

Forth Dimension

Attraction Audit

Summer 2006

web site

easy to find from search engines?
ease of navigation
quality of website

getting to site

directional signage clear?
direct easily to site?
rate the 'sense of arrival'
rate car & coach parking
ease of getting to site via public transport

visitor
reception

easy to understand payment options?
did the member of staff ...smile?
...maintain eye contact?
...give information clearly?
...answer all your questions?
did you receive orientation information?
were you offered a guide book?
were 4th dimension leaflets clearly on display?

site quality

find your way easily around the site?

rate the signage

did you see any members of staff?

If yes ...did they smile?

...did they talk to you?

...were they able to answer your questions?

was the site clean?

were there plenty of litter bins?

were any litter bins overflowing?

did you see anyone litter picking?

rate the site toilets

attraction
quality

was it easy to find the entrance?

did you learn about the history of the attraction?

rate the quality of the interpretation

how long did you stay in the attraction?

retail

was the shop well set out?

was it clean?

good selection of merchandise ...for children?

...for adults?

rate the selection of ...gifts?

...souvenirs?

...books?

did you want to buy anything?

catering

was the restaurant café well set out?

was it clean?

was there good selection of F&B for ...children?

...adults?

rate the tea & cakes

rate the toilets

quality/VFM

how long did you stay in total?

how would you rate the quality of the attraction?

how would you rate the value for money?

