

# Quick & simple evaluation tools: are they good enough?

# Slides from the general presentation (introduction)



## OBSERVATION

Toolkit 'The Exhibition Designer of the 21st Century: Evaluate Design Choices'

Picture by Bibi Veth

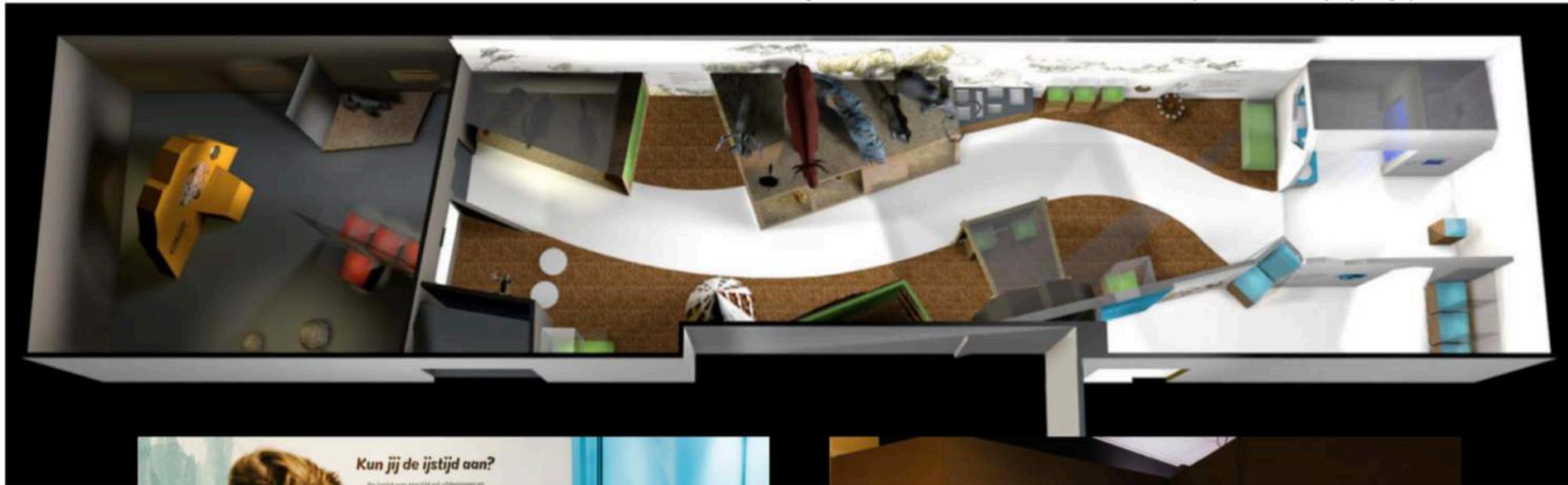


Online accessible via [www.designingexperiencescapes.com](http://www.designingexperiencescapes.com) (for now, in Dutch only though :)

# Slides from the general presentation (introduction)

## Testing design assumptions

Iceage exhibition in the National Museum of Antiques. Pictures by Synergique and Bibi Veth



# Slides from the general presentation (introduction)

## Testing design assumptions

**The games make it easier for children to understand the content**

**OR**

**Children will start collaborating because of the games**

**OR**

**The story of the two iceage children will help the children to become a hunter / gather and better understand the story**

