Análisis de la experiencia digital en el museo: Estrategia, evaluación y cultura de datos

#2jornadaoppcc

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metmuseum.org

Datos en los museos

Video: https://www.instagram.com/metimaging/

Fases implantación de una cultura de datos

- Análisis de los sistemas actuales de analítica digital
- Auditoría de la configuración y uso de herramientas (Google Analítics)
- Identificación falta de información y datos sobre los visitantes online

- Análisis de documentos estratégicos y planificación digital
- Entrevistas/taller con el personal del museo que realizan actividades digitales

- Definición de objetivos de evaluación para cada plataforma dígital
- Estructura de la organización y equipo de trabajo
- Identificación de oportunidades de recogida y uso de datos
- Plan de analítica digital

- Definición de criterios e indicadores de evaluación

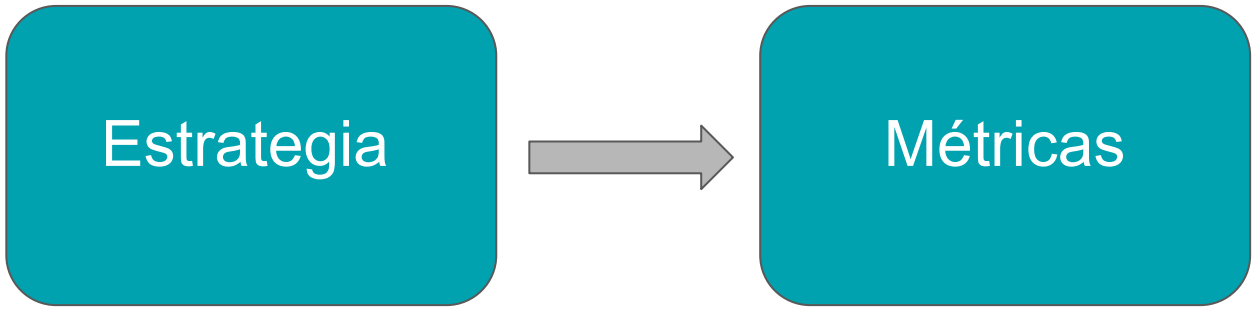
- Selección de metodologías y herramientas de analítica digital
- Configuración de herramientas

- Creación de informes y dashboards
- Creación de cultura de analítica digital (cursos de analítica, comunicación interna de resultados...)

Estrategia de datos - Objetivos

- Mejorar la experiencia del usuario
- Optimizar web y otros productos digitales
- Experimentación
- Conocer a los usuarios
- Incrementar ingresos
- Personalización
- Mejorar la eficiencia en procesos
- Optimización de campañas de marketing
- Mostrar el impacto de las actividades
- Informar estrategia
- ...

Evaluación de la experiencia digital



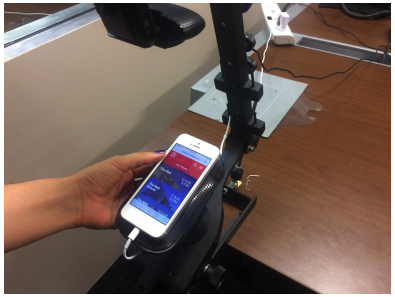
- ¿Cuáles son los objetivos de tu estrategia digital?
- ¿Cuáles son las métricas que nos ayudarán a evaluar el éxito de nuestra estrategia?
- ¿Cuáles son los valores objetivos?
- ¿Con qué frecuencia tenemos que analizar estas métricas?
- ¿Qué acciones e iniciativas podemos llevar a cabo para influenciar los resultados?
- ¿Cuáles son las herramientas que necesitamos?

