstoppable rise in 2011 has seen a swarm of brands and organisations jump on board a bandwagon they seemingly have little understanding of. So we see codes that simply don't work, codes that point to websites that haven't been optimised for mobile phones, codes with calls to action that can't be fulfilled, codes used as Twitter avatars."

"It is prudent to only use this technology when it is doing something that a standard label or other traditional technique cannot achieve."

INTERACTIVE

Are QR codes already outdated? Move towards devices and software that transform the environment into a scannable augmented surface.

Museum of London's Streetmuseum application uses technology called augmented-reality which combines the phone's built in camera and satnav. When the phone is pointed at a landmark, the app superimposes historic images of London over the present-day view, along with a description.

"QR codes are the eight-track tapes of our generation"

NEW

"While only a few people actually use them, a fair number of people have noticed them and think that we are not quite so cobweb-bedecked as they had thought."

A recent study in the US found that 80 percent of the 500 college students asked said that they had seen QR codes, yet just 21 percent said they had scanned the codes with their mobile phone.

YOUNG

Use of Mobile and Desktop Web

Mobile web surfing is estimated to overtake desktop web surfing by 2015

	2007	2011	2015
Desktop	73%	57%	48%
Mobile	27%	43%	52%
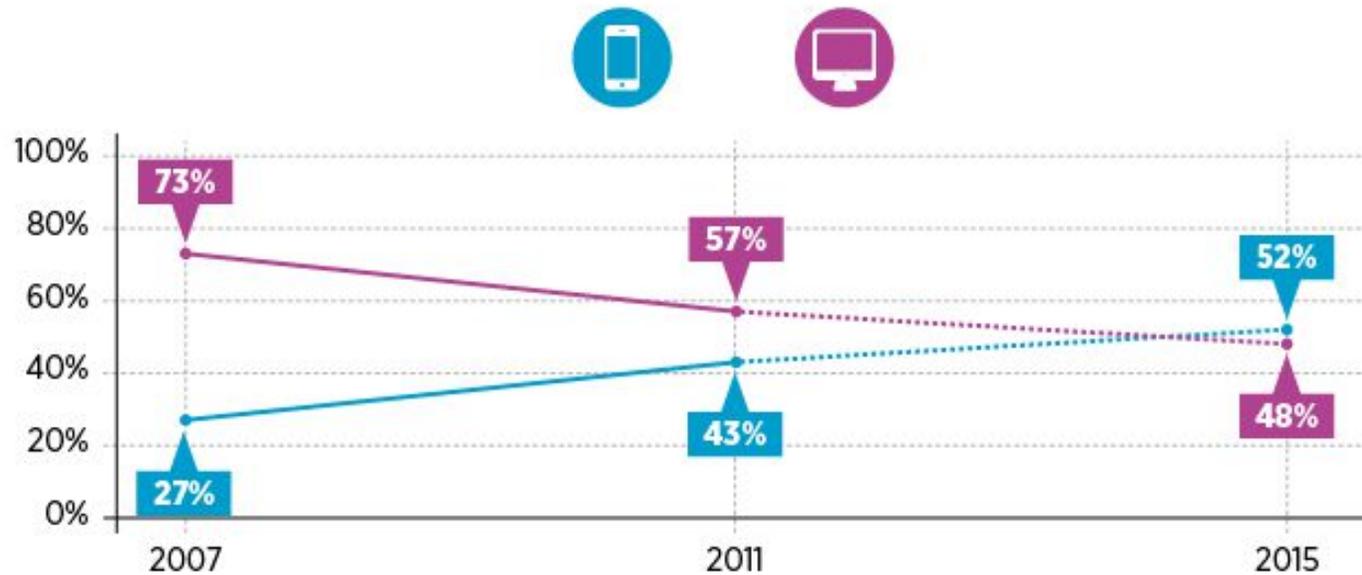
UPTAKE

"Smartphones are outselling PCs so quickly that in 2010 the research company Gartner forecast that as soon as 2013 mobile phones will overtake PCs as the most common way to access the web, used by 1.82 billion people, compared with 1.78 billion net-connected PCs."

