ISSUE MAP: SHANGHAI MUSEUM

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PURPOSE: To understand the original motivation of people and the potential desires behind conscious behaviours

OBSERVATION	DESCRIPTION	INTERPRETATIONS	ANALYSIS
PEOPLE TO PEOPLE INTERACTION	Two men walk side by side from Gallery of Chinese Coins to Chinese Ming & Qing Furniture Gallery, one of them puts his hands behind his back, the other embraces himself with two arms. Both of them wear blue clothing and white sneakers. When they get close to the gate of showroom one says, 'Here we are.'	Two young men walk slowly from a gallary to another, both of them are enjoying the process of wandering inside the corridor. They smile when talk about something with pointing at the title of the front gallary.	After resting for a long time, two men feel satisfied and decide to keep visiting the rest of showrooms. They talk freely and identify the details with heart, it proves the high quality of rest just now and they do enjoy the process of appreciating the masterpieces during the journey.
	A man walks across the column and waving his hands to someone in the distance while shouting "Hey! I am here!"	The 20-25 year old college-student-looking young man walks quickly from the stairs and he shouts out at someone's name and waves his hand to the person with high enthusiasm.	The group of college students are filled with passion to explore the curiosity in the museum. They debate and talk with each other to share the knowledge they get and as if there is endless energy inside their bodies. The atomsphere they made do influence the others around.
	A man walks beside another man while talking. When they walk toward Chinese Ming & Qing Furniture Gallery, the former man stops in front of the gate and puts up his telephone over his head for 5 seconds, then goes into the room.	A son and his father talks happily when walk towards the Chinese Ming & Qing Furniture Gallary, then the young man looks at the title seriously for 3 seconds and quickly takes out his phone and takes some photos from outside.	The father scans the information quickly and goes quickly as if wants to end the last one as soon as possible. However, the son is seriously with each details he passes by.
	A woman in black spoted dress comes out from woman's washroom. She looks at the face of a man sitting on the public seats for 3 seconds with no expression and without talking, she then keeps going towards the gate of Gallery of Chinese Coins.	The young lady comes out freely from the woman's washroom with a tired but satisfied look on her face, and looks absently at a mid-age man's face with no expression on her face.	Young lady feel cozy after water closet, their is no special restroom, so she makes mind to sit nearby and stares blankly for a while.
	A woman in blue jacket sits beside a leg-striking man, she smiles and looks around when the man talks to her "So tired after walking through all of showrooms".	A pair of young lovers sit closely to each other to have a rest and talk about the genaral feeling after hanging out in the museum.	Both of them feel tired, the man does himself a massage on his laps to rest and complains something slightly because of the crowded situation, but the woman feels cozy, opposite reflection.
	A woman sitting beside me with a sleeping child in her arms stands up and goes toward Gallery of Chinese Coins, she looks around with no expression on her face, and comes back after 2 minutes.	Carefully standing up and walk quietly ahead, the young lady looks at the baby in her arms with mercy look in her eyes while keeps walking.	Young lady feels bored and tired about caring for baby all the time, so she stands up and wanders nearby but has no idea where interesting to go, so depressed look on her face.
	A woman walks towards me and watches me for 1 second before sitting beside me, she talks to a man in black leisure suit "Sit and rest for a while" she says. The man looks away when I look at his face. He walks towards me and sits beside me after standing beside the woman for half a minute. At that moment the man sits between the woman and me, they talk and after 2 minutes they walk away..	Two young lovers stop beside me after come out of a showroom. At first, the young girl looks curiosity at the material papers in my hand, and when I find someone with my split vision is looking at me, I look back just glance at the escaped eyesight of the young man, he quickly moves away his sight from me to her lover and continue to talk casually with her.	Out of curiosity, the couple sits beside me and looks at me every now and then. Facial engagements occur frequnently, subtly changes of their expression expose their wonder 'Why a person just sits alone and read but visits around in the museum?'
