**Museum observation checklist**

**BEFORE THE VISIT**

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| 1. What channels are used to inform? |  |
| 1. Is it easy to find information about the museum on the Internet? |  |
| 1. Is the website easy to navigate? |  |
| 1. Does the website provide all necessary information for the visit? |  |
| 1. Does the website show which are the busiest times to visit? |  |
| 1. Is there a ticket to be paid at the entrance? If yes, can it represent a financial barrier? |  |
| 1. Is there a reduced ticket for kids? |  |
| 1. How can we reach the museum? Where can I put info about the museum so that people know it exists? |  |
| 1. Is it open all day or is it closed at lunchtime? |  |
| 1. Is there a parking lot near the museum? |  |
| 1. Are there any infrastructures for physically disabled people? |  |
| 1. Are there any picnic areas? |  |
| 1. Is the location of the museum accessible? |  |

**INSIDE THE MUSEUM**

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| 1. Is the entrance welcoming? |  |
| 1. Is there an information desk at the entrance? |  |
| 1. Are there benches/folding chairs to rest? |  |
| 1. Are there any resting areas? |  |
| 1. Is the audio guide free? Is it accessible in all languages? |  |
| 1. Are different languages used in the website? |  |
| 1. Are there any bathrooms with baby changing stations? |  |
| 1. Is there a breastfeeding area? |  |
| 1. Are there any gender-neutral toilets? |  |
| 1. Is the signposting clear and written in big fonts? |  |
| 1. Is it very crowded? |  |
| 1. Can people interact with the art pieces? |  |
| 1. Can people take pictures of the works of art? |  |
| 1. Is there some information about the artifacts? Is it in different languages? |  |

**CONTENT AND SUPPORT TO THE VISIT**

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| 1. Are labels easily legible? |  |
| 1. Is the content they convey effective and the language understandable? |  |
| 1. Is the content academic? |  |
| 1. Is there content addressed to children? |  |
| 1. Does the content reflect different learning styles and preferences? Is it multisensory? |  |
| 1. How is the content displayed? Can it be touched? Can it be recreated? |  |
| 1. Are different points of view taken into consideration? |  |
| 1. Is content available in different languages? |  |
| 1. Are there tactile reproductions of works of art? |  |
| 1. Are the stories accurate and unbiased? |  |
| 1. Are there any activities for children? |  |
| 1. Is the museum child-friendly? |  |
| 1. Is it safe for people in wheelchairs? |  |
| 1. Is it safe for people with visual disabilities? |  |
| 1. Are there audio guides? Are they available in different languages? |  |
| 1. Do they have a map of the museum? |  |

**GOVERNANCE AND STAFF**

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| 1. Is the staff diverse (gender, ethnicity, …)? |  |
| 1. Is the staff friendly, helpful? |  |
| 1. Is the staff trained in dealing with people of different needs/ages/backgrounds? |  |
| 1. Are there guides? Are they expensive? |  |
| 1. Is there interaction between the guide and the audience? |  |
| 1. Is the staff ready for emergencies? |  |
| 1. Is there a staff’s room? Toilet? Does the staff have free food/water? |  |
| 1. Is the community involved? |  |

**THE PUBLIC/AUDIENCES**

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| 1. Is the museum catering for diverse audiences? Which ones? |  |
| 1. Are there specific solutions/devices for disabled people? |  |
| 1. Is the information for the public multilingual? |  |
| 1. Is there braille for the Visually Impaired? |  |
| 1. Is there a guide? Is there a multilingual guide? |  |
| 1. Is the information diversified? (different sensory preferences/learning styles; for ages, for cultural/religious backgrounds…) Are there audio descriptions for people with visual disabilities? |  |
| 1. Is there an office for people with special needs? or are there times reserved for them to visit the museum quietly? |  |
| 1. Is there an elevator? |  |
| 1. Is there a ramp at the entrance? |  |
| 1. Is poverty taken into account? (offers, discounts, city pass etc) |  |
| 1. How can we book a visit? Is it only possible online or can we call? (it can be discriminating certain groups) |  |
| 1. Are there open/no-gender bathrooms? |  |
| 1. Is the museum in contact with the community? Does it go “outside” its walls? |  |
| 1. Are there initiatives to reach the population? |  |

**AFTER THE VISIT/BEYOND THE MUSEUM**

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| 1. Does the museum undertake visitor research? |  |
| 1. Are there questionnaires available to evaluate the visit? |  |
| 1. Is there a visitors’ book to leave comments? |  |
| 1. Is there a book shop? Does it sell books for different types of audiences (different languages, children, etc.) |  |
| 1. Is there a way to give/receive feedback? |  |
| 1. Can visitors express their opinion publicly? |  |