

1. **Identify and evaluate the requirements of users of exhibitions or interpretative activities**

|  |  |  |
| --- | --- | --- |
| **Component Standard** | **Modules and Year of Study** | **Examples** |
| Meets Component StandardFully (F) or Partially (P)Please indicate which modules are core*Optional choices in italics*Please indicate what Year of Course | Please give at least two examples where the modules meet the component standarde.g. module X = Lecture & Practicalmodule Y = Tutorial & Workshop |
| **Identify current and potential users and their needs**identify the makeup of and characteristics of current usersidentify those in the target group who do not participate and their characteristicsobtain information from all relevant sources to inform an analysis of factors affecting user participationcategorise current and potential users in relation to potential needsconsult groups representative of the target audience to determine their current and future needsassess the feasibility of attracting the specified audiencesrelate the information gathered to the organisation's learning and communications strategyreport the results of the analysis accurately and clearly in an appropriate formatcomply with relevant legislation and guidelines on consumer research |  |  |
| **Evaluate the impact of exhibitions or interpretative activities on users**determine the criteria for successselect the evaluation methods and implement them correctly using suitable and valid information collection methodsaccess all relevant sources of informationanalyse and quantify the results of the evaluation, recording them clearly in an appropriate formatprovide feedback on the evaluation to influence the strategy for learning and to revise the evaluated activityreview the suitability of the evaluation methods and make recommendations for further improvements |  |  |