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INTRODUCTION

ASK as a tool for engaging with Brooklyn Museum visitors

The ASK app is an app that allows visitors to exchange messages (very similar to text) with members of the ASK Audience Engagement Team. When visitors send messages, the ASK Team has immediate access to the information on the objects the visitor is close to via the back end of the ASK app (the “Dashboard”). Team members additionally have access to information via the ASK Wiki.

The primary purpose of the app is to engage visitors with the artwork that they encounter on their visit.

ASK as an on-going experiment and driver of data

Because ASK is the first project of its kind it means that all who are involved will be part of shaping and defining what it is, and how it will be used. Data collection and analysis is inherent in this process. As a Team member you are on the front lines of the project, and the interactions and experiences that you have with the project are integral to shaping the future of the project. As such, a large part of your responsibilities include documenting and analyzing your experiences. For example, as a Team member you will need to document data about where you are sitting; you will need to document when you’ve had a good chat; and document when you’ve encountered a bug on the Dashboard. At times these documentation processes will seem tedious, or seem like they are taking time from research, getting to know the collection, or understanding how to engage visitors. While this type of data collection and analysis is time consuming, it is an essential part of the job, and elemental to the future of the project. This type of data collection has already helped to build this training manual, and will continue to help it will help to establish resources for best practices.

ASK as a tool for collection research

Creating easily accessible research tools and resources are essential to the ASK project. Each Team member is responsible for creating object wikis, but also for conducting research on special exhibitions and sharing that with other Team members, and generating content by conducting follow up research on previous chats through the creation of Snippets (see Snippet section, page xx).

GOALS for ENGAGEMENT

Once a visitor sends us a message, our goal is to engage them in way that supports and encourages:

- closer looking:
 - Visitor notices details
 - Spends time looking at the object
- deeper exchange with the art object
 - Visitor leaves with information they did not have
 - Visitor makes their own interpretations about the object
- personal connection with the art object
 - Visitor connects with prior knowledge/memory
 - Visitor remembers the object (we can't, of course, measure this! but we can hope for it...)
- making connections to other works in the collection
 - Visitor relates the object to another work in collection either on their own, or through our recommendation

ASK TEAM RESPONSIBILITIES

Wednesday – Sundays: Responsibilities on days that the ASK app is live:

- Responding to visitors via app
- Documenting seating arrangements (each interaction with a visitor should be documented via this [Survey Monkey](#))
- Documenting bugs you find on the Dashboard, related to beacons, and collection on-line (using this [document](#))
- Generating Snippets (Phase I)
 - Documenting chat ID's of “good chats” (in this [document](#))
- Editing Snippets (Phase II)
 - Tagging snippets with + ADD OBJECT
 - Tagging snippets with + ADD TAG

As time permits:

- Editing Snippets (see Snippet Instructions and Style Guide, page)
 - Editing for content / added research
 - Taking notes for later reflection (using this [template](#))
- Special exhibition research
 - Identifying source material, adding to [shared folder](#)
 - Generating special exhibition wikis
- Generating and collection area wikis

Tuesdays

- Editing Snippets (see Snippet Instructions and Style Guide, page)
 - Editing for content / added research
 - Taking notes for later reflection (using this [template](#))
- Special exhibition research
 - Identifying source material, adding to [shared folder](#)
 - Generating special exhibition wikis
- Generating and collection area wikis (see Wiki Template, page)
- Planning and preparing for Time with Art session (Team member-led gallery sessions focusing on content and engagement strategies – see full description on page 30)

HELPFUL TERMS

Following are a list of terms that will be helpful to know when navigating this manual, and your experience as an ASK Team Member

DEFINING TERMS

- Dashboard - this is the software/platform back-end of the ASK app. This is the portal through which the ASK Team sends messages to visitors
- Chat - Series of messages sent between ONE visitor and Team member(s)
 - Initial message
 - Opening prompt
 - First response
- Message - Individual message sent either by visitor or Team member
- Snippet - Series of messages focused around one object/idea between a visitor and Team that has been edited, and attached to an object ID

GETTING STARTED – Downloading the ASK app

Instructions for downloading the app, and troubleshooting for any challenges visitors may have downloading the app

Step 1: Join Brooklyn Museum wifi and “accept” portal conditions

- go to settings > wifi > brooklynmuseum

Step 2: Download ASK

- go to Apple App Store and search “Brooklyn Museum”
- if users have trouble remembering their apple ID
 - they can reset it here <https://iforgot.apple.com/password/verify/appleid>
 - or google “reset apple ID”

Step 3: Open ASK app

- at prompt, allow location services
- at prompt, allow notifications
- turn on bluetooth (from system tray, swipe up)

ASK requires the following settings to work, so if ASK is not working check to make sure the following are enabled (or at least the two required are enabled):

- Bluetooth
 - REQUIRED
 - This tells us where a visitor is standing in the Museum and shows objects on the dashboard.
 - Settings > Bluetooth > On (or use System Tray)
- Location Services
 - REQUIRED
 - This service “activates” ask when a user comes inside the building. If it’s not on, users won’t see the start screen.
 - Settings > Privacy > Location Services > Ask BKM > While Using
- Wi-Fi
 - Optional
 - We don’t have cell signal in all areas of the building, so joining our free wifi means a fast and consistent connection throughout the museum.
 - Settings > Wi-Fi > BrooklynMuseum
- Notifications
 - Optional

- This lets us tell users when we've answered their question, so they can put the phone down during their visit and get a buzz when we've responded. They won't receive any other notifications other than "we've answered your question."
- Settings > Notifications > BklynMuseum > Allow Notifications

TROUBLE SHOOTING FOR CAMERA (ACCESSING PHOTOS)

CAMERA SETTING BUG

Some people (not very many) revoke the camera access to apps and/or inadvertently answer "no" when prompted that our app needs to use the camera. Next time this happens, check

Settings > Privacy > Camera > Ask BKM

Make sure that's set to ON (it should be green).

GETTING STARTED – Running the Dashboard

In order to run the Dashboard and interact with visitors through the ASK app, it is essential that you have the correct windows open, and sites available. It is best if you have TWO windows open. One window with JUST the Dashboard, and one window with your reference tools.

