https://www.visitouterhebrides.co.uk/see-and-do/history/uist-unearthed

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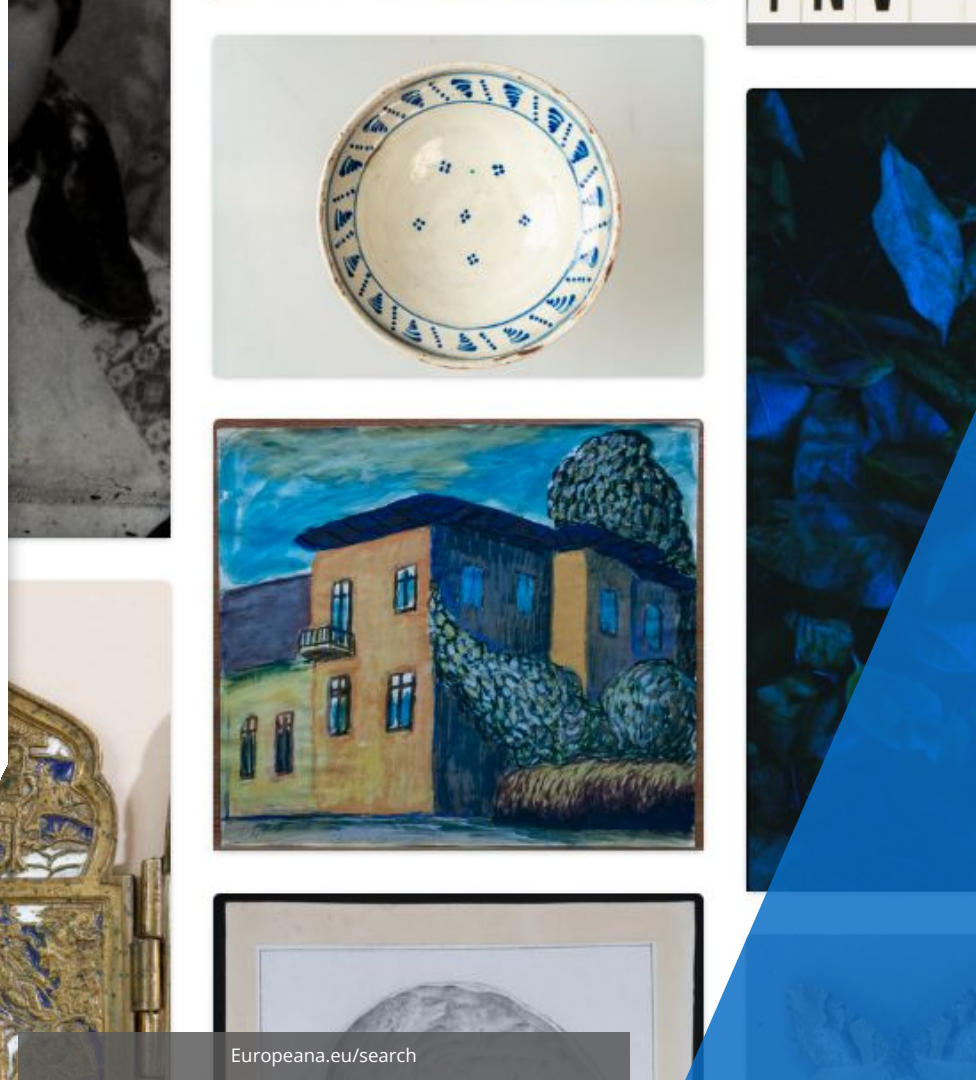
Design Matters

Enriching Visitor Experiences with Artefacts

Julie Van Oyen
Product Designer, Europeana Foundation

Funded by the European Union



Annika Nordlinder intervjuar en lastbilsförare - vägförvaltningens intervjustation vid södra infarten till Tierp by Arbetarbladet, Tierp - Upplands Museum, Sweden -

Digital service design

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Visitor-centred design

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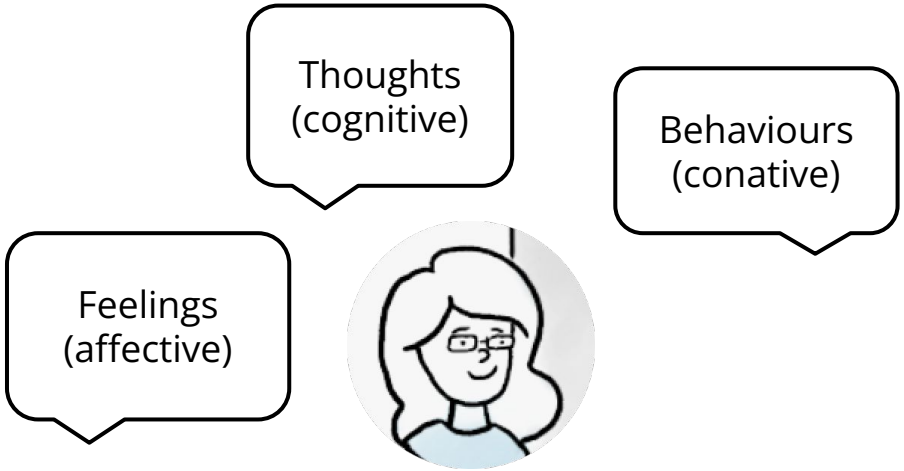
Visitor-centred design



Trang et al., https://doi.org/10.1016/j.jdmm.2022.100760.

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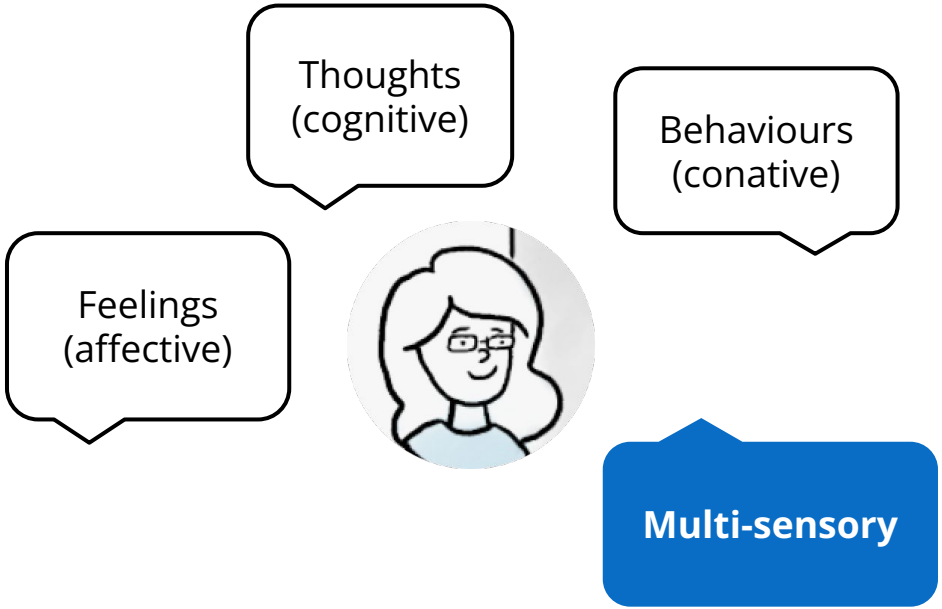
Visitor-centred design



Trang et al., https://doi.org/10.1016/j.jdmm.2022.100760.

