

Created by Anjully Lozano
from Noun Project

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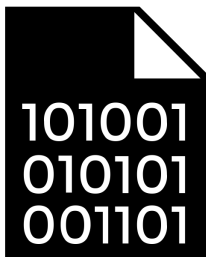
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CONTEXT



ASSETS

CORE DECK



Created by Creative Stall
from Noun Project

DIGITAL RESOURCE

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CONTEXT



ASSETS

CORE DECK



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EXHIBITS

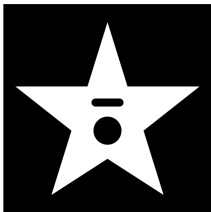
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CONTEXT



ASSETS

CORE DECK



Created by anbilero adaleru
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FAME

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CONTEXT



ASSETS

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Created by Gan Khoon Lay
from Noun Project

GUIDES

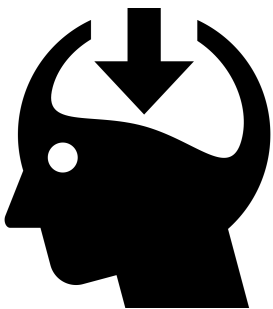
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CONTEXT



ASSETS

CORE DECK



LEARNING ACTIVITY

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CONTEXT



ASSETS

CORE DECK



Created by Numero Uno
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LOCATION

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CONTEXT



ASSETS

CORE DECK



Created by AlfredoCreates.com/icons
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OUTREACH ACTIVITY

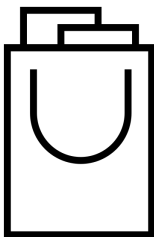
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CONTEXT



ASSETS

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RETAIL

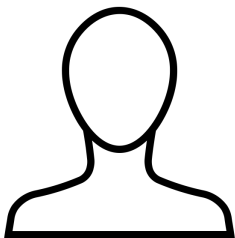
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CONTEXT



ASSETS

CORE DECK



Created by Wouter Buning
from Noun Project

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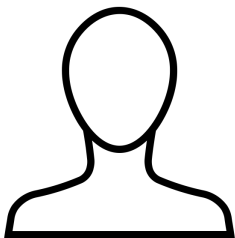
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CONTEXT



AUDIENCES

CORE DECK



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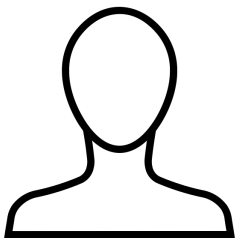
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CONTEXT



AUDIENCES

CORE DECK



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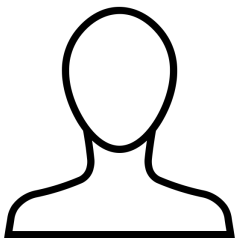
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CONTEXT



AUDIENCES

CORE DECK



Created by Wouter Buning
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CONTEXT



AUDIENCES

CORE DECK

INSTITUTIONAL



Created by Gan Khoon Lay
from Noun Project

ACCESSIBILITY

I have needs that many museums don't cater for. Are there resources to help me plan a visit? If I visit, can I experience all the assets that other visitors can?

DESIGN BRIEF



BARRIERS

INSTITUTIONAL



Created by Gan Khoon Lay
from Noun Project

DISCRIMINATION

I see bias in your recruitment, programming or interpretation. I think that the museum is likely to misrepresent me and others in this audience

DESIGN BRIEF



BARRIERS

INSTITUTIONAL



Created by Adrien Coquet
from Noun Project

HIGH COST

It costs too much just to walk through the door. I'm used to paying little and often, or to choose how much I want to give to causes I feel strongly about

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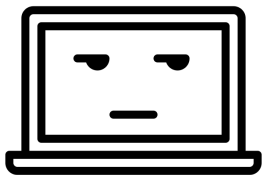
DESIGN BRIEF



BARRIERS

CORE DECK

INSTITUTIONAL



Created by Pham Thi Dieu Linh
from Noun Project

IRRELEVANT

Your interpretation tells me what to think, and reinforces negative stereotypes. Your museum is not for me

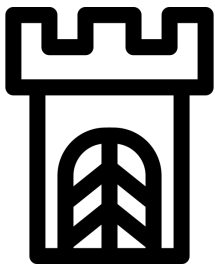
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DESIGN BRIEF



BARRIERS

CORE DECK



Created by Andrejs Kirma
from Noun Project

OVERLOOKED GROUPS

I'm a member of a socially-isolated audience. Your outreach activities seem to target the usual, privileged groups, while we are ignored

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DESIGN BRIEF



BARRIERS

CORE DECK

INSTITUTIONAL



Created by Gan Khoon Lay
from Noun Project

POOR SIGNAGE

I can't navigate the museum. I need labels or information for your assets in large print, or another language. A PhD is needed to understand what is written

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DESIGN BRIEF



BARRIERS

CORE DECK



Created by Till Teenck
from Noun Project

RESTRICTIVE OPENING HOURS

I need the museum to be more flexible to fit around my other time commitments. That's why I like on-demand services, and digital alternatives.

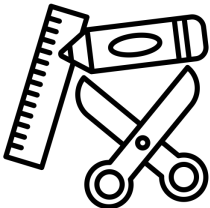
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DESIGN BRIEF



BARRIERS

CORE DECK



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from Noun Project

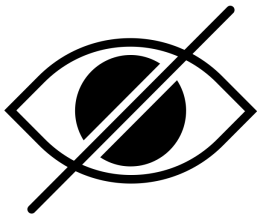
EDUCATIONALLY DISADVANTAGED

I didn't have the same access to education that others did. The museum is designed for well-educated visitors: I'll make a fool of myself

DESIGN BRIEF



BARRIERS



Created by Ben Davis
from Noun Project

HIDDEN

The museum is located in a place that I rarely or never visit. It gets lost among other more exciting local attractions

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DESIGN BRIEF



BARRIERS

CORE DECK



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LACK OF ACCESS TO TECHNOLOGY

I don't have access to technologies like smartphones, computers or the Internet, so I get a second-rate experience

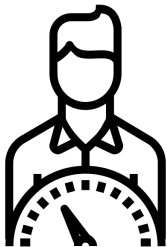
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DESIGN BRIEF



BARRIERS

CORE DECK



Created by Chameleon Design
from Noun Project

LOW SELF ESTEEM

I feel uncomfortable in crowded venues and social situations. I avoid overtly challenging or provocative experiences

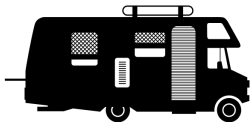
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DESIGN BRIEF



BARRIERS

CORE DECK



Created by David Alexander Slaager
from Noun Project

NO FIXED ABODE

Without a fixed address I can't register for museum membership. I don't have my own Internet connection, so I can't say when I'll have access to digital services

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DESIGN BRIEF



BARRIERS

CORE DECK



Created by Luis Prado
from Noun Project

POVERTY

It is a daily struggle to pay for the bare necessities: how can I afford to visit the museum?

