



**NATURAL
HISTORY
MUSEUM**

**Darwin Centre
Phase Two
Front-end Evaluation**

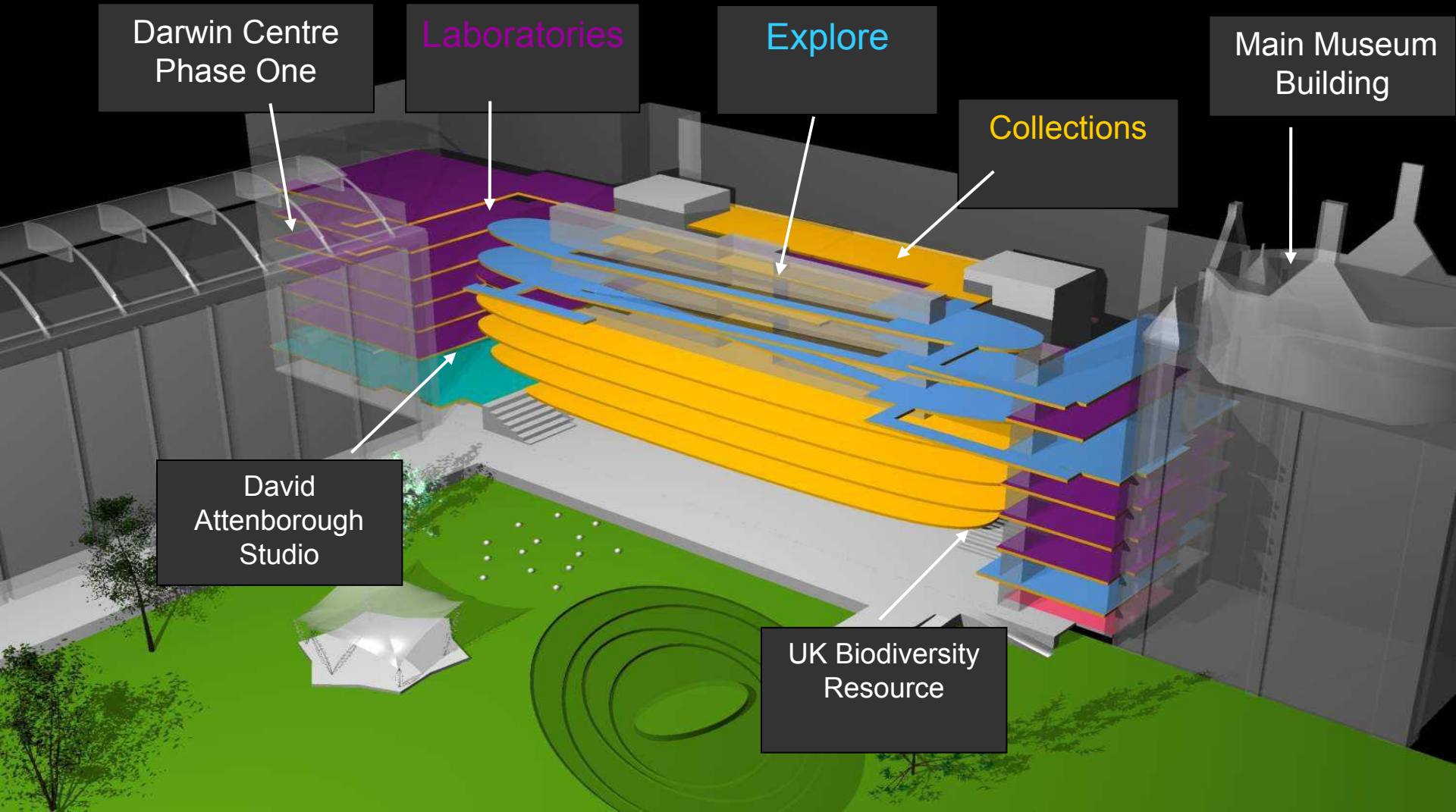
G-Gina Koutsika



Darwin Centre Phase Two



