



EVALUATING VISITOR ENGAGEMENT WITH ART AT HAMPTON COURT PALACE

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GOAL

Evaluate visitor segmentation
and art engagement at
Hampton Court Palace to
provide a better understanding
of how visitors engage with
art to inform the design of
upcoming Wolsey Rooms

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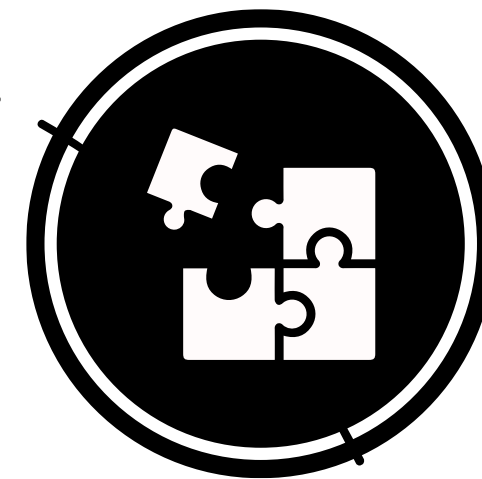
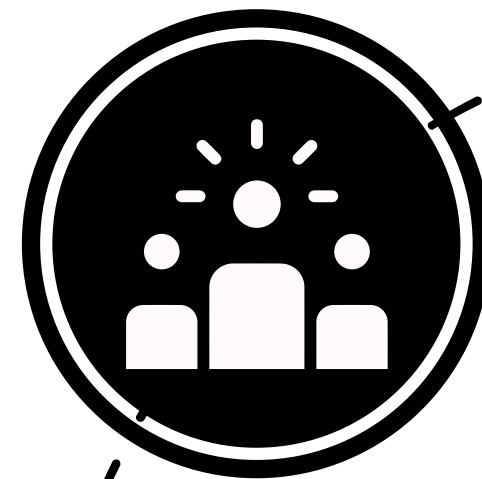
OBJECTIVES

1

Understand HRP
staff intentions
and expectations
for visitor
engagement

2

Assess current
interpretive
techniques and visitor
engagement with art
at Hampton Court
Palace



BACKGROUND

CHOICE OF EXHIBITS

**Henry VIII's
State
Apartment**

**Cumberland
Art Gallery**

**William III's
Apartments**

BACKGROUND

FALK SEGMENTATION GROUPS

Explorer

Facilitator

Professionals
Hobbyists

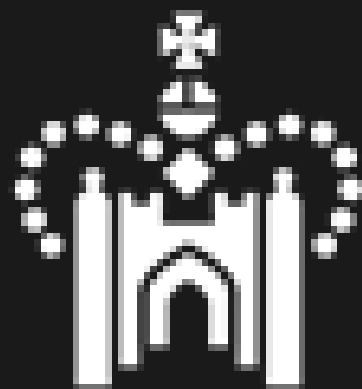
Experience
seekers

Rechargers

The background features several sets of thin, black, curved lines that flow across the page. One set on the left starts from the top left and curves downwards and to the right. Another set on the right starts from the top right and curves downwards and to the left. A third set at the bottom left starts from the bottom left and curves upwards and to the right. These lines create a sense of movement and depth.

METHODS

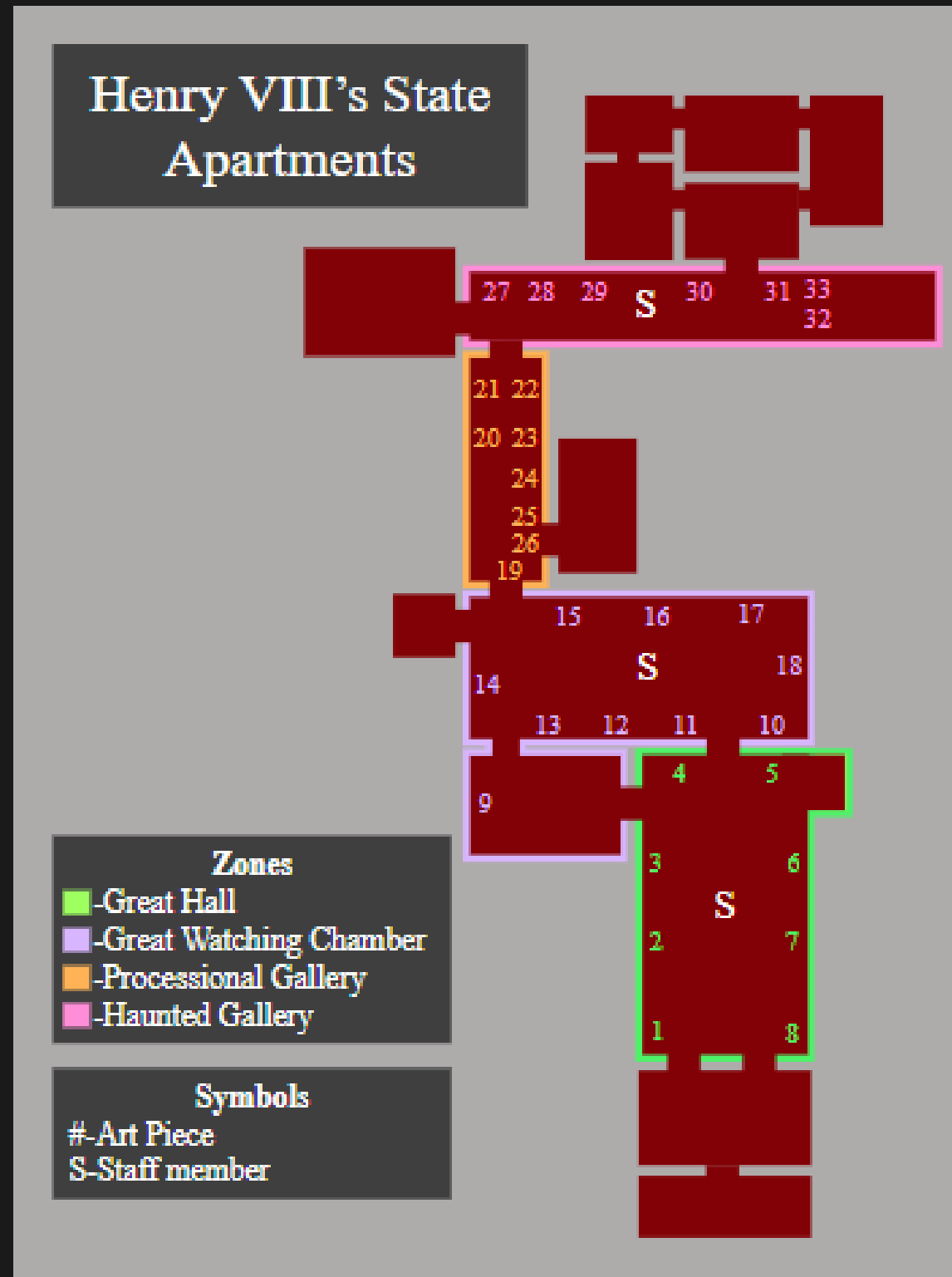
Staff Interviews



HISTORIC
ROYAL PALACES

- Learn their intentions behind the creation of each exhibit
- Understand what interpretive techniques they found to be successful
- Spoke with four different staff members:
 - Aileen Peirce
 - Aurora Heimsath
 - Brett Doleman
 - Eva Koch-Schulte

