Digital Experiment Canvas:

START HERE

KEY RESOURCES

WHAT?

What technology, devices, time, people, money, materials, facilitation, marketing, participation will your project require?

KEY EXPERIENCES

What activies are required to acheive experience outcomes? Consider your participants, any institutional staff (if applicable), and your team.

EXPERIENCE OUTCOMES

What's the key outcome? What sorts of engagement or interaction are you exploring? What is the value to participants? What's the value to museums and libraries? What are the potential unexpected values?

PARTICIPANT SEGMENTS

Who might participate? Who is most important? Consider how each segment will participate: e.g. students, staff, faculty, visitors, artists, etc.

RELATIONSHIPS

What relationships need to be formed for participation to feel safe and be successful? What's already established? What's the motivation? What's feasible?

WHO?

AWARENESS

How will you recruit? How will you reach participants? How do digital and analog interplay? How will you communicate to your participants?

PARTNERS

Whose support/buy-in do you need? Will the idea be sustained beyond this experiment? What activites do your partners perform?

HOW?

CONTENT

Which technology platform is the right fit? What is the shared purpose of the group? What content will you need to generate before, during and after the experiment (consider participants, your team, and your partners)? What will happen to any artifacts that are created as a result of the experience?

FACILITATION

What are you facilitating in this experiment and what are your plans for practicing that facilitation? What will you do if people do not participate? What will you do if it grows too big? How are you designing this experience so that participants can facilitate experience outcomes for each other?