

User Studies for Designing 'Visitor Experience' in Museums

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Internship Experience

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Internship guide

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What did I do during the Internship ?

What did I do during the Internship ?

Kiosk project for
Chhatrapati Shivaji Maharaj Sangrahalay, Mumbai
(formerly, Prince of Wales Museum)

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Kiosk project for
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- What is the kiosk supposed to do?
- What content is the kiosk supposed to have?
- What difference should the kiosk make to visitors' experience?
- Could the design be started right-away?

Kiosks for Museum

Studying the Primary Users - The Visitors

Kiosks for Museum

Studying the Primary Users - The Visitors

- Seeking design directions.
- Finding visitor needs and expectations.
- Ways in which the content can be presented to make it engaging.
- User studies at Raja Dinkar Kelkar Museum, Pune.
- Visit to Chhatrapati Shivaji Maharaj Sangrahalay. Mumbai.

Visitor Studies

Finding answers to some questions

Visitor Studies

Finding answers to some questions

Why do people come to a museum?

What are the different types of visitors coming to museums?

What makes visitors look at things and get amazed?

What are the visitors looking for? What information do they need?

What questions do people ask or talk about? At a particular time, what is the information needed?

How do users understand the artefacts? Do they associate the artefacts with present day products?

Are details of an artwork skipped / missed by visitors? Do they just pass by overlooking some artefacts? What are such artefacts? Why do visitors miss them (because of their size, colour, prominence in display, etc.)?

What are the interest levels of various visitors?

What are the interest levels of various visitors?

Visitor Studies

Finding answers to some questions

- Why do people come to a museum?
- What are the different types of visitors coming to museums?
- What makes visitors look at things and get amazed?
- What are the visitors looking for? What information do they need?
- What questions do people ask or talk about? At a particular time, what is the information needed?

Visitor Studies

More questions ...

- How do users understand the artefacts? Do they associate the artefacts with present day products?
- Are details of an artwork skipped / missed by visitors? Why?
- What are the interest levels of various visitors?
- Why would they come again?

Visitor Studies

Methodology

Visitor Studies

Methodology

- Contextual inquiry

Visitor Studies

Methodology

- Contextual inquiry
- Survey using questionnaires

Visitor Studies

Methodology

- Contextual inquiry
- Survey using questionnaires
- Visitor observation

Visitor Studies

Contextual inquiry

- Interviews
- Age group: Youth (~ 18 to 30 years)

Contextual Inquiry

Focus

- Past museum visits.
- Likings and interests.
- Prior knowledge about artefacts and the source of this knowledge.
- Appreciation and understanding of the artefacts and their use.
- Questions and queries about artefacts.
- Overall experience in the museum.

Contextual Inquiry

Affinity



Contextual Inquiry

Findings

Contextual Inquiry

Findings



User statements

Contextual Inquiry

Findings



User statements



Observations

Contextual Inquiry

Findings



User statements



Observations



Insights

Contextual Inquiry

Findings



User statements



Observations



Insights



Design idea / Recommendation

Contextual Inquiry

Findings



User statements



Observations



Insights



Design idea / Recommendation



Breakdowns / Concerns

Visitor Studies

Survey using questionnaire

Visitor Studies

Survey using questionnaire

- Demographic data
- Appreciation levels of different visitors.
- Crucial aspects in the presentation of artefacts.
- Likings and interests of different visitor groups.
- Value addition to the visitors.
- Time spent by the visitors.

- 1) Your name (optional): _____
- 2) Age: _____ years
- 3) Gender: Please tick to select Male Female
- 4) Are you a first time visitor? Yes No
- 5) If NO, how many times have you visited? _____ times (including this visit)
(e.g. 3 times)

- 6) Please tick one and rate the following
- | | Average | Good | Excellent |
|--|--------------------------|--------------------------|--------------------------|
| • Labelling of objects | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Ease of finding the labels and relating them with the objects | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Ease of locating the information displayed and its readability | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Richness of information ("It answered a lot of questions in my mind") | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Object display and lighting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Effectiveness of the informative visuals near the objects in helping one understand the use and environment of the object. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- 7) The collection (You may tick more than one option)
- added to my knowledge
- made me interested in history
- provoked me to study the rich culture around me
- made me more sensitive towards the aesthetics and design of objects

- 8) Which gallery did you like the most? _____
- Because it is well organised is informative has interesting objects
(You may tick more than one option)

- 9) How much time did you spend?
- Actual time: _____ (approximately)
- Did you **feel** you spent more time less time?

