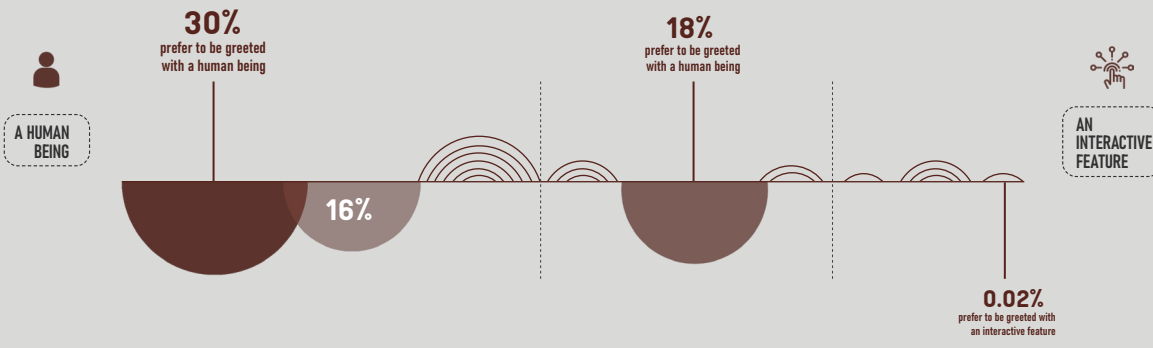


# ACTIVITY #1B

## MOOD BOARD ACTIVITY

### PUBLIC SPACE : ENTRY EXPERIENCE

As soon as I enter a new space, my level of comfort increases when I am greeted with:



### KEY COMMENTS + CONCERNS:

# 60%

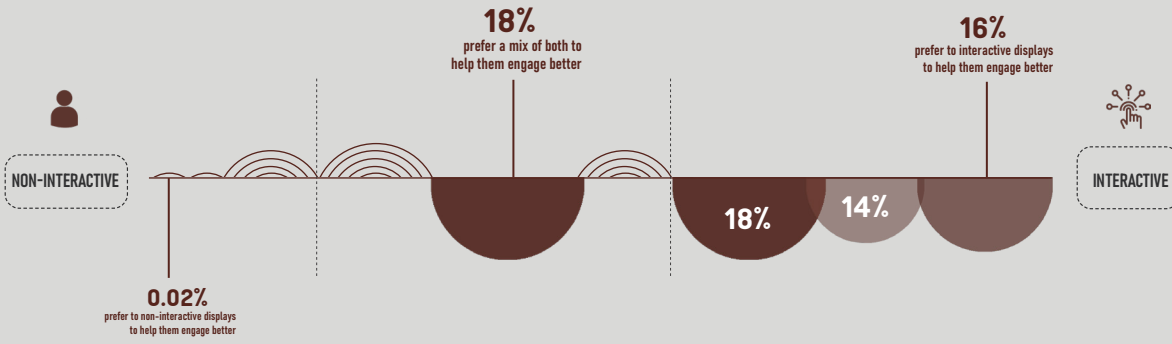
The majority of the participants suggest they prefer to have a human-being experience.

### STATISTICS

Total Votes: **45**  
 Human Being: **27**  
 Both: **13**  
 Interactive Feature: **5**

### EXHIBIT SPACE

The type of the displays impacts my comfort and helps me engage better:



### KEY COMMENTS + CONCERNS:

# 49%

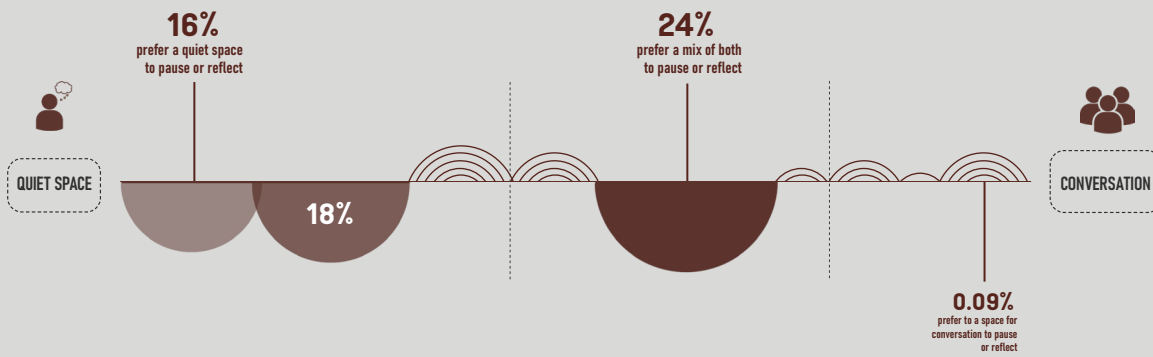
The majority of the participants suggest interactive displays would help impact their comfort and engagement.

### STATISTICS

Total Votes: **45**  
 Non-Interactive: **6**  
 Both: **17**  
 Interactive: **22**

### PAUSE OR REFLECTIVE SPACE

During my museum journey I need to pause or reflect in different ways:



### KEY COMMENTS + CONCERNS:

# 44%

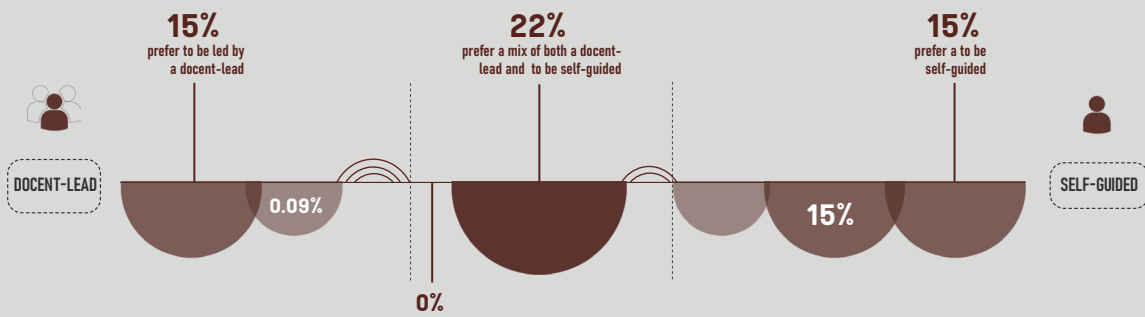
The majority of the participants suggest they prefer a quiet space to pause or reflect. However, another 38% of participants suggest they prefer a mix of a quiet space and a space for conversation.

### STATISTICS

Total Votes: **45**  
 Quiet Space: **20**  
 Both: **17**  
 Conversation: **8**

### PUBLIC SPACE: EXPLORATION BY

As soon as I enter a new space, my level of comfort increases when I am greeted with:



### KEY COMMENTS + CONCERNS:

# 41%

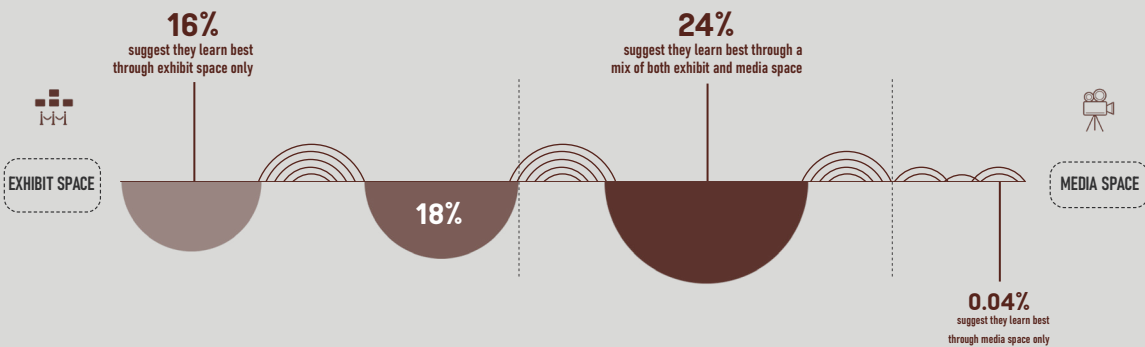
The majority of the participants suggest they prefer to have a self-guided experience.

### STATISTICS

Total Votes: **44**  
 Docent-Lead: **14**  
 Both: **12**  
 Self-Guided: **18**

### EXHIBIT SPACE

During my museum visit, I learn through:



### KEY COMMENTS + CONCERNS:

# 47%

The majority of the participants suggest they learn best through a mix of both exhibit and media space.

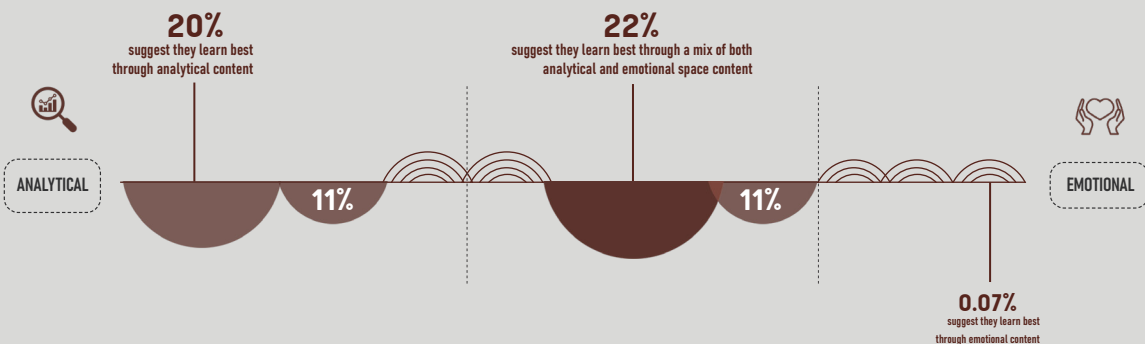
“Permanent display with a basic history of building and space for temporary ones”  
 03.06.2023

### STATISTICS

Total Votes: **45**  
 Exhibit Space: **19**  
 Both: **21**  
 Media Space: **5**

### EXHIBIT SPACE

During my museum visit, I learn through:



### KEY COMMENTS + CONCERNS:

# 43%

The majority of the participants suggest they learn best through a mix of both analytical and emotional content.

“Listed directly to site, ideas of Freedom House tour guides as to what they have heard/learned from the public.”  
 03.06.2023

### STATISTICS

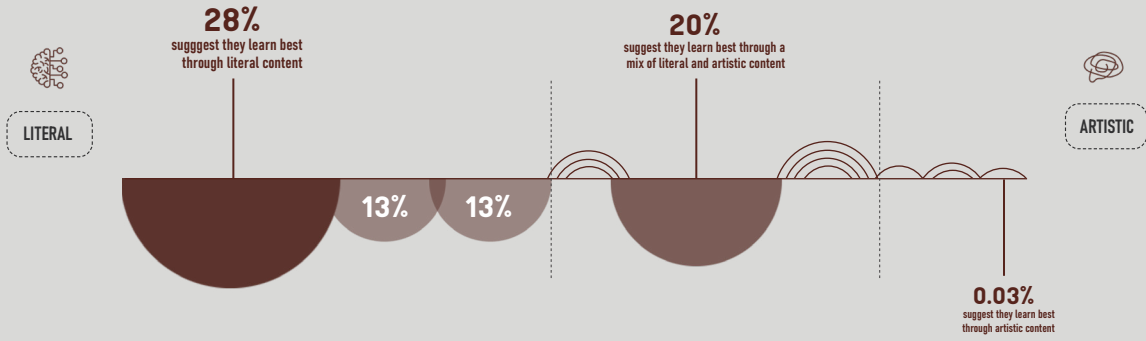
Total Votes: **46**  
 Analytical: **17**  
 Both: **20**  
 Emotional: **9**

# ACTIVITY #1B

## MOOD BOARD ACTIVITY

### EXHIBIT SPACE

During my museum visit, I learn through



### KEY COMMENTS + CONCERNS:

# 53%

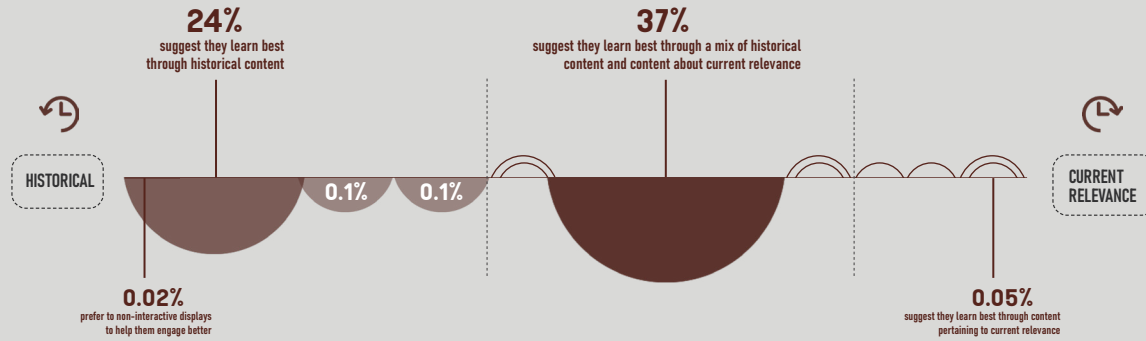
The majority of the participants suggest they learn best through literal content.

