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Experience Design //

In between the Pagoda and the Cave

00

Executive Summary

HUI MOU is a project that aims to create a structure and emotional experience within the Shanghai Museum, to be shared with the Cleveland Museum of Art.

Our project has been developed starting from an analysis of the current situation in the Shanghai Museum, to get in touch its history and main characteristics and to understand how the experience of the visit currently works in it.

In order to move forward in our path, we worked on an Issue Map that allows us to elaborate our observation. Starting from a phenomenological description of the visitors' behavior in the Museum, we were able to define some areas of issue, or problematic situation, and synthesize them into a problem statement.

To move from a critical to a creative thinking, we adopted a Chinese theme, the *dui lian*. We chose a couplet from the Chinese poem *Shi*, as traditional element of the culture, and interpreted it to find interesting points to start from in the development of the project. The couplet is a representation on the two entities, the two museums, that can be brought together to provide a richer

experience to the visitors.

This process is well explained in paragraph 1.

The couplet we worked on allows us dig deeper in the meaning of some elements of the Chinese culture, that could be embodied in an outcome that constitutes the experience.

Our work specifically focuses on the idea to give a new shape to the visit, driving the user through a structured experience that allows him to get in touch firstly with the knowledge and information in the Shanghai Museum and then to share his experience with the Cleveland Museum of Art.

All of this part is deeply explained in paragraphs 2 and 3.



Image 1: Pagoda.



Image 2: Cave.

01



Image 3: Shanghai Museum. Source: youlinmagazine.com

Organization Profile

History of the institution

This paragraph provides a description of the Organization & its history.

Name of the Organization

Shanghai Museum

Description of its purpose and specializations

Shanghai Museum is a large museum of ancient Chinese art. The museum style and presentation surround visitors with artifacts demonstrating ancient wisdom and philosophy.

History of the Organization and its development

Shanghai Museum was founded and first opened to the public in the building previously of the horseracing club at 325 W. Nanjing Road in 1952
In 1959, Shanghai Museum was moved into the former Zhonghui Building at 16 S. Henan Road, the museum developed very quickly in aspects of acquisition, conservation, research, exhibition, education and cultural exchanges with other institutes.

In 1992, the Shanghai municipal government allocated to the Museum a piece of land at the very center of the city, the People's Square, as its new site. The whole construction took three years, from August 1993 to its inauguration on October 12th, 1996. Today, the Museum is one of Shanghai main cultural center and it is also going to grow in next years with the opening of new locations.

Market Position

As a museum of ancient Chinese art, Shanghai Museum possesses a collection of 120,000 precious works of art. Its rich and high-quality collection of ancient Chinese bronze, ceramics, painting and calligraphy is specially celebrated in the world.

The 29.5 meters high new building has a construction space of 39,200 square meters. Its unique architectural form of a round top with a square base, symbolizing the ancient Chinese philosophy that the square earth is under the round sky, is a distinguished architectural combination of traditional feature and modern spirit. The present Shanghai Museum has eleven galleries and three special temporary exhibition halls.

The eleven Galleries cover most of the major categories of Chinese art: Ancient Bronze, Ancient Ceramics, Paintings, Calligraphy, Ancient Sculpture, Ancient Jade, Coins, Ming and Qing Furniture, Seals, and Minority Nationalities.

Current situation

The aim of Shanghai Museum is to become a world level museum of ancient Chinese art. In order to do so, some things need to be changed in the organisation and structure of the Museum itself.

A new idea of Museum is growing and the new locations will be organized according to that. This Museum needs to be a combination of technology and art that facilitate the user experience and allow him to have a deeper understanding of the Chinese culture.

All of this represents a willing to empower the user and to create a more active and participative experience within the Museum itself.

Process

This is an overview of the process to create a shared experience for visitors to the Shanghai Museum and the Cleveland Museum of Art. The experience were facilitated simultaneously at both institutions, with the vision of a unified experience that draws on the strengths of both institutions.



Image 4: Shanghai Museum.

01 Topic Presentation

The project started with the presentation of the purpose.

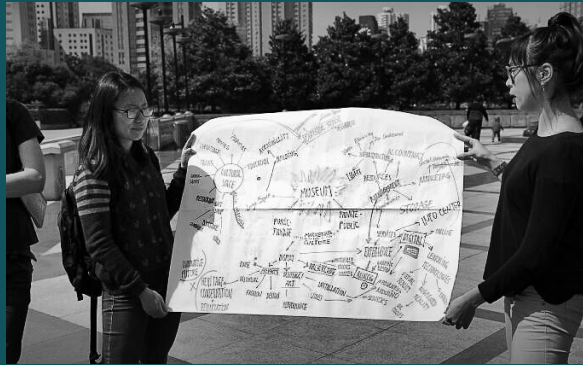


Image 5: First analysis presentation



Image 6: Collection of the observations

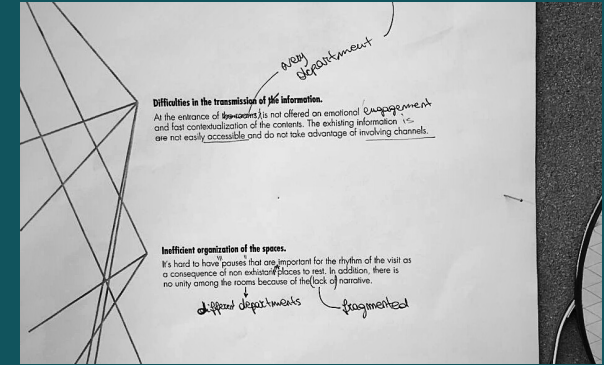


Image 7: Issue map on development

02 Observation

The first step was the phenomenological observation. To do that we went to the museum several times during different days of the week.

03 Issue Map

An important step was the development of the Issue Map, to develop an observation in three steps: DESCRIPTION, INTERPRETATION and ANALYSIS. From here we identified AREAS OF ISSUES (or problematic situations) that characterize the experience in the museum.

04 Problem Statement

The observation developed with the Issue Map and the Areas of Issue led us to identify a Problem Statement.



Image 8: A moment of the seminar

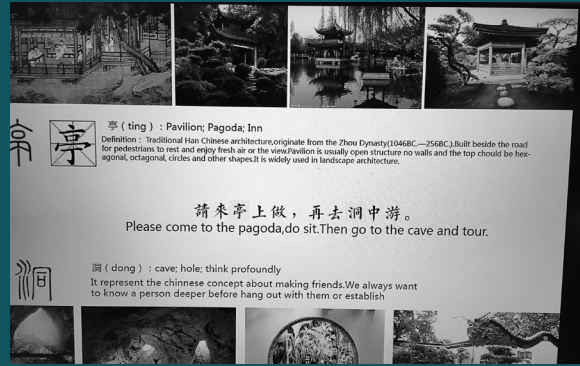


Image 9: The work on the dui lian

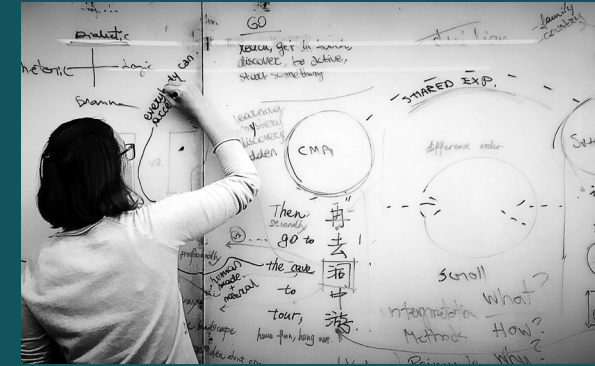


Image 10: Working on the general idea

05 Seminar

The directors of the Shanghai Museum give us the opportunity to participate to a seminar where they gave us useful information

06 The theme

To move from a critical thinking to a creative one, we focus on a specific theme, the dui lian.

07 General Idea

The outcomes of the Issue Map combined with the interpretation of the dui lian poem allow us to develop a General Idea, a main aim for our project.

