

Bridging the Gap

Evaluating New
Connections Between
Visitor Experience and
Exhibit Design
at Tower Bridge

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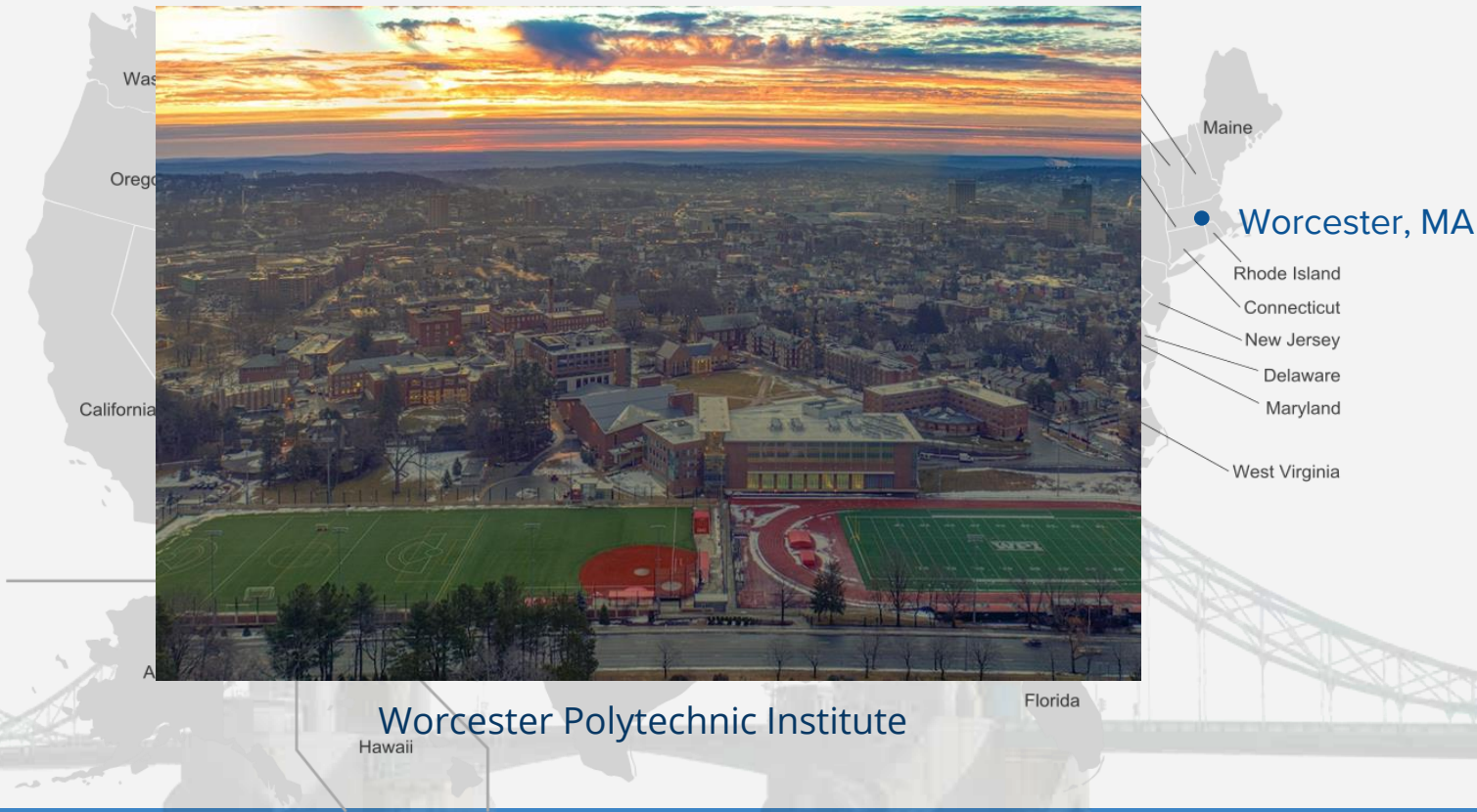
Sponsor:
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Advisors:
Esther Boucher
Fabio Carrera

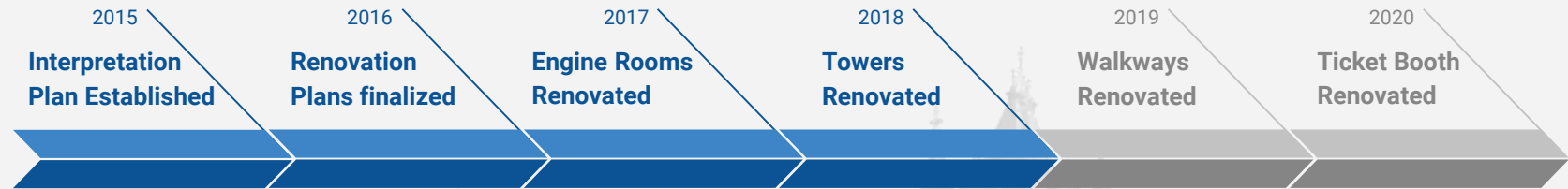


Who Are We?

2



Why Are We Here?



Our goal was to assist the Tower Bridge Exhibition management in **determining the effectiveness of the new exhibits** in the North and South Towers and Engine Rooms Exhibits.

