

**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?

**Pops to evoke
senses**

Which senses can
be evoked?

**Learning
experience**

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