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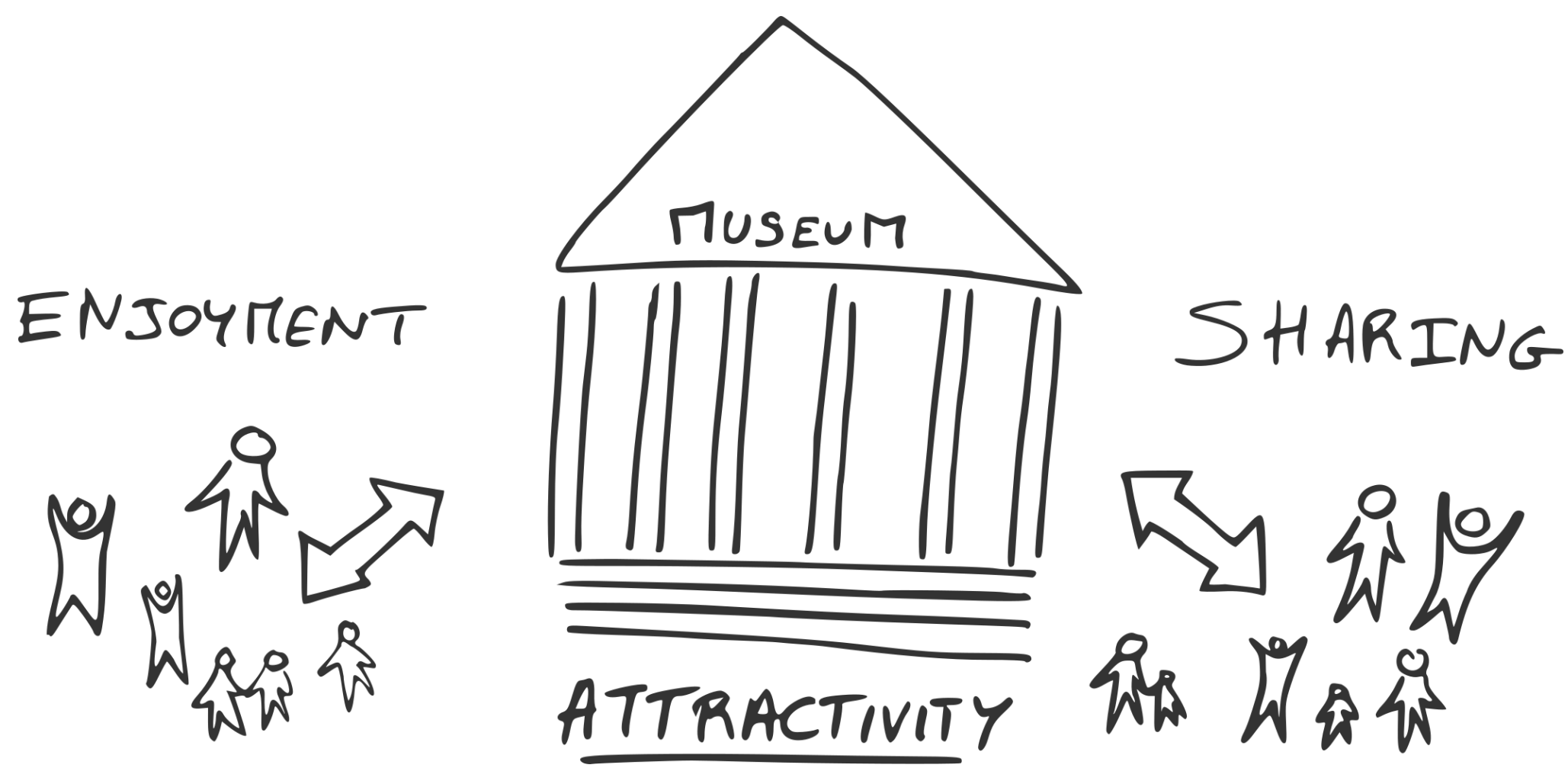




# Individualized Visits to Foster Engagement and Revisit in Museums

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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.** »<sup>1</sup>

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<sup>2</sup>.



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



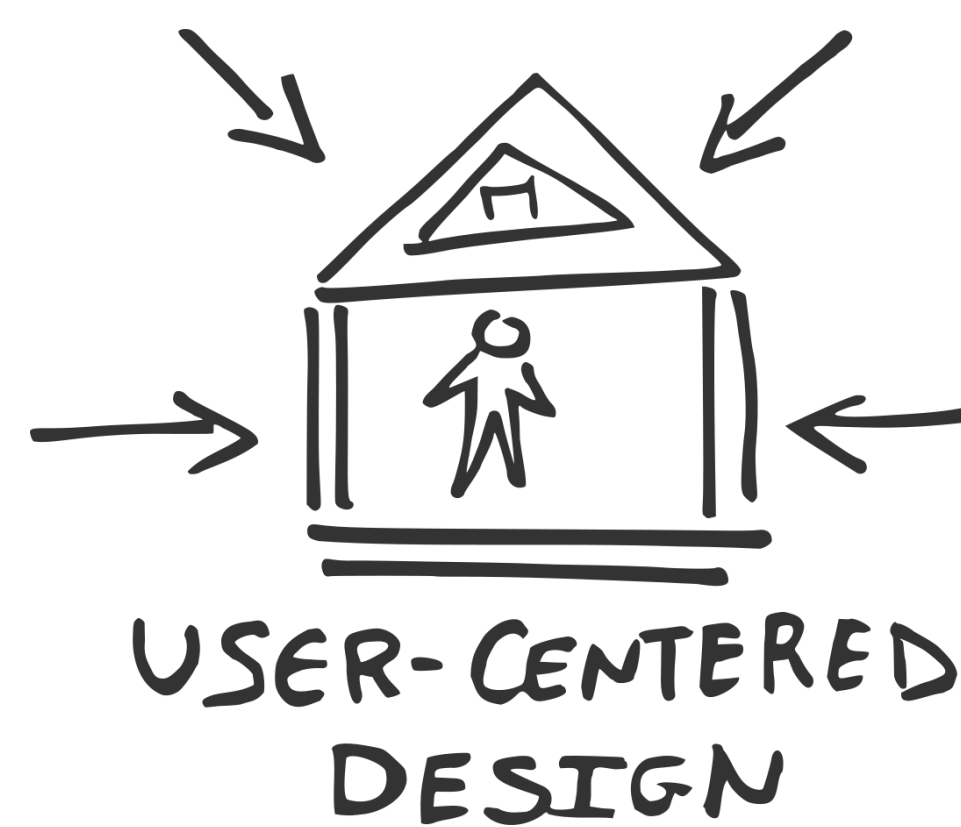
But museums lack adequate **budget, skills** and IT **infrastructure** to support this approach and solutions over time.

## 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



Cité du Vin (Bordeaux), Musée Saint-Raymond (Toulouse), Musée de minéralogie des Mines Paris Tech (Paris), Cité de l'Océan (Biarritz), Musée des Beaux Arts, Cap Science (Bordeaux).

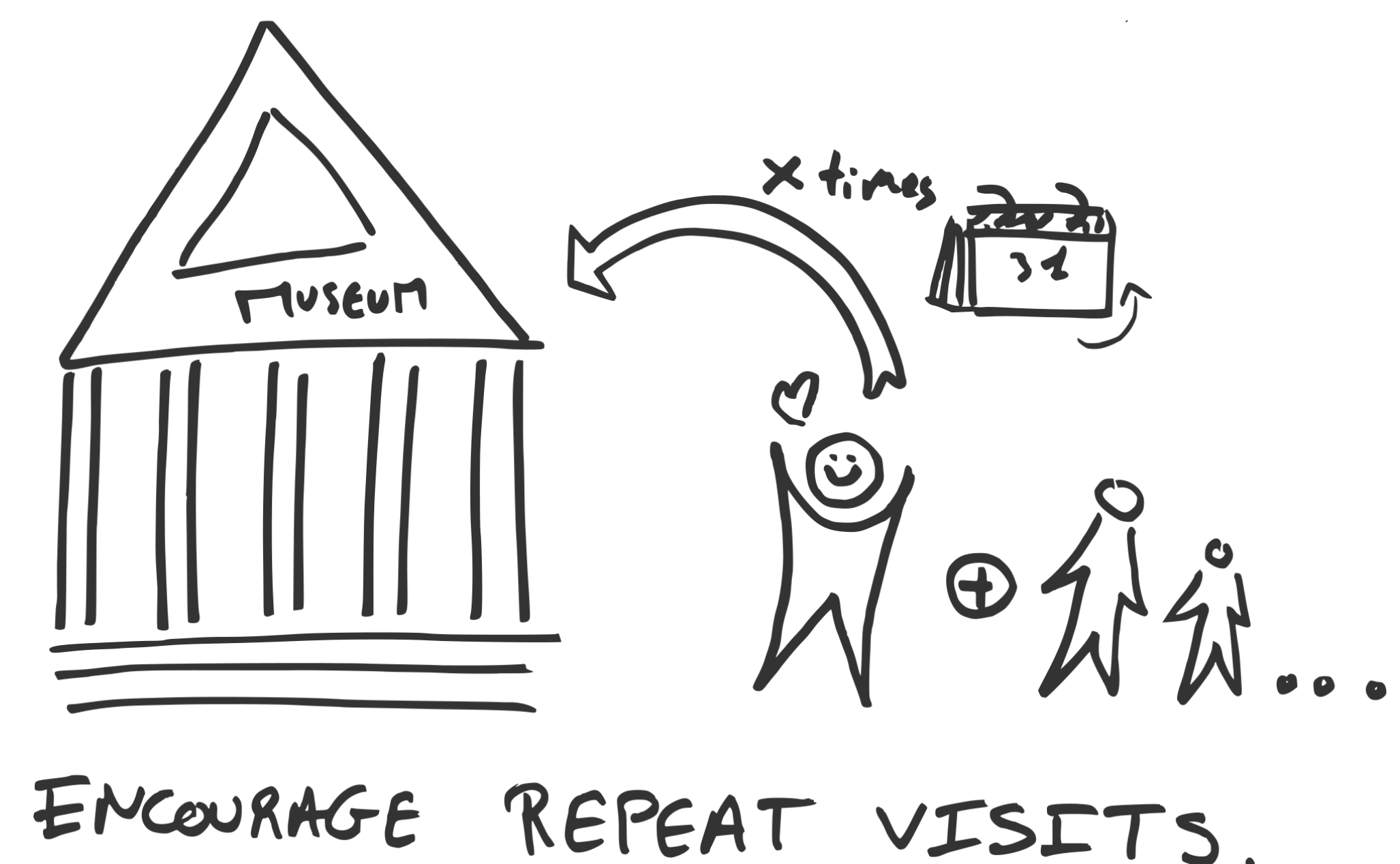
## Main results of the analysis

**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.

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

<sup>2</sup> Stéphanie Rey. 2017. Museomix: Lessons learned from an open creative hackathon in museums. In *CEUR Workshop Proceedings - Proceedings of the 3rd European Tangible Interaction Studio (ETIS 2017)*, 1861, pp.5.