SITE ANALYSIS

OBJECTS AND THE BUILT ENVIRONMENT
What objects, features, and phenomena in the built environment are available and relevant to your Content Lens?

GEOGRAPHIC FEATURES
What environmental, climatic, biological, topographic features are available and relevant to your Content Lens?

ZONING AND LAND USE
How is the site zoned (commercial, residential, industrial, agricultural, mixed use) and how is it being used?

HISTORICAL ATTRIBUTES
What historical events, or processes does your site represent that are relevant to your Content Lens?

PEOPLE
Who is living near, passing through, or using the site? What are their needs and expectations?
AUDIENCE

SITUATIONAL
What are the user’s circumstances, objectives, activities, etc.?

-----------------------------------------------

-----------------------------------------------

-----------------------------------------------

-----------------------------------------------

INTRESTS and ASPIRATIONS
What are the user’s interests, values and attitudes?

-----------------------------------------------

-----------------------------------------------

-----------------------------------------------

-----------------------------------------------
WHAT IS YOUR CONTENT LENS?
What is the main topic or theme of the experience?

WHAT IS THE CONTENT FOCUS?
What is your primary goal, story or message?
FUNDING SOURCES
Is funding necessary? If so, list the possible funding sources below

GOVERNMENT  
(FEDERAL, STATE, LOCAL)

PRIVATE INVESTORS

EARNED INCOME

CROWD FUNDING

STEWARDSHIP
If needed, who will maintain the project?

COMMUNITY REPS

STAFF (PAID, OR VOLUNTEER)

OTHER

THE OMNIMUSEUM PROJECT
ENGAGEMENT APPROACH

EXPERIENCE FILTER
What qualities best describe the nature of the experience?


TACTICS
What tactics will you use to engage your audience?


ACTIVATION CONCEPT

YOUR SITE LOCATION:  

YOUR CONTENT LENS:  

WHAT EXPERIENCE FILTER(S) DID YOU CHOOSE?:  

WHAT TACTIC(S) DID YOU CHOOSE?  

Describe and/or draw your idea(s) for audience engagement below. You can also record your concepts directly to the process steps diagram (STEP 5).