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 <s>technology</s> help you to personalise a visit.

Why? What's the purpose?

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.
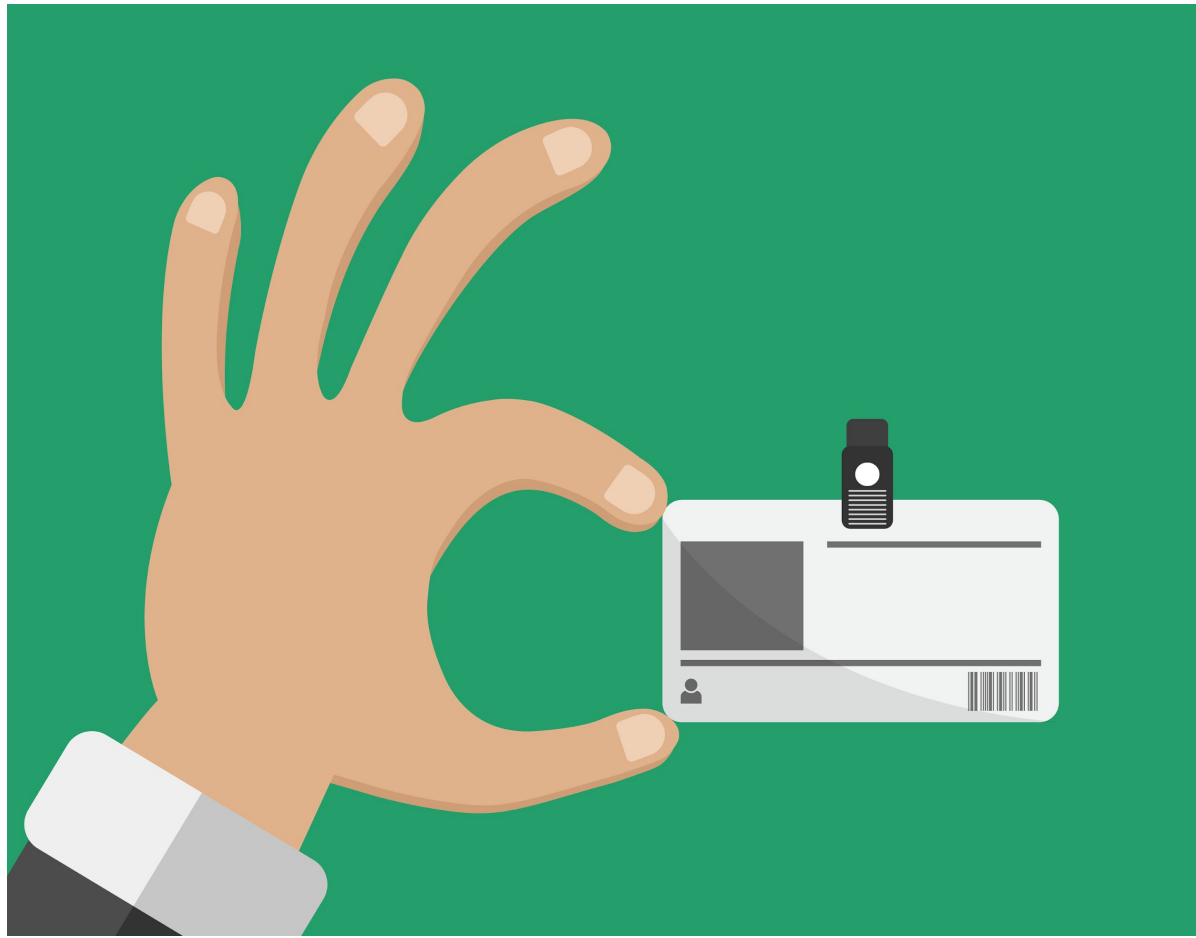
Identification methods

Contactless
RFID / NFC / UHF / HF / Beacons
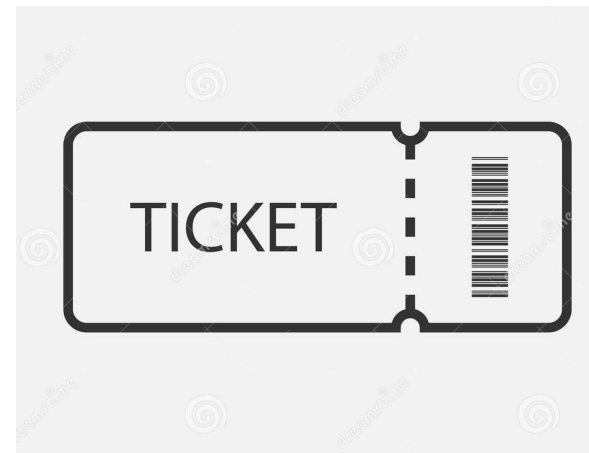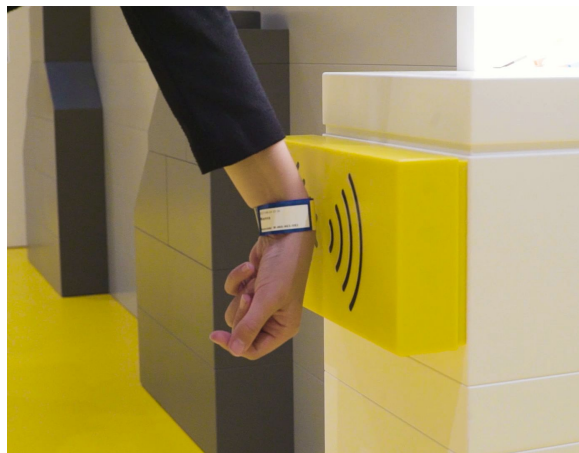
Visual Codes
Barcode / QR
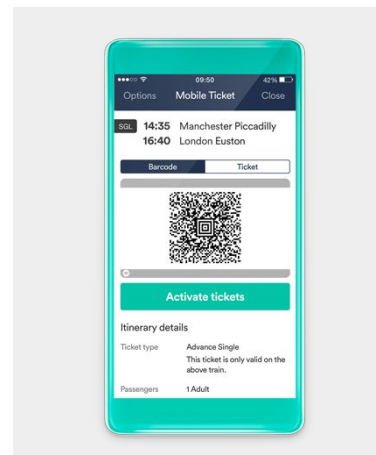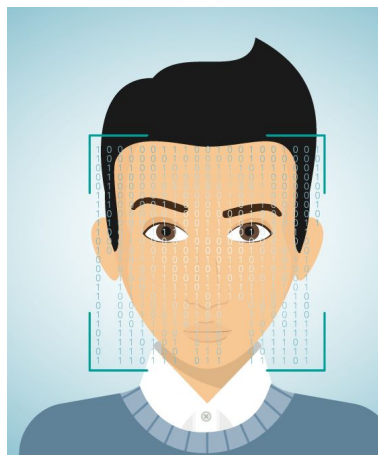
Biometrics
Face / Finger / ...

