



# Learning from Visitors

## Innovations in Audience Research

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# Why research?

To effectively  
advocate for our  
audiences.



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# What are visitors already telling us?

They may not tell us what they really think, but they aren't holding back on the web.



# How can we listen in?

Google Alerts <https://www.google.com/alerts>

Pinterest Links <http://pinterest.com/source/YourWebsite.com/>

Hashtags & Trends

Review Sites



# Where can we integrate research?

Prototypes and projects that are iterative by nature

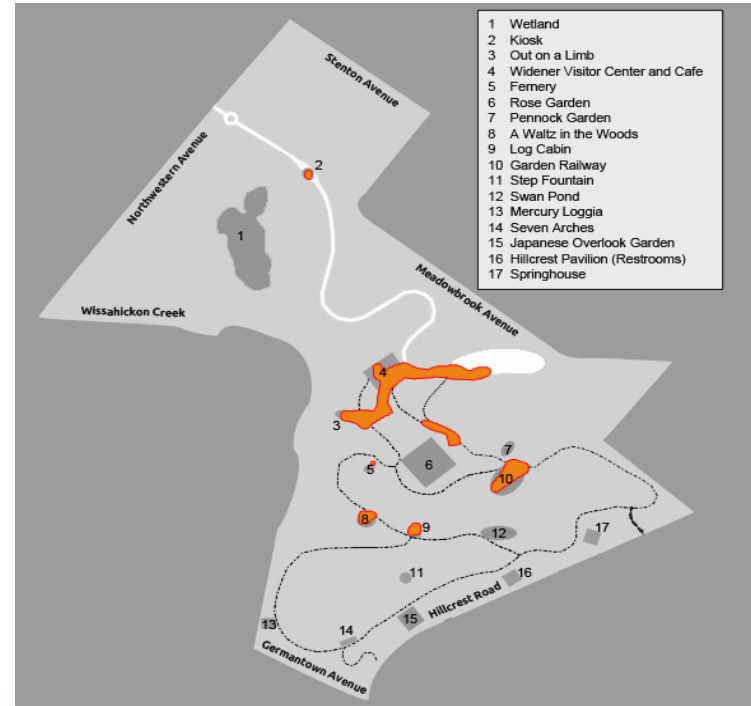
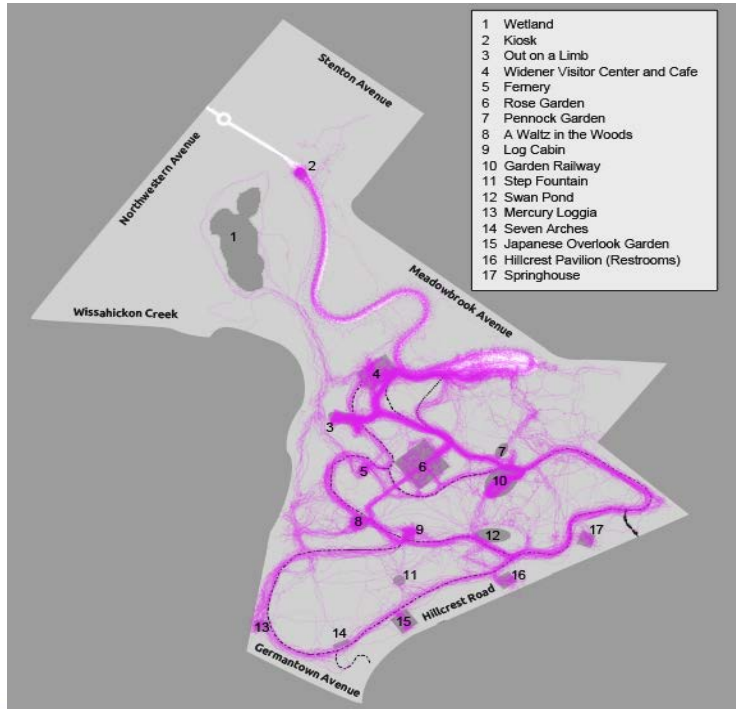


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# Asking for help: mapping visitors' pathways through the garden





# Maximizing opportunities to learn

Mapping also provided:

Dwell time

Visit duration

Visit frequency



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# Thank you

I welcome your  
questions.

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