Visitor Tracking

Visitor Trails – Observation FLOOR 1 / FLOOR 2 / FLOOR 3

Evaluator names:_____Date:_____

Start time (observed visitor enters floor):_____
Stop time: (observed visitor leaves floor)_____

Group Size:_____ Group Make-up:_____

Observed Individual: MALE / FEMALE ADULT /CHILD

Comments (Approximate age / dominant adult or child etc.):

_____
_____
_____

Observation No (Please also write this No. on the top corner of all maps used):_____

Exhibit Name	Time at Exhibit	Comments:

Avril Edmond, Glasgow Science Centre

VSG Summer School Conference 2007

"Hot or not? What can visitor tracking reveal about your gallery?"