

# **Understanding Our Audiences**

## The Whitney's Website Visitor Survey and Its Broader Context

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# Website segmentation in the museum sector

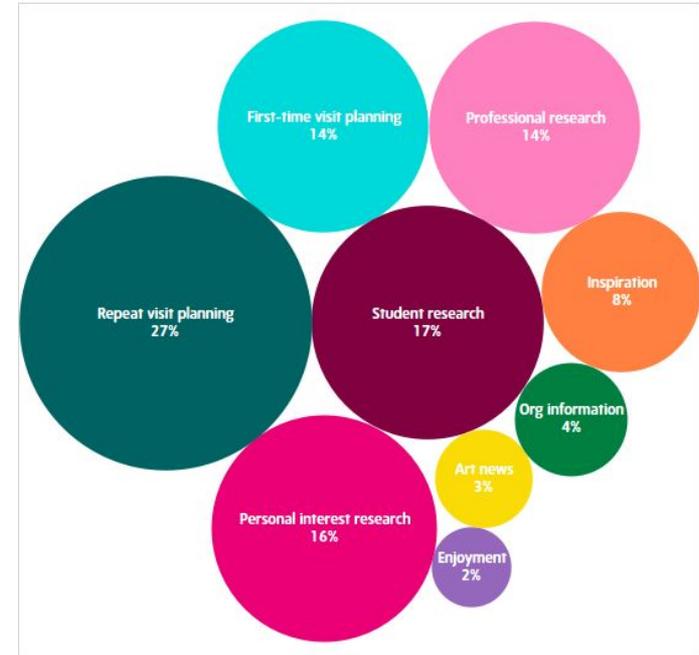
*Set of variables or characteristics used to assign potential users to homogenous groups.*

(Michel Wedel & Wagner A Kamakura, 2000)



*Crowd of People Looking at the Festival Dance at the Front of Futaara Shrine by Kubo Shunman*

# Tate - Website user segmentation



<https://mw2015.museumsandtheweb.com/paper/finding-the-motivation-behind-a-click-definition-and-implementation-of-a-website-audience-segmentation/>

# Tate - Website user segmentation

## Personal Interest Research

16%

Intellectually motivated and have no academic or professional connection with visual art or museums

*'To learn about the inspiration that went into the creation of various works of art'*

### WHY

To learn, gain knowledge, and gather information. They are art hobbyists who come to the website for a learning experience.

### ARRIVE

Google searches related to art terms and information rather than Tate specific searches.

### WHAT

Art & artists, search for artworks and artists and read associated text

### NEEDS

Specific information and to search on the online collection.

### BEHAVIOUR

Methodical, but don't always know what they are looking for and have a less structured agenda than the other research segments. Navigation is unwavering, and doesn't stray too far from the beaten track.

### OPPORTUNITY

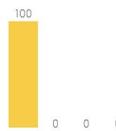
Create resources, layered content and packaged experiences for their generalist art knowledge.

Knowledge of art



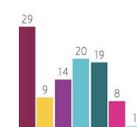
■ Little knowledge (11%)  
■ General knowledge (80%)  
■ Specialist (9%)

Vocational connection



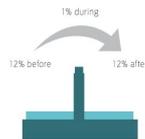
■ No  
■ Yes, studying  
■ Yes, teaching  
■ Yes, professional

Age



■ 16-24  
■ 25-34  
■ 35-44  
■ 45-54  
■ 55-64  
■ 65-74  
■ 75+

Gallery visit



25% related to the visit

Website visit frequency



■ First time (12%)  
■ Regular (58%)  
■ Lapsed visit (10%)

