



## 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).
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**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: