



How do I use this evaluation report?

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What is included in an evaluation report?

What is included?

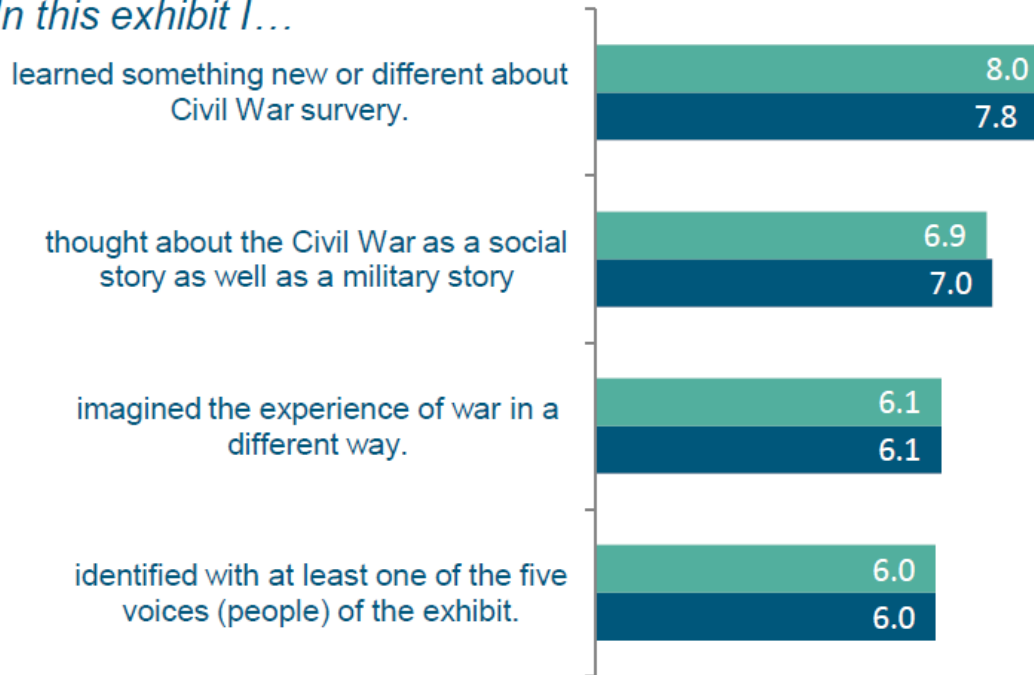
- The question(s)/assumption(s)
- The data
- The insights
- Actions to occur based on the insights

How to read the evaluation report?

- Step 1** Read the question being answered
- Step 2** Read the data
- Step 3 Agree with the scale values presented
- Step 4** Read the insights
- Step 5 Reassess scale values presented by evaluator
- Step 6 Determine own insights
- Step 7 Determine action based on Step 4-6
- Step 8 Do the action

Participants were asked to rate their agreement on the 1-9 scale (1=Strongly Disagree, 9=Strongly Agree) to the following statements.