Participation



Location

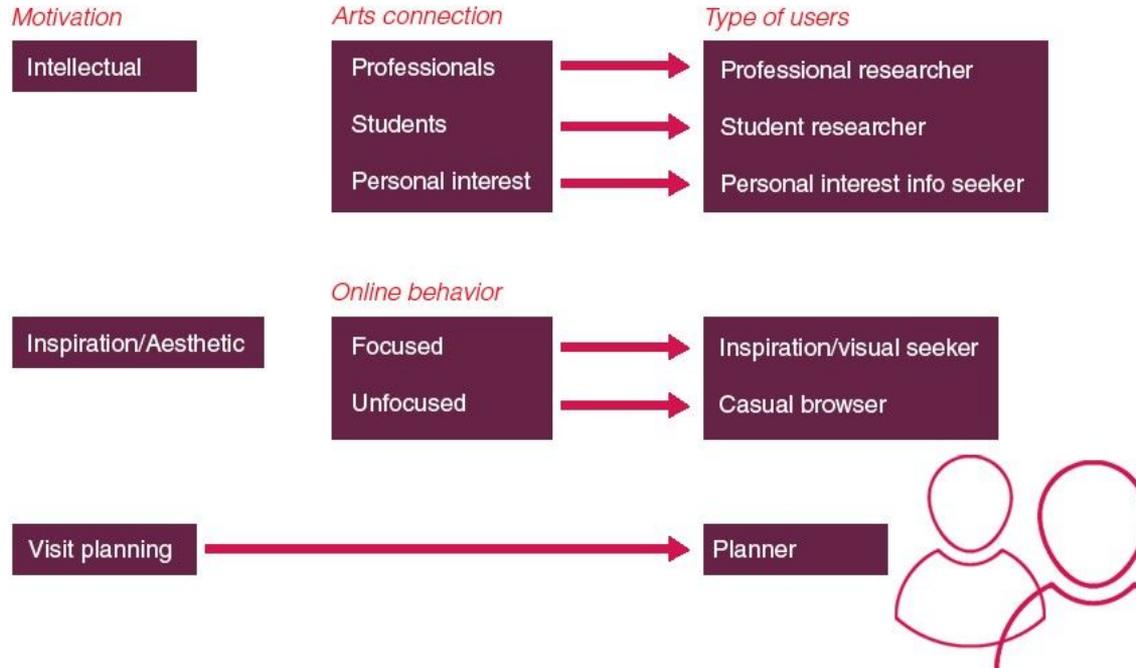


UK – 60%  
Overseas – 40%

Shop



# The Met - Online Collection



<https://www.metmuseum.org/blogs/collection-insights/2017/online-collection-user-research>

Museum	Segments	Reference
Minneapolis Institute of Arts Brookfield Zoo Bell Museum of Natural History One Colonial Williamsburg	Planning trip Searching for information Teacher assigned Teacher research Looked interesting	Goldman, and Schaller (2004)
Indianapolis Museum of Art	Plan a visit to the museum Find information for professional purposes Find info for personal interest Engage in casual browsing Make a transaction	Filippini Fantoni, Stein, Bowman (2012)
Group of 21 museums in the UK as part of the Let's Get Real action research project	Plan a visit Find info for research or professional reasons Find info for personal reasons Casual browsing without looking for something specific To book for an exhibition or event, or buy something	Malde, Finnis, Kennedy, Ridge, Villaespesa, and Chan. (2013)
National Museum website visitor motivation survey (US)	Explorer Facilitator Experience Seeker Professional/Hobbyist Recharger	Spellerberg (2016)
National Liverpool Museums	General Public Non-Professional Student Academic Teacher Museum Staff	Walsh, Hall, Clough, Foster (2017)
Science Museum (UK)	Studying school Studying University Teaching Personal interest Professional interest	Fildes (2018)

<http://bit.ly/museumwebusers>

# Benefits

- User-centered focus
- Creation of an internal language
- Personalized experiences
- Content audit and planning
- Informs strategy



# National Museum Website Visitor Motivation Study

Art21 ○ Art Gallery of Ontario  
Aspen Art Museum ○ Chicago Architecture Foundation  
Chinese American Museum Los Angeles ○ Clockshop  
Clyfford Still Museum ○ Contemporary Art Museum St. Louis  
de Young Museum ○ Hammer Museum  
Houston Center for Contemporary Craft  
Institute of Contemporary Art/Boston ○ Illinois Holocaust Museum  
Legion of Honor ○ The Menil Collection  
Museum of Contemporary Art Denver  
Nasher Museum of Art at Duke University  
Nasher Sculpture Center ○ Portland Art Museum  
Museum of Applied Arts and Sciences  
Santa Cruz Museum of Art and History ○ Warhol Museum  
Yerba Buena Center for the Arts

## **Explorer**

The need to satisfy personal curiosity & interest in an intellectually challenging environment

## **Facilitator**

The wish to engage in a meaningful social experience

## **Experience Seeker**

The aspiration to be exposed to the things and ideas that exemplify what is best and most important within a culture or community

## **Professional or Hobbyist**

The desire to further specific intellectual needs in a setting with a specific subject matter focus

## **Recharger**

The yearning to physically, emotionally, & intellectually recharge in a beautiful and refreshing environment

