Stage 1: Define context

Star assets

Key audiences

Experiences

LEARNING ACTIVITY

GUIDES

EXHIBITS

historical event: Capellinis meeting with the Native American tribes
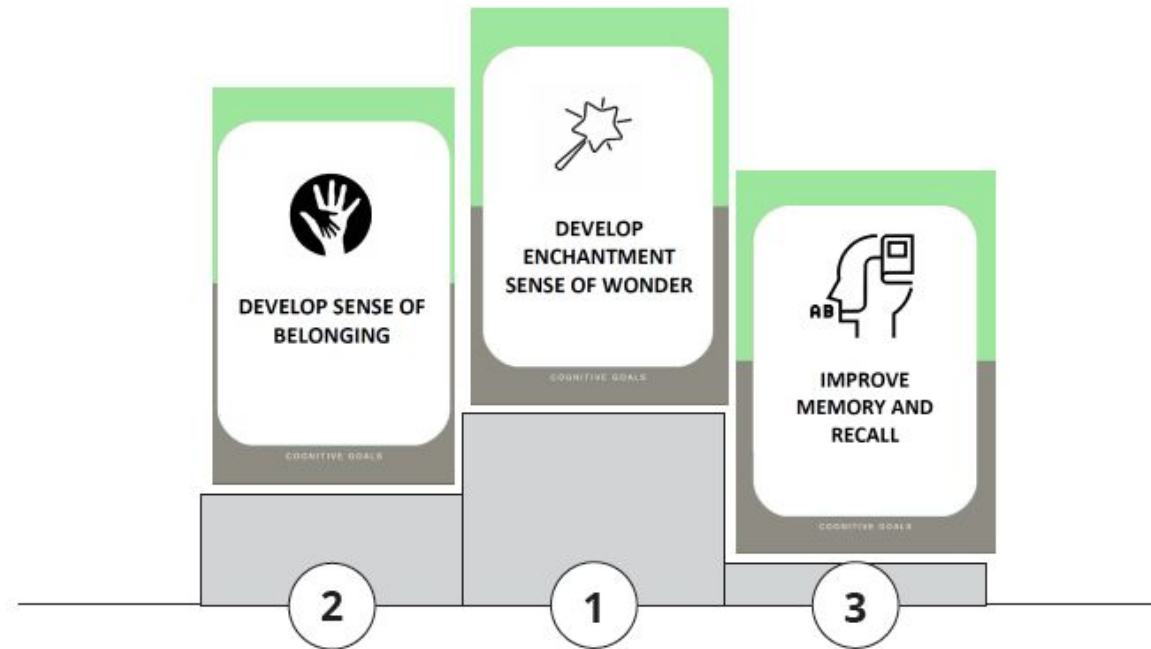
italian tourists

italian university students

international university students
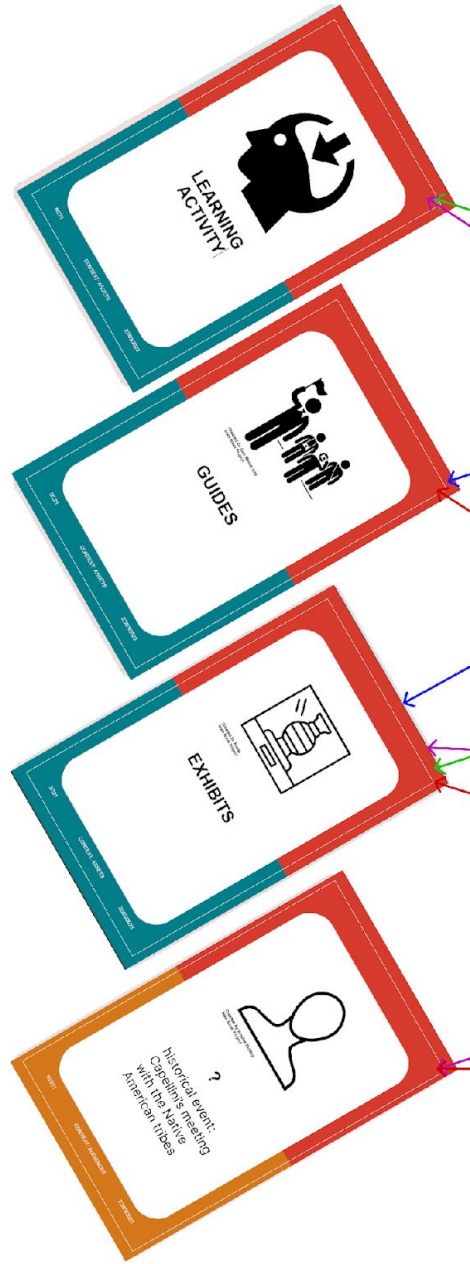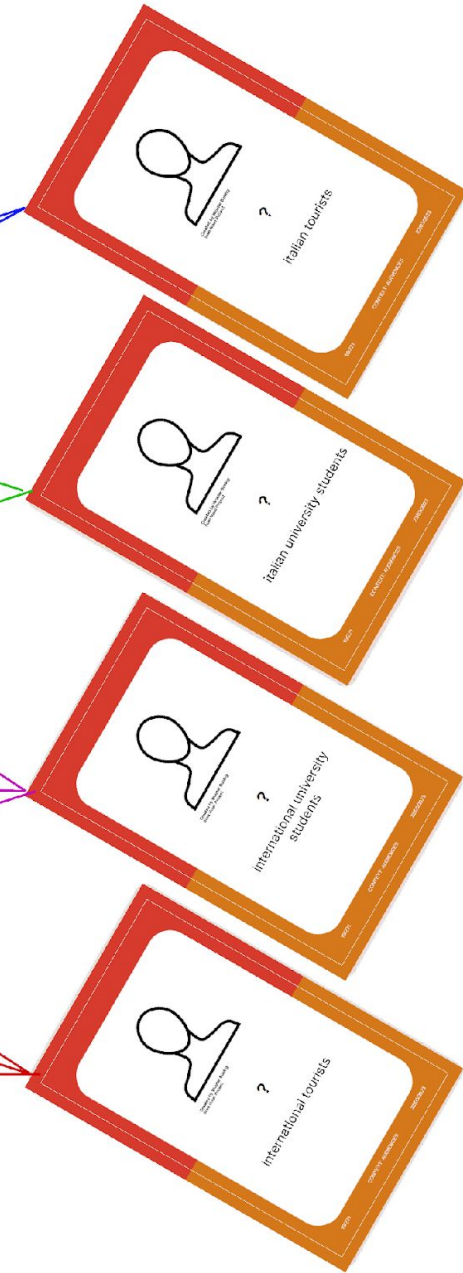
international tourists

