

# Audience category

## Explorers

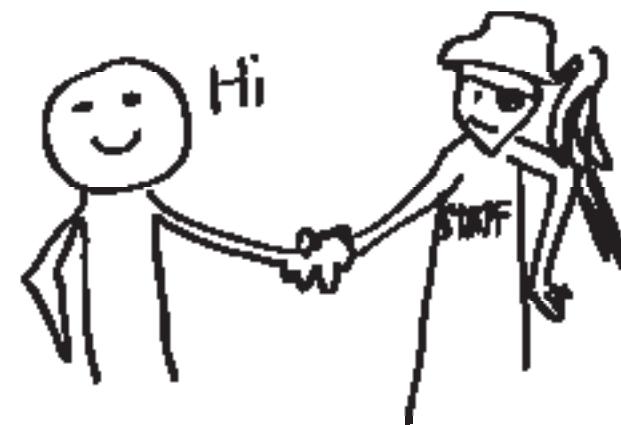
Explorers visit to satisfy their own desire for learning. Museums need to provide Explorers with new or surprising offerings, such as temporary exhibits or in-depth programs, and create more challenging experiences than seem to exist currently in some museums.



# Audience category

## Facilitators

Facilitators desire a social experience aimed at the satisfaction of someone else. Museums need to offer them opportunities for social interaction at exhibits and during programs, such as opportunities to talk with staff, and to provide places for regrouping and processing their visit. Museums also need to ensure that parents, in particular, have the tools to support their children's learning.



# Audience category

## Professionals/Hobbyists

Professionals/Hobbyists feel a close tie between the institution's content and their professional or hobbyist passions. They are likely interested in premium programs—how-to workshops, and theme nights. They are also a great source of volunteers, members, and donors.



# Audience category

## Experience Seekers

Experience Seekers either visit as tourists or value the museum as part of the community. A unique program or offering that surpasses other local attractions will draw these kinds of visitors. Experience Seekers possess the least knowledge and the lowest expectations for their visit.



## Audience category



### Spiritual Pilgrims

Spiritual Pilgrims have very different needs from the other groups of visitors: Spiritual Pilgrims go to museums for reflective purposes—to get away from the hubbub of the city or to enjoy the peacefulness of the setting. Like Professional/Hobbyists, Spiritual Pilgrims represent a great source of volunteers, members, and donors. As such, museums need to balance the needs of Spiritual Pilgrims with those of other visitors, e.g., the very social Facilitators. To do so, museums could create areas for reflection and offer programs at quieter times of the day or year.

## Location

**A specific gallery or location in the museum**



# Location

Museum-wide;  
large museum



# Location

Outside museum only



# Location



Inside and outside  
ie. Anywhere and  
everywhere



# Location

On-site usage for  
multiple buildings  
and gardens



## Location

Museum-wide;  
small museum



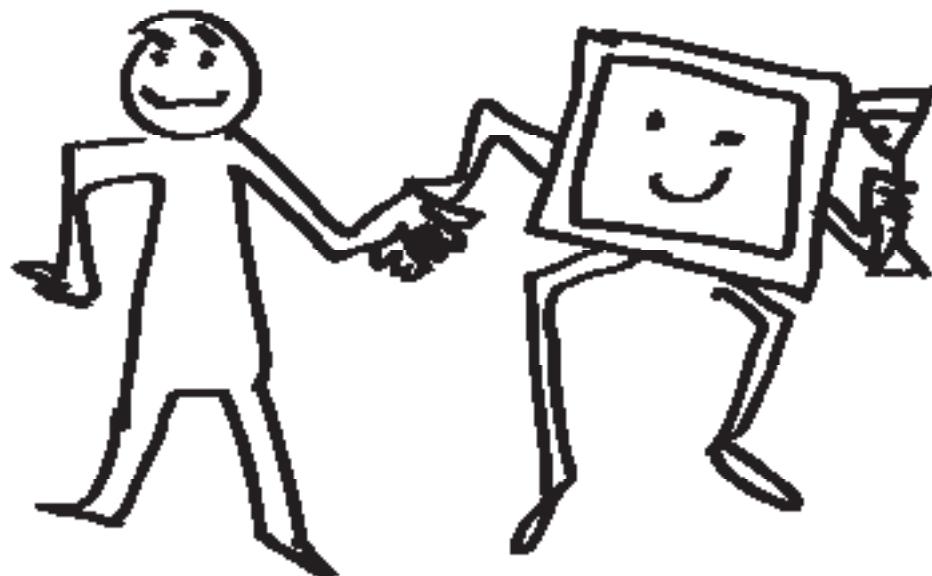
## Stumbling block

Curator insists on writing/  
editing all the content



# Stumbling block

Must partner with  
technology sponsor  
(HW or app platform)



# Stumbling block

Has to be done  
in 4 weeks



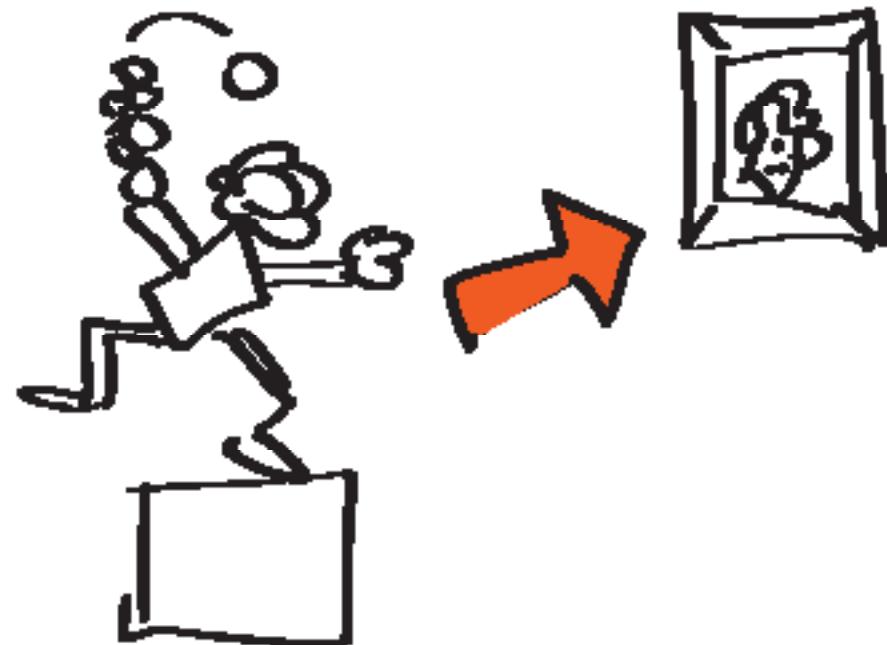
# Stumbling block

No money for marketing/  
can't have (much) signage  
in museum



# Stumbling block

Must work with  
changing installations



# Stumbling block

Non-differentiated  
content; must work for  
kids and adults



