

Visitor Evaluation at the Freud Museum London

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FREUD MUSEUM
LONDON



WPI



Meet the Team



Jesse Ames



Joey McNeill



Jon Whooley

Freud Museum London

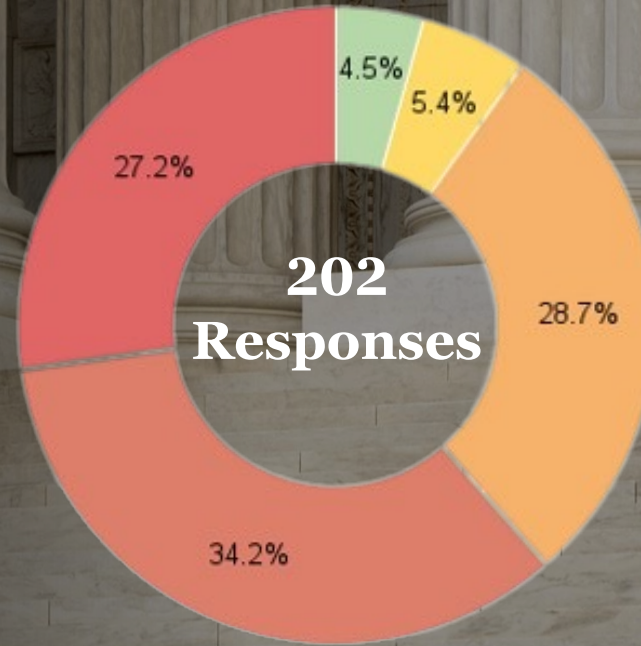


The Problem

- Increasing Repeat Visitation
- Visitor Experience
- Community Engagement

Freud Museum Visitation

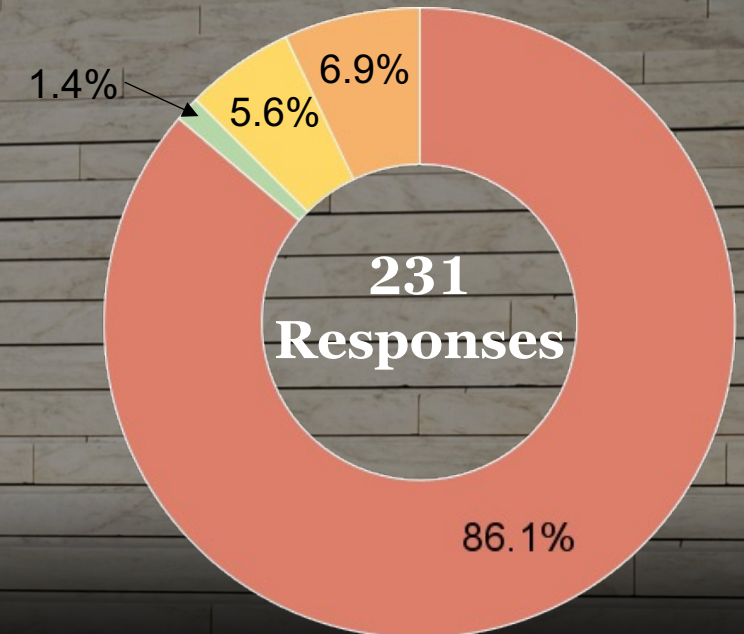
- Only about 4.5% of Freud Museum London Visitors are from local community
- Only about 13.9% of Freud Museum London visitors have visited the museum before



- Hampstead
- Camden but not Hampstead
- London but not Camden
- UK but not London
- Overseas

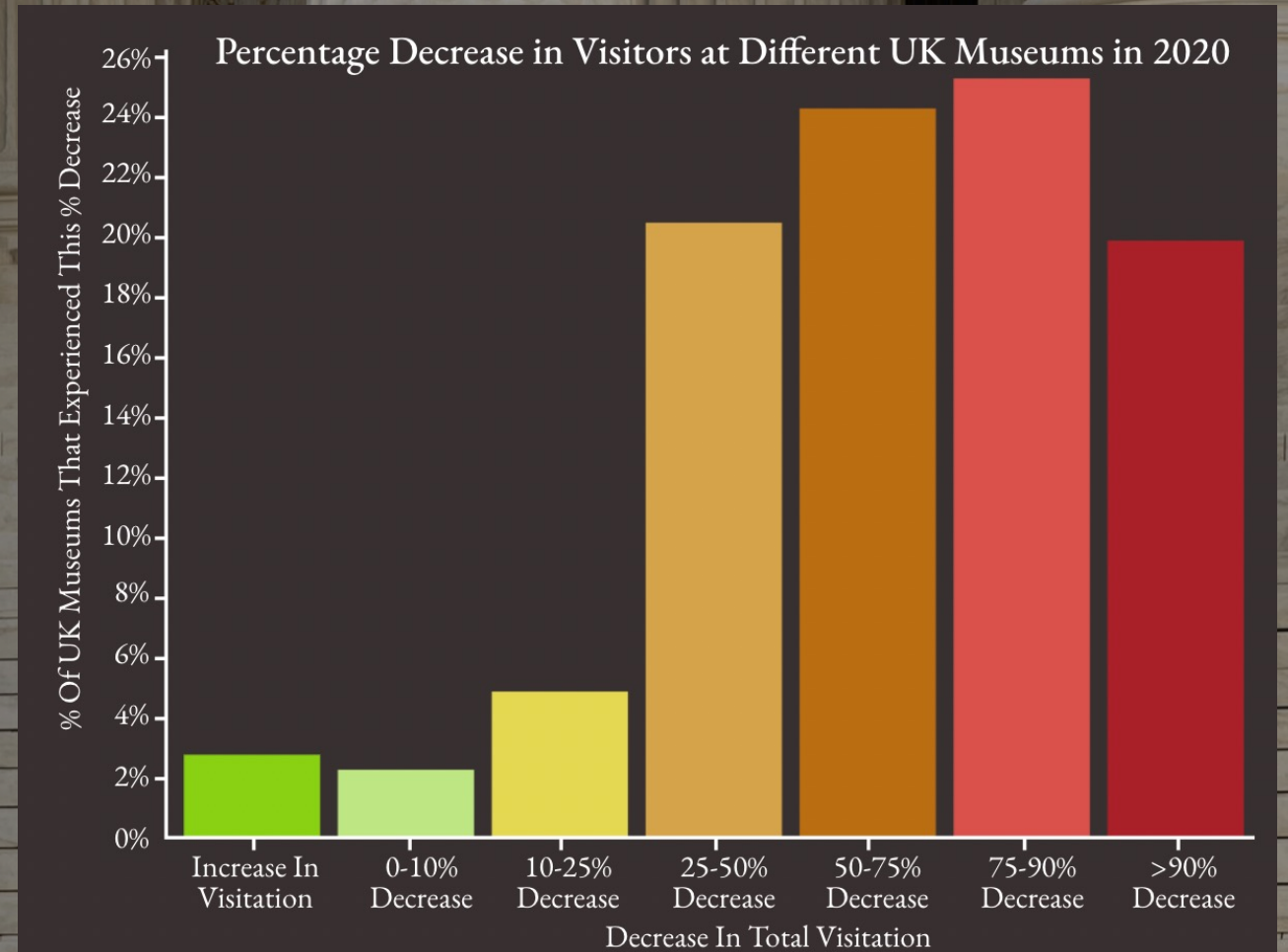
- First Visit
- <12 Months
- >1 Year Ago
- >5 Years Ago

When FML Visitors Last Visited



Museums After COVID

- 63.6% Average Decrease in Total Visitation
- Foreign Visitors Made Up Around 60% of Total Visitation Pre-Pandemic
- 96% Decrease in Visitation from Abroad



Project Goal

The goal of this project is to evaluate how visitors engage with the Freud Museum London, and recommend how the museum can encourage deeper engagement, repeat visitation, and greater involvement of the local community.

