

# Back to Basics:

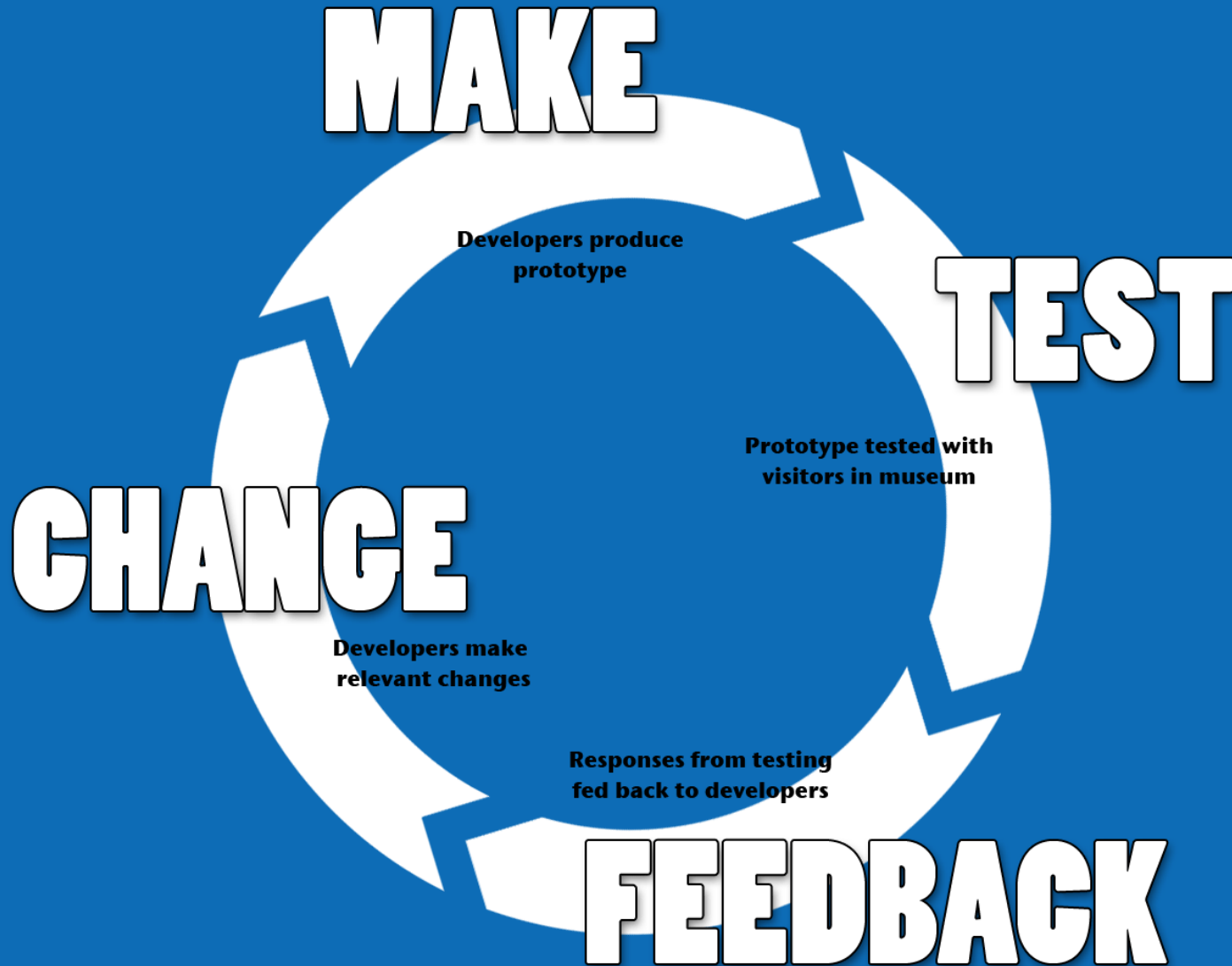
## Revisiting the Essentials of Visitor Studies and Evaluation

Jenni Fuchs, Visitor Studies Group Chair  
Visitor Studies Group Seminar  
Friday 6 March 2009  
National Waterfront Museum, Swansea



# Prototyping

# The Prototyping Process



# Testing

Invite visitors to take part in testing



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Observe visitors using prototype interactives



Short interview with visitors to get responses/ reactions on prototype interactives



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# Why Prototype?

## Benefits for Museum & External Developer

- chance for developer to experiment
- formalises process by which museum feeds back to developers

## Benefits for the Visitor

- better understanding
- improved ergonomics
- more enjoyment



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