Window 1: Dashboard

- Dashboard: <https://dashboard.brooklynmuseum.org>

Window 2: Reference sites, and open documents

- Wiki: <https://brooklynmuseum.atlassian.net>
- Collectionh on-line: <https://www.brooklynmuseum.org/opencollection/collections/>
- Special exhibition folder on Google Drive (ASK TEAM > Special Exhibitions):
https://drive.google.com/drive/u/1/folders/0B_cLN6uHPm0qflBGRXZqV1ZBN3VwMHFMZFBjUm9LQ0hDVUVUTIRrQTRhTk5GSGQ1RIhKc2s
- Label questions with answers (ASK TEAM > ASK Collection Content > VEI Core Objects 5.11.15)
- Any other reference sites you might find helpful

Window 3: ASK Documentation

- Survey Monkey for ASK Team placement (<https://www.surveymonkey.com/r/KF3C39W>)
- ASK - [Bug Documentation](#) (ASK TEAM > ASK – Bug Documentation)

OTHER HELPFUL RESOURCES:

- Art Story: www.theartstory.org
- Art 21: <http://www.art21.org/>
- Oxford Art Online (use portal via Brookly Museum Library:
<http://arcade.nyarc.org/wamvalidate?url=http%3A%2F%2F0-www.oxfordartonline.com.arcade.nyarc.org%3A80%2F>)
- Heilbrunn Timeline of Art History: <http://www.metmuseum.org/toah/>

RUNNING THE DASHBOARD - Strategies for meeting our engagement goals

Not every exchange we have with visitors will have all of these elements, but through the way we interact with visitors we hope to encourage at least one of the above with every exchange. How do we encourage this type of engagement through ASK? Based on usage and experimentation in the past three months we have developed strategies (detailed below), which will continue to be developed and refined.

ELEMENTS OF CHATS:

- Opening prompt

This is the very first message a visitor receives when they open the app

During Museum hours: *"Find a work of art that intrigues you. Send us a photo."*

When the Museum is closed, *"ASK is available during Museum hours. We look forward to chatting with you during your next visit."*

- Initial message from visitor

This is the first message the visitor sends, this is our first contact with the visitor

- First response

This is the Team's first response back to the visitor

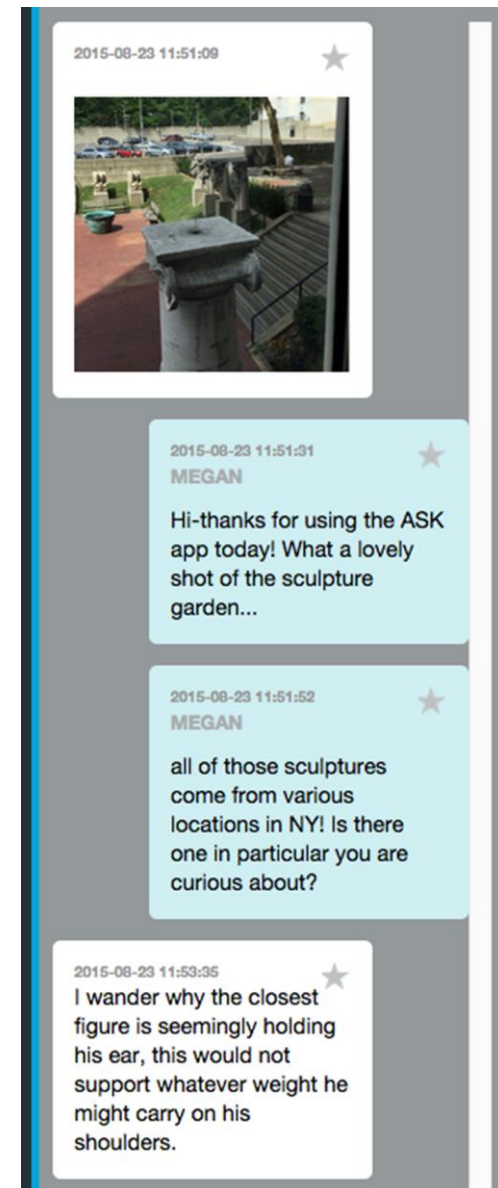
TYPES OF FIRST RESPONSE:

We have used a consistent opening prompt from the start of using the app, "Find a work of art that intrigues you. Send us a photo." Based on this opening prompt, we have identified three types of messages. Our strategies for our first-response, and follow-up responses are based on these three types of initial messages:

- Visitor sends a photo (in direct response to the opening prompt)
- Visitor sends a photo with a question they have generated
- Visitor sends a photo with a label question