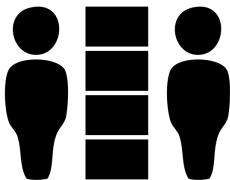
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DESIGN BRIEF



BARRIERS

CORE DECK



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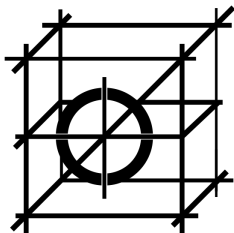
SOCIALLY ISOLATED

I am isolated from society. The museum is far away from me, or doesn't seem to want my contribution

DESIGN BRIEF



BARRIERS



Created by Anton
from Noun Project

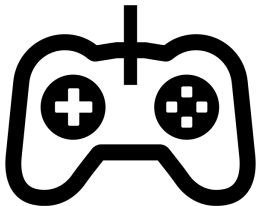
3D MODELLING

The visitor can use 3D scanning equipment, modelling software, and 3D printers to capture and produce physical assets

DESIGN BRIEF



CAPABILITIES



Created by Chinnaking
from Noun Project

COMPUTER GAMING

The visitor can play computer or
console games

DESIGN BRIEF



CAPABILITIES



Created by Jemis mall
from Noun Project

COMPUTER SOFTWARE

The visitor can download, install and
use computer software

DESIGN BRIEF



CAPABILITIES



Created by Denis Shumaylov
from Noun Project

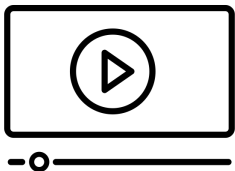
DIGITISATION

The visitor can use digitisation equipment and software to turn physical resources into digital resources

DESIGN BRIEF



CAPABILITIES



Created by Arslan Shahid
from Noun Project

MEDIA CREATION

The visitor can capture and prepare digital media, e.g. graphics, photos, audio and video

DESIGN BRIEF



CAPABILITIES



Created by Chameleon Design
from Noun Project

MIXED REALITY

The visitor can use augmented reality (AR) apps, or virtual reality (VR) headsets

DESIGN BRIEF



CAPABILITIES



Created by Aneeqe Ahmed
from Noun Project

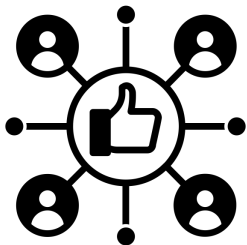
MOBILE APPS

The visitor can find, install and use mobile apps

DESIGN BRIEF



CAPABILITIES



Created by Symbolon
from Noun Project

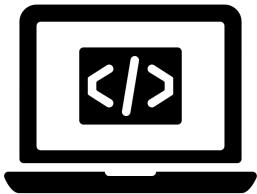
SOCIAL MEDIA NETWORKS

The visitor can use social media networks to contact friends, family and acquaintances, promote their likes and dislikes, and form an understanding of their community

DESIGN BRIEF



CAPABILITIES



Created by Locad
from Noun Project

WEB DESIGN

The visitor can create and edit web content either using a content-management system or markup language

DESIGN BRIEF



CAPABILITIES



Created by Adrien Coquet
from Noun Project

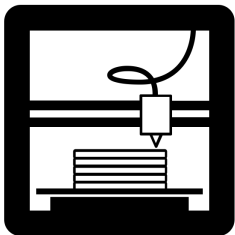
WEBSITES

The visitor can find and use websites

DESIGN BRIEF



CAPABILITIES



Created by Will Adams
from Noun Project

3D PRINTER

Using a digital 3D model as a guide, a computer gradually builds a physical 3D replica that can safely be handled, and might be combined with other physical objects

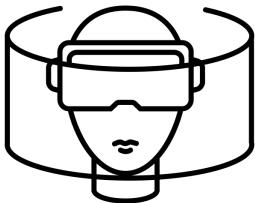
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DESIGN BRIEF



DEVICES

CORE DECK



Created by Nikita Kozin
from Noun Project

AUGMENTED REALITY HEADSET

A display worn over the eyes that the wearer "looks through" to see the world around them, overlaid with digital information

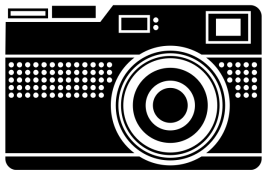
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DESIGN BRIEF



DEVICES

CORE DECK



Created by Andy Mc
from Noun Project

CAMERA

A dedicated device for capturing images of people and the surroundings

visitorbox.org

DESIGN BRIEF



DEVICES

CORE DECK



Created by Icons
from Noun Project

COMPUTER

A personal laptop or desktop computer, now typically connected to the Internet

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DESIGN BRIEF



DEVICES

CORE DECK



Created by Astutik Icon
from Noun Project

DUMB PHONE

A telephone that can receive calls and SMS messages, but is not connected to the Internet

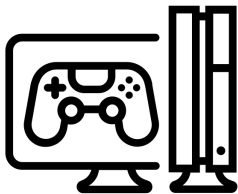
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DESIGN BRIEF



DEVICES

CORE DECK



Created by Tomasz Pasternak
from Noun Project

GAMING CONSOLE

A computer designed specifically to allow one or more people to play computer games together.

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DESIGN BRIEF



DEVICES

CORE DECK



Created by GreenHill
from Noun Project

HEALTH TRACKER

A wearable computer that monitors bodily functions, such as heart rate, and passes on the data to services that process it to give feedback or trigger alerts when appropriate

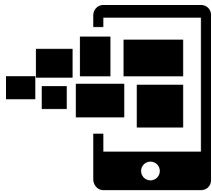
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DESIGN BRIEF



DEVICES

CORE DECK



Created by [icons.design](#)
from Noun Project

SMART PHONE

A telephone that is connected to the Internet and GPS, and supports a range of apps that vastly extend its functionality. Importantly, it allows the users to create and share digital content

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DESIGN BRIEF



DEVICES

CORE DECK



Created by misirlou
from Noun Project

SMART WATCH

A computer worn on the wrist that provides a simple alternative to the functionality of a smartphone, giving access to mobile apps, information from the Web, and alerts

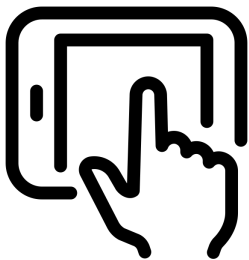
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DESIGN BRIEF



DEVICES

CORE DECK



Created by Gregor Cresnar
from Noun Project

TABLET

A portable computer with a touchscreen. More cumbersome than a smartphone, but offering a larger display that can possibly be shared by multiple users

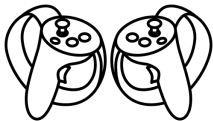
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DESIGN BRIEF



DEVICES

CORE DECK



Created by Willy Roda
from Noun Project

VIRTUAL REALITY SYSTEM

Head-mounted display, hand-held controllers and other feedback devices, which give the user a sense of being in a virtual environment rather than the real world

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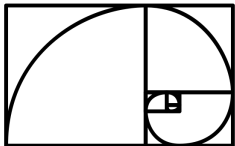
DESIGN BRIEF



DEVICES

CORE DECK

EMOTIONAL



Created by Royyan Wijaya
from Noun Project

AESTHETIC PLEASURE

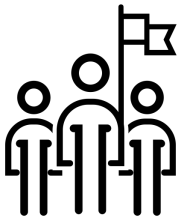
The visitor responds on an emotional level to art and natural beauty, without the need to intellectualise the experience

DESIGN BRIEF



MOTIVATIONS

EMOTIONAL



Created by Pravin Unagar
from Noun Project

CULTURAL IDENTITY

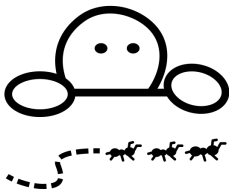
The visitor hopes to learn more about their cultural history and place in their community

