



Story Slides

Formative Evaluation

Sylvia de la Piedra
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THIS IS **NOT** A DEFINITIVE FINAL REPORT

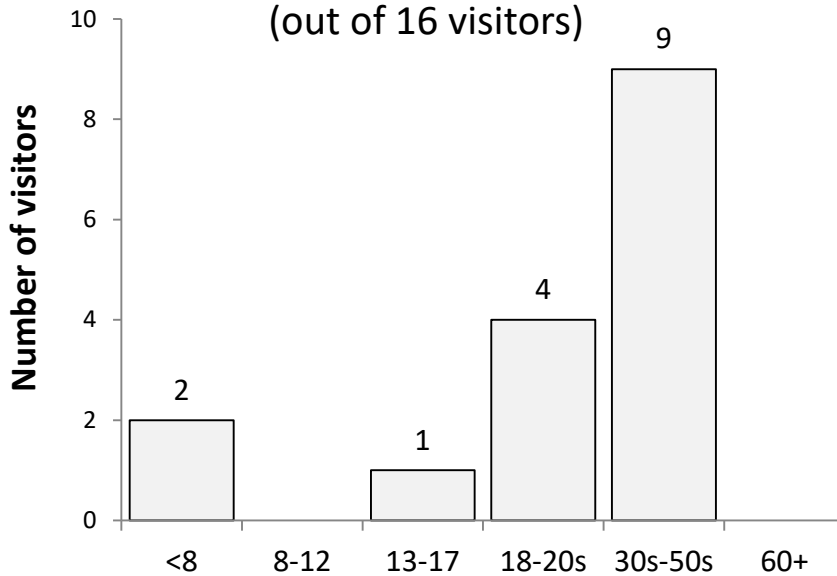
FORMATIVE evaluation studies like this one often:

- 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

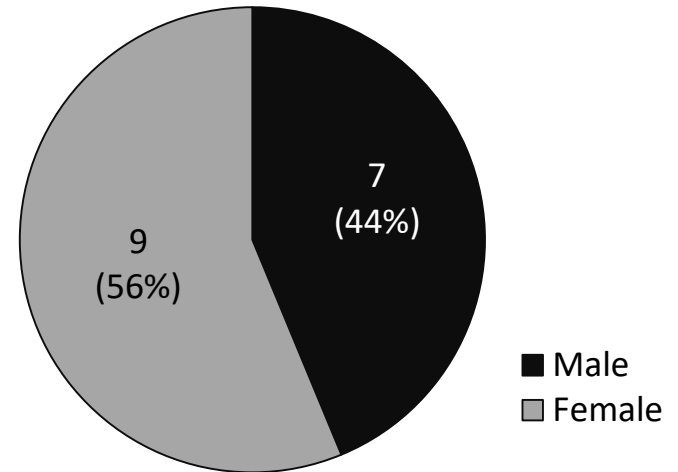
Visitor Demographics

$n = 8$ groups
(16 total visitors)

Ages
(out of 16 visitors)



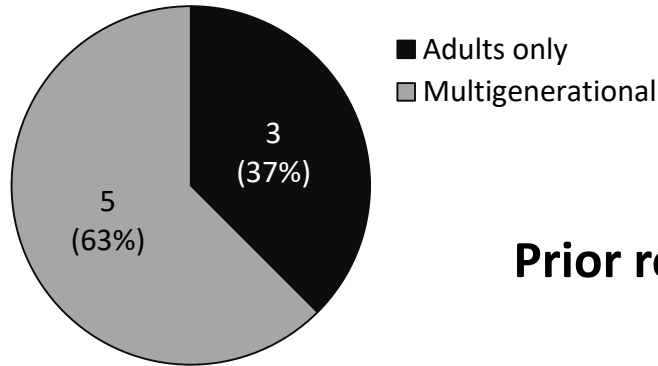
Gender
(out of 16 visitors)



Groups Interviewed

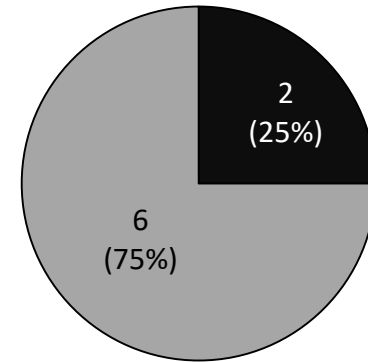
Group composition

(out of 8)



Reason for visit

(out of 8)



Prior relevant experiences

(out of 8)

