



Modeling the Visitor Experience

 IAAPA 2007

Goals

Modeling the Visitor Experience

Modeling is more than:

- Describing
- Surveying
- Monitoring
- Tracking



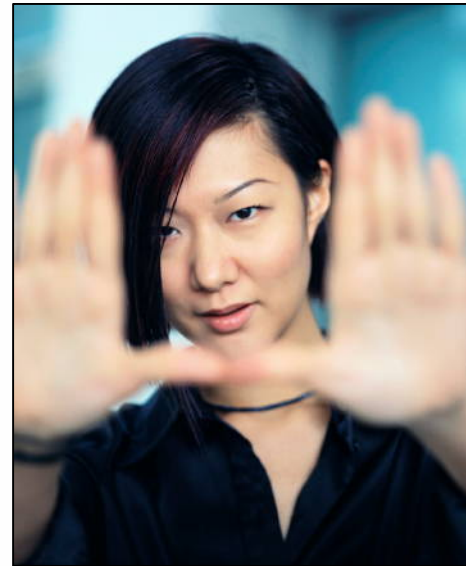
Goal is to objectively model visitor experience and use as an actionable planning tool.

Goals

Modeling the **Visitor** Experience

Discover what the visitor:

- Wants
- Expects
- Chooses
- Remembers



Goal is to model this from the visitor viewpoint.

Goals

Modeling the Visitor Experience

Consider these aspects:

- Emotional
- Psychological
- Physical
- Philosophical



Goal is to understand the complete visitor experience and use this knowledge.

Approaches

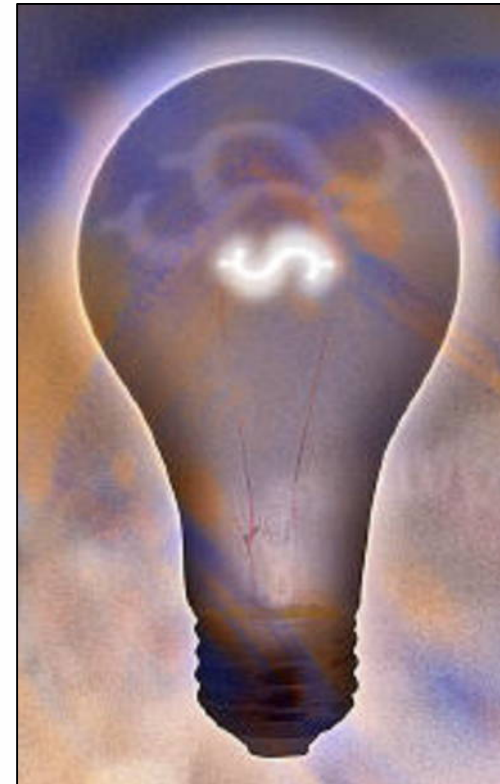
Your Perception

Strengths:

- Simplest
- Easy
- Satisfying to Management

Weaknesses:

- Very Subjective
- Availability Doesn't Mean Use
- Can be Unenjoyably Manipulative



Approaches

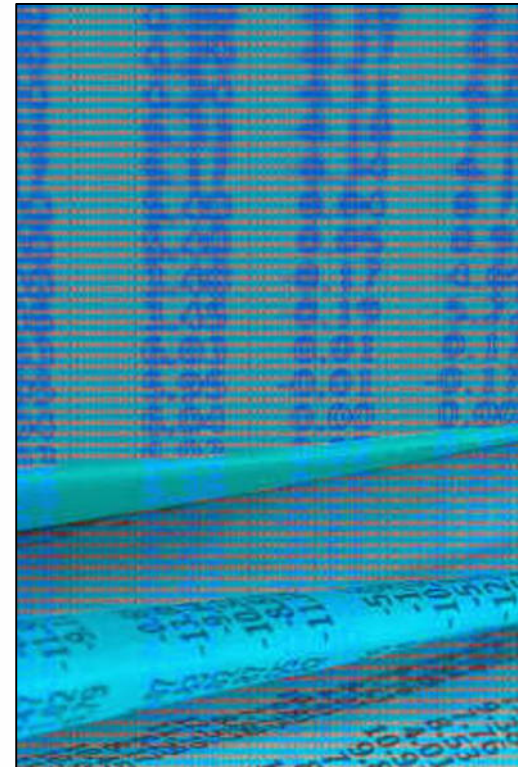
“Rules of Thumb”

Strengths:

- Quantitative
- Relatively Easy
- Quick Results

Weaknesses:

- Prone to Faulty Assumptions
- Simplifies Interaction of Factors
- Risks Illusion of Usefulness and Control



Approaches

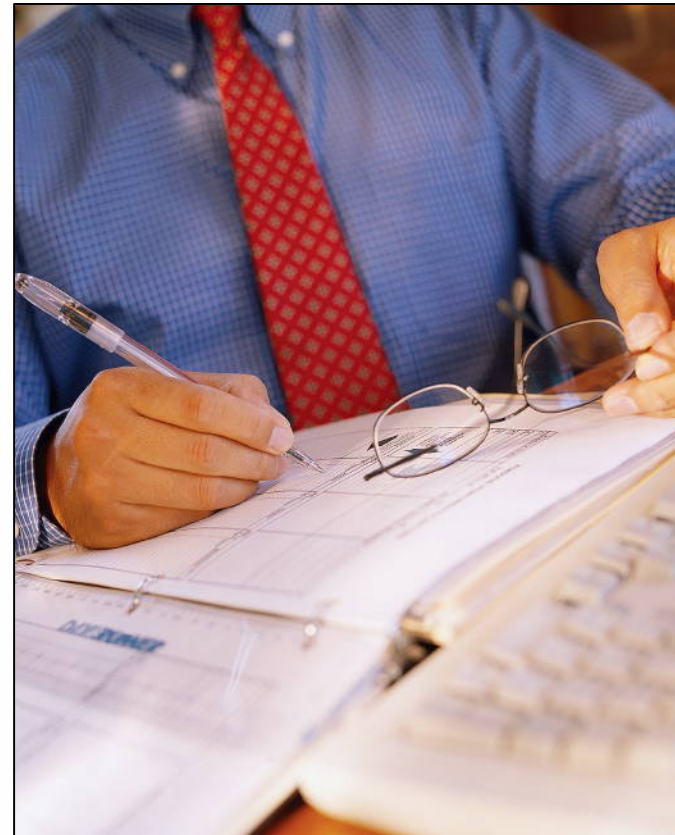
Surveying

Strengths:

- Simple
- Flexible
- Accepted

Weaknesses:

- Sampling Error
- Snapshot
- Intentions not Actions



Approaches

Focus Groups

Strengths:

- In-Depth
- Very Flexible
- Easy to Document

Weaknesses:

- Sampling Error
- Very Subjective
- Often Non-Conclusive



Approaches

Time and Motion Studies

Strengths:

- Quantitative
- Established Methodology
- Often Actionable

Weaknesses:

- Process Oriented
- Limited Focus
- Subjective Assumptions



Approaches

Physical Tracking

Strengths:

- Reflects Actual Choices
- Accurate on Movement
- Identifies Bottle-Necks

Weaknesses:

- Ignores Forced Choices
- Doesn't Measure Enjoyment
- Often Non-Conclusive

