

# Room 33

## Evaluation

## Results

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# Goal

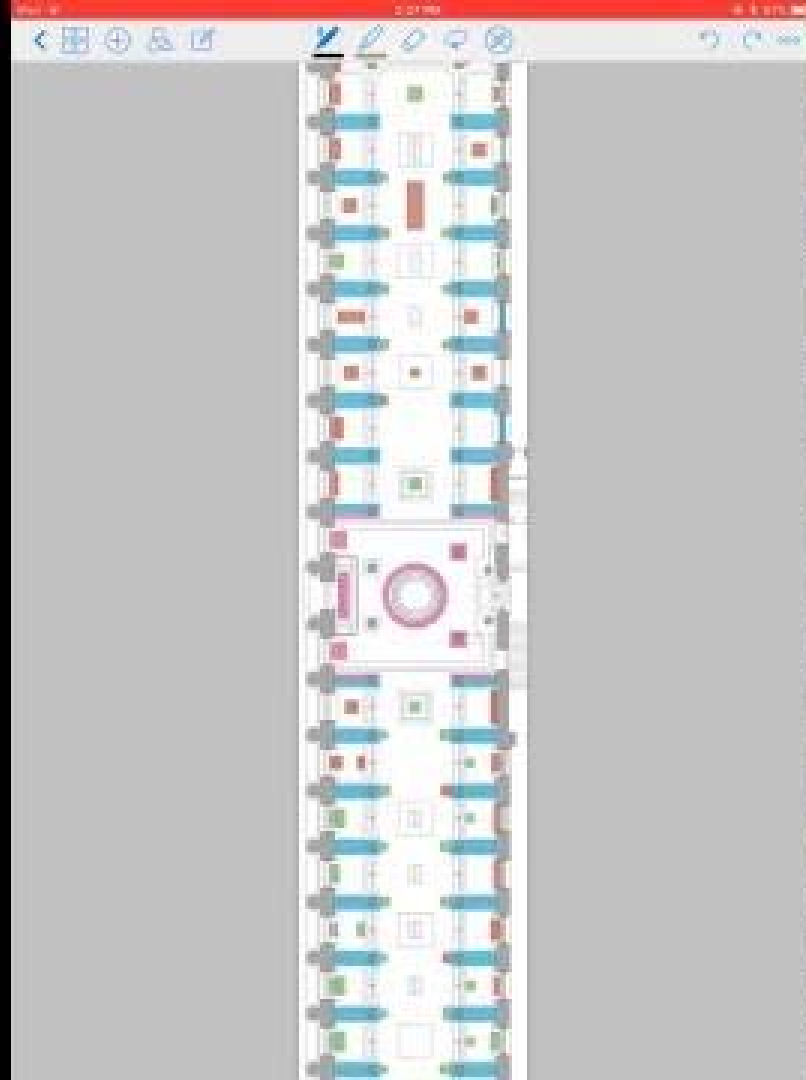
Evaluate visitors at the redisplay of  
Room 33 (China and South Asia Gallery)



# Data Collection Methods

- » Tracking
- » Observation
- » Exit Survey





Visitor No.	Observer Name	Time In (HH:MM PM)	Time Out	Turn which side	Gender	Using BM guide			
Entrance	Group composition	Refuse Survey	Viewing Strategy	Using audio guide					
	Chronological		Total Time						
Object	Dwell Time (mm.ss)	Objects looked at first	L time	C time	R Time	Read labels	Took photos	Discussed with Others	Returned
INTRO									
O1									
O2									
O3									
Oculus									
H (Hands-on desk)									
O4 (China panel)									
O5 (South Asia panel)									
Bay	Dwell Time (mm.ss)	Objects looked at first	L time	C time	R Time	Read labels	Took photos	Discussed with Others	Returned
CHINA									
Neolithic China									
Early dynasties									
Zhou									
Qin & Han									
Buddhism in China									
Silk Roads									
Tang									
Chinese Painting									
Writing Chinese									
Song									
Yuan									
Early Ming									
Late Ming									
Qing									
China & the West									
Modern China									
Object	Dwell Time (mm.ss)	Objects looked at first	L time	C time	R Time	Read labels	Took photos	Discussed with Group M	Returned
C1									
C2									
C3									
C4									
C5									
C6									
C7									
C8									
C9									
C10									
C11									
C12									
C13									
C14									
C15									
C16									



# WPI

This is a visitor evaluation survey in collaboration with the British Museum. Would you be willing to take 5 minutes to answer a few questions about your experience in the gallery? The survey is anonymous and you can skip any question or end it at any time. Thank you.

**Is this your first visit to The British Museum?**

- ☐ Yes
- ☐ No

**What was your reason for coming to the museum today?**

- ☐ To see a specific gallery or exhibit. If so, which one?
- ☐ A general visit to the museum
- ☐ Attend a talk, tour, or special event
- ☐ To visit the shop
- ☐ To visit the café
- ☐ To meet friends
- ☐ Other

