



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

# Slides from the general presentation (introduction)



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

Picture by Bibi Veth

## OBSERVATION



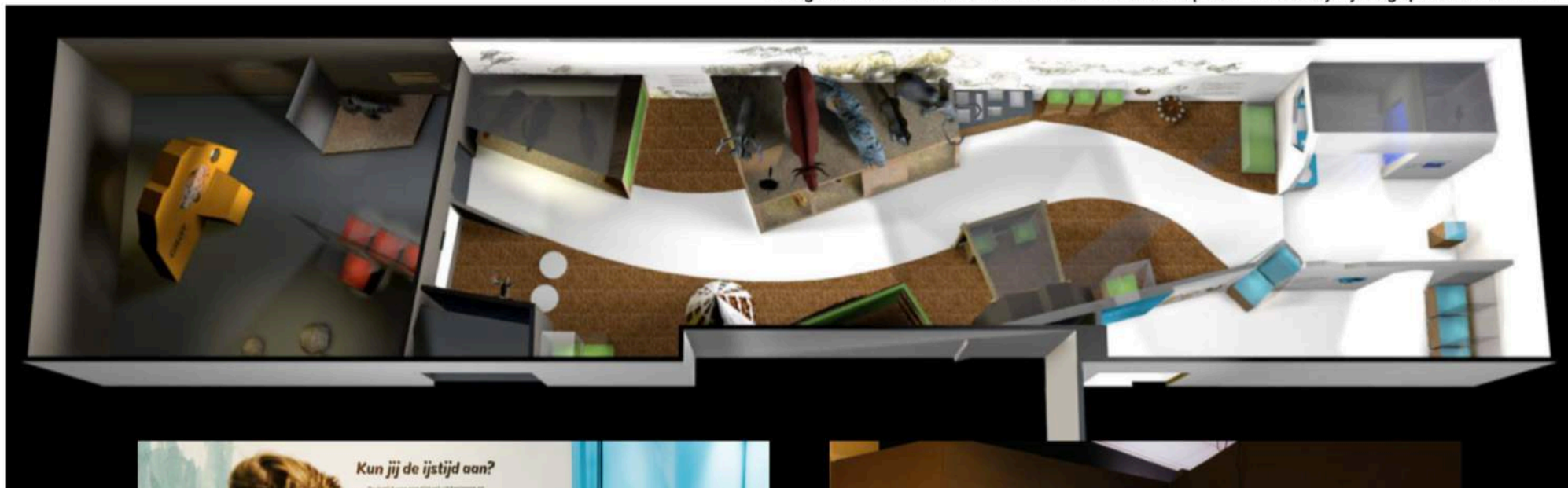
Online accessible via [www.designingexperiencescapes.com](http://www.designingexperiencescapes.com) (for now, in Dutch only though :)



# 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:  
.....  
.....
- Drukke: 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/does 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