# CLYFFORD STILL | MUSEUM

Visit

What's On

Clyfford Still

Museum



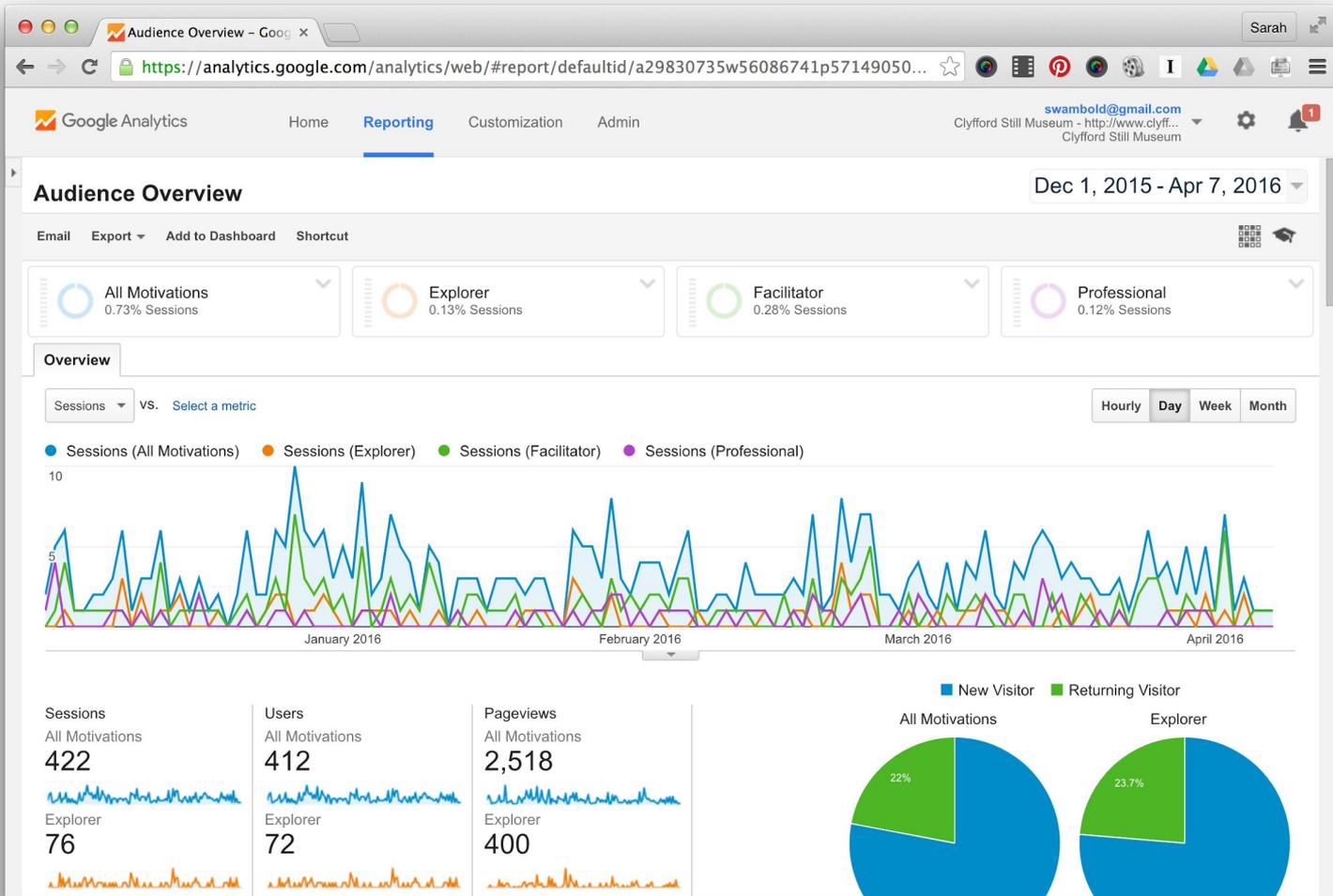
ANSWER ONE QUESTION. IMPROVE OUR WEBSITE.

CLOSE X

TODAY, I'M VISITING THE CLYFFORD STILL MUSEUM WEBSITE:

FOR INSPIRATION.  
TO LEARN SOMETHING NEW.  
TO PLAN AN ACTIVITY FOR MY FAMILY/FRIENDS.  
BECAUSE THE CLYFFORD STILL MUSEUM WAS RECOMMENDED TO ME.  
FOR PROFESSIONAL REASONS.

WHAT IS THIS?



# The Whitney's Methodology

# Pilot study: Visitor Motivation Survey (March 2018)

Whitney Museum of American Art

VISIT

EXHIBITIONS

EVENTS

ART & ARTISTS

LEARN

SHOP



BUY TICKETS

BECOME A MEMBER



**BECOME A MEMBER**  
SKIP THE LINE

JOIN NOW

**BUY TICKETS ONLINE**  
SAVE TIME

**Adults**  
\$25

Why did you come to whitney.org today?



- I enjoy experiencing art
- I want to find ways to get involved (membership, jobs, etc.)
- I want to learn about American and contemporary art
- I am preparing for my first visit
- I am planning to visit again
- I am an artist or creative looking for inspiration
- I am an academic looking to conduct research

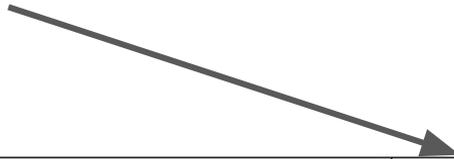
What is this?

