

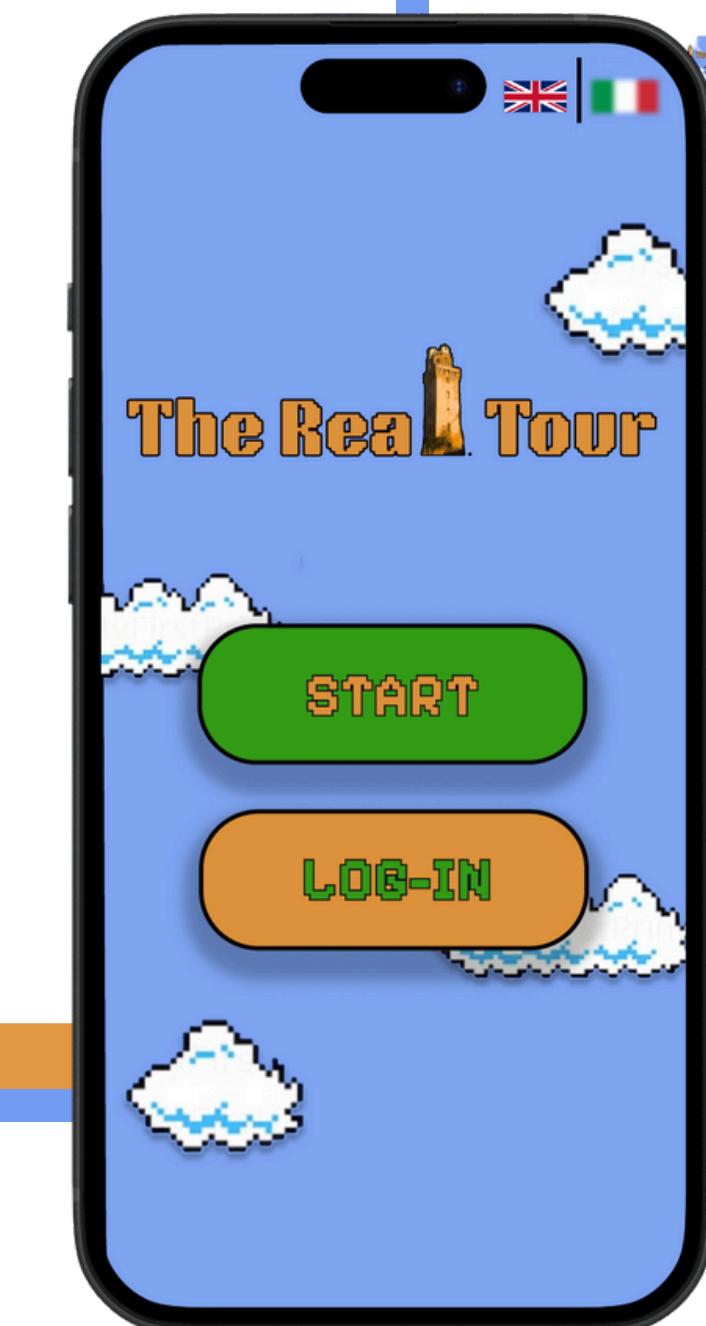
# The Rea Tour

START

# Context



The aim of the project is to design an interactive application for children to help them explore the museums of the University of Bologna while learning through entertaining games to distinguish what is real from what is AI-generated.



# The card we were dealt



# Target Audience

Italian speakers only

Weekends  
and holidays  
only, at the  
museum

Lab activities  
6€ entrance  
fee

CONTEXT / AUDIENCES

local kids

Write here a possible audience which is already visiting your institution



English speakers as well

local kids

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

CONTEXT / AUDIENCES

FREE activities

CUSTOM experience

# Institutional Goals

INSTITUTIONAL GOALS / ASSETS



**INCREASE  
EDUCATIONAL  
ACTIVITIES**

INSTITUTIONAL GOALS / HOW MANY?



