

AN EXPERIENCE ANALYSIS

# EDUCATION IN ZION

BE STILL: LEADING A MEANINGFUL LIFE



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## BE STILL: LEADING A MEANINGFUL LIFE

### TABLE OF CONTENTS

Executive Summary.....	3
Introduction.....	4
Methods.....	5
Introduction of Variables.....	5
Research Diagram.....	6
Demographics.....	7
Theme.....	8
Rater.....	9
Additional Findings.....	10
Qualitative Findings.....	10
Conclusions.....	11
Reccomendations.....	11
Appendix.....	12

# EDUCATION IN ZION

## BE STILL: LEADING A MEANINGFUL LIFE

### EXECUTIVE SUMMARY

Our project was surveying the customer experience metrics of the BYU Education in Zion exhibit. We focused on the theories of THEME, RATER, Engagement, Peak and Pit moments as drivers impacting the perceived value of time and NPS. We hoped that each of these theories would lead towards positively correlated data that would help us understand the current value of time as well as the likelihood to recommend. Data was collected during a one week period and data was taken from 119 recorded responses. All of the participants were current BYU students in the Experience Design and Management program. 83 of those participants were female while 18 identified as male and the remaining 11 responses did not respond.



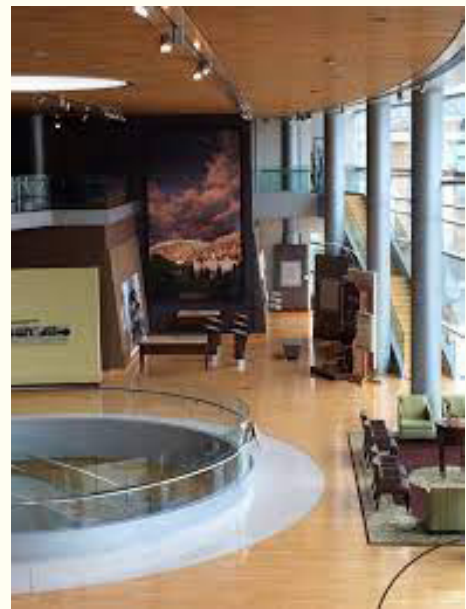
# INTRODUCTION

The purpose of this project was to gain insights, through the use of qualitative and quantitative data, to the customer experience at Brigham Young University's Education in Zion museum exhibit. We wanted to look at what affects the customer experience and how that experience affects measurable outcomes that would be of interest to the experience venue in improving their experience offering. We chose a few theories and frameworks to focus our research: THEME, Service performance (RATER), Engagement Structuring Strategies, Peak and Pit Engagement, Perceived Value of Time, and Net Promoter Score. We were interested in seeing if and how these theories interacted with each other and played a role in the customer experience.

For example, because Pine and Gilmore research suggests that the pervasiveness of theme transforms a service into an experience, we were curious if customer's perceptions of inputs (THEME and RATER) would affect both the customer's ability to engage in the experience. We then

wanted to observe if there was a correlation between the customer's perception of engagement structuring strategies and peak and pit moments. Lastly, we wanted to know if Peak and pit engagement affected the customer's perceived value of time and net promoter score.

To gain clearer insights, we also chose to control for many variables to further extrapolate our data. Those variables are: the customer's affinity towards museums, if the customer received a guided tour, who the customer came with, the convenience of attending the museum, the customer's stress level (measured by credit hours), and the customer's gender.



"When service performance quality exceeds a threshold, presence of a pervasive and multisensory theme increases engagement, immersion, or absorption, and prevalence of deep structured experience"

-Ellis, et. al (2020)

We collected data from customers (detailed in Methods) and analyzed it (see research analysis) with the help of an online survey using Qualtrics. With our insights we were able to make data informed suggestions to Education in Zion to improve their customer experience.

# METHODS

We collected data from Education in Zion customers through the means of a Qualtrics Survey. Data was collected over the period of a week from 112 BYU Experience Design Students, specifically those engaged in similar research.

Our survey was designed after our Research Diagram. We designed questions that we hypothesized would be helpful to gain clear insights into the specific customer inputs, conscious experience, and outputs we are interested in.

Our survey was then distributed to the students via an email from the professor over this research. Students were given the specific instructions to treat the survey seriously and to take the survey right after they completed the experience.

