

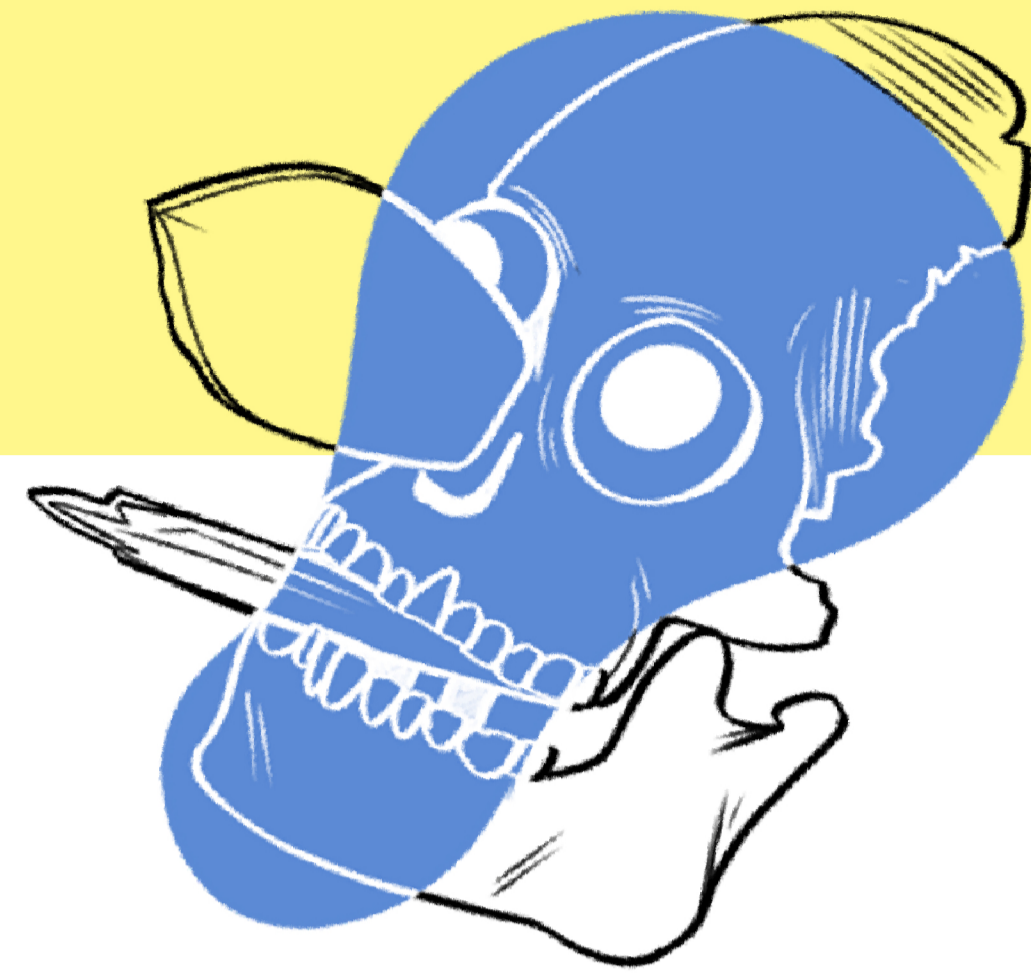
ENHANCING MUSEUM EXPERIENCES

A conceptual design framework

for tech-enabled visitor experience enhancement of museum exhibitions

TO BE USED BY:

Exhibition designers
Museum developers
Curators



Without visitors, what's the point of displaying a collection?
Exhibitions are only as relevant as they are experienced to be.

