

Tips for concept development interviews

Suggested intro:

Hello, I'm talking to visitors today about a new exhibition we're planning for the Sackler Gallery. Do you have a few minutes to talk with me about it?

Possible opening:

This is a statement about the exhibition as it is currently planned. Please read this and we'll talk about it. And here are some pictures that might help as you read this.

Possible discussion starters:

What about that?

What do you think?

What caught your attention most in that?

Possible later questions:

What did you like best about it?

Was there anything that surprised you?

Was there anything that made you hesitate?

What do you think you'd feel if you went to that exhibition?

What do you think you'd think about if you went to that exhibition?

What would you most want to do in that exhibition?

What do you think might cause problems for visitors in that exhibition?

Remember the key principles:

- **Listen totally.**
- **Point back (using exact language when possible) to words/phrases/ideas/etc. that caught your attention. E.g., "You said, X."**
- **Ask: "Can you tell me more about that"**