

Personalised Visitor Experiences

Kiss the Frog - Bart van den Berg



Kiss the Frog

Interactive Media / Creative Technology

We are an experienced team of designers and creative coders.

- 25 people
- Designers
- Developers
- Projectmanagers

We design and build interactive visitor experiences.



Our clients

Art, Culture & History



Science & Technology



Corporate Experiences



Where can you find us?

- Main office:
Delft, the Netherlands
- Sydney, Australia



Connecting to your visitors.
How technology can help you to
personalise a visit.



Connecting

Why? What's the purpose?

help you to
personalise a visit.



Your goal

To 'touch' a visitor by creating a personal connection between your stories and the visitor



Diversity

But not every visitor is the same. Think about their:

- Language
- Interests
- Expectations
- Knowledge
- Behaviour
- (Special) needs



Tailor fit

Start thinking about serving your stories tailored to every individual visitor.



Effects of personalisation

For the visitor

- Visitors feel welcome
- Visitors learn more
- Visitors experience more fun
- Visitors feel more engaged



Effects of personalisation

For organisations

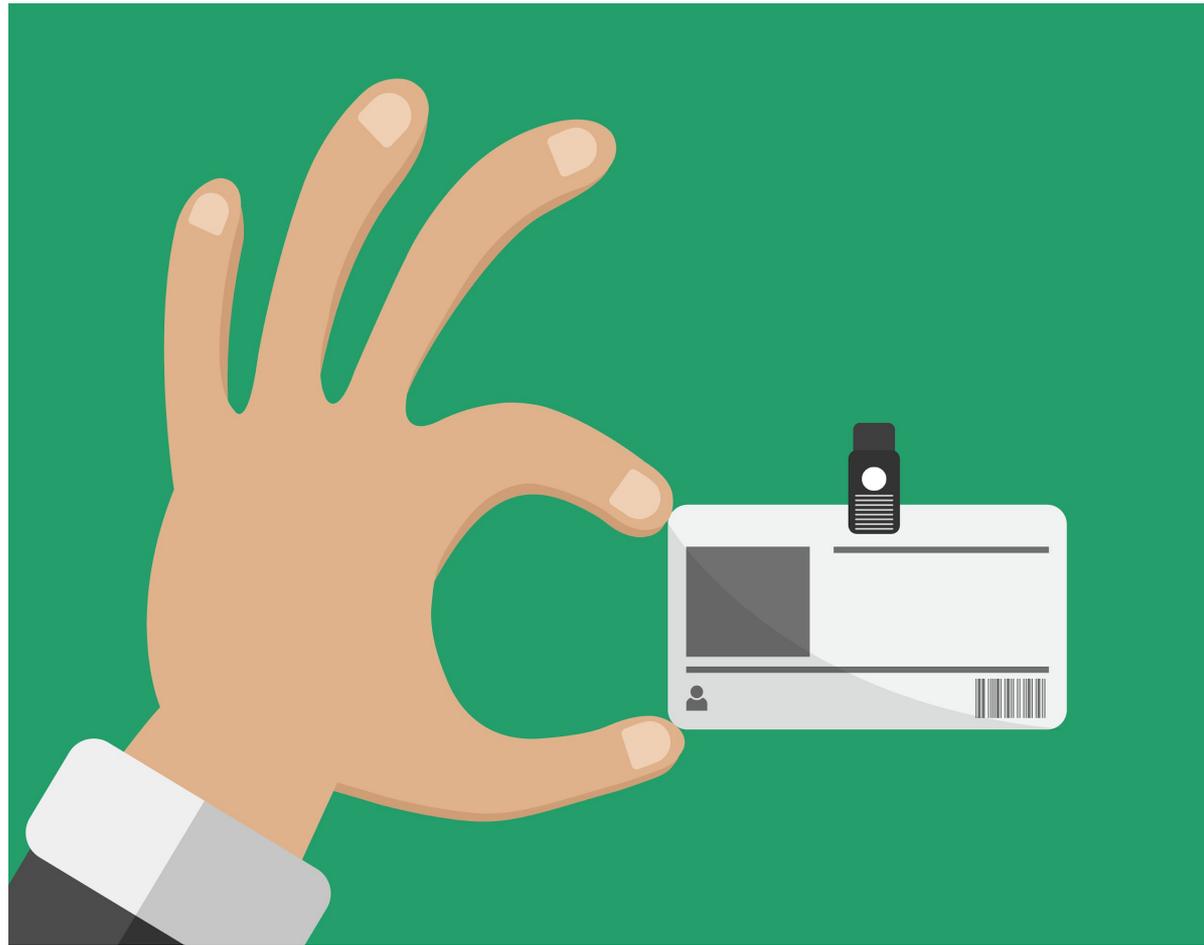
- Higher visitor satisfaction
- More insight in visitor behaviour
- Better customer service
- More marketing opportunities



Identification

To personalise your content you need to be able to identify who is who...

