



# Plant Scope

## Formative Evaluation

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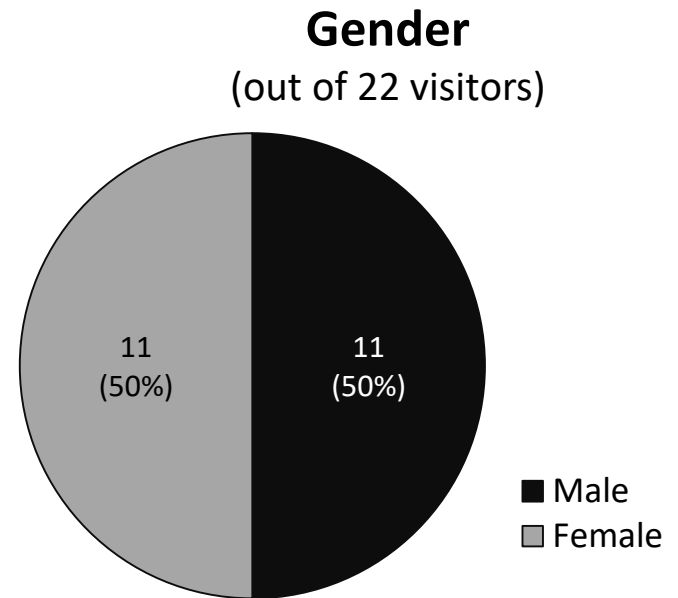
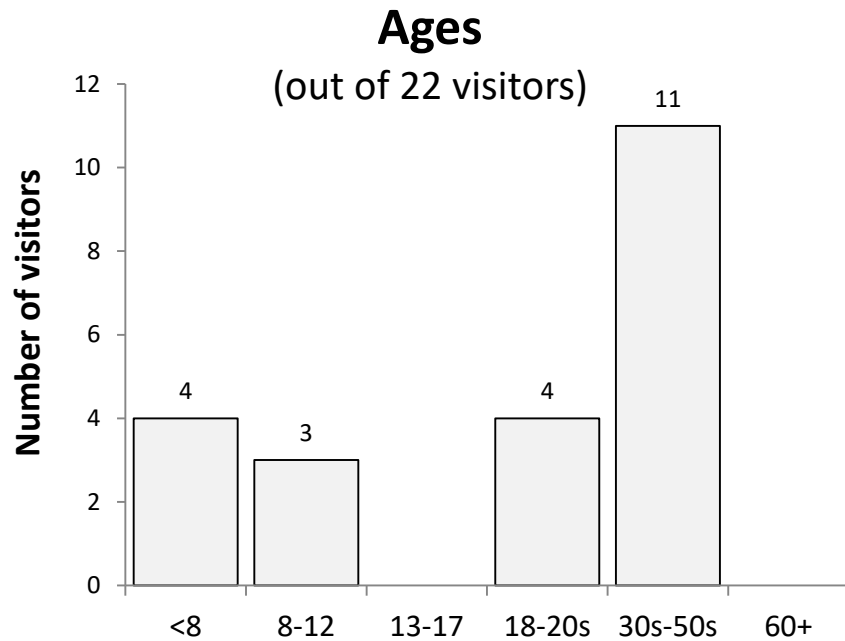
**THIS IS NOT A DEFINITIVE FINAL REPORT**

**FORMATIVE** evaluation studies like this one often:

- are conducted quickly, which may mean
  - small sample sizes
  - expedited analysis
  - brief reports
- look at an earlier version of the exhibit, which may mean
  - a focus on problems and solutions, rather than successes
  - a change in form or title of the final exhibit

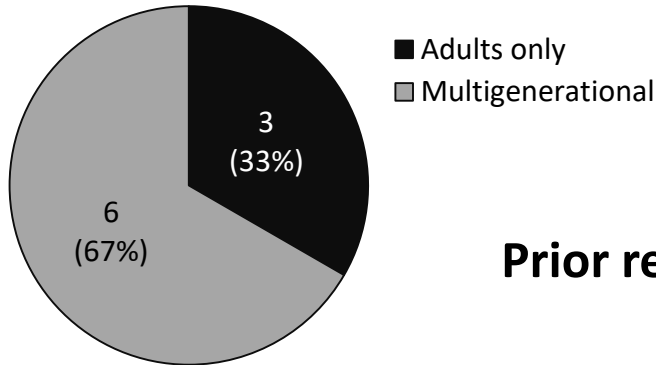
# Visitor Demographics

*n* = 9 groups  
(22 total visitors)