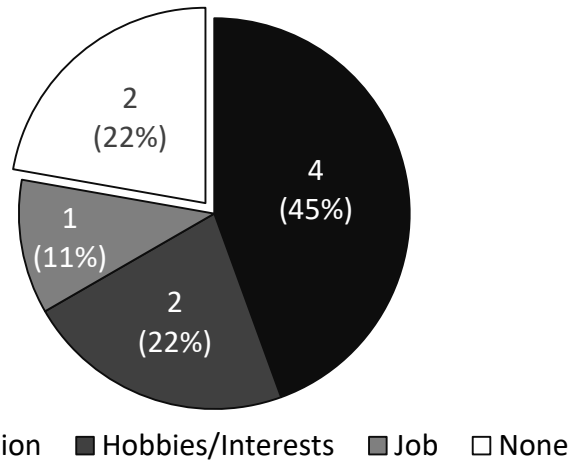
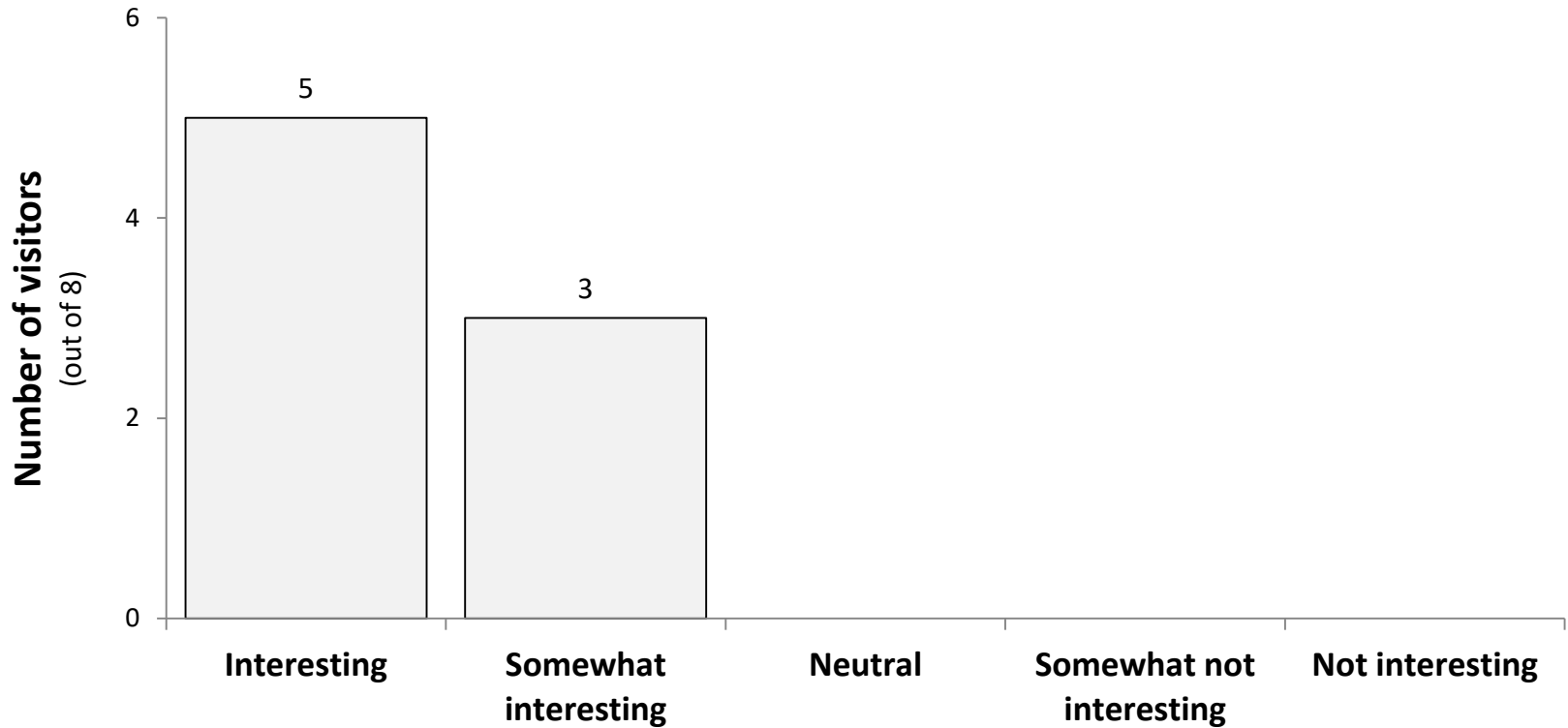


