



Photo courtesy NorthernLight

▲ At NorthernLight in Amsterdam, the Netherlands, we often design exhibitions that include digital personalization before, during, and after the visit. Here are a few examples:

- With the app we are currently developing for the recently reopened Rijksmuseum, Amsterdam, visitors can receive a fully customized route based on a quiz to determine their preferences.
- At the Centre of New Enlightenment (TCoNE) at Kelvingrove Museum, Glasgow, Scotland, United Kingdom, **students ages 10 to 14 use a smartphone on a journey through the museum** to discover their own strengths. Evaluation showed that the experience increased students' awareness of their traits. As they exit, students watch a movie personalized to their group, incorporating their results and photos taken as they were participating in the experience.
- We are now exploring ways to use in-classroom technology to personalize field trip preparation. Most Dutch classrooms are now equipped with digiboards. Connecting interactive digiboards to the science center could allow teachers to make use of orientation programs and arrange field trip logistics. In addition, students could be invited to ask their own questions, prepare reports, and design their own plans for exploring the science center. Our trial of such a digiboard app is showing promising first results.

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