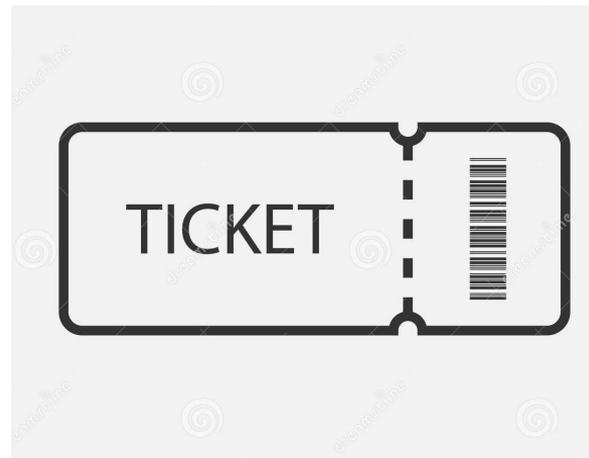
Your visitor needs an ID:
something unique to start any digital interaction.



Identification methods

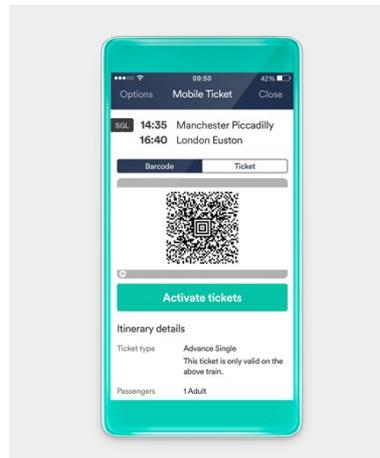
Contactless

RFID / NFC / UHF / HF / Beacons



Visual Codes

Barcode / QR



Biometrics

Face / Finger / ...

Manual code

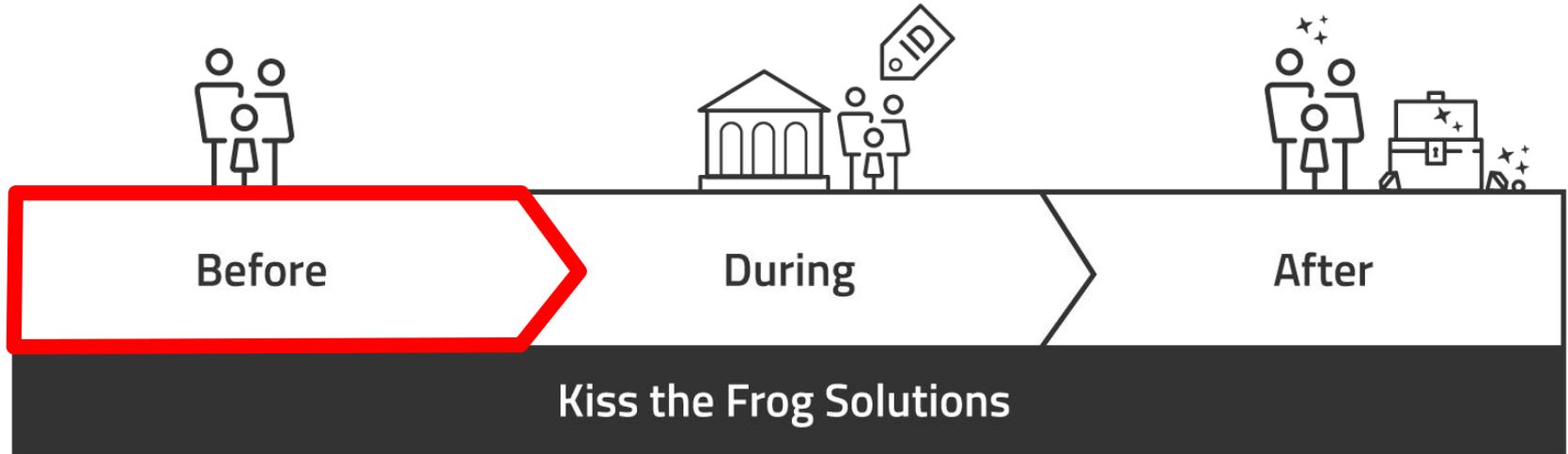
Pincode / Initials / Avatar



Examples



Personalisation throughout a visit



Before the Experience

Visitors prepare themselves online

- Rather functional
- Online ticket purchase



Case

Lego House

Example of a smooth onboarding process



Welcome kids of all ages - this is your ticket

Valid Wednesday, 18th October 2017 at 10:00 for

2 x Adult (13 years+)

2 x Child (3 - 12 years)

Ticket order: LH-19954

Check that the number of people, date and entry time is correct



Can you help the LEGO Minifigures figure out where to live in LEGO House?