Our Objectives

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To Determine the
Demographic Profiles of
Visitors to the Tower Bridge
Exhibition

To Assess **Visitor
Comprehension** of Content in
the Tower Bridge Exhibits

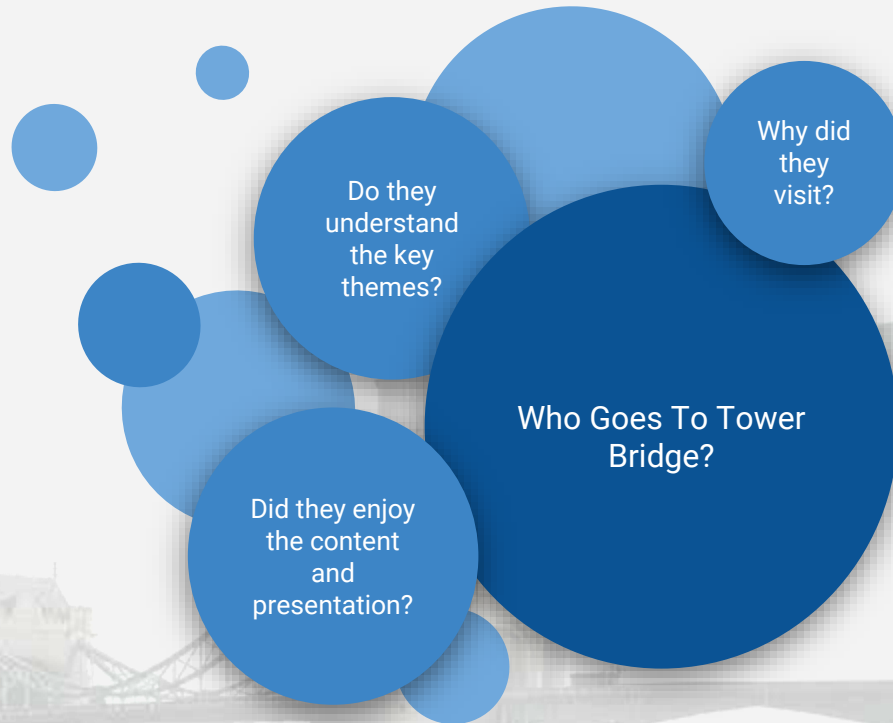
To Rate **Visitor Satisfaction**
with the Tower Bridge Exhibits

To Measure **Visitor
Engagement** within the Tower
Bridge Exhibition

Methodology



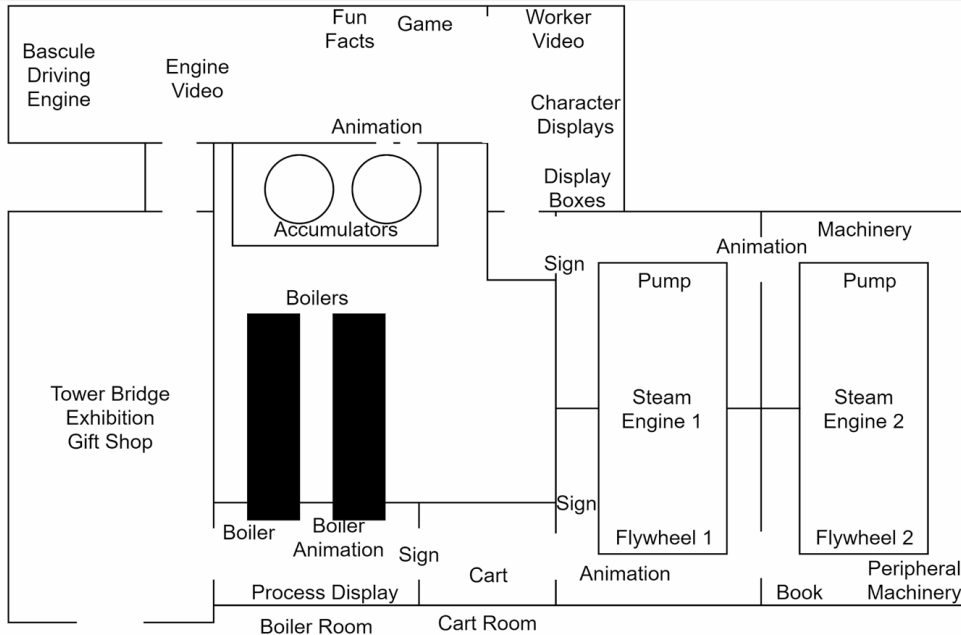
Surveying Provided Visitor Motivations and Beliefs



- 5 minute survey
- Performed in Engine Rooms at end of tour

- ✓ **Demographics**
- ✓ **Comprehension**
- ✓ **Satisfaction**
- X **Engagement**