DESIGN BRIEF



MOTIVATIONS

EMOTIONAL



Created by davidyu
from Noun Project

CURIOSITY

The visitor is not looking for anything in particular: they may be unsure what the museum offers, but want to know, or they may be looking for a surprise, or something out of the ordinary

DESIGN BRIEF



MOTIVATIONS

EMOTIONAL



Created by Pepper Curry
from Noun Project

NOSTALGIA

The museum represents a positive view of the recent past: good memories that can be relived during the visit

DESIGN BRIEF



MOTIVATIONS

EMOTIONAL



Created by Symbolon
from Noun Project

PERSONAL RELEVANCE

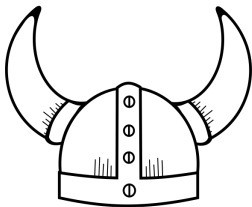
The visitor is attracted by a personal connection that they share with the museum

DESIGN BRIEF



MOTIVATIONS

EMOTIONAL



Created by Olena Panasovska
from Noun Project

TIME TRAVEL

The visitor enjoys travelling back or forward in time to a experience a way of life that is unfamiliar but intriguing

DESIGN BRIEF



MOTIVATIONS

EMOTIONAL



Created by I Create Stuff
from Noun Project

TO BE MOVED

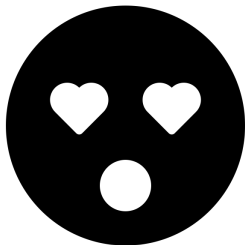
The visitor yearns for emotional stimulation - for the museum to provoke positive or negative arousal

DESIGN BRIEF



MOTIVATIONS

EMOTIONAL



Created by Pham Thi Dieu Linh
from Noun Project

WONDER

The visitor wants to be amazed by experiences that are awe inspiring, spectacular or surprising

DESIGN BRIEF



MOTIVATIONS

INTELLECTUAL



Created by Fatemah Manji
from Noun Project

ACADEMIC INTEREST

The visitor has a critical interest in the assets of the museum, and hopes to develop a complete understanding of a topic and thus feel like an expert

DESIGN BRIEF



MOTIVATIONS

INTELLECTUAL



Created by Daniel Falk
from Noun Project

SELF IMPROVEMENT

The visitor hopes to gain knowledge,
learn new skills, and become cultured

DESIGN BRIEF



MOTIVATIONS



Created by Yeoul Kwon
from Noun Project

STIMULATE THE CHILDREN

The visitor is looking for a way to provide an education or otherwise positive influence for their children, or to simply share the burden of care

DESIGN BRIEF



MOTIVATIONS



Created by Oksana Latysheva
from Noun Project

COMFORT & WARMTH

The visitor looks for a safe space to feel "at home", maybe because they do not have a home or their home life is harmful

DESIGN BRIEF



MOTIVATIONS



Created by Blaise Sewell
from Noun Project

ENTERTAINMENT

The visitor enjoys being amused, intrigued and surprised by experts and standing back to witness a great show

DESIGN BRIEF



MOTIVATIONS



Created by Alberto Miranda
from Noun Project

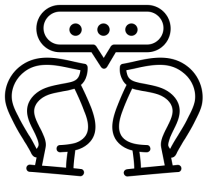
INCLUSION

The visitor is looking for a community to join, possibly to combat a feeling of social isolation or lack of cultural identity

DESIGN BRIEF



MOTIVATIONS



Created by Kirill Kolchenko
from Noun Project

SOCIAL INTERACTION

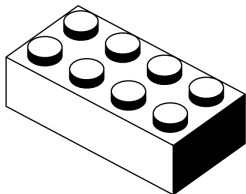
The museum provides an opportunity for dialogue and the company of others, which may be lacking elsewhere

DESIGN BRIEF



MOTIVATIONS

SOCIAL



Created by Luisa Iborra
from Noun Project

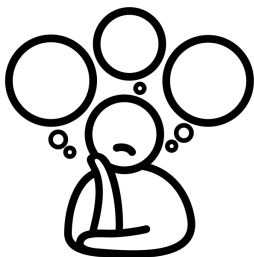
TO MAKE & DO

The visitor enjoys being in a creative space where they can work with others to produce

DESIGN BRIEF



MOTIVATIONS



Created by Hyemh.work
from Noun Project

CONTEMPLATION

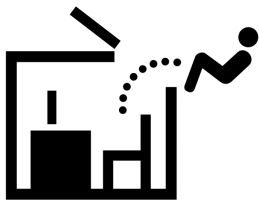
The museum provides a space to rationalise or consider, away from interruptions that might occur elsewhere

DESIGN BRIEF



MOTIVATIONS

SPIRITUAL



Created by Luis Prado
from Noun Project

ESCAPISM

The museum represents an alternative to everyday life - a place to have experiences that provide a pleasing contrast to their home or work

DESIGN BRIEF



MOTIVATIONS



Created by Andrew Doane
from Noun Project

STIMULATION

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

DESIGN BRIEF



MOTIVATIONS

CONTENT



Created by Scott Lewis
from Noun Project

EVALUATION

Is it possible to judge whether your institutional goals are being achieved? How?

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DISRUPTION



BEYOND

CORE DECK

CONTENT



Created by Gregor Cresnar
from Noun Project

INFINITE ARCHIVE

Will the experience create an overwhelming new collection to be maintained? Will you be able to devote the appropriate level of care to the collection as it grows? Are there plans in place to limit its size?

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DISRUPTION



BEYOND

CORE DECK



Created by Kirby Wu
from Noun Project

MODERATION

How will you control visitor contributions? Do you need to and, if yes, do you have the resource?

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DISRUPTION



BEYOND

CORE DECK

CONTENT



Created by Hare Krishna
from Noun Project

REPLAY

Does the experience provide value for a repeat visit? Is there a benefit to being an experienced visitor?

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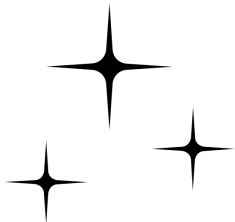
DISRUPTION



BEYOND

CORE DECK

CONTENT



Created by Heiko Malwand
from Noun Project

SHELF LIFE

How long will your content remain relevant? Can you add new content over time?

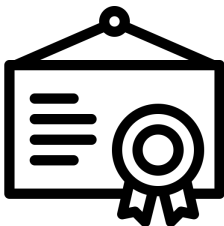
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DISRUPTION



BEYOND

CORE DECK



Created by beth bolton
from Noun Project

MY CONTENT

Will visitors create and/or contribute content? Is there a licensing agreement in place to allow you to use it legally?

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DISRUPTION



BEYOND

CORE DECK



Created by Eliricon
from Noun Project

MY DATA

Will you collect any information that can be linked to a visitor? Can you easily give this data back to the visitor and delete it if they ask?

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DISRUPTION



BEYOND

CORE DECK



Created by Giuditta Valentina Gentile
from Noun Project

THEIR CONTENT

Will you collect and/or process content from other platforms, e.g. social media? Are you abiding by their terms of use?

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DISRUPTION



BEYOND

CORE DECK

RESOURCE



Created by Vectors Market
from Noun Project

FUNDING

Does the experience rely on funding?
How long will that funding last?

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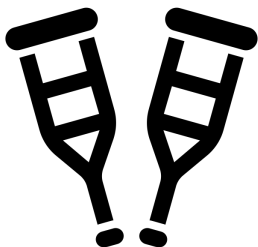
DISRUPTION



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RESOURCE



Created by Arafat Uddin
from Noun Project

RELIANCE

Are particular volunteers or staff vital for the experience? What happens if they leave?

