Affinity map - User Insights

USER LEGEND

- #1 - C(Teacher), 20s
- #2 - Miao, 41 years, Finance Controller, 2 kids, Foreigner
- #3 - Elena 39, kindergarten teacher, tourist (Serbia)
- #4 - Tanya, 41 years, Plan Manager in H&M, 2 kids, Foreigner (Russia)
- #5 - D - Local, 20s, student
- #6 - 22, Female, Singapore - Student
- #7 - 38, Male, Barcelona- Business Consultant
- #8 - 37, Male, Singapore -Marketing Director
- #9 M - 30-40; ex-history teacher, married
- #10 - 30, Female, Singapore- PR Manager
- #11 - H -50s, Female, local, VP Post Office, 2 kids
- #12 - Tuyet, 33 years, Product Owner at SC Bank, Foreigner, 2 kids
- #13 - B, 20s, Local
- #14 - K, 30s, Local

Association

History, culture & learning comes to mind when I think of "Museum"

- When I hear word museum first thing I think is about history and mostly history
- Also museum for me is retrospective of events from the past
- Museums is about heritage
- Heritage comes to mind when I think of museums
- museum is a place of interest, of knowledge and a place to explore
- A museum is a place where you can learn new things
- Museum is educational, artistic, culture
- When I hear museum I am thinking to learn, to see something new, something new and experience
- Found the ancient religions part in ACM really interesting and educational
- Really like learning about the different religions born at different places and statues of deities
- For me museum is association of culture
- A museum does not necessarily mean a place of the past, it can also be something of the future

Awareness

I get reviews & recommendations from friends & online

- Before going to museums, research and look at reviews
- Checks out the Harry Potter exhibition on Instagram or social media talks about it
- Millenials also say SAM quite nice
- Visit bcos everyone talked about it one websites
- When I have time, then I do my homework before I go, there is many information on social networks
- Somebody recommends me the museum
- Look at reviews
- I read reviews on TripAdvisor and comments on Facebook
- When I research I really like to see what other people write, people that actually who have been there

I google to see what museums are good to visit

- Searches on google and tripadvisor
- Google the museum, and then check out their exhibitions
- Google "interesting museums to visit SG"
- I find information on google, I check "lonely planet" also, magazines on the airplane
- Finds out info about museums online or from Tripadvisor
- I see what is new on internet
- Before I go I search on web site see what is available and make my own selection and plans
- Also Facebook and Instagram you can find out what is going on
- But still I don't want to see all pictures I want to be surprise when I go there

I'm attracted to billboards, brochures & ads, which signal that the museum is a must-go attraction

- I visited museum 6 months ago when I saw an interesting exhibition. It was very interesting.
- Libers brochures not attract on for me, I don't like them, just that place.
- Also I look for the flyers, billboards
- When I was coming to Singapore I grickred up all info material at the airport
- Pass by Art and Science museum and I think there is a billboard, there I will spot that museum and I am going in. Then I ask plan to go to see that.
- Attracted by info boards, I like it, I usually look job and although I was not interested in that museum, I go there and learn
- Promoted that SAM was free
- Also if when I walk on the street and I see a billboard about exhibition, or poster in MrT, a lot interest me to go and visit
- Read about the museums from map guides - top tourist attractions
- Hear about the exhibitions/programs through mass media, - social media sites, - mobile phone apps, platforms, (organs & paid)
- Sometimes I hear advertisements on a radio when I (driving)
- Before when I was using public transport I will see advertisements in MRT

I know about museums through mailing lists, newsletters & email notifications

- If I sign up for the mailing list, I would like to know what future programs may have, and what it will cover from start to end.
- SISTIC organisation who send me updates on email, that is how I find out
- MOE sends free museum stuff for kids' HBL
- I subscribed to a lot of newsletters, I receive updates from organisations and I know what's coming up and what's going on

Research & Planning

I want to have a option to buy tickets online and at spot

- Likes buy ticket online, have enough time to see what interest me
- I usually buy tickets on the spot
- I buy ticket on the spot
- I always buy tickets online
- Sometimes I buy tickets online, sometimes at the museum
- Buying the ticket itself Likes simple info on what to expect, what to expect from the exhibition, programs the date and program ticket, I like to buy tickets

I use a mix of devices to plan for my trip

- Uses ipad to research and plan museum activities
- Browsing on phone, when travelin does not carry lap top with her
- Uses mobile and desktop if planning for museum trips overseas and locally respectively
- Always plan and research on desktop
- Use desktop to research, mobile to navigate when overseas
- Uses mobile to research and plan museum activities

