

## Appendices

### ROLLRIGHT STONES VISITORS' SURVEY REPORT<sup>1</sup>.

#### The methodology.

The survey reported into this research note was conducted over two-day period (25-26) in May 2014. This exit survey was carried out at the site of the Rollright Stones.

In total, 36 face-to-face interviews using a semi-structured survey were collected. Responses were documented by the researcher. To ensure a more relaxed environment for the interviews, no tape recordings were made. Plus, the length of the questionnaire has been elaborated to be completed in less than five minutes in order to optimize visitors' time during their 'day out' and, at the same time, in prevision of possible bad weather condition as the survey has been conducted outdoor. In fact, thanks to the analysis of the previous survey, I was aware of the leisure nature of the visit for most of the visitors of the Rollright Stones. The majority of people come to the site for a brief visit and many of them are spontaneous visitors, having spotted the indication of the site on their way to somewhere else and simply decided to stop at the Stones for a quick look round.

In addition to obtaining basic demographic information, in order to provide context to the visitors profile, respondents were asked to indicate what type of tourism they were engaged in. Following this, the interviewees were requested to: (1) give an opinion about the current interpretation on site; and (2) offer recommendations about the type of enhancement of the existing interpretation they would have liked.

With regard to the visitors profile, as indicate in Table 1, visitors were mostly couples or small groups/family of 3-4 people, whose age is generally in the range around late 30s/early 40s with a good amount of young people (under 14 years old), confirming that many small groups are family with kids. For the large majority of visitors interviewed (57.3%) that visit was the very first one (see Table 2). Mostly of the respondents are British tourist (see Table 3) and they were travelling from less than 20 miles away from their last night sleep (46.5%) (see Table 4). Even though a good percentage of the visitors (17.8%) declared to visit the Rollright Stones for religious purposes, nevertheless the main reason for visit appeared to be somewhere to spend a day out, with 65.6% of

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<sup>1</sup> All the percentage values are approximate at first decimal.

respondents answering to have chosen the Rollright Stones as “a place to go” in the weekend (see Table 5).

## **2. Visitors evaluation of the current interpretation.**

With regard to the visitor’s attitude toward the current interpretation on site, 85.9% of the interviewees used the information panels during the visit (see Tables 6). The majority of respondents (49%) declared that the range of information provided was “okay”, while a good portion of them (25.5) found it “poor” (see Table 7).

When asked about the contents provided on the interpretation panels (see Table 8), respondents said they were “about right” (63%), with more than a third of the respondents declaring they would like to have more various and substantial information (34.4%). With regard to the amount of information provided by the interpretation panels, the 65% of the respondents stated the is ‘about right’, but with a good 32.5 % declaring the amount is ‘too poor’ (see Table 9)

## **4. Visitors recommendation for improvement of the current interpretation.**

The last three questions of the survey were meant to investigate what kind of topics visitors would have like to have more information about and in which way they want them to be delivered. As indicate in Table 10, out of fourteen extra topics interviewees were asked to chosen from, the folklore scored the highest preference (21.4%), closely followed by the archaeological theme (17.4%) and more information about comparable sites (13.5%). Visitors would like to have this extra information provided mostly “digital on site” (52%) (see Table 11). According to visitors’ responses, the further information should be provided especially for adults (see Table 12) visiting the site for the first time (see Table 13).

For those extra information provided digitally on-site, the majority of respondents declare they would like to be delivered mostly as videos (32.1%), but also as still images (25%), text (17.9) and audio (16.7%).

Overall, the audience can be identified in occasional groups of people and families on holidays in the surroundings area, visiting the site for the first time for leisure, even if some of them give spiritual relevance to the visit. The current interpretation is used by the majority of visitors, but it is not considered sufficient and respondents would like to be provided with extra information delivered digitally on site.

TABLE 1 *Visitors age.*

<b>Origin</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Adults (+14 ys)	116	73.9
Children (<14 ys)	41	26.1
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 2 *Number of visit.*

<b>Number of visit</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
First (1)	90	57.3
Second (2)	24	15.3
Third-Tenth (3-10)	26	16.5
Regular (>10)	9	5.7
Frequent (>20)	8	5.2
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 3 *Origin of the visitors.*

<b>Origin</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
UK	141	89.8
Overseas	16	10.2
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 4 *Miles from last night's bed.*

<b>Miles from last night's bed</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
<10	73	46.5
11-25	37	23.5
26-50	28	18.5
>50	18	11.5
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 5 *Reason for visit.*

<b>Reason for visit</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Place to go	103	65.6
Archaeology interest	23	14.7
Paganism/religion	28	17.8
Other	3	1.9
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 6 *Visitors' use of interpretation panels.*

