

# ENGAGING VISITORS AT DEPOT BOIJMANS VAN BEUNINGEN

The design of an interactive guided experience which invites visitors to contribute and feel a sense of ownership of the collection stored in Depot Boijmans Van Beuningen.

A design was developed to introduce and invite visitors to take ownership of the collection stored in Depot Boijmans Van Beuningen. The Double Diamond process formed the basis of the design methodology. This iterative process resulted into the design of an interactive guided experience.

Extensive research resulted in the selection of four overarching themes defining the needs of visitors, staff and scientists: perspectives, belonging, recognition and relevance. The final design is based on these overarching themes. It was first prototyped and tested online and after on site in the depot. The results of the tests were positive, the design made visitors aware of the function of the depot: the storing, preserving and collecting activities. It also personalized the visitors' journey. Once interaction was established, it was found that visitors are also willing to add personal information to the collection. It is suggested that this system can be applied in other museum depots in general, but for that more needs to be done.



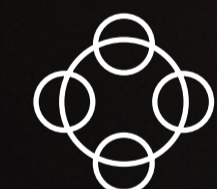
Visitor using the depot app in front of a depot compartment



perspectives



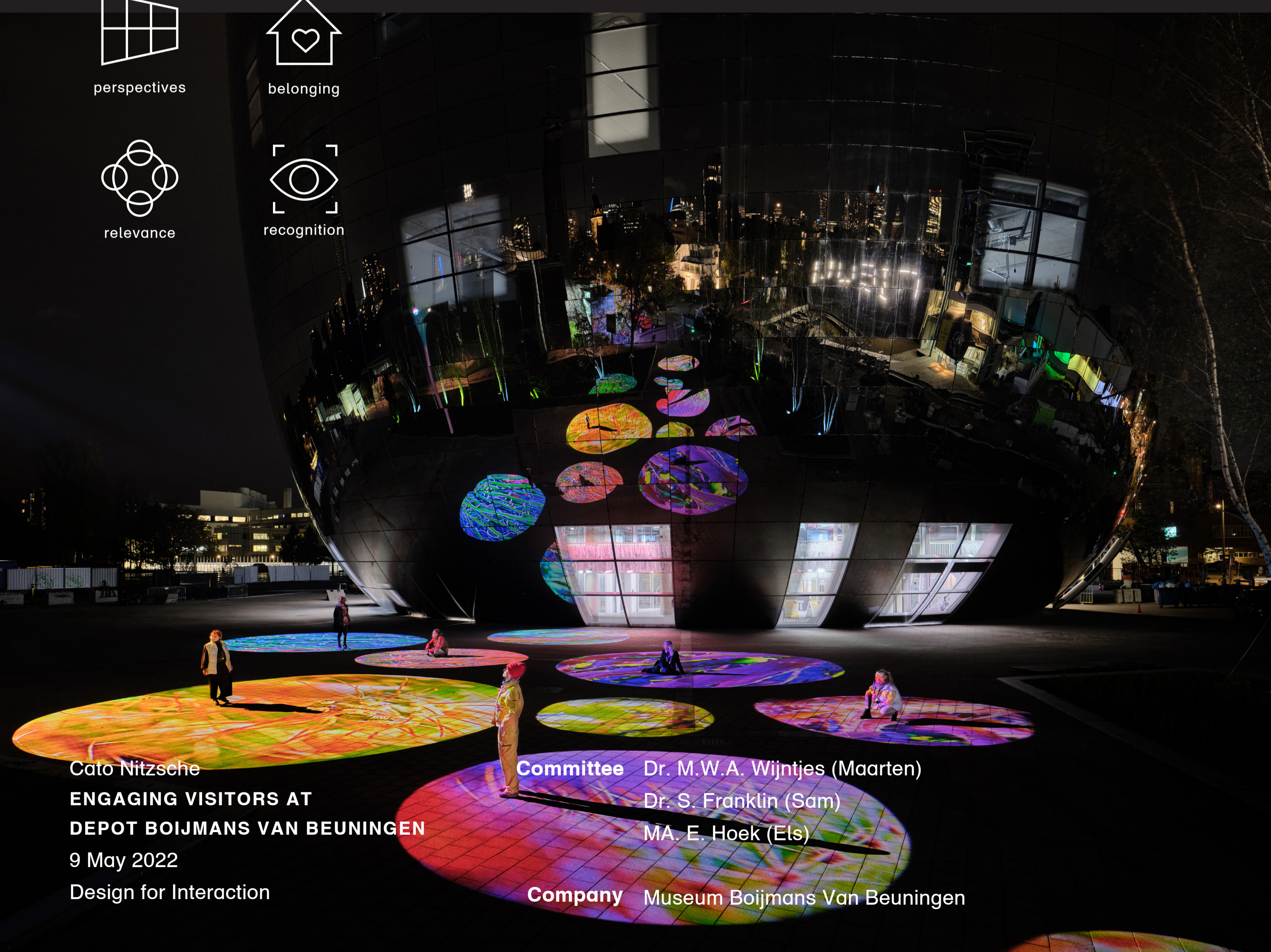
belonging



relevance

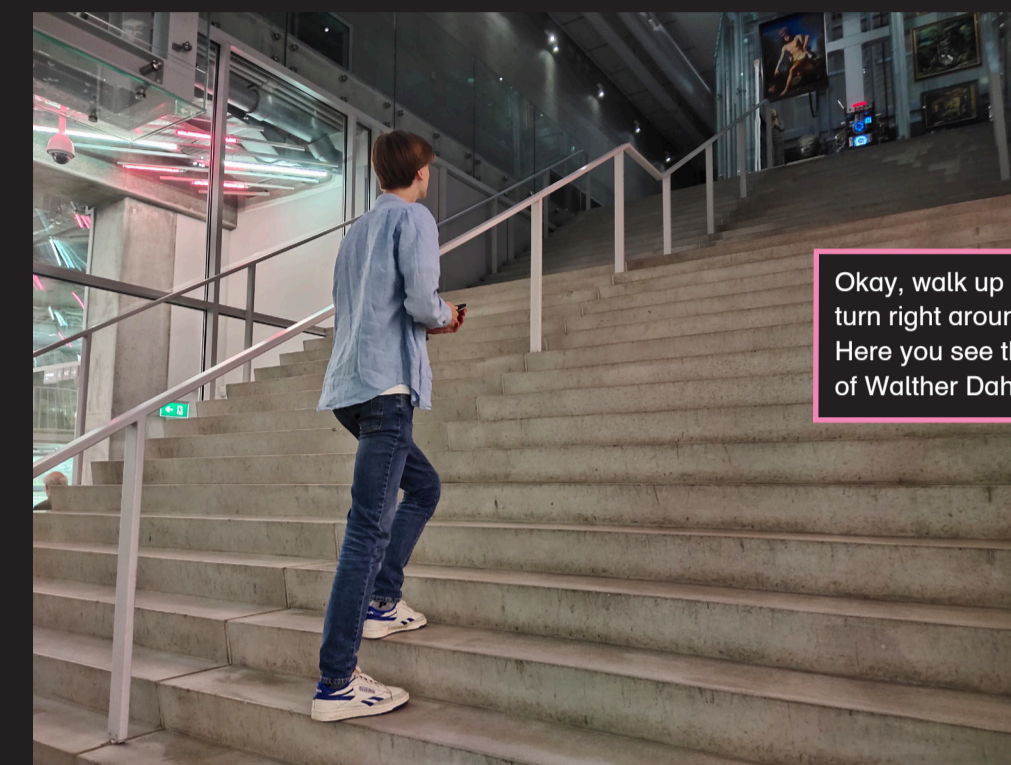


recognition



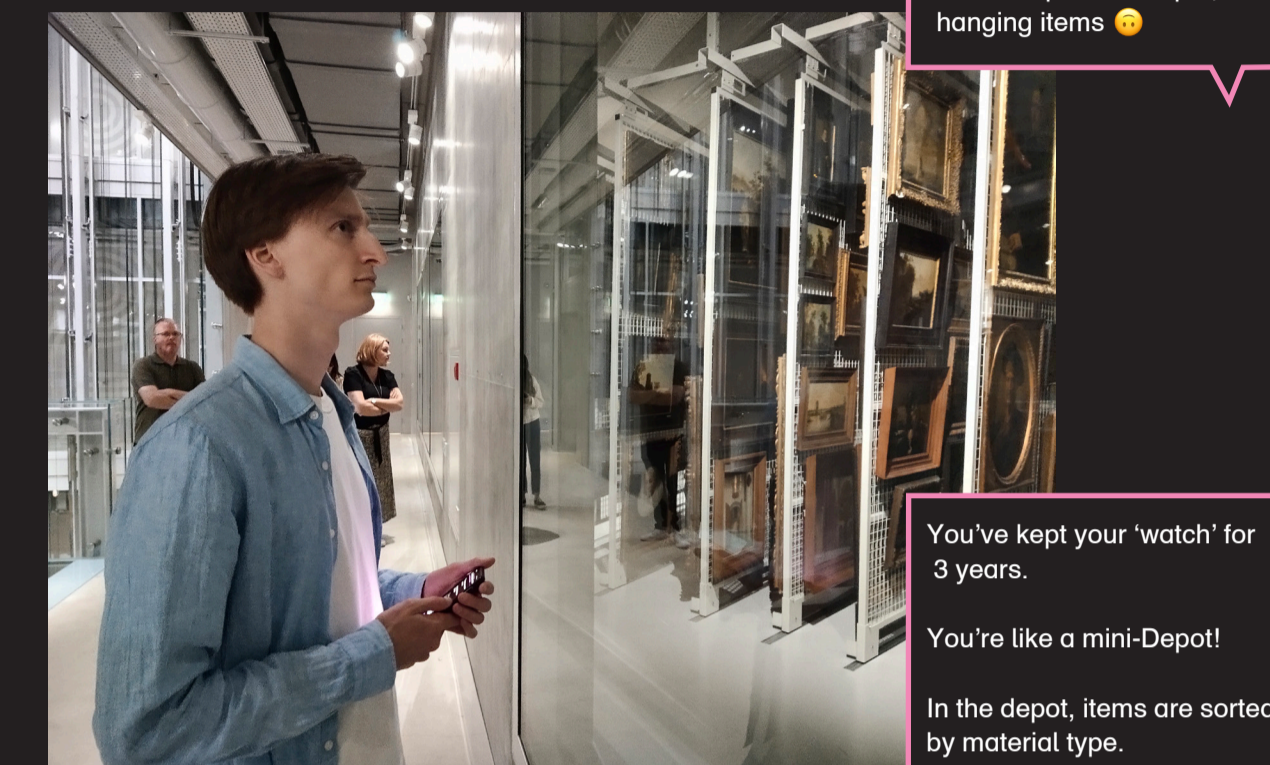
Cato Nitzsche  
**ENGAGING VISITORS AT  
 DEPOT BOIJMANS VAN BEUNINGEN**  
 9 May 2022  
 Design for Interaction

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**Company** Museum Boijmans Van Beuningen



Okay, walk up the stairs and turn right around the corner. Here you see the self-portrait of Walther Dahn

**Starting the tour**  
 David follows the instructions on his phone.



In this depot we keep 2,346 hanging items

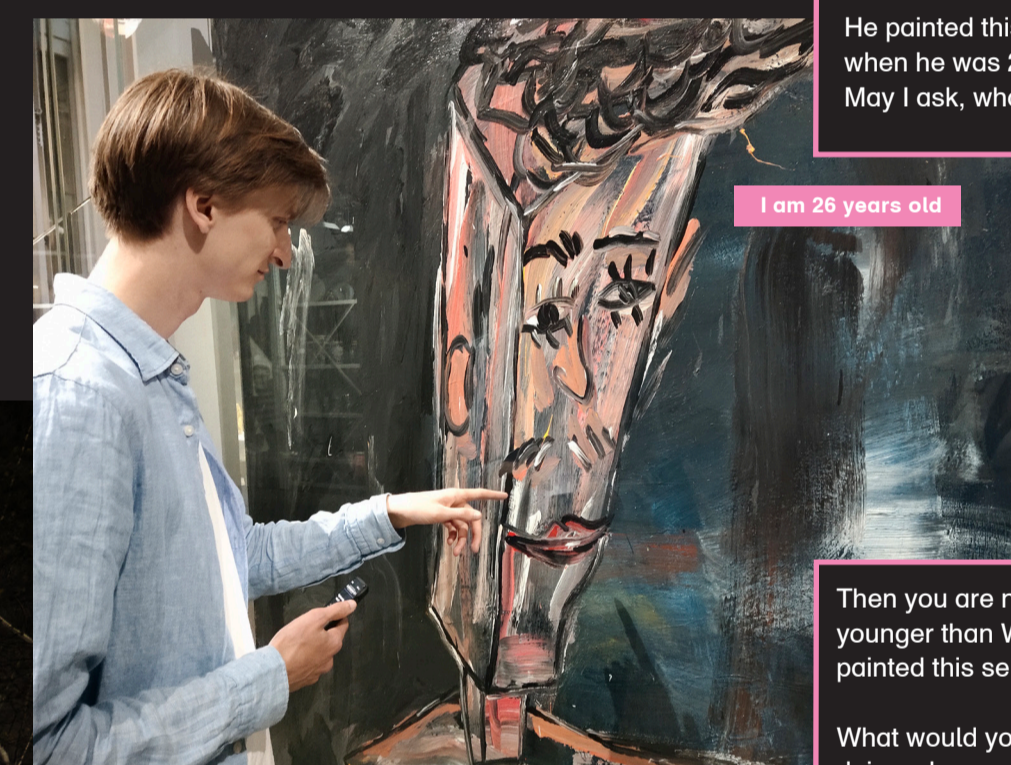
You've kept your 'watch' for 3 years.

