

KCG is a simulation modelling consultancy that is currently pursuing the development of simulation models specialized in helping museums predict the effect of COVID-19, social distancing related measures on visitor flow.

We have written previously on the topic via blogs published on our website (you can check these out here), providing generalized guides to determining how to best implement social distancing in museums and cultural spaces without negatively impacting service levels. We are specifically interested studying how organizing visitors into “Bubble Groups” could help museums to enforce social-distancing measures while keeping lines manageable and safe.

We are currently looking for a museum as a pilot museum site for which to do a pro-bono simulation study to show “Bubble Groups” effectiveness. If your organization is interested in being considered for this pro-bono study, please let us know with a cover letter explaining why your museum would particularly benefit from this type of study. Availability of the following information will also be used as selection criteria for any museum hoping to be considered:

General:

- Total area to be simulated including entrance area and/or exhibit gallery should measure less than 10,000 sqft
- PDF or JPEG of area layout must be available
- Visitor venue times: How many hours/minutes an average visitor spend in the museum from entrance to exit of the simulated areas (if data is not available your estimate on the minimum, most likely and maximum times)
- Visitor make-up: Percentage of members vs. non-members who visit on an average day

Regarding exhibits: Exhibits or displays to be modelled must be classified into three “popularity” categories listed below, or similar classification:

- Must see: More than 95% of the visitors want to see
- Significant: About 75%-95% of the visitors want to see
- Least visited: Less than 75% of visitors want to see
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Entrance operations: Please add/delete items to the list below. We plan to use process times for each item from our database unless the museum can provide specific times for their museum:

- Check temperature check
- Security check
- Bag check / drop
- Number of kiosks, information booths, membership desk, ticketing
- Ticket check