

GPS Visitor Mapping Study

Status
Jan. 18-31, 2017

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87 ft

Google Earth

9.1.19.17 21.1.20.17
8.1.18.17
1-16-17 5.1.18.17
10.1.19.17

What This Can Do

Inform Interpretive Strategy

Improve Visitor Flow

Identify Future Wi-Fi Connectivity Hotspots

What This Can't Do

Provide precise data inside the house

Demonstrate intent or sentiment

Automate easy data answers

Design

Fair weather days

LPFs in forecourt enlist volunteer visitors and record demographics in log

Activate recording Trails App

Visitor takes drawstring bag with phone
and returns at end of their experience

LPFs end Trails App tour; Uploads GPS file to Google Drive

Files imported into QGIS and Google Earth

Tools

Five Pre-paid iPhone 5s Devices

Trails Pro App

Google Drive

Google Docs

Google Earth

QGIS

Demographics

Out of 40 Tracks:

Two people per track

1 member

8 local

2 local guiding out-of-town friends

2 children

Visitor Paths

Visitors hug perimeter, then scatter, revisit

Typically clockwise: House -> Sea Arms -> Gardens
But, it depends!

Larger groups have slightly longer dwell times

Member: 2 hours in house; 45 minutes in garden

Overall Time Spent

(very preliminary)

House

Gardens

Total

1/3

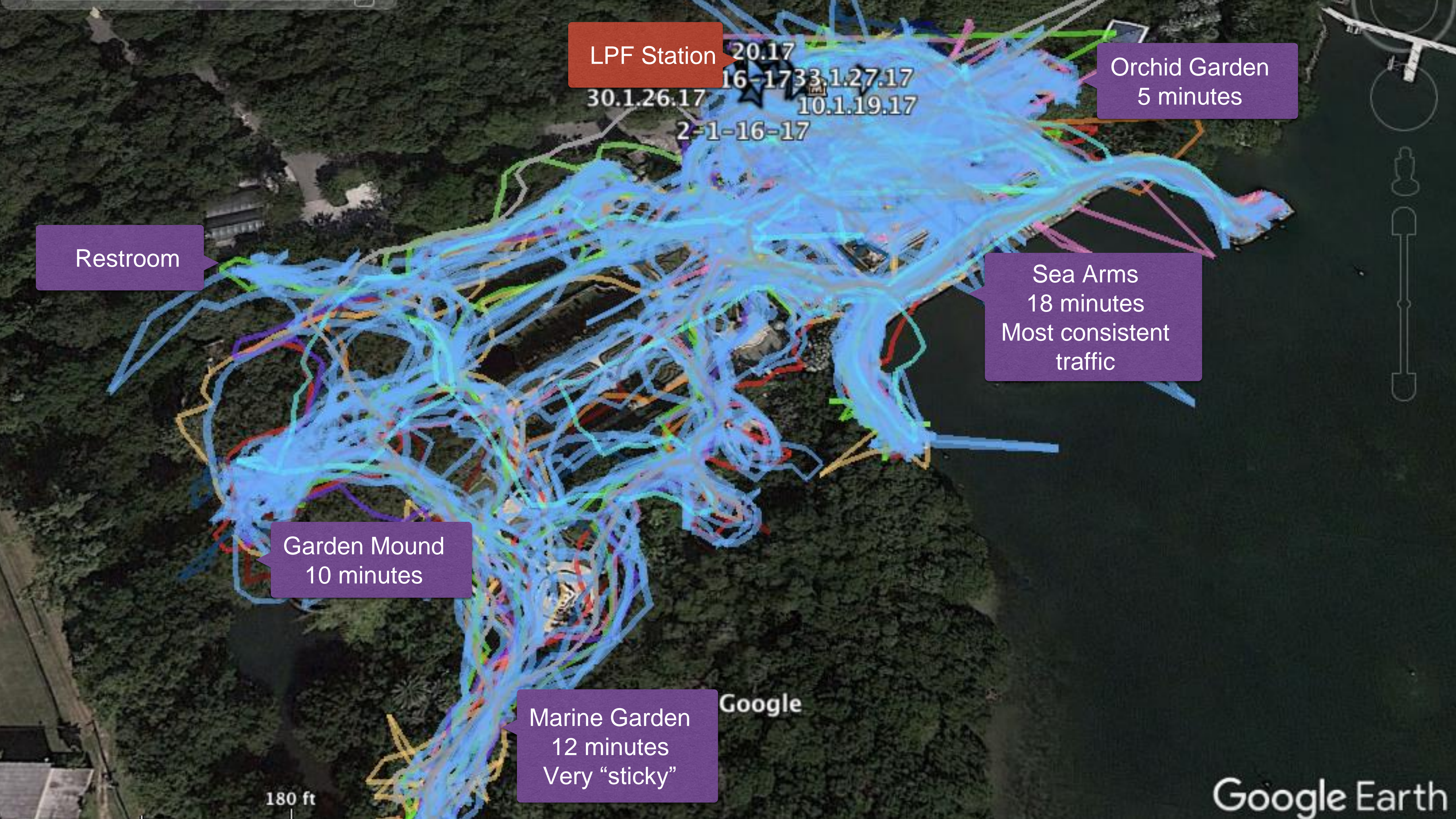
2/3

Average
2:14

People who stay for the longest
visits spend the largest amount of
time in the gardens

