

Your Name: _____

Date: _____

Name of Expo: _____



Secret Shopper Protocol

What is the name of the booth or host you observed? _____

Start time: _____

End time: _____

Part 1: Describing the Booth

1. How long did you have to wait to get to the booth table?

- No wait < 5 mins 5-9 mins 10-14 mins 15-19 mins 20+ mins

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 visitors could learn more about the topic featured? Options would include handouts, suggestions to visit the web site, suggested reading, calls to action, etc.? Yes No



Your Name: _____

Date: _____

Name of Expo: _____

Part 2: Describing the Interaction

6. Were you greeted by a member of the booth team? Yes No

7. Was the booth team enthusiastic about interacting with you? Yes No

8. Did they know the material well? Yes No Sort of

9. 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:

9a. Use jargon that you did not understand	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9b. Ask if you had any questions	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9c. Connect the booth topic to a real-world example	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9d. Ask you a question about yourself, your interests, and/or your knowledge	<input type="checkbox"/> Yes Circle Which: You Interests Knowledge	<input type="checkbox"/> No
9e. Share something about his/her work or studies	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part 3: Summary

10. Was the "big idea" of the booth clear to you? Yes No

11. How much time did you spend at the booth overall? _____ minutes

12. How would you rate this booth overall?

Poor Fair Good Very Good Excellent

12a. Why did you pick that rating?