**TOMORROW AT THE WHITNEY**

# Google Analytics - Event tracking

**Event tracking** allows sending the survey responses to Google Analytics. Components:

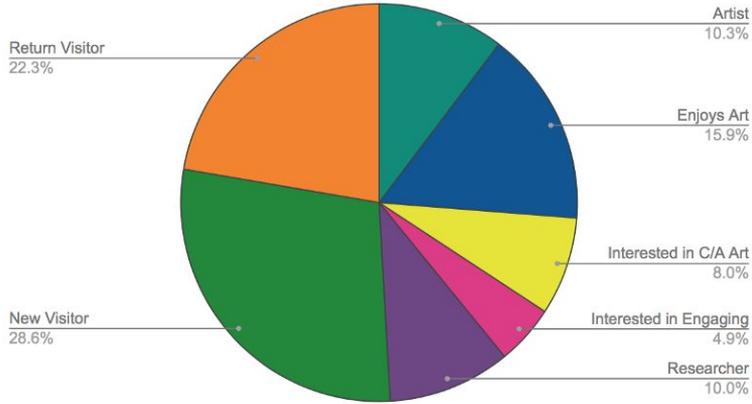
- Event category: Name of the survey (VMS)
- Event action: Survey action (view, close, click)
- Event label: Response



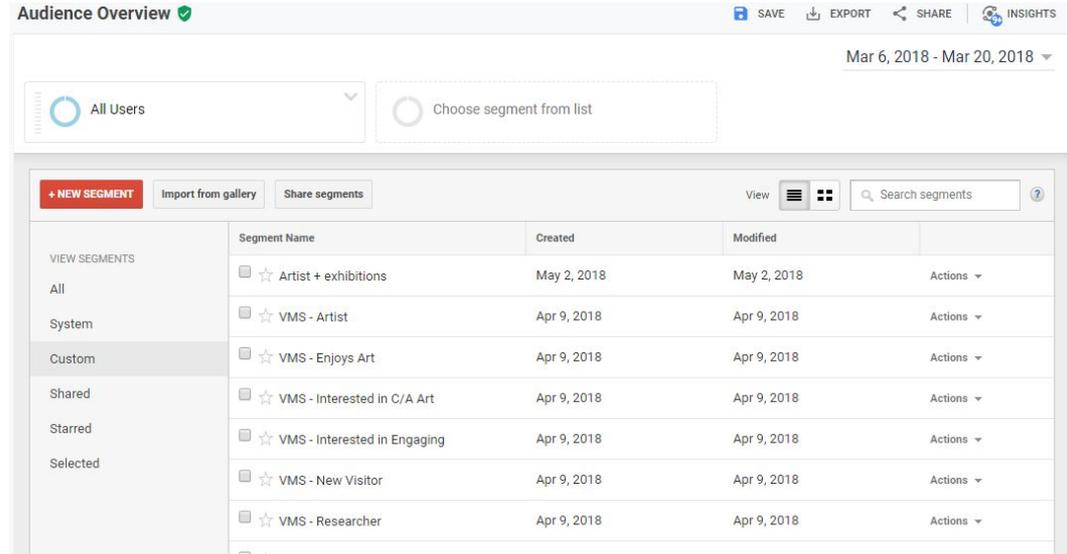
<i>Motivation</i>	<i>Question</i>	<i>Short code</i>
New visitor	I am preparing for my first visit	new
Returning visitor	I am planning to visit again	return
Explorer	I enjoy experiencing art	art
Professional researcher	I am an academic looking to conduct research	research
Learner	I want to learn about American and contemporary art	contemporary
Artist	I am an artist or creative looking for inspiration	artist
Opportunity seeker	I want to find ways to get involved (membership, jobs, etc.)	engage

# Segmentation on Google Analytics

Sessions per Segment



Survey results (N=11,8K)



Google Analytics segments

# Data collection and analysis (GA metrics)

## Audience profile

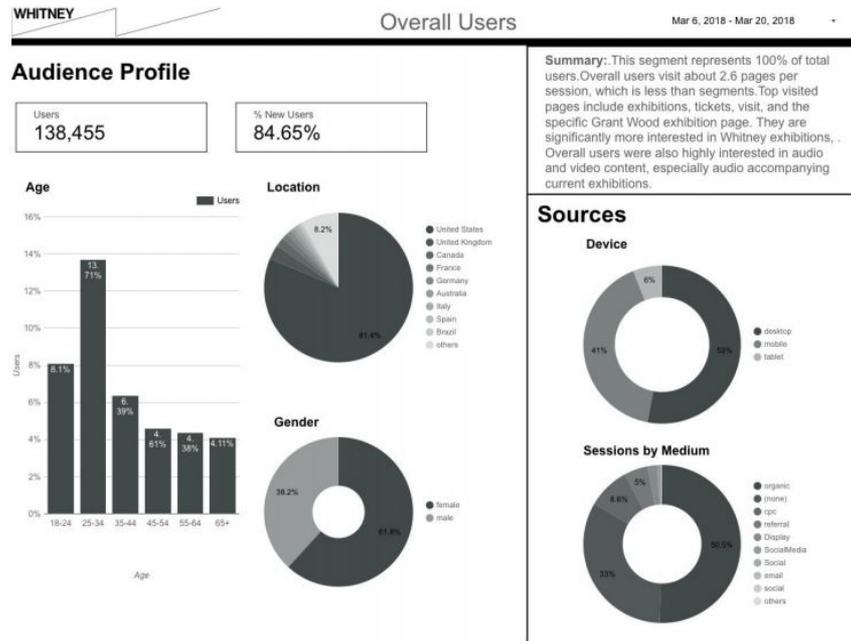
- Age
- Gender
- Location
- Devices used to access the site
- Medium/sources
- New/returning visitors

