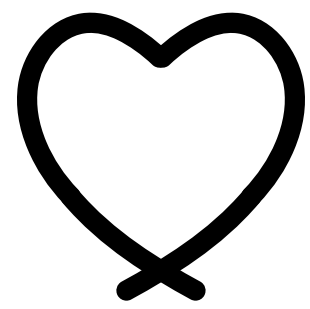


## Designing Museum Experiences (DME) Process

### 01 EMPATHIZE

Identify your user(s). What are their thoughts? Their emotions? How do they make decisions?



#### TOOLS

Audience Research  
Front-End Evaluation  
Empathy Mapping  
Personas  
Theory of Change Canvas  
Positionality

### 02 DEFINE

What is the change you want to create? Fundraising? Increase attendance? Community impact? Define the goals for visitors / users.

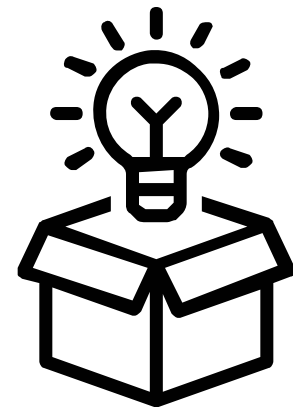


#### TOOLS

Stakeholder Analysis  
Audience Segmentation  
Project Brief  
Lean Canvas  
Museum Cycle Canvas (Pre-visit, Visit, Post Visit, Return)  
Value Proposition Canvas

### 03 IDEATE

Ideate means to "form an idea or conception of." As you ideate, try to think without restrictions and create solutions called "what ifs."

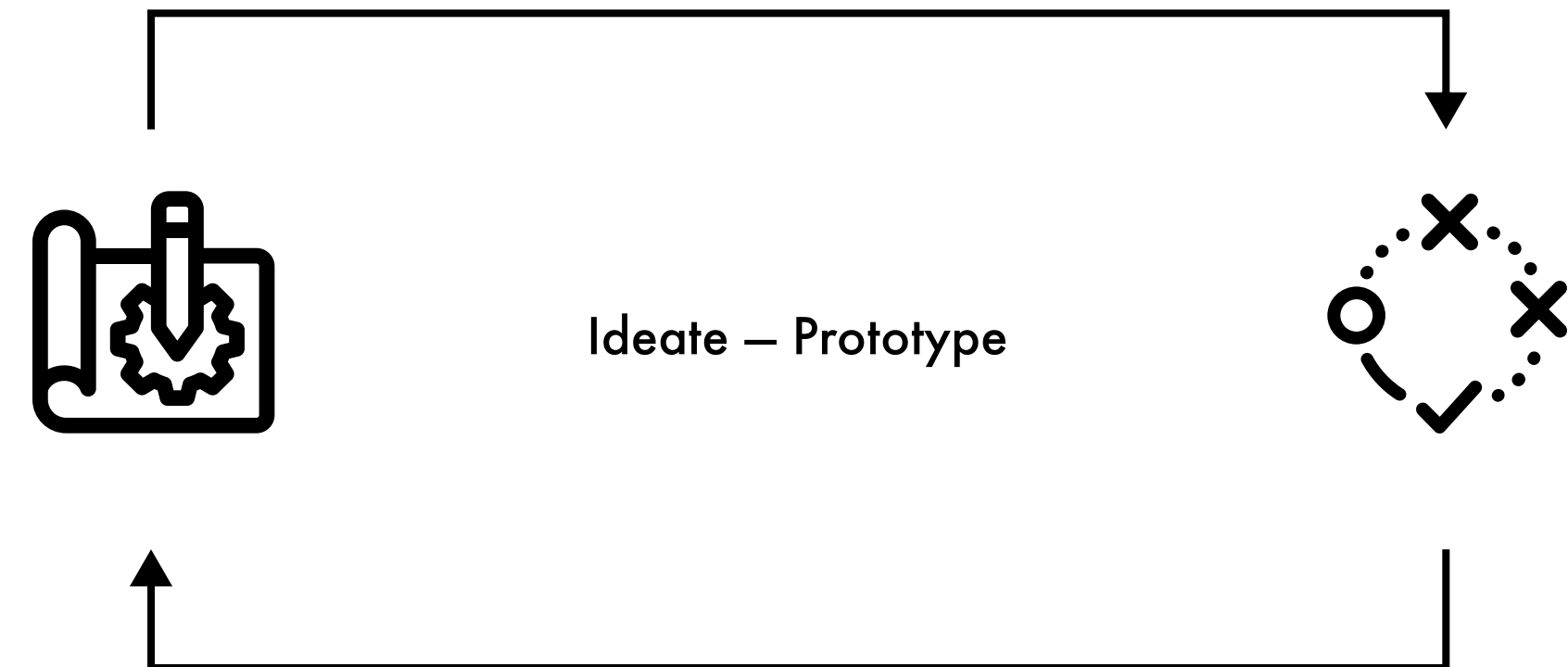


#### TOOLS

Content Map  
Importance / Influence Matrix  
Bubble Diagram  
Journey Map  
Museum Metrics  
Community Canvas  
Context Map Canvas  
Conceptual Design

### 04 PROTOTYPE

Prototyping involves recreating the results of the ideate step for testing. It is essential to develop low-fidelity prototypes early. Developing a minimally viable service or product can be tested with audiences, then iterated based on their feedback.



#### TOOLS

Mockups  
Service Blueprint  
System Mapping  
Schematic Design  
Touchpoint Matrix  
Preview Facility "Lab"

### 05 TEST

At this stage of the process, you test and retest your ideas until the challenge has "actionable" items. An essential part of design thinking is getting out of the "solutions mindset." Instead, think of the challenge as iterative steps.

#### TOOLS

Design Development  
Final Design  
Interpretive Planning  
Focus Groups  
SWOT Analysis  
Remedial Evaluation  
Summative Evaluation  
Mission, Vision, and Values  
Task Analysis