Blended spaces aim to produce a more harmonized user experience (UX) of a place, by considering the correspondences between physical and digital spaces and by considering the movement through these spaces.

~David Benyon
Mobile Experiences for Tourism is concerned with the use of digital technologies to enhance the tourist experience before, during and after visits.
OUR GOAL

Our goal is to create new Genesee Country Village Museum (GCVM) experiences by personalizing visits, capturing visitors’ interests, sharing the memories and creating incentives to return again and again.

School Field Trips

Family Visits
PROBLEMS

[1] Guides, being volunteers, are not always present.

[2] The village is large and easy to not know where to go.

[3] You need more than one day to feel like you have seen the village.

[4] Not easy to figure out what some buildings are or what stories they hold.
CONCEPTUAL BLENDING

- Generic Space
- Physical Space
- Blended Space
- Digital Space
- Correspondences

Ontology
Topology
Volatility
Agency

designing with blends
conceputal foundations of human-computer interaction
and software engineering

TOPOLOGY

STORY TELLING

The Bar

The Introduction

The Wedding

The Reception

The Wedding Present
Clare Boughton
A Victorian Wedding
Experience 1897

Jeremiah Turnhill
Joining the Army
Experience 1861

Sam Turnhill
Trading with the Natives
Experience 1795

The Toll Booth
Quick Back to the Church!

The Wedding Story

The Wedding
VOLATILITY

3 characters x 4 seasons = 12 stories
Twelve reasons to come back!

<table>
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<tr>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
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<tr>
<td>Election Day</td>
<td>Christmas</td>
<td>Town Picnic</td>
<td><strong>Wedding Story</strong></td>
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<td>Apple Picking</td>
<td>Annual Cider and Sledding Day</td>
<td>Spring Fair</td>
<td>4th of July Celebration</td>
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<tr>
<td>Harvest Festival</td>
<td>Winter Preparation</td>
<td>Spring Planting</td>
<td>Barn Raising</td>
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STRONG SUPPORT FROM CEO!
Reflecting on conceptual blending enables us to provide general guidance on the design of blended spaces for digital tourism.
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