Manual code
Pincode / Initials / Avatar

Examples

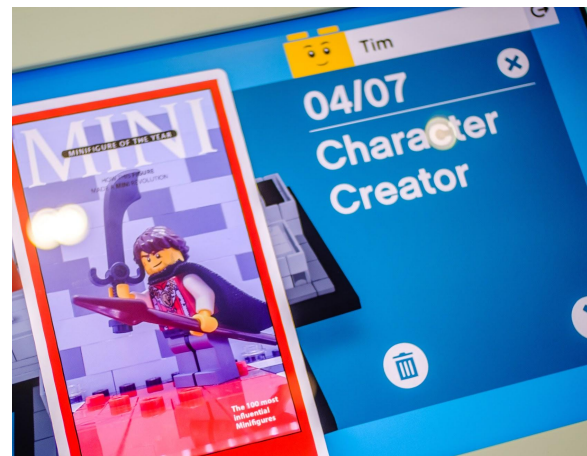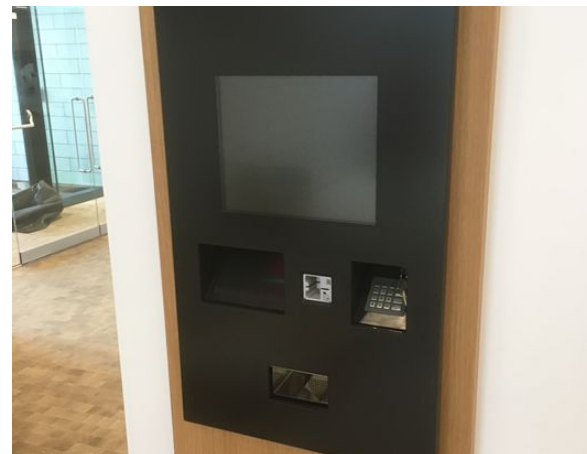# Personalisation throughout a visit

Before · During · After

Kiss the Frog Solutions
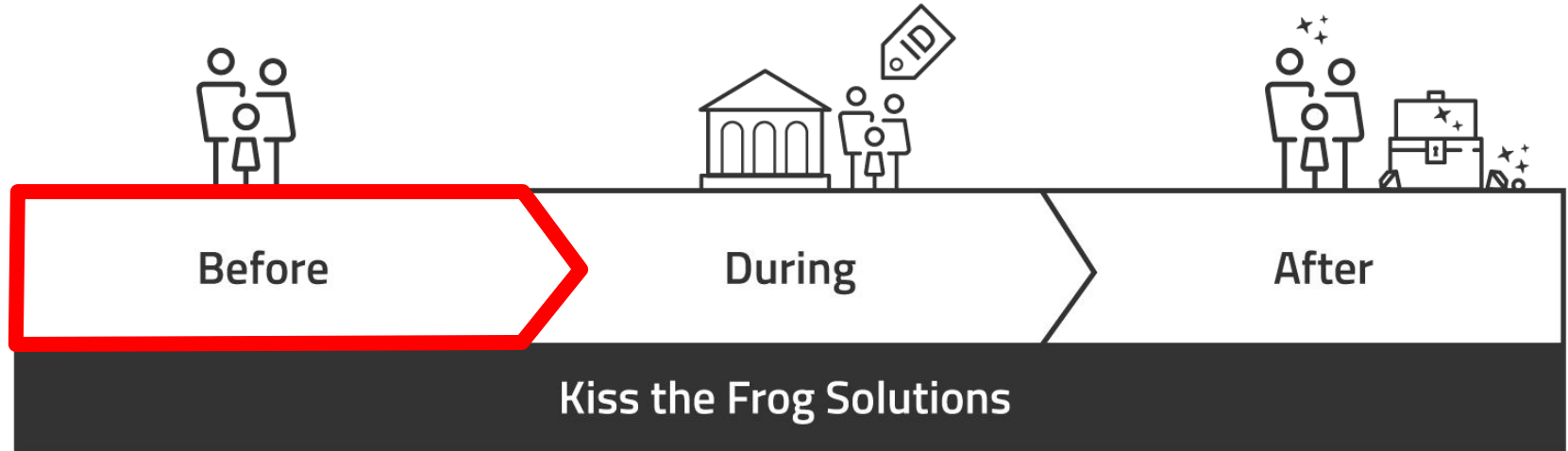
Before the Experience

