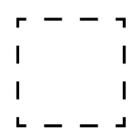
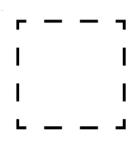
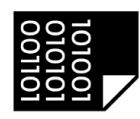
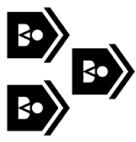
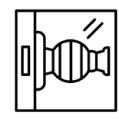


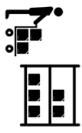
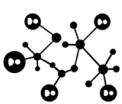
CONTEXT / STAR ASSETS**GUIDES****CONTEXT / STAR ASSETS**

Write here a star asset specific for
the venue.
.....

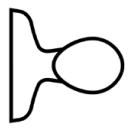
CONTEXT / STAR ASSETS**LEARNING ACTIVITY****CONTEXT / STAR ASSETS**

Write here a star asset specific for
the venue.
.....

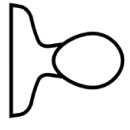
CONTEXT / STAR ASSETS**LOCATION****CONTEXT / STAR ASSETS****DIGITAL RESOURCE****CONTEXT / STAR ASSETS****OUTREACH ACTIVITY****CONTEXT / STAR ASSETS****EXHIBITS****CONTEXT / STAR ASSETS****RETAIL****CONTEXT / STAR ASSETS****FAME**

INSTITUTIONAL GOALS / ASSETS**DIGITISE MORE ASSETS****INSTITUTIONAL GOALS / ASSETS****INCREASE
EDUCATIONAL
ACTIVITIES****INSTITUTIONAL GOALS / ASSETS****USE ASSETS IN NEW
WAYS****INSTITUTIONAL GOALS / ASSETS****USE GREATER
PROPORTION OF
ASSETS****INSTITUTIONAL GOALS / AWARENESS****FURTHER SOCIAL
MEDIA REACH****CONTEXT / AUDIENCES**

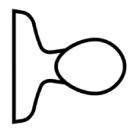
Write here a possible audience which is already visiting your institution

**CONTEXT / AUDIENCES**

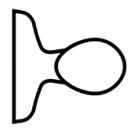
Write here a possible audience, which is already visiting your institution

**CONTEXT / AUDIENCES**

Write here a possible audience, which is not currently visiting your institution and that you would like to attract with this experience

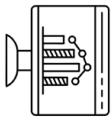
**CONTEXT / AUDIENCES**

Write here a possible audience, which is not currently visiting your institution and that you would like to attract with this experience

**INSTITUTIONAL GOALS / ASSETS****ACQUIRE MORE
DIVERSE ASSETS**

INSTITUTIONAL GOALS / ENGAGEMENT

INCREASE ONLINE
VISITS



INSTITUTIONAL GOALS / AWARENESS

GREATER BRAND
AWARENESS



INSTITUTIONAL GOALS / ENGAGEMENT

INCREASE OUTREACH



INSTITUTIONAL GOALS / AWARENESS

HIGHER VISITOR
SATISFACTION



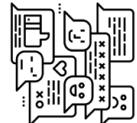
INSTITUTIONAL GOALS / ENGAGEMENT

INCREASE VISIT
DURATION



INSTITUTIONAL GOALS / AWARENESS

INCREASE VISITOR
FEEDBACK



INSTITUTIONAL GOALS / ENGAGEMENT

INCREASE VISITOR
PARTICIPATION



INSTITUTIONAL GOALS / AWARENESS

MORE VISITOR
AMBASSADORS



INSTITUTIONAL GOALS / ENGAGEMENT

INCREASE
VOLUNTEERING



INSTITUTIONAL GOALS / ENGAGEMENT

WIDER SOCIAL MEDIA
DIVERSITY



INSTITUTIONAL GOALS / SUSTAINABILITY

MORE DATA-DRIVEN DECISIONS



INSTITUTIONAL GOALS / HOW MANY?

INCREASE DONATIONS



INSTITUTIONAL GOALS / SUSTAINABILITY

REDUCE VENUE COST



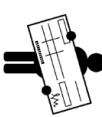
INSTITUTIONAL GOALS / HOW MANY?

INCREASE MEMBERSHIP



INSTITUTIONAL GOALS / SUSTAINABILITY

WIN MORE FUNDING



INSTITUTIONAL GOALS / HOW MANY?

INCREASE REPEATED VISITS



INSTITUTIONAL GOALS / WHO?

ATTRACT NEW DEMOGRAPHICS



INSTITUTIONAL GOALS / HOW MANY?

INCREASE VISITOR NUMBERS



INSTITUTIONAL GOALS / WHO?

CHANGE VISITING PARTY SIZE



INSTITUTIONAL GOALS / HOW MANY?

