# AUDIENCE EXPERIENCE MAP: FIRST-TIME VISITOR

Use this template to consider all of the potential experiences of a first-time visitor to your museum then fill out your findings and ideas in the blank spaces at the bottom. You can use the example template on the previous page to guide you.

**TIP:** Print out each template or type directly into the document.

# **AWARENESS**

How might people hear about your museum and what might inform their perceptions of your museum, before or even without a visit?

# MOTIVATION

Why would someone choose or choose not to visit your museum or engage with its content? What are the motivations and factors influencing their choices?

# COMMUNICATION

How does your museum speak to, address or otherwise communicate with people?

# VISIT

What is the audience journey and experience when they are at your museum? Consider the first moment to the last.

# FOLLOW-UP

How does your museum seek to build relationships with or continue engaging with audiences beyond the initial visit or interaction?

# **LEARNING**

How does your museum learn about the needs and interests of audience? How do you predict what audiences want and respond to how they change?

# LOYALTY

What processes or strategies are in place to support and reward repeat visitation or longer-term engagement?

Social platforms Email Media Word of mouth

Web

Education
Interest in exhibitions
Social reasons
Tourism
Just walking by

Newsletters Social platforms Signage and labels Staff Media Entry
Front Desk/Ticket
Exhibition
Facilities
Retail
Exit

Feedback form
Email
Targeted campaigns
Member offers

Surveys Data collected Empathy interviews Greater access behind the scenes Incentives and offers Access to specially-developed content

TOUCHPOINTS