Exhibit Observation Revealed Visitor Behavior

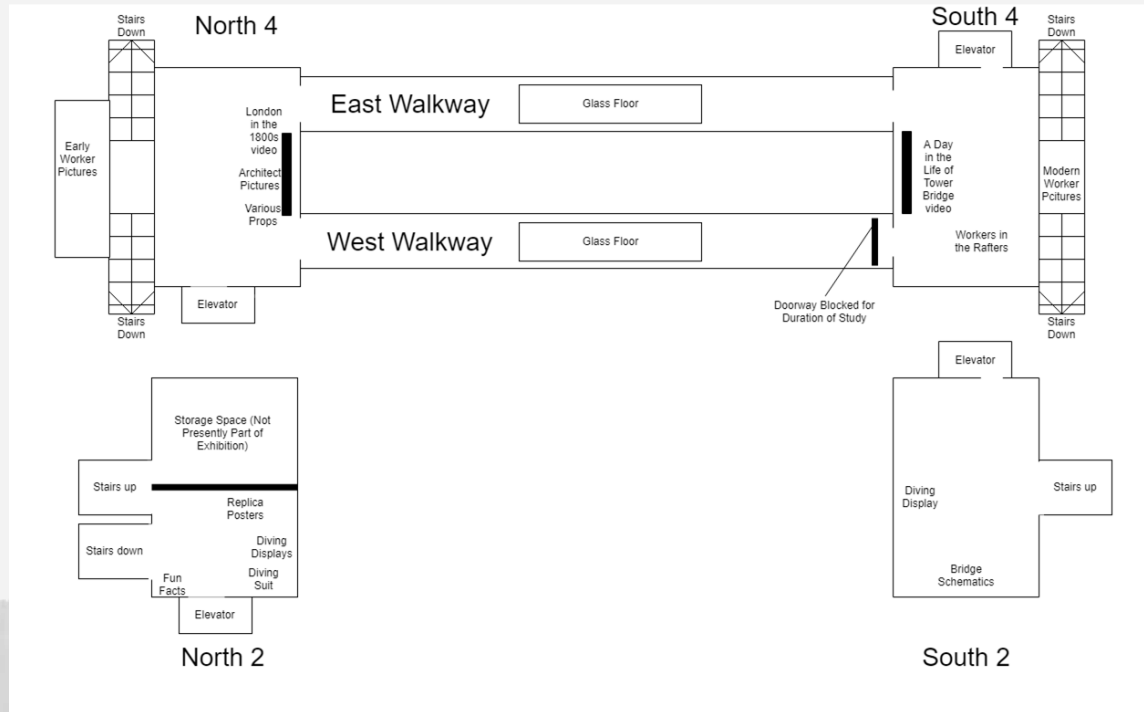


- Exhibits divided into elements
- Element engagement ranked from 1-3

X Demographics
X Comprehension
X Satisfaction
✓ **Engagement**

Shadowing Illustrated Change in Interest

9



- Observation for all exhibits of one visitor
- Exit Survey

- ✓ **Demographics**
- ✓ **Comprehension**
- ✓ **Satisfaction**
- ✓ **Engagement**

Results and Analysis

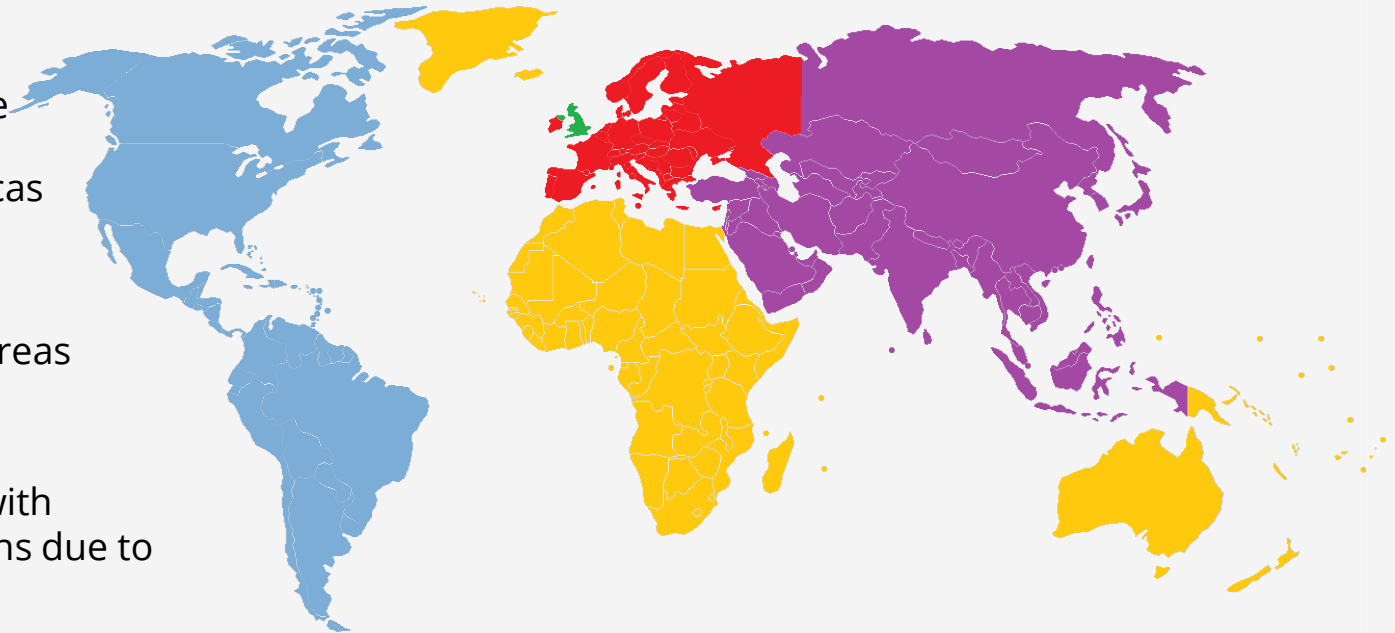


Current Demographics Confirm Previous Study

11

- 28% from UK
- 43% from Europe
- 18% from Americas
- 5% from Asia
- 6% from Other Areas

