

Heritage Interpretation for Senior Audiences

Site assessment

Your name:

Are you over 55?

Site:		Date and time:				
Before your visit						
Expectations. What did you expect to see and experience?						
When you arrived						
What were your first impressions of the following? (1 = poor, 5 = excellent)						
	1	2	3	4	5	Not applicable
External signage						
Entrance						
Welcome from staff / volunteers						
Clear information about where to buy tickets and their cost						
Orientation – maps, signage, directions						
Handouts and information						
Clear information about tours, guides and audio						
Clear information about events and activities						
Location and condition of toilets						
Any comments?						
During your visit						
How did you engage with the site? (tick all that apply)						
<input type="checkbox"/> At my own pace	<input type="checkbox"/> Audio tour			<input type="checkbox"/> Guided tour		
<input type="checkbox"/> Group visit	<input type="checkbox"/> Organised event			<input type="checkbox"/> Other (please specify)		

What interpretation media did you experience? (tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Leaflets, trail guides | <input type="checkbox"/> Interpretation panels / exhibit labels |
| <input type="checkbox"/> Guidebook | <input type="checkbox"/> Mechanical interactive exhibits |
| <input type="checkbox"/> Static models / dioramas | <input type="checkbox"/> Digital interactive exhibits |
| <input type="checkbox"/> Audio guides | <input type="checkbox"/> Object display |
| <input type="checkbox"/> Smartphone apps | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Multimedia guide | |

Rate the following for senior visitors

	What was good and why?	What could be improved and how?
Interpretation that relates well to seniors' interests and life experiences		
Accessibility for visually impaired people		
Accessibility for people with hearing impairments		
Accessibility for people with mobility problems		
Opportunities for social interaction		
Ability for seniors to experience the site at their own pace		
Ability for seniors to move around freely		
The shop		
The toilets		
The café		

Any other comments?

Was there anything else you found helpful or innovative?

At the end of your visit

Overall, how well do you think the site is being managed for senior visitors?

Not at all Poor Average Good Very good

How well did the site meet your expectations?

What parts were good or better?

What parts were worse?

Would you recommend this site to senior visitors?

Yes

No

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