APPLICATION 01

Improve the arrival.
Keep the commitment small.

Harth / visitor experience decision / 02 February 2027

COMPLETED DECISION

> Retain the reversible arrival guide for four weeks. Do not approve the second ticket desk from this evidence.

THE ASSIGNMENT

The director sees visitors stopping near the entrance and asks whether a second ticket desk is needed. Review one entrance and the first ten minutes of arrival. Keep the assisted route available, preserve staffing and avoid permanent building work.

Existing route: orientation requests 35.0%



14 of 40 groups in the pilot comparator windows.

Revised guide: orientation requests 15.0%



6 of 40 groups. Observed difference: 20 percentage points. Not a causal estimate.

Owner: Mira Vale, Visitor Experience Lead. Method v2.0. Retrospective review under v2; pilot rules were recorded before the pilot on 20 January.

SOURCE INPUTS / CONSTRUCTED RECORDS

Follow the denominator.

All observations below are synthetic. Source IDs connect this record to the decision and editable CSV files.

H-OBS / FIRST REQUEST PER ARRIVING GROUP

Window / Jan 2027	Groups	Orient.	Ticket	Access	None
H01 / 11	20	8	2	1	9
H02 / 12	20	6	3	2	9
H03 / 13	20	5	2	2	11
H04 / 14	20	7	2	1	10
H05 / 15	20	4	3	2	11
H06 / 16	20	6	2	2	10
Total	120	36	14	10	60

Categories are mutually exclusive first requests, not individual people or waiting times. Orientation requests outnumber ticket requests; that weakens a capacity-only explanation.

H-PILOT / SEQUENTIAL, NON-RANDOMISED WINDOWS

Window / Jan	Condition	Groups	Orient.	Unres.	Assisted
HP01 / 22	Existing route	20	8	2	2
HP02 / 22	Revised guide	20	3	1	2
HP03 / 23	Existing route	20	6	2	1
HP04 / 23	Revised guide	20	3	1	2

Orientation and unresolved enquiries may overlap. Assisted-request counts do not establish equitable access. H-OBS: 16 Jan; H-PILOT: 23 Jan. Source files: harth-observations.csv and harth-pilot.csv.

EVIDENCE REGISTER / JUDGEMENT

The signal is not the whole explanation.

Source notes and local constraints are retained with the client application, not copied into the generic method.

H-NOTE / 2027-01-18 / CONSTRUCTED STAFF NOTE

Staff describe the entrance sign as visible from the door but not from the side approach. The assisted route must remain available on request. A ticket-related request does not prove capacity is exhausted.

H-RULE / 2027-01-20 / AUTHORED DECISION-RULE NOTE

Mira records the reversible guide test: at least a 10 percentage-point reduction in orientation requests, no more than 10% unresolved enquiries in revised-guide windows, spend no more than £900, and a walkthrough confirming the assisted route remains available. Retain for four weeks only if all conditions hold; otherwise revise or stop.

H-CHECK / 2027-01-23 / AUTHORED WALKTHROUGH AND COST RECORD

Mira and the duty host walk the assisted route, confirm signage does not obstruct it and retain staff assistance. Printed guides and temporary signs cost £650. This is a narrow route check, not an accessibility audit.

COUNTEREXAMPLE

> Visible friction could look like a ticketing problem, yet orientation requests outnumber ticket requests 36 to 14. This weakens the ticket-desk explanation; it does not prove every delay is caused by signage.

REASONING

Orientation requests fell from 35% to 15% across the two conditions, an observed 20-point difference against a 10-point criterion. Revised-route unresolved enquiries were 5%, within the 10% limit. The £650 spend is below £900 and the assisted route was checked. Together these justify a bounded continuation, not a permanent investment or causal claim.

DECISION NOTE / NEXT REVIEW

A bounded next step.

One method; a different decision. The next action follows the evidence available for this assignment.

Response considered	Reason for the choice
Keep the current arrival route	No spend, but orientation friction remains unaddressed. Keep it as the comparator, not the preferred next action.
Retain the revised guide for four weeks	Reversible and within the spend limit. The bounded result meets the pre-recorded criteria; continue monitoring rather than declaring a general improvement.
Build a second ticket desk	A larger, less reversible commitment. Only 14/120 first requests concern tickets; the available evidence does not establish a ticket-capacity problem.

NEXT ACTION

Mira reviews another 80 arriving groups by 2 March 2027. Stop or revise if the assisted route is obstructed or unresolved enquiries exceed the agreed limit. Any permanent fit-out requires a separate capacity and access study.

LIMITS OF THE CONCLUSION

Only 80 groups across four non-randomised windows. Time of day, visitor mix and staff behaviour may differ. Unresolved enquiries and orientation requests can overlap and must not be added as unique groups. Assisted-request counts do not demonstrate equitable access.

REUSABLE METHOD LESSON

Classify the observed friction before treating it as a capacity problem. Use a reversible intervention with a dated decision rule and explicit constraints.

KEEP WITH THIS ASSIGNMENT

Museum entrance geometry; Mira Vale; 120 and 80 group samples; £650 spend and £900 cap; 10-point and 10% thresholds; Exact review dates and private donor context.