Unique Visitors

A new way to engage museums visitors and create new audiences.

Unique Visitors is a **social platform of cultural recommendations** in which users can create and share tours to visit museum collections.

By **crowdsourcing content curation** we not only generate a variety of tours, we are **create visitors engagement**.
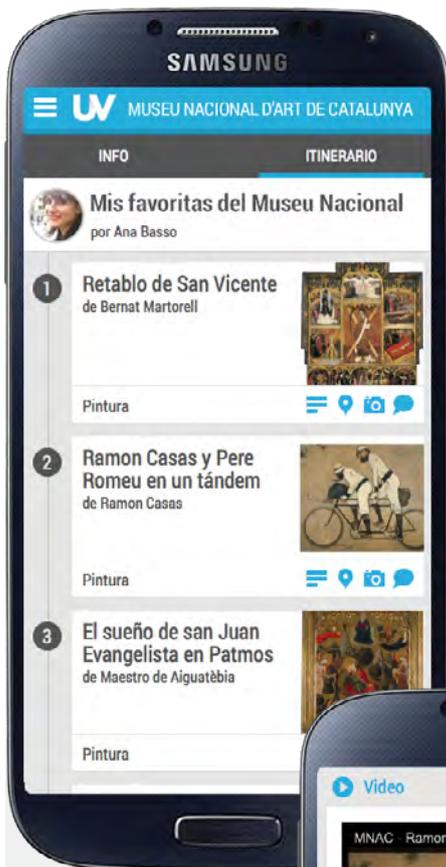
When museums subscribe they can **publish** their collection on our mobile app, encourage visitors **participation**, benefit from a unified visitors database for **promotion** and get meaningful **data**.
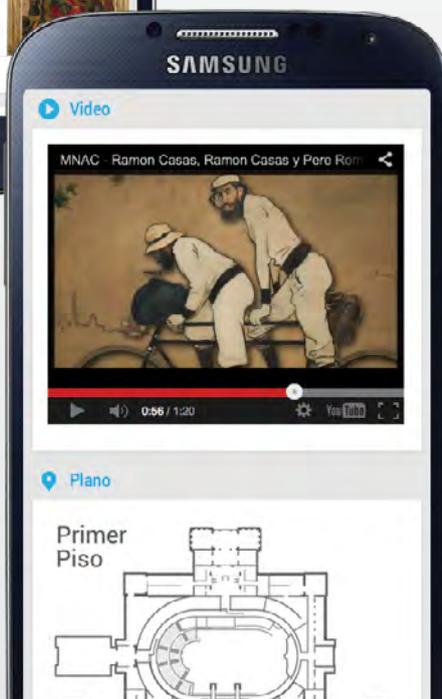
www.uniquevisitors.me

Ana Luisa Basso
ana@uniquevisitors.me

Browse

Check the tours already created for the museum you want to visit.

You can choose to follow tours created by experts or by other visitors.

Explore

Check additional information about the artworks such as its location inside the museum, texts, videos and other multimedia content.

Join and start curating

Create your own tour: just drag the artwork you want to add.

If you want, you can make a personal comment about the pieces you choose.

Share

Publish your tour and share it.

That way your friends and connections can follow your suggestions when visiting the museum.

UV

Unique Visitors is an app that aims to boost physical attendance to the museum and not to replace it.

Advantages for
Museums

Meaningful presence in a digital environment

Museums and other cultural institutions are currently facing the challenge of providing relevant experiences to digital native.

Creates new audiences

Social recommendation system is one of the most effective ways to boost cultural consumption. A recommendation of a friend breaks barriers such as fear of the unknown, "I don't understand it" or "I don't like it".

Increase frequency of visits

Several tours, shorter and with different themes, encourage to increase frequency of local visitors. A visitor can come back several times to the same museum and it will be a different visit every time.

Analytics and audience studies

Unique Visitors provides richer and more sensitive data than box office.

We collect information such as **profile** (age, gender, city of origin), **habits** (schedules, preferences, recurrence), **motivation** (search, categories), **interest** (heat map) and **satisfaction** (ratings, comments) for each segment.

Advantages for
Visitors

Enhanced experience

In this customized tour, visitors can access more information on the artworks through texts, videos and comments.

Convenience

No need to plan a visit to the museum to have a good experience. You can consult a tour created by experts or by other visitors on the go.

You can choose a tour according to your interests and time availability.

Social consumption

The interaction with other visitors and recommendations from people in your circles reduces risks.

Prosumer

Visitors can take a more active role, not only consumers but also producers and influencers.

Unique Visitors
Multi-platform

Web app
Focused on creating content

Mobile app
Focused on consuming content

Private dashboard
For museums to analyze data