Visitors prepare themselves online

- Rather functional
- Online ticket purchase

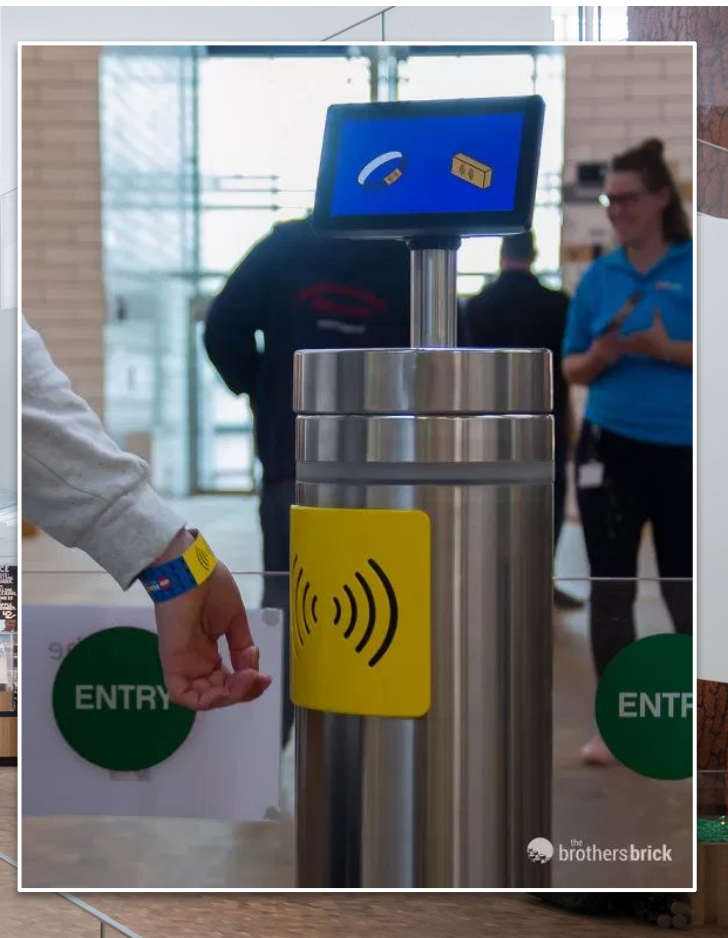# **Case**
Lego House

Example of a smooth
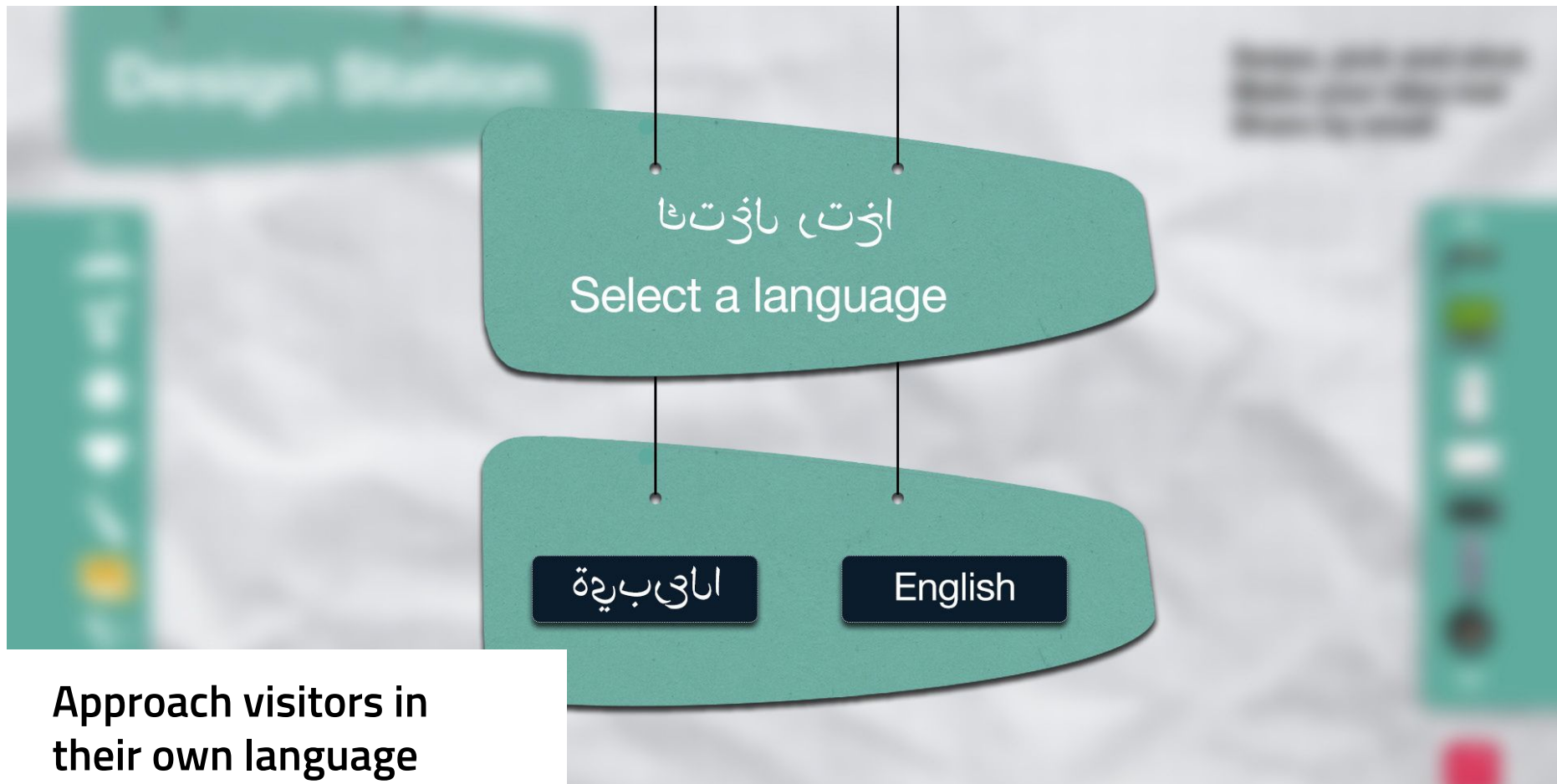onboarding process