Herramientas y metodología

Analítica web

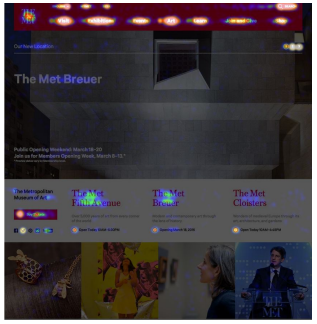
Analítica redes sociales

App Analytics

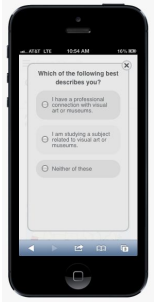


Test usabilidad

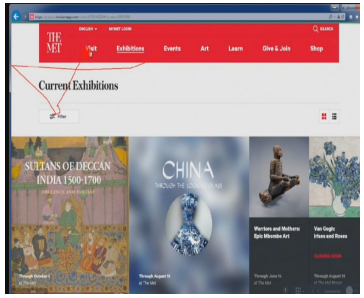
Entrevistas



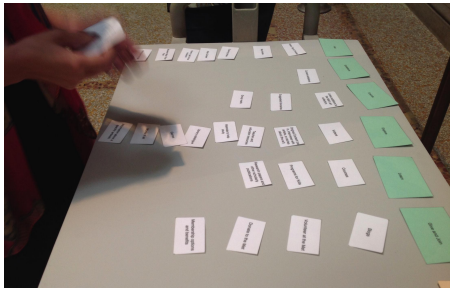
Heatmaps



Encuestas



Eye tracking

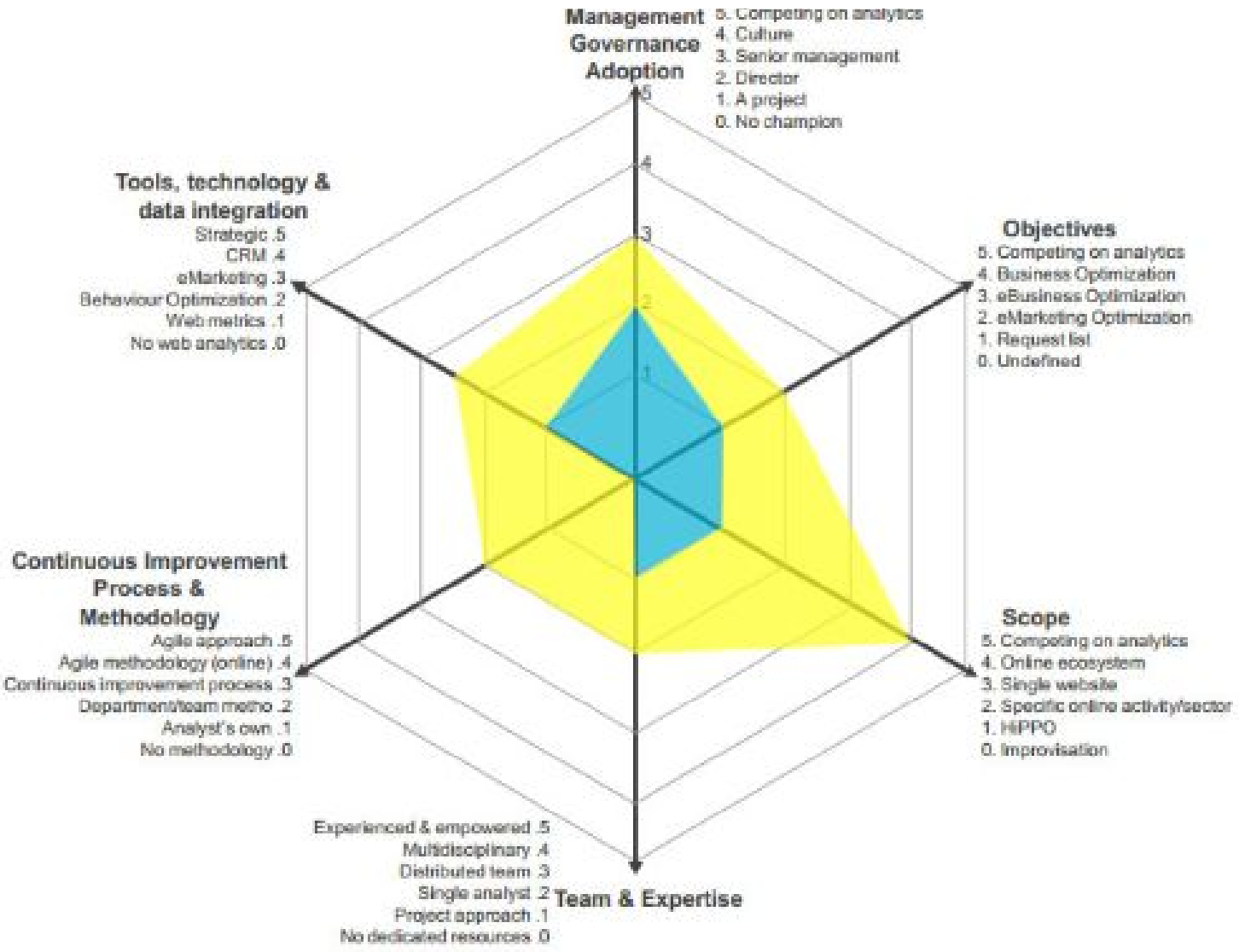


Card sorting / A/B testing

Procesos

Planificación
Producción
Live
Plan de evaluación
Herramientas
Informes y comunicación

