Three Year Olds are Humans Too!

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Why care about early learners?
Children who visited with families are more likely to visit cultural organizations as adults than those who visited with groups.

“Intent to visit” correlates with actual visitation to cultural organizations. This is not necessarily the case with “interest in visiting,” and this makes sense. Being interested in something doesn’t mean that one necessarily intends to spend their precious time doing it. There may be other things that they are more interested in doing.

Adults who visited with their families as children feel more welcome at cultural organizations, but are they more likely to actually attend? Yes, they are.
What's unique about young children as an audience?
Maslow's hierarchy of needs

1. **Physiological needs**: air, water, food, shelter, sleep, clothing, reproduction
2. **Safety needs**: personal security, employment, resources, health, property
3. **Love and belonging**: friendship, intimacy, family, sense of connection
4. **Esteem**: respect, self-esteem, status, recognition, strength, freedom
5. **Self-actualization**: desire to become the most that one can be
Wegmans Wonderplace
Welcoming curious kids age 0-6
What is a "normal" audio tour experience?
Challenges designing for early learners

• What's the story?
• What objects should we use?
• Attention span
• Wayfinding
• User interface
• Headphones: one set or two?
“Before we just looked at things for a second. This got them to look longer” ~ Mom

”That was fun! She found her way home.” ~ 4-year old
Tips for producing engaging + high quality content

• Make it fun!
• Consider character narrators
• Utilize sound effects and music
• Storylines should have a narrative arc: beginning, middle and end
• Clear, simple, thorough directions
• Prompt dialogue between children and adults
• Remember history (art, science) learning looks different at this age
What's next?

- Early Learning Collaborative
- Books
- Upgrading lactation support room
- Programming