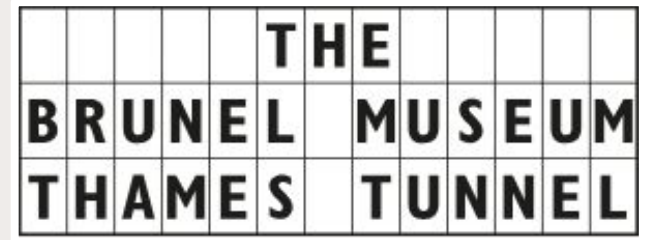# Audio Guide Development & Visitor Research

at the Brunel Museum

WPI London Project Center — Spring 2024

24 April, 2024

Benjamin Antupit, Natalie Carrington, Connor Quinn and Sage Ugras

Meet the Team

Benjamin Antupit
Robotics Engineering

Natalie Carrington
Mechanical and
Materials Engineering

Connor Quinn
Electrical and
Computer Engineering

Sage Ugras
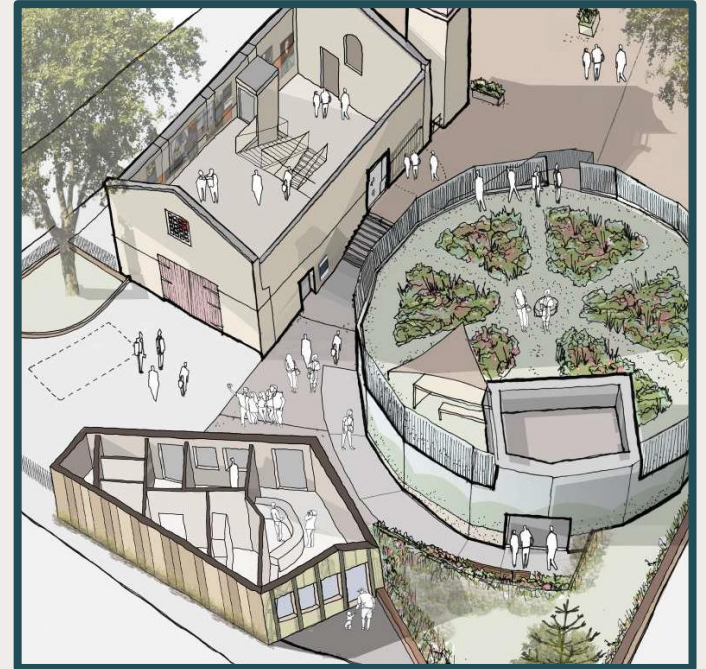Mechanical and
Materials Engineering
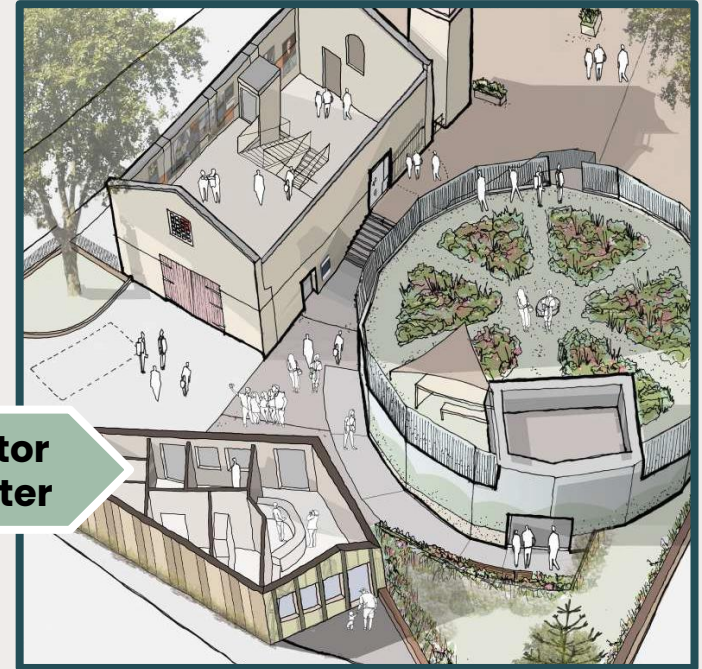
The Brunel Museum

