

Creating the Customer Experience Observation Worksheet

For use with UT Extension Publication W361 available online at <https://tiny.utk.edu/Experience>.

Megan Bruch Leffew, Marketing Specialist

Farm Name: _____

Creating the Experience

Creating meaningful experiences for visitors is not simply about entertaining them, it is about engaging them.

How does the operator...?
1. Create ways for visitors TO BE?
2. Create things for visitors TO DO?
3. Create opportunities for visitors TO LEARN?
4. Create opportunities for visitors TO HAVE FUN?

Telling the Story

Through purposeful planning and attention to detail, farms can tell their story and help visitors to have positive, fun and enjoyable experiences.

How does the operator...?
1. Theme the experience?
2. Provide positive cues?
3. Eliminate negative cues?
4. Mix in memorabilia?
5. Engage all five senses through: <ul style="list-style-type: none"> a. Sights? b. Sounds? c. Smells? d. Touch? e. Tastes?