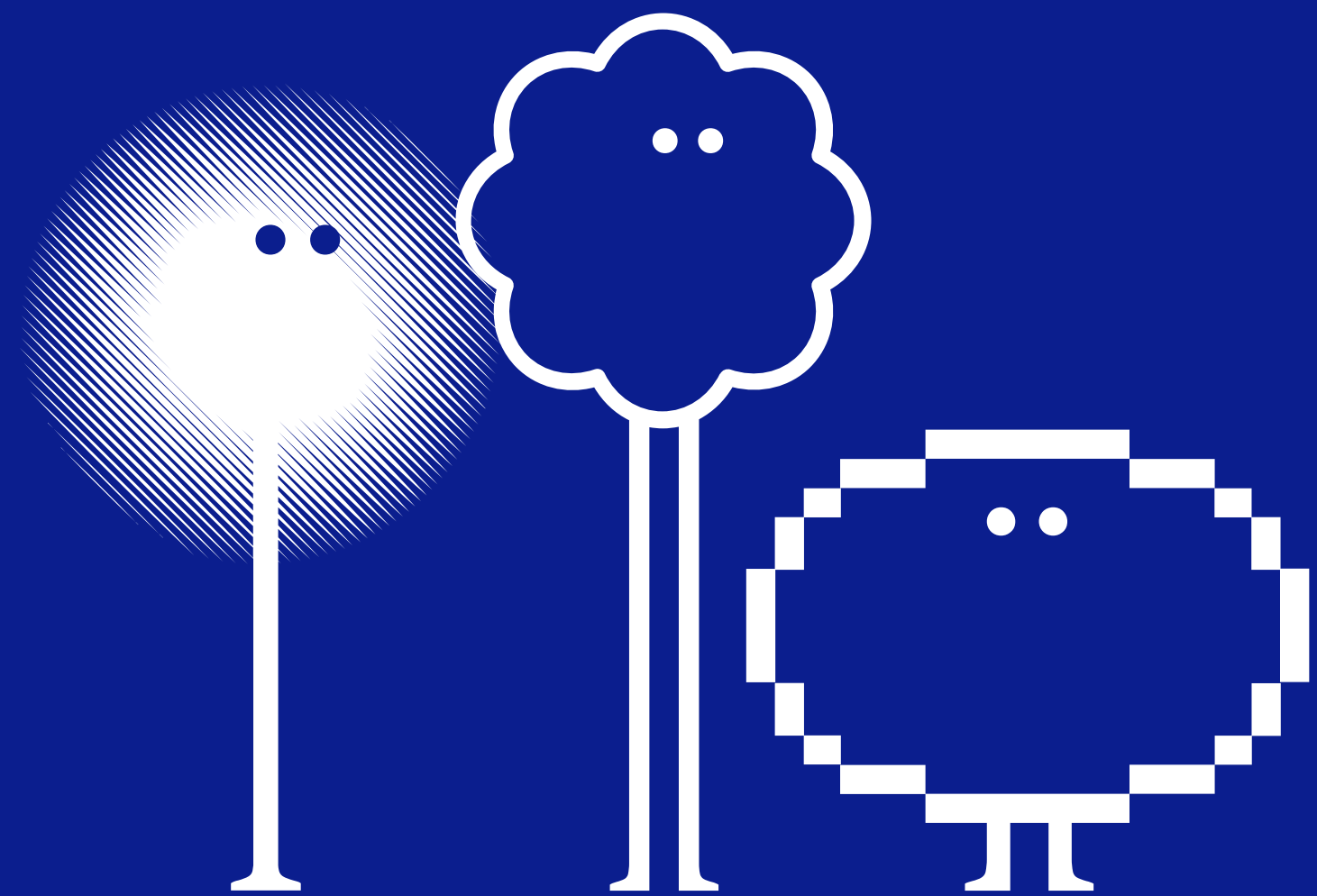


# How to work with audiences



IMMERSIVE ARTS | CELFYDDYDAU  
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# WHY ARE AUDIENCES IMPORTANT?



To your practice?

To your process?

To your final  
experience/  
prototype?

# SOME QUESTIONS TO START



Do you have an existing audience for your practice?

Do you have a (different or target) audience in mind for your specific project?

If yes, how will you reach them?

At what point do you start to consider your audience?

# WHAT DO YOU WANT TO KNOW?

- **DEMOGRAPHICS: USEFUL TO UNDERSTAND WHO YOU ARE AND AREN'T REACHING / OFTEN NEEDED FOR FUNDERS**
  - **OVERALL USER-EXPERIENCE: PRIOR EXPERIENCE, ON-BOARDING/OFFBOARDING, FLOW AND TRANSITIONS, LEVELS OF IMMERSION, TECHNICAL GLITCHES OR UNCLEAR PROMPTS, ACCESSIBILITY**
  - **ARTISTIC FEATURES: SOUND DESIGN, MOVEMENT, IMAGERY, TEXT ETC.**
  - **ARTISTIC INTERPRETATION: NARRATIVE, THEMES, HOW DID IT MAKE THEM FEEL? WHAT WERE THEY DRAWN TO? HOW WOULD THEY DESCRIBE IT TO OTHERS?**
  - **MARKETING AND TICKETING: DID YOUR MARKETING MATERIALS COMMUNICATE THE WORK? WHAT ABOUT INFO ABOUT TICKET PRICES AND THE BEST PLACES AUDIENCES MAY WANT TO EXPERIENCE YOUR WORK?**
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# HOW ARE YOU GOING TO SURVEY YOUR AUDIENCE?

- **QUESTIONNAIRES (OPEN/CLOSED), FOCUS GROUPS, OBSERVATION, FREEFORM DRAWING/POST-IT NOTES**
- **NEWER WAYS THAT CAPITALISE ON THE IMMERSIVE TECHNOLOGIES YOU MAY BE EXPLORING, SUCH AS VR CASTING AND BIOMETRICS**

# WHAT RESOURCES DO YOU NEED?

- **SOMEONE TO SUPPORT YOU WITH DRAFTING QUESTIONS TO ASK?**
  - **SOMEONE TO GATHER THE AUDIENCE FEEDBACK ON YOUR BEHALF AT EVENTS?**
  - **A QUIET SPACE TO COLLECT FEEDBACK?**
  - **EXAMPLE QUESTIONNAIRES? EXAMPLE FEEDBACK CONSENT FORMS?**
  - **ACCESS TO RECORDING DEVICES?**
  - **EXISTING AUDIENCE FEEDBACK MODELS TO USE?**
  - **SUPPORT WITH TRANSCRIBING AND UNDERSTANDING THE FEEDBACK?**
  - **SUPPORT WITH TRANSLATING THE FEEDBACK INTO GRAPHICS/AUDIENCE QUOTES TO USE?**
  - **ANYTHING ELSE?**
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