**INCREASE VISITOR  
NUMBERS**

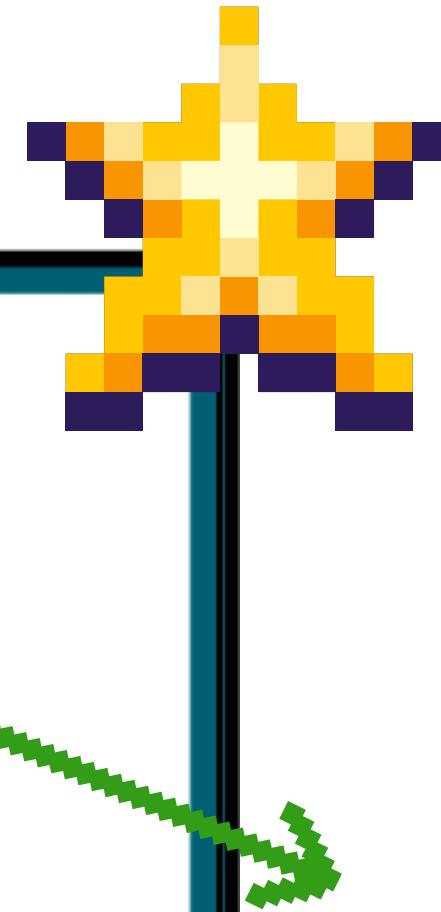
INSTITUTIONAL GOALS / ENGAGEMENT



**INCREASE VISITOR  
PARTICIPATION**

# Star Assets

The museum already offers laboratorial activities, these must be preserved and integrated with the digital experience. A free lab access is offered as a reward at completion of the game



Most museum of the network are within minutes of each others. Why not visits more than one during a day?

# Audience barriers

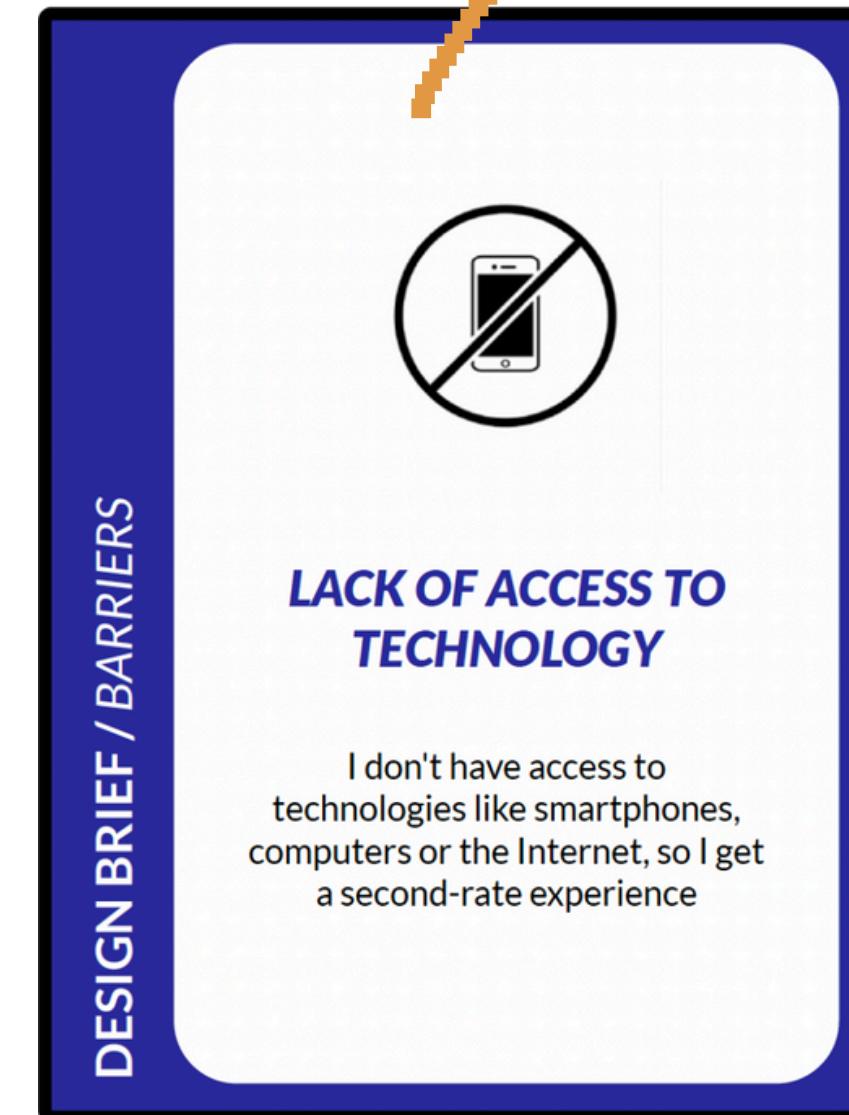
Advertised at school to make sure every kid in the city know about the application