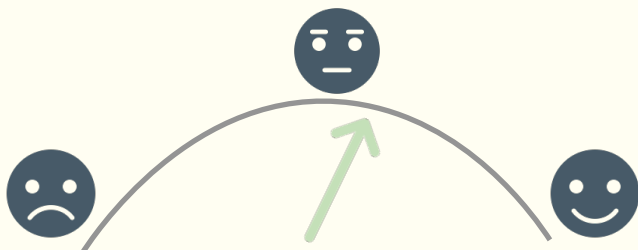


112 Experience Design and Management Students

## INTRODUCTION OF VARIABLES

The drivers or independent variables for our study were T.H.E.M.E and the Service Performance standards of R.A.T.E.R. These standards help venues eliminate negative cues and improve the experience of others. T.H.E.M.E consists of Theming the experience, Harmonizing impressions with positive cues, Eliminating negative cues, Mixing in memorabilia, and Engaging all five senses. R.A.T.E.R is how the customer feels about the experience and it consists of Reliability, Assurance, Tangibles, Empathy, and Responsiveness.

The outcomes or dependent variables for our study were the Net Promoter Score and the Perceived Value of Time. Net Promoter Score is the likelihood of a customer to recommend the experience to another person. Perceived Value of Time is the way that the customer sees the time that they spend at the experience. This is illustrated below in our research diagram.



NET PROMOTER SCORE

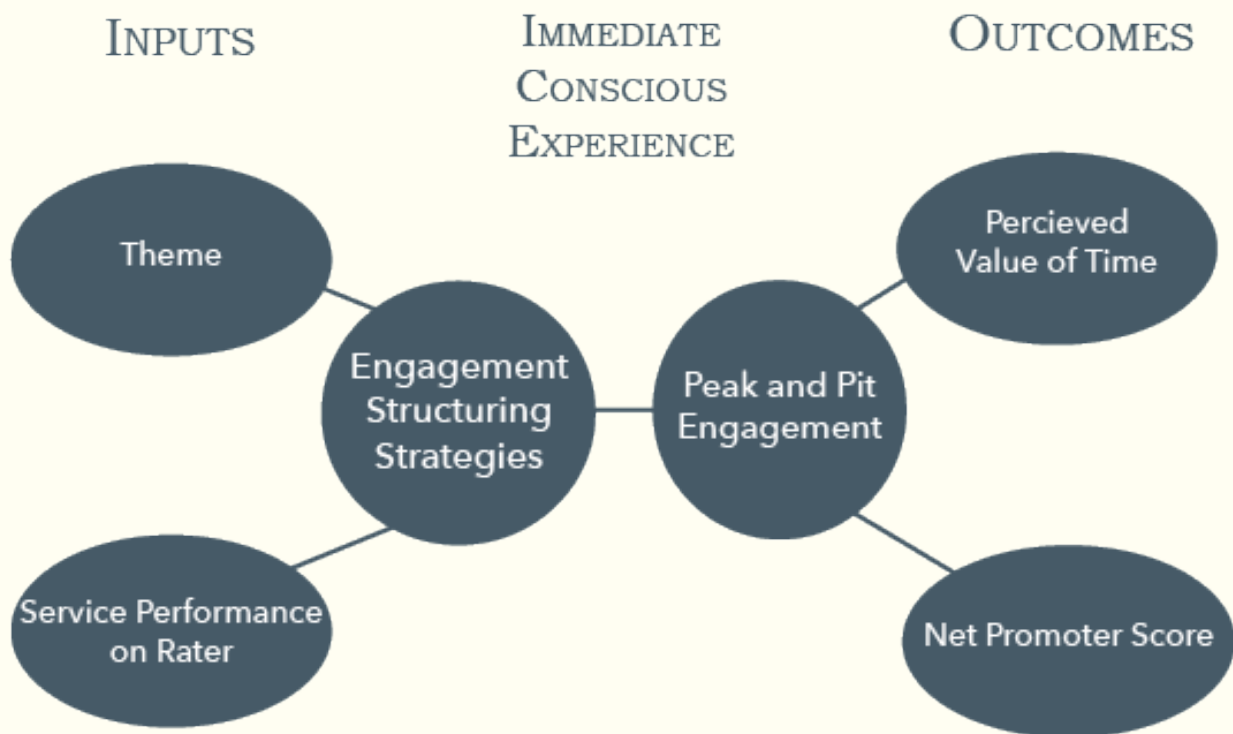


PERCIEVED VALUE OF TIME



# RESEARCH DIAGRAM

We created a reasearch diagram to organize our ideas. We started our diagram by selecting the outcomes that we wanted to measure. We then looked at research done by Ellis, Freeman, Duereden, Hill, and other researchers in the Experience Design field in order to identify potential drivers of these outcomes. This diagram drove our survey design and our hypotheses.



