# Assessing Visitor Behaviour and Attitudes in the medien.welten Exhibition

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## Exhibition Concept

- Permanent exhibition on history and evolution of media
- Combination of original exhibits and information space
- Networked information system of interactive installations
- Individual visit with the souvenir-card (*smart.card*)

## smart.card

- *Digital Backpack* collects exhibition content and self-created media
- Customizable visitor profile
- Communication and data sharing features
- Provides personalized guidance and recommendations
- Internet access to the *Digital Backpack*

## Evaluation Concept

### Quantitative Methods
Statistical analysis of visitor behaviour from automatically generated data and logging of interactions

### Qualitative Methods
30 interviews (half-structured)
16 hours of open-ended observation

*Complementary combination* of both approaches
- contextual background information eases interpretation of quantitative results
- crosswise verifying of results
- new questions for observation and statistical analysis
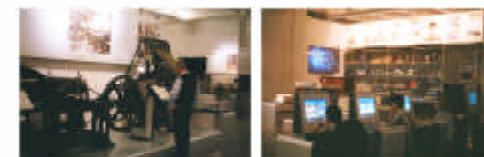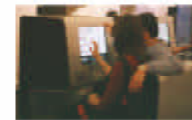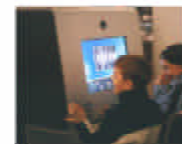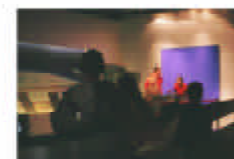
## Different types of visitors:

- short stroll (15 minutes)
- historically interested
- nostalgia
- new media and games
- computers and computer history
- school classes

Age and interest groups prefer different installation types:
- elderly people seldom used digital media
- children rarely took notice of traditional exhibits
- *only* hands-on interactiva used by all groups

## smart.card usage

- visitors appreciated the idea of the *Digital Backpack*
- 41,8% of card owners access their profile via web
- 4-5 min average web access time / 12 min total
- bought mostly by visitors interested especially in the exhbition
- current card design serves mostly visitors with interest in new media
- card owners spend more time (>1h) than other visitors (15-30min)
- interviewed card owner gave better marks to exhibition than non owners

## Evaluation results

- Newsroom, abacus and digital room are the most popular stations
- Anonymous visitors spend more time on browsing the internet and playing network games
- Guidesystems are most frequently used to access the Digital Backpack and recommendations
- People want visual guidance and not a separate guide system
- Some stations have usability glitches (touchscreen offset, navigation)
- For some installations one must take time (learning curve, complexity of content)
- Public "performing" in the Newsroom was common and no problem