## Behavior & Content

- Page views
  - Exhibition pages
  - Object page
- Pages/session
- Avg. session duration
- User actions:
  - Audio
  - Video

# Data Visualization (Google data studio dashboards)

## Demographics



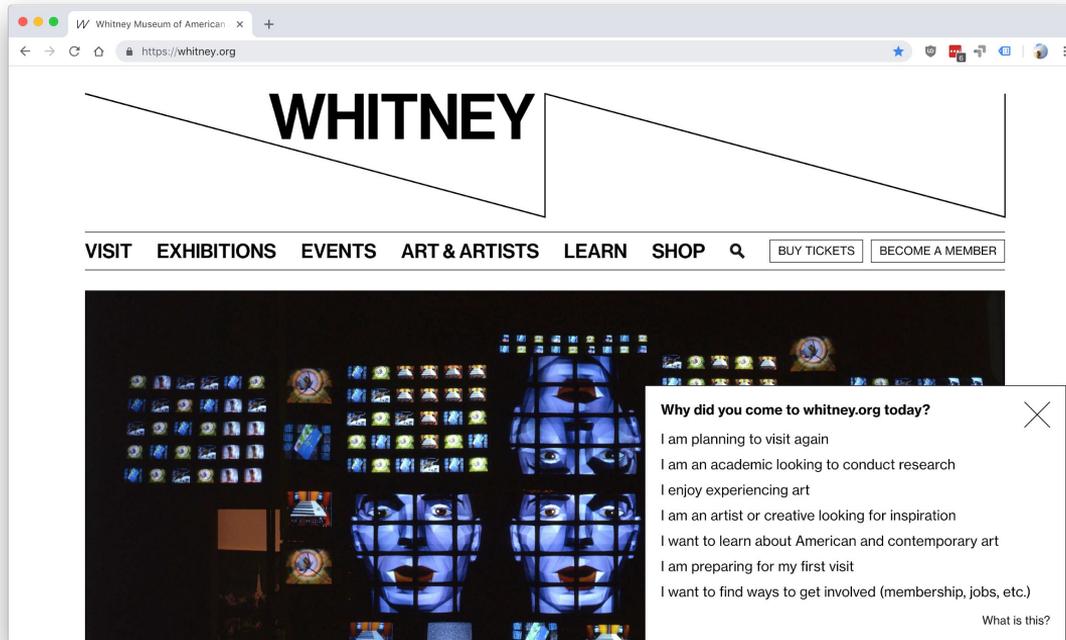
## Content Interactions



# Reflections on the methodology and tools

- Powerful mixed method approach (behavior + motivations)
- Easy tool integration
- Tool updates
- Metric selection challenge
- Limitations: Sampling on GA

