

Designing Visitor Experiences for Engagement and Inclusion

Welcome!

Oregon Museums Association
September 16, 2019

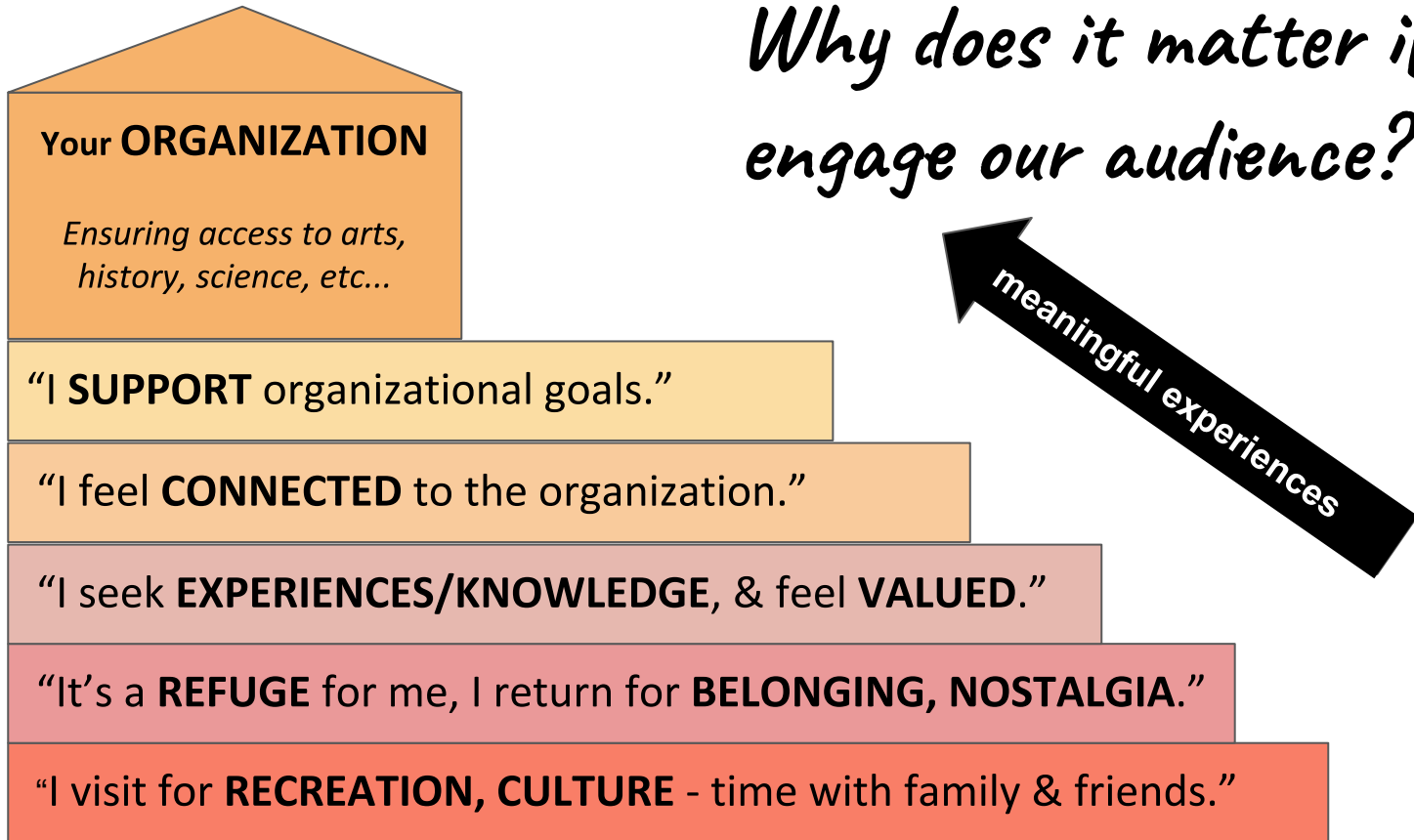
dialogue



COMMUNITY
DESIGN
PARTNERS

1. **Introduce yourself** to someone new and tell them **why you came** to this session?
2. What do **“engaging and inclusive visitor experiences”** mean to you?

