

# Stage 1: Define context

Star assets

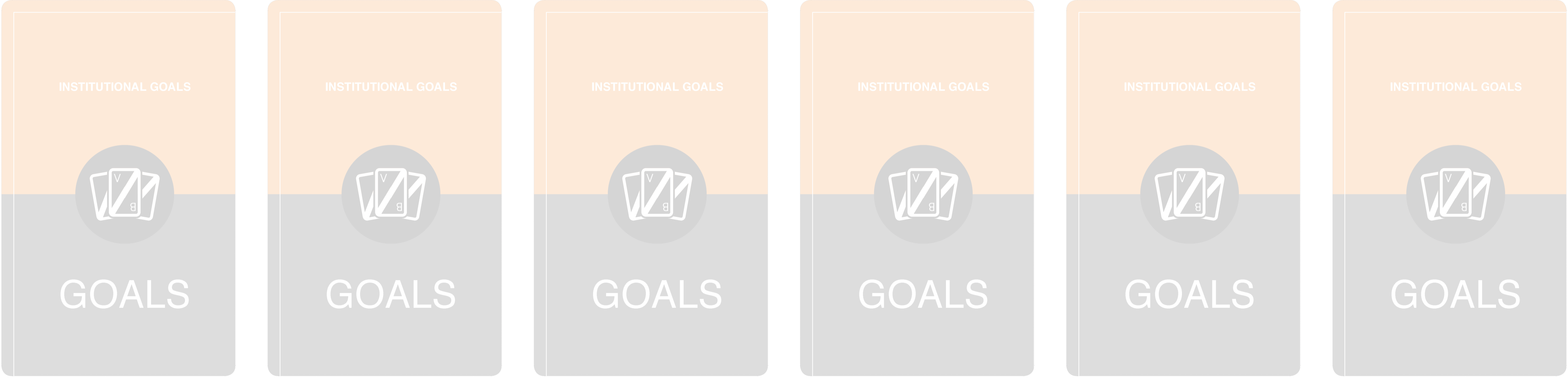


Experiences

Key audiences



# Stage 2: Define