Automating Visitor Evaluation

By: Lauren Francis, Sebastian Hamori, Andrew Robbertz and Kylie Sullivan
Why are we here?

Interactive Qualifying Project
Project Goal

Identify methods of **data collection, analysis, and reporting** that allow the Learning Team to measure progress towards the target outcomes outlined in its evaluation plan.
Objectives

1. Selecting the most effective tools to **collect** and **store** evaluation data

2. Determining **data analysis tools** to quantify progress towards the Learning Team’s outcomes

3. Identifying the most useful **data presentation documents** to report on the impact of the Learning Team’s programmes.
Methods

Interviews

- Learning Team (7)
- Learning Team Consultant

Direct Observations

- Primary School (15)
- Secondary School (4)
- Families (2)
- Young People’s
Progress Through Digitization

16 → 9
Digitizing Evaluation Forms

- Reduced number of questionnaires
- Ensured no incomplete responses
- Standardised data templates
Digitized QR Codes

- Auto generated by Microsoft Forms
- Allows participants to use personal mobile devices
- Posted on tables and around the museum
Digital Forms Dashboard

1. Year group:

- 1: 3
- 2: 2
- 3: 7
- 4: 6
- 5: 1
- 6: 1

Objective 1
Objective 2
Objective 3
Automated Analysis Dashboard

- Standardised organisation for all strands
- Summary dashboard for each sheet
- Automated Data Analysis
- Standardised format for visuals
Enjoyment to Employment Report

- Internal audience
- Compiled into public interim report
- Audiences section
- Performance overview table
- Recommendations

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Sub Outcomes</th>
<th>Example Evidence</th>
<th>Strength of Findings</th>
<th>Quality of Data Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>Participants have a perception of the London Transport Museum as relevant and accessible and helpful.</td>
<td>Teachers rate the museum collection as accessible.</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td></td>
<td>Participants needs are met</td>
<td>Students are visibly engaged in what they’re doing.</td>
<td>Green</td>
<td>Amber</td>
</tr>
<tr>
<td>14.</td>
<td>Participants develop knowledge and understanding about London transport’s past, present, and future</td>
<td>Participants gained knowledge, shown in pre-post session feedback.</td>
<td>Green</td>
<td>Amber</td>
</tr>
<tr>
<td></td>
<td>Change their perception</td>
<td>No evidence collected for this sub outcome.</td>
<td>Red</td>
<td>Red</td>
</tr>
</tbody>
</table>
Our Recommendations

Protect and Maintain iPads

Update and Expand Microsoft Forms

More Frequent Evaluation
Recommendations

Handling & Care of iPads
- Cases and screen protectors
- Storage location
- Charging system
- More iPads

Microsoft Forms
- Forms for Communities
- Post QR codes
- QR code as the main surveying method
- Dropdown for family programme sessions

Evaluation
- Evaluate more often
- Project Oracle’s new website
- Update sub outcomes
- Regularly input data and analyse it
Contact Information:
Emails:
LO19-LTM@gmail.com
or
gr-LO19-LTM@wpi.edu
Website:
https://sites.google.com/view/lo19-ltm/home
Acknowledgements

- LTM Sponsor Liaison - Liz Poulter
- Learning Team Staff
- Consultants and Freelancers
- WPI Advisors Prof. Esther Boucher-Yip and Prof. Fabio Carrera