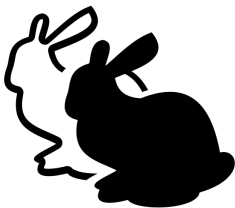
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DISRUPTION



BEYOND

CORE DECK



Created by HYPERMORGEN
from Noun Project

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?

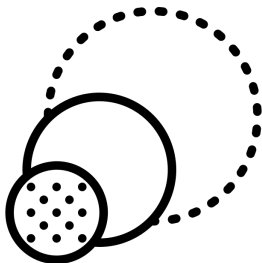
visitorbox.org

DISRUPTION



BEYOND

CORE DECK



Created by Ben Davis
from Noun Project

SCALABILITY

If the experience becomes very popular can the venue, staff and technology handle an increasing audience? When will capacity become a problem? Are limiting mechanisms needed? Can you scale down if popularity is sporadic?

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DISRUPTION



BEYOND

CORE DECK



Created by Gan Khoon Lay
from Noun Project

BIG CHALLENGES

Does the experience relate to or help tackle local societal issues? How about national or global issues?

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DISRUPTION



BEYOND

CORE DECK



Created by Gregor Cresnar
from Noun Project

SOCIAL NETWORK

How will you understand and engage
with opinion on social networks?

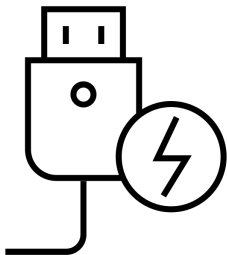
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DISRUPTION



BEYOND

CORE DECK



Created by SBTS
from Noun Project

ENERGY USE

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

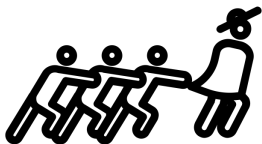
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DISRUPTION



BEYOND

CORE DECK



Created by Dairy Free Design
from Noun Project

FASHION

Is the popularity of technology underpinning the experience being driven by trend-setters? If it is "on-trend" now, have you planned for the day the trend changes?

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DISRUPTION



BEYOND

CORE DECK



Created by Wilson Joseph
from Noun Project

MAINTENANCE

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

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DISRUPTION



BEYOND

CORE DECK



Created by Gan Khoon Lay
from Noun Project

RESPONSIBILITY

Is there a person or people with ultimate responsibility for the experience? Will they continuously improve and evaluate it?

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DISRUPTION



BEYOND

CORE DECK

TECHNOLOGY



Created by Gregor Cresnar
from Noun Project

SUPPORT

Will the technology be around in a year's time? How about 5 years? How long can you expect external support?

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DISRUPTION



BEYOND

CORE DECK

VENUE



Created by Nikita Kozin
from Noun Project

RELOCATION

Will the venue always be available?
Can the experience be relocated or
taken indoors/outdoors?

visitorbox.org

DISRUPTION



BEYOND

CORE DECK

BEHAVIOUR



Created by Sierra Pennala
from Noun Project

FLOW

Are there established patterns/trajectories of visitor movement? Can these be changed?

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DISRUPTION



CONSTRAINTS

CORE DECK

BEHAVIOUR



Created by Proletkult Graphik
from Noun Project

THEFT

Will any of your assets tempt thieves?
Might visitors treat them like
souvenirs?

visitorbox.org

DISRUPTION



CONSTRAINTS

CORE DECK

ENVIRONMENT



Created by Yu luck
from Noun Project

DISTRACTION

Is the venue an inherently noisy or otherwise distracting environment?

visitorbox.org

DISRUPTION



CONSTRAINTS

CORE DECK

ENVIRONMENT



Created by Gan Khoon Lay
from Noun Project

PEACE

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

visitorbox.org

DISRUPTION



CONSTRAINTS

CORE DECK



Created by corpus delicti
from Noun Project

POLITICS & POLICIES

Will this experience clash with the museum's policies, its politics, or general philosophy? If so, is this a problem?

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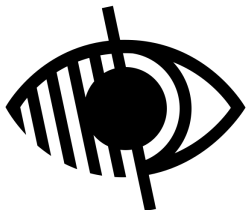
DISRUPTION



CONSTRAINTS

CORE DECK

LOCATION



Created by Jordan Delcros
from Noun Project

ACCESSIBILITY

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

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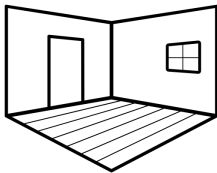
DISRUPTION



CONSTRAINTS

CORE DECK

LOCATION



Created by Parma
from Noun Project

CAPACITY

How much space is available for the visit? Should there be more or less?

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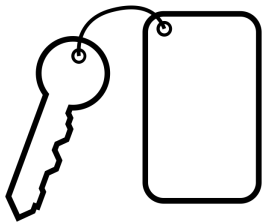
DISRUPTION



CONSTRAINTS

CORE DECK

LOCATION



Created by Vitor Alexandre Ferreira
from Noun Project

DYNAMIC SPACES

Will the locations stay accessible and unchanged? Will they need to be shared?

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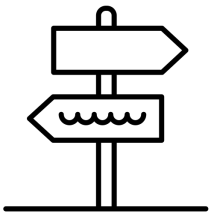
DISRUPTION



CONSTRAINTS

CORE DECK

LOCATION



Created by Made
from Noun Project

LEGIBILITY

Is it easy for visitors to identify and navigate to different parts of the venue? Will they be able to find their way during the experience?

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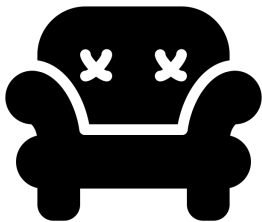
DISRUPTION



CONSTRAINTS

CORE DECK

LOCATION



Created by icon 54
from Noun Project

SAFE SPACE

Is there a space where visitors can assemble and plan before the experience, or take a rest and reflect afterwards?

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DISRUPTION



CONSTRAINTS

CORE DECK

RESOURCES



Created by Tori Lewis
from Noun Project

CONSERVATION

Are there objects or locations that need protection? How can you keep them safe during the experience?

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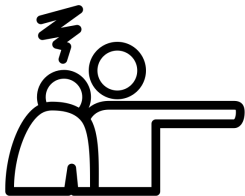
DISRUPTION



CONSTRAINTS

CORE DECK

RESOURCES



Created by Rose Duong
from Noun Project

REDUNDANT GUIDES

Do staff or volunteers guide visitors?
Could the new experience alter or
replace this role?

visitorbox.org

DISRUPTION



CONSTRAINTS

CORE DECK

RESOURCES



Created by Nikita Kozin
from Noun Project

RISK

Do you have staff with experience of conducting risk assessments for this type of experience? Do you have liability insurance to cover the risks encountered during the experience?

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DISRUPTION



CONSTRAINTS

CORE DECK



Created by icon 54
from Noun Project

UNSTABLE CONNECTIVITY

Is wifi and/or phone signal necessary for the experience? Is it available and dependable?

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DISRUPTION



CONSTRAINTS

CORE DECK

ENVIRONMENT



Created by Llisole
from Noun Project

DISTRACTION

Do visitors create a lot of noise or behave in a way that might interfere with other visitors?

