

VisitorBox workshop (quick version cheat sheet)

The VisitorBox activity consists of five card-playing stages. This quick version is the most effective plan if the activity is limited to an hour or two and the generated ideas are to be feasible, appropriate and actionable.

Bringing together a good team to participate in the VisitorBox activity is important. The activity works best for 4-6 people, or a larger team divided into groups of 2-4 people. Anyone from your institution can be involved in the activity, but our experience suggests that a mixture of perspectives is most useful. Try to choose people with different roles who can bring different experiences and skills to the table.

Define Context (15 minutes)

In this stage, the team defines what they currently have. The cards are mostly blank, to be treated as templates to fill in.

- Pick four Asset cards that represent the unique selling points of your venue/institution, annotating/correcting the cards where necessary
- Pick four of the blank Audience cards and add a name and a brief summary of two current audiences, and two audiences that *do not* visit your venue/institution
- Discuss how the four Assets are used to attract your current audiences, and whether or not they would be attractive to the other two audiences

Define institutional goals (15 minutes)

In this round, the team works out what goals they're hoping to achieve by coming up with a new visitor experience.

- Lay all Goals cards out
- As a group, reduce the set to half by removing irrelevant Goals
- Review the remaining cards and reduce them to the 3 most important Goals. Focus on what needs to be achieved *first*
- Rank the 3 remaining goals

Create design brief (15 minutes)

In this round, the team looks back at the results of stages 1 and 2, then takes elements of these forward in the form of a design brief.

- Choose the top Goal from stage 2
- Choose one Asset and one Audience (from stage 1) that seems most likely to be involved in achieving the goal
- Shuffle the Motivations cards, work through one-by-one, and retain the top 2 motivations for the chosen Audience to visit the museum
- Shuffle the Barriers cards, work through one-by-one, and retain the top 2 barriers preventing that Audience from visiting the museum
- Shuffle the Capabilities cards, work through one-by-one, and keep those representing the audience's technical capabilities (capabilities are what the audience could *teach others*)
- Shuffle the Devices cards, work through one-by-one, and keep those devices that audience has ready access to (discuss *where* those devices are – can the audience bring them to the museum?)
- That's the brief (i.e. the constraints for the design)

Generate ideas (45 minutes)

In this stage, the team generates a set of ideas and chooses one that is particularly suited to the design brief.

- Shuffle Building Blocks cards
- Deal 4 and use the cards to develop an idea for a visitor experience that meets the design brief; check that you do not have more than 2 cards of the same category (e.g. "mechanism", "technology", etc.). The first time may be difficult: begin with one of the four cards, discuss, then add new cards in one-by-one rather than trying to consider the four cards all at once
- Repeat twice
- As a group, compare each idea with the design brief, then decide on the idea that best fits the brief: this may not be the most exciting for the team, but it is most likely to be the best idea for the Goal, Audience and Asset
- Storyboard the idea with the strongest support within the team: at the very least, discuss how a visitor would experience the idea, from start to end

Disrupt the design (30 minutes)

In this stage, the team looks critically at their idea to determine whether it is worth pursuing further.

- Shuffle Constraints cards and deal them out among the team: Constraints represent ways the *current museum environment* might make the idea infeasible
- One-by-one, team members play one card from their hand that they think is most problematic for the idea
- Discuss, and add cards/annotations to the storyboard if they impact the idea. If any of the cards have a critical impact, ask whether the idea is worth pursuing.
- Repeat once
- Shuffle Experience cards, and repeat the same process: Experience cards represent issues that might emerge *when visitors start to experience the team's idea*
- Shuffle Beyond cards, and repeat the process: Beyond cards represent possible difficulties in *sustaining the team's idea in the longer term*