

Digital support for cultural visits
User Centred Design in digitalization projects in the cultural sector

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Due to the progress of digitalisation of everyday life, users' communication and reception behaviour and their expectations regarding the dissemination of information have significantly changed. This also applies for the cultural sector. Since mediation and education are integral parts of cultural institutions, information and communication technologies (ICT) are becoming increasingly important for cultural mediation.

Cultural visits are characterized by a complex experience with multiple cognitive and emotional aspects. Hence, designing technologies to support cultural visits brings several challenges: Offering a high user experience requires considering a large and diverse user group with different interests and preferences. In addition mobile computing and dynamic contexts have to be taken into account.

User-Centred Design (UCD) approaches provide several methods for user integration and user orientation. However, there is little guidance in the UCD literature about the choice of strategies and methods. Furthermore traditional UCD approaches focus on application software "used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction" in an office context.

Against this background the purpose of this research project is to address this research gap by providing guidance for user integration in ICT development projects in the cultural sector. Exploring which methods for user integration are crucial to digitalisation projects in the cultural sector, recommendations will be geared to particular situations, specific project characteristics and present specific challenges, namely heterogeneous user groups, mobility and the use of ICT outside the work context.

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