### STATISTICS

Total Votes: **40**  
 Literal: **21**  
 Both: **15**  
 Artistic: **4**

### PRIMARY PERIOD OF SIGNIFICANCE

During my museum visit, I learn through:



### KEY COMMENTS + CONCERNS:

# 48%

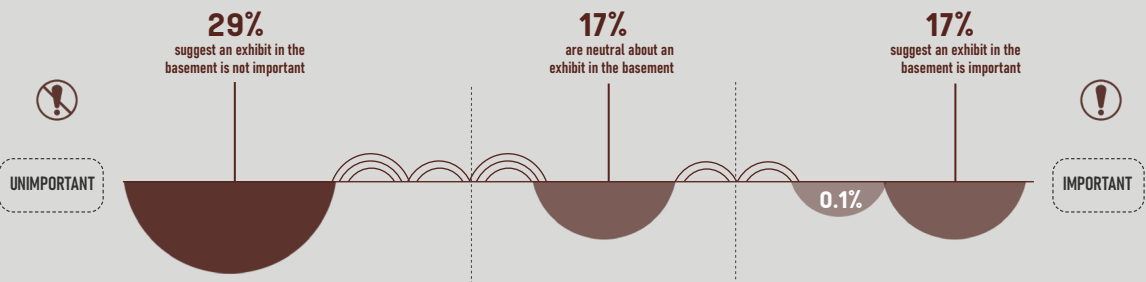
The majority of the participants suggest they learn best through a mix of historical content and content about current relevance. However, the another 43% suggest they learn best through historical content only.

### STATISTICS

Total Votes: **42**  
 Historical: **18**  
 Both: **20**  
 Current Relevance: **4**

### EXHIBIT SPACE: BASEMENT

Knowing the physical challenges of making the basement code and ADA compliant, how important is having an exhibit in the basement space?



### KEY COMMENTS + CONCERNS:

# 40%

The majority of the participants suggest an exhibit in the basement is not important. However, the other 31% suggest it is important.

### STATISTICS

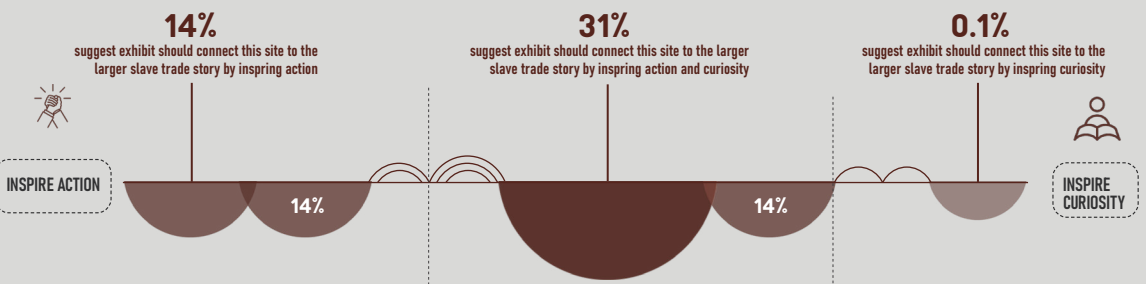
Total Votes: **42**  
 Unimportant: **17**  
 Both: **12**  
 Important: **13**

"It depends on the spatial needs."  
03.07.2023

\*This data was taken prior to participants viewing the basement. Upon the conclusion, participants felt an exhibit in the basement was important.

### EXHIBIT SPACE

I'd like the exhibits to connect this site to the larger slave trade story.



### KEY COMMENTS + CONCERNS:

# 53%

The majority of the participants suggest exhibits should connect this site to the larger slave trade by inspiring both action and curiosity.

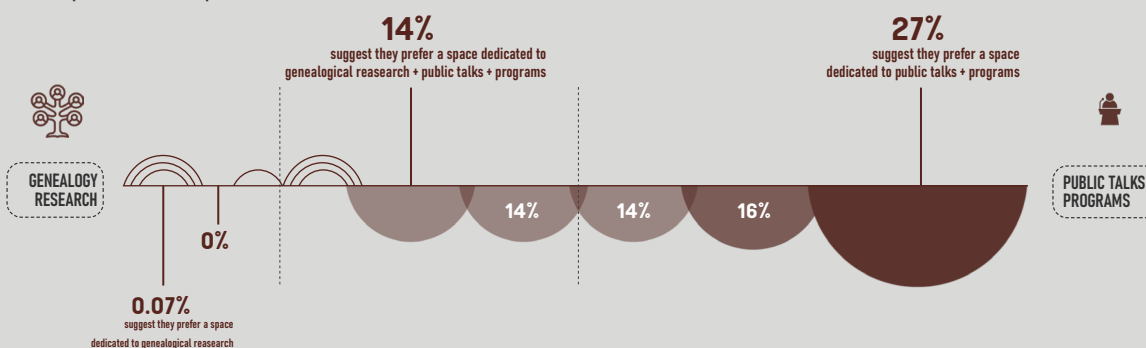
### STATISTICS

Total Votes: **43**  
 Inspire Action: **14**  
 Both: **23**  
 Inspire Curiosity: **6**

"We need both."  
03.06.2023

### EXHIBIT SPACE

I would prefer to have space dedicated to:



### KEY COMMENTS + CONCERNS:

# 57%

The majority of the participants suggest they prefer a space dedicated to public talks and programs.