*Of 120 responses, with approx. 30% rejections due to language



Demographics

Comprehension

Satisfaction

Engagement

Visitors Are Content with International English

12

92%

Percent of Visitors that Like the Language of Content

30% of people couldn't take our survey to language limitations

Potential Language Additions



French

German

Italian

Mandarin

Russian

Demographics

Comprehension

Satisfaction

Engagement

Recommendation: Introduce Language Provisions

Introduce Audio Tours

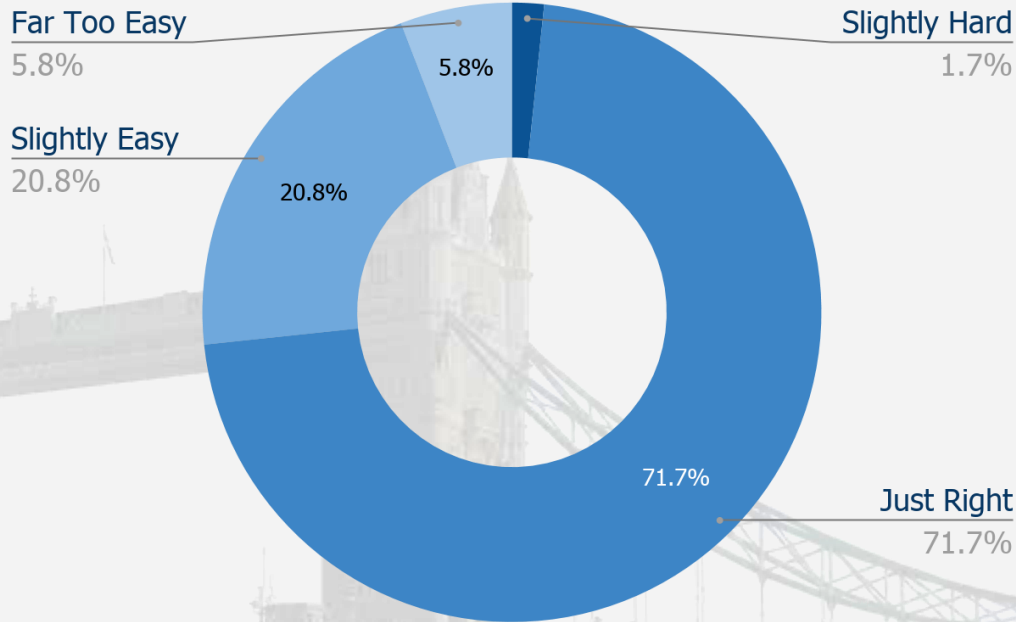
- Overcomes Language Barriers without need for excess signage
- Provides more information to curious visitors
- Accessibility for other physical ailments including vision problems



Current Exhibit Content May Be Too Easy

“I wish there was more information. I felt like it was too easy since there was only one line of content for an entire exhibit.”

Difficulty Level of Exhibition Content



Demographics

Comprehension

Satisfaction

Engagement

Recommendation: Filling Empty Space

Use empty space in South Tower for more content

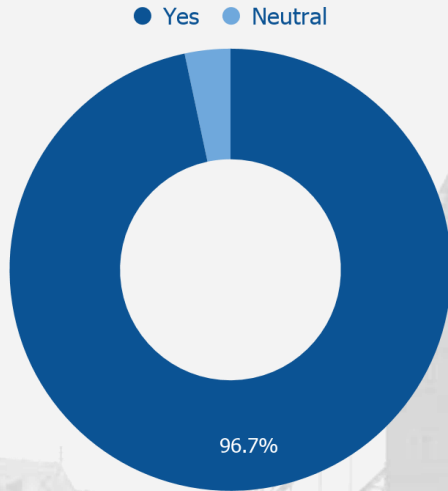
- Interactive Exhibits that prompt engagement
- More technical information that can fill in the gaps



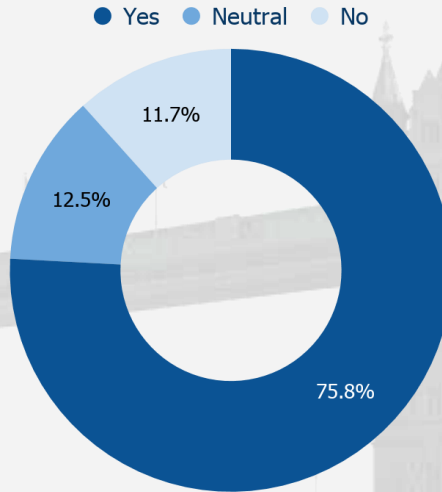
Do Visitors Better Understand...

