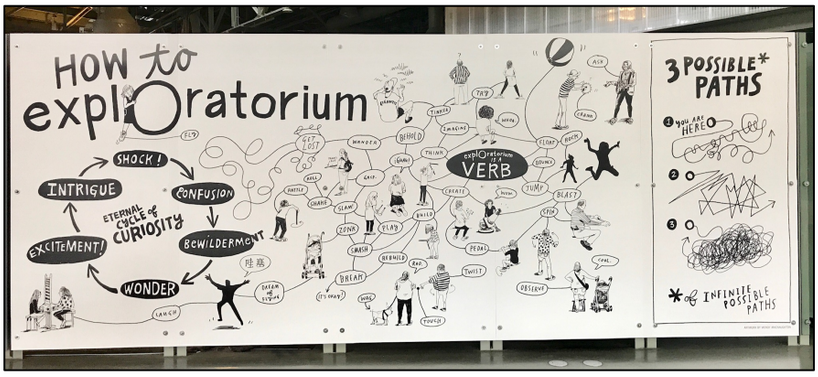
WELCOME WALL EVALUATION: Summary

What was the mural trying to achieve?	• To offer visitors "tips" for how to experience the museum. • To make all visitors feel welcomed by creating the feeling of belonging *(this place is for people like me)*. • To suggest to visitors that there is no right or wrong way to use the museum.



METHODS / DEMOGRAPHICS

- 56 visitors ages 12+ were randomly approached between the Ticketing Area and Membership kiosk as they entered the museum.
- Gender of participants:
  - 61% were female and 39% were male
- Age of participants:
  - 13% were teens (12-17), 25% were young adults (age 18-29), and 62% were adults (age 30+)
- Data was collected on two weekdays and two weekend days.

SUMMARY OF FINDINGS

DID VISITORS NOTICE THE MURAL WHEN THEY ARRIVED?

- 52% of visitors did *not* notice the mural.
- First-time visitors were more likely to notice the mural than repeat visitors.

WAS THE MURAL SEEN AS WELCOMING?

- In general, the mural made visitors feel welcomed to the museum.
- No one said the mural made them feel very unwelcome.

HOW DID THE MURAL MAKE VISITORS FEEL?

- 45% said the mural made them feel positive qualities, like being excited, curious, or confused "in a good way".
- 55% of all visitors said the mural made them feel confused, overwhelmed, or lost.

HOW DID VISITORS DESCRIBE THE MURAL?

- Most visitors described the mural as showing endless paths and ways to explore, as well as what they'll do or how they'll feel inside the museum.
- Visitors also described the mural as having too much to look at.

DID THE MURAL MATCH PRIOR EXPERIENCES OR SET REALISTIC EXPECTATIONS?

- 80% of repeat visitors agreed that the mural matched their prior experiences in the museum, such as feeling encouraged to be curious, explore freely, and play with hands-on exhibits.
- The mural set realistic expectations for first-time visitors, 58% of whom expected from the mural that, once inside, they could explore freely and have a variety of interactive exhibits to play with.
- Some first-time visitors expressed concern that the museum would be hard to navigate or over-stimulating, based on what they saw in the mural.