1st Dimension

Relevance

2nd Dimension

The Basics

3rd Dimension

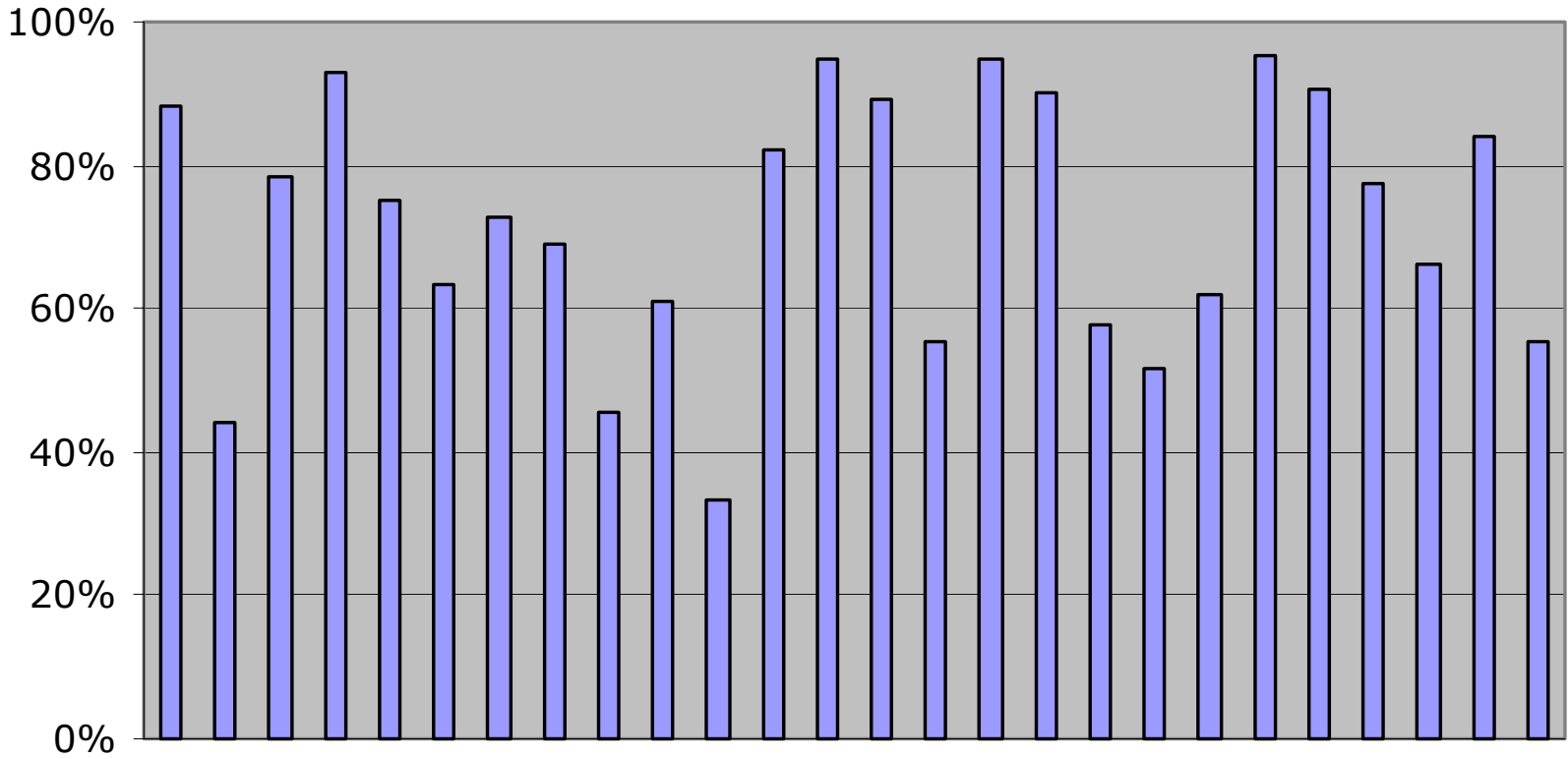
Meeting Expectations

Forth Dimension

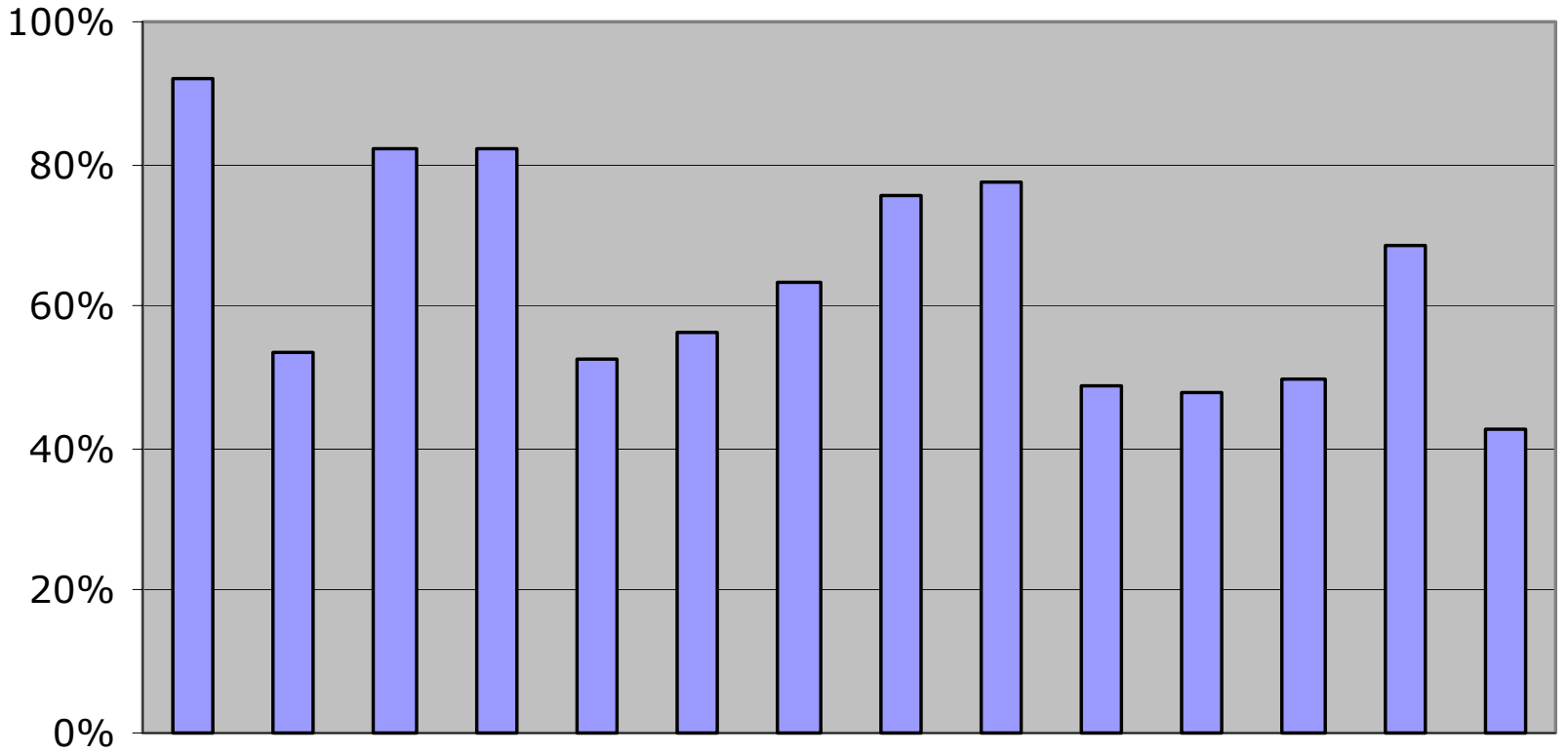
Staff Interaction

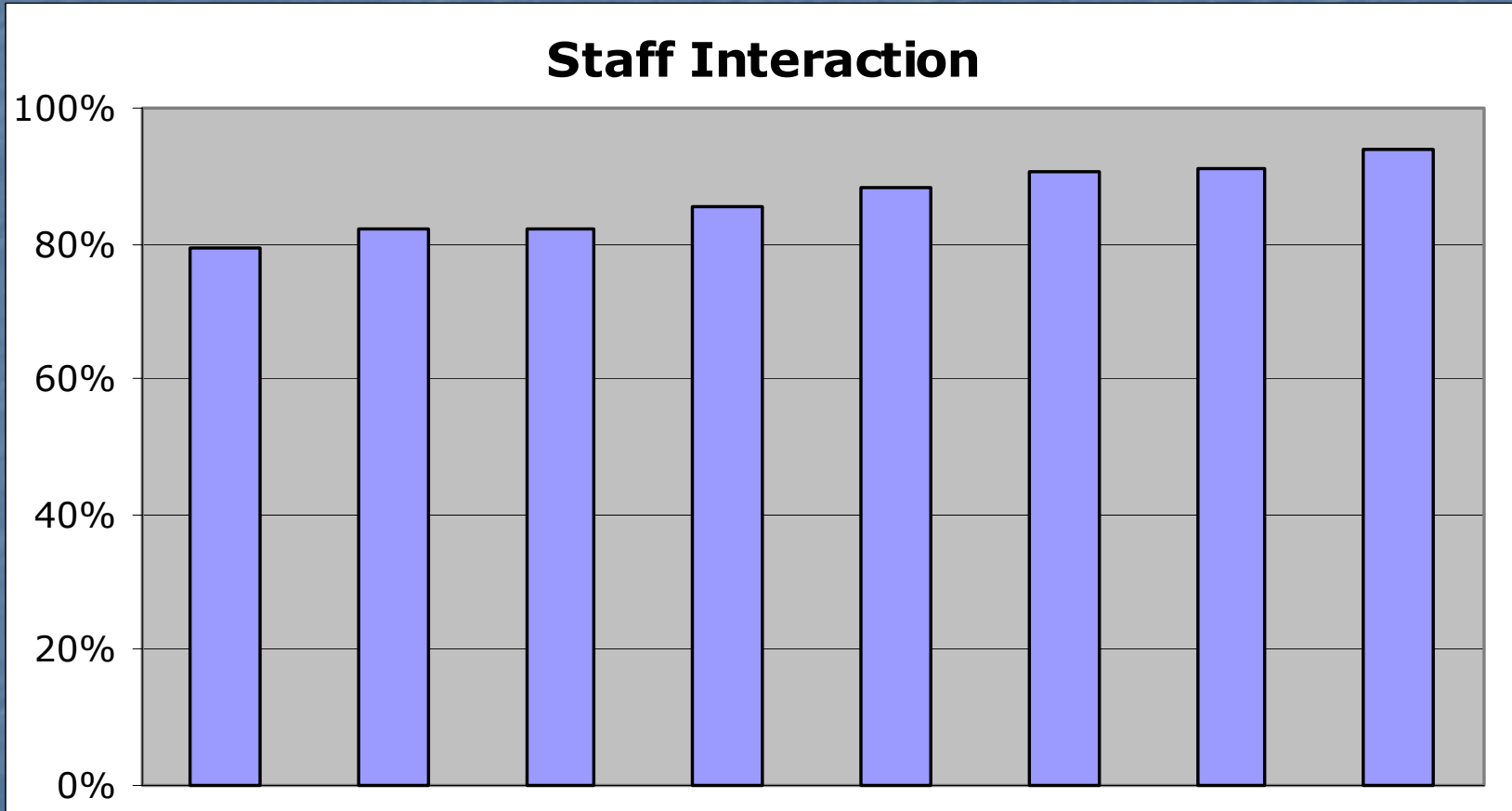
Relevance	The Basics	Meeting Expectations	Staff Interaction
	<p>easy to find from search engines? ease of navigation directional signage clear? direct easily to site? rate car & coach parking ease of getting to site via public transport easy to understand payment options? did you receive orientation information? were you offered a guide book? were 4th dimension leaflets clearly on display?</p> <p>find your way easily around the site? rate the signage</p> <p>was the site clean? were there plenty of litter bins? were any litter bins overflowing? did you see anyone litter picking? rate the site toilets</p> <p>was it easy to find the entrance? how long did you stay in the attraction? was the shop well set out? was it clean? was the restaurant café well set out? was it clean? how long did you stay in total?</p>	<p>quality of website rate the 'sense of arrival'</p> <p>did you learn about the history of the attraction? rate the quality of the interpretation good selection of merchandise ...for children? ...for adults? rate the selection of ...gifts? ...souvenirs? ...books? did you want to buy anything?</p> <p>was there good selection of F&B for ...children? ...adults?</p> <p>how would you rate the quality of the attraction? how would you rate the value for money?</p>	<p>did the member of staff smile? maintain eye contact? give information clearly? answer all your questions?</p> <p>did you see any members of staff? If yes ...did they smile? ...did they talk to you? ...were they able to answer your questions?</p>

