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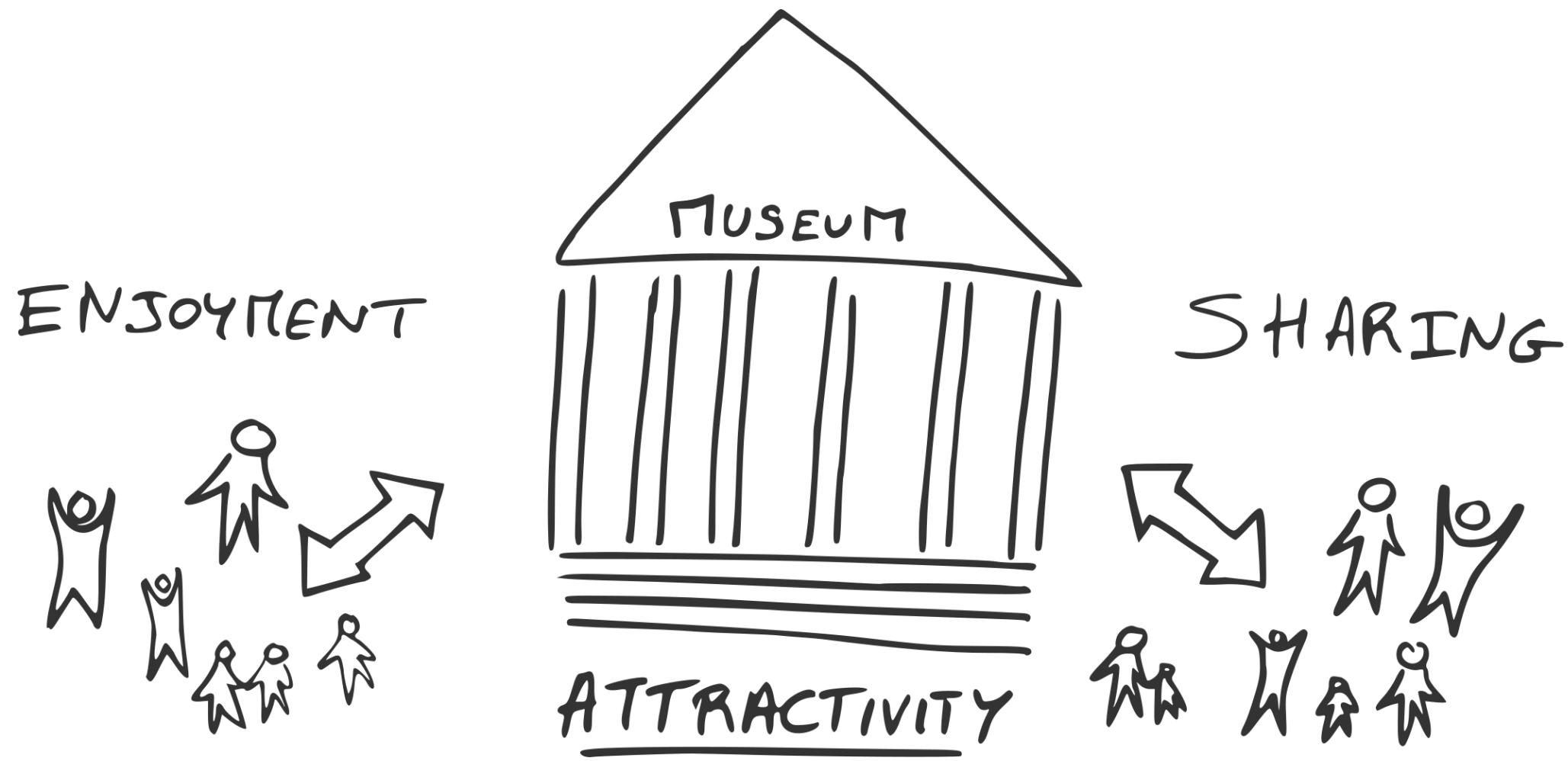
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Individualized Visits to Foster Engagement and Revisit in Museums

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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.** »¹

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 knowledge².