The Public Offer



Front-end Evaluation



www.nhm.ac.uk/about-us/visitor-research

Method and sample

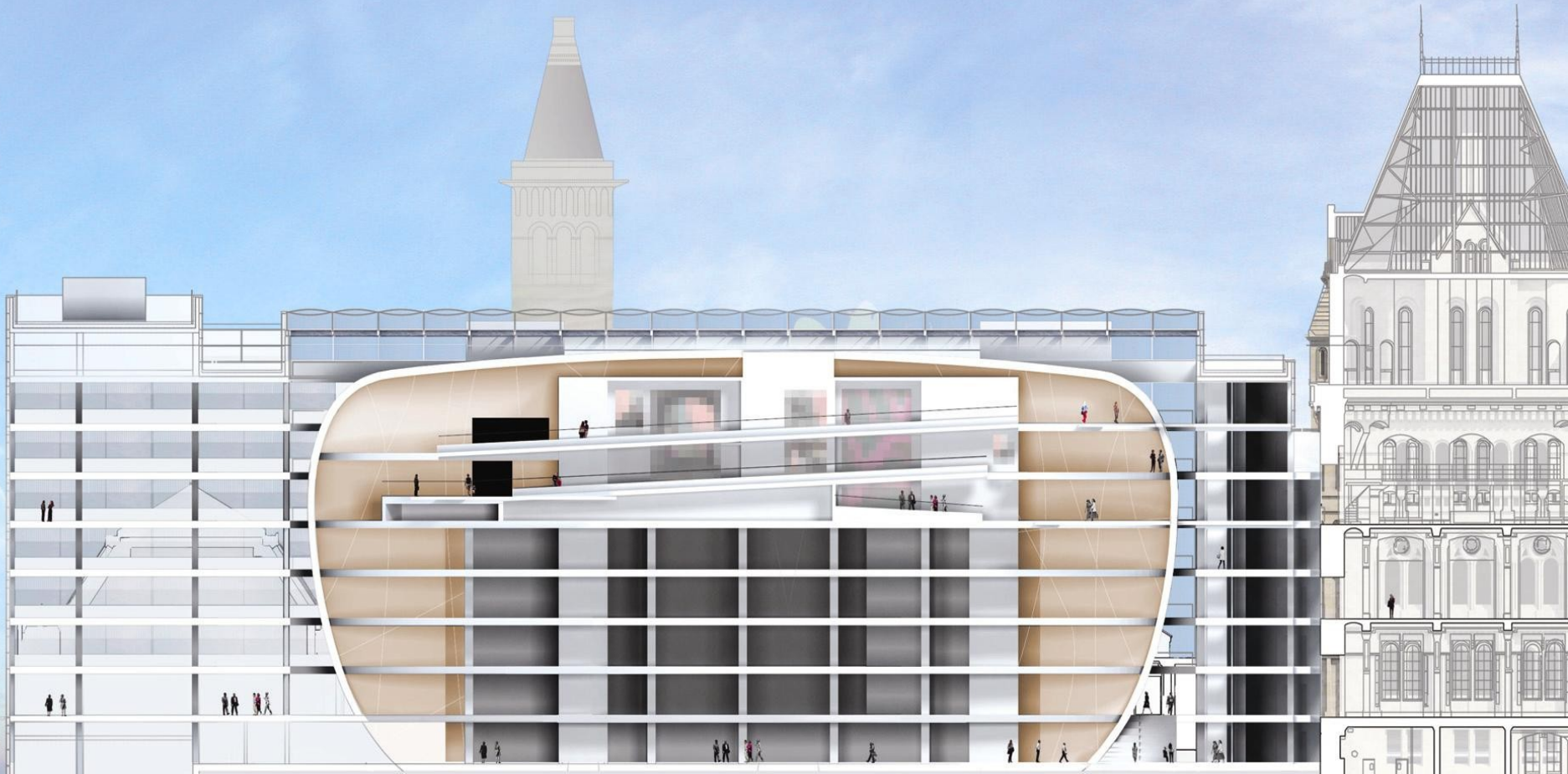
Literature Review

Focus Groups