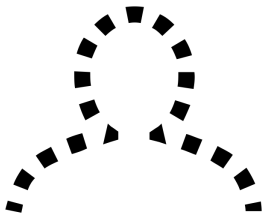
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DISRUPTION



EXPERIENCE

CORE DECK



Created by Andy Houghton
from Noun Project

HUMAN RESOURCE

Does the experience change based on available staff or volunteers?
When might this happen, and what will the consequences be?

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DISRUPTION



EXPERIENCE

CORE DECK



Created by Patrick Morrison
from Noun Project

WEATHER

How will changes in the weather
affect the experience?

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DISRUPTION



EXPERIENCE

CORE DECK

ETHICS



Created by Jessica Lock
from Noun Project

ABUSE

Does the experience make it more likely for visitors to cause offence or break the law?

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DISRUPTION



EXPERIENCE

CORE DECK



CONSENT

Are you collecting any information that can be linked to a visitor? Has the visitor given fully informed consent?

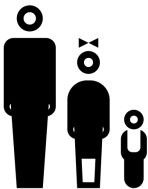
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DISRUPTION



EXPERIENCE

CORE DECK



Created by Ed Piel
from Noun Project

MINORS

Do children provide personal information? If so, have you ensured that an appropriate adult has helped them to provide informed consent? Do children interact with others? If so, this should happen under the supervision of an appropriate adult

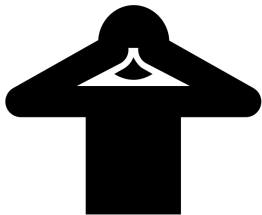
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DISRUPTION



EXPERIENCE

CORE DECK



Created by Luis Prado
from Noun Project

UNCOMFORTABLE INTERACTIONS

Will the visitor be embarrassed or otherwise uncomfortable during the experience? Is this necessary? Can they avoid the uncomfortable situation?

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DISRUPTION



EXPERIENCE

CORE DECK



Created by JMA
from Noun Project

BATTERY LIFE

Does the experience drain the visitor's devices of energy? Will the batteries last?

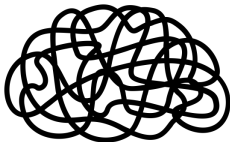
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DISRUPTION



EXPERIENCE

CORE DECK



Created by emilegraphics
from Noun Project

COMPLEX

Is too much technology involved in the experience? Can it be done with less tech?

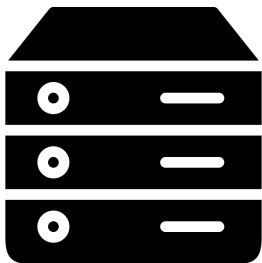
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DISRUPTION



EXPERIENCE

CORE DECK



Created by iconsmind.com
from Noun Project

DATA BLOAT

Is data being captured without a clear reason or strategy for processing it? This may contravene new data protection regulations, but also adds unnecessary cost and complexity to data infrastructure

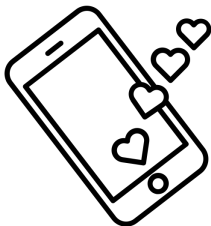
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DISRUPTION



EXPERIENCE

CORE DECK



Created by Maria Kisilitsina
from Noun Project

FOCUS OF ATTENTION

Will visitors be staring at their screens
rather than their surroundings?

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DISRUPTION



EXPERIENCE

CORE DECK



Created by Gerald Wildmoser
from Noun Project

HANDS FULL

Will visitors be carrying children, bags, brochures or other objects? Will this make it inconvenient to interact with the experience?

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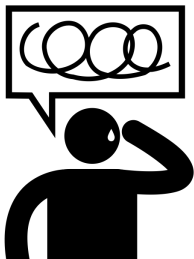
DISRUPTION



EXPERIENCE

CORE DECK

TRAJECTORY



Created by Jhun Capaya
from Noun Project

AT A GLANCE

Will visitors understand what to do if they pay little attention to the instructions?

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DISRUPTION



EXPERIENCE

CORE DECK



Created by Dilla Chee
from Noun Project

CONFIGURATION

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

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DISRUPTION



EXPERIENCE

CORE DECK

TRAJECTORY



Created by priyanka
from Noun Project

CRITICAL MASS

Does there need to be a particular number of visitors for the experience to work?

visitorbox.org

DISRUPTION



EXPERIENCE

CORE DECK

TRAJECTORY



Created by Creative Stall
from Noun Project

EXHAUSTION

Is the experience physically tiring? Is it mentally tiring? Is this necessary and, if so, is there room to rest?

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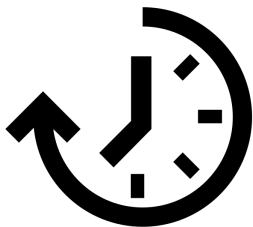
DISRUPTION



EXPERIENCE

CORE DECK

TRAJECTORY



Created by Alberto Alonso
from Noun Project

INVESTMENT

Will visitors spend as much time as you hope? What if they don't?

visitorbox.org

DISRUPTION



EXPERIENCE

CORE DECK

TRAJECTORY



Created by Jems Mayor
from Noun Project

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?

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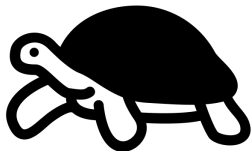
DISRUPTION



EXPERIENCE

CORE DECK

TRAJECTORY



Created by Martyn Jasinski
from Noun Project

PACE

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

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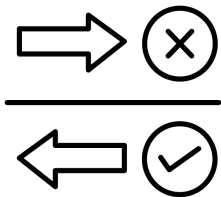
DISRUPTION



EXPERIENCE

CORE DECK

TRAJECTORY



Created by Creative Mania
from Noun Project

RULES

Are visitors told what to do? Is it reasonable to expect visitors to follow those rules?

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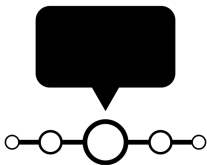
DISRUPTION



EXPERIENCE

CORE DECK

VALUE



Created by Ryan Dell
from Noun Project

BIGGER PICTURE

Does the new experience enhance other elements of the visit, and the broader relationship with the museum?

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DISRUPTION



EXPERIENCE

CORE DECK

VALUE



Created by Gan Khoon Lay
from Noun Project

BUZZ

Will the visitor have something to tell their friends, family, acquaintances or other potential visitors? Can you help them do this?

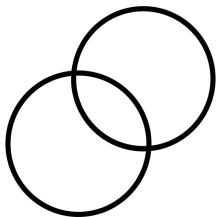
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DISRUPTION



EXPERIENCE

CORE DECK



Created by Amrit Mazumder
from Noun Project

ENGAGEMENT

Do visitors actively engage with the museum, or remain passive? Do they leave having begun a relationship with the museum?

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DISRUPTION



EXPERIENCE

CORE DECK

VALUE



Created by Dairy Free Design
from Noun Project

PROVOCATION

How challenging is the visit? How fun? How provocative?