institutional goals



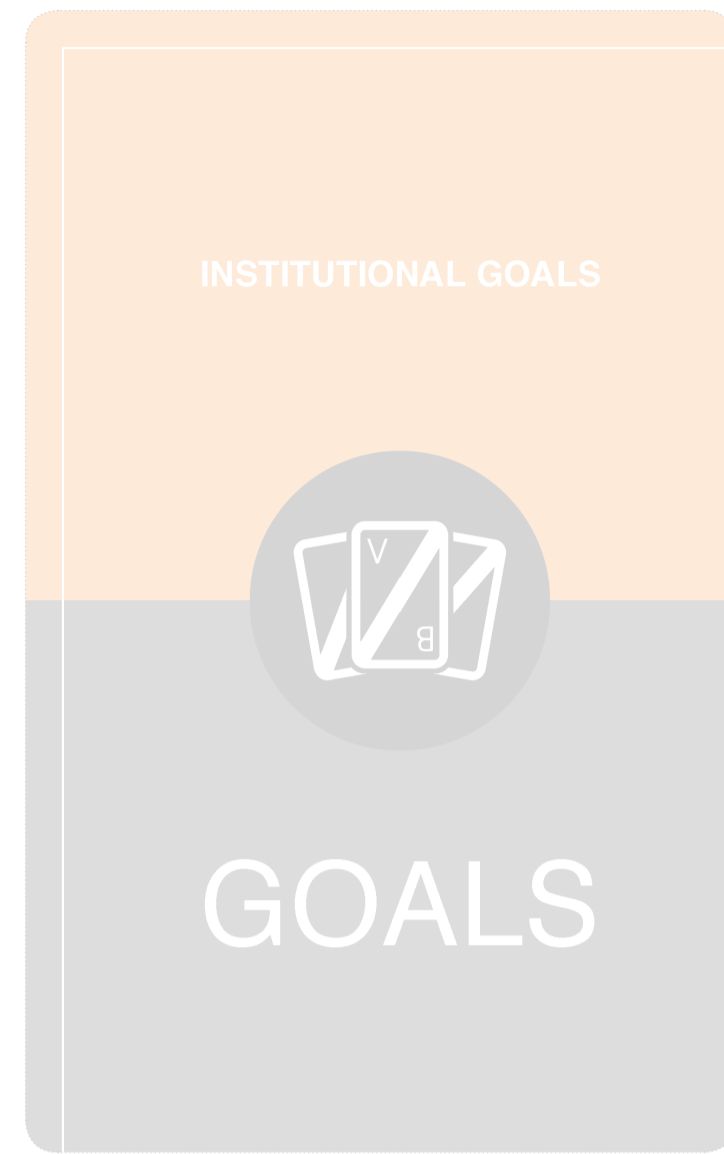
Relevant goals

# Stage 3: Create design brief

Institutional goal

Star asset