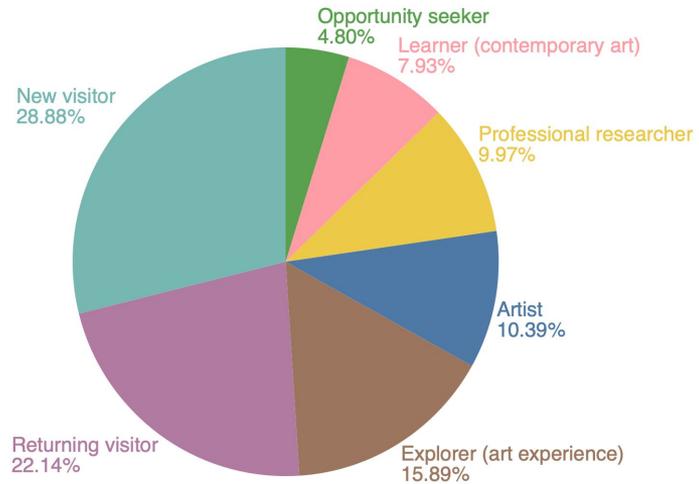
<http://bit.ly/whitneysurveymethod>



**~12k responses over 2 weeks**  
**~7% response rate**

# Whitney VMS 1

Spring 2018

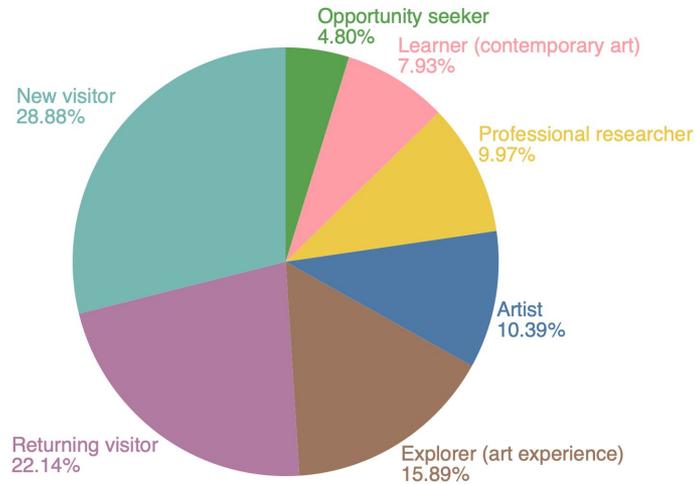


# Whitney VMS 1: **Key takeaways**

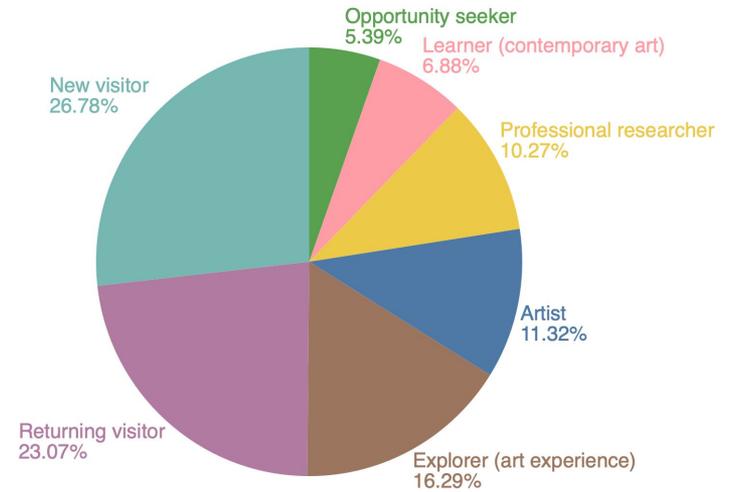
- **New and returning visitors closely reflect museum attendance**
  - 57% of new/returning respondents were said they were planning their first visit
- **New visitors are the most likely to view ticketing**
  - 2x the rate of returning visitors
- **Artists, Researchers, and Learners are more likely to be international**
  - 1/3 researchers are visitor whitney.org from outside the US
  - 20% of our total audience is international
- **Learners listen to the most audio**
  - 4.3%, compared to the site avg. of 0.6%
- **Artists watch the most video**
  - 4.8%, compared to the site avg. of 1.9%

# Whitney VMS 1 + 2

Spring 2018



Fall 2018



# Whitney VMS 2: **Key takeaways**

- **Segmentation responses closely matches those of VMS 1**
  - All within 2.1% of their previous rates
- **Ecommerce rates increased for Whitney faithful**
  - Coinciding with pushes for the (then) upcoming Warhol exhibition
- **[that's it]**

# Limitations and food for thought

- **Significant intersectionality and segment overlap**
- **Difficulties in interpreting the data**
- **Widespread UX impact**
- **Actionable outcomes not always clear**

# Follow ups: Limited surveys with limited aims

## Visit page

The screenshot shows the Whitney Museum of American Art website. The navigation bar includes 'VISIT', 'EXHIBITIONS', 'EVENTS', 'ART & ARTISTS', 'LEARN', and 'SHOP'. Below the navigation, there are buttons for 'BUY TICKETS' and 'BECOME A MEMBER'. The main content area features a large video player with a play button and a 'Watch later' link. To the right of the video, there are sections for 'BECOME A MEMBER SKIP THE LINE' with a 'JOIN NOW' button, and 'BUY TICKETS ONLINE SAVE TIME' with pricing for adults (\$25) and seniors (\$18). A survey question is displayed: 'Are you planning to visit the Museum?' with radio button options: 'Yes, today', 'Yes, this week', 'Yes, in the future', 'Not sure/undecided', and 'No'. A 'What is this?' link is at the bottom right of the survey.

