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ENHANCING VISITOR ENGAGEMENT THROUGH DIGITAL INTERACTION: A CASE STUDY OF HKMOA'S "ART PERSONALISED" EXHIBITION

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The "Art Personalised" exhibition at the Hong Kong Museum of Art (HKMoA) utilizes digital interaction, specifically a personality test and tailored artwork recommendations, to enhance visitor engagement. This paper analyzes the effectiveness of this approach, drawing upon design principles and academic literature. The analysis focuses on the user experience (UX) of the personality test, the digital curation, and the overall impact, including a multisensory dimension and potential limitations.

Key words: Digital Exhibition Design, User Experience (UX), Interaction Design, Museum Technology, Visitor Engagement

INTRODUCTION

Museums are increasingly integrating digital technologies to enhance visitor engagement and foster interactivity. The "Art Personalised" exhibition at the Hong Kong Museum of Art (HKMoA) exemplifies this trend, demonstrating a shift from traditional display methods to a more participatory experience, aligning with broader trends in museum design [1]. This paper argues that the "Art Personalised" exhibition effectively utilizes digital interaction to enhance visitor engagement.

PURPOSE

The purpose of this paper is to conduct a detailed analysis of the digital interaction design strategies utilized within the "Art Personalised" exhibition at HKMoA and to evaluate their effectiveness in enhancing visitor engagement and fostering a deeper connection between visitors and artworks. This analysis will focus on the personality test, examining its design, user interface, and effectiveness as an interactive onboarding tool; the digital curation and recommendation system, analyzing its benefits and potential limitations; and the overall user experience (UX), assessing the usability, intuitiveness, and impact of the digital interactions, including multisensory elements. The methodology employed includes design principles analysis, a review of relevant academic literature, and observations from the exhibition.



RESULTS AND DISCUSSION

The exhibition begins with a digital personality test (Fig.1). The test is visually appealing and intuitively designed. The 12 questions are clearly presented, encouraging visitor participation. This interactive onboarding aligns with the practice of using digital tools to lower barriers to entry [2] and acts as a form of "transmedia storytelling," initiating the visitor's personalised journey [3]. While seemingly simple, this initial interaction is crucial for setting the stage for a personalised experience. However, it is important to consider whether the test's categorization accurately reflects the complexities of individual personalities and whether it might inadvertently limit exploration.



Fig.1. The Personality Test

The exhibition incorporates interactive artworks. Angela Yuen's "Land Ho!" provides a compelling example (Fig.2). The piece incorporates a QR code, which, upon scanning, grants visitors access to supplementary information, aligning with the principles of "transmedia storytelling" [2]. This feature facilitates a deeper understanding of the artwork's context and intricate details. The QR code effectively bridges the physical and digital realms, enriching the interpretation of the artwork. The multisensory aspect, with curated scents, further enhances this immersive experience.

The exhibition concludes with a "selfie room" (Fig.3). This space enables visitors to commemorate their visit. The option of choosing a background related to their personality type reinforces the personalised nature of the exhibition, promoting participation [2] and catering to the conventions of social media.



Fig.2. Angela Yuen's "Land Ho!"



Fig.3. The Selfie Room

The "Art Personalised" exhibition demonstrates a carefully considered approach to integrating digital interaction. The personality test provides an initial point of engagement and data collection, while the interactive artwork and selfie room offer opportunities for deeper exploration and social sharing. These elements work synergistically to create a holistic and participatory experience. While potential limitations related to algorithmic bias and the balance between digital and physical elements warrant ongoing attention, the exhibition's overall design successfully leverages digital technology to enhance the visitor's engagement with the art.



CONCLUSIONS

The “Art Personalised” exhibition at HKMoA exemplifies a broader trend in museum practice: the strategic use of digital interaction to enhance visitor engagement and move beyond traditional, static display models [4]. This case study demonstrates that carefully designed digital elements, including personality tests, interactive artworks, and social sharing opportunities, can create a more participatory, personalised, and ultimately more meaningful museum experience.

However, “Art Personalised” also underscores the need for continued critical reflection on the ethical and practical implications of digital technologies in museums. Future research should focus on the long-term impact of these interactive approaches on visitor learning, the effectiveness of different personalization strategies, and the development of best practices for inclusive and equitable digital museum design. Ultimately, the goal is to harness the power of technology to create museum experiences that are not only engaging but also meaningful, enriching, and accessible to all.

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ПІДВИЩЕННЯ ЗАЛУЧЕННЯ ВІДВІДУВАЧІВ ЧЕРЕЗ ЦИФРОВУ ВЗАЄМОДІЮ: ДОСЛІДЖЕННЯ ВИПАДКУ ВИСТАВКИ “ART PERSONALISED” В НКМОА

Виставка “Art Personalised” в Музеї мистецтв Гонконгу (HKMoA) використовує цифрову взаємодію, зокрема тест на особистість та індивідуальні рекомендації щодо творів мистецтва, для підвищення залученості відвідувачів. У цій статті аналізується ефективність цього підходу, спираючись на принципи дизайну та академічну літературу. Аналіз зосереджується на користувацькому досвіді (UX) тесту на особистість, цифровій кураторській роботі та загальному впливі, включаючи багатосенсорний вимір та потенційні обмеження.

Ключові слова: дизайн цифрових виставок, користувацький досвід (UX), дизайн взаємодії, музейні технології, залучення відвідувачів