Comune  
di Bologna

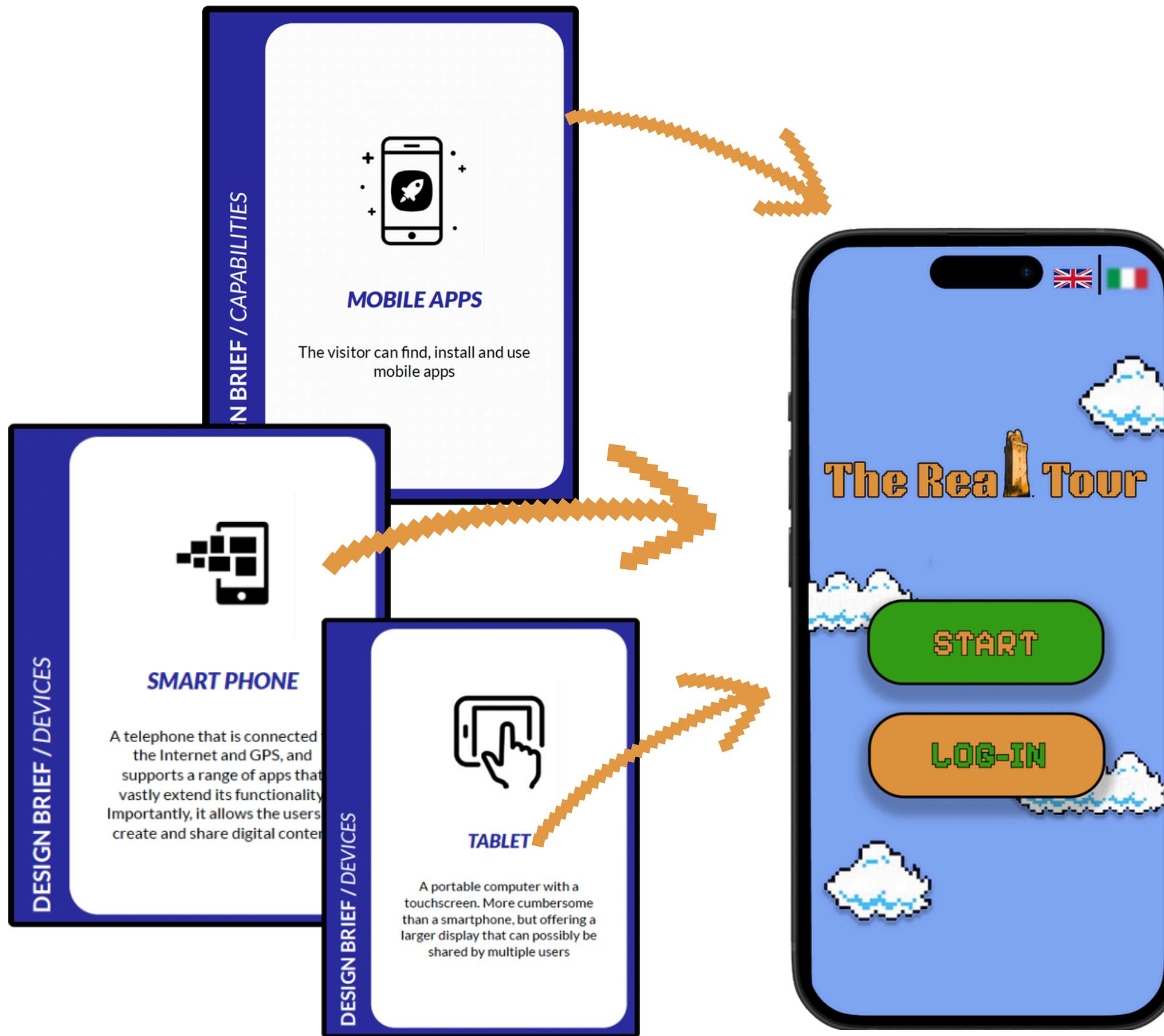


Local transport collaboration to offer free rides and free ticket for the adult



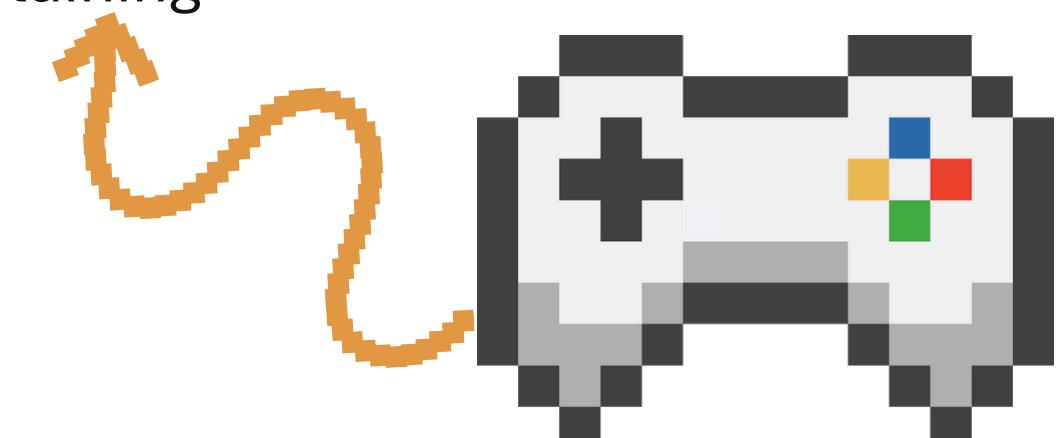
Provide tablets at the museum facility

# Capabilities and devices

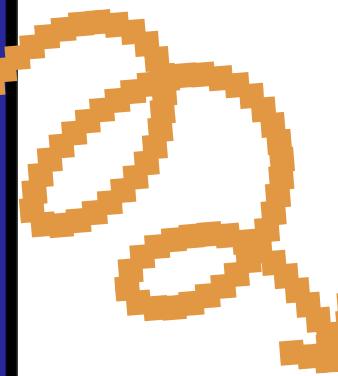


32% of kids between age 6 and 10 uses smartphone everyday.  
Alarming? LET'S LEVERAGE IT!  
The app offers an alternative in the app store.

