

## USDC Front-end Evaluation - Interview Guide:

*Hello. Today we're talking to people about a new museum that is going to be built here in Washington, DC. Do you have a few minutes to share your thoughts on some of the themes and exhibits they are planning to include? Great, thank you!*

1. Before I tell you what the new museum is, please tell me what comes to mind when you see this word? [Show card with "diplomacy" written on it].

*(Probes: Who uses it? What does it involve? Why might it be important or useful?)*

*Follow-up: What kinds of things do you think diplomats do? (Probe: What else?)*

2. So, the new museum is being built by the Department of State and it will be called the United States Diplomacy Center. Please rank the following topics in order of how much they would appeal to you:

- \_\_\_ Significant diplomatic events in world history
- \_\_\_ The history of diplomacy in the United States
- \_\_\_ Places where U.S. diplomats engage in diplomacy
- \_\_\_ The issues on which U.S. diplomats work
- \_\_\_ What it's like to be a professional diplomat
- \_\_\_ How the work of the State Department affects you personally

3. We would like people to answer a question about the terms that people will read as they enter the museum. These are diplomacy, diplomat, ambassador, embassy and passport. We would like to find out if these terms would help orient them, be interesting, be confusing or any other perception. We would like these terms (or other, better terms) to welcome our visitors and ground them in the museum (i.e. "You are now entering a museum about diplomacy.").

- 4.a) The museum plans to display a wall of flags of all the countries with which the United States has diplomatic relations. As visitors walk along the wall, each flag will reveal a hidden image relating to the nation it represents. What image would you be most interested in seeing? (Please choose only one)

- a. A person or group of persons from that nation
- b. A diplomatic scene taking place in that nation
- c. A landscape or landmark from that nation

- 4.b) At the wall of flags, visitors will also be able to find out more about the country/countries that interest them. Some of the things they could find out about are listed below. Please rank these topics in the order of how much they sound appealing to you:



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