

# The Hero Opens The Door

Print this document and follow along with the final video in the guide. Take notes under each question and check the box once your team has a plan in place.



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What are our external promotions for our digital experience?

What are our internal promotions for our digital experience?

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Does the WiFi work everywhere that visitors can go?

Can people easily charge their phones?

Can the digital experience be accessed on any device without downloads or an account?

Have we tried it on all of our phones?

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How are we going to ensure our digital experience has accurate, up to date information going forward?

Who is responsible for this?

Does it help people navigate through the building?

Does it show the hidden gems in our collection that the visitor might otherwise miss?

Can we make it fun?

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Can visitors use their own device?

Are we using a variety of content formats to share information (text, photos, video, etc...)

Is the best expert narrating this digital experience?

Can adults explain the digital content to their young kids?

Does the digital content match the real world experience?

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Is the digital experience interesting and useful for first-time visitors?

Repeat visitors?

Family Visitors?

Visitors with disabilities?

Share the story of your collection

[Schedule a demo today](#)