I am time-sensitive and would want to spend a good amount of time at the museum

- Will see how much time it will take to see each of them
- Wants to have a lot of time to walk through exhibits
- Feels like need to pay attention at museums
- Wanted students to be productive with time
- Dislikes having to rush
- How much time appoximately I will need to see all what I want to see.
- Likes to be able to take her time
- No utilize time I always plan, how much time I need to see all what I want and sometimes I want to see, what is must what can I skip
- No time to plan my own activities as teacher
- Some exhibitions you CAN miss it, although you shouldn't but it can be missed.
- I spend 4 hours there - want to take photos & read things
- Want to utilize my time there and I plan my own activities, I can usually on the spot depend on circumstances
- I plan my museum trips (day overtrees), because time is of so precious, I want to see, see as many things as much as you can
- I am very organized and I do planning before I go to museum
- I like to plan where I will go first and then I go to the rest because with kids, you can see everything.

I am drawn to museums that are free / have discounts

- Likes that geologist museum was FREE
- Student - need to save $, needs to be free
- When I plan to go I am checking museum website is there family discount
- Go to museum bcos it's free
- It must be free ($$)
- Disliked TW national museum - paid $30
- Audio guides were not free :(
- Surprised the beijing museum was free and the exhibitions were one of the best

I go to museums with friends, family or as part of a class

- I'll go with my friends
- Brought 2 y/o kid to museum
- I also go with kids, they had fun time
- Visit with family - on holiday
- Go with girlfriend
- Prof bought us to the museum
- Bring students on learning journey
- I go to the museum every time I have guests here from various I have been to national museum
- Usually only with friends/family, because of age gap, if a group it gets distracting. Don't mind going alone
- Go to museums with friends

I visit museums a few times a year and can spend several hours there

- I go usually at weekends
- Goes to museums about 3 times a year
- Bring students to museum once a year
- I also like to go to museums when is raining
- Visit after lunch
- I go only at weekends
- For me is perfect to spend 2-3 hours in the museum.
- I visit museums on weekends and when somebody come to visit me from abroad, I go to museum
- I spend 4 hours there
- I can spent to 2 hours in museum
- I would go whenever I have time, then I will check what is new
- I don't visit museum that often as I would like to
- Visit museums when overseas

I am concerned about crowds and will make an effort to avoid them

- When I plan to go I am concern will it be crowed
- Dislikes crowded museums
- Perfect - ease of going to an exhibition e.g. Rachel passes that enter you to the exhibition, avoid the expensive hours, avoid the most popular hours
- Go to museums because of timing. Weekdays - fewer people
- Likes that museums are quiet!
- I don't like coming and specially when I know that the exhibition how long we need to wait
- I read a lot of reviews specially about waiting in line and is it crowded

I am drawn to museums by novelty / rare experience that I don't usually get to see

- Although ACM was quite sterile, I liked exhibits because they was unique to me.
- Comes from Europe - ACM was something I did not see before
- Like to go museums cos you can see things you does see everyday
- Always go shopping mall so wanted sth new
- It is great if something is out of cliche!
- Go if special exhibition that I might be interested in
- In the museum I want to see something different from what you does see every day
- Expect to see something that I did not expect
- Novelty is one of the main motivations e.g. Vietnam Traditional Medicine museum
- Likes going to museums to see things you cannot see in real life - Ancient Egyptian mummies
- Favourite attractions - Museums, Museums, Museums - I find things you go in and you see a dinosaur, dinosaur bones, I find it in Asia
- I go for the special exhibitions, especially the limited time period ones.
- I like when something surprise me
- Noticed theres a changing trend in chronological / historical exhibits to a more educational journey
- Observed that museums in Singapore, they does the most relevant and the most interesting, highlight to tell a story, i.e. more curated
- FC Barcelona, need visited museum - they get alot of funding, and they make museum very interesting. Highlights of players and football memories
- I prefer modern art museums because typically the exhibitions tend to be more provocative and invigorating.