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



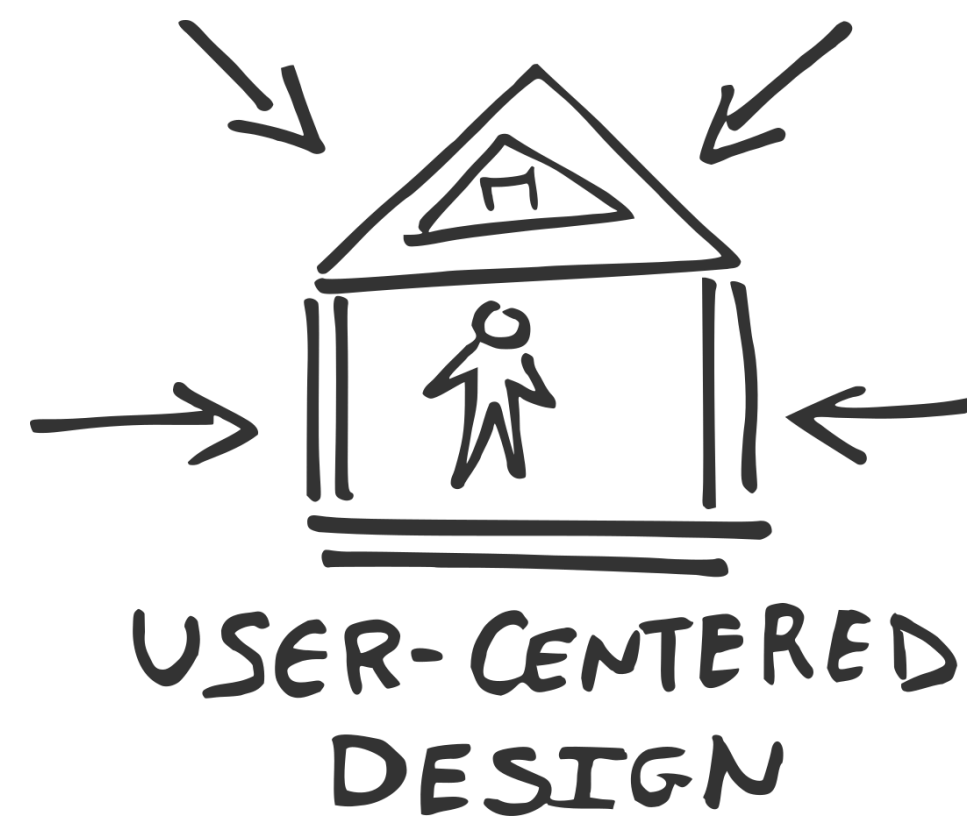
But museums lack adequate **budget, skills** and IT **infrastructure** to support this approach and solutions over time.

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).

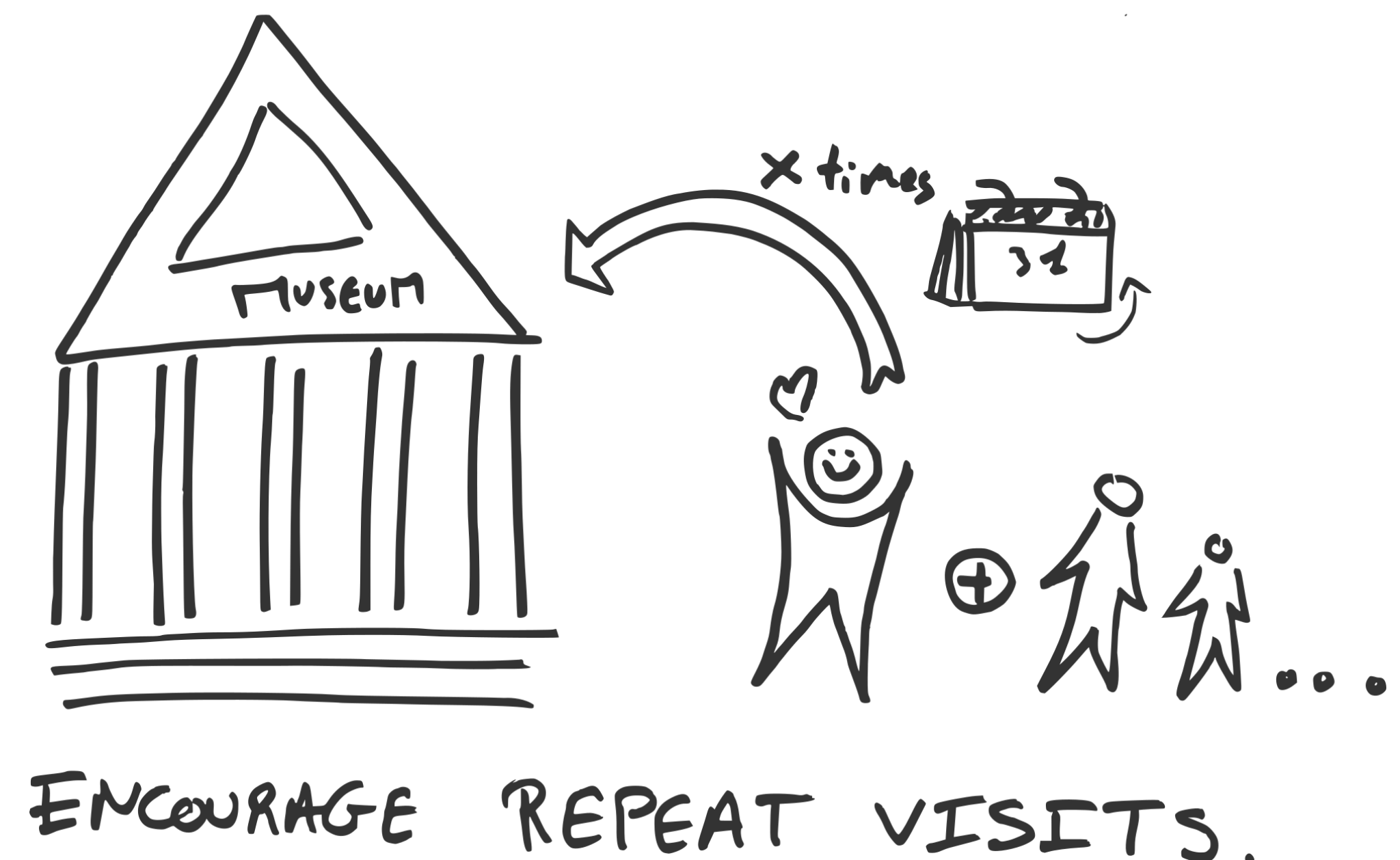
Main results of the analysis

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.

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

² 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.