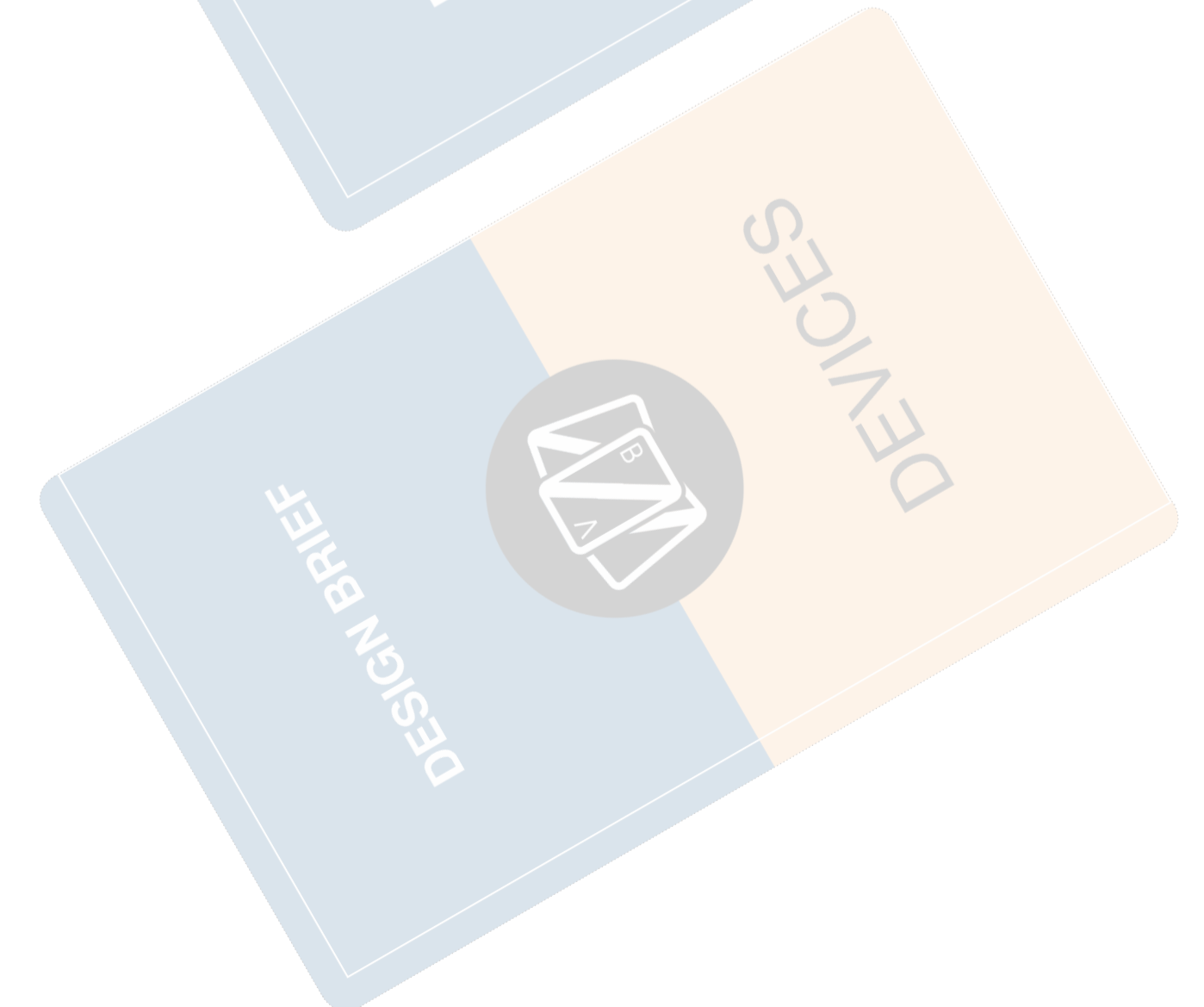
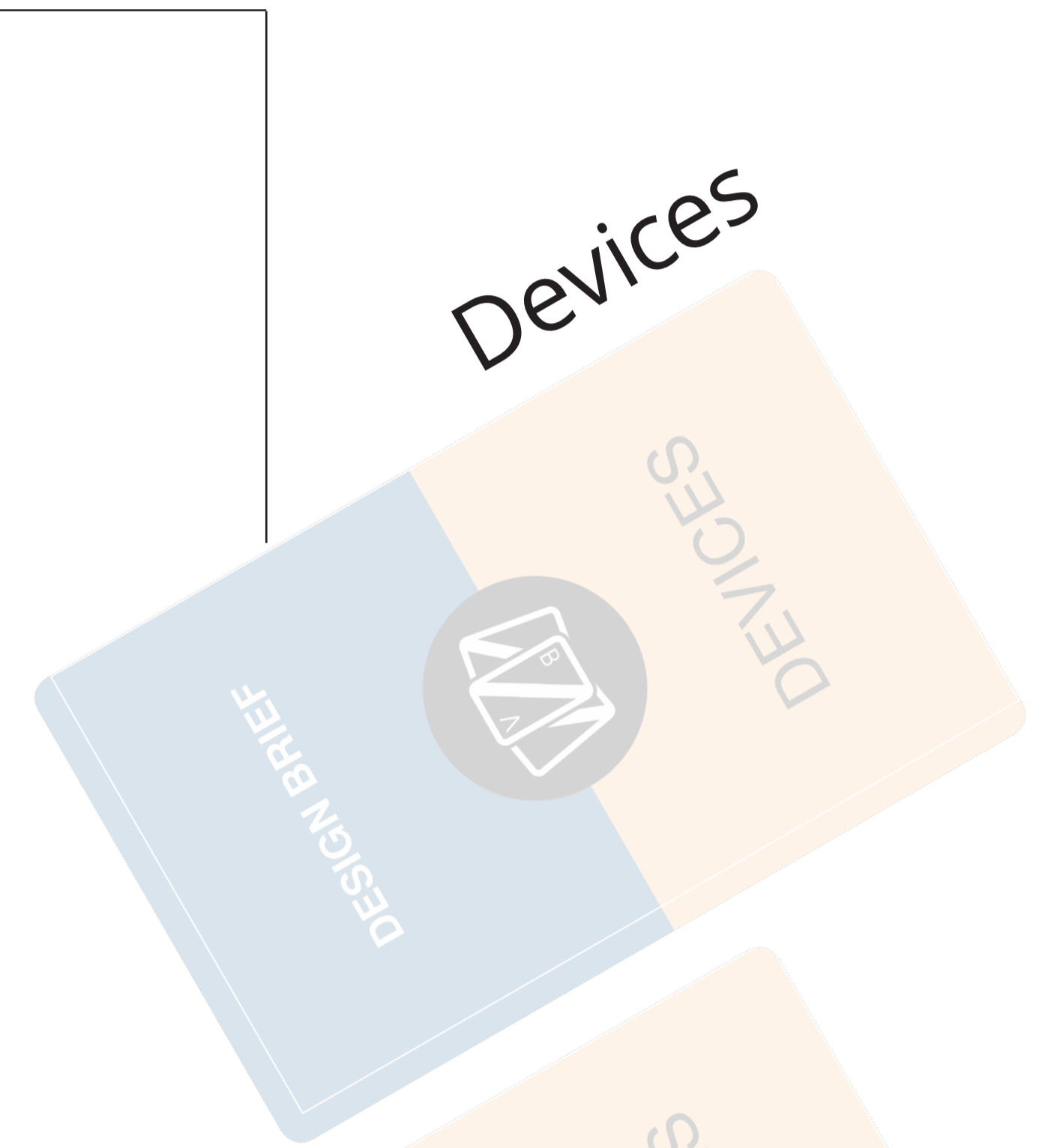
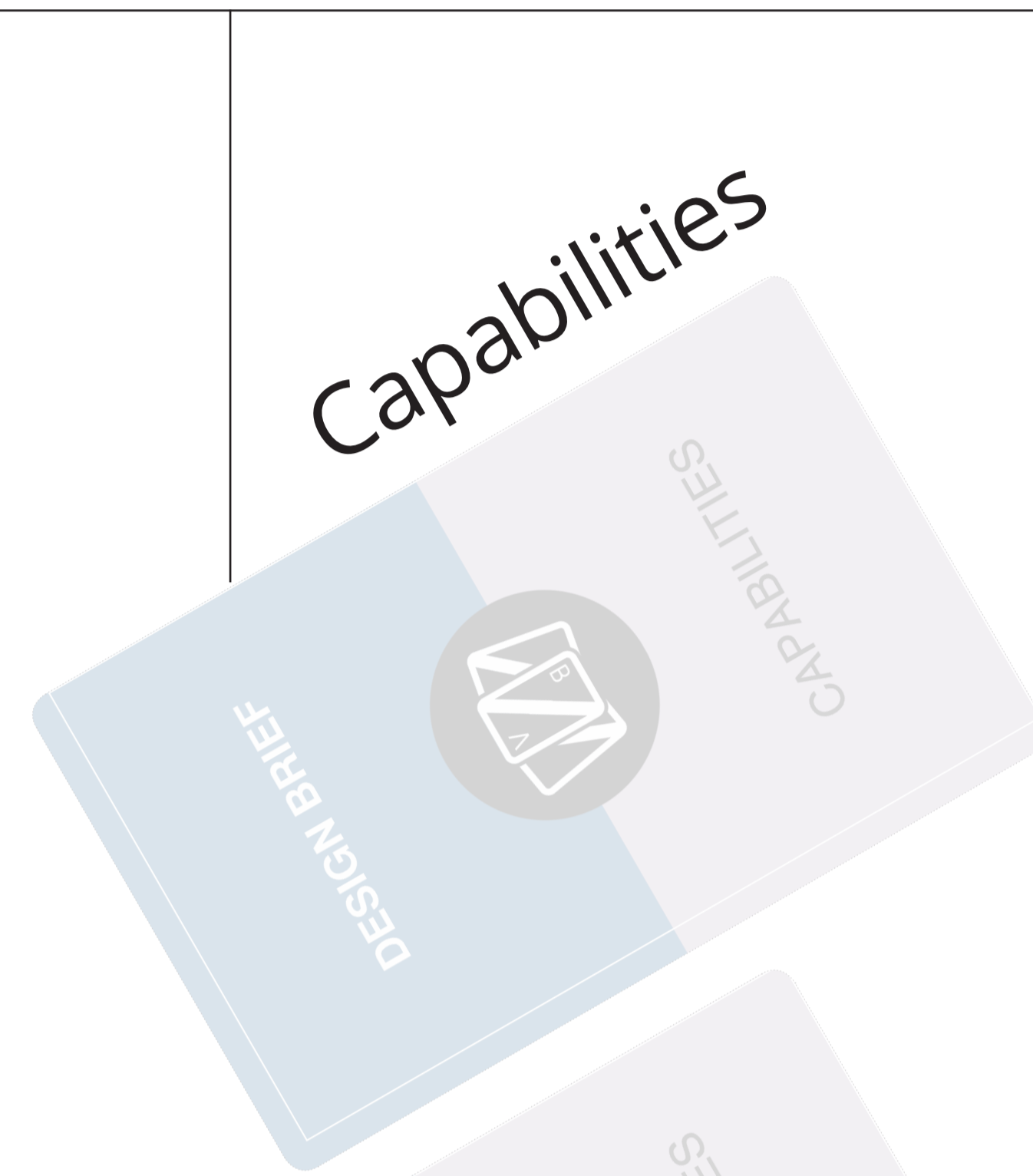
