

FORMULATING

INTENDED PURPOSES

OF THE MEDIATION

2B



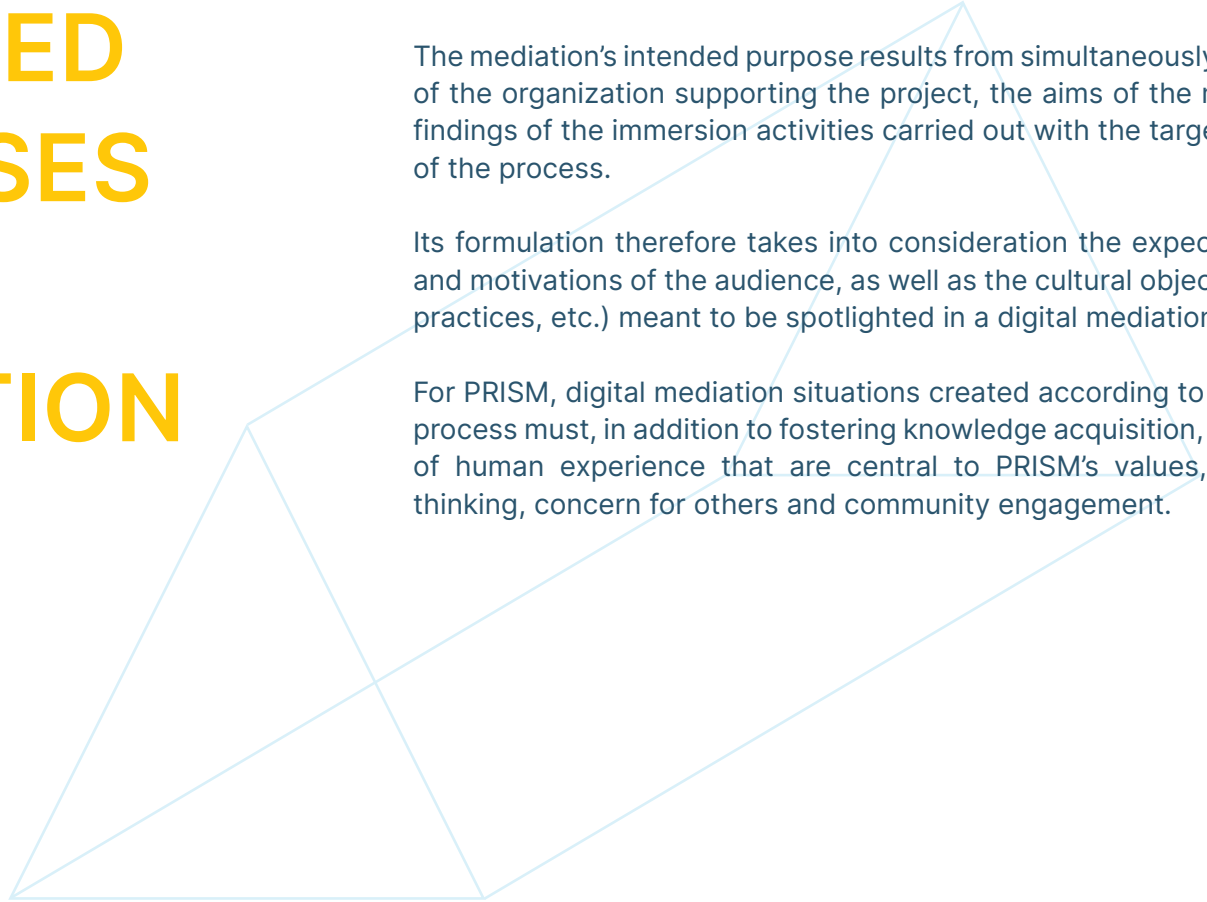
# FORMULATING INTENDED PURPOSES OF THE MEDIATION

Stating a mediation's intended purpose expresses the aim of an intervention. Doing so maps out a common direction for innovation cell members to take throughout the ideation, prototyping and evaluation steps.

The mediation's intended purpose results from simultaneously thinking about the mission of the organization supporting the project, the aims of the museum mediation and the findings of the immersion activities carried out with the target audience in the first step of the process.

Its formulation therefore takes into consideration the expectations, behaviours, habits and motivations of the audience, as well as the cultural objects (archives, works, artistic practices, etc.) meant to be spotlighted in a digital mediation situation.

For PRISM, digital mediation situations created according to the human-centred design process must, in addition to fostering knowledge acquisition, aim to enrich other aspects of human experience that are central to PRISM's values, namely creativity, critical thinking, concern for others and community engagement.





## Intended purpose of the mediation

Our

*Name of the digital mediation concept*

offers

*Target audience (persona)*

an experience

*Nature of the experience provided*

to meet

*Needs or expectations of the target audience*

while avoiding

*Annoyance or hurdle for the target audience*

and which  
will result in

*Impact on the target audience (persona)*

Following this  
experience,  
we hope that

*Target audience (persona)*

will say: “

”

*Quote from, words spoken by the target audience (persona)*