

Here you can find the template for the Design Brief:

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## Title

Name of the Group  
Name of the Participants

### 1. the Context

Here you specify:

- (a) The museum and its content / collections
- (b) The location and its map/plan
- (c) Institutional Goal
- (d) Cognitive Goals
- (e) Star Assets (must-see of the museum, add images)
- (f) Target Audience

### 2. The audience

Here you details your audience (use as reference the Visitor Box Cards)

You have to choose one of the following target audience: 1- schools, 2- retired, 3- visitors with disabilities, 4-citizens, 5-foreigner visitors/tourists

- (a) Motivations
- (b) Barriers
- (c) Capabilities
- (d) Devices

### 3. Concept

Here you specify:

- (a) Problem/s you are facing with your project, try to be specific (i.e. attracting an audience that usually is not interested to museums)
- (b) how your project will face the problem/s
- (c) musicological approach
- (d) specific themes and topics you have selected as case study for your PW

### 4. Requirements

Here you specify the requirements needed to reach the goals

- (a) Must
- (b) Should
- (c) Could
- (d) Won't

### 5. Ideation

Here you specify:

- (a) Experience (from the users perspective)
- (b) Conceptual map
- (d) The story (you can include an interactive narrative using Twine)

- (f) Description of the interaction between the application and the users (include Interaction Diagram)
- (g) Foreseen workflow
- (h) Set-up: Foreseen hardware, software and Media (digital asset needed)
- (i) Further development and maintenance issues

## **6. Disruption**

Here you can explain threats and potential issues with your project and how you would face it

## **7. Teams roles and work**

Add the names and what each of the team has done (remember that you are going to be evaluated in accordance with your role and work within the team)

## **8. UX Scenario**

Link to the Twine scenario

## **Bibliography**