

DEFINING THE EVALUATION

EVALUATION PROCESS FOR FAMILY EXHIBITIONS


THIS POSTER IS PART OF THE EVALUATION PROCESS TOOL-BOX. IT COMES WITH A SUPPLEMENTARY MANUAL WHICH PROVIDES MORE INFORMATION ABOUT THE STEPS OF THE EVALUATION PROCESS. TAKE THE MANUAL AND BROWSE TO THE PAGES AS REFERRED TO BENEATH THE EXPLANATION OF EVERY STEP ON THIS POSTER TO FIND A MORE DETAILED EXPLANATION.

VERSION 1

- › RUNS FOR SEVERAL DAYS
- › CONDUCTED BY 100+ REGULAR VISITORS
- › A HEAT-MAP IS CREATED FOR EVERY VISITOR
- › NO INTERVIEW IS HELD

BEFORE THE TEST DAY S

PRACTICAL PERIPHERAL MATTERS




Who and what do we need at what moments? During this step you will fix all practical peripheral matters to make the research work.

MANUAL PAGE 10

DURING THE TEST DAYS

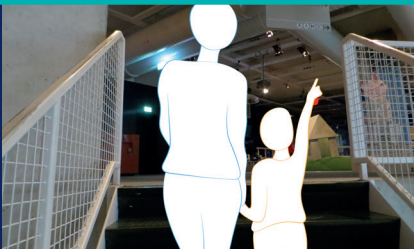
ARRIVAL AT THE MUSEUM



A family arrives at the museum. They buy their ticket at the desk. Here they get the folders as they always get. Today, they also get an extra folder, explaining the system and their reward. Next, they start their museum visit.

MANUAL PAGE 25

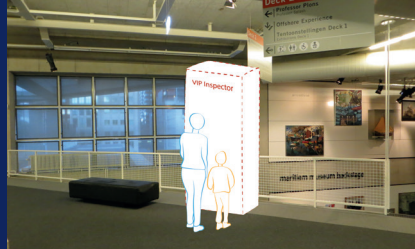
ARRIVAL AT THE EXHIBITION



When the visitors arrive at the exhibition, they see a sign matching with the folder they got at the ticket desk. This intrigues them to take part to the evaluation.

MANUAL PAGE 27


GETTING INSTRUCTIONS



The visitors arrive at the interactive stand and get instruction about the tracking device. The visitors are asked to fill in some basic information like their age and gender, and the group they are visiting the museum with.

MANUAL PAGE 29


EXHIBITION VISIT



Next, the family visits the exhibition. Every minute the device vibrates. Each family member holds a device and decides what emotion fits at that point: :(, :/ or :) . If they like it very much, they can press the star! Meanwhile, the device also tracks the route the visitor is walking.

MANUAL PAGE 30


SEEING THE RESULTS AND GIVING EXPLANATION



A soon as the visitor places back the device, the route he or she walked and the input they gave is shown on the screen. Questions pop up, based on the data collected by the device. Pictures of these areas are shown, to give the visitor a little bit more context.

MANUAL PAGE 32

THE VISITORS RETURN HOME




At this point, the visitor completed all his/her tasks. They feel like they made a meaningful addition to the museum. The family can decide to go home, but may also continue the museum visit.

MANUAL PAGE 32

AFTER THE TEST DAYS

ANALYSING THE DATA



After a certain amount of families did this evaluation, two project managers will analyse the data. The system will create combined heat-maps, based on age, family composition etc. They try to find patterns and see what focus cards they can validate or invalidate.

MANUAL PAGE 37

QUANTITATIVE RESULTS

Big amount of heat-maps which indicate what are positive/negative rated area's.


These insights can be used to define focus-points for version 2

VERSION 2

- › RUNS FOR ONE DAY ONLY,
- › CONDUCTED BY 5 PRESELECTED FAMILIES
- › A HEAT-MAP IS CREATED FOR EVERY FAMILY MEMBER
- › AN IN DEPTH INTERVIEW IS HELD WITH EVERY FAMILY-MEMBER

BEFORE THE TEST DAY


PRACTICAL PERIPHERAL MATTERS



Who and what do we need at what moments? During this step all practical peripheral matters to make the research work are conducted.

MANUAL PAGE 18

ORGANIZE PARTICIPANTS




Five families will be selected for version 2. These families could for example be gathered by using social media. These visitors get preselected, so they will have time to take part in the interview and their participation can be timed better. The families get contacted and are given a certain timeslot.

MANUAL PAGE 20

DURING THE TEST DAY


ARRIVAL AT THE MUSEUM



One of the preselected families arrives at the museum. They report their presence at the Ticket counter. They are asked to wait in the entrance hall. The facilitator meets the family in the entrance hall and they walk to the interview-room together.

MANUAL PAGE 25


EXPLANATION



The family gets welcomed and is offered something to drink. The visitors are asked to sign a form of consent. They get explained what is about to happen and how the device works.

MANUAL PAGE 27


EXHIBITION VISIT



Next, the family visits the exhibition. Every minute the device vibrates. Each family member holds a device and decides what emotion fits at that point: :(, :/ or :) . If they like it very much, they can press the star! Meanwhile, the device also tracks their location.

MANUAL PAGE 29


INTERVIEWING



After the family visited the exhibition, they return to the facilitator to the interview-room. The facilitator takes the interview form and conducts the interview. First, the adults are interviewed. Afterwards, the children get interviewed. To reward them, the kids get a special Museum-tester badge.

MANUAL PAGE 30


THE VISITORS RETURN HOME



At this point, the visitor completed al his/her tasks. They feel like they made a meaningful addition to the museum and are proud on the special Museum-tester badge they got. The family can decide to go home, but may also continue the museum visit.

MANUAL PAGE 32

PROCESSING THE DATA




After the interview, the special designed cards are filled in and clustered. New themes to focus on during the interview with the next family might be decided on.

MANUAL PAGE 32

AFTER THE TEST DAY

ANALYSING THE DATA



The facilitators will once more look at all clustered finding-cards and look for surprising but also obvious results. New ideas will be created.

MANUAL PAGE 37

QUALITATIVE RESULTS

A few heat-maps accompanied with insight-cards to explain them

CONCLUSION

PRESENT AND DISCUSS



The results and conclusions from the research are presented to the project-group of the evaluated exhibition and other departments.

MANUAL PAGE 40

SHOW AND SHARE



A poster is made containing the most interesting findings and ideas. This poster is hung in the canteen, so everybody can see it during there lunch-break. This will stimulate the dissemination of information.

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