

Creative Ways to Solicit Stakeholder Feedback from Visitors

Museums, parks, and cultural institutions that take feedback seriously face a conundrum: they want to learn from their visitors, but they know visitors do not want to interrupt their experience to fill out a survey. To make matters worse, many organizations, especially smaller ones, do not have the capacity for resource-intensive data collection. Fortunately, there are alternatives to pen-and-paper surveys that anyone can implement.

MAKE YOUR DATA COLLECTION PART OF THE EXHIBIT

	<p>PHOTO BOOTHS/SELFIE STATIONS</p> <p>Ask visitors to take selfies with paper signs that have prompts, such as “I learned...” or “I love this museum because...” Participants leave the signs behind, which serve as data for you! You can also encourage participants to share their responses with each other in real time by asking them to post their paper sign to a wall and/or post their photo to social media with a set hashtag. Provide a backdrop and props that align with the exhibit for a fully integrated feel!</p>
	<p>FEEDBACK WALLS</p> <p>Have visitors write a response to a common prompt on a post-it or index card and stick it onto the wall. Design the wall to match the exhibit so visitors understand the connection. Prompts can target short-form responses (e.g., “What was your favorite part of the exhibit today?”) or long-form responses (“Share your memory about the first time you visited this park”). This method allows visitors to comment while it is top of mind and observe responses from their peers.</p>

CONNECT WITH VISITORS ON THEIR WAY OUT

	<p>TOKEN SURVEYS</p> <p>As visitors leave, give each person a token, bead, lego, or other small item. Invite them to place the token in the jar that best captures their response. The jars will be on a table by the exit and will be clearly labeled with the response they represent.</p>
	<p>EXIT INTERVIEW/INTERCEPT SURVEYS</p> <p>Exit interviews get brief, open-ended feedback from a wide variety of participants. Participants are interviewed one-on-one as they exit the exhibit, park, or building. Exit interviews are quick and take place where participants already are, making it easy to hear from a wide variety of participants.</p>

DO IT ON YOUR OWN

	<p>WATCH N' LEARN</p> <p>With an observational rubric tailored to the exhibit, keep track of and rate visitor viewing patterns, documenting whether visitors stroll by, pause briefly, or slow down and really engage. Keeping track of visitor interactions and organizing them into wide categories can help you see which exhibits are most engaging.</p>
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For step-by-step instructions on these activities and more tips, download a free copy of Public Profit's guide: <https://www.publicprofit.net/Creative-Ways-To-Solicit-Stakeholder-Feedback>