# Your theme: Social behaviour in Ocean of Goods



# QUICK 'N SIMPLE EVALUATIONS

## Formulier van vak B – Wereldburgers (Buitenschil)

# van volgorde:.....

- Begintijd:.....
- Bedient B1: interactieve tafel, totaal aantal .....sec
  - Speelt: alleen / samen\*
  - Pincht wel / niet\*
  - 1 / 2 / 3 / 4 spellen\*
  - Toont duidelijke: verwarring / blijdschap\*
  - Loopt rondom de tafel
  - Speelt kort <10 sec
  - Speelt gemiddeld 10-30 sec
  - Speelt lang >30 sec
- Bekijkt B2: 'Wereldburgers'
- Leest B2: 'Wereldburgers'
- Tijd bij 'Wereldburgers'
  - Kort < 5 sec
  - Gemiddeld 5-40 sec
  - Lang > 40 sec
- Luistert audio #5
- Bekijkt B3: 'Joodse metropool'
- Leest B3: 'Joodse metropool'
- Tijd bij 'Joodse metropool'
  - Kort < 5 sec
  - Gemiddeld 5-40 sec
  - Lang > 40 sec
- Luistert audio #6
- Bekijkt B4: schilderij Poolse rabbijn

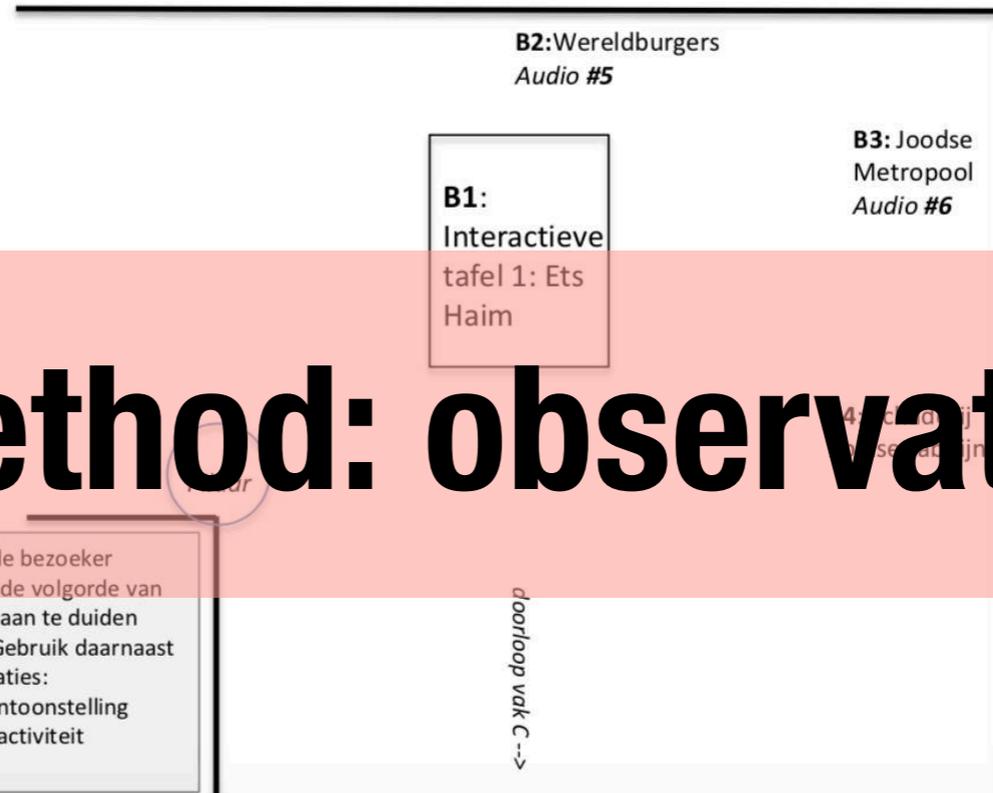
- Gaat in gesprek met bezoeker die geobserveerde zeker weten niet kent
- Bezoeker toont duidelijke interesse
  - Ja, met name voor:.....
  - Nee
- Gedrag bezoeker laat zien dat iets onduidelijk is, namelijk:
  - .....
  - .....
- Drukte: rustig / gemiddeld / druk / extreem druk\*
- Geluid in de ruimte is: stil / geroezemoes / lawaaiig\*
- Overige opmerkingen.....
- .....
- .....

