

There were five different groups of people involved in the testing:



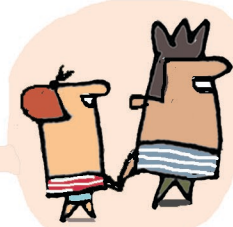
house volunteers



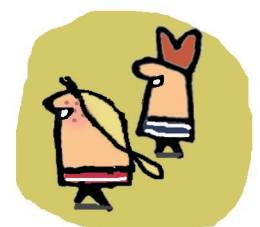
designers



staff



family adults



family children

What did we learn?

"Most children were using the leaflet to guide their family around. We gave clues to find animals."

117 children were surveyed. Age range from 2 to 14 years. They all enjoyed the leaflet and found it easy to read

Size, colour and 100% recycled paper looked and felt high quality

Visitors used pencils from the outside family trail to tick off animals they found



family experience

"Made going around the house more fun and slowed us down so we stayed in each room longer."

"Will do the puzzle page over lunch!"

"Loved the tiny details."

Enjoyed the fact that there was "so much information in the leaflet to talk about afterwards."

Liked that it can be taken home. "Good size, can go in your pocket."

Liked the story about whistling on the landing

What worked?

What new ideas did we get?

Tania developed a method to engage families at entrance with leaflet while they queued outside

"On leaflet guide put Room 1, not just 1,2,3. Slightly confusing."

Asked why had to look for a rose in the kitchen, not a creature. Noted a duck spout on copper kettle



volunteer training

The most difficult creatures to find: cow, bird, bear



tweak design

Marigold: would like to know what happened to her

Parents with visually impaired child asked for a large scale version: suggested A3 matt laminated - make new print

Most families claimed they had found all of the animals in the house. Need to make clear that final clue is outside in the studio

What can we do better?