Personalisation throughout a visit

Before | During | After

Kiss the Frog Solutions
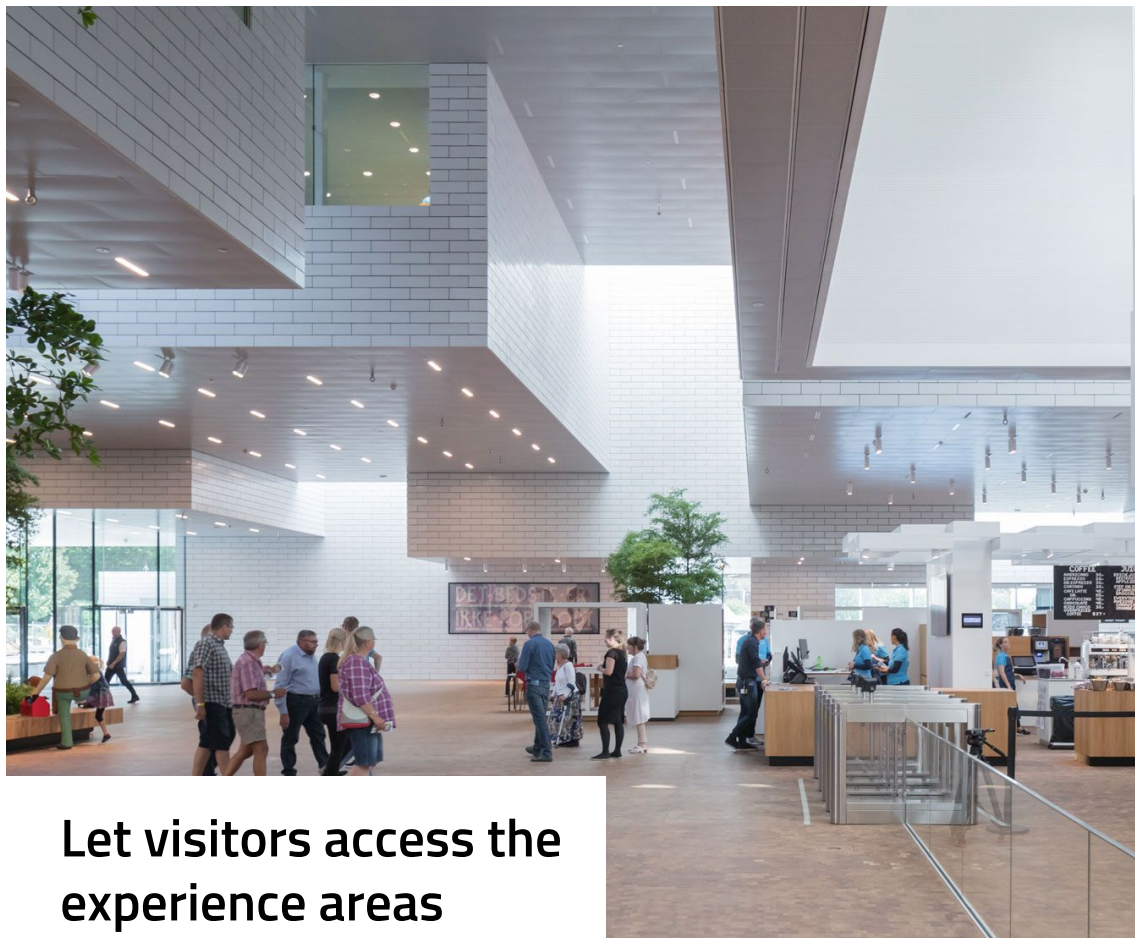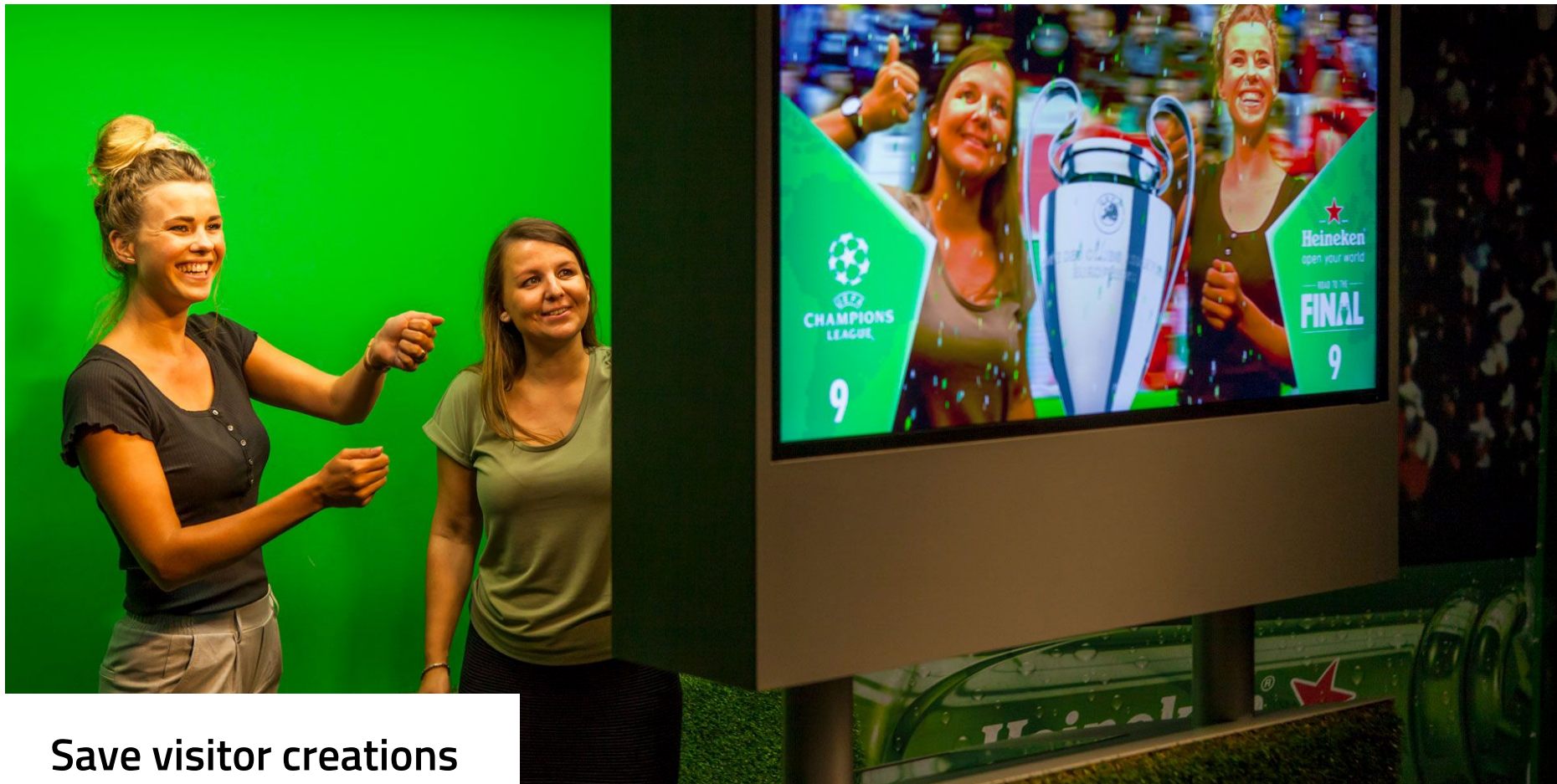
Let visitors access the experience areas