- Gebruikt mobiele telefoon
- Maakt foto
  - Van objecten, nl:.....
  - Zichzelf
  - Teksten, nl:.....
- Bezoeker kijkt/doet hoofdzakelijk:
  - Individueel
  - Samen
- Bespreekt:
  - Inhoud tentoonstelling
  - Smalltalk
  - Anders

← doorloop vak A

# Method: observation

Vul de route van de bezoeker hieronder in door de volgorde van bezochte plekken aan te duiden (stap 1, 2, 3 etc). Gebruik daarnaast de volgende indicaties:  
 P = Praten over tentoonstelling  
 A = Gezamenlijke activiteit  
 F = Foto maken

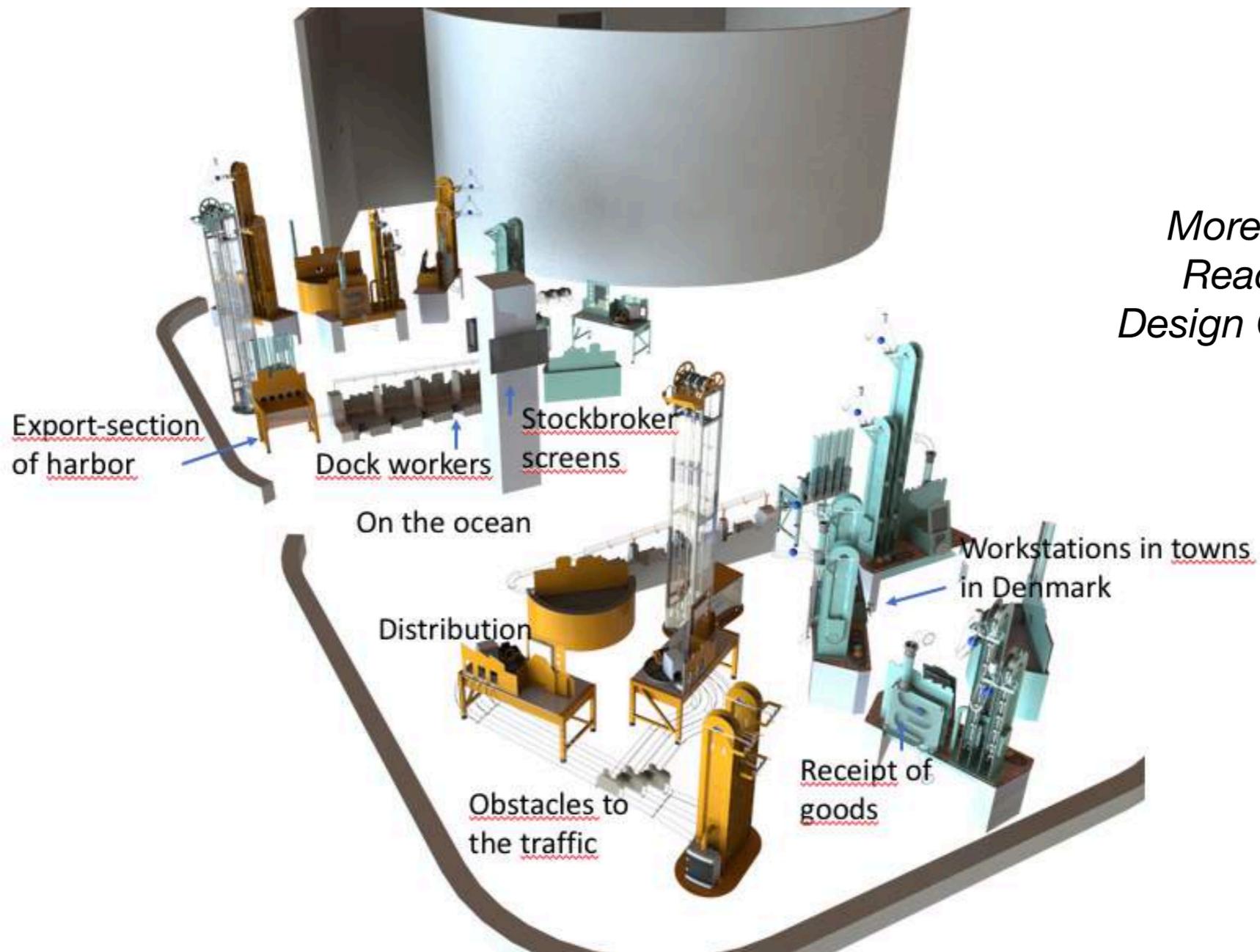


# Ocean of Goods



<https://youtu.be/eq6enmaVyiA>

# Plan of exhibit



*More info?  
Read the  
Design Concept*

# Your theme: Social behaviour in Ocean of Goods



**To what extent do children connect with one another?**

# Step 2: defining variables

**How would you define ‘social behaviour/connection’ from an observer’s perspective? What type of behaviour would indicate ‘social behaviour/connection’?**

**Read the Design Concept. What was the designers’ intent? Or: what would your intention be? And what type of behaviour relates to this intention?**

# Step 3: research plan

**You have defined the type of behaviour you think relates to ‘social behaviour/connection’ and read the designers intent. What type of behaviour do you expect?**