**Did you intend to visit this gallery?**

- ☐ Yes
- ☐ No



# We collected:

- » 108 Trace Maps
- » 100 Observation Matrices
- » 100 Exit Surveys



# Tracking & Observation Results

# Percent of Visitors Through Each Entrance



\* Walk-through rate: 4.34% or 83 visitors out of 1,913 total visitors

# Visitor Viewing Strategy

N = 100

Single object viewer

5.0%

Gallery completist

3.0%

Asia side completist

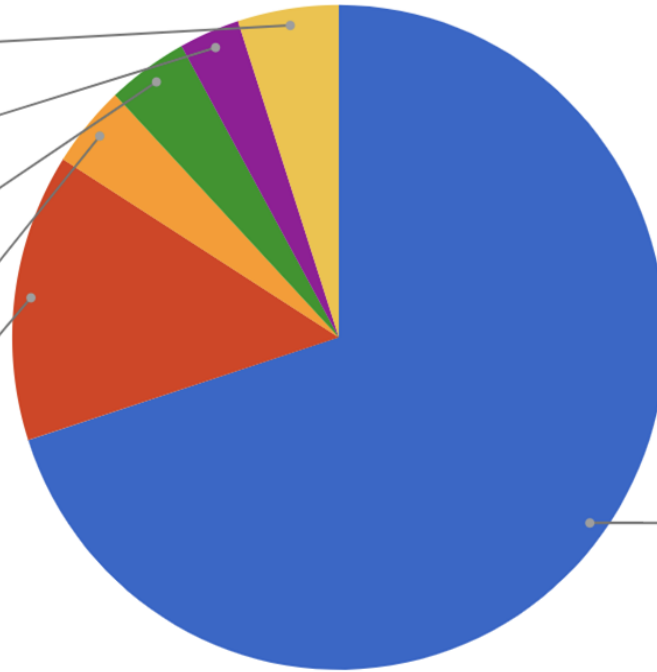
4.0%

China side completist

4.0%

Follower

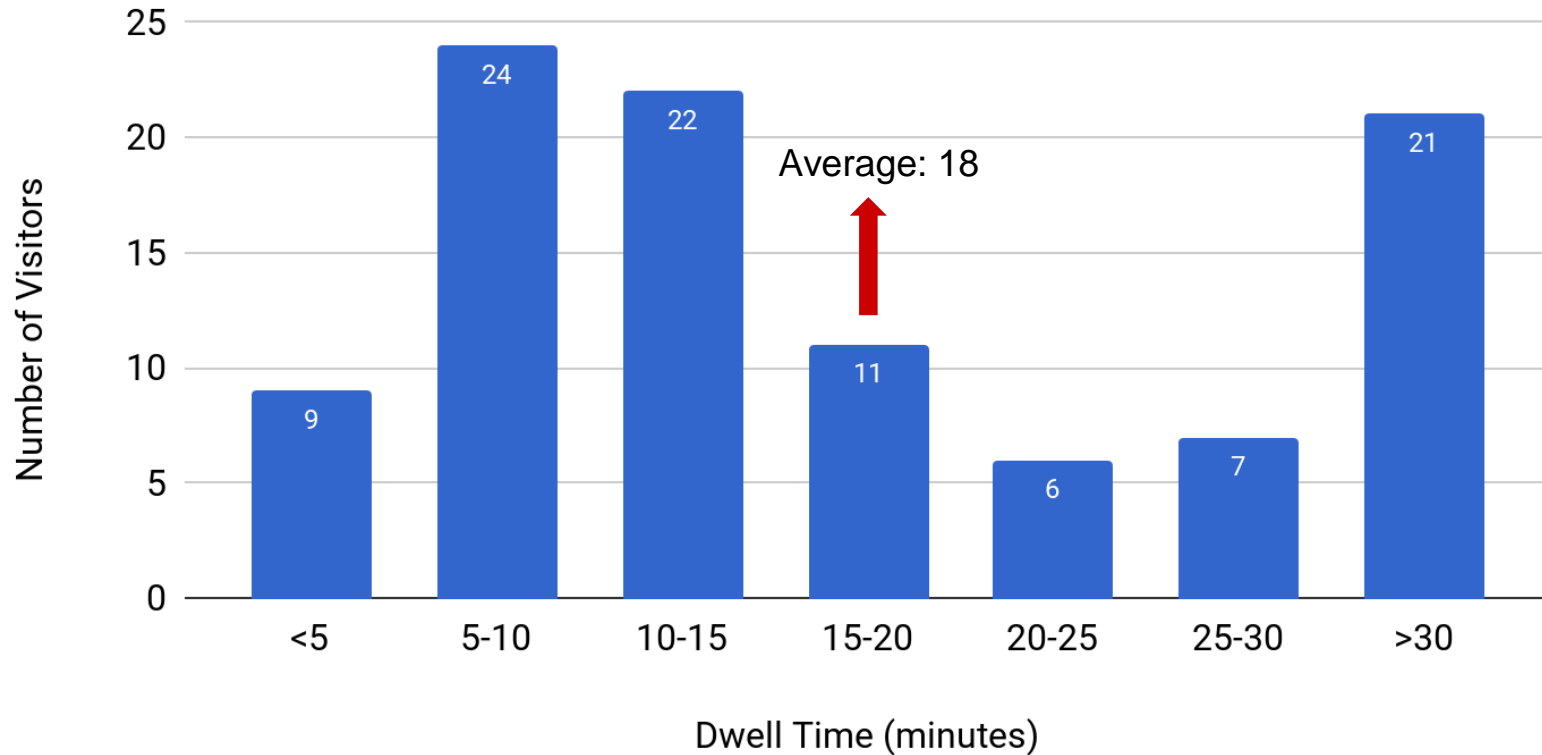
14.0%



Browser  
70.0%

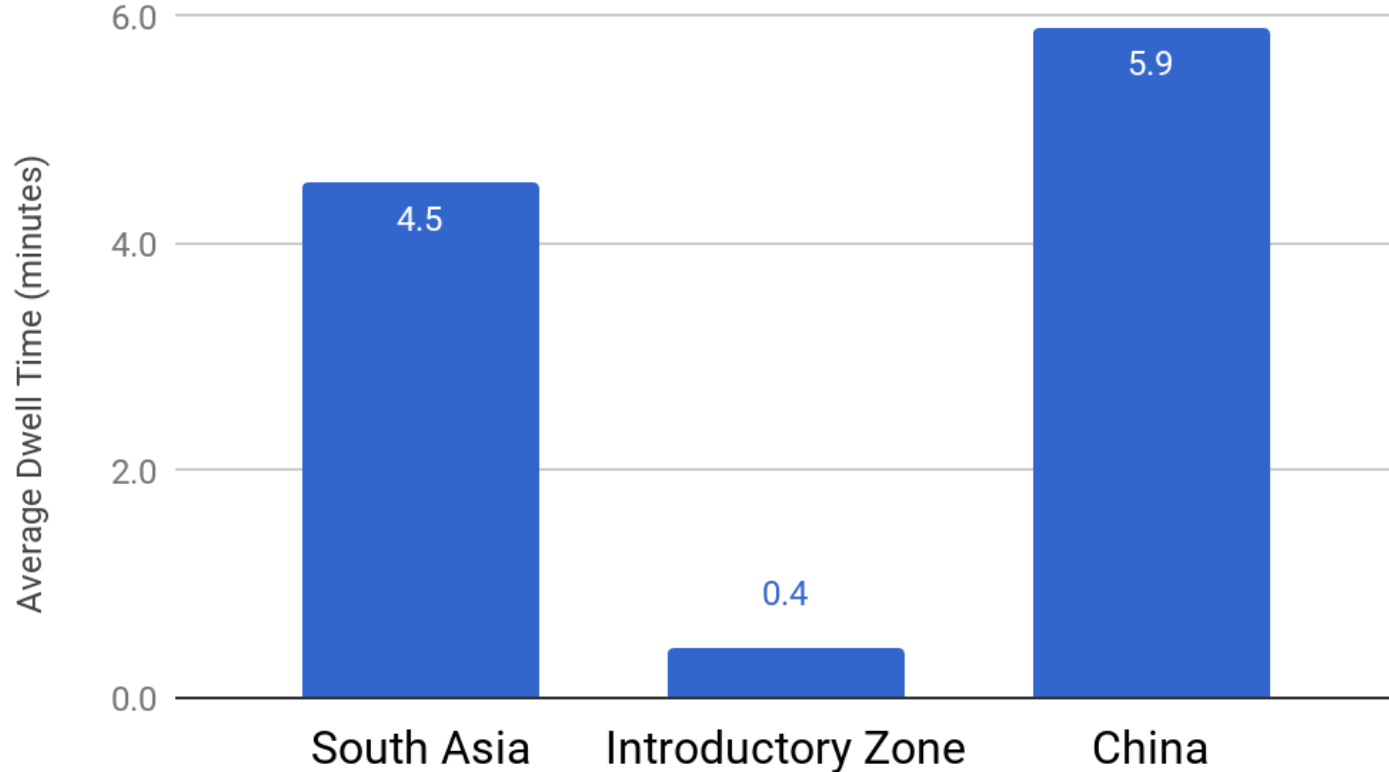
# Dwell Time in Room 33 (in minutes)