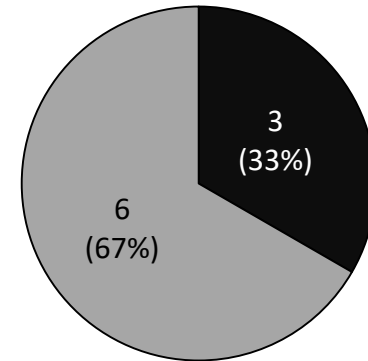


# Groups Interviewed

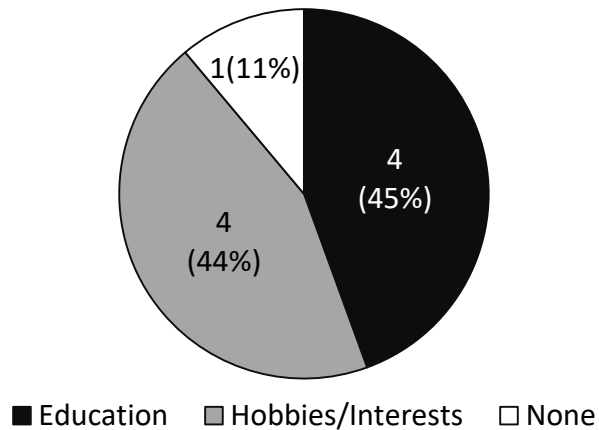
**Group composition**  
(out of 9)