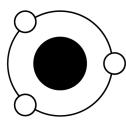
INCREASE VISITOR SPEND



AUDIENCE GOALS / AUTHENTICITY

SELF

STIMULATE SENSORY
RESPONSES



INSTITUTIONAL GOALS / WHO?

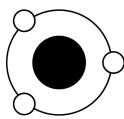
CHANGE VISITOR
ATTITUDES OR BELIEFS



AUDIENCE GOALS / AUTHENTICITY

SELF

STIMULATE
EMOTIONAL
RESPONSES



INSTITUTIONAL GOALS / WHO?

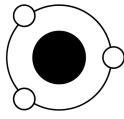
INCREASE
INTERNATIONAL
REACH



AUDIENCE GOALS / AUTHENTICITY

SELF

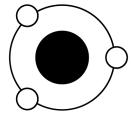
STRENGTHEN
PERSONAL
EMBODYMENT



AUDIENCE GOALS / AUTHENTICITY

SELF

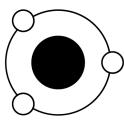
STRENGTHEN
PERSONAL
DISPOSITION



AUDIENCE GOALS / AUTHENTICITY

SELF

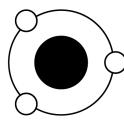
DEVELOP SENSE OF
FAMILIARITY



AUDIENCE GOALS / AUTHENTICITY

SELF

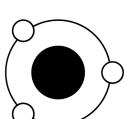
STRENGTHEN
PERSONAL CONTEXT



AUDIENCE GOALS / AUTHENTICITY

SELF

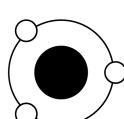
DEVELOP PERSONAL
EVOLUTION



AUDIENCE GOALS / AUTHENTICITY

SELF

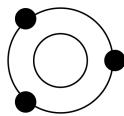
FOSTER COGNITIVE
PROCESSES



AUDIENCE GOALS / AUTHENTICITY

OTHERS

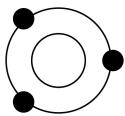
DEVELOP SOCIAL
RELATIONS
INCREASINGLY



AUDIENCE GOALS / AUTHENTICITY

OTHERS

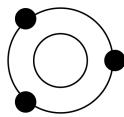
IMPROVE LANGUAGE
EXCHANGES



AUDIENCE GOALS / AUTHENTICITY

OTHERS

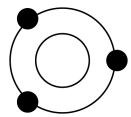
IMPROVE GROUP
FAMILIARITY



AUDIENCE GOALS / AUTHENTICITY

OTHERS

FOSTER SOCIAL
PRACTICES AMONG
VISITORS



AUDIENCE GOALS / AUTHENTICITY

WORLD

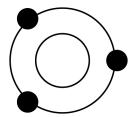
USE PLAUSIBLE AND
REALISTIC ELEMENTS



AUDIENCE GOALS / AUTHENTICITY

OTHERS

FOSTER SOCIAL
NORMS AMONG
VISITORS



AUDIENCE GOALS / AUTHENTICITY

WORLD

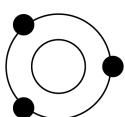
PHYSICALLY SIMULATE
THE ENVIRONMENT



AUDIENCE GOALS / AUTHENTICITY

OTHERS

INCLUDE SOCIAL
UNPREDICTABILITY



AUDIENCE GOALS / AUTHENTICITY

WORLD

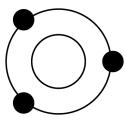
INCLUDE
INTERACTIONS AND
FEEDBACKS BETWEEN
VISITORS AND
ENVIRONMENT



AUDIENCE GOALS / AUTHENTICITY

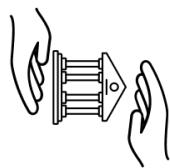
OTHERS

IMPROVE SOCIAL
EMBODIMENT



AUDIENCE GOALS / SENSE OF CARE

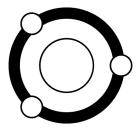
USE UNIVERSAL
CONCEPTS TO TRIGGER
ETHICAL BEHAVIORS



AUDIENCE GOALS / AUTHENTICITY

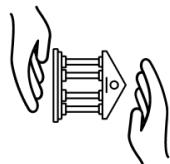
CREATE THE
APPROPRIATE MOOD
(VISUAL STYLE,
SOUNDS, LIGHTING)