Hacia una cultura de analítica digital



http://www.cardinalpath.com/services/online-analytics-maturity-model/

Tate - Estrategia Digital 2013-2015

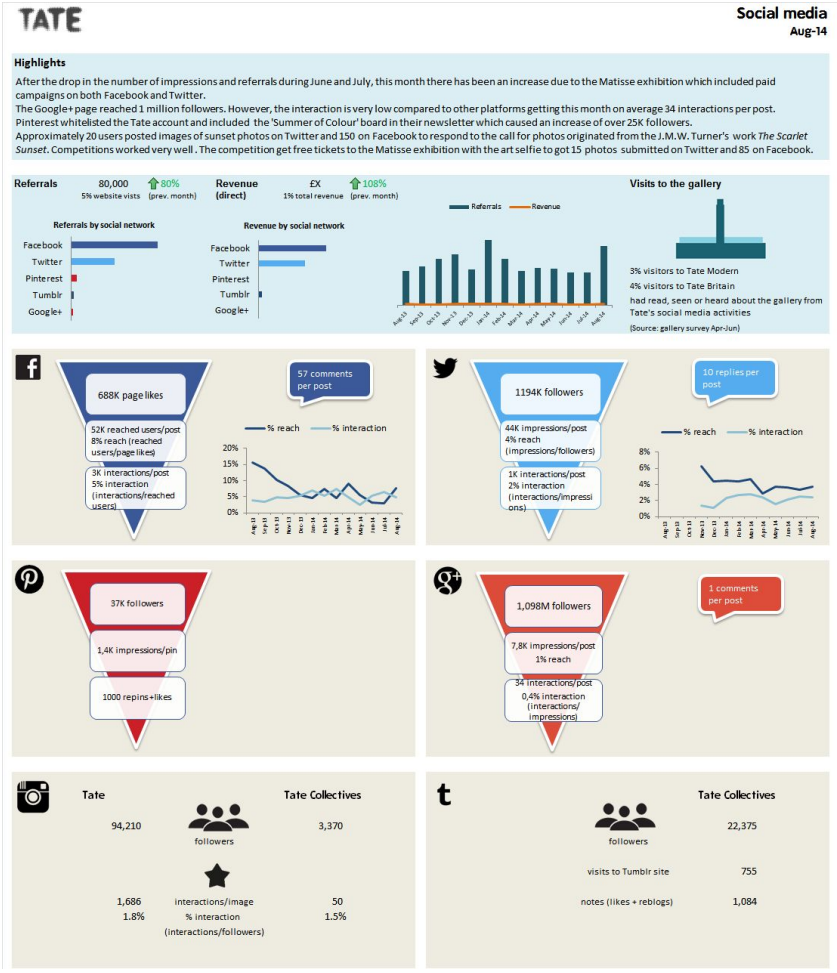
*"Understanding our **audiences** and evaluating the impact and value of their digital experiences is a vital element of Tate's digital transformation. One of the aims is to establish a digital culture within Tate that is **audience centred**, responds to the **audience needs** and that is also **iterative and evaluation led**".*

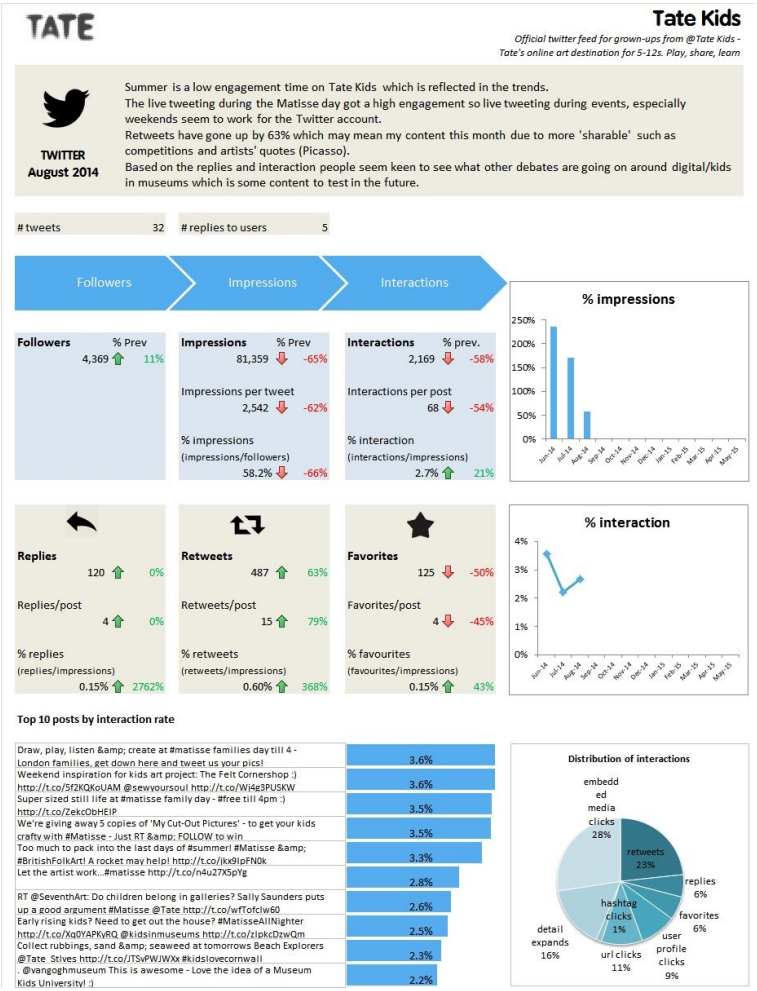
http://www.tate.org.uk/research/publications/tate-papers/19/tate-digital-strategy-2013-15-digital-as-a-dimension-of-everything