# DEMOGRAPHICS

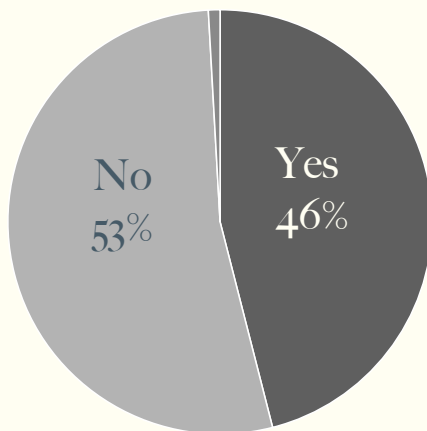
From our survey, we collected 119 responses. Of those 119, 112 were complete.

Our survey respondents were all traditional college students enrolled in an Experiential Insights class. Of those students, 18 identified as male, 83 identified as female, and 11 did not answer. An overwhelming majority of the students were members of the church of Jesus Christ of Latter-day Saints.

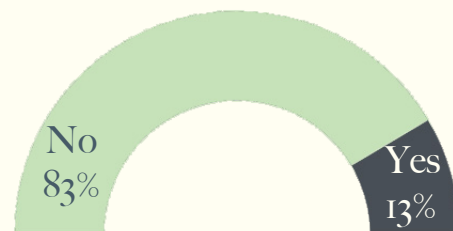
We were also interested in how certain demographics would affect the experience so we also collected data about affinity towards museums, if they received a guided tour, if they had been to the exhibit before, how long they attended, and who they attended with.

That is outlined in the charts below:

Have you Visited Education in Zion before?



Did you receive a guided tour?



	Less than once a year	A couple of times a year	Every few months	Once a month	Did not Answer
How frequently do you visit musuems?	24	61	24	3	1

	< 30	30	30 - 35	> 35	No Answer
How much time did you spend at the exhibit?	13	62	13	20	2

# THEME

T<sub>H</sub>EME THE EXPERIENCE

H<sub>A</sub>ARMONIZE IMPRESSIONS

E<sub>L</sub>IMINATE NEGATIVE CUES

M<sub>I</sub>X IN MEMORABILIA

E<sub>N</sub>GAGE THE SENSES

## THEME AND PEAK ENGAGEMENT

The peak moment is positively correlated with only some concepts related to the pervasiveness of THEME specifically, harmonizing positive cues and eliminating detractors. The effects of harmonization and eliminating detractors on peak engagement were mediocre but still significantly significant. However, memorabilia and engaging the senses has little to no impact on engagement during the peak moment.

## THEME AND PERCEIVED VALUE OF TIME

Harmonizing positive cues and eliminating detractors had a positive correlation when compared with the perceived value of time. The extent of the effect was significant and medium. Unlike before, special sounds were also positively correlated with perceived value of time though, the effect was small. But, the effect was still significantly significant because of its small r value.

## THEME AND PIT ENGAGEMENT

Pit moment engagement, interestingly enough, was positively correlated with Harmonizing positive cues though the effect was small it was still statistically significant. Introducing special sounds was correlated similarly just with an even smaller effect. Not having senses engaged negatively impacted the engagement during the pit moment and was statistically significant though the effect was small.

## THEME AND OVERALL ENGAGEMENT

Within concepts of THEME, harmonizing positive cues has a high r-squared value and was consequently statistically significant. The effect was positively correlated and resulted in a medium effect. Eliminating negative cues is positively correlated and is significant--effect was more than mediocre but not by much. Special sounds are positively correlated, statistically significant, and had a small effect.

## THEME AND NET PROMOTER SCORE

Harmonizing positive cues and eliminating detractors is positively correlated with Net Promoter Score (NPS) the correlation was significantly significant. But, the effect was moderate without a very high r value. Again, engagement of memorabilia and the senses had no impact on NPS.