<b>Use of information panels</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Help/contribute	135	85.9
Harm/detract	0	0.0
Mixed	0	0.0
Didn't look	22	14.1
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 7 *Visitors' evaluation of range of information on interpretation panels.*

<b>Range of information on interpretation panels</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Poor	40	25.5
Okay	77	49.0
Good	40	25.5
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 8 *Visitors' evaluation of contents of information on interpretation panels.*

<b>Content of information on interpretation panels</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Too limited	54	34.4
About right	99	63.0
Too complex	4	2.6
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 9 *Visitors' evaluation on amount of information on interpretation panels.*

<b>Amount of information on interpretation panels</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Too little	51	32.5
About right	102	65.0
Too much	4	2.5
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 10 *Visitors' choices of topics for extra information.*

Extra information topics <sup>1</sup>	Absolute value	Percentage (%)
Antiquarian discovery	33	8.7
Archaeology of the Stones	66	17.4
Unseen archaeology of surroundings	42	11.0
How the landscape has changed	48	12.6
Comparable sites	51	13.5
Old prints and drawings	3	0.7
Geology and weathering	9	2.4
Legends	81	21.4
Astronomy	3	0.7
The Stones in art and literature	3	0.7
Old photos	0	0.0
Lichens and wildlife	3	0.7
Dowsing	15	3.9
Earth mysteries	15	3.9
Management and modern use	9	2.4
<b>Total</b>	<b>381</b>	<b>100</b>

Source: Author's survey (n=157).

1 = The absolute value here (381) does not correspond to the number of respondents (157) as every interviewed has chosen more than one answer.

TABLE 11 *Visitors' choices of modalities to provide extra information.*

Modality to provide extra information <sup>2</sup>	Absolute value	Percentage (%)
More panels	27	16.0
Guidebooks etc	27	16.0
Digitally on site	87	52.0
Digitally off site	27	16.0
<b>Total</b>	<b>168</b>	<b>100</b>

Source: Author's survey (n=157).

2 = The absolute value here (168) does not correspond to the number of respondents (157) as every interviewed has chosen more than one answer.

TABLE 12 *Audience (adults/kids) for on-site digital information.*

Audience for more on site digital info	Absolute value	Percentage (%)
Adults	116	73.9
Children	41	26.1
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 13 Audience (new visitors/regulars) for on-site digital information.

<b>Audience for more on site digital info</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
New visitors	99	63.1
Regulars	58	36.9
<b>Total</b>	<b>157</b>	<b>100</b>

Source: Author's survey (n=157).

TABLE 14 Visitors' choices of format for more on site digital information.

<b>Format of more on site digital info<sup>3</sup></b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Video	54	32.1
Still images	42	25.0
Text	30	17.9
Audio	28	16.7
Educational games	14	8.3
<b>Total</b>	<b>168</b>	<b>100</b>

Source: Author's survey (n=157).

<sup>3</sup>= The absolute value here (168) does not correspond to the number of respondents (157) as every interviewed has chosen more than one answer.

## Rollright Stones visitors' survey Template

<i>Survey of Visitor at the Rollright Stones</i>					
<i>1 About you / your group</i>	No. Adults No. Children	Number of visits? first second 3-10 regular frequent	Origin: UK or overseas?	Miles from last night's bed?  <10 11-25 26-50 50+	Mode of transport? Car Public M/bike Bike Foot
<i>2 Reason for visit (may be more than 1)</i>	Place to go (day out friends/family or hols)	Landscape & places interest	Archaeology & history interest	Paganism earth mysteries etc interest	Other
<i>3 Did the information panels help or harm your enjoyment?</i>	Help/ contribute	Harm/ detract	Mixed	Didn't look	Comments
<i>4 Range of info on interpretation panels</i>	Poor	OK	Good	Comments	
<i>5 Content of info on interpretation panels</i>	Too limited	About right	Too complex	Comments	
<i>6 Amount of info on interpretation panels</i>	Too little	About right	Too much	Comments	
<i>7 If you would like more information, what should it cover? (may be more than 1)</i>	Antiquarian discovery	Archaeology of the Stones	Unseen archaeology of surroundings	How the landscape has changed	Comparable sites
	Old prints and drawings	Geology and weathering	Legends	Astronomy	The Stones in art and literature
	Old photos	Lichens and wildlife	Dowsing	Earth mysteries	Management and modern uses
<i>8 If people want more information how should it be provided (may be more than 1)</i>	More information panels	Guidebooks etc (via local outlets and site when wardened)	Digitally on site (eg via smart phones etc)	Digitally off site (eg enhanced web site)	Other
<i>9 If more on site digital info, in what format, audience and equipment?</i>	<i>What format?</i> Video / Still images Text / Audio Educational games	<i>Who for?</i> Adults / Children Regulars New visitors	<i>What technology?</i> Smart phone Tablet iplayer Other	Comments	

## **USERS' FEEDBACK SURVEY REPORT<sup>2</sup>.**

### **The methodology.**

The survey reported into this research note was conducted over one-day in August 3<sup>rd</sup> 2014. This exit survey was carried out at the site of the Rollright Stones.