Dashboard Tate

www.tate.org.uk/file/digital-metrics-dashboard-template

Dashboard - Tate social media

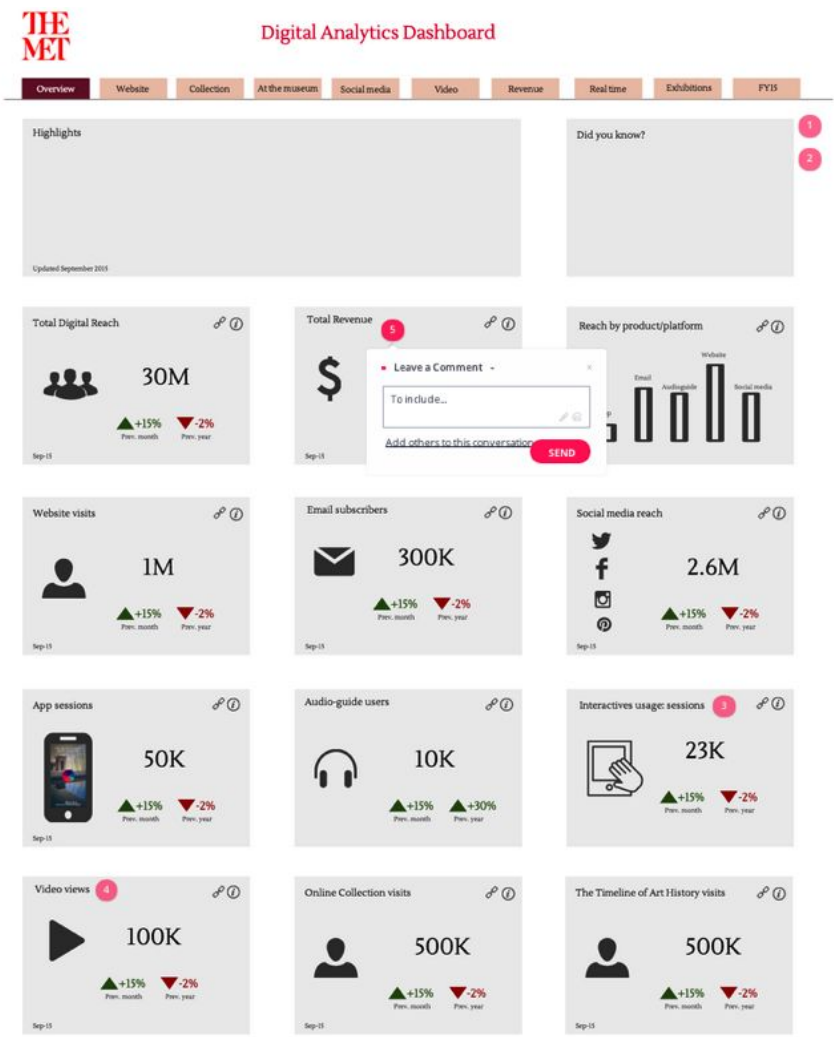




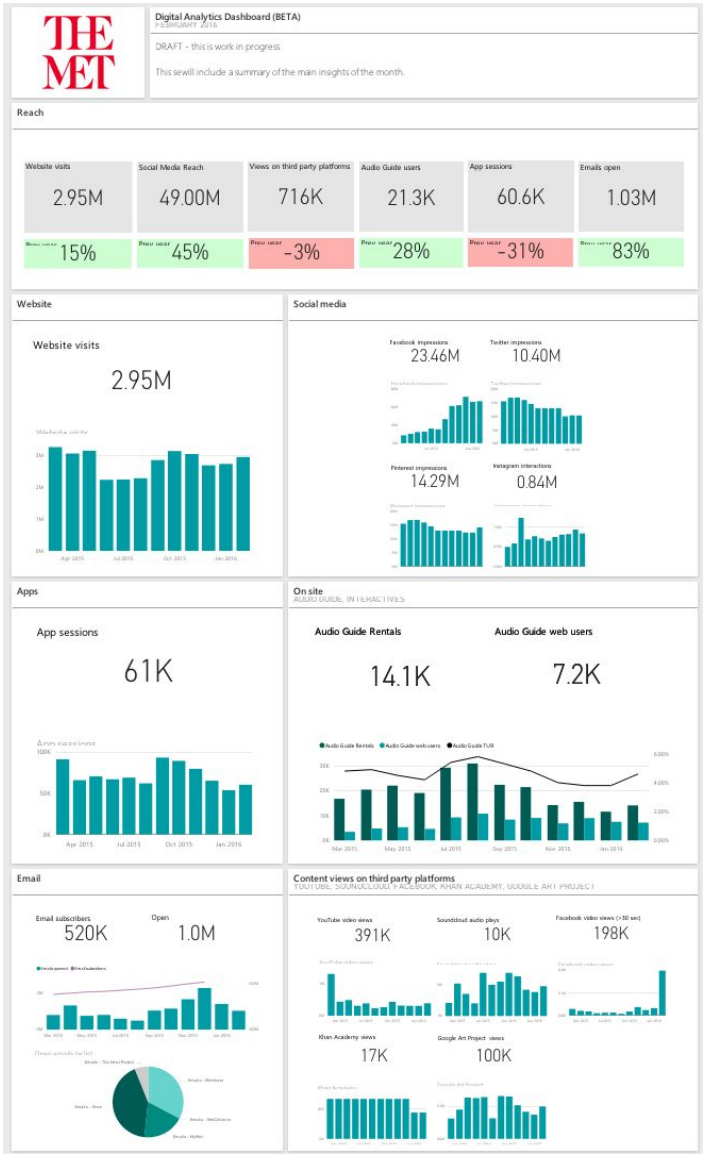
http://mw2015.museumsandtheweb.com/paper/an-evaluation-framework-for-success-capture-and-measure-your-social-media-strategy-using-the-balanced-scorecard/