N = 100



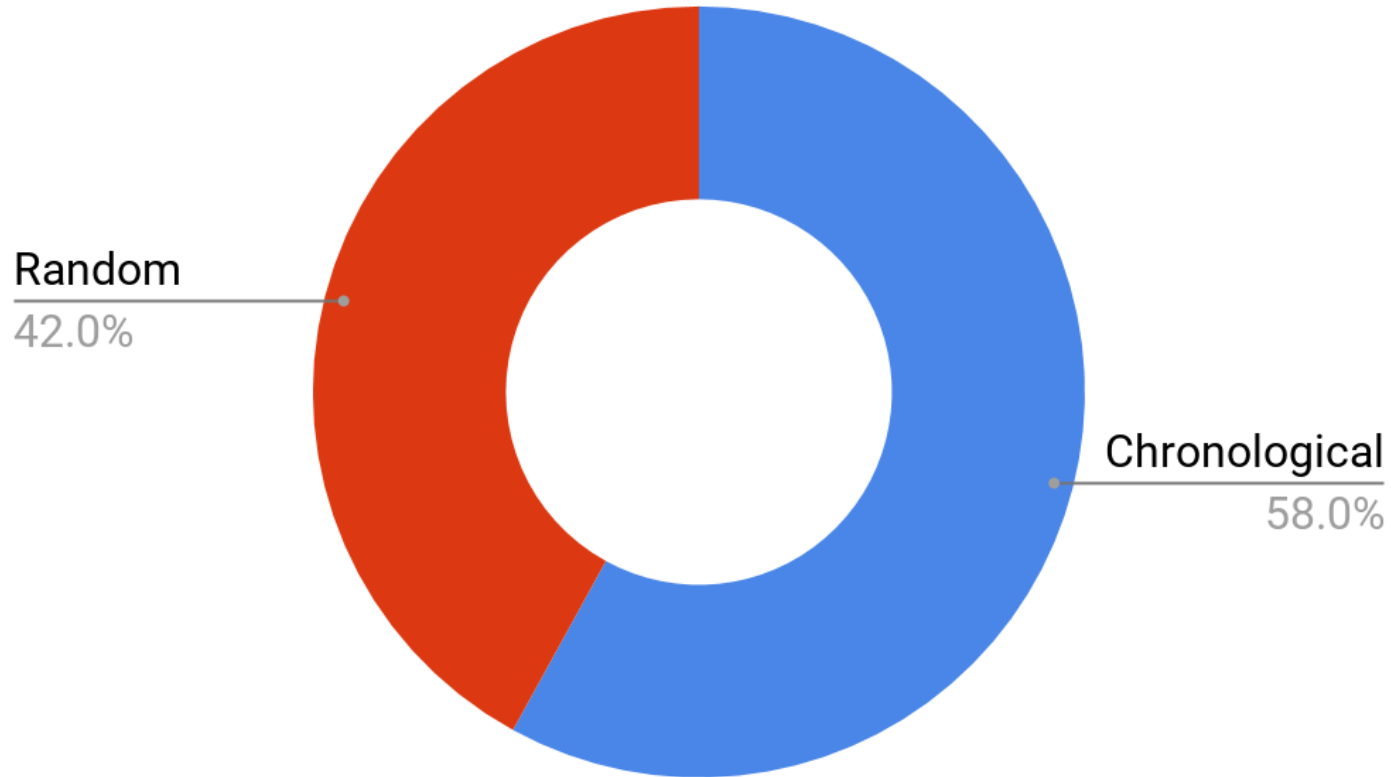
# Average Dwell Time (in minutes)

N = 100



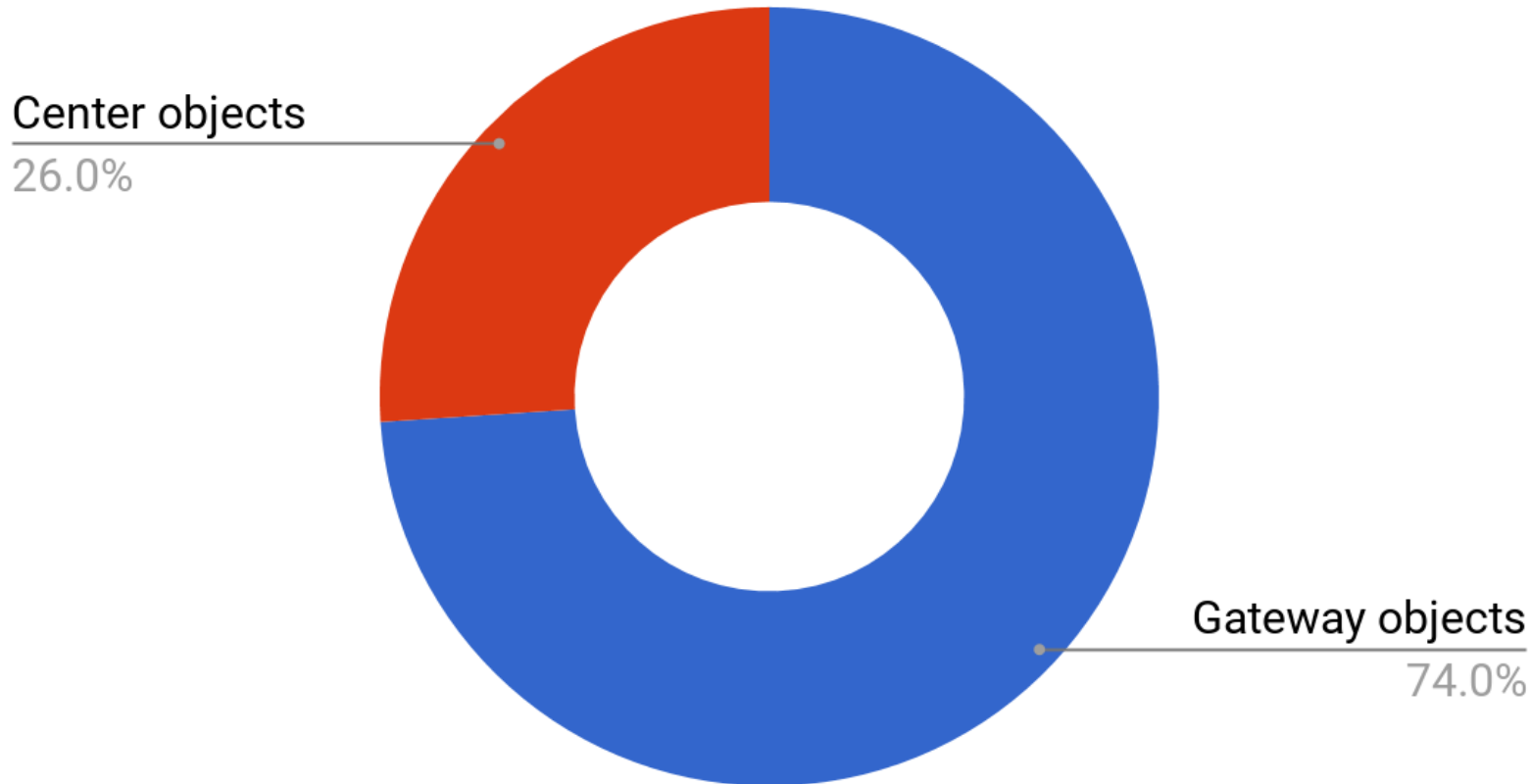
# Visitors followed the CHRONOLOGICAL Order

