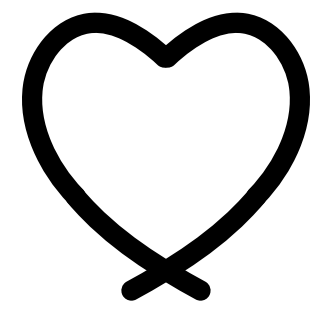


Designing Museum Experiences (DME) Process - Diagram of creating impactful visitor-centered museum experiences.

01 EMPATHIZE

Identify your user(s). What are their thoughts? Their emotions? How do they make decisions?



TOOLS

- Audience Research
- Front-End Evaluation
- Empathy Mapping
- Personas
- Theory of Change Canvas
- Positionality

02 DEFINE

What is the change you want to create? Fundraising? Increase attendance? Community impact? Define the goals for visitors/users.

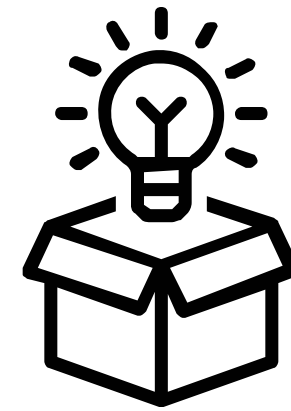


TOOLS

- Stakeholder Analysis
- Audience Segmentation
- Project Brief
- Lean Canvas
- Museum Cycle Canvas (Pre-Visit, Visit, Post Visit, Return)
- Value Proposition Canvas

03 IDEATE

Ideate means to "form an idea or conception of." As you ideate, try to think without restrictions and create solutions called "what ifs."

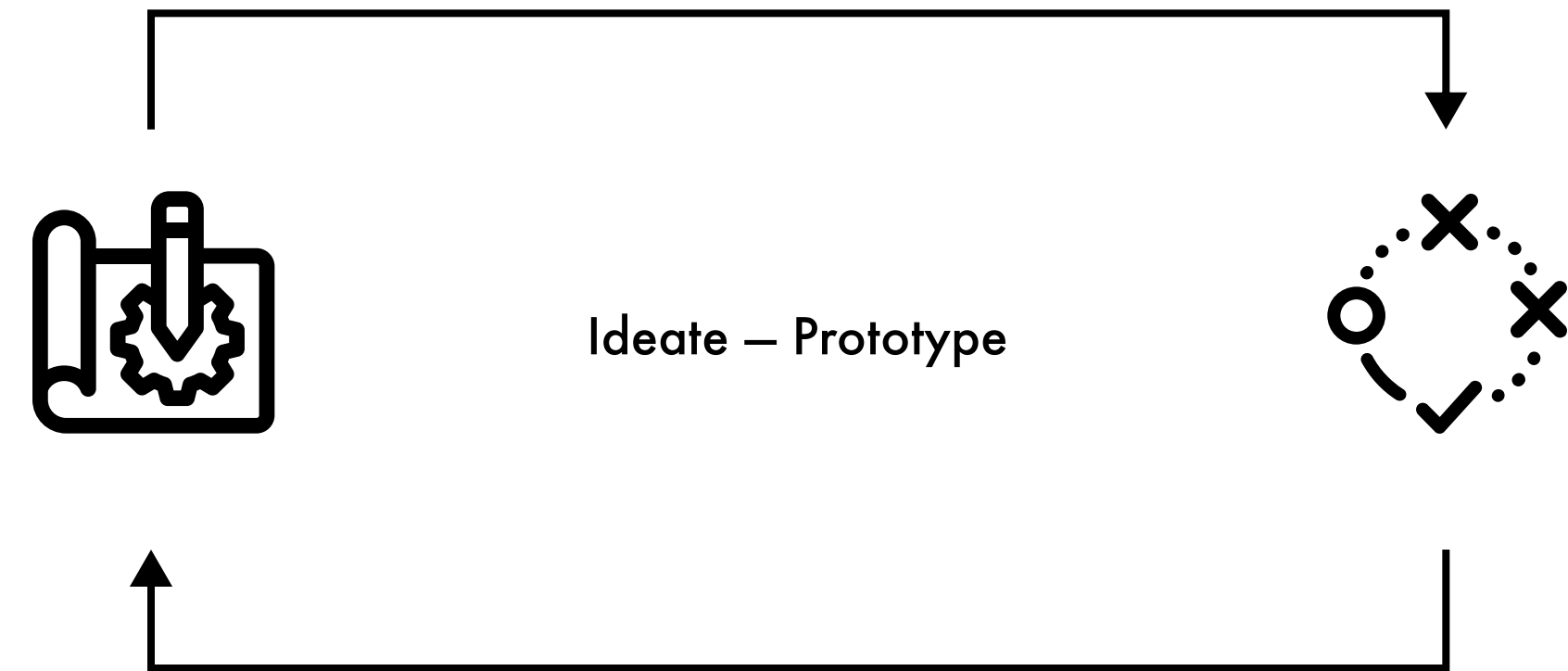


TOOLS

- Content Map
- Importance/Influence Matrix
- Bubble Diagram
- Journey Map
- Museum Metrics
- Community Canvas
- Context Map Canvas
- Conceptual Design

04 PROTOTYPE

Prototyping involves recreating the results of the ideate step for testing. It is essential to develop low-fidelity prototypes early. Developing a minimally viable service or product can be tested with audiences, then iterated based on their feedback.



TOOLS

- Mock-ups
- Service Blueprint
- System Mapping
- Schematic Design
- Touchpoint Matrix
- Preview Facility "Lab"

05 TEST

At this stage of the process, you test and retest your ideas until the challenge has "actionable" items. An essential part of design thinking is getting out of the "solutions mindset." Instead, think of the challenge as iterative steps.

TOOLS

- Design Development
- Final Design
- Interpretive Planning
- Focus Groups
- SWOT Analysis
- Remedial Evaluation
- Summative Evaluation
- Mission, Vision, and Values
- Task Analysis