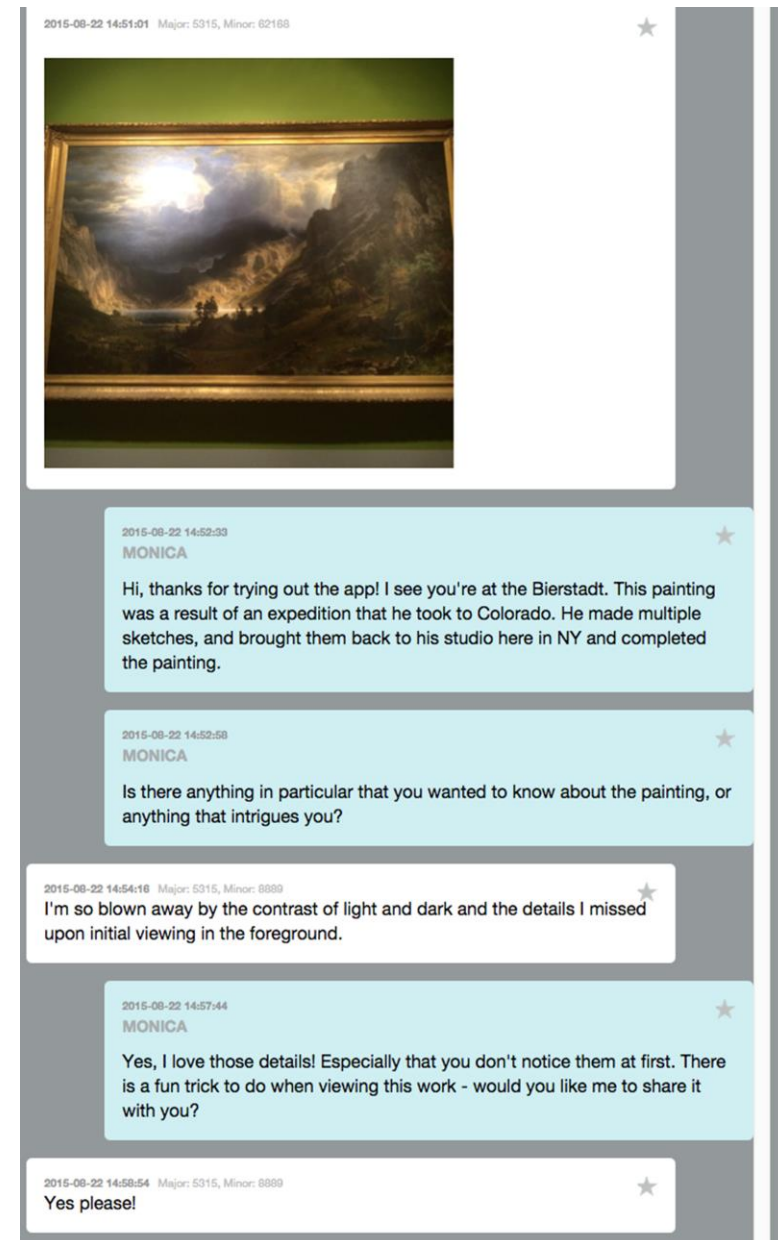
Visitor sends a photo (in direct response to the opening prompt) – EXAMPLE 1

Opening prompt	Find a work of art that intrigues you. Send us a photo.
Initial message from visitor	Photo
First response from Team	<p>Hi! Thanks for trying out our new app. I see you're in XXX or another conversational element + Information</p> <p>OR</p> <p>(if you do not have immediate info to share) I am going to send you some information, while I type that out is there anything in particular intrigues you about it, or do you have any questions? + Information</p>
Follow-up response from Team	<p>Follow up with either:</p> <ul style="list-style-type: none"> • Detail for them to look for on object • A question linking info to object e.g. Does that info change the way you see it? • I have more information about it, and I would be happy to share, just let me know!
When the exchange about the work of art has finished, or if there is no response	If you have any other questions, and even thoughts/opinions about any of the art you see, just send us a message and we'll respond.



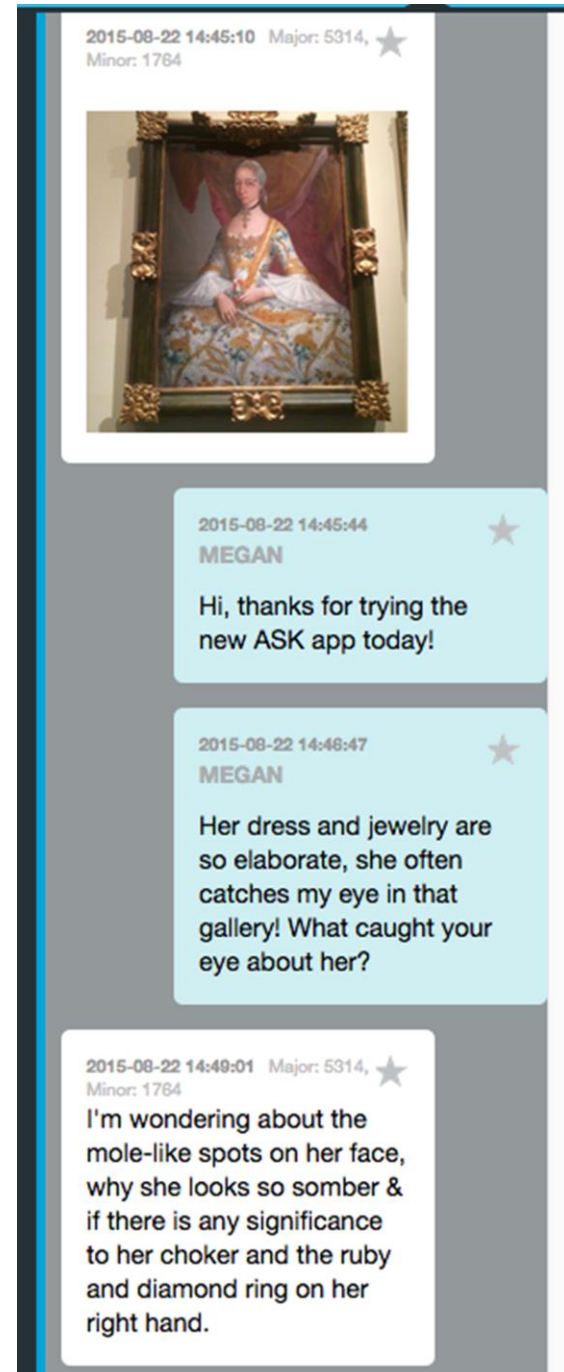
Visitor sends a photo (in direct response to the opening prompt) – EXAMPLE 2

Opening prompt	Find a work of art that intrigues you. Send us a photo.
Initial message from visitor	Photo
First response from Team	Hi! Thanks for trying out our new app. I see you're in XXX or another conversational element + Information OR (if you do not have immediate info to share) I am going to send you some information, while I type that out is there anything in particular intrigues you about it, or do you have any questions? + Information
Follow-up response from Team	Follow up with either: <ul style="list-style-type: none"> • Detail for them to look for on object • A question linking info to object e.g. Does that info change the way you see it? • I have more information about it, and I would be happy to share, just let me know!
When the exchange about the work of art has finished, or if there is no response	If you have any other questions, and even thoughts/opinions about any of the art you see, just send us a message and we'll respond.