The Basics

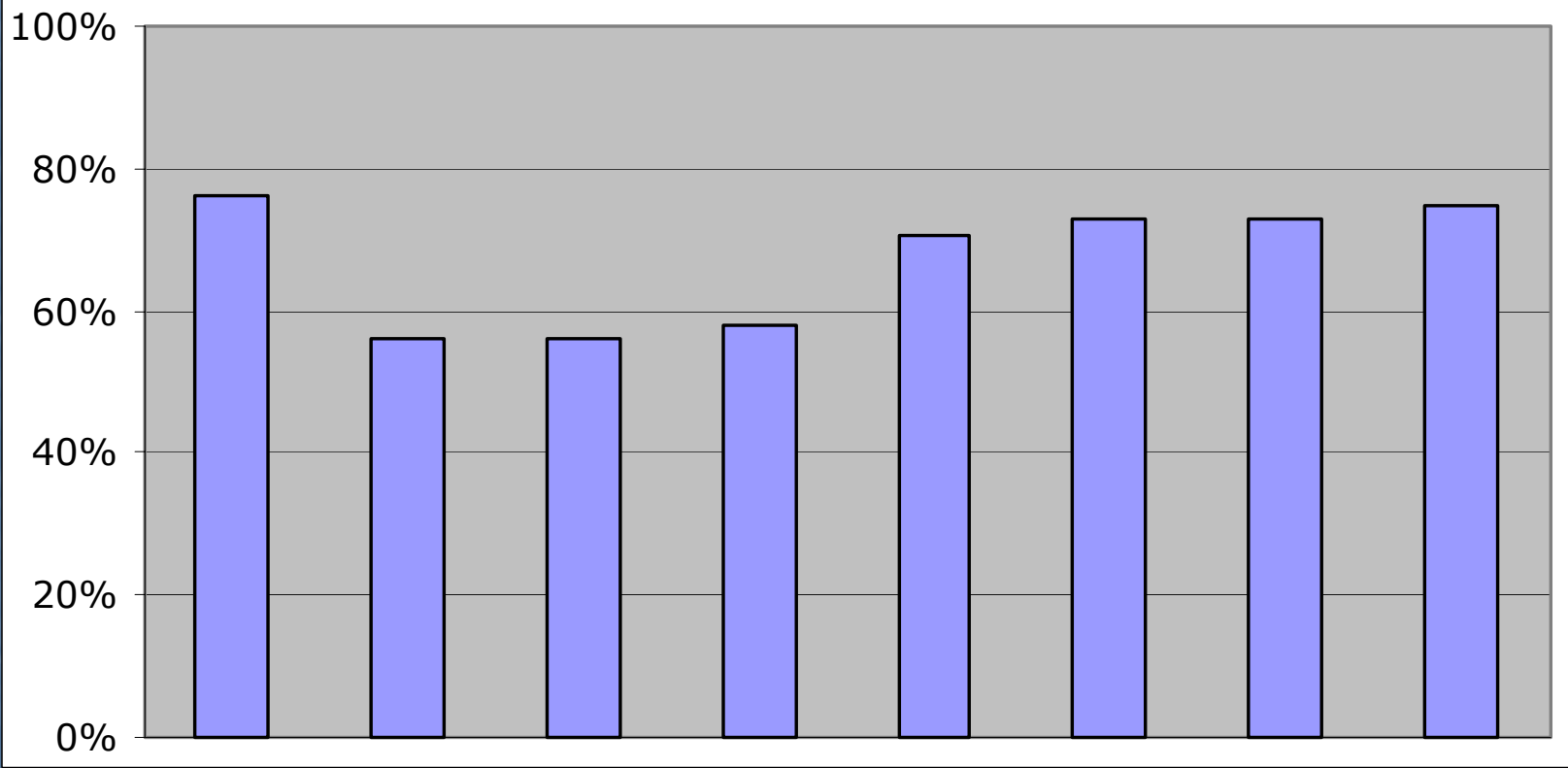


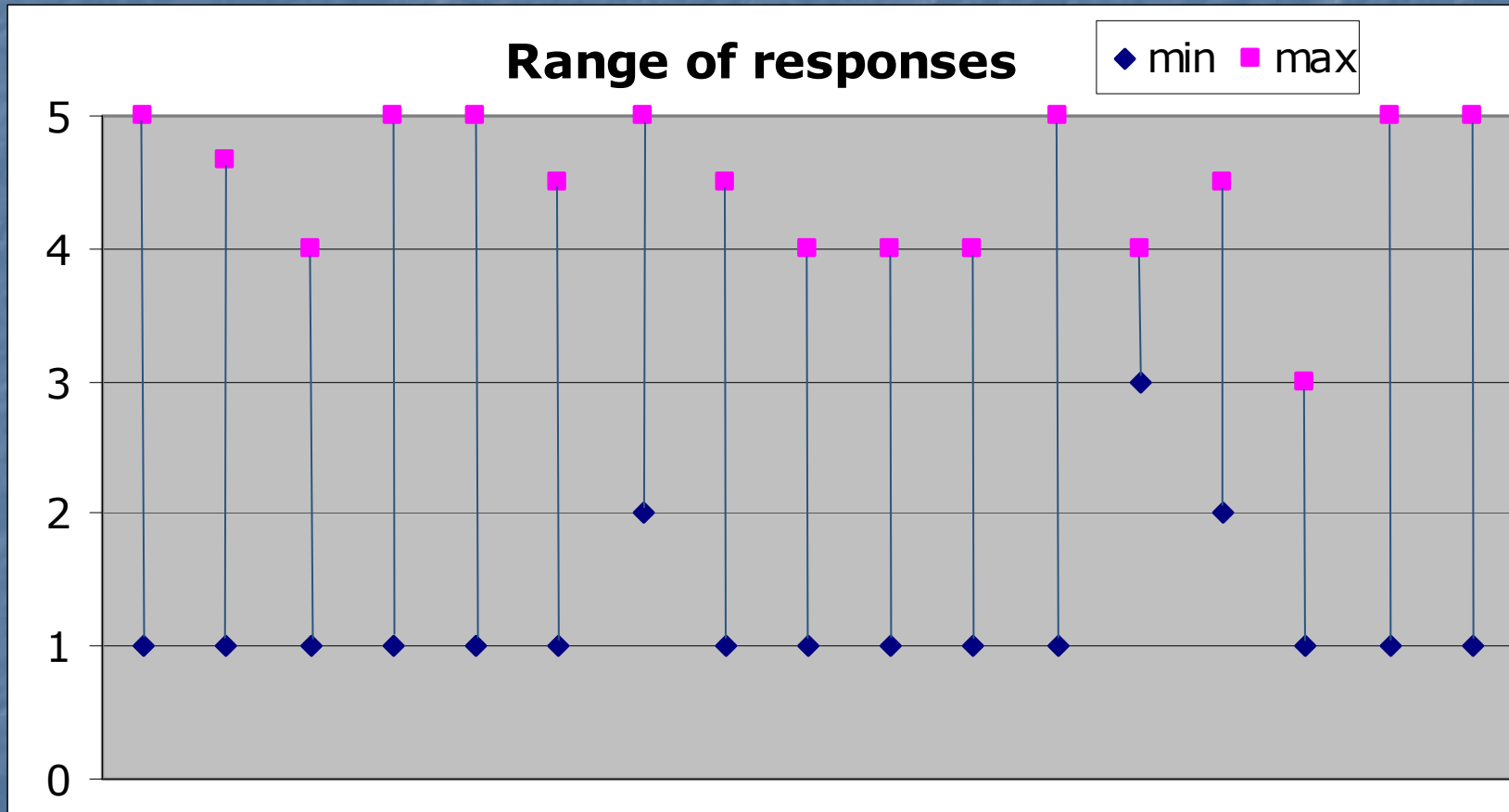
Meeting Expectations





