

TALKBACK

VISITOR Feedback

We are asking
recipies for
good life in
our "MIND YOUR
BRAIN" exhibition
on post-its
> beautiful collection

Is it always
visitor feedback
or
data gathering
for the museum?

Bad Experience
Don't use cheap
POST-ITS, we spent
a good bit of time
picking them up off
the floor

1) Strong questions
that are compelling
are key. \Rightarrow hold
small people without
holding placards to
hold sticky response.

~~1) OUR FEED~~
2) VISITORS GOT
PINS as tickets
and then when
they were leaving
they had the
option to drop the
pin in the bin for
their fav exhibit.

Comments/answers
submitted into a
lockbox that was
renewed several times
a day

Not quite disastrously
wrong:
Questions \rightarrow diametrically
opposite demands ("you
should let the older kids
into young kids exhibit")
why are there so many
older kids in the
young kids exhibit?

Disaster:
Online reviews,
organizations defunding
negative experiences

Innovative:
Should Pluto be
a planet?
Vote w/ donation

We had a Yes/No
Q&A area with
option to enter more
feedback. We had similar
issues \rightarrow "Simple people
issues"

2 chalk boards focused on
how trees help us.
Used word $\text{\textcircled{D}}$ for
people to write answers
inside.
- other had people trace
hands as leaves (Leaf your
mark)

Coffee shop voting.
You get a token
place inside organization
you wish them to
donate to in the
community

Encouraging...
Exhibit asking figurines
highlighting natural environment,
visitors allowed to create
pipe-bond dolls using
natural materials.

Innovative feedback
find ~~the~~ WHERE
YOU LIVE
ON MAP

At the end of an
exhibit on Los Angeles,
visitors can listen to
or record their own
stories about what
Los Angeles means to
them.

ASTC 2019 Session:

Are We Promising the Moon? - Lessons
Learned on Group Visitor Engagement
This document captures the talkback
boards created during the concurrent
session with post-it notes collected from
audience

We are asking
recipies for
good life in
our "MIND YOUR
BRAIN" exhibition
on post-its
> beautiful collection

1) Strong questions
that are compelling
are key. => used
small "people" cutouts
holding placards to
hold sticky responses.

~~1) OUR FEED~~
2) VISITORS GOT
PINS as tickets
and then when
they were leaving
they had the
option to drop the
pin in the bin for
their fav. exhibit.

Comments/answers
submitted into a
lockbox that was
reviewed several times
a day

INNOVATIVE FEEDBACK

PIN ~~FOR~~ WHERE

YOU LIVE

ON MAP

Encouraging ...

Exhibit featuring figurines
highlighting natural environment,
visitors allowed to create
paper-based dolls using
natural materials...

At the en
exhibit or
visit

Is it always
visitor feedback
or
data gathering
for the ~~the~~ museum?

Bad Experiences
Don't use cheap
POST-ITS, we spent
a good bit of time
picking them up off
the floor

Not quite-disastrously
wrong:
Questions → diametrically
opposite demands (if you
should let the older kids
into young kids exhibit?)
why are there so many
older kids in the
young kids exhibit?)

Disaster:
Online reviews,
organizations defending
negative experiences

Innovative:
Should Pluto be
a planet?
Vote w/ donation

We need a Yes/No
Q&A area with
option to enter more
feedback we had similar
issues = "I'm just a poop"
issues

2 chalk boards focused on
how trees help us.
Used word ☺ for
people to write answers
inside.
- other had people trace
hands as leaves (Leaf your
mark)

Coffee shop voting.
You get a token to
place inside organization
you wish them to
donate to in the
community

At the end of an
exhibit on Los Angeles,
visitors can listen to
or record their own
stories about what
Los Angeles means to
them.

TALKBACK

Group Engagement

③ Depends on Science Capital: For some, New + unfamiliar → Curiosity/exciting
For some it → Frustrating, Confusion

~~Yes~~ Yes to technology! It's important!
(Make sure there is sufficient staff training to make the experience successful)

② open ended creation can accelerate if you have a goal
(can be open ended/continuous, w. th no set end/succeed-or-fail, but needs a target, not just "do something")

Multi-generation exhibit/experience
A live ~~multi~~ interaction & experience. Visitors of all ages connect with this experience. Grandparents love to bring their grandchildren.

