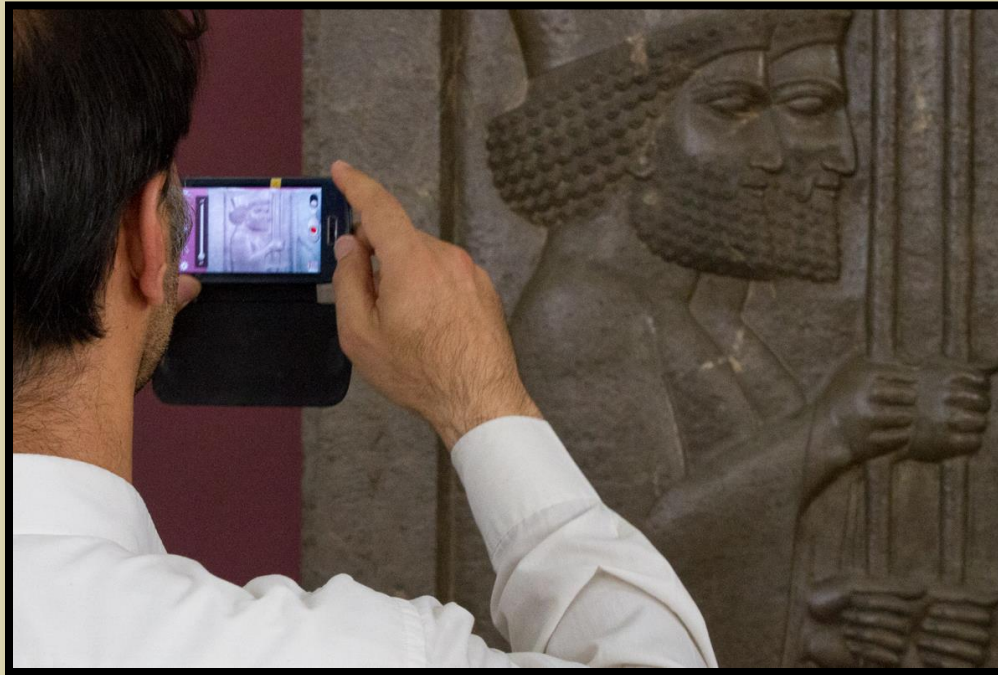


Museum Documentation and Visitor Experience's Information



CIDOC Conference

Tbilisi, Georgia

September 2017

What is museum documentation?



Who experiences it and how???

Museum Documentation Principle

Spectrum procedures

- Pre-entry
- Object entry
- Loans in
- Acquisition
- Inventory control
- Location and movement control
- Transport
- Cataloguing
- Object condition checking and technical assessment
- Conservation and collection care
- Risk management
- Insurance and indemnity management
- Valuation control
- Audit
- Right Management
- Use of collection
- Object exit
- Loan out
- Loss and damage
- Deaccession and disposal
- Retrospective documentation

Museum Visitor Experience

How do visitors learn?

Intellectual: know
Emotional: feel
Behavioral: do



National Museum of Iran

The Identity Lens

Why do people come to museums?

What do visitor inside museums and why?

What meaning do visitors take away from their museum visit?

How would this information allow us to improve museum practice?

John H. Falk

Facilitators



Professionals/Hobbyists



Explorers



Rechargers



Experience Seekers



How to create the information as visitor responses?

Participatory museum

A participatory cultural institution as a place where visitors can create, share, and connect with each other around content.

Creating visitor experience through visitor engagement strategies



The winner of louver's photo contest on the instagram page. Set up with @moodz.me



The collection wall at the Cleveland Museum of Art lets visitors make their own trails, and mark their favorite objects.

Nina Simon

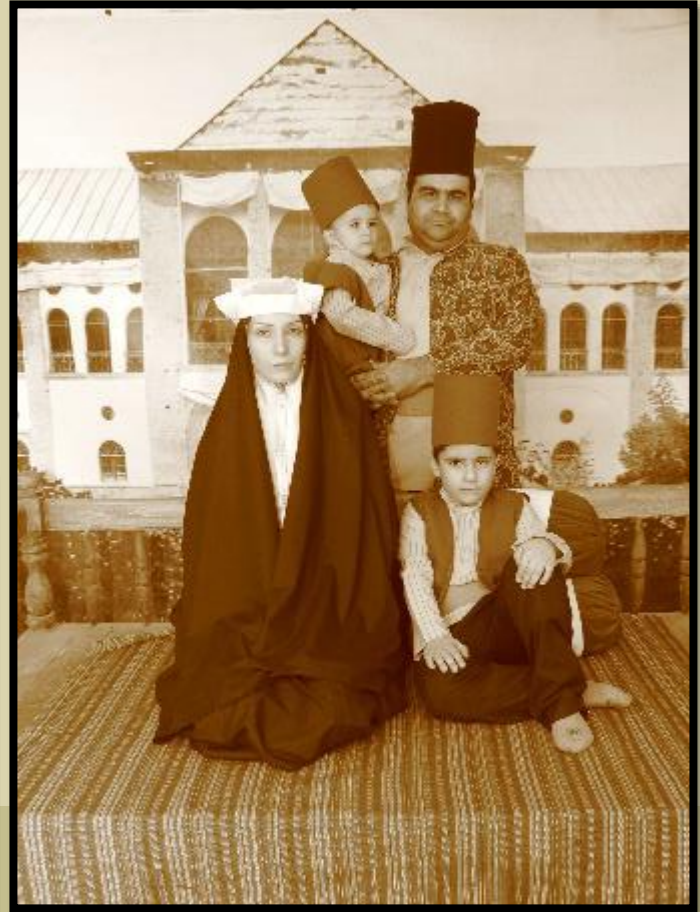


Organizing an exhibition by students' responses as their posters after visiting IMOGD