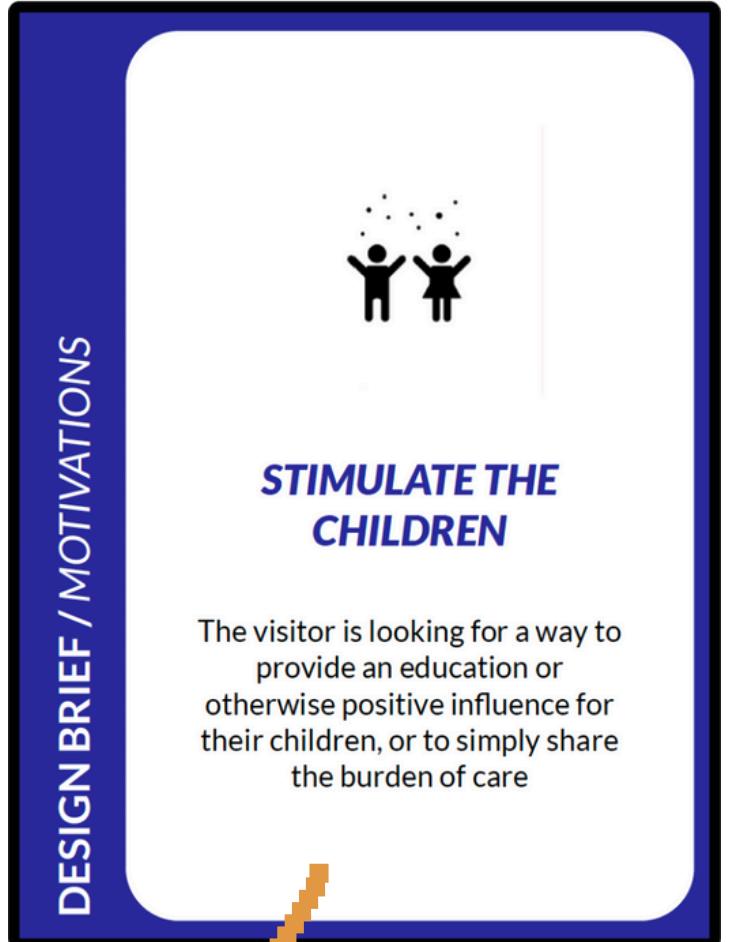
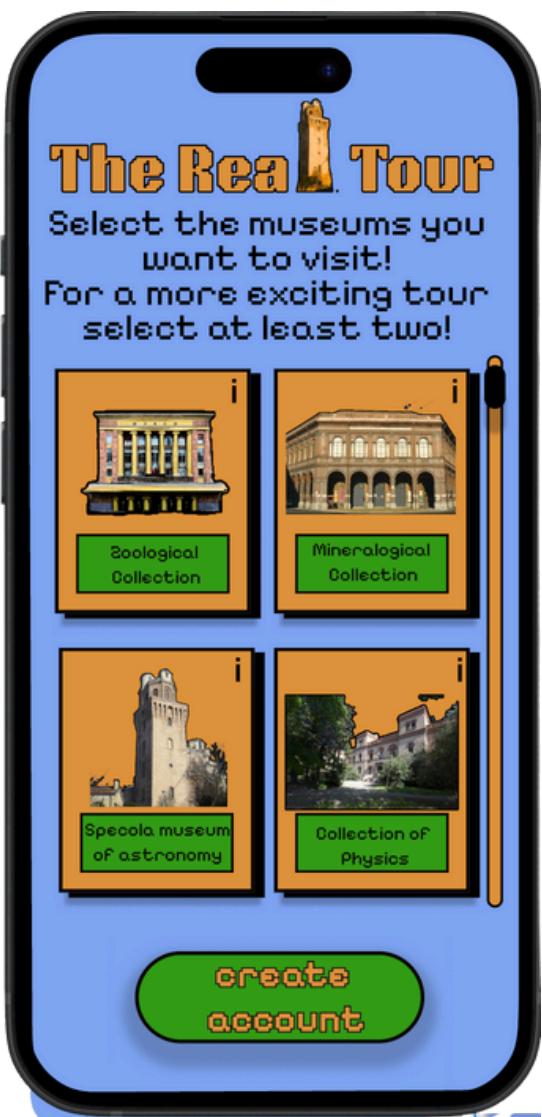
Most kid have some experiences with videogames. A game-like experience it's familiar and entertaining



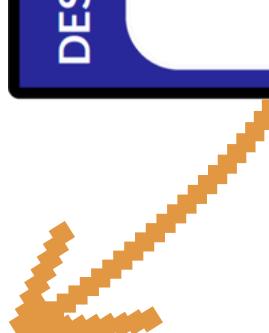
# Motivations



Choose the museum just based on the picture and name, for extra info: SMA website



Teachers and family could be interesting in providing their kids a new way to visit the museum



# The Real Tour Journey



**PAOLO**

**Age:** 7 years  
**Work:** student  
**Family:** lives with his parents and his little sister  
**Location:** Bologna, Italy

**Goals:**  
to have fun with his friends  
to become a doctor

**Frustration:**  
hates to wait  
hates long explanation texts



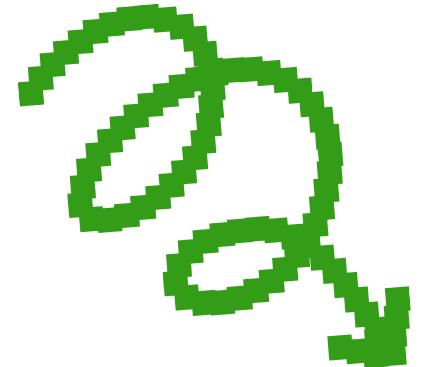
**MARA**

**Age:** 43 years  
**Work:** middle school teacher  
**Family:** married  
**Location:** Bologna, Italy

**Goals:**  
to be updated on latest trends  
being informed  
visiting many cities

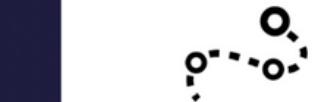
**Frustration:**  
poor sense of direction  
hates distractions

From **persona** and scenario development to....



