A TOOL FOR THE DESIGN OF EXPERIENCE-CENTERED EXHIBITS IN SCIENCE CENTERS

BACKGROUND

- Most of the conceptual and practical contributions of the visitor experience have used an under-articulated and underdeveloped conceptualization (McCarthy & Cloî, 2008).
- The fragmentation across diverse knowledge domains has slowed the consolidation of both theory and practice (Roberts, 2016).
- Exhibit designers are limited to make informed decisions that might enhance exhibit experiences (Falk, et al., 2004).

RESEARCH PROPOSAL

This research aims to derive a theoretical foundation on exhibit experience design based on a systematic empirical and theoretical research on the topic. To do so, we first reviewed and analyzed previous related research. Next, we conducted a card sorting technique to sixteen expert exhibit designers to investigate how they understand and relate to the visitor experience by analyzing their mental models. We concluded developing an structured framework for the design of experience-centered exhibits (DEX).

FRAMEWORK OVERVIEW

The outcome of this exploratory research was the identification of five building blocks (physical, social, relational, personal, and institutional) along with seven interconnected elements (the physical environment, the interactive exhibit, the educational purpose, learning, engagement, interaction, and the social context) related to the visitor experience.

While the five building blocks are a broad categorization, the seven elements are the core of the DEX framework.

Full PDF and more information about the research at:

https://www.researchgate.net/project/Design-for-the-visitor-experience