N = 100



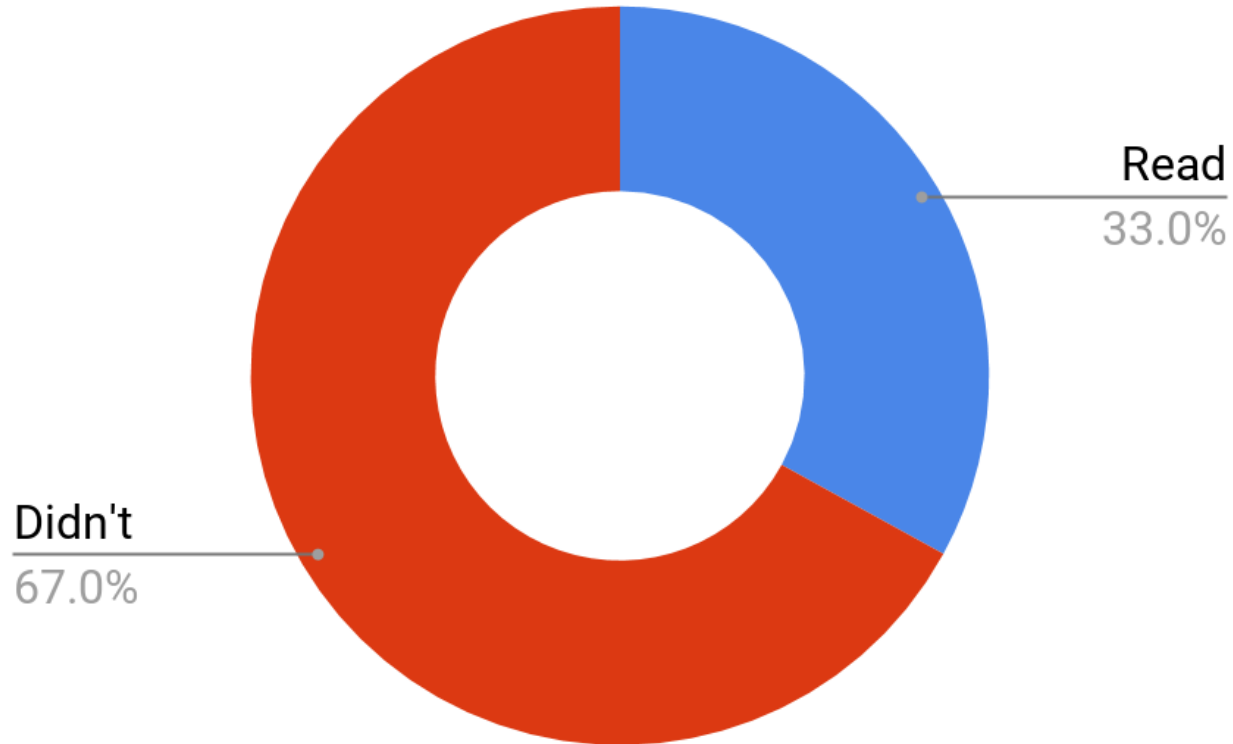
# Gateway Objects were SUCCESSFUL

N = 553



# Visitors DID NOT read labels

N = 100



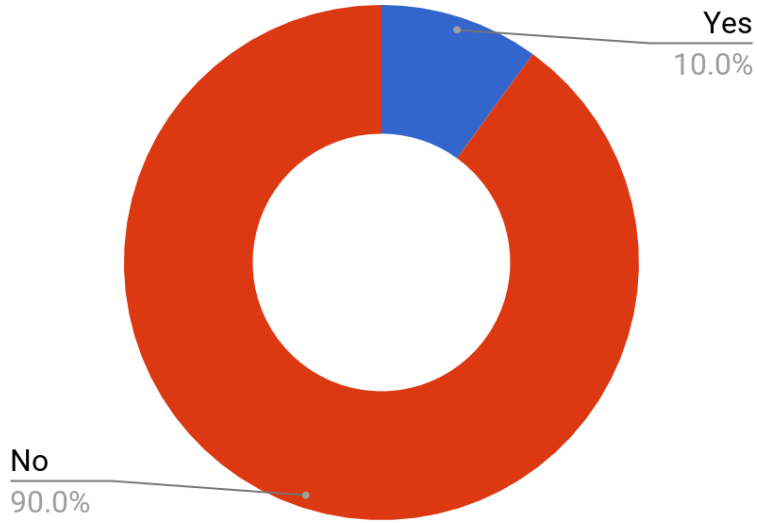
# Did Visitors take Pictures?