WORLD



AUDIENCE GOALS / SENSE OF CARE

STIMULATE VISITORS'
INDIVIDUAL
MEMORIES



AUDIENCE GOALS / AUTHENTICITY

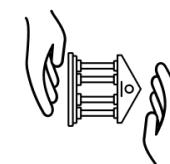
LET VISITORS TIME
FLOW

WORLD



AUDIENCE GOALS / SENSE OF CARE

ENCOURAGE
INTROSPECTIVE
CONTEMPLATION FOR
PERSONAL GROWTH



AUDIENCE GOALS / AUTHENTICITY

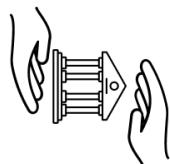
MAKE VISITORS
FEELING FAMILIAR
WITH THE
ENVIRONMENT

WORLD



AUDIENCE GOALS / SENSE OF CARE

ASSIGN TASKS
INVOLVING CARING
ACTIONS



AUDIENCE GOALS / AUTHENTICITY

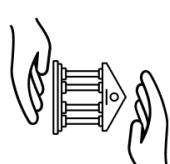
INCLUDE
ENVIRONMENT
UNPREDICTABILITY

WORLD



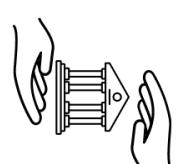
AUDIENCE GOALS / SENSE OF CARE

PROMOTE NON-
VERBAL
INTERACTIONS



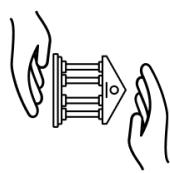
AUDIENCE GOALS / SENSE OF CARE

MAKE VISITORS
REFLECT ON
IRREVERSIBILITY



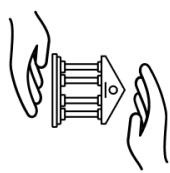
AUDIENCE GOALS / SENSE OF CARE

MAKE CITIZENS LEARN
ABOUT HERITAGE
PROTECTION



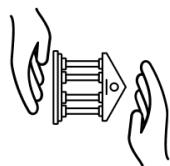
AUDIENCE GOALS / SENSE OF CARE

INCREASE EMPATHY



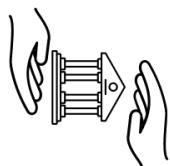
AUDIENCE GOALS / SENSE OF CARE

PROMOTE CITIZENS'
RESPECTFUL
BEHAVIOURS
TOWARDS LOCAL
HERITAGE AND
COLOURED
COLLECTION



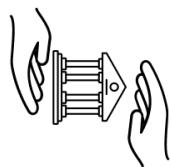
AUDIENCE GOALS / SENSE OF CARE

EXTEND KNOWLEDGE



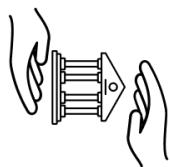
AUDIENCE GOALS / SENSE OF CARE

MAKE VISITORS
WILLING TO PAY FOR
SUSTAINABLE
SERVICES AND
PRODUCTS



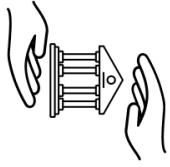
AUDIENCE GOALS / SENSE OF CARE

BOOST ENCHANTMENT



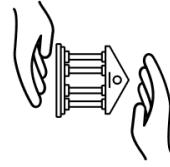
AUDIENCE GOALS / SENSE OF CARE

INVOLVE VISITORS IN
TAKING CARE
ACTIVITIES AT THE
MUSEUM



AUDIENCE GOALS / SENSE OF CARE

PROMOTE CITIZENS'
PROTECTION
BEHAVIOURS



DESIGN BRIEF / BARRIERS

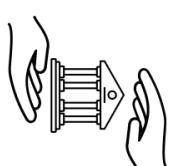
ACCESSIBILITY



I have needs that many museums
don't cater for. Are there
resources to help me plan a visit?
If I visit, can I experience all the
assets that other visitors can

AUDIENCE GOALS / SENSE OF CARE

MAKE CITIZENS LEARN
ABOUT THE
IMPORTANCE OF
COLOURED
COLLECTIONS



DESIGN BRIEF / BARRIERS**RESTRICTIVE OPENING HOURS**

I need the museum to be more flexible to fit around my other time commitments. That's why I like on-demand services, and digital alternatives.

