

## MSCOPE Evaluation Projects

**Project:       Body Human Stem Cells**

As part of the upcoming exhibit, *The Body Human*, a focus on stem cells and stem cell research will be included. Exhibit staff is currently struggling with meaningful and engaging ways to present this type of information to the public. Attaining visitor feedback on what types of delivery and content strategies are effective in communicating these messages is essential to the process.

This evaluation project will include taking different prototypes of exhibit interactives, text panels or images and gaining visitor feedback via observations and semi-structured interviews.

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**Project:       Exploration-Mars**

*Exploration-Mars* will show visitors how they can become part of humankind's ongoing journey of exploration. This exhibit will allow visitors to travel on the heels of history's great explorers to gain inspiration and develop a better understanding of the qualities of an explorer. The journey will lead to our next stop on the exploration trail, Mars.

This evaluation project will include gathering visitor's conceptions, misconceptions and understandings of exploration in space and here on earth. Concept mapping, interviews and questionnaires may be used to gather this information.

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**Project:       Nano-science Prototype Lab**

The purpose of the nanotechnology prototype lab is to translate promising conceptual ideas into forms that can be evaluated through iterative testing of mock-ups and prototypes. Formative evaluation studies will generate useful feedback to guide future exhibit development activities and final design planning. Final interactive units produced as a result of evaluating mockups and prototypes will be enjoyable, easy to use, fun, understandable, meaningful, robust, and instill a strong sense of wonder, discovery, and a feeling of "wow!"

This evaluation project will include observations of visitors interacting with nano prototypes, post-interviews with visitors and exit surveys.

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