



Science Museum Sample Evaluation

Mystery Shopper Evaluation

Visit#:	123456*ssc071106	Shopper's Occupation:	Sample	Scoring Key: 0 = Low / 4 = High
Shopper#:	123456	Shopper's Home:	Sample	
Visit Date:	Tuesday, July 11, 2006	Other Guests' Ages:	Sample	
Weather Conditions:	Sample	Time Arrived:	10:00 am	
Shopper's Gender / Age:	Sample / 00	Time Departed:	4:00 pm	

Website

- Website layout was easy to understand
- Website was easy to navigate
- Website contained adequate information
- Website was entertaining and fun to visit
- IMAX theater movie times and prices were easy to find

Yes
Yes
Yes
Yes
Yes

Website Narrative:

The website was very easy to navigate around, with clear buttons and attractive graphics. It was a good mix of text versus graphics, which made it easy and quick to load, without the usual waiting. The times were easy to find, and the site was well organized.

Phone Call

- Phone system was easy to navigate
- Recordings and menus were clear and easy to understand
- It was easy to reach a live person
- Call was answered in 3 rings or less

Yes
Yes
Yes
Yes

EMPLOYEE NAME:

Candice

TIME EVALUATED:

10:47 am

DATE OF CALL:

7/11/06

- Provided a cheerful and enthusiastic greeting
- Staff member identified self and location
- Was attentive and knowledgeable about the facility
- Answered your questions adequately
- Offered additional info to better prepare you for visit
- Provided a friendly and sincere closing

2
No
Yes
Yes
No
2

Phone Call Narrative:

Candice answered my questions, but did not offer anything else. She provided a greeting, but did not provide the location. She did not seem enthusiastic about the facility nor make me feel welcome. She did the bare minimum that phone operators do. She just said bye to end the call. Overall it was an average call, and Candice did not do anything special to make me excited about my visit to the facility.

Parking

Staff member greeted you with a smile and eye contact **Yes**
 Staff members name tag was clearly visible **Yes**
 EMPLOYEE NAME: **Patricia**
 TIME EVALUATED: **1:30 pm**
 Asked where you were going and provided clear directions **Yes**
 Staff provided friendly service **4**
 Staff was in uniform and neatly groomed **Yes**
 Staff thanked you for visiting **Yes**
 Parking lot was organized and clear of trash **Yes**
 Any lines were organized and moved quickly **Yes**

Parking Narrative:

Patricia was very enthusiastic about her job, and gave directions to me without my asking. She made me feel welcome, and glad to be there. She was well organized, moving the traffic through efficiently, and offered me a pamphlet to the special exhibit. The parking kiosks were easy to navigate, as they were well marked as to which ones were open and which were not, by orange cones. She did her job very well.

Facility

Facility was clearly marked and easy to locate **Yes**
 Grounds surrounding were attractive & neatly landscaped **Yes**
 Grounds around front entrance were free of litter **Yes**
 Temperature inside the facility was appropriate **Yes**
 Pay phones were in good repair / working properly **Yes**
 Trash containers were available and not overflowing **Yes**
 Drinking fountains were clean and functioning properly **Yes**
 Security personnel were visible and easy to find **Yes**

Facility Narrative:

The facility was very clean. I was impressed by how free of litter it was, everywhere that I went. In fact, I often saw cleaning personnel picking things up throughout the areas, but this exceeds most public facilities in this city. I was very impressed by how well everything was maintained, facilitywise, even though the museum was filled with children of various ages. They always had adequate personnel, and security was seen walking about everywhere.

Restrooms

Locations were clearly marked and easy to find **Yes**
 TIME EVALUATED: **1:55 pm**
 Were clear of trash and debris **Yes**
 Were well stocked with adequate supplies **Yes**
 Were pleasant smelling **Yes**
 Trash containers were available and not overflowing **Yes**

Restrooms Narrative:

There were plenty of restrooms throughout the facility, and even though I did not visit every one, all that I visited seemed very well maintained. The restrooms were always in convenient places on every floor, and very well marked, making them easy to find. They were clean and trash was not overflowing. They seemed to have been cleaned throughout the day, as it was always kept clean, and cleaning personnel were observed.

