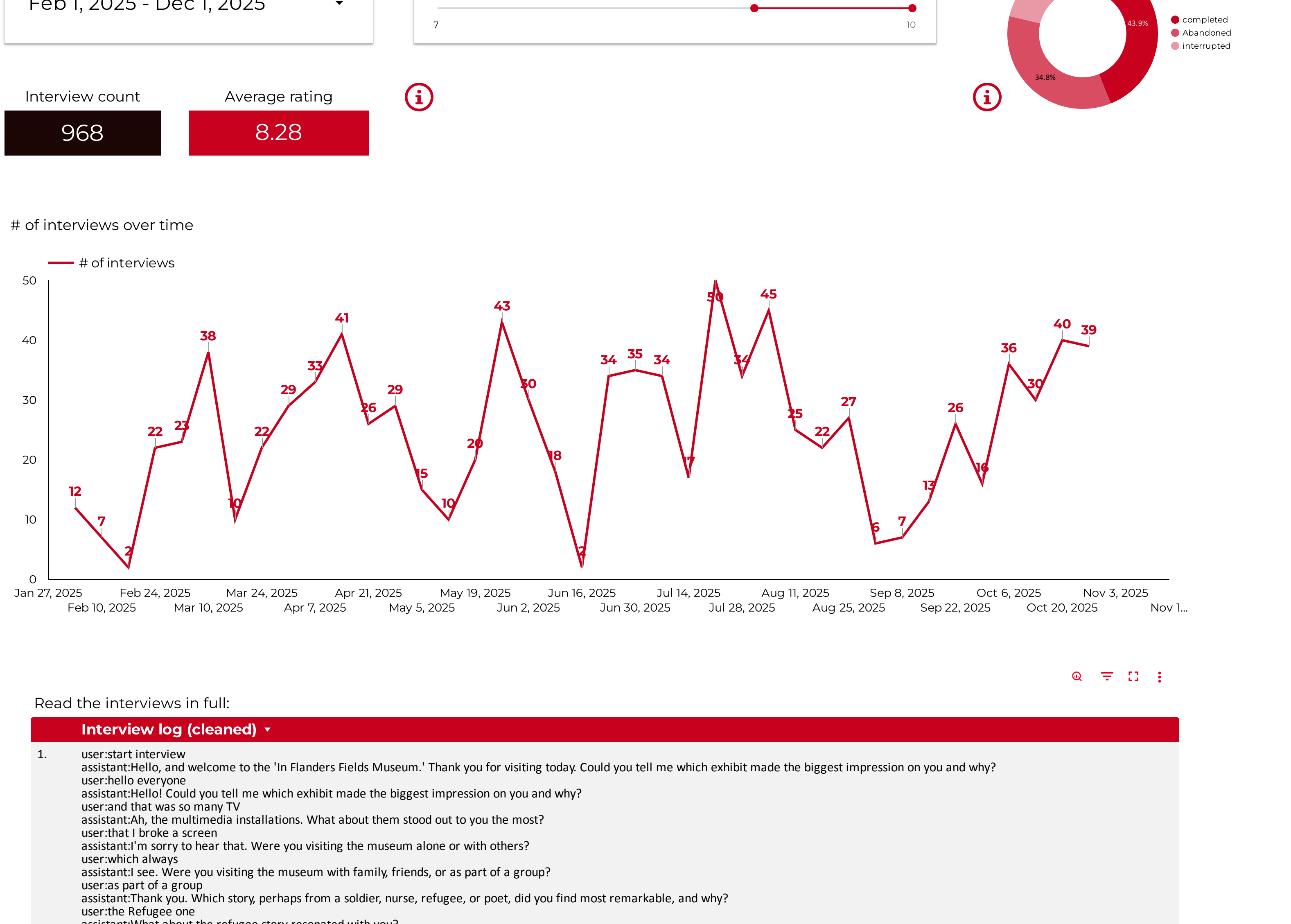




IFFM Interview Report



Read the interviews in full:

Interview log (cleaned) +

1.

user:start interview

assistant:Hello, and welcome to the 'In Flanders Fields Museum.' Thank you for visiting today. Could you tell me which exhibit made the biggest impression on you and why?

user:Hello everyone

assistant:Hello! Could you tell me which exhibit made the biggest impression on you and why?

user:and that was so many TV

assistant:Ah, the multimedia installations. What about them stood out to you the most?

user:that I broke a screen

assistant:I'm sorry to hear that. Were you visiting the museum alone or with others?

user:which always

assistant:I see. Were you visiting the museum with family, friends, or as part of a group?

user:as part of a group

assistant:Thank you. Which story, perhaps from a soldier, nurse, refugee, or poet, did you find most remarkable, and why?

user:the Refugee one

assistant:What about the refugee story resonated with you?

user: cuz they emigrated to our country

assistant:That's interesting. Did your visit to the museum change your knowledge of the First World War, or your perspective on the world and wars today?

