

# Design Brief

## VISION & OBJECTIVES

To create a mobile app for UW students that, based on unique interests and needs, guides a visitor's personalized experience at the Burke Museum. The app serves as a bridge between the user and the museum to augment the experience in a more seamless way.

## TARGET PERSONAS

1. Jacque is a 21 year-old UW undergraduate student female who lives close to campus. She is interested in dinosaurs and enjoys walking most places. She loves going to museums since she grew up going to them often.
2. Calvin is a 24 year-old UW graduate student who commutes to and from the UW campus. Calvin is very busy with work and classes but is looking to decompress and relax during his free time.

## PRINCIPLES

### Curated

A solution that provides an experience that is crafted to the unique needs and interests of each visitor. This personalization allows for custom experiences between each user, ensures better learning and as a result facilitates a more engaging and valuable experience.

### Seamless

Provide a clear way to guide the visitors from the moment they decide to visit the Burke museum to when they leave to allow for a more fluid and improved experience. This ensures an enjoyable experience and encourages returning visits.

### Elevated

Add onto the existing experience without taking away from the exhibits and encourage discovery and wanderlust. This solution should be an enhancement rather than the primary factor of the experience.

## QUESTIONS TO ADDRESS

1. How do students find specific exhibits relating to their interest?
2. How do people who are looking to recharge/relax browse the museum?
3. How can we cater to a range of learning styles while also personalizing each user experience?
4. How do visitors decide which exhibits/galleries to go to?
5. How do you guide the experience in a flexible way that encourages discoverability/wandering?

## GOALS, REQUIREMENTS, & CONSTRAINTS

1. Guide the visitor's experience by facilitating a multi-sensory experience and incorporating different elements to allow for an enriched, seamless visit that caters to a range of learning styles.
2. Provide a way for students to relieve stress and recharge through exploration in an immersive and engaging new way.
3. Facilitate in helping the visitor learn something new or discover something of interest to them.
4. Continue to allow visitors to explore the museum for themselves by balancing of how much information to provide visitors while also maintaining the existing museum experience of wandering and discovery.

## KEY SCENARIOS

1. UW student(s) who has a couple of hours free, wanting to do something to do and is around campus.
2. UW Student who is stressed with a midterm coming up and needs a place to decompress.
3. UW Student who wants to see and learn something new.
4. UW Student who is completing a class assignment that involves visiting and learning about specific exhibits at the museum.