

Mobile E-Commerce for Post-COVID19 Museums - Graduate Internship

Project partners

Smartify; Royal Holloway, University of London (RHUL)

Background

Museums and galleries across the world are facing various challenges as they are reopening their doors to the public amid the evolving COVID19 crisis. When they do re-open, museum shops are looking to a) ensure visitors on-site are able to shop safely and b) increase online sales. Against this backdrop, Smartify is collaborating with RHUL to prototype a new mobile e-commerce service into the existing Smartify app that can be used from home and in the physical gallery.

Internship eligibility: Royal Holloway, Brunel, NFTS or UCA graduate from any degree level who meets one of the following criteria:

1. Graduated in 2019
2. Scheduled to graduate by September 2020
3. MSc students who are due to submit their dissertations in September 2020
4. Graduated at an earlier date than above but has not worked in creative industries previously

Job responsibility (under the supervision of RHUL academics):

To evaluate the success of the Smartify e-commerce prototype at London's National Gallery and answer two main research questions:

1. What are the key metrics to evaluate the e-commerce performance and traction?
2. What are the key indicators to monitor that will inform future product iterations?

Project duration: 1st September to 31st October 2020

Anticipated number of hours: 75

Hourly wage: £20

Location

The role is mainly remote throughout 2020 due to COVID-19 restrictions. Any on-site research work will be carried out at The National Gallery and subject to COVID-19 safety regulations

Key skills required

- Familiar with quantitative and qualitative methods of data collection and analysis.
- Experience using analytics to make informed decisions driven by data.
- Excellent written and verbal communication skills.
- Excellent interpersonal communication skills, with a track record of working collaboratively with a wide range of stakeholders.
- High attention to detail and proven ability to manage multiple, competing priorities.
- Time management

Preferred

- Knowledge or experience of e-commerce and/or the museum sector
- Experience of conducting user studies in IT design and development

* We particularly welcome applications from Black, Asian and Minority Ethnic (BAME) candidates and from people with disabilities.

Graduate learning and development outcomes

- Obtain practical hands-on experience in e-commerce evaluation projects within an immersive tech SME;
- Receive on-the-job mentoring from leading academics and industry experts;
- Relate academic training and previous experience to a specific professional environment;
- Have the opportunity to meet and network with professional colleagues;
- 'Try out' a potential career path.

How to Apply:

Send your CV and short max 300-word statement to anna@smartify.org.uk. The email subject line should read 'Graduate Internship Application'. **Deadline: 31st July 2020**

About Smartify:

Smartify is a free app which helps people make meaningful connections with art and culture. Named by the New Scientist as 'Shazam and Spotify for art', Smartify app allows people to instantly identify artworks by scanning them on your smartphone.

Smartify partners with museums across the world including London's National Gallery, Vienna's Bevedere Palace and the Met. The app has won numerous awards including the 2019 UN World Summit Award for Culture and Tourism; the GLOMO for Most Innovative App at the Mobile World Congress 2018, three Webby Awards (*Best Art App*; *Best Use of the Mobile Camera*; and *People's Choice*); and Apollo Art Magazine's *Digital Innovation of the Year*.

To download the free Smartify app:

<http://onelink.to/smartifyapp>



About StoryFutures:

StoryFutures was created to fuel innovation in next-gen technologies, by unlocking research expertise to businesses big and small. By helping businesses that would never usually get to do R&D work with the expertise and get the funding they need to experiment and innovate. StoryFutures is led by Royal Holloway, University of London and is a part of the Creative Industries Clusters Programme funded by the UK Government's Industrial Strategy Fund. Our aim is to grow creative businesses in the UK by fostering collaborative R&D and promoting innovation in storytelling in next generation technologies. The StoryFutures partnership includes Sony Interactive Entertainment, The National Film & Television School, Pact, Ukie and Immerse UK.

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