"We put a code on the back of our entrance tags that served as an introduction to what visitors might find behind QR codes throughout the building. Every visitor coming in the door gets one of these tags, but only 1.77% of visitors responded by scanning the code."
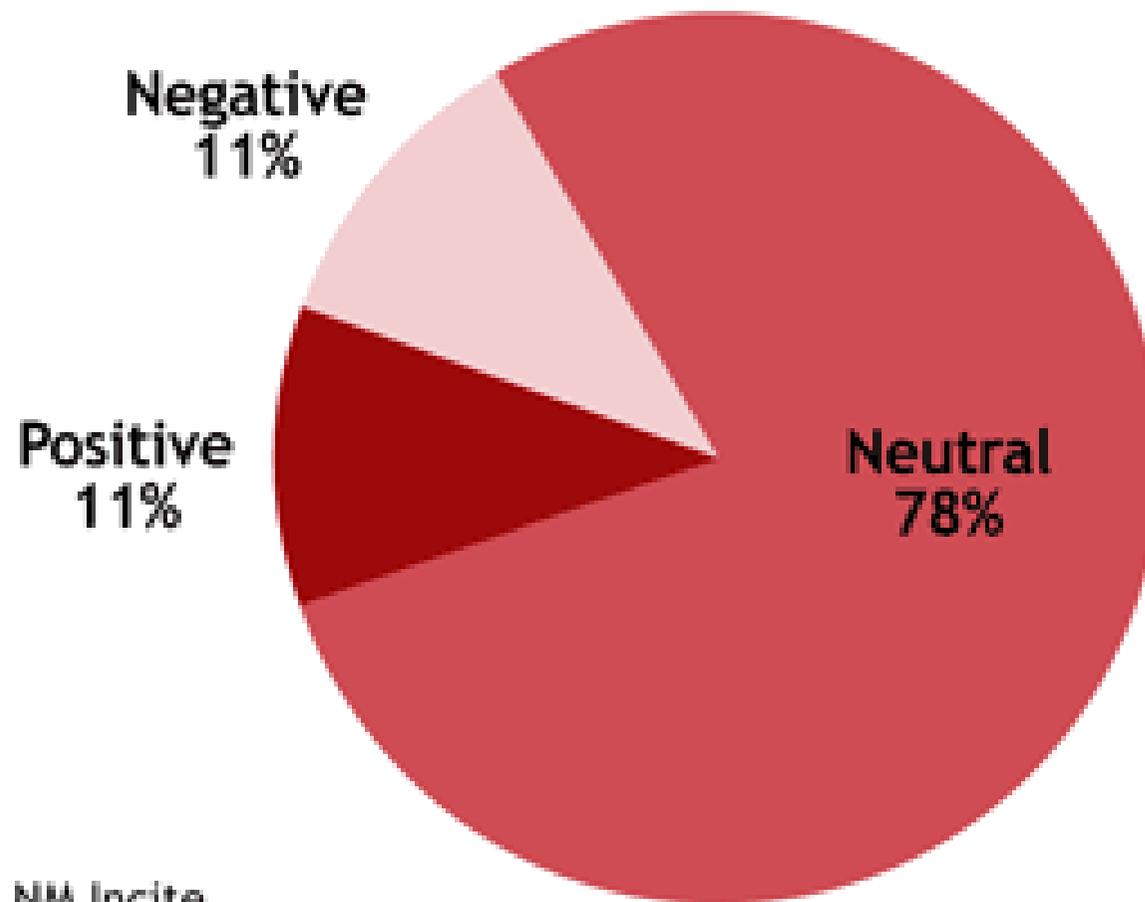
QR use in the building is overall very low. This suggests that QR might be appropriate for special projects, but that we probably need to stay away from it as a baseline visitor amenity if we are to be at all inclusive about how we serve content.

– Brooklyn Museum

UPTAKE

QR CODES AT THE MUSEUM OF EAST ANGLIAN LIFE.

• Abbot's Hall redevelopment – probably the biggest project the museum has undertaken since first opening in 1967. Creating new displays for the first time in years.

• Chance to test out new ways of engaging the public.

• Idea of using QR codes came from Tony Butler, Director – not met with huge amounts of enthusiasm. Complaints that QR codes are ugly, that they won't get used, that they are a flash in the pan.

• QR codes would be used to highlight "star" objects – offer extra information not found in panels or object labels.

• Give people the ability to comment and contribute their thoughts or stories, similar to the QRator project.

• Use oral history in our collection to offer a first person audio tour.

• We came to the decision that content needs to be accessible not just via QR codes but online through our website, so that people without smartphones can still access the content.

IMPLEMENTING QR CODES

• We chose a small number of objects to profile at first – 3 or 4 from each room. Need to avoid overloading display cases with barcodes.

• Wordpress would be used to host the QR code content as it is free to use and can create mobile-friendly webpages.

• QR Codes would be displayed using small perspex stands and not incorporated into permanent display panels – this would allow us to rotate QR codes or remove them altogether if/when they become obsolete.

• An orientation panel would be needed to explain QR codes to visitors and placed at the entrance of Abbot's Hall.

• Each QR code would also need to be put into individual context, for example "Scan this QR code to find out more about the Floral Tribute".

The Abbot's Hall Almanac

A number of objects in Abbot's Hall have been "tagged" with QR Codes to create the Abbot's Hall Almanac. When scanned by your mobile device these codes will take you to more information about the objects and give you the chance to leave comments.

Here's our simple, three step guide to using QR codes...

Scanning this QR code will take you to the Museum's website.

1. Download and install a code reader to your phone

You can download a variety of QR code readers for free from the Android, iPhone, Windows Phone or Blackberry app stores. Just search for "QR Code Reader".

2. Scan the objects

Once your code reader is installed, simply scan a QR code with your phone and you'll be taken straight to a webpage with further information about the item, images, audio clips and fun facts.