Welcome visitors with their name

Approach visitors in their own language

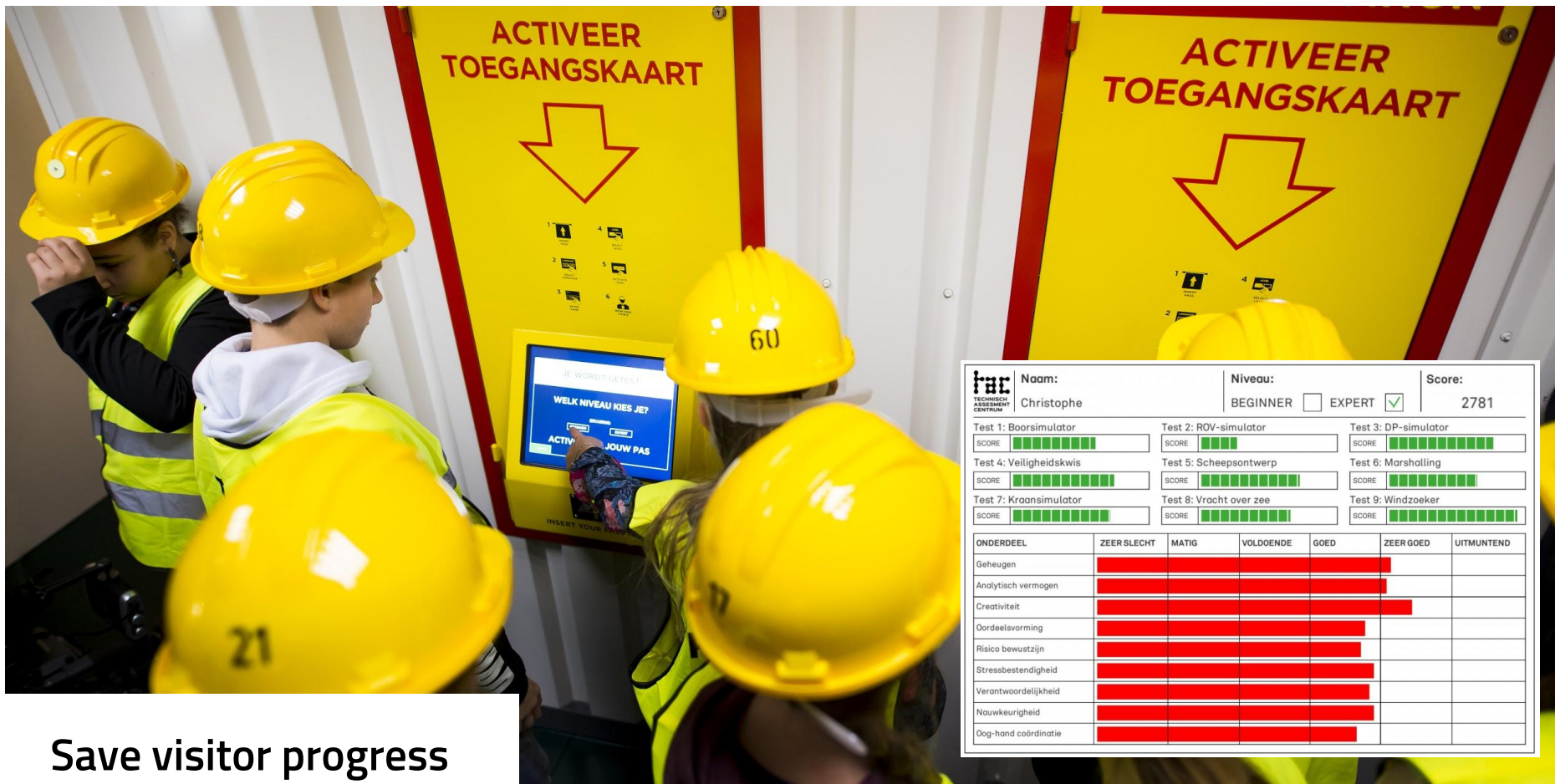Serve content tailored to different visitor groups
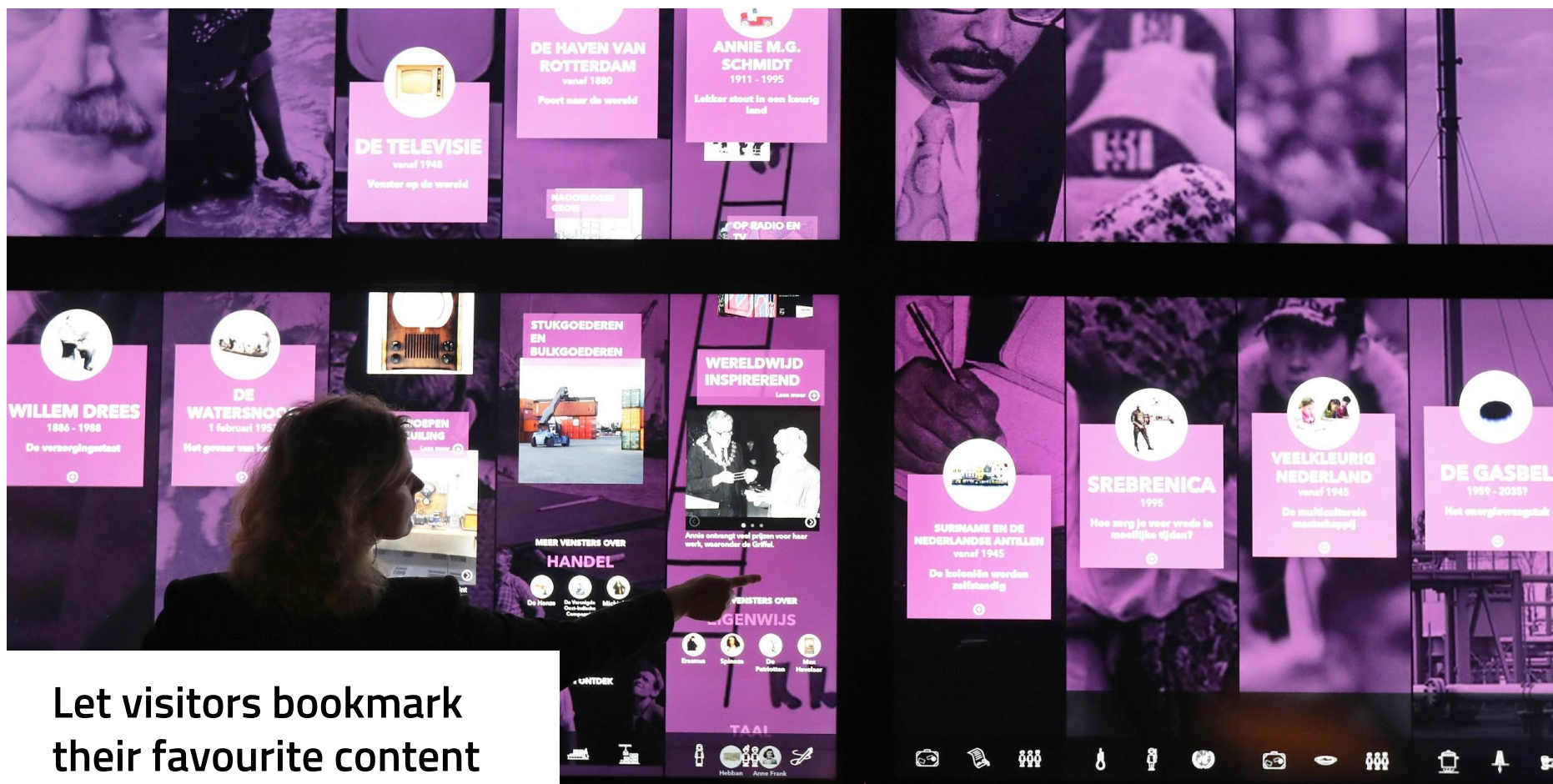
Let visitors bookmark
their favourite content

