

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

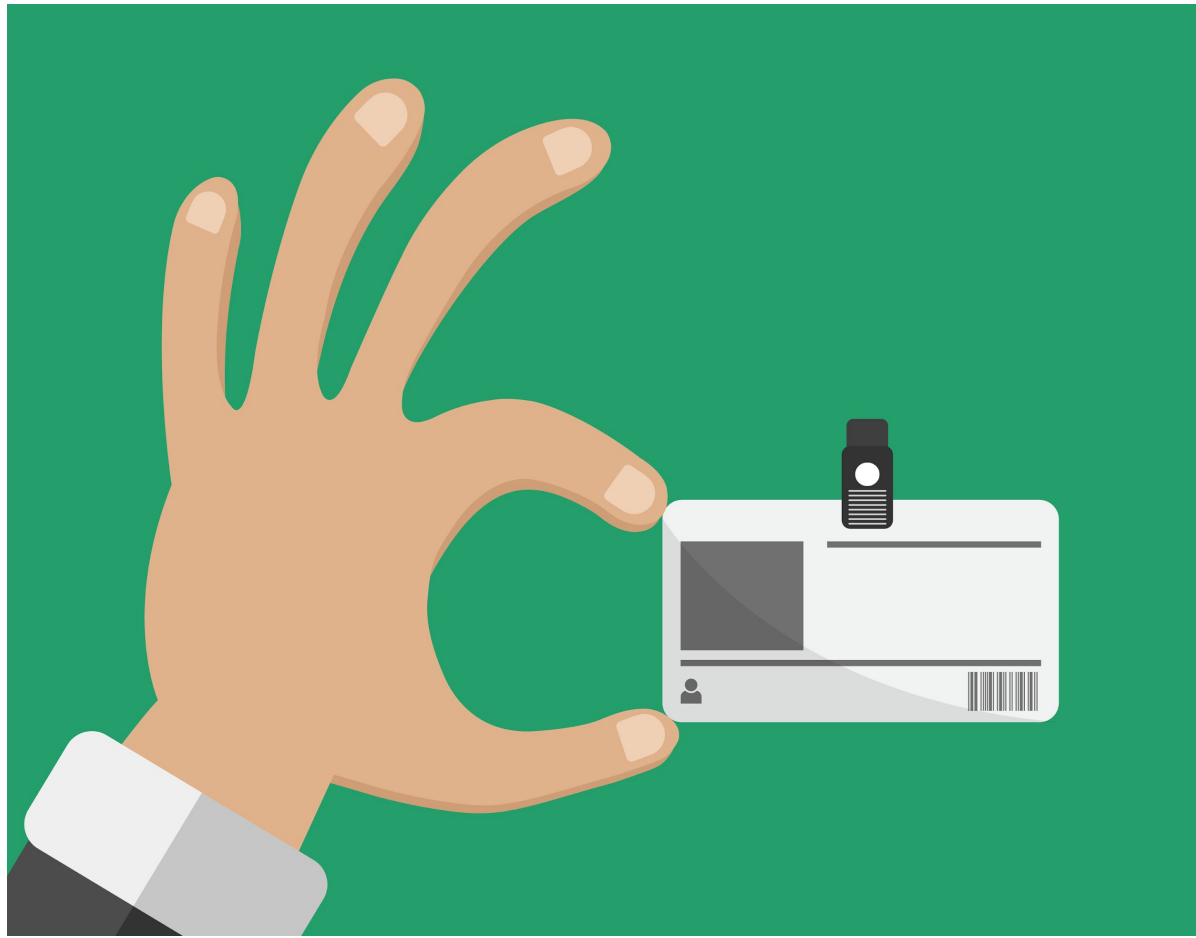
- Higher visitor satisfaction
- More insight in visitor behaviour
- Better customer service
- More marketing opportunities



Identification

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

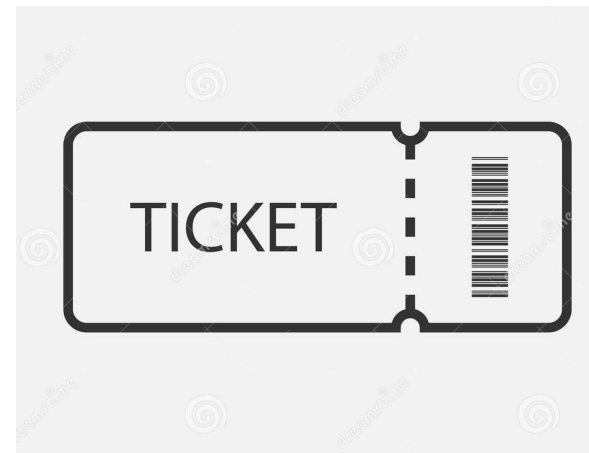
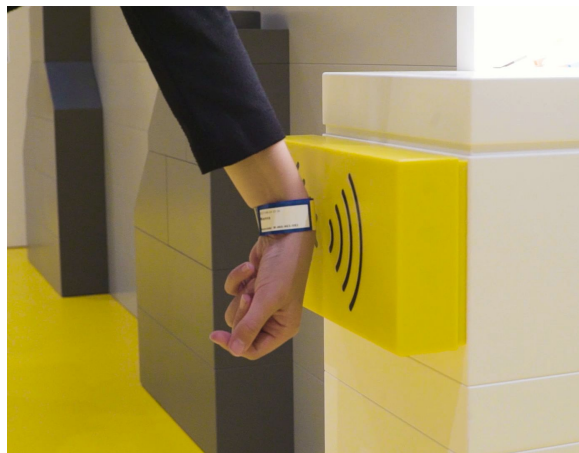
Your visitor needs an ID:
something unique to start
any digital interaction.