~~Art~~ Art Studio spaces using watercolor
All ages will sit paint, work with each other

tool use - grandparents model behaviour & pass skills on to younger generations

Live stuff.
(For us, Shark + Ray touch tank)
involves all ages

BUILDING RACING CARS (NERDY DERBY)

Build the Arch

③ Depends on Science
Capital: For some,
New + unfamiliar →
Curiosity/exciting
For some it → Fobbing,
Confusion

~~Yes~~ Yes to
technology! It's
important!
(Make sure there
is sufficient staff
training to make
the experience
successful)

② open ended
creation can accelerate
if you have a goal
(can be open ended/
continuous, with no
set end/succeed-or-fail,
but needs a target, not
just "do something")

Multi-generation
exhibit/experience
A live butterfly
interaction & experience.
Visitors of all ages
connect with this
experience. Grandparents
love to bring their /
Grandchildren.

~~Art~~ Art Studio
spaces using watercolor
All ages will sit paint,
work with each other

TIME
BUILDING
RACING CARS
(NERDY DERBY)

1) Build the Arch

tool use - grandparents
model behaviour
& pass skills
on to younger
generations

① Live stuff.
(For us,
Shark + Ray
touch tank)
involves all
ages

Talk Back

Why do it?

Encourages agent
visitation by
creating a strong
relationship
(sense of community)

Group-based - why do
the experience
can be different
depending who is
in your group/part
of the day.

↳ over
time

What is
no collaboration?
What about 1st
moments

Not! Reasons to not
do group collaboration
ex: what if we are
also present to collaborate
with? what if social skills
are science capital are
low enough? different events
are more collaborative
events.

Not! Reasons to not
do a vis for feedback
ex: maybe you don't
want their feedback
Internet comment boards
are a big vis for feedback
exhibit, nuff said

Don't just create them
↳ because they are
a thing to do.

intuitive

Group - why not →
For people who are
more internally
motivated, they may
be more engaged in a
vis to experience that lets them
work at their own pace

intuitive

to be active
- lowest claims
- interfere w/ read
other's learning
(compare up conflict)

intuitive

GROUP ENGAGEMENT

SOCIAL LEARNING
94% visit in a group
and want to engage
with each other

Group Engagement:

encourages "family"
groups to talk
and learn new
things about
each other

Opens up dialogue
between visitors
(people who don't
know each other)
and enhances
interaction w/ staff.
(Our staff learns &
can get new ideas!)

social
learning
w/ each
other

SOCIAL LEARNING

from each other
about each other

WHY?

BETTER UNDERSTAND
THE VISITORS' PERSPECTIVE
FEEDBACK

collaboration btw
generations, chance to
listen to each other
in a new context, ideas
could come from
younger, older or same
age.

empathy for other
feel listened to

→ people are
more engaged
when they feel
they were listened
listened to.

WHY?
LEARNING ABOUT
PEOPLE TO EMPATHY
OR PROCESS.
[Good experience]

Generate empathy
generate cross-generational
connections
generate knowledge
exchange
create authentic sharing
etc Social Learning
w/ stakeholders

Drive more interactions
between visitors from
diff groups/demographics

talk
across
groups - generations or demographics

means
to create visitor input exhibits
learn more about
your visitors
group based
- provide opportunities
for connections between
visitors, reduce
isolation

more
comfortable

WHAT THEY DO
PEOPLE FEEL
MORE COMFORTABLE
ENGAGING WHEN
THEY DO IT WITH
OTHERS.

Become their
resource by
finding out
what they want
from your space

gain
insight w/ vs

Why do it

Yes to
ology! It's
tant!
sure there
orient staff
to make
experience
successful

Encourages guest
visitation by
creating 2-way
relationship
(sense of community)

Group-based - why do:
The experience
can be different
depending who is
in your group on that
day.