Creación de un dashboard

- Selección de métricas
- Tipo de dashboard (estratégico, táctico, operacional)
- Datos (Google Analytics, Facebook Insights, Twitter Analytics, Surveys…)
- Frecuencia de las actualizaciones (tiempo real, mensual, semanal...)
- Proceso de actualización
- Interfaz, diseno, tipo de widgets (numéricos, gráfico, texto...)



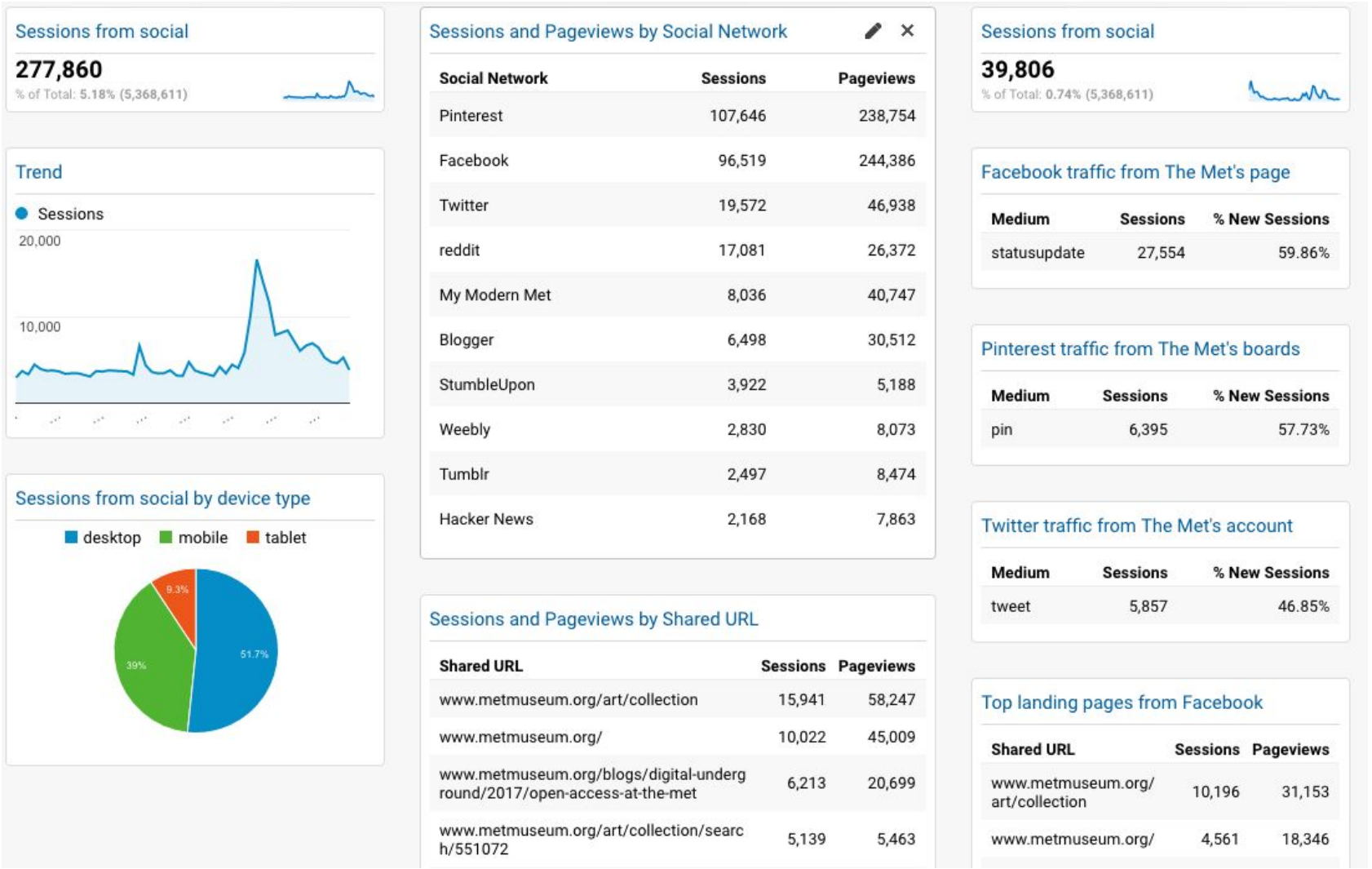
Dashboard: Digital en el Metropolitan



Herramientas para la visualización de datos

- Picktochart
- PowerBI
- Canva
- Infogram
- Venngage
- Easelly
- Tableau
- Geckoboard
- Chartio
- Dash This
- Silk
- Data wrapper
- Google data studio
- Raw
- Gephi
- R, ggplot2, Shiny