	A woman walks to me and sits beside me, while a long breath comes out of her mouth. After 3 seconds she turns her head toward me and stare at the English material for 10 seconds.	Looks exhausted after walking a long way, the 50-55 year old lady finally find the rest place, she stares at my papers as if there is something she must make it clear.	Like most spectators, she looks around aimlessly and lets herself immersed in the changeable, bustling and noisy atmosphere.
	Two men in kahki jacket comin in my direction and chatting to each oher, one says "Let's go for them after a while" with a smile on his face.	Tall young man talks happily with the short fleshy man with a sunshine smile on his face.	Visiting groups are the most frequently spectators here, each of them goes to different terminal according to their original plans and routes. On the way to the next stop, they might come across others and smile or chat or share ideas with each other.
	Man in safeguard suit and a cap on his head walks next to me while looking at the papers in my hand for 3 seconds.	45-50 year old man in safeguard suits and a cup on his head walks by me and he looks onto the papers in my hand for 3 seconds at the same time,cautious and stressful expression comes out through his eyes.	Because of the weekend and outpouring crowd, Guard man increases the frequency of cruising, every 10 minutes around the fourth floor.
	A kid wanders alone in front of me. When he sees the digital camera I have in my right side he stops and stares at it and walks toward me, then a man wearing glasses and grey sports clothing says to him "Do not touch! Come here!". When he reaches his right hand to my camera, I reach my right hand out and hold the camera up and smile to the kid.	A lively boy suddenly finds my camera stands with the scope toward him, he then jumps to me and wants to touch it hesitately, he looks into my eyes from time to time as if wants to get my agreement.	There is almost no special facilities for children to entertain themselves, so they have to go along with their parents wherever they go, bored with exhibits and expects to come across something interesting.
	Two woman come out of the women washroom and look at the direction of Chinese Ming & Qing Furniture Gallery, the woman in dress talks to the other "Do you wanna have a look?"	Mid-aged ladies try their best to visit more showrooms with tired expression on their faces.	Tiredness and helplessness come out of their dialogue, wait in line for long time and it will not meet up the endeavor did before.
	Two opposite-sex people walk from Chinese Minority Nationalities' Art Gallery to the direction of Chinese Ming & Qing Furniture Gallery, then the woman in green sweater stops the man and points backwards for 2 seconds, then they go back.	Young couple walks casually to the lift, the girl finds out something wrong and ask her boyfriend to go back.	Contrary opinions come up and young lovers talk about how to solve, finally information board helps them to make the decision.
	A woman walks from the stairs to the dustbin with a 1-meter-high-black-plastic-bag wheel bucket in her left hand and a pair of pincers in her right hand, she goes close to dustbin and lifts up it and pour the contents of the dustbin into the wheel bucket, then she replaces the dustbin and keeps walking forward.	45-50 year old woman walks from stairs to the dustbin with a 1-meter-high-black-plastic-bag wheel bucket in her left hand and a pair of pincers in her right hand, she goes close to dustbin and lifts up it and pour the things into the wheel bucket, then she replace the dustbin and keeps walking forward.	Cleaners are busy with cleaning up garbage made by visitors every 10 minutes, they have to be cautious with the crowds at the same time because there is no special way for staff.
	A boy comes toward me, climbs onto the public seat and lies sprawled on his stomach beside me staring at my camera for 3 seconds, then he looks up at me for one second with eyes largely open. The man tells him "Come here!" After 1 minute, the boy goes down to the ground and runs straight forward, a woman in a pair of glasses beside me stands up and shouts toward the boy "Where you go?" She comes back to the seat after she goes 10 steps. 2 minutes later, the boy comes back to the seat with the man in glasses.	The active little boy comes to me again and just wants to play with my camera, however his mother stops him with strict voice a second time, then he run away to his father.	Little boy acts impatient when his parents limit his action. Definitely, he is not interested in the exhibition at all. However, people go back and forth attracts his attention.
	A man comes from the direction of elevator toward me with a child in his embrace. He smiles at me. The boy is moving roughly and the man puts him down. The boy runs to the gate of Gallery of Chinese Coins with the man following him.	There is complicity between the man and me. The boy feels unconfortable and wants to walk.	Facial engagement between strangers brings feelings of joy.