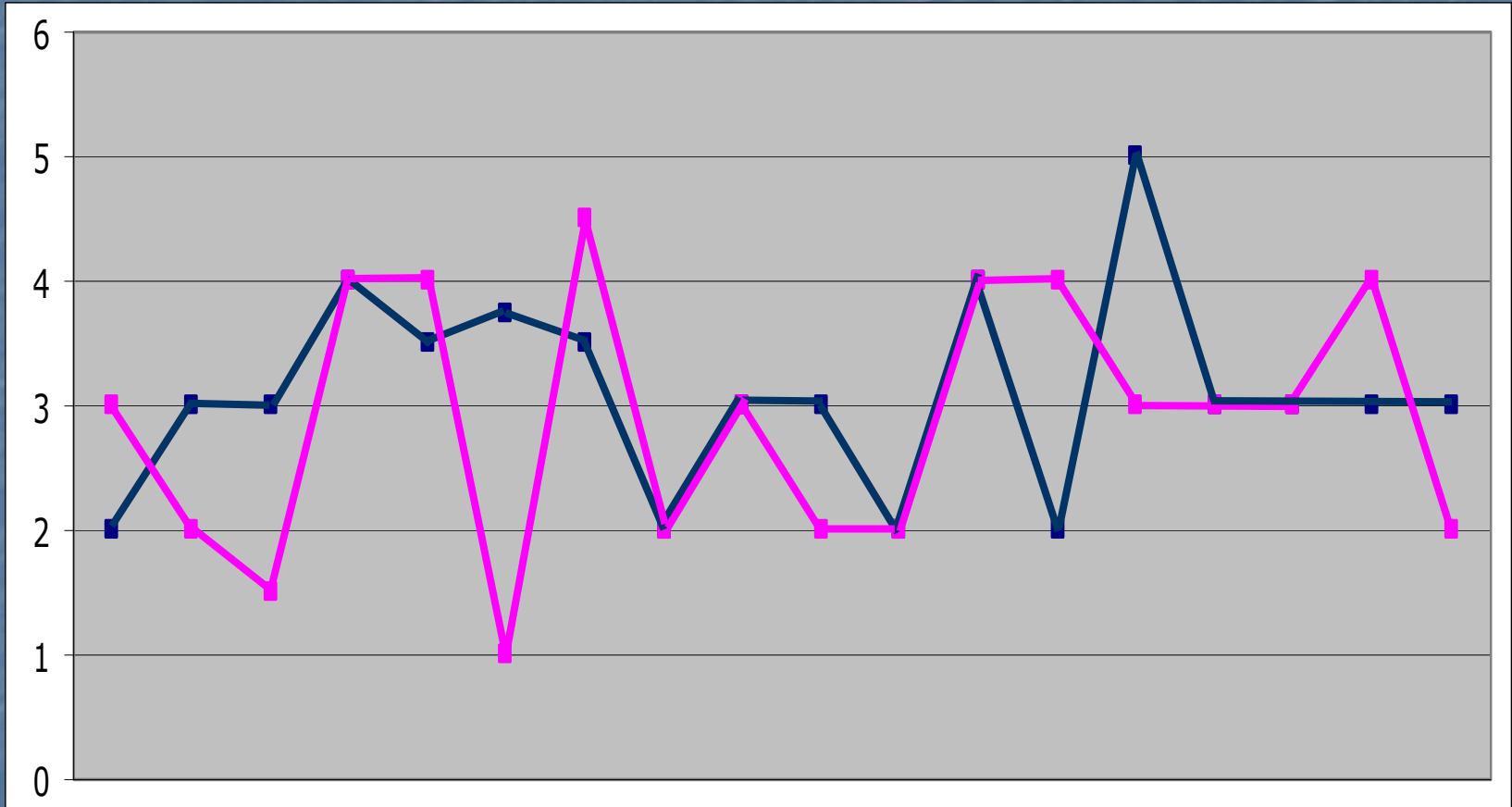
Staff Interaction - All Attractions





Interpretation v Quality of toilets

Do good interpreters provide good toilets?