Save visitor creations

Visitor scores and leaderboards

Save visitor progress

Track students in educational programs

Create an emotional connection

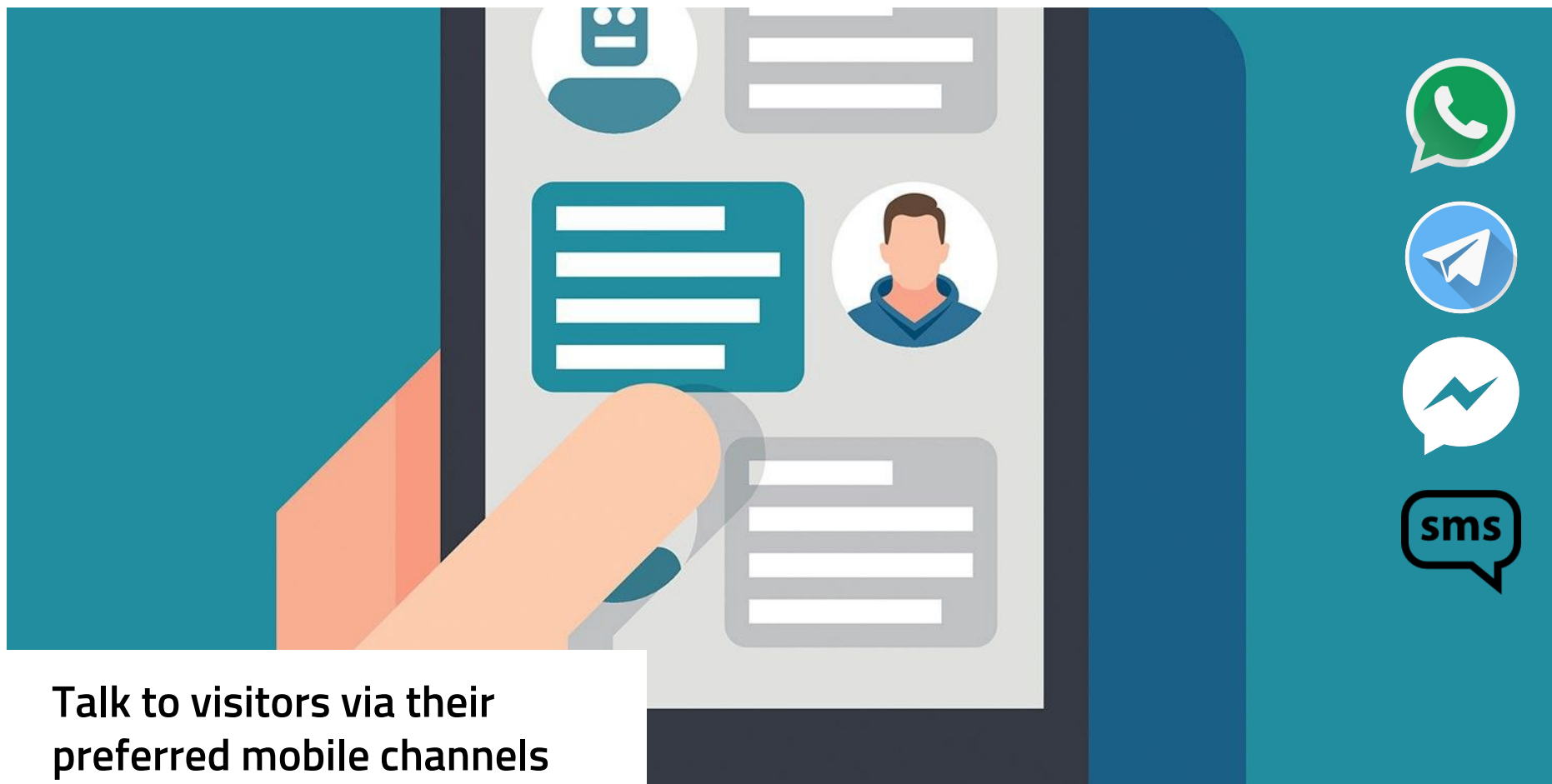De titel van het werk is 'De Terugkeer'.
