



# Enhancing your Environment

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# Approach





## Behaviours at Darwin Centre Entrance

- Walk past with no engagement
- Walk past with glance or look
- In and out
- Engage with a component of the DC

# Tracking sheet

Researcher	Date	Time	Group Type	Age	Entrance	Walk Past	Title	Left Panel	Left Orange Sign
			1. Family	1. <5	1. Dino Way	1. No engagement	1. Glance	1. Glance	1. Glance
			2. Adults only	2. 6 to 10	2. Images of Nature	2. Engagement	2. Look	2. Look	2. Look
			3. School	3. 11 to 15					
				4. 16-19					
				5. 20s					
				6. 30s					
				7. 40s					
				8. 50s					
				9. 60+					

Map	Right orange sign	Right panel	No interp	Toilet	In and Out	DC Element	Walkthrough to CC Wall	Staff
1. Glance	1. Glance	1. Glance	1. Yes	1. Yes	1. Yes	1. Cocoon	1. Yes	1. VS approach visitor
2. Look	2. Look	2. Look				2. AMC		2. visitor approach VS
						3. Spirit Lab		
						4. Att Studio		
						5. Climate Change Wall		
						6. Cafe		
						7. courtyard		

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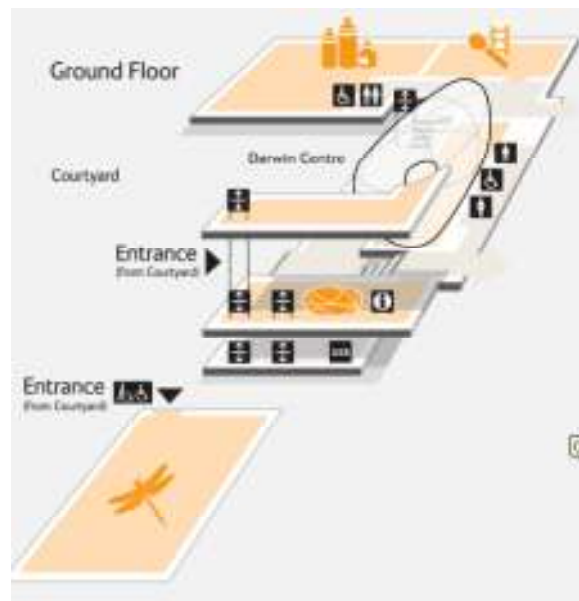
## Behaviours at Darwin Centre Entrance

- Walk past with no engagement 13%
- Walk past with glance or look 23%
- In and out 25%
- Engage with a component of the DC 39%



## Barriers to engaging with the Darwin Centre Entrance

- Lack of prior knowledge
  - 80% never been before
  - 35% never heard of it





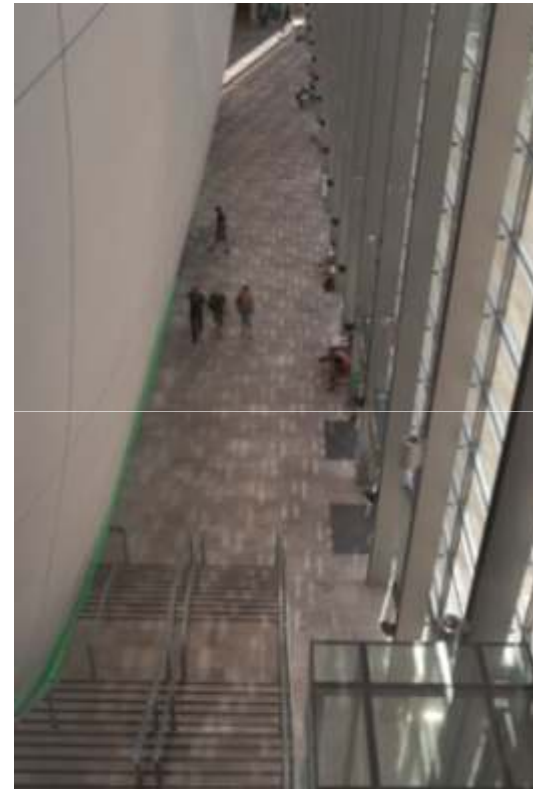
## Barriers to engaging with the Darwin Centre Entrance

- Lack of prior knowledge
- Contrasting architecture



## Barriers to engaging with the Darwin Centre Entrance

- Lack of prior knowledge
- Contrasting architecture
- Lack of activity





## Barriers to engaging with the Darwin Centre Entrance

- Lack of prior knowledge
- Contrasting architecture
- Lack of activity
- Invisible offer



## Experience Cocoon

This giant concrete cocoon is an enormous collections store for millions of plant and insect specimens.

Come inside and begin your self-guided *Cocoon* experience. See real specimens and discover more about the work our scientists do.

**Take the glass lift to Level 7 to begin.**

## Barriers to engaging with the Darwin Centre Entrance

- Lack of prior knowledge
- Contrasting architecture
- Lack of activity
- Invisible offer
- Corridor effect



# Barriers to engaging with the Darwin Centre Entrance

- Lack of prior knowledge
- Contrasting architecture
- Lack of activity
- Invisible offer
- Corridor effect
- Titles



## Barriers to engaging with the Darwin Centre Entrance

- Lack of prior knowledge
- Contrasting architecture
- Lack of activity
- Invisible offer
- Corridor effect
- Titles
- Visitor Services staff



# Enhancing the Darwin Centre: Campsite



# Attractor Trail



Title	Location	Glanced (<5 secs)	Looked (>5secs)	Read Label
Whose wellies are these?	Dodo case in a Central Hall bay	32	27	24
Abandoned Picnic	Temporary case at the exit of Dinosaurs	41	21	4
Emergency Loo Roll	In the corridor by Marine Reptiles	33	12	7
Beans for lunch	Case in Mammals	50	20	9
Halted Campfire	Temporary case outside the Climate Change Wall Entrance to the Darwin Centre	15	5	5
	<b>Totals</b>	171	85	49



## Increased visibility in the entrance





## Impact on Visitors to the DC

	Campsite	Non-Event Day
	Dino Way	Dino Way
Walked past	17%	36%
Entered DC	83%	64%
Turned back	23%	25%
Walked through to another entrance	13%	0
Engaged in the DC	47%	39%

	Campsite: Tuesday 30 <sup>th</sup> October 2012	Non-Event Day Saturday 3 <sup>rd</sup> November 2012
12.30pm		

## What's next?

- Unify the DC spaces
- Provide more active engagement
- Provide more activities for families
- Show more specimens
- Interpretation and graphic treatments in the entrances
- Improved wayfinding