Mystery Shopper Protocol

Protocol Purpose: This protocol is designed to gather observations of best practices at Expo booths.

What is the name of the booth you observed? [open ended]

If this was a comparison booth, was it selected based on: (Check all that apply)
- ☐ Matched Expo location
- ☐ Matched gender
- ☐ Matched age

Start time: ___________  End time: ___________

Part I: Describing the Booth

1. How long did you have to wait to get to the booth table?
   - ☐ No wait
   - ☐ <5 minutes
   - ☐ 5-9 minutes
   - ☐ 10-14 minutes
   - ☐ 15-19 minutes
   - ☐ 20+ minutes

2. Was there a hands-on activity at the booth? ☐ Yes ☐ No

   If yes: 2a. How long did it take to complete? _____ minutes

   2b. Did you do the activity:
   - ☐ without guidance from the booth team
   - ☐ with the booth team guiding you

   2c. Did it seem that the activity was designed for: ☐ Kids  ☐ Adults  ☐ Both

   2d. Did the booth have enough materials for everyone? ☐ Yes ☐ No

3. Did the booth include a demonstration? ☐ Yes ☐ No

4. How many people were working at the booth? ___________

5. Did the booth provide suggestions for how visits could learn more about the topic featured? Options would include handouts, suggestions to visit the website, suggested reading, calls to action, etc.? ☐ Yes ☐ No
EvalFest

Part II: Describing the Interaction

6. Were you greeted by a member of the booth team? □ Yes □ No

7. Did you have the chance for a one-on-one interaction with someone on the booth team? □ Yes □ No

If yes, did the team member:

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>7a. Use jargon that you did not understand</td>
<td></td>
<td></td>
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<tr>
<td>7b. Ask if you had any questions</td>
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<td>7c. Connect the booth topic to a real-world example</td>
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<tr>
<td>7d. Ask you as question about yourself, your interests, and/or your knowledge</td>
<td>Yes</td>
<td></td>
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<tr>
<td>Circle Which: You, Interests, Knowledge</td>
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<td>7e. Share something about his/her work or studies</td>
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Part III: Summary

8. Was the “big idea” of the booth clear to you? □ Yes □ No

8a. What do you think the “big idea” actually was? [open ended]

9. How would you rate this booth overall?
   □ Poor                    □ Fair                        □ Good
   □ Very Good               □ Excellent

9a. Why did you pick that rating? [open ended]