



# Enhanced Visitor Experience

## Reinvent how visitors engage with your institution with new and connected experiences any time, anywhere

Today's Library and Museum visitor expects modern and connected physical and digital experiences before, during, and after visits.

In response, institutions are seeking ways to enhance in-person visitor experiences with friction-free and relevant content, as well as transcend the physical and seize opportunities to expand their reach to those who will never set foot in their buildings.

Technology solutions can deliver enhanced experiences that keep visitors engaged and provide new ways for institutions looking to educate their community with fresh and relevant learning content.

Enhanced Visitor Experience focuses on four main opportunities for Digital Transformation:

- **Exhibition Development:** Faster and more efficient ways to produce high-quality exhibitions.
- **Connected Experience:** Seamless and personalized interactions with physical and digital content, including wayfinding capabilities.
- **Education and Community:** Learning management systems engage students and educators with personalized learning content.
- **Beyond the Walls:** Modern technology platforms scale content for in-person visits and for those who will never visit a physical building.

## Key Challenges



Optimizing exhibition development



Engaging visitors with memorable experiences



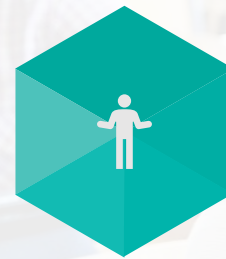
Reaching the community with personalized learning content



Reaching new audiences and establishing lasting relationships







- Do you see the benefit of providing more connected physical and digital experiences for your constituents?
- Have you explored new ways to engage students and lifelong learners through digital delivery?
- What data and intelligence is available to help better understand your constituent base?



## Achieve more with Enhanced Visitor Experiences

Review the capabilities below to assess where your institution is currently and the path forward on the road to successful digital transformation.

	Entry	Emerging	Advanced	Transformative
 <p><b>Data Insights</b></p>	Data is collected and tracked manually on spreadsheets or other offline formats.	Basic dashboards with constituent and community data pulled from multiple on-premises data sources used for decision-making.	Data aggregated from multiple inputs across both physical and digital channels with business intelligence dashboards that drive deeper insights for effective and efficient exhibition development.	Machine learning and predictive analytics using data collected in real-time across all institutional branches, including community interests and social media sentiment, helps anticipate the needs of constituents and deliver state-of-the-art solutions that scale the conceptualization, execution, and maintenance of temporary and permanent exhibitions.
 <p><b>Connected Experiences</b></p>	Standalone exhibits and collections primarily exist in physical form.	Digitized collections are made available online with sharing capabilities and social media connections.	Emerging technologies enable seamless multi-channel experiences including social media integration and sharing. Able to create connected physical and digital experiences for seamless interaction.	Fully connected physical and digital experiences using computer vision to read mood and sentiment of constituents to provide real-time content recommendations. Wayfinding technology maximizes in-person visits and immersive technologies like Virtual and Augmented Reality enhance the experience.
 <p><b>Learning Management</b></p>	Educators and students self-discover learning content based on their desire to learn and explore.	A wealth of information, research, and learning opportunities are made available by the institution and categorized by topic of interest.	On-premises learning management systems deliver education courses, training programs, and certification opportunities made discoverable in person or online.	Cloud-based learning management systems scale the delivery of more engaging and personalized educational content, using the latest learning programs and curriculum developed by industry leaders, preparing learners for the 21 <sup>st</sup> -century.
 <p><b>Digital Platform</b></p>	Collections exist primarily in physical form, requiring constituents to visit the library or museum to interact with collections.	Most collections and artifacts exist both in physical and digital form and are made available online.	One data source for all collections with the ability to deliver multi-channel experiences and content made available on any device at any time.	One digital platform in the Cloud with a powerful content delivery network that delivers content to any channel without latency. Leverage solutions built on modern technology platforms instead of creating and maintaining expensive custom solutions.