

BURKE MUSEUM EXPERIENCE MAP

All Parents

PRE VISIT

AT BURKE MUSEUM

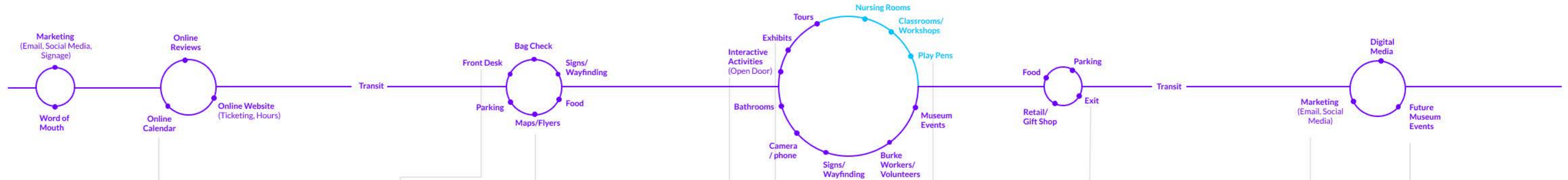
POST VISIT

RESEARCH + PLANNING

ORIENTATION

EXPLORATION

WHAT'S NEXT?



VISITOR PERSPECTIVES

Pain Point
The current online calendar isn't detailed enough — doesn't provide a clear overview of when events happen and if they repeat.

Pain Point
No way to bypass front desk even if you've bought a ticket online.

Highlight
Husky Scavenger Map is an engaging activity where kids can earn a prize.

Pain Point
Maps are generic and only provide an overall view of Burke's layout.

Highlight
Interactive exhibits keep kids' attention.

Pain Point
Parents receive difficult questions from children, and are unable to answer quickly.

Pain Point
Parents can't focus on the exhibits.

Highlight
Kids can take an activity break.

Pain Point
Lack of resting areas for parents.

Pain Point
No follow up info about future events or feedback for the museum.

Pain Point
Lack of follow up info and sign-up opportunities.

Pain Point
Lack of timely information.

OPPORTUNITIES

A more comprehensive overview + better labeling.

Expedited entry + info provided in advance.

More holistic and customizable maps — including different paths + events targeted for different interests and ages.

Pre-acquaint visitors with exhibit info.
A way to give visitors real-time answers.

Premium streaming of open doors or exhibits through app.

Highlight or increase parent rest areas.

Continue learning at home

Reflection + Trivia

Guidance to future events and programs you might be interested in (both those provided by the Burke and outside the Burke)