DESIGN BRIEF / BARRIERS**DISCRIMINATION**

I see bias in your recruitment, programming or interpretation. I think that the museum is likely to misrepresent me and others in this audience

**DESIGN BRIEF / BARRIERS****EDUCATIONALLY DISADVANTAGED**

I didn't have the same access to education that others did. The museum is designed for well-educated visitors; I'll make a fool of myself

DESIGN BRIEF / BARRIERS**HIGH COST**

It costs too much just to walk through the door. I'm used to paying little and often, or to choose how much I want to give to causes I feel strongly about

**DESIGN BRIEF / BARRIERS****HIDDEN**

The museum is located in a place that I rarely or never visit. It gets lost among other more exciting local attractions

DESIGN BRIEF / BARRIERS**IRRELEVANT**

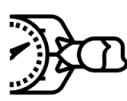
Your interpretation tells me what to think, and reinforces negative stereotypes. Your museum is not for me

**DESIGN BRIEF / BARRIERS****LACK OF ACCESS TO TECHNOLOGY**

I don't have access to technologies like smartphones, computers or the internet, so I get a second-rate experience

DESIGN BRIEF / BARRIERS**OVERLOOKED GROUPS**

I'm a member of a socially-isolated audience. Your outreach activities seem to target the usual, privileged groups, while we are ignored

**DESIGN BRIEF / BARRIERS****LOW SELF ESTEEM**

I feel uncomfortable in crowded venues and social situations. I avoid overtly challenging or provocative experiences

DESIGN BRIEF / BARRIERS**POOR SIGNAGE**

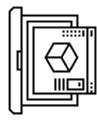
I can't navigate the museum. I need labels or information for your assets in larger print, or another language. A PhD is needed to understand what is written



DESIGN BRIEF / CAPABILITIES

COMPUTER SOFTWARE

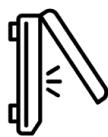
The visitor can download, install and use computer software



DESIGN BRIEF / CAPABILITIES

DIGITISATION

The visitor can use digitisation equipment and software to turn physical resources into digital resources



DESIGN BRIEF / CAPABILITIES

MEDIA CREATION

The visitor can capture and prepare digital media, e.g. graphics, photos, audio and video



DESIGN BRIEF / CAPABILITIES

MIXED REALITY

The visitor can use augmented reality (AR) apps, or virtual reality (VR) headsets



DESIGN BRIEF / CAPABILITIES

MOBILE APPS

The visitor can find, install and use mobile apps



DESIGN BRIEF / BARRIERS

NO FIXED ABOVE

Without a fixed address I can't register for museum membership. I don't have my own internet connection, so I can't say when I'll have access to digital services



DESIGN BRIEF / BARRIERS

POVERTY

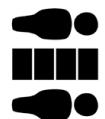
It is a daily struggle to pay for the bare necessities; how can I afford to visit the museum?



DESIGN BRIEF / BARRIERS

SOCIALLY ISOLATED

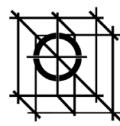
I am isolated from society. The museum is far away from me, or doesn't seem to want my contribution



DESIGN BRIEF / CAPABILITIES

3D MODELLING

The visitor can use 3D scanning equipment, modelling software, and 3D printers to capture and produce physical assets



DESIGN BRIEF / CAPABILITIES

COMPUTER GAMING

The visitor can play computer or console games



DESIGN BRIEF / DEVICES

CAMERA



A dedicated device for capturing images of people and their surroundings

DESIGN BRIEF / DEVICES

COMPUTER



A personal laptop or desktop computer, now typically connected to the Internet

DESIGN BRIEF / DEVICES

DUMB PHONE



A telephone that can receive calls and SMS messages, but is not connected to the Internet

DESIGN BRIEF / DEVICES

GAMING CONSOLE



A computer designed specifically to allow one or more people to play computer games together.

DESIGN BRIEF / DEVICES

HEALTH TRACKER



A wearable computer that monitors bodily functions, such as heart rate, and passes on the data to services that process it to give feedback or trigger alerts when appropriate

DESIGN BRIEF / CAPABILITIES

SOCIAL MEDIA NETWORKS



The visitor can use social media networks to contact friends, family and acquaintances, promote their likes and dislikes, and form an understanding of their community

DESIGN BRIEF / CAPABILITIES

WEB DESIGN



The visitor can create and edit web content either using a content-management system or markup language

DESIGN BRIEF / CAPABILITIES

WEBSITES



The visitor can find and use websites

DESIGN BRIEF / DEVICES

3D PRINTER



Using a digital 3D model as a guide, a computer gradually builds a physical 3D replica that can safely be handled, and might be combined with other physical objects

DESIGN BRIEF / DEVICES

AUGMENTED REALITY HEADSET



A display worn over the eyes that the wearer "looks through" to see the world around them, overlaid with digital information

DESIGN BRIEF / MOTIVATIONS

CULTURAL IDENTITY

The visitor hopes to learn more about their cultural history and place in their community



DESIGN BRIEF / MOTIVATIONS

CURIOSITY

The visitor is not looking for anything in particular; they may be unsure what the museum offers, but want to know, or they may be looking for a surprise, or something out of the ordinary



DESIGN BRIEF / MOTIVATIONS

NOSTALGIA

The museum represents a positive view of the recent past: good memories that can be relived during the visit