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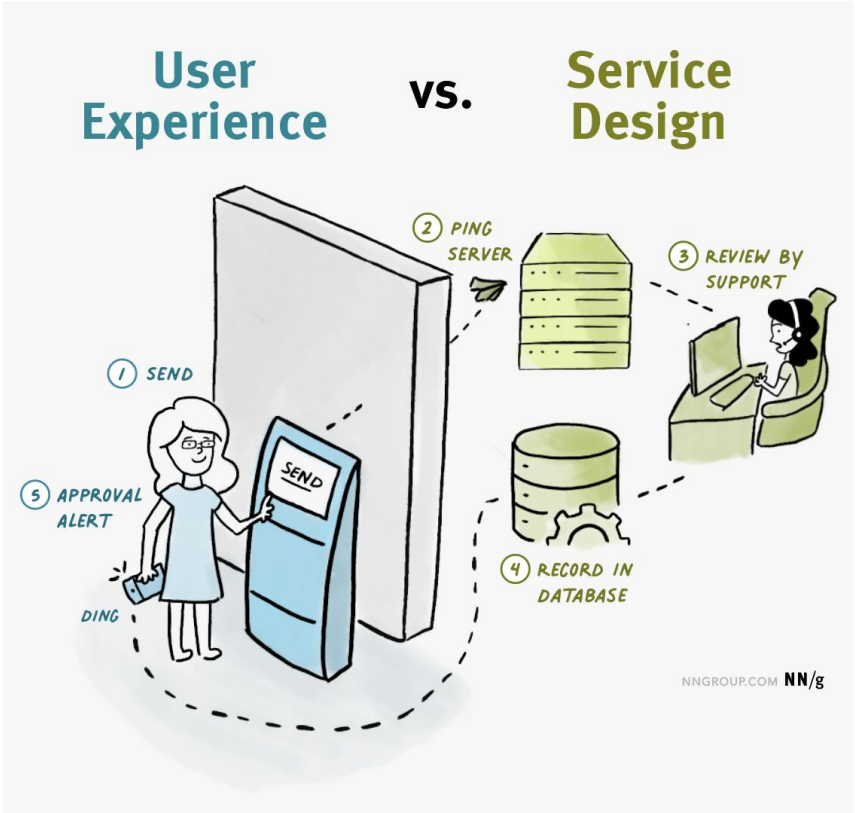

https://www.nngroup.com/articles/ux-vs-service-design/

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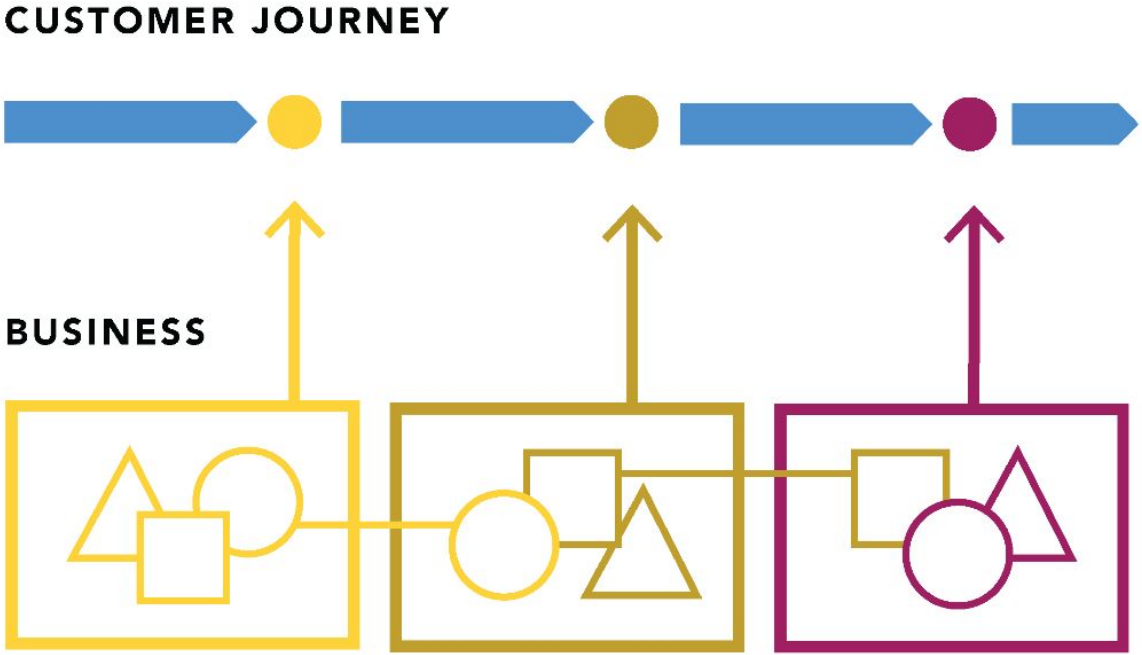
Service Design 101



https://www.nngroup.com/articles/service-design-101/

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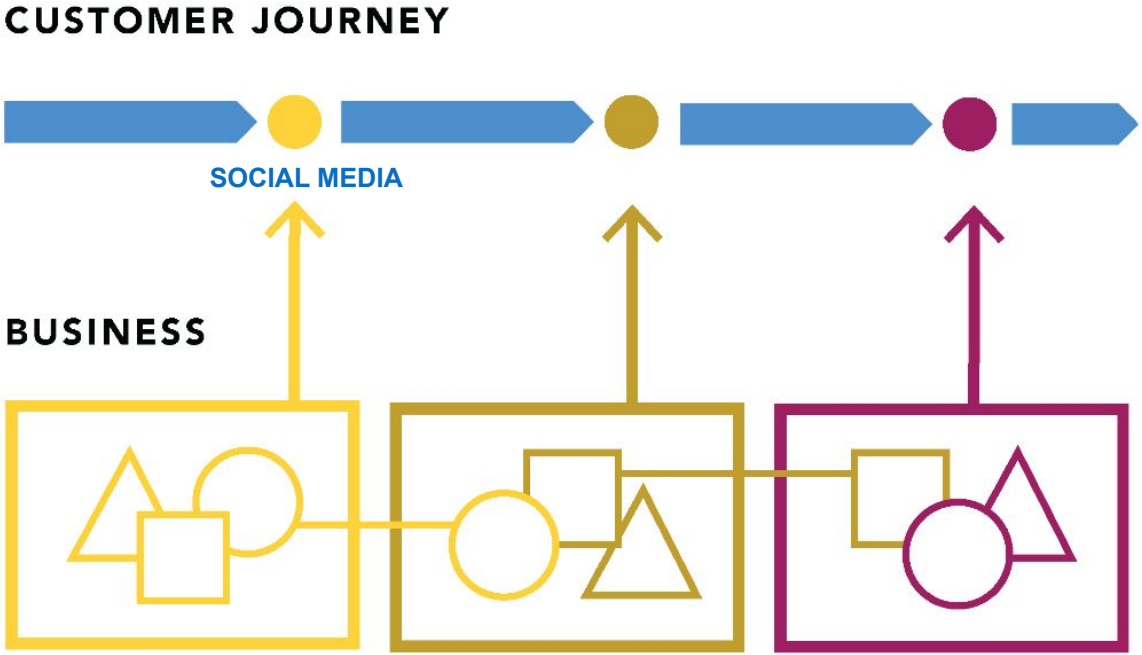
Service Design 101



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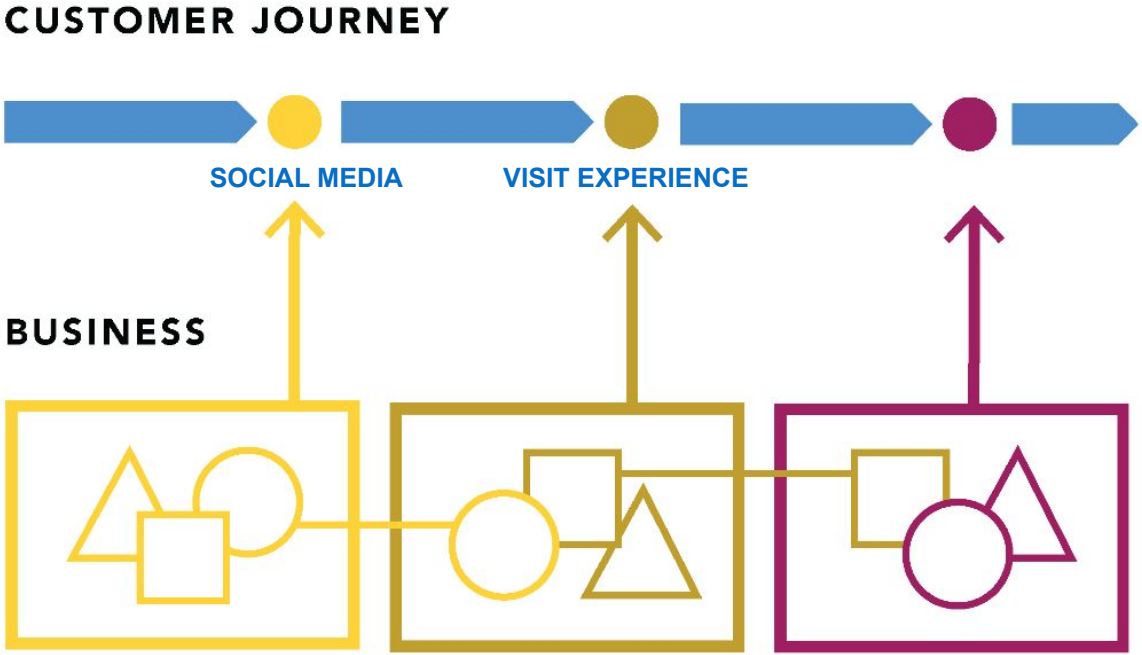
Service Design 101



