

Interpretation

NEW ZEALAND



Research Highlights from “putting the e into your visitor experience!”

affective exhibits - Research May 09

Recent research suggests that when it comes to designing and developing exhibits and experiences that affect visitors, there are a number of key drivers to design for. These include:

- personal relevance
- involvement
- identification
- vividness
- human interest
- decision making
- learning
- memory
- gaining attention

Allied to these design attributes which increase affectiveness of the exhibit or experience are experiences from the exhibit or experience. The affectiveness is in turn enhanced by:

- size
- colour
- music
- faces

A simple process to measure the affectiveness of these components is outlined in the research.

Contact malcolm@interpretationnz.co.nz for further information.

What's hot....

Looking to involve your visitors in high quality interactive experiences using something they already carry?

Interpretation NZ now has the ability to work with you to deliver high quality audio stories, and in some cases video, direct to your visitor's cell phones.

Advantages of visitors using their own cell phones are numerous; both for the visitor and for those hosting the experience.

We can now offer a variety of solutions to best match your situation. Contact us now for a no obligation discussion...



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“dry words and dry facts will not fire hearts” John Muir