# The Real Tour Journey

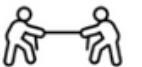
..storyboard  
user journey



HOPPING

The visitor must travel between locations or venue

IDEATION / ENGAGEMENT



COMPETITION

Visitors must compete with each other

IDEATION / ENGAGEMENT



REWARD

The visitor is rewarded as they complete challenges during the visit

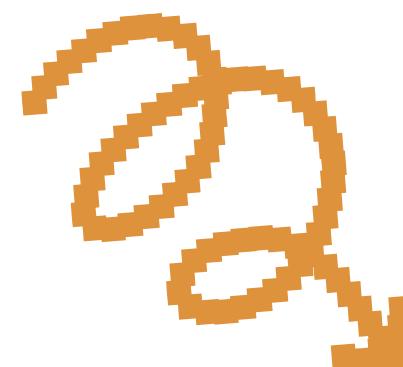
IDEATION / ENGAGEMENT

# Graphic identity

from  
moodboard

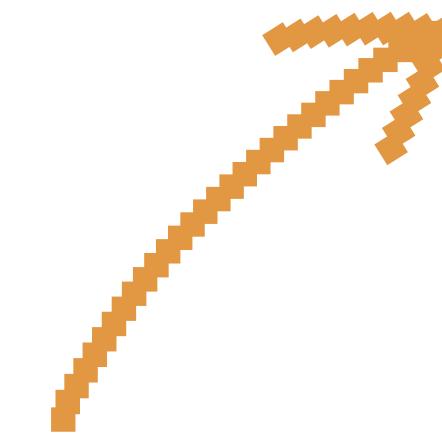


THE REAL TOUR  
The Real Tour  
The Real Tour



to reality

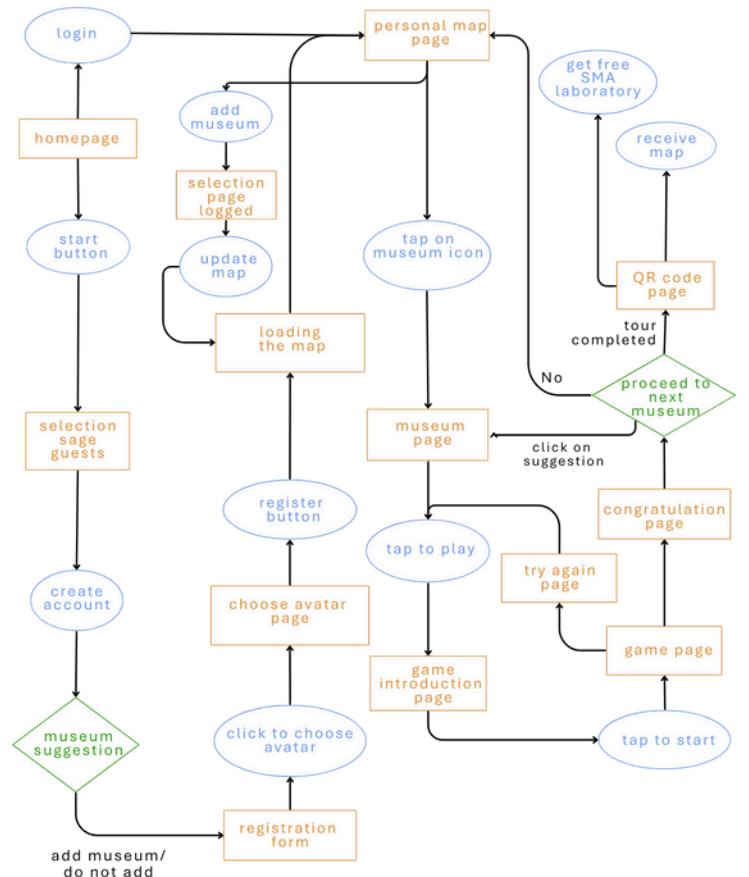
The Real Tour



The Real Tour



# The interaction

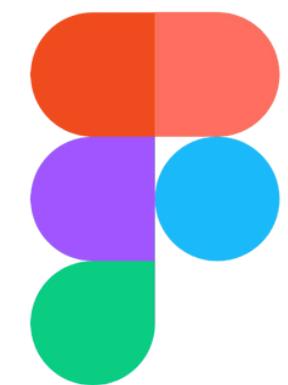


The first step: create the user flow and visualize it with a **diagram**