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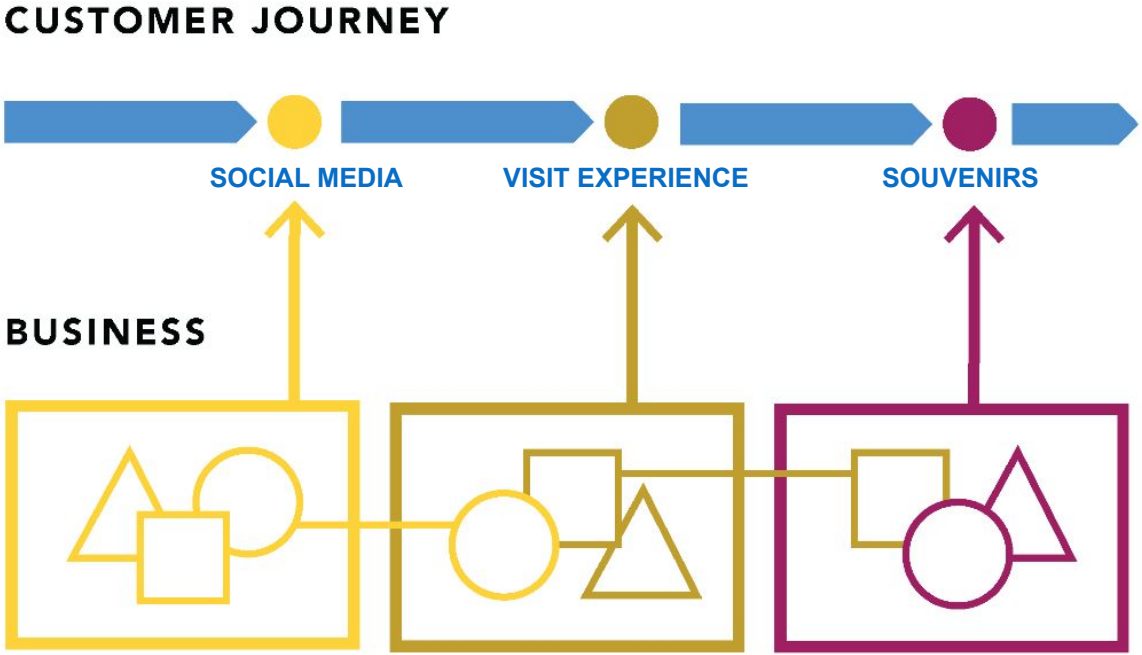
Service Design 101



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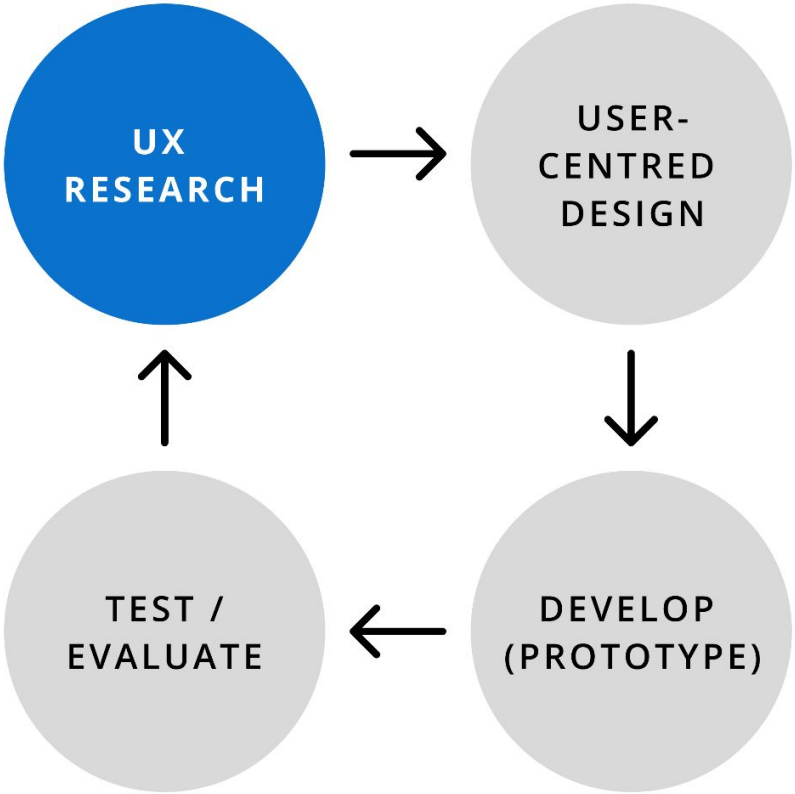
UX RESEARCH
USER-CENTRED DESIGN
DEVELOP (PROTOTYPE)
TEST / EVALUATE

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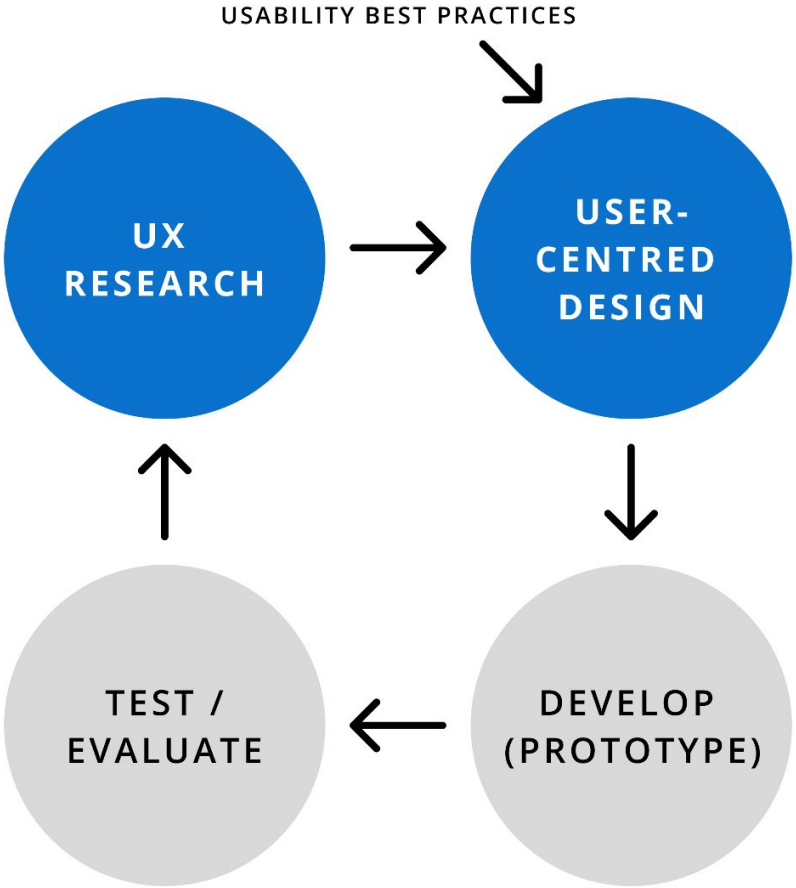
USABILITY BEST PRACTICES
UX RESEARCH
USER-CENTRED DESIGN
DEVELOP (PROTOTYPE)
TEST / EVALUATE