Observations



Entered information on digital form which covered:

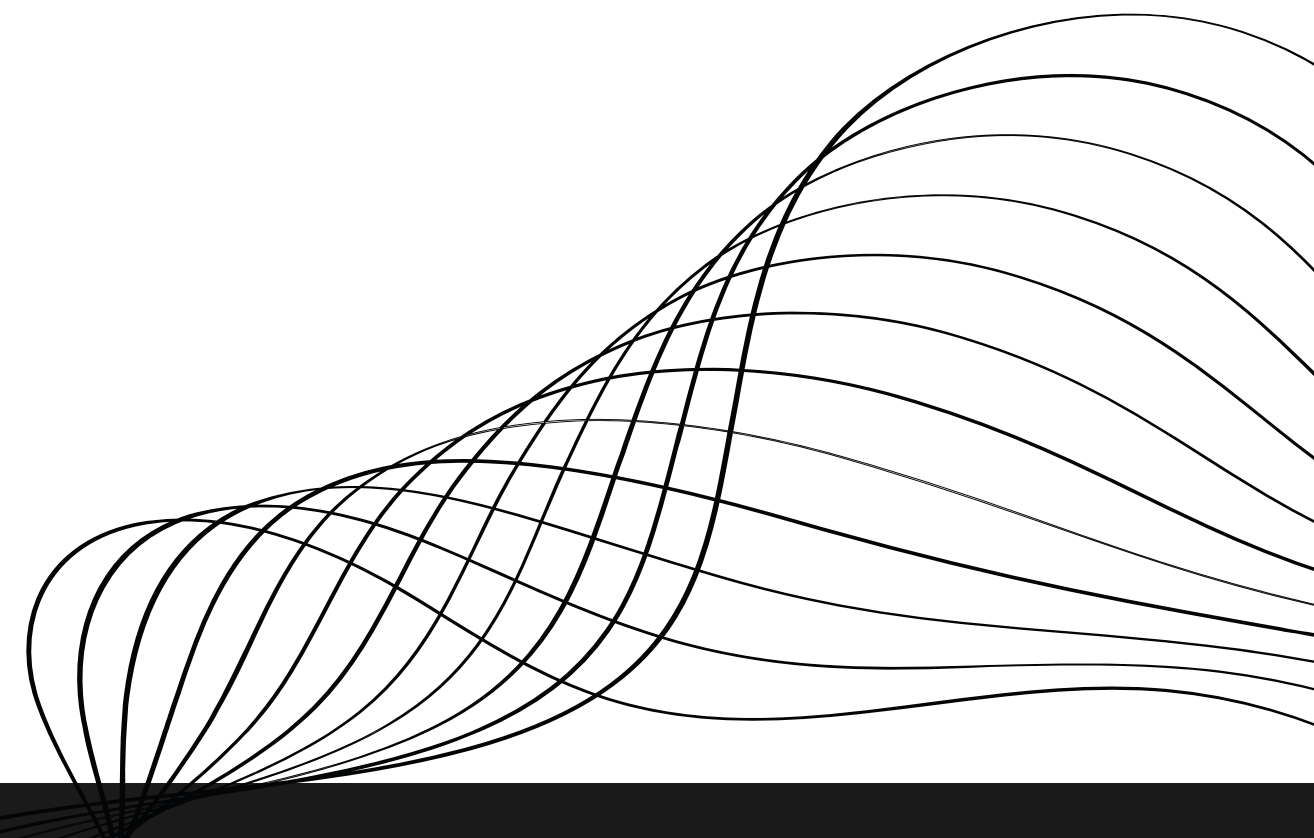
- Visitor behavior
- What artwork they stopped at
- Any emotion displayed

Visitor Surveys



Asked questions to explore:

- Visitor's art engagement
- Exhibit immersion
- Visitor motivation

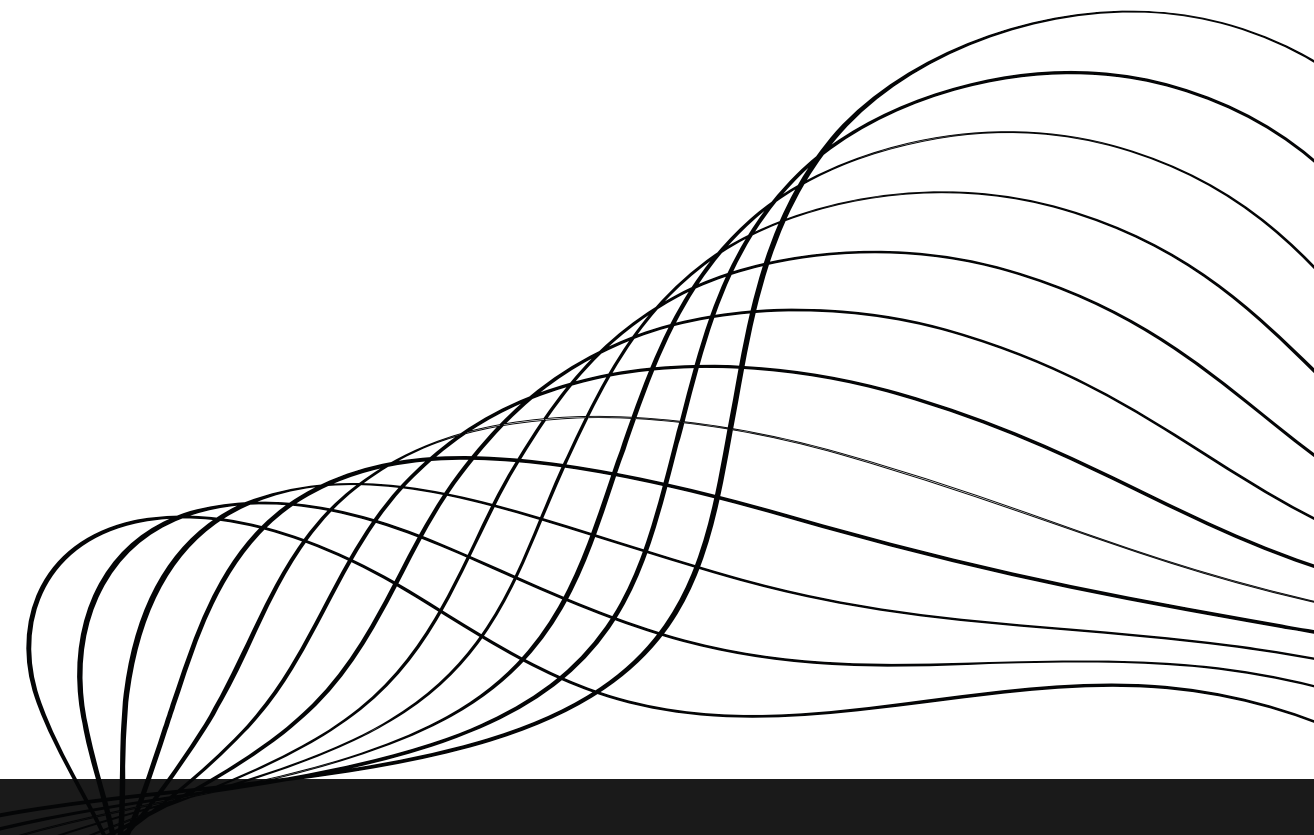


Visitor Interviews



Asked guests one to three questions at exit of exhibit:

- Did you find any art display engaging?
- Was there any part of the exhibit that evoked any emotions?
- Did any part of the exhibit make you consider history more deeply?

