

Providing meaningful directions to visitors of the Van Gogh Museum

The goal of this graduation project was to design a digital media solution that could improve the visitor experience at the Van Gogh Museum, by improving the visitor flow through the permanent exhibition galleries of the museum.

In the current scenario at the Van Gogh Museum, all visitors enter the exhibition in the same place. Literature describes that visitors are likely to look intensively at all objects they encounter at the beginning of their visit, while being more selective about what they look at near the end. Having all visitors experience this intensive looking phase at the same place can

create a noticeable queue at the beginning of the exhibition of the Van Gogh Museum.

Spreading the visitor phases around the museum will result in a mix of visitors that are both intensive looking and cruising. This will increase the average speed of the visitor flow in the first galleries, since not all visitors feel the urge to look at every object in detail, and will slow the average flow near the end of the exhibition. This will result in a more balanced visitor pressure in the museum. To combine these visitor phases, visitors should have the opportunity to enter the exhibition at multiple

locations. To make the best use of the available space, the Van Gogh Museum has to be able to influence which visitor enters the exhibition, at which location.

The final design of this project consists of an interactive surface, that allows the Van Gogh Museum to provide meaningful directions to visitors. This way the museum is able to direct a part of the visitors to a different entry point in the exhibition, while improving the experience of all visitors.



Final design

The final design consists of an interactive surface placed at the beginning of the exhibition, which uses the existing multimedia guide infrastructure of the Van Gogh Museum. Visitors can use this surface to personalize their own multimedia guide by adding theme related content to an existing story structure. This way, all visitors follow a logical story through the exhibition, while receive additional content on topics they find interesting.

The design makes use of the individual visiting goals of visitors by letting them compose a unique and meaningful museum visit, based on their interests. Because visitors have composed a museum visit themselves, the museum has the opportunity to create an optimized visiting path for each visitor, while keeping in mind both the experience of the visitor and the available capacity throughout the museum.

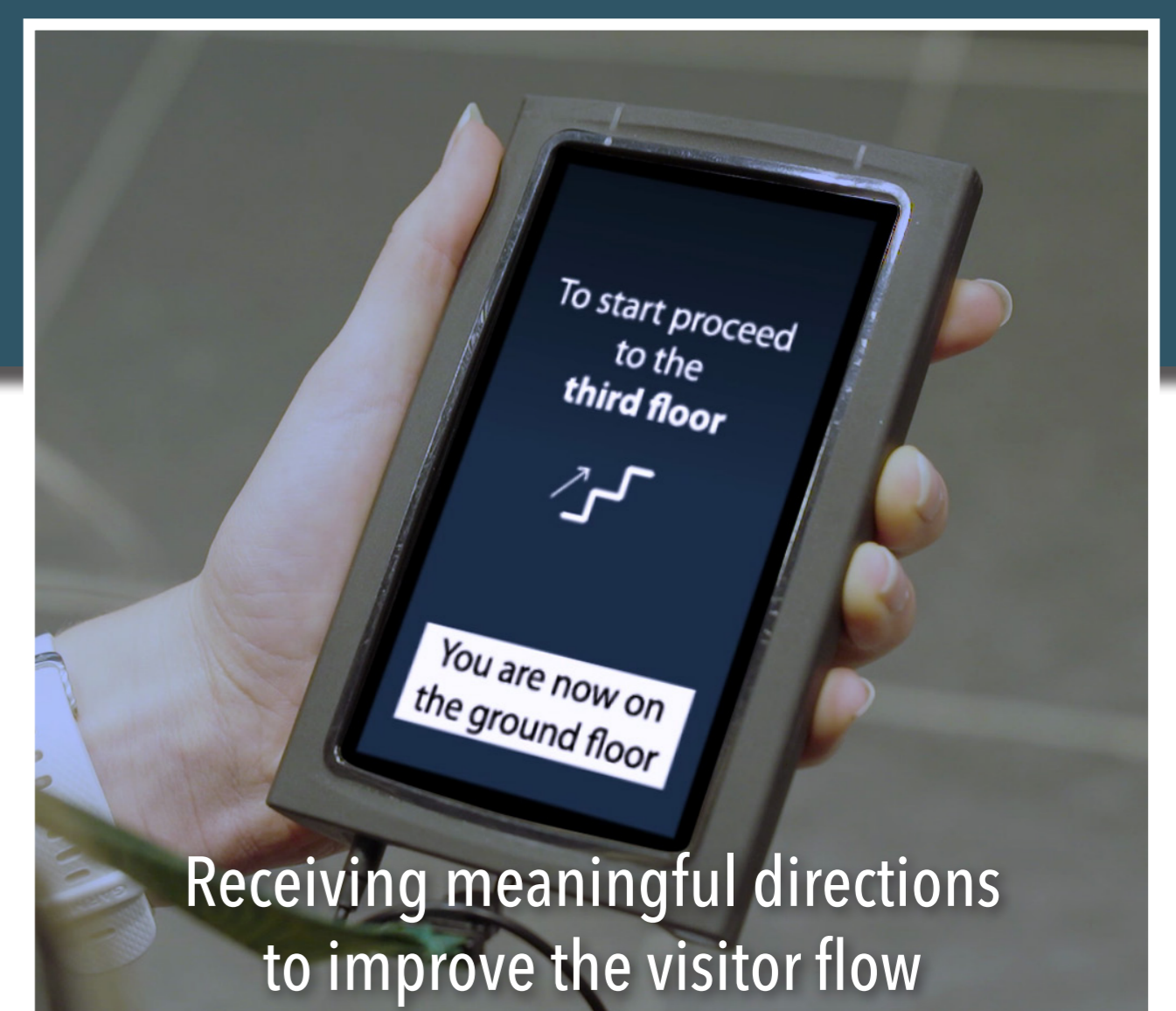
Visitors decides **what** information they want to receive, the museum controls **where, when and how** this information is shared.



The design will form a recognizable beginning of the exhibition



Creating a unique museum visit for a better experience



Receiving meaningful directions to improve the visitor flow

Coen Mulder
Improving visitor flow at the Van Gogh Museum:
Towards a better museum experience.
26 April 2018
Design for Interaction

Committee
Arnold Vermeeren (chair)
Natalia Romero Herrera (mentor)
Sanneke Prins (company mentor)
Jort Slingerland (company advisor)
Company
Van Gogh Museum

 TU Delft