2.

user:start interview

assistant:Guten Tag und vielen Dank für Ihren Besuch im 'In Flanders Fields Museum'. Welches Exponat hat bei Ihnen den größten Eindruck hinterlassen?

user:Die Gräben.

assistant:Interessant. Können Sie mir etwas mehr darüber erzählen, warum die Gräben für Sie so eindrucksvoll waren?

user:Mir hat die Modellgröße gefallen, die Darstellung und dass man von der Seite und von vorn reingucken konnte, also der Querschnitt.

assistant:Das klingt beeindruckend. Die Grabenmodelle bieten wirklich eine einzigartige Perspektive. Besuchen Sie das Museum allein oder mit jemandem?

user:Mit jemandem.

assistant:Mit wem waren Sie im Museum: als Paar, mit der Familie oder in einer anderen Gruppe?

user:Mit meiner Frau.

assistant:Welche Geschichte, die Sie im Museum gehört haben, hat Sie am meisten beeindruckt und warum?

Language spoken

47.5%

36%

9.7%

6.8%

• nl-NL

• en-GB

• fr-FR

• de-DE

Language over time

nl-NL

en-GB

fr-FR

de-DE

50

40

30

20

10

0

Jan 27, 2025

Feb 10, 2025

Feb 24, 2025

Mar 10, 2025

Mar 24, 2025

Apr 7, 2025

Apr 21, 2025

May 5, 2025

May 19, 2025

Jun 2, 2025

Jun 16, 2025

Jun 30, 2025

Jul 14, 2025

Jul 28, 2025

Aug 11, 2025

Aug 25, 2025

Sep 8, 2025

Sep 22, 2025

Oct 6, 2025

Oct 20, 2025

Nov 3, 2025

Nov 17, 2025

Group composition

51.8%

20%

8.06%

6.47%

5.32%

4.46%

3.0%

• family

• school

• couple

• friends

• alone

• large group

• other

• large group

Did the IFF museum meet expectations

84.6%

15.4%

• yes

• no

Y/N	Description of expectation	log_id
1. yes	N/A	642d805e-2236-41d5-9671-2b3b88b8f13d
2. yes	N/A	9aaac1e1-5b14-41cf-9b31-c362e4ce1afe
3. yes	The museum certainly met expectations.	32463cc3-56a5-49e2-bf90-1b63997c2c6c
4. yes	The respondent thought everything was perfect.	3bdc1e5f-6c3b-4fa0-b490-1f70048764c
5. yes	N/A	d4d4dc63-05c2-4e08-8c33-d01c09c4de9f
6. yes	It wasn't what was expected, but positively.	cc27a8c3-cb93-4c4c-99ff-bcce522451f4
7. yes	Hit all of my expectations	8e02ef60-6f6e-4b29-9a63-adb799eb8b7b
8. yes	The museum covered all basis.	3b062722-bd2b-43fc-9283-c6249f7a8bd
9. yes	N/A	113f771-59e7-4a04-8adc-bd9572ce2fe9
1... yes	Beautiful tour.	73c379b8-cb2d-4bc7-a564-a588319a4669
1... yes	N/A	09f9eb48-c97-4b2a-b2de-2fbc3e1250d1
1... yes	The user enjoyed the museum.	8899aadd-61dd-4a89-ae10-8a413c401670
1... yes	It was exactly as expected.	e4c42d9-72a7-4967-9273-f4057aaa4621
1... yes	N/A	1c9aa927-473f-4a4f-b7ed-abd33d3aaa75
1... yes	The museum fulfilled all their expectations and provided all the information they wanted.	d5dd0550-542e-4ae2-86ba-0d4d11d8b3bb

1 - 100 / 409

How did the IFFM resonate with visitors?

1. Most impactful objects & stories

Visitors describe what it was in the In Flanders Field Museum that **made an impact on them in terms of both objects and stories**. The interview starts with an open question but when the chosen story or object is unclear or the impact on the visitor isn't understood, more closed follow-up questions are asked.

Most impactful object

23.1%

15.6%

13.9%

12.7%

8.7%

7.3%

5.1%

3.6%

3.4%

6.6%

• film

• weapons

• multimedia_installation

• everyday_object_during_WWI

• art

• personal_belongings_of_war_wil...