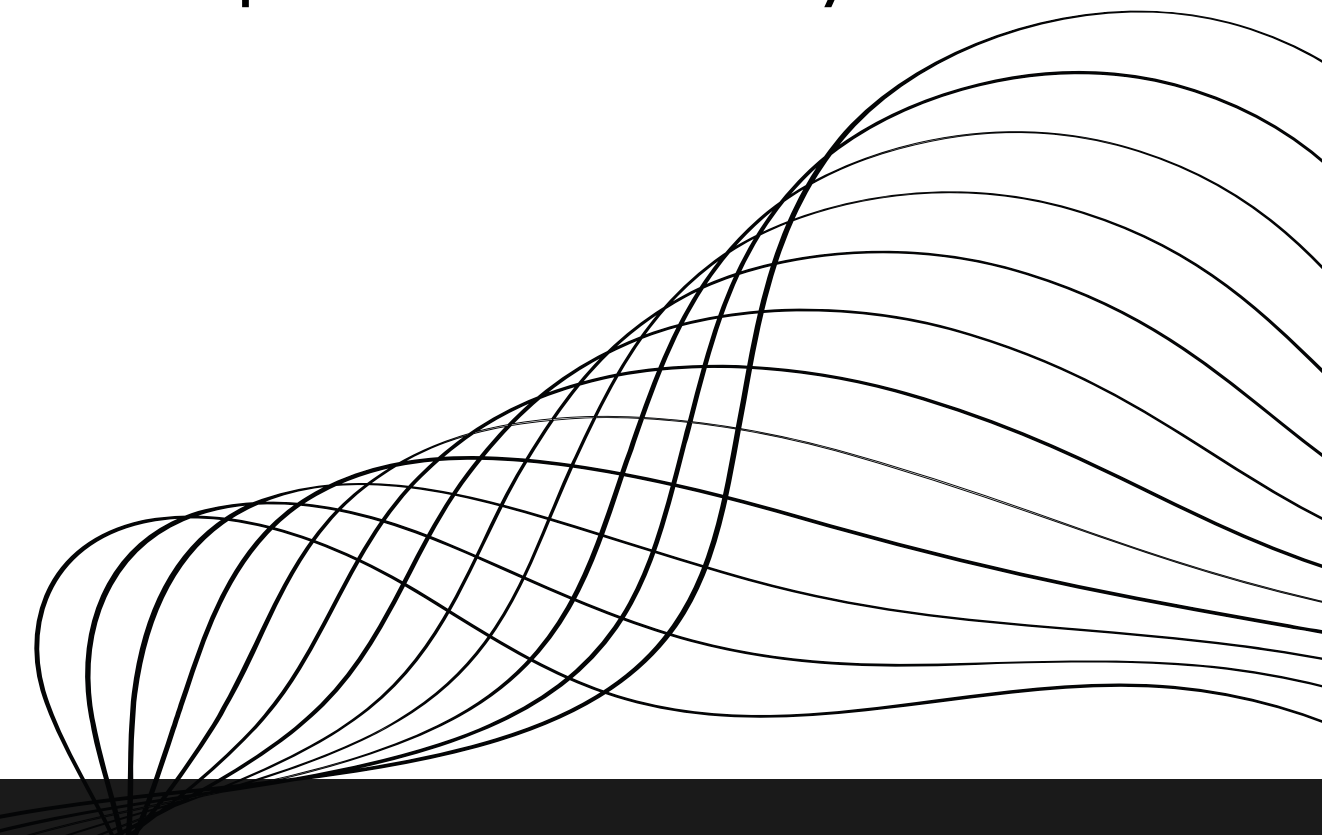


Case Study:

Communications Gallery

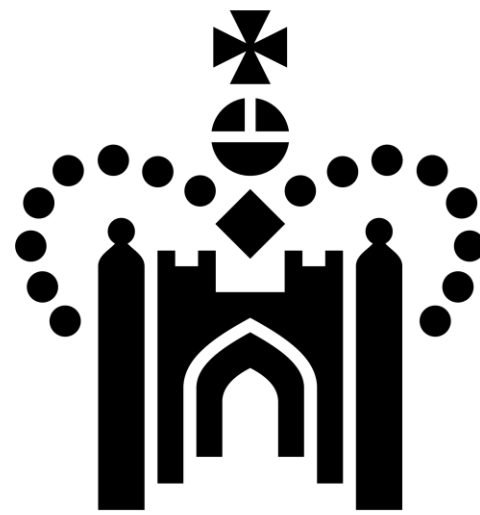


- Understand how new signage affects visitor engagement
- Yes/no question format
 - “When walking through the Windsor Beauties Hallway did you find yourself wanting more information on the pieces or history?”



The background features a series of thin, black, curved lines that flow from the left and right edges towards the center, creating a sense of movement and depth. These lines are arranged in multiple layers, some overlapping, and they vary in curvature, giving the impression of a stylized, abstract landscape or a dynamic, fluid environment.