	A woman walks toward the public seat with a white plastic bag in her right hand, a kid walks at her left side, after 15 seconds they sit and open the bag and look for something inside it for 10 seconds.	Son and mother just find the seat and they sit closely with satisfied smile, then they find something together in the bag, finally the mather takes out some slices of bread and give some to the boy, then they eat happily and talks freely about today's findings. The boy uses body language to express something to his mother.	Mother and son eat something simply they took with themselves because there is no special place for food. Like them, most of visitors there apply to the same way to have lunch.
	Two men walk from Gallery of Chinese Coins toward the public seats, one of them smiles and says to the other "Such an exhausting day!" and they sit together on the seat. After 3 seconds, both of them take out their telephones and stare at the screen without talking.	Two tired young men complain about the hot day and the crowded condition, they decide to play telephone games to have a rest.	The man's roar and complainment express the dissatisfaction about the experience in the museum. However, there is no other outlet to kill time but the smartphone.
	A man sitting beside me stands up and turns a round before me, then comes back says to a woman "I'm going to see that room, do you want to come with me?" Then he goes to the gate of Gallary of Chinese Coins.	Young man happily invites her girlfriend to visit another showroom after rest for a while, but girl does not want to walk any more with a upset look, then the man goes lonely.	Young man happily invites her girlfriend to visit another showroom after rest for a while, but girl does not want to walk any more with a upset look, then the man goes lonely.
	Woman with a green backpack on her back goes to the gate of lift, and she stops and turns back toward a man at the distance of 1 meter of the gate, and says "Did we get to the wrong place?" After 3 seconds, they come back and go downstairs.	30-34 year old woman with a green backpack on her back goes to the gate of lift, and she stops and turns back toward a 30-35 year old man at the distance of 1 meter of the gate, and says 'Did we get to the wrong place?' After 3 seconds, they come back and go downstairs.	The mid-aged couple was confused with the direction of sign system, they should spend some to identify and adjust them.
	A man in white T-shirt and a women in light blue T-shirt walk toward me from the elevator, the man says "The room is over there"while pointing his right-hand forefinger at the direction of Chinese Minority Nationalities' Art Gallery. Then the woman replies "Ok, here we go".	Two mid-aged foreign couple talks during walking to stairs, the chest cards indicate that they may be special visitors from other country.	International visiting group investgate each showroom one by one just to find something to learn and improve. Most of them are over midage, there are just guide machine company with them, no special managers introducing for them.
	At the Ceramic Gallery: Gray haired woman asking repeatedly to a black haired woman to take pictures of her next to some artifacts she points at, she is opening her eyes and smiling. After each picture is taken they move to another artifact and repeat the process. At the Ceramic Gallery: Visitors quickly taking pictures of exhibited artifacts, using cameras but mostly smartphones.	Even though visitors display interest, excitement and other positive emotions towards some artifacts, they are not taking time to look carefully at them because they are instead taking pictures of them.	Taking a picture has become the equivalent of showing interest on something/"-Like". Visitors leave the museum with a big amount of images but little to be remembered. Those pictures are rarely seen afterwards.
	Two gray haired Chinese men discuss a piece. A young couple approach them and listens.	The old men are interested on the sculpture and already have some background related to it. The young couple would like to have a deeper understanding on the piece and are curious about the older men discussion.	When information is available in forms different than text people are interested. People are whiling to interact with others in order to acquire more knowledge.
	Visitor looking at an artifact. Another person arrives and stands next to the first one, the first visitor moves on.	The first visitors feels he has to move on to allow the second visitor to see the artifact.	For people visiting an exhibition alone the presence of others might be annoying, they are looking for a private experience and feeling the other persons presence is disturbing them.
	9 people stand in front of the gate talking with each others.	They look like a groups of tourists. First time in Shanghai Museum. I can see curiousness and exciting on their faces.	The tourists group standing outside the gate and talking. Because there are no places for them to sit down and rest. But seems they do not care about it.
	Almond shaped eyed with wrinkles and kids, are looking to other white skin people	The chinese people seem interested to look at western people	The chinese people are interested on seeing how different other tourist looks
