Exploring Shedd's audience demographic & Increasing Customer Satisfaction

The Shedd Aquarium wants to understand the demographic profiles of their audiences in order to determine what motivates people to visit the Shedd and what kind of experience visitors expect. Daily interactions with guests is very important in understanding visitor satisfaction.

Identifying the Business Issue

Word cloud based on data from client interviews

"Working with a lot of departments to work with people's insights."

"Creating programs that are targeting different communities and audiences."

Team Target thoroughly understands Shedd's purpose for issuing surveys and wants to help establish a friendlier environment and satisfy the needs of the customer through feedback. The purpose of this research design is to discover: How might Shedd increase visitor satisfaction?

Research Objectives

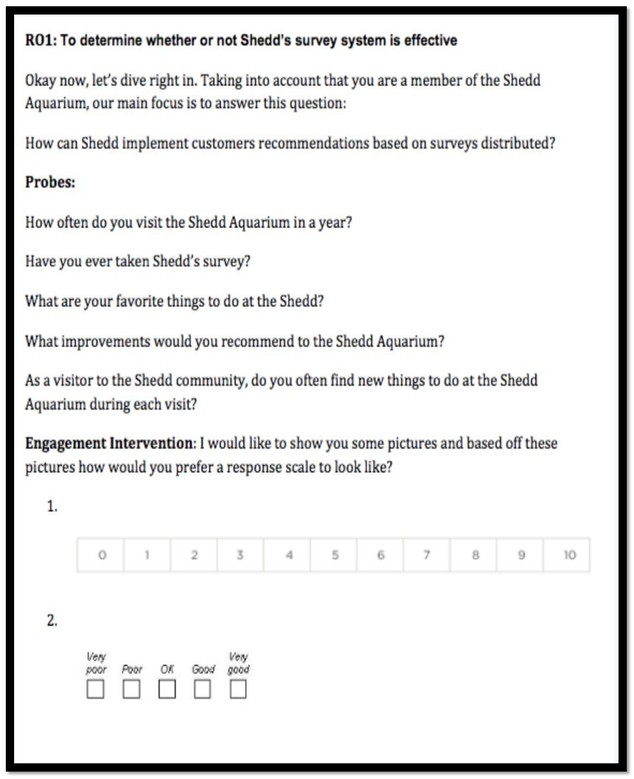
- To determine whether or not Shedd's survey system is effective
- To explore the opportunities Shedd's survey faces
- To understand why the income portion of the survey is important in understanding customer engagement
- To understand how giving out surveys will help to make the atmosphere of the Shedd more welcoming and sustainable
- To discover visitors ideal experience
- To assess survey data trends

RESEARCH DESIGN

Qualitative:

Exploratory, qualitative design can be desk research, external internal data from the client, observations and focus groups.

- Team Target designed qualitative research collection by creating a focus group guide (sample shown to the right).
- Exploratory data collection is collected through online focus groups via Zoom, where each research objective is answered with a series of different creative engagement interventions and follow up questions.



RO1: To determine whether or not Shedd's survey system is effective

Okay now, let's dive right in. Taking into account that you are a member of the Shedd Aquarium, our main focus is to answer this question:

How can Shedd implement customers recommendations based on surveys distributed?

Probes:

How often do you visit the Shedd Aquarium in a year?

Have you ever taken Shedd's survey?

What are your favorite things to do at the Shedd?

What improvements would you recommend to the Shedd Aquarium?

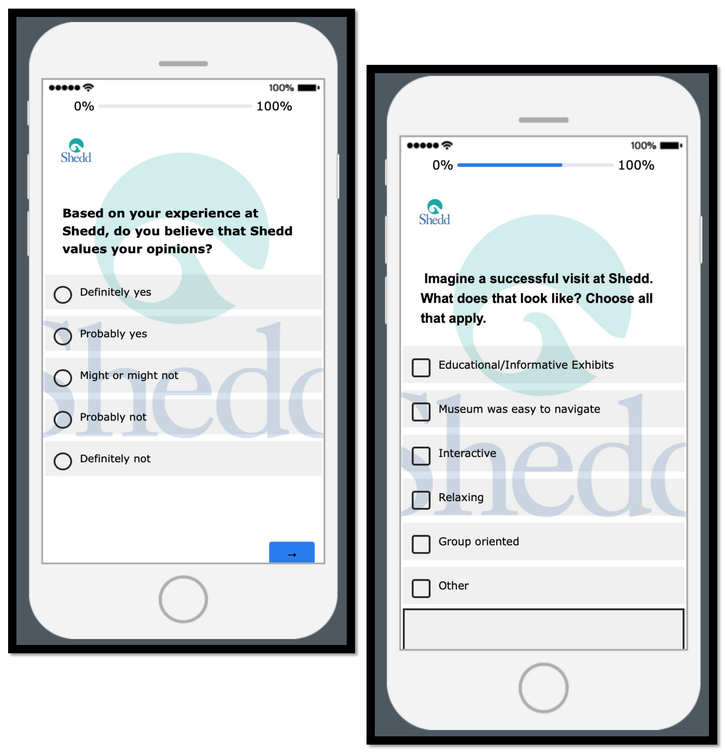
As a visitor to the Shedd community, do you often find new things to do at the Shedd Aquarium during each visit?

Engagement Intervention: I would like to show you some pictures and based off these pictures how would you prefer a response scale to look like?

1. 0 1 2 3 4 5 6 7 8 9 10
2. Very poor ☐ Poor ☐ OK ☐ Good ☐ Very good ☐

Quantitative:

Quantitative Research is used to quantify the problem by generating numerical data or data that can be transformed into usable statistics.



- Team Target designed a Qualtrics survey to collect descriptive data where questions are simple, direct and comprehensive for easy response.
- All survey participants must have taken the Shedd survey.
- Survey results will be analyzed through SPSS, a statistical data analysis software.

Team Target values the usage of primary and secondary data and analysis to identify the business issue and determine the proper recommendation for an actionable solution through methods of design thinking.

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