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Skills for promotion,
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Video Transcript
SU3.4.2
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for Cultural Research and Training

Module:	3. Digital strategies and tools for cultural heritage
Sub-Unit:	3.4.2 Designing the digital experience: processes and steps for online and onsite initiatives
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Keywords:	digital experience design, project management, communication channels, audiences, content development

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What is the digital experience design? It is basically everything you need to do in order to provide a good customer, a good visitor experience: a good experience as an overall satisfactory experience, an impactful one, engaging, thought provoking and loyalty provoking experience.

A good experience could be evaluated and considered and, of course, designed, in matters of operability, design appealing and also the impact - the takeaways of the visitors, the immediate takeaways and the long- and medium-term impact of the experience.

In terms of operability, we should look for the so-called "user friendly experience": something to be easy to use, very accessible, very intuitive and, as opposed to complicated, frustrating, time consuming experience, something to be engaging, memorable and valuable, time worthy for the visitor, for our customer.
The design should be appealing meaning pleasant, also clear, neat, simple, intuitive and, why not, fun in the end; it should also be, of course, in line with our visual identity guidelines.

The takeaways: so probably our main takeaway objective would be the educational, informative content and information for the visitor to take away but, also, we could aim for fun, for general information to be cascaded towards other potential visitors and, why not, for long-term impact, a positive communication of our brand.

With this being said, we should look into the phases of the actual experience design.

The steps are the same as for every other type of project, the main phases of the project management, generally speaking. So, we should have first preparation phase, in which we should evaluate and establish what we want to do with this digital experience, what we want to provide, and what we choose to communicate, and to whom we want to communicate. So, we should choose the content and the communication channels but, also, ways, methodologies, in accordance with our organisation's strategy, mission, general and specific objectives and if we are developing this particular digital experience within a project, we should see what general guidelines are for that particular project.
We also need to see what we could do technically, so we need to be informed to have research done on the actual and trendy themes, content format, maybe even the directions followed in content, in scientific direction, to see what channels and applications are trendy now.

If we are going for the latest ones, we could get ourselves a more lasting product. If not, maybe, we should want to go for more accessible, more generally known and used formula.

Anyway, we should keep, also, an eye on the competition to see what others are doing, to see if we can identify best practices that we could use in our developing product and, if not, maybe we would go for something more

particular, more in line with our requirements, with our organisation's needs.

After we established everything I mentioned before, we should get the resources needed in order to develop the digital product, meaning the digital experience.

So, based on what we want to achieve, we also have to see what we can achieve, with the resources that are available in our organisation. So, we should adapt our wishes to the reality and to the availabilities.

We also need to talk about that with specialists in the IT field, so we need to consult -probably we would need outside of our organisation consultations - if we do not have our own IT department in the organisation. So, this would be a good opportunity for us to improve our knowledge and to transform it into a long-term resource, also. Don't forget to plan the usual resources, so the money, the time and the personnel, not only for the developing phase of the project and for the first steps of the implementation and evaluation, but also for long term. So, keep in mind that you will need to train the staff not only at the beginning but also along the way and that we would need resources to update, to revision the product, the digital experience, in time. So, we should plan for longer.

Also, very important is to consider the audience at this point so, we need to see what are the digital skills of the audience, of the existing audience and the target one and also the digital appetence. If we do not have a public that is interested in allowing time to experiment on the side with digital technologies, maybe we should postpone this kind of experiment or this kind of product in our offer. Also, we should see what are the preferred channels of our existing audience and, obviously, to check on the visitor profile, the user profile of the platforms available and choose the best platform for our audience, and the easiest technologically usable tools available.

Don't forget that the digital experience should complement the actual experience of the heritage, of the cultural product and enhance it, not replace it. Also don't forget to have only high-quality products; if it is not high-quality, it would not be appreciated by the user and it will not reach the aims you had in mind at the beginning. So, it is better to wait until you have the resources to develop a high-quality product, than to go for something of medium level quality.

And soon, we have the product done and it is in line with all that we had in mind at the beginning and now we implement it, maybe prototype it if we have enough resources and time for that. Anyway, we should test it, this is clear and we should test it with our peers, with our colleagues, we should test it ourselves, on ourselves, and preferably with a focus group, based on our target audience. If not, just test it with as various type of audience as you can, as different types of persons as you can. Don't forget to implement the potential amendments required by the feedback you get during the preliminary testing… and, the testing and the revision, and the improvement, never end so you need to follow up on the product, to see how the audience reacts to it, also, to design an evaluation form, a permanent evaluation form, either for general satisfaction or particularly for suggestions for instance and to improve it accordingly with the feedback you are receiving.

But you would also need to update and revise, in accordance with the technological progress, because the digital technologies are very rapidly

developing, so you need to stay relevant, also, you need to see how the channel you chose is still relevant on the market and, if not, to switch to another one. This should be a permanent research on the digital opportunities.

So, try to aim for stability, continuity, but also innovation and to find a balance between those three pillars.

In the end a few words regarding the digital experience design.

Keep it simple, accessible, user friendly though, attractive, maybe addictive and time worthy.

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