

THE PANIVOX MUSEUM TOOLKIT

Practical resources for museums, heritage & visitor attractions.

TOOLKIT 001

Museum AI & Digital Interpretation Trust Checklist

15 questions for reviewing AI-assisted and digital interpretation before it reaches visitors

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HOW TO USE THIS TOOLKIT

A practical conversation tool

Use this checklist when commissioning, developing or approving an AI-assisted or digital interpretation project. Not every question will apply. The team should be able to explain its answer and identify responsibility for unresolved issues.

AI-assisted. Human-accountable.

Use the questions to identify strengths, gaps and named actions before approval.

NOTES / ACTIONS

1 Is the visitor purpose clear?

☐ Yes ☐ Needs work ☐ Not applicable

☐ Yes ☐ Needs work ☐ Not applicable

☐ Yes ☐ Needs work ☐ Not applicable

EVIDENCE AND ACCOUNTABILITY

4 Are the authoritative sources identified?

Can the team distinguish approved collection records, curatorial knowledge and primary evidence from provisional notes, secondary sources and generated material?

☐ Yes ☐ Needs work ☐ Not applicable

5 Has every factual claim been reviewed by an accountable person?

Is there a named individual or team responsible for historical and interpretive accuracy?

☐ Yes ☐ Needs work ☐ Not applicable

6 Does the experience acknowledge uncertainty?

Where evidence is incomplete, contested or interpretive, is that uncertainty preserved rather than converted into an overly confident answer?

☐ Yes ☐ Needs work ☐ Not applicable

7 Can errors be identified and corrected?

Is there a practical process for reporting, reviewing, correcting or withdrawing inaccurate content after launch?

☐ Yes ☐ Needs work ☐ Not applicable

8 Are the important human decisions recorded?

Can the team identify who established the purpose, selected the material, shaped the interpretation and approved the finished experience?

☐ Yes ☐ Needs work ☐ Not applicable

NOTES / ACTIONS

EXPERTISE, PLACE AND RIGHTS

9 Is AI supporting rather than replacing essential expertise?

Have appropriate curators, historians, archivists, educators, access specialists, community representatives or creative practitioners remained involved?

☐ Yes

Needs work

☐ Not applicable

10 Is the creative intent specific to the collection, place and audience?

Does the result feel grounded in this organisation's material and knowledge - not like generic content that could appear anywhere?

☐ Yes

☐ Needs work

☐ Not applicable

11 Are the necessary rights and permissions documented?

Have image, text, archive, music, voice, performer, data and AI-related usage rights been checked?

☐ Yes

☐ Needs work

☐ Not applicable

12 Does the organisation understand the tools' terms and data use?

Does the team know what information is submitted, retained or used by the relevant systems and suppliers?

☐ Yes

☐ Needs work

☐ Not applicable

NOTES / ACTIONS

13 Is an AI disclosure required or appropriate?

☐ Yes ☐ Needs work ☐ Not applicable

14 Has cultural sensitivity been reviewed by the right people?

☐ Yes ☐ Needs work ☐ Not applicable

15 Has the experience been tested with representative users?

☐ Yes ☐ Needs work ☐ Not applicable

DECISION GATE

Before approval

Record the decision, ownership and evidence behind any accepted risk.

☐ Are the gaps understood?

☐ Is someone responsible for resolving them?

☐ Has the organisation consciously accepted any remaining risk?

☐ Can the decision and its supporting evidence be documented?

PROJECT / EXPERIENCE

REVIEW OWNER AND DATE

NOTES / ACTIONS