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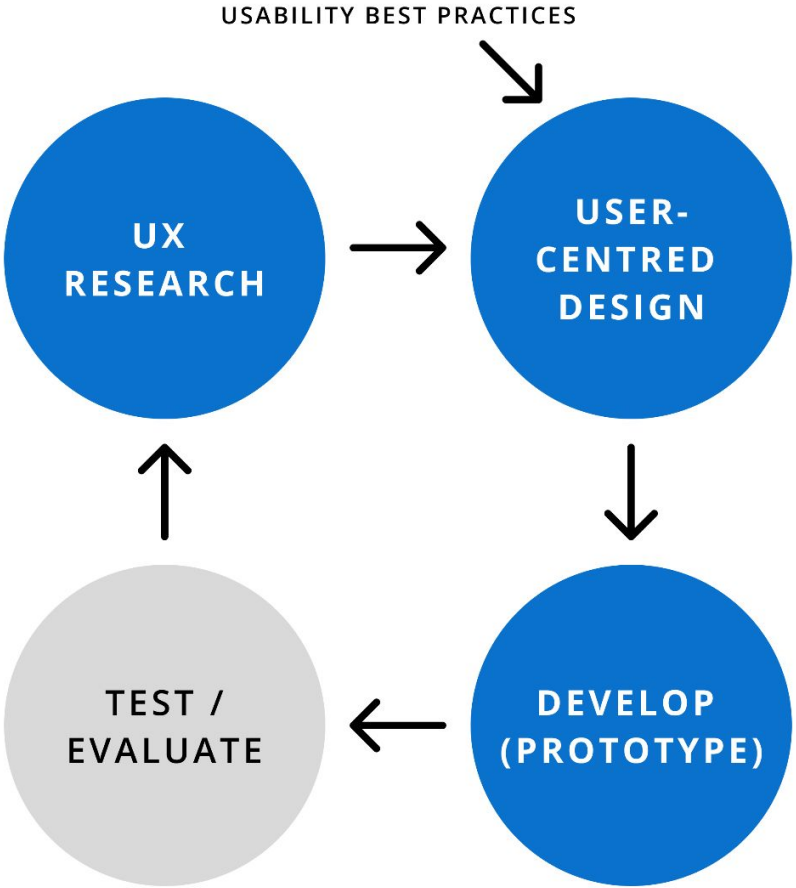
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UX RESEARCH
USER-CENTRED DESIGN
DEVELOP (PROTOTYPE)
TEST / EVALUATE

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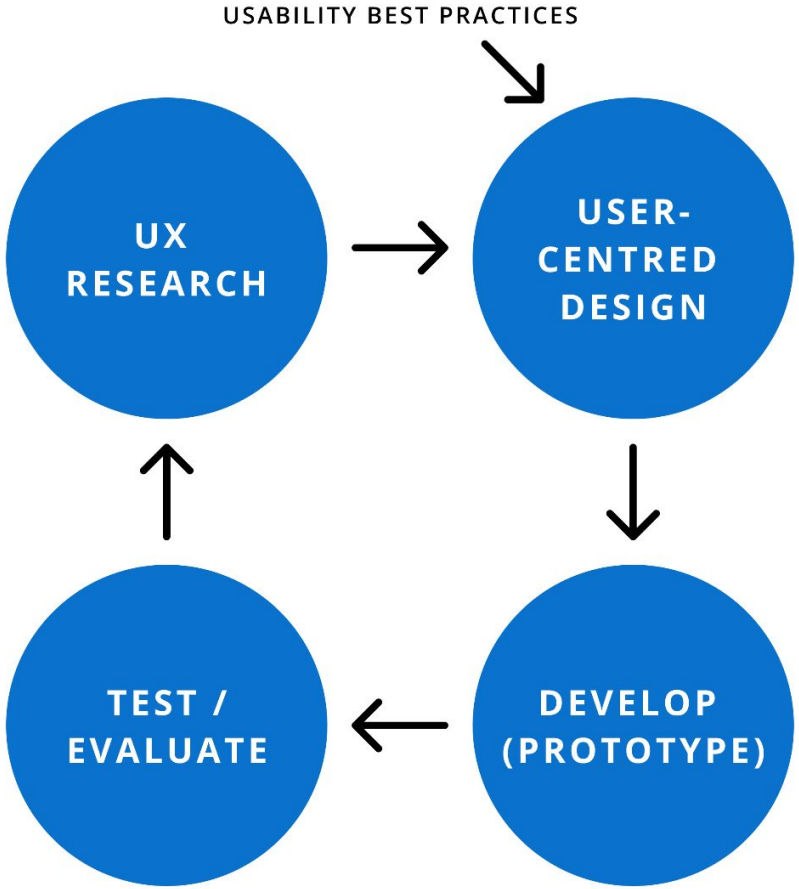
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USER-CENTRED DESIGN
DEVELOP (PROTOTYPE)
TEST / EVALUATE

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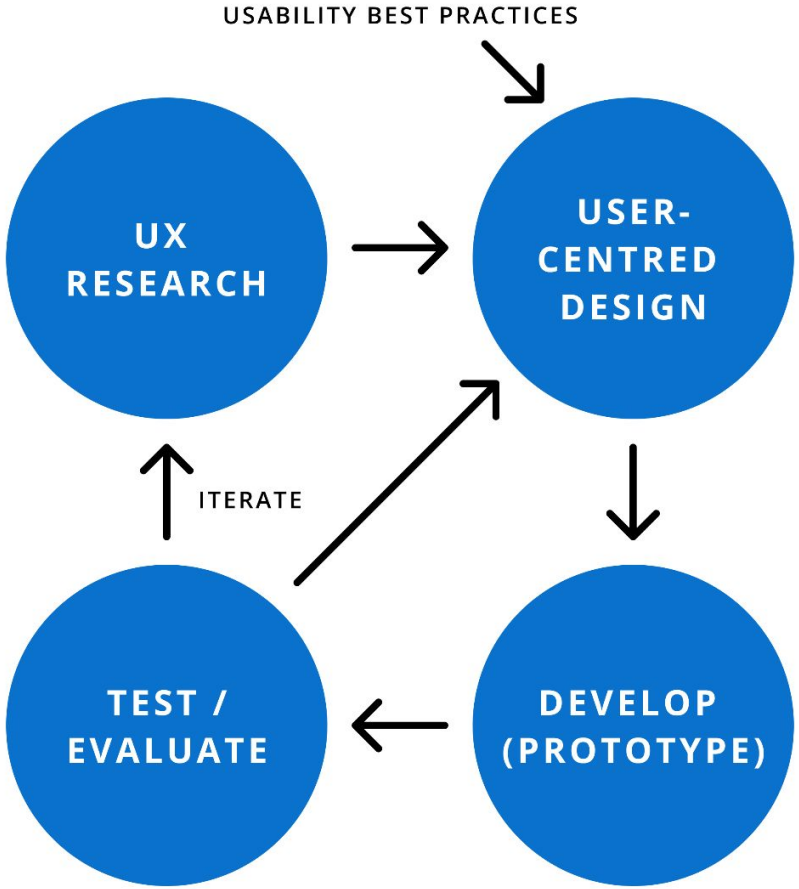
USABILITY BEST PRACTICES
UX RESEARCH
USER-CENTRED DESIGN
ITERATE
TEST / EVALUATE
DEVELOP (PROTOTYPE)

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Two members of the Leiden student fraternity L.S.C. on a tandem and one on a bicycle by Hendrik Jonker - Leiden University Libraries, Netherlands - Public

Some quick examples

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https://www.youtube.com/watch?v=ry1v2G1WoJo&t=36s

https://www.youtube.com/watch?v=ry1v2G1WoJo&t=36s

https://www.tate.org.uk/whats-on/tate-modern/modigliani/modigliani-vr-ochre-atelier

tate · Follow

tate The UK's biggest ever #Modigliani exhibition will open on 23 November at #TateModern. Bringing together an incredible range of his iconic portraits, sculptures and the largest group of nudes to be shown in the UK, this major retrospective will explore the bold experimentation that shaped Modigliani's career and made him one of the greatest artists of the twentieth century.
To book your tickets follow the link in our bio.
Amedeo Modigliani, The Little Peasant c.1918, Tate Collection