In total, 36 face-to-face interviews using a semi-structured survey were collected. Responses were documented by the researcher. To ensure a more relaxed environment for the interviews, no tape recordings were made. Plus, the length of the questionnaire has been elaborated to be completed in less than five minutes in order to optimize visitors' time during their 'day out' and, at the same time, in prevision of possible bad weather condition as the survey has been conducted outdoor.

In addition to obtaining basic technical information about the download of the application, in order to provide context to the visitors' engagement with the app, respondents were asked to indicate what issues they faced during the download and the run process of the application. Following this, the interviewees were requested to: (1) give indications about their satisfaction with the information provided by the app; and (2) offer feedbacks about the future use of application and recommendations of it to acquaintances.

The totality of the respondents was not aware of the existence of the app and downloaded it on site (see Table 1). Although in the majority of the cases users could easily download the app, unfortunately some (25.3%) did face issues (see Table 2). Even so, once downloaded on their devices, the application run smoothly for the whole users (see Table 3). During their trail of the prototype, users attested to have use evenly all the contents, even if with a slight preference for the photographs (41.8%)(see Table 4).

### **1. Visitors' satisfaction with the contents and running process of the app.**

With strict regard to the information provided (Table 5), generally users appeared to be 'satisfied' (88.9%) of their amount, with a good 11.1% declaring themselves 'very satisfied' and no dissatisfaction answers. Nevertheless, when questioned about the opportunity of be provided with

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<sup>2</sup> All the percentage values are approximate at first decimal.

more information (Table 6), they manifest a general desire for more material in the app, respectively in archaeology (48.7%), folklore (38.5%) and in the people engagement with the site (12.8%). Overall, the entirety of respondents stated to be ‘satisfied’ with the app process (see Table 8).

## **2. Visitors’ feedback for future use of the app.**

The positive reception of the app is confirmed by answers given about the possibility of using the app other times (see Table 8), with 80.5% of the respondents affirming they will use the app again and likely to recommend it to relatives and friends (86.1%) (see Table 9).

When asked about the overall level of satisfaction, users of the app described themselves ‘satisfied’ with the new interpretative tool available on site (61.1 %), with the remaining interviewed (38.9%) declaring to be ‘very satisfied’ by the general process of the application (see Table 10).

Overall, the totality of users downloaded the app on-site, generally without experiencing issues during the process nor while running the application. Users declared to be have accessed all the contents within the app, even if the visual data seems to be slightly more appealing over text and audio. The information provided are mostly satisfying, although respondents would like to have a bigger amount of material. From the prospective of future engagement with the app, users stated they are likely to use it again and recommend it to acquaintances.

TABLE 1 *Download of the app pre visit.*

<b>Download app pre visit</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Yes	0	0.0
No	36	100
<b>Total</b>	<b>36</b>	<b>100</b>

Source: Author's survey (n=36).

TABLE 2 *Issues during on site download.*

<b>Issues during download</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Yes	9	25.3
No	27	74.7
<b>Total</b>	<b>36</b>	<b>100</b>

Source: Author's survey (n=36).

TABLE 3 *Issues during app process.*

<b>Issues during app process</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Yes	0	0.0
No	36	100
<b>Total</b>	<b>36</b>	<b>100</b>

Source: Author's survey (n=36).

TABLE 4 *Most used contents of the app.*

<b>Most used contents<sup>1</sup></b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Text	16	29.1
Audio	16	29.1
Visual	23	41.8
<b>Total</b>	<b>55</b>	<b>100</b>

Source: Author's survey (n=36).

1 = The absolute value here (55) does not correspond to the number of respondents (36) as every interviewed has chosen more than one answer.

TABLE 5 *Users' satisfaction regarding amount of information within the app.*

<b>Level of satisfaction</b>	<b>Absolute value</b>	<b>Percentage (%)</b>
Dissatisfied	0	0.0
Satisfied	32	88.9
Very satisfied	4	11.1
<b>Total</b>	<b>36</b>	<b>100</b>

Source: Author's survey (n=36).