doorloop vak C -->



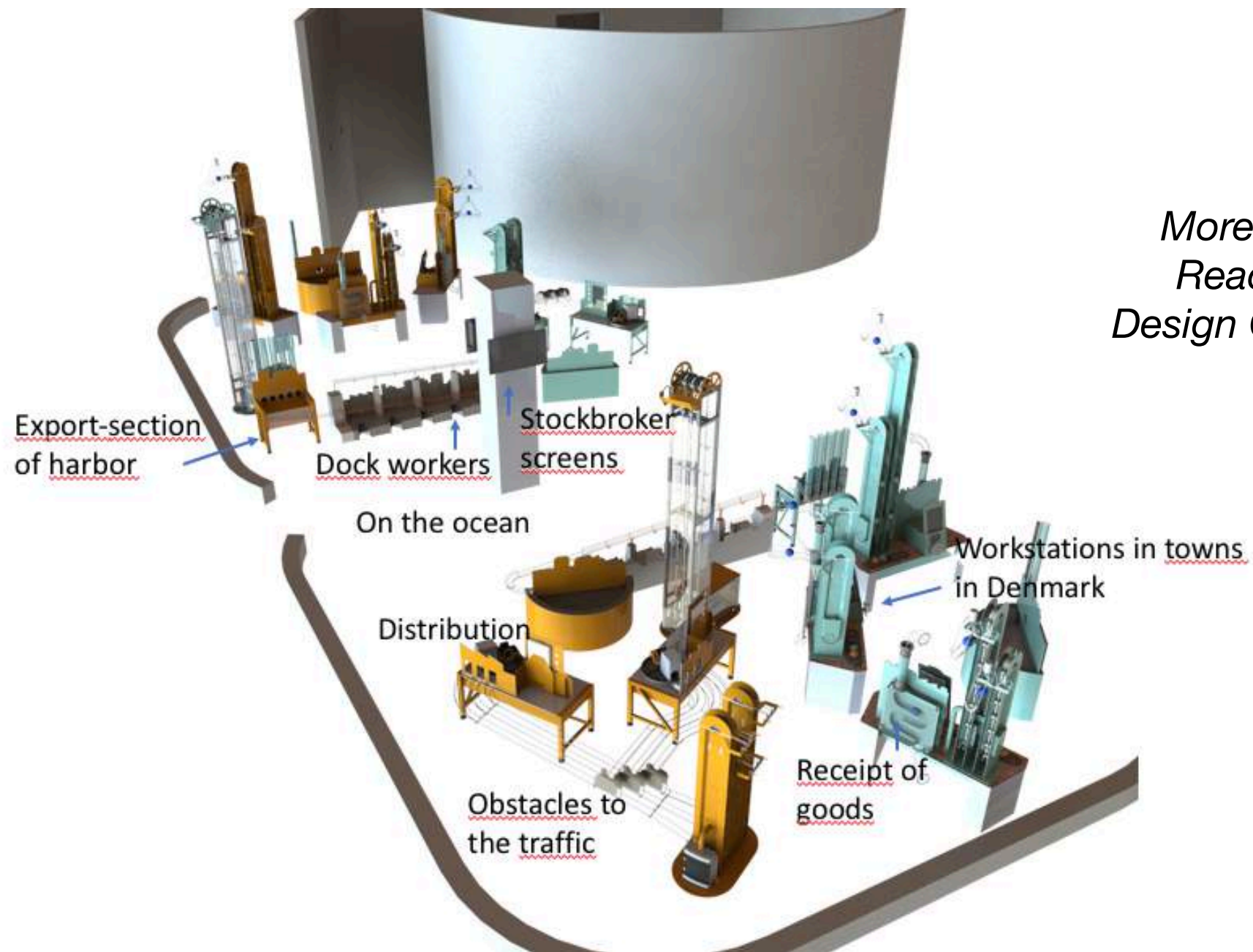
# Ocean of Goods



<https://youtu.be/eq6enmaVyiA>



# Plan of exhibit

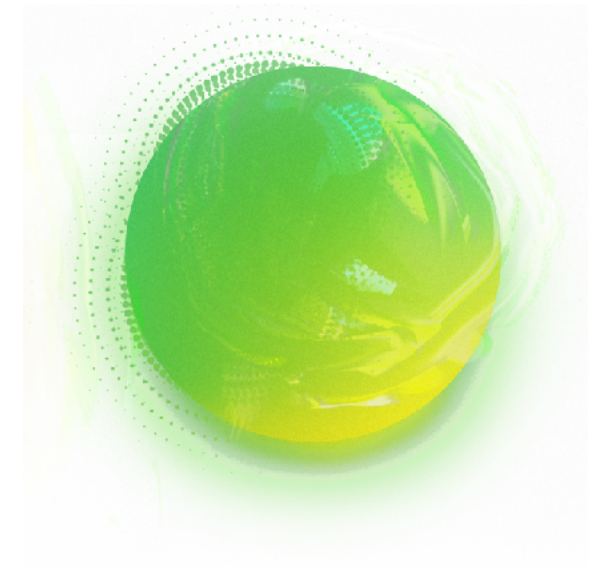


*More info?  
Read the  
Design Concept*

<https://youtu.be/eq6enmaVyiA>



# **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:**

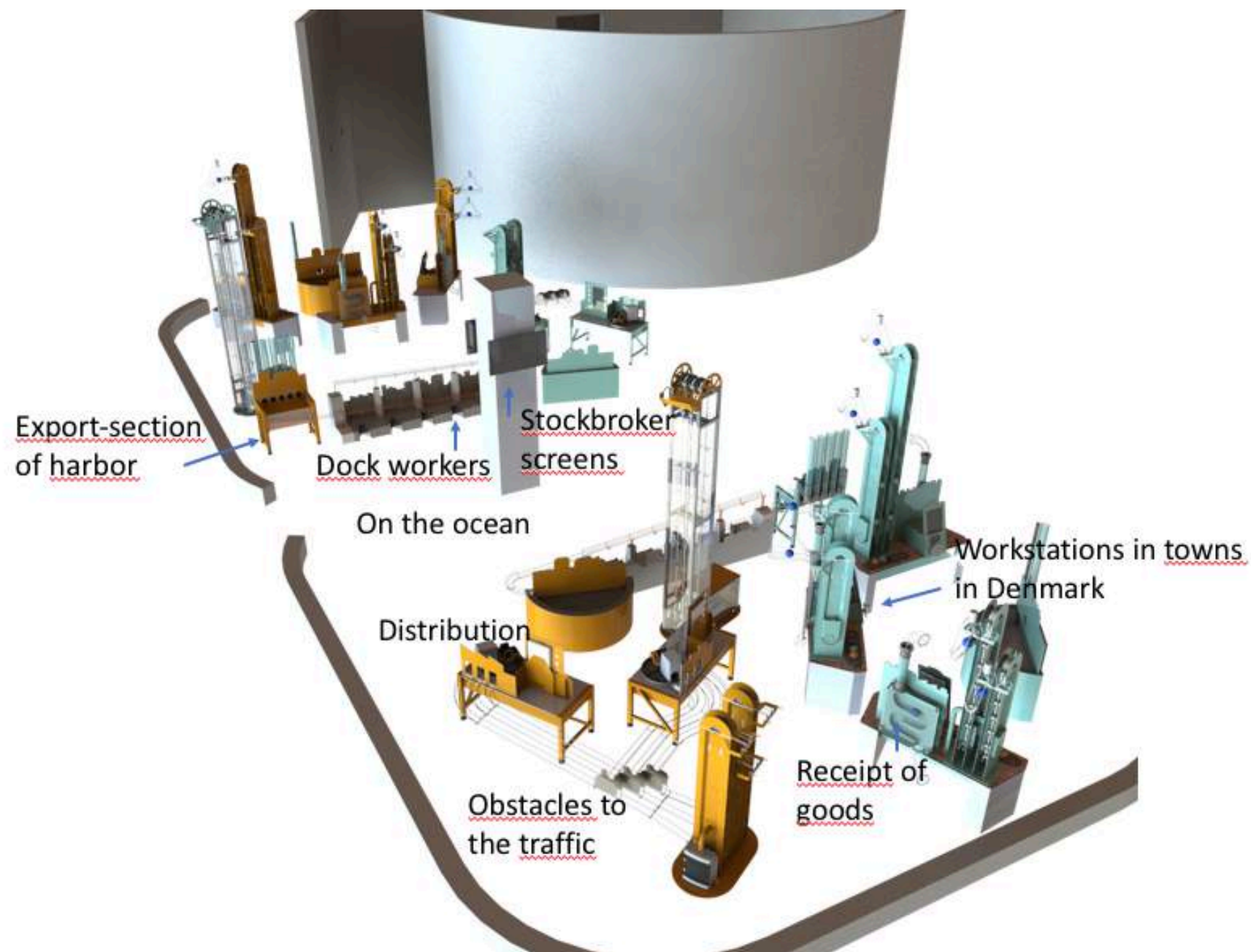
**Location:**

**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
Characteristic	A is not B	Bigger / Smaller than	No natural zero point, equal intervals	Absolute zero + ratios
Example:	Sex	Few - overage - a lot	Temperature	Age
Calculate counts, percentages	+	+	+	+
Rank orders	-	+	+	+
Determine differences between distances	-	-	+	+
Calculate the average	-	-	+	+
Determine relationships	-	-	-	+