Exhibit Interest Rating

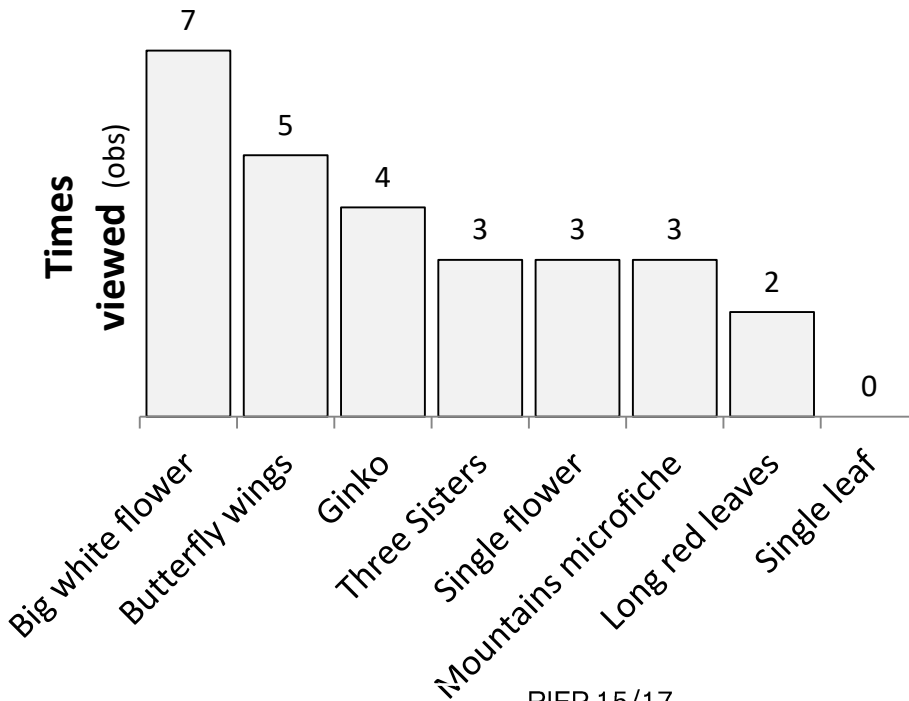
Median holding time at exhibit
2m 18s



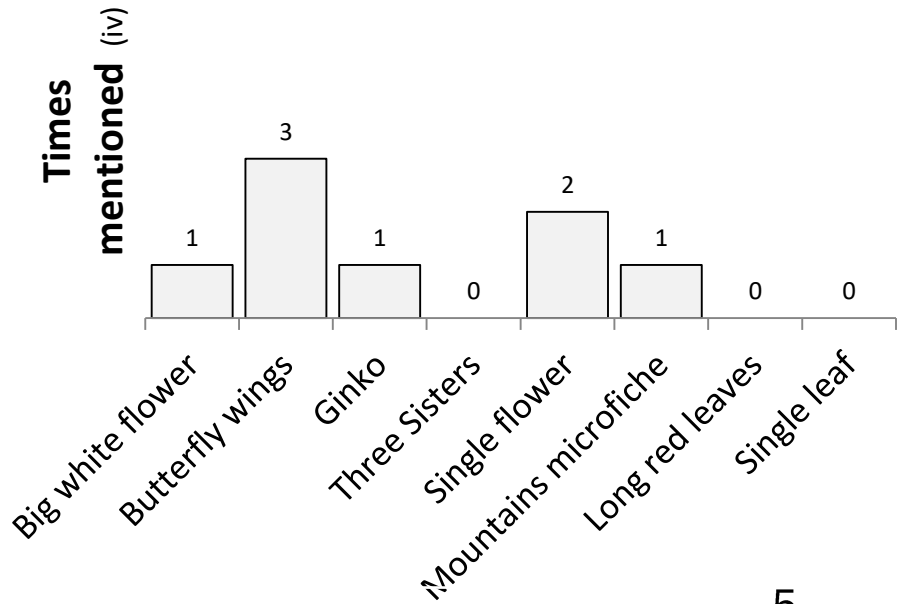
Slide Interest

Average number of slides viewed
2.9 slides

Slide use frequency

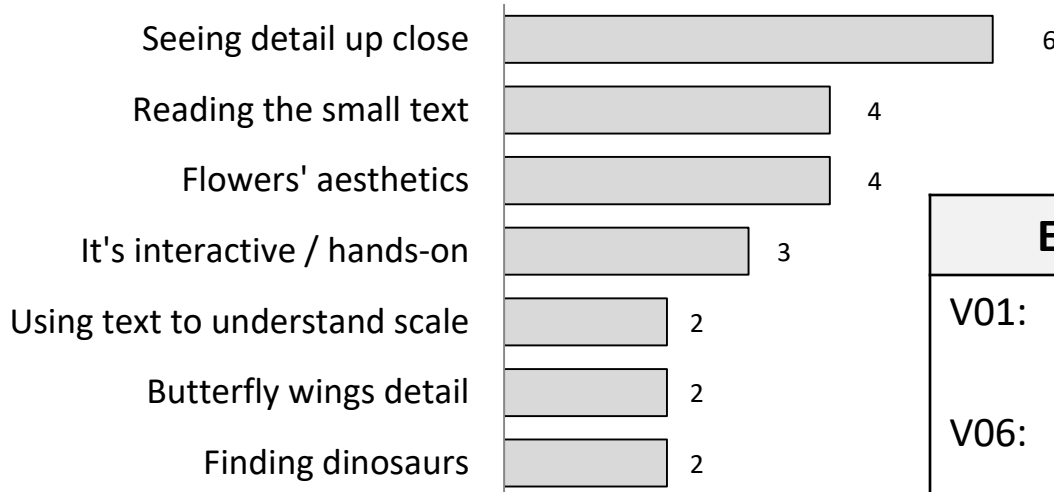


Favorite slide (out of 8)



Visitor Reactions

Positive reactions



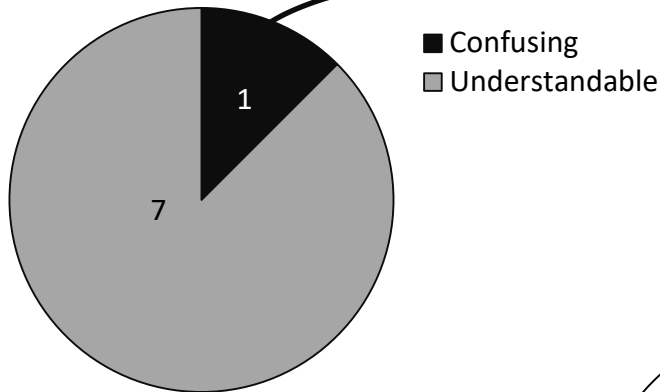
Examples of positive reactions

- V01: The ability to see in and play with the flowers and see textures close up.
- V06: The flowers. And I liked that there was a poem in it.
- V03: The newspaper clippings and pretty flowers. It was interactive.
- V02: It shows how magnified the text really is.
- V04: Seeing plants up close, especially the butterfly scales.