18

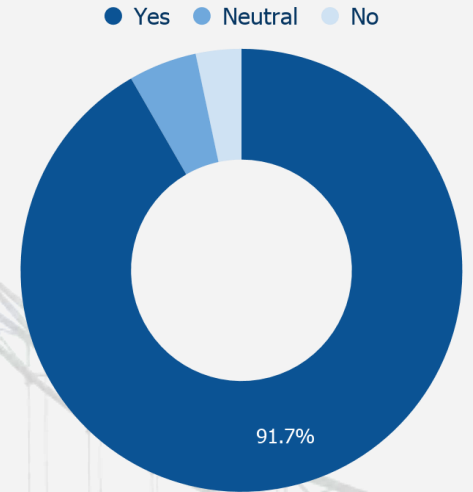
Historical Operation



Modern Operation



Historical Workers



Demographics

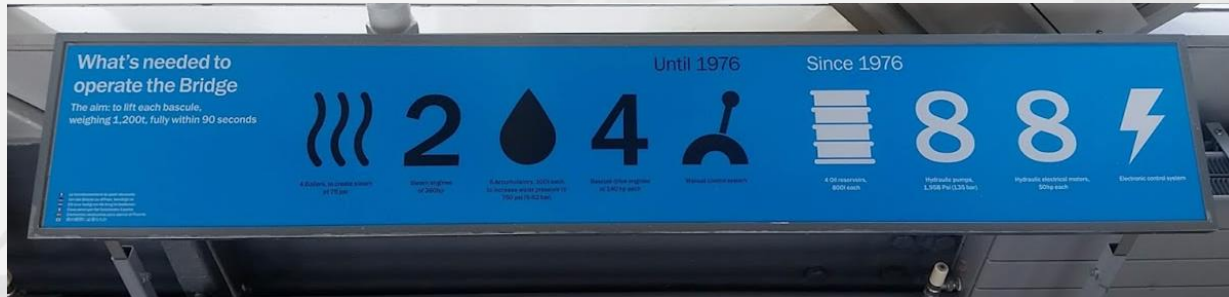
Comprehension

Satisfaction

Engagement

Recommendation: Information on Modern Operation

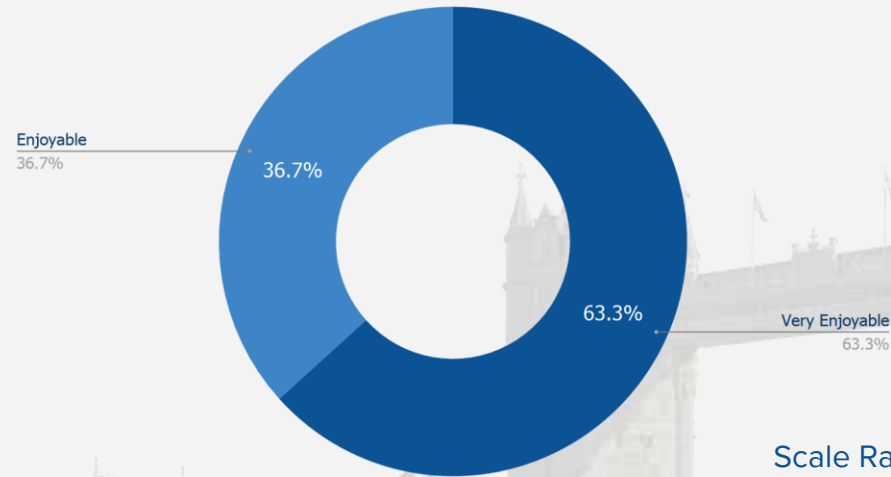
- Move all of the information to the same place
- Provide More Information on Modern Operation



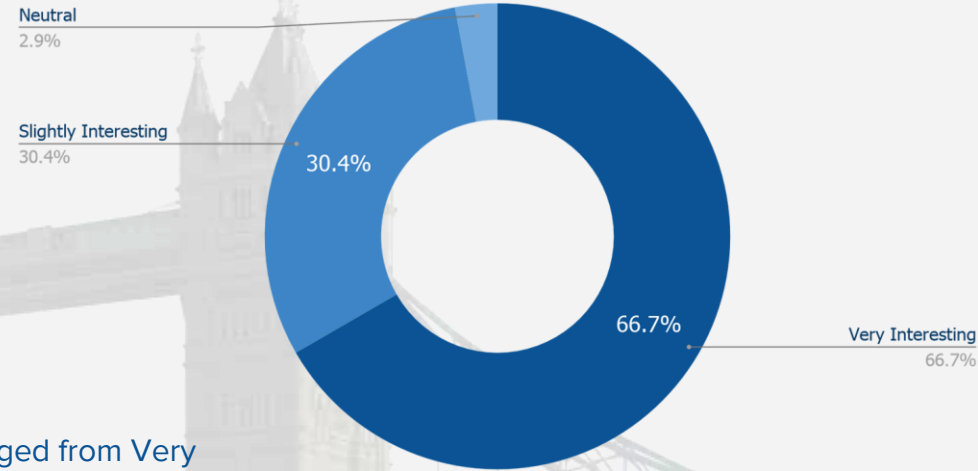
Tower Bridge is Highly Enjoyed Among Visitors

21

How Enjoyable did Adults Find the Visit?



How Interesting did Children Find the Exhibit?