You're like a mini-Depot!

In the depot, items are sorted by material type.

What kind of material is your 'watch' made of?

**Adding the material of the personal item**  
 When standing in front of a depot compartment the material type of David's item is added to the system.



He painted this self-portrait when he was 27 years old. May I ask, what is your age?

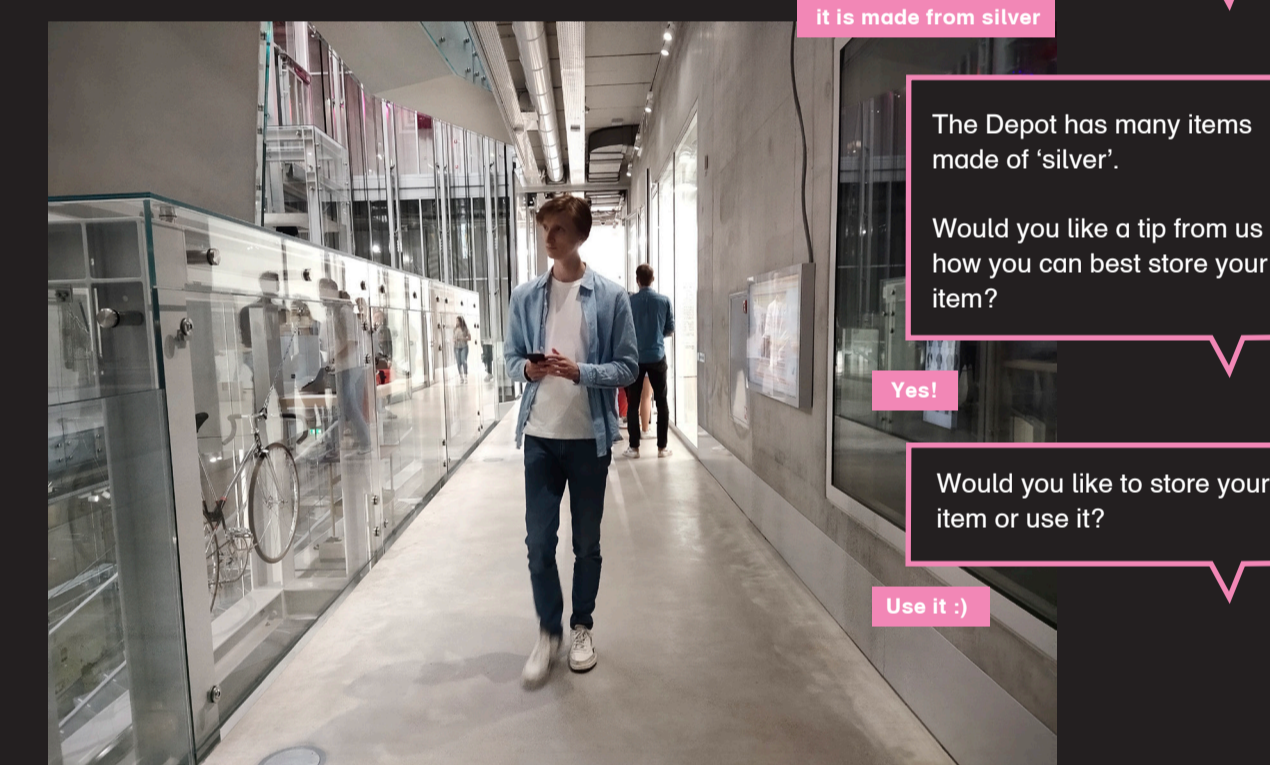
I am 26 years old

Then you are now 14 year younger than Walter when he painted this self-portrait.