DESIGN BRIEF / MOTIVATIONS

PERSONAL RELEVANCE

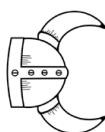
The visitor is attracted by a personal connection that they share with the museum



DESIGN BRIEF / MOTIVATIONS

TIME TRAVEL

The visitor enjoys travelling back or forward in time to a experience a way of life that is unfamiliar but intriguing



DESIGN BRIEF / DEVICES

SMART PHONE

A telephone that is connected to the internet and GPS, and supports a range of apps that vastly extend its functionality. Importantly, it allows the users to create and share digital content



DESIGN BRIEF / DEVICES

SMART WATCH

A computer worn on the wrist that provides a simple alternative to the functionality of a smartphone, giving access to mobile apps, information from the Web, and alerts



DESIGN BRIEF / DEVICES

TABLET

A portable computer with a touchscreen. More cumbersome than a smartphone, but offering a larger display that can possibly be shared by multiple users



VIRTUAL REALITY SYSTEM

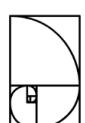
Head-mounted display, hand-held controllers and other feedback devices, which give the user a sense of being in a virtual environment rather than the real world



DESIGN BRIEF / MOTIVATIONS

AESTHETIC PLEASURE

The visitor responds on an emotional level to art and natural beauty, without the need to intellectualise the experience



DESIGN BRIEF / MOTIVATIONS

DESIGN BRIEF / MOTIVATIONS

COMFORT & WARMTH



The visitor looks for a safe space to feel "at home" maybe because they do not have a home or their home life is harmful

TO BE MOVED



The visitor yearns for emotional stimulation - for the museum to provoke positive or negative arousal

DESIGN BRIEF / MOTIVATIONS

DESIGN BRIEF / MOTIVATIONS

ENTERTAINMENT



The visitor enjoys being amused, intrigued and surprised by experts and standing back to witness a great show

WONDER



The visitor wants to be amazed by experiences that are awe inspiring, spectacular or surprising

DESIGN BRIEF / MOTIVATIONS

DESIGN BRIEF / MOTIVATIONS

INCLUSION



The visitor is looking for a community to join, possibly to combat a feeling of social isolation or lack of cultural identity

ACADEMIC INTEREST



The visitor has a critical interest in the assets of the museum and hopes to develop a complete understanding of a topic and thus feel like an expert

DESIGN BRIEF / MOTIVATIONS

DESIGN BRIEF / MOTIVATIONS

SOCIAL INTERACTION



The museum provides an opportunity for dialogue and the company of others, which may be lacking elsewhere

SELF IMPROVEMENT

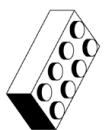


The visitor hopes to gain knowledge, learn new skills, and become cultured

DESIGN BRIEF / MOTIVATIONS

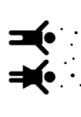
DESIGN BRIEF / MOTIVATIONS

TO MAKE & DO



The visitor enjoys being in a creative space where they can work with others to produce

STIMULATE THE CHILDREN



The visitor is looking for a way to provide an education or otherwise positive influence for their children, or to simply share the burden of care

IDEATION / AUDIENCE GOALS

DESIGN BRIEF / MOTIVATIONS

CONTEMPLATION



The museum provides a space to rationalise or consider, away from interruptions that might occur elsewhere

AUTHENTICITY - SELF



IDEATION / AUDIENCE GOALS

DESIGN BRIEF / MOTIVATIONS

ESCAPISM



The museum represents an alternative to everyday life - a place to have experiences that provide a pleasing contrast to their home or work

AUTHENTICITY - SELF



IDEATION / AUDIENCE GOALS

DESIGN BRIEF / MOTIVATIONS

STIMULATION



The visitor hopes to be deeply provoked by the experience and to be encouraged to reflect on their own beliefs and attitudes

AUTHENTICITY - SELF



IDEATION / AUDIENCE GOALS

IDEATION / AUDIENCE GOALS

PERSONAL DISPOSITION



Choose one or more hints:

- Limit Distractions
- Include curiosity triggers
- Encourage extroverted behaviour
- Develop identification
- Support Sense of Direction

AUTHENTICITY - SELF



IDEATION / AUDIENCE GOALS

IDEATION / AUDIENCE GOALS

PERSONAL CONTEXT



Choose one or more hints:

- Create challenges
- Offer Choices
- Address expectations
- Engage users meaningfully
- Adopt valuable concepts

AUTHENTICITY - SELF



IDEATION / AUDIENCE GOALS

IDEATION / AUDIENCE GOALS

PERSONAL FAMILIARITY



Choose one or more hints:

- Create comfort
- Make the experience comprehensible
- Adapt elements of the experience
- Make the experience accessible
- Create a sense of security

AUTHENTICITY - SELF



IDEATION / AUDIENCE GOALS



AUTHENTICITY - OTHERS

IDEATION / AUDIENCE GOALS



AUTHENTICITY - OTHERS

IDEATION / AUDIENCE GOALS



AUTHENTICITY - OTHERS

IDEATION / AUDIENCE GOALS



AUTHENTICITY - WORLD

VERIFICATION

IDEATION / AUDIENCE GOALS



AUTHENTICITY - WORLD

PHYSICAL CONTEXT

IDEATION / AUDIENCE GOALS



AUTHENTICITY - SELF

TIME

- Create a personal evolution



AUTHENTICITY - OTHERS

LANGUAGE

Choose one or more hints:

- Stimulate exchange
- Explore alternative perspectives
- Ask provocative questions
- Develop stories



AUTHENTICITY - OTHERS

SOCIAL PRACTICES

Choose one or more hints:

- Create team challenges
- Develop competitive mechanics
- Include cooperative mechanics
- Include social interaction
- Build relationships



AUTHENTICITY - OTHERS

SOCIAL NORMS

Choose one or more hints:

- Get users to respect constraints
- Add proportional rewards
- Assign roles
- Include penalties
- Include social behaviours



AUTHENTICITY - OTHERS

UNPREDICTABILITY

Choose one or more hints:

- Leave space to social casualty
- Promote positive group influences
- Include unexpected social behaviours

IDEATION / AUDIENCE GOALS

SIMULATION

Sense of awareness is stimulated in visitors through visual simulation of irreversible changes to something important.



SENSE OF CARE

IDEATION / AUDIENCE GOALS

ETHIC

Visitors are involved in metaphors and stories fostering connections to ethical themes felt as priorities for them (human rights, climate, war, gentrification, etc).



SENSE OF CARE

IDEATION / AUDIENCE GOALS

PERSONAL

Visitors are engaged in experiences that evoke individual memories about life aspects such as family, known places, and relevant objects.



SENSE OF CARE

IDEATION / AUDIENCE GOALS

SELF-REFLECTION

Visitors are involved in experiences that prompt introspective thoughts and inner-exploration encouraging self-awareness.



SENSE OF CARE

IDEATION / AUDIENCE GOALS

ACTION

Experience encourages the visitor to use symbolic tools or resolve tasks performing caring actions to something or someone.



SENSE OF CARE

IDEATION / AUDIENCE GOALS

ATMOSPHERE

Choose one or more hints:
 - Add appropriate lighting
 - Create a soundscape
 - Mix visual, audio and tangible effects
 - Assign a coherent visual style



AUTHENTICITY - WORLD

IDEATION / AUDIENCE GOALS

ENVIRONMENTAL UNPREDICTABILITY

Choose one or more hints:
 - Focus on original assets
 - Highlight peculiar aspects
 - Develop unexpected events
 - Underline uniqueness



AUTHENTICITY - WORLD

IDEATION / AUDIENCE GOALS

ENVIRONMENTAL EMBODIMENT

Choose one or more hints:
 - Provide users with appropriate feedback
 - Include high level of immersivity (spatial audio, stereoscopic, engaging narrative)
 - Let users interact with environment (hybrid and XR-smart objects)



AUTHENTICITY - WORLD

IDEATION / AUDIENCE GOALS

ENVIRONMENTAL FAMILIARITY

Choose one or more hints:
 - Create a comfortable environment
 - Include spatial markers
 - Develop a safe space
 - Strengthen sense of place



AUTHENTICITY - WORLD

TIME

Choose one or more hints:
 - Include natural conditions (weather and seasons)
 - Make users perceive time flow



AUTHENTICITY - WORLD

IDEATION / AUDIENCE GOALS



SENSE OF CARE

THEORY OF MIND STORIES

Visitors are told a story with characters acting with specific behaviors and are invited to imagine motivations, feelings and sentiments behind these characters actions.

IDEATION / AUDIENCE GOALS



SENSE OF CARE

PERSPECTIVE GIVING

Visitors are invited to give their perspective on certain arguments

IDEATION / AUDIENCE GOALS



SENSE OF CARE

HAVING THE RIGHT MINDSET

People's Empathy isn't immutable; it's a fluid trait that could be increased. It can be reinforced by proposing to visitors stories with deep-changing characters and self-improvement processes.

