

Virtual Museum of Canada (VMC) Investment Program
Audience Evaluation Report Guidelines
September 26, 2002

The Audience Evaluation Report is one of three deliverables associated with second payment. Please include the following information in your Audience Evaluation Report:

- objectives of the production and the goals of the audience testing (success metrics);
- target audience for the production (e.g. by age, by profession, by location, activity, context, etc.);
- method (focus group, on-line survey, usability testing, etc.) and procedure (how method was executed) of the evaluation;
 - test audience(s) (should correspond to target audience. If not, identify reasons);
 - number of participants;
 - date(s) and location(s) of the testing;
- subject of the evaluation (if available on-line, a URL is sufficient);
- phase of development that the testing occurred (front-end, formative or summative);
- focus of the evaluation (content, navigation, design, etc.);
- questions asked;
- results;
- analysis of the results;
- conclusion/next steps.

The Audience Evaluation Report can be sent by e-mail or by regular mail to the attention of the program officer responsible for your file.