



What you can learn from observing your visitors

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Caren S. Oberg
Executive Director
oberg@obergresearch.com

Oberg Research, Inc.

We are an independent nonprofit research organization dedicated to advancing informal learning by understanding its impact on individuals and communities.

Our Services

Evaluation/Audience Research

Evaluation Planning

Market Research

Our purpose today:

1. Recognize opportunities to use observations to collect information about your visitors.
2. Observation tool design
3. Common pitfalls to avoid them

What is observation?

What is visitor doing?

For how long?

How?

Who?

Why?

What was
learned/understood?



When to use observation

Question/Assumption ————— Knowledge

&

Need to know what and for how long

Question 1: Are visitors using the interactive as intended?



Question 1: Are visitors using the interactive as intended?

What data do you need to know to answer this question?

1. How long is visitor at interactive?
2. What is visitor doing at the interactive?
3. Did children and adults work together at the interactive?
4. What did they understand after using the interactive?

Question 1: Are visitors using the interactive as intended?

	A	B	C	D	E	F	G	H	I
1	Interactive		Which screens appeared?				Who used interactive		
2	Visitor ID	Time (sec)	Directions	1	2	3	Child alone	Adult alone	C-A together
3									
4	1	7	n	y	y	n	y	n	n
5	2	20	y	y	y	n	n	n	y
6	3	10	n	n	y	n	n	y	n
7	4	5	n	y	y	n	y	n	n
8	5	23	y	y	n	n	n	n	y
9	6	15	n	n	y	y	n	y	n
10	7	12	n	n	y	n	n	y	n
11	8	9	y	n	n	n	y	n	n
12	9	16	n	y	y	y	n	n	y
13	10	42	y	y	y	y	n	n	y
14									
15		Avg: 16 seconds	4 of 10	6 of 10	8 of 10	3 of 10	3 of 10	3 of 10	4 of 10
16		Max: 42 seconds							
17									

Question 1: Are visitors using the interactive as intended?

How long is visitor at interactive?

Avg. 16 sec. Stays are longer than average when child and adult were together.

What is visitor doing at the interactive?

Almost everyone goes to screen 2 but then do not go to screen 3. What is preventing moving to screen 3? Is screen 3 important?

Did children and adults work together at the interactive?

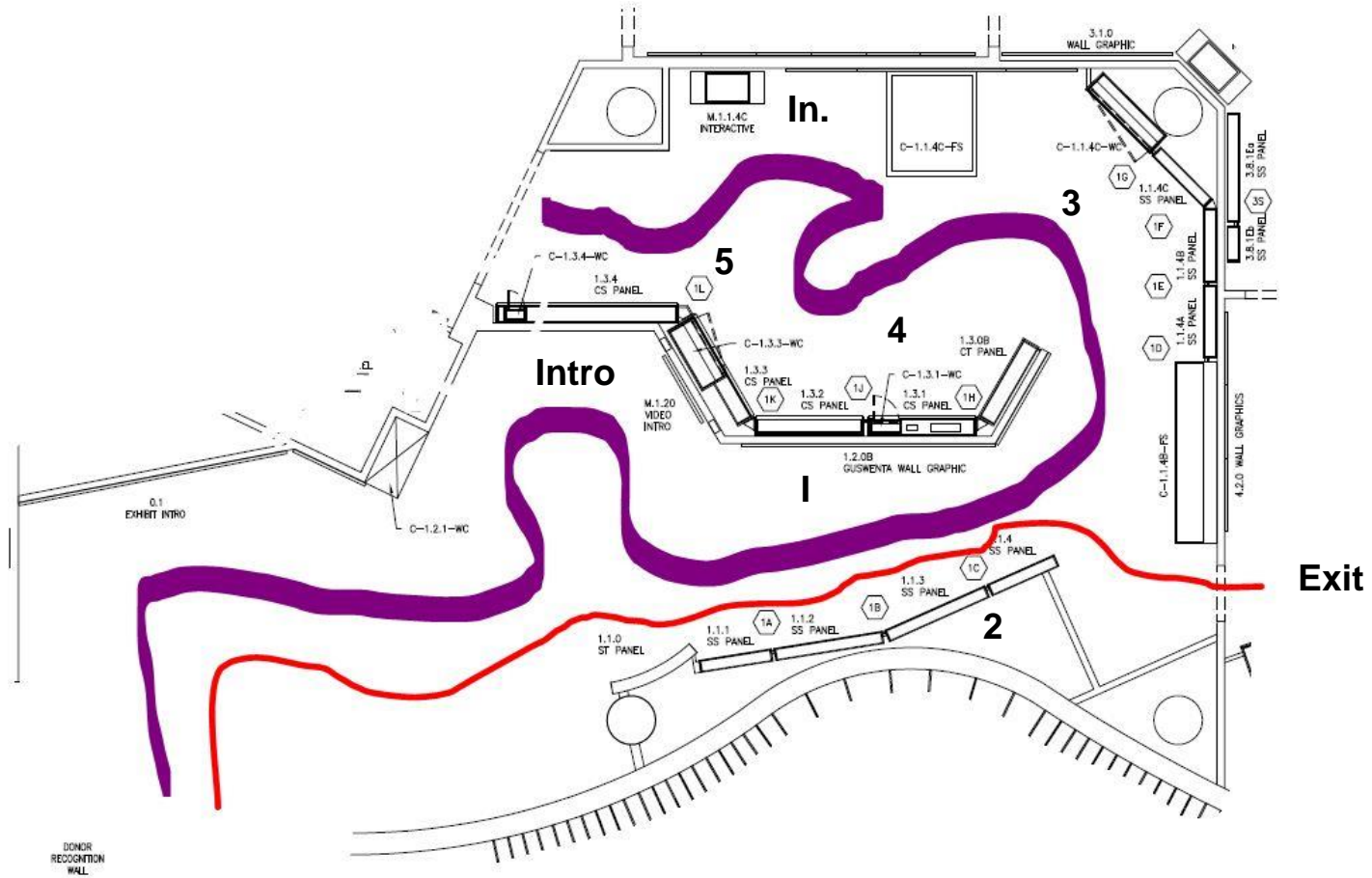
4 out of the 10. How can we get more children and adults to be together at the interactive?