The Reinvented Project
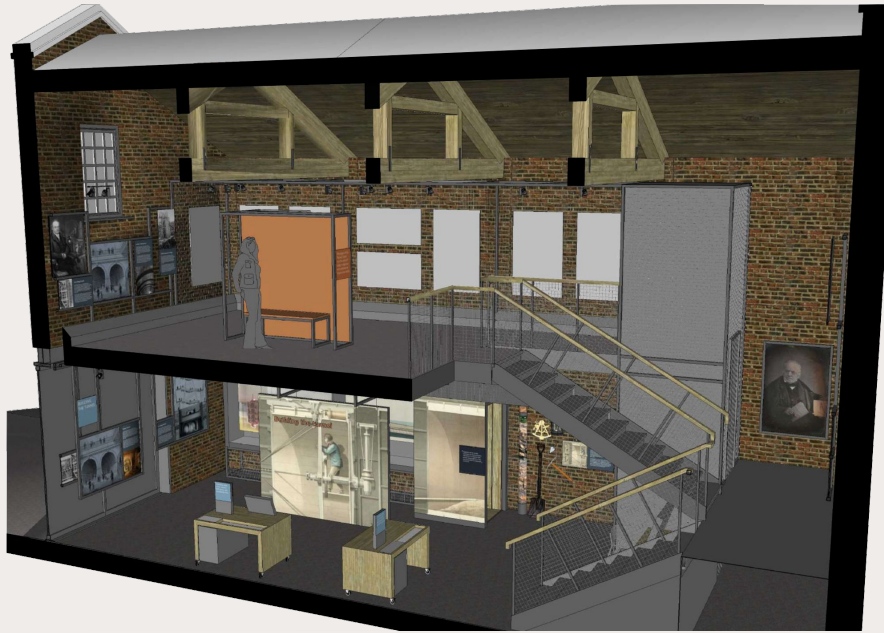

* Proposed Layout as of 2021

The Reinvented Project
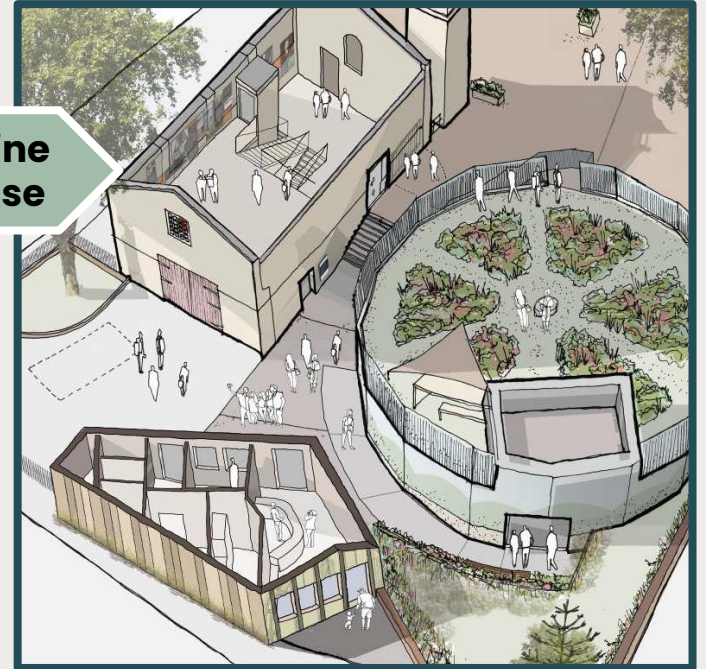

Visitor Center

* Proposed Layout as of 2021

The Reinvented Project

Engine House

* Proposed Layout as of 2021

Project Goal

➤ To support future exhibit organisation improvements

● Create a prototype audio guide

● Develop a visitor tracking & heat mapping tool

● Collect visitor data in the Engine House

Project Objectives

Assessed audio guides at local museums

Created and tested a visitor tracking tool

Developed a prototype audio guide

Summarized our research findings and recommendations

Audio Guides

Why Audio Guides?