	A man walks through the threshold and two security guards check his bag.	The man is passing the normal security procedure	The museum is not welcoming tourist in a warm way
	A woman is changing a kid deeper in the center of the square.	The woman is chinese and she is the mum of the kid	There is no private places, and chinese culture is more relaxed amongst manners
PEOPLE TO INTERFACE INTERACTION	A man walks from stairs to Chinese Ming & Qing Furniture Gallary, he wears white shirt and dark blue suit pants, he rises his phone toward atrium for 2 seconds and keeps on going ahead.	Mid-aged man takes some photos of the atrium with his smart phone, then he hesitates for a while and go into it.	Seldom ideal perspectives to take photos with interior space, especially the crowds influence the emotion extremely, therefore he gives up this time and continues to visit other rooms.
	A youth walks from toilet towards my direction while staring at his phone all the time, he once looked up for 3 seconds and stops at the foot of the column and keep watching his phone.	Teenager walks freely but seriously stare at his screen, he sometimes look around for several seconds but quickly lowers his head again.	The young common worker has tired with the timid and serious atmosphere of the museum and the style of exhibits is also attracts him either, so he decide to play with smartphone.
	A girl comes out from toilet and stops with eyes looking at the distance, she holds up her phone at the same time for 4 seconds and walks with staring at the phone towards my direction.	The girl loses her way and trys to identify the direction of current location.	Not only middle-aged people but young ones are also lose direction inside the space.
	A woman pushs a wheelchair and goes toward me with watching her phone's interface all the time until she stops at the column before me, after 2 seconds a woman walks and talks to her for 3 seconds and then sits on the wheelchair. They keep go ahead toward Chinese Minority Nationalities' Art Gallary.	A middle-aged daughter waits her mother at the foot of the column with a wheelchair before her and she browses her phone during that time. After a while, her mother comes back and sits into the wheelchair, they discuss where to go while walking.	Thanks to helpful facilities, it is convinient for elders and disabled to visit here companied with family members.
	Man sitting beside me stands up and walks ahead for 5 steps, then he stops and lifts his right leg and puts down his trousers' leg, then he walks ahead.	A exaggerate young man stands up after a long time rest and go to the toilet with satisfied expression.	Exhibits from ancient time cannot attract most young people's attention. Maybe more interaction installations can help.
	Visitors holding their smartphone during their visit, some of them taking pictures, others using non related museum apps.	Visitors are not disconnecting themselves totally when visiting the museum.	As it happens in many other places, smartphones are omnipresent. People feel the urge to always be connected to other people who are not present. Sometimes checking the phone and having it on the hand is an habitude.
	When sitting on the benches, the visitors look at their smartphone, using apps not museum related, while foreign and older Chinese visitors look at their map or their guides.	When taking a pause, smartphone users will disconnect from the museum experience (social media, games, mails). Not Chinese tourists and older people, who normally don't have access to a smartphone, will take their resting time to read more about the museum or about the city.	Taking a pause is not only a physical action, but also a mental one. The exhibitions are so dense that people feel the urge to "leave" the museum for a while.
	Inside the Calligraphy Exhibition: People sitting looking at their phones. After five minutes they leave the exhibition.	One of the main attractions from the calligraphy room are the benches, which are used as places for taking a break AND disconnect instead of a place to rest WHILE admiring the artworks.	With the lack of sitting options offered at the museum, visitors use benches located inside of the rooms even if they have no interest on the works displayed. This is disrupting for visitors who are interested.
	3 people using their mobile phones and keep walking around.	They are all using Iphone. The man in dark grey looks relaxed, seems like talking to his friend or family. But the other three guys looks seriously. Maybe the call is about their works.	They are walking around while answering the phone because it is a kind of behavioral habit. But that is also because they can not find a place for them to stay.
	A woman sitting in the hall comb her hair by using her phone screen as a mirror.	The woman is young. She needs to make up. The mobile phone screen is bright and clean. She did that for 5 minutes and than looks better than before.	If this woman need to make up, why didn't she go to the toilet? There is a big mirror. Maybe that is because there are too many people in the toilet. That means the toilet is not large enough.