*Why does it matter if we
engage our audience?*



Experience Design

WHERE/WHO	WHAT	HOW
CONTEXT (site/history) ----- AUDIENCE (motivations)	<ol style="list-style-type: none">1. Invitation2. Welcome3. Orientation4. Comfort5. Communication6. Sensation7. Common Sense8. Finale	ENGAGEMENT & INCLUSION



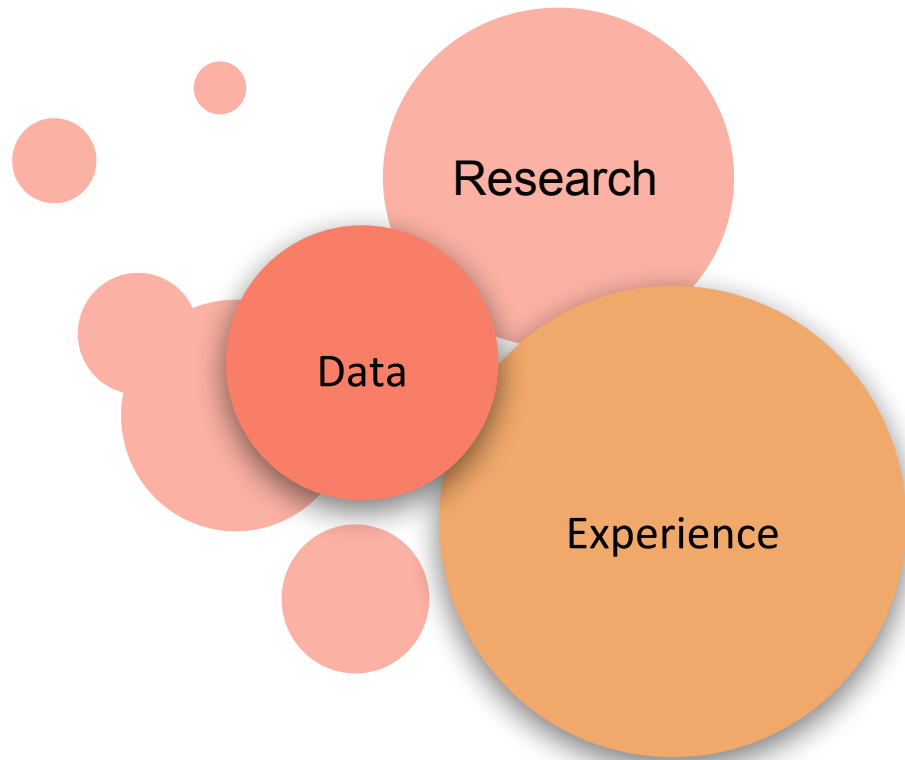
Human-centered means you prioritize the perspectives and experiences of the people you're designing with.

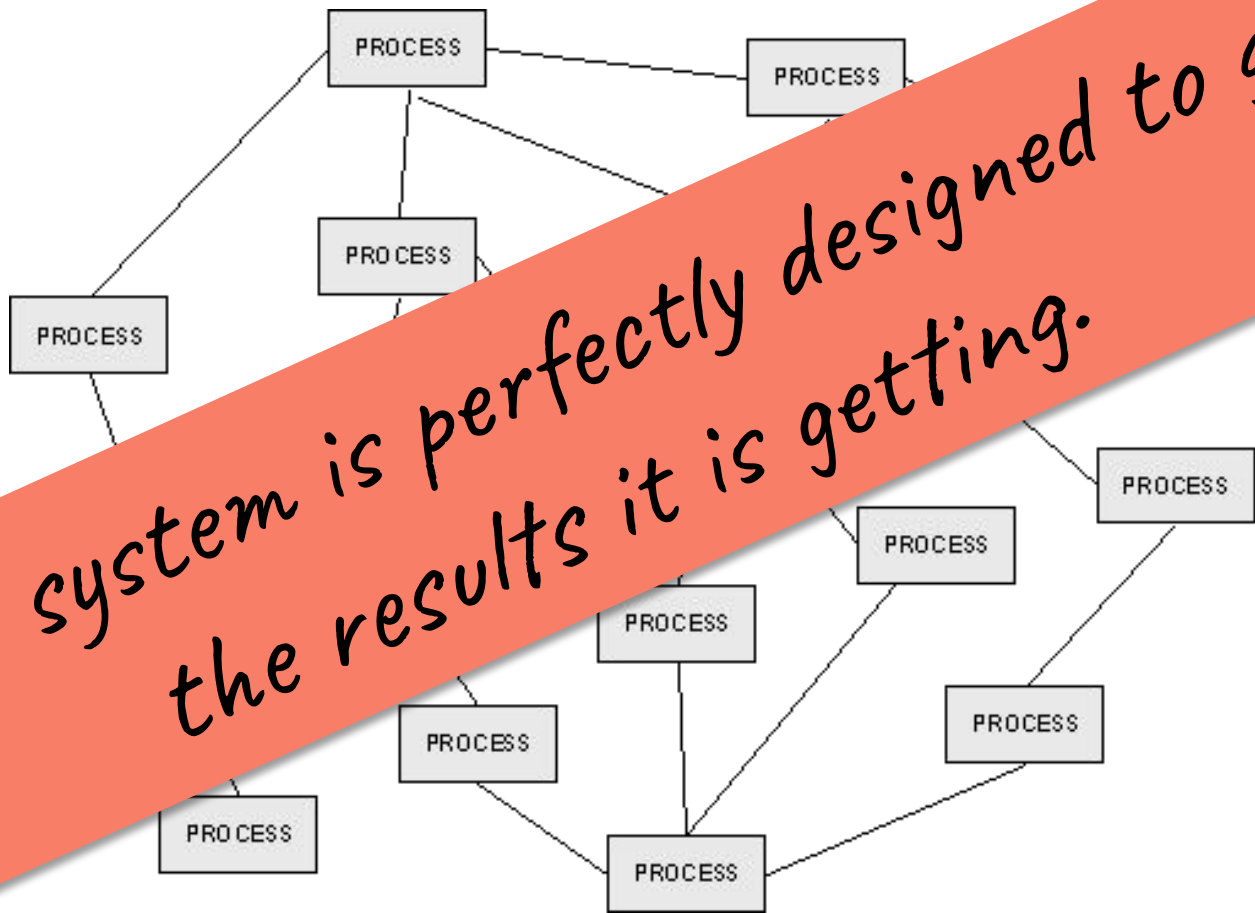
Diversity: *Differences that occur among any and all individuals*