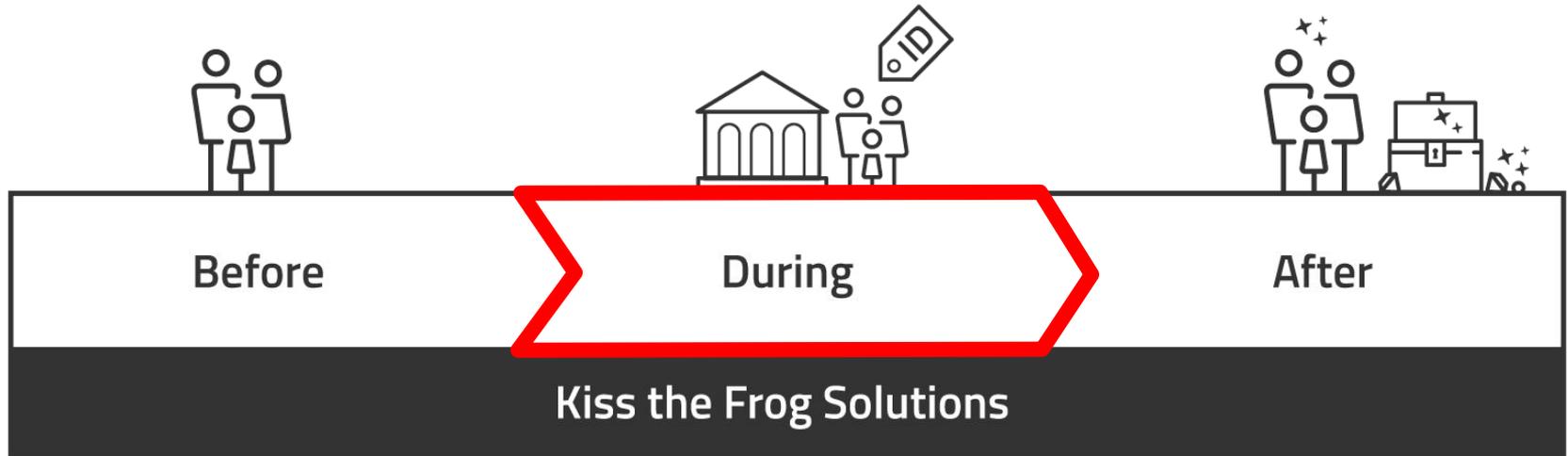
Download the APP from August 2017

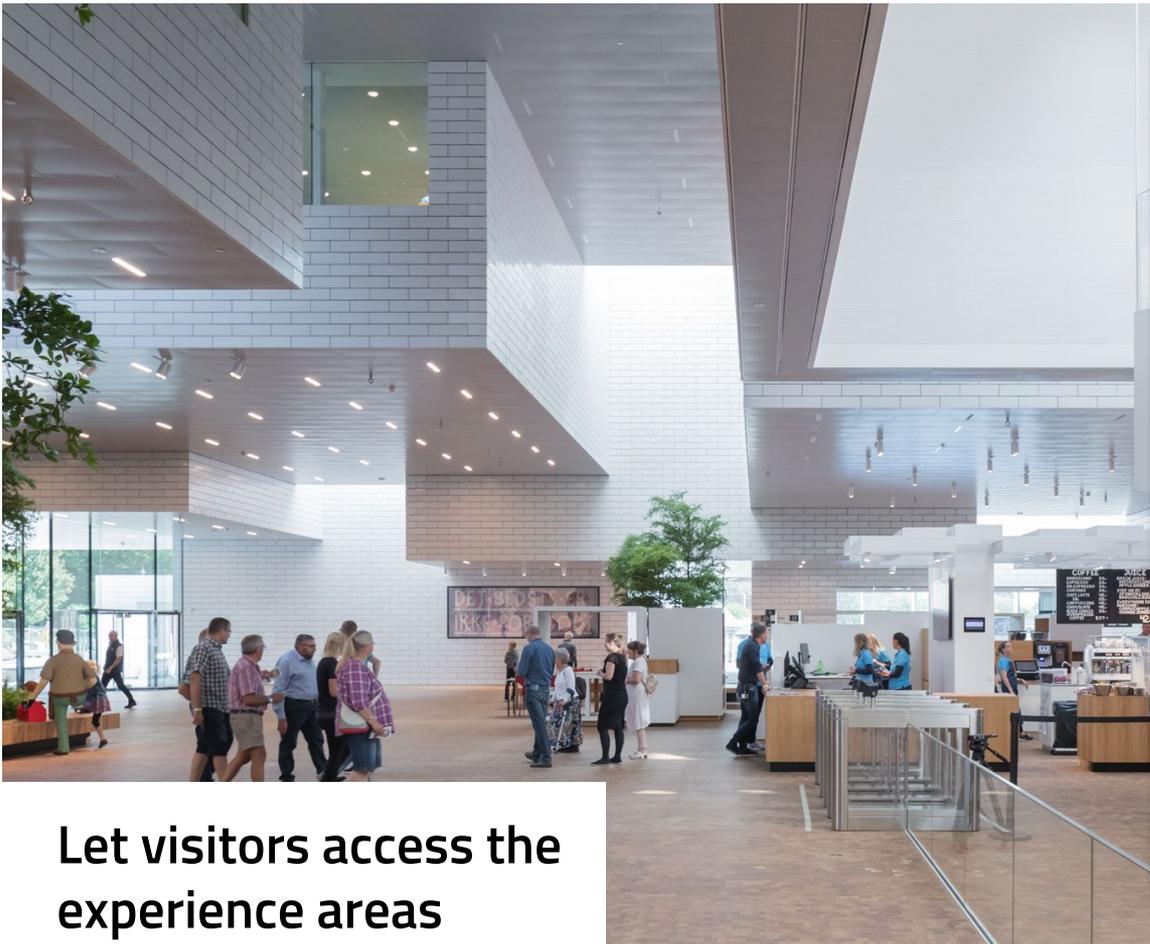


This is your personal code for the LEGO House app: T-929-654-121



Personalisation throughout a visit





