

**Tangible /  
Intangible asset**

e.g. picture or  
placemaking video

**Sense of place**

How does this place  
appear you?

**Narrative**

What stories can be  
told to support the  
experience?

**Probes to evoke  
senses**

Which senses  
can be evoked?

**Learning  
experience**

What can a new tourist  
learn and bring back home  
from the experience?