## Audio guides

The screenshot shows the Whitney Museum of American Art website's audio guide page for 'DAVID WOJNAROWICZ: HISTORY KEEPS ME AWAKE AT NIGHT'. The navigation bar is the same as the 'Visit' page. Below the navigation, there are buttons for 'BUY TICKETS' and 'BECOME A MEMBER'. The main content area features a large heading for the audio guide, a language dropdown menu set to 'ENGLISH', and a quote from Emily Roysdon: 'In no uncertain terms, David Wojnarowicz was the first artist that made me think that I could also be an artist.' Below the quote, there is a section for 'Hear from artists, curators, and scholars about selected works from the exhibition. Read the condensed and edited interview with Nan Goldin about her friendship with David Wojnarowicz and the exhibition she curated at Artists Space in 1989.' A survey question is displayed: 'Did you see this exhibition in person?' with radio button options: 'No, I haven't seen this exhibition' and 'Yes, I saw it at the Whitney'. A 'What is this?' link is at the bottom right of the survey.

How does this fit into our wider strategy?

# ...it's another tool in the toolkit

<b>Web analytics</b>	Google Analytics Social media analytics Marketing analytics
<b>A/B testing</b>	Google Optimize
<b>User testing</b>	Internal External
<b>One question surveys</b>	Google Analytics Tag Manager Google Forms
<b>Heat mapping</b>	Crazy Egg
<b>Scroll tracking</b>	Google Analytics
<b>Comparative analytics</b>	Industry benchmarks Peer institutions

When in doubt, just ask.

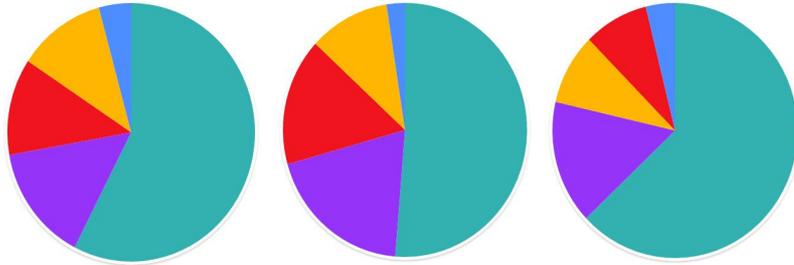
# Visitor Motivation Data in Aggregate

23 institutions / 513 weeks of data / 72,585 records



- Facilitator**  
To plan an activity for my family/friends
- Professional**  
For professional reasons
- Explorer**  
To learn something new
- Recharger**  
For inspiration
- Seeker**  
Because the museum was recommended to me

## ENCYCLOPEDIA ART MUSEUMS

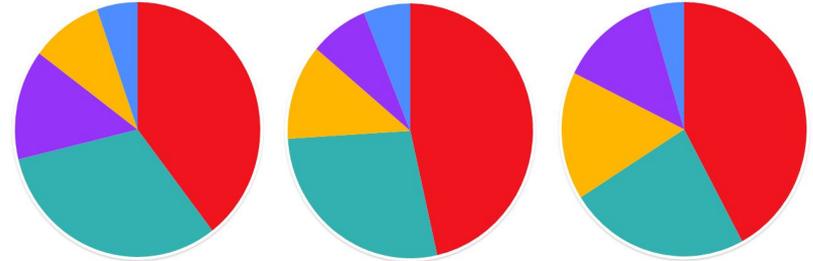


Portland

AGO

de Young

## COMMUNITY-CENTRIC ORGS

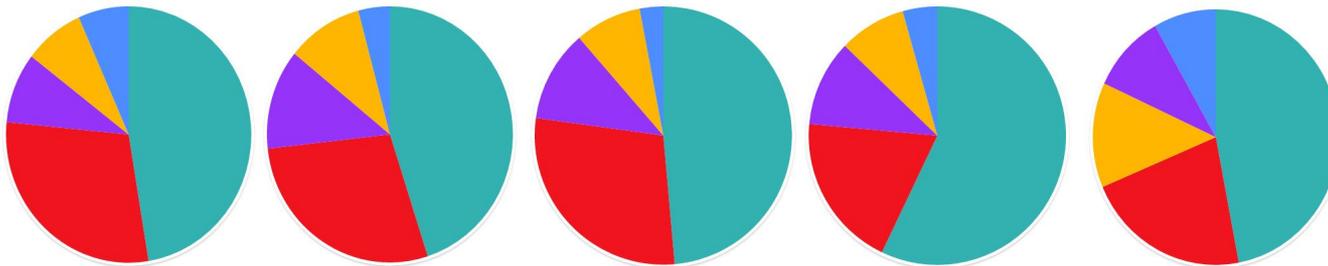


Santa Cruz MAH

Houston Craft

Aspen

## CONTEMPORARY FOCUS



CAMSTL

YBCA

Nasher Sculpture

ICA Boston

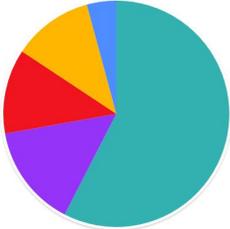
MCA Denver



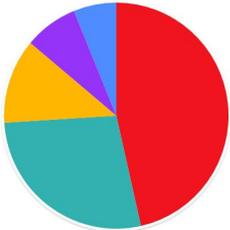
# CLYFFORD STILL MUSEUM (VMS)