	A boy is watching the other people's phone screens.	The boy is interested with the content in the women's phone screens. The elder woman looks like his mother.	The boy prefers to watch his mother's phone rather than look around the museum. Because this space is boring for him. The museum is lacking attraction and entertainment activities for children.
	A man helps a child putting on closes in the middle of the road inside the hall.	The child must be the man's kid. The man looks kindness while looking at his son. He helps the kid get dressed expertly.	The man did this in the middle of the hall and blocked the road. That is not only because he is not polite but also because he can not find a place to do this. There are no rooms or spaces for parents taking care of their children.
	A woman gives her bag to another woman and then go to the toilet.	These two woman are both 20–30 years old. They are friends. They come to the museum together. They have a nice relationship between them.	The woman gives her bag to her friend because there are no racks for her to place her bag.
	A wrinkled woman is pointing the cell phone to herself	The woman is taking a selfie with the fountain as a background	It seems that the fountain is the main attraction of the plaza
	A man is using the touch screen at basement floor near to the stairs.	The man seems confused	The computer is in chinese, non chinese visitors don`t understand what's written
	A girl is looking to the informative panel, pointing the cell phone in the same direction	The girl is trying to scan the qr code from the info panel, but she looks confused.	The QR code is related to a chinese link, and the western girl cannot understand what's written apparently
PEOPLE TO ENVIRONMENT INTERACTION	A man walks from stairs towards Chinese Ming & Qing Furniture Gallery with a stainless steel cup in right hand and a black shoulder bag, he looks around in all directions at the same time until close to the gate of Chinese Ming & Qing Furniture Gallery, he looks the title for 3 seconds and turns back and walks towards my direction.	A fat mid-aged man walks to the lift and searchs for something with curious look, after he realize the information on the board he turns back.	Sign system is a big challenge to middle-aged people, vague guidance and introduction mislead some people.
	A woman in red shirt comes out from toilet swinging her arms, she looks into distance and looks down to the ground after walking for 5 steps.	An elder woman goes downstairs after coming out of washroom.	With no one else companing, tired and confused lady has to tackle these mess all by herselves.
	A blonde and grey hair man sits at the toilet gate looking for something in his dark blue tote for 15 seconds, then he takes out a plastic bottle with transparent water in it and drinks for 3 seconds and puts it back into the tote. After 1 and a half minute, he turn his eyesight from the stairs to the atrium.	Foreign aged man sits freely on the seat with a cute and abstracted look on his face, he sits there for a long time alone.	Foreign people seem more enjoyable with the visiting process compared with natives and naturally be immersed into the atmosphere as a whole, they watch with no words.
	A man sitting beside a blonde-grey-hair man stares at the distance and strikes his legs with fists alternately for half a minute.	The interesting man sits there staring blankly to a distant place, but his fists strikes his laps rhythmly and logically.	Even if the man is sitting, he is still feeling stressed or annoyed. Not enjoing his visit.
	A woman comes out from women's washroom with a towel in her left hand and a mop in her right hand, she looks at the direction of atrium for 2 seconds when she walks toward elevator.	The 40-45 year old female cleaner walks toward the dustbin beside the lift quickly and no time to look around, after she finishes this dustbin, she keeps walking to the other.	She needs a special routine differently with the one visitors are using.
	People waiting in groups, standing in the middle of the courtyard, watching upstairs or at their maps.	When entering the museum people feel confused about where to go first or where to find information.	The natural action when people get to a museum is to get a feeling of the place and make a plan on how to visit the place. Visitors lack information regarding ways to visit the museum, and what they can expect on each room.
	At the courtyard next to the information stand are two panels. On the right side is one digital screen with maps of the museum and information regarding events and exhibitions. Some visitors (Chinese and Foreigners) are standing in front of the screen reading the content. On the left side is a wooden panel with information regarding the floors. The title reads "Shanghai Museum" and some Chinese visitors are taking pictures with the sign.	People feel more attracted to the screen than to the analogue information panel.	Nowadays, digital is more attracting than analogue. However, if content is not relevant, unclear or overwhelming, people will quickly loose attention.
