Audience evaluation is the process of examining information about users and it helps developers, experts and researchers to adapt the “message” in order to be well understood by the final receivers.

HOW PEOPLE INTERACT WITH VIRTUAL MUSEUMS (VMS)? WHICH ARE THE SOCIAL AND PSYCHOLOGICAL REPERCUSSIONS?

The expectations and the awareness of the public attending museums are evolving. It is therefore a priority to evaluate the impact that virtual applications in museums produce on the audience.

**AN INTEGRATED METHODOLOGICAL APPROACH TO EVALUATE VIRTUAL MUSEUMS IN REAL MUSEUM CONTEXTS**

**1. METHOD**
- Qualitative and quantitative types of analysis
- Characterised by rigidity, cross-check sessions, supporting guidelines
- Combination of three parallel techniques
- Reasonable number of visitors (minimum 50 users)

**MULTI-PARTITIONED ANALYSIS**

- **OBSERVATION**
- **QUESTIONNAIRES**
- **DRIVEN-SCENARIO**

- **2. GOALS**
  - Usability
  - User satisfaction
  - Educational potential of content
  - Accessibility of such applications into the museum environment.

- **3. PROCESS**
  - Observation Questionnaires Driven-scenario
  - Instrument that implies two kinds of techniques: observation and direct interview. The visitor is asked to solve specific tasks and express his impressions or doubts by the thinking-out-loud method.

- **4. TOOLS**
  - Observation Active/Passive Users
  - Observing
  - Questioning

**5. CASE STUDY**
- Both natural interaction applications (using Kinect sensor)
- Immersive environments with 3D reconstructions
- Ancient historical periods relived in 3D also with real actors

**6. OUTCOMES**
- The relevance of the combination of quantitative and qualitative tools to have more material to compare with;
- The practicability of submitting driven-scenarios to analyze user’s memorability and control over the system;
- The good intuition of dividing the public between active and passive users to better understand the public dynamics;
- The role of the operator is fundamental even if difficult to perform;
- Language used for the evaluation must be customized on the final target, the support of evaluation’s delivery, the context of submission and the time at disposal.

**7. REFERENCES**

**FOR ANY FURTHER INFORMATION CONTACT US AT:**
alfonsina.pagano@itabc.cnr.it | eva.pietroni@itabc.cnr.it | policat@tiscali.it

**WHAT IS THE USER EXPERIENCE?**
In User Experience evaluation there are not “standardized” rules and ready-made solutions when dealing with VMs but still best practices.