

The Take-Home aspect of Phoebe's Field had to be unique like the rest of the exhibit. The entire team felt that it should not be just another souvenir that the child takes home and forgets about within a day or two. Each visitor would have had an unique experience in the exhibition and we wanted to try and capture that in some form. We also wanted to tie it in with the website and have the take-home object be a seamless extension of the physical exhibition into the virtual one provided on the website. Of all the ideas that were floated about there were two concepts that resonated strongly with almost everyone. The first was a wristband similar to the LIVESTRONG™ wristbands but with some embedded technology to achieve our goals. The other idea was to hand the visitors *Rite in the Rain* journals similar to the one Phoebe finds in the story, in which they could journal their experience. At this point we broke up into smaller teams to brainstorm about various concepts.

the note book

During our brainstorming sessions we felt that there was no real incentive for visitors to journal their experience and very few would actually do so. It also would have interrupted the flow of the visit. We somehow could not see visitors stopping in the middle of the visit to write down or draw what they had just experienced. It would also be difficult to use the journal to transition from the physical to the virtual experience. We still wanted visitors to be able to have their own record of their experiences and be able to take that home with them. We had noticed from our visit to COSI that almost everyone ignored the text on or next to the exhibits, and that information (usually the underlying concept behind the exhibit) was lost.