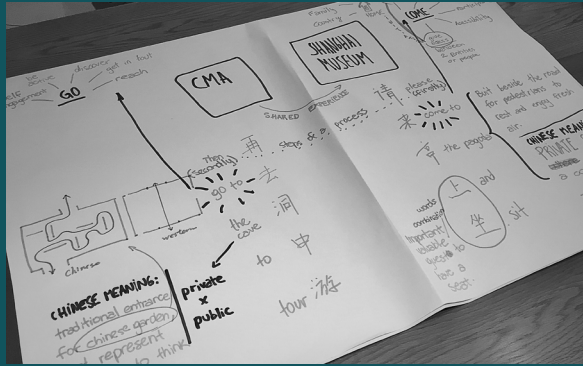


Image 11: Brainstorming

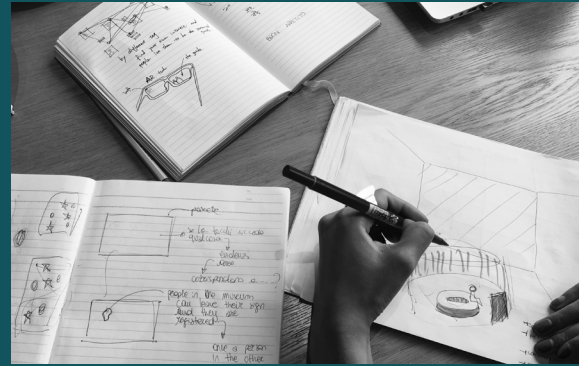


Image 12: Development of the concept

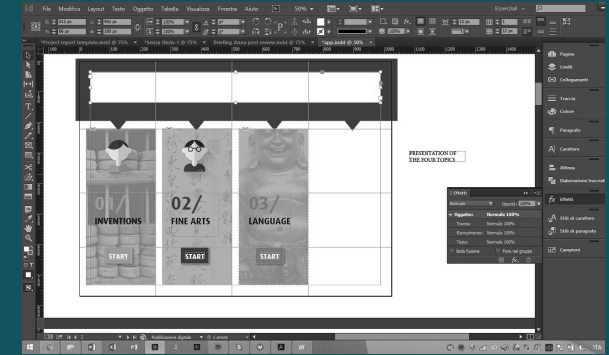


Image 13: Final implementation

08 Brief Delivery

Delivery and presentation of the project development.

09 Development

After the Design Brief, we start develop the project to get to a concept.

10 Implementation

Once the idea was defined, we worked on the physical and visual part of it.

11 Delivery

Delivery and presentation of the final project.

Analysis: Areas of issue

Here the Areas of Issues are presented. Areas of Issue are Problematic Situations that we identified in the Museum through our observation. To develop the observation we used an Issue Map, a tool that scompose it into description, interpretation and analysis. The identification of Areas of Issue is the final step of the Issue Map. From the Issue Map we developed the Problem Statement.

The complete Issue Map is attached in the Appendix to show the entire process.

Area of issue 1

Difficulties in the transmission of the information.

At the entrance of the every department, an immediate contextualization is not provided and it does not led to an emotional engagement. The exhistng information is not easily accessible and do not take advantage of involving channels.

Area of issue 2

Inefficient organization of the spaces.

It's hard to have "pauses" that are important for the rhythm of the visit as a consequence of non exhistng places to rest. In addition, there is no unity among the different departments because of the fragmented narrative.

Area of issue 3

Lack of target group diferenciatiion.

The museum is open to everyone. However, it does not take into consideration users' needs and expectations. This is harmful for the final fulfillment of the experience.

Keywords

emotional engagement

involving channels

accessible

different kind of users

rhythm

fragmented narrative

Problem Statement

The visit inside the museum is characterized by a low level of emotional engagement and this is an obstacle to the fulfillment of the experience.

The museum does not take advantage of involving channels to make existing information easily accessible for all the different kinds of users.

This is also related to the lack of "rhythm" during the visit that results in a fragmented narrative among the different departments.

Dui Lian

The dui lian is a traditional building blocks in Chinese poems. We use it as a theme for our project as a starting point to find interesting meanings behind a very traditional element of Chinese culture.

The couplet we selected is the following:

请来亭上坐

qing lái tíng shàng zuò
please come to the pagoda and sit

再去洞中游

zài qù dòng zhōng yóu
Then go to the cave and tour

Same structure

TIME + MOVEMENT + PLACE + ACTION

The most significant reflections we derived from this interpretation deals with the **moments of the experience**. As in the poem the pagoda is the place where to start a conversation, share something.

This exchange is what then **enables** the person to “go to the cave and tour”, which means to live the experience of the visit in a deeper way.



Table 1. Analysis of the Dui Lian

02

Central Idea

Create an experience in the Shanghai Museum that allows people to dig deeper into the knowledge provided by the Museum and then to share their discoveries with the Cleveland Museum of Art in order to create a conversation between the two cultures.

Alternative Ideas

After the observations and research, many ideas were generated through the brainstorming method. In a second moment, each designer brought to the next meeting a simple development of the best ideas. Find them in the next Table 1. It was classified the strength and weakness, and the best idea direction was judged through an intense process of comparison and discussions.

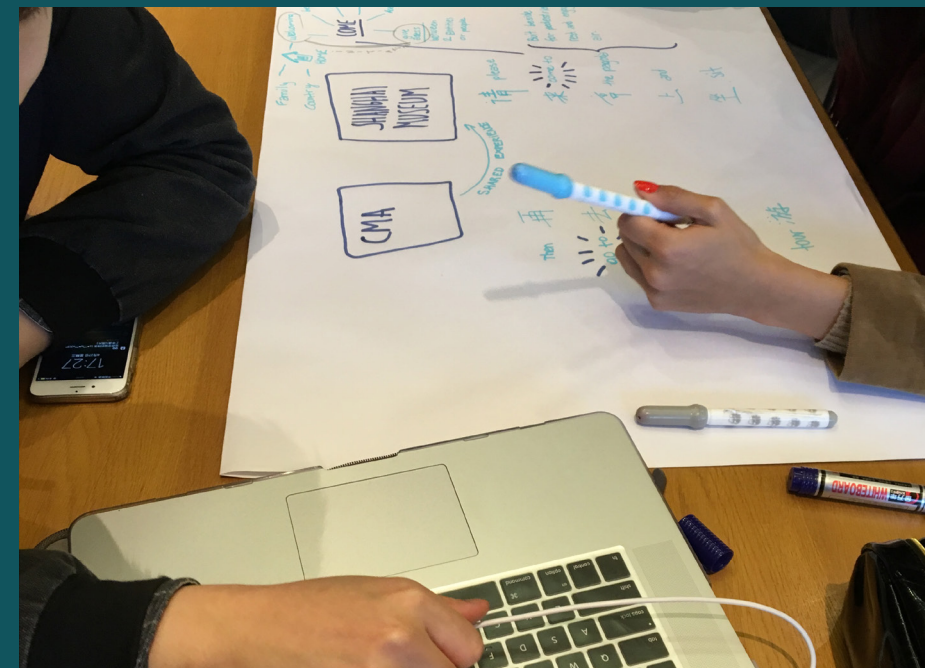
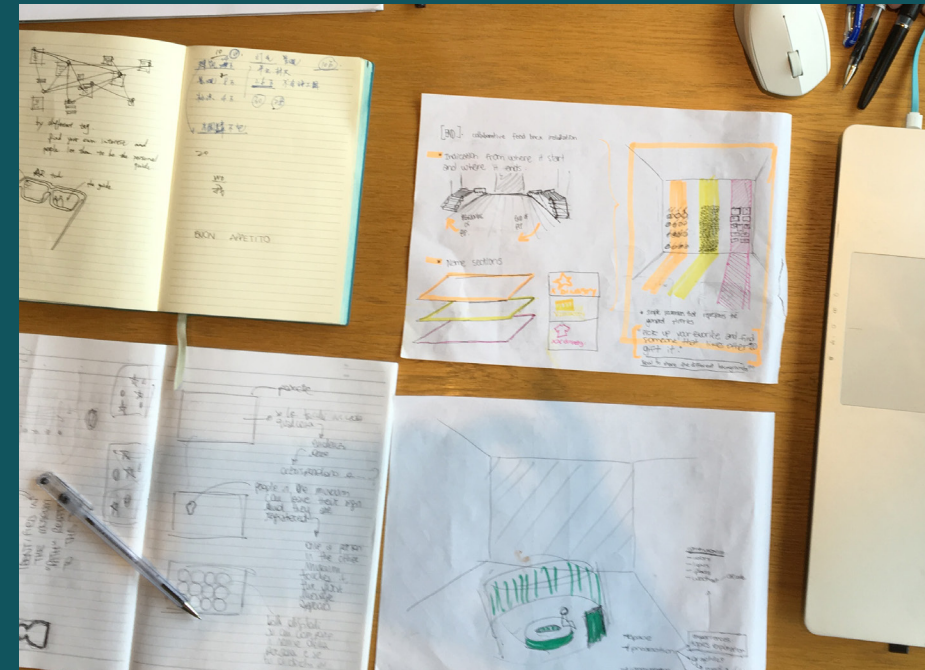
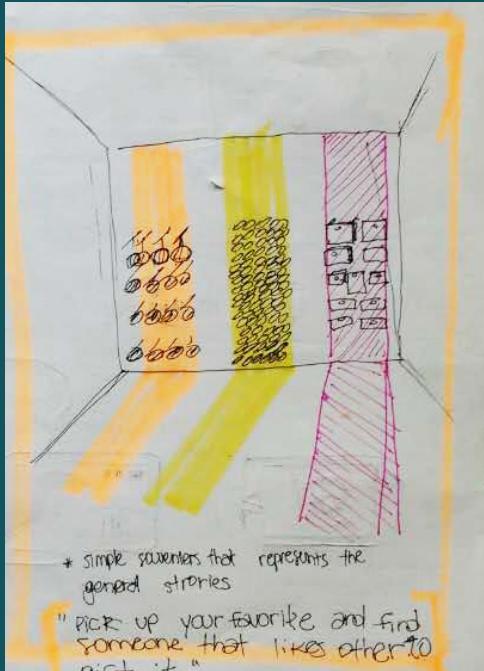
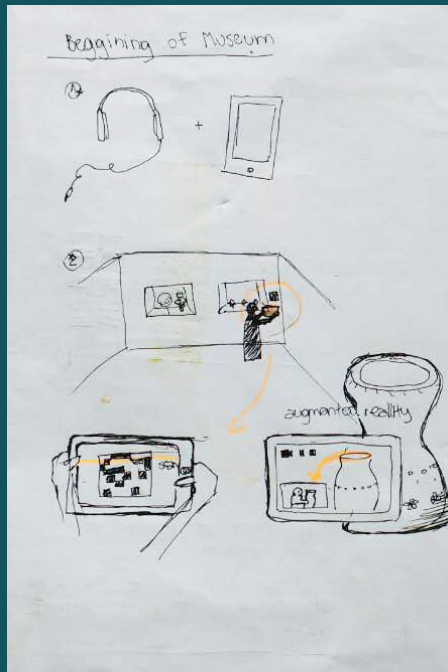
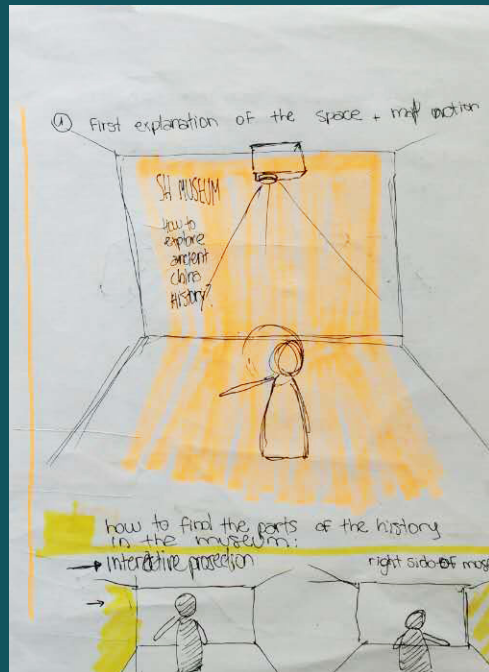
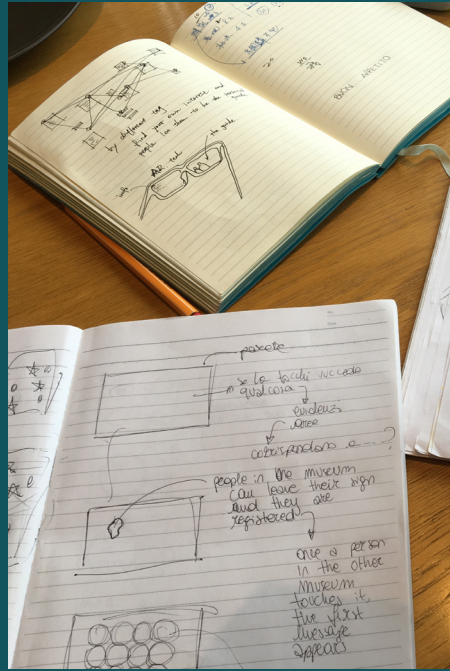
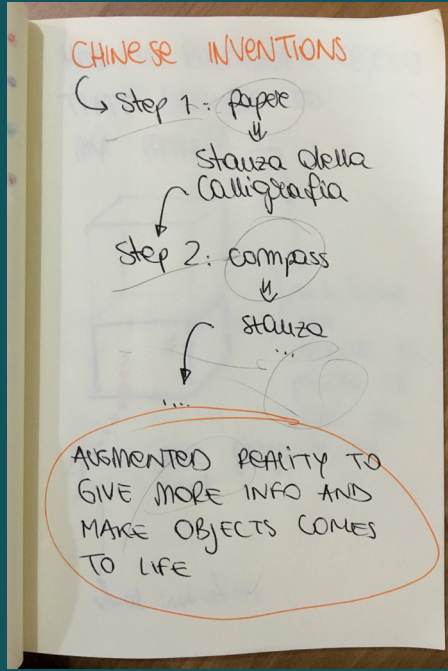