**Define how you would use the observation technique to test your ‘hypothesis’.**



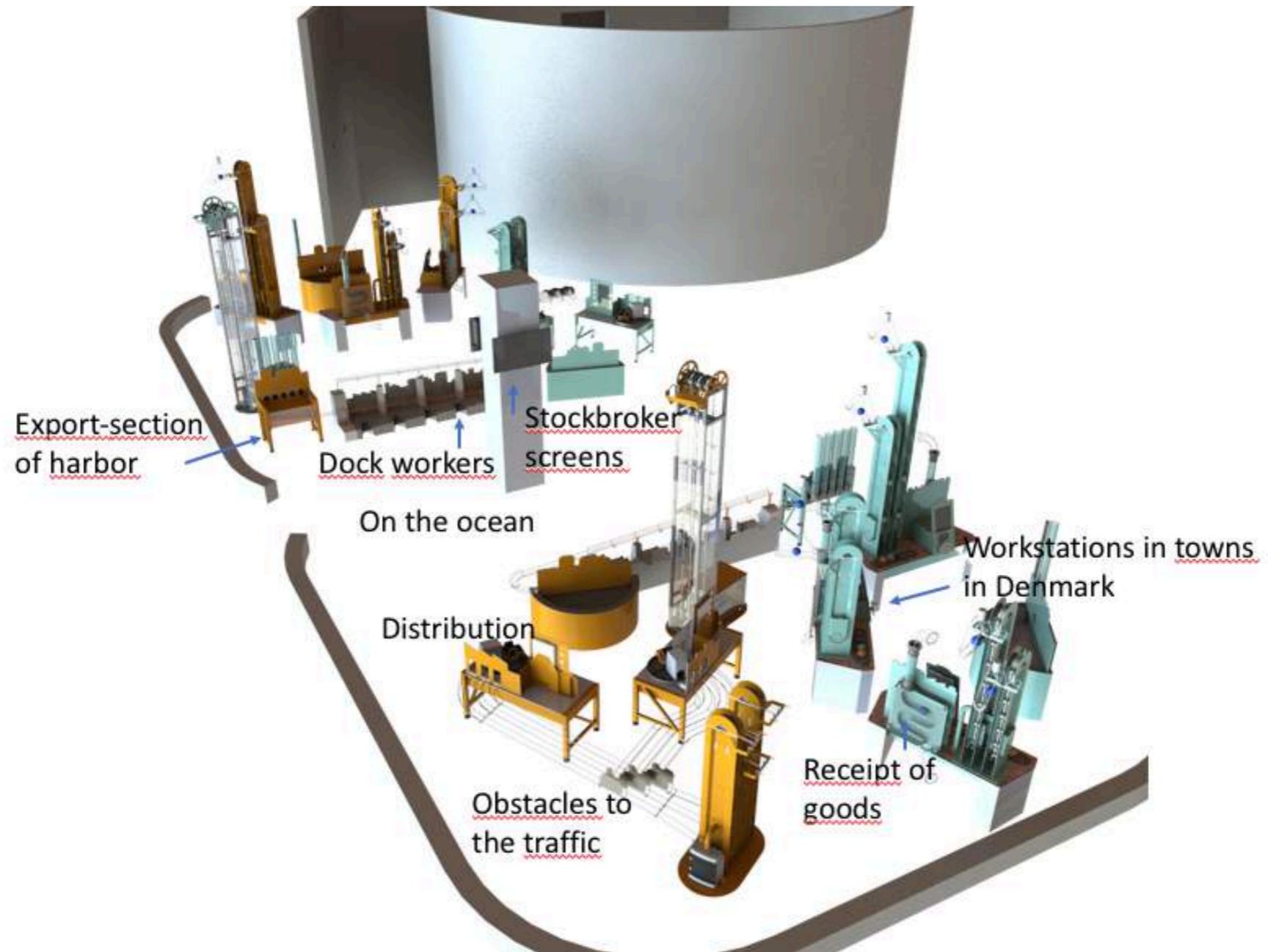
# Step 4: observation plan

**Observation goal:**

**Location:**

**Who / what am I going to observe?**

**What type of behaviour am I going to look for?**



# Sharp observations: How to measure?

Mathematic statements	Level of measurement			
	Nominal	Ordinal	Interval	Ratio
<b>Characteristic</b>	A is not B	Bigger / Smaller than	No natural zero point, equal intervals	Absolute zero + ratios
<b>Example:</b>	Sex	Few - overage - a lot	Temperature	Age
<b>Calculate counts, percentages</b>	+	+	+	+
<b>Rank orders</b>	-	+	+	+
<b>Determine differences between distances</b>	-	-	+	+
<b>Calculate the average</b>	-	-	+	+
<b>Determine relationships</b>	-	-	-	+

# Nominal

## Facial expressions

**1 = angry (bv frowning eyebrows, protruding postrlips, pinched lips, face turns red)**

**2 = happy (bv smile, eyes are widening and opening)**

**3 = sad (bv corners of lips point down, moist eyes)**

**4 = scared (bv eyebrows are raised together, lips pull back and mouth opens, big eyes)**

# Ordinal

**Categorie: hanging up your clothes**

- 1 = does not hang clothes without being told to**
