



# Spatial + Digital Interactions in Museum Visitor Experiences

Presentation will show

- how different aspects of an experience design relate to each other in visitor interactions, and
- how experience emerges in sociomaterial patterns of interaction

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June 11<sup>th</sup> 2012

Conference: Innovating the Experience Economy, Roskilde University

Session title: "Digital experiences"



# Experience design

- Experience design – the set up which is supposed to evoke a user experience (a user experience cannot be designed, but one can design *for* a user experience)
- I focus on the interactional aspects: what goes on as the design is used; how do people engage with the design?



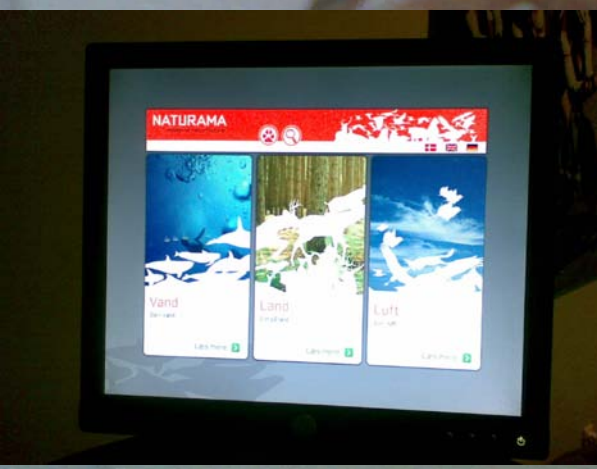
# Museum Experience Design

- Exhibition – exhibited objects and spatial layout
- Computers – stationary, digitally based information providers
- Printed exercise pamphlets – portable, low-tech communication



# Family visiting Naturama

- 10 year old Bea and her family
- Looking at exhibited animals
- Bea is doing an exercise pamphlet
- Also encounters the stationary computers which provide information about exhibited animals





# Video camera glasses

camera





# Experience design negotiating with itself

- Negotiation between exhibited objects, stationary digital media and exercise pamphlets
- The *relations* between the various aspects of the experience design become central: for example the relationship between digital and non-digital



# Experience design negotiating with itself - and visitors

- Fellow visitors form part of the pattern of interaction which constitutes the experience
- Fellow visitors may enforce or obstruct specific aspects of the experience design
- *Experience*, as it emerges in the moment, is a negotiated pattern of sociomaterial interaction





- An *experience design* is a field of forces; a series of intersections between heterogeneous entities, with the potential both to obstruct and enforce each other. Spatial design and digital design form part of this field of forces - sometimes enforcing and sometimes obstructing each other
- *Experience*, as it emerges in the moment, is a negotiated pattern of sociomaterial interaction, it is a turbulent flow of mingling forces