Step 1 → *In this exhibit I...*



← Step 2

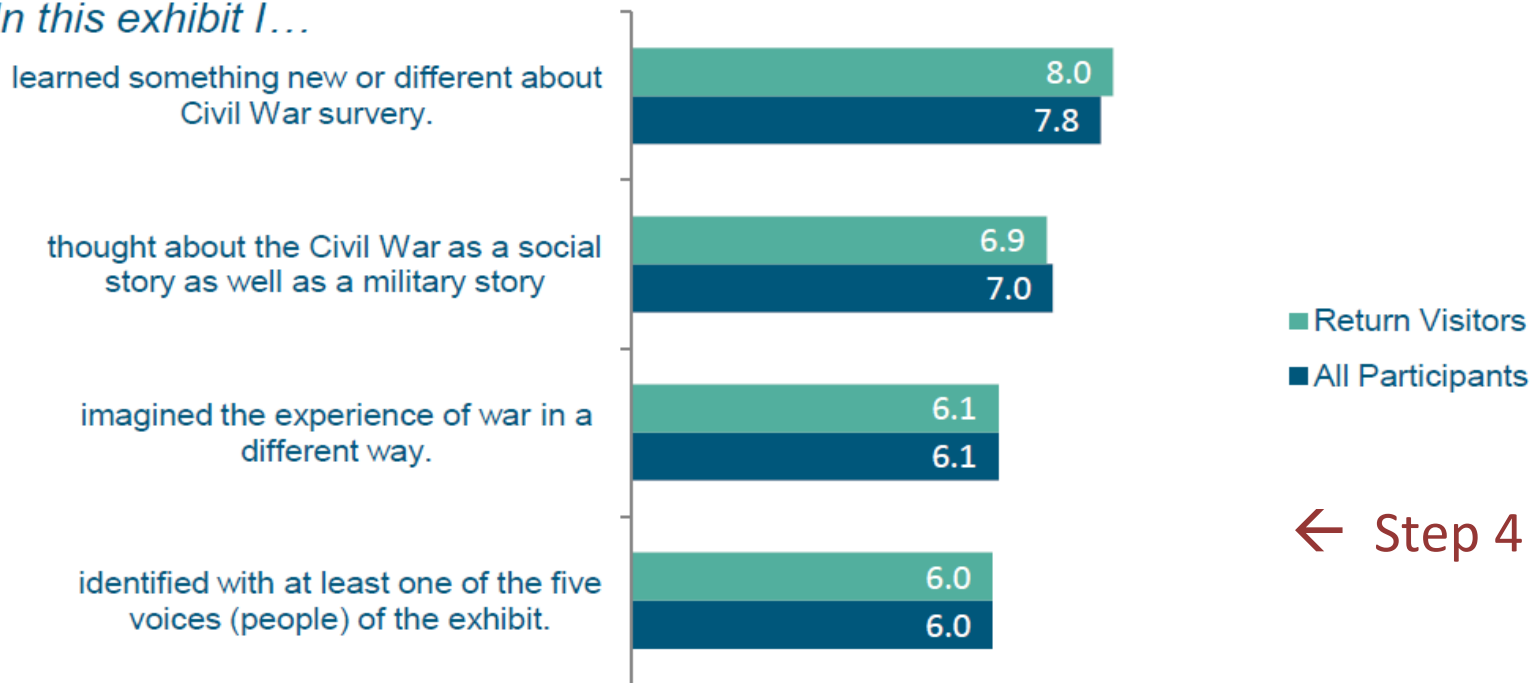
- Return Visitors
- All Participants

Step 3 →
determine value



Participants were asked to rate their agreement on the 1-9 scale (1=Strongly Disagree, 9=Strongly Agree) to the following statements.

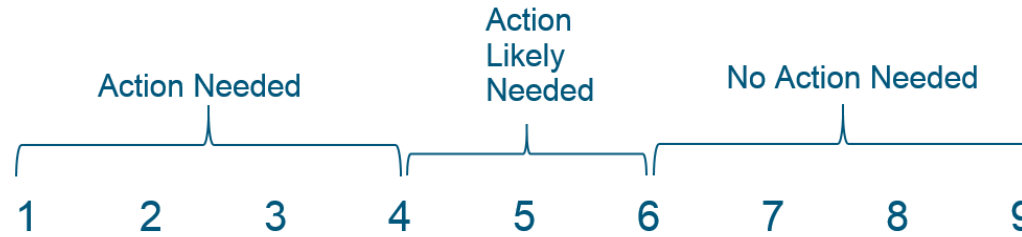
In this exhibit I...



← **Step 4**

Values are idiosyncratic.

Step 5 →
reassess the values



Participants were asked to rate their agreement on the 1-9 scale (1=Strongly Disagree, 9=Strongly Agree) to the following statements.

In this exhibit I...



← Steps 6-8

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Insights vs. Action

Question: How many visitors are entering through exit?

