SFMOMA

Journey Framework An Individual's Visit

I tell others about my visit

I take a tour

I go to the museum

I get information

I explore the museum

I leave the museum

I need a break

Visitor's Perspective

What is there to see? What time does the museum open/close? Are cameras allowed? How much is admission?	Who can help me? Where do I go? How much are the audio tours? Where do I go for one? Are there any brochures or maps I can look at? When do the tours start? Where? How much time will it take to see the entire museum?	Which way do I start? What am I looking at? Can any of the near by staff answer my question(s)? Am I allowed to touch this / take a picture of this / sit and draw? Where can I find more information about this [artwork]? Who's the curator? How long will this exhibit be here?	Can I ask him/her a question? How long will this tour take? Will the docent talk about that piece over there? Where is the docent taking us? Can I find out more about what she's talking about?	Can I sit somewhere? Is there somewhere I can eat? If I leave the museum, can I come back in? What other places are near the museum to see? Where's the bathroom? What time is it? Do I have enough time to take a break? Where are the people I with? Do they want to take a break too?	Will I come back with my friends/family? What do I tell them about my visit?

Staff Perspective

Will they come see the O'Keefe and Avedon exhibit? Do they know it's 'Free Tuesday' today?	Do they know what's happening? What to do?	Are they following the rules?	Can they hear me? Are they following me? Do they have any questions?	Are they ok?	Will they come back?