

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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Useful

Identify how you will know if you are meeting the criteria for success.

What kind of information will help you understand if you are achieving your goals and objectives?

**Feasible**

Imagine how feasible it will be to get (and analyse) this information.

Is getting this information possible with your current resources? If not, what will you need?

List anything you need to know more about, to determine feasibility.

For example, you might need to pilot a survey for a few weeks to know if it's feasible to collect and analyse that data.

**Guiding Question**

Address the question to you, the organization.

Be clear and specific. If necessary, your guiding question can have one or two sub questions but the tighter your scope, the easier your visitor study will be.

