**Audience Observation (Immersive) 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** |  |
| **Visitor Profile/s** |  |

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| **General Context** |
| **Prompts** | **Observer Notes** |
| Entry Point / Starting Location*Where did the visit begin? Any noticeable first impressions?* |  |
| Group Size and Composition*How many visitor/s? Who are they with?* |  |
| Apparent Mood or AttitudeInitial tone (curious, rushed, confused, excited, etc.) |  |
| Dwell Time Approximate length or visit per area. |  |
| Devices UsedAre they using phones, audio guides, tablets, etc.? |  |

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| **Movement and Navigation** |
| **Prompts** | **Observer Notes** |
| What path did they take? |  |
| Did they pause, backtrack, skip areas? |  |
| Navigation cues. What helped or confused them? |  |
| Question to ask visitor: What made you decided to go this way? |  |
| Question to ask visitor: How easy is it to find your way around here? |  |

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| **Attention and Engagement** |
| **Prompts** | **Observer Notes** |
| What caught their eye? |  |
| What did they spend the most time on? |  |
| Body language. Signs of interest, confusion, frustration? |  |
| Question to ask visitor: Is there anything you’d like to learn more about? |  |
| Question to ask visitor: How do you usually engage with exhibitions like this? |  |

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| **Interaction with Signage / Digital Media** |
| **Prompts** | **Observer Notes** |
| Did they engage with digital elements? How so? |  |
| Was there hesitancy or fluency using digital tools? Describe. |  |
| Did signage appear helpful or ignored? |  |
| Question to ask visitor: Have you used any of the interactive screens or apps today? How did that feel? |  |
| Question to ask visitor: Did you find the information provided clear and helpful? Why or why not? |  |

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| **Social Interaction** |
| **Prompts** | **Observer Notes** |
| How do group members interact?  |  |
| Did they talk to staff or other visitors? |  |
| Question to ask visitor: Are you visiting with others? How do you usually explore together? |  |
| Question to ask visitor: Have you spoken with any staff or other visitors? How was that experience?  |  |

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| **Reflective Questions (Optional – End of Visit)** |
| **Prompts** | **Observer Notes** |
| Question to ask visitor: What stood out to your most about your visit today? Why? |  |
| Question to ask visitor: Was there anything confusing, frustrating or surprising? Why? |  |
| Question to ask visitor: How could we improve your experience next time? |  |
| Question to ask visitor: What did you enjoy most or least about the space or exhibition? Why? |  |
| Question to ask visitor: Would you return, and if so, what would you hope to experience next time? |  |

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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? |  |