

Digital Experiment Narrative:

BY
ON
V.

1

DEFINING YOUR EXPERIENCE

THE BIG IDEA

Write one sentence that captures what your project is about.

WHAT MAKES IT DIGITAL?

How does it use technology to achieve experience outcomes?

2

PARTICIPANT EXPERIENCE

WHAT WILL PEOPLE DO?

What happens to the participants as a result of their participation? How or why might they change?

3

MUSEUM/LIBRARY EXPERIENCE

HOW WILL THIS INFORM OR CHANGE MUSEUMS AND LIBRARIES?

What happens to the physical space? The culture? The staff? Their time? What will we know after that we didn't before?

THE EXPERIENCE WILL INCLUDE

4

LIST ALL THE THINGS

Provide further description where necessary for: technology, devices, events, exhibits, collections, spaces, facilitation, content, data, partnerships, people, etc.

5

TWENTY-FIVE WORD DESCRIPTION



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Adapted from "The Business Model Canvas" by Business Model Foundry AG

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