AUDIENCE EXPERIENCE MAP: REPEAT VISITOR

How does a regular or repeat visitor experience your museum and how can you refine and improve this experience? Use the template below to guide your assessment of the journey of a repeat visitor.

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?

New social post Newsletter or email Showing a friend or visitor Members communications Replicate an experience
Share an experience
Extend an experience
Experience something new

Choose:

Choose not:
Disappointment with second
experience
Price or access

Newsletters Social platforms On-site signage and labels Exterior

Staff and front of house Media Entry
Front Desk/Ticket
Exhibition
Facilities
Permanent displays
Cafe

Gift shop

Exit

Consistent branding/
messaging
Builds sense of community and
support
Balance of familiar and fresh
content

Feedback forms and surveys
Data analysis
Empathy interviews
Reviews
Complaints

Social comments
Word of mouth/reputation

Sense of community

What could I experience more of if I donated?

TOUCHPOINTS