3. Join the debate

Once you've scanned an object, you can add your thoughts and memories of it at the bottom of the page. You can comment anonymously, or leave your name and email address to receive updates from the museum. Your email address will not be published or shared with any third parties.

Scan this QR code to
find out more about
the Tape Recorder

Scan this QR code to
find out more about the
treatment and therapy at
St Audry's Hospital

Lady Balfour

Lady Eve Balfour was the daughter of the 2nd Earl of Balfour and niece of the Conservative prime minister, Lord Balfour. She decided she wanted to be a farmer when she was twelve and became one of the first women to take a degree in agriculture when she enrolled at Reading

Leave a Reply

Your email address will not be published.

Name

Email

Website

Comment

The Abbot's Hall Almanac

Welcome to Abbot's Hall

Abbot's Hall is a Queen Anne House in the grounds of the Museum of East Anglian Life. Now over 300 years old, the house and its inhabitants have long played an important part in Stowmarket's history. This year Abbot's Hall is opening to the public for the first time, telling the story of life in the house, the town, and the wider region through a series of new displays. On this

Abbots hall from N.1

Links

- The Museum of East A
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- Heritage Lottery Fund

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Top Posts & Pages

These posts on your site got the most traffic.

2012-04-21

Title		Views
Ice Skates	🔍	9
Boulton and Paul Greenhouse	🔍	4
Boy Bishop Token	🔍	4
Floral Tribute	🔍	4
Lady Cranbrook	🔍	4
The Burry Man	🔍	3
Welcome to Abbot's Hall	🔍	2
Abbot's Hall Datestone	🔍	2
Captain H. D. Longe	🔍	2
Mrs Beeton	🔍	2
Lady Balfour	🔍	2
Oddfellows Sash	🔍	2
Tape Recorder	🔍	1
Oral History: Identity	🔍	1
Lady Briscoe	🔍	1
The Ship Inn	🔍	1
Super 8 Film Camera	🔍	1
Total views of posts on your blog		**45**

CASE STUDY: SOUTHEND BOROUGH COUNCIL

• Currently using QR codes on some publicity posters. "We do not currently rely on these as our primary communications channel, but as a supplement to our brand styling."

• Eager to use QR codes in a project to digitise and represent the Borough's official Roll of Honour. "There will also be the option to include additional content and I was hoping to include where necessary some QR code links. One link may be to any important battles that the man took part in or even links through to other internet sites that may be tangential to the Roll of Honour, but pertinent to the life of the person."

• "The other area that I am keen on implementing, and this will cost a bit, is using QR codes on interpretation panels so that non-English speakers can access the interpretation in their first language."

CASE STUDY: IPSWICH TRANSPORT MUSEUM

• Lots of different ideas of how QR codes can be used: for audio tours, online quizzes, videos, additional information, a look behind the scenes, and as a promotional tool.

• "It's been a bit of a mixed response. There were a lot of people who didn't know what QR Codes were and didn't have Smartphones from all different ages."

• "Saying this when they had QR Codes explained to them and shown to them using my phone most people (not the elderly as much) were intrigued by them and would consider using them either while they were in the Museum or bookmark the page to view when they got home."

• "We had people who know what QR Codes were and they used them a lot especially when videos were involved to play sounds or pictures for their children."

• "I spoke to a couple of teachers and parents during school visits as well. They liked the idea of QR Codes not only for the Museum but also somehow linking the QR Codes in the Museum to their work in the classroom before or after their visit."

• "I also managed to speak to a gentleman in a wheelchair about QR Codes. We haven't currently set up video tours of inside vehicles but its something he said he would use and would feel he could get more out of the Museum if he could see inside vehicles which others were climbing in and out of."

CONCLUSIONS

• Too early to tell whether the Museum of East Anglian Life's QR codes will be successful.

• In terms of measuring success, we were aware from the start that QR codes would never have huge uptake. Over the coming months we need to assess the visitor response to them and see what those who are using them think and equally what those who aren't using QR codes think of them.

• Feedback from Ipswich Transport Museum seems to confirm that while many won't use QR codes, most are still intrigued by the concept and would use them if they could.

• QR codes are a cheap way of bringing technology into museums and potentially an easy way of bringing your collections up to date.

• Are we using QR codes for appearances sake? Less a case of needing or wanting them but a perception that we should be using them?

• Questions about the functionality of QR codes – need a phone with a reader installed, need an internet connection, need good light levels. Do they increase access or limit it?

• Are QR codes a long term option? Are they already being superseded?

• All technology is finite; QR codes will become obsolete, but unlike many other technologies they shouldn't cost you too much.

Jed Howlett @j_howlett   21 Apr

@Chloeopoly FORCE THEM TO USE QR CODES!

📍 from St. Edmundsbury, Suffolk

Chloe Brett @Chloeopoly

@j_howlett no force required, they're using them!

↰ Hide conversation

1:50 PM - 21 Apr 12 via Twitter for BlackBerry® · Details

↰ Reply   ⟲ Retweet   ★ Favorite