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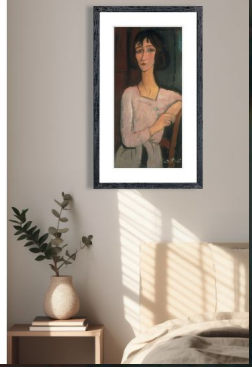
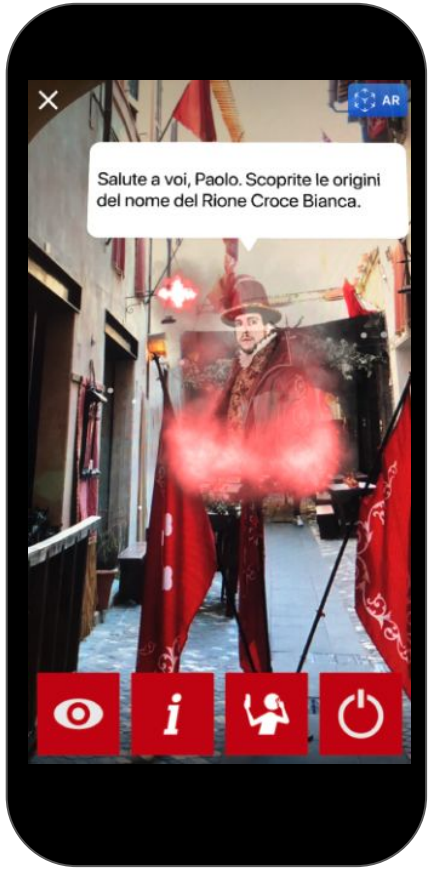
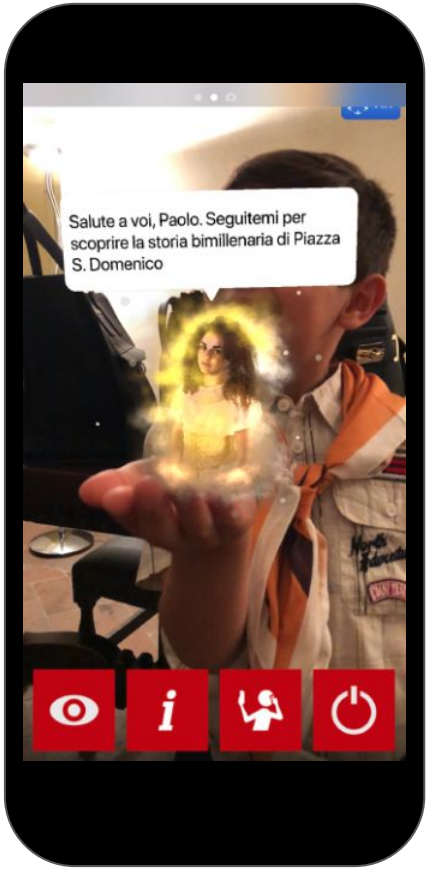


https://www.tate.org.uk/whats-on/tate-modern/modigliani/modigliani-vr-ochre-atelier

https://brown.columbia.edu/kinfolk-at-moma/





DiCultHer
Digital Cultural Heritage School

http://aiucd2019.uniud.it/wp-content/uploads/2019/10/BARBUTI.pdf

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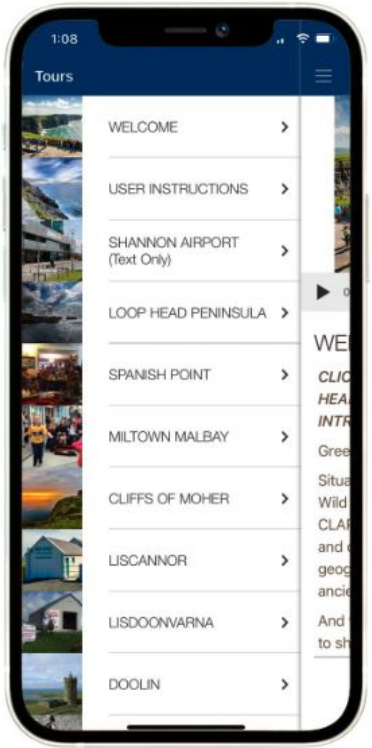
All tours
Top 10
60 minutes
Tours
Keypad
Map
Galleries
Favourites
https://tapart.me/cases/the-british-museum-in-your-pocket



CULTURAL ROADMAPP
THE STORY BEHIND THE SCENERY

https://www.roadtripirelandapp.com

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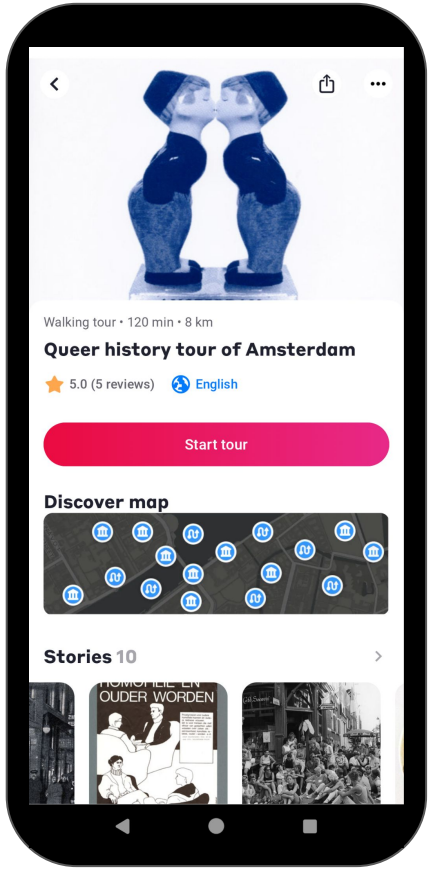

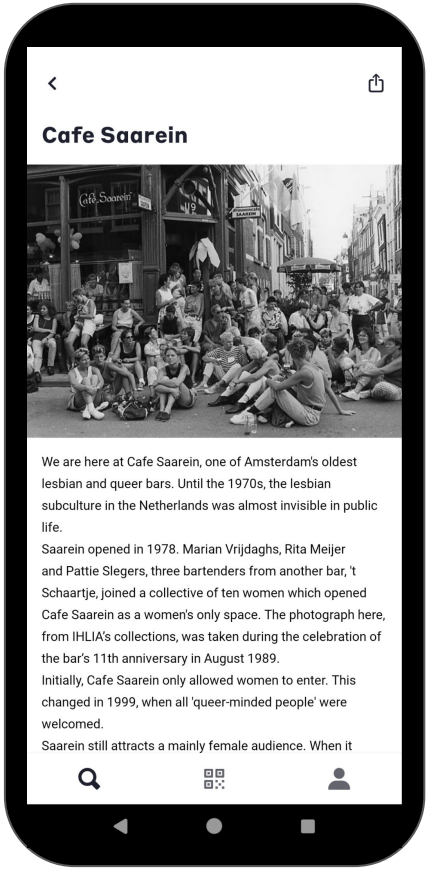

https://tmatic.travel/en/view/activity/queer-history-tour-of-amsterdam_Qg43Kqs/en

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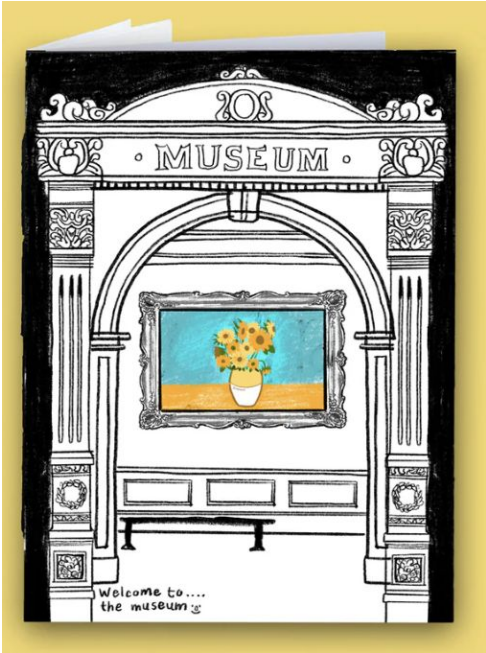