Ticket Sales

Area was clearly marked and easy to locate **Yes**
 Any lines were organized and moved quickly **Yes**
 Prices/movie times clearly posted and easily understood **Yes**
 Staff members name tag was clearly visible **Yes**
 EMPLOYEE NAME: **Lilliana**
 TIME EVALUATED: **1:38 pm**
 Staff member greeted you with a smile and eye contact **4**
 Staff member asked how they could help you **Yes**
 Staff member made you feel welcome **Yes**
 Verified (repeated back) ticket purchase **Yes**
 Told you the price of your purchase **Yes**
 Verified amount received and counted back change **Yes**
 Checked signature on credit card and asked for ID **Yes**
 Gave you tickets and receipt **Yes**
 Directed you to IMAX or main entrance **Yes**
 Thanked you and / or provided a pleasant closing **4**

Ticket Sales Narrative:

Lilliana was a model employee when it came to ticket sales. She was courteous, repeating back my order, and double checked to make sure that I was able to comply with the specifications (weight limit, height requirement, and shoes) of the special rides. She also made sure to check my ID for my credit card, and repeated everything that I requested. She was also very informative, giving me the extra info I needed to the questions that I asked, not just the bare minimum answer. She was also friendly, made eye contact throughout and smiled a lot. It was a very impressive encounter.

Donation Box

Staff member greeted you with a smile and eye contact **4**
 Staff members name tag was clearly visible **Yes**
 EMPLOYEE NAME: **Rebecca**
 TIME EVALUATED: **3:31pm**
 Staff member explained the suggested donation **Yes**
 Staff member was in uniform and neatly groomed **Yes**
 Staff member provided you with a map/or passport (child) **Yes**
 Told you about the Air and Space gallery hours/location **Yes**
 Mentioned any special events of educational activities **Yes**
 Provided a pleasant closing **4**

Info Desk Narrative:

Rebecca was very friendly, making eye contact and smiling as I approached her station. She stopped me and offered me a visitor's guide, and explained the donation process. She also addressed my companion, and gently explained the different areas and attractions to us. She was neatly groomed, and had her name tag clearly visible. She had a very pleasant demeanor.

Info Desk

Staff member greeted you with a smile and eye contact **4**
 If helping another guest, made eye contact and informed you that they would be right with you **Yes**
 Staff members name tag was clearly visible **Yes**
 EMPLOYEE NAME: **Donna**
 TIME EVALUATED: **1:49pm**
 Staff member was in uniform and neatly groomed **Yes**
 Area was clearly marked and easy to locate **Yes**
 Area was neat, organized and free of clutter **Yes**
 Maintained eye contact, smiled and listened attentively **Yes**
 Demonstrated knowledge of facility **Yes**
 Asked if you would like information on becoming a member **Yes**
 Provided a pleasant closing **4**

Info Desk Narrative:

Donna was very nice, and explained all the different aspects and levels of being a member. She smiled and made eye contact. At one point, she had to leave us and go on the walkie-talkie, as she was assisting finding a lost child. But she quickly came back and explained to us the reason, and resumed our conversation. She was very enthusiastic about the facility, and invited us to take a membership leaflet and consider joining in the future.

High Wire Bicycle

Signs for locating were visible and easy to read/follow **Yes**
 Area was clearly marked and easy to locate **Yes**
 Area was clean and free of trash **Yes**
 Any lines were organized and moved quickly **Yes**
 Prices and rules clearly listed & easy to understand **Yes**
 Staff member greeted you with a smile and eye contact **3**
 Staff member was in uniform and neatly groomed **Yes**
 Staff members name tag was clearly visible **Yes**
 EMPLOYEE NAME: **Marisa**
 TIME EVALUATED: **2:11 pm**
 Staff member asked if you'd like to purchase a picture **Yes**
 Staff member gave you a receipt **N/A**
 Staff member checked your weight **N/A**
 Were you asked to empty pockets before getting on bike **Yes**
 Were shoes checked **Yes**
 Staff member wearing safety harness while bike operated **Yes**
 Staff member explained science behind the bike to rider **Yes**
 Provided a pleasant closing **3**

High Wire Bicycle / Staff Member Narrative:

Marisa was polite and made eye contact. She explained all the rules, and helped me to the seat. She wore her safety belt throughout. There was no line, but when she saw me approaching, she quickly assisted me. She did not give me a receipt, as I purchased my ticket for this ride at the ticket counter and not at the ride. She explained the science behind the bike, and thanked me pleasantly as I left. I don't think needed to check the weight limit because it was clear that I was under it. Marisa was very pleasant, but could have had more energy.

Climbing Wall

Signs for locating were visible and easy to read/follow	Yes
Area was clearly marked and easy to locate	Yes
Area was clean and free of trash	Yes
Any lines were organized and moved quickly	Yes
Prices and rules clearly listed & easy to understand	Yes
Staff member greeted you with a smile and eye contact	3
Staff member was in uniform and neatly groomed	Yes
Staff members name tag was clearly visible	Yes
EMPLOYEE NAME:	Eric
TIME EVALUATED:	2:20 pm
Staff member gave you a receipt	N/A
Staff member checked height (adults only)	N/A
Informed what to do to ascend, reaching top & to descend	Yes
Were other guests moved aside while guest climbed wall	N/A
Provided a pleasant closing	4

Climbing Wall / Staff Member

Eric was pleasant, and informed me of all the rules. He did not have to check the height limit as it was obvious. He did not move the other guests aside, as they were 2 small children, and the wall was big enough to accommodate all of us easily. He was very nice and interacted with the children well. He thanked me at the end.

