

DEFINING

DESIGN

CRITERIA

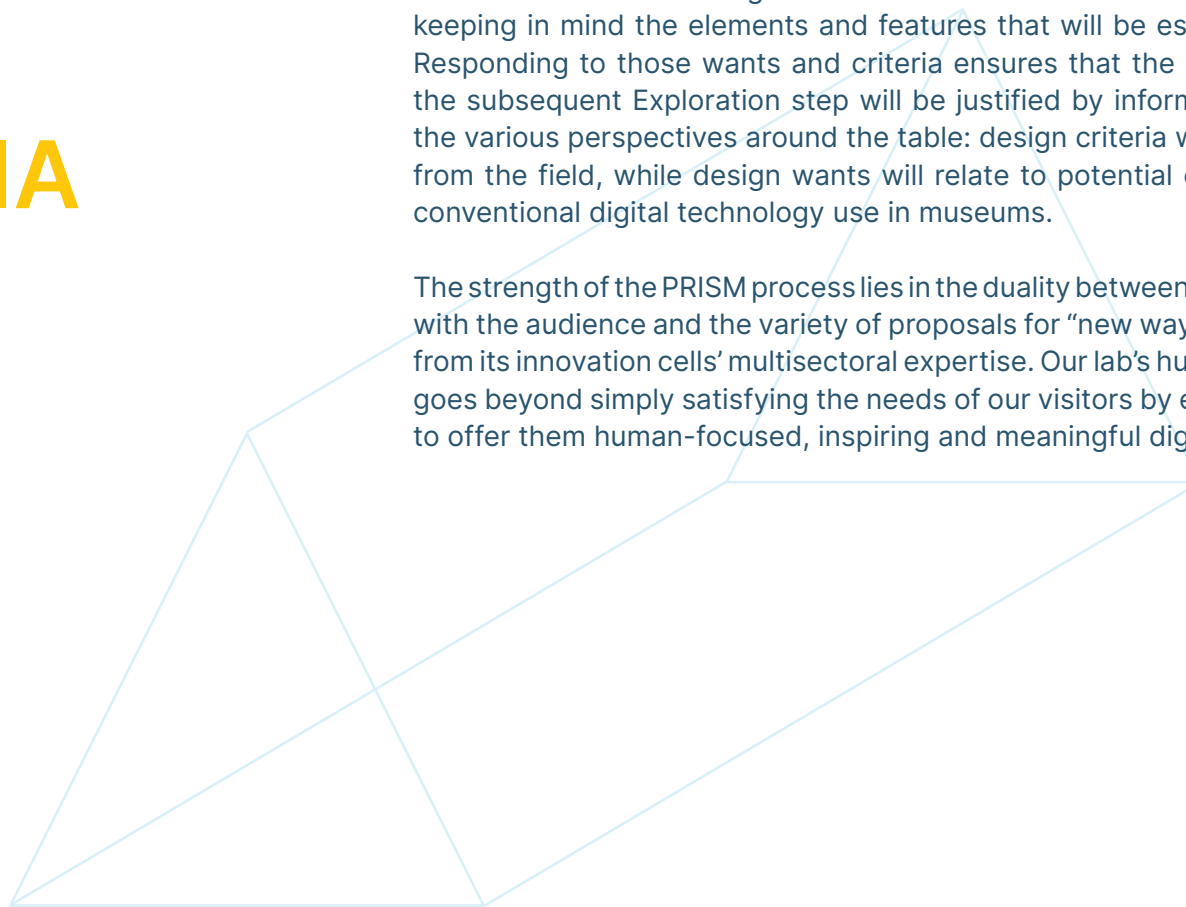
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DEFINING DESIGN CRITERIA

This tool facilitates the formulation of the design wants and criteria that will result from an analysis of the qualitative data from the Immersion activities. Design wants and criteria are what will guide the innovation cell in crafting mediation solutions, while keeping in mind the elements and features that will be essential for the new concept. Responding to those wants and criteria ensures that the design choices made during the subsequent Exploration step will be justified by information from the field or from the various perspectives around the table: design criteria will be defined based on data from the field, while design wants will relate to potential changes in the “meaning” of conventional digital technology use in museums.

The strength of the PRISM process lies in the duality between the findings of the immersion with the audience and the variety of proposals for “new ways of doing things” that arises from its innovation cells’ multisectoral expertise. Our lab’s human-centred design thinking goes beyond simply satisfying the needs of our visitors by enlisting design wants aiming to offer them human-focused, inspiring and meaningful digital experiences.





Design criteria

What types of interactions should be encouraged?

What types of supports should be used?

What should be avoided?

What should be the features of the content shown during the mediation?

Mechanisms for mobilizing creativity, critical thinking and/or empathy?