

# Staten Island Children’s Museum sought help from WebServes following Pandemic closure

## The Challenge

*How could WebServes assist SICM to deliver alternative programs during COVID closure?*

Staten Island Children’s Museum (SICM) had already benefited from WebServes’ web design and development services. The use case changed when the interactive exhibit maps and onsite program content could no longer serve as a portal to a physical museum closed to the public.

SICM approached WebServes to assist in implementing a content delivery platform for museum programs based on the physical facilities. SICM had shutdown during the Pandemic but wanted to meaningfully engage with their audience, community. This was not only a technical challenge, but also a cultural and experiential one. How could SICM maintain its authentic, interactive, hands-on engagement character? How could SICM continue to benefit its youth-centric community (pre-school youth, students, parents, teachers, and caregivers), who were denied access to the physical space?

## The Client

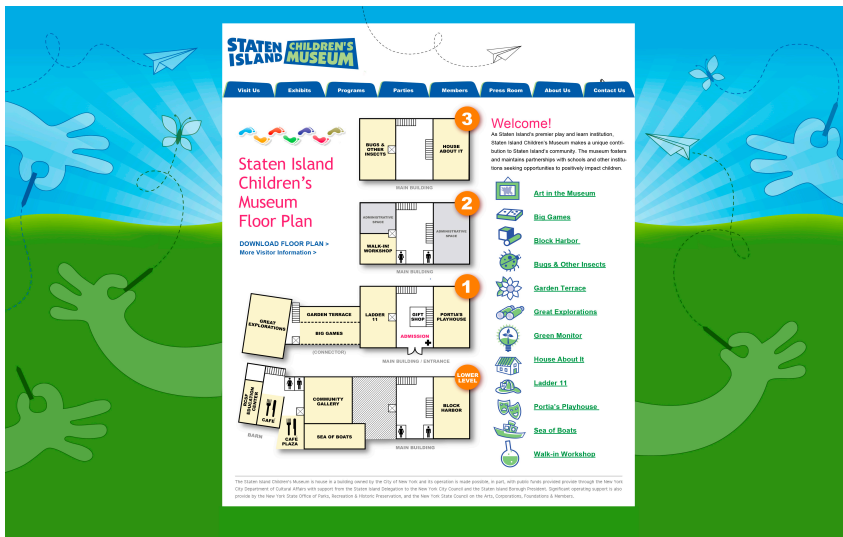
**Staten Island Children’s Museum (SICM)** nurtures the creativity and curiosity natural to all children. It recognizes and celebrates different learning styles, and demonstrates vividly that learning can be exciting and fun. SICM works to achieve these goals through programming that emphasizes direct and authentic hands-on experiences. They encourage participation by visitors of all abilities and design special programs to serve as an educational resource through community centers and schools.

## Sector

Nonprofit Cultural & Educational Institution

## Location

Staten Island, NY



## The Process

### *Needs-based analysis and customer insights guide the design*

WS needs-based and human-centered in its approach to cultivating responses to client requests and their subsequent problem-solving efforts. WS convened a series of video chats with SICM to identify sets of goals, hindrances and aversions related to shaping of a response with maximum satisfaction potential. WS isolated key attributes of the effort: execution time, execution cost, adaptability, accessibility, maintenance cost, avoidance of redundancy, among others. In order to satisfy such criteria, we needed to prioritize. The initial list of priorities: **To minimize cost overall; to maximize accessibility to community; and to produce durable content.**

## The Solution

### *A new portal was developed for access to virtual, online experiences*

Staten Island Children’s Museum, our long-time client had closed down during the pandemic but wanted to meaningfully engage with their audience. WebServes developed a unique web portal for a new project called “At Home with SICM” that offered new video content and chat sessions focused on remote activities, including art projects, cooking sessions for their broader community. WebServes responded and implemented these web-based resources in a very short time, and continued to provide support services during the pandemic.



## The Outcome

WS created a digital content framework and cultivated an online community for SICM that would otherwise be isolated and without access to the enriching resources afforded by the physical facility. The project was built upon SICM’s established value to a community. The impact was significant and built deeper and more sustainable relationships over this period to the present. Working quickly and efficiently, WebServes demonstrated a commitment to creative and technically effective responses in unprecedented times.

**“We have created a number of resources to bring Staten Island Children’s Museum into your home. Download our exhibit activity sheets, try making one of our recipes, or watch one of our videos!” - SICM**



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