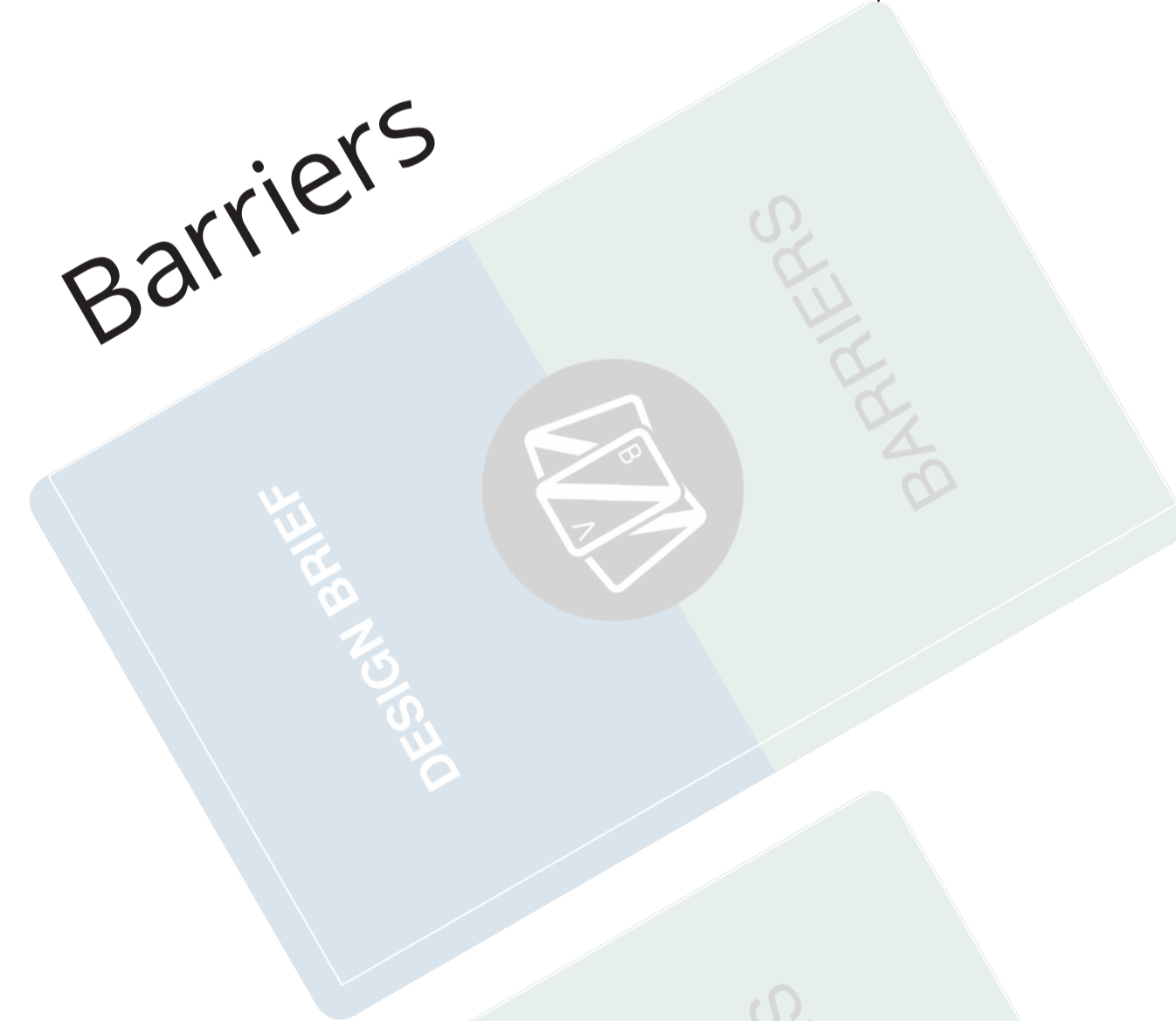
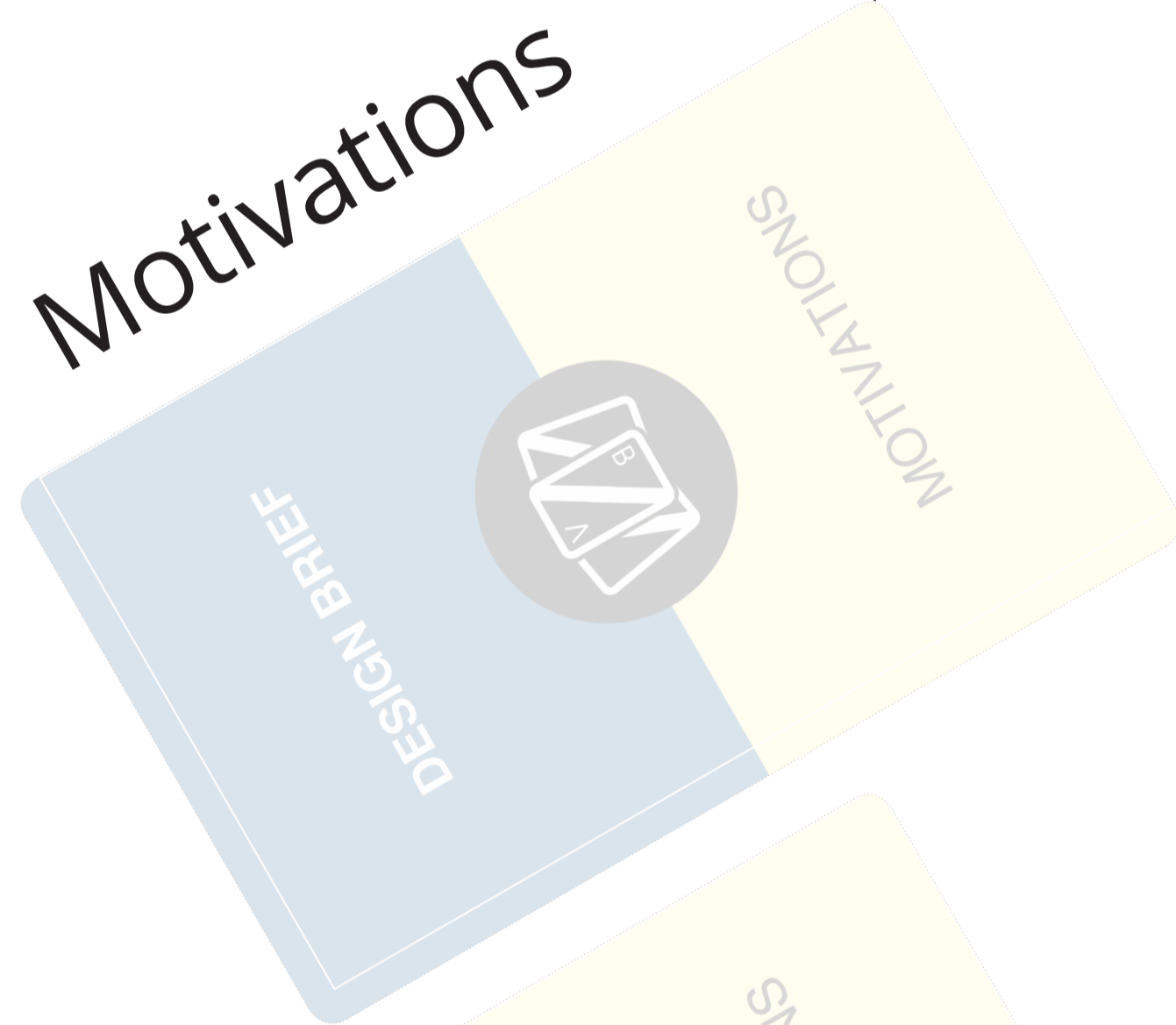
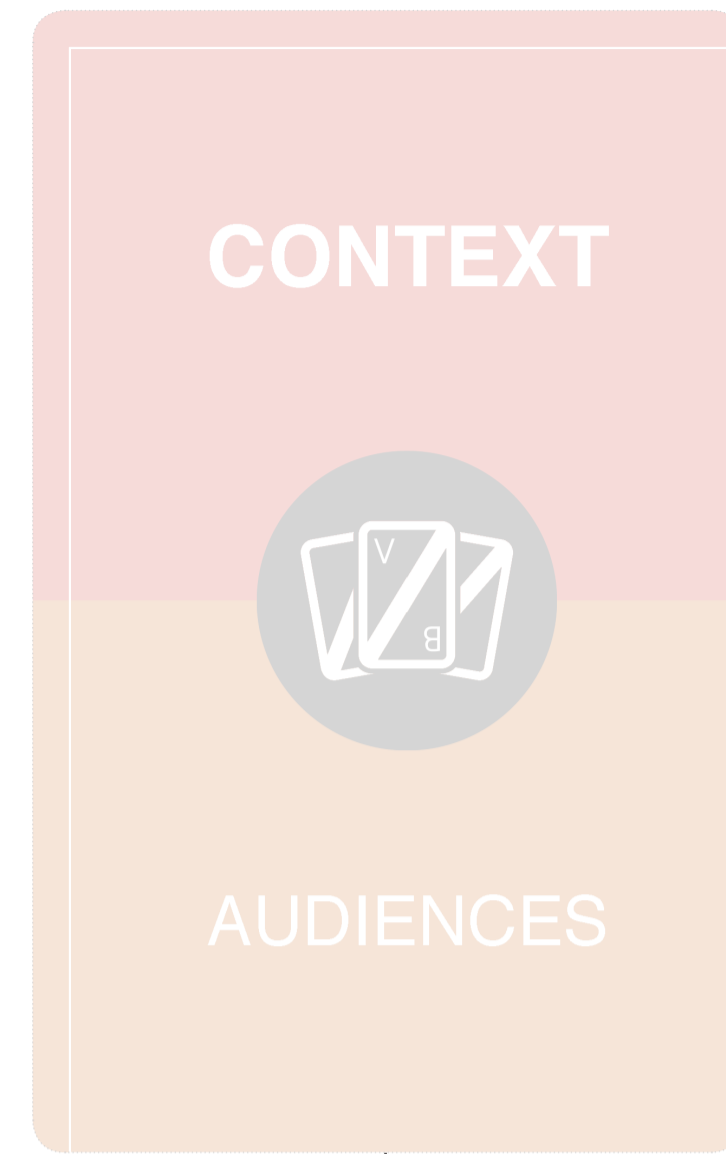
Primary audience



