

Overview

This standard is about evaluating the experience of customers, audiences, or visitors. This could be in any type of organisation where customer, audience or visitor experience is central to the success of the organisation. This could be, for example, in relation to learning, diversity, enjoyment or engagement or in activities such as exhibitions, events, online activities or performance.

It includes identifying objectives of area being evaluated, selecting relevant evaluation methods and success criteria, gathering, and analysing information, analysing, and recording results, communicating findings and using the results of evaluations in future work.

This standard is for anyone who is responsible for evaluating user experience in an organisation where customer, audience or visitor experience is key.

Performance criteria

You must be able to:

1. agree the future use of evaluation findings with relevant people
2. consult with relevant colleagues and other stakeholders to identify aims and objectives for visitor, customer or audience experience for the activity or area being evaluated
3. identify evaluation methods suitable to visitors, customers, or audiences
4. identify information types and frequency of collection that will provide suitable and valid data for evaluations
5. develop realistic success criteria, schedules, and budgets for evaluations
6. tailor the level of detail according to the purpose and use of evaluations
7. identify any relevant information already gathered and available that can contribute to evaluations
8. make arrangements for people with relevant skills and experience to be involved in the delivery of evaluations
9. provide sufficient information at appropriate times to those involved to enable them to carry out their role
10. gather appropriate amounts and types of information at agreed intervals in line with identified evaluation methods
11. analyse and quantify the results of evaluations to give clear and accurate findings
12. record findings in appropriate formats, including the qualitative and quantitative data required to support them
13. distribute and communicate findings to relevant people across the organisation and to interested stakeholders
14. review the suitability of evaluation methods and make recommendations for future improvements
15. ensure future activities are developed and informed by the results and findings of evaluations

Knowledge and understanding

You need to know and understand:

1. agree the future use of evaluation findings with relevant people
2. consult with relevant colleagues and other stakeholders to identify aims and objectives for visitor, customer or audience experience for the activity or area being evaluated
3. identify evaluation methods suitable to visitors, customers, or audiences
4. identify information types and frequency of collection that will provide suitable and valid data for evaluations
5. develop realistic success criteria, schedules, and budgets for evaluations
6. tailor the level of detail according to the purpose and use of evaluations
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15. ensure future activities are developed and informed by the results and findings of evaluations

Evaluate the customer, audience or visitor experience

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