

## 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



## 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:

7a. Use jargon that you did not understand	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7b. Ask if you had any questions	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7c. Connect the booth topic to a real-world example	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7d. Ask you as question about yourself, your interests, and/or your knowledge	<input type="checkbox"/> Yes <i>Circle Which:</i> You    Interests Knowledge	<input type="checkbox"/> No
7e. Share something about his/her work or studies	<input type="checkbox"/> Yes	<input type="checkbox"/> No

## 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]

For further information about this instrument: Peterman, K., & Young, D. (2015). Mystery shopping: an innovative method for observing interactions with scientists during public science events. *Visitor Studies*, 18(1), 83-102.



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