- 10) Would you like to come again? Yes No

- 11) Will you tell (recommend) your friends, relatives to visit this or any museum?
 Yes No

- 12) What did you learn from this visit to the museum?

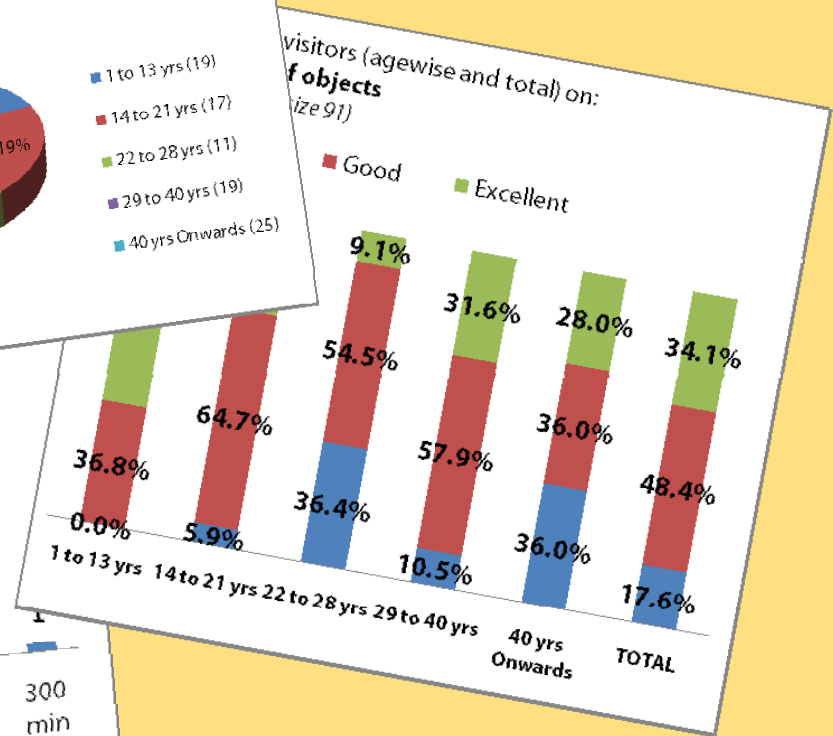
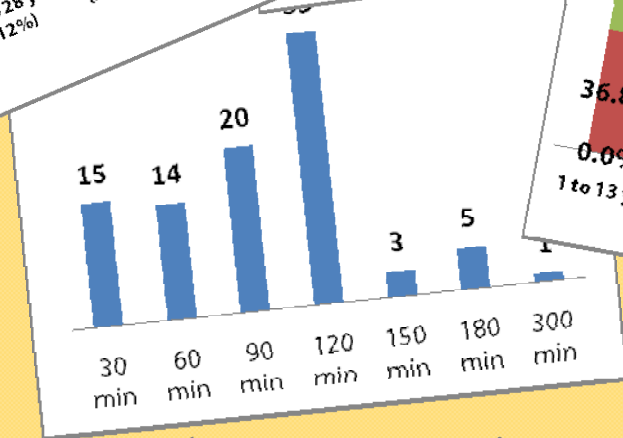
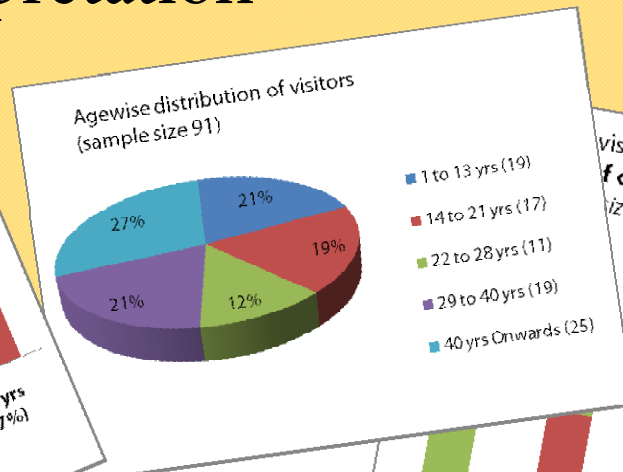
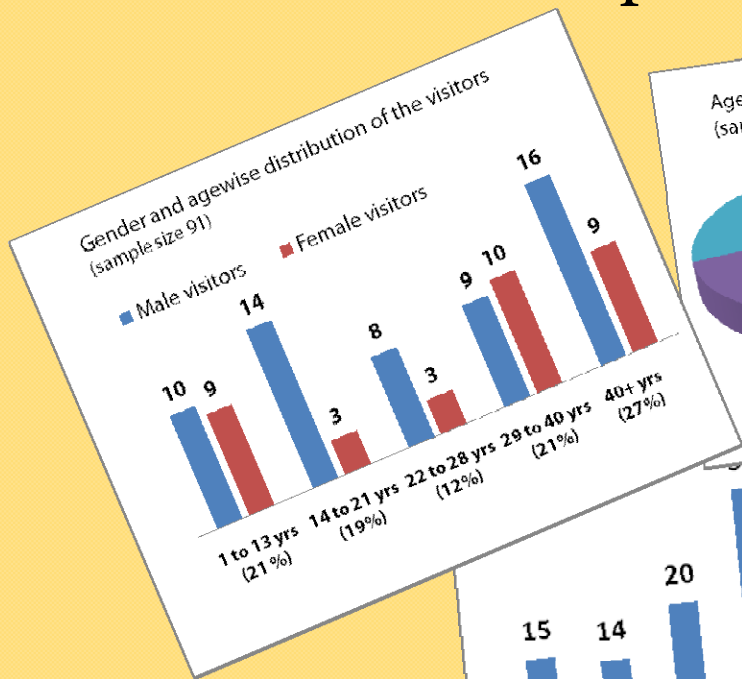
तुमच्या प्रतिक्रिया... !

