**How does the museum provide for visitor needs?**

The National Maritime Museum attracts a wide variety of customers. Each visitor will have different needs, motivations and expectations for their visit.

**Your task**

For each type of customer find evidence of how the Museum provides for their needs.

|  |  |  |  |
| --- | --- | --- | --- |
| **Customer type** | **School and college groups** | **Visitors who don’t speak English** | **Family groups** |
| Typical needs | Educational value  Activities and facilities especially for school groups  Safety and security | Accessible and understandable activities, information and events | Family activities or special events  Learning in a fun environment  Value for money |

**1. What reasons might this customer have for visiting the Museum? What might their expectation be of the customer service when they get there?**

|  |  |  |
| --- | --- | --- |
| School and college group leader | Visitors with mobility difficulties | Family groups |
|  |  |  |

**2. What products and services does the Museum provide for this customer?**

|  |  |  |
| --- | --- | --- |
| School and college group leader | Visitors with mobility difficulties | Family groups |
|  |  |  |

**3. How does the museum meet their specific needs? Do they exceed expectations?**

|  |  |  |
| --- | --- | --- |
| School and college group leader | Visitors with mobility difficulties | Family groups |
|  |  |  |

**4. Choose one of your customer types. Imagine you’re a journalist working for a specialist heritage attraction publication aimed at this person or group.**

**You’ve been asked to review the National Maritime Museum’s offer and write about the kind of experience your reader could expect when they arrive.**