Identification methods

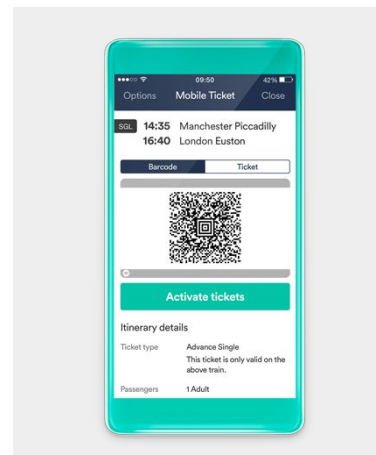
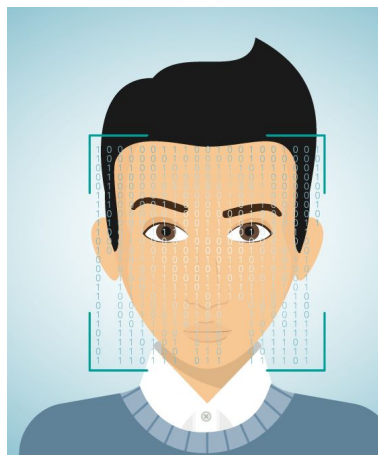
Contactless

RFID / NFC / UHF / HF / Beacons



Visual Codes

Barcode / QR



Biometrics

Face / Finger / ...

Manual code

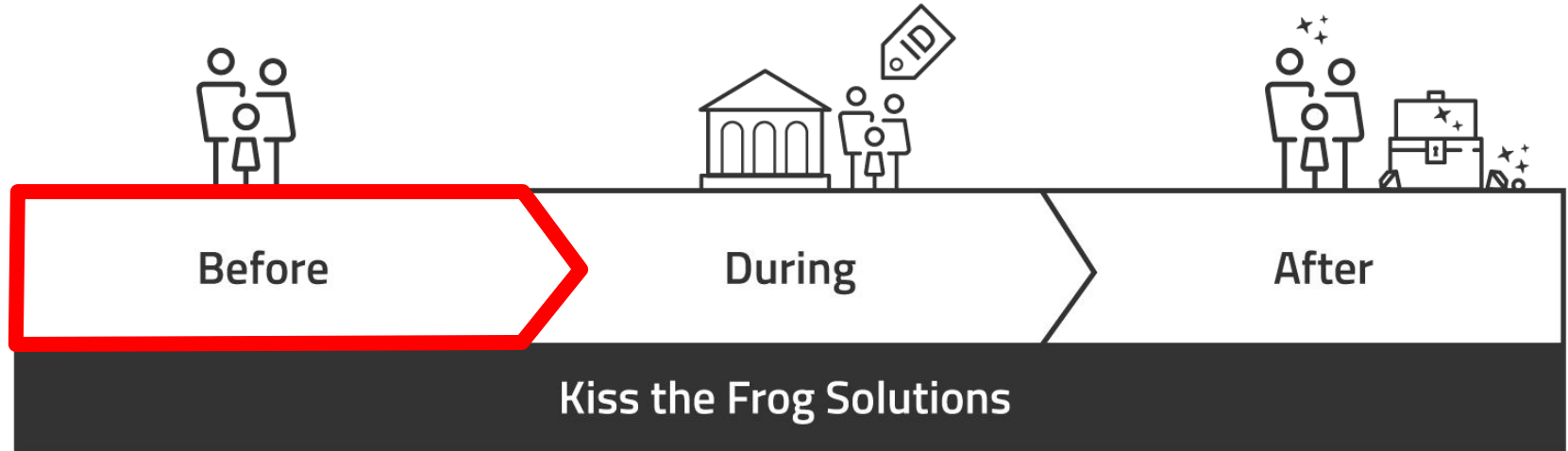
Pincode / Initials / Avatar



Examples



Personalisation throughout a visit



Before the Experience

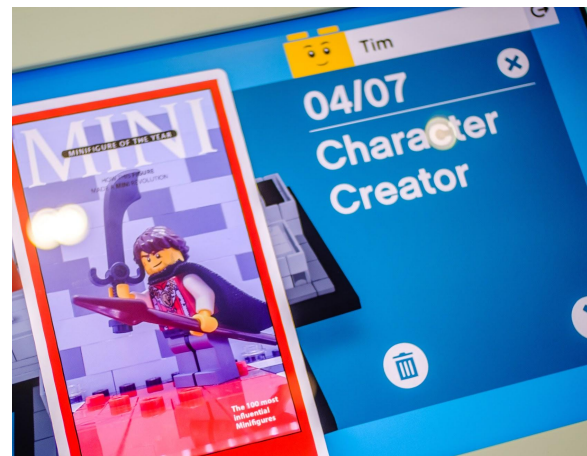
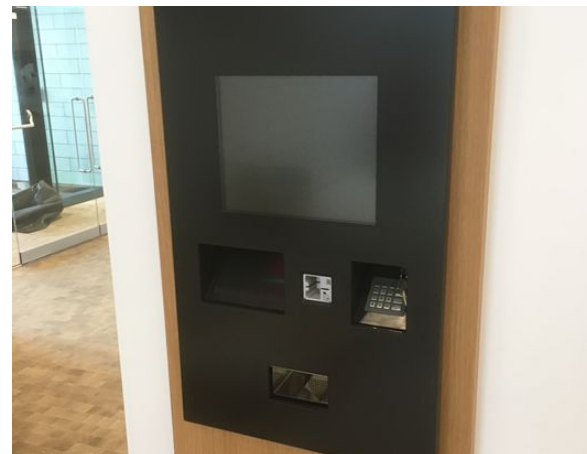
Visitors prepare themselves online