Google Analytics social media dashboard



Sessions from social

277,860

% of Total: 5.18% (5,368,611)

Trend

Sessions

20,000

10,000

Sessions from social by device type

desktop mobile tablet

9.3% 39% 51.7%

Sessions and Pageviews by Social Network

Social Network	Sessions	Pageviews
Pinterest	107,646	238,754
Facebook	96,519	244,386
Twitter	19,572	46,938
reddit	17,081	26,372
My Modern Met	8,036	40,747
Blogger	6,498	30,512
StumbleUpon	3,922	5,188
Weebly	2,830	8,073
Tumblr	2,497	8,474
Hacker News	2,168	7,863

Sessions and Pageviews by Shared URL

Shared URL	Sessions	Pageviews
www.metmuseum.org/art/collection	15,941	58,247
www.metmuseum.org/	10,022	45,009
www.metmuseum.org/blogs/digital-underground/2017/open-access-at-the-met	6,213	20,699
www.metmuseum.org/art/collection/search/551072	5,139	5,463

Sessions from social

39,806

% of Total: 0.74% (5,368,611)

Facebook traffic from The Met's page

Medium	Sessions	% New Sessions
statusupdate	27,554	59.86%

Pinterest traffic from The Met's boards

Medium	Sessions	% New Sessions
pin	6,395	57.73%

Twitter traffic from The Met's account

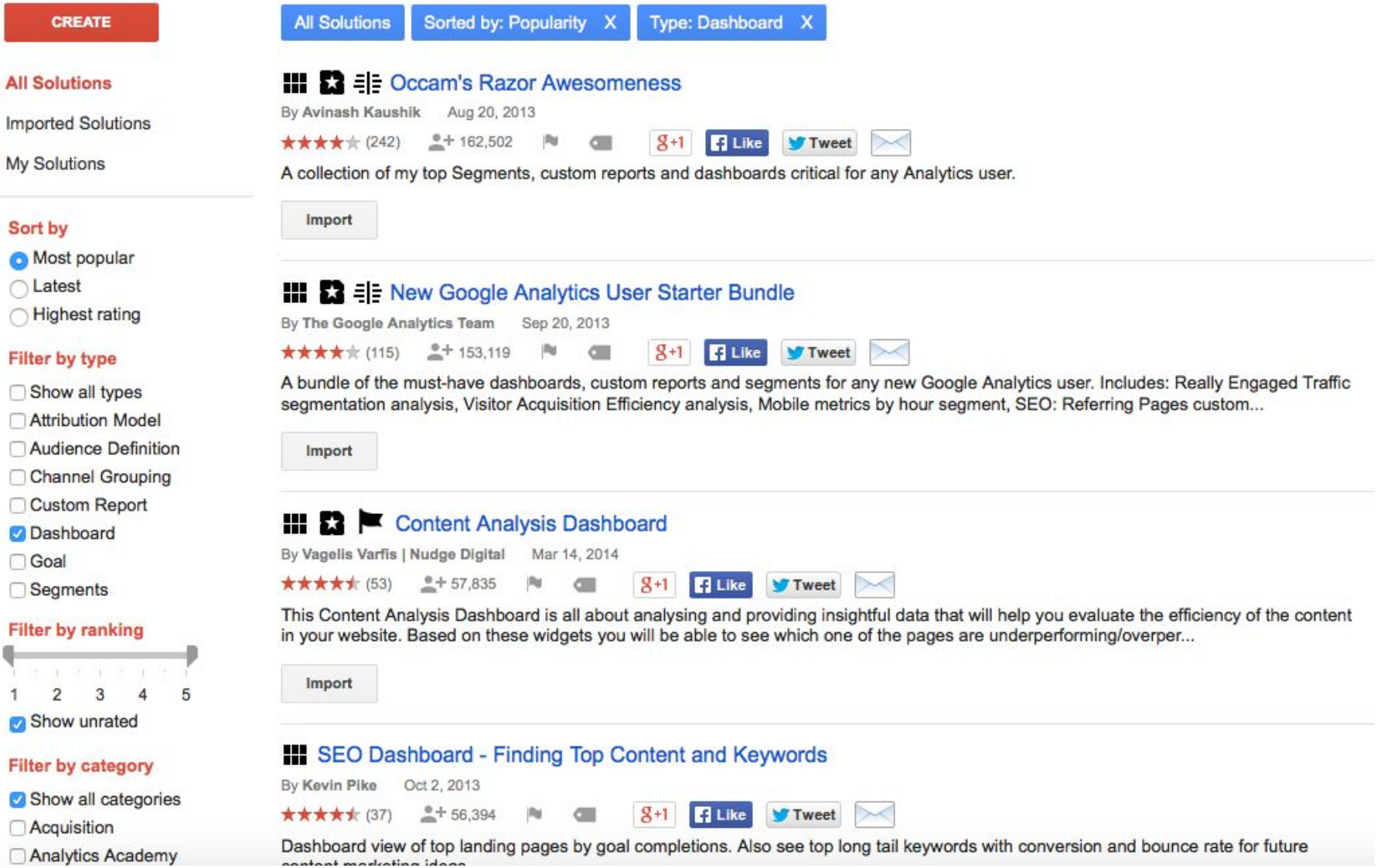
Medium	Sessions	% New Sessions
tweet	5,857	46.85%

