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Writing Assignment 3 – Business Proposal and Social Impact

**OVERVIEW**

Cog will provide museums, art galleries, and similar institutions with a modern way of reaching their customers. Currently, tours rely on either human tour guides leading you in a specific way through an establishment or on dated mp3 players providing a bit of static audio on a topic. Tour-goers should be freed from such needless structure and provided with a dynamic range of information to absorb during their experience. In addition, the experience should not end when the user leaves the museum, but continue until the user is done learning.

Cog utilizes the heads up display and camera of Google Glass to provide end-users with such a touring experience. As a tour-goer navigates through arrays of mesmerizing pieces of art, they can snap a picture with a simple wink or a tap on the frame of the Glass they are wearing and in an instant they are provided with a myriad of relevant information such as the name of the piece, the name of the artist, or the date of creation. In addition, after their tour is completed users will be able to login to the Cog web portal and view additional information and media relating to the pieces they were interested in during their earlier exploration of the art gallery. All Cog tours they have been on will be available though one simple web interface.

To a user, this system seems remarkably simple and straight forward. However, Cog is more complicated in the background. When a picture is taken on Glass, it is sent to a web-server handling the identification of the object. The server receives the image and runs an image comparison algorithm, matching the given image against a database of images already filled by the museum. When the algorithm completes its search, the server returns information on the selected piece to the user. In addition, the server records that the given user was interested in this particular piece and gathers additional information and media to be provided through the web interface in the future. When a user views their trip later, they can explore each piece further.

In addition to handling the computation behind the user's experience, the server also handles interaction with the museum by providing a clean web interface tailored to their needs. Through this interface, the museum uploads images of each piece on display and tags the groups with basic relevant information such as artist, piece name, date, and a short summary. At any time, an employee of the museum can access and modify the database through the client web portal. This portal additionally provides data on the user experience, allowing the museum to get a better understanding of how their customers are enjoying the tours, which provides them with greater insight into how to improve as an organization. Providing data analysis on tour-goers is an especially attractive component of this service.

**ECONOMIC POTENTIAL**

Cog targets a market that is in great need of an updated experience: museums and art galleries. Currently, to provide more than a bare minimum to a customer, museums must train and employ human tour-guides, raising labor costs and wasting time. The only alternative is to implement audio tours on old mp3 players that are impossible to interact with and are a boring way of obtaining information. Cog offers a heads-up touring experience that doesn't end just because you've left the museum and had to return your device.

In addition, museums have a hard time gathering data on the successes and failures of their tours. In many cases, to get information about a touring experience an establishment must ask customers directly. This is unlikely to provide very useful data and also limits the scope of that data. A proper model of user experience cannot be obtained when only a certain type of customer would voluntarily provide feedback on their time spent on the tour. Cog would provide user data and relevant analytics to guide museums on changing their tours for the better. This kind of untapped data resource has the potential to completely change the way museums look at their customer experience and could revolutionize the industry.

This is currently a very large target market. There are museums in every major city in the world and in many other places as well. Essentially any establishment that offers a tour experience can benefit from Cog. It is expected that the intriguing and novel experience we are offering would make it trivial to infiltrate the market and to quickly expand to service a majority of these establishments.

There is a very simple model for how to profit from this new technology. A subscription fee for use of Cog will be charged to each participating museum and gallery. Since there is a need for a server component to be run, there is an additional opportunity for increasing profit. If the museum does not have the means to host their own server, or if they would simply prefer to avoid the inconvenience of managing the server, they can pay a separate hosting fee, where our company will host and maintain the server for them at on off-site location.

To further the convenience of setup they can even opt to have a Cog technician employed by our company visit their location and perform the initial setup. This would be included in an ongoing support package that a museum can opt in to, for a fee. Included in such a package would be the initial setup and 24/7 technical support.

Should a company feel the need to increase their advertising, they can also bid for top spots on recommended tours. Museums that pay more can earn higher positions on location based recommendations or can earn a spot on Cog's front page. This is potentially a very large source of revenue.

Since there is no real direct competitor to Cog, the market could quickly become saturated with the Cog touring experience. Assuming that our innovative and exciting approach inspires others to see this market in a new light, competitors will likely emerge in the near future. The developers behind Cog have an unbending dedication to staying ahead of emerging technologies and are constantly looking for ways to improve our service with the tech of tomorrow. This ensures that Cog will remain the absolute pinnacle of touring experiences.

**SOCIAL IMPACT**

Cog, with the proper funding and support, has the potential to dramatically change the way in which the average person spends their free time. Hours and hours of the average life are wasted in front of a television screen absorbing useless information about fictional worlds and fictional people. With a more interesting activity available, the Cog touring experience, unsatisfied couch-dwellers would leave their sedentary lives behind in pursuit of a much more exciting, enriching, and rewarding way to spend their time.

An entire generation that has been lulled into an empty sense of entertainment will find new life in more intellectual pursuits. The United States specifically has been suffering from newer generations that are spending too much time on less than rewarding activities and as a country we are falling far behind in our level of education. Replacing tv and video games with trips to museums where young minds can learn about art and history and science would have an irreplaceable positive impact on the motivations of our youth.

With an intriguing and educational alternative for young students, they will be inspired to search out additional intellectual pursuits to fill their free time. In a few short years we can turn the next generation from slaves of mindless entertainment to thinkers and innovators.