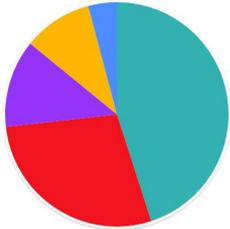
CSM



Encyclopedic



Community Centric



Contemporary

- Facilitator
- Professional
- Explorer
- Recharger
- Seeker



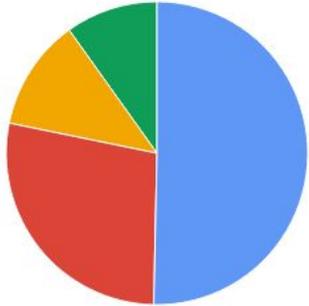
WYSEFORD SCHOOL DISTRICT

1000

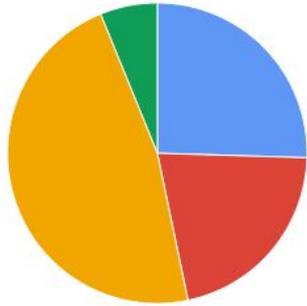


# SITE CONTENT BY MOTIVATION (CSM)

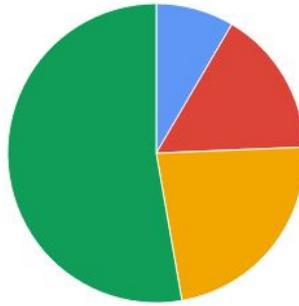
Facilitators



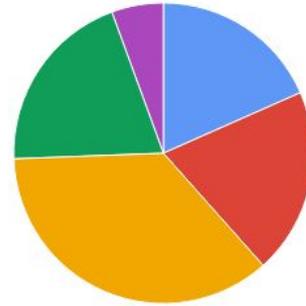
Rechargers



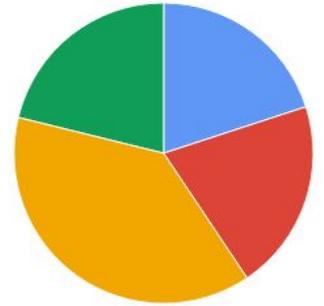
Professionals



Explorers



Seekers



-  **Visit** (tickets & hours)
-  **What's On** (exhibitions, events, & programs)
-  **Art & Artist** (collection & archives)
-  **Museum** (membership, job opportunities)
-  **Blog**





Today is Tuesday, April 5:  
Open 11am – 5pm

DIRECTIONS & ADMISSION

Your home for  
the best creative  
collaborations in  
Santa Cruz.



Coming up at the MAH

### 3rd Friday: Beyond Borders

Friday, April 15th  
Break social and artistic borders and hands-on workshops, demonstrations and performances.

More this week →

Subscribe to *This Week*



Where you  
connect with old

Subscribe to *This Week*



Where you  
connect with old  
friends and make  
new ones



### FREE First Friday: Bike Night

Friday, May 6th  
Connect with local cycling advocates, resources, and organizations.

More free events →

Where the kids  
get their hands  
dirty and minds  
ignited

Connect with local cycling advocates, resources, and organizations.

More free events →

Where the kids  
get their hands  
dirty and minds  
ignited



### First Fridays

Dive into a hands-on, all-ages art activity every Free First Friday of the month-- along with exhibitions, live music and a bar.

More all-ages Events →

Save with a Membership →

Where you make  
your mark on the  
community

with exhibitions, live music and a bar.

More all-ages Events →

Save with a Membership →

Where you make  
your mark on the  
community



### Collaborate at a 3rd Friday Festival

Share your work in a hands-on workshop, demonstration or performance at an upcoming 3rd Friday festival.

Get more involved →

Your local gathering place  
needs your support →

Where you  
explore three  
floors of

Get more involved →

Your local gathering place  
needs your support →

Where you  
explore three  
floors of  
interactive art &  
history



### The Kinsey African American Art & History Collection

Discover one of the largest collection of African American art and artifacts in the country.

More exhibitions to  
discover →

Go deeper by joining the  
MAH →

Where you

More exhibitions to  
discover →

Go deeper by joining the  
MAH →

Where you  
experience *The  
Participatory  
Museum*



### To Tell You Who I Am

What makes you, you? Explore the building blocks of your identity in this solo exhibition by Oakland illustrator Iris Gottlieb.

Current interactive  
exhibitions →

Help the MAH's mission  
thrive →

EVENTS

Calendar of Events



# Understanding Our Audiences

## The Whitney's Website Visitor Survey and Its Broader Context

Sofie Andersen  
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Sydney Stewart  
@sydneystewart33

Colin Brooks  
@colinbooks

Elena Villaespesa  
@elenustika

Marty Spellerberg  
@halfempty

Sarah Wambold  
@sarahwambold