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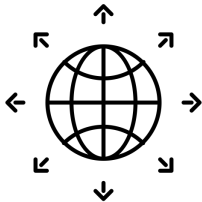
DISRUPTION



EXPERIENCE

CORE DECK

LOCATION



Created by Ralf Schmitzer
from Noun Project

ANYWHERE

The visitor can be involved wherever they are, although the experience might vary

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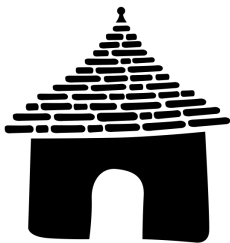
IDEATION



BUILDING BLOCKS

CORE DECK

LOCATION



Created by Roberto Notarangelo
from Noun Project

FITTING LOCATIONS

The atmosphere of the location
supports the visit

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IDEATION



BUILDING BLOCKS

CORE DECK

LOCATION



Created by Alex Tai
from Noun Project

HIDDEN LOCATIONS

Visitors get to visit places they
otherwise would not

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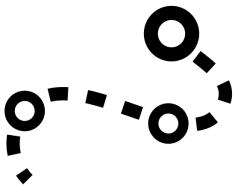
IDEATION



BUILDING BLOCKS

CORE DECK

LOCATION



Created by Gabriele Debolini
from Noun Project

HOPPING

The visitor must travel between
locations or venues

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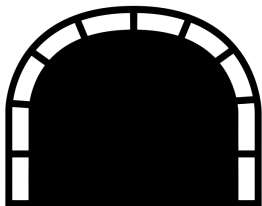
IDEATION



BUILDING BLOCKS

CORE DECK

LOCATION



Created by misirlou
from Noun Project

OFFLINE

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

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

LOCATION



Created by Musmellow
from Noun Project

ONLINE

Part (or all) of the visit takes place online, whether this is on a website, social network, or elsewhere

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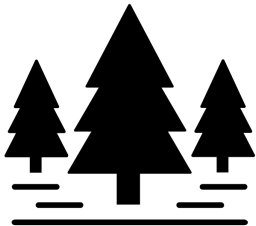
IDEATION



BUILDING BLOCKS

CORE DECK

LOCATION



Created by Aneeqe Ahmed
from Noun Project

OUTDOORS

Visitors leave the venue, school,
office, home or any other buildings

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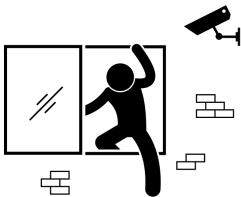
IDEATION



BUILDING BLOCKS

CORE DECK

LOCATION



Created by Gan Khoon Lay
from Noun Project

SUBVERTED LOCATIONS

The visitor behaves in ways that are unexpected in that location

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IDEATION



BUILDING BLOCKS

CORE DECK

LOCATION



Created by BomSymbols
from Noun Project

TRANSPORT

Part (or all) of the visit takes place
while the visitor is travelling

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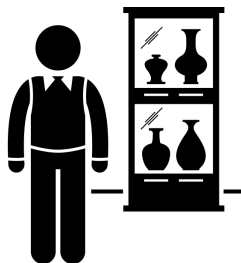
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Gan Khoon Lay
from Noun Project

ADOPTION

The visitor takes on the role of caretaker or curator of an asset

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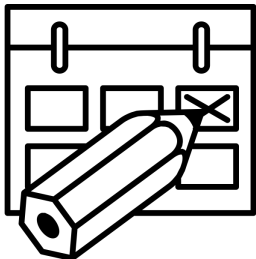
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Chris Homan
from Noun Project

APPOINTMENT

The visitor needs to be at a particular place (at a particular time)

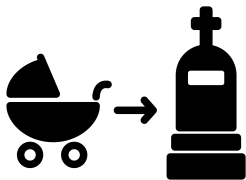
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IDEATION



BUILDING BLOCKS

CORE DECK



BEGINNING & END

The experience has a start and end
that frame the visit

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IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Gan Khoon Lay
from Noun Project

CACHES

Visitors follow instructions to find hiding places, and use them to pass on objects or content to other visitors

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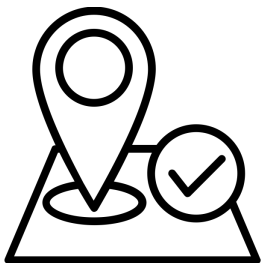
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Vectors Market
from Noun Project

CHECK-IN

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

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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Made by Made
from Noun Project

CITIZEN SCIENCE

The visitor plays an active role in the museum's research using their own technology

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IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



COLLECT

The visitor builds a personal collection of content and/or achievements

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Delwar Hossain
from Noun Project

CRITICISM

The progress of the visitor is
evaluated and reflected back

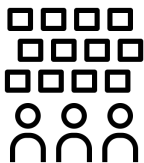
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Yu luck
from Noun Project

CROWD SOURCING

The visitor carries out a short, simple task to help solve a more complex issue

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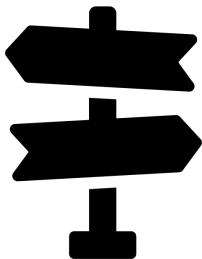
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Gregor Cresnar
from Noun Project

DECISION

The visitor must make a choice that affects their subsequent experience

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IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Jon Testa
from Noun Project

EPISODES

Exhibits, content and story are divided into parts and revealed over time or multiple visits

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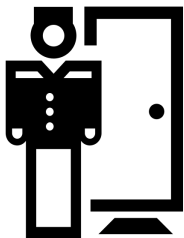
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Dan Hetteix
from Noun Project

GATEKEEPERS

Visitors induct other people into the experience

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IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Krisada
from Noun Project

GIFTING

Visitors create meaningful content
and exchange it with each other

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Gregor Cresnar
from Noun Project

INVITE IMITATION

The visitor is given the skills and tools
to act as an expert

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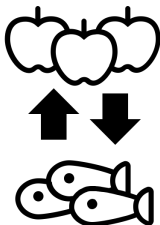
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by IQON
from Noun Project

MARKETPLACE

The visitor creates and trades their content with other visitors or the venue

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IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Gan Khoon Lay
from Noun Project

MOB

Personal instructions cause visitors to gather together at a particular place and time

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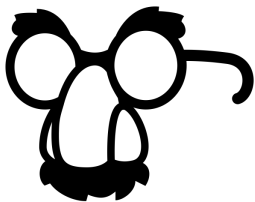
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Michael Wohlwend
from Noun Project

PERSONA

The visitor constructs or adopts a character during the visit

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IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Creative Stall
from Noun Project

PRESSURE

Each visit has a fixed duration or scope

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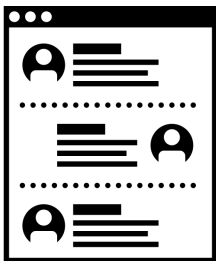
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Rfflor
from Noun Project

Q&A

The visitor asks questions and receives answers from staff, volunteers or other visitors

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by Bastien Delmare
from Noun Project

REWARD

The visitor is rewarded as they complete challenges during the visit

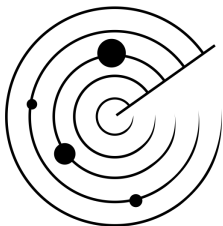
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by CINDYFLA
from Noun Project

SEAMFUL DESIGN

Technical (or other) flaws are embraced as positive elements of the visit

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK



Created by Hyemmm.work
from Noun Project

STORYTELLING

The visitor creates or adds to a public narrative

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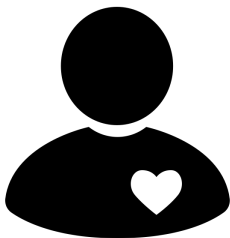
IDEATION