Methodology

Objective 1: *Evaluate Other Museums*

- Staff Interviews
- Museum Visits

Objective 2: *Visitor Evaluation at the Freud Museum*

- Visitor Observations
- Exit Survey
- Member Survey

Objective 3: *Local Community Assessment*

- Teacher Interviews
- Community Group Interviews

Staff Interview Findings

- Add a Café
- Increase Accessibility
- Update Displays & Increasing Engagement
- Preserve the Integrity of the Home

Discoveries From Other Museums

- Creative Community Offerings
- Accessibility Workarounds
- Engaging Displays and Interactives

Visitor Observations

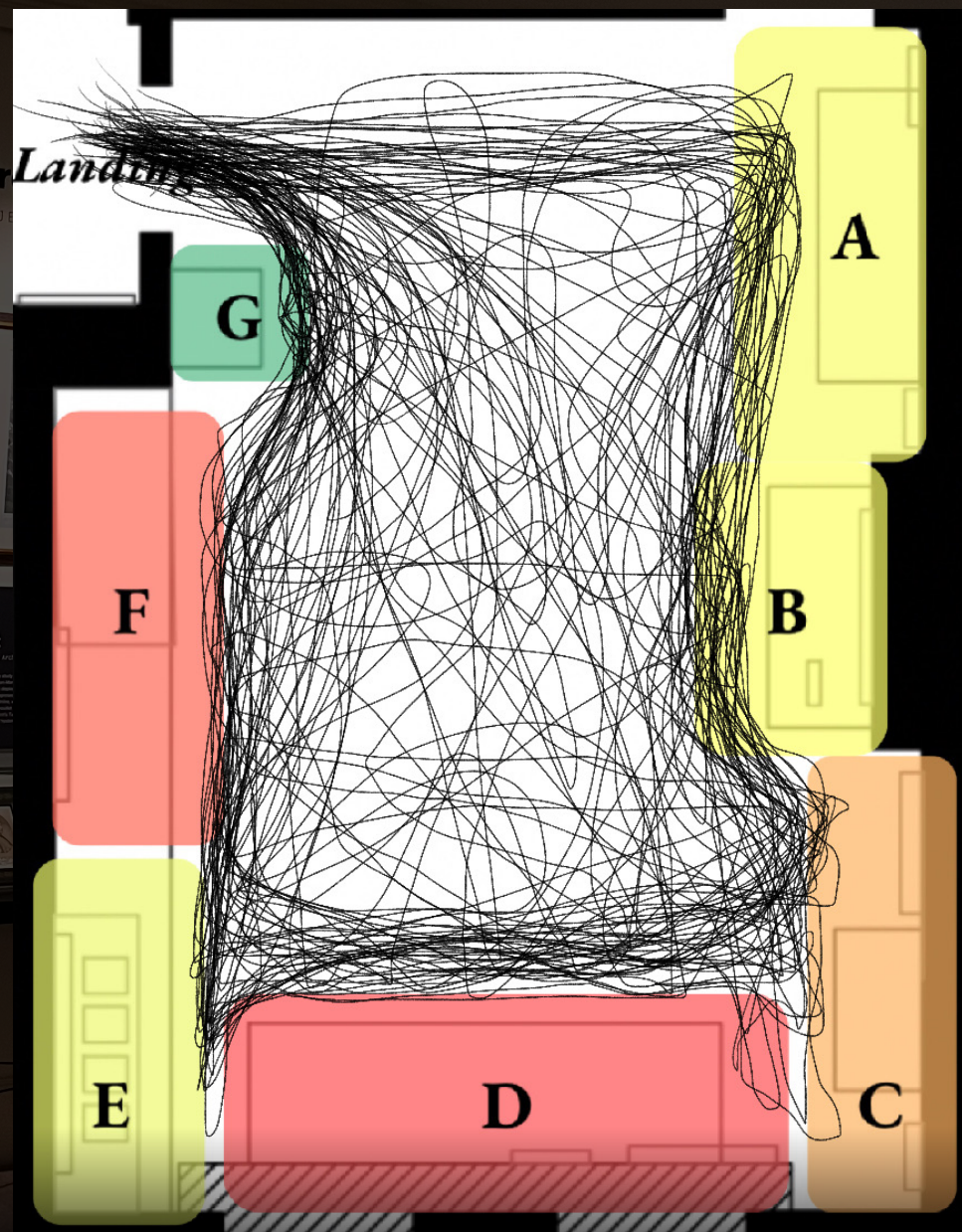
- Individual Rooms
- Full Museum



Visitor Observations

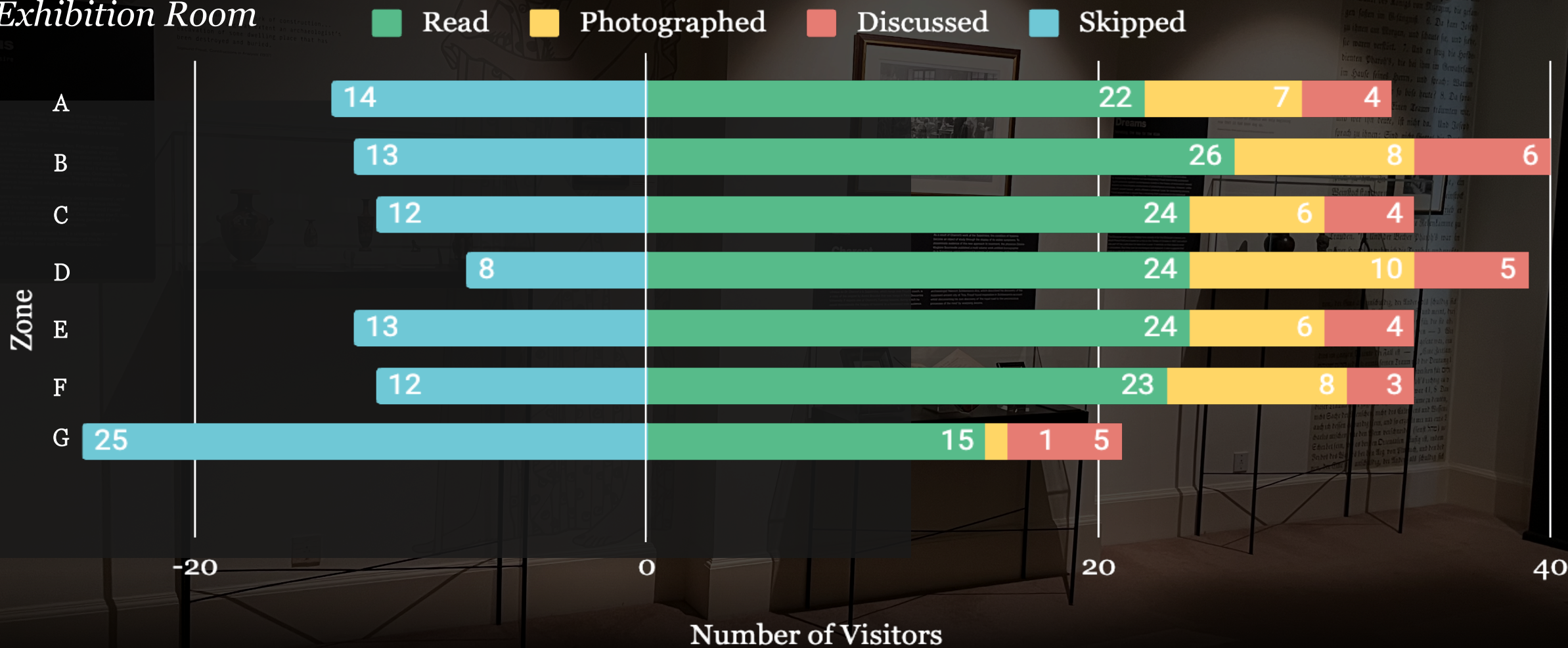
Exhibition Room

Zone		Average Time in Zone (Seconds)
A	Oedipus	39.9
B	Charcot	41
C	Dreams	47.4
D	Gradiva	55.6
E	Totem and Taboo	37.9
F	Moses	53.8
G	Acknowledgements / Glossary	9.9
Average Time in Room		317.5