N = 100



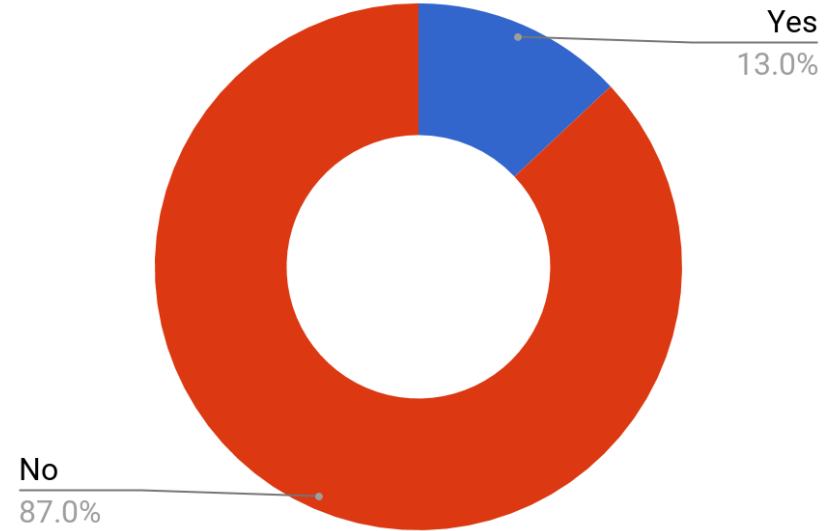
## BM Audio Guide

N = 100

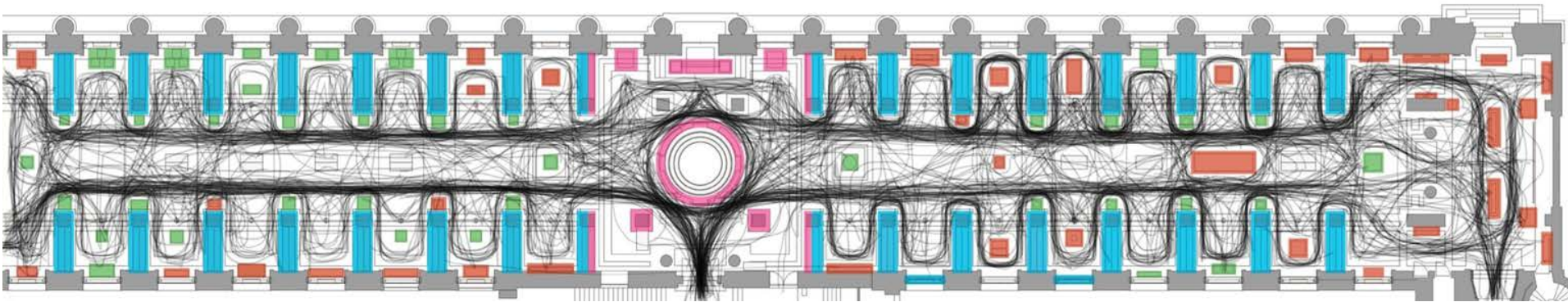


## BM Guide Book

N = 100



# Trace Map



# Heat Map

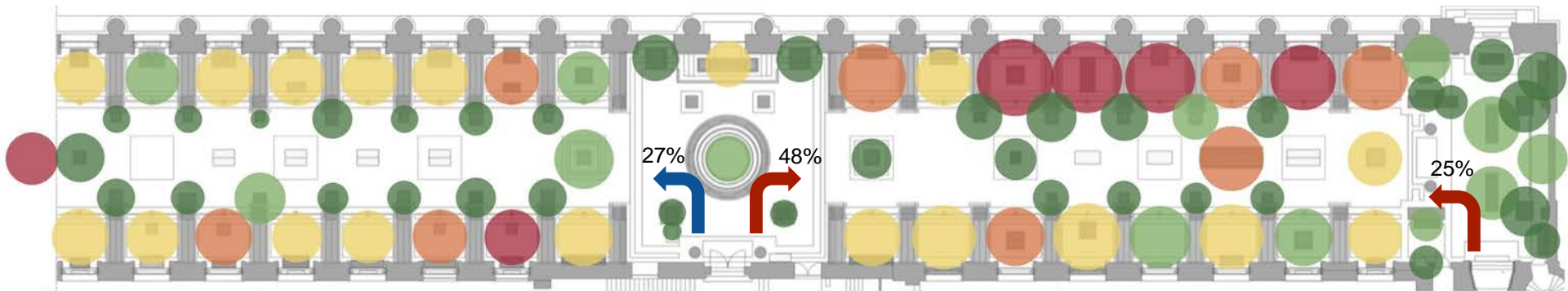
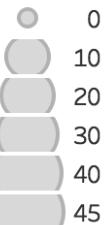
Average Dwell Time (seconds)



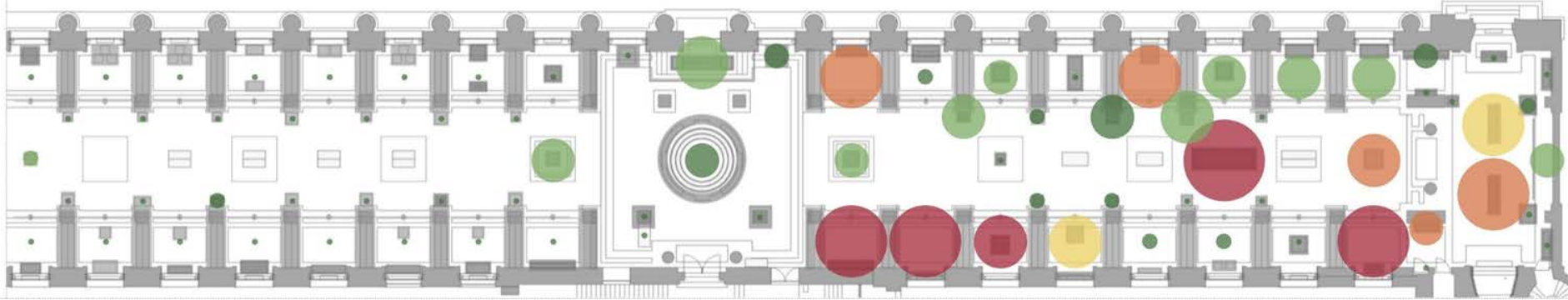
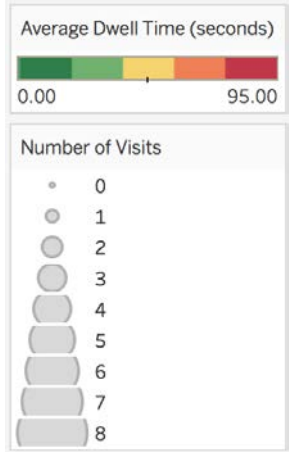
0.00