- 2 = sometimes hangs clothes without being told to**
- 3 = often hangs clothes without being told to**
- 4 = always hangs clothes without being told to**



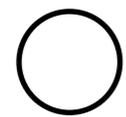
**Language pronunciation**

- 1 = hardly speaks**
- 2 = speaks, but statements are often unclear**
- 3 = statement is somewhat clear, but occasionally unclear**
- 4 = statement is generally clean and clear**



# Interval

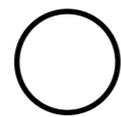
## Level of activity



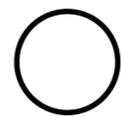
**1**



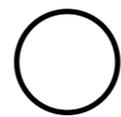
Does nothing at all, does not explore, returns



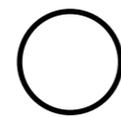
**2**



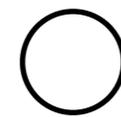
**3**



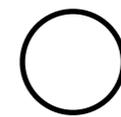
**4**



**5**



**6**



**7**



Looks at each part, reads and does everything, stays very long, talk to everyone

# Ratio

**Amount of times that certain behaviour occurs:**

Smile (define):

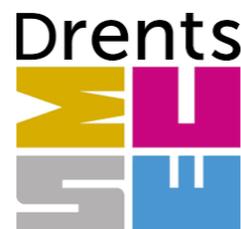
Cry (define):

Aggressive behaviour (define):

# DE TENTOONSTELLINGSMAKER VAN DE 21STE EEUW

THANKS FOR YOUR ATTENTION!

TM21





# **DE TENTOONSTELLINGSMAKER VAN DE 21<sup>STE</sup> EEUW**

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