

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*



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 exhibition
- 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 Concept

Quantitative Methods

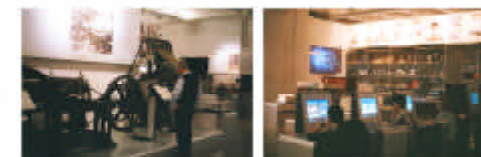
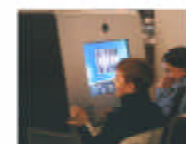
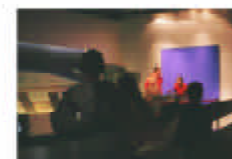
Statistical analysis of visitor behaviour from automatically generated data and logging of interactions

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 interactive used by all groups



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