https://booksandbelongings.com/products/museums-in-the-netherlands-zine

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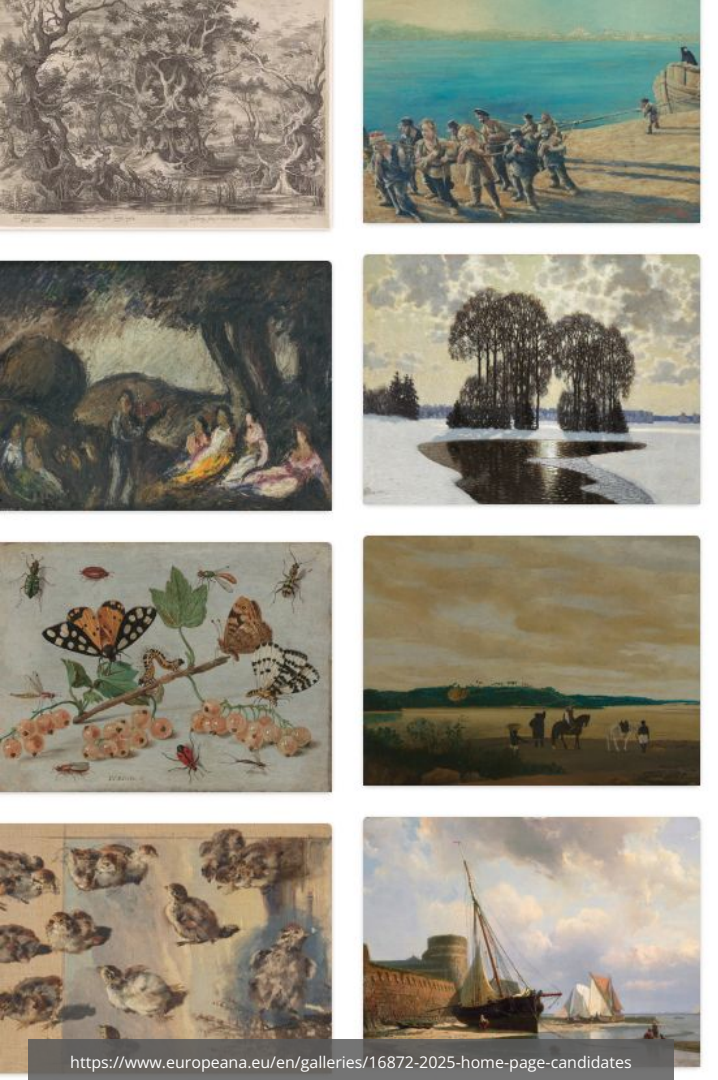

Introduction to the collections

https://www.europeana.eu/en/galleries/16872-2025-home-page-candidates

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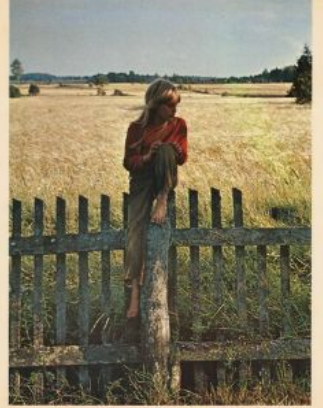

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Europeana’s collections

60+ million images, video, sound and 3D media

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Europeana’s collections

60+ million images, video, sound and 3D media

Millions of open license media, freely usable

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Europeana’s collections

60+ million images, video, sound and 3D media

Millions of open license media, freely usable

From 2600+ archives, museums, libraries and galleries from across Europe

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60+ million images, video, sound and 3D media

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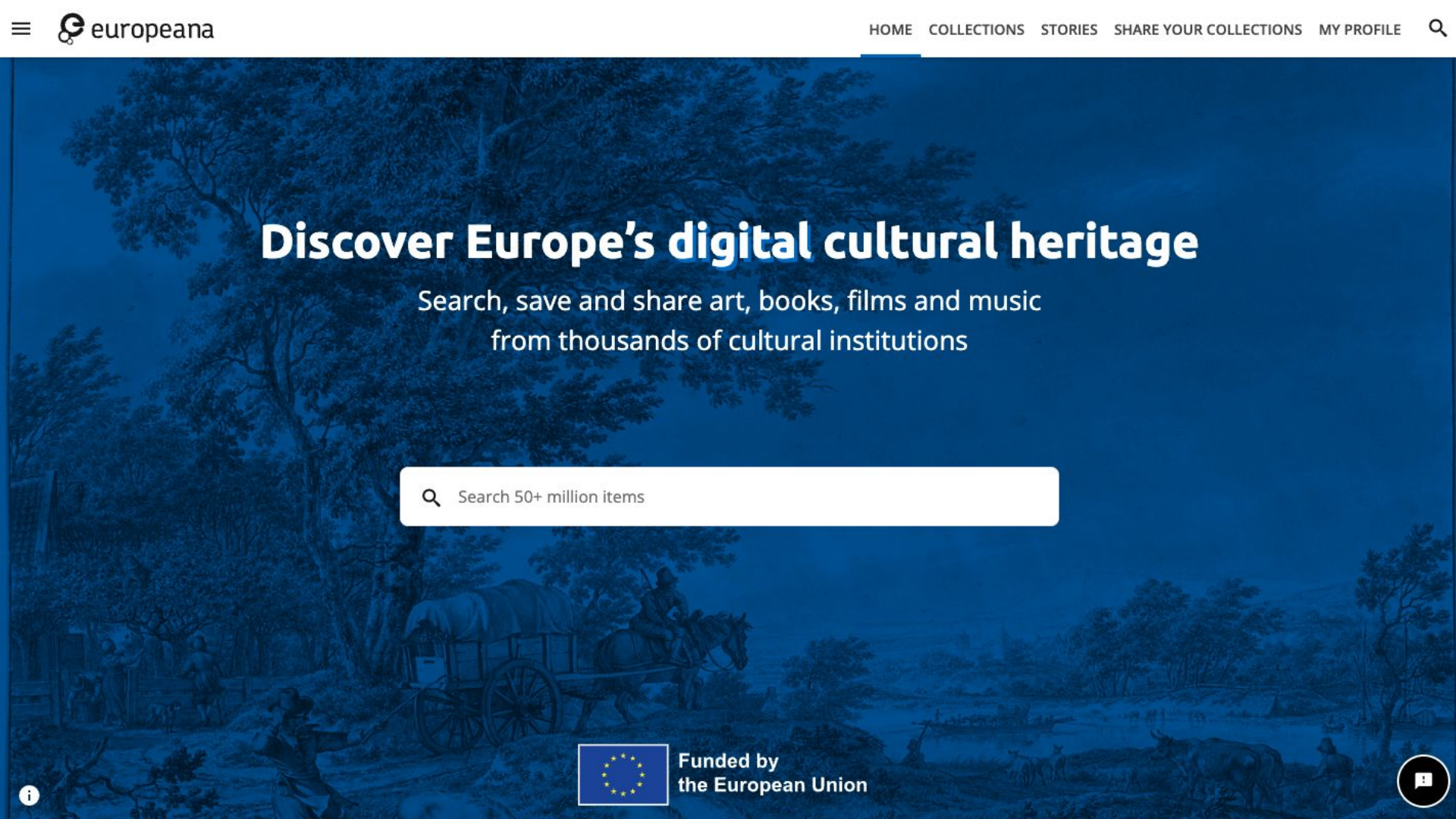
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from thousands of cultural institutions
Search 50+ million items
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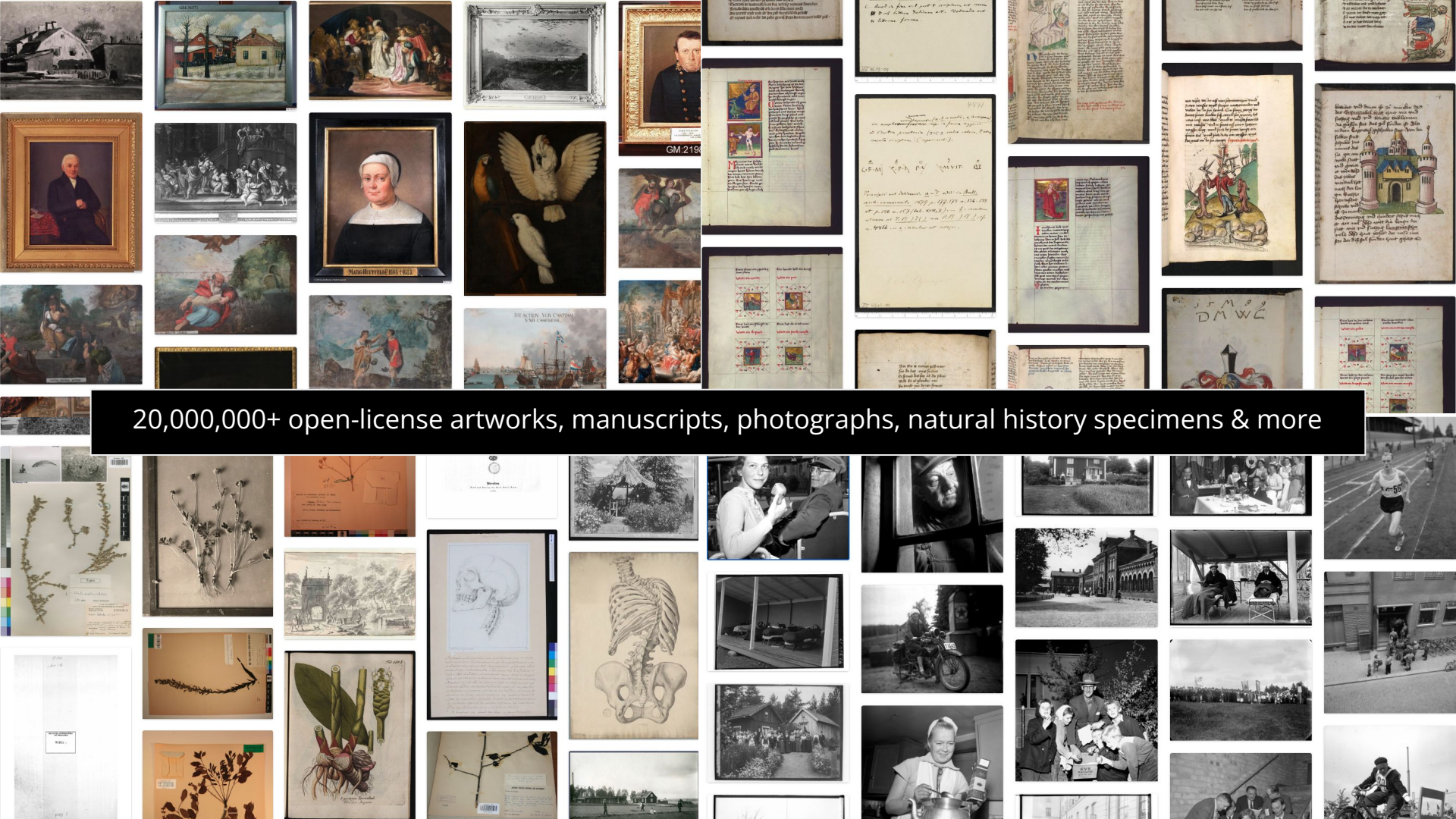
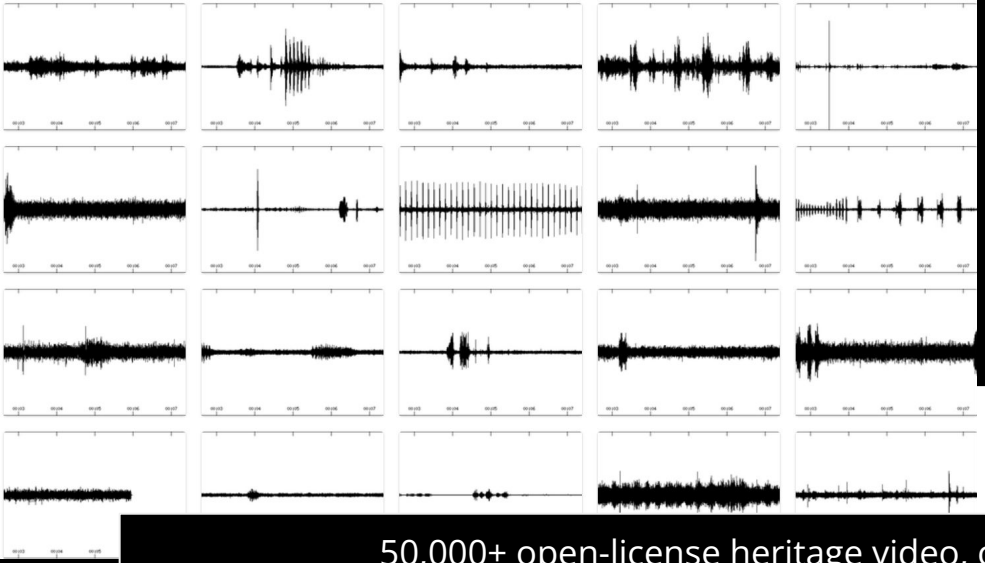

