

The Connect Gallery –

using prototype evaluation as a strategic
tool in the design process of interactives

Visitor Studies Group
Summer School Conference
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National Museums Scotland



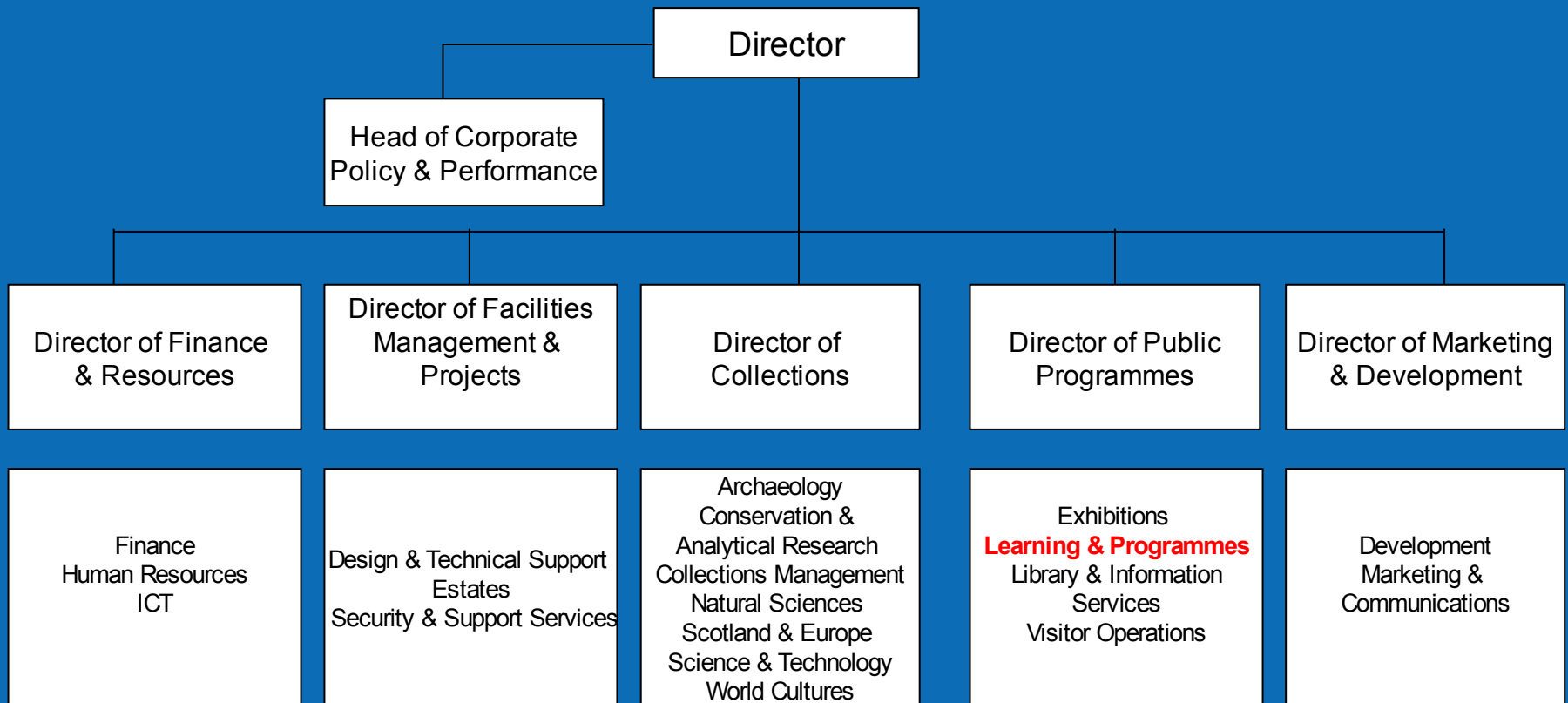