- Visitor Engagement

- Accessibility

Audio Guide Evaluations

Interviews

Emily Tarry

Development

Audience

Lucy Tindle

Narrator

Stop Length

**Iveta Rozlapa
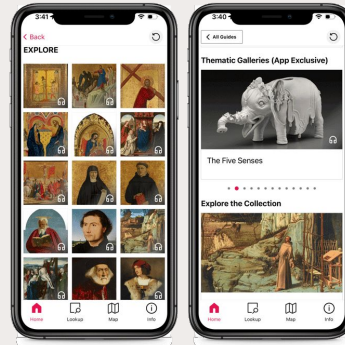& Martin Bladh**

Technology Choice

Navigation

Interviews

Our Audio Guide
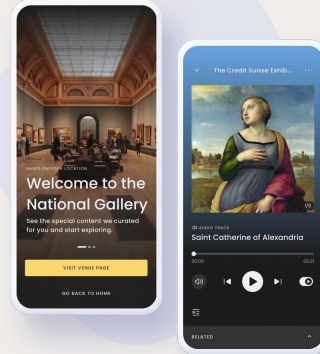
Design & Development

Determine Stops & Narrators	Write Script	Record Stops	Implement Stops	Data Collection	Finished Prototype
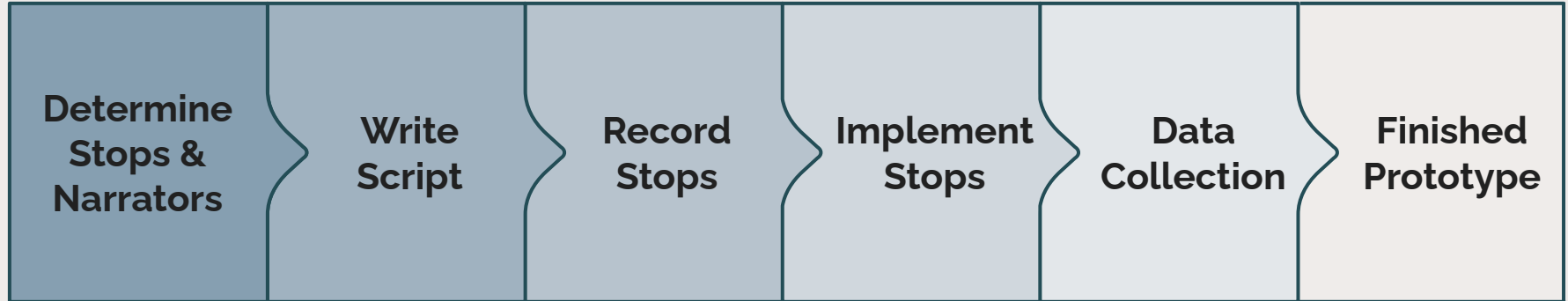
Sample of Audio Guide

Question for Stop

Scan here to learn more 🎧

QR-Code Here

Click here to Listen

Why make plates with the Thames Tunnel on them?

Scan here to learn more 🎧

Home » Audio Guide » Plates

Plates

00:00 ━━━━━━━━━━━ 02:21

SUPPORT US

🔒 thebrunelmuseum.com
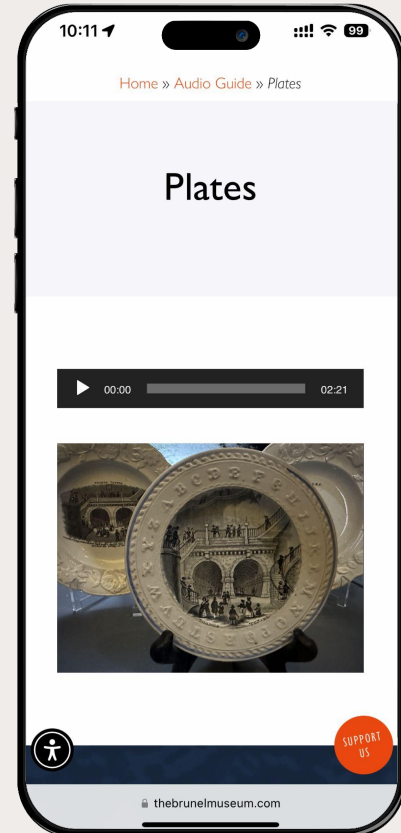
Visitor Research

Tracking System

Percent of Visitors that Stopped in Each Area

(8) Wall Panels 1
(10) Push Button
(11) Wall Panels 2
(7) Smelly Trail
(9) Peepshows
(6) Metals
(16) Floor Diagram
(12) Banquet Painting
(5) Tunnel Construction
(15) Floor Map
(13) Souvenirs
(4) Tunnel Shield
(3) Guide Books
(14) Watercolour
(2) Video Unit
(1) Info Panels

Percent of Visitors that Stopped per Area
(n=76)