Let visitors access the experience areas





**Welcome visitors
with their name**



اختر لغتك
Select a language

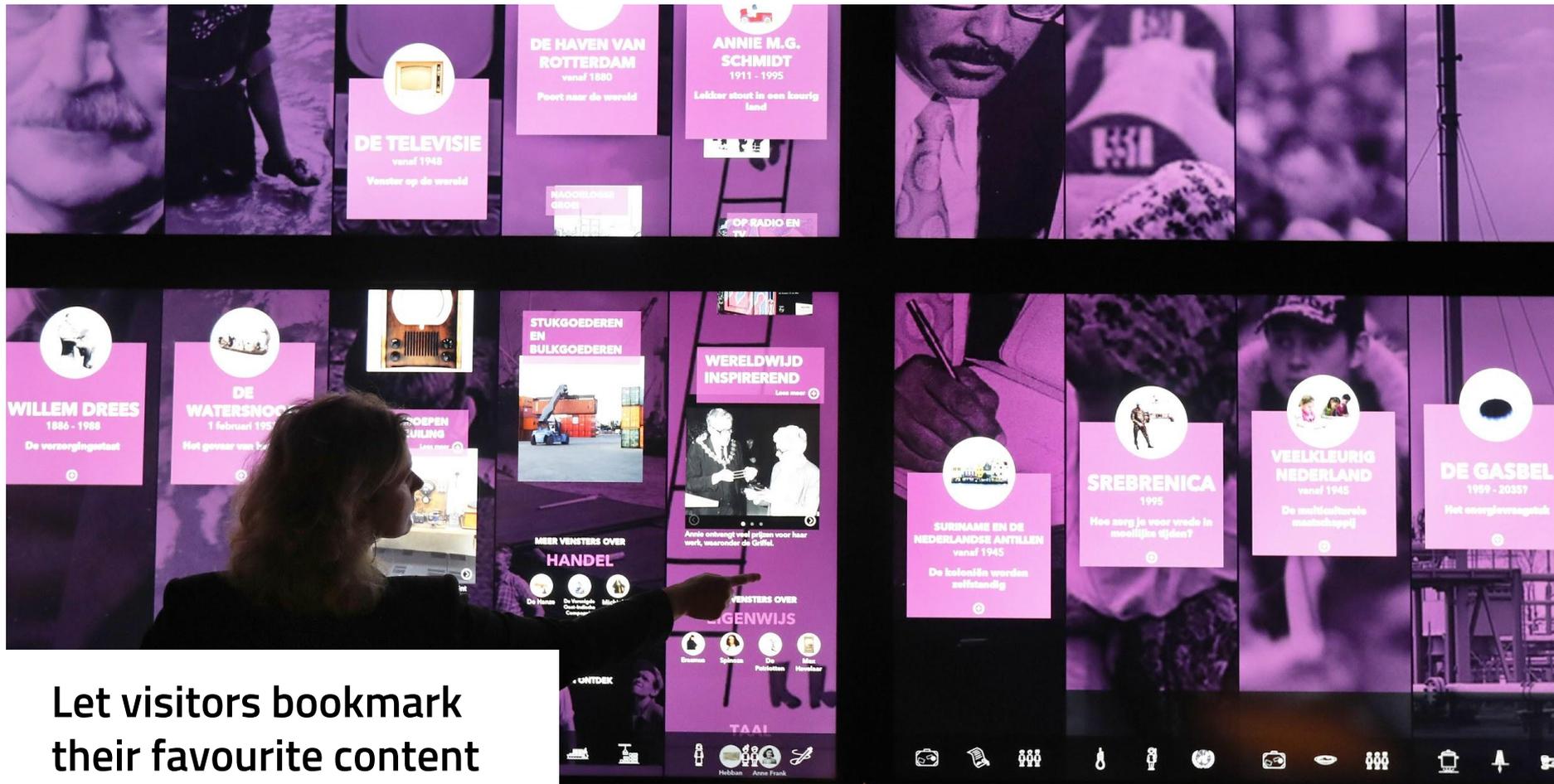
الإنجليزية

English

**Approach visitors in
their own language**

