

AUDIO WALK MODEL CANVAS

PROJECT:

DATE:

VERSION:

A one-page ideation tool for designing audio walks and place-based listening experiences. Use it to connect place, route, storyworld, listener journey, access, delivery, value and evaluation. Fill in what you know now; return to it as the project develops.

<p>LOCAL, CREATIVE & DELIVERY PARTNERS</p> <p>Who helps create, host, permit, perform, record, distribute, maintain or steward the walk?</p>	<p>PLACE, STORYWORLD & LISTENING FRAME</p> <p>What place, route, memory, theme, voice or storyworld gives the walk its meaning?</p>	<p>AUDIO WALK EXPERIENCE PROPOSITION</p> <p>Why should someone experience this story in this place, through walking and listening?</p>	<p>LISTENER AGENCY & ATTENTION</p> <p>What can listeners choose, notice, follow, perform, collect, reflect on or respond to?</p>	<p>LISTENER PROFILE & ACCESS NEEDS</p> <p>Who is it for? Consider mobility, confidence, hearing, language, weather, group use, safety and familiarity with the place.</p>
	<p>ROUTE, SITE & MOVEMENT</p> <p>Where do listeners go? How do distance, pace, landmarks, thresholds, pauses and access shape the walk?</p>		<p>LISTENER JOURNEY & WAYFINDING</p> <p>How do listeners discover, start, navigate, pause, complete and remember or share the experience?</p>	
<p>PRODUCTION & DELIVERY MODEL</p> <p>How will the walk be written, recorded, tested, hosted, updated, maintained and supported?</p>			<p>VALUE, PLACE & EXPERIENCE OUTCOMES</p> <p>How will the walk create value for listeners, communities, partners and place - and show that it worked?</p>	