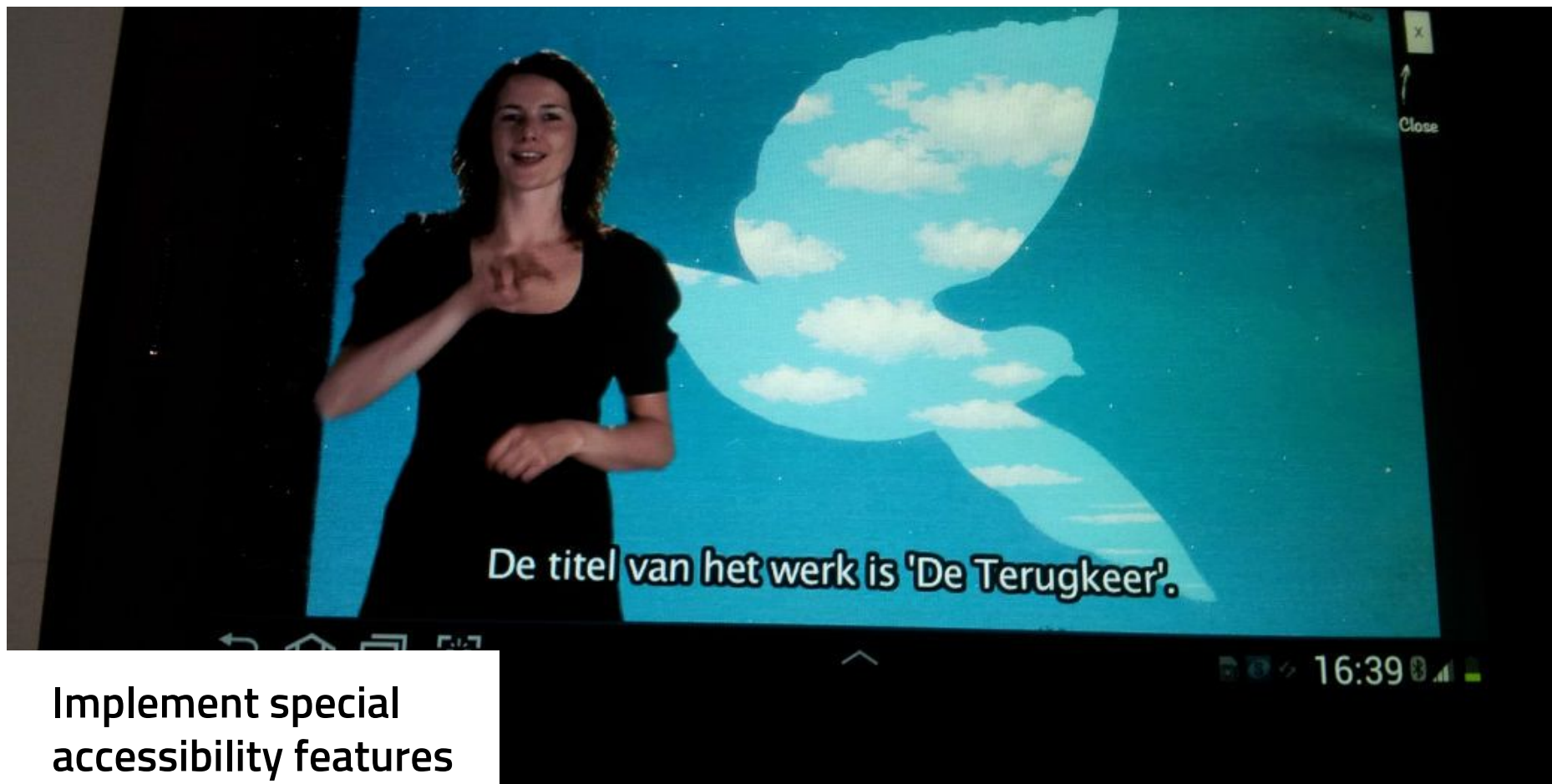
Implement special accessibility features

Ask for feedback and start discussions
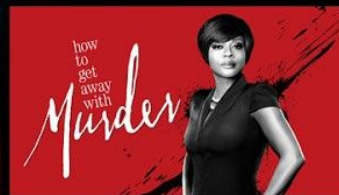
Talk to visitors via their preferred mobile channels

