

From goals to observations planning worksheet

This worksheet is meant to help you organize your ideas about your project/program goals for visitors and what behaviors you could observe the visitor doing during the experience that would provide evidence that the goal is being achieved.

1. What is the project/program?

2. What does success look like from the visitor experience perspective? In other words, what do you want the visitor to come away from the project/program having experienced?

3. What part of that success could be recorded in terms that we can see a visitor do or hear them say? In other words, what behaviors you could observe the visitor doing during the experience that would provide evidence that the goal is being achieved. For example, does the visitor physically use an interactive component? Does the visitor stop and watch a video for a certain amount of time?

Reflection questions

1. What was difficult about this exercise?

2. What surprised you about this exercise?

3. What is your main takeaway?

Additional options for this worksheet

- Complete this worksheet with at least two colleagues and discuss your answers
- Complete this worksheet with a completed project/program and consider what you might do differently next time
- Bring this worksheet to the table during development of a new project/program and see if it helps your planning process