

## Haul Out Habitat Case – ID w/extended label information

Date: \_\_\_\_\_ Collector: \_\_\_\_\_ Group #: \_\_\_\_\_

### Concepts Tested: ID label “cards” (8.5x14 – dimensions)

- B&W w/extended info on back
- B&W w/extended info same side

### OBJECTIVES:

- How, if at all, does the B&W w/image and info on same side add to visitors' experience of the case?
- How, if at all, does the B&W w/image front and info on back add to visitors' experience of the case?
- Do the two different formats support the visitor experiences in different ways? If so how? What are the strenghts of each version?

### [Recruitment script]

We're asking visitors to take a few minutes to take a look at a prototype exhibit we're developing for the natural sciences gallery here. You might know the science gallery is going through its renovation and will re-open in 2012, and feedback from visitors really helps us shape the exhibits. Taking a look and answering the few questions we have for you will probably take about 15 minutes. Would you like to give it a try?

### [If YES]

- Have you been to the Museum before?      Yes                  No
- Where are you from?  
\_\_\_\_\_

### Description of Group:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

	Female	Male
Adult		
Child		

*For adult indicate how many. For children indicate ages.*

**[Intro]** This is our storage and prototyping space while the new natural sciences gallery is developing. There are many interesting things to look at in this space and, if you like, you can take some time to look around when we finish talking. Right now we're asking visitors to focus on this set up here [indicate with gesture the set up including the specific Haul Out case]. This is a rough start on something we're trying out for the gallery.

We're asking visitors to take some time looking at the case with these cards you see here [gesture toward **cards** on ped]. Take as long as you like to look with these – choose one and give it a try. Then try the other one.

Whenever you feel finished, we'll ask you a few specific questions that we're asking everyone who takes time with us today.

**General Observations** – *Note which card used first, which used second*  
(circle)

**B&W image front / info back**

**B&W image + info same side**

[standing at one point; moving around the case; pointing; talking together; reading out loud; telling stories or memories; commenting on ease or difficulty of the tool]



**3. And what about this other card here. . .**

(circle)

B&W same side

B&W front / back

**Tell me about how you used *this card*? What did you do with it?**

**4. And on a scale of 1-6 (1 being *not much* and 6 being *very much*) how much would say *this card* added to your experience of looking at the case?**

(Circle one.)

1

2

3

4

5

6

*not much*

*very much*

**How so?**

[If not already addressed]

Could you tell me a couple specific examples of how it added to your experience?

Anything else?

[Probes]

What did you like about it particularly?

What did you *not* like about it, if anything?

**[If not already addressed]**

**5. Do you have any thoughts about which one was *more* helpful for looking at the case?**

**Why is that?**

**6. Finally, did you have any questions about these or have anything to say that we haven't already talked about?**

**Thank you. Your input helps shape this gallery tool!**

# Oakland: Then + Now—Digital Interactive

Collector: \_\_\_\_\_

Group # \_\_\_\_\_

## Concepts Tested

- **Oakland: Then + Now—on touchscreen monitor**  
overlay of habitats w/color coding; click point on map for 'now-then' comparison

## OBJECTIVES:

### Content

- To what extent does the interactive help visitors understand that there have been significant changes to habitats in Oakland between 1700 and today?
- To what extent do visitors find the past/present comparison interesting or surprising?
- To what extent does the interactive communicate where the habitats that once encompassed Oakland were located?
- What questions do visitors have based on what they see?

### Usability (from general observation)

- Are current affordances clear? (e.g., asking “what now?”; “how do I...?”)
- What expectations do users have of the interface that are not met? (e.g., repeatedly touching a particular point? Other?)

## [Recruitment script]

We're asking visitors to take a few minutes to take a look at a prototype we're developing for the natural sciences gallery here. You might know the science gallery is going through its renovation and will re-open in 2012, and feedback from visitors really helps us shape the exhibits. Taking a look and then answering a few questions we'll have for you will probably take about 15 minutes. Would you like to give it a try?

### [If yes]

- Have you been to the Museum before?    Yes                      No
- Where are you from? \_\_\_\_\_

### Description of Group:

\_\_\_\_\_

\_\_\_\_\_

	Female	Male
Adult		
Child		

*For adult indicate how many. For children indicate ages.*

**[indicate prototype]**

So this is a rough start on something that will ultimately be a more developed digital element in the gallery. Please take your time, feel free to touch and explore it - just check it out. Take your time. Explore whatever you like. Whenever you're ready, we'll ask a few specific questions.