- 1) तुमचे नाव: _____
- 2) वय: _____ वर्ष
- 3) पुरुष स्त्री (कृपया ✓ करा)
- 4) तुम्ही पहिल्यांदाच संग्रहालयात आला आहात का? होय नाही
उत्तर नाही असल्यास:
आजचा दिवस धरून तुम्ही कितीदा आला आहात ? _____ वेळ (उदा. २ वेळ)
- 5) कृपया खालील गोष्टींचे ✓ करून मानांकन करा.

	ठीक	उत्तम	अप्रतिम
• संग्रहावरील नामफलक	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• वस्तूवरील नामफलक व त्याच्याशी संबंधित वस्तू लगेच दिसणे	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• वस्तूवरील माहिती फलकांची मांडणी व त्यावरील माहिती आलेखाची सुवाच्याता	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• माहितीची सखोलता (माझ्या मनातील बऱ्याच प्रश्नांची उत्तरे मला मिळाली)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• प्रकाशव्यवस्था व वस्तूंची मांडणी	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• माहितीपूर्ण चित्रांची उपयोगिता	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- 6) संग्रह बघून (एका पेक्षा जास्त गोष्टी ✓ करू शकता)
 माझ्या ज्ञानात भर पडली
 इतिहासाबद्दल माझी रुची वाढली
 मला भारतीय इतिहास आणि संस्कृती चा अभ्यास करायची प्रेरणा मिळाली
 संग्रहातील वस्तूंची कला कुसर व अभिकल्पना यांबद्दल मी जास्त जागरूक व संवेदनशील झालो / झाले
- 7) तुम्हाला कुठले दालन सर्वात जास्त आवडले? _____
कारण ते सुरेख प्रकारे मांडले होते माहितीपूर्ण होते तिथल्या वस्तू रोचक होत्या
(एका पेक्षा जास्त गोष्टी ✓ करू शकता)
- 8) तुम्ही किती वेळ संग्रहालयात होता? मोजलेला अवधी: सुमारे _____ तास.
तुम्हाला हा अवधी कसा जाणवला / भासला? कमी जास्त
- 9) तुम्हाला पुन्हा संग्रहालयात यायला आवडेल का? होय नाही
- 10) तुम्ही तुमच्या मित्रांना / नातेवाईकांना संग्रहालयाला भेट देण्यास सुचवाल का? होय नाही
- 11) संग्रहालयात येऊन तुम्ही काय शिकलात?