What would you like to be doing when you're 27?

**Comparing the age of visitor and artist**  
 David looks at the painting, after he answers questions in the app.

Working, being outside a lot



It is made from silver

The Depot has many items made of 'silver'.

Would you like a tip from us on how you can best store your item?

Yes!

Would you like to store your item or use it?

Use it :)

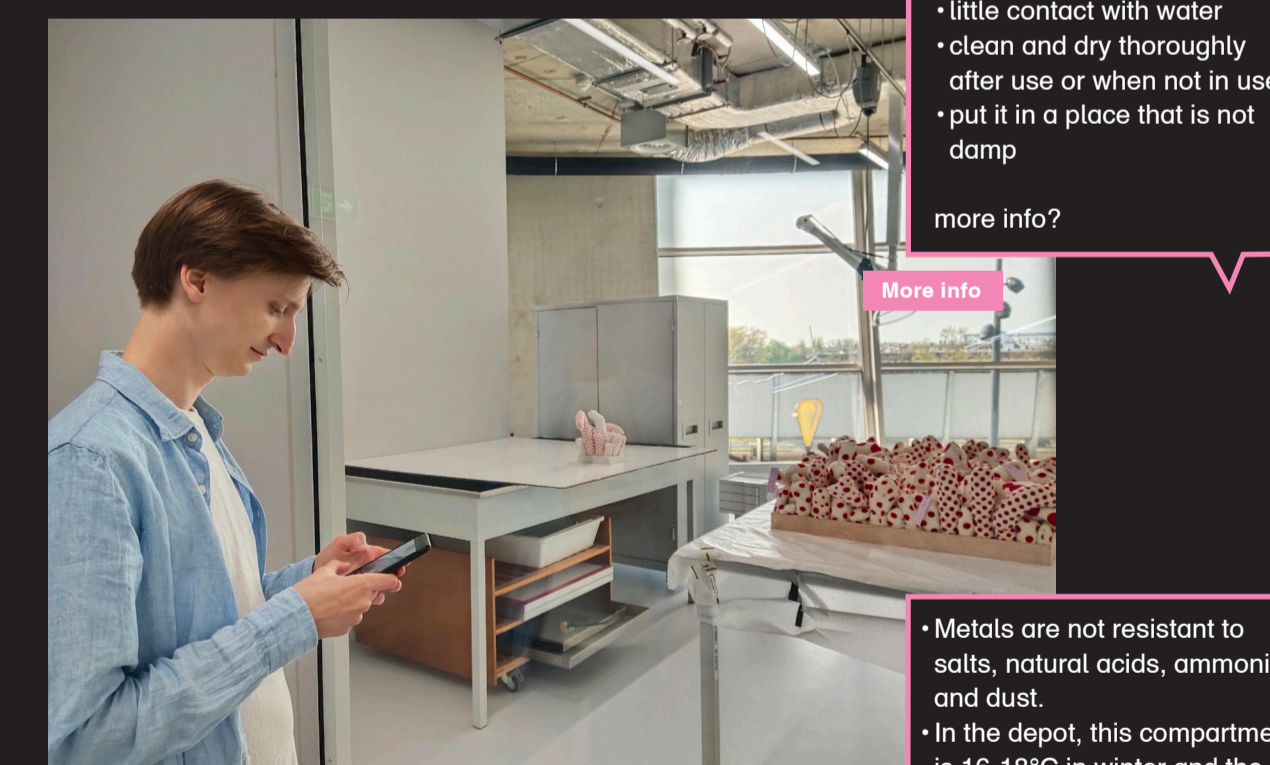
**Relating a depot compartment to the personal item**  
 Also the depot keeps items like Davids. He answers the question, if he wants a tip on how to store his item and how he wants to store his item. Afterwards he is directed to a conservation workshop.

Your 'watch' is kept best:

- little contact with water
- clean and dry thoroughly after use or when not in use
- put it in a place that is not damp

more info?

More info



**Receiving tips about storing your personal item**  
 At a conservation workshop David receives tips about how to store his watch. After he chooses to get more information about the material.

- Metals are not resistant to salts, natural acids, ammonia and dust.
- In the depot, this compartment is 16-18°C in winter and the humidity is between 38-42%. In summer it is 16-18°C and the humidity between 38-42%.