Top landing pages from Facebook

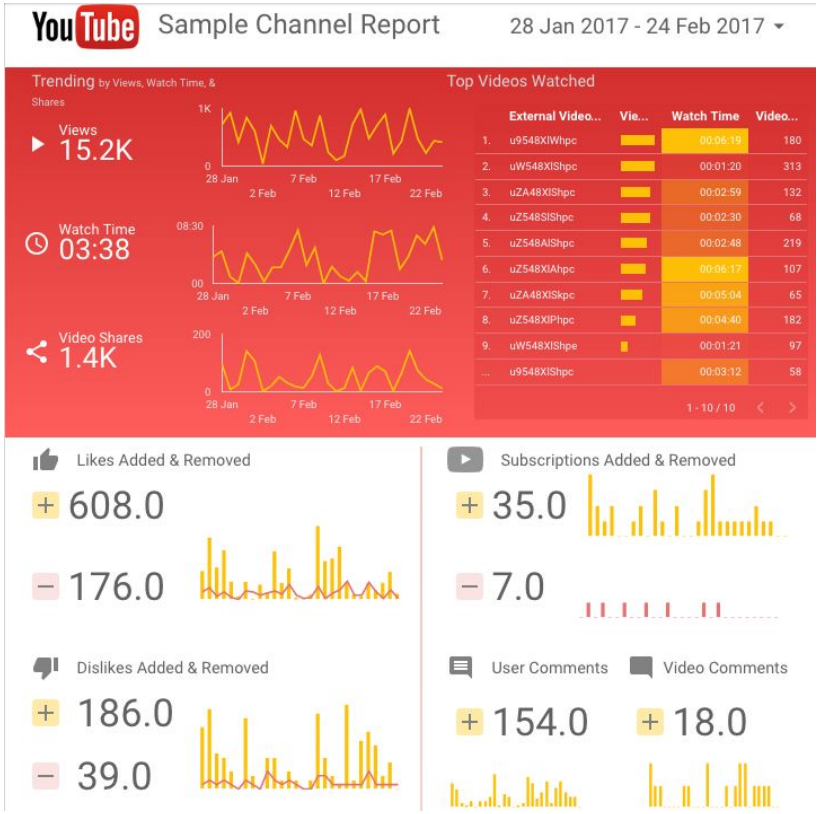
Shared URL	Sessions	Pageviews
www.metmuseum.org/art/collection	10,196	31,153
www.metmuseum.org/	4,561	18,346

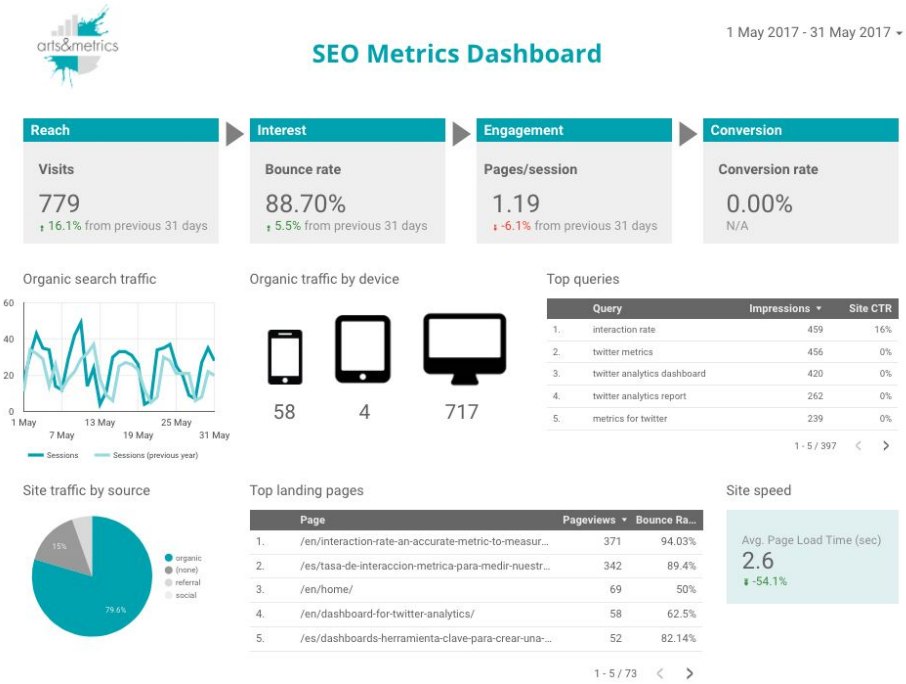
https://analytics.google.com/analytics/web/template?uid=RvF3KFGAR-WTQ9Jg6qUjVw