Inclusion: *Creating environments in which any individual or group can be and feel welcomed, respected, supported and valued to fully participate and bring their full, authentic selves.*



See the system





Every system is perfectly designed to get the results it is getting.

Problem of Practice

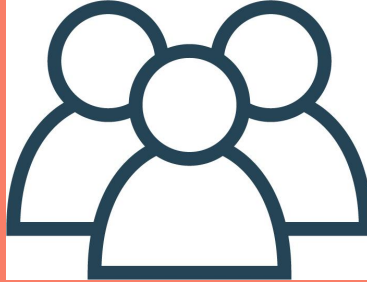
Our visitor experiences are
not inclusive

Empathy

Empathy means trying to more deeply understand the experiences and feelings of other people.



Engage



Immerse



Observe

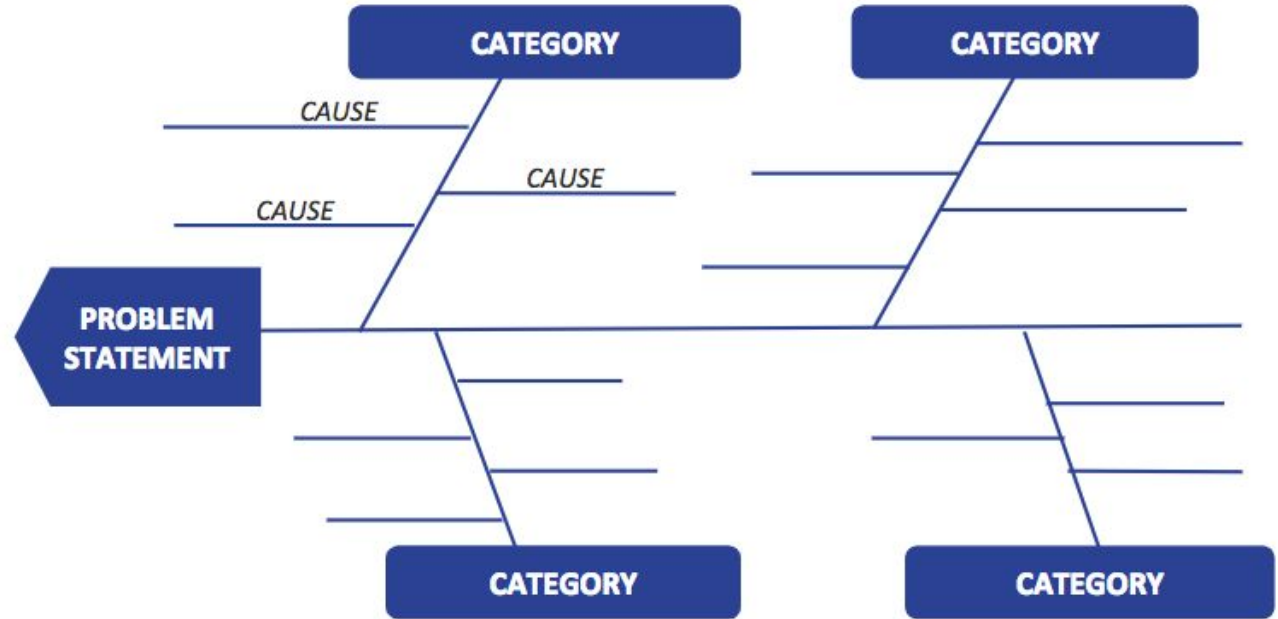
Partner Interviews

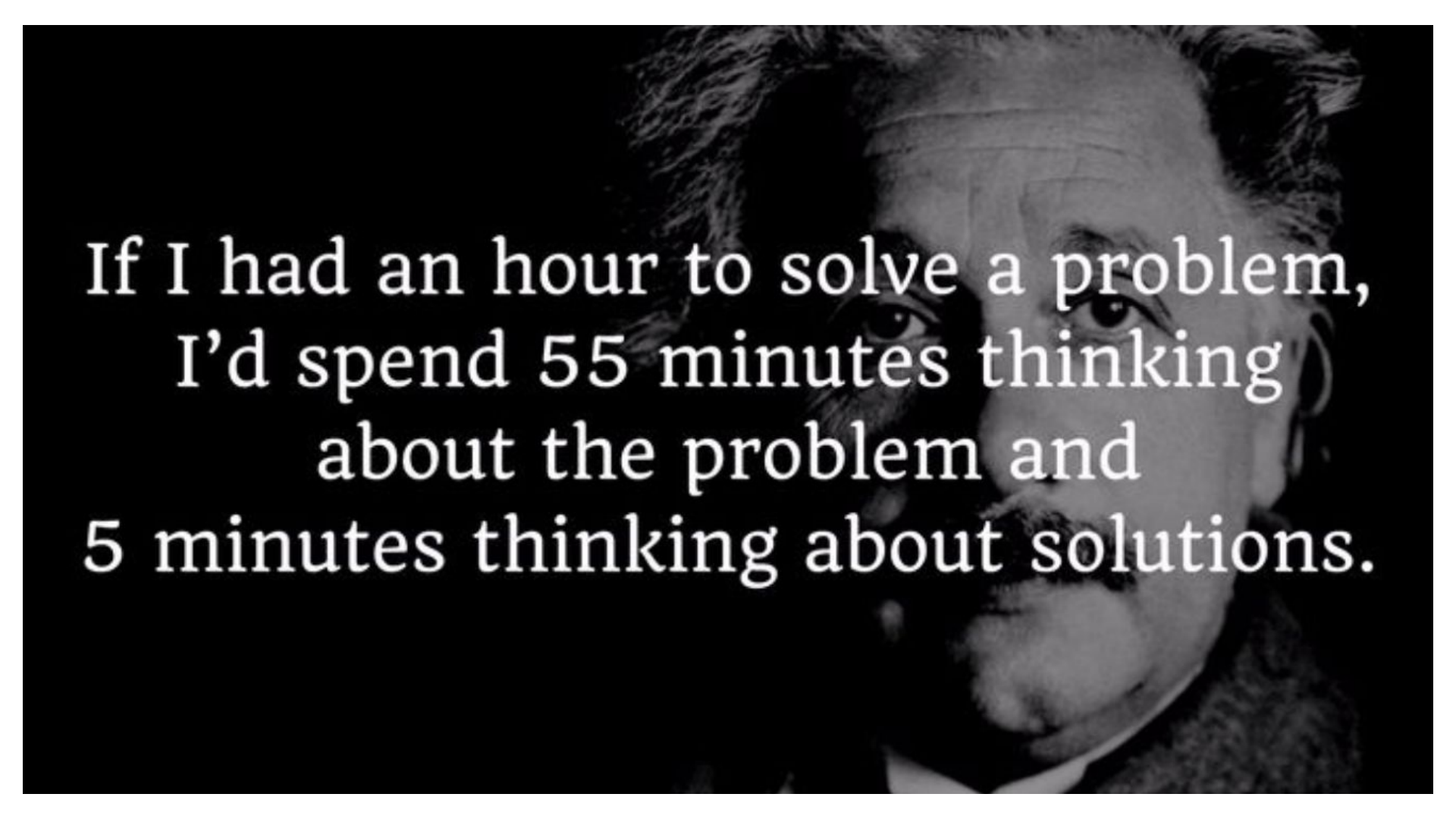
Find a partner to interview

- Ask
- Listen (really listen)
- Follow up to encourage stories
- **Take notes**



Root Cause Analysis





If I had an hour to solve a problem,
I'd spend 55 minutes thinking
about the problem and
5 minutes thinking about solutions.

Questions?



Mary Kay Cunningham
MaryKay@visitordialogue.com



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Julie Smith
Julie@CommunityDesignPartners.com