

# AUDIENCE EXPERIENCE MAP: FIRST-TIME VISITOR

Use this template to consider all of the potential experiences of a first-time visitor to your museum then fill out your findings and ideas in the blank spaces at the bottom. You can use the example template on the previous page to guide you.

**TIP:** Print out each template or type directly into the document.

**JOURNEY**

AWARENESS	MOTIVATION	COMMUNICATION	VISIT	FOLLOW-UP	LEARNING	LOYALTY
How might people hear about your museum and what might inform their perceptions of your museum, before or even without a visit?	Why would someone choose or choose not to visit your museum or engage with its content? What are the motivations and factors influencing their choices?	How does your museum speak to, address or otherwise communicate with people?	What is the audience journey and experience when they are at your museum? Consider the first moment to the last.	How does your museum seek to build relationships with or continue engaging with audiences beyond the initial visit or interaction?	How does your museum learn about the needs and interests of audience? How do you predict what audiences want and respond to how they change?	What processes or strategies are in place to support and reward repeat visitation or longer-term engagement?

**TOUCHPOINTS**

<ul style="list-style-type: none"> <li>Social platforms</li> <li>Email</li> <li>Media</li> <li>Word of mouth</li> <li>Web</li> </ul>	<ul style="list-style-type: none"> <li>Education</li> <li>Interest in exhibitions</li> <li>Social reasons</li> <li>Tourism</li> <li>Just walking by</li> </ul>	<ul style="list-style-type: none"> <li>Newsletters</li> <li>Social platforms</li> <li>Signage and labels</li> <li>Staff</li> <li>Media</li> </ul>	<ul style="list-style-type: none"> <li>Entry</li> <li>Front Desk/Ticket</li> <li>Exhibition</li> <li>Facilities</li> <li>Retail</li> <li>Exit</li> </ul>	<ul style="list-style-type: none"> <li>Feedback form</li> <li>Email</li> <li>Targeted campaigns</li> <li>Member offers</li> </ul>	<ul style="list-style-type: none"> <li>Surveys</li> <li>Data collected</li> <li>Empathy interviews</li> </ul>	<ul style="list-style-type: none"> <li>Greater access behind the scenes</li> <li>Incentives and offers</li> <li>Access to specially-developed content</li> </ul>
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**OPPORTUNITIES – SHORT AND LONG TERM**