Scenario Feedback Session „PEARL"

Date, Time: _____   Expert ID:_____

You want to understand visitors' movements in order to optimize their navigation and path guidance, based on 18 visitors' movement recordings in this same room.

After **the Creation of the Lens** based on exhibits of interest, you first start comparing the visit frequency based on periods of the day in histogram via **the Situated bar charts** next to the objects.
Based on it, you decide to group the time range into two groups and concentrate on the peak hours (PH, blue) vs. off-peak hours (OH, green). Via the **Superimposed View**, now the difference in stay duration between these two periods becomes clear.
➜ What do you think of this?

Next, you can use the **Sequence View** to get a general overview of how people were transiting among exhibited work, e.g., to find a pattern where people are often moving back and forth between the two visual exhibits or sculptures, as revealed by multiple inward and outward arrow linkages.
➜ What else could you find? and what do you think of this?

After noting this, you can also examine the transition between exhibits by **Flow View**, where you could find, for instance, a lot of people in OH revisit/ perhaps left the room after visiting the spine sculpture. [What else could you find? and what do you think of this?]

These observations can be further confirmed by the combination of the **Approaching View**, given that the approach direction is mostly from the molecule sculpture. It is getting clear that perhaps due to the distance, these two exhibits are often visited together.
➜ What else could you find? and what do you think of this?

In addition, **Pace View** shows the relative movement speed of transitions between two exhibits, indicating that visitors typically move slower when approaching the exhibit while speeding up in the middle of the way.
➜ What else could you find? and what do you think of this?

Aside from the visualizations for summarizing the movement, you could focus on certain exhibits by **filters** to the **segments** of movements, which lets you get a rough idea of how visitors engage with, e.g., the introduction board. (In addition, a **Positive filter** can also allow you to see those who engage the IB and what they were doing afterward). Combining with the **3D Avatar View and trails**, you can finally dig into the very details and find that visitors, e.g., often stop and read the introduction board carefully.
➜ What else could you find? and what do you think of this?