

Key Partners



Host Museum
(e.g. V&A) Provides space, audience access, and logistical approval

Furniture Designers & Fabricators
Build the four emotionally designed seats using natural materials

Mental Health Advisors
Ensure seating supports emotional wellbeing goals

Curators & Floorplanners
Approve placements and ensure curatorial alignment

Print + Signage Providers
Produce plaques, trail brochures, and wayfinding icons

Volunteers
Lightly guide visitors and maintain brochure supply

Key Activities



Design and Fabrication: Develop four posture and engagement based seats tailored to specific moments in the visitor journey.

Trail Mapping: Plan the spatial flow of the seating trail to support emotional pacing and integration into museum layout.

Print and Signage Production: Create brochures, plaques, and icon-based wayfinding tools to guide the experience.

Volunteer Training: Brief museum staff and volunteers to introduce IN FOCUS softly and provide subtle guidance when needed.

Material Maintenance: Protect and sustain the tactile quality of the seats (e.g. cane, timber) to ensure continued emotional impact.

Social Value Proposition



Problem
Cultural institutions often overlook the emotional needs of their visitors, missing opportunities to support public mental wellbeing in overstimulating environments.

Social Mission
To embed care, calm, and presence into museums through accessible, non-digital design that supports emotional health for all.

Impact
IN FOCUS repositions museums as spaces for healing, not just learning — offering scalable, replicable infrastructure for inclusive wellbeing, aligned with SDG 3 (Good Health & Well-being) and SDG 11 (Sustainable Cities & Communities).

Customer Relationships



Overstimulated Visitors
Visitors who feel mentally fatigued or overwhelmed will develop trust in the IN FOCUS trail through its calm, non-intrusive delivery. The self-guided nature of the trail allows them to engage on their own terms, creating a sense of psychological safety and agency.

Wellbeing-Driven Visitors
Visitors seeking a deeper, more meaningful museum experience will feel emotionally supported by the seating journey. The tactile materials, posture-based design, and lack of screens build a quiet connection between the user and the space.

Museum Staff & Volunteers
Staff and volunteers are positioned as gentle facilitators not instructors and maintain positive visitor relationships by offering soft, human support without interfering in the experience.

The Museum Itself
IN FOCUS strengthens the museum's relationship with its audiences by offering a more inclusive, emotionally intelligent service. Visitors may associate the institution with care, reflection, and wellbeing, enhancing long-term loyalty

Customer Segments



PRIMARY USER
Overstimulated and fatigues museum visitor
These visitors feel mentally overwhelmed by the pace, noise, or crowding of the gallery environment. They are often looking for a quiet pause, either consciously or subconsciously, and struggle to find intentional moments of rest or reflection. IN FOCUS is designed primarily for these individuals, offering emotional support through calm, sensory seating.

SECONDARY USER
Mindful visitors
These users already value presence, slow engagement, or wellbeing in cultural spaces. They actively seek more meaningful museum visits but lack the infrastructure to support these behaviours. IN FOCUS enhances their ability to connect more deeply with the art and the space.

TERTIARY USER
Museum staff and volunteers
While not the primary users of the trail, these stakeholders support and enable the IN FOCUS experience. They benefit from smoother visitor flow, reduced visitor fatigue complaints, and the opportunity to offer a new kind of visitor care.

CUSTOMERS
Museum institution (V&A)
The service is commissioned or supported by the museum's public engagement, wellbeing, or education team. The institution benefits by positioning itself as a leader in inclusive, wellbeing-centred cultural design increasing relevance, accessibility, and emotional impact.

Key Resources



Physical:

- IN FOCUS seating pieces
- Brochures
- Museum floorplan access
- Wayfinding Stickers
- Signage Plaques

Human:

- Furniture fabricators
- Curators and spatial planners
- Volunteers and front of house staff

Technological:

- QR reflection

Value Proposition



Problem
Museum visitors often feel overstimulated and disconnected during their visit due to a lack of intentional, restful spaces.

Needs

- A calm, non-intrusive way to pause and reset during museum visits
- Inclusive seating moments for reflection and presence
- A deeper, slower connection with the art and space

Solution:
IN FOCUS is a sensory seating trail that guides visitors through an emotional journey using posture, placement, and material. Designed without screens or instruction, each seat gently encourages reflection, rest, and reconnection — transforming the way people experience museums.

Channels



Physical Channels

- **Printed Brochure Visitors:** Distributed at the museum entrance to introduce visitors to the IN FOCUS trail and furniture set.
- **Seat Plaques:** Reflective prompts placed beside each seat to gently guide visitor understanding and behaviour.
- **Volunteer Interaction:** Light-touch guidance from front-of-house staff or trained volunteers at key entry points.
- **Museum Signage Integration:** IN FOCUS icons subtly incorporated into existing museum wayfinding to guide users along the trail.
- **Street Posters:** Visual promotion in and around South Kensington, encouraging passersby and tourists to try the experience.
- **Word of Mouth:** Visitors who experience IN FOCUS may recommend it to others seeking a calmer museum experience.

Digital Channels

- **V&A Website:** IN FOCUS page with overview of the trail, location of seats, and explanation of the wellbeing concept.
- **V&A Social Media:** Posts, Stories, or Reels introducing the seating experience to broader audiences.

Cost Structure



Fixed Cost
Design development and construction of 8 seating pieces – £10,000, Material sourcing (timber, cane, upholstery) – £3,200, Graphic design for brochures, plaques, and icons – £1,000, Plaques for 8 seats – £480 (£60 each), web developer – £500

Total fixed cost:

Variable Cost
Brochure printing – £1,200/week ,Volunteer training & staff briefing sessions – £800/year, Maintenance and cleaning – £1,000/year, **Marketing/Social Media Director – £29,500/year**, Paid Social Media Ads – £10,000/year,

Community Reinvestment

Free Public Access
IN FOCUS is open to all visitors, regardless of background or ability, ensuring equitable access to mental wellbeing support.

Open-Source Potential
Trail system principles (e.g. icons, seat structure, spatial sequencing) can be shared for adaptation by other cultural spaces.

Education Through Design
Demonstrates how physical objects can guide emotion and presence in civic environments shifting the role of design in mental health.

Museum Culture Change
Encourages museums to prioritise emotional experience as core to their mission, not just a supplementary feature.

Institutional Influence
Acts as a replicable model for other public spaces (libraries, schools, galleries) aiming to foster slow, inclusive engagement.

Revenue Stream

Museum Funding:
The museum hosting IN FOCUS (e.g. V&A) would allocate funding through their public engagement, learning, or wellbeing budget. This would cover core costs including design, installation, and printed materials.
Estimated value: £7,000–£15,000 per year

Grant Support:
Cultural and health-aligned grants (e.g. Arts Council England, Wellcome Trust, National Lottery Heritage Fund) could be applied for to fund development, research, and wellbeing evaluation.
Typical grant range: £5,000–£20,000

Sponsorships:
Ethical brands (e.g. in wellbeing, design, or sustainability) could sponsor elements of the trail such as the digital reflection platform, brochures, or printed signage.
Suggested sponsorship rate: £1,500–£3,000 per brand partner

Consultancy & Toolkits:
IN FOCUS could be offered to other museums or cultural institutions as a packaged toolkit or consultancy service to adapt and install the concept.
Estimated value per project: £2,000–£5,000