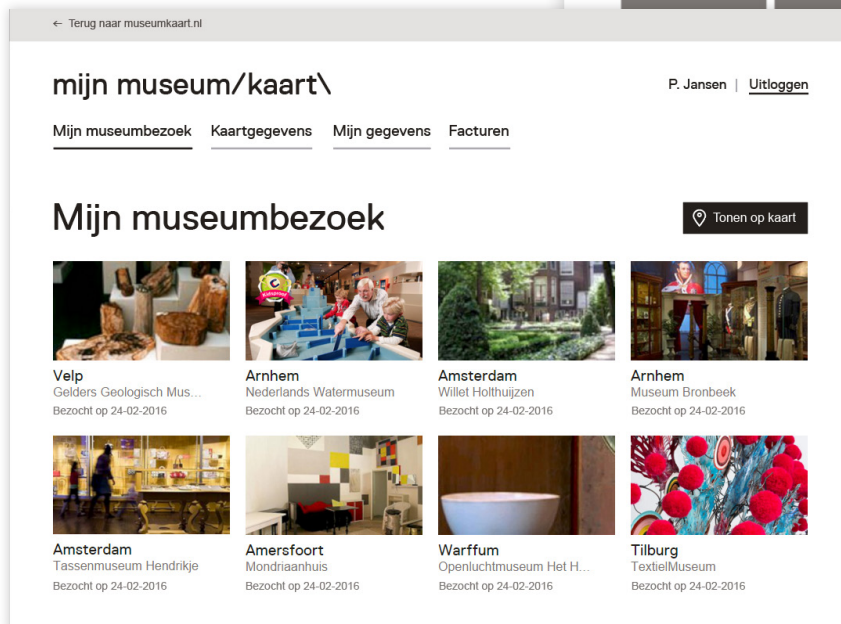
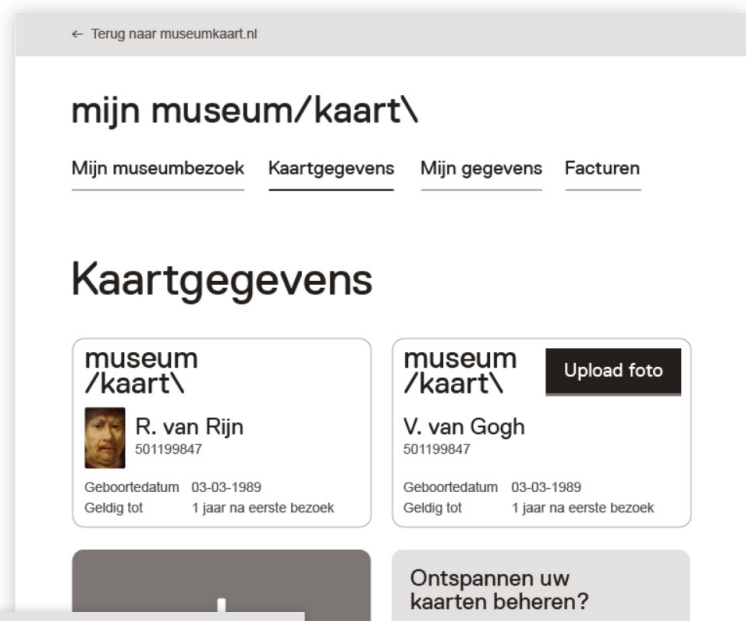


Museum card, personal: My Museum card account

Which museums have you visited lately? Is your Museum Card still valid? Do you want a new card immediately? You can handle this via My Museum Card, the online customer portal of the Museum Card Foundation.

Online customer portal

Museumkaart is a Dutch foundation that supports museums with the Museum card in order to promote Museum visits. With this card, Dutch inhabitants can visit 90% of all Dutch museums for free. In the online environment of My Museum Card, people with a Museum card can manage their data, extend their membership and pay for the card.



Since 2016 a profile picture is needed on the Museum card. For that purpose ICATT developed a simple and smart module to upload a picture. We build a DNN module and connected the module with the Microsoft Azure Face Recognition API. ICATT also provided variable hosting scales to cope with the high levels of traffic that arose when all Museum Cardholders were asked to upload their photo.

Personal and professional

My Museum Card is a step forward towards more personalization for consumers and more professionalization of the purchase handling on the back-end, a wish of the Museumkaart foundation. ICATT researched the customer journey, built the My Museum card portal and optimized the flow. The environment is linked to iDeal (a Dutch online payment system) and to the back office of the fulfilment agency.

“My Museum Card is a nice start for further more personalization”

Soon it will be possibility to issue a digital bank authorization. The current functionality is a good start for further personalization of service. Customers are happy: half of the members (1.2 million) have activated My Museum Card.

Develop complex process in steps

Order, register, renew or add a card from a family member: it sounds simple. But behind these simple processes is a complex world. Different rules apply to different customer groups. ICATT translated these different flows into a customer-friendly experience.

In this process ICATT worked together with Museumkaart in small steps. First we set the basis. Then we focused at how it is used. We continuously make improvements, based upon the results. In this way, the development remains manageable and optimization is based on actual use.

Use of DNN

- Creation of users and roles
- FAQ module
- DNN sharp – Action Form
- Custom modules build by ICATT interactive media