

CHILDREN AT THE MUSEUM

A CONTEXT MAPPING STUDY OF 13-16 YEAR OLDS' EXPERIENCE AT A MUSEUM

I LIKE WHEN TECHNOLOGY IS INCORPORATED INTO EXHIBITS

Technology based exhibits peak users' interest and keep them engaged.



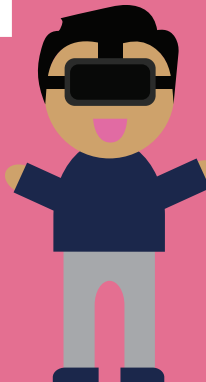
"I like technology stuff, it's very interesting...it lets me do different things...I'm interested because I don't know what it does and I want to find out"

I LIKE EXHIBITS I CAN INTERACT WITH

Interactive exhibits engage the user and typically get them to learn.

"I like things you can interact with because I would like to experience different things myself"

"Things you can interact with...[make] you actually learn... because if you... use your hands... you focus on it more"

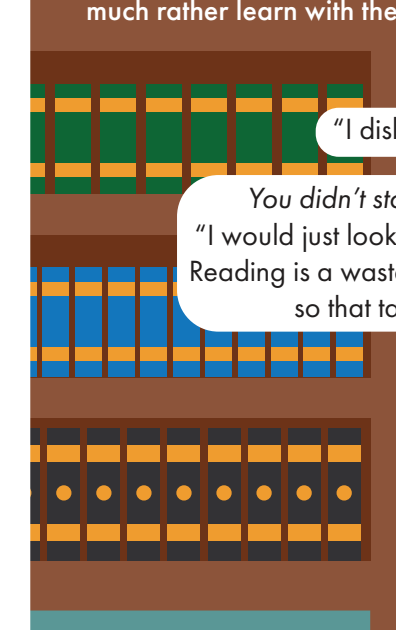


I DON'T LIKE READING ABOUT THE EXHIBIT

Users find reading to be a waste of time and would much rather learn with the exhibit in other ways.

"I dislike reading a lot - too lazy"

You didn't stop and... read about it?
"I would just look at them, not read the stuff... Reading is a waste of time... I'm a slow reader so that takes too much time"

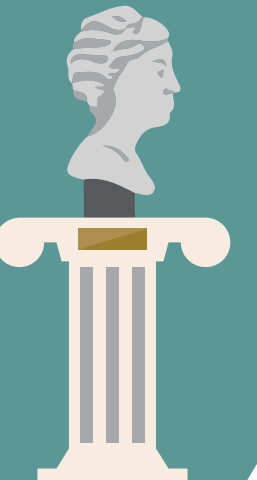
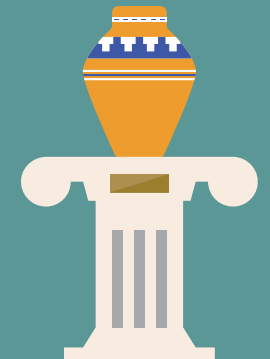
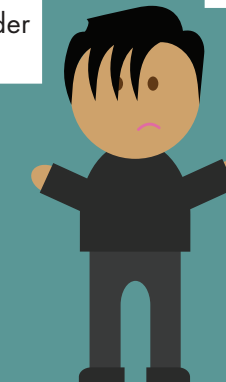


MUSEUMS ARE BORING AND NOT INTERESTING

Users get bored at museums because the exhibits are not interesting enough.

"It was kind of boring cause it was all kind of the same thing"

"I don't like museums or art galleries... they don't have anything that's interesting to me, I'd rather do something else"



I LIKE COMPLEX EXHIBITS

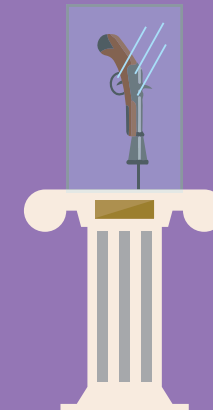
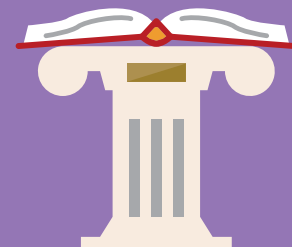
Users are fond of detailed exhibits as there is more to take in.



