What is museum documentation?

- What is it?
- What is it connected to?
- Why do we have it?
- How much is it worth?
- Where was the found?
- How owns it?
- How big is it?
- Who collected it?

Who experiences it and how???
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?

How to create the information as visitor responses?

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

Nina Simon

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.
Organizing an exhibition by students’ responses as their posters after visiting IMOGD
An interaction experience in stamp gallery at MNLM
Recording a historical reminiscence experience at NPM
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) #موزه_گردی / #visiting_museum
Documentation and Visitor Experience Cycle

- Development of information
- Use of information
- Visitor experience's information
- Participation to communicate
- Creating visitor experience
- Museum collection
• 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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