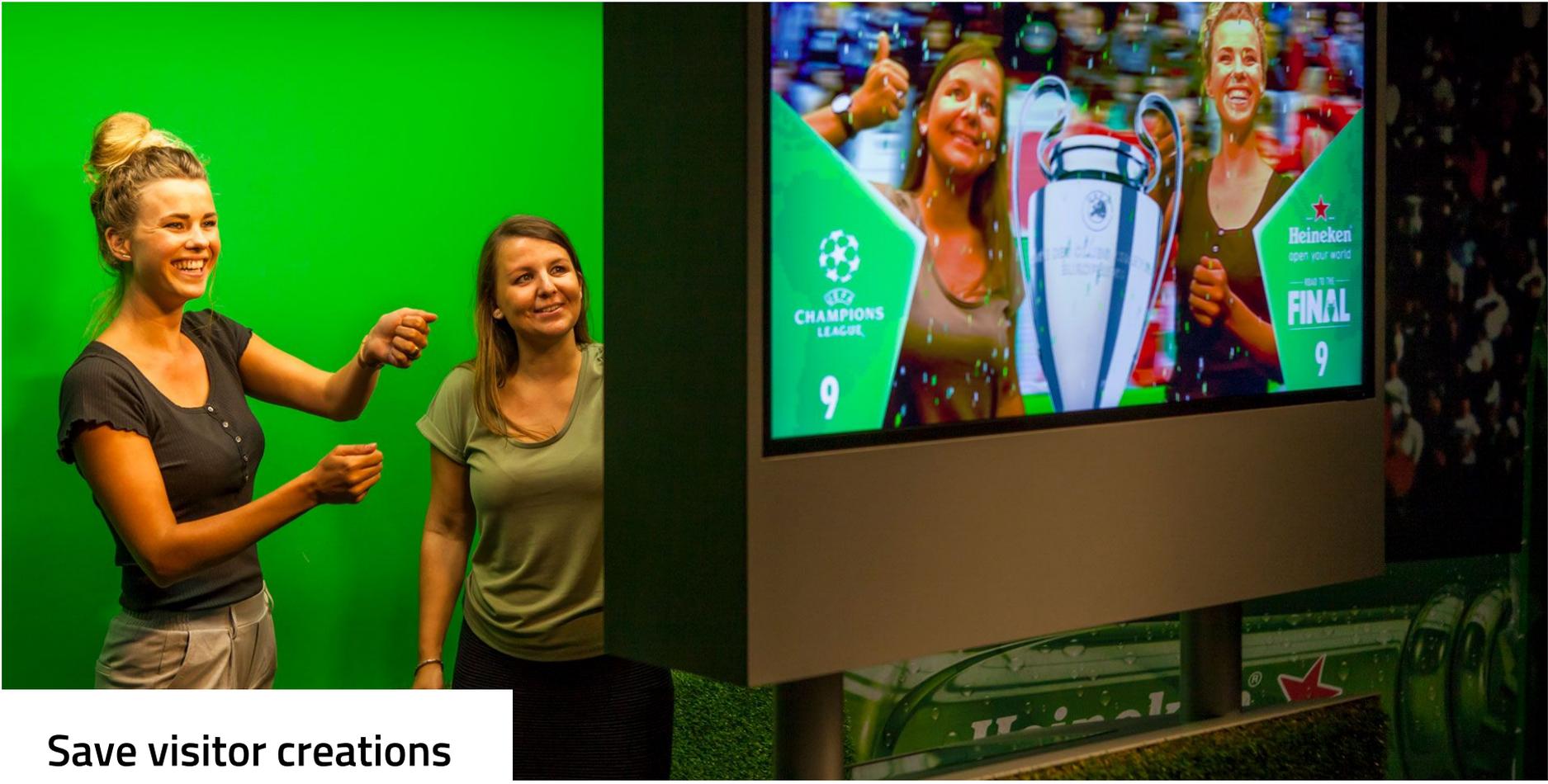


Serve content tailored to different visitor groups



Let visitors bookmark
their favourite content



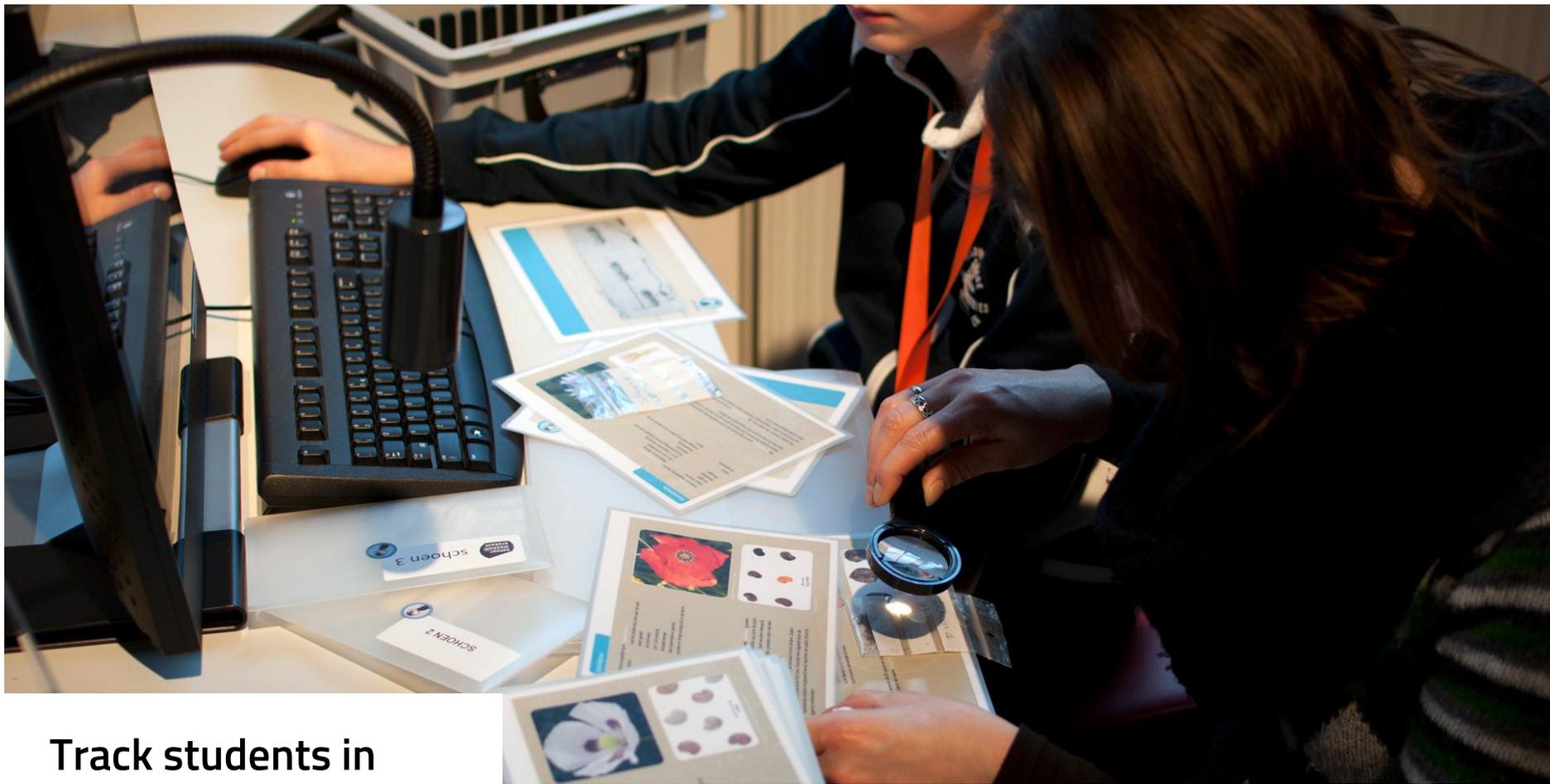


Save visitor creations