IDEATION / AUDIENCE GOALS



SENSE OF CARE

REDRAWING IN/OUT GROUP BOUNDARIES

Visitors imagine themselves acting inside (increasing their sense of belonging) or outside a group (reflecting and reacting to a sense of rejection).

IDEATION / AUDIENCE GOALS



SENSE OF CARE

SOCIAL NORMS

Visitors are informed about the emphatic actions and reactions of others strangers; producing a positive mirror-effect on their behavior.

IDEATION / AUDIENCE GOALS



SENSE OF CARE

EMBODIMENT

In the experience, visitors' body movements can trigger actions and events, enhancing cognitive processes through non-verbal interactions

IDEATION / AUDIENCE GOALS



SENSE OF CARE

HISTORICAL CHARACTERS

A narrative that mixes historical facts and evocative plot empowers a deep emotional connection between visitors and cultural heritage

IDEATION / AUDIENCE GOALS



SENSE OF CARE

EMPATHY

The visitors spend time in contexts unusual to them or outsiders, doing theme-specific activities (Volunteering in museum guides, laboratories, workshops, etc.)

IDEATION / AUDIENCE GOALS



SENSE OF CARE

PERSPECTIVE TAKING

The visitor adopts another person's viewpoint improving understanding and empathy from a diverse perspective (different expertise, social group, religion etc.)

IDEATION / AUDIENCE GOALS



SENSE OF CARE

ACTIVE LISTENING

A specific character's story is presented to the visitors; which are actively invited to empathize with the protagonist's sentiments and thoughts.

IDEATION / AUDIENCE GOALS
**APPROPRIATE MEDIA
TO CONVEY
INFORMATION**

Informations that are far from visitors' understanding (too complex data and articulated reasoning) are humanized by adopting specific media and correct communication strategies

IDEATION / AUDIENCE GOALS
ART PRACTICES

Visitors are involved in artistic activities crafting self-made artworks or and collaborative performance

IDEATION / ENGAGEMENT
RELAXED MOOD

Provide a relaxed and positive environment to the visitors adopting strategies to avoid anxiety and reduce preoccupations that otherwise may reduce empathy.

IDEATION / ENGAGEMENT
ENCHANTMENT MAKE

Develop a sense of wonder in the visitors.

IDEATION / ENGAGEMENT
FACILITATED DIALOGUE

Include active dialogues with experts/guides and among participants; provocative questions and alternative perspectives are proposed to visitors


HOPPING

The visitor must travel between locations or venue

OUTDOORS

Visitors leave the venue, school, office, home or any other building

TRANSPORT

Part (or all) of the visit takes place while the visitor is travelling

IDEATION / ENGAGEMENT**HACKING & CRAFTING**

The visitor creates new physical objects

IDEATION / ENGAGEMENT**ADOPTION**

The visitor takes on the role of caretaker or curator of an asset

IDEATION / ENGAGEMENT**APPOINTMENT**

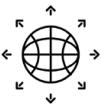
The visitor needs to be at a particular place (at a particular time)

IDEATION / ENGAGEMENT**CACHES**

Visitors follow instructions to find hiding places, and use them to pass on objects or content to other visitors

IDEATION / ENGAGEMENT**CITIZEN SCIENCE**

The visitor plays an active role in the museum's research using their own technology

IDEATION / ENGAGEMENT**ANYWHERE**

The visitor can be involved wherever they are, although the experience might vary

IDEATION / ENGAGEMENT

The atmosphere of the location supports the visit

FITTING LOCATIONS**SUBVERTED LOCATIONS**

The visitor behaves in ways that are unexpected in that location

IDEATION / ENGAGEMENT**HIDDEN LOCATIONS**

Visitors get to visit places they otherwise would not

IDEATION / ENGAGEMENT**HANDS ON**

The visitor can touch and use physical assets

IDEATION / ENGAGEMENT**GIFTING**

Visitors create meaningful content and exchange it with each other

**IDEATION / ENGAGEMENT****INVITE/IMITATION**

The visitor is given the skills and tools to act as an expert

**IDEATION / ENGAGEMENT****PERSONA**

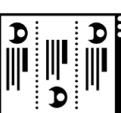
The visitor constructs or adopts a character during the visit

**IDEATION / ENGAGEMENT****PRESSURE**

Each visit has a fixed duration or scope

**IDEATION / ENGAGEMENT****Q&A**

The visitor asks questions and receives answers from staff, volunteers or other visitors

**IDEATION / ENGAGEMENT****COLLECT**

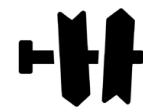
The visitor builds a personal collection of content and/or achievements

