

# Interpretation

NEW ZEALAND



## Research Highlights from “putting the e into your visitor experience!”

### *interpretive text - Research May 08*

Recent research suggests that when it comes to reading any interpretive text some major success factors can influence and improve visitor attention:

These include:

- **isolation** - the more surrounded by stimuli the less likely the text will be to receive attention
- **size** - larger point size is generally more effective in gaining attention
- **contrast with background** - background noise (poor colour choice between text and background) can lead to decreased attention
- **multi sensory** - complimentary non verbal stimuli (e.g. smell, touch) demands attention
- **lighting** - contrast lighting and avoidance of shadows improves attention
- **line of sight** - visitors potential attention is decreased by having to look up, or look away from the object, to read interpretive text

These factors are part of a five step process which can improve the way visitors interact with interpretive text.

Contact [malcolm@interpretationnz.co.nz](mailto:malcolm@interpretationnz.co.nz) for further information.

### *What's hot....*

Looking to involve your visitors in high quality interactive experiences using something they already carry?

Interpretation NZ now has the ability to work with you to deliver high quality audio stories, and in some cases video, direct to your visitor's cell phones.

Advantages of visitors using their own cell phones are numerous; both for the visitor and for those hosting the experience.

We can now offer a variety of solutions to best match your situation. Contact us now for a no obligation discussion...



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*“dry words and dry facts will not fire hearts” John Muir*