Visitor scores and leaderboards



Track students in educational programs





**Create an emotional
connection**





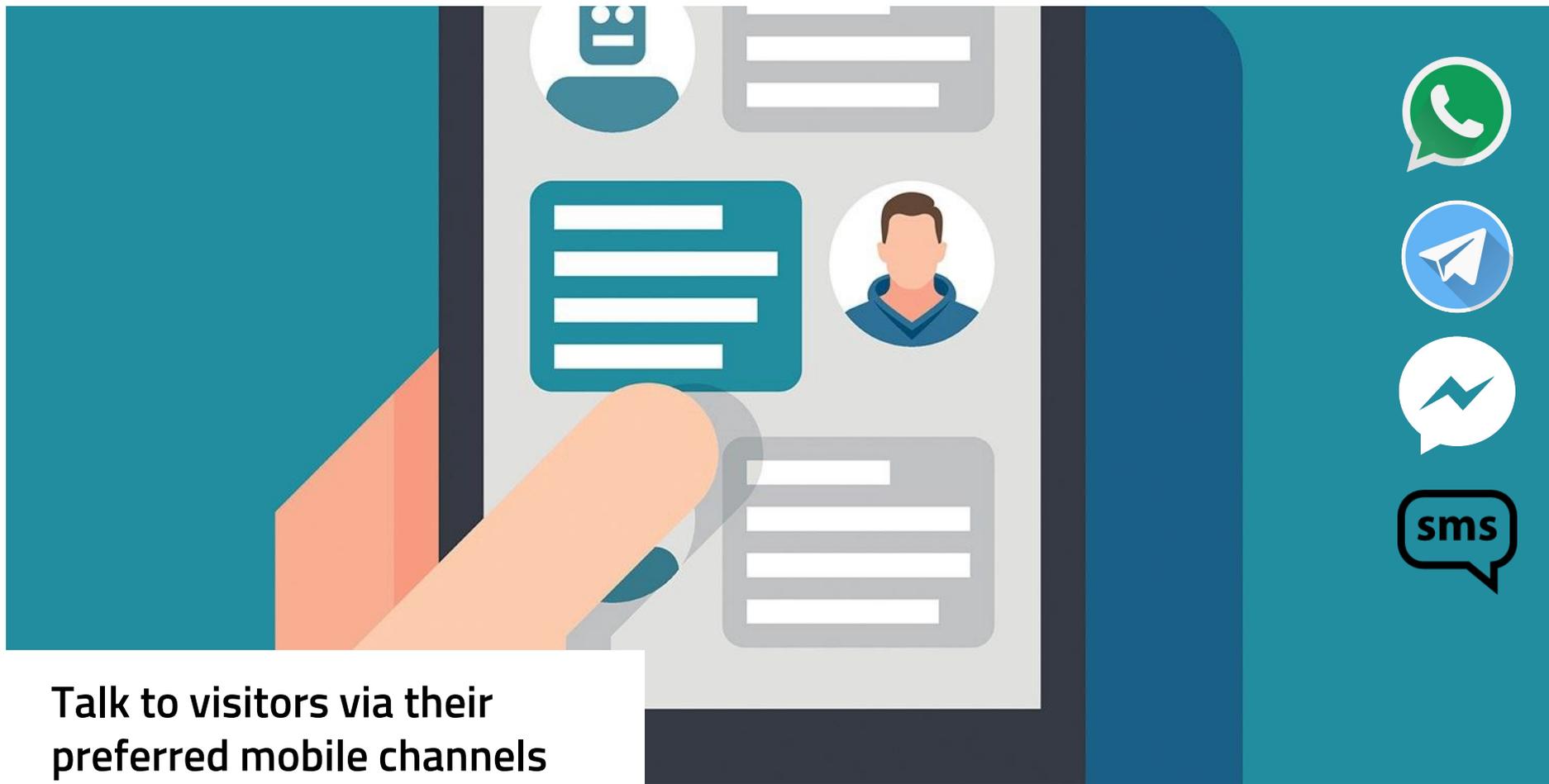
**Implement special
accessibility features**