Question 2: What are visitors focusing on in the exhibition? Are they exiting early?

What data do you need to know to answer this question?

1. Where are visitors going in the exhibition?
2. How long are they viewing elements of the exhibition?
3. What do visitors take away from the exhibit?

Question 2: What are visitors focusing on in the exhibition? Are they exiting early?

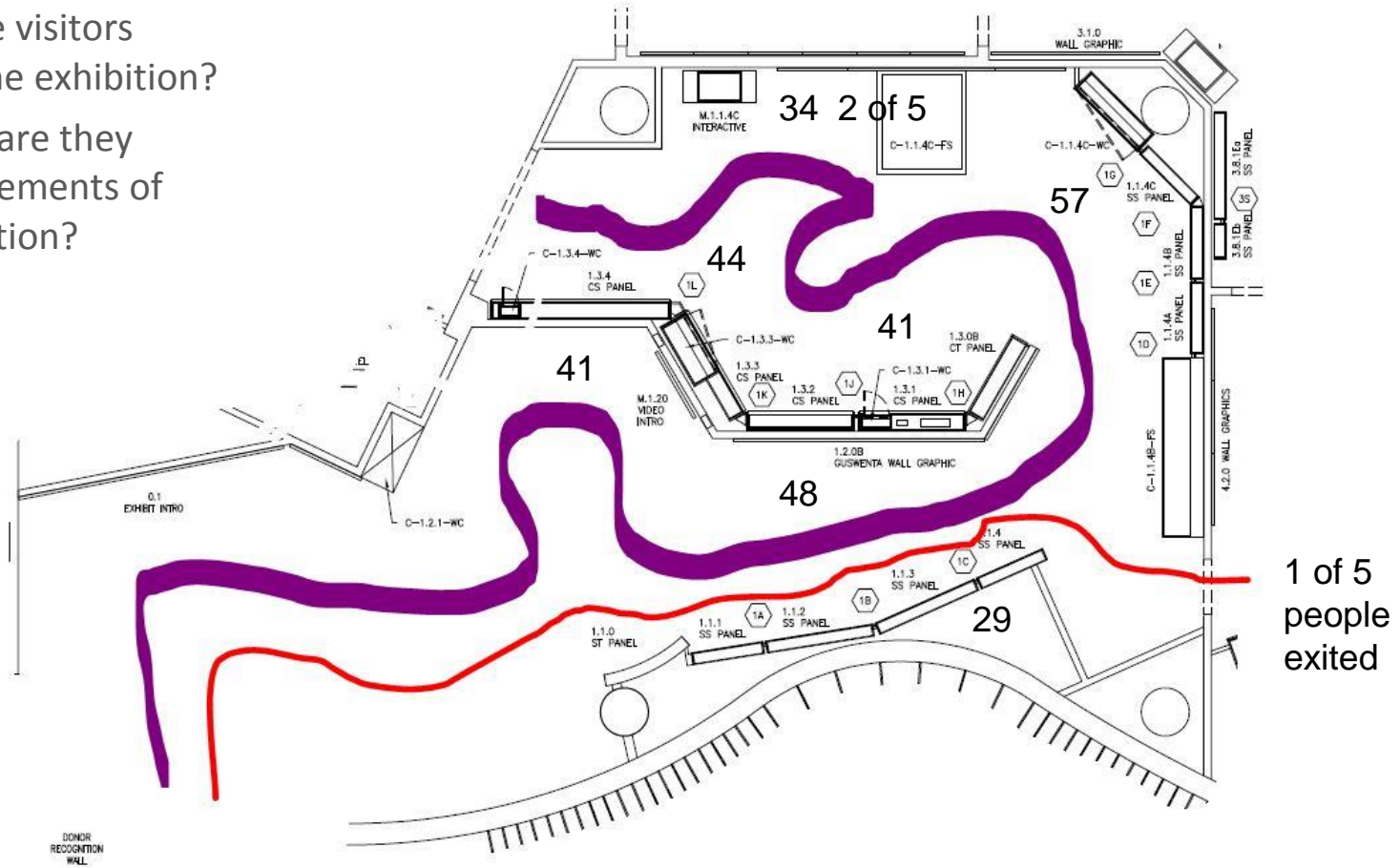


Question 2: What are visitors focusing on in the exhibition? Are they exiting early?

