CHAPTER 1

Ideas and audience

WHY IT MATTERS. DECIDING WHAT STORY WE TELL AND WHO WILL VISIT THE VIRTUAL MUSEUM

The Virtual Museum is a transformative tool for education because it makes learning more interactive, allowing users to move from being passive recipients to active explorers, navigating digital exhibitions and interacting with 3D objects, videos, sounds, and multimedia narratives.

- It democratizes access to culture by enabling students and teachers, regardless of geographic location or socioeconomic conditions, to enjoy high-quality heritage content.

- At the same time, it enhances active methodologies such as project-based learning, guided research, and peer collaboration, encouraging young people to contribute with their own stories and digital productions. It is also a space that integrates interdisciplinary knowledge, crossing History, Arts, Sciences, Technologies, and Civic Education, creating opportunities for more dynamic and meaningful lessons.

- Moreover, it values local identity and cultural diversity, allowing students to see themselves in the narratives of their territory while discovering other European cultural realities, promoting empathy and intercultural dialogue. By participating in content creation, young people develop digital and media literacy skills, learning to research, select, create, and communicate information critically.

- Finally, the Virtual Museum is accessible to different learning paces, as it is an open digital platform that allows revisiting content and adapting it to each young person's needs, including inclusive resources for all.

In short, the goal is for the MUSED Virtual Museum to be a living archive of cultural heritage and a digital learning lab, designed to motivate, engage, and inspire students, teachers, and communities. A tool that reinvents how we teach and learn about heritage, using digital technologies to bring the past closer to the present and future in an interactive, inclusive and collaborative way.

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TARGET AUDIENCE

- Students
- Educators
- Partner museums and cultural institutions
- Students' families
- General European public

EXAMPLES OF VISITOR PERSONAS

Persona 1: Student – Curious about local or European heritage. Learns through images and videos. Likes creating short videos and sharing on social media. Wants to feel their story matters.

Persona 2: Teacher – Interested in digital tools with pedagogical value. Wants to engage students in motivating, curriculum-linked projects.

Persona 3: Regional Museum Director or Educational Service Teacher – Wants to modernize school connections and increase the museum's digital presence. Seeks simple ways to contribute with historical content.

Persona 4: Parent – Wants to follow their child's school projects and better understand the value of local and European cultural heritage.

Persona 5: Community Center Technician – Participates in collecting intangible heritage elements like oral traditions and local cuisine. Helps give visibility to their community's cultural heritage.

Persona 6: Retired Storyteller – Shares local knowledge and memories (e.g., old professions), integrating intangible heritage. Supports youth in understanding the importance of oral traditions and cultural practices.

GOAL SHEET

Promote digital literacy
Teach students and teachers to use digital tools creatively and critically.
Develop skills in editing, curating, organizing information, and multimedia production.
Encourage safe, ethical, and responsible digital navigation.

Engage students in discovering and valuing heritage.
Encourage exploration of local and European heritage (material, immaterial, natural, artistic).
Transform students into curators of their own cultural stories.
Develop empathy, identity pride, and a sense of belonging to a shared heritage.

Promote collaborative learning
Create joint workspaces between students, teachers, and cultural institutions.
Stimulate exchange of stories and cultural practices across European countries.
Foster teamwork, respect for diversity, and sharing of perspectives.

Reflect on European Union values
Relate heritage to themes such as solidarity, inclusion, diversity, freedom, and peace.
Create content showing how these values manifest in local cultures.
Engage youth in meaningful European citizenship actions.

Increase visibility and access to culture
Make the museum accessible to anyone, anywhere, anytime.
Give voice to lesser-known or endangered communities and traditions.
Contribute to cultural democratization and pedagogical use of heritage.

Create a shared and sustainablerepository
Leave a lasting digital educational legacy Enable schools, museums and communities to continue feeding the museum with new stories.
Establish a European network of memory and digital creativity.

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MINI-STORYBOARD

Here are the examples of user-scenarios and the content ideas that can be used for creating a successful virtual museum. The materials that follow provide a clear framework for developing digital spaces through storyboards, interactive journey tables, and detailed lists of required media resources.