Image 14: Sketches of proposals and discussion



- Chinese inventions
 - Chinese language
 - spirituality through art
 - Chinese fine arts
- CHINESE INVENTIONS
- ↓
- 4 GREAT INVENTIONS
- paper making
 - compass
 - gunpowder
 - printing
- (+ much more)





Guided the final solution

Table 2. Alternative ideas

	IDEA
	Final experience installation with personalized gift
✓	Learning experience guided by expert's video
	Guidance by virtual reality glasses with visitors testimonials
✓	Immersive room in the beginning
	Pagoda display wall in the beginning
✓	Final experience installation with sharable expression to Cleveland Museum

DESCRIPTION

WEAKNESS

Visitors would have in the end a gift personalized by other visitors. The idea is **to emphasize the special value of personal visitor's background** and its own interpretation of Shanghai Museum experience.

Most of the visitors profiles do not want to spend time on that.

Shanghai Museum would offer experience guidance for free through a **phone app**. **Experts** from different disciplines would explain the objects through their knowledge and people could choose which type of guidance expertise they would prefer.

Only possible to people that can install the app.

Visitors would have the chance to be guided by **virtual reality glasses** offered by the Museum. The guidance would show not only didactic animations with short explanations over the objects, but also display comments and **personal interpretations of other visitors**. They would also be able to **record its own testimonials** during the experience, in order to be shared to the next visitors.

It would be necessary to have maintain, pay and train an infrastructure to take care of the quality of the videos and testimonials.

A room placed in the beginning of the experience would offer an immersive installation with projection. In this space, an involving story telling would give a quick overview about the Shanghai Museum and offer four different **guided experiences** focused in diverse topics to different profiles of visitors

The different experiences can be wrongly matched with the target groups, supressing important informations.

An **interactive wall** shaped over a representation of **"Pagoda" roof** would display different guided experiences that are based in **different period of times** visitors are able to spend. For instance, people could choose either to have a 30 minutes visit by choosing only its main interests, or a 3 and a half hours guided visit with most depth information.

It do not offer an impressive first impression and stablish a good interpretation of the couplet.

A room placed in the end of the experience would offer a **feedback installation** where visitors could express opinions, inspirations and learning about the visit. This would be a chance to **share with Cleveland Museum** part of the interpretation of the Shanghai Museum visitors experience through **an open purpose of expression**, for instance postcards, poetry, dance, draw.

Most of the visitors profiles do not want to spend time on that.

03



General experience

Experience – in the visit is our final project. Its aim is to provide the user a structured experience in the museum that gives him the possibility to discover more about the exhibition in a more interactive and easy way and then to create a final memory of this experience to share with the Cleveland Museum of Art.

We decided to provide the users four possible topic-based tours to go through inside the Museum. These topics are not based on the already existing organization of the contents provided by the Museum, but on main themes of the Chinese culture and history. Since the structure of the Museum is so strict, we decided that the main point of our project is to make the user move around the Museum, in order to get in touch with the biggest possible number pieces of art in an organized way.

The four topic that we propose are **Inventions**, **Fine arts**, **Language** and **Spirituality**. Our aim is to give the user a path during the visit, a main theme that could drive the experience. We chose these topics because they allow the user to do so: for example, there are Chinese inventions in the Ceramic Room,

in the Calligraphy Room and in the Coins Room.

By linking them together we create **a meaningful path that drives the user both physically and intellectually.**

We want our user to follow a path, to go through a step by step process that allows him to create a conscious understanding of what he is looking at.

To do so, and to create a more interacting and involving experience we took advantage of the augmented reality, as a tool to give the user an easier access to information.

Once the user finishes his tour, we give him the possibility to create a memory of the experience to preserve and to share with the Cleveland Museum of Art. In this way other people will have the possibility to access to some of the contents of the Shanghai Museum and to get in touch with Chinese culture.

The complete experience is developed into three main steps:

1/ the Projection Room

2/ the Path

3/ the Memory.

In the following paragraphs we will analyze them step by step.

The topics

As already said, we developed four topics for our project. Each of them is dealing with a different element of the Chinese tradition in order to give the user a general overview about it.

We developed the first one, Inventions, more in detail, to better explain how these topics works.



01/ INVENTIONS

This topic includes all the object in the Shanghai Museum that are considered a Chinese invention or can be related to any of them.



02/ FINE ARTS

Chinese have a lot of artistic expressions. This topic collect examples of all of them to understand the Ancient Arts.



03/ LANGUAGE

Chinese is a very complicated but interesting language. This topic give the opportunity to better understand it.



04/ SPIRITUALITY

China is a complex country under this point of view. This topic drives through the main religions and their main expressions.