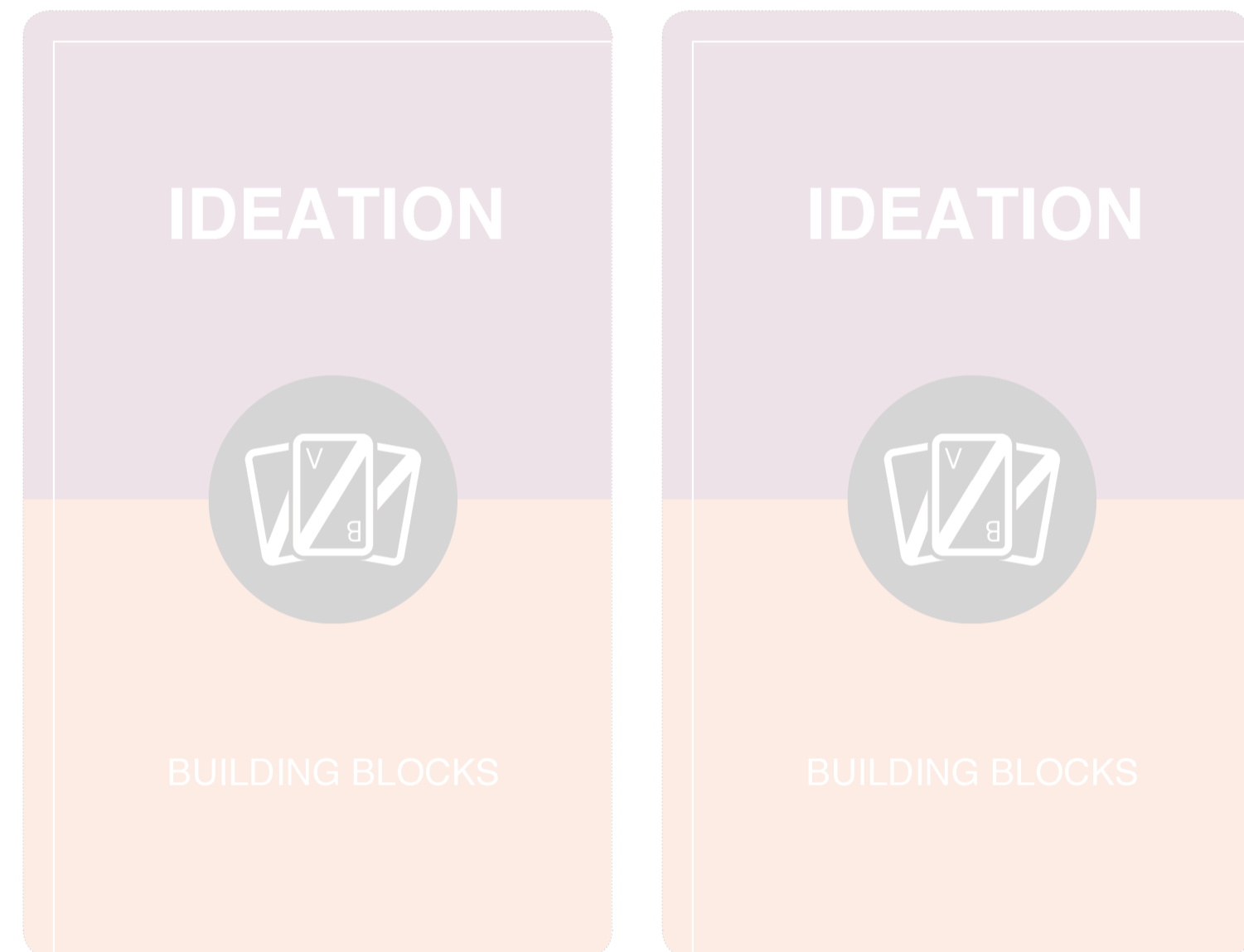
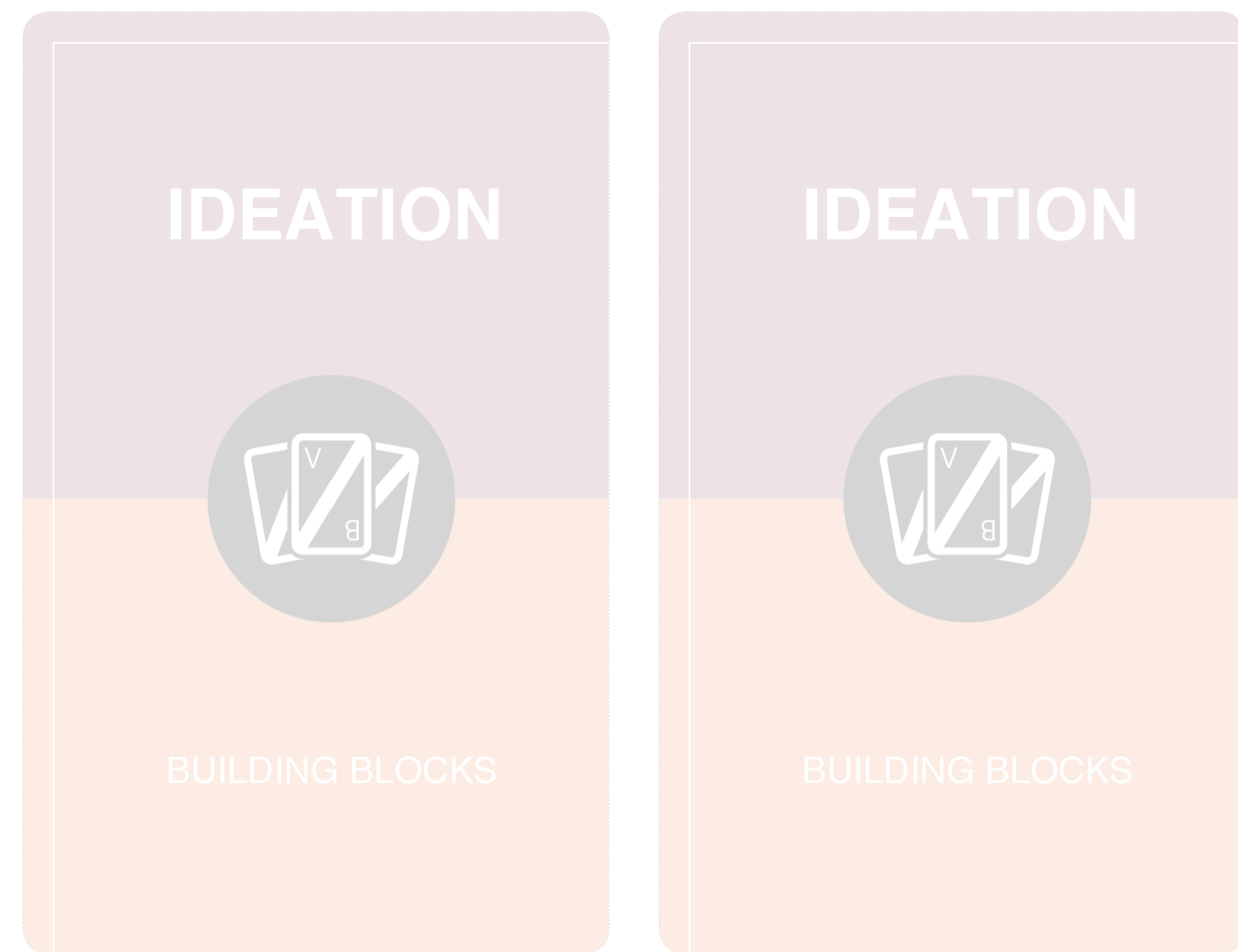
+



