

Brainstorm a Guiding Question

Fill in this worksheet to brainstorm ideas for a question to guide your visitor study.

Topic

Pick the topic of your visitor study.

For example, an exhibit, program, visitor demographics, etc.



Narrow the Scope

Pick something specific you want to know about this topic.

For example, you want to know where visitors spend the most time in the exhibit.



Criteria for Success

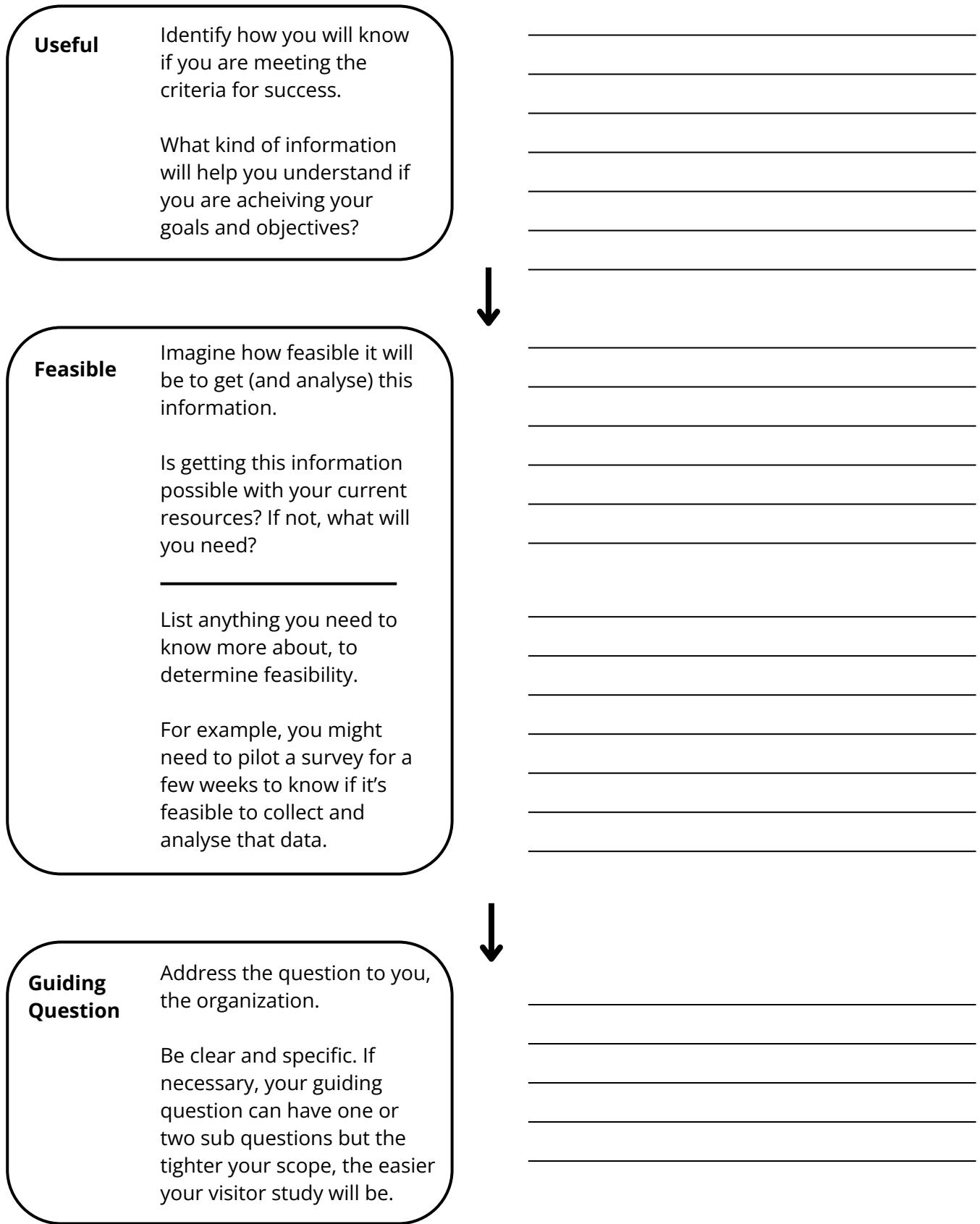
List the goals and objectives for your chosen topic.

For example, for a program what do you want visitors to think, do, or feel after their experience?

List any other criteria for success that will inform your visitor study.

For example, mission, strategic goals, etc.





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