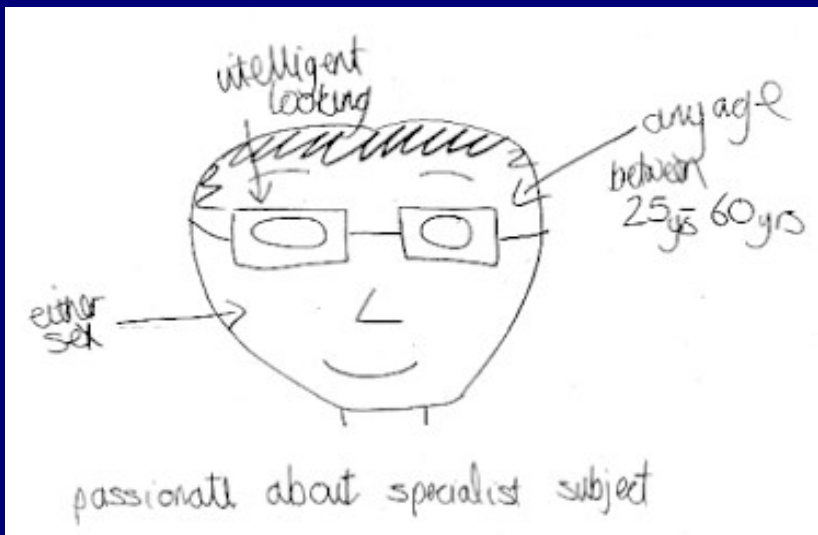
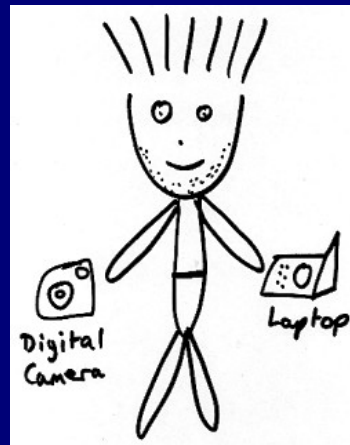
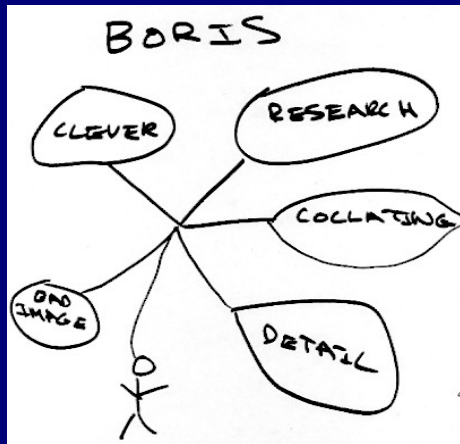
- 3 x adults
- 2 x family
- 4 x formal education