VISITOR STUDIES
IN ACTION

National Museums Scotland

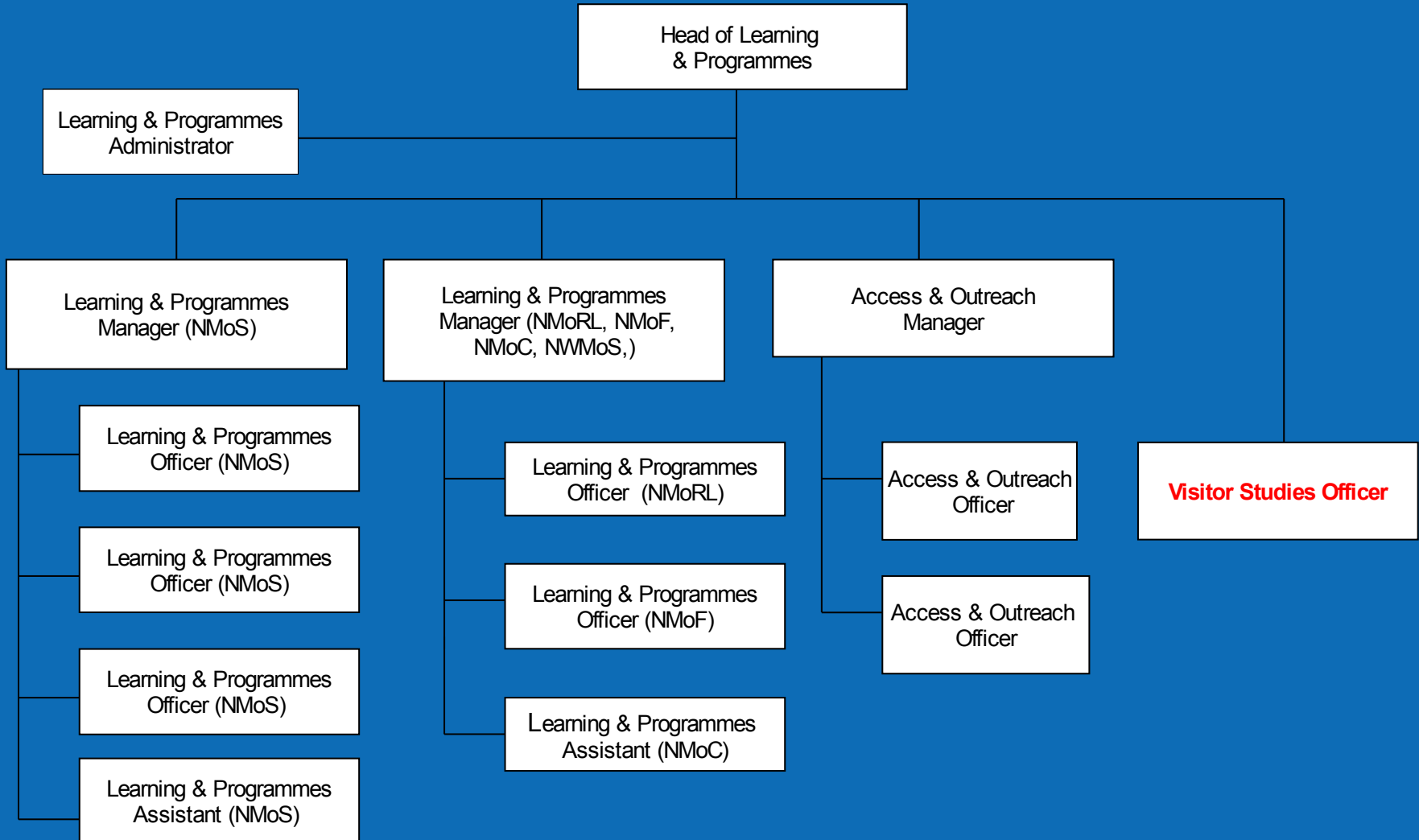
- Scotland's national museum service
- “Inform, educate & inspire”
- Over 3 million objects & specimens
- Over 1.6 million visits to museums
- Over 3.9 million virtual visitors