Motivation

I visit museums because of the content appeals to me

- I like history and wartime museums, will go without thinking
- Singapore National Museum I saw at the Smoothies because it has rich history
- Likes interesting exhibits
- Likes ghilatelic museum - stamps tell stories
- Choose by theme - likes art & history
- Link museum to course syllabus - how people lived in a certain way
- Goes to the museum to see art
- I like animals - like geological museum
- I like Heritage and historical museums
- Content must interest me - science, history, art
- If there is exhibition I like I will go to that particular museum to see that particular exhibition
- Not a fan of science museums
- When I see advertisement about some rare exhibitions if Vertigoes me then I plan to go
- Arts, Science Museum exhibitions are very interesting
- Exhibitions are one of my considerations
- Would not go to aviation museum - no interest
- Choose museums based on lesson objective
- Content considerations - Art museums - Who have exhibited there before?
- I am usually triggered to go by some event that is happening to museum.
- Content considerations - Which kind of projects have they championed outside of the museums?
- Content considerations - Which other museums do they have been contributing works to the museum?
- Arts Science Museum - with Marvel houses - Marvel movie - I watch the end of things about the movie, I want to see the story unfolds
- Perfect museum experience - Abundant of rooms, stories and fun facts.
- If I am crazy about some topic then I want to learn everything about that
- Will check website to see themes, exhibits & artists

I visit museums because of limited alternatives

- Free time, will go museum to hangout
- Go museum bcos dont like to go shopping malls
- Enjoy aircon & no activities to do
- Visit museums bcos there's not a lot of things to do

I visit museums when they are a popular & renowned tourist attraction

- Likes to visit museums overseas
- Museums are popular attractions in cambridge
- Some museums are on the top of my bucket lists - e.g. Louvre when visiting Paris
- Research how famous / popular
- It was a "must go"
- Worst exp - we missed out on highlight museum
- Wherever I go it is a must to visit museum to understand where did I come
- Famous museums - likely better collections
- Also if there is museum I have heard about or liked it, I would like to go again

I enjoy museums that are relatable and relevant to my life

- Remembers sugar factory exhibit that was displaying throughout the museum, and symbolising that our act things said
- Visit museum with wife - choose things she can relate to
- Relatable experience :-) - ieds learning about museum
- Chooses the museums based on relevance of the exhibition, and whether I'm interested in it
- Old school kind of museum lover, I like the old school museum, feels like the purpose is more to educate people, rather than an educate language people
- Some of the ASM exhibits resonates with me - Disney
- People's experiences and concerns are universal thru history
- When in Moscow - Chose one museum that best talks about the russian history and art pressent to me
- Looks for relevant content for me in an installation
- Not drawn by ACM, cos find it too prehistoric
- Likes to have read about it / background info - dante museum
- If the topic of the exhibits are not very relevant, then I just walk around and admire them
- Persuade museums and city to ACM - Museums to be more relevant to people, to attract more people to the museum, to have more partnerships. Place is interesting, people want to see what is inside?

Concerns, pain points

I want to learn something new & get inspiration

- Museums to enhance learning from textbook
- My main goal is to learn something
- Likes to be entertained and learn something at the same time
- I usually go to the museum with little knowledge and I want to learn something there on the spot
- I go to museum to learn and spend time there
- Wish to see more of the educational journey types of museum exhibits
- Likes to learn things, feel smarter
- Visit to learn something new
- I go to museum to learn about history, culture, tradition
- In museum I am getting inspiration
- Learn more culture
- Tries to absorb as much info as possible
- Enjoys helping students to learn
- Place that I can learn new things, and keep objects. People go there to learn about those stories
- Wanted to be taught about moths & butterflies
- Place where you can get new experience and refresh your life
- Perfect - How curators want to interact with the visitors and the audience, what they want the visitors to have
- Familiar with Christian and Judaism religions, but not with the Asian religions
- What makes me go to a museum is if there is a major exhibition, - something that I'm completely interested in.
- Kind of knowledge and experience I expect - Time kind of museum, I'm going to, e.g. is a history museum, art, popular objects, etc.
- Wish there's a museum talking about special needs or church history

I want to feel what others in the past went through

- Teaches me something, tells a story, conveys a feeling in an adequate manner
- It is so emotional
- Conveys feeling in a manner; Life was tough and sentimental travelled, SI Chinese Heritage Centre
- Next experience - Berlin war memorial - Letters from families of concentration camp - very touching
- Gotum house from 18th century - class, it smells like history, there are pictures of people smoking, you can feel the old school atmosphere
- You did not have feeling how did people live in the past, I like to see dolls, floor object was made, what was the purpose...
- In ACM I did not get any experience
- Seek experience - dachau concentration camp - photos & what happened, I felt sad, I felt pain, I felt chaotic, 10 MILLION VISITS! Here was gloomy and bad