100%
87%
72%
58%
44%
30%
15%
0%

19
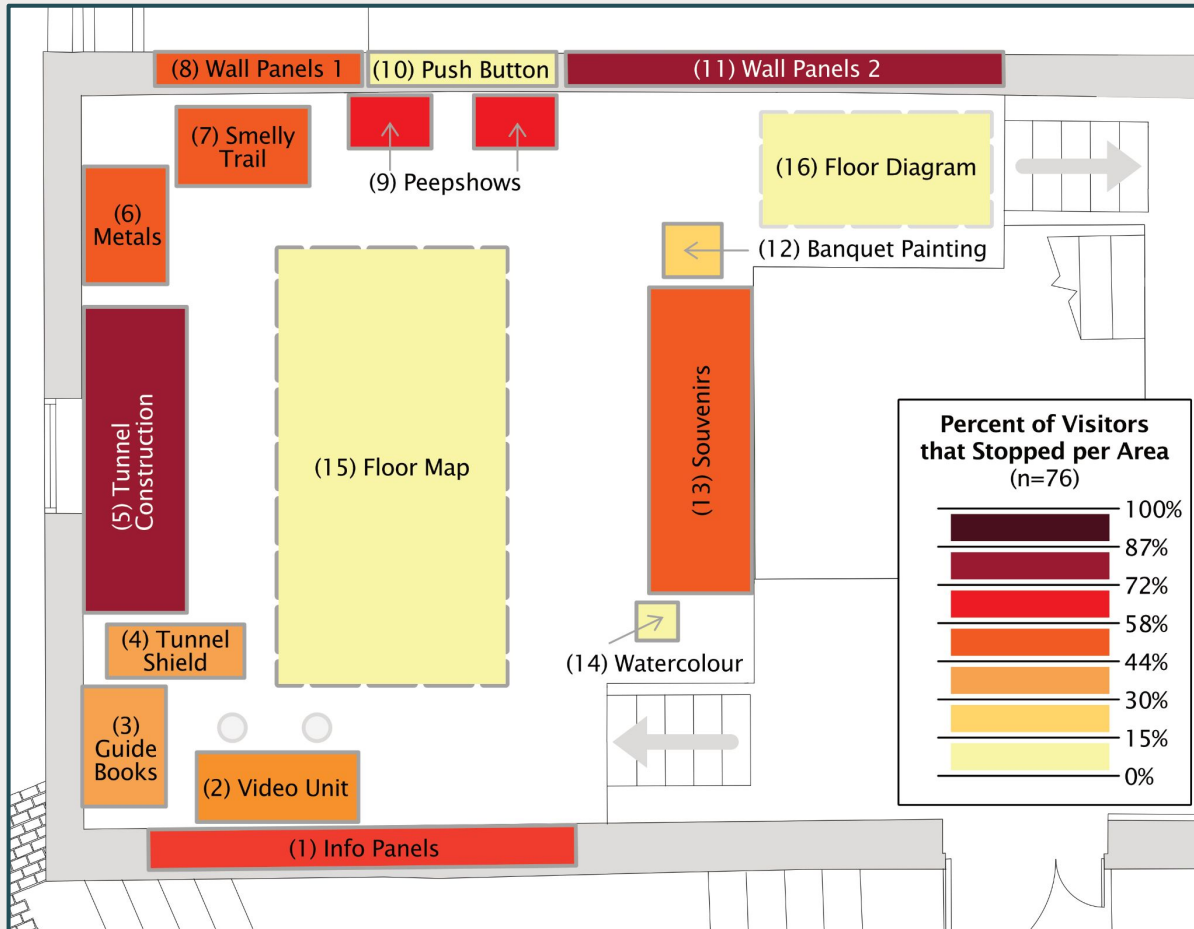
Average Time Spent in Each Area