Scale Ranged from Very Unenjoyable to Very Enjoyable

Demographics

Comprehension

Satisfaction

Engagement

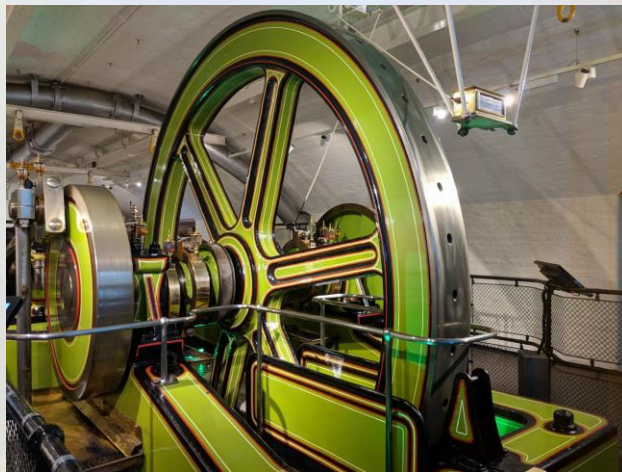
Visitors like Physical, Visual Exhibits

97%



Glass Walkways

89%



Steam Engines

82%



Views of London

Overall Favorite Exhibits

Demographics

Comprehension

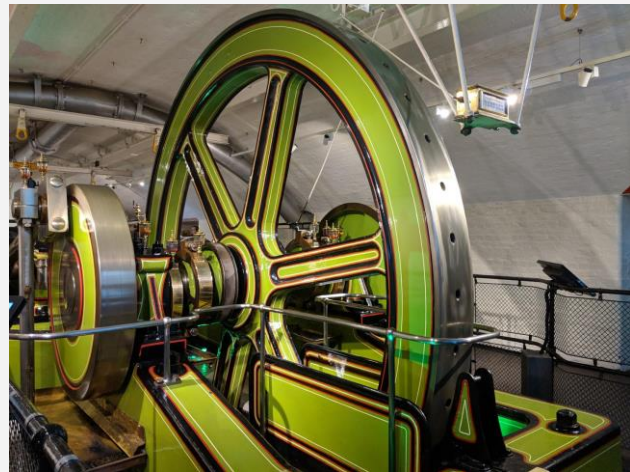
Satisfaction

Engagement

Visitors like Physical, Visual Exhibits

23

89%



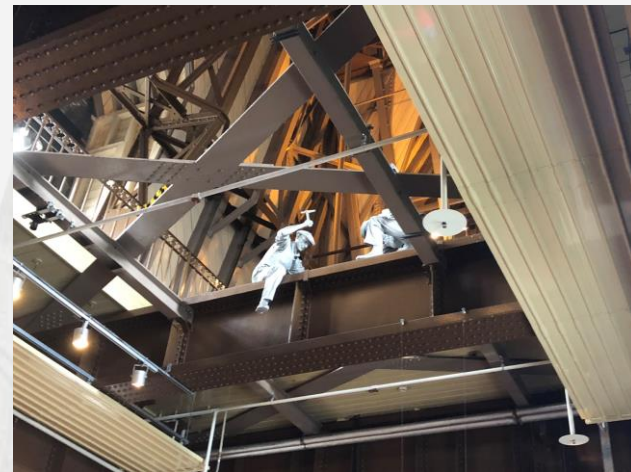
Steam Engines

70%*



Diving Displays

54%



Workers in the Rafters

Favorite Exhibits in Project Scope

Demographics

Comprehension

Satisfaction

Engagement

Least Popular Exhibits have Fewer Patterns

27%



“A Day in the Life”
Video

34%



Animations

35%



Stairway Information

Least Favorite Exhibits in Project Scope

Demographics

Comprehension

Satisfaction

Engagement

Recommendation: Replace “Day in the Life” Video

Quantitatively Unpopular

Criticism from both Visitors and
Staff Members

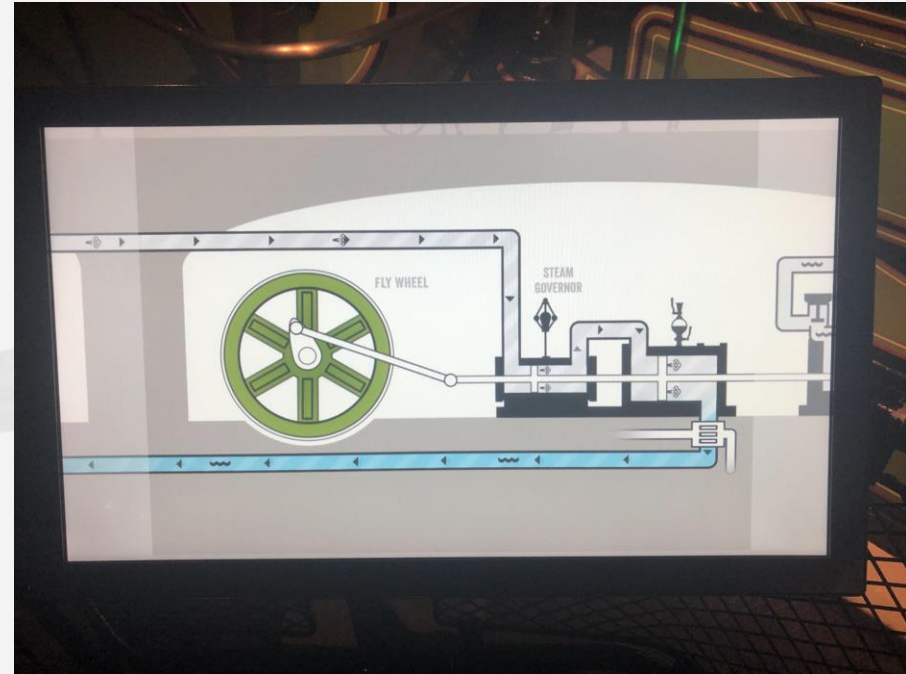
Doesn't Fit Theme of the Towers
Exhibits



Recommendation: Edit Engine Rooms Animations

Create signs that can indicate that these are not touchscreens to reduce visitor confusion and increase durability of machines

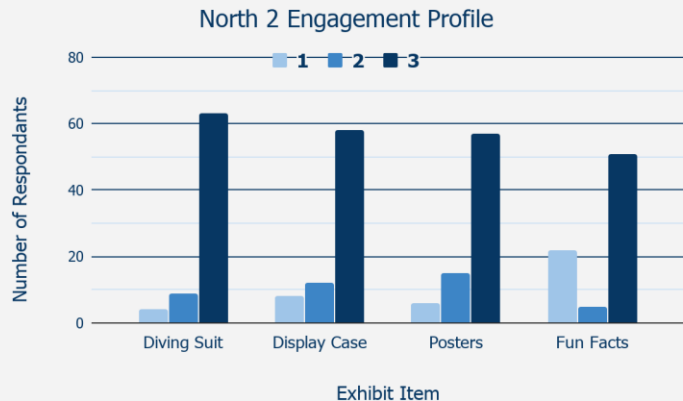
Shorten overall length of animations to increase engagement



Recommendation: Alter Off-Season Movement

Increase access to North 2 outside of Summer Months

Average Engagement: **2.61**



Visitor Engagement is Not as High as Possible

1.87

Towers

2.06

2.19

Engine Rooms

**Average Score of Engagement
Based on 1-3 Scale Indicators**

Demographics

Comprehension

Satisfaction

Engagement

Hosts Have Little Interaction, but Still Popular

1.29

Average Score of Welcome Host Interaction
Based on 1-3 Scale Indicators

"How Did Welcome Hosts Impact Your Experience?"

No Host Interaction

14.0%

Neutral

22.4%

Slightly Better

23.4%

14.0%

22.4%

23.4%

Significantly Better

40.2%

Demographics

Comprehension

Satisfaction

Engagement

Hosts have Large Impact on Engagement

1.66 2.60

Average Score of Visitor Interaction with Workers
in Rafters
Based on 1-3 Scale Indicators

Average Score of Visitor Interaction with Workers in
Rafters with Welcome Host Guidance
Based on 1-3 Scale Indicators

