

UNDERSTAND EXHIBIT DESIGN BIG EVENT 2019

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**SCIENCE
MUSEUM
GROUP**

EXHIBIT PROTOTYPING: WHAT TO TEST

- Prototype interactive exhibits
 - Prioritise ideas that haven't been done before
- Test 3 prototypes
 - Concept
 - Then details, refinement and changes
- Why test – we are no longer visitors!
- Testing to look for barriers but also opportunities
 - Motivation
 - Usability
 - Understanding
- Audience focussed but not audience led
 - What visitors need NOT what they want

EXHIBIT PROTOTYPING: HOW TO TEST IT

- Iterative, working alongside and feeding directly into the exhibit development process
- Qualitative
 - Trends not numbers
- With real visitors from the target audience
- Evaluating against evaluation objectives
- Observation
 - What do they do
 - What do they say
 - What do they not do
- Interview
 - Why they did what they did
 - Visitors comprehension
 - Who they think it's for
 - Enjoyment