- Rather functional
- Online ticket purchase



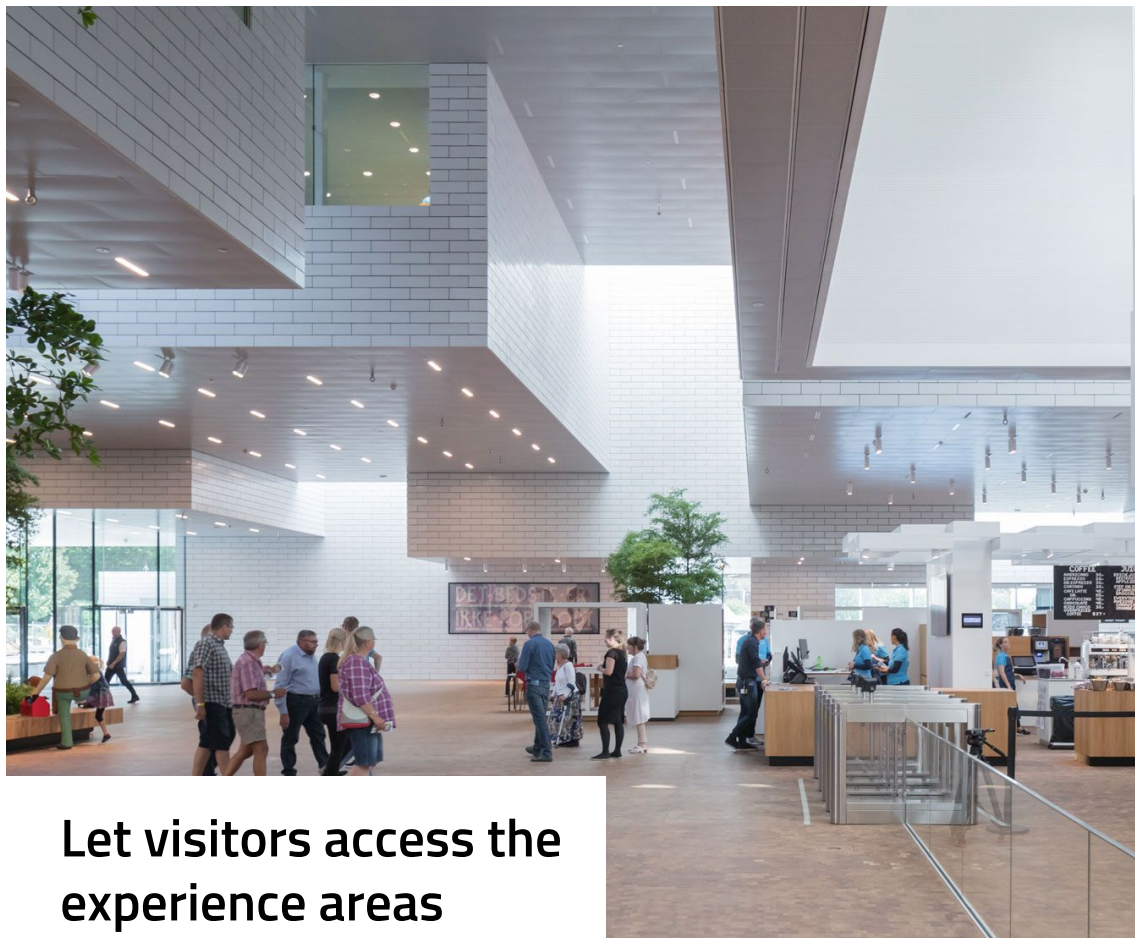
Case Lego House

Example of a smooth
onboarding process

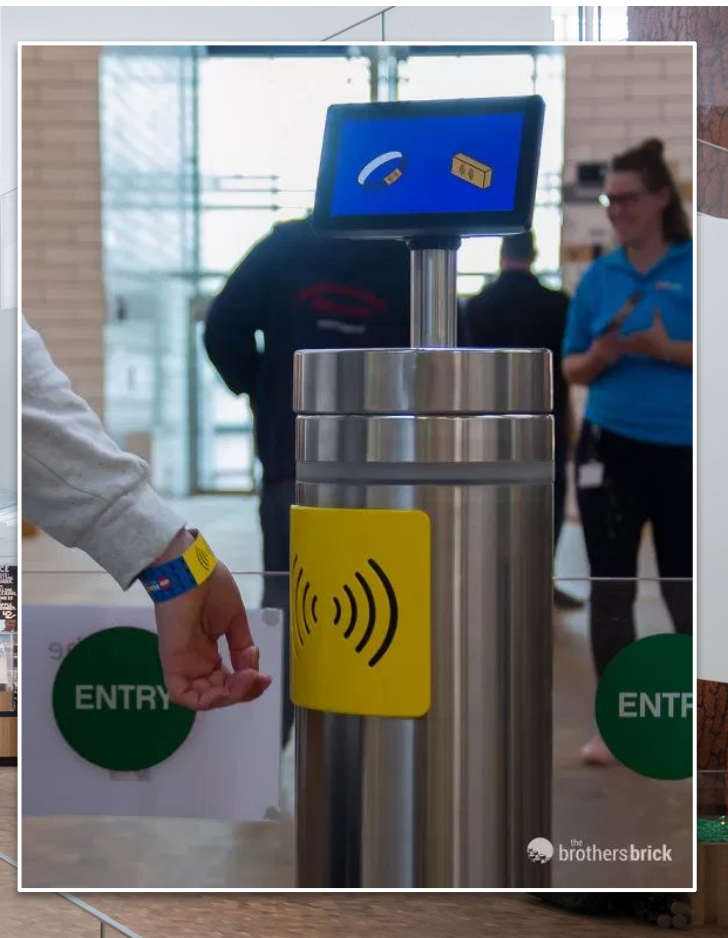


Personalisation throughout a visit



