**Design** Thinking

**@ COLLEGE OF DESIGN**

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**Design Thinking Workshops for MIA Staff**

**August 26, 2013 1- 4 pm & August 29, 2013 9-12 pm**

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**Below is some pre-workshop homework for your team. Our overall design challenge of workshop is:**

***In the spirit of a participatory museum, and to meet MIA’s goals of audience engagement, how might we create a user-focused visitor experience?***

*Aspects to be considered as part of the challenge are: hospitality, visitor comfort, seating, labels, wayfinding, engagement with art*

**1. Teams interviewing visitors**

During the week, plan to individually observe visitors. Interviews are an important way designers learn about the user’s experience.

**Step 1:** **Gather as a team in person or over the phone briefly to plan your interview, build your interview question guide**. If time is a constraint you could work via email as well. Keep it focused on the overall goal of creating a user-focused visitor experience to the museum as you develop the questions. *20 - 30 mins*

**Step 2: Building a question guide as a team for a 10 -15 minute visitor interview.** The interviews can be conducted by individual team members, or in pairs. When planning questions, start specific and then go broad. Brainstorm a lot of questions as a team and pick the ones that make most sense for your interviews. Some examples are listed below but don’t be limited by these and feel free to develop your own. Pick 5-6 questions to be asked, and plan to improvise based on where the conversation with the visitor is going and the time available.

Develop a couple personal/demographic questions to identify age, profession, location.

Examples: *Where are you from? What do you do?*

*How often do you visit the MIA?*

Ask specific questions about their experience in the museum:

Examples: *When you visit the museum what do you do in the museum – for example, do you visit a particular exhibit, or explore the collections/galleries in general or participate in other activities?*

*What do you like most about your museum experience here?*

*Do you feel welcomed and hosted by our staff in the museum?*

*Do you feel comfortable as a visitor to MIA?*

*What do you think about the seating in the museum?*

*Can you find your way easily to the galleries and exhibits? Does the signage work for you?*

*What do you like least about your experience here?*

Ask broad questions about visitor experience in the museum:

What would a dream experience in the museum be like?

What should museums do to meet visitor needs for our times?

**Step 3: Go out and conduct the interview and take good notes.**

Be sure to get some details and demographic materials at the beginning

Start specific, and then go broad. Be mindful of the time your taking and the visitor’s time constraints in mind Thank then for their time and input in helping the museum better fit their needs!

**Step 5: Bring notes to your Design thinking workshop**. There will be time during the workshop to share, reflect and select insights from your interviews.

**2. Teams observing visitors**

During the week, plan to individually observe visitors. Observation is an important way designers learn about the user in the environment. As you observe, keep in mind the aspects we are considering as part of the design challenge are: hospitality, visitor comfort, seating, labels, wayfinding, engagement with art

**Step 1**: Positioning yourself in a space or walking through the museum observe a visitor or a group of visitors and what they are doing. Pay attention to things that seem unusual.

**Step 2**: Record what you observe.

**Step 3**: Repeat this process for 2 other visitors or groups.

**Step 4**: Reflect and make notes on what you observed.

**Step 5**: Bring your notes to the Design Thinking Workshop