



Automating Visitor Evaluation

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WPI

Why are we here?

Interactive Qualifying Project






Project Goal

Identify methods of **data collection, analysis, and reporting** that allow the Learning Team to measure progress towards the target outcomes outlined in its evaluation plan.



Objectives

-  1. Selecting the most effective tools to **collect** and **store** evaluation data
-  2. Determining **data analysis tools** to quantify progress towards the Learning Team's outcomes
-  3. Identifying the most useful **data presentation documents** to report on the impact of the Learning Team's programmes.



Methods

Interviews

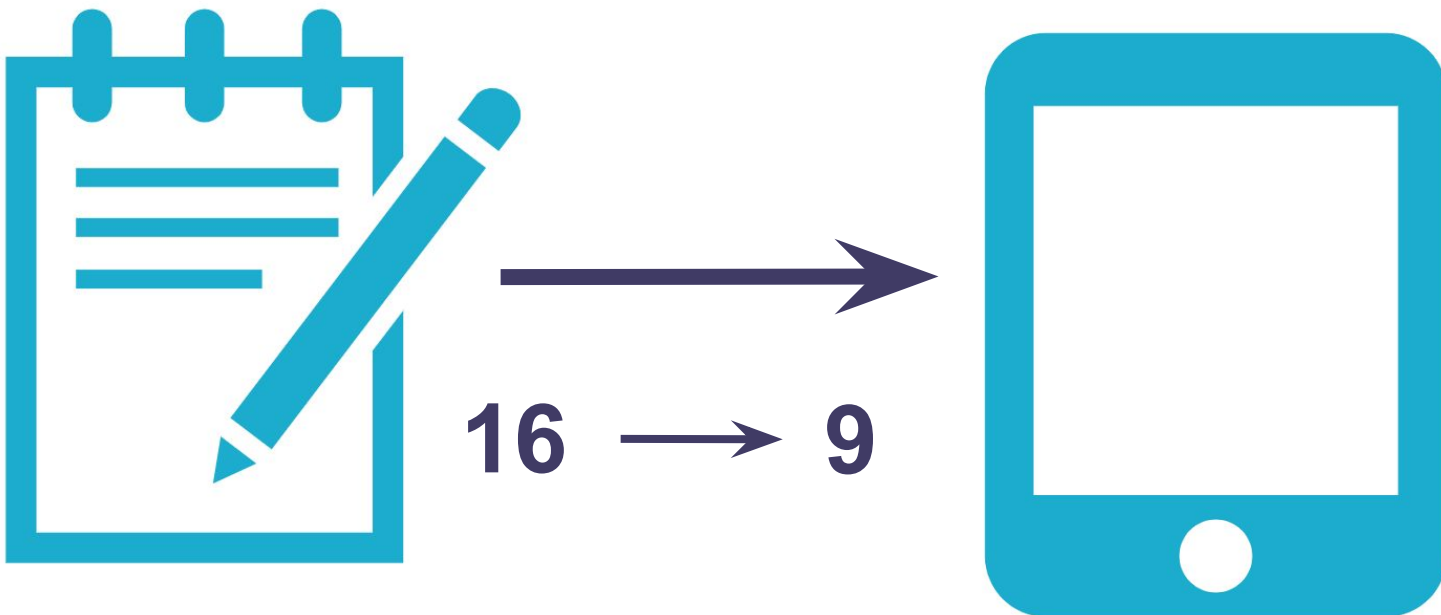
- Learning Team (7)
- Learning Team
Consultant

Direct Observations

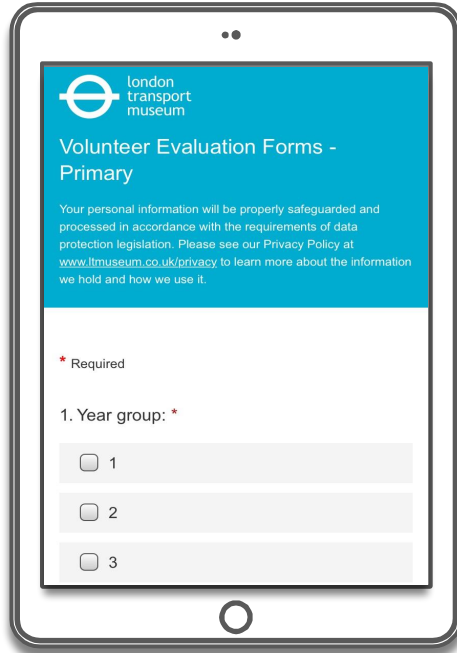
- Primary School (15)
- Secondary School (4)
- Families (2)
- Young People's



Progress Through Digitization



Digitizing Evaluation Forms



london transport museum

Volunteer Evaluation Forms - Primary

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* Required

1. Year group: *

1

2

3



- Reduced number of questionnaires
- Ensured no incomplete responses
- Standardised data templates