BUILDING BLOCKS

CORE DECK

MECHANIC



Created by parkjisun
from Noun Project

VOLUNTEERS

Visitors take on the responsibility of a member of staff

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

PHYSICAL



Created by Strokeicon
from Noun Project

GESTURES

The visitor makes movements or signs with their body to trigger a reaction

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

PHYSICAL



HACKING & CRAFTING

The visitor creates new physical objects

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

PHYSICAL



Created by davidyu
from Noun Project

HANDS ON

The visitor can touch and use
physical assets

visitorbox.org

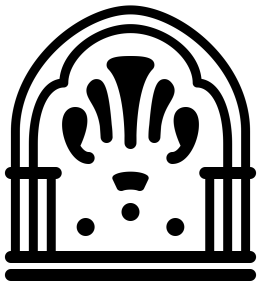
IDEATION



BUILDING BLOCKS

CORE DECK

PHYSICAL



LOW TECH

The visitor uses old-fashioned but reliable technology

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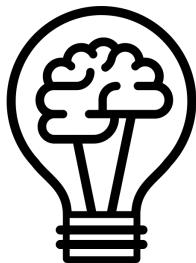
IDEATION



BUILDING BLOCKS

CORE DECK

PHYSICAL



Created by Fabio Rinaldi
from Noun Project

TECHNICAL ARTIFACTS

Mundane objects are made
(unexpectedly) interactive by adding
technology

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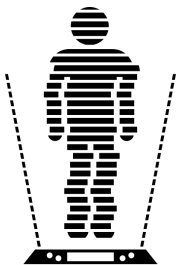
IDEATION



BUILDING BLOCKS

CORE DECK

SENSORY



Created by Julien Deveaux
from Noun Project

AUTHENTICITY

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

visitorbox.org

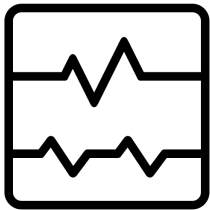
IDEATION



BUILDING BLOCKS

CORE DECK

SENSORY



Created by Pham Thi Dieu Linh
from Noun Project

BIO-SENSING

Health trackers or other physiological sensors record the visitor's physical reactions

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

SENSORY



Created by Alina Oleynik
from Noun Project

HAPTIC FEEDBACK

Physical feedback is delivered to the visitor's body based on their location and progress

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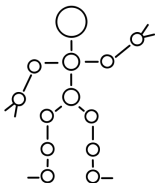
IDEATION



BUILDING BLOCKS

CORE DECK

SENSORY



Created by Manuel Nilsson
from Noun Project

MOTION TRACKING

Sensors measure visitor orientation,
gestures and/or movement

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IDEATION



BUILDING BLOCKS

CORE DECK

SENSORY



Created by Anastasia Latysheva
from Noun Project

PERSONAL SOUNDTRACK

Music and sounds change based on
the location and progress of visitors

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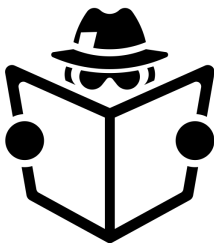
IDEATION



BUILDING BLOCKS

CORE DECK

SOCIAL



Created by Aldric Rodríguez
from Noun Project

BLURRED BOUNDARIES

Visitors engage directly with
non-visitors

visitorbox.org

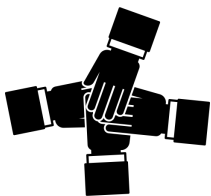
IDEATION



BUILDING BLOCKS

CORE DECK

SOCIAL



Created by abeldb
from Noun Project

COLLABORATION

Visitors must work with each other

visitorbox.org

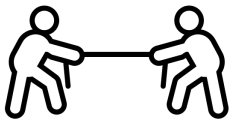
IDEATION



BUILDING BLOCKS

CORE DECK

SOCIAL



Created by Creative Mania
from Noun Project

COMPETITION

Visitors must compete with each other

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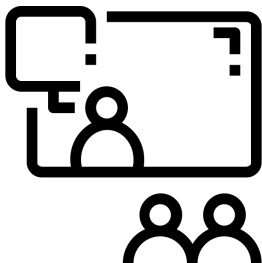
IDEATION



BUILDING BLOCKS

CORE DECK

SOCIAL



Created by Icondesk
from Noun Project

NETWORKED

Visitors in the venue communicate
with people outside the venue

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

SOCIAL



Created by Thengakola
from Noun Project

NEW ACQUAINTANCES

Unfamiliar visitors meet each other

visitorbox.org

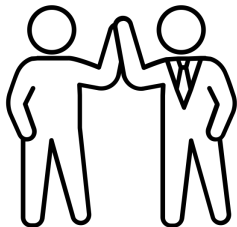
IDEATION



BUILDING BLOCKS

CORE DECK

SOCIAL



Created by parkjisun
from Noun Project

OUTREACH

Staff go to the visitors, and work to directly impact their community

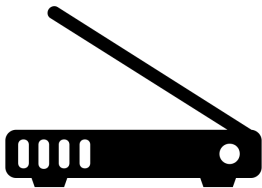
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Creative Stall
from Noun Project

2D SCANNING

The visitor creates a digital copy of a document, artwork or other flat media

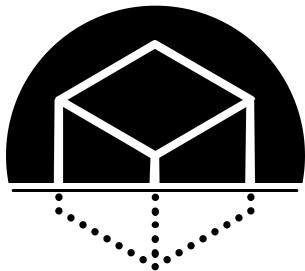
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IDEATION



BUILDING BLOCKS

CORE DECK



3D PRINTING

The visitor creates a physical reproduction of a 3D digital model

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK



Created by sandra
from Noun Project

3D SCANNING

The visitor creates a digital
reproduction of a physical object

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

TECHNOLOGY



Created by ArtWorkLeaf
from Noun Project

AUDIO

The visitor captures and manipulates
voice or other sounds

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK



Created by Evangeline La
from Noun Project

AUGMENTED REALITY

The visitor views digital content
overlaid into the surrounding
environment

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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Delwar Hossain
from Noun Project

BIOMETRICS

The visitor's physical characteristics are recorded and used as a trigger

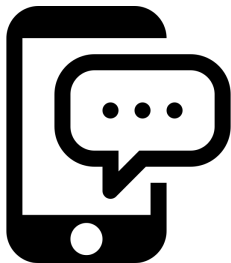
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Rfflor
from Noun Project

INSTANT MESSAGING

Visitors send and/or receive instant
messages

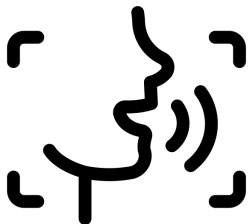
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Gregor Cresnar
from Noun Project

INTELLIGENT ASSISTANT

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

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK



Created by Alvaro Cabrera
from Noun Project

LINKED DATA

Your assets are linked to open information held across the web, allowing visitors to freely browse that content

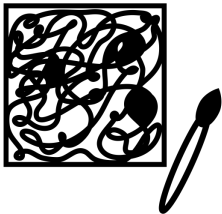
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Veremeya
from Noun Project

PAPER

The visitor writes or draws on paper
as a way of creating content

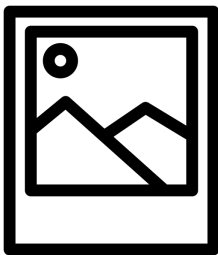
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Adnen Kadri
from Noun Project

PHOTOGRAPHY

Visitors stage, take and manipulate photos

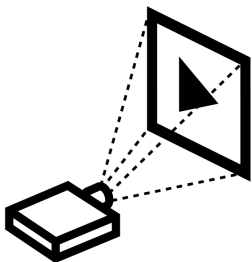
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Piotrek Chuchla
from Noun Project

PROJECTION

The environment around the visitor is enhanced with visual projections.