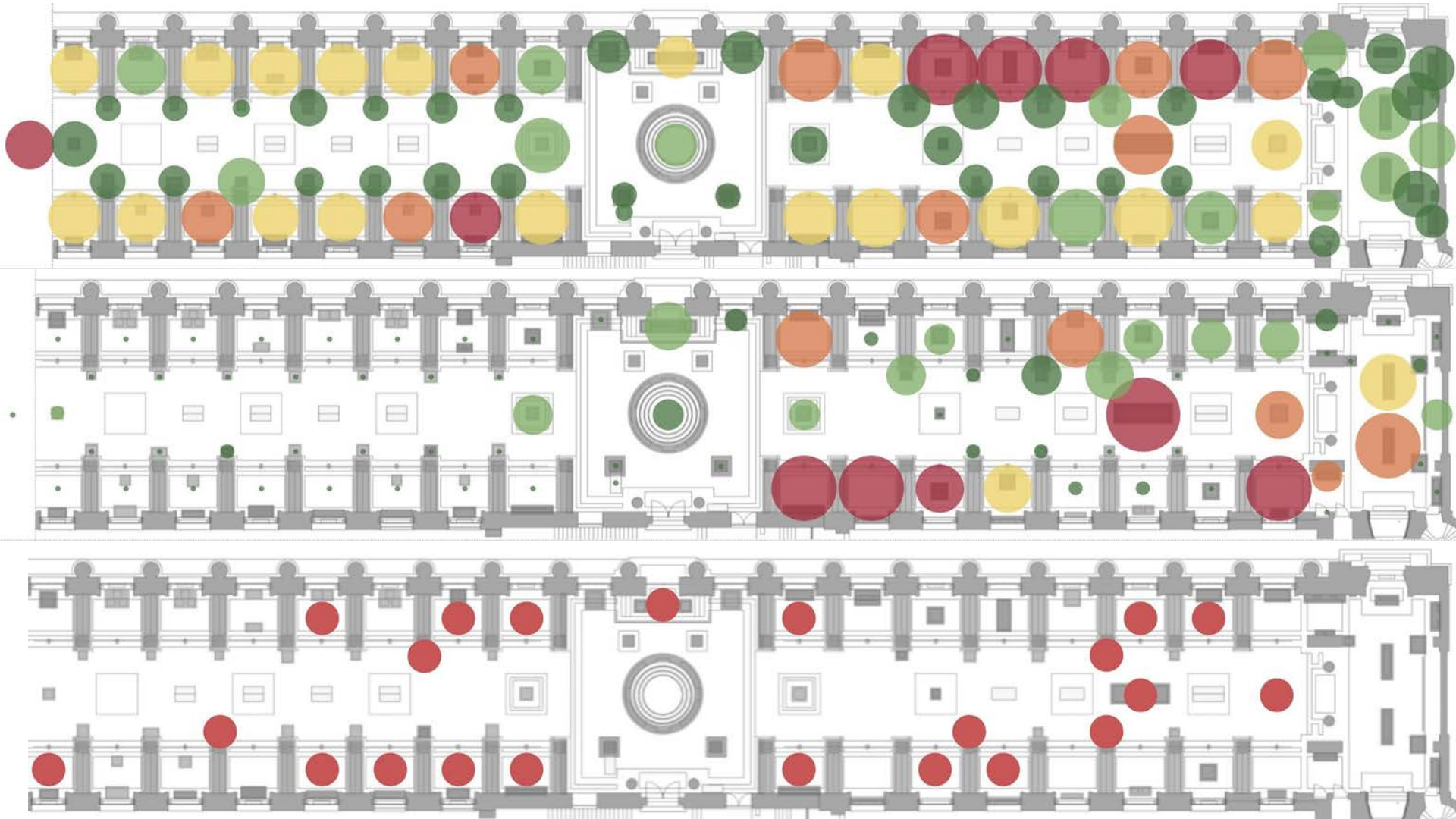
25.00

Number of Visits



# Tour Group Heat Map







# Most Popular Bays & Objects





# Most Visited Bays

	Rank	Bay	Case	Number of Visitors (out of 100)	Average Dwell Time Entire Bay (s)
China	1	Qing	Right	45	24
	2	Late Ming	Right	36	23
	3	Early Ming	Right	35	26
South Asia	1	South Asia	Left	21	12
	2	Deccan Region	Right	20	14
	3	Himalayas & Beyond	Left	19	17



# Most Engaging Bays

	Rank	Bay	Case	Number of Visitors (out of 100)	Average Dwell Time Entire Bay (s)
China	1	Early Ming	Right	35	26
	2	Qing	Right	45	24
	3	Late Ming	Right	36	23
South Asia	1	British Period	Left	18	23
	2	Himalayas & Beyond	Left	19	17
	3	Early History (tie) Princes & Poets	Right and Left	17 (each)	16



# Most Visited Objects



	Rank	Object	Number of Visitors (out of 100)	Average Dwell Time (s)
China	1	Tomb procession	28	16
	2	Village Entertainers	19	8
	3	Luohan	17	11
South Asia	1	Shiva Nataraja	22	6
	2	Garuda	14	9
	3	Image of Tara	12	4



# Most Engaging Objects



	Rank	Object	Number of Visitors (out of 100)	Average Dwell Time (s)
China	1	Tomb procession	28	16
	2	Luohan	17	11
	3	Thatcher Cottage in the Western Mountains	16	9
South Asia	1	Garuda	14	9
	2	Shiva Nataraja	22	6
	3	Image of Tara	12	4



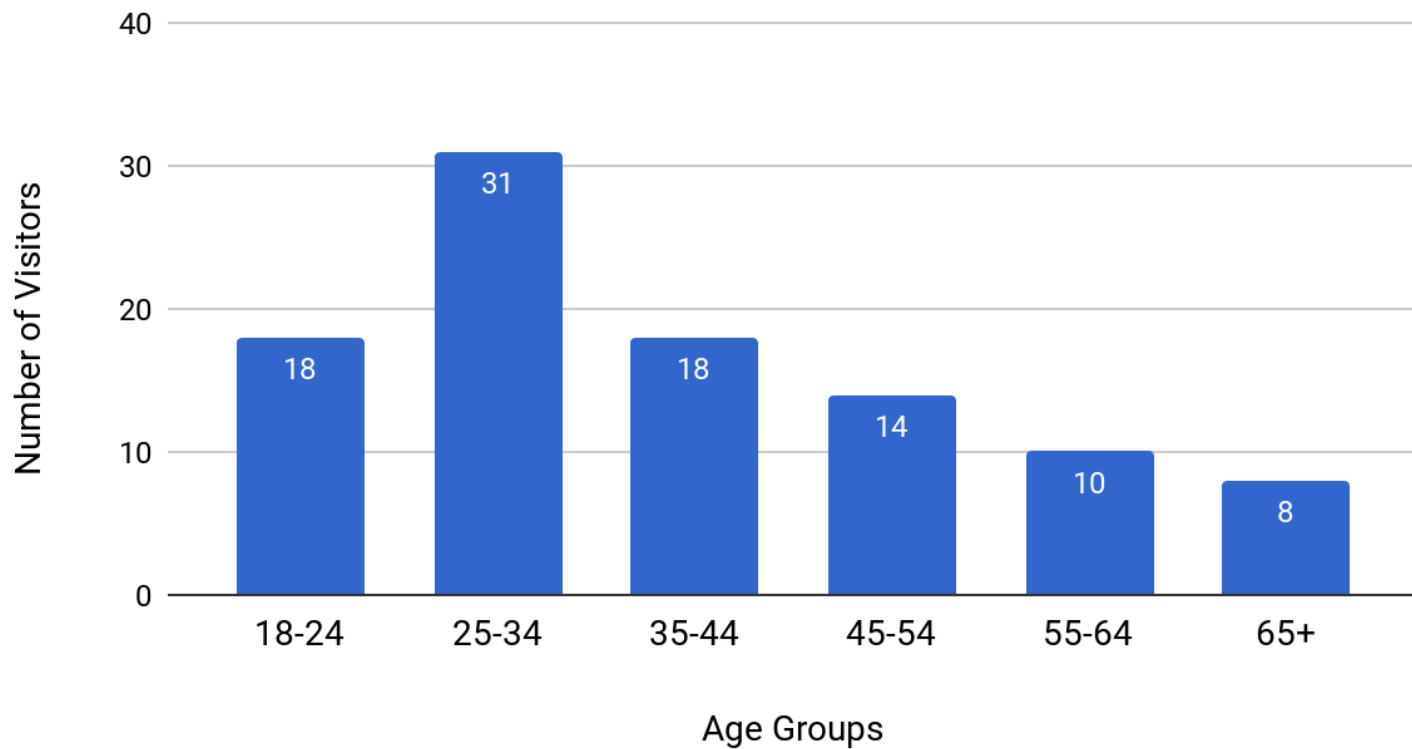
# Survey Results



# Nationalities of Visitors



# Age Groups



## Previous Visits

“The proportion of first-time visitors remained stable at 65%.”  
-- BM Annual Visitor Report

N = 100

More than 5 years ago

8.0%

Between 2 and 5 years ago

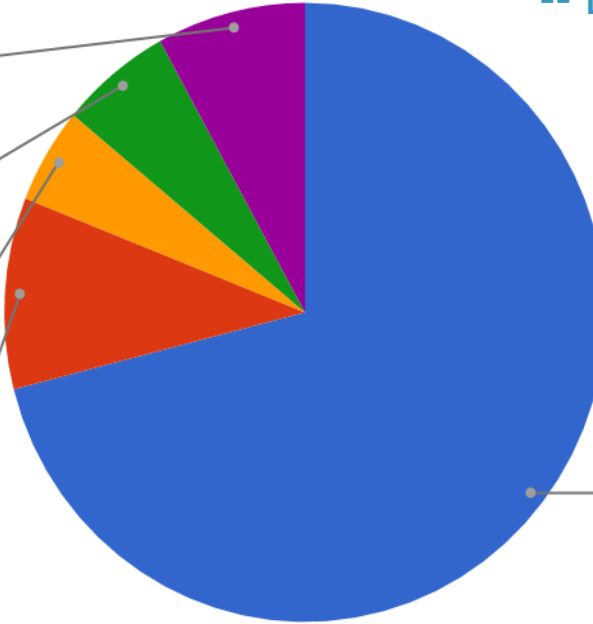
6.0%

Between 1 and 2 years ago

5.0%

12 month ago or less

10.0%

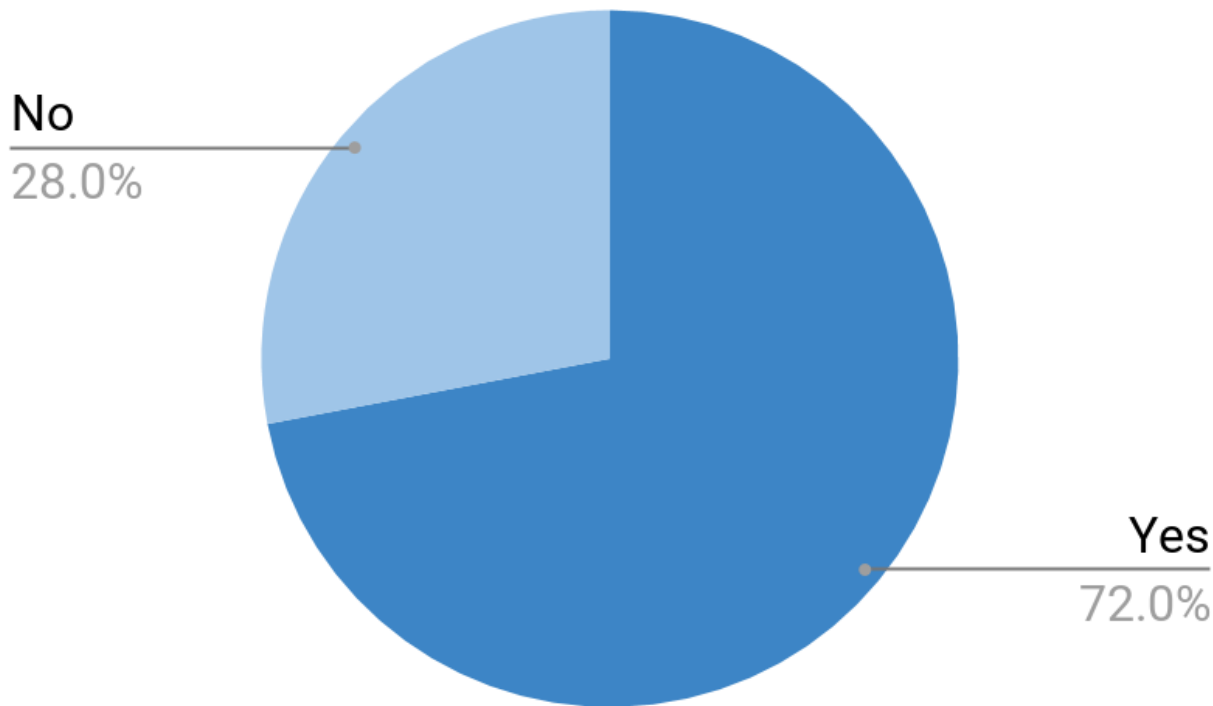


First time

71.0%

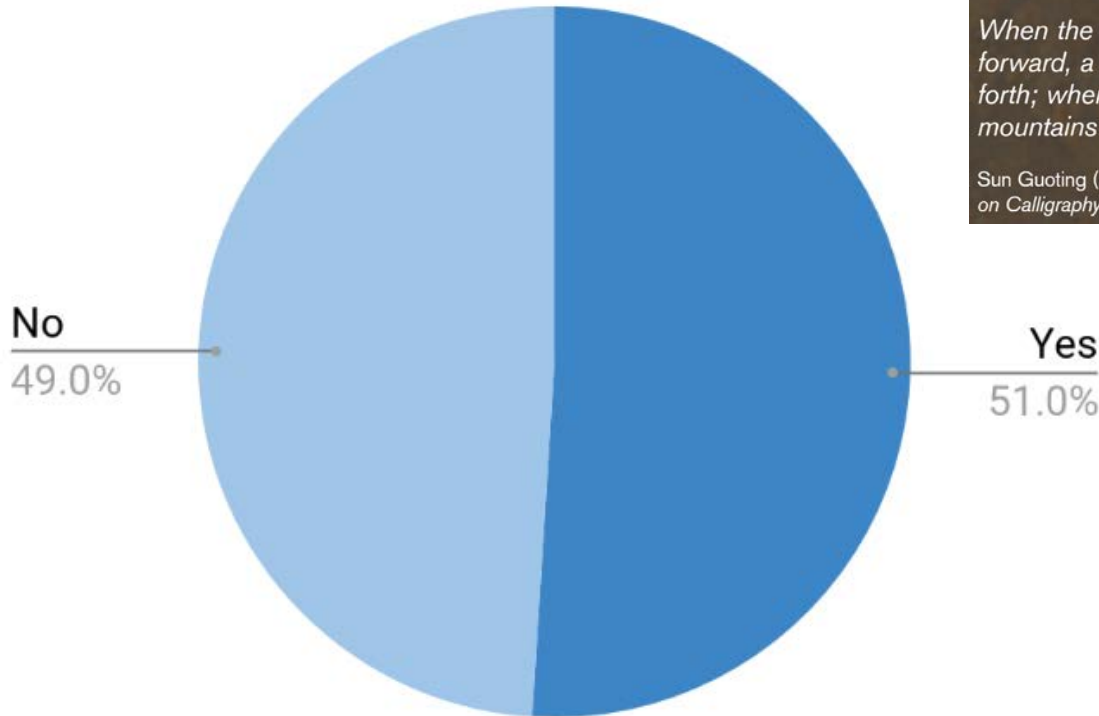
# Visitors DID Intend to Visit Room 33

N = 100



# HALF of Visitors Noticed the Quotes

N = 100



導之則泉註，頓之則山安唐·  
孫過庭《書譜》。

*When the brush moves  
forward, a spring bubbles  
forth; when it stops, the  
mountains are in repose.*

Sun Guoting (648?-703?) *The Manual  
on Calligraphy* (trans. by Wen C. Feng)

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## Court Life and Commerce

AD 1368-1487

Ming emperors established Beijing as the capital with the Forbidden City at its heart. They controlled the country through a network of regional courts. The Yongle emperor's decision to move the capital permanently north to Beijing was controversial. Before deposing his nephew in the civil war, Beijing had been his home and was of great strategic importance in defending the empire against the Mongols.

Building and furnishing two new capital cities - Nanjing and Beijing - within sixty years placed a tremendous strain on the economy. Vast areas of China suffered deforestation and numerous households were forced to relocate to farm and populate the cities. The early Ming emperors sponsored seven grand maritime expeditions to demonstrate Ming power in Asia, the Middle East and Africa.





# Recommendations







1. Labels/descriptions

- a. Chinese Version / QR codes
- b. State the how the museum got the objects
- c. More objects on the audio guide

2. More accessible



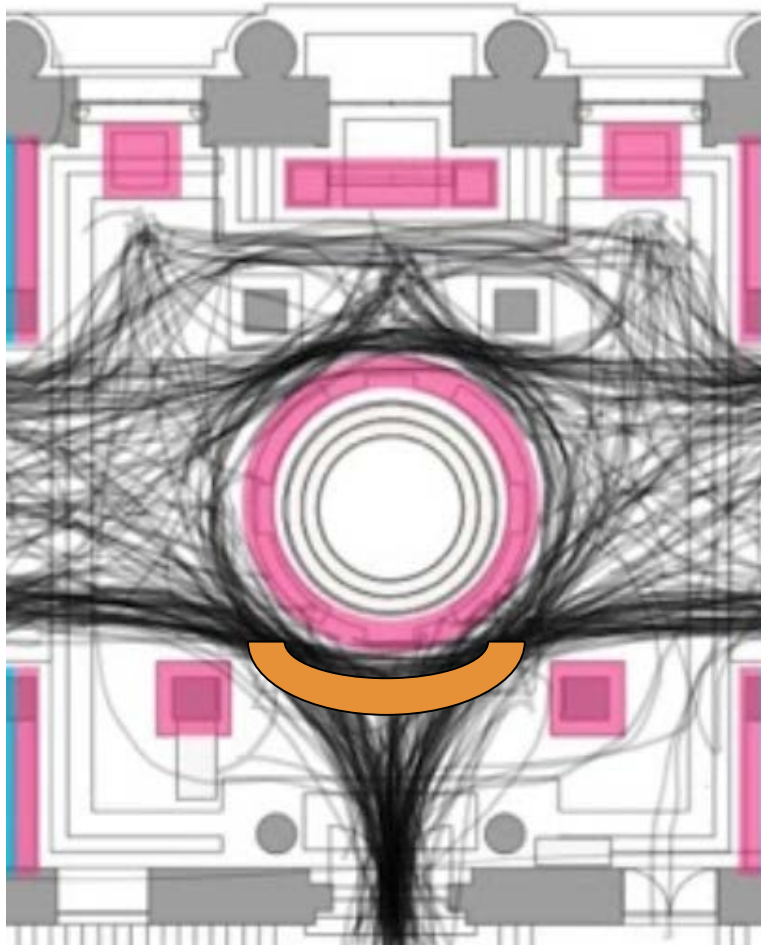
- a. Fix the out-of-service wheelchair lift & Amaravati door



- b. More objects on audio descriptive guide
- c. Large print guides

3. More digital interactives

4. Move the timeline at the oculus to a central location





# Acknowledgements

Thank you

- » Stuart Frost
- » The Interpretation Team
- » Yi Chen
- » Jessica Harrison-Hall
- » Sushma Jansari
- » Imma Ramos
- » Tess Sanders



# Summary

- » Data Collection Methods
- » Tracking & Observation Results
- » Survey Results
- » Recommendations