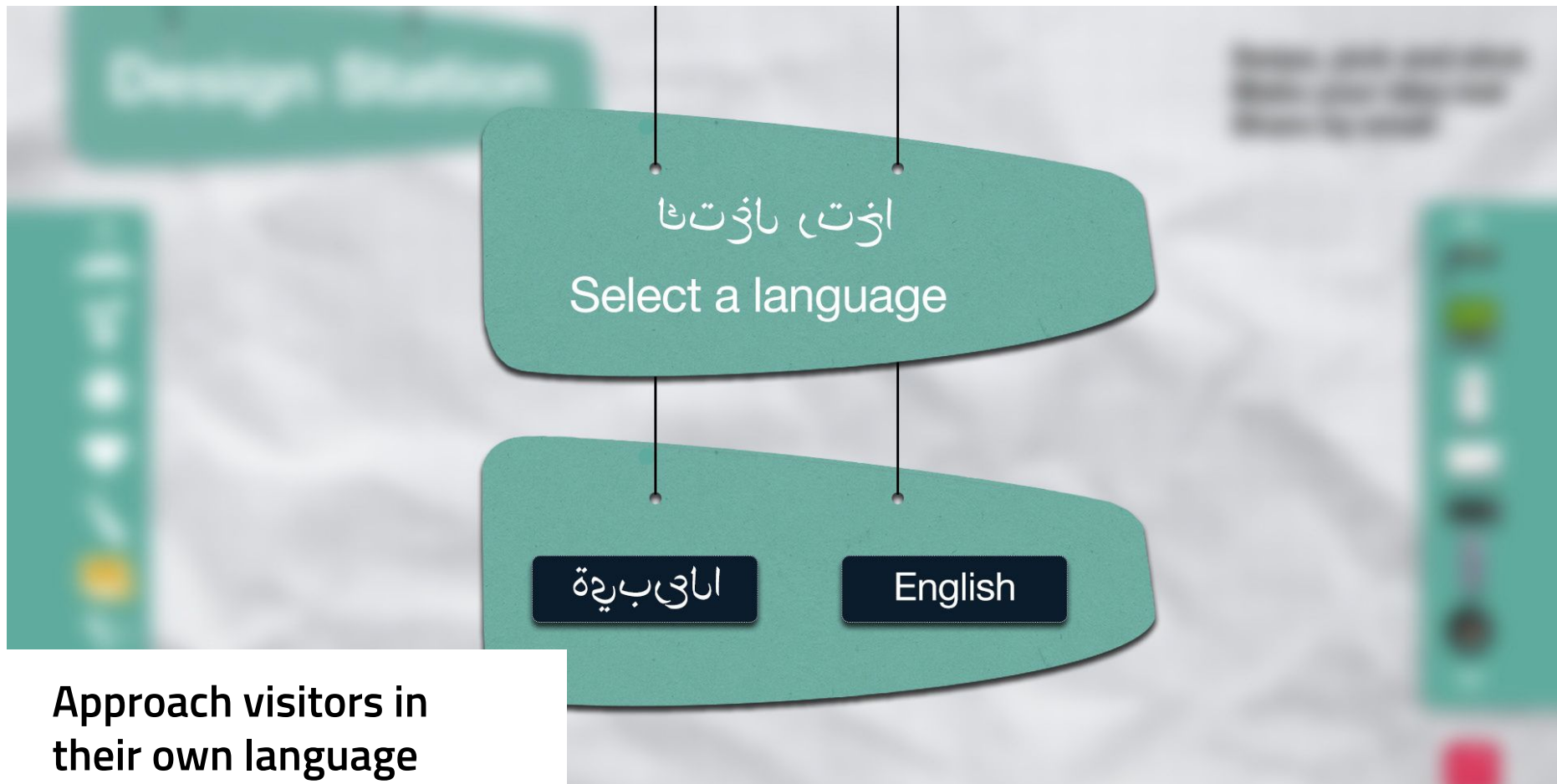


**Let visitors access the
experience areas**





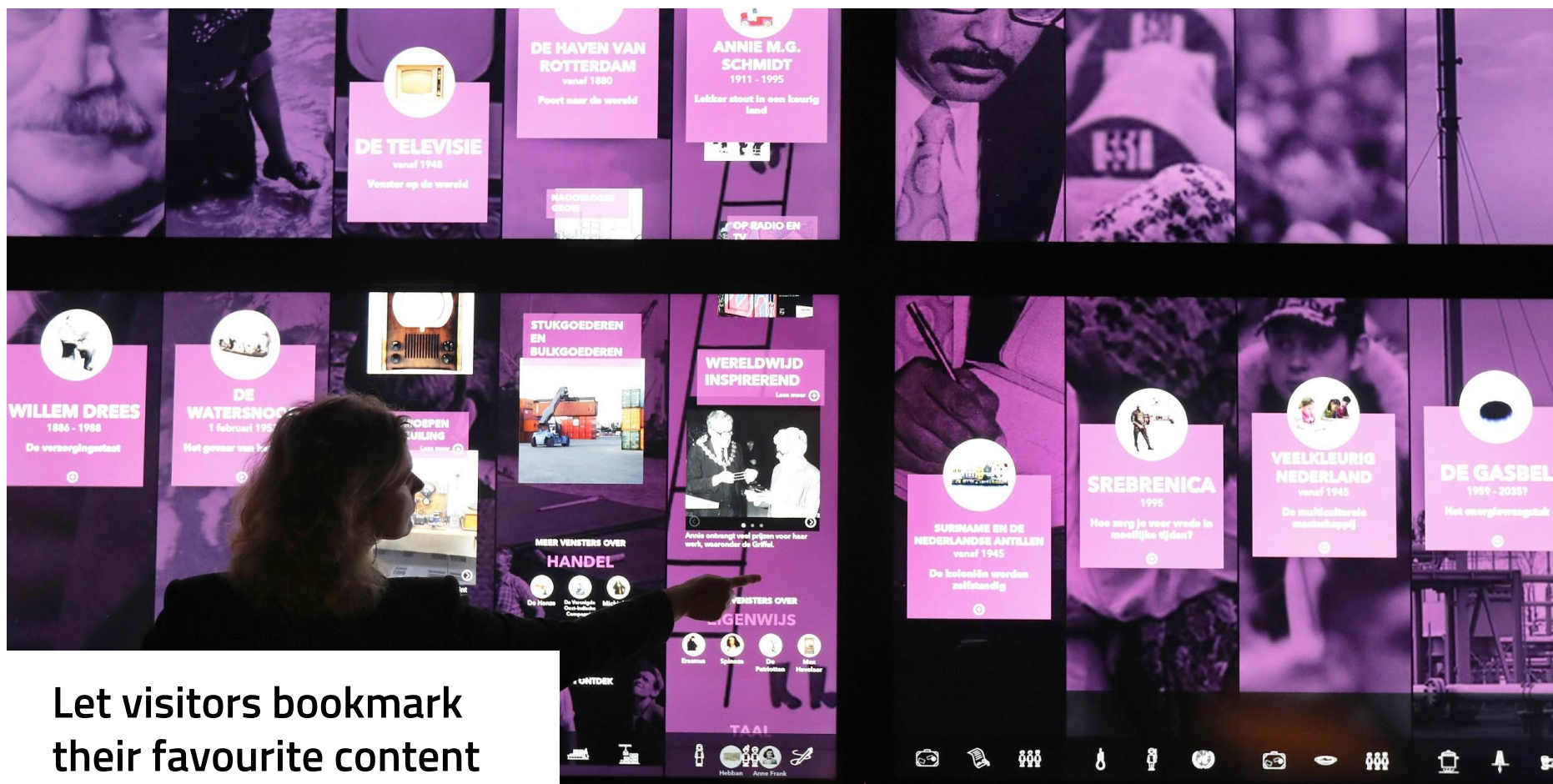
Welcome visitors
with their name



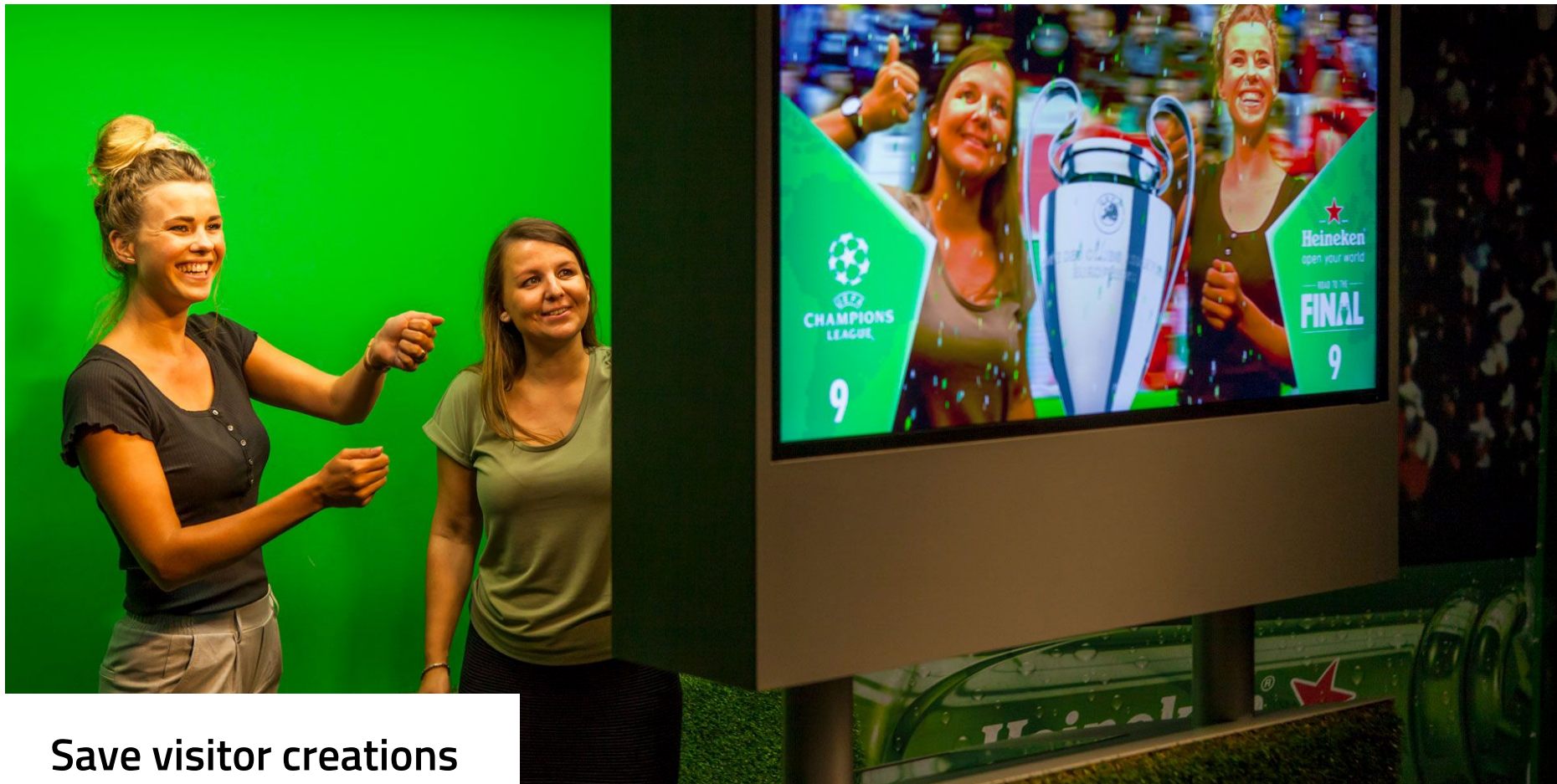
