

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



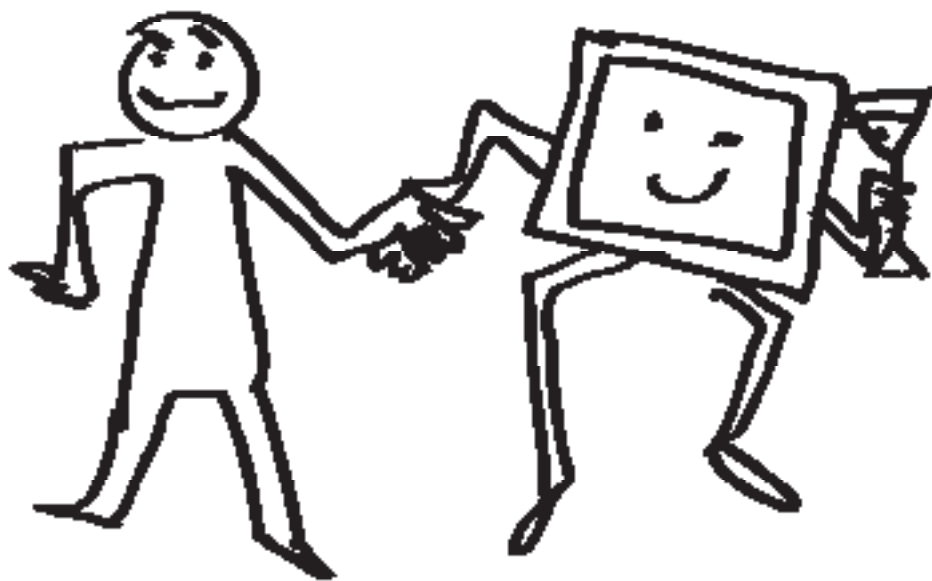
Stumbling block

Curator insists on writing/
editing all the content



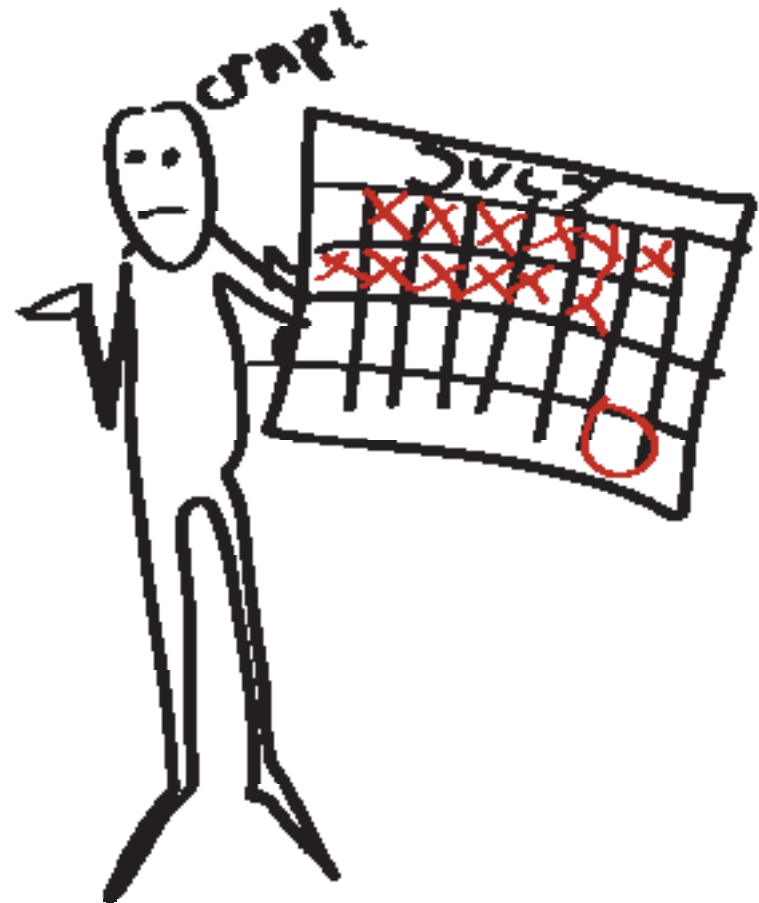
Stumbling block

Must partner with
technology sponsor
(HW or app platform)



Stumbling block

Has to be done
in 4 weeks



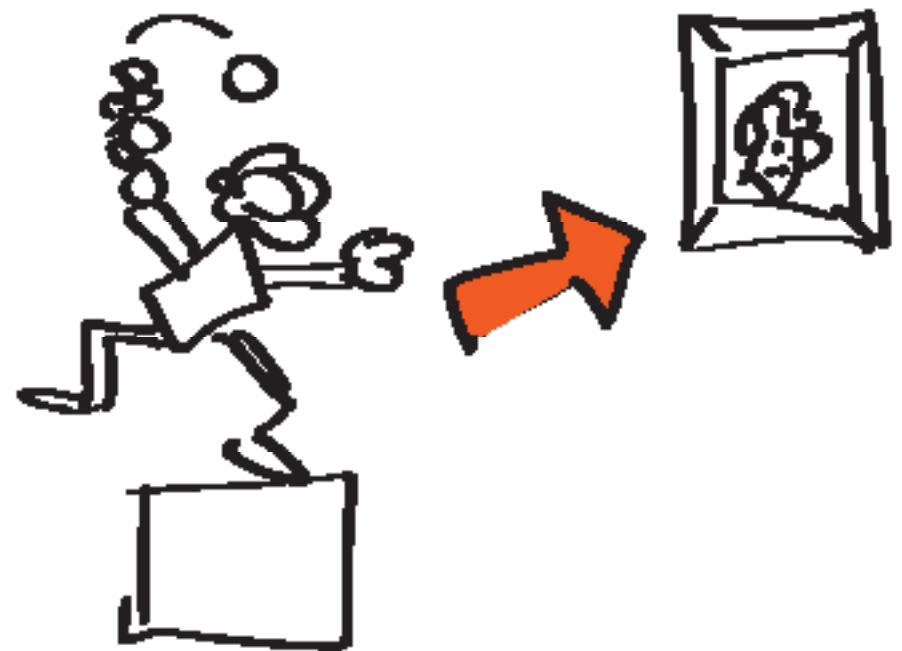
Stumbling block

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



