# APEX Design Goals Worksheet

Instructions

1. At the beginning of the design process, **mark** an **X** on each diagram below to indicate how much time your "ideal" user group would spend exhibiting each type of engagement. Refer to the APEX codebook for detailed definitions of each code.

   Example: Marking an **X** at the 75% mark for the code **Seeking Knowledge** would indicate that the ideal participant group would spend roughly 75% of their time seeking knowledge).

			X	

   0   25   50   75   100
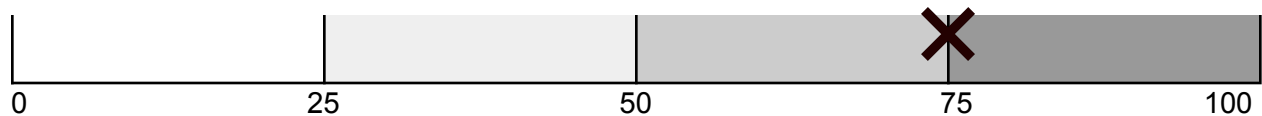
2. After you finish identifying the "ideal" picture of participant engagement at your exhibit, **circle** the three characteristics that are most important to your team. These three characteristics should be prioritized in the design process.
3. **Compare** this completed form to the results from the final APEX evaluation of your exhibit in order to evaluate your exhibit according to your team's specific set of goals. This will enable you to clearly assess whether your design goals were met in addition to highlighting surprising or unexpected results.
4. During the comparison stage, **reflect** on the provided questions to consider why your goals were or were not met.
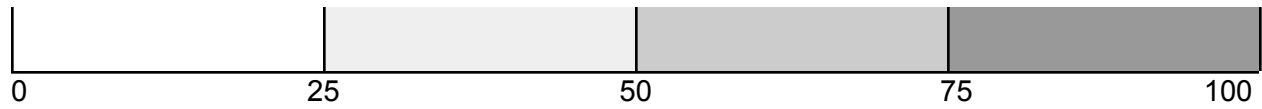
Intellectual Engagement

Seeking Knowledge

0   25   50   75   100
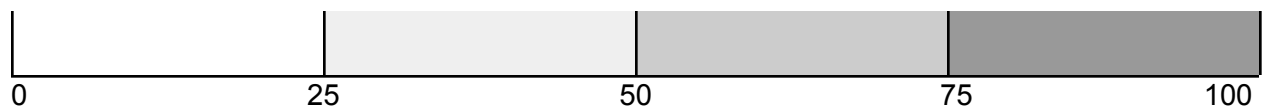
Sharing Knowledge
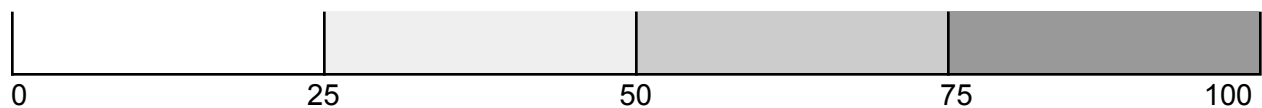
0   25   50   75   100

0	25	50	75	100

Free Response Questions (to be completed after APEX analysis)

Did the exhibit meet our expectations/goals for intellectual engagement? Why or why not?

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What design elements helped facilitate intellectual engagement?

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What design elements hindered intellectual engagement?

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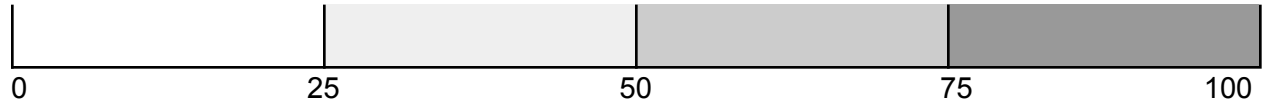How have your expectations of/goals for visitors' intellectual engagement with the exhibit changed after analysis?
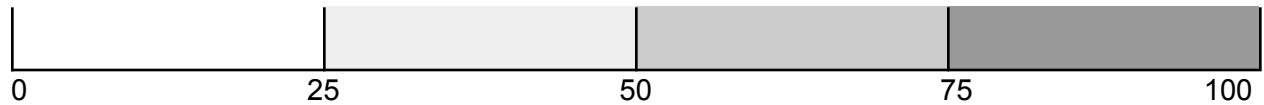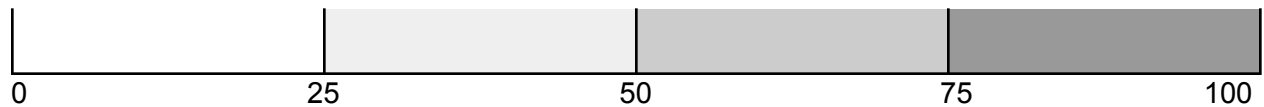
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Physical Engagement

Isolated Manipulation

0	25	50	75	100

Investigative Manipulation

0	25	50	75	100

Integrated Manipulation

0	25	50	75	100

Free Response Questions (to be completed after APEX analysis)

Did the exhibit meet our expectations/goals for physical engagement? Why or why not?

What design elements helped facilitate physical engagement?

What design elements hindered physical engagement?