01/ INVENTIONS



CALLIGRAPHY ROOM

- 1- PAPERMAKING
- 2- INDIAN INK



COINS ROOM

- 3- BANKNOTE
- 4- PRINTING



CERAMICS ROOM

- 5- PORCELAIN
- 6- LACQUER



BRONZE ROOM

- 7- BELL
- 8- TUNED BELLS

Table 3. Step by Step process

1/ The Projection Room

This is the first part of the visit is the Projection Room. It is a room at the very beginning of the visit, where the user gets in touch for the first time with the four topics.

The room is positioned in the ground floor, next to the place where the staff currently rent the audio guide. When the user enters the room, he will get in touch with the projection: it consists of four big size screens, each related to one topic. Each topic is presented by one person that explains his part and then let the other explain theirs. The idea is to create kind of a peer-to-peer projection, where common people in the video explain the topics one by one, even interacting a little with each other during the projection. Since each one is presenting the topic after the other in a loop, the projection does not have a real beginning and an end, so the user do not have to wait for it to start again if he enter the room for example after the first topic has been explained.

In this way the user will have a general overview of the four topic and will be able to choose which one is the most interesting to him.

The four are related with the four topic that we propose, Inventions, Fine arts, Language and Spirituality. Our aim is to give the user a path during the visit, a main theme that could drive the experience. We chose these

topics because they allow the user to do so: for example, there are Chinese inventions in the Ceramic Room, in the Calligraphy Room and in the Coins Room.

By linking them together we create a meaningful path that drives the user both physically and intellectually.



IMMERSIVE ROOM

DISCOVER THE TOPICS

UNDERSTAND THE PATHS

Image 15: General view of the Immersive Room



Image 16: Other two views of the Immersive Room

2/ The Path

Once the projection is finished, the user gets out of the room and he can start the path. To do that, he needs to rent one of the tablets provided by the Museum. Since our experience is based on the use of the augmented reality, we need a physical interface to give the user access to it.

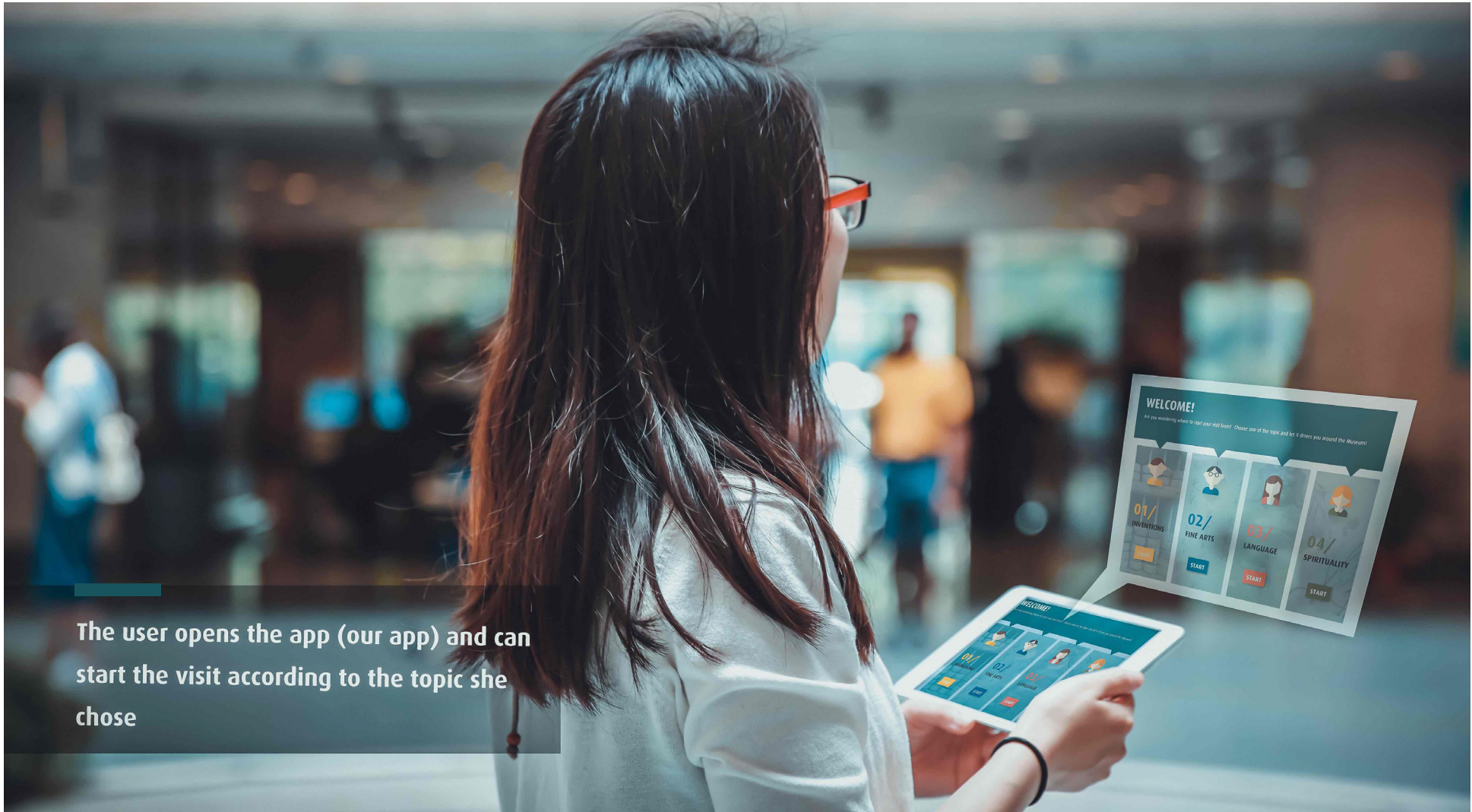
On the tablet, the user will find the App, developed by us, that drives him through the visit. All the process is better explained in the following steps, through pictures that describes the user's actions and through the mock up of the interface.

01.



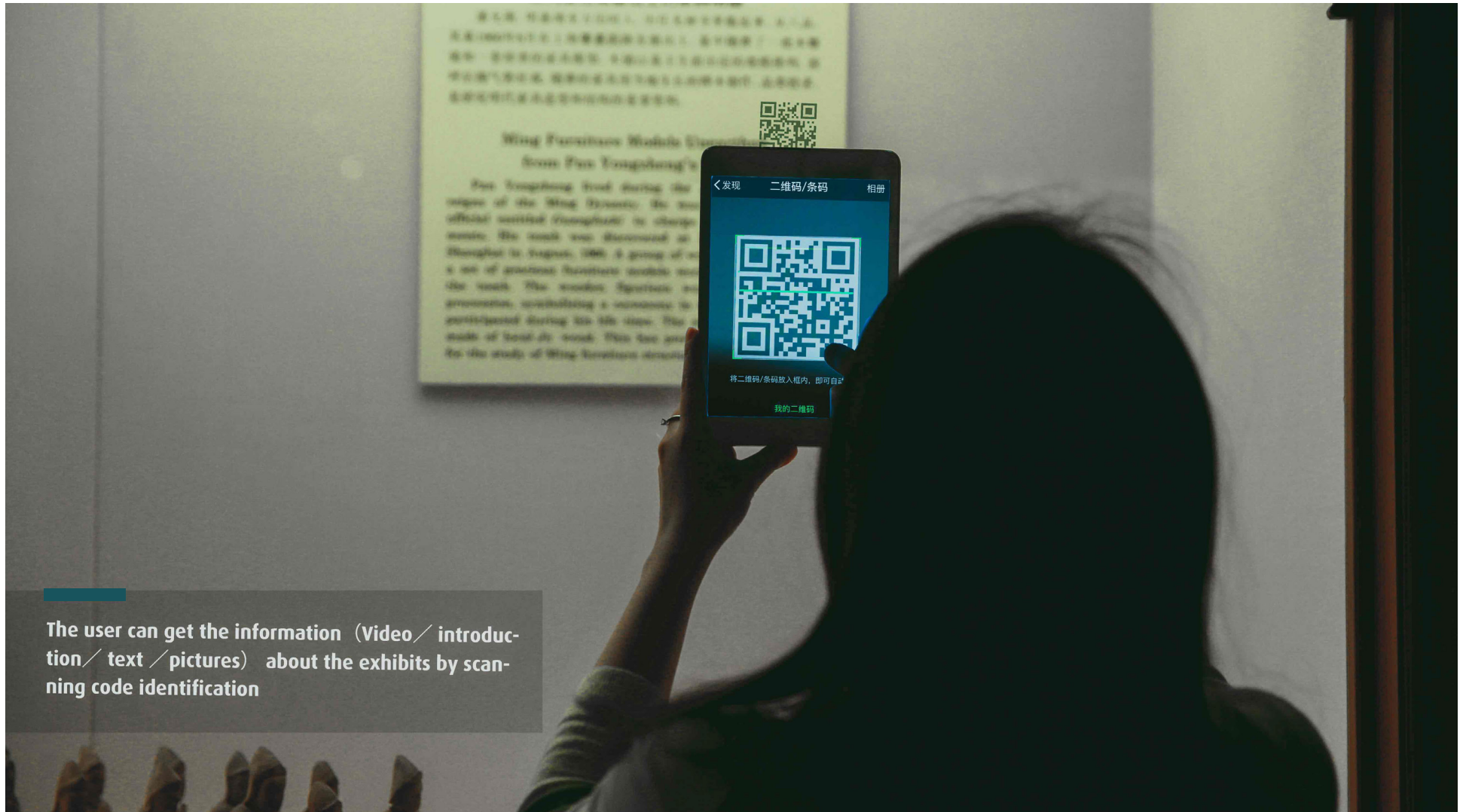
The user get out of the "immersive room" and rent the Ipad from the museum desk

02.