FINDINGS



HISTORIC ROYAL PALACES

STAFF

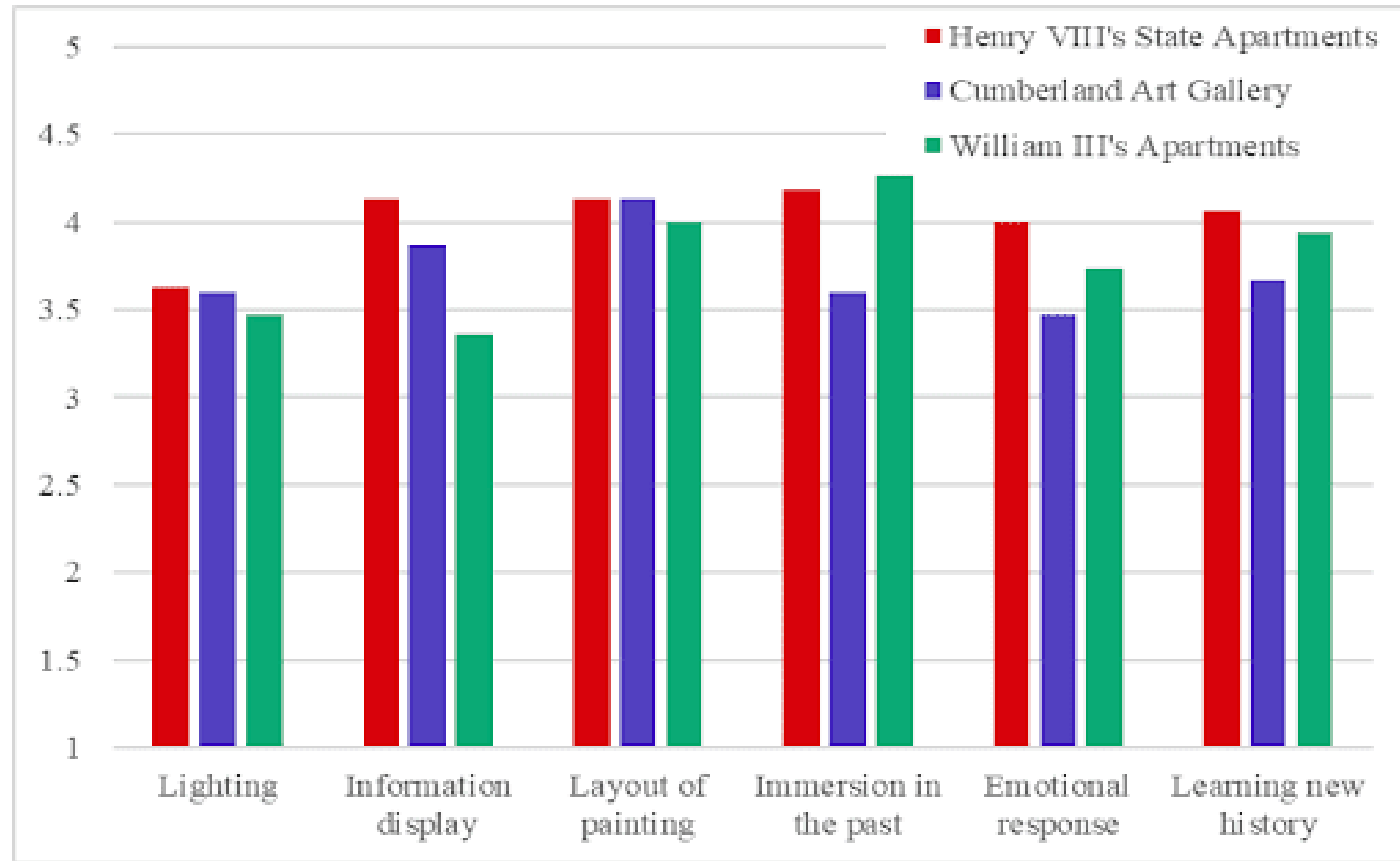
- Memorable experience
- Emotional response