**Reason for visit**  
(out of 9)

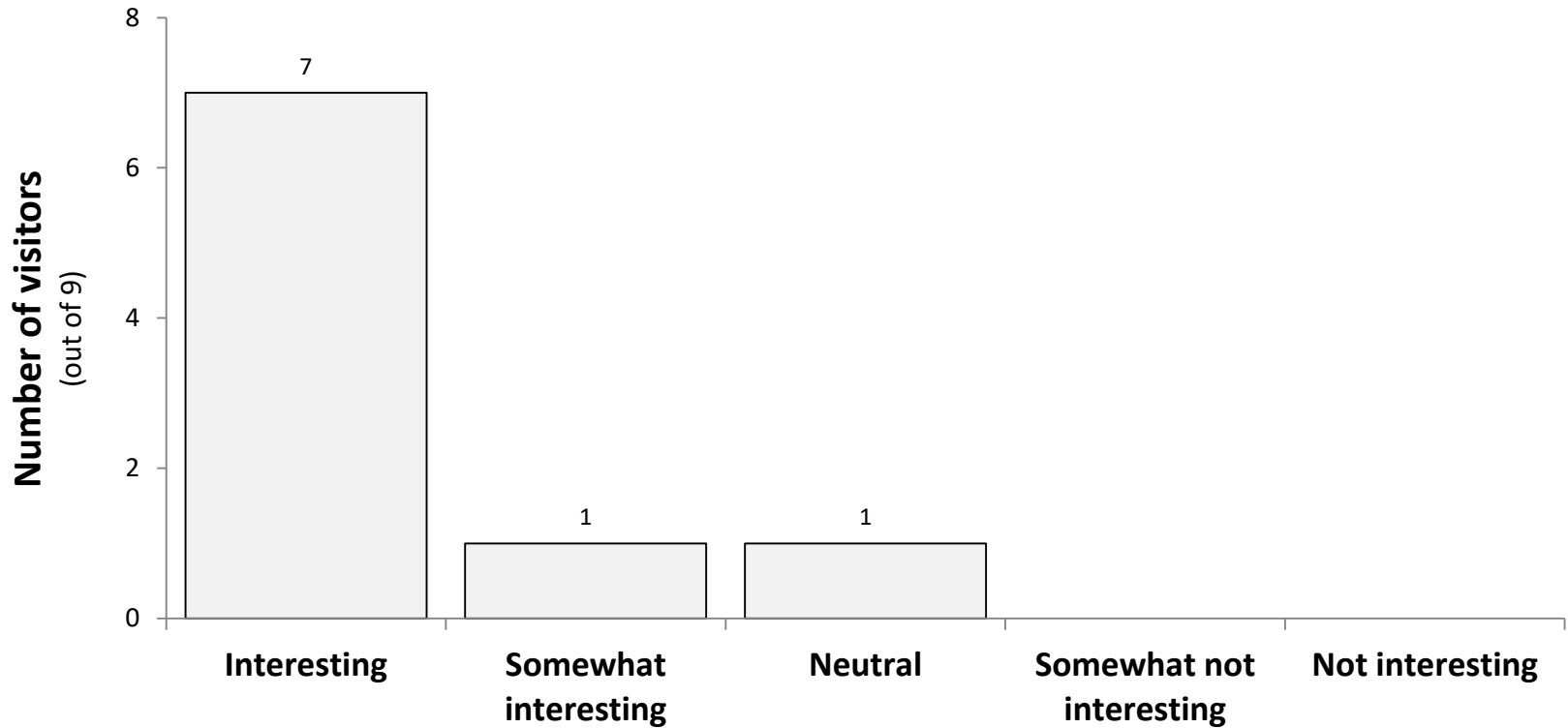


**Prior relevant experiences**  
(out of 9)



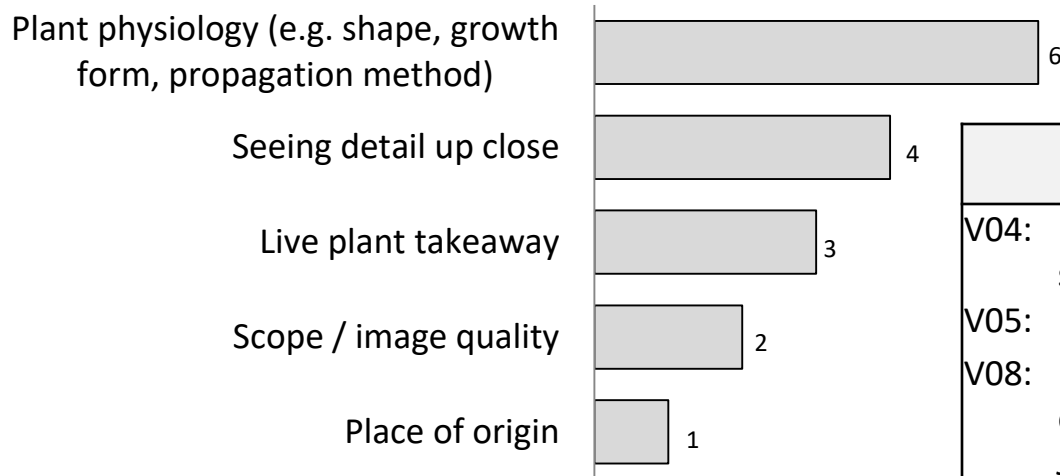
# Exhibit Interest Rating

Median holding time at exhibit  
**1m 41s**



# Visitor Reactions

## Positive reactions



### Examples of positive reactions

V04: Most plants, they grow when covered up in soil and this one doesn't not.

V05: Didn't know leaves produced another plant.

V08: El mismo como la hoja con cicatrices, como era herida todavía puede crear vida.  
*Just as the leaf with scars, how despite being hurt can still create life.*

V02: Camera help to see the small plants up close.

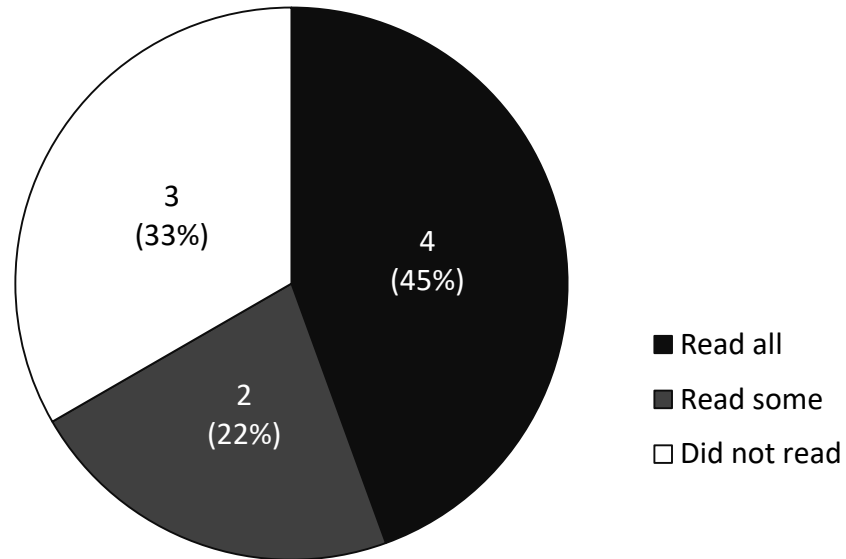
V06: Mainly free plants.

V09: High resolution for a microscope. Normally they have low resolutions at museums with faded images. Not here.

V03: I appreciated the fact the exhibit identifies the place of origin of the plant such as Guadalajara. Because I spent time in Mexico.

# Engagement with labels

**Visitors who read labels**  
(out of 9)



# Visitor Questions

## Example questions about **exhibit content**

- V04: How big it will grow in a week?
- V05: Wondering how they reproduce from leaves. What other plants grow like this?
- V08: Todas las hojas son semillas? Porque hace una nueva planta?  
*All the leaves are seeds? Why does it make a new plant?*

## Example questions about **usability / clarification**

- V03: How does the panel relate to the plants?
- V07: Were we doing anything else with flashing the light on the plants? Was the light part of the exhibit?
- V09: I don't know the difference of the white panels? They look similar.

*'Panel' refers to the boards containing the leaves*

# Summary

- Visitors liked the exhibit: holding time was high
- Visitors found labels interesting and wanted even more info
- Visitors struggled to understand the connection between exhibit labels and the plant scope / leaflets

## Possible Next Steps

- Split into 2 exhibits
- Evaluate with a larger monitor
- Takeaway? Not necessary but visitors enjoy it