

Blog task 2

The findings in Museum Experience Design in a Rapidly Transforming Digital World make it clear that museums face a delicate balance between embracing digital innovation and maintaining traditional, physical experiences. The COVID-19 pandemic has catalyzed the adoption of digital technologies in museums, but the shift has also exposed opportunities and challenges. On the one hand, digital platforms have made museums more accessible and inclusive, offering rich interactive experiences and reaching global audiences. However, implementing digital tools is fraught with difficulties, such as financial constraints, technical infrastructure deficiencies, and the need to coordinate integration with physical exhibitions. The tension between preserving artifacts and enhancing visitor engagement highlights the complexity of modern museum management. In addition, visitor preferences vary widely, with some seeking digital art while others crave physical, low-tech interactions. As museums move forward in this hybrid mode, ongoing audience research and feedback will be critical to optimizing their strategy. While digital transformation promises to enhance the museum experience, careful consideration of resource allocation, visitor expectations and sustainable practices will be critical to long-term success. Therefore, I have decided to focus my project on digital research, so that digital art can become an important channel for the audience to learn or taste after visiting the museum. In order to enhance its cultural communication, I will choose mobile phones and tablet computers as media design.