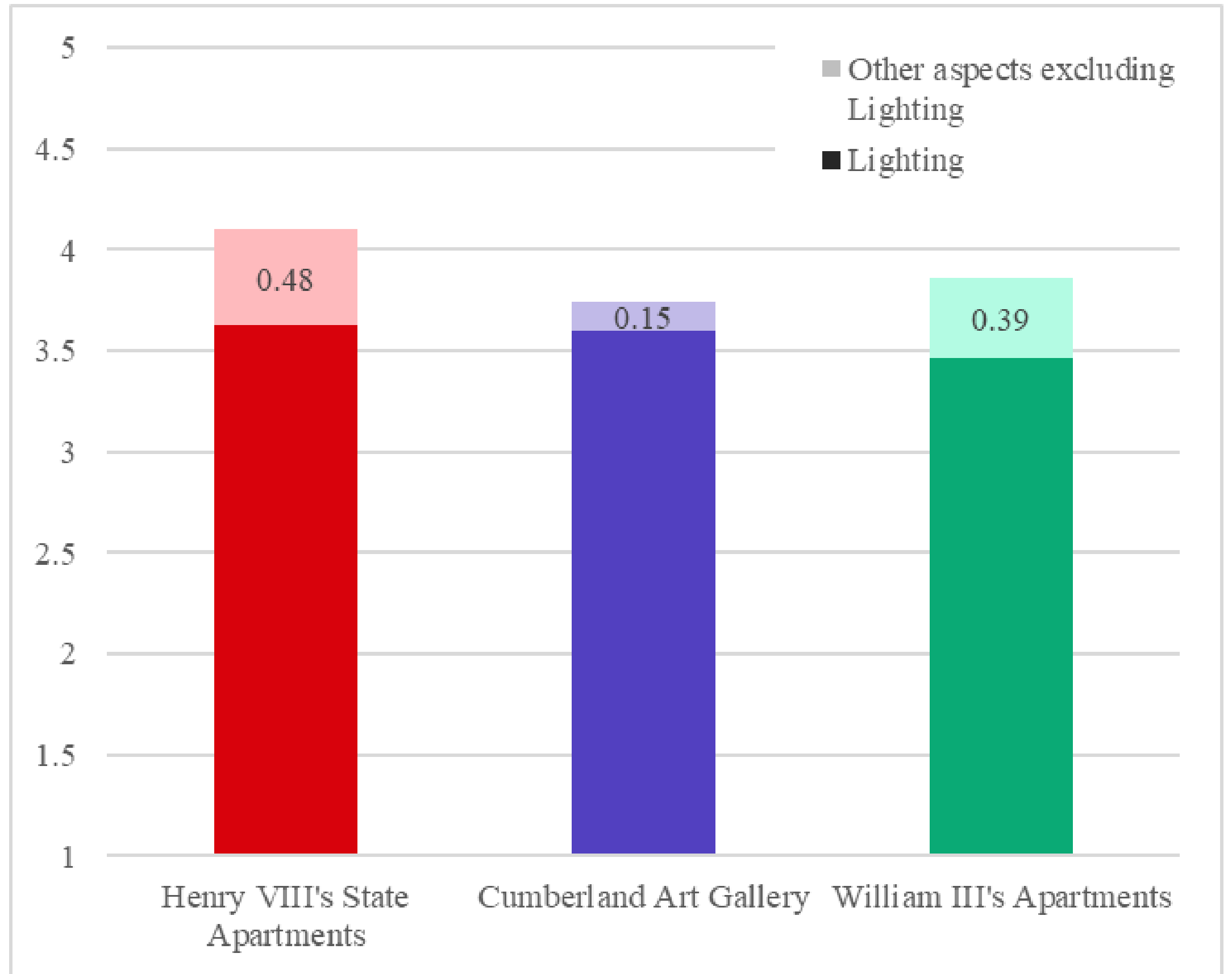
VISITORS

- Observations
- Surveys
- Interviews
- Case Study: Communications Gallery

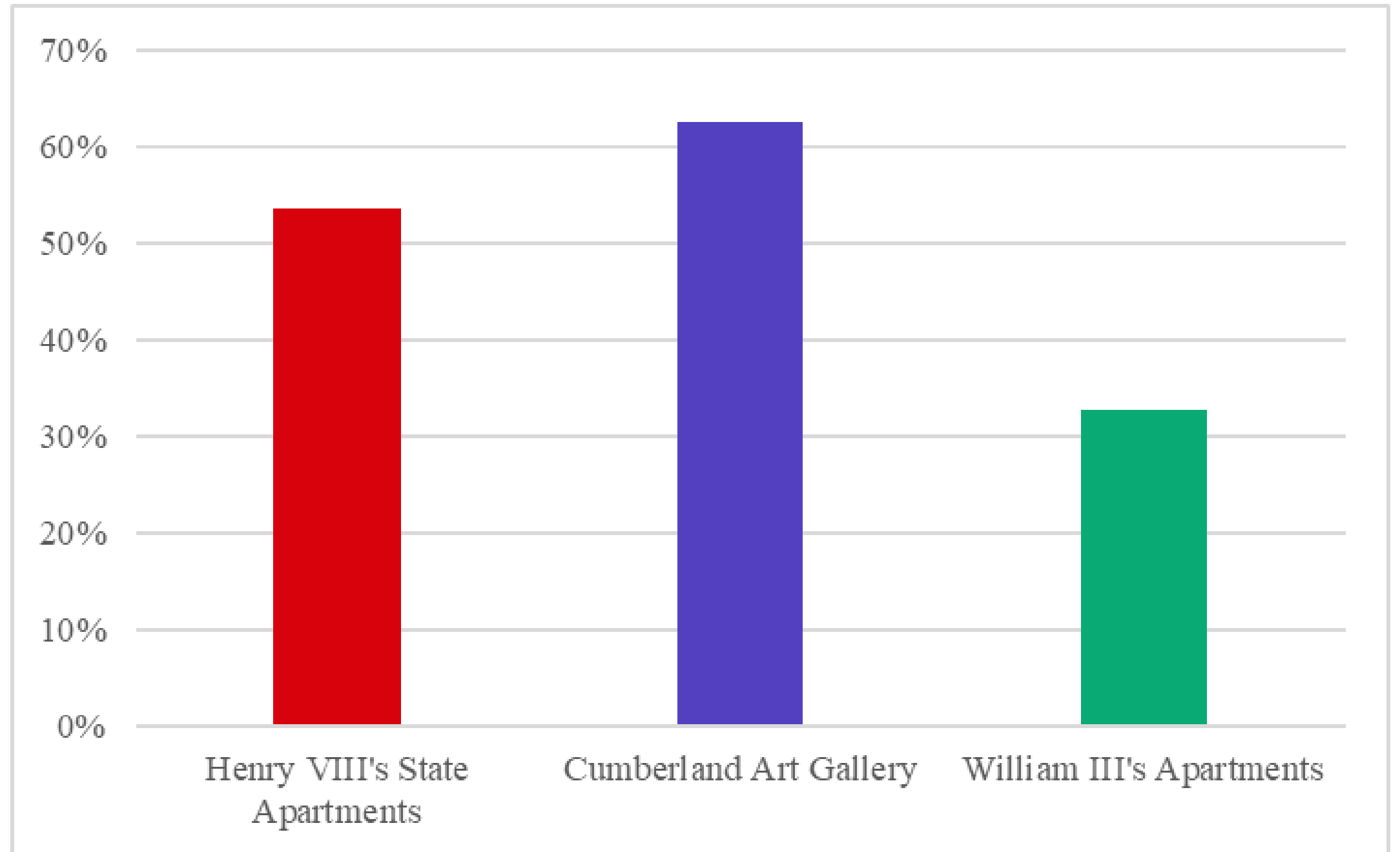
Survey Results



01 – Lighting

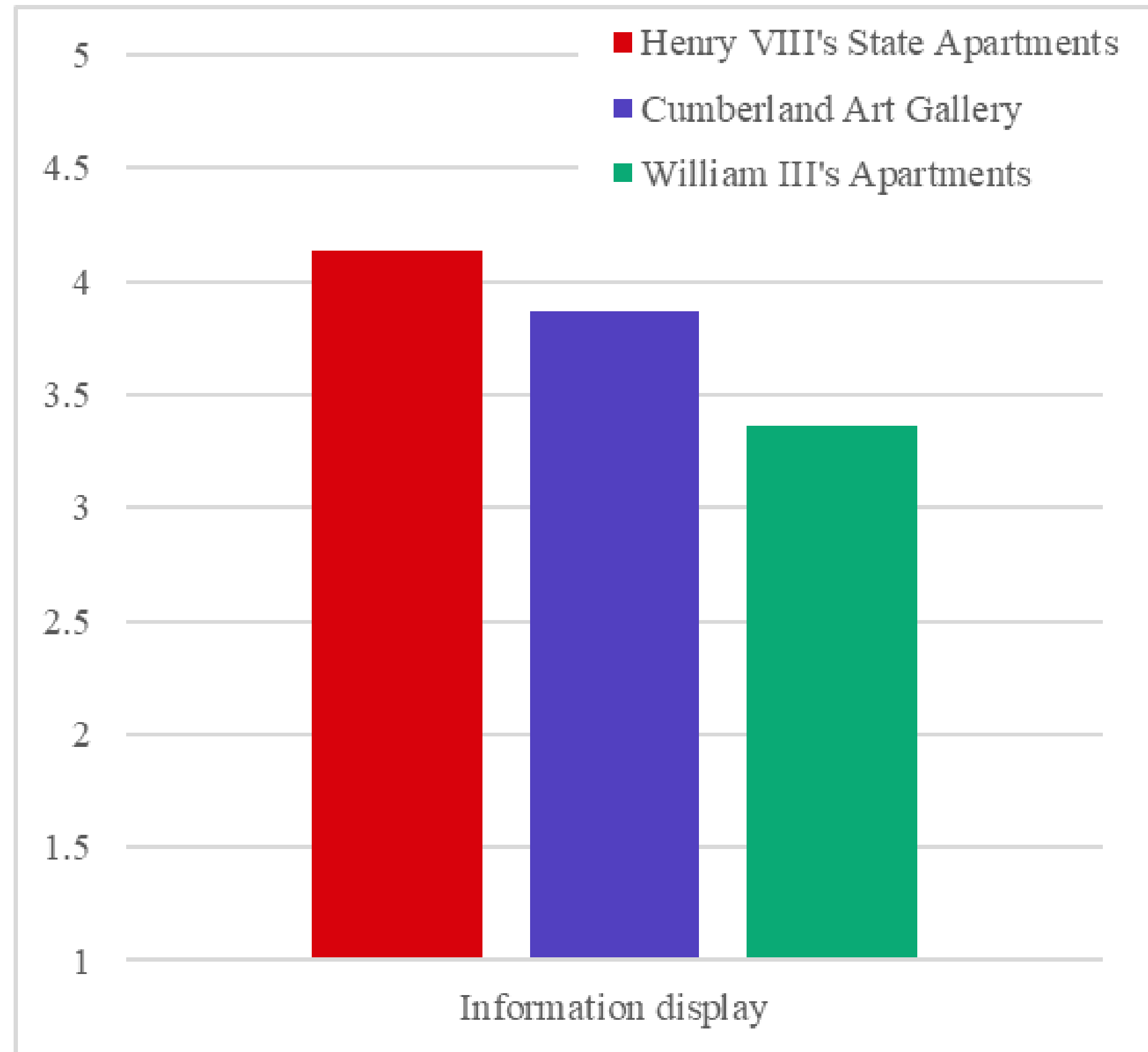


02 – Information Displays



Survey Results

Information Display

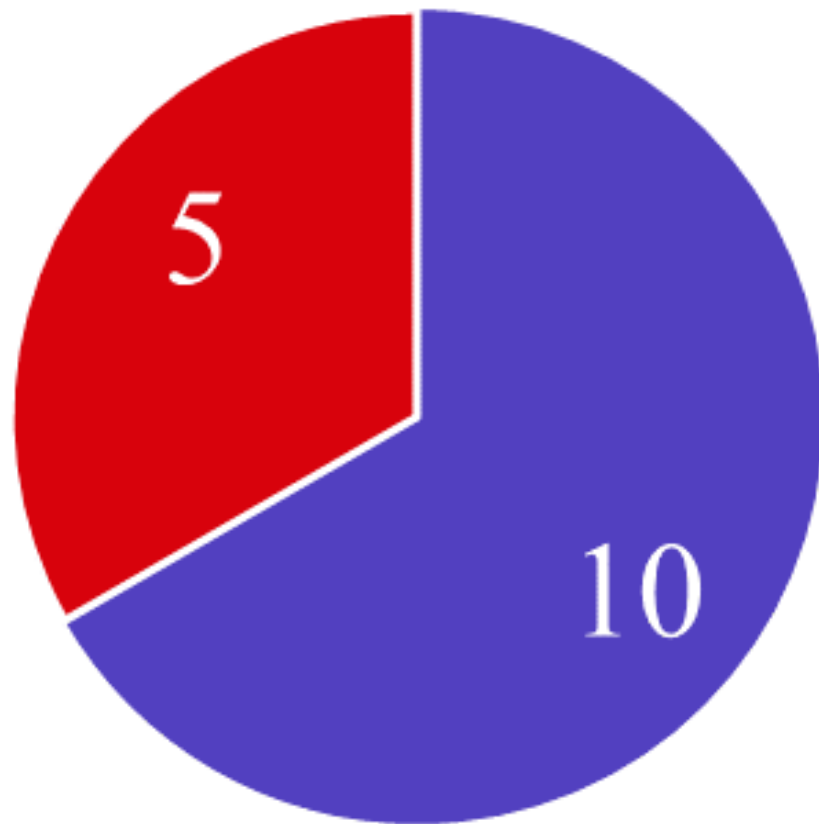


Case Study

