

Interpretation

NEW ZEALAND

Research Highlights from *"putting the e into your visitor experience!"*

key drivers for visitor attractions - Research May 10

Recent research suggests that when it comes to designing and developing visitor experiences, there are a number of key drivers which will be critical to the success of the enterprise. These include:

- clear way-finding processes
- entertaining written stories
- focus on fun and enjoyment
- focus on NZ heritage
- develop "only found here" themes
- incentive/reward front line staff
- categorize/research your markets
- incentives for return visitors
- offer more for "family" repeats
- seamless link parking/attraction

Attributes which increase effectiveness of the experience are simple but often overlooked in the planning or re-development process. The key simple attributes include:

- clear interpretive stories
- quality of service
- chance to discover something new
- discover local heritage
- quality time with friends/family

A range of important recommendations for managers and staff are outlined in the research. Contact 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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"We are an entertainment -centric society, where the path of least resistance is the one that amuses or startles us the most " Linda Kapler Thaler

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Research Highlights from *"putting the e into your visitor experience!"*

ffective exhibits - Research May 09

Recent research suggests that when it comes to designing and developing exhibits and experiences that affect visitors, there are a number of key drivers to design for. These include:

- personal relevance
- involvement
- identification
- vividness
- human interest
- decision making
- learning
- memory
- gaining attention

Allied to these design attributes which increase affectiveness of the exhibit or experience are experiences from the exhibit or experience. The affectiveness is in turn enhanced by:

- size
- colour
- music
- faces

A simple process to measure the affectiveness of these components is outlined in the research.

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"dry words and dry facts will not fire hearts" John Muir

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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.

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ffective exhibits - Research November 08

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Research Highlights from "It's the Story right!"

Effective Interpretation - Research May 07

If you want to deliver quality interpretation then you must ensure you are providing innovative techniques to optimize visitors experiences.

In terms of implementing innovative techniques these should be based around:

- 1) avoiding an instruction based approach
- 2) promoting interactive / active approaches
- 3) promoting critical thinking
- 4) using a variety of media to deliver your interpretation

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What's hot....

An example of technology that avoids the use of headphones:

The C4 was designed to provide interactive guided tours while opening the possibility for unique applications – not possible before.

It integrates a Direct Audio Streaming system allowing for live service messages, group tours, and a virtually unlimited sound capacity.

It also offers effortless Wireless Statistics Collection, a Navigation System, complete interaction with PC applications (Kiosks), and an AutoPause® feature that allows visitors to enjoy their visit at their leisure.



Experience Economy - Research May 07

Research out of North America has recently described the four key economies for the 21st Century. One of these is the experience (visitor) economy - this is also the economy that is likely to see the biggest growth.

Successful experience economy operators will:

- 1) strongly theme their experiences
- 2) use innovative ways to incorporate all 5 senses in their experiences
- 3) focus on positive outcomes from their experience
- 4) eliminate negative outcomes from their experiences
- 5) ensure that visitor recall is enhanced both during after the experience.

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Recollections - Research November 07

If you want to deliver quality interpretation then you must ensure you are providing innovative techniques to optimize visitor's experiences.

Four key themes emerged from a recent study into how great interpretation assists recall. The themes were:

- 1) visual recollection of powerful images
- 2) novel recollections, such as interactivity
- 3) personal interpretation, particularly that with humour rated highly
- 4) richest memories related to active involvement by visitors

The follow up study took place two years after the visitor experience had been completed. Extensive recollection of details based on the above four themes were particularly vivid.

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