20,000,000+ open-license artworks, manuscripts, photographs, natural history specimens & more



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Holiday attractions for the youth in Wonderland

Week number 60-34

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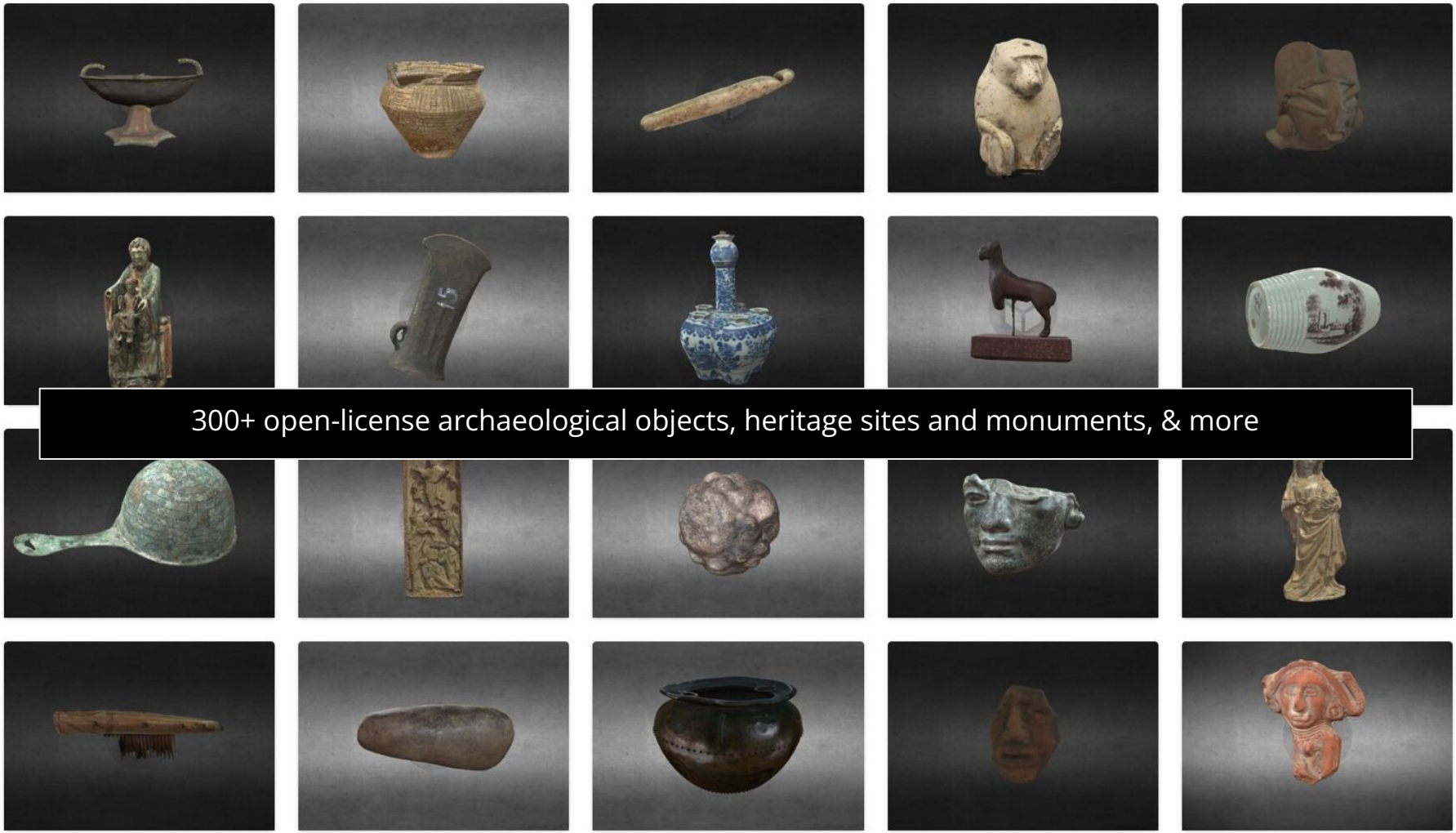
Cycle cross in het bosplan

Weekjournaal van Polygoon Hollands Nieuws van week 7 uit 1949.



