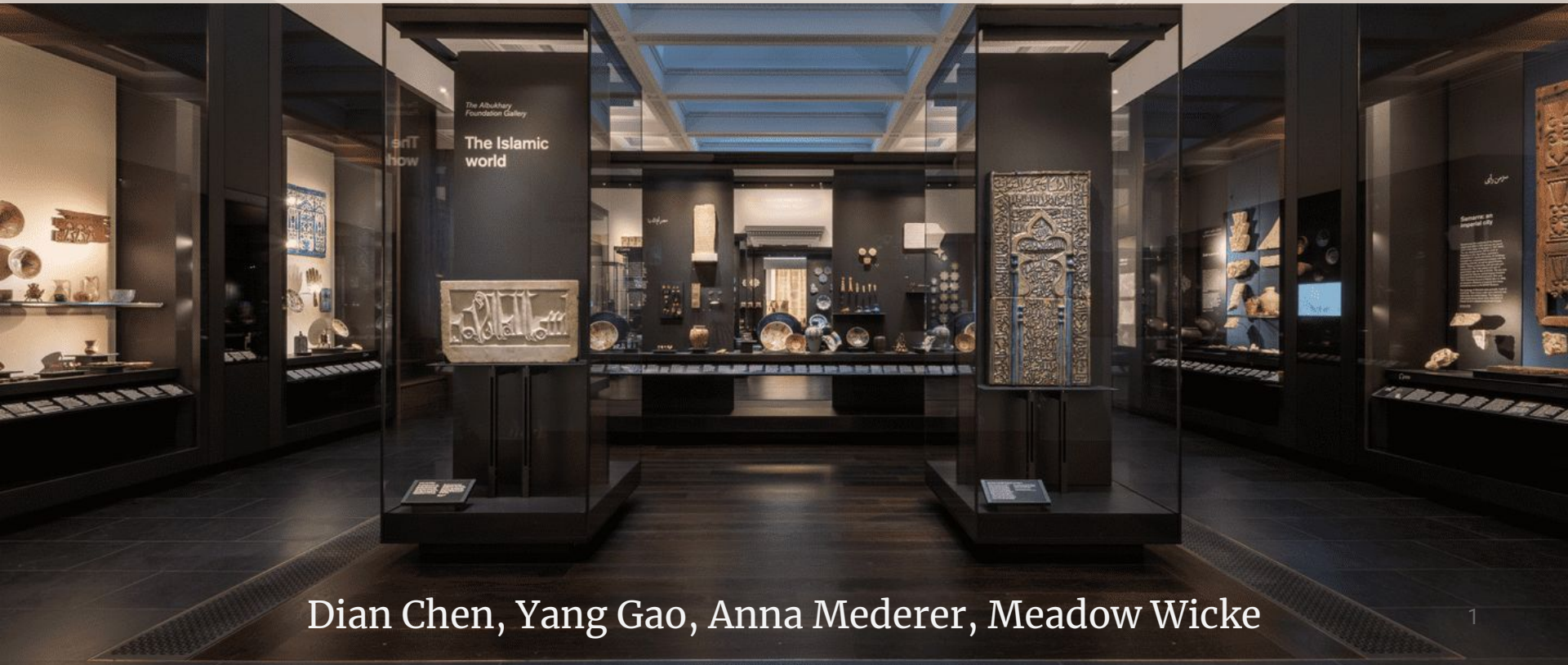


Evaluation of the Islamic World Gallery in the British Museum



Dian Chen, Yang Gao, Anna Mederer, Meadow Wicke

The British Museum



John Addis Gallery



Albukhary Foundation Gallery



Our Project Goal

To assist the British Museum in assessing how visitors engage with the redisplayed Islamic World collections in the Albukhary Foundation Gallery

Objectives

Objective 1

Identify the purpose for the modifications and additions to the new gallery to develop a framework for measuring visitor engagement.

Objective 2

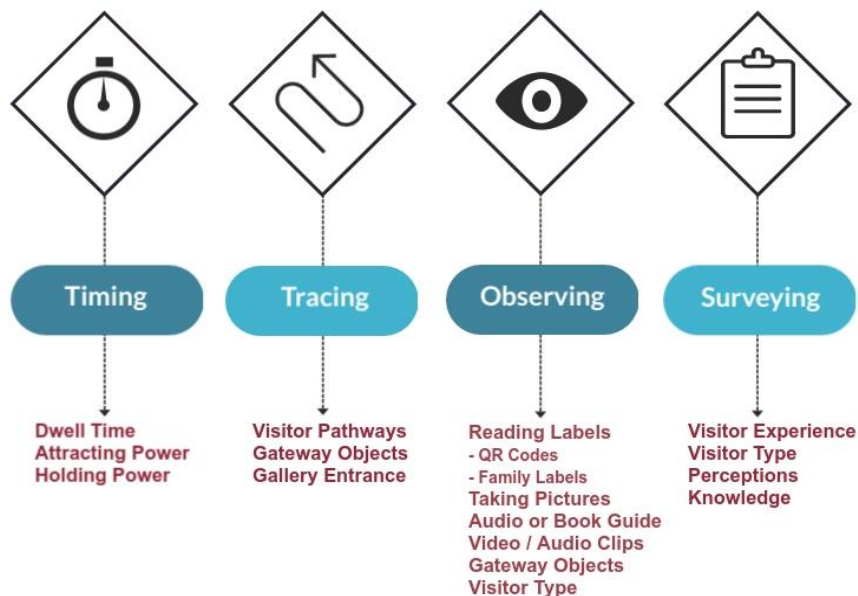
Measure the visitor engagement in the Albukhary Foundation Gallery by documenting visitor movements, behaviors, and perceptions.

Objective 3

Develop recommendations aligned with the British Museum's goals to improve the visitor experience.

Framework & Data Collection

Measuring Visitor Engagement



- Timing – 185 visitors
- Tracing – 110 visitors
- Counting – 4470 visitors
- Surveying – 100 visitors

Finding Outline

Visitor Demographics

- Nationality
- Visit frequency
- Visitor motivations

Visitor Behaviors

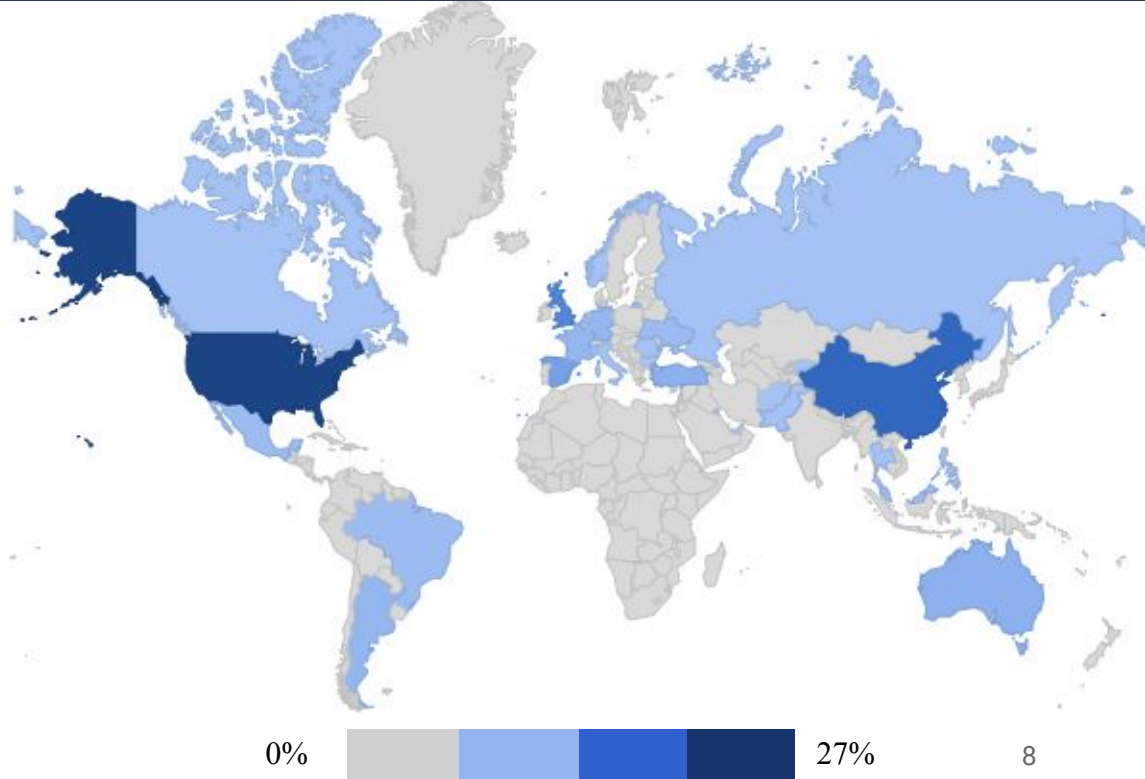
- Initial turn
- Visitor's pathway
- Dwell time
- Attracting power
- Holding power

Visitor Thoughts

- Visitor perceptions
- Visitors' favorite object
- Word cloud

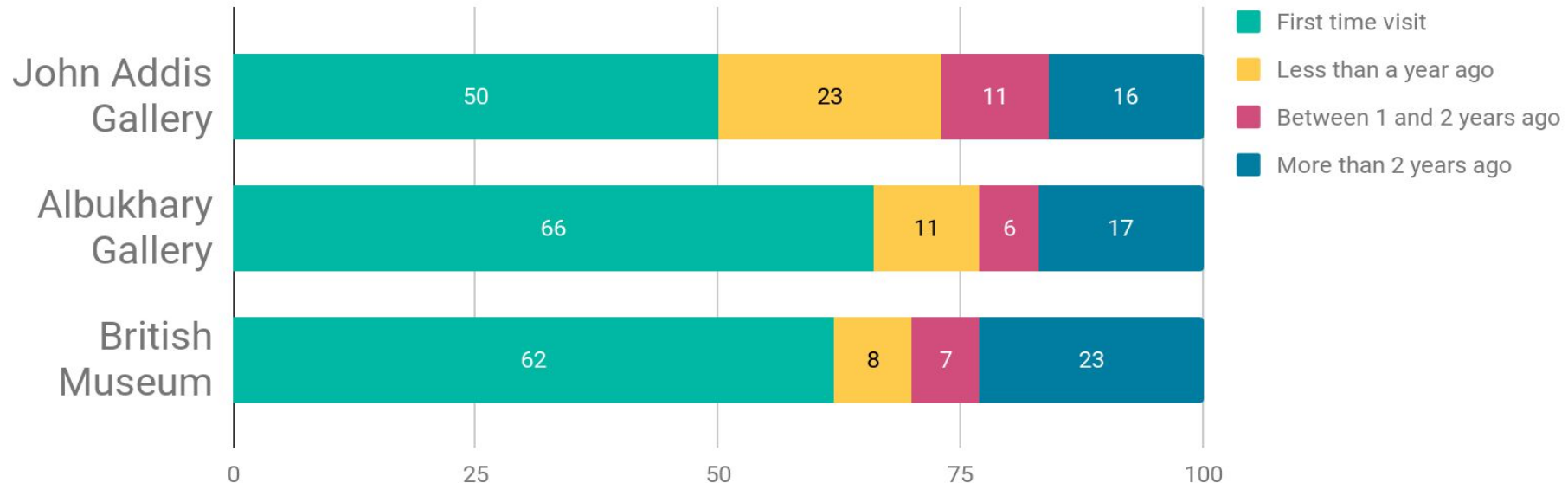
Findings: Majority of visitors were international

Country	Number	Country	Number
USA	27	Bulgaria	1
China	18	Canada	1
UK	11	Italy	1
Spain	7	Kuwait	1
Australia	4	Kyrgyzstan	1
Turkey	4	Lebanon	1
Argentina	3	Netherlands	1
France	3	Norway	1
Germany	3	Pakistan	1
Brazil	2	Philippines	1
Malaysia	2	Romania	1
Mexico	2	Russia	1
Ukraine	2	Thailand	1
Afghanistan	1	UAE	1
Belgium	1		



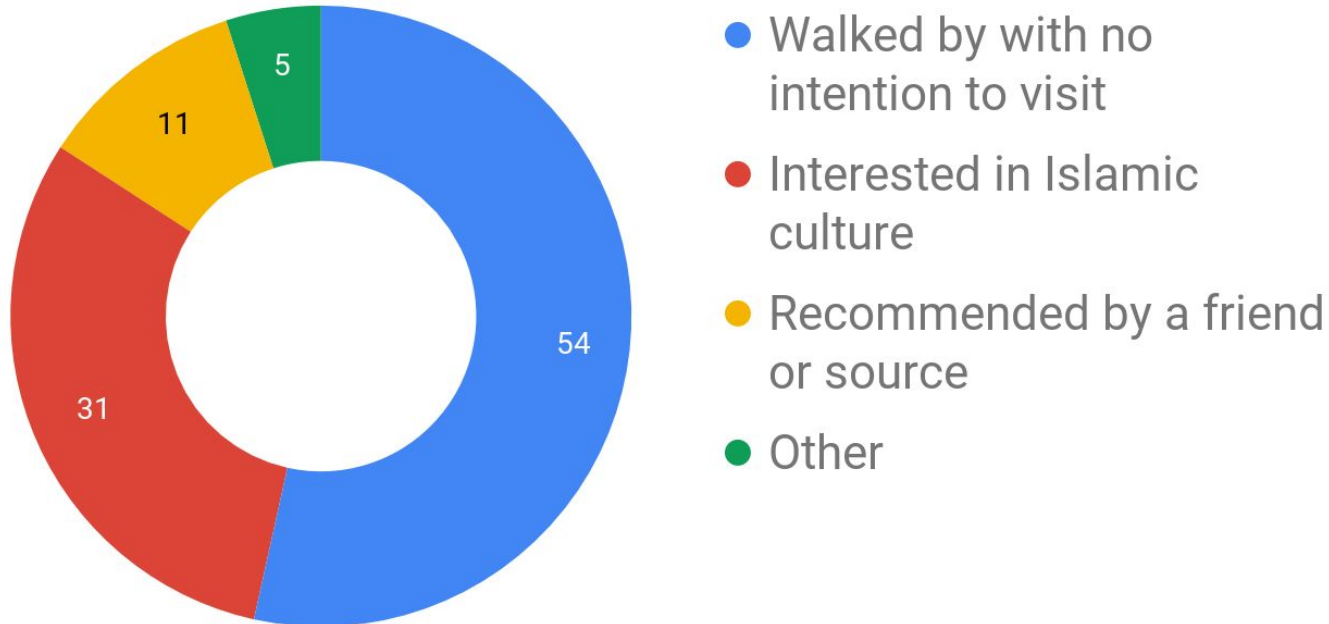
Findings: Increase in first-time British Museum visitors

Visitor Frequency



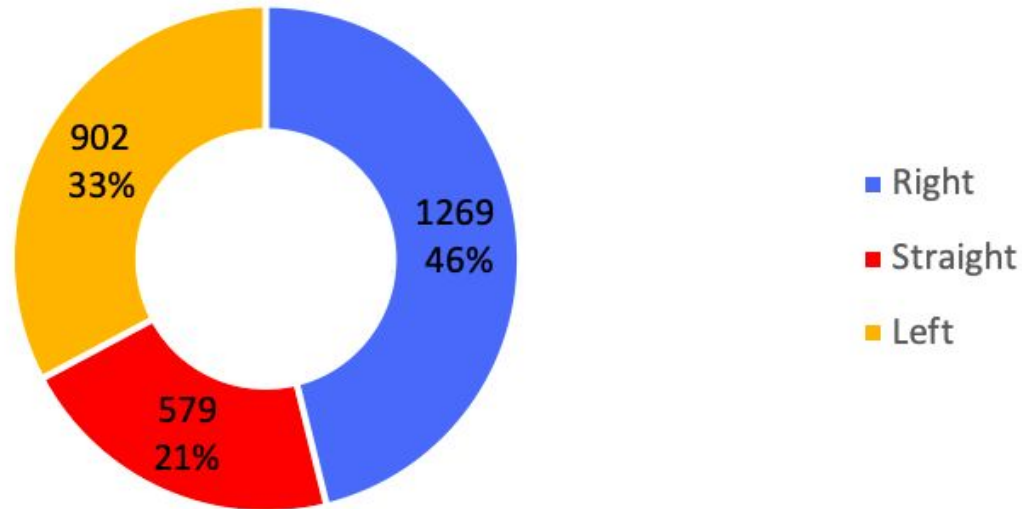
Findings: Almost half of the audience intentionally visited

Motivations for visiting the Islamic World Gallery

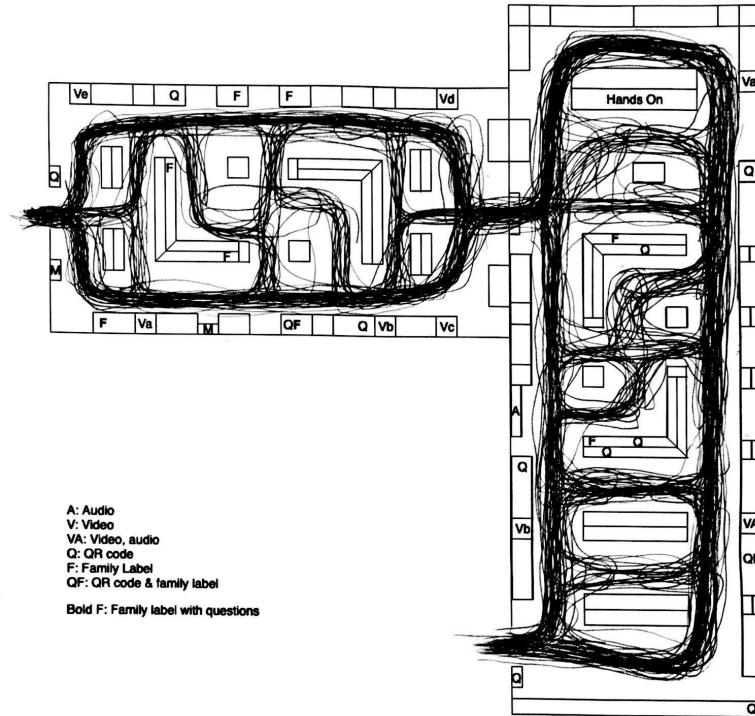


Findings: Majority of visitors turned right entering Room 42

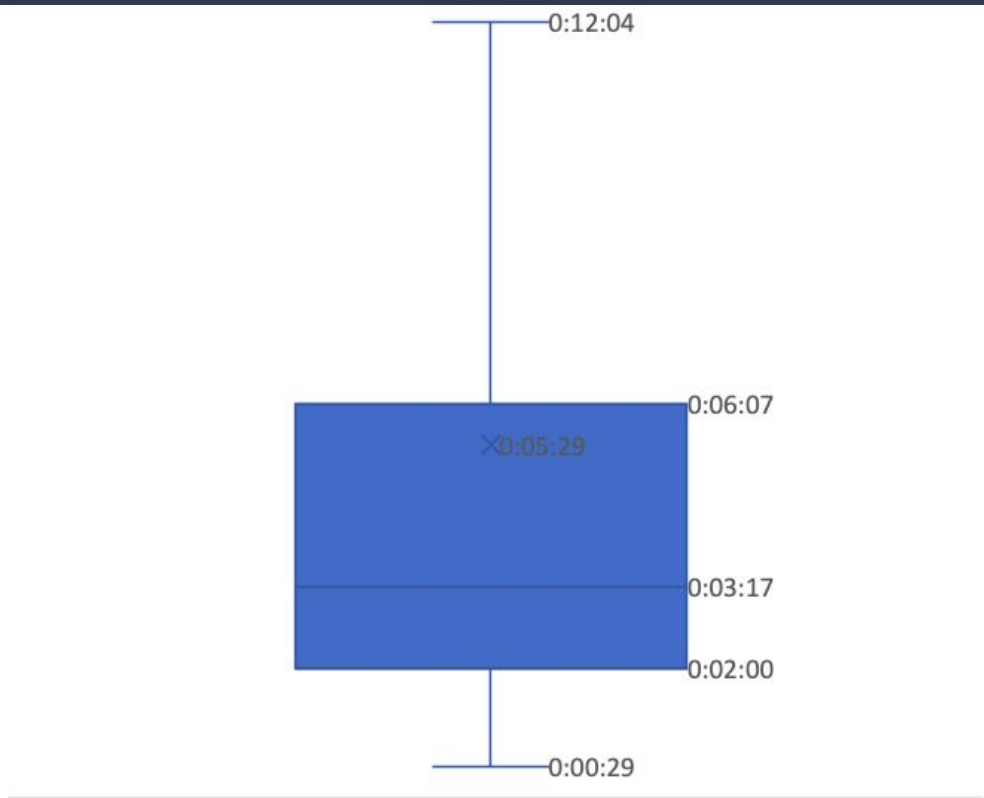
Initial turn in Room 42



Findings: Most popular visitor pathways were along edges



Findings: Decrease in dwell time in the Islamic World Gallery

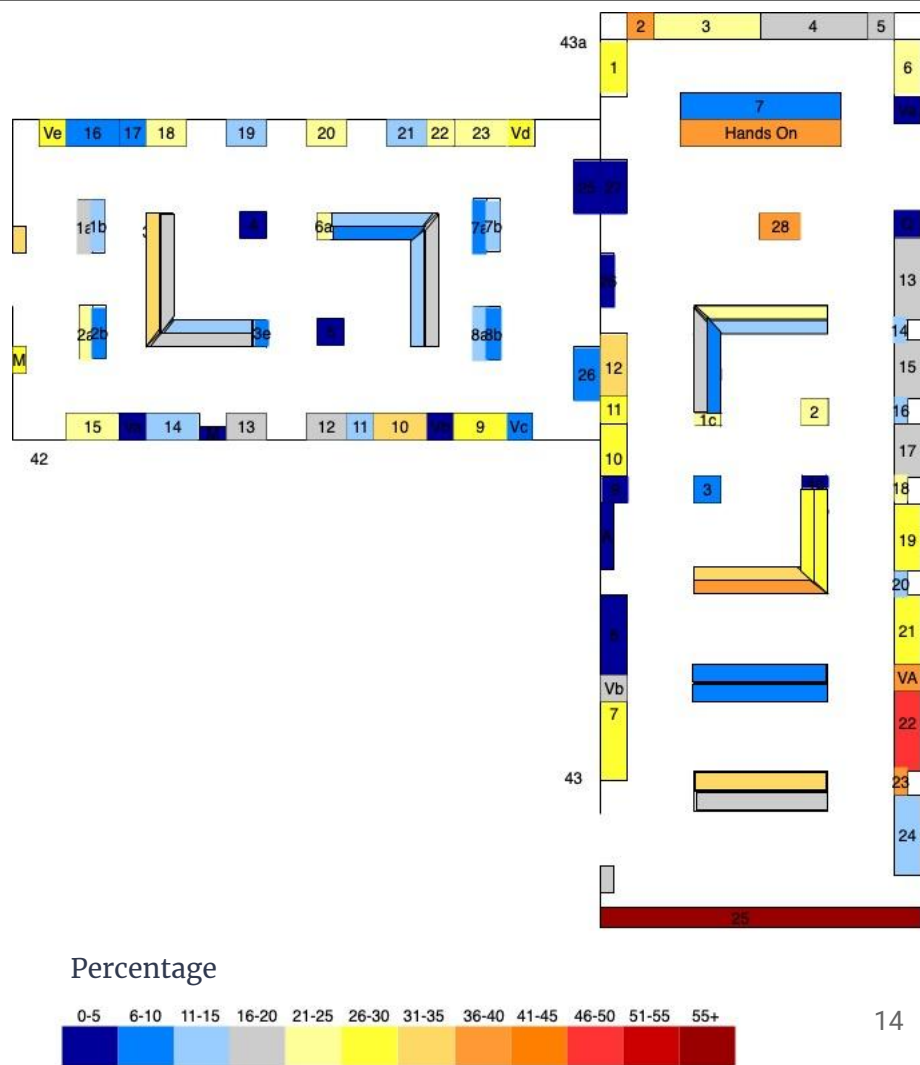


Outlier Data	
0:12:34	
0:13:09	
0:13:22	
0:14:12	
0:15:53	
0:18:34	
0:19:43	
0:21:15	
0:24:03	
0:30:28	
0:35:43	
0:50:19	
0:55:24	

Heat Map: Attracting Power of the displays in the Albukhary Foundation Gallery

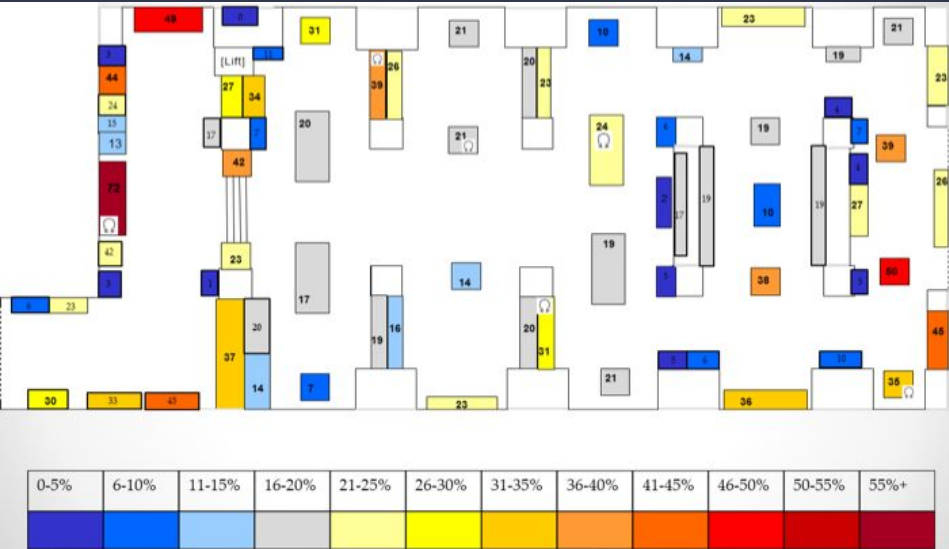
Three most popular displays:

Rank	Display	Room
1	21 Stones	43
2	Music and performance	43
3	The robe	43a

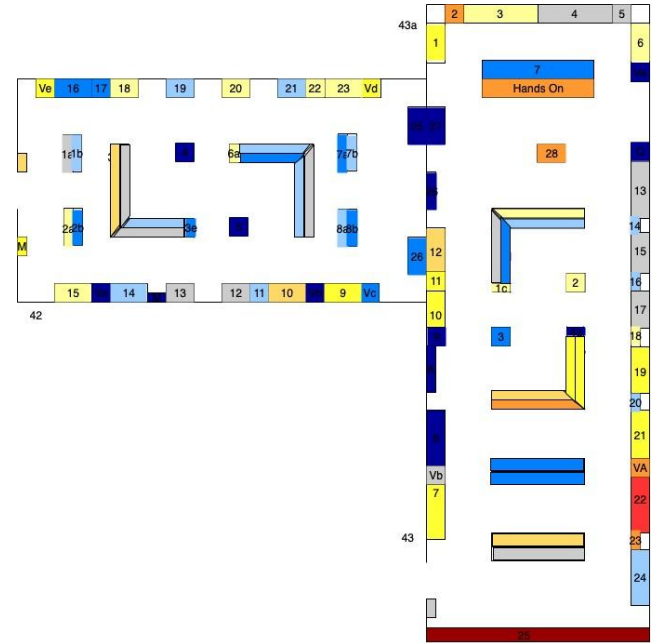


Similar attracting power

John Addis Gallery



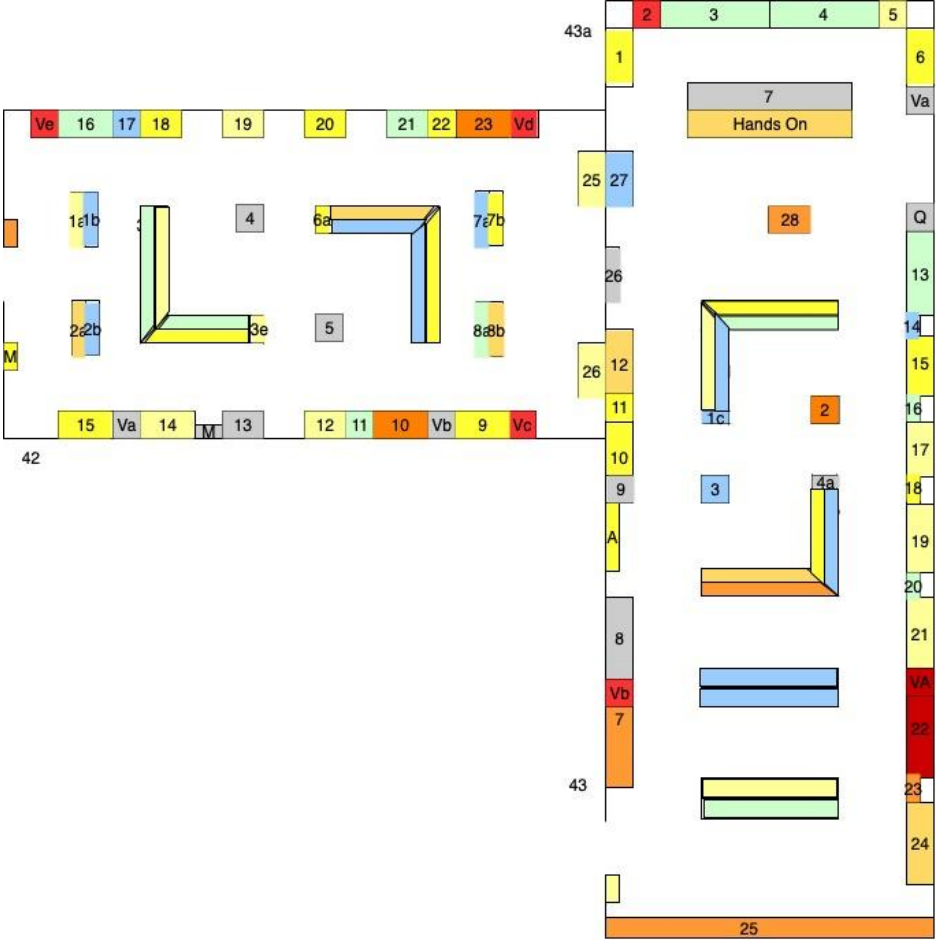
Albukhary Gallery



Heat Map: Holding Power of the displays in the Albukhary Foundation Gallery

Three most captivating displays:

Rank	Display	Room
1	Music and performance	43
2	Video & audio	43
3	Introductory video	42

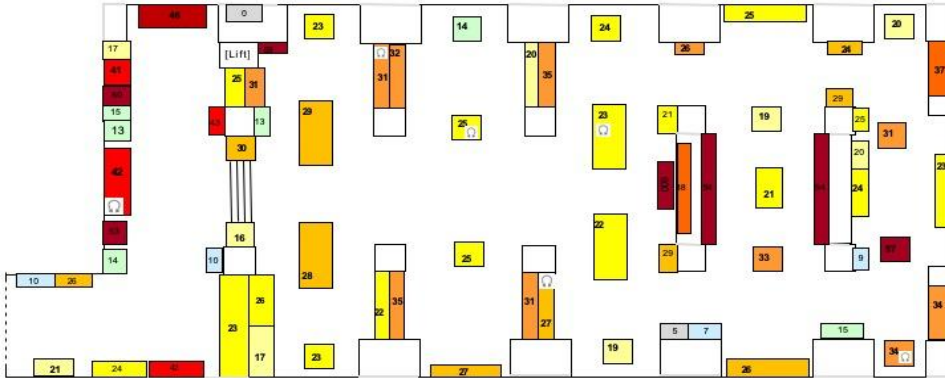


Time: Seconds



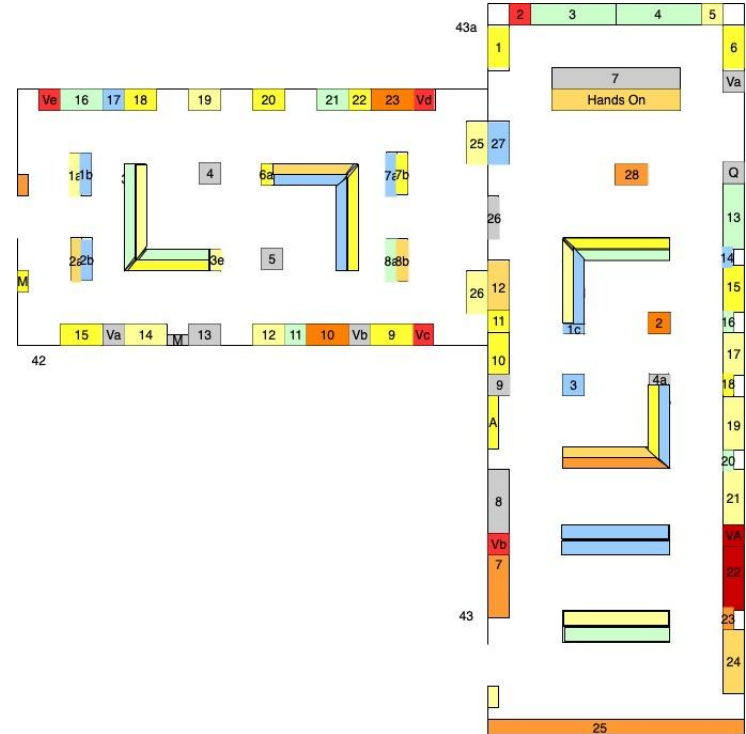
Slight decrease in holding power

John Addis Gallery



0-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51+

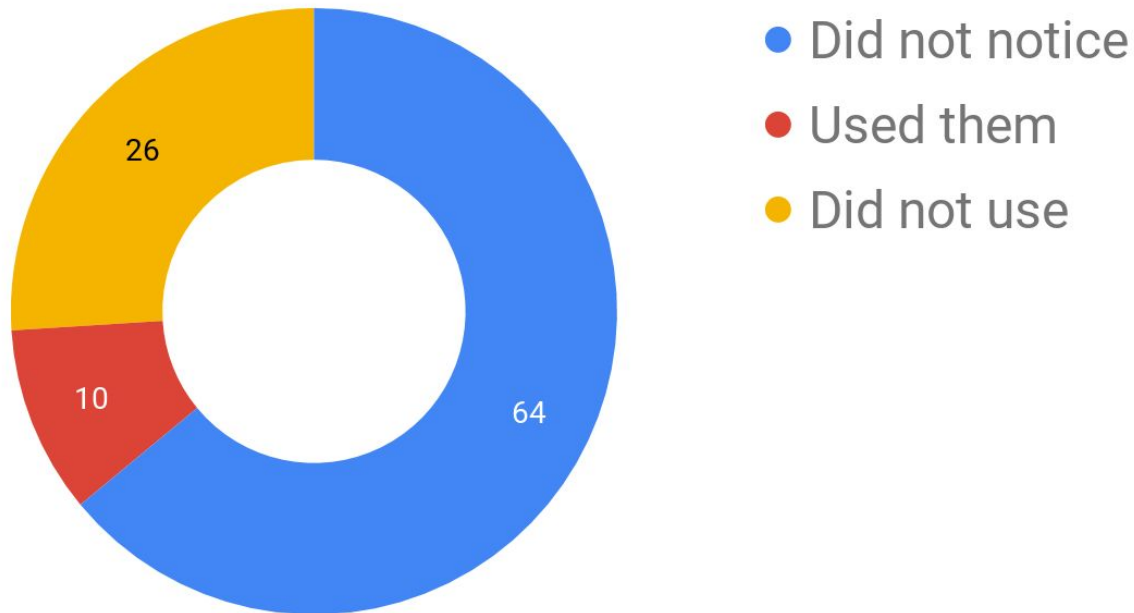
Albukhary Gallery



0-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51+

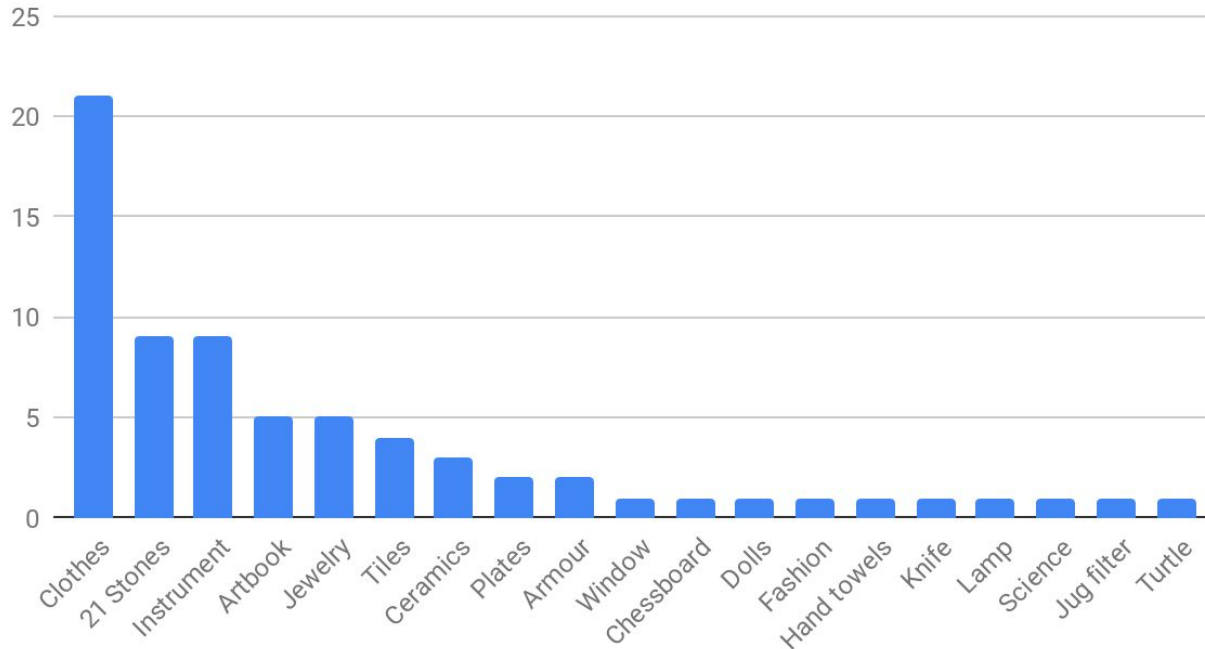
Findings: Limited use of family labels

Family Labels / Objects



Findings: Most common favorite displays were new additions to the gallery

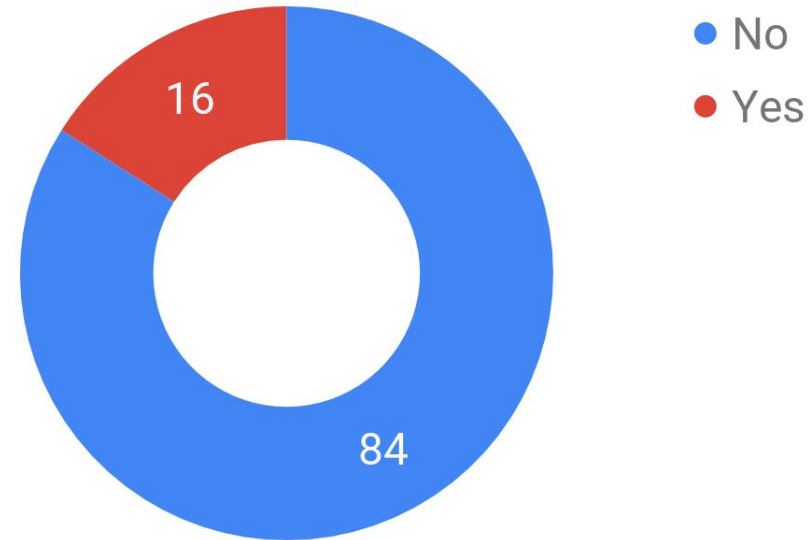
Favorite Display



Reasons for changed or challenged perceptions

- Learned about the widespread Islamic culture
- Amazed by the bright colors people used on clothing
- Impressed by the diversity of the art pieces and musical instruments
- Surprised by the connections between Islam and other religions

Change or Challenge Perceptions



Findings: Overall positive thoughts about the gallery



Recommendations

Facility

- Add more seating to the gallery



Design

- Provide translations for the objects' text
- Include QR codes for details on objects
- Provide a way to view clothing from the front and back
- Make family labels clear and obvious

Content

- Add a timeline to the regional map
- Include more audio clips for displayed instruments
- Display more Qur'an books, paintings, and calligraphy arts

Acknowledgements

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 - Venetia Porter
 - Zeina Klink-Hoppe
 - Tess Sanders
- Volunteer Office
- The British Museum



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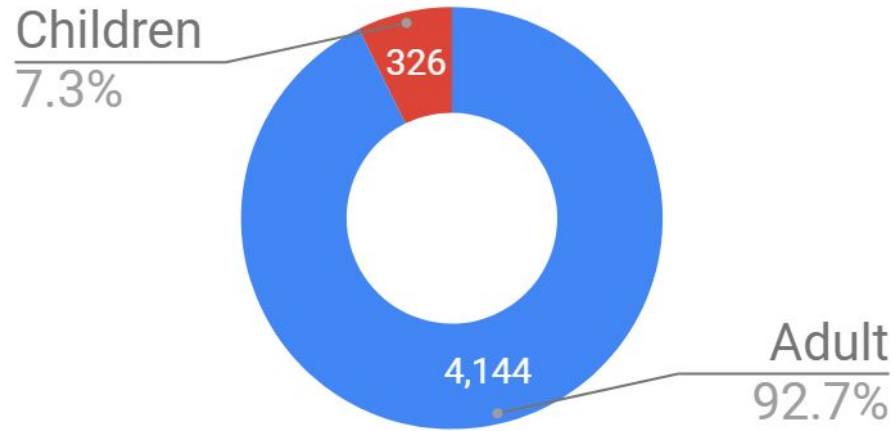
Thank You!



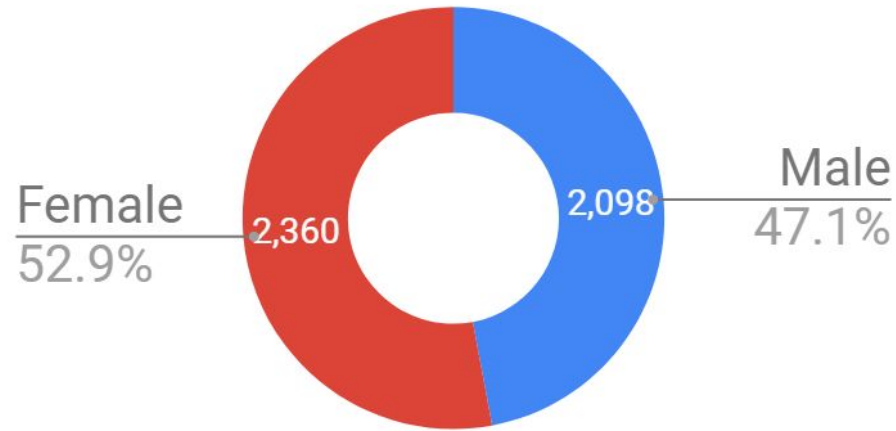
—Additional Information—

Findings: Consistent with the British Museum's audience

Adults to Children Ratio

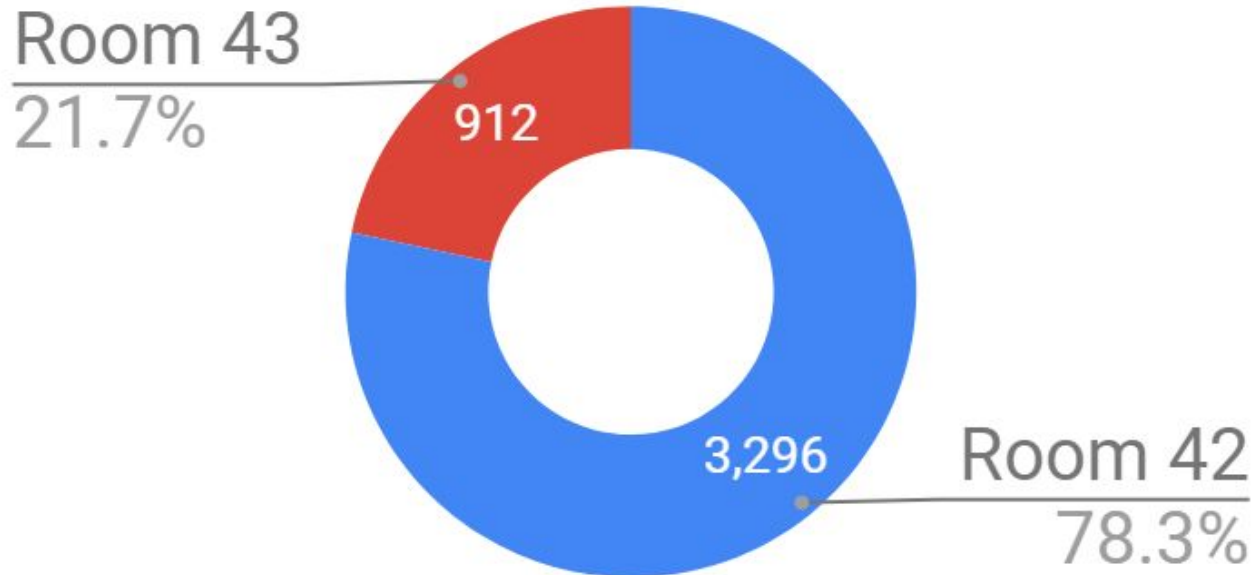


Male to Female Ratio



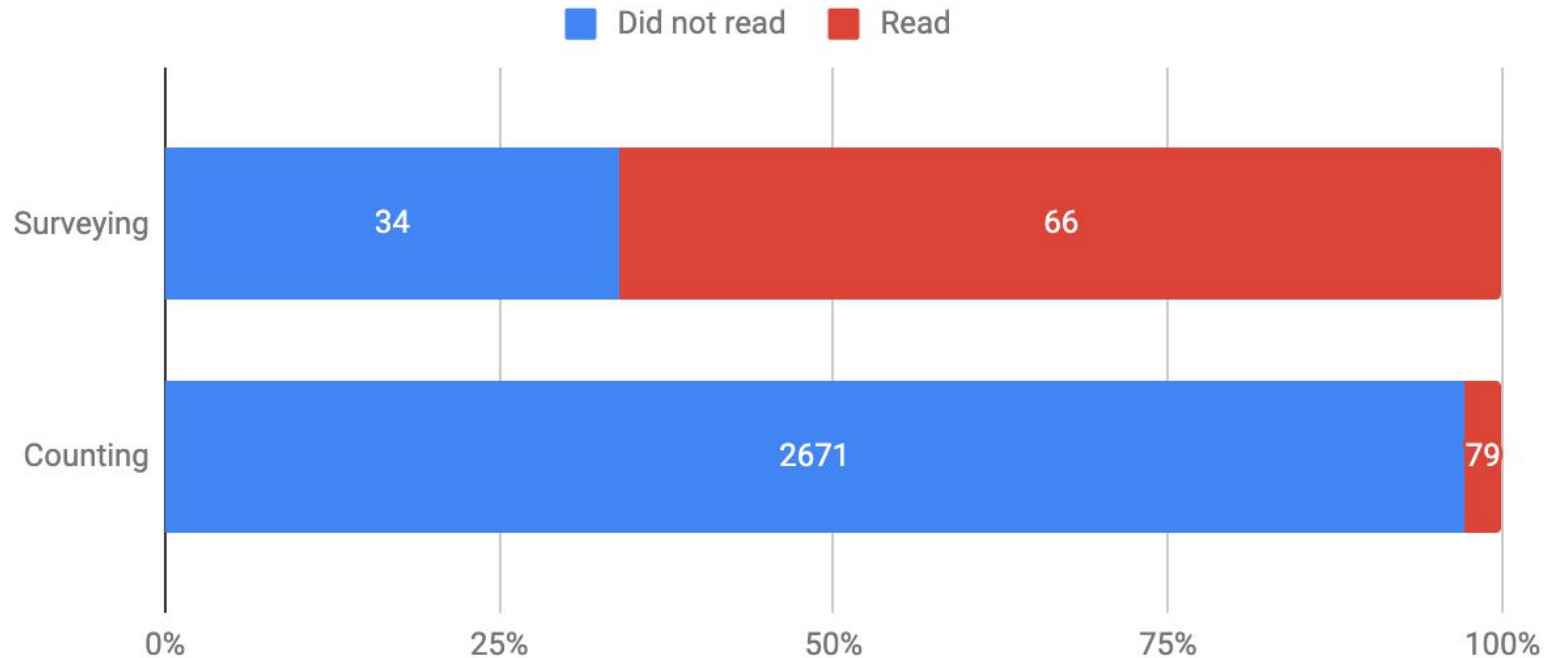
Findings: Majority visitors go through natural entrance

Room Entrance



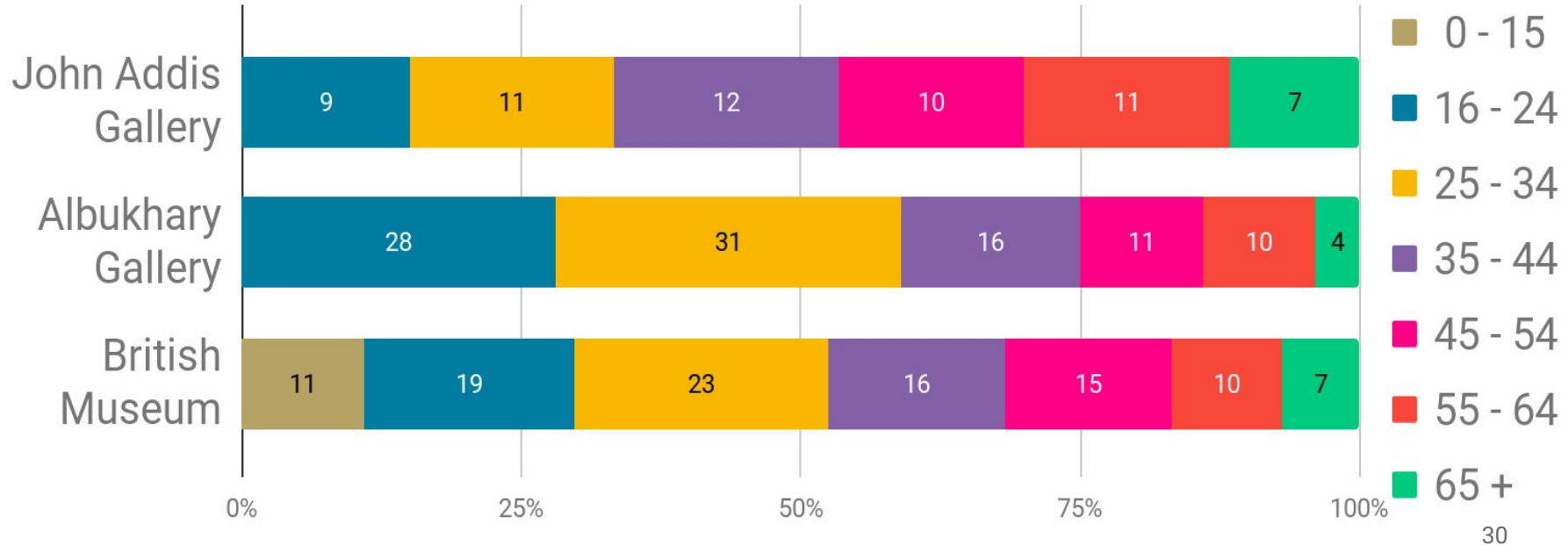
Findings: Few visitor read the regional map

Regional Map

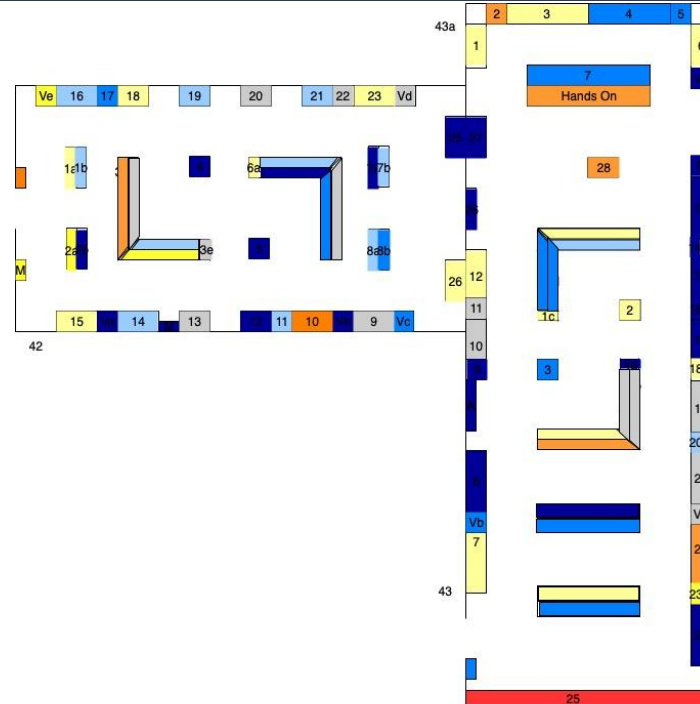


Findings: New gallery has a younger audience

Visitor Group Age



Findings: Objects near doorway have high First Case Visited



0-5 6-10 11-15 16-20 21-25 26-30 31-35 36-40 41-45 46-50 51-55 55+

Findings: More religiously diverse audience

Religion