Learn from visitor behaviour and serve tailored content

Smart wearables help to plan your visit

Personalisation throughout a visit

Before | During | After

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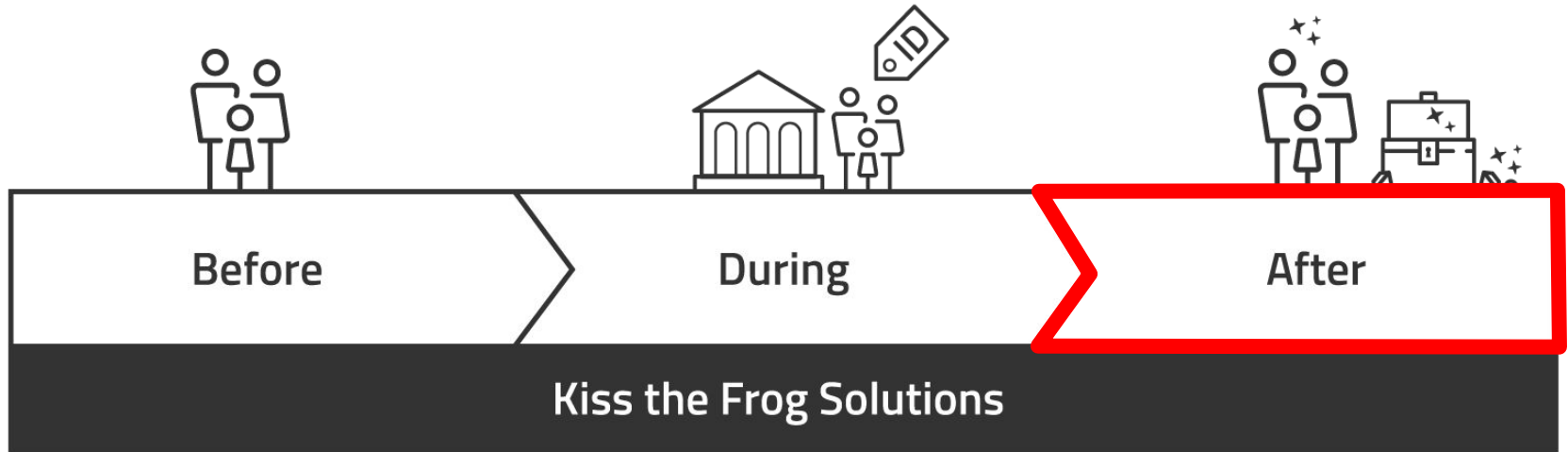
After
Relive

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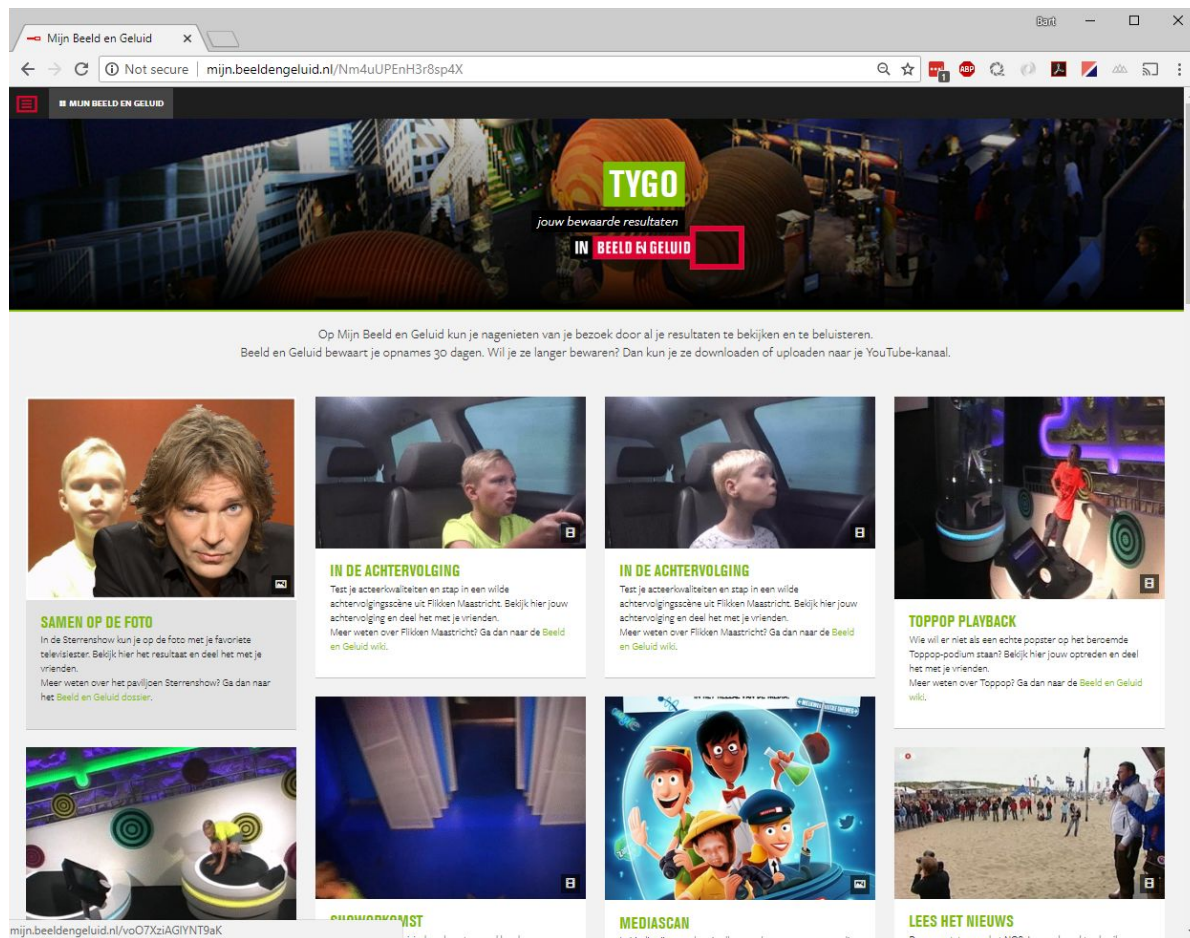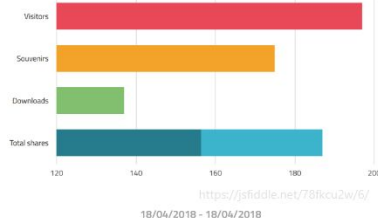
Data

Analytics

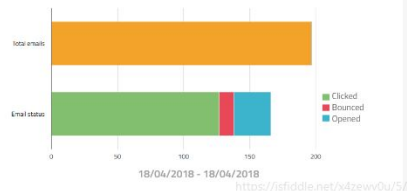- Analyse visitor behaviour
- Optimize the exhibition

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!

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