300+ open-license archaeological objects, heritage sites and monuments, & more

6,193 RESULTS WITHIN TOPIC Travel photography ×

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Photography genre

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Architecture

Plastic

Building

Travel photography

Photography genre

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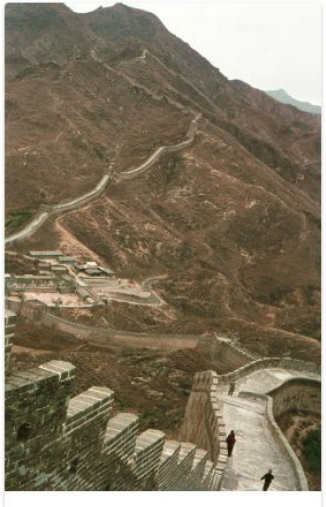
United Archives



China

United Archives / Hidden Archive

United Archives

China

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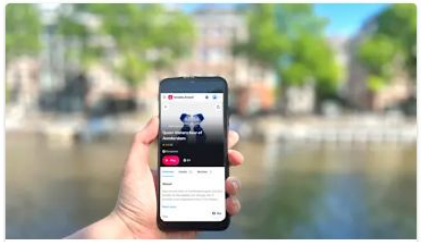

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Tracing the development of tourism from the 17th century to the present-day

Published 16 June 2020 by Carmen Périz Rodríguez (Hispana / Spanish Ministry of Culture and Sports)

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People have always had a need to travel, be it to explore and discover new lands or for

GALLERY

Architecture in Chemnitz

Chemnitz is the third largest city in German state of Saxony, with a rich architectural heritage - from Baroque to Art Nouveau to industrial, modernist and Brutalist buildings.

Curated by europeana Published gallery

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46 ITEMS

Chemnitz. New theater and Petri Church

Deutsche Fotothek

Chemnitz. Hartmannstraße, Sächs. Machine factory

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Chemnitz. Kaiserstraße

Deutsche Fotothek

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Chemnitz. Königsplatz

Chemnitz. Königsplatz

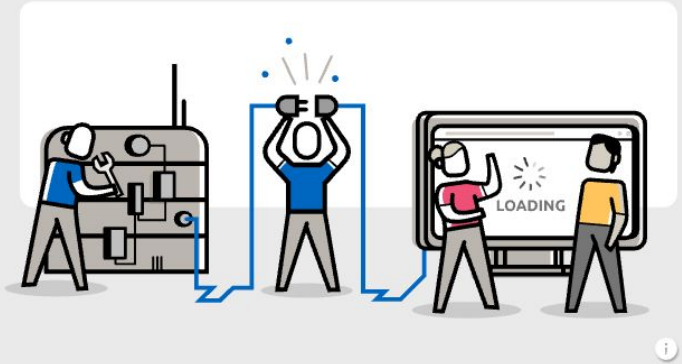
Read more

Europeana APIs, made easy.

Europeana APIs allow you to build applications that use the wealth of our collections drawn from thousands of cultural heritage institutions across Europe.

REQUEST AN API KEY

Already have an API key? Get inspiration for how to use it here.



Search API

The Search API provides a way to search for metadata records and media in the Europeana collections.

Record API

The Record API provides direct access to the Europeana data, which is modelled using the Europeana Data Model (EDM).

IIIF APIs

The IIIF APIs provide access to structured metadata about objects, and offer ways to visualise 2D objects in an interoperable viewer.

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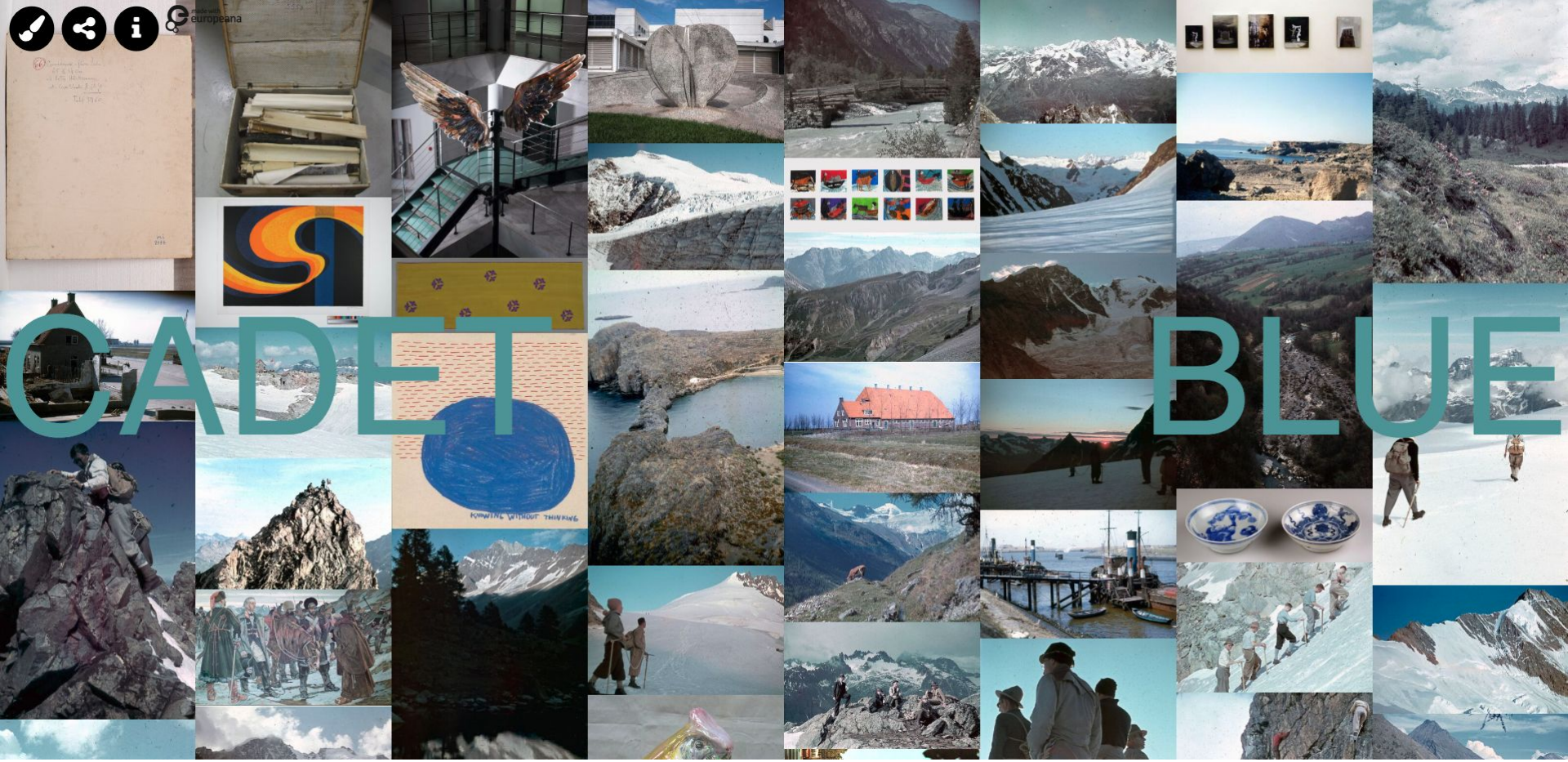

https://culturepics.org/colour/#/

Recap

🙋‍♀️📱🗺️Taking a **visitor-centred, service design approach** connects the dots of a visitor's journey.

Recap

👩‍📱🗺️Taking a **visitor-centred, service design approach** connects the dots of a visitor's journey.

🏺🏛️🖼️ Surfacing **cultural heritage** objects along the visitor journey can pique curiosity, increase intent to visit, and enrich the destination's storytelling.

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Recap

👩‍📱🗺️Taking a **visitor-centred, service design approach** connects the dots of a visitor's journey.

🏺🏛️🖼️ Surfacing **cultural heritage** objects along the visitor journey can pique curiosity, increase intent to visit, and enrich the destination's storytelling.

🤲👁️👂 **Multisensory** experiences can be the most memorable.

Stans starkaste karl.
Juni 1956. by Örebro Kuriren - Örebro County Museum, Sweden - Public Domain.
https://www.europeana.eu/item/916121/S_OLM_photo_OLM_2013_1_2037

Any questions?

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