**Approach visitors in
their own language**



Serve content tailored to
different visitor groups



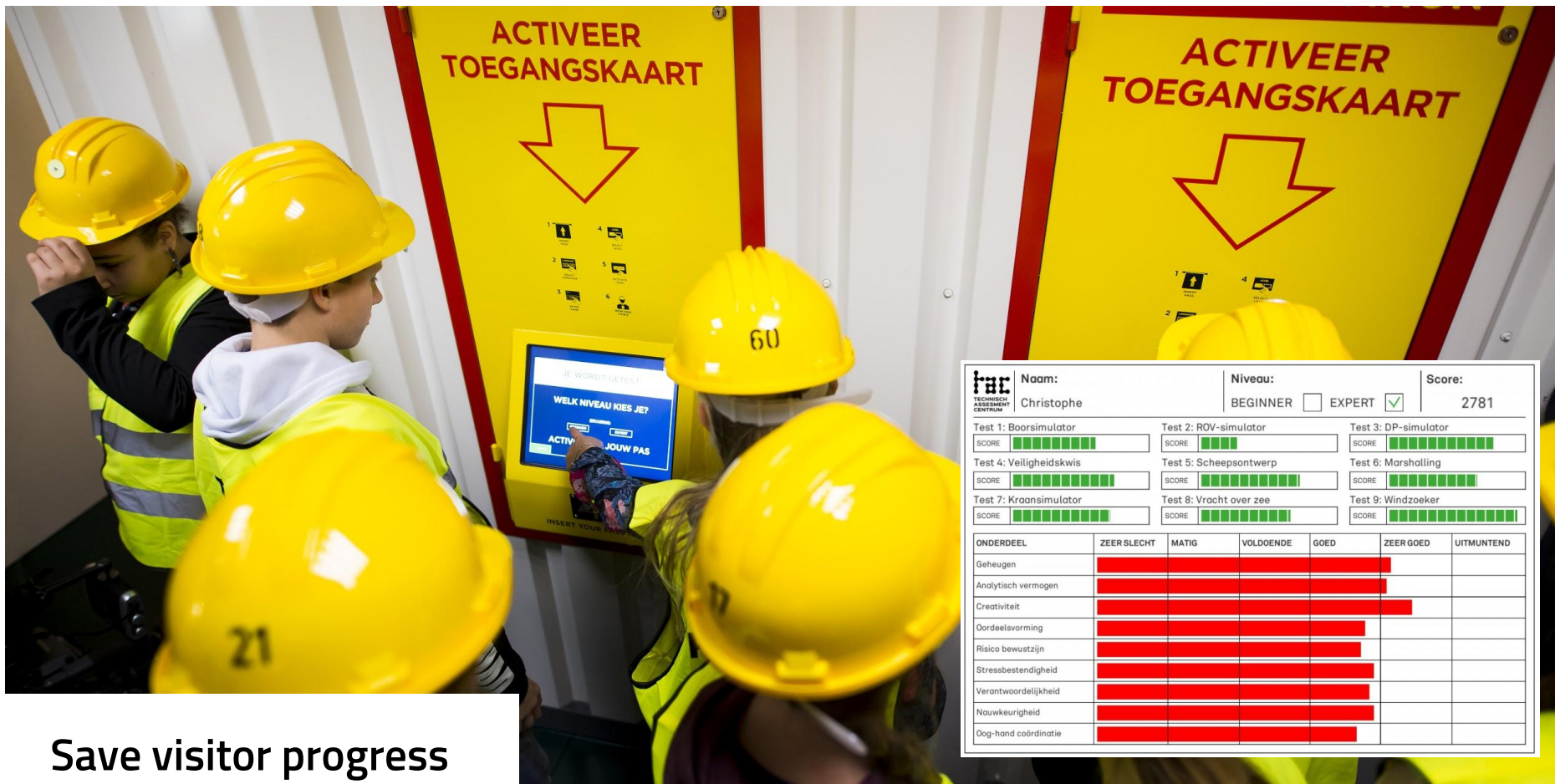
Let visitors bookmark
their favourite content



