Introduction
Presented with the problem of how to design and develop digital interactive content for museums displays that would be appealing to the Xbox generation, the studio teamed up with the Royal Armouries to develop a series of prototype digital interactives for display at the museum. The project was led by a team of academic staff from the Serious Games Research Group and the Armes and Armour Research Group at the University of Huddersfield. For the purposes of this study, ‘digital interactive’ is defined as a series of presentation styles for displaying a variety of digital content to the museum visitors. The different styles involved the use of narrative style digital interactive delivery for the museum displays.

The studio team initially produced a series of prototype games and digital interactives based on a brief set by the Royal Armouries. The majority of the research methods digital displays have focused on games, apps and virtual objects to appeal to a generation that is used to experiencing digital content. Therefore, it was essential to know how to navigate the game design process in order to create suitable content for the Xbox generation.

Knowledge Transfer and Translational Research
Translational research is traditionally seen as the domain of the life sciences. The translational research methods are being applied across the research sectors within many disciplines, enabling this methodology to deliver product. We see translational research as a means of ensuring that all parties are used to knowledge transfer enabling the first product or design to be informed with new data and requirements to meet the expectations. The entire development process continues through the different phases of development with all parties being informed with new data and requirements to meet the expectations.

Knowledge Exchange - the multi-directional flow of information of all kinds that is required for decision making to the translational research process.

Value chain - the range of activities required to be performed or carried out to ensure that the product is delivered to the customer.

Value network - the wider network within which the value chain operates including policy and regulations, finance and markets, and partners and collaborations.