**Accessible cultural heritage: developing digital user experiences**

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**Abstract:** (250 to 500 words: for each heading use the bullet points or narrative - the submission including graphics should not exceed one page)

**Problems - Issues / Challenges-Needs**

Europe is blessed with an immense cultural and historical heritage but sometime its huge worth is not completely known or discoverable. This difficulty is affected by both objective aspects (such as the lack of technical and comprehensive tools to disseminate historical information) and subjective aspects (such as the struggle to fly and visit the monuments in first person). The challenge of this project is to make the European cultural heritage more accessible and to spread its knowledge through an open-access tool, which enables people to have an accessible and inclusive fruition of it. The project is developed for a wide and heterogeneous group of users, characterized by three macro categories: citizens (visitors or tourists); technicians or experts; decision makers.

**Solutions - Methods / Results - Findings**

This contribution reports INCEPTION project, a multiple-screen web platform, designed to make all knowledge of European cultural heritage more open ad accessible for everyone. The methodology – utilized throughout the research – has applied both some approaches (Human Centred Design, Design for All, Co-Design) and techniques (UX user experience maps, card sorting, storytelling and so on) related to Design principles, even including the main users into an iterative and interactive design process. The method has firstly gathered several needs from all categories of user (differentiated by age, skills and knowhow) and then it has transformed their exigencies into technical attributes, in order to develop a consistent experience of INCEPTION. The web platform has to be inclusive and constituted by a high level of readability, navigation accessibility, writing and content usability, which are able to provide great amount of technical information, texts, images or videos of every single historical monument, in a comfortable and easy way.

**Novelty - Value / Relevance to …**

The primary value of INCEPTION, specifically for its inclusive web platform, is to improve human knowledge on cultural heritage through a virtual interface, which is able to extend the target of users and to customize the web contents – subsequently personalizing the user experience – based on a specific profile of a single person.

**Forum statement**

Enable people to freely access to European cultural heritage and to explore its historical knowledge, designing an inclusive networked platform through Human Centred Design and participative Co-Design techniques.

**Keywords:** (up to 5 keywords)

Digital Cultural Heritage, Accessibility, Human Centred Design, Co-Design, User Experience

**Graphics:** (please use the gray area bellow for representative graphics or graphical summary: select the gray area bellow and paste your graphics)