Exhibit / Attraction #1

Exhibit area was clean and well maintained	Yes
Was in uniform and neatly groomed	Yes
Staff members name tag was clearly visible	Yes
EMPLOYEE NAME:	Christian
TIME EVALUATED:	4:08 pm
Smiled and made eye contact	2
Staff member made you feel welcome	Yes
Staff member answered your questions adequately	Yes
<i>(If not, did they find the answers for you?)</i>	N/A
Carefully monitored area, greeting guests as entered	No
Did not group with another staff member	Yes

Exhibit / Attraction Narrative #1:

Christian was informative and answered my question well. He was walking through the area when I questioned him, but I did not see an employee at the entrance or anywhere else, greeting guests as they entered. He was polite and made eye contact, though he did not smile. He was neatly groomed, and showed his name tag.

Exhibit / Attraction #2

Exhibit area was clean and well maintained	Yes
Was in uniform and neatly groomed	Yes
Staff members name tag was clearly visible	Yes
EMPLOYEE NAME:	Tracie
TIME EVALUATED:	4:31 pm
Smiled and made eye contact	4
Staff member made you feel welcome	Yes
Informed you of TESS and when show would start/finish	Yes
Staff member answered your questions adequately	Yes
<i>(If not, did they find the answers for you?)</i>	N/A
Carefully monitored area, greeting guests as entered	No
Did not group with another staff member	No

Exhibit / Attraction Narrative #2:

Tracie was very friendly, answering all my questions enthusiastically. However, she did group with other employees, at first when I approached her to ask her about her show area, when she was speaking with another employee, and also later, during the show when I exited, she was observed chatting with two other employees and reclining against the wall of the theatre. This did not make the best impression. She was great about explaining how the show was and explaining the various exits to the viewers, but she did not mention how long the show would be. She did usher the guests as they came in for the show, but did not really greet us, nor monitor the area as it was going on.

Exhibit / Attraction #3

Any rules or regulations were clearly listed

Yes
4:22 pm

TIME EVALUATED:

Staff member was in uniform and neatly groomed

N/A

EMPLOYEE NAME:

Smiled and made eye contact

Greeted you pleasantly and explained rules of room

Area was safe and suitable for children

Allowed an appropriate number of children into the area

Worked well with children

Answered your questions in a friendly manner

Carefully monitored children in the play area

Thanked you and provided a pleasant closing

Exhibit / Attraction Narrative #3:

This was closed when I arrived to evaluate it. I did observe an employee cleaning up in the area, and could see the facility through the glass windows quite well, but I was not able to speak with her, or view her in her job. As the facility closes at 5pm, I assumed that everything would be open until 5pm and did not know that the Discovery room would close much earlier (nor was that posted anywhere).

Exhibit / Attraction #4

Exhibit area was clean and well maintained

Yes

Staff member was in uniform and neatly groomed

Yes

Staff members name tag was clearly visible

Yes

EMPLOYEE NAME:

Daisy

TIME EVALUATED:

4:05 pm

Smiled and made eye contact

3

Staff member made you feel welcome

Yes

Staff member answered your questions adequately

Yes

(If not, did they find the answers for you?)

N/A

Carefully monitored area, greeting guests as entered

No

Did not group with another staff member

Yes

Exhibit / Attraction Narrative #4:

Daisy was very nice and answered my question with a smile. She did not group, and stayed in her area, making her easy to find for guests with questions. She did not greet guests as they entered. She was neatly groomed, and her name tag was visible. She was knowledgeable about the facility.

Exhibit / Attraction #5

Any rules or regulations were clearly listed

Yes

TIME EVALUATED:

4:02 pm

Staff member was in uniform and neatly groomed

Yes

EMPLOYEE NAME:

Vilma

Smiled and made eye contact

4

Greeted you pleasantly and explained rules of room

Yes

Area was safe and suitable for children

Yes

Allowed an appropriate number of children into the area

Yes

Worked well with children

Yes

Answered your questions in a friendly manner

4

Carefully monitored children in the play area

Yes

Thanked you and / or provided a pleasant closing

Yes

Exhibit / Attraction Narrative #5:

Vilma asked if I had any children with me, as this was a room for very young kids, but let me in to view the room even though I did not. She explained what the room was for, and smiled and provided a pleasant closing, as I lead myself around the rooms. The area was very well organized, safe and clean. It was not over- filled with children, and there were two employees to monitor the area and assist with the children. They seemed to interact very well with them, and participated in their activities.