CO-PRODUCING A VALUABLE EXPERIENCE

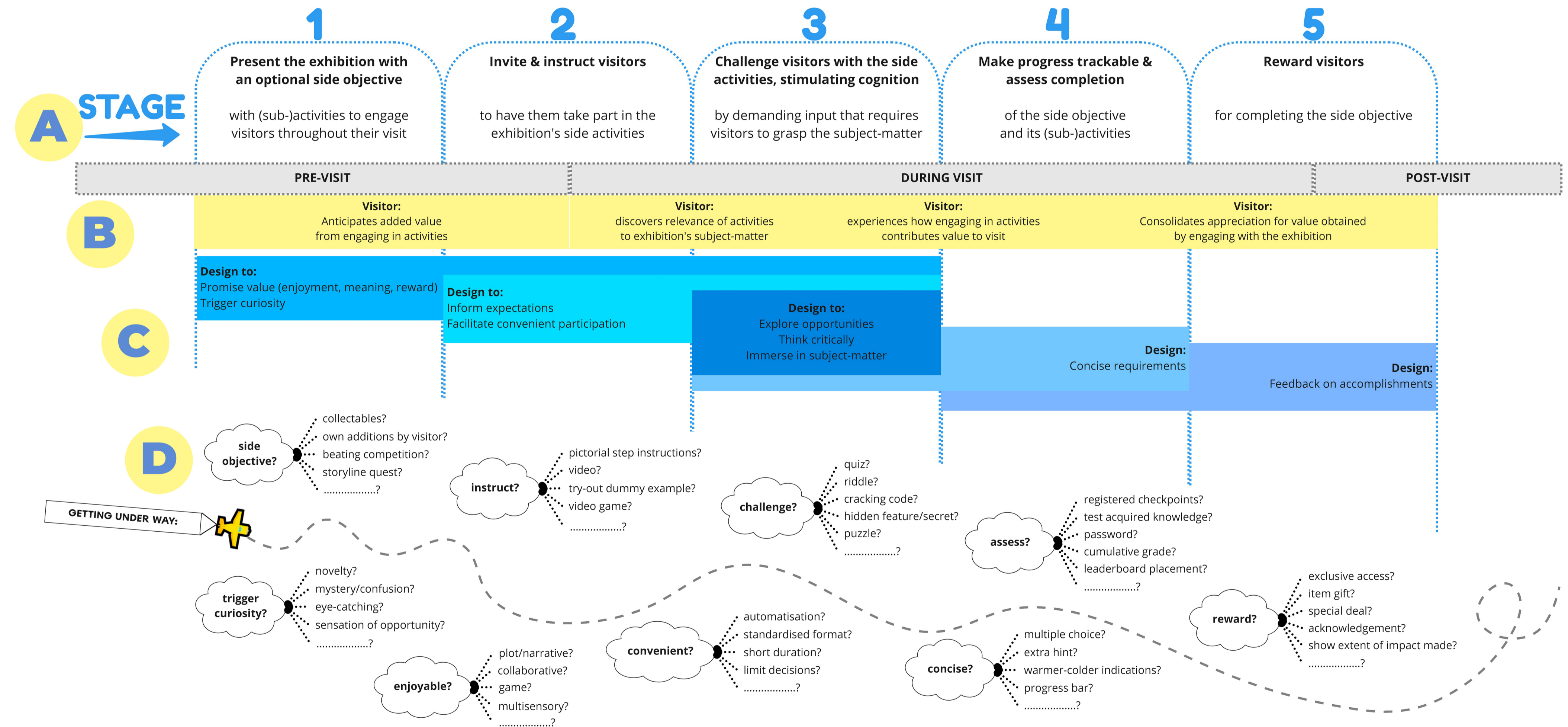
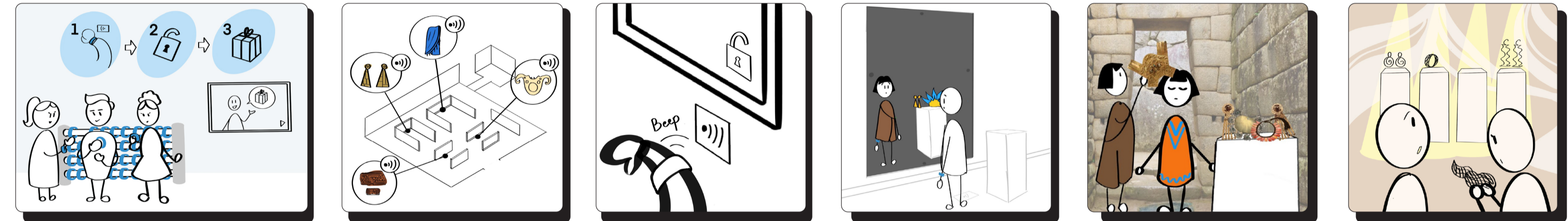
The framework serves to guide exhibition makers in the design of interactive add-on features as part of a coherent museum journey, aimed at stimulating visitor engagement and participation in learning activities throughout as a means of enabling visitors to co-produce a more relevant and satisfactory exhibition experience.

Concretely, technological solutions are to be implemented as tools for enabling interactions that shape enjoyable learning activities.

These learning activities are to be formulated in line with and tied together through overarching gamification dynamics and mechanics, in order to further effectuate visitor engagement and participation throughout a coherent museum journey.

As a result, the exhibited content may contribute to a more personally significant and satisfactory visitor experience, subsequently increasing museum popularity and visitor numbers, primarily through increased word-of-mouth promotion.

Meanwhile, the items and stories that a museum has to share will be communicated more profoundly and effectively to the public, furthering the proliferation of and appreciation for cultural capital in society.



HOW TO APPLY THE FRAMEWORK?

A Build your concept on the leading principles

B Shape the visitor experience phases

C Adjust your focus to follow up on each principle effectively

D Where & how to get started? Here are some suggestions

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Partner organisation

Current Obsession