Stage 2: Define institutional goals

Relevant goals

Cognitive-emotional goals

DEVELOP SENSE OF BELONGING

DEVELOP ENCHANTMENT SENSE OF WONDER

IMPROVE MEMORY AND RECALL

2   1   3

IMPROVE MEMORY AND RECALL

STIMULATE DIALOGUE

DEVELOP SENSE OF BELONGING

DEVELOP ACCEPTANCE OF DIVERSITY

DEVELOP ENCHANTMENT SENSE OF WONDER

LIMIT DISTRACTION

Relevant goals

Institutional goal

Star asset

Primary audience

HELP VISITORS IMAGINATION

? historical event

? (inter)national tourists

Capabilities

Devices

Motivations

Barriers

SOCIAL MEDIA NETWORKS

CURIOSITY

WONDER

POOR SIGNAGE

MOBILE APPS

AUGMENTED REALITY HEADSET

TIME TRAVEL

RESTRICTIVE OPENING HOURS

MIXED REALITY

PERSONAL RELEVANCE

Stage 4: Generate ideas

Idea 1

PHYSICAL
LOW TECH
The visitor uses old-fashioned but reliable technology

LOCATION
HIDDEN LOCATIONS
Visitors get to visit places they otherwise would not

MECHANIC
CHECK-IN
The visitor arrives at exhibits, places or events and announces (to the museum or other visitors) that they have done so

TECHNOLOGY
INSTANT MESSAGING
Visitors send and/or receive instant messages

When the visitor arrives, the museum workers ask for his/her personal mobile phone number.
During the visit, he/she will receive text messages that give a hint about some hidden items that the visitor has to find.

Idea 2

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

TECHNOLOGY
PHOTOGRAPHY
Visitors stage, take and manipulate photos

TECHNOLOGY
SHOP
The visitor can buy digital content from an online or virtual shop

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

In an offline room, the visitor can upload a photo of an item and ask the intelligent assistant to find some related gadgets in the digital shop.

Idea 3

MECHANIC
REWARD
The visitor is rewarded as they complete challenges during the visit

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

MECHANIC
GIFTING
Visitors create meaningful content and exchange it with each other

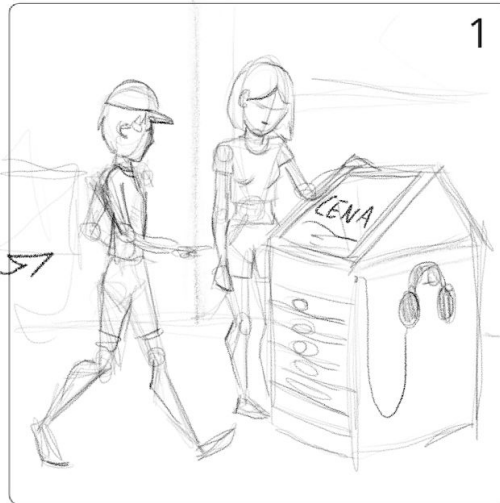**ASSETS**
DIGITISE MORE ASSETS

Parallel between Capellini's journey and the visitor's one. The visitor activates the device with a physical object (gift given by the tribes to Capellini).
At the end of the experience, the visitor receives a recap of his/her experience. Interacting with sounds, writing words and images to compare the two different journeys.

