**Target Audience**: I hope to reach museum enthusiasts so show them the behind-the-scenes of how the museum is made. I also hope to reach people who live in communities with an accessible museum but do not visit.

**Individuals to Interview**: I chose to interview three individuals: (A) I knew had no knowledge of the subject and little knowledge of data visualization methods; (B) knew a bit about the subject and is aware of data visualization methods; and finally a (C) classmate.

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| **Questions** | **Interview Responses** | **Plans** |
| What do you think this is about? | (A) Who goes to an art museum and what is in them.  (B)Showing that there are racial disparities among museum goers and the institutions themselves.  (C) It is a wireframe that focuses on diversity from the art museum’s perspective | Everyone understood the premise of the project. – no action |
| Did you know about this topic beforehand? | (A)No.  (B)Yes, slightly.  (C)Yes, from the last class. | N/A |
| Anything surprising? | (A)More people go to art exhibits than they expected. Surprised by the large representation of minorities attending.  (B)Yes, that out of museum goers, minorities make up a large portion.  (C)Yes, surprised to see that Asian are highly interested in museums. Also, was surprised to see that collections are male dominated, typically think of women showing more interest in the arts. | All three were surprised that minorities had a high % in attending. Maybe focus more on this? I plan to give an example about a museum in CA that has a high Hispanic population, but very low Hispanic attendance. They did targeted programming and visitation rose. |
| Anything confusing/unclear? | (A)   * Clarify visitation vs population graph, confused about the ratios, looks like 85% of the US population is white. * Confused about how to read the statistics (leadership).   (B)   * Be consistent with legends on x-axis, using inconsistent terms (race, ethnicities) * Visitation vs Population graph is misleading; liked the stacked bars, but it made the US population look distorted * Rank pie chart legend largest to smallest to make it easier to identify   (C)   * Found the second chart confusing, especially since it showed 2017 and 2019. * Confused about “who attended Visual Arts Activity” and what that means. Not general population? * Is there data that states the general population attending museums? | I clearly need to recreate/design the stacked bar chart. All three interviewees were confused by it. I think it is important to show how visitation compares to the US, but I need to find a better way to present the data.  I also need to be sure that I’m defining the topics/subjects properly so the reader isn’t confused. |
| Did the data visualizations help you understand the topic? | (A)Yes, they made sense and added to the overall story.  (B)Yes, especially the section about who works in museums; liked the thumbs up/down  (C)Yes, liked the sliding (animation) highlights. Also, pointed out some wording choices and font colors that were hard to read. Liked the colors of the graphs, found them pleasant. | Besides the stacked bar chart, the other visualizations were received well. As I create more, I will review their feedback and possibly ask for more. |
| Is there anything you want to know more about? | (A)No, not really. It covered enough topics.  (B)Are museums actively working to diversify those represented in their institutions?  (C) The top contributors to art collections in the example are from Europe and N. America. It may be worthwhile to compare diversity between two continents (if data available) | B & C brought up good points. For C, I thought my explanation under the pie chart stating that these continents have primarily white ancestries covered why they have a higher %, but I really need to make that clearer. |
| Is there a clear call to action? | (A)Yes, that diversity is a good thing and museums do not have enough of it. Progress has been made, but there is still work to be done.  (B)No, there is just a statement listed at the end, no call to actions  (C) The problem was identified, but the call to action needs to be clearer. Is the project reaching target audience to embrace more diversity? | After receiving feedback, I agree, I do not have a direct call to action. I really need to be direct at the end of the presentation, not just list a statement. |
| Any other suggestions | (C) Explain why there is such as large % of male artists; what is the demographics in art school; how can women and people from different cultural backgrounds to contribute more towards the arts; wasn’t a fan of the diversity in staff/leadership section because thought the focus should on the relationship with the museum and its visitors | I was very surprised to receive these comments, but it made me realize that I need to add more text for background information. To me, I read the statistic of over 80% of art in collections are men because they were the ones offered opportunities in history and that women and minorities weren’t/aren’t. I was disappointed that my data viz and statement didn’t convey that. I need to de direct with the reader and point out the problem – that is isn’t that women and minorities are involved in the arts, it is that they haven’t been given an equal chance. |