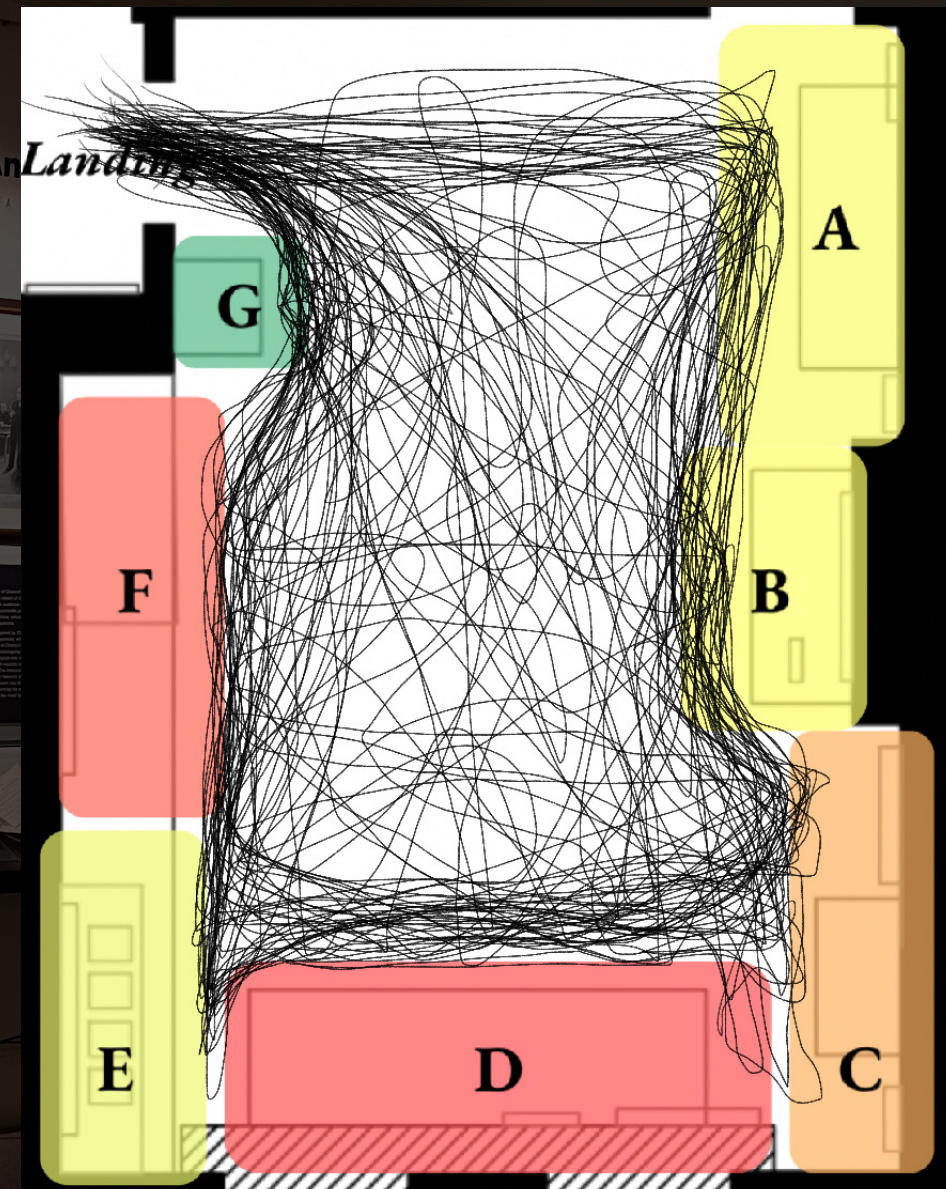
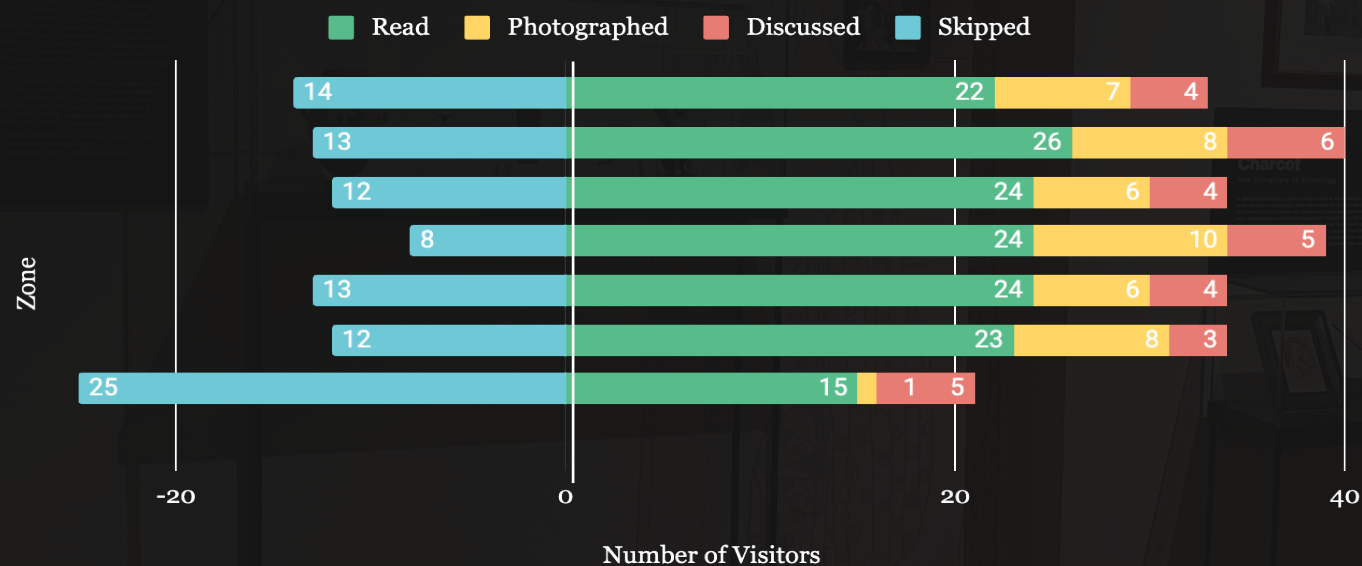
Visitor Observations