Save visitor creations



Visitor scores and leaderboards



Save visitor progress

hac TECHNISCH ASSESSMENT CENTRUM

Naam: Christophe

Niveau: BEGINNER ☐ EXPERT ☒

Score: 2781

Test 1: Boorsimulator
SCORE:

Test 2: ROV-simulator
SCORE:

Test 3: DP-simulator
SCORE:

Test 4: Veiligheidskwis
SCORE:

Test 5: Scheepsonwerp
SCORE:

Test 6: Marshalling
SCORE:

Test 7: Kraansimulator
SCORE:

Test 8: Vracht over zee
SCORE:

Test 9: Windzoeker
SCORE:

ONDERDEEL	ZEER SLECHT	MATIG	VOLDOENDE	GOED	ZEER GOED	UITMUNTEND
Geheugen						
Analytisch vermogen						
Creativiteit						
Oordeelsvorming						
Risico bewustzijn						
Stressbestendigheid						
Verantwoordelijkheid						
Nauwkeurigheid						
Oog-hand coördinatie						

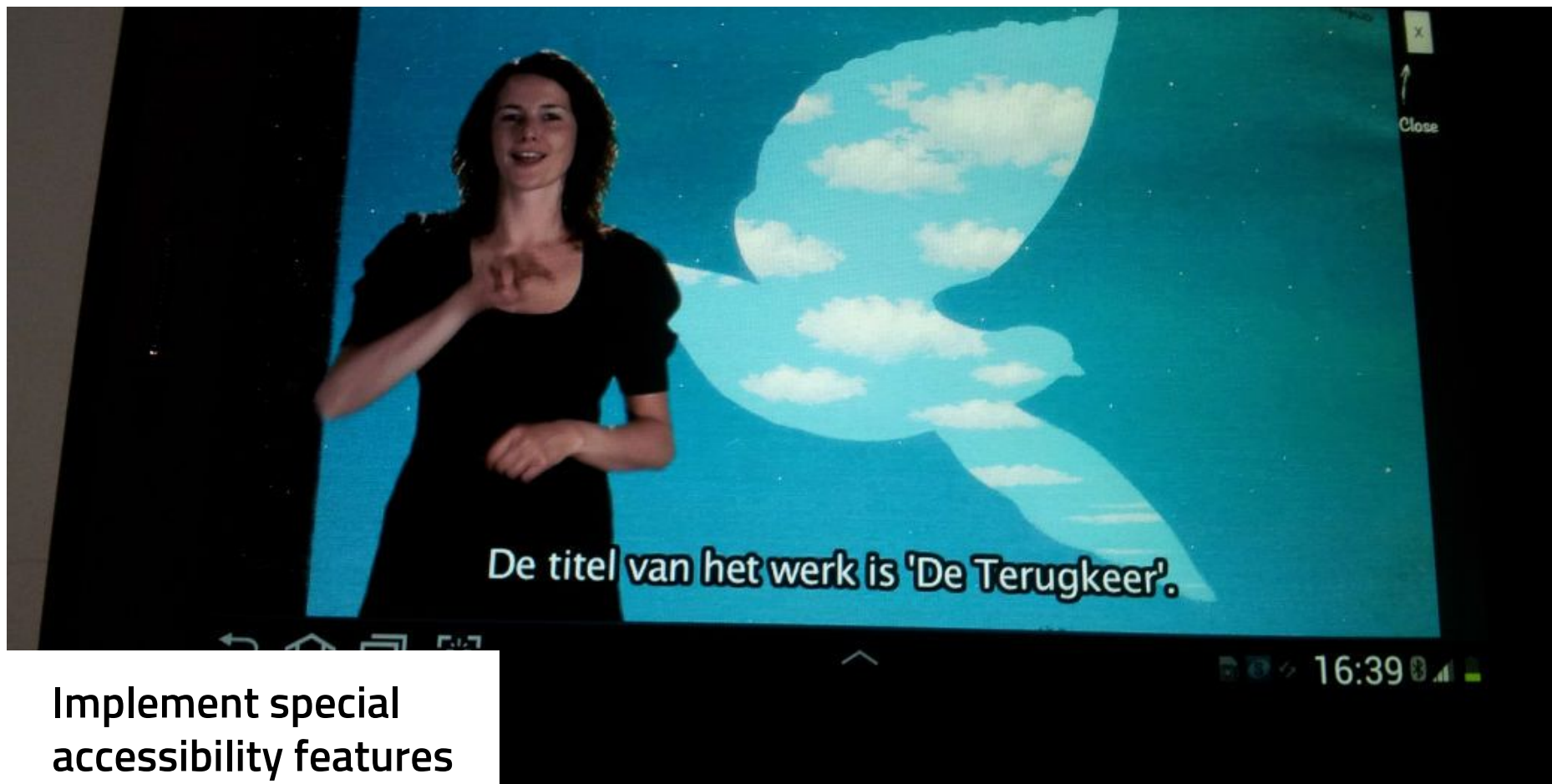