An interaction experience in stamp gallery at MNLM

Nyavaran Palace Museum



Recording a historical reminiscence experience at NPM

Iran Dolls Museum



Creating evidence visitor response as wool dolls at IDM



The virtual campaign on Instagram at NMOI to promote going to the museum

Digitalization and Visitor Response's Evidence

Physical response



Intangible response



Digital response



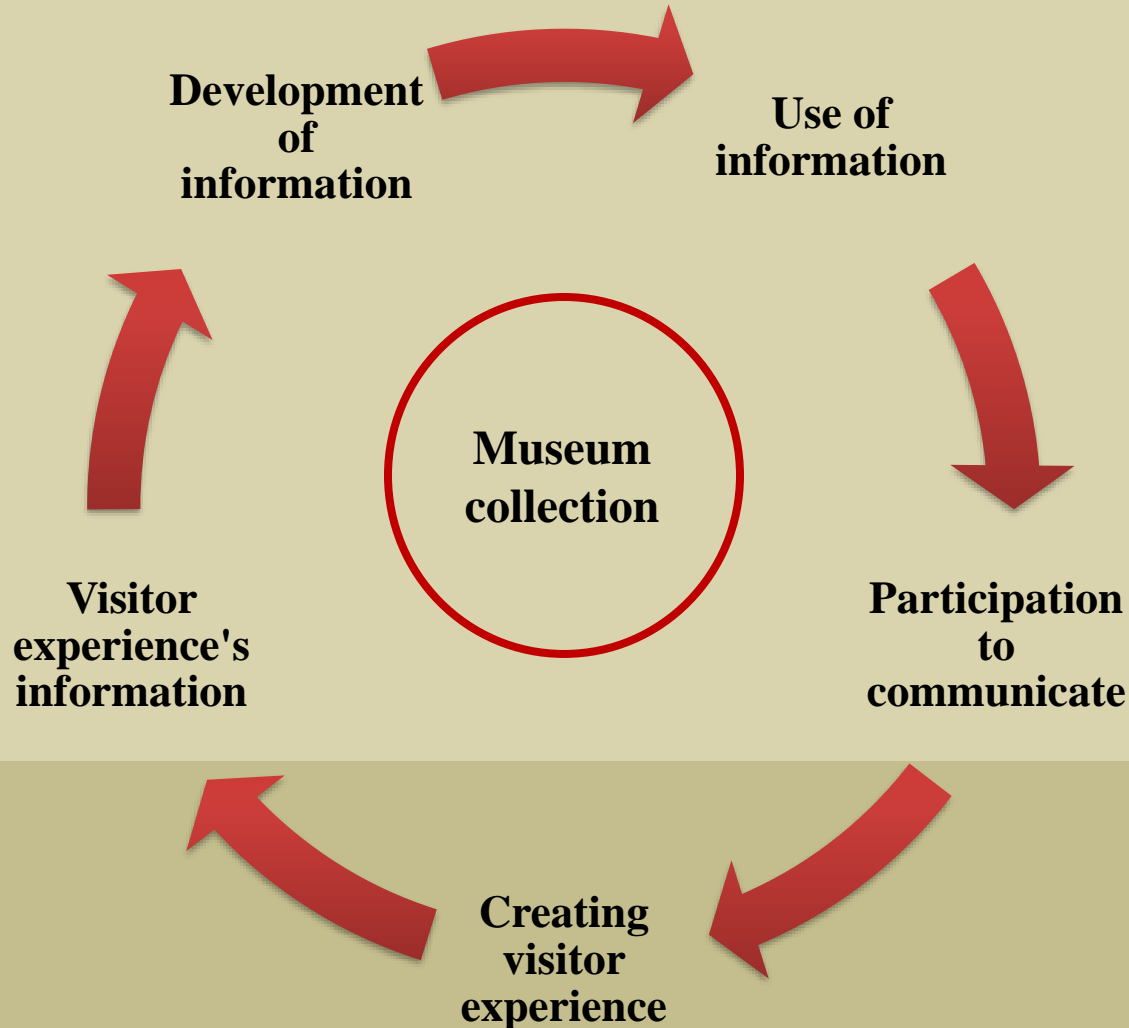
Experience is a kind of mixed feeling including emotional and spiritual factors.

Access to Visitor Response's Information



(in Persian) #آموزشگردی / #visiting_museum

Documentation and Visitor Experience Cycle



Conclusion

- The information of visitor experiences is a part of the museum documentation process, which relates to curatorial functions directly. This information provides resources for museums to evaluate their visitors' experiences, identify gaps for improvement, and work towards developing and implementing innovative solutions.
- visitor experience is a dynamic framework, and visitors are active performers and producers. Therefore their responses to museum as information is a complex data.
- visitor experience's information create through visitor engagement strategy to improve museum activities. Providing interactive relationships help museums to get visitor responses through digital era.
- The information of visitor experience is a social aspect of museum documentation principle which needs to improve.

Thank you

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