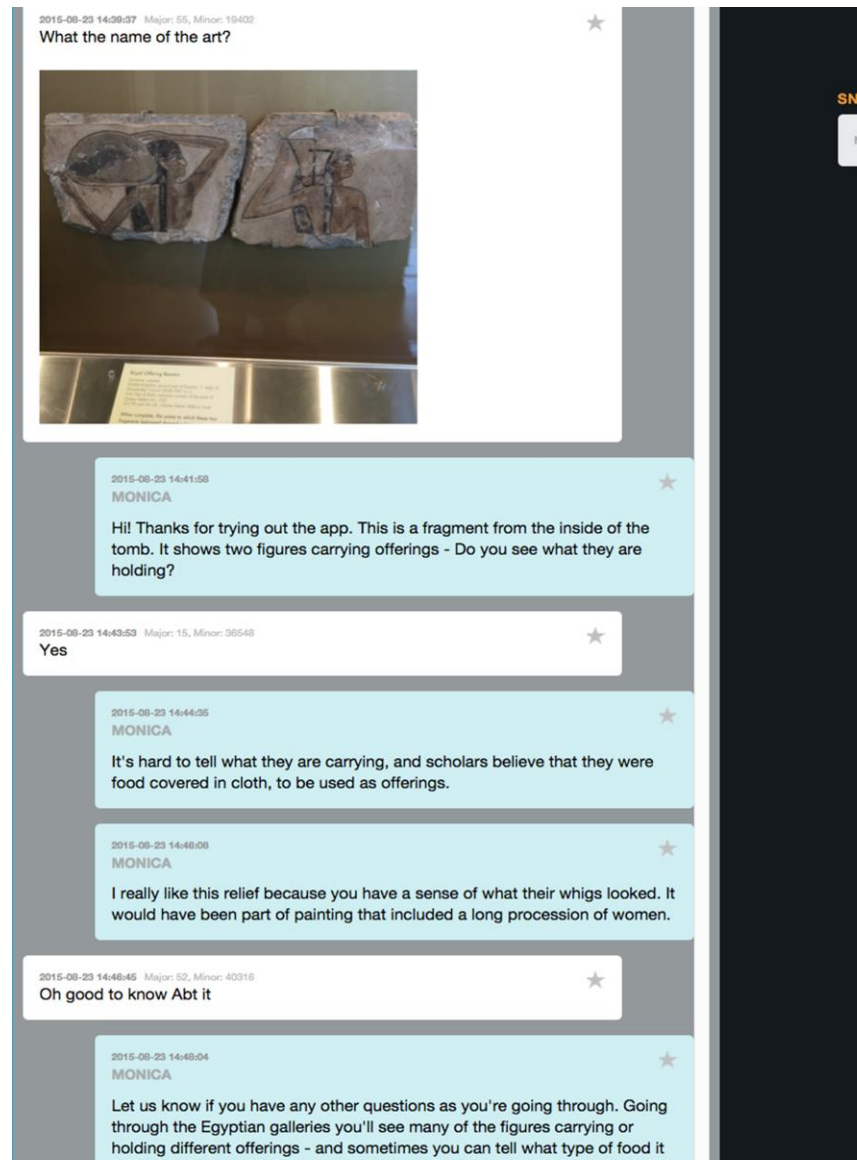
Visitor sends a photo (in direct response to the opening prompt) – EXAMPLE 3

Opening prompt	Find a work of art that intrigues you. Send us a photo.
Initial message from visitor	Photo
First response from Team	Hi! Thanks for trying out our new app. I see you're in XXX or another conversational element + Information OR (if you do not have immediate info to share) I am going to send you some information, while I type that out is there anything in particular intrigues you about it, or do you have any questions? + Information
Follow-up response from Team	Follow up with either: <ul style="list-style-type: none"> • Detail for them to look for on object • A question linking info to object e.g. Does that info change the way you see it? • I have more information about it, and I would be happy to share, just let me know!
When the exchange about the work of art has finished, or if there is no response	If you have any other questions, and even thoughts/opinions about any of the art you see, just send us a message and we'll respond.



Visitor sends a photo with a question they have generated

Opening prompt	Find a work of art that intrigues you. Send us a photo.
Initial message from visitor	Photo with question
First response from Team	Hi! Thanks for trying out our new app. Followed by a brief answer to the question.
Following response	Information OR Personal opinion/interpretation OR Question
When the exchange about the work of art has finished, or if there is no response	If you have any other questions, and even thoughts/opinions about any of the art you see, just send us a message and we'll respond.



Visitor sends a photo with a label question

Opening prompt	Find a work of art that intrigues you. Send us a photo.
Initial message from visitor	Label question
First response from Team	Hi! Thanks for trying out our new app. Followed by a brief answer to the question.
Following response	I have more information about it, and I would be happy to share, just let me know!
When the exchange about the work of art has finished, or if there is no response	Feel free to ask us about ANY of the objects you see (they don't have to just be the ones with labels).

Continuing the conversation

Every response we give offers opens the visitor to continuing looking and make connections. This means that each we response send includes one of the below elements:

- Information with conversational elements
- Personal interpretation / connection
- Question
- Recommendation to see other works of art
- Welcomes visitor to make their own interpretation / personal connection

Over the following pages, you will see examples of how different Team members have used the above strategies to continue the conversation

Continuing the conversation – in this conversation you can see how Jessica used information with a conversational tone that invited the visitor to be part of the interpretive and experiential process (follow the conversation over this and the next page).

2015-09-02 15:06:41 Major: 47, Minor: 37850 ★
The Egypt people believed that they were reborn after death. But what did they believe they were reborn to? The same person? To the same reality? Another "dimension" like Nirvana in Buddhism?

2015-09-02 15:06:08 JESSICA ★
That's a big question! Please give me a moment to collect my thoughts. :)

2015-09-02 15:06:29 Major: 48, Minor: 18115 ★
Of course :-)

2015-09-02 15:09:37 JESSICA ★
They hoped to spend their afterlife in a place called the "duat," which meant "netherworld" -- which they thought to lie below the earth, and to have an entrance somewhere west of Egypt.

2015-09-02 15:10:21 JESSICA ★
Each person had to undergo certain tests of character and a judgement of his or her life to achieve entrance to the netherworld.

2015-09-02 15:12:04 JESSICA ★
Once there, the deceased supposedly lived a life very much like their lives in earthly Egypt -- they had the same societal rank that they'd had on earth, and they needed food, shelter, etc. In some cases, their work could even be performed by magical servants called "shabtis." (Not too bad, right?)

