



The Design Museum

Understanding visitor behaviour through detailed analytics



Terence Conran
Photographer Neil Wilder,
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Harry Asmah
Assistant Operations Manager

The client

The Design Museum is the world's leading museum devoted to architecture and industrial design. Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London.

The Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thames side warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing a vital role in making design and architecture a part of the cultural agenda.

The museum remains an independent registered charity, run as a charity governed by a board of trustees.

The challenge

The Design Museum already uses Ipsos Retail Performance's footfall counting solution but was interested in looking at the flow of visitors into a new Sir Terence Conran exhibition entitled 'The Way We Live Now'.

The Design Museum wanted to understand specifically how long customers spent in the exhibition and where they spent their time.

The museum also wanted to check which way traffic flowed around the museum, which age groups were visiting and what the dwell times on particular sections of the exhibition were, so they could learn from this for future planning.

The solution

Ipsos Retail Performance used its Shopper Engage Lite solution to provide the Design Museum with quantitative feedback on performance and customer experience. No installation of electronic equipment was required. Instead, discreet observers used maps and digital pens to record customer movements and interactions which were then analysed to provide invaluable insights. A debrief with detailed information was then delivered to the Design Museum via a series of management reports.

What we did

Ipsos Retail Performance spent two consecutive days in the museum observing visitor behaviour. The observations were captured at all times of the day and were objective and uncompromised. The reporting team then analysed the data and provided full reporting back to the Design Museum, helping them to understand where they could make simple changes to exhibits and providing them with additional research material to share with future sponsors.

Analysis was broken down and explained to the Design Museum, focusing on a number of key areas. These included looking at 'Hot Spots' in the exhibition with a consequent heat map that showed the frequency of 'stop and look' activity and dwell time by zone and by gender. Also highlighted was navigation around the exhibit with a specific focus on first 'stop and look' destinations. Specific observations were highlighted, such as the fact that men and women navigated



'Hot Spots' in the exhibition generated a consequent heat map that showed the frequency of 'stop and look' activity and dwell time by zone and by gender.

around the exhibition in slightly different ways. Men were happy to wander around each zone with no set path, whereas the women liked to stay to a strict flow around the exhibit.

By checking the navigation paths around the exhibit, the analysis also highlighted the need for more detailed signage at the start of the exhibition.

The outcome

Harry Asmah, Assistant Operations Manager at the Design Museum, said: "The Design Museum is all about contemporary innovative design, and working with Ipsos Retail Performance on this research, using the latest consumer behavioural analysis, is exciting for us as it fits perfectly with our mission and gives us a greater understanding of visitor behaviour."

The detailed feedback we have received has been beneficial in a number of ways for this show and highlighted specific areas that we can learn from when creating future exhibitions."

About Ipsos Retail Performance Ipsos Retail Performance provides footfall monitoring solutions, shopper tracking systems and in-store behavioural research to retailers worldwide. Its core products Shopper Count, Shopper Interact and Shopper Engage scientifically measure all aspects of a shopper experience from store entry to exit. It supplies national and international retailers with essential business metrics to drive accountability and performance improvement. You can find out more at www.ipsos-retailperformance.com.

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