+

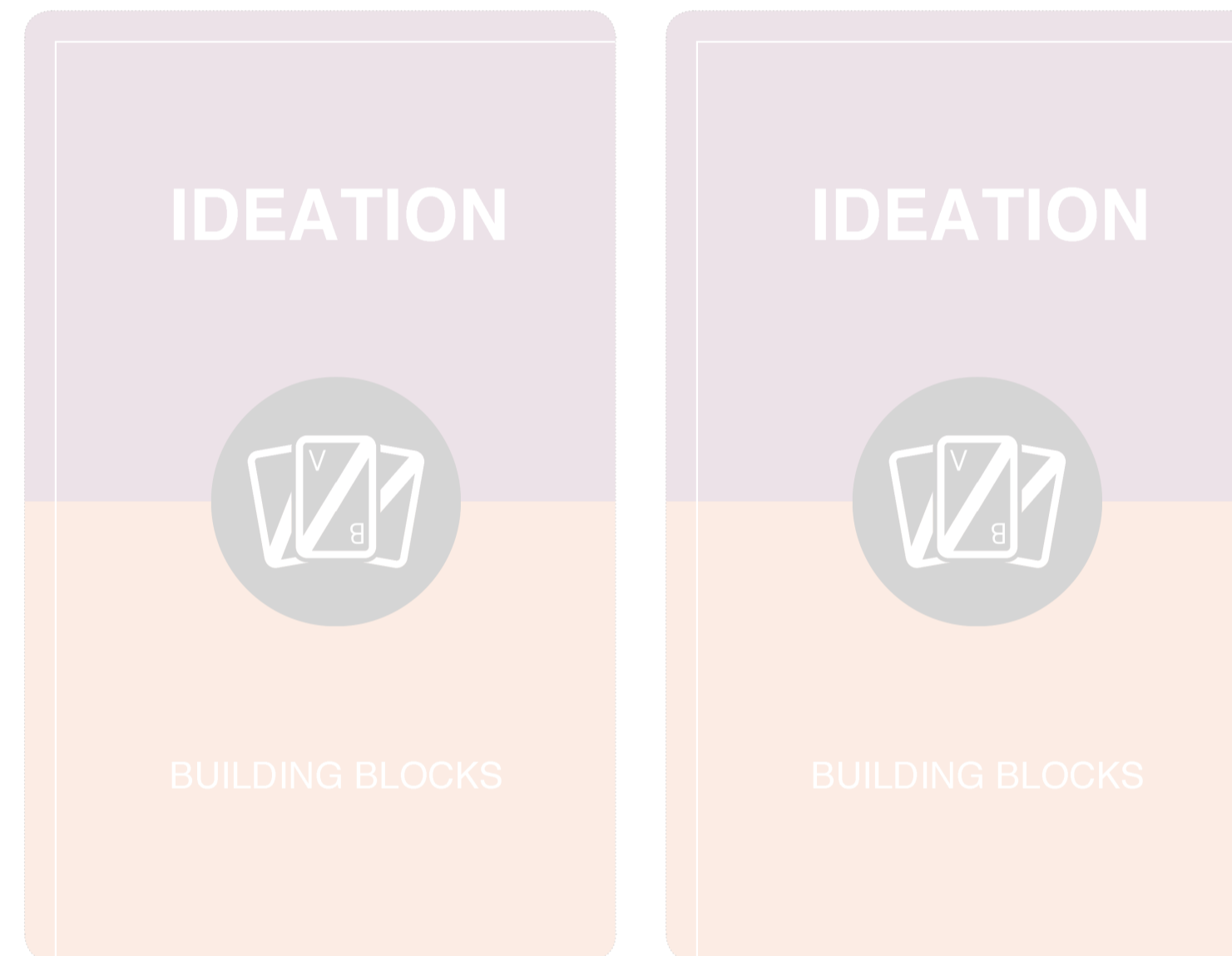
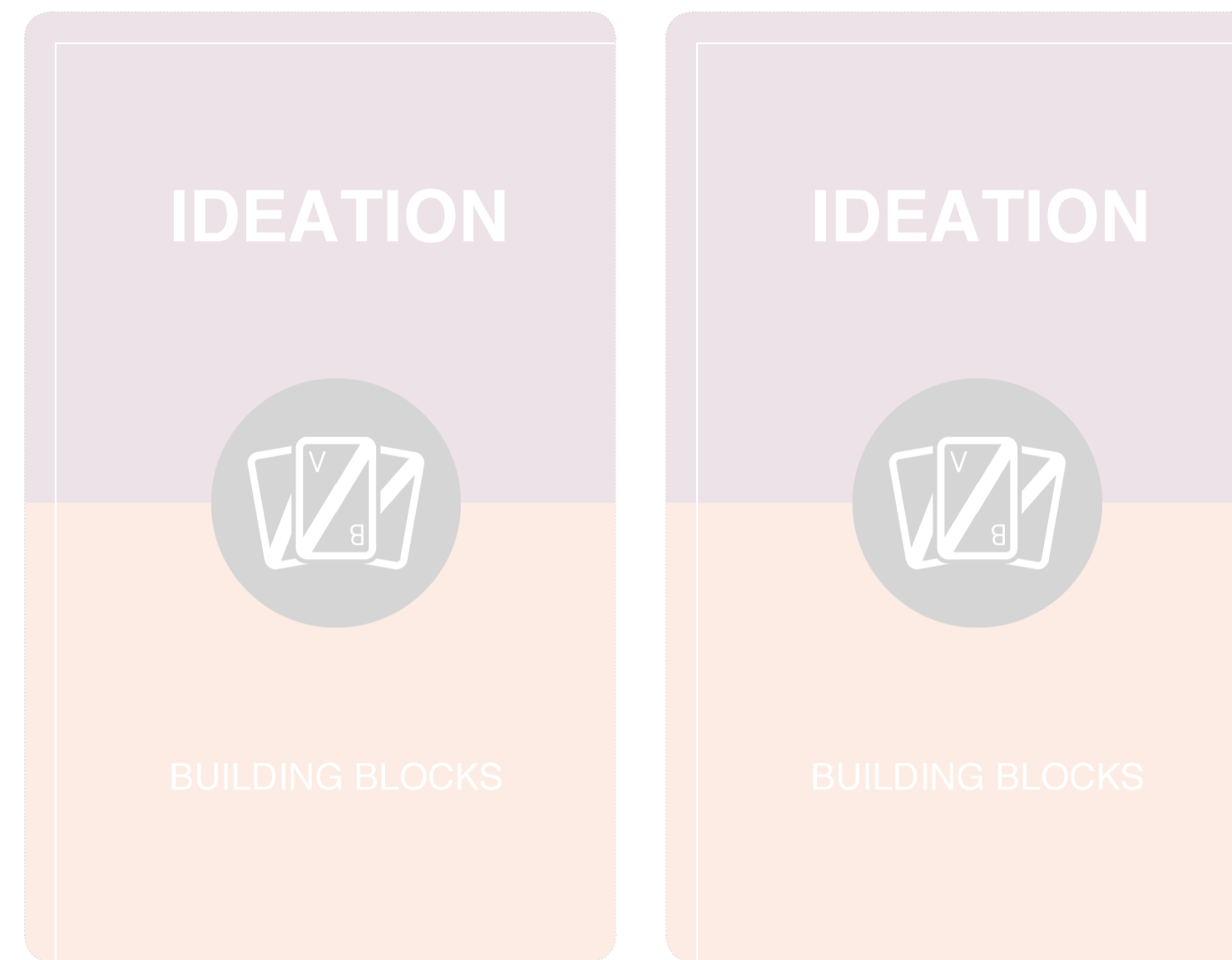


