

Experience impact compass

Andreas Bonde Hansen | Germany

Within the past decade, Danish museums and cultural institutions have experienced success in terms of commercial development, research and innovative facilities which is beyond comparison. It has led to a performance centered practice, where partners, funds and politicians focus solely on visitor numbers, revenue, loans (for museums) etc. However, such analysis does not say anything about what the individual visitor or user gains from personal and social value from the cultural experience. Nor does it encourage the designers and developers of the cultural experiences to design their products in terms of gaining personal and social value for the individual visitor. Seismonaut wishes to turn the discourse from statistics and revenue towards other aspects of cultural value for human beings. This has led to the tool The Experience Impact Compass. The compass is used as a development tool as well as a research frame for both surveys and qualitative research - often in combination. Hence, The Experience Impact Compass has reached a crucial point where a digital solution is needed. The solution must be an easily applicable hands on feature, where the users of the Experience Impact Compass can do guest analysis in everyday practices. Seismonaut will present their current stage in the development process of this tool.

www.seismonaut.com