Communications Gallery

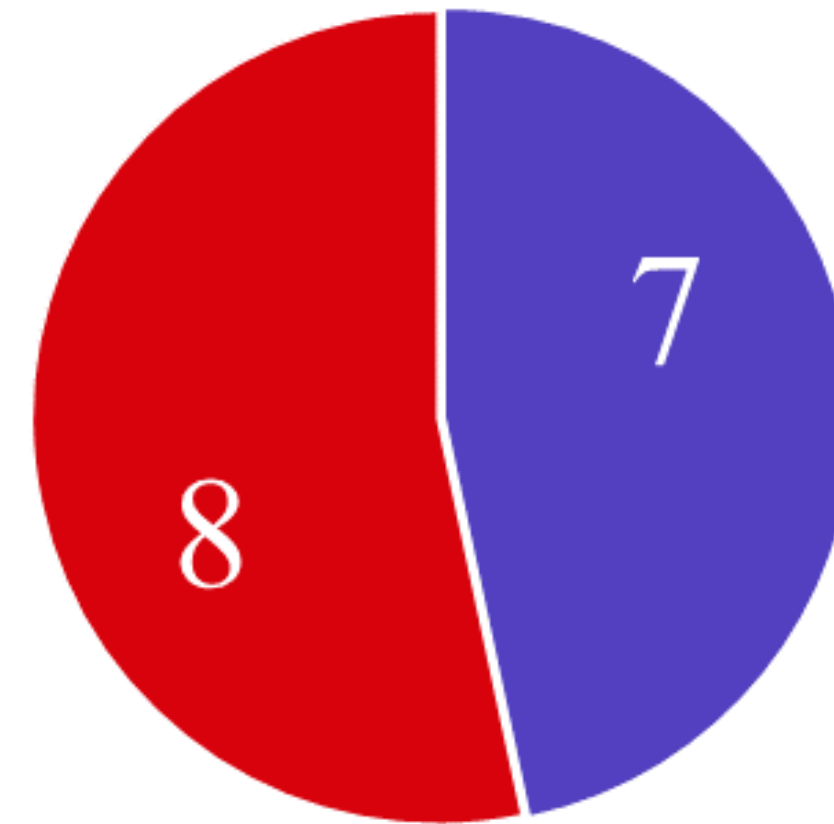
With signs

■ Wants more information ■ Sufficient information

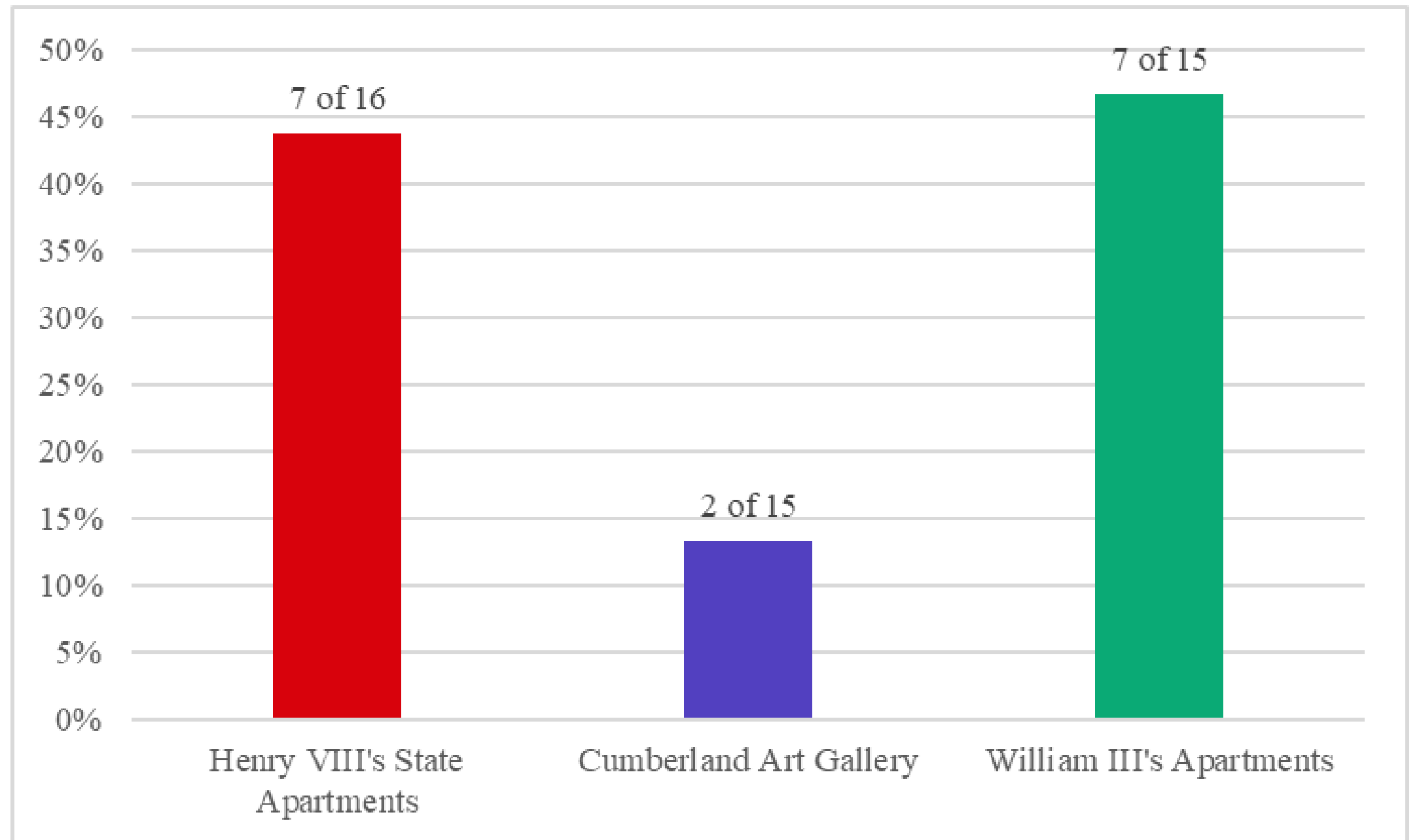


Without signs

■ Wants more information ■ Sufficient information



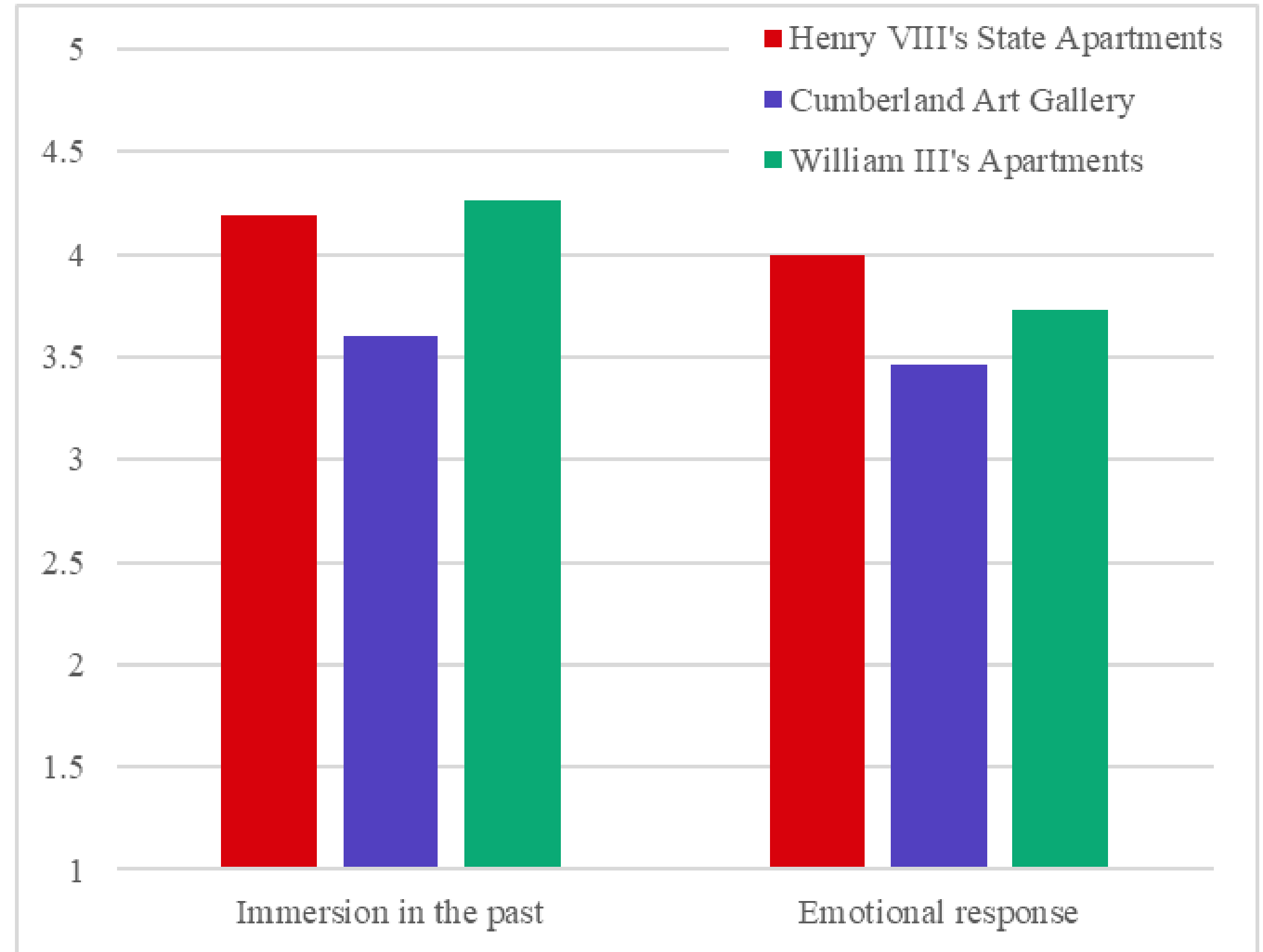
03 – Historical Context and Immersion



Survey Results

Immersion in the past

Emotional Response