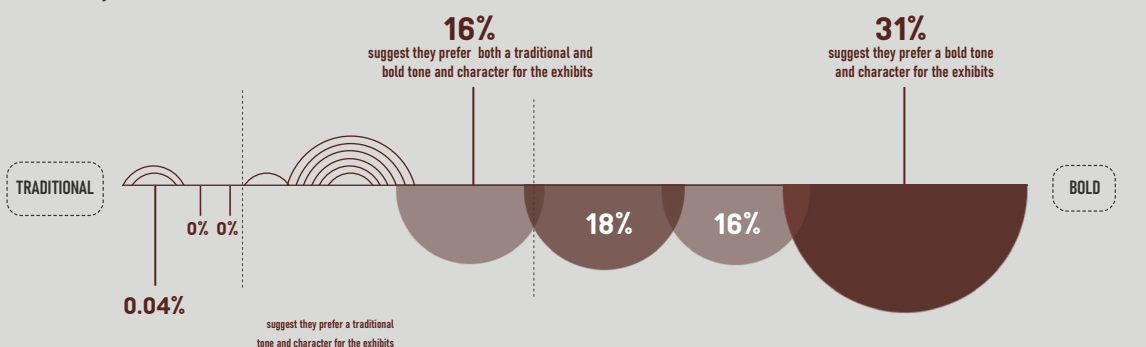
### STATISTICS

Total Votes: **44**  
 Genealogy Research: **4**  
 Both: **15**  
 Public Talks & Programs: **25**

"We need both."  
03.06.2023  
 "Neither ... these are better elsewhere."  
03.07.2023

### EXHIBIT SPACE

How would you describe the desired tone and character of the exhibits?



### KEY COMMENTS + CONCERNS:

# 64%

The majority of the participants suggest they prefer a bold tone and character for the exhibits.

### STATISTICS

Total Votes: **45**  
 Traditional: **2**  
 Both: **14**  
 Bold: **29**

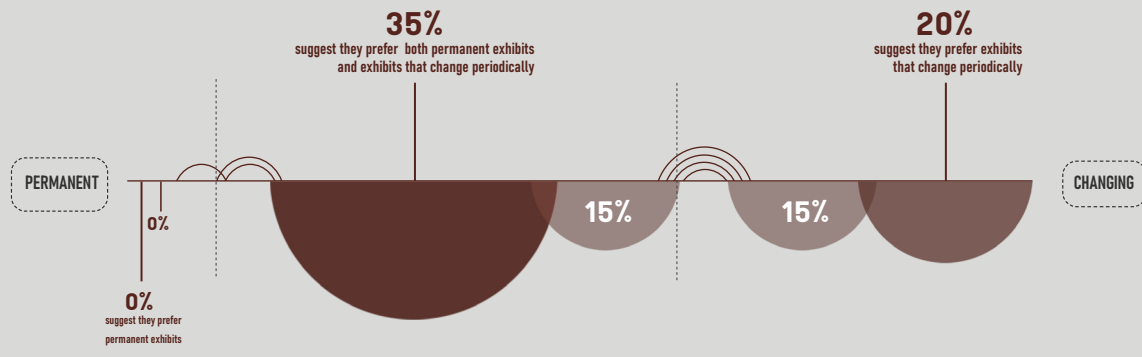
On Traditional vs. Bold...  
 "-people that have an interest in the history -descendants audience needs to be collaborated with"  
03.07.2023

# ACTIVITY #1B

## MOOD BOARD ACTIVITY

### EXHIBIT SPACE

How would you describe the desired tone and character of the exhibits?



### KEY COMMENTS + CONCERNS:

# 51%

The majority of the participants suggest they prefer both permanent exhibits and exhibits that change periodically. However, another 47% suggests they prefer exhibits that change periodically only.

### STATISTICS

Total Votes: **47**  
 Permanent Exhibits: **1**  
 Both: **24**  
 Changing Exhibits: **22**