Don't
have

GROUP ENGAGEMENT
SOCIAL LEARNING
99% visit in a group
and want to engage
with each other

Group Engagement:
encourages "family"
groups to talk
and learn new
things about
each other

Opens up dialogue
between visitors
(people who don't
know each other)
and enhances
interaction w/ staff.
(Our staff learns &
can get new ideas!)

Social
learning
w/ each
other

SOCIAL LEARNING
from each other
about each other

WHY?
BETTER UNDERSTAND
THE VISITOR'S
PERSPECTIVE
FEEDBACK

Collaboration btw
generations, chance to
listen to each other
in a new context, ideas
could come from
younger, older or same
age.

empathy for other
feel listened to

→ people are
more engaged
when they feel
they were ~~listened~~
listened to

WHY?
LEARNING ABOUT
REASONS TO EMPATHY
OR PROCESS.
[Group Engagement]

Generate empathy
generate cross-generational
connections
generate knowledge
exchange
create authentic sharing
the social bonding
& conversation

Drive more interactions
between visitors from
diff groups/demographics

Talking
across
groups - generations or demographics.

reasons
to create visitor input exhibits
: learn more about
your visitors
group based
- provide opportunities
for connections between
visitors, reduce
isolation

more
comfortable

Become their
resource by
Finding out
what they want
From your space

gain
insight w/ vs

WHAT THEY DO
PEOPLE FEEL
MORE COMFORTABLE
ENGAGING WHEN
THEY DO IT WITH
OTHERS.

What's
w/c collaboration
What about 1st
moments

NOT! Reasons to NOT

do group collaboration

ex: what if no one
else present to collaborate
with? what if social skills
or science capital are
low enough/different enough
to turn collaboration →
conflict.

Don't
People
don't

NOT! Reasons to NOT

do a visitor feedback

ex: maybe you don't
want their feedback:
Internet comment boards
are a big visitor feedback
exhibit, nuff said

gratuitous

Don't just create them
→ Because they are
a thing to do.

introverts

Group - why not →

For people who are
more internally
motivated, they may
be more engaged in a
solo experience that lets them
work at their own pace
and depth.

interference

Factors to achieve

- honest sharing
- interfere w/ each
other's learning
(surface up conflict)

T
d
P

How?

Don't have buttons
People want to push +
Don't read first.

Having sufficient
materials that are
easily reset (by
visitors) encourages
lots of participation

Multiple build
areas so that
if one collaborative
area is not developing
as you like, you
can build somewhere
else

I've tested
some materials/
user interfaces
that encouraged
competition rather
than collaborate.
Diff materials
encouraged collab.

-age = 1 factor:
do kids have patience
to go through try/fail/repair?
are they old enough to share?
how much is needed in
physical size/skill?

Also age-specific
possible goal
(or even open-ended one)
may → adults
telling kids the
'correct' way to do it
→ being the one that...

Design aspects that
discourage group
participation.
Exhibits that
require people to
create an avatar
that engages in
a series of activities

Designing
adult-child
collaboration



1) seating - diff heights
side by side
2) seat the experience
model the behavior

Why that haven't worked:
Not having enough
seating at an activity
Station
- A better that can
seat two people is more
likely to encourage group
collaboration than a
station

How?

Don't have buttons.
People want to push +
don't read first.

Having sufficient
materials that are
easily reset (by
visitors) encourages
lots of participation

Multiple build
areas so that
if one collaborative
area is not developing
as you like, you
can build somewhere
else

I've tested
some materials/
user interfaces
that encouraged
competition rather
than collaborate.
Diff. materials
encouraged collab.

-age = 1 factor:
do kids have patience
to go through try/fail/report?
are they old enough to share?
how much is needed in
physical size/skill?

Also age: specific
pass/fail goal
(or even open-ended one)
may → adults
telling kids the
'correct' way to do it
+ doing the work themselves

Design aspects that
discourage group
participation.

Exhibits that
require people to
create an avatar
that engages in
a series of activities

Designing
adult-child
collaboration



- 1) seating - diff heights
seats by side
- 2) seed the experience
model the behaviour

Why that happened:

Not having enough
seating at an activity
station

- A biner that can
get too people is more
friendly + encourages group
participation on
SBO1