"They had a lot of stuff from all different time periods... they were really interesting cause you could see all the little details"

"Reading about it is interesting - to know the reason behind the artwork"

What was your favourite exhibit?
"The train at the Powerhouse... there's a lot of detail with it... it was interesting to me because of all the little pieces - I stared at it for a while there was so much"



I LIKE TO LEARN ABOUT AN EXHIBIT AND ITS HISTORY/BACKSTORY

Users like exhibits they can learn from if it focuses on a topic they're interested in.

I LIKE BEING IMMERSED IN THE MUSEUM

Users liked the feeling of being surrounded and completely immersed in an exhibit, as it gave them a feeling of joy and satisfaction.

"I really liked this installation because I'm all surrounded and immersed in the artwork... there's more to touch and look at"

"I like it when things are colourful, it's just so much prettier"

"Bright colours drew my eyes towards that one"



I PREFER LOOKING AT EXHIBITS WITH BRIGHT COLOURS

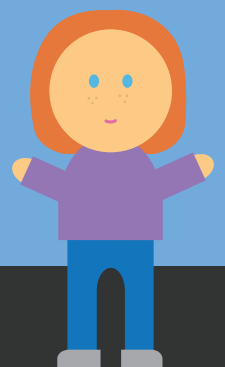
Users like exhibits with bright colors as they attract their attention and are more aesthetically appealing.

THE BUS IS THE MAIN WAY I WOULD GET TO THE MUSEUM

Users find the bus to be the most convenient way to get around and therefore is their main mode of transportation.

"I said bus because that best suits my lifestyle - I can't drive myself and there's a bus stop near my house"

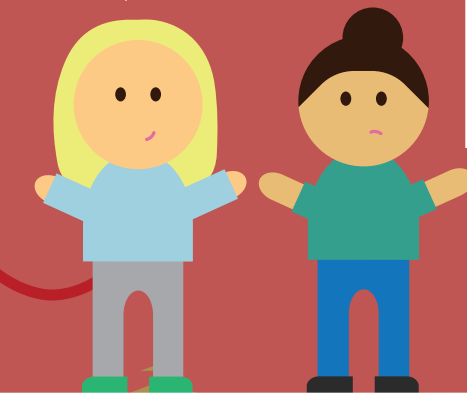
"I've got buses because I have easy access and I can go whenever I want and I don't have to wait for someone to make plans"



I'D RATHER HANG OUT WITH MY FRIENDS THAN MY FAMILY

Users would much rather experience a museum with friends than family, as they are more comfortable around them.

"I would probably want to go out with my friends so I can do what I want and I find them more fun"



MUSEUMS ARE TOO LONG

The duration of a museum is longer than the user's preference.

"I get tired at museums, being there for too long. Once I've seen everything I want to leave"

What's the worst thing about going to a museum?
"Just going and having to be there for hours when there's nothing cool to look at"

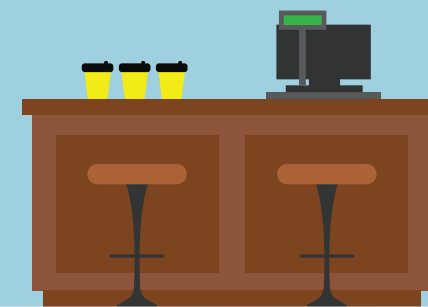
RECEPTION



WALKING AROUND THE MUSEUM MAKES ME HUNGRY

Users unanimously stated that after being in the museum for a long period of time, they felt hungry and decided to get food.

USU CAFE



"You always gotta have food after walking around a lot"

"Gotta stop and take a break to eat...walking around is tiring"



I LIKE LARGE ATTRACTIONS BECAUSE THEY ARE EYE CATCHING

Big attractions are visually impressive and mesmerise the audience.



"I said the train... there's a lot of detail with it and it's super big. You can't miss it so that's cool"



"I saw something big and I was like 'wow look at that!'"