Ask for feedback and start discussions





Talk to visitors via their preferred mobile channels



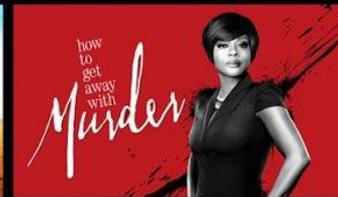


Marvel's Daredevil

5.1 ULTRA HD 4K 1 موسم 16+ 2015 ★★★★★

تسبب حادث في صباحه بفقدانه لبصره،
إلا ان بصيرته أصبحت أقوى الآن. ولا
يعجبه مايجري في مدينة "هيلز كيتشن"

الأكثر مشاهدة على Netflix



Learn from visitor behaviour
and serve tailored content

شاهد ثانية

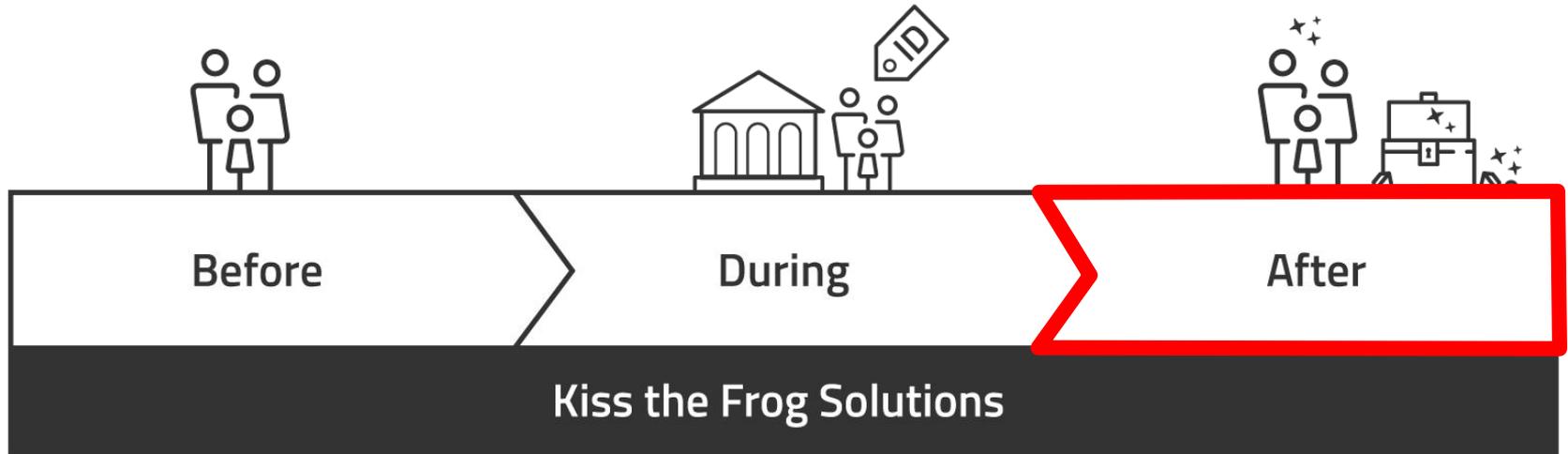




Smart wearables help to plan your visit



Personalisation throughout a visit



After Relive

- Send people their Digital Souvenirs
- Focus on content that makes people really proud.
- Share content online. Visitors become ambassadors.



Op Mijn Beeld en Geluid kun je nagenieten van je bezoek door al je resultaten te bekijken en te beluisteren. Beeld en Geluid bewaart je opnames 30 dagen. Wil je ze langer bewaren? Dan kun je ze downloaden of uploaden naar je YouTube-kanaal.

SAMEN OP DE FOTO
In de Sterrenshow kun je op de foto met je favoriete televisielijster. Bekijk hier het resultaat en deel het met je vrienden. Meer weten over het paviljoen Sterrenshow? Ga dan naar het [Beeld en Geluid dossier](#).

IN DE ACHTERVOLGING
Test je accuraatheid en stap in een wilde achtervolgingscène uit Filikken Maastricht. Bekijk hier jouw achtervolging en deel het met je vrienden. Meer weten over Filikken Maastricht? Ga dan naar de [Beeld en Geluid](#) wiki.

