

USER AND STAKEHOLDER RESEARCH

User Needs and Experience Mapping

User experience mapping was conducted to better understand how different user groups would engage with the Traditional Games Hub throughout their visit. This process identified key “touchpoints” and emotional states at each stage of interaction, from arrival to departure.

Key user needs and touchpoints include:



Arrival and Orientation:

- Clear signage and welcoming entry points
- Multilingual information and cultural symbolism visible from the entrance
- Immediate visual or tactile cues of play and tradition



Exploration and Interaction

- Indoor and outdoor game zones for different ages and mobility levels
- Wayfinding that encourages curiosity and free movement



Learning and Engagement

- Exhibits and panels that explain the origins, rules, and cultural meaning of each game
- Hands-on areas where users can try games with guidance



Social and Emotional Needs

- Spaces for rest and gathering—e.g., shaded platforms, amphitheater-style zones
- Cafés or community kitchens serving traditional snacks to extend the cultural immersion
- Opportunities for intergenerational bonding and storytelling



Exit and Legacy

- Souvenir kiosks with educational materials or craft kits
- Digital platforms or for extended learning
- Feedback stations where users can share stories or learn how to host their own traditional games