Exhibition Room



Visitor Observations

Exhibition Room



Visitor Observations

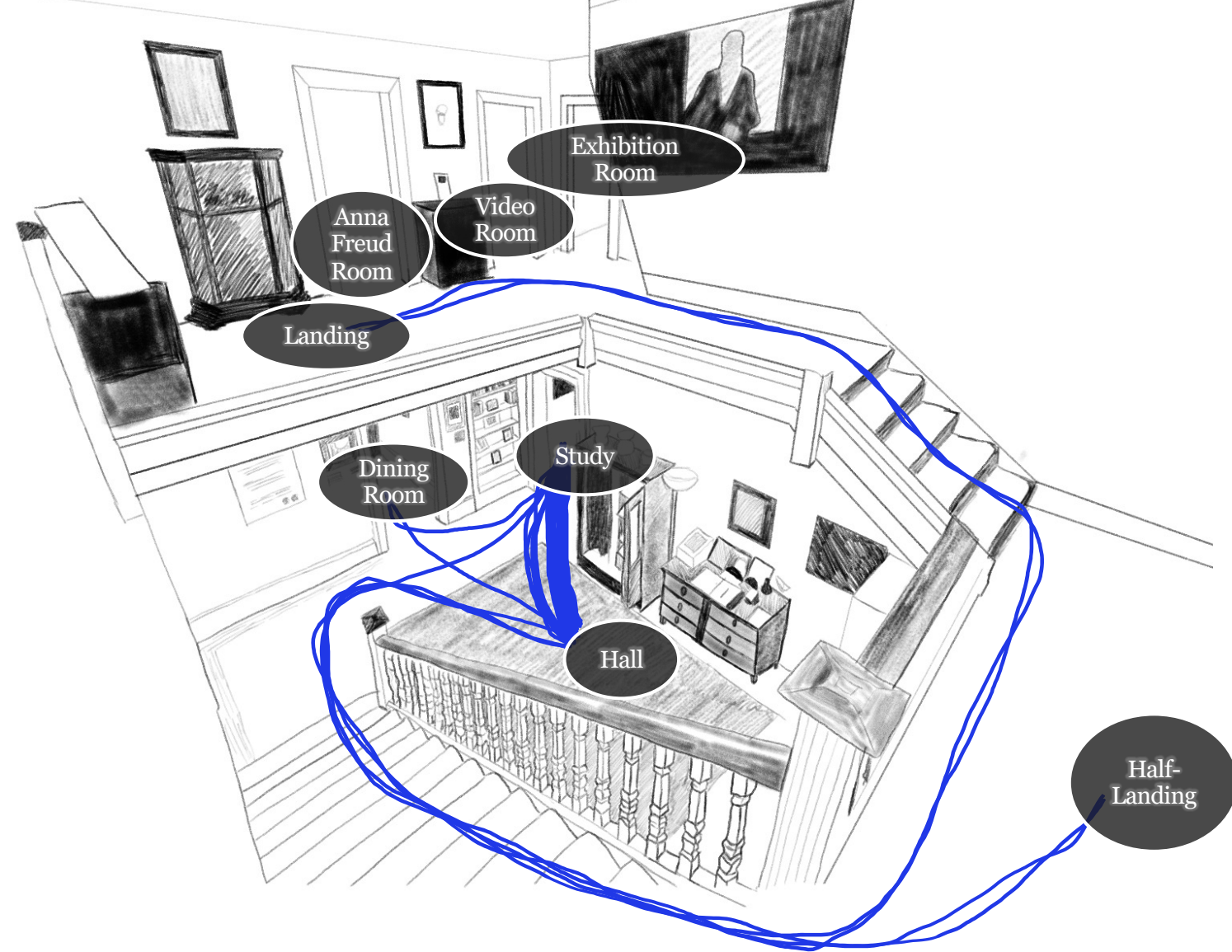
- Full Museum



1 → 2 → 3 → 4 → 5 → 6 → 7 → 8 → 9 → 10 → 11 → 12 → 13 → 14 → 15

Visitor Observations

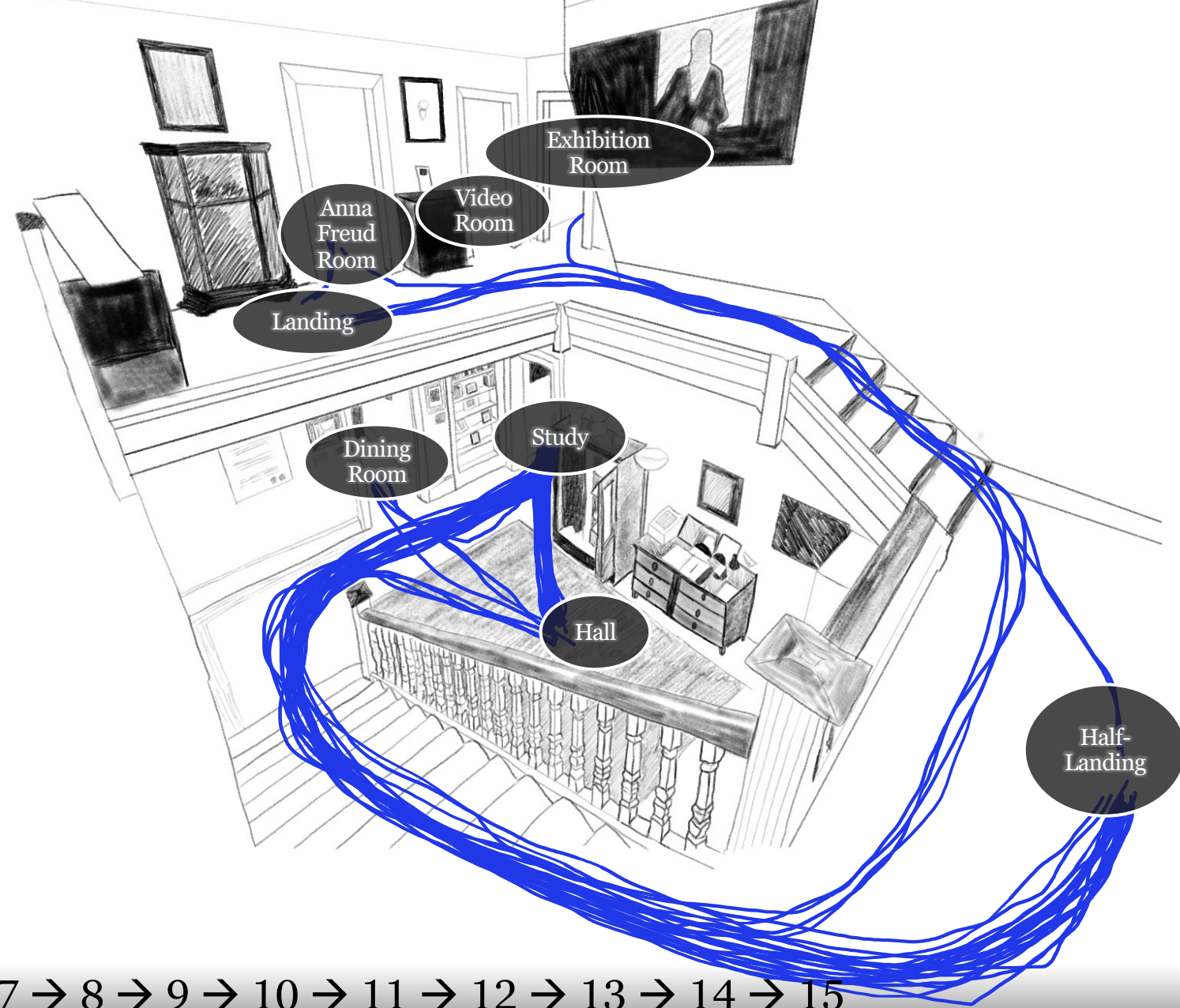
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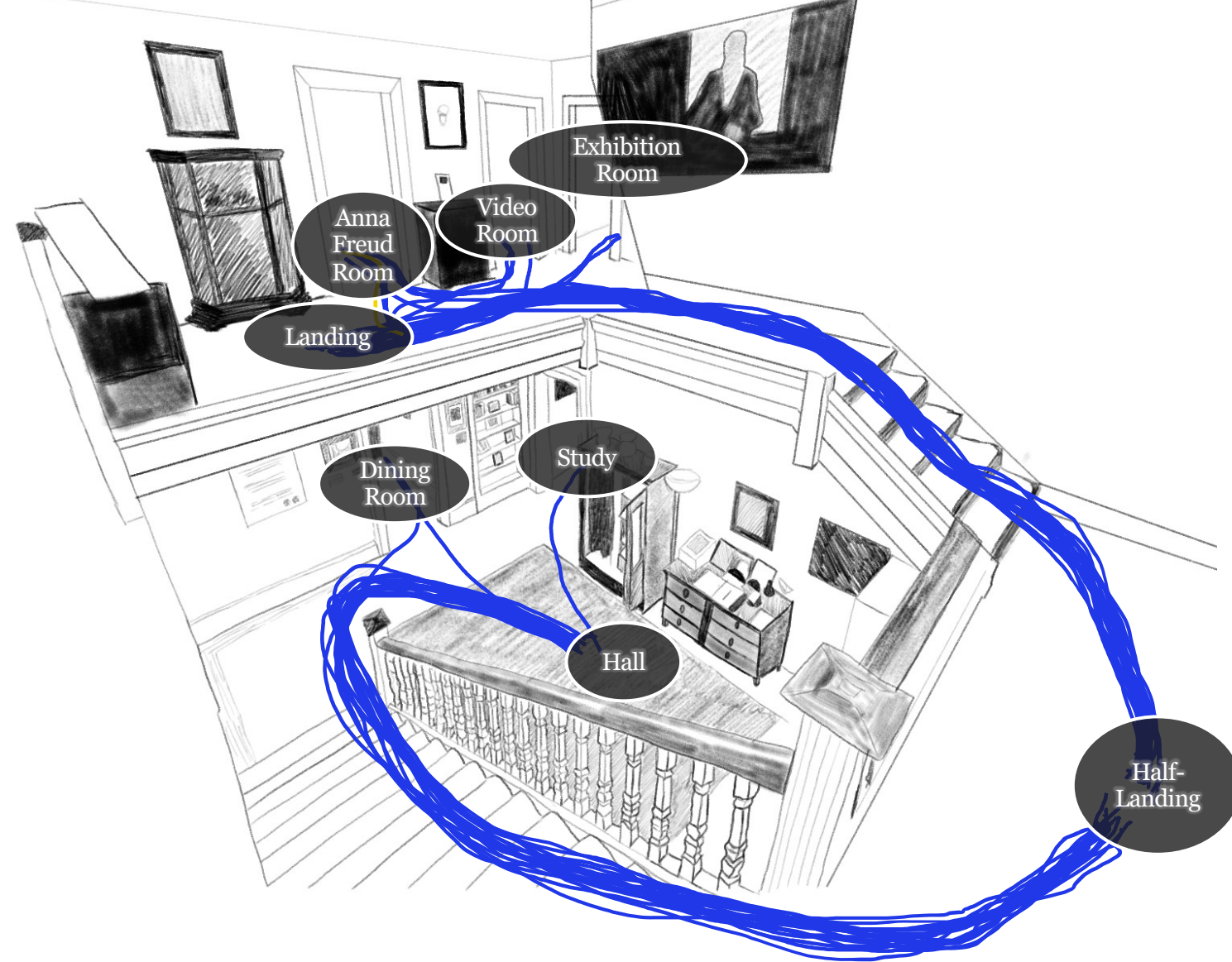