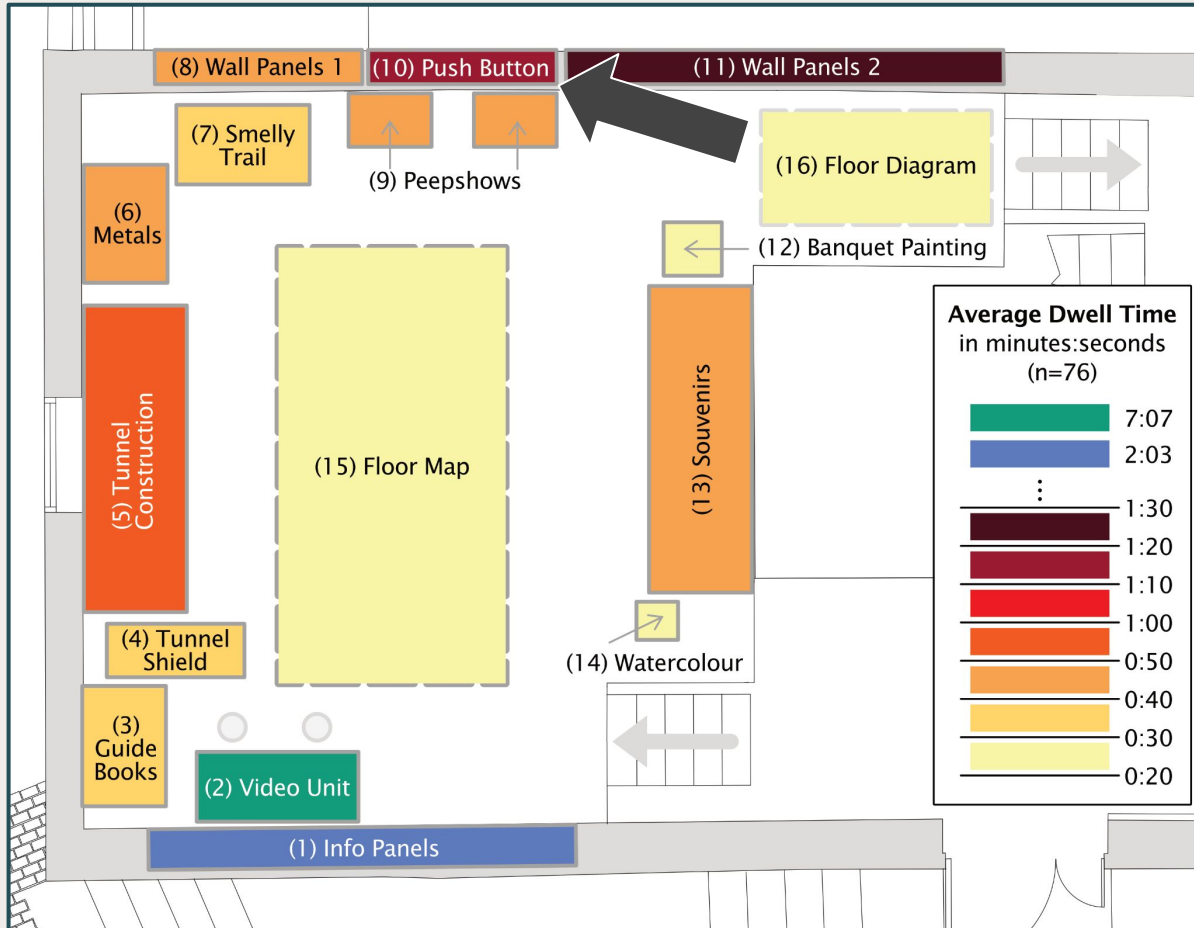
Transparent Illustrations & Push Button