2015-09-02 15:13:22 Major: 49, Minor: 65089 ★
I need a shabti, too! :-)

2015-09-02 15:13:27 JESSICA ★
This is why food, jewelry, and other important objects were buried in the tombs with the body of the deceased. Even small "shabti" sculptures were included, to act as servants in the afterlife.

2015-09-02 15:13:53 JESSICA ★
Agree -- I need one here and now!

2015-09-02 15:14:52 JESSICA ★
Descendants of the deceased would visit the tomb to make offerings (including food), and even later, priests and other ritual experts could be assigned to continue making offerings so that the deceased would still be provided for.

2015-09-02 15:16:14 Major: 44, Minor: 50424 ★
And why were the entrails of the deceased often stored in vases?


2015-09-02 15:16:48 JESSICA ★
Those were very important! Did you find the canopic jars in the "mummy chamber" yet? (They're also just very beautiful.)

2015-09-02 15:19:04 JESSICA ★
One reason the vital organs, etc. had to be removed -- the body had to be made as dry as possible for preservation through embalming.

2015-09-02 15:19:06 Major: 44, Minor: 50424 ★
Yes they are! But it seems awkward to store them separately, als they might need them in afterlife.

2015-09-02 15:19:52 JESSICA ★
Yes -- they did need them later -- but I suppose they still had access, even though the body itself had been filled with herbs and spices and then was dehydrated in salt.

2015-09-02 15:19:56 Major: 39, Minor: 29374 ★
Found you some shabtis!



Continuing the conversation – Per the previous page, in this chat you can see how Jessica used information with a conversational tone that invited the visitor to be part of the interpretive and experiential process.

2015-09-02 15:23:32 JESSICA ★
An interesting fact -- the Egyptians thought the heart was the center of intellect *and* emotion, so it was left in the body. (The brain, as an organ, was not considered to have any importance! very different from our own culture.)

2015-09-02 15:23:57 JESSICA ★
I'd take even just one shabti, to help with housecleaning!

2015-09-02 15:24:45 Major: 40, Minor: 55205 ★
Is there a reason why the Middle Kingdom canopic jars had only human heads on it?

2015-09-02 15:26:30 JESSICA ★
That's a good question! I'm checking some publications and research here. The animal-shaped lids were a later innovation...the human-headed lids, as you noticed, began to appear in the Middle Kingdom. I'm not finding any specific explanation for that shift, however...

2015-09-02 15:28:48 JESSICA ★
Another interesting bit of information, however: the canopic jars were brought separately to the tomb, in their own procession, separate from the procession of the mummy. We don't know exactly why!

2015-09-02 15:29:25 JESSICA ★
For the question about the canopic jar heads, if you like, I could pass it along to our Egyptian art curators and e-mail you an answer in a few days.

2015-09-02 15:30:12 Major: 65, Minor: 52351 ★
That would be great!

2015-09-02 15:31:29 JESSICA ★
They are happy to help us out with questions like these, and they are super-specialists. If you'd like to share your e-mail, I can ask them and then reply to you. (We won't share the e-mail to any mailing lists, etc.)

2015-09-02 15:32:38 Major: 65, Minor: 52351 ★
tankred@gmx.de

2015-09-02 15:32:38 Major: 65, Minor: 52351 ★
And thank you for all the information. I've learned a lot today!

Continuing the conversation – in this chat you can see how Katie incorporates her personal interpretation thoughts with information to invite the visitor to be part of the thinking/interpretation process.

2015-08-27 17:27:26 Major: 5312, Minor: 6784

Did the artist actually know how to play the violin? (Sorry for so many questions!)



2015-08-27 17:28:25

KATIE

OK, I found a bit dated anthropological source (from 1979 so I am not sure how reliable this is), but it seems to imply that the ceremonies were/are held for specific individuals, and just once in order to "evict" the spirit of the dead from the community. To me, this seems to imply that once the person is gone, they are gone, so you would only have the ceremony once.

2015-08-27 17:28:50

KATIE

No problem!! we like to get questions and yours are interesting/making us look up new information!

2015-08-27 17:29:46 Major: 5316, Minor: 8003

That's really interesting. It's different from other cultures like Judaism where you light a candle every year

2015-08-27 17:30:51

KATIE

I wonder if Stacy Tolman actually could play the violin! The person he depicts playing the cello is actually Bicknell, a talented cellist at the time, so if Tolman could not actually play the violin, he is putting himself in good company!


2015-08-27 17:32:03

Cool

Continuing the conversation - here you will see how Megan used a conversational tone, as well as a recommendation for further viewing.

2015-09-02 14:29:58 Major: 22, Minor: 50471 ★

Isn't this bed a little short for an adult?



2015-09-02 14:31:09 ★

MEGAN

Truthfully, people were shorter! Diets were not as rich or as varied and people did not grow as tall as we see the 6 foot plus folks today...

2015-09-02 14:31:43 ★

MEGAN

you often see these smaller-sized beds in old period rooms. If you make your way to the Jan Martense Schenck House you will see a teeny-tiny space for a bed in there as well!

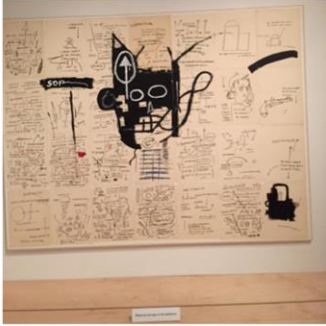
2015-09-02 14:32:03 Major: 23, Minor: 17586 ★

Thanks!

2015-09-02 14:32:35 ★

MEGAN

Continuing the conversation - here you will see how Jessica used a closer looking question and information to continue the conversation.



2015-08-16 14:22:13
JESSICA ★
Thanks for trying our new app in Basquiat: The Unknown Notebooks today.

2015-08-16 14:22:52
JESSICA ★
Larger works like this one were included to show the relationship between the notebooks and his drawings/paintings -- he often "collected" words and ideas in the notebooks and used them later in his art.

2015-08-16 14:23:16
JESSICA ★
Did this one catch your eye for any specific reason?