• medical_instrument

• maps

• battlefield_artifacts

• Others

Most Impactful Object	Description
1. weapons	Retrieved weapons from war
2. weapons	How they looked
3. weapons	Flash
4. weapons	dat grote geweer
5. weapons	la mitraillette
6. weapons	craftsmanship with skillful
7. weapons	Gas masks
8. weapons	Mitrailleuse, never seen before
9. weapons	Shells
10. weapons	Kanone
11. weapons	Kanonnen omdat ik dat interessant
12. weapons	Original weapons still present
13. weapons	Hey torpedo
14. weapons	Functie en verschijning

1 - 100 / 530

Most impactful story

31.3%

19.7%

15.8%

11.9%

6.3%

6%

4.8%

3.6%

3.4%

6.6%

• medical_care

• civilian_stories

• soldier_stories

• personal_loss

• trench_life

• moments_of_humanity

• refugee_experiences

• weapons_impact

• no_opinion

• Others

Impactful Story topic	Description
1. weapons_impact	The arm the soldier lost was impressive.
2. weapons_impact	Story about shooting horses.
3. weapons_impact	The story was about poison gas.
4. weapons_impact	Knives and bombs were cool.
5. weapons_impact	The Australian sniper got 150 confirmed kills.
6. weapons_impact	Story about the man who designed chlorine gas.
7. weapons_impact	The impact of weapons resulted in many deaths.
8. weapons_impact	Story of chemical weapons development professor.
9. weapons_impact	Stories about gas warfare.
10. trench_life	Soldiers fighting and walking around with guns.
11. trench_life	A soldier couldn't handle the moaning men.
12. trench_life	The respondent liked the trenches.
13. trench_life	Soldiers sing while rats eat.
14. trench_life	Men with kak in hand story
15. trench_life	Forcex on the trench exhibit

1 - 100 / 292

2. Worldview

Visitors share whether their **view on war** changed and how it changed. They talk about the impact of the In Flanders Field Museum on their current worldview.

Did visitors view change about war

74.4%

22.4%

3%

• yes

• no

• no_opinion

• maybe

change_mind_about...	change_mind_about_war_how	log_id
1. yes	It changed the perspective on how attacks and artillery happened and that people still need to wage war.	7ea05d4b-861a-4684-9c8c-c4e031a79ef
2. yes	The museum made the respondent realize the relevance of nationalism's poison today.	cebbdc2a-8530-4d5c-8388-5ca5b3af6a3f
3. yes	It was very educational.	827b0c34-8649-4f34-901c-d1b6364b113
4. yes	The respondent learned a lot about history and wars.	9f0bc4d0-c4da-457a-a817-37b210ba78ff
5. yes	Visitor wanted more information about their great grandfather's burial.	bb793990-3e06-41da-86c0-d4d3fbcdbff
6. yes	N/A	8f47291d-9ffc-40aa-8e1d-89eaeade0f13
7. yes	N/A	75e67755-e56b-4dfa-adbc-76828806ee7
8. yes	N/A	dbcccd49-272a-4fae-a2db-8ff47a79ec77
9. yes	The visit sparked an interest in the war.	5acda549-d50b-40cc-8a34-2adb1853ade
1... yes	N/A	c0a770e5-f39d-499c-a30e-50e3f616d65f
1... yes	They have more respect for the soldiers who died.	44ae265e-311a-430a-8791-bd64c7d8af7f
1... yes	It broadened my perspective.	8b16c247-6c6d-49a5-9a11-a4cf55230ee
1... yes	More information about World War One.	ed62e23a-9c9b-4bc4-b195-40ac31cfd5cd

1 - 437 / 437

3. The future

What did visitors want to **know more about** and what sparked their curiosity.

What visitors want to know more about

24.6%

15.5%

14.8%

9.2%

9.2%

9.2%

7.7%

5.7%

3.5%

2.8%

• soldier_stories

• daily_life_at_front

• postwar_aftermath

• civilian_life

• battle_strategies

• international_roles

• medical_history

• refugee_experiences

• weapons_impact

• Others

Topic they want to know more about	More specifically
1. civilian_life	Information about how the war impacted families, children, and citizens.
2. N/A	more music please
3. international_roles	They want to know more about the Chinese digging trenches.
4. battle_strategies	More detail about the underwater things from the inundation of the iron plain.
5. battle_strategies	More about vehicles used like tanks and trucks.
6. soldier_stories	The user wants to read more about soldiers in the first line.

1 - 100 / 151

Suggestions for improvement

30.9%

21.6%

19.6%

10.8%

7.7%

5.7%

3.5%

2.8%

• interactivity

• availability_information

• accessibility

• realism

• context

• multimedia

• navigation

• weapons

• diversity

Improvement topic	more specifically	log_id
1. N/A	N/A	d9e9454-baef-4a94-8364-7c56540c5683
2. context	Being in World War Two or one.	8dd5d70-17bc-4b11-0502-6457b2a9a0ff
3. N/A	N/A	c4a8e028-72a0-40bb-ba01-6457b2a9a0ff
4. N/A	N/A	3c83874a-ee46-4a54-9c3a-58e3108820bb
5. accessibility	Audio tour should be free.	18b060ae-6ce5-476b-8989-8af1ff43ccfa
6. interactivity	Make it more interactive for children who don't like to read.	63bc3447-b215-47f8-ae82-845ec2f49b66

1 - 100 / 968