The user opens the app (our app) and can start the visit according to the topic she chose

03.

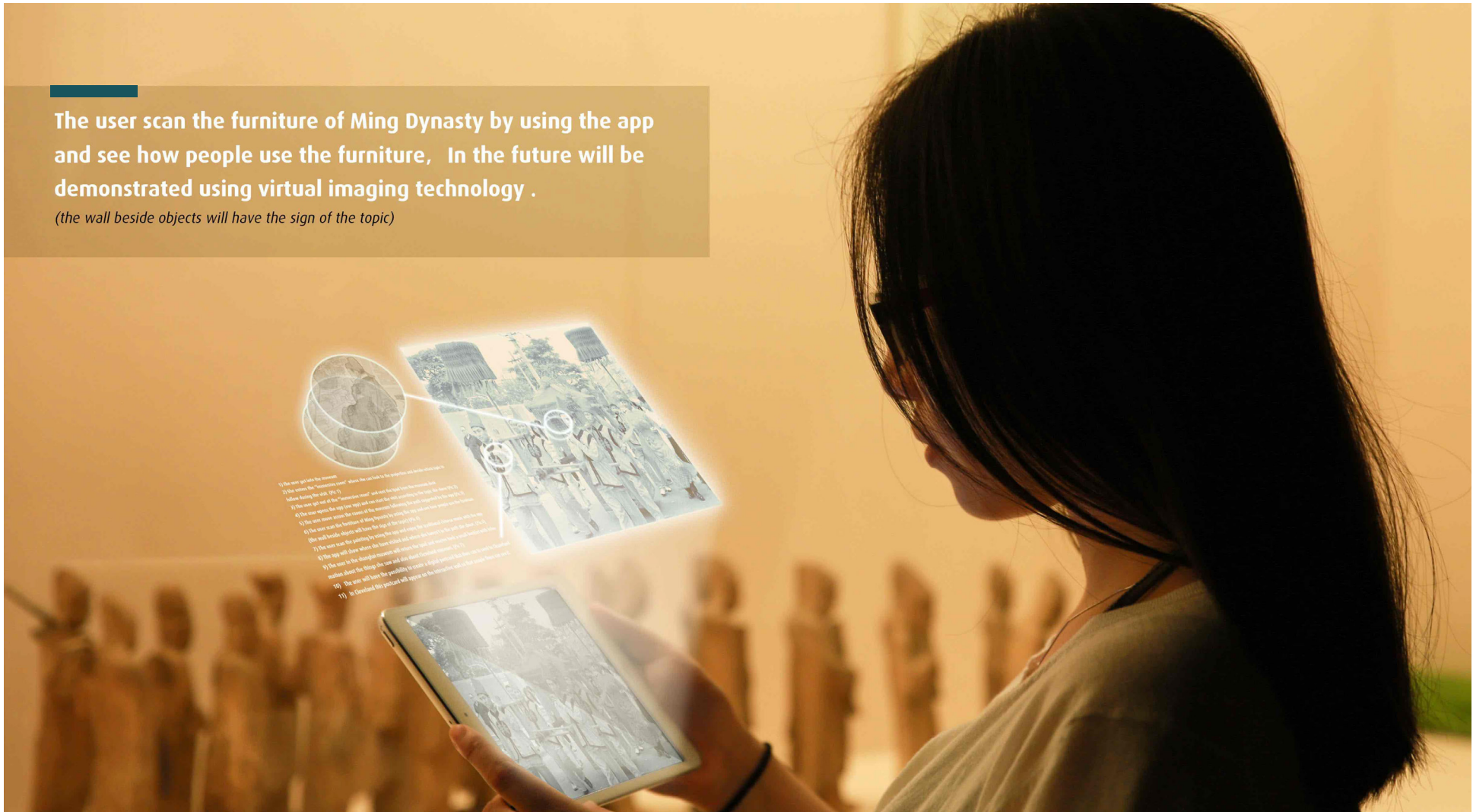


The user can get the information (Video / introduction / text / pictures) about the exhibits by scanning code identification

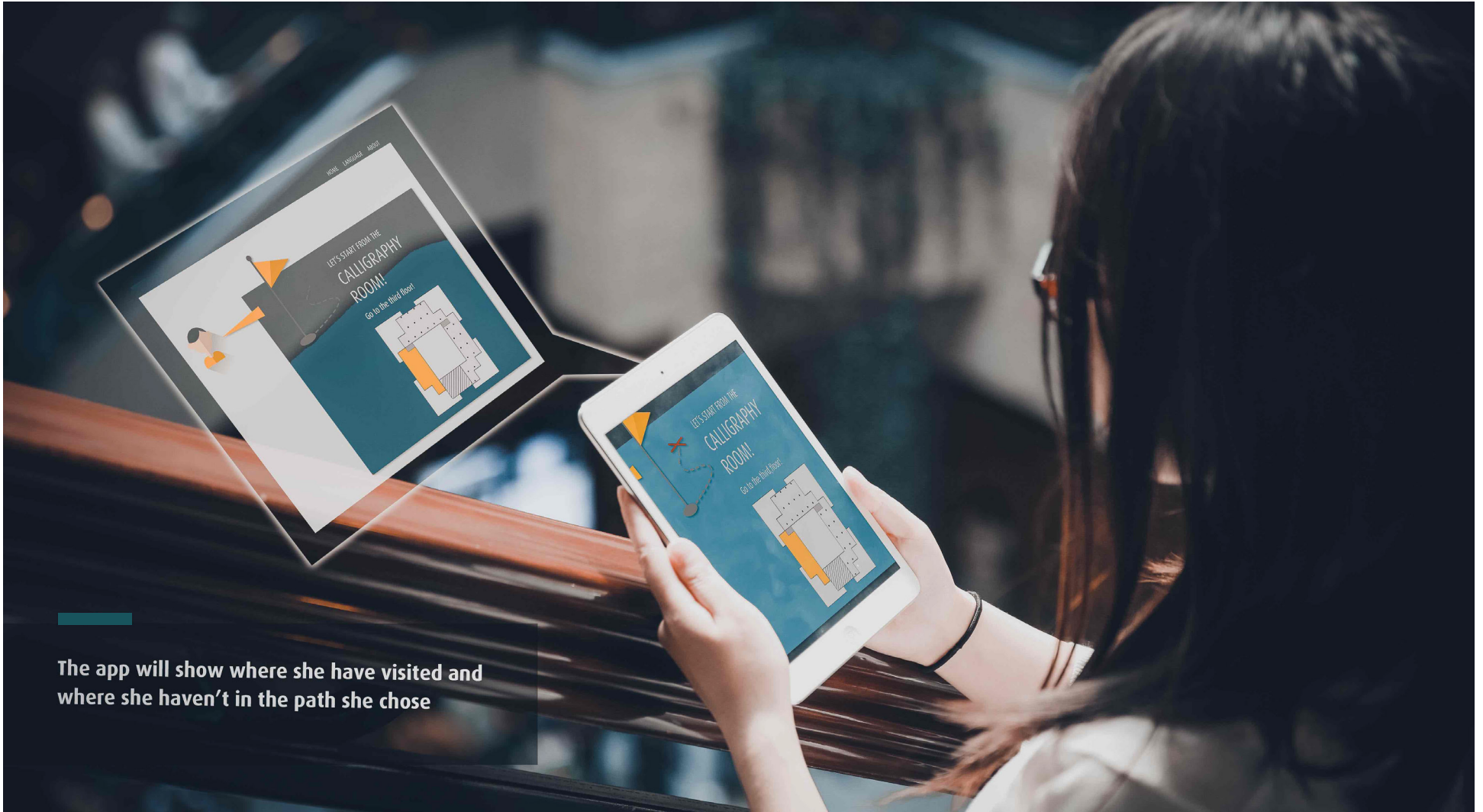
04.

The user scan the furniture of Ming Dynasty by using the app and see how people use the furniture, In the future will be demonstrated using virtual imaging technology .