I wanted to imagine, understand & step into the shoes of people living in the past

- I like when I have experience, and tell the story to feel that I am present there
- National Museum of Oman - Like to see how ONE Man propaganda and how the nation developed
- Interesting to see from the POV of various countries, - Nanjing, Berlin, Jakarta/Indonesia - museum
- e.g imagine "Wah the SG river' was so smelly"
- Likes write-ups that help you understand their way of life
- "I could imagine how soldiers were like!"
- Helps me understand what artist is thinking, history of it
- I like like historical museum because I want to see things and learn about the past, I like to see the classroom experience
- Try to imagine what they were saying / thinking at that time
- "My job is to make history come alive!"
- Help students imagine & have empathy (historical)

I fear museums are boring, and hope to be entertained

- Going to museum it can be good entertainment
- My main goal is to be entertained
- Museums tend to be boring - we make jokes out of it
- ACM also has way too many pots
- Many displays are boring & static
- Displayed jewelry, how woman looked like, I like to see documented display & it is boring!
- First here in Singapore I visited ACM it was so, dry boring
- Know that the ancient greek potteries are valuable, but do not need to see 1000 pots to tell me the story :) FELT BORED INSIDE
- In Europe, small museums are just collection of items with no story behind them, I find it not as ambitious and tend to be more boring than in SG
- Of course you want to learn but you also want to spend nice time
- Dislikes boring, out of date and waste of time, they I will be disappointed
- Afraid of making a wasted trip to museum - boss will scold
- For me nowadays, museum is more for entertaining, and spent nice time

I'm disappointed when the experience differs from what's advertised

- If expectations are set by the ads, I think about the exhibits to be your expectations (eg: Ads for Harry Potter Exhibitions for ACM, I is EXPECTING to see WIZARDS)
- Allow myself to be surprised and not expecting anything specific from the museum, just experience
- If the ticket is to expensive, expectations higher, and you might feel that you did not get enough for that price
- Perception for Spanish people that museum entrance should be free, because it's for the public
- TW museum advertised stone - really boring
- When expectation of royalty was not met
- I like if museum meet my expectations, I don't like if they disappoint me, Anachronisms must be serious
- If you have to high expectations from the museum then you might be disappointed
- I did not have any negative experience with museums, maybe I don't have high expectations

Downside of digital interfaces

- "It was confusing. Did not know where to click"
- Clicked a bit but then gave up
- Likes physical experience - wouldnt go for full digital
- Kids tried 3D app - confusing, lagging
- Kids moving cursor up & down to spin the object - not that good & dizzy
- More work for teachers to go to excursions
- Does not look forward to the excursion
- Dislike having to carry around school logistics

Museum experience

I am drawn by powerful visuals & image displays

- Visual displays intrigue me
- Animal looked weird, never seen before
- Feeds my curiosity
- Likes screening a film that lands inspiration to the entire collection
- Singapore History Museum,Can see photos from Singapore's past.
- Forbidden city -likes different images of clothing
- Likes video of the world wair (sentosa museum)
- Learning Japan/Korean culture through movies with Nature

I like an atmosphere that matches the theme of the exhibits

- Vibrate details: how is, interior, walls, stairs, floor, Dress it well same since I want to feel atmosphere
- Dislikes marble, stairs and clean decor. Cold. Need warm atmosphere to feel comfortable and welcomed
- Volunteers dressed in this clothes from that time, very detailed
- Favourite if Historic Open etc unique and Unique Experience, Schools & Hard & Great artists taking their works there
- Don't appreciate art, but if execution is extraordinary and sends a message - Biennale
- The more importantly is to create atmosphere, with the details, sounds, smell
- For me perfect experience depend on the mood I am going through everything to match the theme
- Dim lighting & quiet space - hard to control kids
- Couldnt shout at kids - museum is quiet
- Likes variety & thematic collections

I want a museum experience that is authentic & unbiased

- Dont like museums that have replicas instead of the real artifacts
- Dislikes biased accounts: british VS migrant perspective
- Bicentennial - bad because accounts were biased
- What it was Alice in Wonderland, everything had to be there and you soon must fly to the moon, - I was very much alive to when I was another person. This was a hallucination
- Likes small niche museums - less profit driven
- Small museums - freedom to show what happened
- DON'T LIKE when they have a lot of stuff, Collection of entire items, too many - overwhelming, too many rooms. ALSO,WHE