	A	B	C	D	E	F	G	H
1	Visitor ID	1	2	3	4	5		
2	Intro	25	34	76	24	44		41 seconds
3	Section 1	45	56	90	15	33		48 seconds
4	Section 2	14	22	35	45	27		29 seconds
5	Section 3	55	61	54	44	70		57 seconds
6	Exit	Y	N	N	N	N		
7	Section 4	0	33	15	90	27		41 seconds
8	Section 5	0	34	76	24	44		44 seconds
9	Interactive	0	22	0	45	0		34 seconds (2 of 5)
10								
11	M/F	F	F	M	M	M		2 F, 3 M
12	Age (decade)	30	40	60	30	40		Cannot do avg age

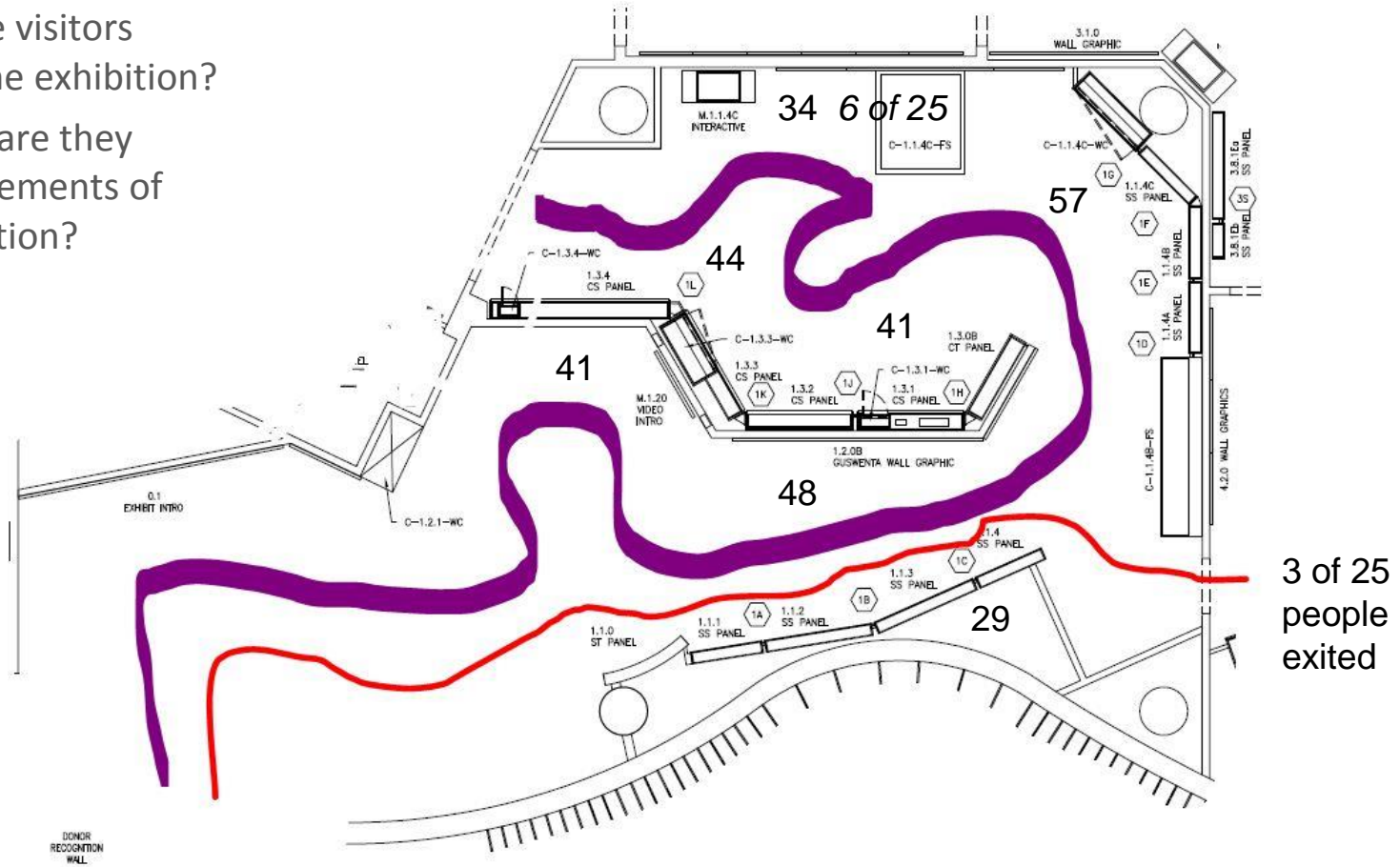
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Where are visitors going in the exhibition?
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What does observation tell you?

1. What is happening.
2. Where and for how long.
3. Reveals other questions and assumptions.



www.obergresearch.com

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