

Creative Ways to Move Ideas Forward in Experience Planning

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Top Ten: Sticky Points

1. Finding out what the expectations are...early enough to use it!
2. Team is nervous about the subject matter.
3. What's the point/ big idea?
4. "It's never been done before."
5. "We can't afford it."
6. How can we build it so that we can maintain it?
7. "That's just for kids."
8. How will we ever pare this information down?
9. How much space do we have for labels? Will everything fit?
10. We don't know what visitors will do when it's on the floor.

Top Ten: Getting Unstuck

- Visualization/Visioning
- Market Research/Feasibility Studies
- Buy a Toy!
- Brainstorm!
- **Build a model!**
- Exhibit Landscape
- Braintrust!
- Rapid Idea Generation
- **Visitor input - Test it!**
- Value Engineering



Visioning

1. Icebreaker

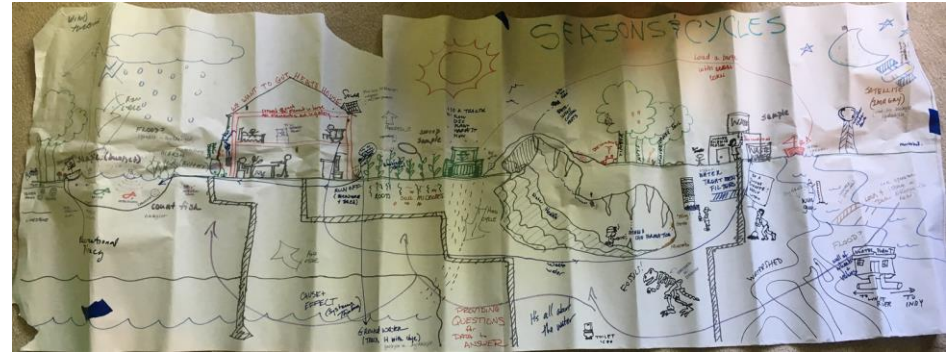
2. Visualization

- Guided
- Personal floor plan
- Group floor plan
- Team floor plan



Collating Research: Create an Exhibit Landscape

1. Quickly generate lists of **“what you saw, did and/or learned”**
2. **Apply concepts and characters** to an exhibit landscape
3. **Draw connections using arrows**, identifying ways that concepts are supported across multiple areas
4. Statement: Our Conclusion



Test Ideas Internally: Braintrust

1. Assemble **trusted storytellers**, experience gurus, and anyone else you think has good ideas!
2. **Share your idea(s) and have fun.**
3. Discuss your challenges and seek solutions.
4. Walk away with **gut reactions** from your peers.

Note: Candor is key!



Rapid Idea Generation

- Clarify the goals and constraints
- Have a good mix of people (curators, educators, designers, wild cards!)
- With enough time (about 2 hours)
- And a bunch of loose parts (cardboard, tape, markers, packing material, etc.)
- Make it safe to be creative



Thanks to **Devon Hamilton, Playful Content**, for sharing this process at ASTC years ago!