Digital Museums Canada

Athabasca University

Creating Engaging Online Experiences: An Introduction for Museums and Heritage Organizations

Workbook
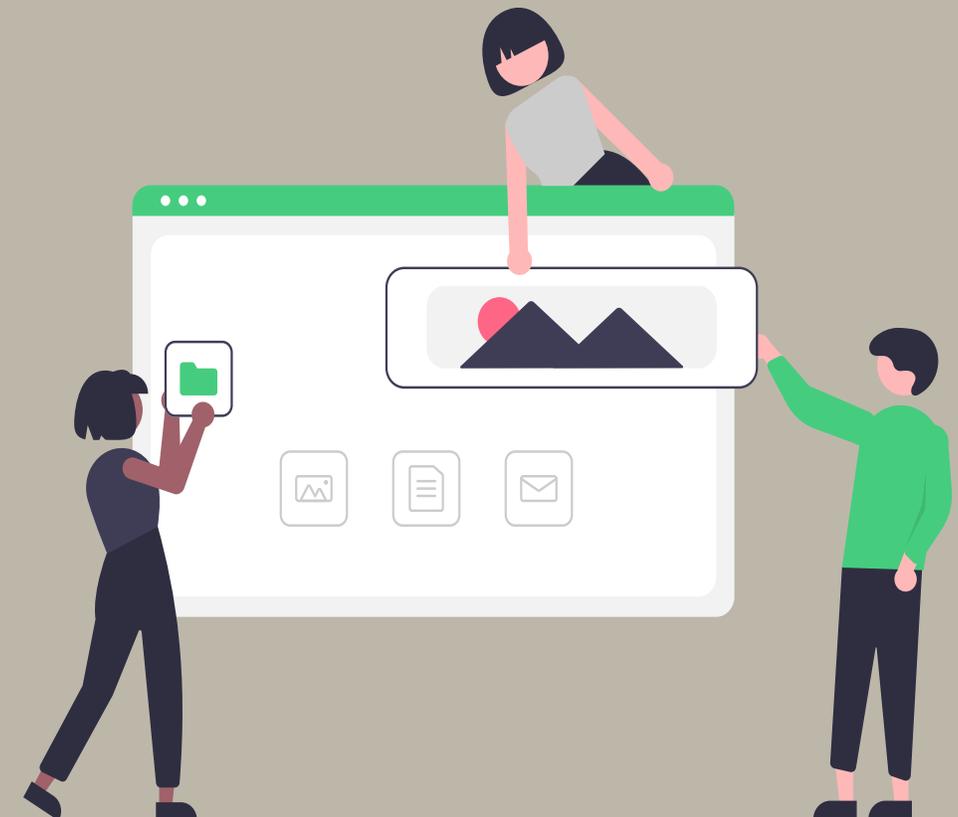
This workbook was designed to accompany the course, **Creating Engaging Online Experiences: An Introduction for museums and Heritage Organizations**. When you see a reference to the workbook in the course, turn to the corresponding activity to complete the reflection questions and prompts. You may also return to the workbook at your convenience.
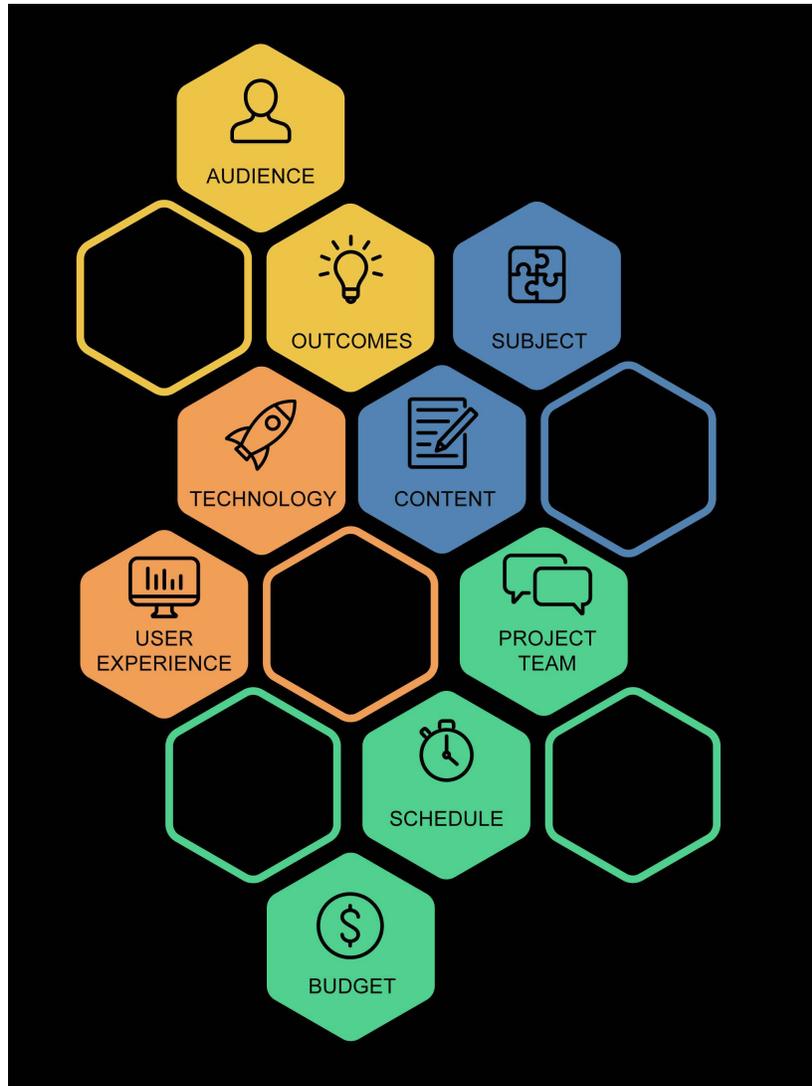
I.

Which potential benefit of online projects makes you the most excited? Why?

What is your main motivation for undertaking an online project? What would you like to achieve as a result of this project?

II.

Think of a successful online project. It may be one with which you are personally familiar. Or, choose one of the DMC's funded projects. Who does the **target audience** appear to be?

What **benefits** or **outcomes** does the project seem to deliver?

III.

Return to the online project you chose in the previous activity. What is the **subject**?

What **materials** and **content** were used to deliver the project outcomes?

How might the approach to the subject change if the target audience were different?

IV.

Consider the two different user experiences on the subject of fishing. Who do you think these two experiences are for? Who might the target audiences be? What outcomes could the different experiences deliver?

V.

What type of **user experience** do you find the most engaging and why? How do the functionalities and technologies shape the experience to deliver the desired experience?

What types of subjects and content might this experience work for? What types of subjects and content might it not work for?

VI.

What aspects of taking on an online project are you most concerned about? For each concern, identify one or two steps you can take to address or overcome this concern.

Return to the successful online project you chose in the previous activities. What strategies might you use to ensure that this project reaches and engages us?

What strategies might you use to promote the project beyond its initial launch?

ACTIVITY VII

Congratulations!

You have completed the workbook for this course. Consider using this workbook as a starting place for your digital project!