# RATER

## RATER AND PEAK ENGAGEMENT

Peak moment engagement had a positive, strong, significant relationship, and large effect on RATER scores. Of those aspects that feed into the RATER score, Empathy had the biggest impact in that correlation with peak moment engagement. Tangibles, assurance, and responsiveness also affected this outcome.

## RATER AND PERCEIVED VALUE OF TIME

We discovered that RATER moderately affects the customer's perceived value of time. It is statistically significant and this time, assurance was the primary driver in this correlation.

## RATER AND PIT ENGAGEMENT

RATER moderately affect the pit moment engagement. The effect was statistically significant and again, assurance was the primary driver.

RELIABILITY

ASSURANCE

TANGIBLES

EMPATHY

RELIABILITY

## RATER AND OVERALL ENGAGEMENT

Lastly, Overall engagement was moderately affected by RATER, specifically empathy as the primary driver.

## RATER AND NET PROMOTER SCORE

RATER had a large impact and a strong, positive correlation on Net Promoter score. The leading driver on this statistically significant relationship was Empathy.



## ADDITIONAL INSIGHTS

We found that convenience was positively correlated with the perceived value of time. The data was statistically significant and had a small effect. We found that the more convenient the location is for people the higher the value of time.

We found that the frequency of museum visits per year had a statistically significant relationship with the perceived value of time. It had a small effect. It appeared that people were more likely to have a positive time if they visited museums multiple times a year rather than almost never or once a month.



We found that the frequency of museum visits per year also had a statistically significant relationship with NPS.

It had a medium effect overall. This data showed that visited every few months were more likely to be listed as a promoter for the experience.

The addition to filtering our data led to little to no outcomes. Instead the majority of the time it stated there was no statistically relevant data with filters.

## QUALITATIVE FINDINGS

In our survey we asked two open-ended questions at the end of the survey. We asked what the favorite part of the experience was and what people intended to do after the experience. Many people mentioned their appreciation of the peace that they felt there. Many also listed the mindfulness exhibit as a favorite part of the experience.



Other people listed the interactive portions such as chalkboards or whiteboards with questions as a highlight. As far as impacts following the experience, people listed wanting to use their phone less, focus on mindfulness more, increase intentionality

and center on the gospel. We recommend conducting additional research on what characteristics are present of a peaceful environment, topics of interest people would like to see as an exhibit and whether or not people contributed to the interactive experiences.

# CONCLUSIONS FROM DATA

Based on the data we conclude that utilizing the theory of THEME is crucial to a positive time value as well as a higher Net Promoter Score. Within the theory we recognize harmonizing cues and eliminating detractors have the greatest impact on the overall experience.

Though RATER had little to no impact on the value of time it was important when it came to the net promoter score. When used correctly, the features of reliability, assurance, tangibles and empathy led to a greater number of promoters within the experience. We also found that overall the NPS score showed a higher number of detractors than promoters and passives, revealing that even if people enjoyed their time they did not think it was worth it to share with others.

## RECOMMENDATIONS

As THEME had the greatest impact we suggest focusing on improving and adding to the aspects of theme within the exhibits. For example we suggest adding seating in the exhibits to increase time spent at Education In Zion and also to encourage pondering and meditation thereby increasing that peaceful environment.

We suggest eliminating detractors by taking care of features that are not working with other activities or details and oiling hinges of interactive boxes or exhibit pieces. In addition, we hope efforts to create more signage and distinction between the exhibit and the rest of the building will eliminate detractors in helping people arrive.

We encourage focusing on memorabilia within the exhibit by introducing take away cards for each section that encourage thought and investigation into oneself.



Currently, Education in Zion doesn't put a lot of emphasis into RATER. We believe that putting employees by the piano to engage with guests and placing the desk in an easier to see area. We also highly suggest increasing human interaction and connection. We believe that increased conversation or experiences would help RATER increase the amount of promoters.

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### APPENDIX

Gary D. Ellis , Jingxian Jiang , Patti A. Freeman , Andrew Lacanienta & Tazim Jamal (2020): Leisure as immediate conscious experience: foundations, evaluation, and extension of the theory of structured experiences, *Journal of Leisure Research*, DOI: 10.1080/00222216.2020.1754735