Maximum
3:35

Minimum
:52



LPF Station 20.17
16-1733.1.27.17
30.1.26.17 10.1.19.17
2-1-16-17

Orchid Garden
5 minutes

Restroom

Sea Arms
18 minutes
Most consistent
traffic

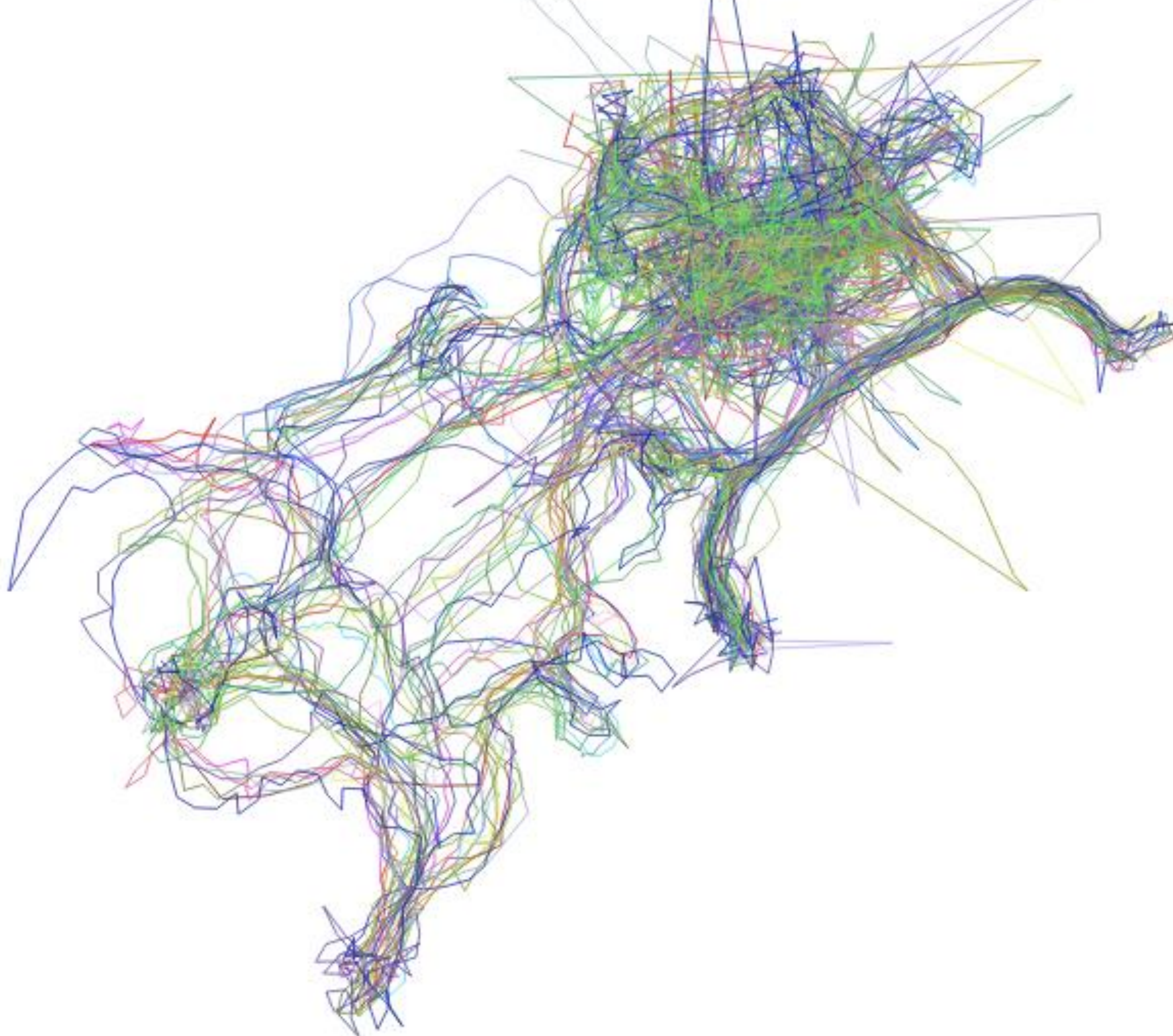
Garden Mound
10 minutes

Marine Garden
12 minutes
Very "sticky"

180 ft

Google

Google Earth



QGIS

Next Steps

Gather 40+ more maps

Enlist GIS expert for deeper data dive

Follow up with observational study