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Individualized Visits to Foster Engagement and Revisit in Museums

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Context

« A museum is a non-profit, permanent institution [...] which acquires, conserves, researches [...] and exhibits the tangible and intangible heritage of humanity [...] for the purposes of education, study and enjoyment. »

Thus, they are in competition with the entertainment industry to attract and expand their audience.

Museums want to foster the participation of their visitors. The Museomix cultural hackathon is part of this new ambition. During this three days event, the « visitor-actors » create new museum exhibits and invent new ways of sharing knowledge. But museums lack adequate budget, skills and IT infrastructure to support this approach and solutions over time.

Method: end-user observation and analysis

To understand the needs of museum staff, we adopted a Human-Computer Interaction (HCI) participative and iterative design process.

We conducted, with 12 museum professionals:
• 7 meetings,
• 4 semi-directive interviews studies,
• 2 experimental observations

Main results of the analysis

Visitors service professionals are almost never involved before the end of exhibition design process. Thus, they have no mean to shape the scenography in order to adapt it to visitors.

But they have the skills for selecting the most appropriate information, using storytelling to improve the learning of the visitors and adapting dynamically to their audience in guided visits.

Museums have a strong need for encouraging local visitors’ engagement and revisit in their permanent collections. Diversifying the visits is a solution considered by museums, but relying on temporary exhibits is too costly for small museums and creating thematic visits is not participatory enough.

Tangible interfaces for the personalisation of the visits

Design of authoring tools to:
• Diversify the visits depending on the visitor, multiply the points of view on the collection, adapt the content to the public
• Collect and analyse data on the visitors
• Be autonomous to create, evolve and maintain the solution

Museums, have long been part of Berger-Levrault’s clients. Today, Berger-Levrault is willing to reconquer the museum market and the e-tourism market by providing innovative software and services dedicated to tourists, visitors and public services. This PhD Thesis is a first step in this direction, in addition to the marketing team working on the subject.

1 Definition extracted from ICOM, International Council of Museums at http://icom.museum/loi-vision/definition-du-musee/L/2/ accessed the 13/02/2018