TABLE 6 *Visitors' suggested topics for most information.*

Topics for more information <sup>2</sup>	Absolute value	Percentage (%)
Archaeology	19	48.7
Folklore	15	38.5
Activities on site	5	12.8
<b>Total</b>	<b>39</b>	<b>100</b>

Source: Author's survey (n=36).

2 = The absolute value here (39) does not correspond to the number of respondents (36) as some interviewed has chosen more than one answer.

TABLE 7 *Visitors' satisfaction with the app process.*

Level of satisfaction	Absolute value	Percentage (%)
Dissatisfied	0	0.0
Satisfied	36	100
Very satisfied	0	0.0
<b>Total</b>	<b>36</b>	<b>100</b>

Source: Author's survey (n=36).

TABLE 8 *Visitors' re-use of the app.*

Re-use of the app	Absolute value	Percentage (%)
Unlikely	0	0.0
Likely	29	80.5
Very likely	7	19.5
<b>Total</b>	<b>36</b>	<b>100</b>

Source: Author's survey (n=36).

TABLE 9 *Visitors' recommendation of the app.*

Level of satisfaction	Absolute value	Percentage (%)
Dissatisfied	0	0.0
Satisfied	31	86.1
Very satisfied	5	13.9
<b>Total</b>	<b>36</b>	<b>100</b>

Source: Author's survey (n=36).

TABLE 10 *Visitors' overall satisfaction.*

Level of satisfaction	Absolute value	Percentage (%)
Dissatisfied	0	0.0
Satisfied	22	61.1
Very satisfied	14	38.9
<b>Total</b>	<b>36</b>	<b>100</b>

Source: Author's survey (n=36).

## App users' feedback Survey Template

1) Did you download the app at home before your visit? YES NO

If yes, how did you know about the app?

Device Used Operating System

Did you face issues downloading the application? YES NO

Post download, were you able to run the application smoothly? YES NO

Any additional comment about the download and the use of the app

2) During your tour, which contents did you use most?

TEXT PHOTO AUDIO

Were you satisfied of the amount of information provided?

DISSASTIFIED SATISFIED VERY SATISFIED

If you would like more information, what should it cover?

ARCHAEOLOGY FOLKLORE ACTIVITIES ON SITE

3) How satisfied were you with the app process?

DISSASTIFIED SATISFIED VERY SATISFIED

How likely are you to use the tour guide app again?

UNLIKELY LIKELY VERY LIKELY

Would you recommend this app to your relatives/friends?

UNLIKELY LIKELY VERY LIKELY

Overall, how satisfied are you with the new interpretative tool?

DISSASTIFIED SATISFIED VERY SATISFIED

## Online feedbacks

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← [📧] [!]

Sposta in Posta in arrivo [📧] Altro

**SCRIVI**

Posta in arrivo  
Speciali  
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**Bozze (2)**  
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Personale  
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Cerca persone...

- C Mosconi
- Gianandrea Nodari
- Nicholas Woodroffe
- Véronique Martin
- Y Liu
- 李凯
- cm13791@my.bri...
- Megan Martini

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**Rollright app feedback** [📧] Posta in arrivo x

[REDACTED] 31 ago (8 g)  
a me ▾

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A brilliant idea and already working really well. We discovered it as first-time visitors to the Rollright Stones and found it easy to use, very clear and allowing the user to be as superficial or as involved with the provided information as they wish. Several layers of well devised content allow that freedom. Also really loved the two aspects of archaeology and folklore placed side by side for the greater pleasure of visitors. This complementarity of the scientific approach and the storytelling one underlines the human aspect of the site and its relevance to a lot of people throughout the ages. So, in conclusion, congratulations and thank you very much: it's a real success!

Fai clic qui per [rispondere](#) o [inoltrare il messaggio](#)

**SCRIVI**

Posta in arrivo  
Speciali  
Importanti  
Posta inviata  
**Bozze (2)**  
▶ Cerchie  
Notes  
Personale  
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I really enjoy the range of information available on the app. Having a visual map, plus readable information, and an audio guide really made it interactive in a way that I could learn how I wanted to. I like that it gave archaeological and folklore information as well.

SCRIVI

Posta in arrivo  
Speciali  
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**Bozze (2)**

▶ Cerchie

Notes

Personale

Viaggio

Altro ▾



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## Rollright app feedback



Posta in arrivo x



[Redacted name]

3 set (5)

a me ▾



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The app is very good, informative and easy to use, and I know how much hard work has gone into making it accessible to the general public. There is so much more information than on the website. When I have been a warden on site the people who have downloaded it, have found it easy to access and have enjoyed the extra information it provides.



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