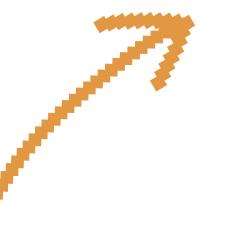
## Twine

The second step : sketch of the user experience on **Twine**

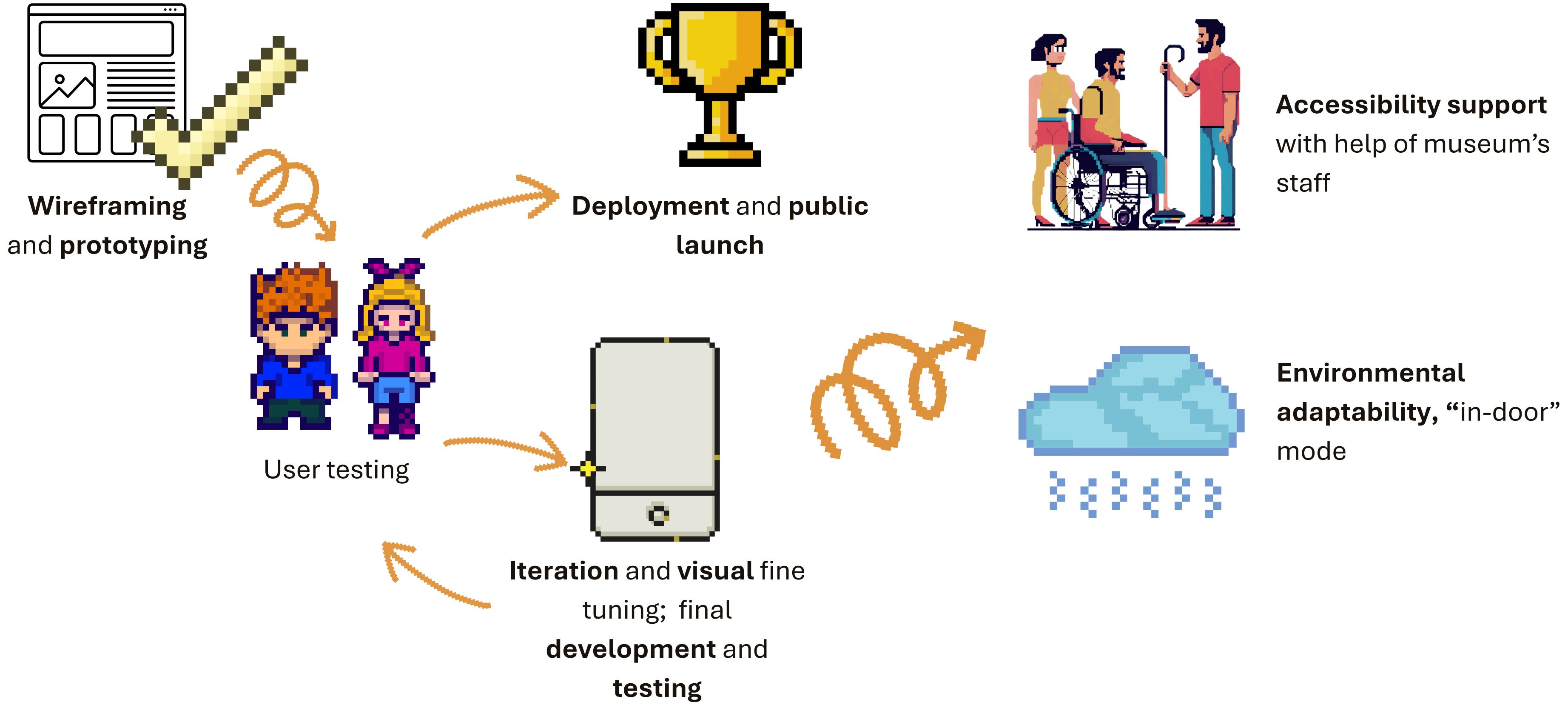


# Figma

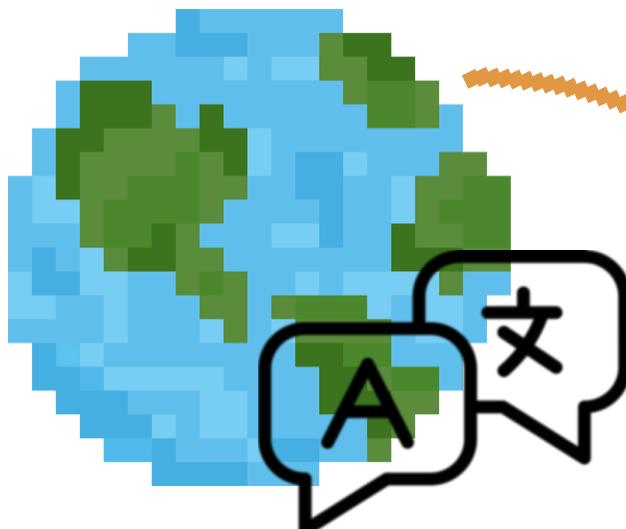
The final step: application prototype in **Figma**



# Foreseen work



# Disruption



The app is offered both in **English and Italian**

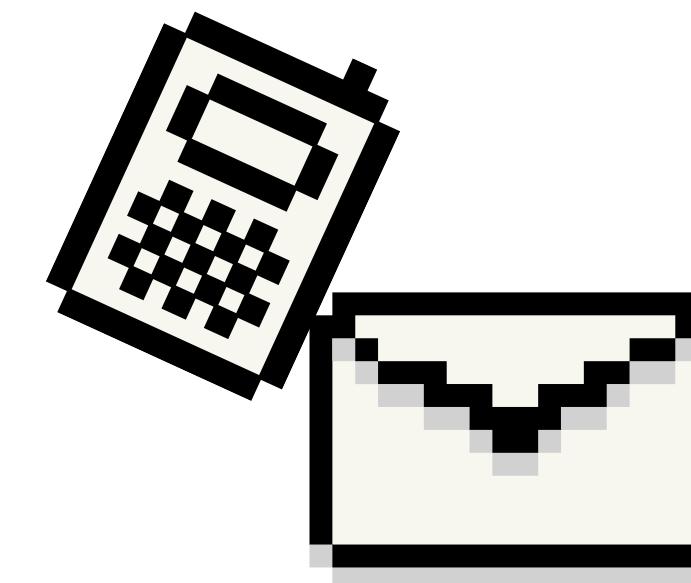
**DISRUPTION / ENGAGEMENT**

**VISITOR FLEXIBILITY**

The experience might not work well for different group sizes or types.  
Reflect on group diversity.

*How can the experience be adapted to engage individuals, couples, and groups of various sizes effectively?*

The app supports **multiple profile log ins** and saves progress across museums to support **visits at different times**.



Printed “Real Explorer” **poster** by museum as a final reward. A free museum **lab session**.

**GIFT**

Your experience might be engaging in the moment but lacks elements that leave a lasting impression on visitors after they leave.

Enhance visitor impact.

*How can you design the experience to create a memorable takeaway, whether through emotional resonance, a unique insight, or a physical memento? Could this encourage them to share it with others?*

**DISRUPTION / ENGAGEMENT**

The app offers alternative **log-in methods**

# The Real Tour

Congratulations you  
have finished the game!  
Check out our website!