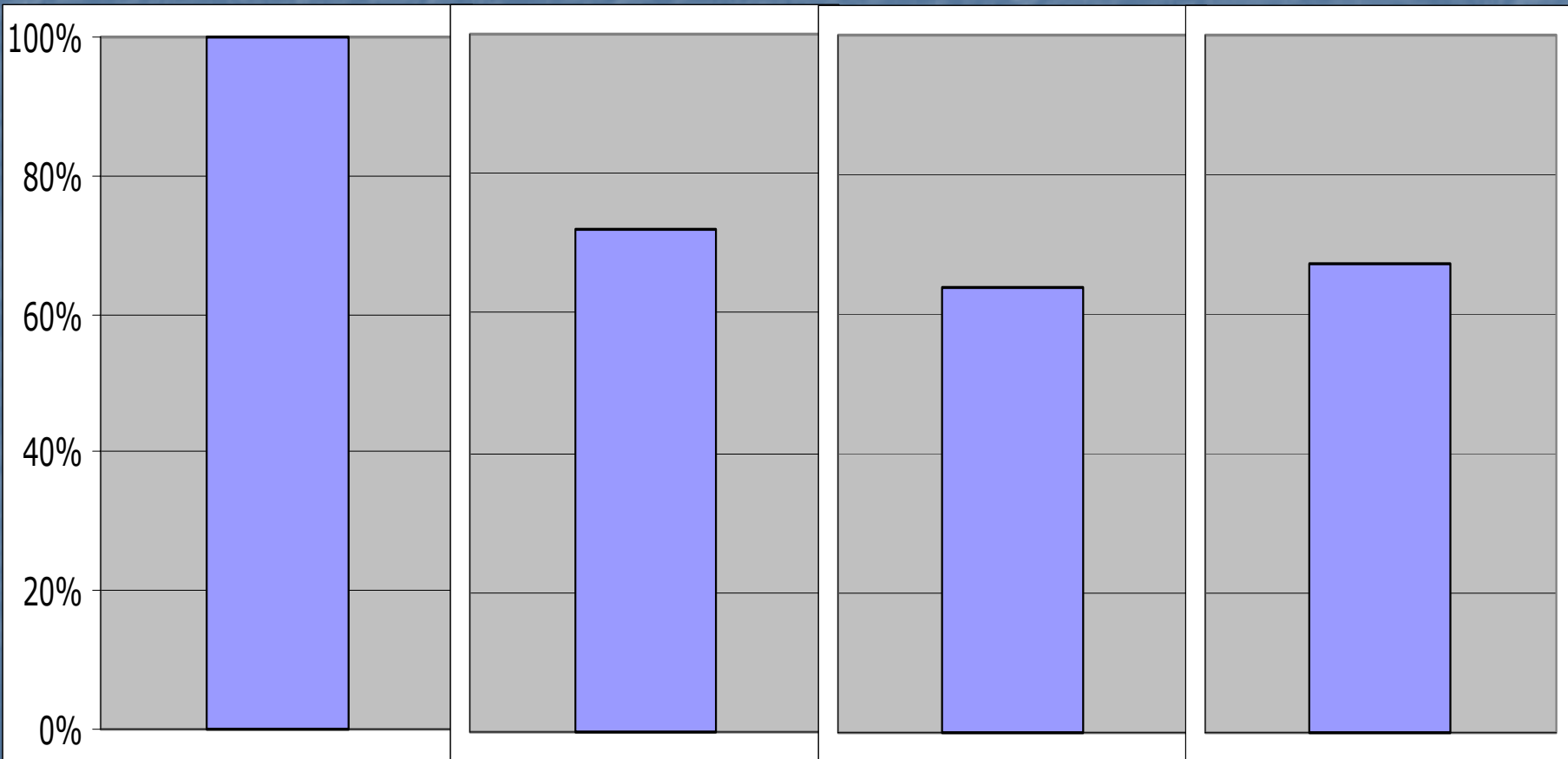


Relevance

The Basics

Expectation

Interaction

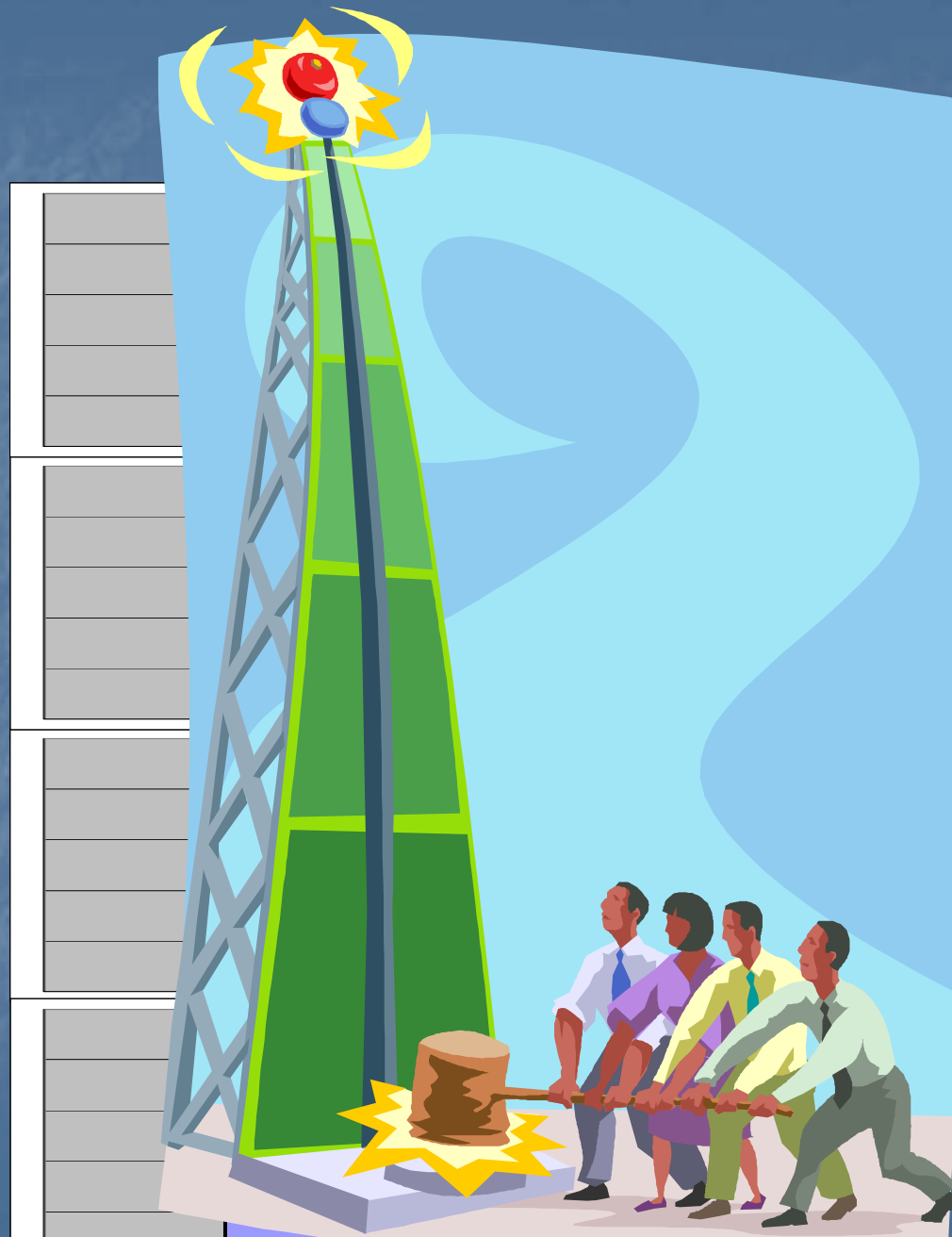


Interaction

Expectation

The Basics

Relevance



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