I enjoy it when the museum exhibits tell a story

- Dislike Captions not Nutshell, Well Nutshell, No flow and not well curated
- Likes that it tells a story
- Don't like the pots in ACM exhibits that don't tell a story
- Don't like when there are so many items that they don't tell a story
- Likes fort siloso - good storyline
- Word soup - Differentiate between Art and Science, feels like, a drop from museum, Nobody cares about the quality of exhibitions and put together.
- I know what should have been in the exhibition, but other people people, I don't know what they expect, Bacon - Michael Jackson's Jacket - I don't know why it is amazing! Maybe I am missing out on something here!
- Values details. Does it tell some story
- They recreated New York city back in the 80s, where Spiderman was among. Tell a story how their lives were in various rooms
- Likes logical flow between exhibitations
- Likes exhibitions with strong narrative
- Likes storyline which made sense along the path
- In national museum everything fits to the theme. It tells you a story. Feels like you are living in the story
- To enjoy art you need to know story behind so that you connect with
- It is just piece of Art, which maybe I can appreciate aesthetic, I do wizardry when knows story behind
- Feels museum is like reading a storybook

I like audio information as it supplements the visual info displays

- Liked the voiceover of the park ranger
- The audio was nice.
- When I am with kids then I can not see the exhibition, then guiture, brochure is better for me
- I will be more if I know the installation you have possibility to hear more if you want
- Likes audio to tell you about each exhibit

I like interactive & hands-on elements that makes the experience fun, engaging & memorable

- Interactive is always better
- It is the best because is very interactive
- I like theme they choose, I like because it was interactive
- Kids cant take the static info display - short attention span
- If there are no exhibitions, I check if there are any programs that I can join/experience
- Likes interactive exhibit & doing activities
- Another thing I really enjoy is when is interactive, when you don't need to touch but touch and explore.
- Information I found and read on the spot usually are not enough, they are minimal
- Everything that is interactive and out of "normal" is cool
- I like when there is a animation on the monitors explaining about what they were doing
- Likes clickable map & ability to explore other areas
- Bicentennial - good in terms of tech elements & setup
- Interaction makes experience more engaging
- Likes interactive & has a flow, it was fun
- Can see wall of the band's hands
- Arts, Science, Museum exhibits are very interactive
- My expectations is to see something - really cool or creative, interactive
- you have interactive screens
- Likes immersive hands on crafting programs, etc.
- Tap on the window - the actor opens up & talks to you
- Likes that can dance virtually with big bang
- Likes if something interesting happens to notice me, that I will remember for a years
- There is no interaction; simulation, it is super dry I will never go there again
- Museum turned from being boring to be really cool and in trend.
- Perfect - stuff that I can touch and feel, e.g. Arts Science Museum drawing, feels like I am actually part of way and good if there's a purpose of telling the story

Props (Tools, People, Facilities)

I need fun & entertaining activities to engage children

- Nice to have a free package
- Likes worksheet for kids (will check online)
- Brought 44 screaming N.A kids to museum
- Must make sure kids dont run around
- Take kids - Likes specials section for them so that they have fun time. If they have fun time, I have fun time too.
- Museum need to cater for family (parents)
- Worst exp - dealing with disciplinary issues
- Concern if students misbehave
- Nowadays is important for me that my kids are also entertained there
- Bring students - need lesson plan to follow
- As a teacher I am concerned when museum offers "activities" - I know how fun, can hijack certain activities and learn. It's a funny thing.

I need info that is easy to understand & in my language

- Also bad thing is if there is no enough explanation or if you can't navigate by yourself
- When they try to make it to modern, they lost message
- Parents couldnt read english / korean
- No english translation, guessings & assumptions on the exhibits
- It not important to present to much content, it is important HOW do you present
- In ACM to understand anything you need to be expert
- You just go and read this small description and you don't understand anything
- SG national museum,even if you don't speak language, you can understand what is Singapore
- For overseas museums, there may not be enough, - Not enough translation, NOT having the full experience
- It was so easy to digest information
- Nice to have fun / surprising facts
- Likes easy-to-understand exhibits (US nat history)
- Allows simple choice of the park

I like guides that teach me more about the exhibits and bring value to the experience