Track students in educational programs



Create an emotional
connection

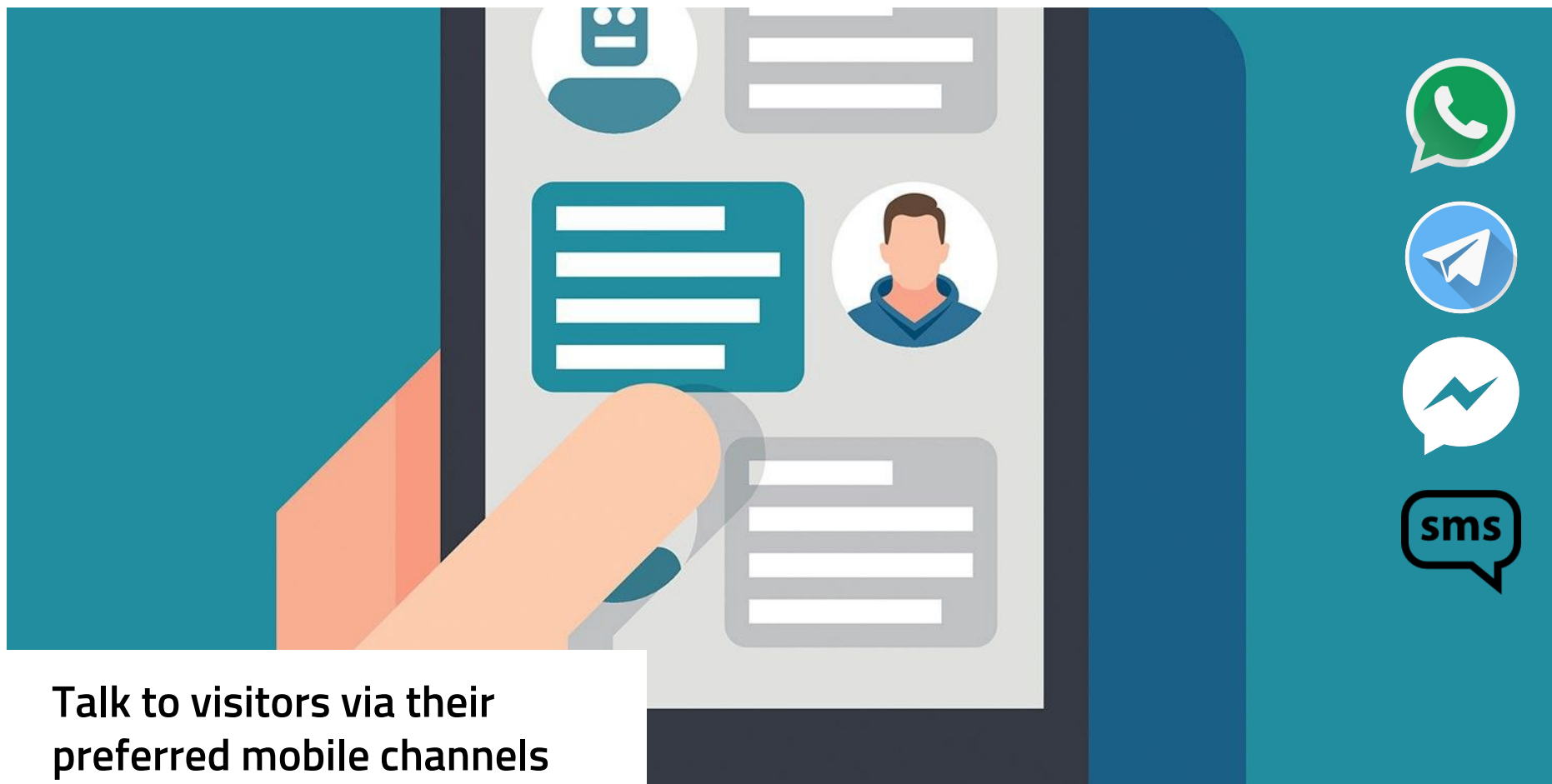




Implement special
accessibility features



Ask for feedback and start discussions



Talk to visitors via their preferred mobile channels

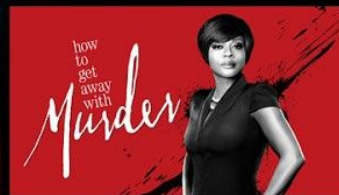


Marvel's Daredevil

5.1 ULTRA HD 4K 1 موسم 16+ 2015 ★★★★★

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

الأكثر مشاهدة على Netflix



Learn from visitor behaviour
and serve tailored content

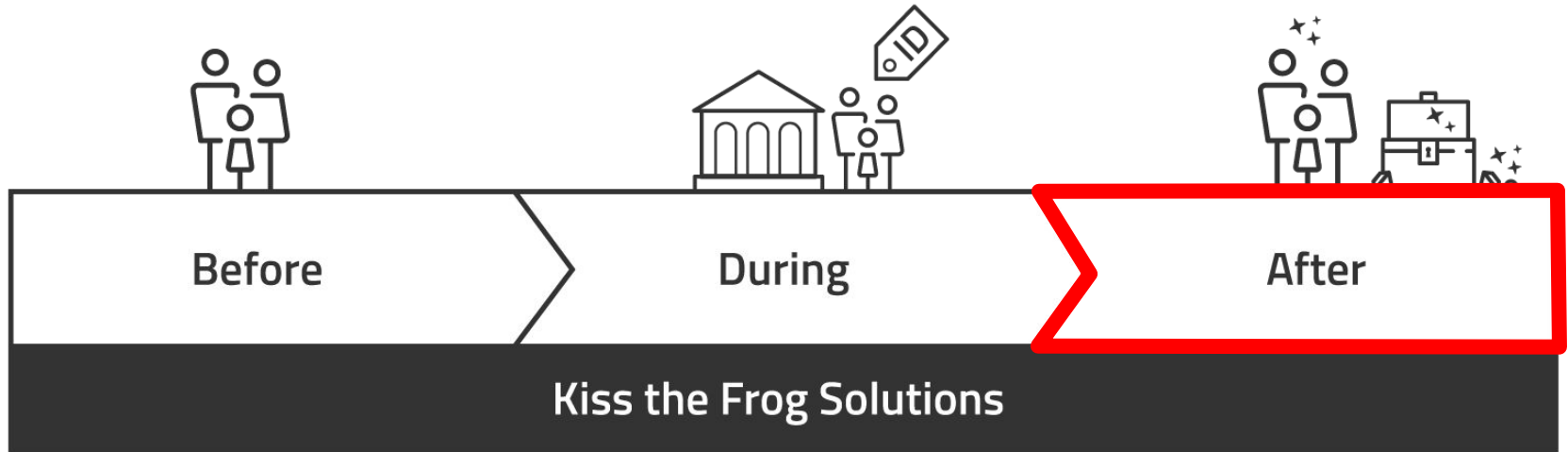
شاهد ثانية





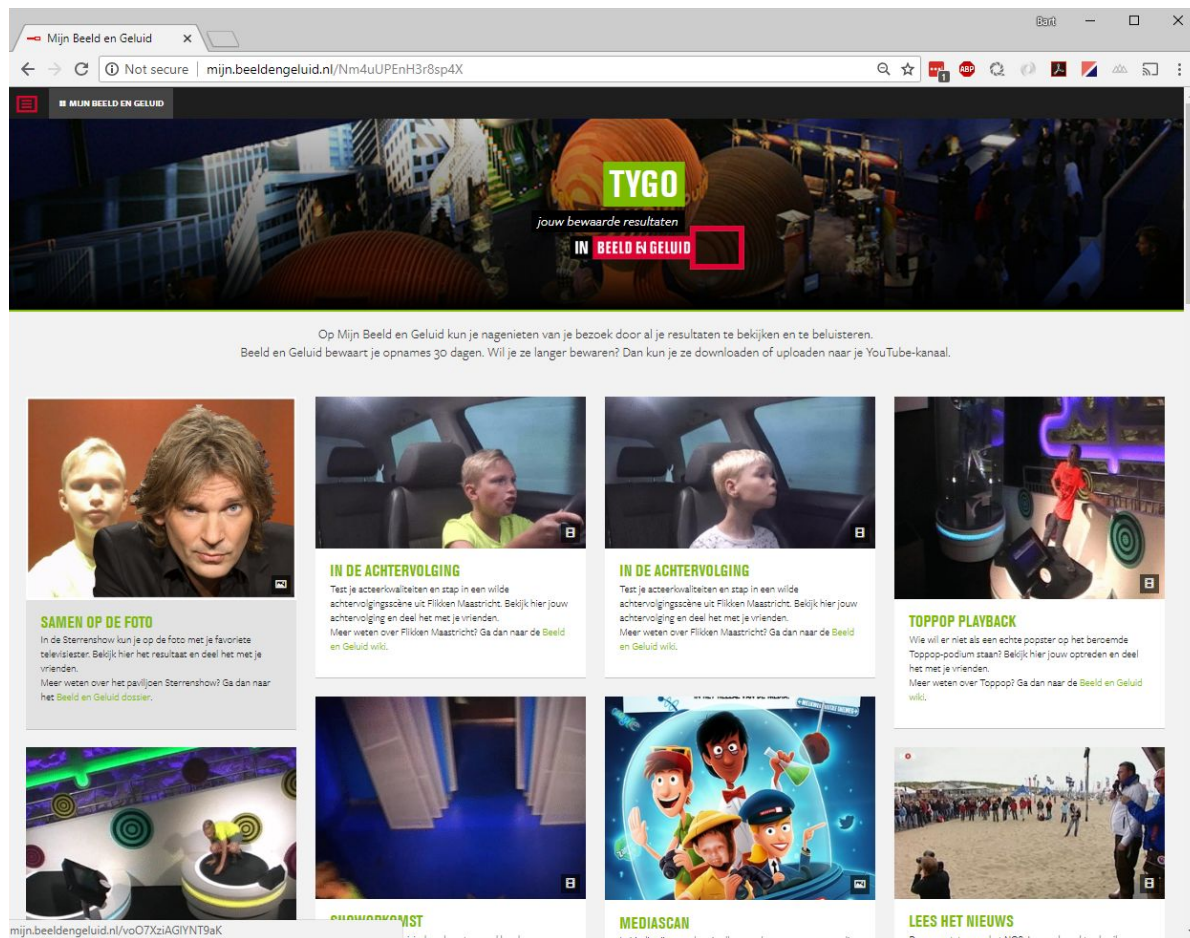
**Smart wearables help to plan
your visit**

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.



Data



Analytics

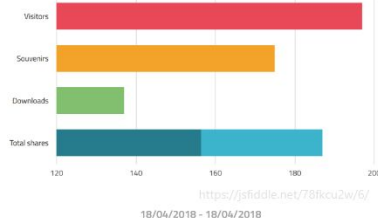
- Analyse visitor behaviour
- Optimize the exhibition



Interactive details

Photobooth

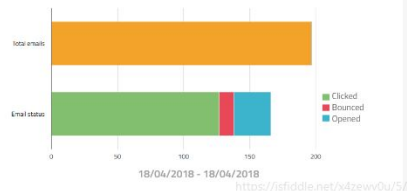
Souvenirs	197
Visitors	174
Visitor/souvenir ratio	1.1 souvenirs per visitor
Viewing rate	30 % (60 results opened)
Download rate	12 % (24 results downloaded)
Manual removal	9 % (17 results manually removed)
Shares via Mail	15 % (17 shares)
Shares via Facebook	22 % (17 shares, 201 likes)



E-mail details

Tell a friend

Opening rate	85% (of mails are opened)
Conversion rate	45% (of the links in opened mails or clicked)



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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CREATIVE TECHNOLOGY

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