

The Art Gallery of Ontario is among the most distinguished art museums in North America with more than 90,000 works of art.

“QuickTapSurvey is an efficient and modern tool to survey visitors at the gallery. It eliminates the need for paper and web surveys, while reducing our workload.”






Keri Ryan, Associate Director  
Interpretation and Visitor Research

**Challenge:** Conduct visitor surveys without paper

**Results:** Significantly improved research process

### Key Customer Benefits

-  Accurate and efficient
-  Easy to use
-  No internet required



### The Challenge

- Find a modern survey tool to conduct quantitative visitor research.
- Avoid using paper and reduce errors due to manual data entry.
- Provide researchers with a streamlined and easy to use tool.

### The Solution

- Use QuickTapSurvey on an iPad to intercept visitors as they exit an exhibition.
- Allow researchers to engage with visitors through an interactive survey experience.
- Instantly generate graphical reports and charts to easily interpret data.

### The Results

- The attractive survey screens appeal to visitors and increase the response rate.
- Significant time and energy is saved by eliminating manual data entry.
- Survey results directly inform programming and exhibition decisions.