	Sari wearing woman, with black curly hair is filming all the artefacts, then takes a selfie video with some artefacts on the background.	This middle aged woman wants to record all the aspects about her visit to the museum.	She thinks the museum is worth a visit and wants to share it with his family or friends once she`s back to her country, or wants to keep a physical memory of it to check in the future. Recording the items on display is important. However, it is necessary to prove/show her presence there.
	No verbal or physical interaction between strangers while sitting on the benches and while visiting the museum.	A visit to the museum is a personal experience and people do not feel invited to interact with each other.	The environment and interface does not invite people to interact with each other. The main goal is to observe, but not to engage with others or the artifacts.
	Visitors spending more time reading the short description (Name, period, date) than looking at the object itself.	Visitors want to acquire knowledge regarding some especial items.	The information regarding the artifacts is incomplete and does not invite the visitors to spend more time discovering an observing it.
	Visitors spend little or no time reading the text at the beginning of each exhibition. Some others take a picture and leave.	The introductory text is either not totally read or ignored. One cause might be that it`s poorly lit, it`s too long, or people don`t have time/interest on reading it.	People will visit the exhibition without having proper/complete context on what is shown, meaning they won`t be able to follow the storyline and their experience will be superficial.
	Leaflets with more information regarding the artifacts are placed next to the entrance. Visitors take them when leaving the exhibition.	Leaflets are not seen by visitors when entering the exhibition. Those who are interested on knowing more take the information with them.	The whole point of the leaflet is supporting the exhibition visit by offering deeper information on the displayed artifacts. By not taking the leaflet at the beginning it`s purpose is lost, since people usually take it an leave the exhibition without reading it.
	Each room has one theme and the artefacts are ordered chronologically, however there is no information marking where a period ends and one begins.	Curators have organized the artifacts in a specific order, trying to tell a story chronologically. Visitors are not able to understand this clearly due to the lack of information.	The story is not clearly understood by the visitors who are not experts in Chinese history. An important layer of information is lost, and therefore is the intellectual experience less rich.
	Multiple groups of people from different ages listening to the audio guide are seen on the first floors. On the last floors, visitors are holding their audio guide devices on their hands or letting them hang from their arms and shoulders without using them.	The audio guide resource is used by people whiling to get a deeper insight on the museum. They show interest on it at the first exhibitions, but get tired of it, or loose interest on it after a while.	The audio guide offers valuable information, but is not able to maintain the attention of the users during the whole museum visit.
	A man is listening to the audio guide at full volume while walking around the exhibition, going from artifact to artifact.	The visitor is creating noise pollution and interfering the others visit. He is hearing the guide decoupled from the artifacts. He seems to be in a rush or not to be interested.	The audio guide can be set at a high volume, which is annoying to other people around.The audio guide recordings might be to long for people who are in a rush.
	Kid playing with the audio guide, dropping it to the floor and dragging it. He is not looking at the artifacts: when standing in front of them he can only see a wall.	The artifacts are displayed at an adults point of view, making impossible for kids to view the artifacts from their own point of view (only when they are carried on the arms of an adult). Kids are therefore not interested and try to amuse themselves with the most attracting object they have access to.	Kids are not taken in count by the museum, there are no special learning or entertaining aids/tools for them. Therefore is their visit unpleasant or not memorable.
	2 people sit on the edge of flower bed in front of the museum for 10 minutes.	2 men wearing jackets. They look like tired on their faces. They keep silence.	They can only sit on the edge of flower bed because they can not find a seat or a chair. There are few seats in the square in front of the museum. But the seats are always full of people.