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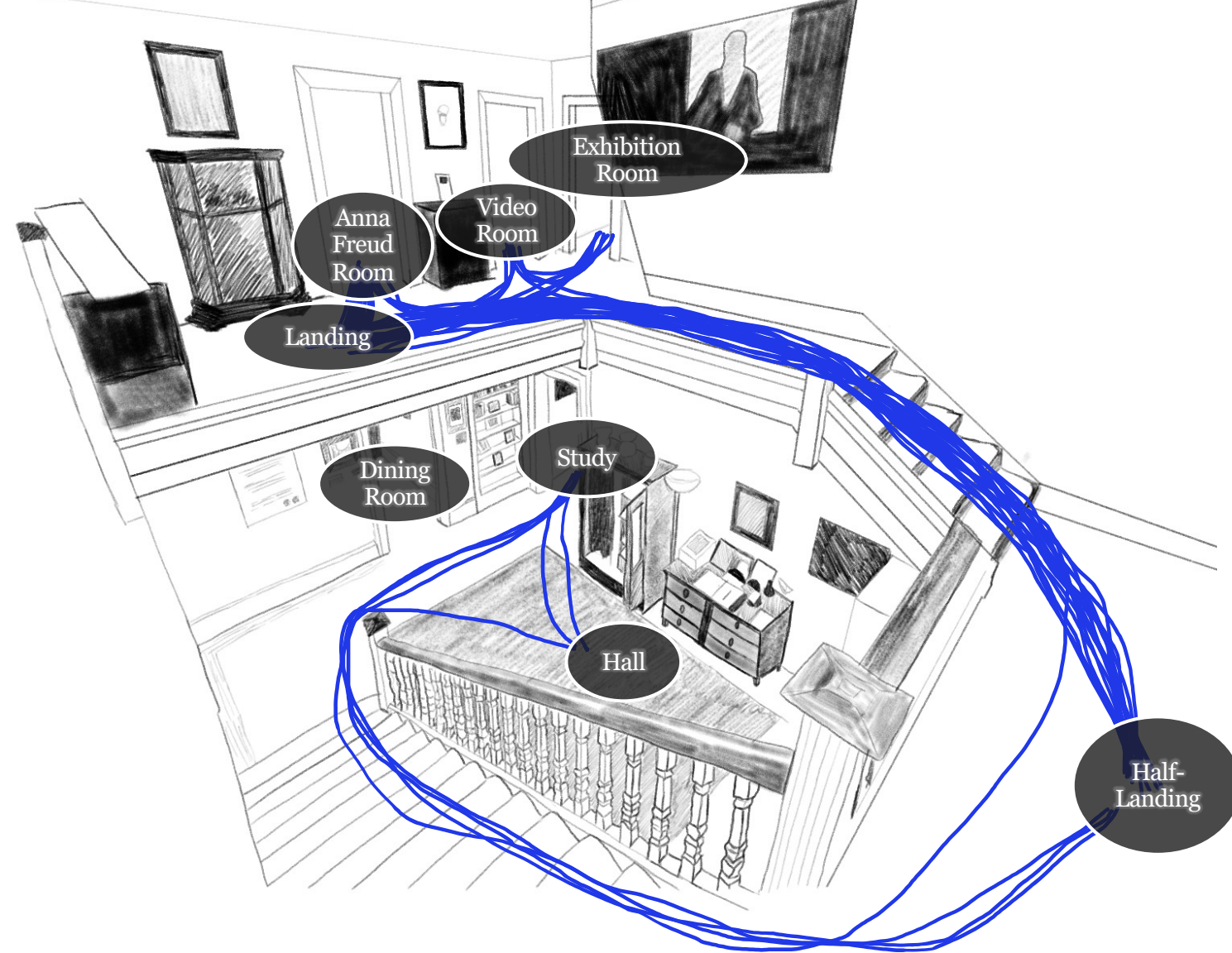
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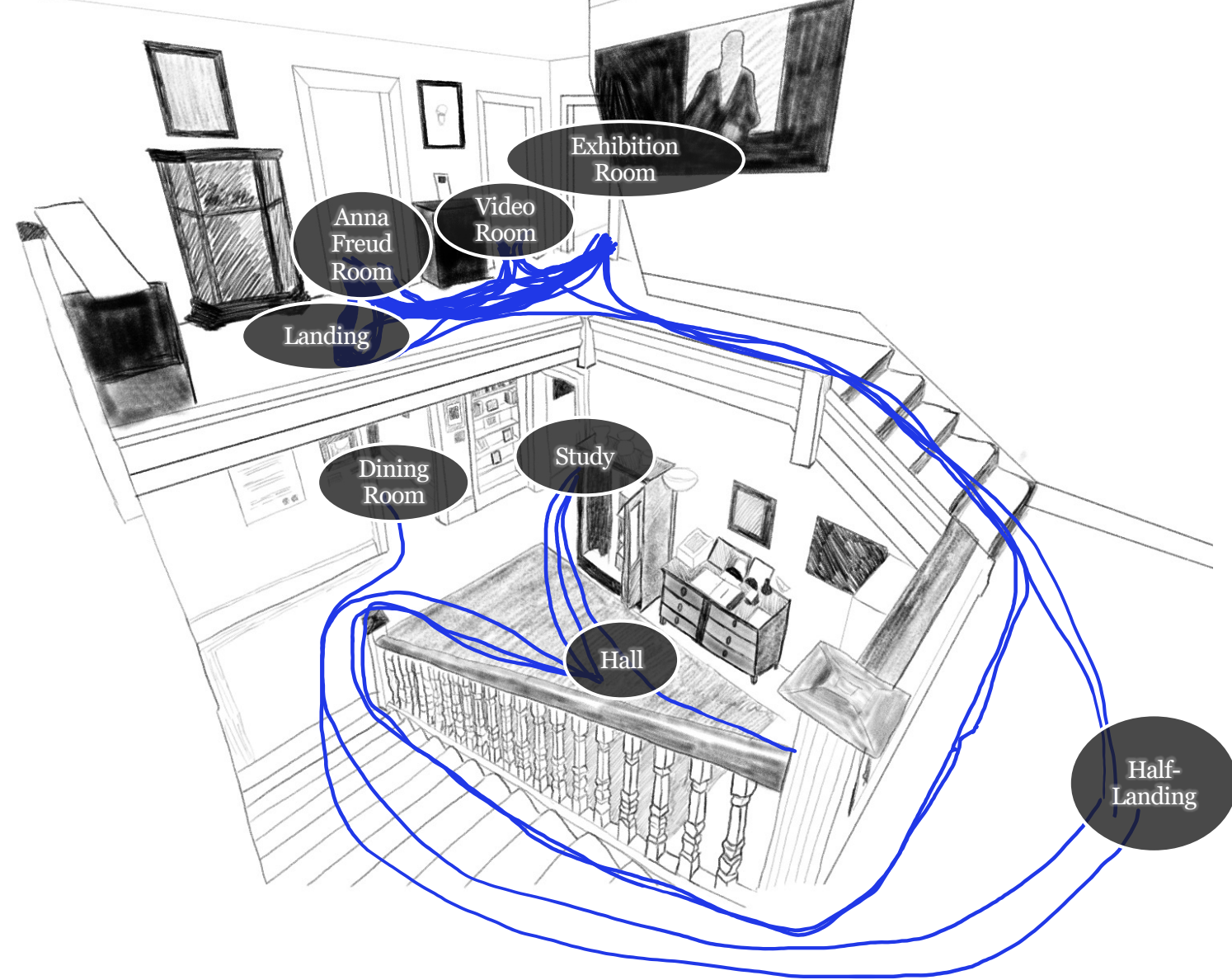
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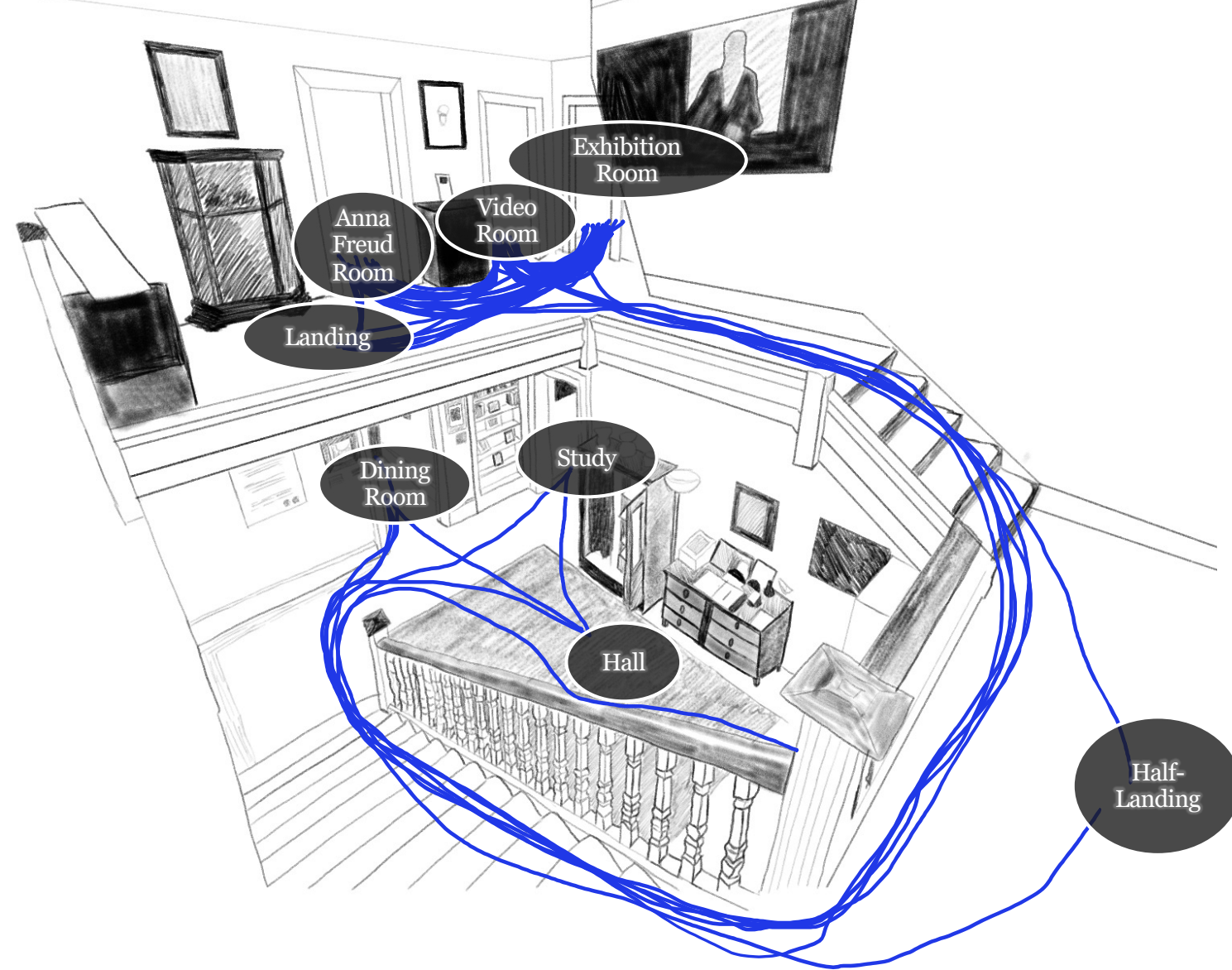
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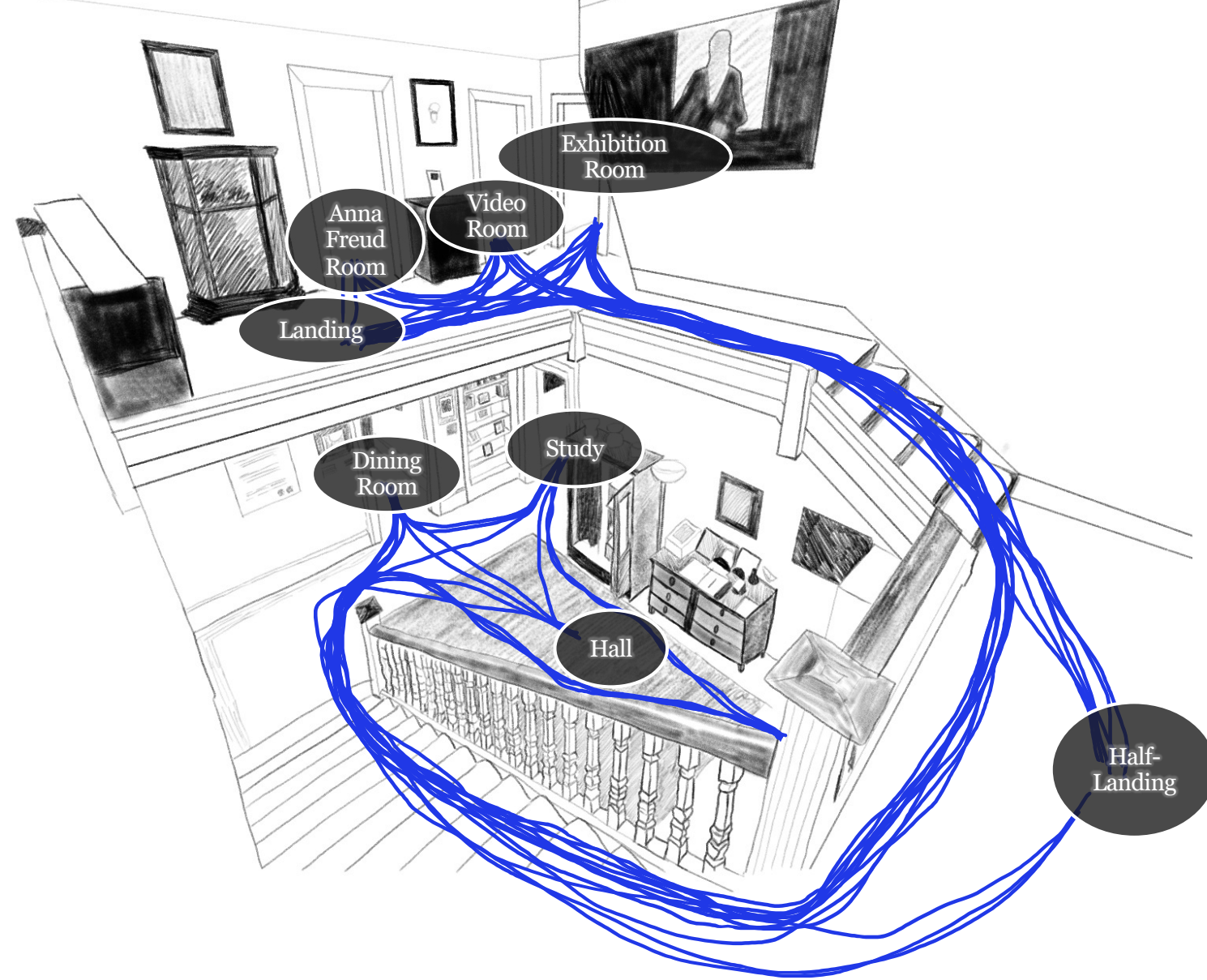