# Stage 4: Generate ideas



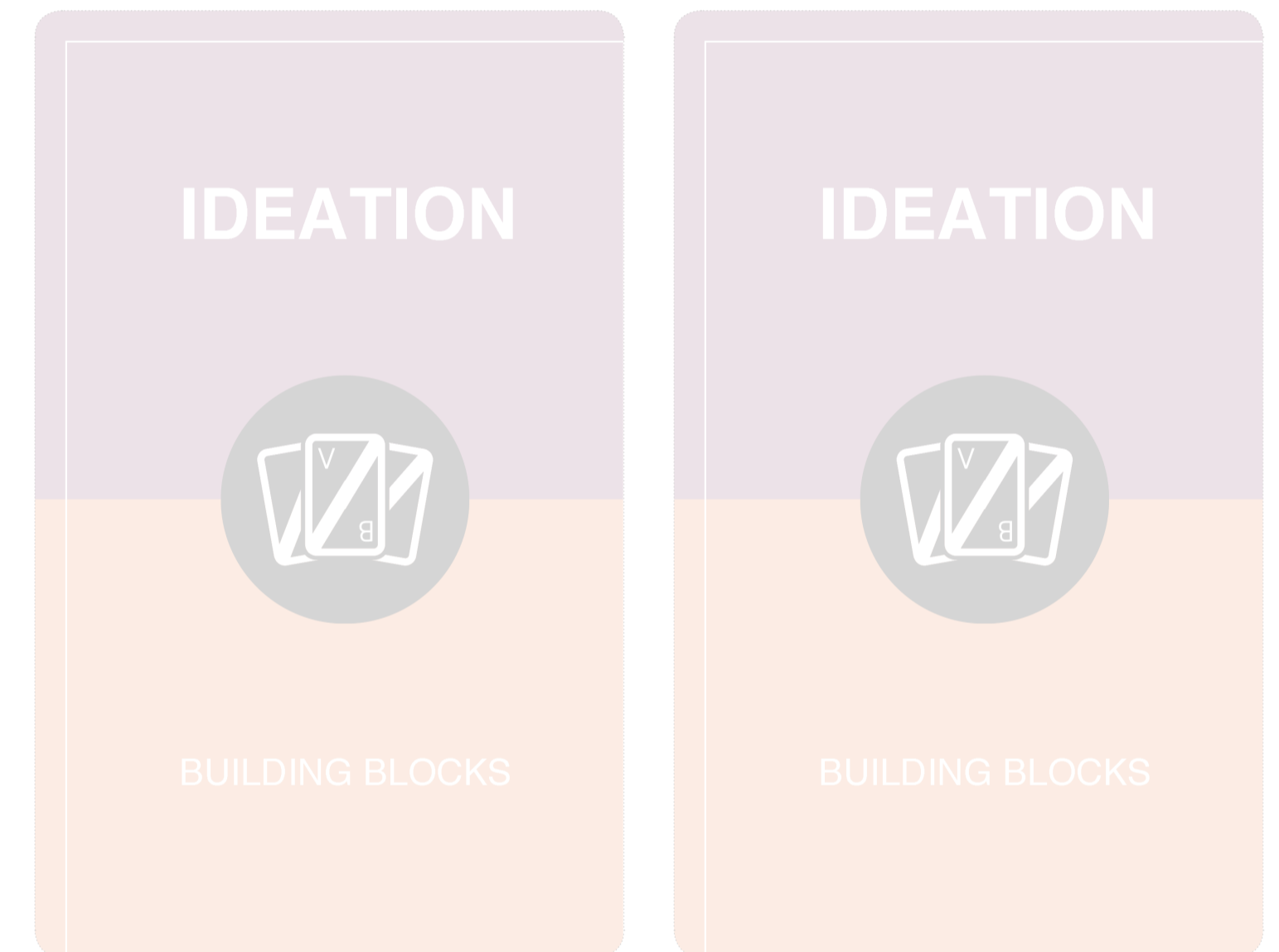
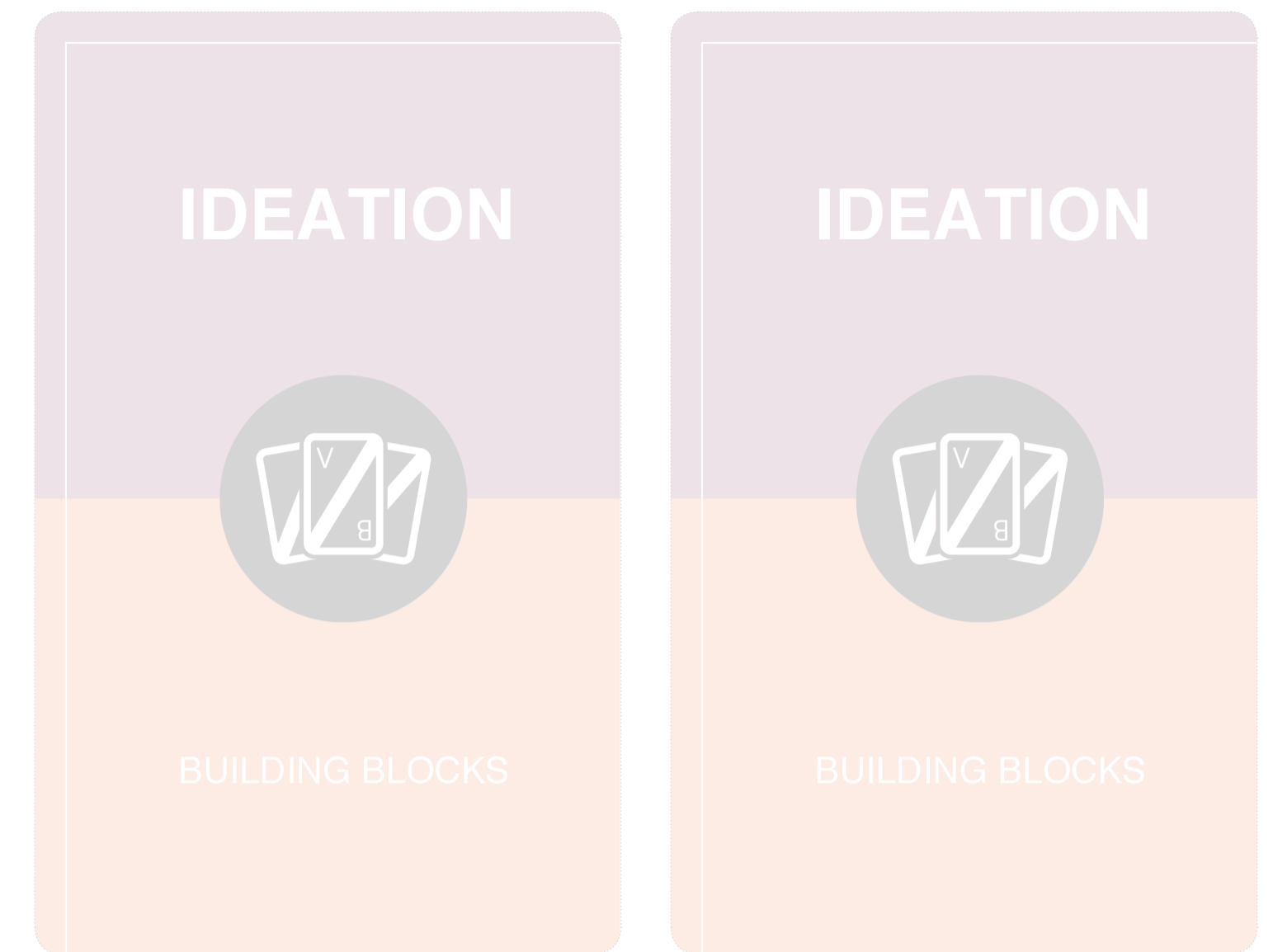
Idea 1

Two empty rounded rectangular boxes for notes, one above the other.



Idea 2

Two empty rounded rectangular boxes for notes, one above the other.



Idea 3

Two empty rounded rectangular boxes for notes, one above the other.

# Stage 4: Storyboard

Start: how does the visitor encounter the experience?

1

2

3

4


5

6

End: how are the visitor's motivations and institutional goals achieved?

# Stage 5: Disrupt the design

DISRUPTION




CONSTRAINTS

Threat

Response

DISRUPTION




CONSTRAINTS

Threat

Response

DISRUPTION




CONSTRAINTS

Threat

Response

DISRUPTION




EXPERIENCE

Threat

Response

DISRUPTION




EXPERIENCE

Threat

Response

DISRUPTION




EXPERIENCE

Threat

Response

DISRUPTION




BEYOND

Threat

Response

DISRUPTION




BEYOND

Threat

Response

DISRUPTION



BEYOND

Threat

Response

## Action plan