Exhibit / Attraction #6

Exhibit area was clean and well maintained

Yes

Staff member was in uniform and neatly groomed

Yes

Staff members name tag was clearly visible

Yes

EMPLOYEE NAME:

Rebecca

TIME EVALUATED:

3:46 pm

Smiled and made eye contact

Yes

Staff member made you feel welcome

Yes

Staff member answered your questions adequately

Yes

(If not, did they find the answers for you?)

N/A

Carefully monitored area, greeting guests as entered

No

Did not group with another staff member

Yes

Exhibit / Attraction Narrative #6:

Rebecca was helpful in answering my question, and was knowledgeable about the facility. She also helped us with an exhibit, explaining the use and the science. However, she did group with another employee, and was chatting with him when we approached. She did not greet guests as they entered the area. She did smile and make eye contact, however.

Exhibit / Attraction #7

Exhibit area was clean and well maintained **Yes**
 Staff member was in uniform and neatly groomed **Yes**
 Staff members name tag was clearly visible **Yes**
 EMPLOYEE NAME: **Ernesto**
 TIME EVALUATED: **4:50 pm**
 Smiled and made eye contact **1**
 Staff member made you feel welcome **No**
 Staff member answered your questions adequately **No**
(If not, did they find the answers for you?) **No**
 Carefully monitored area, greeting guests as entered **No**
 Did not group with another staff member **No**
 Was there a staff member facilitating flight simulator **No**

Exhibit / Attraction Narrative #7:

I understand that the time was late, 4:50pm by both my watch and their wall clock, but Ernesto and another employee, Lupe, were in the process of locking up the area. I asked if they were not open until 5pm, as posted, and they hemmed and hawed, but finally let us in, mumbling, "Well, if you're going to be quick..." They definitely did not make us feel welcome at all. In fact, they stayed right by the door, and we felt uncomfortable. They even said that the time was 4:50pm, and that we had 10 minutes.

IMAX Theater

Theater was clean and well maintained **Yes**
 Staff member was in uniform and neatly groomed **Yes**
 Staff members name tag was clearly visible **Yes**
 EMPLOYEE NAME: **Eric**
 TIME EVALUATED: **2:29 pm**
 Smiled and made eye contact **2**
 Staff member made you feel welcome **Yes**
 Did the staff member help the guests to their seats **No**
 If show was in progress, did you see guests enter/exit **Yes**
 If so was a flashlight escort given **N/A**
 Was the usher able to provide IMAX related information **N/A**
(If not, did they find the answers for you?) **N/A**

Was the sound in theater at a comfortable level **Yes**
 Was the temperature at a comfortable level **Yes**
 Were the exit doors propped open when you exited theater **Yes**
 Were the restrooms cleaned and stocked **Yes**
 Were any doors / off-stage areas accessible **No**
 Were the 3-D glasses in good condition **Yes**

IMAX Theater Narrative:

The theatre was remarkably clean and everything was well organized. There were several guests that came in just as the show was starting, but it was light enough that they did not need a flashlight escort. There was no usher guiding the guests to any seats. The show was in 3-D, so Eric gave us glasses, and was polite, though he did not smile.

Overall

Overall impression of facility personnel **3**
 Overall impression of facility conditions **4**
 Overall impression of exhibits and attractions **4**
 Overall impression of IMAX theater / attraction **4**
 Overall entertainment value for time spent **4**
 Would you return to facility based on this experience **Yes**

Overall Narrative:

I was very impressed with the facility. It is one of the cleanest, well maintained public spaces that I have been to in a while. It is well worth the value of the money, and the IMAX film was spectacular, and could be found nowhere else. The employees were pleasant overall, though some were not as enthusiastic as others, but overall, it was a good experience, and most were very welcoming. The facility was adequately staffed, as there were employees in every area and they were easy to find. Most were very knowledgeable, too.

Suggestions**What 2 things could be done to improve your experience:**

I would have appreciated not feeling so uncomfortable at the air/space museum, and felt that guests should be able to enjoy the facility to the hours posted. Perhaps a concession stand might be a good idea- I was starving by the time I left.

Most Memorable**What will you remember most about your experience:**

The IMAX movie was incredible. Truly a unique experience in that it is in 3-D, and in the gigantic 70 mm format.

Outstanding Team Member

EMPLOYEE NAME:

George

TIME EVALUATED:

3:55 pm

SPECIFIC LOCATION:

Info Desk/IMAX**Outstanding Team Member Narrative:**

George was a security member who helped me find my cell phone that I had accidentally dropped and left on the IMAX theatre floor when I was viewing the movie. I found out about it later, and the security team called him to the Info Desk to assist me with it. He took me to the theatre, got a flashlight, and helped me look underneath the seats. He went above and beyond his job description.