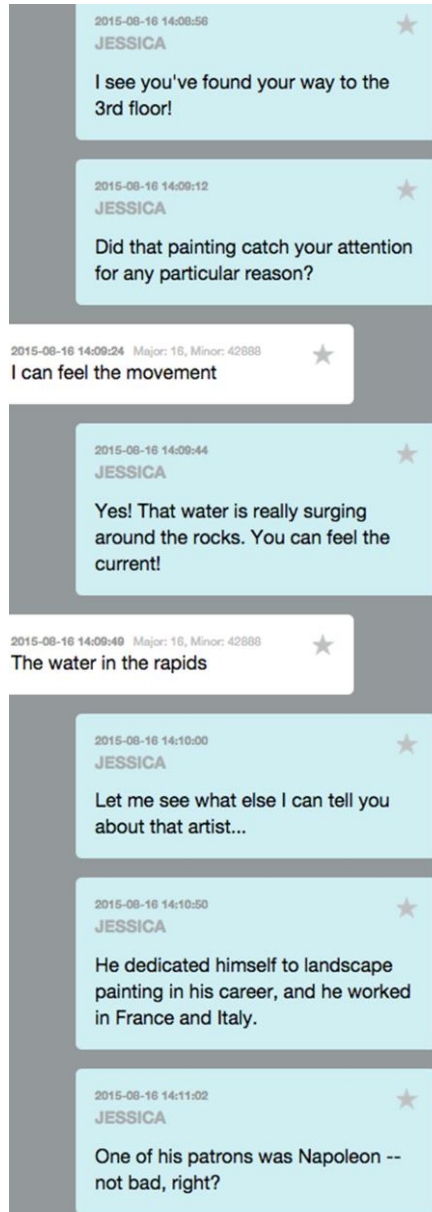
2015-08-16 14:23:29 Major: 60, Minor: 48309 ★
Yes

2015-08-16 14:28:06 Major: 60, Minor: 48309 ★
He has lots of ideas displayed

2015-08-16 14:28:09
JESSICA ★
I like trying to read the text and wondering where he gathered all that material. He used many types of books as sources. He also borrowed from song titles, newspaper headlines, things he heard on TV or the radio...etc.

2015-08-16 14:28:09
JESSICA ★
It's like we can see everything on his mind...all at once.

Continuing the conversation – in this chat you can see how Jessica shares her personal thoughts about the work, which opens it up to the visitor to do the same. In addition, Jessica asks questions and folds in information to continue the conversation, and encourage the visitor to make connections to the artwork.



At the end of an exchange about a work of art:

If you have any other questions, and even thoughts/opinions about any of the art you see, just send us a message!

2015-08-23 13:36:28



MONICA

Of course! Let us know if you have any other questions, or want to share any thoughts you have about art throughout your visit. Also - we're happy to give any recommendations about what to see in Museum (should you be interested).

2015-08-30 12:14:56



MEGAN

You're welcome! Feel free to get back to us with any other questions or comments you have as you explore the museum--it doesn't have to just be the questions you see on the ASK labels.

What happens when we don't know?


Inevitably, we will not have answers to every question that is asked. It is important to tell visitors when we don't know. Through many of our testing sessions we learned that ASK app users appreciated when the Team was clear and honest when we didn't know. They (the users) felt that it added to the human element of the ASK app. It is important at the same time to be clear about how you will go about getting the answer. For example:

- If it is an unanswerable question, be clear about this, and make suggestions how you might come to conclusion,
 - E.g. "While the answer is unknown, and up for debate, we do know that two differing opinions include..."
 - E.g. "While I am not certain, I do know that these chairs were symbolic, and reflected aesthetic values at the time; all of the other chairs that I have been able to locate from this time period are asymmetrical, to some extent. While I haven't yet found information as to whether this was symbolic of something, I can say it was deliberate..."
- I have looked at xx source, and not yet found the answer to your question, I will continue to look and get back to you
- Be sure to offer to get back to them via email if you are not able to answer it within the time frame that they will be in the Museum

I am happy to follow up with you via email once I find an answer to your question

We don't know – EXAMPLE 1

2015-08-23 14:35:22 Major: 14, M...★
62543
We are looking at Franz Von Stuck, i want to know what is the left corner thing on the top?



2015-08-23 14:38:25 ★
MEGAN
Good eye! Our team has actually asked the curator about that and even he wasn't sure how to answer...do you have any thoughts about what it might be?

2015-08-23 14:38:16 Major: 14, M...★
58206
In my opinion I believe it is a lunar eclipse

2015-08-23 14:39:34 ★
MEGAN
That's what I think too! However, then that makes me question why the artist who (you may have seen this in the label) was trying to be historically accurate in depicting the scene, would include a seemingly random solar eclipse.

We don't know – EXAMPLE 2

2015-08-23 15:27:14 Major: 60, Minor: 48399



2015-08-23 15:28:07

MEGAN

There is a lot going on in Basquiat's work - he was influenced by so many things. He was an avid reader (you will see many references to Moby Dick in the exhibition), he loved jazz music, he was interested in pop culture, he comments on the economy, it is a lot to take in...

2015-08-23 15:28:35 Major: 60, Minor: 48399

What does it mean? All the random writing and painting?

2015-08-23 15:29:33

MEGAN

Good question! I'm not sure we will ever know. Basquiat could be very poignant but also very vague, he was quoted saying "Every line means something," and yet was very quiet about his own work in interviews...

2015-08-23 15:29:55

MEGAN

he never really offered full interpretations, it is up to the viewer to take away from the sketches, drawings and paintings.

2015-08-23 15:30:18

MEGAN

As for the notebooks, no one is sure whether or not he knew if they would be on public display so they are somewhat a mystery to us.

SNIPPETS – Protocol and Style Guide

Snippets are recorded exchanges (comprised of a series of individual messages) between the Team and visitor around one object, or a specific idea (e.g. “Why are the noses broken?” or “What is Rococo?” or “How did Buddhism spread?”). Snippets are linked to object(s) from the permanent collection: when an object is pulled up on the Dashboard, the object’s tombstone information, label copy when available, and associated snippets will appear.

