**Audience Observation (From the Desk) Log Template**

The questions and prompts provided are intended as a flexible guide and can be adapted based on your organisational contexts. If you adapt or add your own, or have other suggested changes, please make a note of them so we can compile and share useful questions and prompts with other organisations trialling this tool.

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| **Observer Name** |  |
| **Date** |  |
| **Time** |  |
| **Location / Area Observed** |  |
| **Approx. Visitor Numbers** |  |

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| **Movement and Navigation** |
| **Prompts** | **Observer Notes** |
| Entry and exit points visible from your location. Where do people come from and go next? |  |
| Wayfinding behaviours. Are visitors hesitating, pausing, checking maps or signage? |  |
| Common movement patterns. Do visitors cluster, backtrack, skip areas, follow each other? |  |
| Blockages or confusion. Are bottlenecks forming? Do people appear disoriented or uncertain? |  |

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| **Dwell Time and Behavioural Patterns** |
| **Prompts** | **Observer Notes** |
| Approximate time spent in your area |  |
| Visitor pace (rushed, meandering, purposeful, slow, browsing) |  |
| Linger zones. Where do people pause or gather? |  |
| Passive vs active engagement. Are people reading, pointing, photographing, or just walking through? |  |

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| **Body Language and Emotional Cues** |
| **Prompts** | **Observer Notes** |
| Non-verbal signs of interest (leaning in, reading, pointing, taking photos). |  |
| Signs of confusion or disinterest (shrugging, walking past quickly, looking around aimlessly). |  |
| Emotional responses (smiling, laughing, frowning, disengagement). |  |
| Group dynamics. Do visitors explore together or split up? Who leads discussion-making? |  |

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| **Interaction with the Space** |
| **Prompts** | **Observer Notes** |
| Use of signage or interpretation. Are people reading wall text or labels? Are signs visible and readable? |  |
| Engagement with interactive elements (if in view). If screens or interactives are present, are they being used? Avoided? |  |
| Use of personal devices. Are visitors using phones for photos, scanning QR codes, reading context, or texting? |  |
| Observed accessibility challenges. Any mobility issues, visual confusion, missed content due to layout? |  |

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| **Interaction with Others** |
| **Prompts** | **Observer Notes** |
| Social interaction within groups. Are they talking about the content? Leading one another? Taking turns? |  |
| Interaction with staff (if visible). Are visitors asking for help? How are staff received? |  |
| Interaction with other visitors. Are strangers conversing, helping or visibly reacting to each other? |  |

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| **Environmental Factors** |
| **Prompts** | **Observer Notes** |
| Lighting and sightlines. Is the area well lit? Can all content be seen easily? |  |
| Noise or distractions. Are there loud sounds, overlapping audio, or external distractions? |  |
| Comfort and flow. Are visitors looking for places to sit, rest or take breaks? |  |
| Temperature or crowding effects. Do people look physically uncomfortable? Is it too hold, cold, crowded? |  |

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| **Final Observer Reflections** |
| **Prompts** | **Observer Notes** |
| What were key takeaways from this observation? |  |
| And patterns or surprises worth noting? |  |
| Suggestions for follow-ups or further investigation? |  |