11% of visitors

n=76

1 minute 11 seconds
on average

4th highest dwell time

Average Time Spent in Each Area

Info Panels & Video Unit

Entry

Info Panels

72% of visitors

n=76

2 minute 3 seconds
on average

2nd highest dwell time

Video Unit

59% of visitors

n=76

7 minute 7 seconds
on average

Highest dwell time,
videos are 3–5 minutes
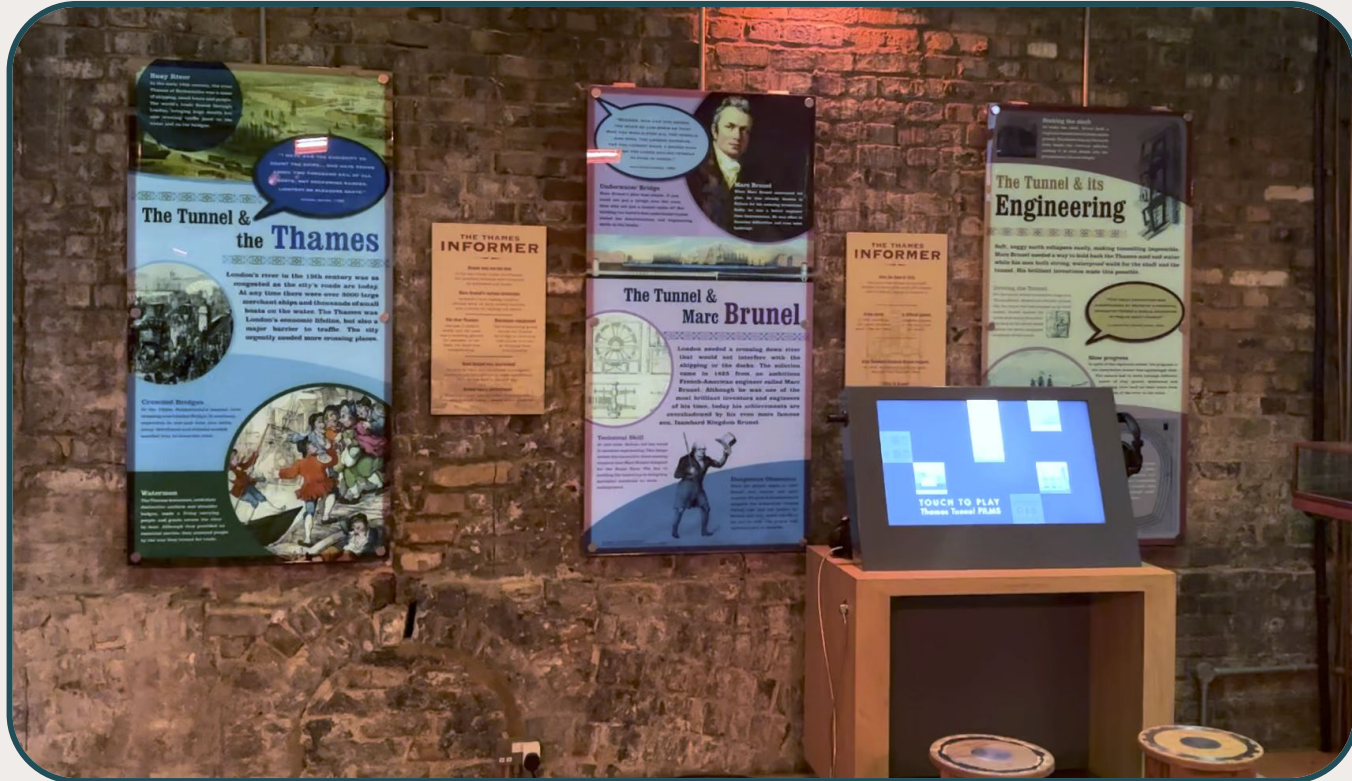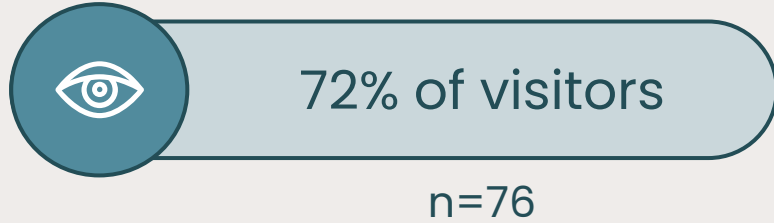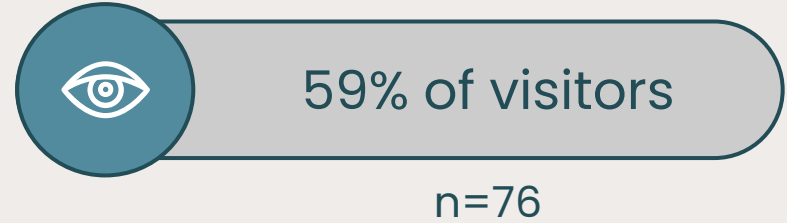
Path Map