Snippets are very useful when engaging visitors around a specific object, and we use them as immediately accessible information just as we might use the wiki. All snippets will eventually be vetted by curators, and may become public-facing. Please keep this in mind when deciding upon language and other edits when generating snippets.

Snippets also function as a way to track data; specifically, we can find out how many times visitors are asking about specific objects based on the number of snippets generated around objects (since we are tagging them with accession numbers).

Once a snippet is created and “retired” it is immediately linked to the object on the dashboard and will be accessible every time that object is pulled up on the dashboard.

GENERATING SNIPPETS: A Step-by-Step Process

PHASE I - Generating snippet drafts

(This is the first phase, to generate a snippet. You are not editing for content or language in this step.)

- 1) In the Dashboard, go to the “Chat” tab
- 2) Click on a chat
- 3) Review the entire chat, and decide how many snippets (if any) you will create from this chat
- 4) Begin to create your first snippet by clicking once directly on the message that you would like to appear first in the snippet.
 - a) Once you click on a message, you will see that it will appear in the right hand column.
 - b) If you decide that you DO NOT want that message to appear, go back to the message (on the left hand side) and click it again (you will see it disappear from the right hand column)
- 5) Click on the subsequent messages that you would like to appear in the snippet (IMPORTANT: do this in the order that you would like them to appear. You cannot reorder them once the snippet is saved)
- 6) Once your snippet is complete, click “Save”
- 7) If you have another snippet (or snippets) to create from this chat, repeat steps 3 - 5
- 8) Once you are done creating snippets from the chat, hit the “retire” button and move to the next chat

PHASE II - Editing snippets

(This is the final phase which you will use to edit for language and content within the snippet.)

- 1) In the Dashboard, go to the “Snippet” tab
- 2) Click on the first snippet you wish to edit and you will see the full snippet appear on the right

- 3) Write "FINAL DRAFT" on the first message field (preceding the text that is written)
- 4) Review the complete snippet (see below for style guide)
- 5) Edit for language (see below for style guide)
- 6) Review the content for accuracy and include any additional necessary information
- 7) Tag the object using the + ADD TAG button with the collection area and exhibition (see below for EXACT tags)
- 8) Tag the object with "FINAL DRAFT" using the + ADD TAG button
- 9) Add relevant accession numbers using the +ADD OBJECT button
 - a) If you do not know the name of the object, and you cannot find it by searching the Collection Online, you can find the object title and accession number by putting it back in the queue. It is a somewhat lengthy process, and suggest you open a separate Dashboard window
 - i) Open a new Dashboard window
 - ii) Go to the "Chat" tab
 - iii) Find the Chat ID, click into it
 - iv) Scroll to the bottom of the Chat, "return to queue"
 - v) When the Chat appears in "Activity" click on it
 - vi) Find the individual message associated with the object that you need
 - vii) Click on the top of the message (not the photo)
 - viii) Objects will populate on the right hand side, click on the object that the message is referencing, copy the accession number into your Dashboard window where you are editing the snippet
- 10) If the information you have researched is incomplete, or if the question the visitor posed remains unanswered:
 - a) tag the snippet it with the object's accession number using + ADD OBJECT
 - b) log the snippet # in this [document](#) under the snippet tab- it is a running document of unanswered questions.
 - c) Do not retire the snippet
- 11) If the snippet relates to a general idea / exhibition and not a specific object:
 - a) tag it (using + ADD TAG) with the exhibition, and the general topic
 - b) Add the snippet ID this [document](#)
 - c) Do not retire the snippet
- 12) Once you have completed reviewing and editing the chat, click "Save" then hit "Retire"

PHASE III – Final draft

(This phase is for "retired snippets" that were created in June – August 23 only. This is our "second pass" for this first round of snippets that we created. Use this "final draft" phase to unretired snippets for which you were the host, and conduct any further research, or refine language for more readable and usable snippets.

- 1) Go to the Snippets tab in the Dashboard
- 2) Click on "retired"
- 3) Identify Snippets that with your name as host
- 4) Click on your individual snippet
- 5) Click on the first snippet you wish to edit and you will see the full snippet appear on the right

- 6) Write “FINAL DRAFT” on the first message field (preceding the text that is written)
- 7) Review the complete snippet (see below for style guide)
- 8) Edit for language (see below for style guide)
- 9) Review the content for accuracy and include any additional necessary information
- 10) Tag the object with “FINAL DRAFT” using the + ADD TAG button
- 11) Once you have completed reviewing and editing the chat, click “Save” then hit “Retire”

SNIPPET STYLE GUIDE

Snippets are very useful when engaging visitors around a specific object, and we use them as immediately accessible information, just as we might use the wiki. All snippets will eventually be vetted by curators, and may become public-facing.

When creating snippets, consider how they will function when we use them on the Dashboard. Because snippets are immediately available to us when we pull up an object, they help us provide information to visitors very quickly. This is extremely helpful when we are chatting with visitors, since we can send information quickly and spend more time considering how specifically we will engage with the visitor.

When creating snippets, always imagine how you might use them in the future when using the Dashboard. The purpose of snippets are to function both as a resource when chatting with visitors via the Dashboard, as well as public facing material to reflect the use of the ASK app . This means that Snippets do not necessarily need to reflect the chat exactly as it took place. This is not because we are obscuring the actual exchange (chat) that we had with visitors! We have logs of all of our chats, but because the snippets will be copied and pasted and sent to the public in the future, we want to be sure that we are propagating accurate information in an articulate manner. Snippets provide an opportunity to vet our research and to conduct further research if necessary.

Grammar/Punctuation/Spelling

Be sure that the grammar is correct and fluid. As is to be expected, we sometimes misspell words, omit words, or use incorrect punctuation when we are chatting quickly with visitors. This is consistent with the format, since we are “texting” at a very fast rate. As snippets will be public-facing and will be used as reference information (and will be copied and pasted and sent to visitors), we must be sure to correct any type of mistake. As you are editing the snippets please be sure that punctuation, spelling, and grammar are correct. Also be sure to write out abbreviations and acronyms for clarity.

