Challenge description:

The Museum of Yesterday is a bilingual (English and Portuguese) app for iOS and Android, which facilitates the discovery of the hidden, darker history of the old port of Rio de Janeiro, in Brazil. Inspired by the ideas of the Situationists, the user must physically explore the city, using only limited information, in order to discover its hidden secrets.

After a successful introduction, covered by a broad array of local and international press, usage of the app started to trail off after about six months, to eventually disappear into obscurity after about a year since its introduction.

- This challenge is to **build renewed interest in, and usage of, *The Museum of Yesterday***. Ultimately, **the objective is to have more individuals read the app's material and more individuals explore the city** of Rio de Janeiro, **using the app.**

The above could be achieved in several ways, not limited to:
- Different user interface
- Augmented content
- Adjusted functionality
- Changed scope
- Guerilla marketing

It is not required to address all of the above. The team can select their priorities and, if believed to be appropriate, move away from the list above.

Assumptions:

To make this analysis truly useful, the team will receive guidance from representatives of Agência Pública on what practical limitations are, in relation to the potential scope of the revamp. Specifically, though some manpower is available, as well as a broad range of human capacity, a budget is virtually non-existent.

Deliverables:
- Improved usage metrics.

Recommended methodology:
- Regular meetings with representatives of Agência Pública *(this can be on a weekly or as-needed basis).*
- The team is free to pick their focus and preferred approach.

Relevant materials:

The app *The Museum of Yesterday* can be downloaded from both the iOS and Android app stores, and will work on nearly every mobile phone. Because the app is designed to only provide access to its information when physically within

reach of the old port of Rio de Janeiro, by default, the app is not usable outside of the center of Rio.

There are several strategies available for accessing the current content and functionality of the app:
- Request an admin account. This will give access to all content, both in the app and through an online CMS.
- Install software to run Android APKs (apps) on a Windows machine. This should allow to 'spoof' the user location and use the app (on a desktop) similar to how a user would use the app in Rio de Janeiro.
- Enable developer mode within the app. This provides a (clunky) tool to navigate the user position without physically moving.

The Museum of Yesterday is one of a series of somewhat similar, custom-built, apps which unlock locally relevant data. However, due to the nature of the information, created and sourced by an investigative journalism agency, the app as a whole is unique.

The underlying concepts of obfuscation in urban discovery are based on the ideas of the Situationists. Very few apps rely on these principles, the most famous one being Dérive app.

Plenty of platforms exist that allow for creating similar solutions, though all have their own contexts, limitations and applications. Some of these are:
- Soundtrails
- Echoes
- izi.travel

About the business:
Founded in 2011 by women reporters, Agência Pública is the first non-profit investigative news agency in Brazil. All of their reporting is grounded in rigorous fact-finding investigations and their uncompromising defence of human rights is at the core of everything they do.

Agência Pública investigates the public administration, including all levels of government and congressional houses; the social and environmental impact of corporations and corrupt and anti-transparent practices; the efficacy, transparency, and equity of the justice system; and the violence against vulnerable communities in urban and rural areas.

They distribute their in-depth investigations in Portuguese, English and Spanish. In 2019 alone, their stories were republished by over a thousand news outlets in Brazil and in 23 different countries. Their work can be republished free of charge under a Creative Commons license.

More info here.