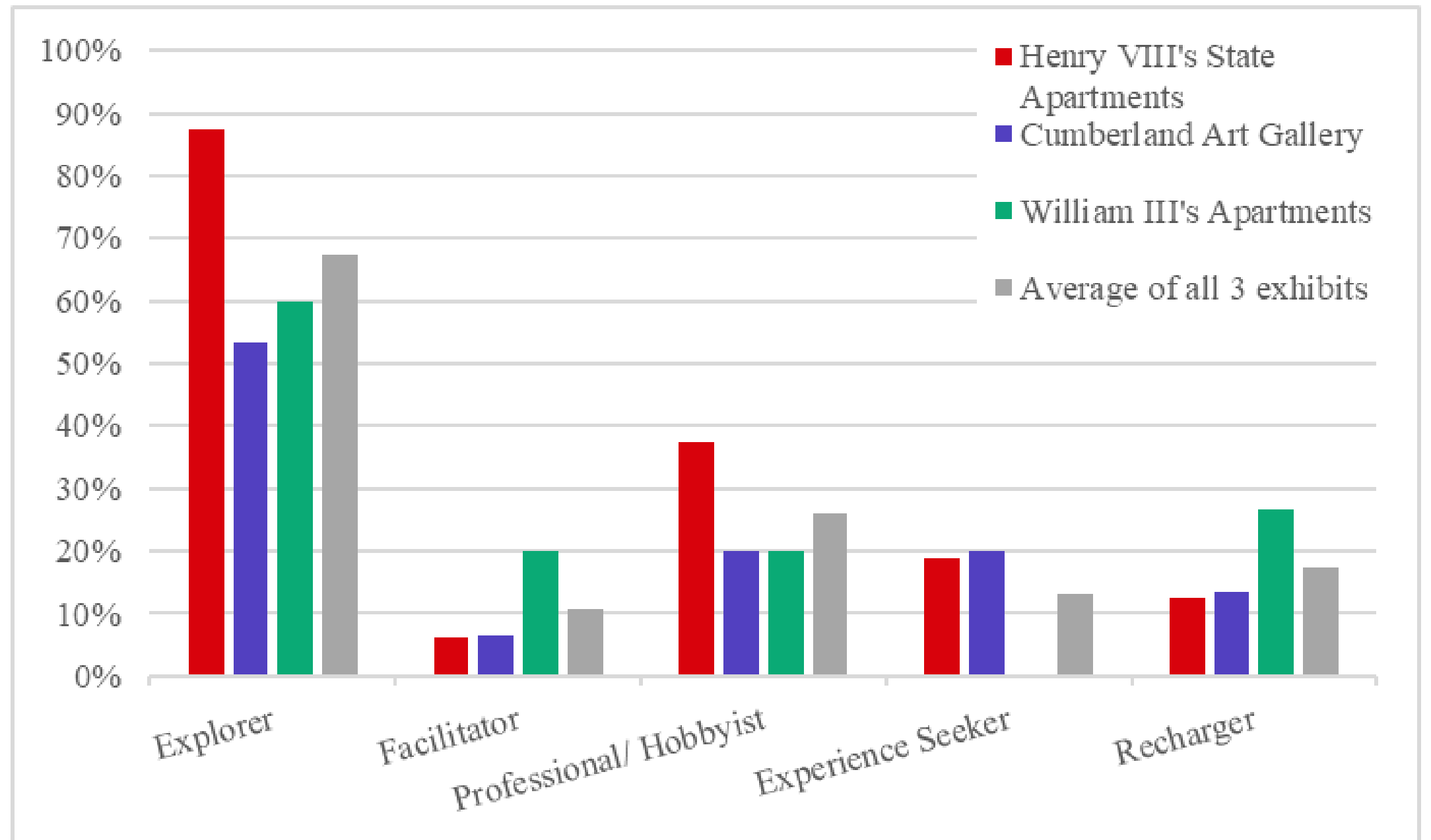


**“You can watch and read,
but it’s another thing to
come to see where it
happened.”**

-Visitor to William’s Apartment



04 – Audience Segmentation

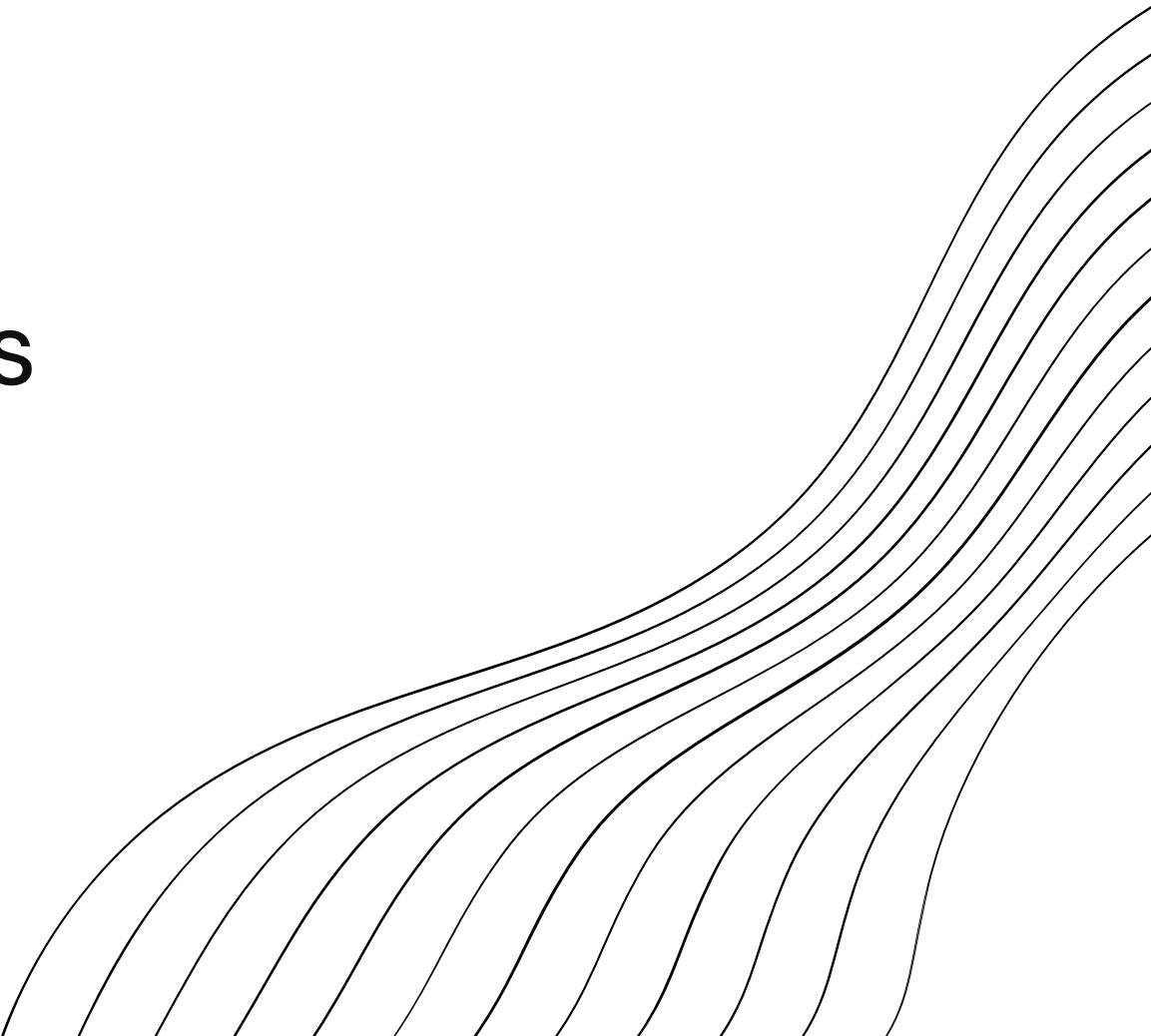


The background features several sets of thin, black, curved lines that flow from the left and right edges towards the center, creating a sense of movement and depth. These lines are arranged in multiple parallel paths, some curving upwards and others downwards, framing the central text.

RECOMMENDATIONS



FOR THE WOLSEY ROOMS

- Emphasize the lighting
 - Include signage
 - Keep the historical atmosphere in the rooms
 - Tell personal stories of historic figures
 - Target the explorers segment
- 

**Any
Questions?**