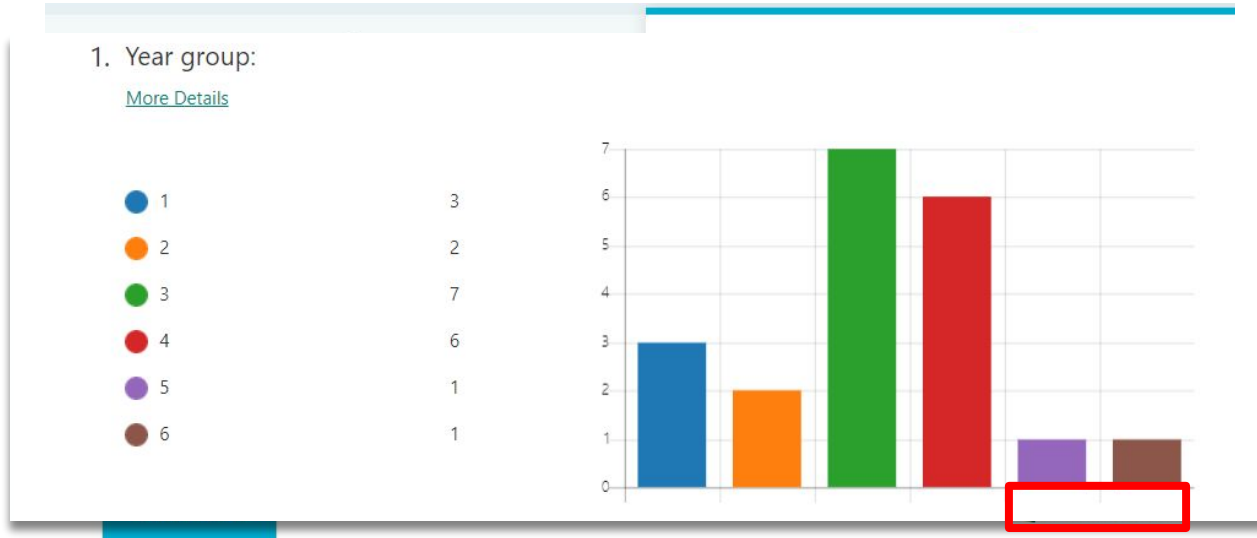
Digitized QR Codes



- Auto generated by Microsoft Forms
- Allows participants to use personal mobile devices
- Posted on tables and around the museum



Digital Forms Dashboard



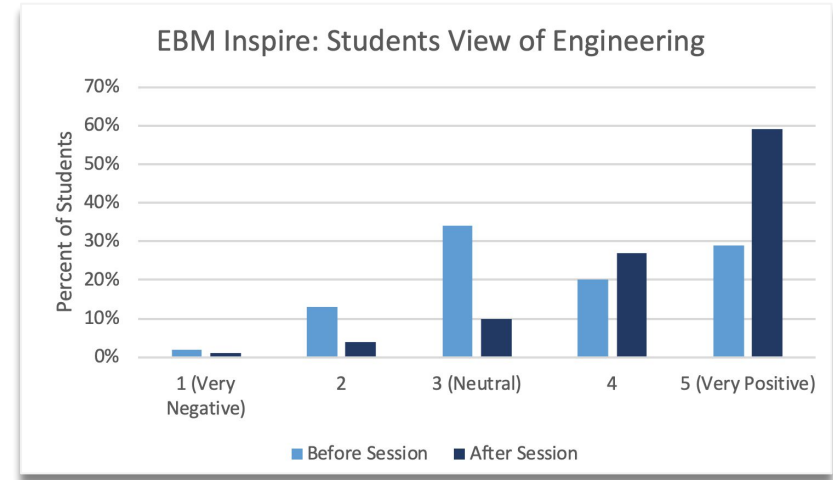
Objective 1

Objective 2

Objective 3

Automated Analysis Dashboard

- Standardised organisation for all strands
- Summary dashboard for each sheet
- Automated Data Analysis
- Standardised format for visuals



Enjoyment to Employment Report

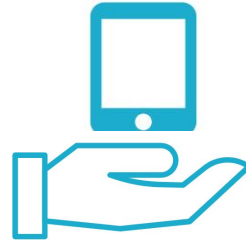
- Internal audience
- Compiled into public interim report
- Audiences section
- Performance overview table
- Recommendations

Outcome	Sub Outcomes	Example Evidence	Strength of Findings	Quality of Data Collected
6. Participants have a perception of the London Transport Museum as relevant and accessible and helpful.	Participants can access the Museum	Teachers rate the museum collection as accessible	Green	Green
	Participants needs are met	Students are visibly engaged in what they're doing	Green	Amber
14. Participants develop knowledge and understanding about London transport's past, present, and future	Participants gain knowledge	Participants gained knowledge, shown in pre-post session feedback	Green	Amber
	Change their perception	No evidence collected for this sub outcome	Red	Red

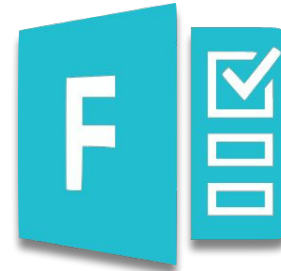


Our Recommendations

Protect and Maintain
iPads



Update and Expand
Microsoft Forms



More Frequent
Evaluation



Recommendations

Handling & Care of iPads

- Cases and screen protectors
- Storage location
- Charging system
- More iPads

Microsoft Forms

- Forms for Communities
- Post QR codes
- QR code as the main surveying method
- dropdown for family programme sessions

Evaluation

- Evaluate more often
- Project Oracle's new website
- Update sub outcomes
- Regularly input data and analyse it



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