Recommendations

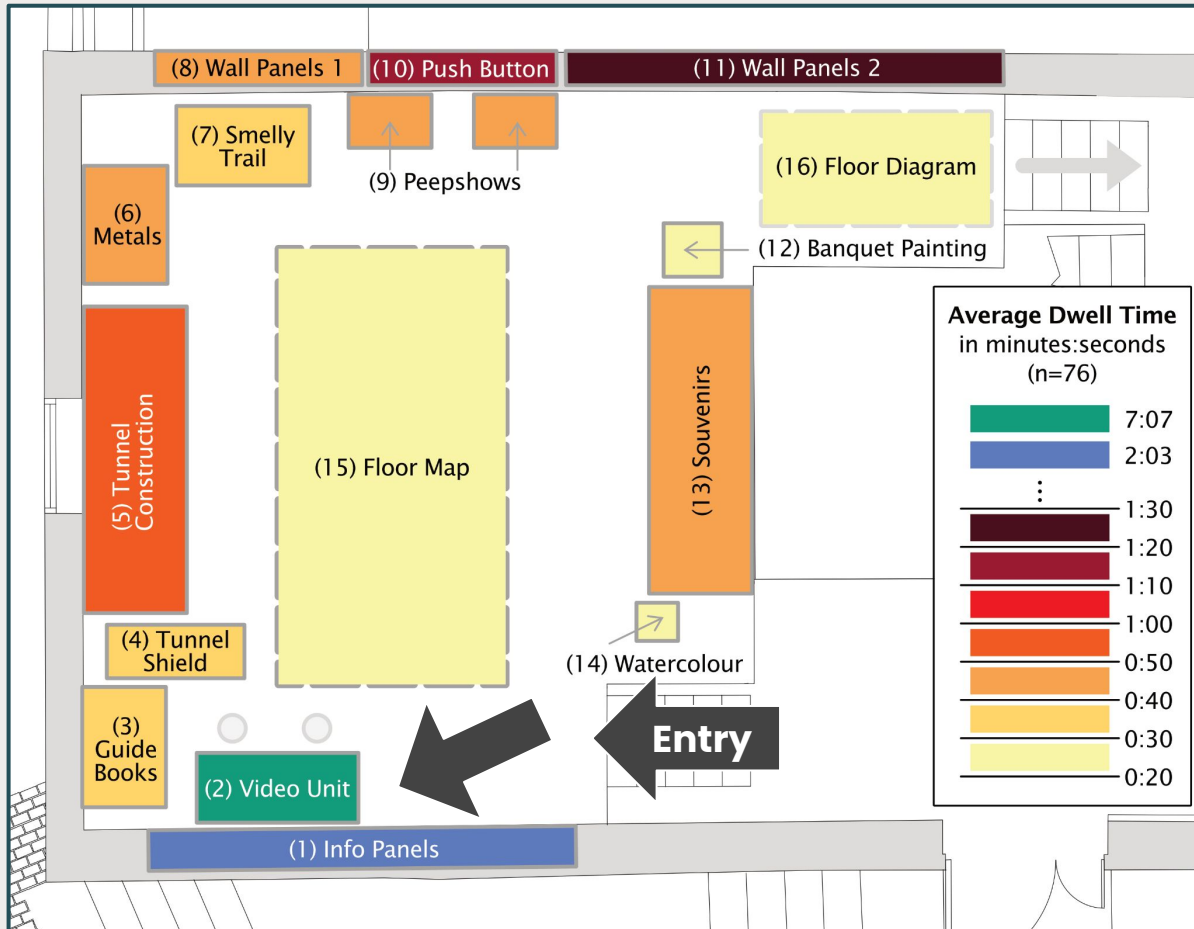# Recommendations for an Audio Guide

- **Before Closure:**
  Test guide using existing website

- **During Closure:**
  Implement audio guide

Bloomberg Connects

Recommendations for the Exhibit Area

- **Interactive and Interpretive Exhibits**

- **Clear and Informative Signage**

Special Thanks

Jack Hayes (Collections Access Coordinator)