TOPPOP PLAYBACK
Wie wil er niet als een echte popster op het beroemde Toppop-podium staan? Bekijk hier jouw optreden en deel het met je vrienden. Meer weten over Toppop? Ga dan naar de [Beeld en Geluid](#) wiki.

LEES HET NIEUWS
De laatste nieuwtjes van de wereld. Lees het laatste nieuws van de wereld. Meer weten over de laatste nieuwtjes van de wereld? Ga dan naar de [Beeld en Geluid](#) wiki.

MEDIASCAN
De Mediascan toont alle nieuwste media van de wereld. Meer weten over de Mediascan? Ga dan naar de [Beeld en Geluid](#) wiki.

SHOOTING
De Shooting toont alle nieuwste foto's van de wereld. Meer weten over de Shooting? Ga dan naar de [Beeld en Geluid](#) wiki.

SQUAD
De Squad toont alle nieuwste video's van de wereld. Meer weten over de Squad? Ga dan naar de [Beeld en Geluid](#) wiki.

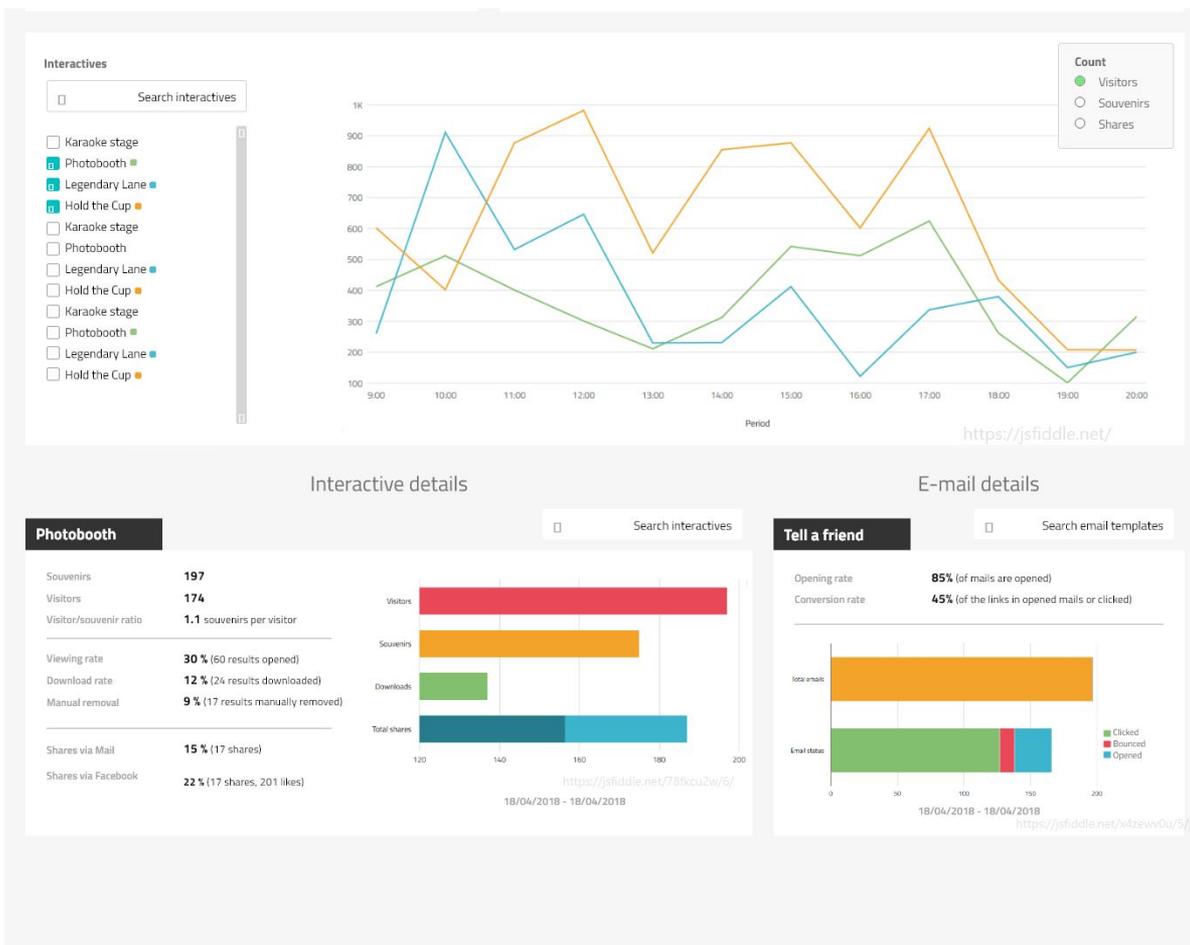


Data



Analytics

- Analyse visitor behaviour
- Optimize the exhibition



Heat maps

See and analyse
visitor flows over time



Don't use tech for the sake of tech.
Use it as a tool to improve
your communication and increase
the impact on your visitor.



Thank you!

www.kissthefrog.nl

bart@kissthefrog.nl

KISS THE FROG
INTERACTIVE MEDIA
CREATIVE TECHNOLOGY

Nieuwelaan 74
2611 RT Delft
The Netherlands

www.kissthefrog.nl
info@kissthefrog.nl

