
Interactive Museums

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Transmedia Experience Design

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The Problem

Nowadays, visiting museums generally becomes a more unpopular. Even then, especially children tend to rush through the exhibitions without absorbing any of the valuable information. In a modern world that is used to multimedia consumption, traditional museums are yet missing out on these concepts to gain the visitors' attention.



The Problem

- **Too much information**
The amount of information available is too great to absorb quickly. Prioritization does not take place.
- **Little interaction with visitors**
Museum visitors act more passively, but could participate more actively in the museum experience.
- **Language barrier**
- **Attraction is there, but innovation is missing**

Target group

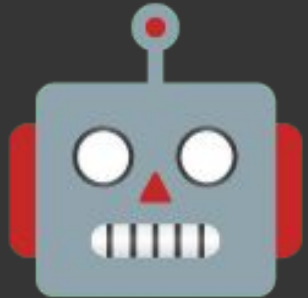
- **The problem targets the modern society but mostly young people**

State of the art

- **Real life guided tours**
- **Information boards**
- **Audio guides**
- **Virtual museum tours**

Solution: **social robot** **assisted museum tour**

A socially intelligent robot guides the visitors through the museum in an attractive, entertaining and gamified way.



The concept

We want to create a museum exhibition based on three stations where the robot takes you by the hand and makes you part of the experience.

Entertainment

Compensating for the lack of attraction in textual information.

Gamification

Scorecards, rankings and badges for reproducing information.

Augmented Reality

Brining exhibits to life in Augmented Reality.

Research

Can socially intelligent robots be used as interactive **museum** guides to assist in making the visit more **attractive** and **informative**?



CONSIDERATIONS

CREATING AN EFFICIENT
AND MEANINGFUL
INTERFACE BETWEEN A
ROBOT AND A HUMAN

**MAKE
MUSEUMS
GREAT AGAIN**