(the wall beside objects will have the sign of the topic)

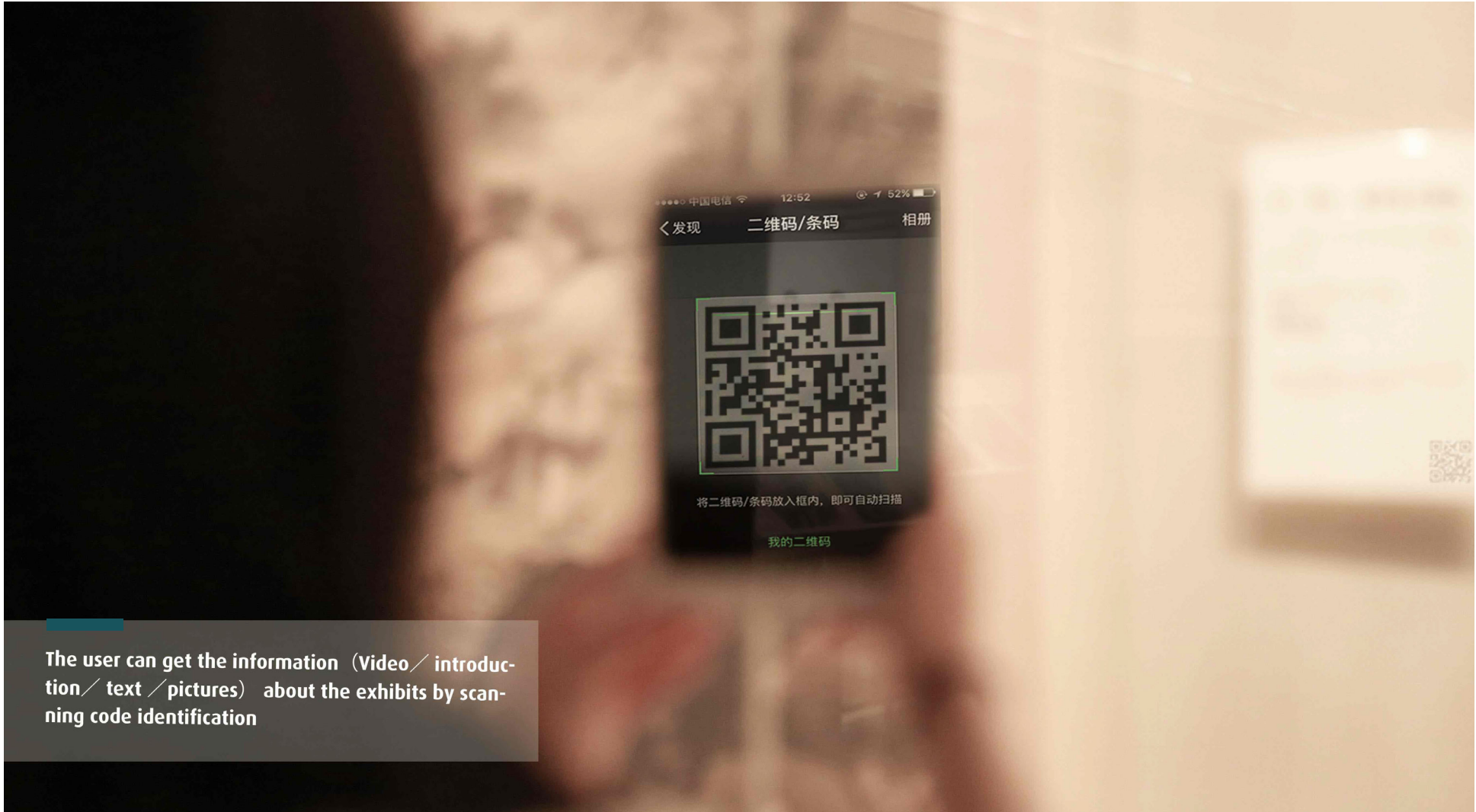


05.



The app will show where she have visited and where she haven't in the path she chose

06.



The user can get the information (Video / introduction / text / pictures) about the exhibits by scanning code identification

07.

The user scan the painting by using the app and enjoy the traditional chinese music with the app
(And use of virtual reality technology (In future) to watch the video show)

music 1

- 1) the user scan the furniture of Ming Dynasty by using the app and see how people use the furniture (the wall inside objects will have the sign of the topic) (Pic: 4)
- 2) the user scan the painting by using the app and enjoy the traditional chinese music with the app (Pic: 5)

music 2

- 1) the user scan the furniture of Ming Dynasty by using the app and see how people use the furniture (the wall inside objects will have the sign of the topic) (Pic: 4)
- 2) the user scan the painting by using the app and enjoy the traditional chinese music with the app (Pic: 5)

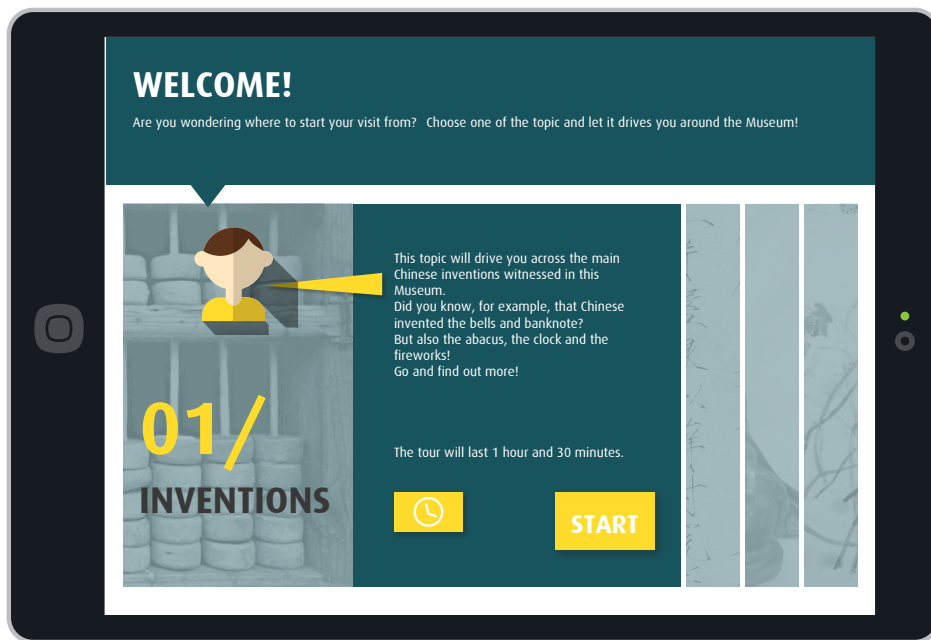
2/ The Path - Interface

Here the user's path is shown through the mock up of the application they will find on the tablets.

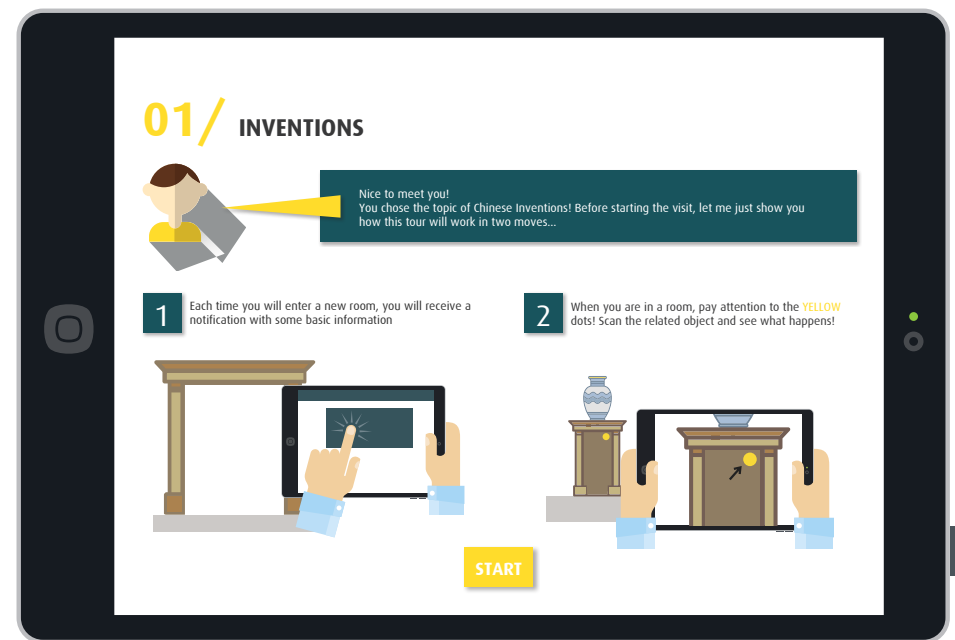
- 1- First the user can choose which path to follow among the four proposed.