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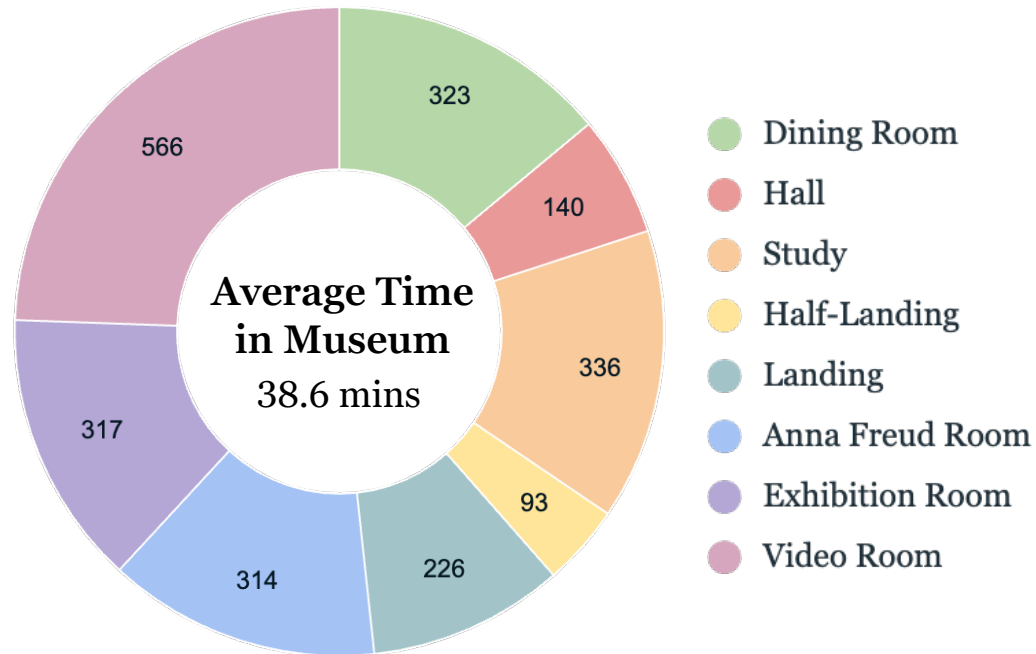
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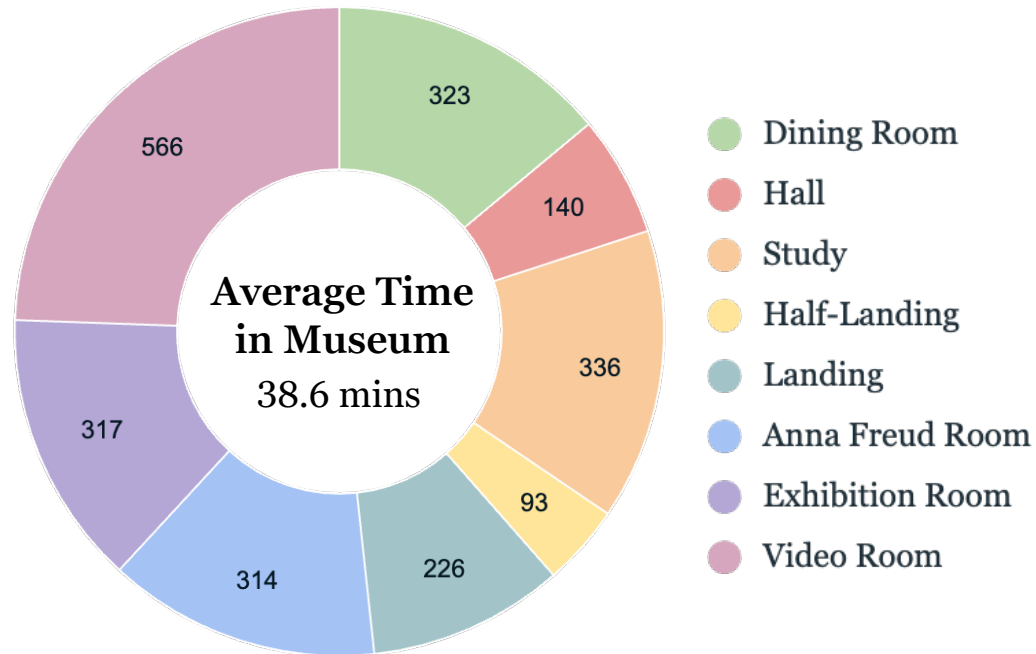
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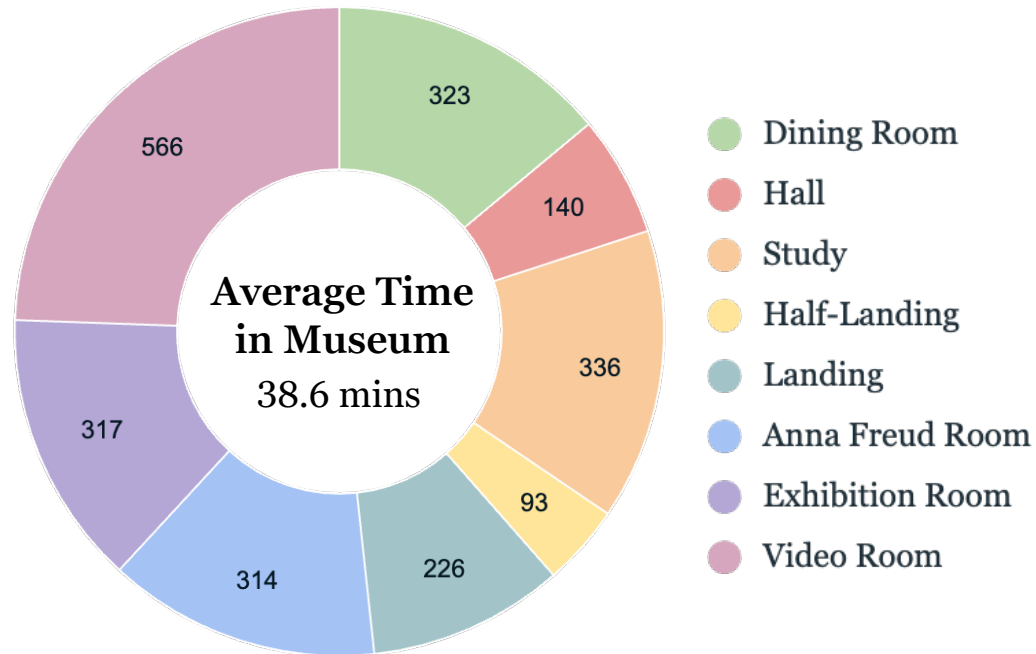