Organisational Structure



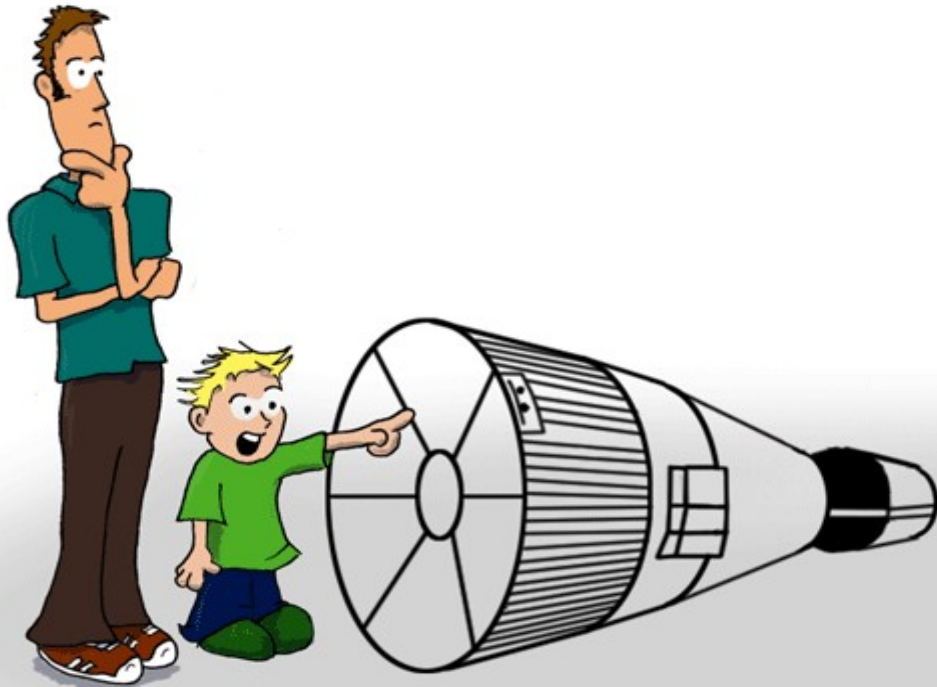
Departmental Structure



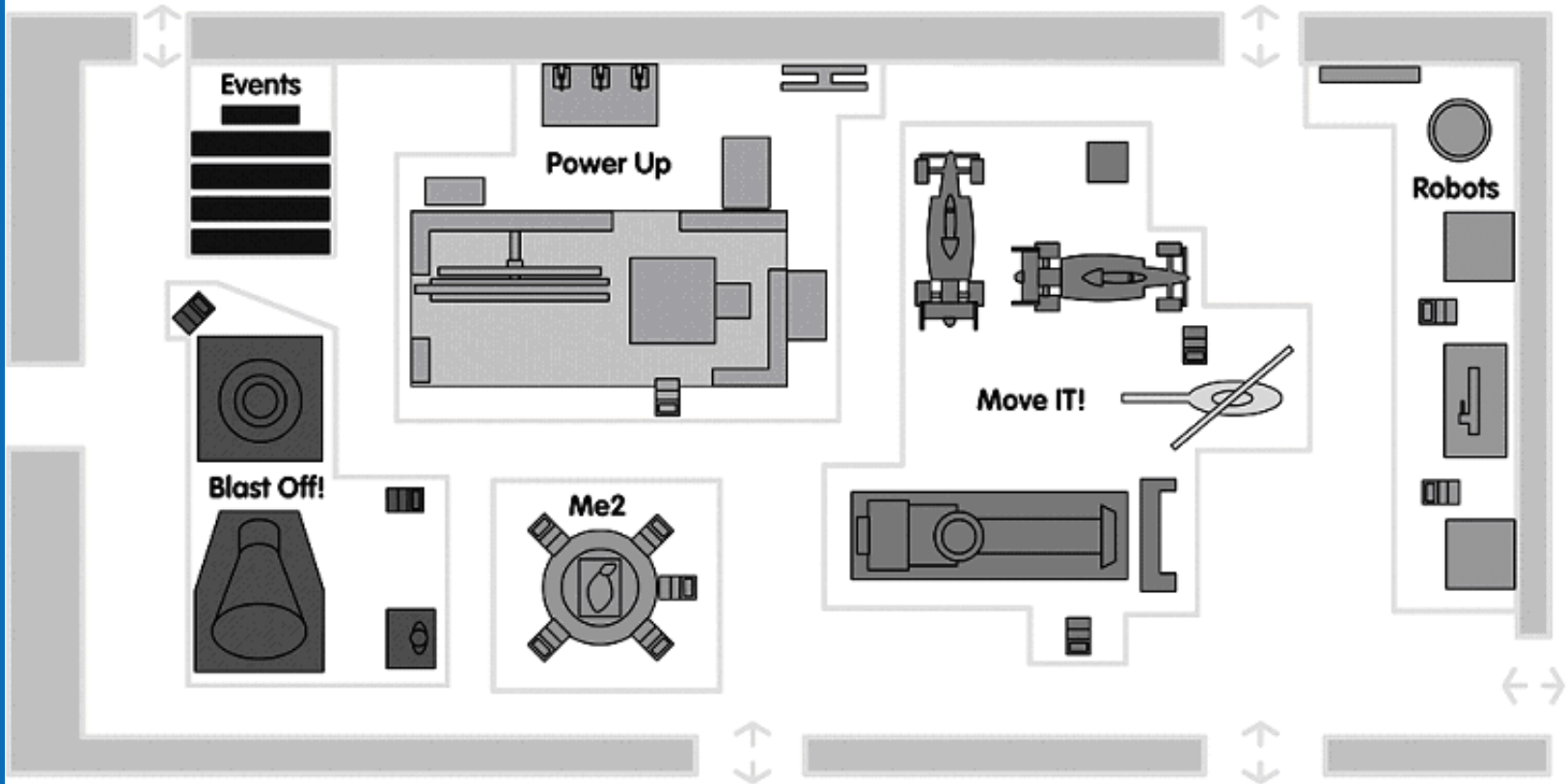
Remit of the Visitor Studies Officer

- Undertaking and commissioning research
- Advising on evaluation and consultation for projects and exhibitions
- Liaising with Marketing
- Disseminating research findings internally and externally
- Organising workshops and training sessions
- Active networking

