

What Made Early Experiences with Science Memorable? December / January 2018

What are the qualities of memorable experiences from science museums, zoos, aquariums?

- FUN
- Destination had many options to explore – layers the experiences possible
- Felt safe – real space
- Seeing history – humbling to see in real life
- AWE- INSPIRING – shocking
- unexpected discovery
- participatory
- immersive
- learning through experience you're having
- hands-on discovery
- experience became personal “mine”
- things that were bummers – (memory killers) crowds, distance between experiences
 - immersion
 - relevance for the visitors
 - open-ended exhibits
 - use of touch screens and other technology
 - Exploring
 - Visual attraction
 - Collaboration
 - Socialism
 - Open plan – natural attraction
 - Interactivity
 - Wide age range
 - Refresh and change exhibits
 - Immersive
 - Storytelling
 - Slightly scary
 - Of interest to all ages – need to motivate all ages to bring people back
 - Interactivity
 - Accessibility – including language accessibility
 - Social space, family learning
 - Everyday references – math in action
 - Balancing variation with focus (not overwhelming)
 - Museum as hub (ie. Read Across America) – hub of STEM learning
 - Welcoming environment – space, light, staff, labels,

guidebooks, etc