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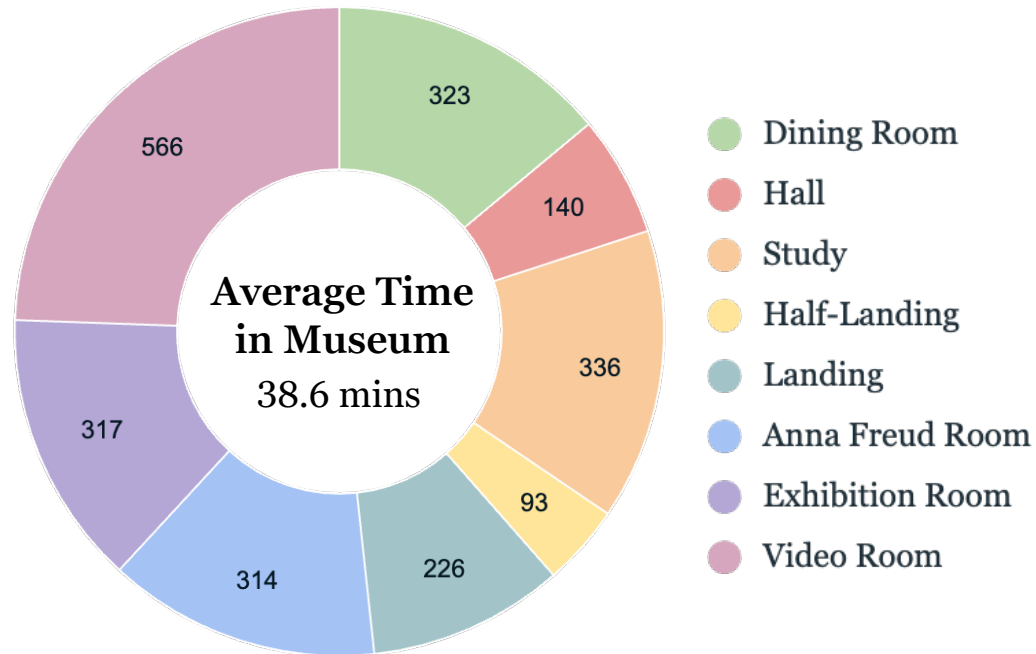
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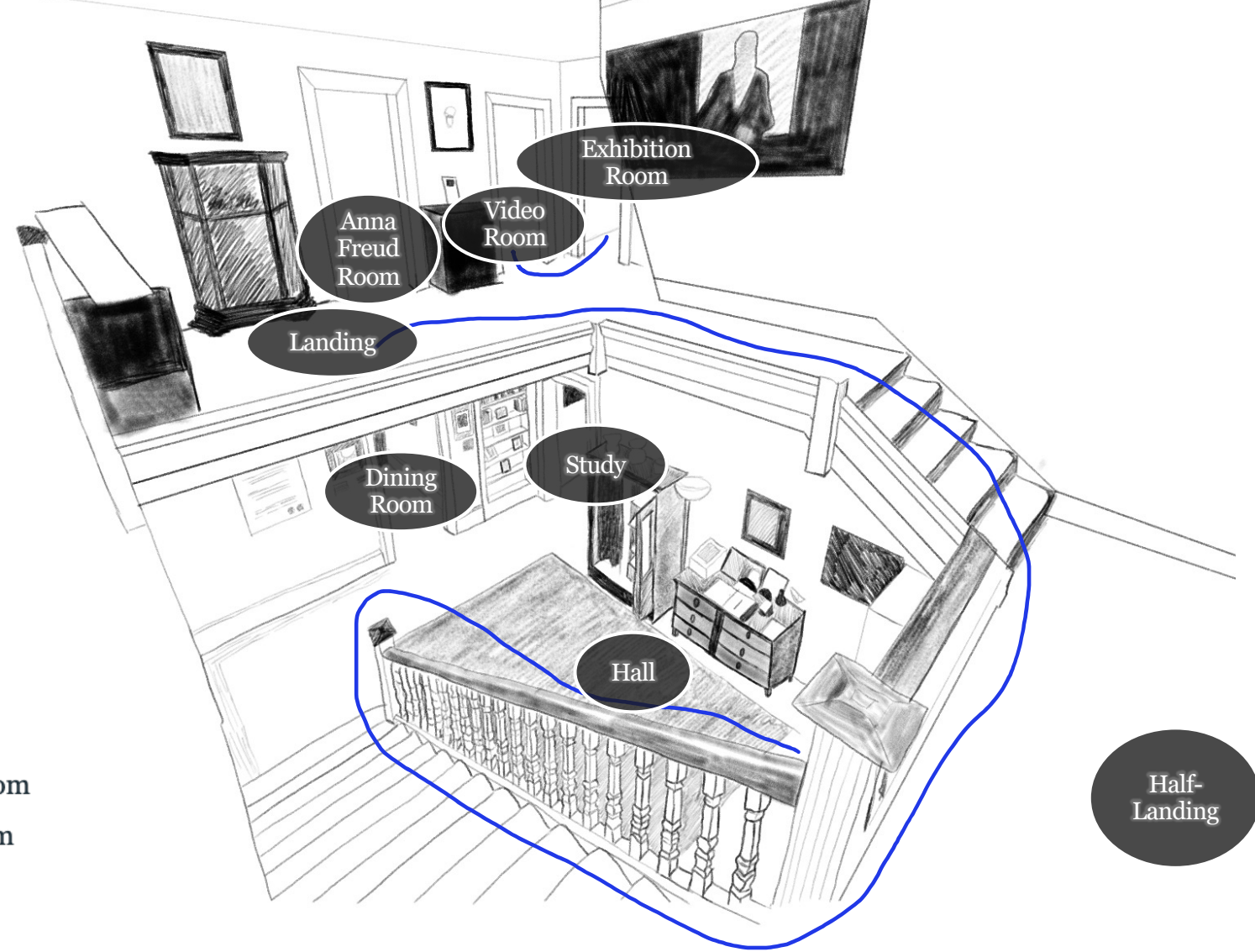
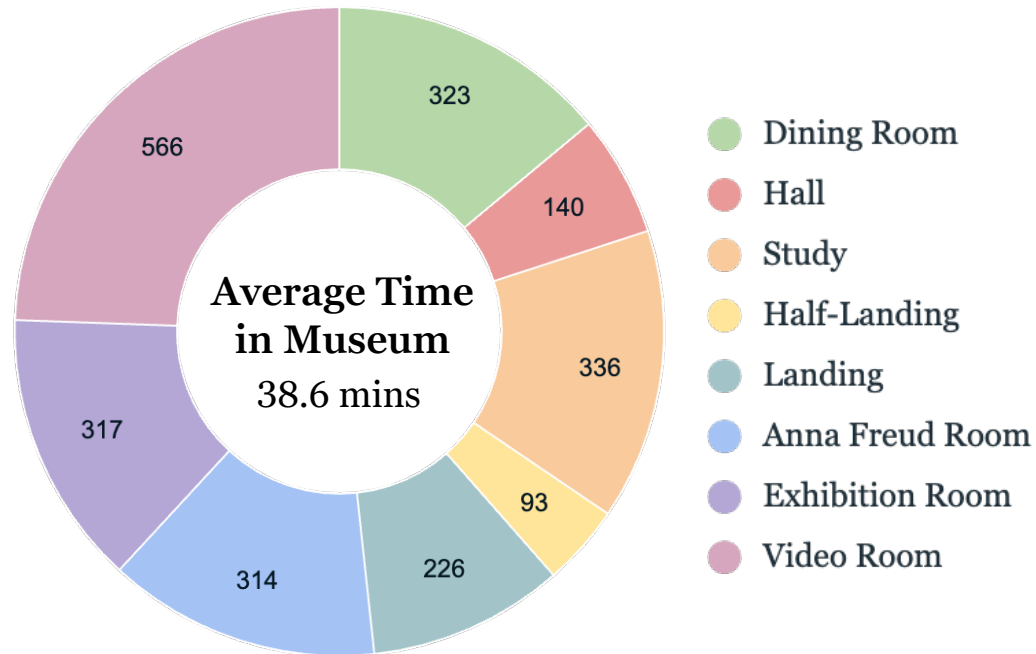
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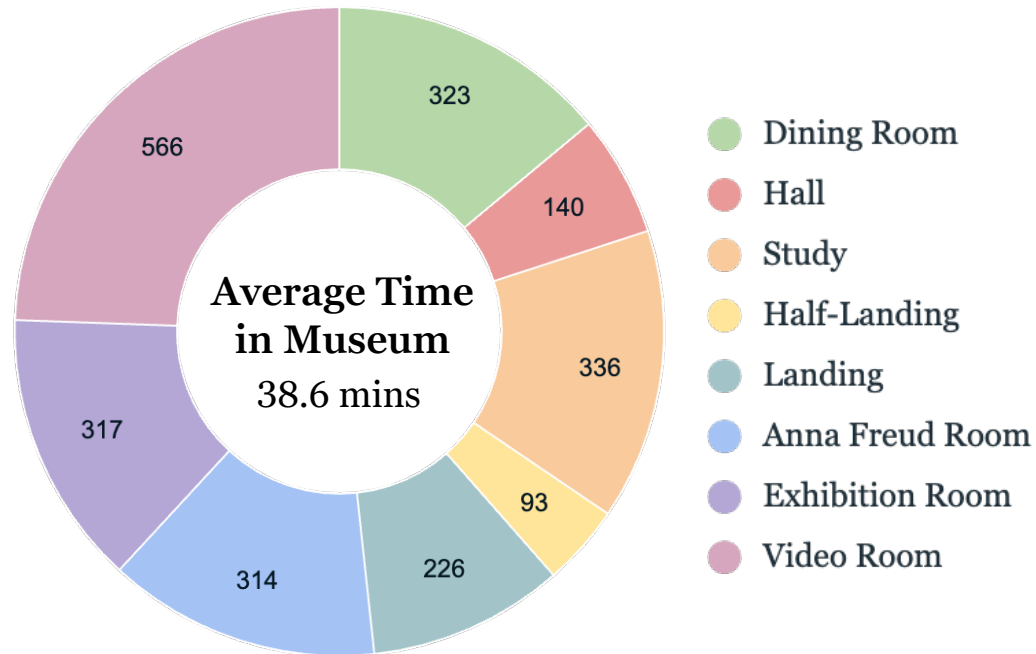
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Visitor Observations