**GENERAL OBSERVATIONS**

[pointing; talking together; reading out loud; telling stories or memories]

**[When finished] Do you feel finished?**

**[If YES]** Ok – your honest feedback is really what will help us shape this for the new natural sciences gallery! So there are no right-or-wrong answers here.

**1. Could you say a bit about what you get as the *main idea* of this activity?**

[Probe: If you were to tell a friend what this is about, what would you tell him/her?

**2. Is there anything you find particularly *surprising* here?**

[Probe if needed: Is there anything that catches your attention? Or that you find particularly interesting?]

**Why - or why not?**

[Probe if needed: Could you say more about WHAT you find surprising / interesting about that?]



[If 1, 2, 3 - **WHAT** do you see here that makes the message that there were different habitats confusing or unclear? Could you say a bit more about that?]

[If not already addressed]

**5. Was there anything you were expecting as you were using this that the interactive did not provide?**

**6. Is there anything you'd like to say – or ask -- that we haven't already talked about?**

**THANK YOU – Your feedback really helps us shape the exhibit!**

## Confrontation Habitat Case

Data Collector: \_\_\_\_\_

Group # \_\_\_\_\_

### Concepts Tested (indicate versions where appropriate):

INQ strategy – first two components: the question + transparency statement (i.e., What are we up to? Why questions and not just answers?)

### OBJECTIVES:

- What questions do visitors have about what is depicted in the case?
- To what extent do visitors engage in the main questions (component #1)? (Which animal do you think will get the prey, the wolverine or the coyote? What do you see that makes you think the wolverine / coyote has a good chance?)
- To what extent do visitors use the transparency statement (component #2) as further info for engaging in the question/s?

• Have you been to the Museum before?    Yes                      No

• Where are you from?

\_\_\_\_\_

Description of Group:

\_\_\_\_\_  
\_\_\_\_\_

	Female	Male
Adult		
Child		

*For adult indicate how many. For children indicate ages.*

**[Recruitment script]** We're asking visitors to take a few minutes to take a look at an exhibit prototype we're developing for the natural sciences gallery here at the Oakland Museum of California. (You may know that the science gallery is going through its renovation now and will open in 2012.) Then, after you look, we'll ask a few questions to get your feedback.

It might take about 15 minutes. Would you help us out today?

**[If YES proceed to Low Bay while making notes on p1 (“Have you been to this Museum before?” etc.)]**

**[On entry to LB]** There are many interesting things to look at in here, and you'll have a chance to do that after we take a look at this one back here first, ok? So just take a good look at everything you see right here. Take your time – don't hurry. Whenever you feel like you're finished looking, we have a few specific questions for you.

**[When finished]** Do you feel finished?

**[If YES]** Ok, we have these few specific questions that we ask everyone who takes time with us today and -- there are no right-or-wrong answers. We need your honest feedback. That's really what will help us make the exhibit a good one for visitors!

**Record Observations:**

[pointing; talking together; reading out loud; telling stories or memories; asking questions]

**1. First, could you say a bit about any reactions you may have to what you see inside the case?**

[Probes if needed: . . . any associations for you? . . . do any questions come up right away?]

**2. Did you happen to read this sign (the main question/s)?** (circle) **YES** **NO**

[If NO]

**Could you say a bit about WHY you didn't read the sign?**

[If YES]

**So, the exhibit team here at the Museum is trying to find out if visitors think these are useful questions for thinking about what you see in the case?** (Which animal do you think will get the prey, the wolverine or the coyote?).

**On a scale of 1 – 6, how useful would you say these question are?** (circle one)

*not useful* *very useful*  
**1      2      3      4      5      6**

**Could you tell me more about your rating?**

[Probe: Could you say a bit about how these questions relate to this scene *for YOU?*]

3. [If not already addressed]

**a) Did you read this sign here (transparency statement)?** (circle) **YES** **NO**

[If NO]

**Could you say a bit about WHY you didn't read this sign?**

[If YES]

**b) So, could you say a bit about any response you may have had to the first statement here in this sign** (This scene was created to invite you think about what might happen here and why.)?

[Probe: Was this helpful? Did it seem odd or confusing to you in any way?]

**c) Thank you. And, we're interested to know whether this information about wolverines and coyotes (bullet points) was anything that helped you think about the main question/s on the other sign?**

(circle) **YES** **NO**

[If YES] **How so?**

**4. Do you have any questions about this whole set up or any comments you'd like to make that we haven't already talked about?**

**THANK YOU – Your feedback really helps us shape the exhibit.**