	32 people stand in line waiting for enter.	The line is long. Everyone in the line looks anxious. The line is moving very slow.	The line is long because there are two many visitors and because the speed of security check is very slow. It takes too long for each person.
	4 men smoking and talking near the gate.	4 men smoking near the gate. They are satisfied with the cigarettes. They are also talking. They are in a good mood. Seems they just finished their visiting.	They are smoking outside because there is no smoking area inside the museum.
	5 people in suits are checking visitors' carry-on items.	These 5 guys are securities or polices. They are staring at everyone. The checking work is very rigorous.	The security checking caused the long line at the entrance.
	2 people in suits are sweeping the ground out side the museum.	Two kids maybe are brothers. They are playing hide and seek. They are happy.	The kids are playing hide and seek in front of the museum because that is an empty space. Although there are many people standing in lines, there are still few people stay in the front square. Maybe that is because the square is lacking of some facilities for resting.
	2 people in suits are sweeping the ground out side the museum.	They are the cleaners. They have swept for an hour. But the job seems far from done.	This place is too big for only two cleaners. They are sweeping slowly.
	The square in front of museum is playing music.	The music is passionate.	The music is passionate is because they want to attract more people. It works.
	18 people are watching the fountain in the square.	The are curious with the fountain. Maybe it is the first time they have ever seen a fountain with music.	The fountain is a nice scenery especially with music. But people still don't have place to sit down. They can only stand there watching it. That is also why people do not stay there for a long time. But the fountain maybe is more like a decorate for the square.
	A man sitting in the hall keep knocking his leg.	The man is tired. It seems he have walked very long today. Knocking his legs is relaxing.	The man has finished his visiting. He feels tired because the circulation is too long in the museum. The museum is lacking for resting facilities inside.
	A girl crosses her legs sitting on the seat in the hall.	The girl is 20–25 years old. She seems enjoy sitting there crossing her legs. It makes her feel more comfortable with the chair in the hall.	The girl crosses her legs because she feels more comfortable in this posture. That is also because the chair is not good. Maybe it is too high for ladies.
	A woman leans against the rail in the hall.	The woman is 30–40 years old. She must be tired after her visiting.	The woman has no place to sit because all the seats are full. The museum is lacking on resting facilities.
	There are at 13 people sitting outside of the galleries	The people sitting seem tired	People are tired because they've been walking
	In the center of the lobby there's an 8m glass ceiling that alouds natural light to come in.	There is light contrast between the lobby area and the gallery area	There's no homogenous light in between the spaces
	In the galleries there are no windows	Inside the galleries there is no natural light, only artificial light.	The artificial light is used to light the path and also the artifacts used in different gradations
	There are at 20 people in the main hall spread in groups of three or four people	People don't know where to go	There are no direction signs to point out the path
	Two people are entering the galleries where the exit sign is	Two people are entering the gallery the wrong way round	The two of them haven't noticed the panel
	There are some old furniture as desks for example, near to the southern entrance and at first floor with no people inside	These spots are unused and empty, nobody from the staff either visitor would use it	The spaces aren't managed well
	The main shop is empty	The main shop is not an attractive place, most of the people don't notice it at all	The shop is not pointed out from signs, and it is also away from the normal visit path
	There are two small souvenir shops on the second and third floor with three customer each	The small shops in the upper floors are much more busy than the main one, many people would stop and at least have a look at the products	The small shops are more visible than the main one because are near to the galleries and are notices by people
	In the upper floor a group of 5 people is sitting in the benches by the walls without speaking	People seem tired and bored	The exhibition wasn't engaging enough and they are tired.
	Two people are walking in the escalators	People prefer taking escalators instead of climbing the stairs	People are tired of walking across the museum, so they prefer to take the escalator.
	There is no staff in the tea shop.	The shop is kind of sad, nobody is interested in what is sold	The products aren't shown in an appealing way, and the shop is too dispersive

