AUDIENCE EXPERIENCE MAP: STAFF

The experience of the staff in your museum is as important as that of audiences. How do your staff use your museum spaces and how might this impact the perception or experience of audiences? Take the journey then add in your findings and ideas at the bottom.



Job sites

Recommendations

Colleagues/friends

Media presence

Reputation

Choose not: Reputation Workload Unsure of purpose

Choose: Interest in industry

Reputation

Passion

Sites like LinkedIn or employment review sites Staff newsletters Group meetings Social gatherings Networking

Employment Orientation Team building Career growth Encouragement Wages Exposure Experience Career growth Staff feedback surveys Word of mouth Manger–staff relationships

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?

What does career progression look like at your museum?