StEPS-UT INTERPRETATION MODULE
Storytelling: Difficult Stories & Interpretation Policy

HANDS-ON ACTIVITY #2 = 30 minutes
Visitor Experience Goals: Why Do You Tell Stories?

INSTRUCTIONS:
1) Work in your museum teams.
2) Imagine you are interviewing a visitor about their visit to your museum.
   - What is it that you most hope they will tell you about what they learned, felt, and did?
   - How have they been changed by the experience?
3) Write down “quotes” that capture the visitor’s experience in the visitor’s voice (10 minutes).
4) Translate your visitor’s quotes into Visitor Experience Goals for your entire museum. Include at least one each of learning, feeling, and doing objectives (10 minutes).
5) Assign a reporter to share your draft visitor experience goals with the whole group (10 total).

Use this space to write down “quotes” that capture your visitor’s experience in their voice. (10 minutes)

Translate these quotes into visitor experience objectives for your entire museum. (10 minutes)

Learning:

Feeling:

Doing: