

MEETING
ITS
AUDIENCE

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As reiterated earlier, in order to design meaningful museum experiences, it is essential to align the aims of the intended mediation with the physical and psychological characteristics of its audience.

Meeting its audience is a key exercise in the innovative human-centred design process: it enables us to uncover the needs, habits and personal projects characterizing the set of profiles discerned in our audience.

The aim of this exercise is to become familiar with the complex and subjective nature of the museum experience; every visitor will experience the before, during and after of a visit in an entirely different way, while at the same time make use of personal mechanisms to achieve various goals and aspirations. The aim here is to find the human language hiding behind each individual experience.

- Conduct interviews with the audience you want to reach to reveal tacit knowledge about lifestyle habits and personal needs.
- It is also important to look at more than just habits and needs. Explore the reasons leading people to be interested in museum content. Take an interest in their aspirations to make the museum experience an ally in pursuing their dreams of personal fulfillment and empowerment.



Example questions

Demographic data

- Age, sex
- Home address (and postal code)
- Mother tongue / language(s) spoken at home / at work
- Educational level / Occupation

Personal information

- If a friend had to introduce you, what would he or she say?
- What would you like to accomplish in the next few years?
- What makes you proud? What things in which you are involved do you feel strongly about?

Behavioural data – Museums

- How many times a year do you visit a museum? For what reason or reasons (travel, family activity, subject of an exhibition, etc.)?
- What motivates you to visit a museum? What induces you to go back and visit it?
- For what purposes do you use a museum's website? When (before, during, or after visiting it)?
- What was your best-ever experience visiting a museum? Why?
- What was your worst-ever experience visiting a museum? What was annoying about it?

Behavioural data – Leisure activities

- What are your main interests?
- What are your hobbies?
- What are your favourite cultural activities? Why?

Behavioural data – Digital

- What digital devices do you use daily? What do you use each of them for?
- What types of content do you ordinarily view/choose online?
- Do you usually contribute to content or discussions on digital platforms? If so, how? (E.g., liking, sharing, commenting, creating, etc.)