

Air Rings Interview Study

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3/4/2000

THIS IS **NOT** A DEFINITIVE FINAL REPORT

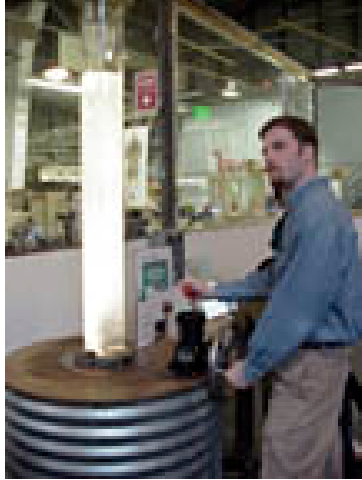
FORMATIVE evaluation studies like this one often:

- **are conducted quickly**, which may mean
 - small sample sizes
 - expedited analyses
 - brief reports

- **look at an earlier version** of the exhibit/program, which may mean
 - a focus on problems and solutions, rather than successes
 - a change in form or title of the final exhibit/program

Air Rings Interview Study

How many visitors thought they produced a ring? 3/4/00



Goals/Context:

The developer, Shawn Lani, wanted to know, during a cued interview how many visitors were able to produce rings and how many visitors thought they were able to produce rings. He also wanted to know if the visitors who did not produce rings found the exhibit interesting.

N = 20
 11 Males
 9 Females
 Age: Children (1)
 Adults (19)

Visitors were chosen at random as they crossed an imaginary line.

Summary of Findings:

- 10 of 20 (50%) visitors produced rings.
- 17 of 20 (85%) visitors thought they produced a ring.
- 18 of 20 (90%) said something was confusing.
- 14 of 20 (70%) said the crank was confusing.

	All visitors	Visitors who produced a ring	Visitors who did not produce a ring
Avg. # of squeezes	13.5	14.3	12.7
Avg. # of cranks	3.4	4.0	2.8
Avg. # of simultaneous squeeze and cranks	0.8	0.2	1.4
Avg. Interest level	3.8	3.8	3.8

Conclusions and Recommendations:

- Half of the participants were able to produce a ring.
- Most (85%) thought they produced a ring.
- Interest level was the same for those who produced rings and those who did not produce rings.
- Visitors, who did not produce rings, did on average seven times as many simultaneous squeeze-and-cranks as the visitors who produced rings.
- The crank was confusing to visitors. Visitors wanted to know what they were to do with it and what it does. Shawn, Joshua and Sarah discussed correcting this by altering the interface so that the function can be intuited from the form.