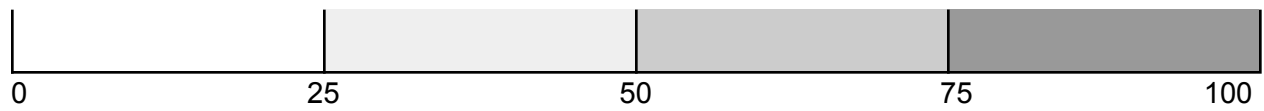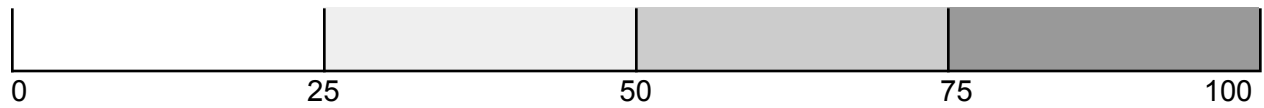How have your expectations of/goals for visitors' physical engagement with the exhibit changed after analysis?
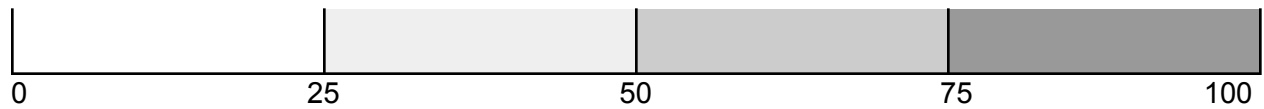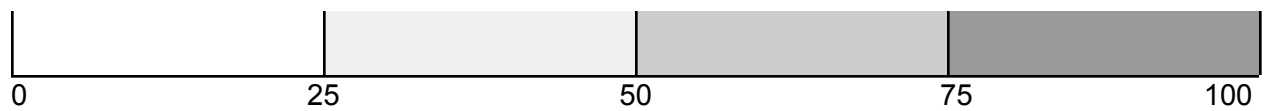
Social Engagement

Discord
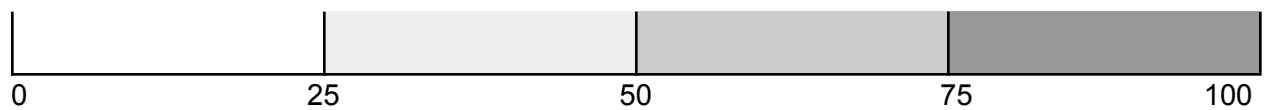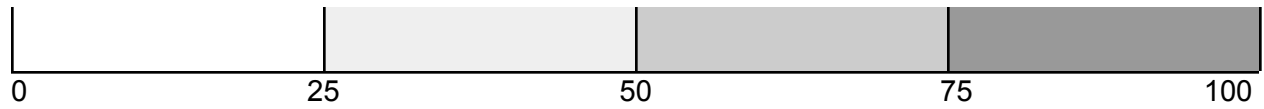
0	25	50	75	100

Harmony

0	25	50	75	100

Collaboration

0	25	50	75	100

Independent

0	25	50	75	100

Active/Passive

0	25	50	75	100

Equal Partners

| 0 | 25 | 50 | 75 | 100 |

Free Response Questions (to be completed after APEX analysis)

Did the exhibit meet our expectations/goals for social engagement? Why or why not?

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What design elements helped facilitate social engagement?

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What design elements hindered social engagement?

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How have your expectations of/goals for visitors' social engagement with the exhibit changed after analysis?
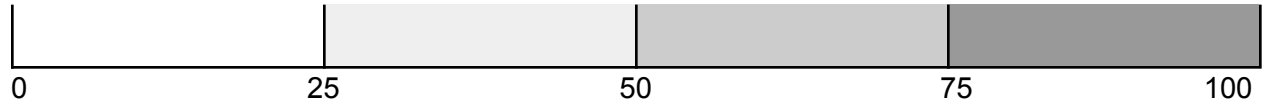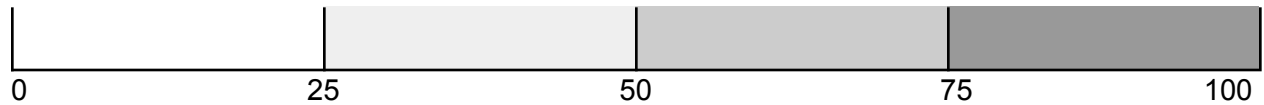
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_____
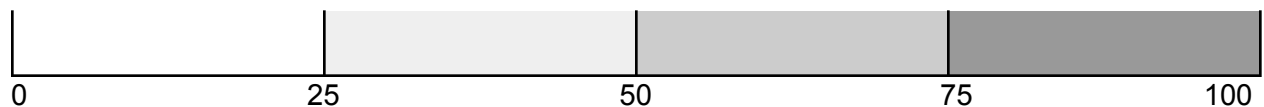
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Emotional Engagement

Positive Emotion

0	25	50	75	100

Negative Emotion

0	25	50	75	100

Neutral Emotion

0	25	50	75	100

Free Response Questions (to be completed after APEX analysis)

Did the exhibit meet our expectations/goals for emotional engagement? Why or why not?

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What design elements helped facilitate emotional engagement?

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What design elements hindered emotional engagement?

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How have your expectations of/goals for visitors' emotional engagement with the exhibit changed after analysis?