**IDEATION / ENGAGEMENT****CRITICISM**

The progress of the visitor is evaluated and reflected back

**IDEATION / ENGAGEMENT****DECISION**

The visitor must make a choice that affects their subsequent experience

**IDEATION / ENGAGEMENT****EPISODES**

Exhibits, content and story are divided into parts and revealed over time or multiple visits

**IDEATION / ENGAGEMENT****GATEKEEPERS**

Visitors induct other people into the experience



IDEATION / ENGAGEMENT**COMPETITION**

Visitors must compete with each other

**RWARD**

The visitor is rewarded as they complete challenges during the visit

**IDEATION / ENGAGEMENT****NETWORKED**

Visitors in the venue communicate with people outside the venue

**STORYTELLING**

The visitor creates or adds to a public narrative

**IDEATION / ENGAGEMENT****NEW ACQUAINTANCES**

Unfamiliar visitors meet each other

**VOLUNTEERS**

Visitors take on the responsibility of a member of staff

**IDEATION / ENGAGEMENT****OUTREACH**

Staff go to the visitors, and work to directly impact their community

**COLLABORATION**

Visitors must work with each other

**IDEATION / ENGAGEMENT**

Write here a possible strategy to engage your target audience

.....

IDEATION / ENGAGEMENT**BLURRED BOUNDARIES**

Visitors engage directly with non-visitors



IDEATION / TECHNOLOGY

LOW TECH



The visitor uses old-fashioned but reliable technology

IDEATION / TECHNOLOGY

TECHNICAL ARTIFACT



Mundane objects are made (unexpectedly) interactive by adding technology

IDEATION / TECHNOLOGY

AUTHENTICITY



Sight, sound, smell and touch are augmented to give an "authentic" experience

IDEATION / TECHNOLOGY

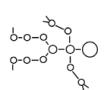
HAPTIC FEEDBACK



Physical feedback is delivered to the visitor's body based on their location and progress

IDEATION / TECHNOLOGY

MOTION TRACKING



Sensors measure visitor orientation, gestures and/or movement

IDEATION / ENGAGEMENT

Write here a possible strategy to engage your target audience



IDEATION / ENGAGEMENT

Write here a possible strategy to engage your target audience



OFFLINE

The visitor is taken to a location where there is no wifi, phone signal or GPS

IDEATION / TECHNOLOGY



Part (or all) of the visit takes place online, whether this is on a website, social network, or elsewhere

ONLINE

IDEATION / TECHNOLOGY



The visitor makes movements or signs with their body to trigger a reaction

GESTURES

IDEATION / TECHNOLOGY**INTELLIGENT ASSISTANT**

The visitor can ask questions or otherwise interact with an automated expert system

PERSONAL SOUNDTRACK

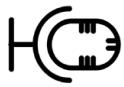
Music and sounds change based on the location and progress of visitors

**IDEATION / TECHNOLOGY****PAPER**

The visitor writes or draws on paper as a way of creating content

AUDIO

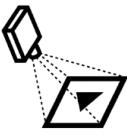
The visitor captures and manipulates voice or other sound

**IDEATION / TECHNOLOGY****PHOTOGRAPHY**

Visitors stage, take and manipulate photos

AUGMENTED REALITY

The visitor views digital content overlaid into the surrounding environment

**IDEATION / TECHNOLOGY****PROJECTION**

The environment around the visitor is enhanced with visual projections.

IDEATION / TECHNOLOGY**PROXIMITY**

Sensors detect nearby visitors and react when they are close or touching

BIOMETRICS

The visitor's physical characteristics are recorded and used as a trigger

**IDEATION / TECHNOLOGY****INSTANT MESSAGING**

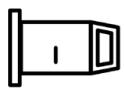
Visitors send and/or receive instant messages

IDEATION / TECHNOLOGY

.....

Write here a possible technology
to include in your experience

IDEATION / TECHNOLOGY



PUBLIC DISPLAY

Small or big screens, situated in
the environment, play a role in the
visit

IDEATION / TECHNOLOGY

.....

Write here a possible technology
to include in your experience

IDEATION / TECHNOLOGY



VIDEO

The visitor captures and
manipulates video

CASE STUDIES

.....

Write here a case study for your
experience

IDEATION / TECHNOLOGY



VIRTUAL REALITY

The visitor enters an immersive
virtual environment that
temporarily replaces the real
world

CASE STUDIES

.....

Write here a case study for your
experience

IDEATION / TECHNOLOGY



VISUAL MARKERS

Visitors scan objects to reveal
hidden information or trigger an
event

CASE STUDIES

.....

Write here a case study for your
experience

IDEATION / TECHNOLOGY

.....

Write here a possible technology
to include in your experience

CASE STUDIES

Write here a case study for your
experience

.....

CASE STUDIES

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