NML MMM Research Project Questions & Answers

Q - What technologies the museum has already installed/been in use in the building, including WiFi, mobile phone sensors and apps to map visitors' indoor trajectory?

A - The museum has WiFi but does not have mobile phone sensors or apps to map visitors’ indoor trajectory

Q - Has the museum already had collected some trajectory data?  - that we could pick-up and do initial analysis on , given the compressed timescale suggested.

A - We have not previously collected trajectory data in the Merseyside Maritime Museum

Q - Have you done any similar research for any of your other museums recently that you would wish to be consistent with in research content or method?

A - NML haven’t conducted any similar research recently. However, for information, we do conduct visitor profiling research at all venues including the Merseyside Maritime Museum on a monthly basis with quarterly and annual reports We also conduct exhibitions evaluations across all venues as required

Q - Section 3.3 of the brief references the 2nd phase completion by 31/5/2019, but 4.6 indicates project completion by 31st March 2019 – is that completion of Phase 1 (as per 3.3)?

A - Phase 1 is to be completed by 31/3/2019.  Phase 2 is to be completed by 31/5/2019

Q - Given the range and depth of enquiry outlined in the specification, we can consider a range of mixed methodology approaches  - in this regard, is it possible for you to provide an indication of the budgetary value of the contract, this will help us to provide you with a more focused and specific range of delivery routes to consider (including framework sample sizes and number of groups for example).

A - Unfortunately we are not permitted to reveal the budget for projects open for tender

Q - What is observational research  and visitor evaluation – is it analysis and results?

A - Observational research would involve mapping the journey of visitors around the museum observing routes, points of interest, dwell times, cold spots etc. and visitor evaluation would involve face to face interviews to an agreed questionnaire, analysis of data collected and provision of a comprehensive report

Q - Is it a pilot phase for a select set of visitors

A - We envisage that survey participants would include visitors to the Merseyside Maritime Museum at the time the research takes place. This research project is not a pilot phase.

Q - Who will provide the focus group for the pilot

A - The participants for the focus group research should be formed from the audience considered to be most appropriate and we are receptive to suggestions on this matter. Organisation of the research group will be a task for the contractor.

Q - How often are these surveys conducted?

A - This is a unique research project. National Museums Liverpool conducts research throughout the year which includes visitor profiling and visitor evaluations of specific exhibitions

Q - Will anyone from NML help us with questions or do we prepare it ourselves?

A - It is envisaged that the visitor evaluation questionnaire will be agreed between National Museums Liverpool and the research company

Q - Do you need a working demo of the questionnaire

A - We would not necessarily expect to see a draft questionnaire at this stage but rather an overview of the areas the research would cover

Q - Are these surveys conducted online only?

A - We would expect both the observational research and the visitor evaluation to take place within the Merseyside Maritime Museum

Q - Have you undertaken any previous visitor research at the Maritime Museum?

A - We conduct visitor profiling research at all venues including the Merseyside Maritime Museum on a monthly basis with quarterly and annual reports We also conduct exhibitions evaluations across all venues as required

Q - Do you have an idea of the sample size you would like to achieve for the visitor survey?

A - Sample size for the visitor survey – minimum 300 responses

Q - Do you have an idea of the sample size of visitors you would like in the observational research?

A - We would be open to suggestions for the optimum number of visitors that would be required for the observational research

Q - What is the budget for the research?

A - We are not permitted to reveal the budget for projects open for tender

Q - In the second phase, you have included focus groups. As visitors will come from all over the UK and abroad, focus groups would be very difficult to arrange. Would you be open to alternative approaches? Or are you expecting focus groups to be held with non-visitors (i.e. this living locally)?

A - We are open to suggestions to alternative approaches to conducting focus group research. The participants for the focus group research should be formed from the audience considered to be most appropriate and again we are open to suggestions on this matter