

# History of People Canvas

Targeted cultural heritage:

Date

N.

## The source(s)

Which historical sources are available?  
Do we need more? Do we need better?  
Do we have in the team the necessary competence to interpret them?

## The person(s)

Who is involved or attached to the piece of cultural heritage we want to promote? What is/was their story? What do we know about them? Why are they interesting?

## The Story

What's the story we're going to tell?  
Who is (are) the main character(s)?  
Are there any antagonists in this story? If yes, are they really?  
Which narrative structure will the story have?  
Who will be the narrator?  
Do we have all the necessary information to write this story?  
Do we have all the necessary skills to write this story?

## Target user

Who is this story for?  
Who will find it interesting?  
Who will find it entertaining?  
Why is that? Have we researched about the preferences of these users?  
Do we have all the competences to understand what they like?

## Value delivered

What do we leave to the persons once this experience is over?  
What is the message we want to communicate?  
What do we hope they will bring home with them?  
How valuable would this experience be for them?  
Would they do it again?

## The event(s)

What happened? When?  
How was our cultural heritage involved?  
What's the historical context of what happened?  
How important is the historical context to make sense of what happened?

## User experience

How are our users going to live our story?  
Will somebody be with them to tell it to them or will they be by themselves?  
How will we measure how much they liked the experience?  
How will we measure how much they learned?  
Do we have the competences to deliver the story in the way we want?

## Preparation

Which are the main steps to take to develop this idea?  
Who will do what?  
Do we need to involve someone else to help us?

## Resources and revenues

What do we need to put this idea into practice?  
What do we need to buy, or rent? Who do we need to pay for their services?  
How much money will all this cost? How will we cover these costs?  
How much do we expect this experience to bring back in terms of revenue?  
Who will benefit from them?