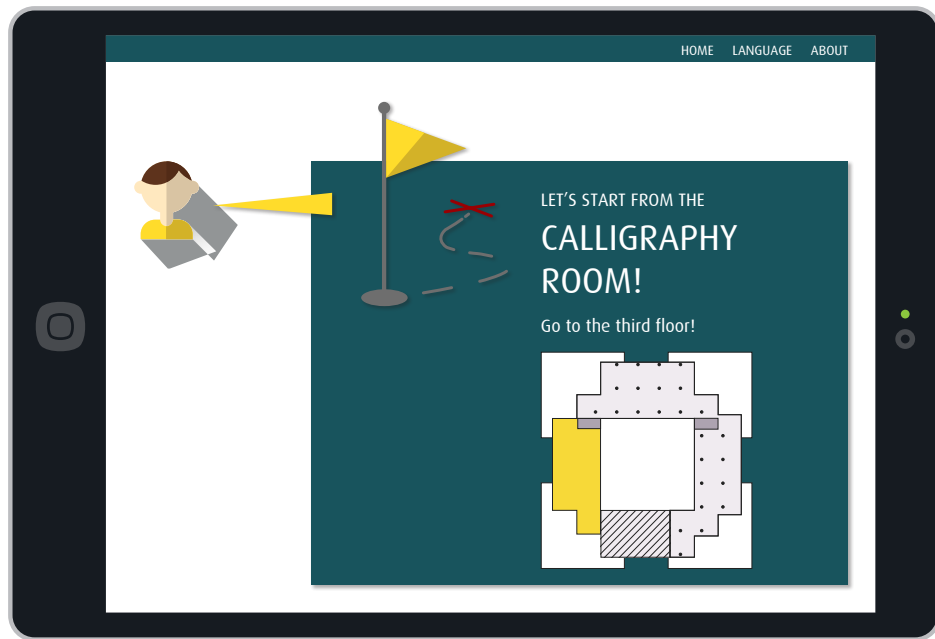
2- By clicking on one of the topics the user can obtain more information about the path, its topic and the duration.



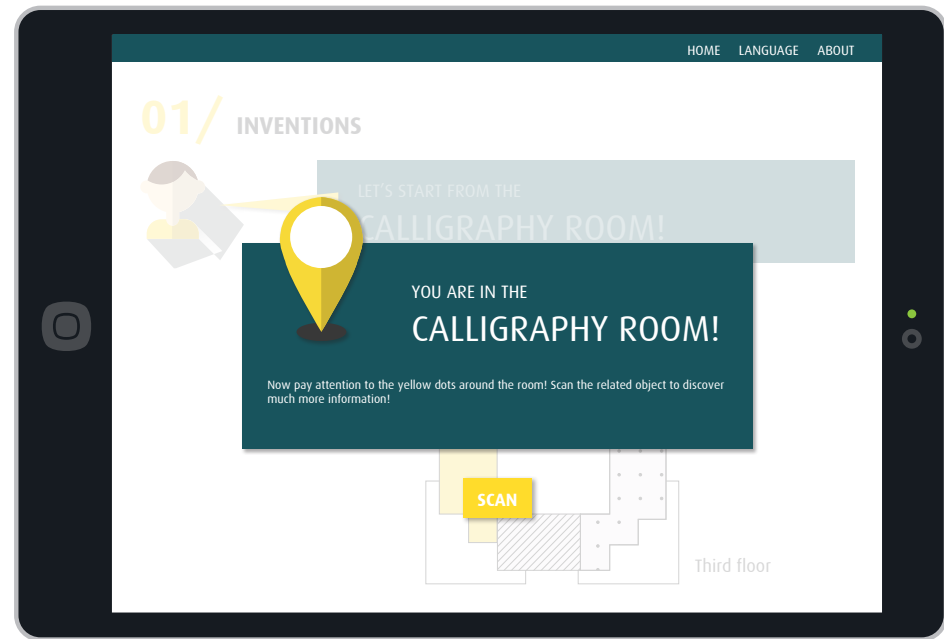
3- After choosing the path, the user will receive some instruction about how to use the App during the experience.



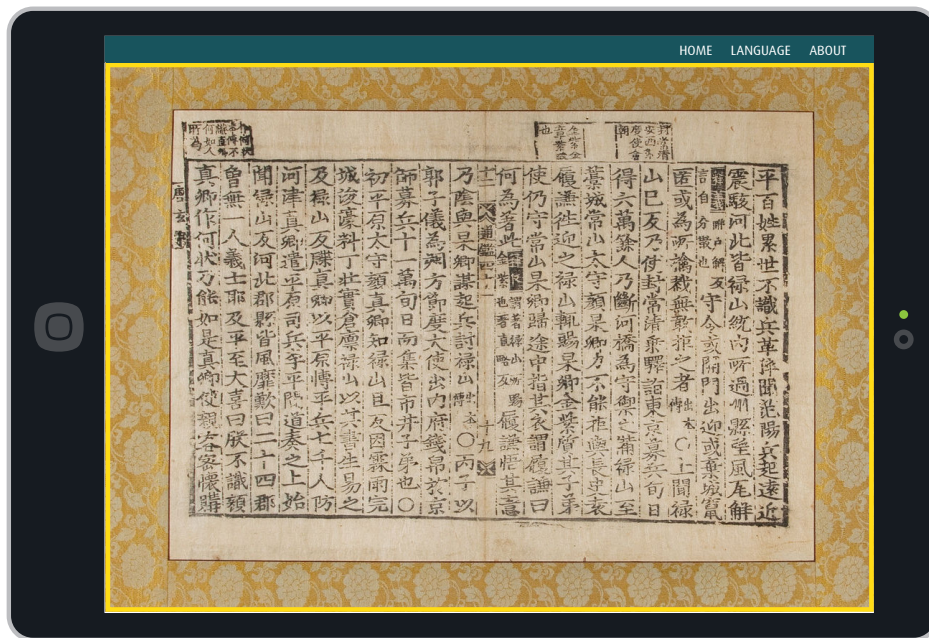
4- Then, the path begins! The App will tell the user where to go first.



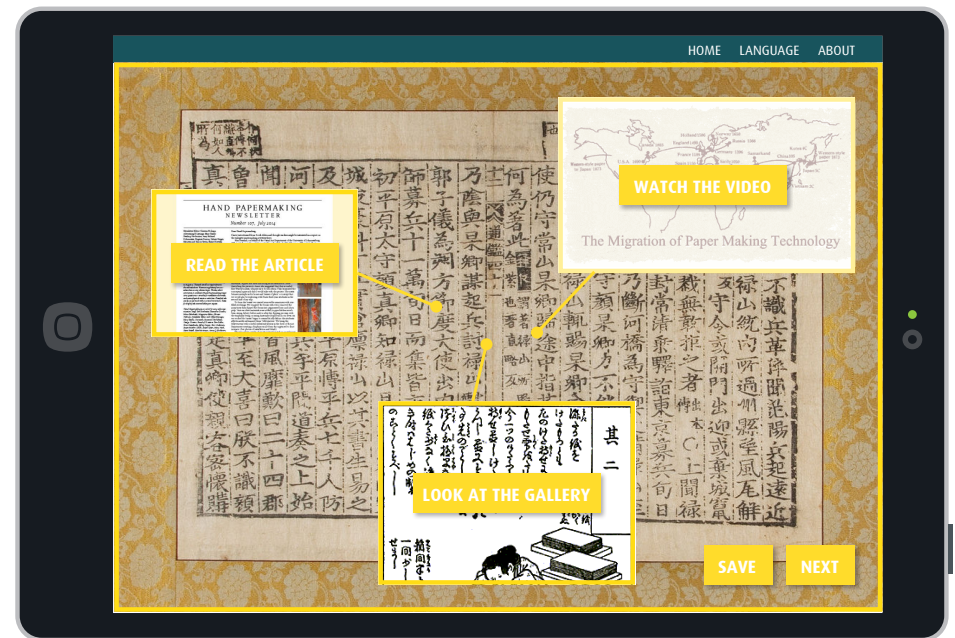
5- As the user gets in the room, the App recognizes him thanks to the Beacon technology and will send him a notification.



6- In the room, the user will recognize the object that are part of his path thanks to colored dots and by scanning the object he will obtain the additional information.