- Full Museum



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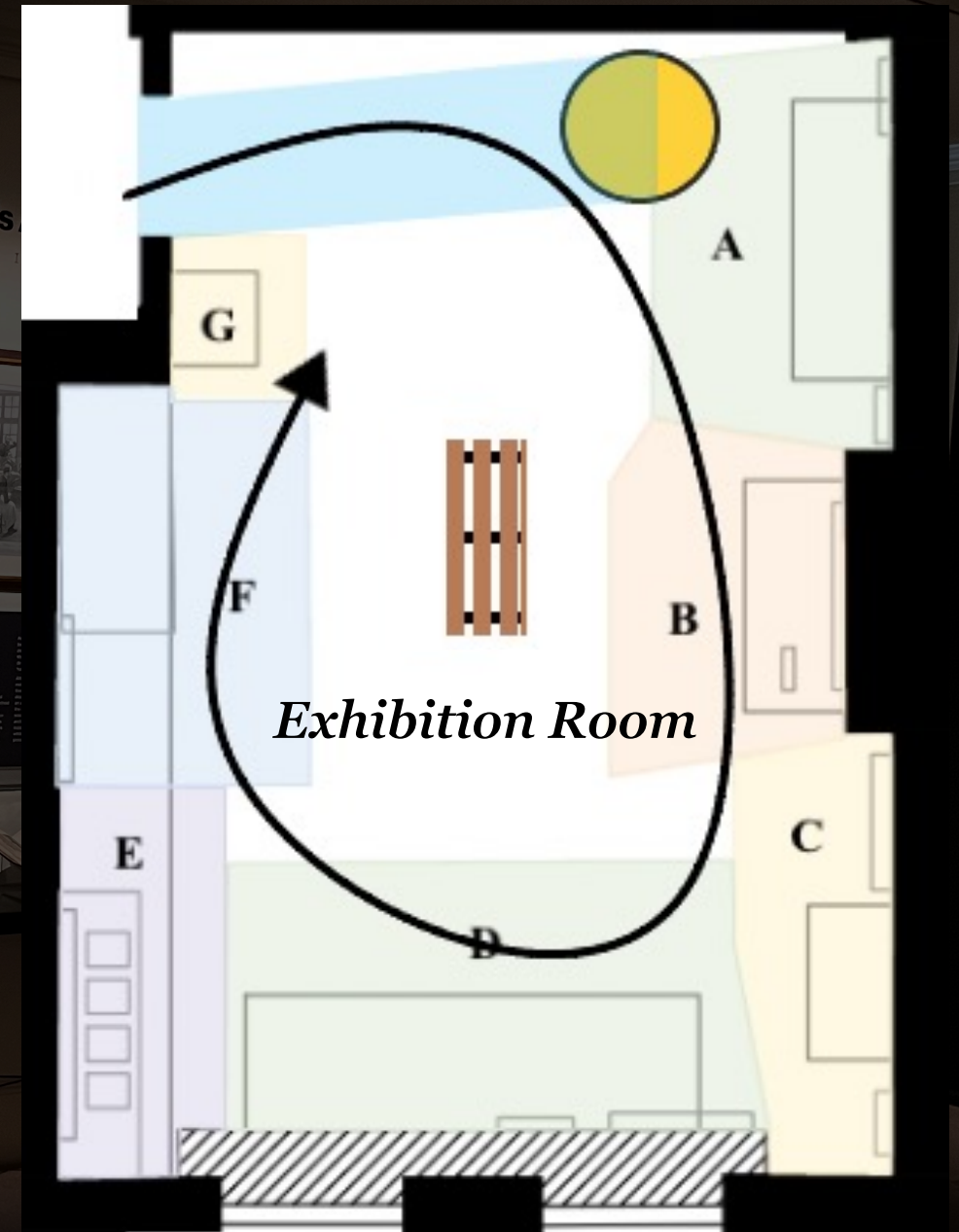
Community Awareness

- Collaborate with Libraries, Schools, and Other Organizations
- Increase Accessibility of the Content

Recommendations

Improving Engagement

- Interactive Elements
- Gateway Objects
- Center Objects
- Promotion of Other Exhibits



Recommendations

Encouraging Repeat Visitation

- Rotate Displays and Exhibitions
- Introduce More Member Events
- Continue with Current Membership Strategies

Recommendations

Involving the Community

- Collaborations with Other Local Establishments
- Perks for the Local Community
- Opening the Garden

Recommendations

Accessibility and Preservation

- Try to Add a Lift
- Increase Seating
- Improve Lighting
- Create a Map
- Add a Café

Acknowledgements

Freud's Antiquity:

OBJECT / IDEA / DESIRE

Exhibition room, 1st floor

25/02/2023 - 16/07/2023

2 | Hall

FREUD MUSEUM
LONDON

Host: Katie Pilcher



WPI

Advisors: Dominic Golding, Sarah Riddick, Laureen Elgert, & Naomi Pollard

Thank You!

Questions?