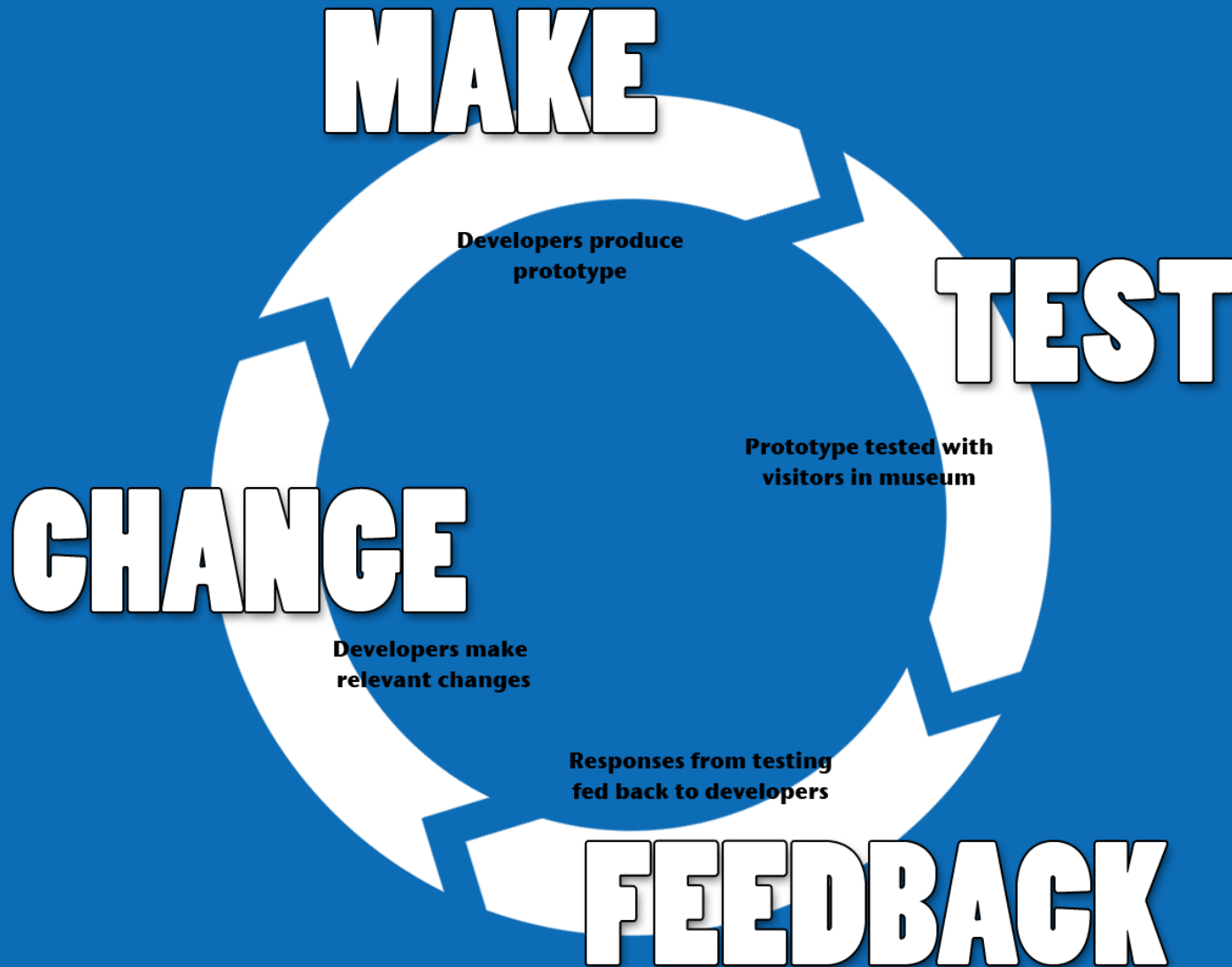
Connect



Connect Gallery Floor Plan



The Prototyping Process



Testing

Invite visitors to take part in testing



© Simon Madine



Observe visitors using prototype interactives



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



© Simon Madine

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

GM Foods

Choose why you want to use Genetic Modification

Do you want to create:

Foods that contain medicine

Plants that can survive being sprayed with weedkiller

Fruit that lasts longer on the supermarket shelf



What you think is most suitable for the world's first plant vaccine?



Challenge: There's a measles epidemic in the next town - can you create a vaccine before it spreads?

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vills atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos."

Accept the challenge



Climate Conditions:



24°



Sunny

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi.



Plant 1



Plant 2



Plant 3

What you think is most suitable for the world's first plant vaccine?



Plant 1



Plant 2



Plant 3

Results?

	Prototype 1	Prototype 2
Enjoyment	50% found something they disliked	
Understanding	55% mentioned GM or genetic modification	
	0% mentioned choice or debate	
	40% found the language quite or very difficult	
	30% said it taught them a lot	
Ergonomics	60% had a problem using the interactive	

Redesign



	Prototype 1	Prototype 2
Enjoyment	50% found something they disliked	45% found something they disliked
Understanding	55% mentioned GM or genetic modification	100% mentioned GM or genetic engineering
	0% mentioned choice or debate	50% mentioned it was about pros & cons of GM foods
	40% found the language quite or very difficult	10% found the language quite difficult
	30% said it taught them a lot	80% said they had learned something new
Ergonomics	60% had a problem using the interactive	10% had a problem using the interactive

However...

Still not quite perfect:

- 50% - game was too long
- 50% - cards didn't react quickly enough

● Please match the pairs

For:



Against:





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