Stage 4: Storyboard
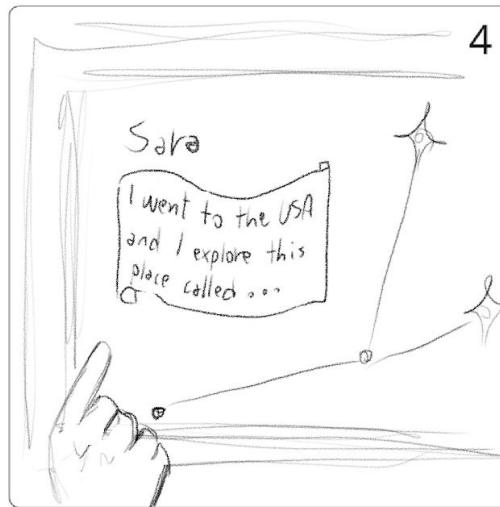
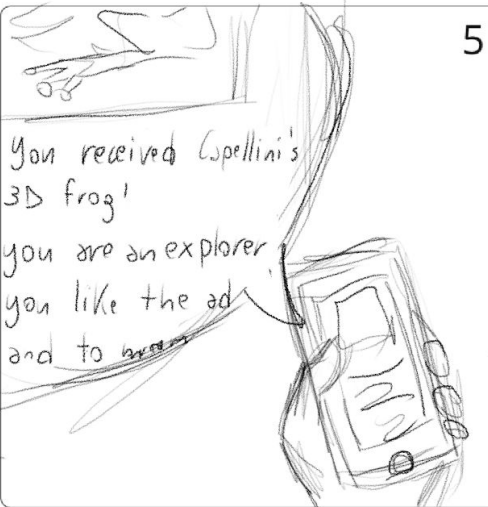**Start:** how does the visitor encounter the experience?

experience begin and they take decisions in the narrative

fill the form at the end

visitors notice the device

1

2

3

4

Sara

I went to the USA and I explore this place called...

5

You received Capellini's 3D frog!

you are an explorer

you like the ad

and to know

6

share opinions and discuss about the experience and your personalized card

read the experience of the previous visitors and explore the diary

receive the email with your personal card + 3D object

End: how are the visitor's motivations and institutional goals achieved?

Stage 5: Disrupt the design

CONFIGURATION
Does the experience work for single visitors and groups? Couples and tour groups? School groups?

Threat
more than 2 users

Response
the experience can be done in shifts

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

Threat
questions are not provocative enough

Response
modify those questions to clarify the metaphor that we've chosen to work on.

ENERGY USE
How much energy is consumed? Has this cost been accounted for?

Threat
high energy costs to keep the device working.

Response
Put the device in power saving mode when it's not used

REPLICABILITY
If it is effective, does the experience have wider applicability? Can the experience be repeated at other venues or applied to other assets and audiences? Or is it limited in scope?

Threat
the experience is specific on Giovanni Capellini

Response
add the experience into other museums of organizations related to Capellini.
Consider the structure of this experience and apply it to other explorative experience.

ACCESSIBILITY
Does the venue cater for visitors of all physical abilities? If not, can visitors still engage somehow?

Threat
the screen is not accessible to everyone

Response
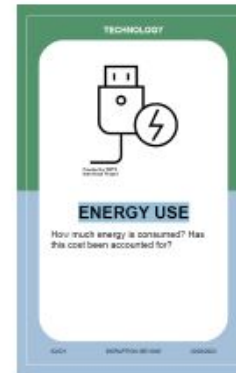Use a VR for people in a wheelchair, use audio for blind people or touchscreen.

PACE
Will members of a group interact at their own pace? What happens to the group if they do?

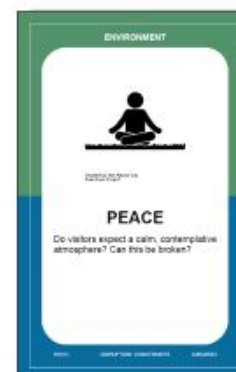**Threat**
People that want to do the experience may be left behind from the main group

Response
the experience can be done in shifts

MAINTENANCE
Does your staff have the expertise for day-to-day maintenance of the technology? Is there someone on hand to tackle small problems?

Threat
high cost of maintenance

Response
consider the maintenance cost in the initial budget

NARRATIVE
What story does the visit tell? Does it have a satisfying beginning and end? Does the visitor need to experience the elements in a particular order?

Threat
the user needs to be satisfied after having finished the experience.

Response
more specific and well thought final cards

PEACE
Do visitors expect a calm, contemplative atmosphere? Can this be broken?

Threat
noise, distraction, frequent interruption

Response
the device needs to be positioned in a strategical place