# **GoodMaps** at the Frazier Museum



"The Frazier is an object-based museum, so we want both sighted and visually impaired visitors to really be able to experience the artifacts. With GoodMaps, not only are people going to be guided through our museum safely, but now we're able to help them engage more fully with the museum's collections and exhibits as well with audio descriptions and historical details available through the app."

Casey Harden, Senior Director of Engagement, Frazier History Museum



Success at Arts & Entertainment Venues

In Louisville, the Frazier Kentucky History Museum is one of many stops along the famous Bourbon Trail – home to objects, artifacts, and installations that trace the key people and events that comprise the state's rich history. With the addition of GoodMaps, the museum's highly visual exhibits can be accessed and enjoyed by all visitors, including those with blindness or low vision (BLV). The free app offers all visitors convenient indoor navigation, and also provides audio descriptions of key objects and artifacts, enabling visually impaired patrons to engage more fully with the museum's attractions.

### **The Challenge**

As a highly visual activity, a visit to an arts or history museum is often a feast for the eyes, but can make accessibility and engagement with visually impaired communities a challenge. With a commitment to diversity, equity, inclusion, and accessibility, the Frazier Museum sought technology to help them extend the venue's programming and exhibits to the BLV community. As an object-based museum, the venue required a solution that would be unobtrusive – without conspicuous hardware in view of visitors – as well as simple to implement and maintain.





#### GoodMaps at the Frazier Museum Fast Facts

- Museum size: 100K square feet
- Museum LiDAR scanning process: 2-4 hours
- Digital map creation process: 4 weeks
- On-site hardware: None
- Maintenance: Simple updates as needed to secure digital maps

## **The Solution**

Through GoodMaps' established relationships with other cultural venues in Louisville, the Frazier found the company's indoor wayfinding and navigation technology. They discovered that it could address two accessibility goals in a phased approach: first, the technology would be implemented to provide inclusive indoor navigation for all visitors, including those with visual impairments and other disabilities. Then, they would work with GoodMaps to integrate audio descriptions into the app for key museum artifacts, providing visitors with visual details about the objects as well as historical context.

For the initial technology rollout in 2021, GoodMaps personnel visited the museum to scan the venue and its attractions using advanced LiDAR technology, a technique that uses pulsed lasers to generate 3D spatial images. The scanning process was completed in less than a day, and over the next several weeks the scans were used to create secure digital maps of the venue. When a museum visitor downloads the free GoodMaps app, their mobile device leverages camera-based positioning to know their precise location as they move through the space, relative to the venue's maps. This enables precise, turn-by-turn directions from wherever they are in the museum.

## **Success & Looking Ahead**

With GoodMaps installed and available to download for indoor navigation, the museum is now looking to the next phase of their accessibility goal with a new version of the app. The latest version will enable audio descriptions to help increase engagement among visually impaired visitors. This additional feature will add value for sighted visitors as well, since it will point out details that might otherwise be overlooked, such as the small engravings in Teddy Roosevelt's "Big Stick", a notable object in the museum's collection. As exhibits rotate or are updated with new attractions, the Frazier's maps can be easily and securely accessed to make changes to points of interest and add new audio descriptions. If significant changes to the venue's layout require it, rescans can be completed guickly to keep the app's maps accurate for patrons' convenience.



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