# 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**



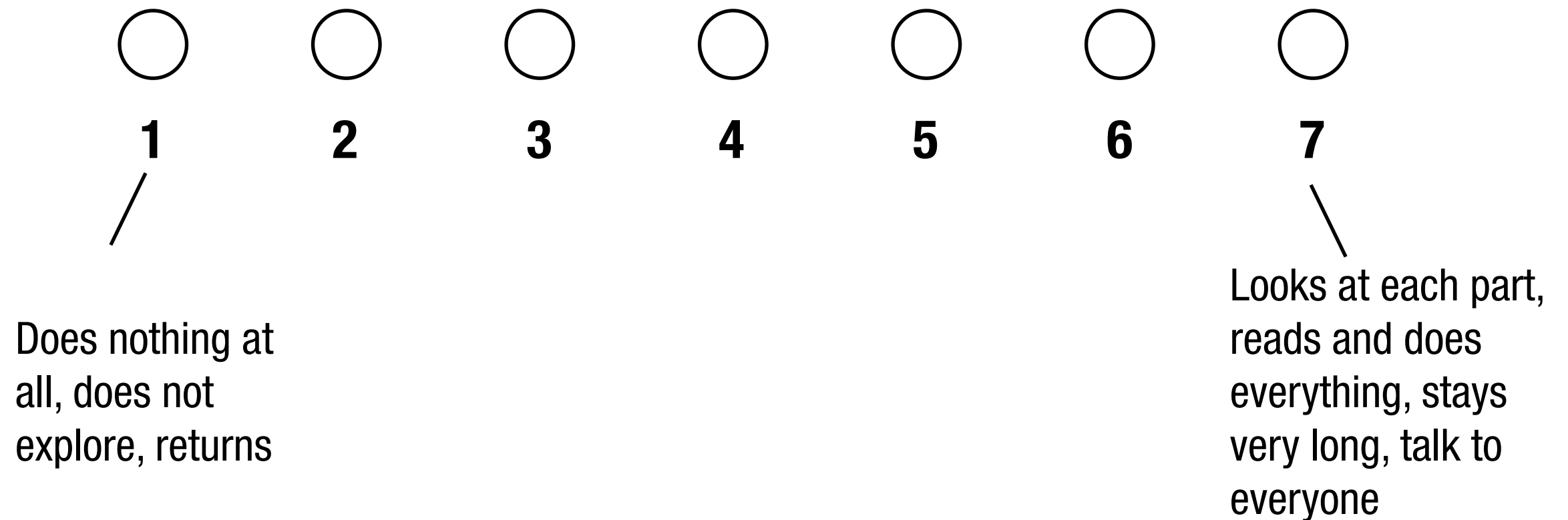
**Language pronunciation**

- 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





# Ratio

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

Smile (define):

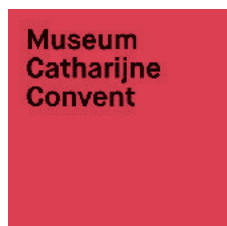
Cry (define):

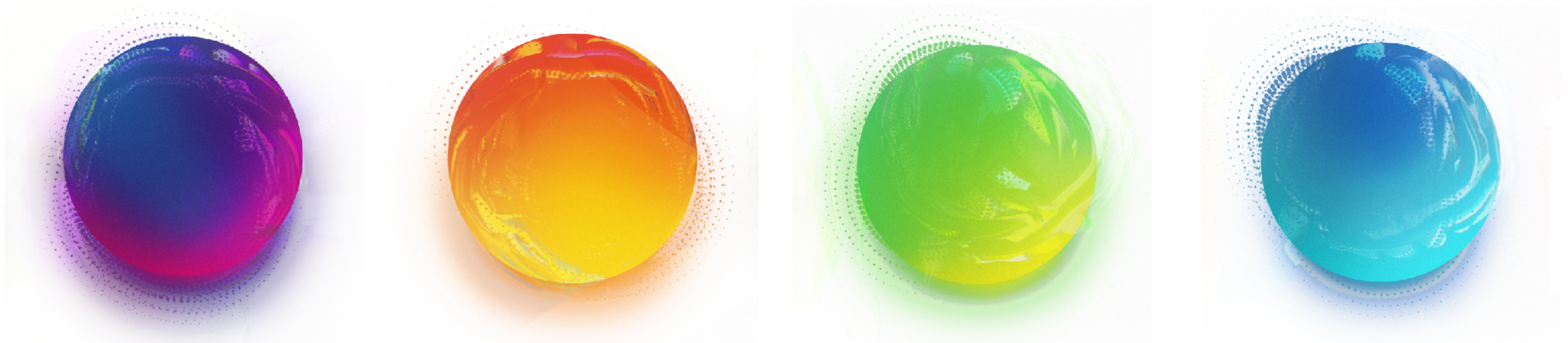
Aggressive behaviour (define):

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THANKS FOR YOUR ATTENTION!

TM21





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

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