Survey using questionnaire

Data and Interpretation



Visitor Studies

Visitor Observation

Visitor Studies

Visitor Observation

- Different kinds of groups
- Interactions between visitors
- Social behaviour of groups
- Expressions, gestures and postures of visitors
- The movement patterns of visitors in the museum
- Lookout of visitors (What they are looking for?)

Visitor Observation

Findings



Kiosk

Constraints and Considerations

Kiosk

Constraints and Considerations

- Be easily learnable and fun to use
- Provoke visitors to take interest in history and culture
- Educate the visitors about the collection
- Prioritise information as per the visitors choice
- Have playfulness | Be a memorable experience
- Discourage monopolisation of kiosk and regulate dwell time per visitor

Kiosk

Some ideas

*Area 1:
Museum Title &
Welcome note*

*Area 2:
Gallery Title &
Moving Images of Artefacts*

*Area 3:
Language Selection
(How to select shown using icons)*

Space for giving directions e.g. press the button of your choice

Raja Dinkar Kelkar Museum

राजा दिनकर केळकर वस्तु संग्रहालय

सुस्वागतम



Welcome

Musical Instruments Gallery | संगीत वाद्य दालन



यह बटन दबाकर चुनिए

हे बटन दाबून निवड करा

Touch button to select

हिंदी

मराठी

English



<< अपनी ऊँगली से बटन दबाकर अपनी भाषा चुनिए | Press button with ... >>

Who are you?



Elderly Man



Elderly Woman



Middle-aged Man



Middle-aged Woman



Young Man



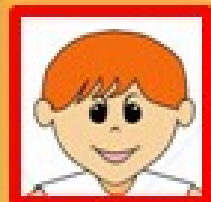
Young Woman



Teenage Boy



Teenage Girl



Boy



Girl



<< Press a picture with your finger and select your age | अपनी उँगली से चित्र ... >>

Name of the gallery

*Application zone 1:
Applications arranged as per
user's age-group and **most**
likely preferences*

*Application zone 2:
Applications arranged as per
user's age-group and **more**
likely preferences*

*Application zone 3:
Applications arranged as per
user's age-group and likely
preferences*

Space for giving directions e.g. press the button of your choice



Back to
Welcome
screen

Musical Instruments Gallery

Let's
have
FUN



More

Know the
ARTEFACTS



More

Let's see
our
HISTORY



More



<< Press an item with your finger to select | अपनी ऊँगली से चित्र ... >>



Back to
Welcome
screen

Musical Instruments Gallery

Let's
have
FUN



More

Know the
ARTEFACTS



More

Let's see
our
HISTORY



More



<< Press an item with your finger to select | अपनी ऊँगली से चित्र ... >>



Back to
Welcome
screen

Musical Instruments Gallery

Let's
have
FUN



*Guess the sounds of the
instruments*



*Complete the
instruments*



Make music !



More



<< Press an item with your finger to select | अपनी ऊँगली से चित्र ... >>



Back to
Welcome
screen

Musical Instruments Gallery

Let's
have
FUN



*Guess the sounds of
the instruments*



Make music !



More



<< Press an item with your finger to select | अपनी ऊँगली से चित्र ... >>



Back to
Welcome
screen

Musical Instruments Gallery

Let's
know
our
HISTORY



Walk through

Voice over and images

Jokes



More



<< Press an item with your finger to select | अपनी ऊँगली से चित्र ... >>

Learnings

Design Research

Learnings

Design Research

- Learning and understanding the exact requirements of a project.
- Deciding whether research is really required or not.
- Selecting or developing an appropriate method to do the research.

Learnings

Design Project Management

Learnings

Design Project Management

- Understanding the roles various people play.
- Insights into how a project is run within the constraints of time and resources.
- Creativity has to be focused on finishing the project in the best way but within the time constraint.

Learnings

Project Execution

Learnings

Project Execution

- Stagewise corrections and iterations in design.
- Documentation of the stages.
- Maintaining a records.
- Scheduling work, meeting deadlines and time management.

Thank You.