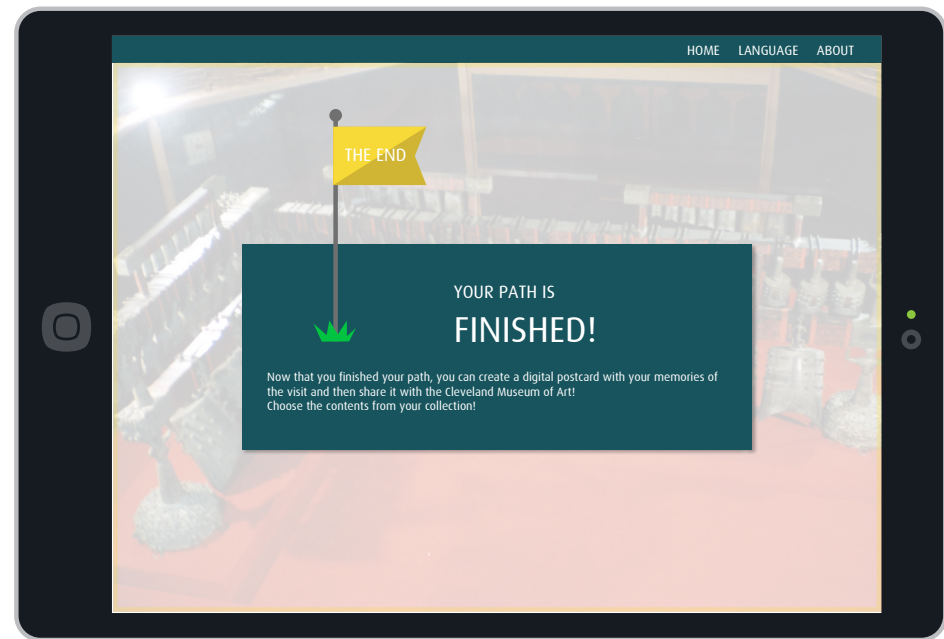
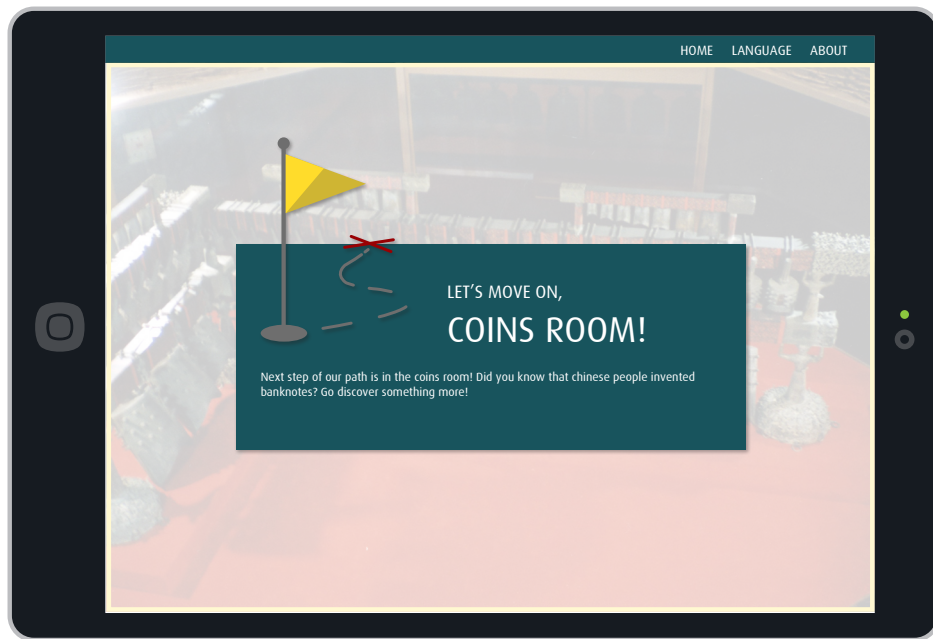


7- Once the App recognizes the object, the augmented reality starts showing the additional information. The picture is just a representation, the user journey gives a more precise idea about the real effect.



8- When the contents related to the objects in the first room are finished, the App indicates to the user where to go to continue the path.

9- The path is concluded when the user completed all the steps.



3/ The Memory

The final part of the process is to create a memory about it. Memories are important in experiences, because they leave a sign and can be starting points for new experiences.

We decide to create both a memory to share with people in Cleveland Museum of Art and a memory to be preserved by the user.

At the end of the path, the user will have the possibility to create a digital postcard directly from the App. There is a template that he can fill with all the contents of the visit he just finished and with more personal elements, like comments, other pictures and information about himself.

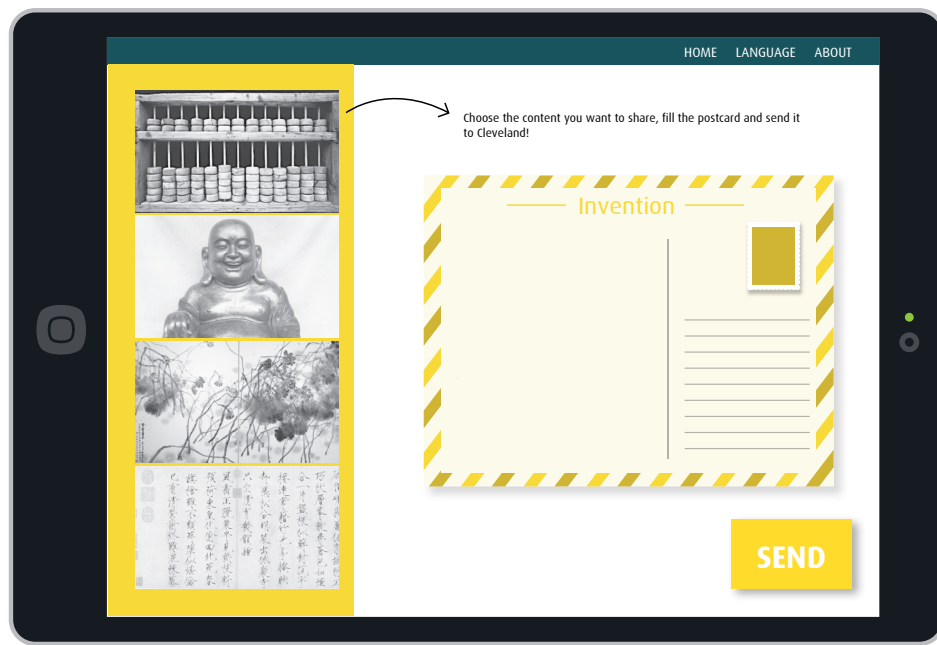
This postcard will then be sent to the Cleveland Museum of Art, where other people can see it and have access to the exhibition in the Shanghai Museum.

Moreover, when the user will return the tablet, they will receive a small booklet according to the path they followed. This booklet is just a small reminder of the experience they had, but it will also allow them to get to some contents about the Cleveland Museum of Art by scanning a QR code.



The user in the shanghai museum will return the Ipad and receive back a small booklet with information about the things she saw and also about Cleveland museum.

1- Final page of the App, where the user can compose the digital postcard to be sent to the Cleveland Museum of Art.



2- The small booklet that the user receive when he returns the tablet. The QR code inside allows him to obtain information about the visit and about the Cleveland Museum of Art.



Business case

Value added

We think that our project can create value for the Museum, both for the Shanghai Museum and for the Cleveland Museum of Art.

Especially referring to the Shanghai Museum, this project can quickly generate value. The aim of the project is to give a new shape to the Museum's collection and to let the user interact with it in an immediate way, and we think that this element can really change the perception that people have in relation to Museums.

The main point of advantage in this project is that it really tries to change the approach people currently have towards Museums.

Too often Museums are seen just as didactical places and this often implies a boring part, that creates a barrier between the people and their learning possibilities inside the Museum.

Now with this project we are trying to give a new shape, a new meaning to the experience inside the Shanghai Museum. This is the reason way we chose to take advantage of augmented reality to give the user an easier access to

information.

Then, obviously, Shanghai Museum but also Cleveland Museum can have great advantage in proposing this kind of project to the users, because it allows them to reach a wider audience that can be interested firstly in visiting the Museums, but also in understanding the cultures and appreciate this symbolic exchange between them.

This kind of project have some costs that needs to be faced at the very beginning of the project, as an investment that can be dealt with during the development phase of the project and then will be reabsorbed, creating also a deeper understanding and enjoying experience for the user inside the Museum. In the following paragraph we list the main points to consider in the first phase of the development.

Cost

A project like this obviously imply some economical investments from the point of view of the Museum itself. The main components of this investment are:

- development of the application, probably driven by an external actor that will be selected and hired from the Museum to develop the software
- installation of the beacon technology, necessary for the augmented reality. In order to be possible, augmented reality needs these special technology (that basically consists of sensors and bluetooth) that can recognize the position of the customer and send him the information
- purchasing of the tablets, that needs to be provided to the users from the Museum
- setting up of the immersive room, that includes the construction of the environment with the necessary technology (projection)
- additional costs like advertising, promotion and all the other not-specified costs.

Costs' Summary

- Development of the application
- Installation of beacon technology (augmented reality)
- Purchase of the tablets
- Setting up of the immersive room (with related projection technology)
- Additional costs

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Conclusion

We think that this kind of project can have a big impact on the structure and organization of the Museum. It also represents a big change, a shift from a classical idea of Museum towards a more interactive and participative one. We think that the role of the Museum in this is crucial: they need to understand the importance of this shift and then put it into action. During the development of our project we had the chance to get in touch with the administration of the Museum and it was clear that they already understood this need and that they are willing to create a new experience, a new idea of Museum, as a combination of art and technology. According to this, we think that our proposal can be interesting and consistent with this purpose.

Thinking about the practicality of our project and imagining an implementation of it by the Shanghai Museum, we also thought about some possible next step:

- even if we proposed 4 path, those can be implemented, changed and re-shaped according to the Museum's needs and interests
- if this relationship with the Cleveland Museum of Art works, it will also be possible to make it more structured and visible
- if the project obtains good feedback and positive reactions by the users, it could be interesting to develop the same project, based on the topic exhibited in the Cleveland Museum of Art.

APPENDIX

List of literature

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