CONCLUSIONS

THE STORY IS NOT REACHING THE AUDIENCE
Mostly all the exhibited artifacts are ancient objects which people find hard to related with (due to lack of background and poor information provided by the museum). This situation is more common with younger visitors who often get frustrated and impatient during the visit, thus negatively influencing other visitors experience.
People commenting mostly on how tired they are, and not about what they are seeing at the museum. Few surprise, wonder and astonishment expresions are a sympthom that the museum is not producing enough emotions.

VISITORS ENGAGEMENT
The museum is focusing more on the exhibited artifacts and it`s academic purpose than on the overall user experience. The main motivation is to attract new visitors, but there is no attention directed on engaging them so they become frequent visitors and "museum ambassadors".

CONFUSING WAYFINDING SYSTEM
Ambiguous wayfinding system decreases the efficiency of the visit, especially for elders and non chinese speaking visitors. Therefore, the staff have the pressing responsability of orienting big crowds

ARRANGEMENT OF PUBLIC FURNITURES
Limited rest space and slow pleads to people waiting in corridors. What's more, public seat placed on the main path affect the traffic badly.

LACK OF SUPPORTING DINING FACILITIES
Absence of dining room forces people to eat in public spaces such as stairs and corridors. This influences negatively the total image of the museum and its visitors experience.

PRIVATE SPACE VS. PUBLIC SPACE
Visiting the museum is a private experience done in groups of 2 or 3 persons or individually. While visitors try to avoid others, they are sometimes whiling to interact with other people (but just for a short time). However, there is no space facilitating social interaction

STATIC AND FIXED SPACE
The way space is organized is static and fixed. This means that there are not hybrid areas that would lead to a more varied and engaging experience in the museum

ORGANIZATION OF MUSEUM
The shop is very big and isn't noticed by all the visitors who are passing by. The shop markeftng potential is not exploited the way it could be, as well as the space distribution inside all the museum.

INFORMATION QUALITY AND QUANTITY
Aesthetic quality and quantity of the information is inadequate for the different needs of the visitors (time availability, knowledge background and expectations)

PERSPECTIVE OF KIDS
Kids are the visitors of the future, not providing a customized experience for them might turn them into not-museum-fan adults.

DIGITAL TOOLS
The museum use of digital tools is almost non existent: 3 touch screens are placed around the museum. This is not enough for the large amount of visitors. Besides, the content is not engaging and not interactive enoug.

LIMITED ATTENTION SPAN
People cannot concentrate on the museum experience for a long period of time. That`s why they use their smartphones to disconnect for a while, instead of engaging in social interaction with other visitors

SHIFTED FOCUS
Unable to disconnect, the visitors integrate their smartphones to the museum visit by documenting and sharing it on social media. Taking a picture is the equivalent of "Liking" an artifact, but this action distracts the visitor from getting fully immersed in the museum experience

AREAS OF ISSUES

DISCONNECTION OF THEMES
The design of the exhibitions is not providing access to information and to the artifacts' meaning,. Connection between themes are therefore hard to be made: failure to understand the overall values and to create a unified experience.

POOR WAYFINDING SYSTEM
Visitors find hard to navigate the museum and often feel frustrated and lost, harming their emotions towards the museum.

FIXED AND STATIC ORGANIZATION OF SPACE
The spaces offered by the museum are fixed and static and its function is not clear, which leads to a lack of integrated spaces for social interaction.

LACK OF A CUSTOMIZED VISITOR EXPERIENCE
The museum is not offering customized tools that address the variety of needs that visitors have: time availability, knowledge background and expectations are factors influencing the visitors' engagement, that are not being considered by the museum.

SHIFTED FOCUS
Visitors' focus is shifted from engaging with artifacts and with other people to engaging with personal electronic devices, distracting them from getting fully immersed in the visit experience.

PROBLEM STATEMENT

Shanghai Museum has a compelling collection of high quality artifacts covering China`s antique history. However, the museum is not providing conditions for an unified experience. Disconnection of themes and confusing wayfinding system limits the accessibility to information and to make connections, that leads to inchoate experience. A lack of a customized visitor experience is negatively influencing the visitors engagement. There is an absence of integrated spaces for social interaction and visitors´ focus is shifted to the personal digital devices, distracting them from developing a fulfilled experience.

VERA
Monday 4.11.2016, time: 13.30
TOT. 3 hours
SARA
Monday 4.11.2016, time: 9.30
Monday 4.4.2016, time: 11.30
TOT. 4 hours
FRANCK AND LI
Monday 4.8.2016, time: 13.30
Monday 4.12.2016, time: 13.30
TOT. 4 hours
CATALINA
Monday 4.8.2016, time: 10.30
TOT. 3 hours

TOT. hours = 14 hours