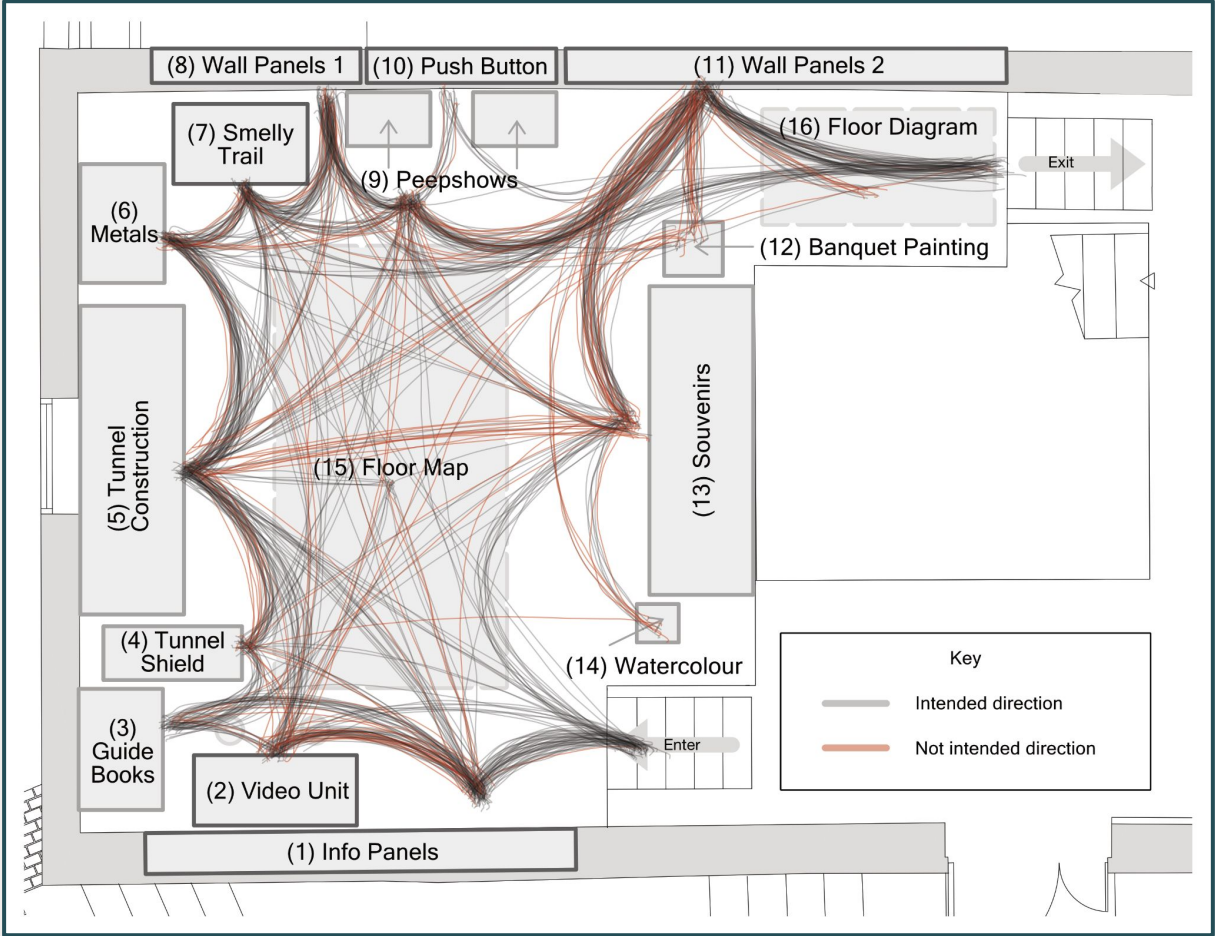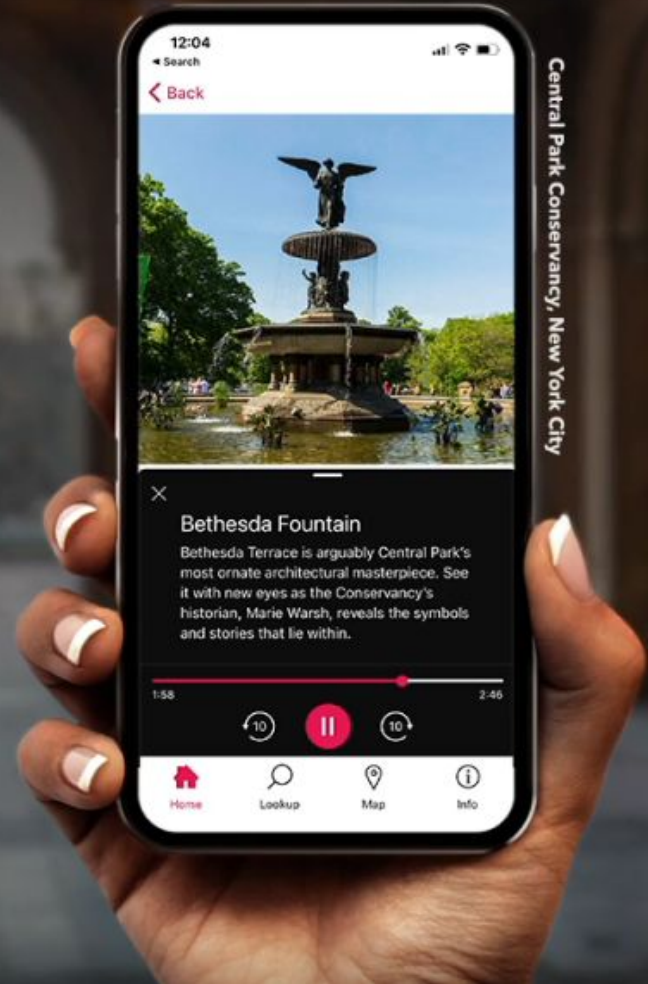**Katherine McAlpine** (Director)

Emily Boldry (Community Curator)

Helen Bannigan - Volunteer and contributor to audio guide

Sue Thomas - Volunteer/Tour Guide

Kal Mohammed - Volunteer/Tour Guide

Gill Howard - Volunteer/Tour Guide

Julian Ayre - Reinvented Project Manager

Robert Keirle - Former Collections Access Coordinator

Emily Tarry - National Portrait Gallery (Production Assistant)

Lucy Tindle - Imperial War Museums (Exhibitions and Interpretation Manager)

Iveta Rozlapa - Freud Museum (Retail Manager)

Martin Bladh - Freud Museum (Retail Supervisor)

Sarah Eastabrook - Chiswick House (Group Bookings Coordinator)

Esther White - Art UK (Collections Content and Liaison Officer)

Farnaz Khoshnazar - Guide ID (Business Manager)

Anna Lowe - Smartify (Director of Partnerships)

Thanos Kokkiniotis - Smartify (Co-founder)

Dominic Golding and Bruce Bursten - WPI (Project Advisors)

Audio Guide Development & Visitor Research

at the Brunel Museum

WPI London Project Center — Spring 2024

24 April, 2024

Benjamin Antupit, Natalie Carrington, Connor Quinn and Sage Ugras