- People around to facilitate. Tools that repository because there were guides (ACM night festival)
- If I go on weekdays, would there be docents to guide me around the museums
- Likes when I join guided tour
- Tours help me understand art pieces
- Likes to listen to the tour guide
- Guide could explain things properly, vividly
- Likes that guide was very good (uffizi, Italy)
- Tour guides make exhibits more interesting
- I need to understand where I am currently, I don't want to be confused
- In the museum I expect to see a guide, a guide or an academic, author of some kind of papers to read, I want to learn enough
- Like Buddhist temple - property removed from original place, place where would offer help and share knowledge.
- Love telling stories & making history alive
- Likes to act & perform for students to showcase the exhibits
- Kids activities - I like professional staff if they can interact with kids on their level.
- I usually don't ask staff for more info, but if you see that staff is making effort, it will make me to go again
- I usually don't ask for more info, but if you see that staff is making effort, it will make me to go again
- Likes Artists giving talks, curators giving seminars on exhibitions, academic seminars, giving inspiration to the artists' collection
- Likes to have someone to chat and ask for more info
- Will ask curator what he thinks /opinions
- Will dramatise the events & make a game show out of it
- Mismomn with own tour guide - museum had no guides
- Nice if somebody can take you around and explain you more
- Look out the docents. Ask them for guidance on how should I do exhibition, what is the audience. Where should I start first and end?

I appreciate details, and enjoy knowing more about the artefacts through reading the info panels

- Likes to read the info panel in the installation
- I also like to read about installation, usually I read more then listen audio.
- Dislikes paintings with no explanation - not interesting
- Sometimes you need to know more and have more details on the spot
- Likes digital info - provide you can use on your own - without waiting for staff to answer your question
- If something interesting happens on the spot, then I do further research about that
- I like to read the history behind the exhibits
- Liked Egypt Museum - I like to read the historical period, and exhibits that you can read, - I like to read the spot
- Likes to search information about artist and get full specifications about them
- Big museums, they don't have possibilities to provide more detailed information
- I take a note what was interesting and when I come home I research more about that
- If I'm interested in the topic of the exhibit, then I will read more about it
- Likes organized explanations
- Im used to reading the static info display
- I walk around and I read displays
- Read to understand meaning behind each exhibit
- Looks at narrative, description was well-written
- "Im slow to read and greedy for information"
- Likes write-up, read about what inspired the artist
- Will read the exhibits
- Dislikes paintings with no background

I read brochures & maps to guide me on the route I should take

- I look out for is the floor plan; How have they structured their exhibitions.
- Look at brochure to see map & route
- Family likes to jump around different stations
- I read brochures and look for different exhibitions
- I always pick map and brochures on the entrance, it is extremely useful
- For me I like as paper I arrive to have all information upfront so that I can plan my route
- Nice to have a map of the museum
- As a tourist you have very vanity typeface of info brochures
- I always take a map at the entrance and follow it.

I like to take photos

- take photos & post on social media
- super nice to see that and take a photos
- My friends can help me take photos for memory
- Gen Zs love going to museums for OOTDs

I like toilets that are clean & accessible

- Forbidden City ,- Frustrated that the toilets were too far away, not accessible.
- Inaccessible restrooms, which ruins the museum experience
- Likes clean toilets and you can visit other attractions just after being one.
- Likes that it has accessible toilets

I like places to rest, hangout and enjoy refreshments

- Likes having a nice place for break
- Likes good restaurant, coffee shop, souvenir shop.
- Likes cafe - it was welcoming
- If the exhibitions are too big, do I need to break it up and rest inbetween?
- Appreciates comfort - good places to sit
- I always like to go to a coffee shop or restaurant
- For me in the museum is important time to rest, I need to sit down and you need some rest
- It has a good eating option it is really good place to hang out
- I am also concern and check is there lounge area, because I get tired and unfortunately, specially when I go with kids
- If there is no option to eat, then I will plan to go there in a different time
- What kind of Fridt they have to make my visit more comfortable

I like a well-marked trail so that I know which direction to go

- Hopes that there's trail from A to B to C
- It is good to have marks on the floor
- Likes if museum is easy to navigate
- Good if there's a route to follow
- When I walk in to the museum I expect to see lines and directions how I should be moving
- Ask "Do I know what to do" there?
- Likes intuitive path of exhibits - know what direction to go to
- Lay out taste so much sense, it feels organize very well based on time line

I would like to take away some thing that is tangible & customisable at the end

- Likes gift shop
- Likes to bring theme home - souvenir, I like it I can customize them, like with my name or stickers
- I love gift shops not that good compared to museums. Would seek out museum shops if can reach as opposed to T-shirts
- Overseas gift shops - Museum shop, Bali, Bali Shop, Bali, Bali shop, Bali, Bali, Bali shop, Bali, Bali shop, Bali, Bali shop