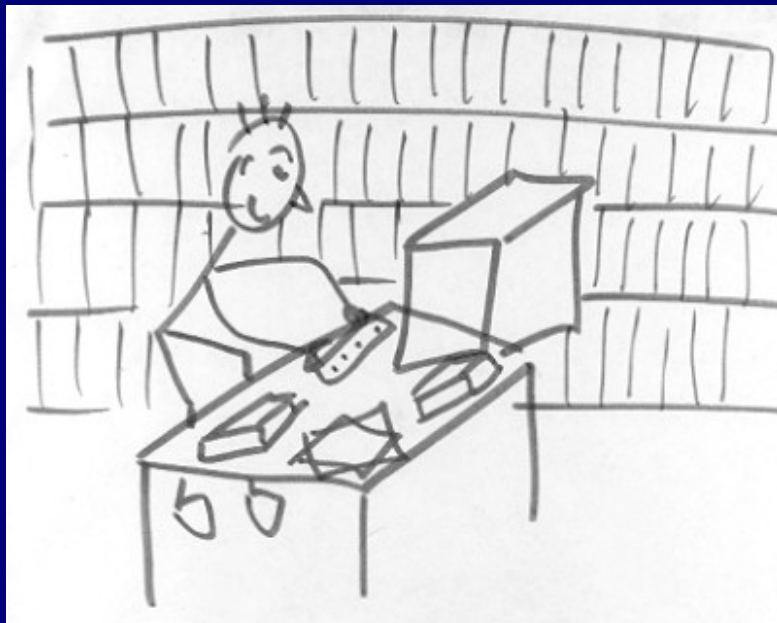
Areas covered in the evaluation



Conclusions: scientists



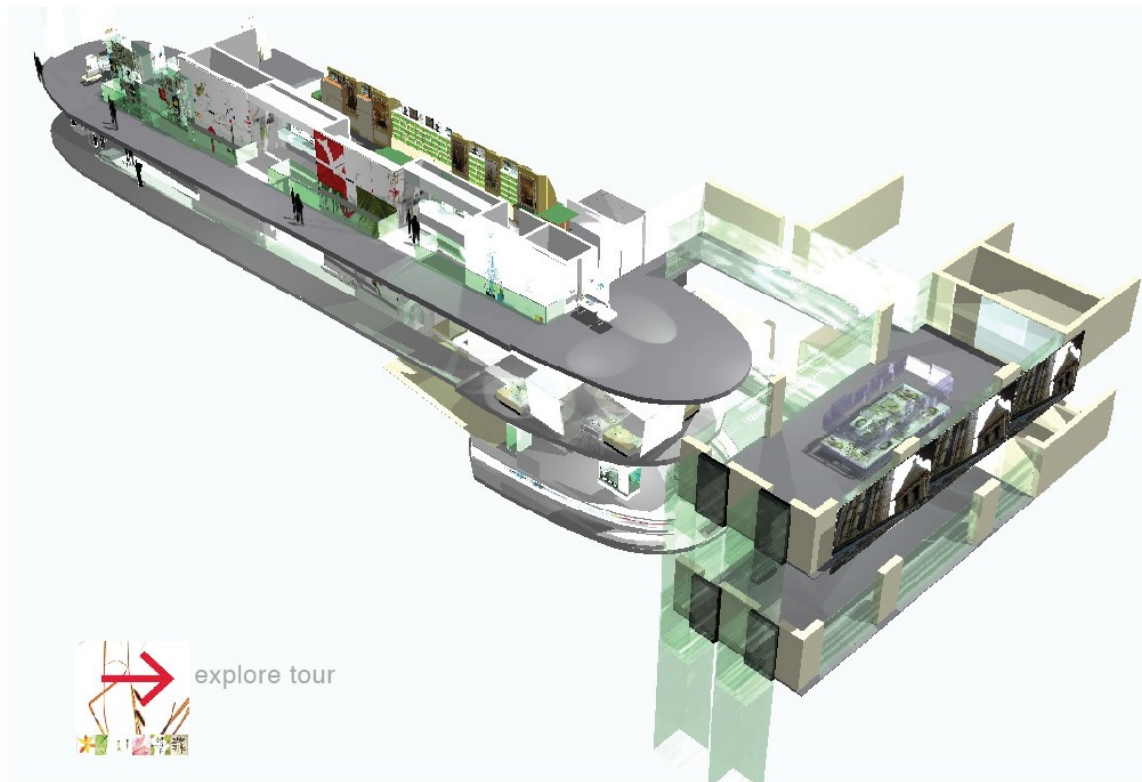
Conclusions: collections



Conclusions: terminology



Conclusions: Explore



Natural History Museum
Darwin Centre 2 Public Offer

Scheme design stage
June 2007

At large
31-33 Shacklewell Street
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Implementation



Questions