Visitor Engagement

Exhibit comprehension

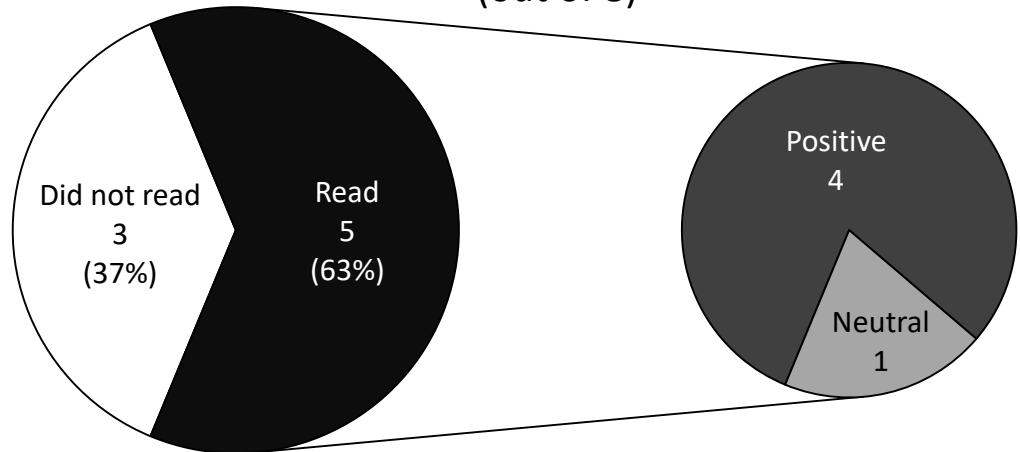
(out of 8)



V01: The activity at the top to match the magnifications to the panels. It was hard. Maybe a more open-ended 'find the poems' [or] 'find the dinosaurs.'

Reactions to tiny text in slides

(out of 8)



Summary

- Visitors spent a higher than average time at this exhibit
- Visitors preferred slides that had a lot of individual leaves/flowers to look at
- Visitors liked the tiny text, especially the poems

Possible Next Steps

- Evaluate shelf height
- Evaluate exhibit instructions (matching activity)
- Include eye-catching elements (dinosaurs, butterfly wings)
- If needed – can likely reduce number of slides per station