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Goal

Analyze audience characteristics to prescribe the most effective interpretive media.
Target Audiences

Which audiences do we want to focus our time and attention in order to reach?
How did we prescribe the most appropriate type(s) of interpretive media for each audience?
Analyze Characteristics & Implications
VISITORS

Characteristic:
A large percentage of visitors to the county come to visit Cornell.

Implication:
Will likely seek information on what/how to explore at Cornell.
VISITORS

Characteristic:
For most, a visit to the gardens is their first.

Implication:
Will be seeking information that introduces our spaces.
YOUNG FLOWER GARDEN

Why Do Flowers Charm and Amaze Us?

A flower's charm comes from its unique combination of colors, shapes, and smells. It is a way for flowers to attract pollinators and reproduce. Through the process of photosynthesis, flowers convert sunlight into energy. Then, they use this energy to produce pollen, which is the male reproductive part of the flower. The pollen is carried by the wind or by animals, such as bees, to the female part of the flower, where it fertilizes the ovules, resulting in fruit and seeds. Flowers not only provide beauty but also play a vital role in the ecosystem by supporting biodiversity.
VISITORS

Characteristic:
Most are between the age of 40 and 70.

Implication:
Not all use smart phones as their primary method of navigation.
AUDIO TOUR

CALL: 607-216-6601

Explore what's around you by using our simple audio tour feature.

- Oak Collection
  PRESS 13

- Houston & Grossman Ponds
  PRESS 15

- Sculpture Garden
  PRESS 16
STUDENTS

Characteristic:
Do not have the confidence they can find the gardens and all there is to explore.

Implication:
Provide easy, accessible wayfinding from key points on campus to the gardens.
CORNELL BOTANIC GARDENS

خفض بيبك ليك سفريات
низيم ويلكام سنتر
كانغجاه سفريات وست
STUDENTS

Characteristic:
Have smart phones and use them to navigate.

Implication:
Provide ways to get to and explore the gardens via digital maps that identify their location.
PocketSights Tour Guide
STUDENTS

Characteristic:
May not know when they are in the gardens (they may be regular passive visitors).

Implication:
Add more wayfinding signage to indicate what areas are part of Cornell Botanic Gardens.
SUPPORTERS

Characteristic:
A large portion live far away.

Implication:
Provide means of engaging off site.
SUPPORTERS

Characteristic:
Many only visit during Reunion weekend.

Implication:
Offer interpretive opportunities during this time that align with their reasons for attending reunion.
SUPPORTERS

Characteristic: Have a relatively deeper interest in plants, gardening and conservation.

Implication: Offer in-depth learning opportunities.
Parting Words

Selecting the right mix of interpretive tools is driven by the interests, needs, and motivations of your target audiences.