Demographics

Comprehension

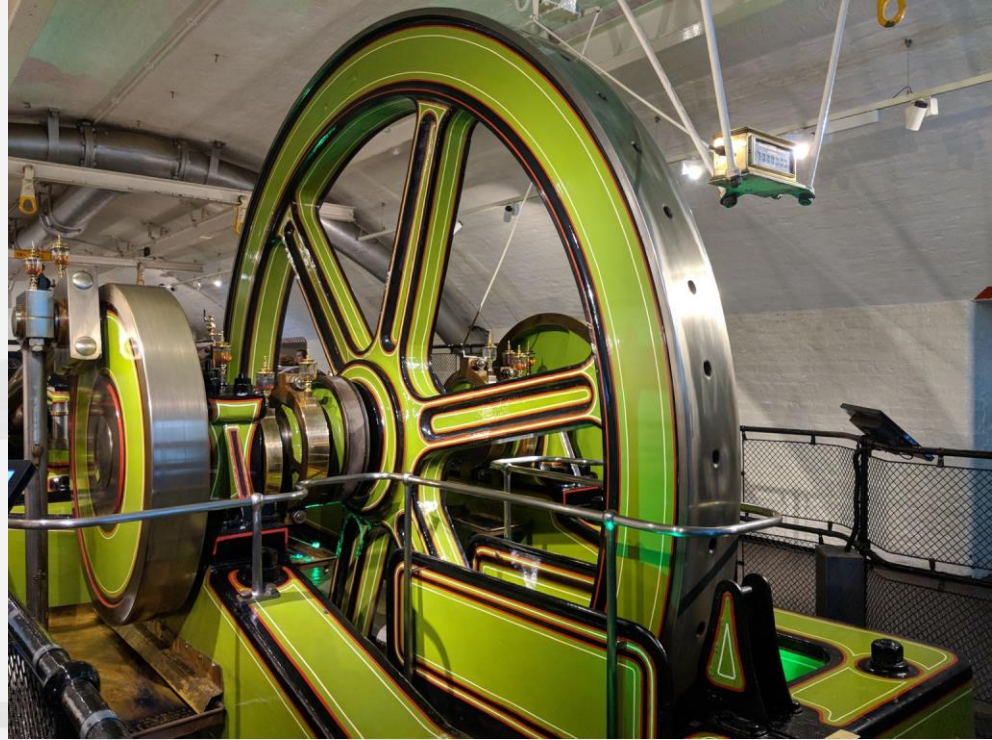
Satisfaction

Engagement

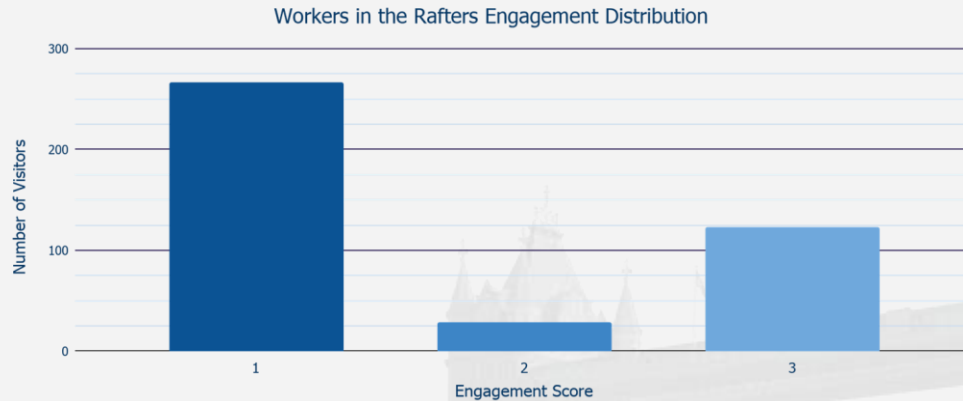
Recommendation: Welcome Hosts

Reinforce Host interaction with visitors to increase overall engagement

We were asked many questions while surveying in the Engine Rooms. Place host in Engine Rooms to answer frequent visitor questions



Certain Exhibits Appear to be Skipped Frequently



Many visitors were engaged enough to take a photo, but the majority of people didn't even see them