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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Stéphanie Rusch
from Noun Project

PROXIMITY

Sensors detect nearby visitors and react when they are close or touching

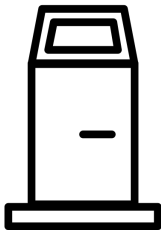
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Ilya Kolbin
from Noun Project

PUBLIC DISPLAYS

Small or big screens, situated in the environment, play a role in the visit

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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Aneeqe Ahmed
from Noun Project

SHOP

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

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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Joris Hoogendoorn
from Noun Project

SOCIAL MEDIA

Visitors create opinions and other content, and share it publicly

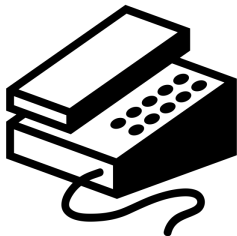
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Océan Bussard
from Noun Project

TELEPHONY

Visitors make and/or receive phone calls or text messages

visitorbox.org

IDEATION



BUILDING BLOCKS

CORE DECK

TECHNOLOGY



Created by shashank singh
from Noun Project

VIDEO

The visitor captures and manipulates
video

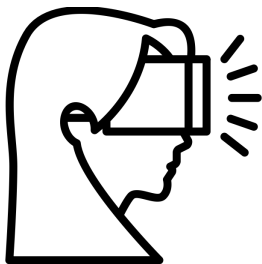
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IDEATION



BUILDING BLOCKS

CORE DECK



Created by Mooms
from Noun Project

VIRTUAL REALITY

The visitor enters an immersive virtual environment that temporarily replaces the real world

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IDEATION



BUILDING BLOCKS

CORE DECK



VISUAL MARKERS

Visitors scan objects to reveal hidden information or trigger an event

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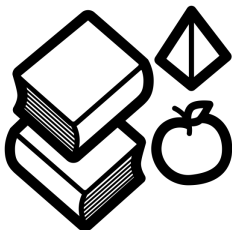
IDEATION



BUILDING BLOCKS

CORE DECK

ASSETS



Created by H Alberto Gongora
from Noun Project

ACQUIRE MORE DIVERSE ASSETS

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INSTITUTIONAL GOALS



GOALS

CORE DECK

ASSETS



Created by Hussain Khallil
from Noun Project

DIGITISE MORE ASSETS

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INSTITUTIONAL GOALS



GOALS

CORE DECK

ASSETS



Created by Maxim Basinski
from Noun Project

INCREASE EDUCATIONAL ACTIVITIES

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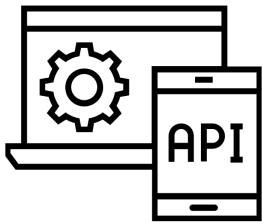
INSTITUTIONAL GOALS



GOALS

CORE DECK

ASSETS



Created by Creative Stall
from Noun Project

USE ASSETS IN NEW WAYS

visitorbox.org

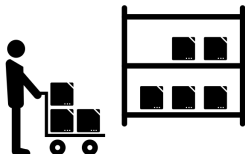
INSTITUTIONAL GOALS



GOALS

CORE DECK

ASSETS



Created by Wilson Joseph
from Noun Project

USE GREATER PROPORTION OF ASSETS

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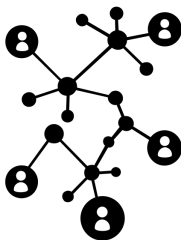
INSTITUTIONAL GOALS



GOALS

CORE DECK

AWARENESS



Created by Björn Andersson
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FURTHER SOCIAL MEDIA REACH

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INSTITUTIONAL GOALS



GOALS

CORE DECK

AWARENESS



Created by Presenttas
from Noun Project

GREATER BRAND AWARENESS

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INSTITUTIONAL GOALS



GOALS

CORE DECK

AWARENESS



Created by Becris
from Noun Project

HIGHER VISITOR SATISFACTION

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INSTITUTIONAL GOALS



GOALS

CORE DECK

AWARENESS



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from Noun Project

INCREASE VISITOR FEEDBACK

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INSTITUTIONAL GOALS



GOALS

CORE DECK

AWARENESS



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from Noun Project

MORE VISITOR AMBASSADORS

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INSTITUTIONAL GOALS



GOALS

CORE DECK

AWARENESS



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WIDER SOCIAL MEDIA DIVERSITY

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INSTITUTIONAL GOALS



GOALS

CORE DECK

ENGAGEMENT



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INCREASE ONLINE VISITS

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INSTITUTIONAL GOALS



GOALS

CORE DECK

ENGAGEMENT



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INCREASE OUTREACH

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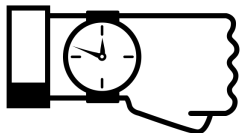
INSTITUTIONAL GOALS



GOALS

CORE DECK

ENGAGEMENT



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from Noun Project

INCREASE VISIT DURATION

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INSTITUTIONAL GOALS



GOALS

CORE DECK

ENGAGEMENT



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from Noun Project

INCREASE VISITOR PARTICIPATION

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INSTITUTIONAL GOALS



GOALS

CORE DECK

ENGAGEMENT



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INCREASE VOLUNTEERING

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INSTITUTIONAL GOALS



GOALS

CORE DECK

HOW MANY?



Created by Shualbu Usman Yusuf
from Noun Project

**INCREASE
DONATIONS**

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INSTITUTIONAL GOALS



GOALS

CORE DECK

HOW MANY?



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from Noun Project

INCREASE MEMBERSHIP

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INSTITUTIONAL GOALS



GOALS

CORE DECK

HOW MANY?



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INCREASE REPEAT VISITS

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INSTITUTIONAL GOALS



GOALS

CORE DECK

HOW MANY?



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from Noun Project

**INCREASE
VISITOR
NUMBERS**

visitorbox.org

INSTITUTIONAL GOALS



GOALS

CORE DECK

HOW MANY?



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INCREASE VISITOR SPEND

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INSTITUTIONAL GOALS



GOALS

CORE DECK



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MORE DATA-DRIVEN DECISIONS

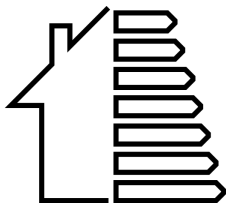
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INSTITUTIONAL GOALS



GOALS

CORE DECK



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REDUCE VENUE COSTS

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INSTITUTIONAL GOALS



GOALS

CORE DECK

SUSTAINABILITY



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WIN MORE FUNDING

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INSTITUTIONAL GOALS



GOALS

CORE DECK

WHO?



Created by S Madsen
from Noun Project

ATTRACT NEW DEMOGRAPHICS

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INSTITUTIONAL GOALS



GOALS

CORE DECK

WHO?



Created by IconDots
from Noun Project

CHANGE VISITING PARTY SIZE

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INSTITUTIONAL GOALS



GOALS

CORE DECK

WHO?



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CHANGE VISITOR ATTITUDES OR BELIEFS

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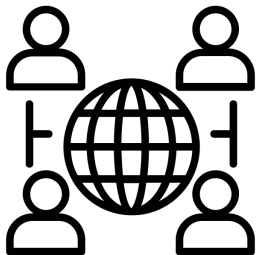
INSTITUTIONAL GOALS



GOALS

CORE DECK

WHO?



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INCREASE INTERNATIONAL REACH

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INSTITUTIONAL GOALS



GOALS

CORE DECK

INFO

VISITORBOX

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