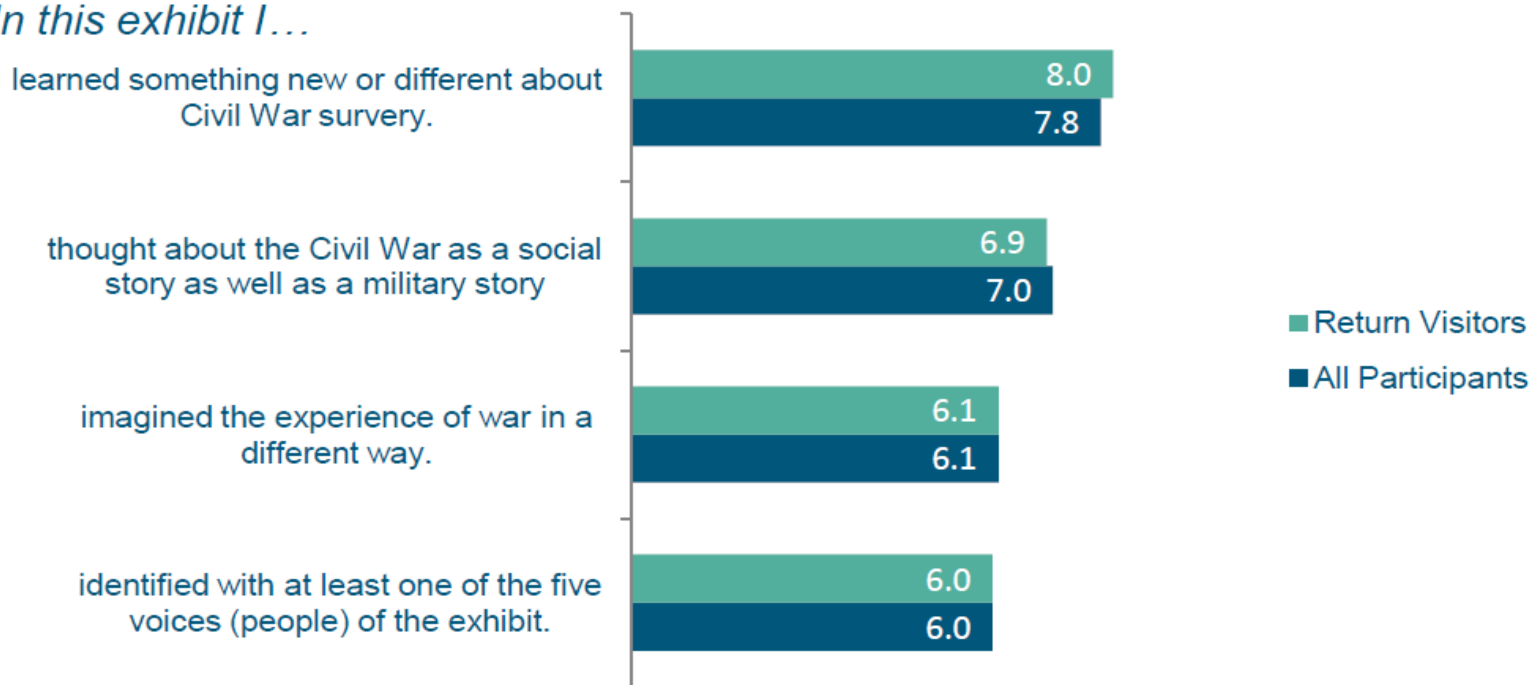
Insight: 19% entered the exhibition through the exit and 89% of those entered directly from the sweeping, curved stairwell.

Action: **If the Museum decides that the percentage of visitors entering the exhibition through the exit is too high,** a sign could be placed at the exit of the gallery. The sign could simply read "Exhibition Exit" or it could direct visitors to the entrance of the exhibition.



Participants were asked to rate their agreement on the 1-9 scale (1=Strongly Disagree, 9=Strongly Agree) to the following statements.

In this exhibit I...



Insights are provided.
Actions are determined by you.

How to read the evaluation report?

- Step 1 Read the question being answered
- Step 2 Read the data
- Step 3 **Agree with the scale values presented**
- Step 4 Read the insights provided by evaluator
- Step 5 **Reassess scale values presented by evaluator**
- Step 6 **Determine own insights**
- Step 7 **Determine action based on Step 4-6**
- Step 8 **Do the action**



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