North 2 Fun Facts

Workers in the Rafters

South 2 Display Cases

Boiler Room Signs

Historical Book

Demographics

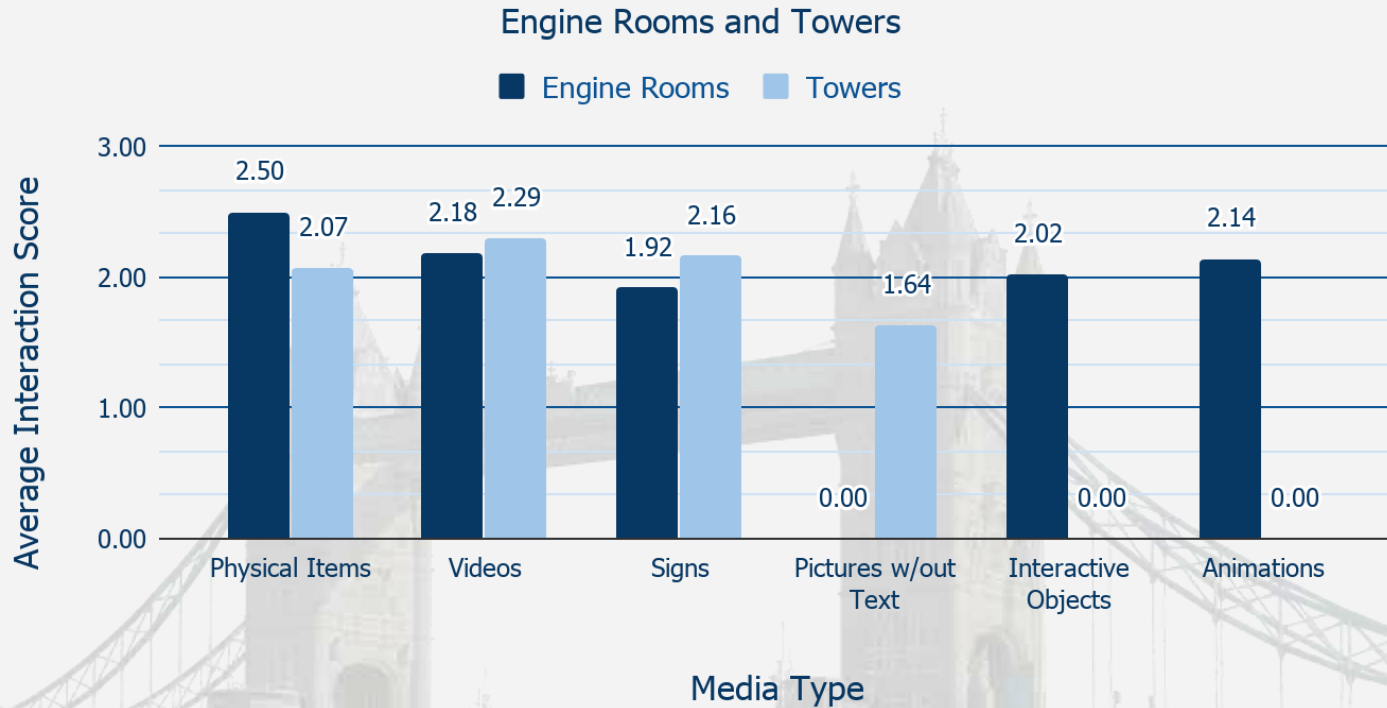
Comprehension

Satisfaction

Engagement

Exhibit Media Has Little Impact on Engagement

34



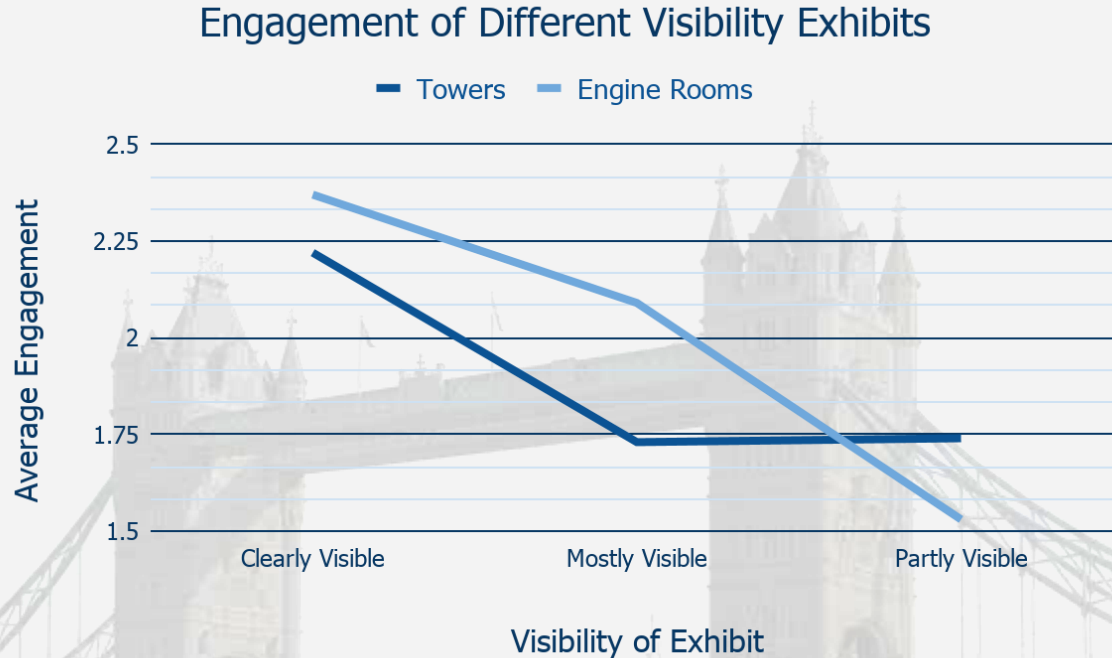
Demographics

Comprehension

Satisfaction

Engagement

Placement Has Large Impact on Engagement



Demographics

Comprehension

Satisfaction

Engagement

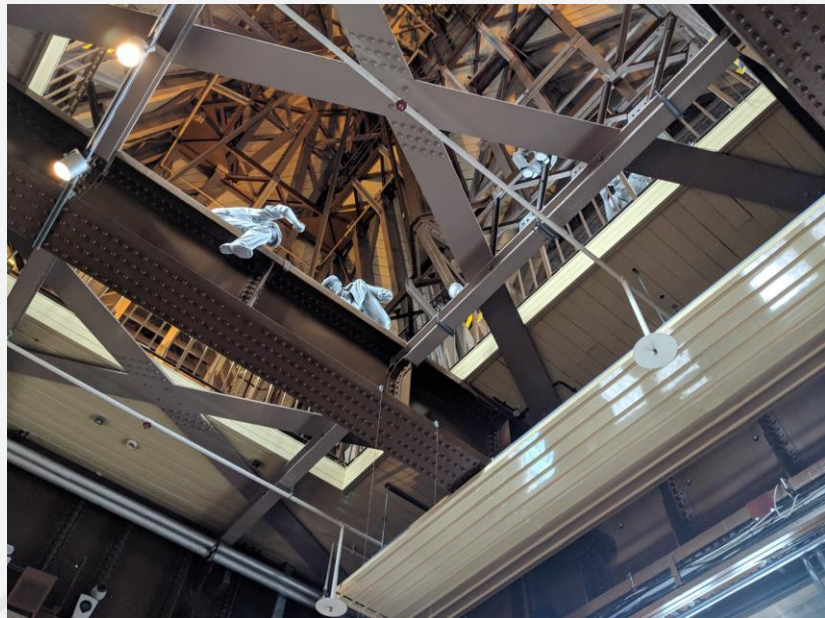
Recommendation: Implement Signage

Introduce visible signs that explain banner content in North and South 4

Find a way to increase visibility of Workers in the Rafters



Recommendation: Add an Additional Worker



In this case, Tom is in the location of the extra worker





Thank You!

Our Contact Information

Email: lo19.tb@gmail.com

Project Center: <https://wp.wpi.edu/london/>

We Would Like to Thank:

Dirk Bennett

Tower Bridge Management

The Welcome Hosts

Professors Boucher and Carrera