Suggestion A (3 Key Screens)

Screen 1: Interactive Map of Europe – Each partner country appears with a clickable icon. Selecting it shows digital stories created by students from that region.
Screen 2: Virtual Exhibition Room – Short videos, audios, and photos narrate
the importance of material and immaterial heritage and its meaning to the community.
The student-narrator relates the event to European values like solidarity and cultural diversity.
Screen 3: Digital Creative Lab – Area where visitors can create a poster, video, or text about their local heritage using simple, shareable templates. Teachers can download educational worksheets.

Suggestion B – Interactive Museum Journey Table

Room name	Pedagogical Goal	Content & Format	Interaction
Welcome to the Virtual Museum	Present the project and cultural heritage theme	Introductory video with subtitles, narrated by students	Start visit button
Our Oral Traditions	Value collective memory and storytellers	Audio + student illustrations	Button to hear other versions
Monuments That Tell Stories	Link physical heritage to local and European history	Photo gallery + interactive map	Click to learn more
Artistic Expressions in the Community	Reflect on art as cultural and identity language	Short videos of dances, music, paintings	"Discover similarities" option with other countries
European Values and Heritage	Relate EU values to cultural heritage	Text + interactive image with student quotes	Interactive quiz

Participate and Share – Museum Diary	Engage visitors, promote collaboration	Digital wall for comments, suggestions, sharing	Text box / "Send" button
Educational Space	Provide guidance and propose pedagogical approaches for educators	Guides for educators, worksheets, activity proposals based on the museum	—
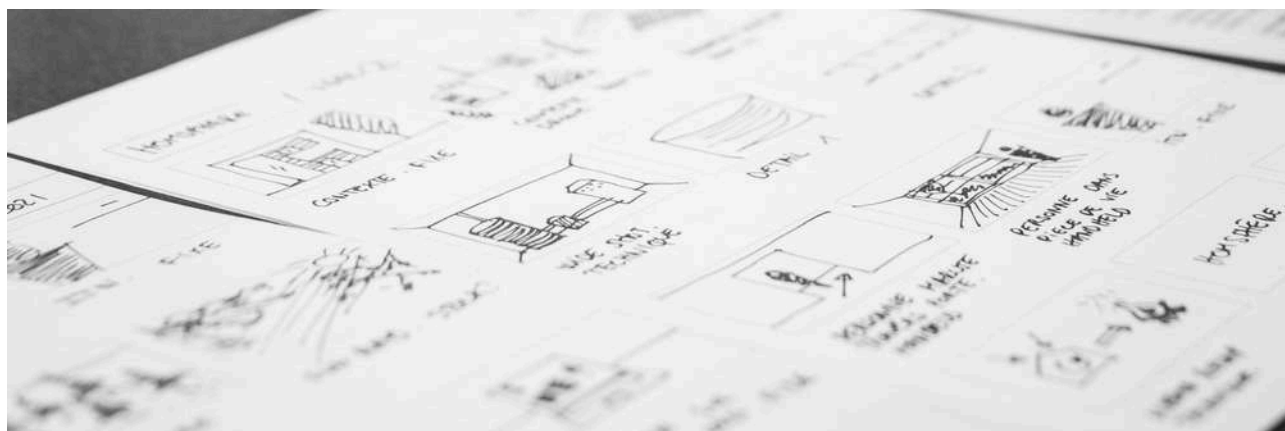
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List of Needs (Images, Audio, Video, Text)

Type	Describtion
Photos	Photographs of local monuments, traditional festivities, costumes, folk art, and cultural objects
Audio	Narrations by students, interviews with family members, storytellers or local experts, recordings of music or oral legends
Video	Short documentaries or creative films produced by students, enactments of rituals or traditions, recordings of artistic performances, tutorials on traditional dances, cooking, or music
Text	Exhibition captions, personal testimonies, historical descriptions, thematic glossaries, local biographies, and links to complementary resources. Educational guides and support materials for teachers
Other Resources	Templates for posters, educational worksheets, quizzes, interactive challenges, digital games, timelines, illustrated or interactive maps