

VISITOR

OBSERVATION

NOTES

1B



VISITOR OBSERVATION NOTES

In order to have a better understanding of a mediation context, it is useful to observe the behaviours of audiences in specific locations and situations, whether physical or virtual. That seems obvious, but a successful observation exercise goes beyond simple descriptions: it looks for details that may reflect frustrations, satisfactions or other relevant information about a visitor's experience and use of digital technology.

Moreover, the human-centred design process focuses on identifying the needs, motivations and real wants of the targeted audience, and it is therefore important to establish a close relationship with it so as to collect data from field observations.

The observation chart we propose using is built around questions that will help you gather useful information during a number of stages of your visitor's experience.

- It is important to remain sensitive to the behavioural, sensory and emotional aspects of the visitor in order to think about solutions that will take those various facets of the museum experience into consideration.
- When you're observing, make use of your sensitivity and empathy. Stay alert to visitors' behaviours and reactions, whether related to the museum experience or not: see if other distractions, people, interests or devices in their surroundings attract their attention.
- If circumstances allow, supplement the data collected in your observations with semi-structured interviews using the tool Meeting its public so as to better delineate visitors' experiences within their lives.



Brief description of the situation observed

Mediation context or space

Visitor's recurring behaviour during the experience

Moments of discovery or satisfaction
as expressed by the visitor

Mediation devices used (digital, physical, or human)



Annoyances experienced by the visitor

Who shared the experience with your visitor?
What types of interactions did the visitor have
with those people?

How did the audience's comfort level evolve over the course of the experience that was observed?
What factors contributed to those changes?