

The Broad's online presence is slightly difficult to navigate.

Traveling to and from the Broad is not seen as an issue or barrier to guests.

Guests are intrigued by the building itself and, overall, enjoy their visit.

Family participation at the Broad is existent, however, there is a lot of room for growth.

Stages

Planning/Deciding

Researching

Traveling

Visiting

Leaving

Post-visit

Broad

Looking for a family activity on weekend.

Searching the Internet; talking with others.

Drive to the Broad and find parking.

Viewing and interacting with site and materials.

Finding car to drive to the next destination.

Looking for information about activities for family.

### Gathering Information



Find parking on campus

Walk through the site

Participate in exhibits and visit the children's area downstairs to read and explore.

Walking

Driving

Viewing Outdoor Exhibits

Reflecting

Planning another trip to attend a community event

Only aware of minor exhibits on the west side

Doing

Thinking

Feeling

Experience

- What family activities do they have?
- Do they have snacks for the kids?

- Interested in the exhibits
- Curious about the other community events

- Website is somewhat confusing to navigate
- The Social Media pages are more clear

- Did we come through the correct entrance?
- What exhibits are appropriate for children to view?

- Peaceful and quiet once inside the museum
- Desire more participatory elements for children

- Spent majority of time in children's area
- Children's area is too small for multiple families to utilize at once

- Did we miss any of the exhibits?

- Want to find out more about family activities offered at the Broad

- Unaware of major outdoor exhibits on the east side, therefore, did not view them

- Would love to go back again on a rainy day

- Planning to visit on a family day

- Researching more information about family days

Opportunities

Website should be updated more often. The last update for the first Saturday of the month was long out of date.

Create a bigger space for children to participate in. Encourage the creation of art in this space.

Encourage museum personnel to engage guests with outdoor exhibits. Provide family activity information to families during their visit.