Language

The style of the language that we use should reflect the voice of the Brooklyn Museum. The information should be accurate and articulated in a manner that is accessible to a broad public. The vocabulary we use should be easily understandable to an art layperson yet should also honor the content and scholarship that we are conveying. For example, art historical and historical terms can be used; however, we must provide definitions (in a manner that is not pedantic, of course!).

Visitor Language: Questions and Conversational Elements

Visitors' language should also be edited for grammar, punctuation, and spelling. If a question is unclear, reword it in a way that is consistent with the voice of the visitor. If, for example, the Team had to ask clarification questions, condense the questions into one question and delete the clarification exchanges. (Remember, snippets are linked back to objects in the Dashboard, and this type of clarification exchange is not relevant to future chat use).

TRAINING – Preparing to ASK

Learning about the collection:

- Study collection wikis
- Create three wikis per collection area
- Familiarize yourself with the galleries by spending time in the galleries (5 hours independent time, in different chunks)
- Use the app (as a visitor) in the galleries (Five 20-30 minute sessions)
- Spend time with other Team members in galleries participate in Q & A in galleries
- Wishlist - Get a list of objects with Snippets (generated from Tech, not certain if possible yet)

Understanding engagement:

- Review list of chats ([ASK TEAM > ASK Engagement > CHAT/SNIPPET – Documentation / Evaluation](#))
- Review chats from a full weekend (pick a weekend date, and read ALL chats from that weekend)
- As reviewing, take notes using this note taking tool ([ASK TEAM > ASK Engagement > ENGAGEMENT NOTETAKING TOOL TEMPLATE](#))
- Use the app (as a visitor) in the galleries (Five 20-30 minute sessions)
 - Reflection with Team members after each session
- Practice answering on the Dashboard with Team member asking questions (Ten 20-30 minute sessions)
 - Reflection with Team members after each session
 - Review chats that you had
 - Generate “ideal” snippets from chat
- Snippet workshops with full Team (Tuesday workshops)
 - Review group of snippets independently for 30 minutes, take notes using this note taking tool ([ASK TEAM > ASK Engagement > ENGAGEMENT NOTETAKING TOOL TEMPLATE](#))
 - Review notes with full Team for 30 minutes

TUESDAYS

Time with Art - gallery talks led by Team members, open to museum staff across the building

These talks are led by Team members and the format for each session is determined by the Team member leading the session. Possible formats include: close looking at one object; gallery talk with multiple objects; workshop (coming up with questions, generating conversation through multiple lenses, incorporate multi-sensory strategies as means of triggering new insights on objects); etc.

Goals for talks:

- Continue learning about the permanent collection
- Develop strategies for engagement with the app
- Team building for ASK Team
- Build relationships across department areas

Snippet workshops with full Team (Tuesday workshops)

- Review group of snippets independently for 30 minutes, take notes using this note taking tool ([ASK TEAM > ASK Engagement > ENGAGEMENT NOTETAKING TOOL TEMPLATE](#))
- Review notes with full Team for 30 minutes

(every other week) Snippets - 1 hour review meeting of Sunday's chats (exhibitions conference room?)

Research time (3-hour time block)

- Generate wikis
- Conduct research on special exhibitions

Check-in meetings with Sara and Shelley

APPENDIX – Technical Instructions

TECHNICAL HOW-TO's

In this document you'll find the steps on how to:

- Clear browser cache
- Scrollbar adjustment
- Screenshot
- Change password on a Mac
- Access TMS via remote desktop

...Clearing Browser Cache

As we make upgrades to the dashboard, we'll need you to clear your browser cache:

- Totally quit chrome and make sure you have no open chrome windows. You can do this by having chrome be the active window on your desktop and then hitting the **“command” and “Q”** keys on your keyboard. You should see chrome quit and then verify that in your dock where you'll see the Chrome icon but no dot under it. (That dot indicates Chrome is open.)
- Open Chrome
- Make sure you only have one tab open and only one chrome window open
- In the upper right corner of the window, click on the sandwich menu (three lines)
- Settings
- Show Advanced Settings (link at bottom of page)
- Clear Browsing Data Button
- Obliterate the following items from: **“the beginning of time”**
- Make sure ONLY “cached images and files” is checked
- Clear Browsing Data Button
- Close tab
- Totally quit chrome
- Reopen Chrome and login to dashboard

...Scrollbar Adjustment

If you are seeing lots of funny scrollbars in the dashboard, please make the following adjustment:

- System Preferences > General
- Show scroll bars should be set to "when scrolling"

...How to Take a Screenshot on a Mac

- command + shift + 4
- then click and drag on your screen to make the capture
- save

...How to Take a Screenshot on an iPhone

- press the power button and the home button at the same time
- go to your camera roll and you'll see the screenshot

...How to Change Your Password on a Mac

Outlook on the Mac doesn't give you a way to change it, but the good news is there is an easy workaround:

- Open your web browser and sign into Webmail: <https://webmail.brooklynmuseum.org>
- When you sign in, it will prompt you to set a new password

...Using Remote to Access TMS

Step 1 - Web Authorize your connection *(do this every time)*

- Open your web browser (Chrome) and go to <http://auth.brooklynmuseum.org>
This brings up the username and password fields. You will sign in with a one-time password, generated by the **MP-1** app on your iPhone or Android. (Tim will set you up with the MP-1 app, and a 4-digit PIN)
- On your iPhone or Android, open the **MP-1** app. Enter your PIN, and you will be presented with a one-time password.
- Now go back to your web browser. Enter your Brooklyn Museum Username, the one-time password, and then click **Authenticate**. Your browser will now show a grey page that says "*Webauth success.*"

Step 2 - Connect to Remote Desktop for TMS

- Open the Remote Desktop app (Tim will set each of you up with this) - Double-click the Brooklyn Museum preset. If it asks, enter your Brooklyn Museum password.
- You'll get a Verify Certificate message, click **Continue**.
- You are now signed in. **TMS** will have it's own icon on the desktop, just double-click it to open. Outlook is also installed here, configured for you. You can open your email in this window,
- When you are finished, go to **Start > Log off** on the Windows desktop.
Your Remote Desktop preferences have been saved, and you can quickly connect anytime by following the steps above.