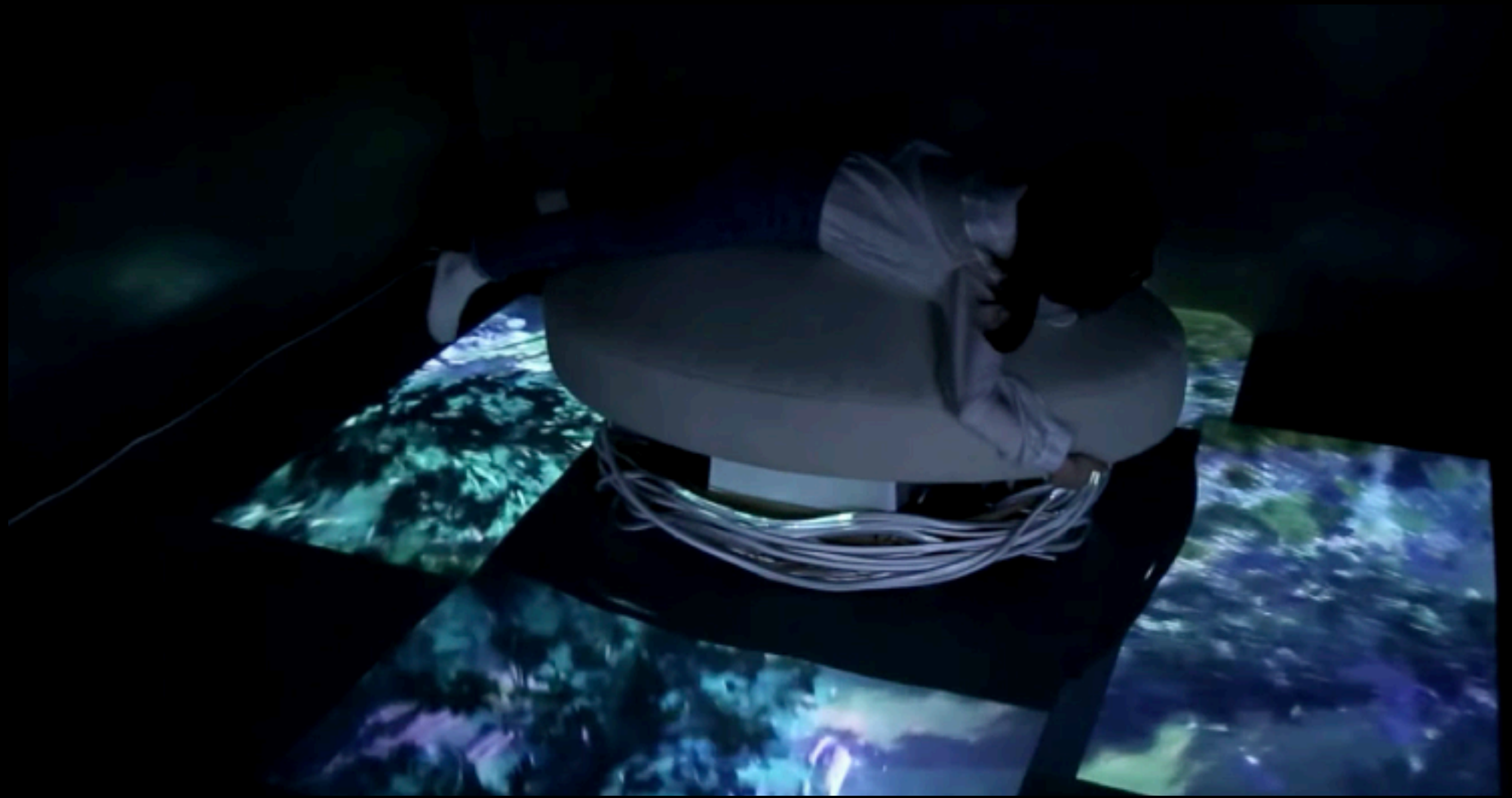# User Research —

1. Detaches the user's focus from the artifact

2. Visual senses override the other senses

Opportunity Area —

1. How might we **increase engagement** and **contextual learning** in museums by making the user an **actor** of the experience

2. How might we increase **meaningful interaction** to help move the **static artifact to a dynamic object?**