

 **BATTLE OF THE BRAINS**

DREAMING THE BIG IDEA

Different	<i>How is the big idea different than those currently at Science City? How would the exhibit components be different from other science centers?</i>
Relevant	<i>How does the big idea relate to what visitors of all ages will do/see/experience? How will the exhibit leave the visitor feeling more competent about understanding the big idea?</i>
Explorative	<i>Why will the visitor be eager to go from one exhibit component to another? How is the idea "Google-worthy" on the drive home?</i>
Awareness	<i>How does the exhibit introduce the visitor to a new topic or put a spin on a common idea? Is the common response experiencing the exhibit - I didn't know that? How will the visitor act differently after experiencing the exhibit?</i>
Memorable	<i>What will the visitor tell friends about the exhibit? How often will the visitor want to take friends to the exhibit? What will the visitor post on Facebook or Instagram because the experience was worth capturing and sharing?</i>