

GENERAL LBE MODEL CANVAS

PROJECT:

DATE:

VERSION:

A one-page ideation tool for designing location-based experiences. Use it to connect the audience promise, storyworld, space, interaction, delivery model, value model and evaluation. Fill in what you know now; return to it as the project develops.

PARTNERS & COLLABORATORS Who needs to be involved creatively, technically, commercially, locally or institutionally? What do they contribute?	STORYWORLD & THEME What world, concept, narrative, atmosphere or thematic frame holds the whole experience together?	EXPERIENCE PROPOSITION What is the core promise? Why would someone leave home, travel to this place, and pay attention to this experience?	INTERACTION & AGENCY What can the audience do? Are they passive, guided, playful, collaborative, performative, puzzle-solving or free-roaming?	AUDIENCE & PARTICIPANT PROFILE Who is it for? Consider motivations, access needs, mobility, comfort, language, prior knowledge and group behaviour.
	SPATIAL DESIGN & SITE What kind of place does it need? How do architecture, route, scale, sightlines, proximity and dwell time shape the encounter?		AUDIENCE JOURNEY Map the visit from discovery to afterlife: booking, arrival, threshold, briefing, participation, climax, exit, sharing and return.	
DELIVERY MODEL How will the experience be built, staffed, operated, maintained and made safe?			VALUE MODEL & OUTCOMES How will the experience create value, capture value, and show that it worked?	