Google Solutions Gallery

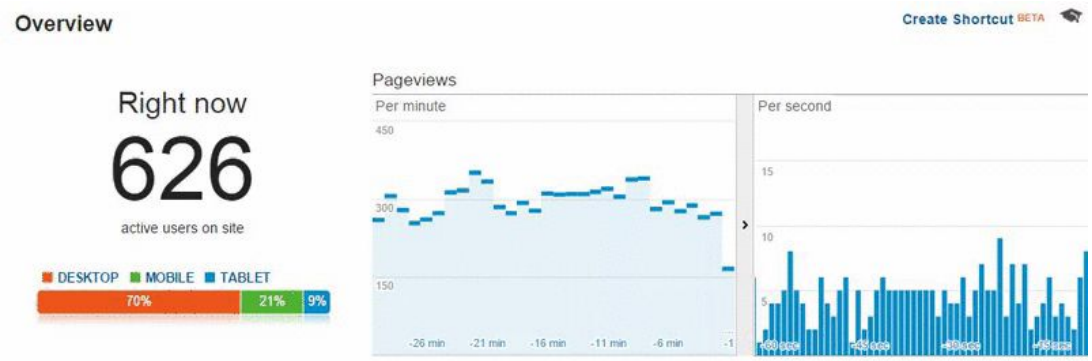


Google Data Studio

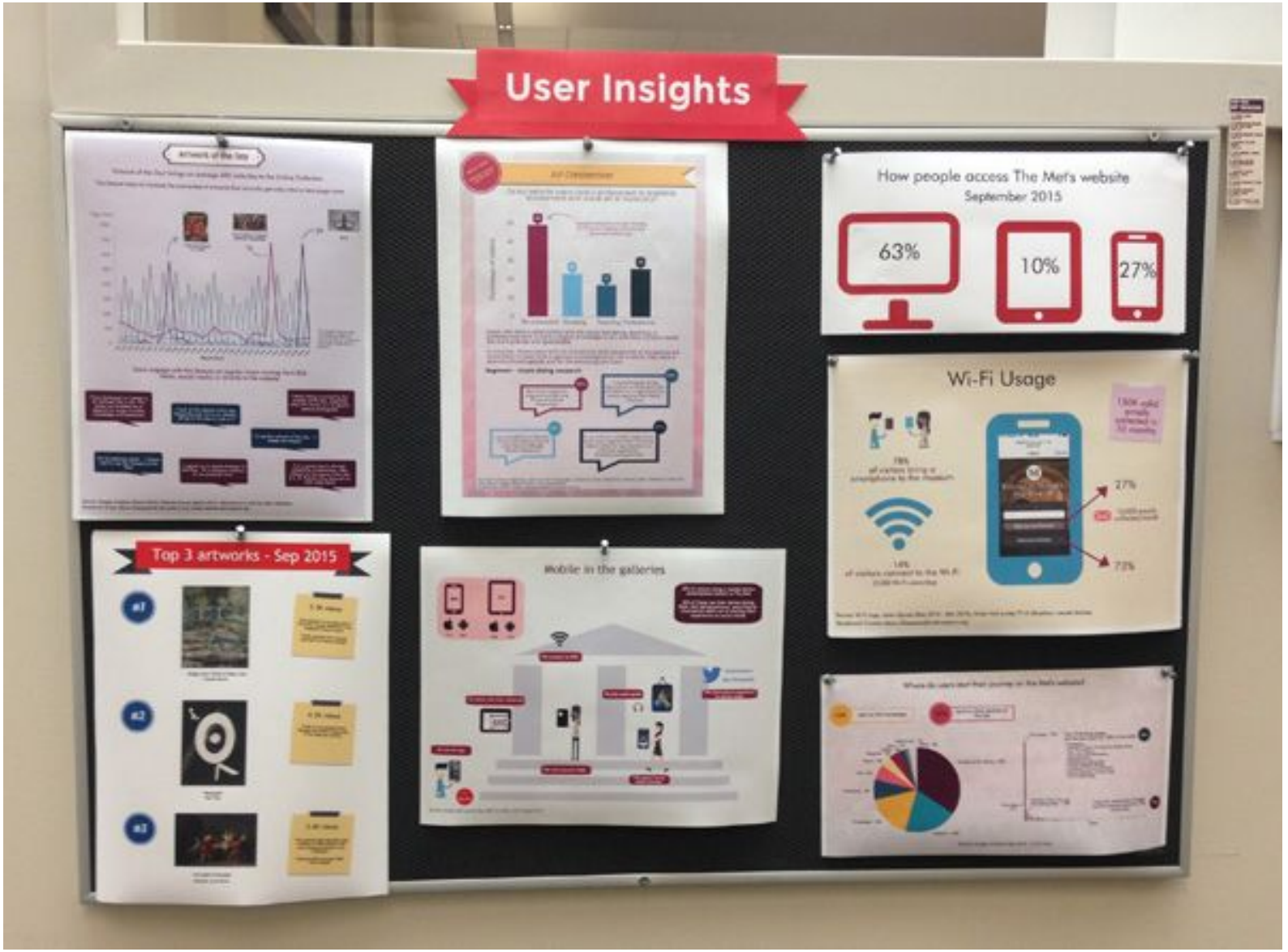




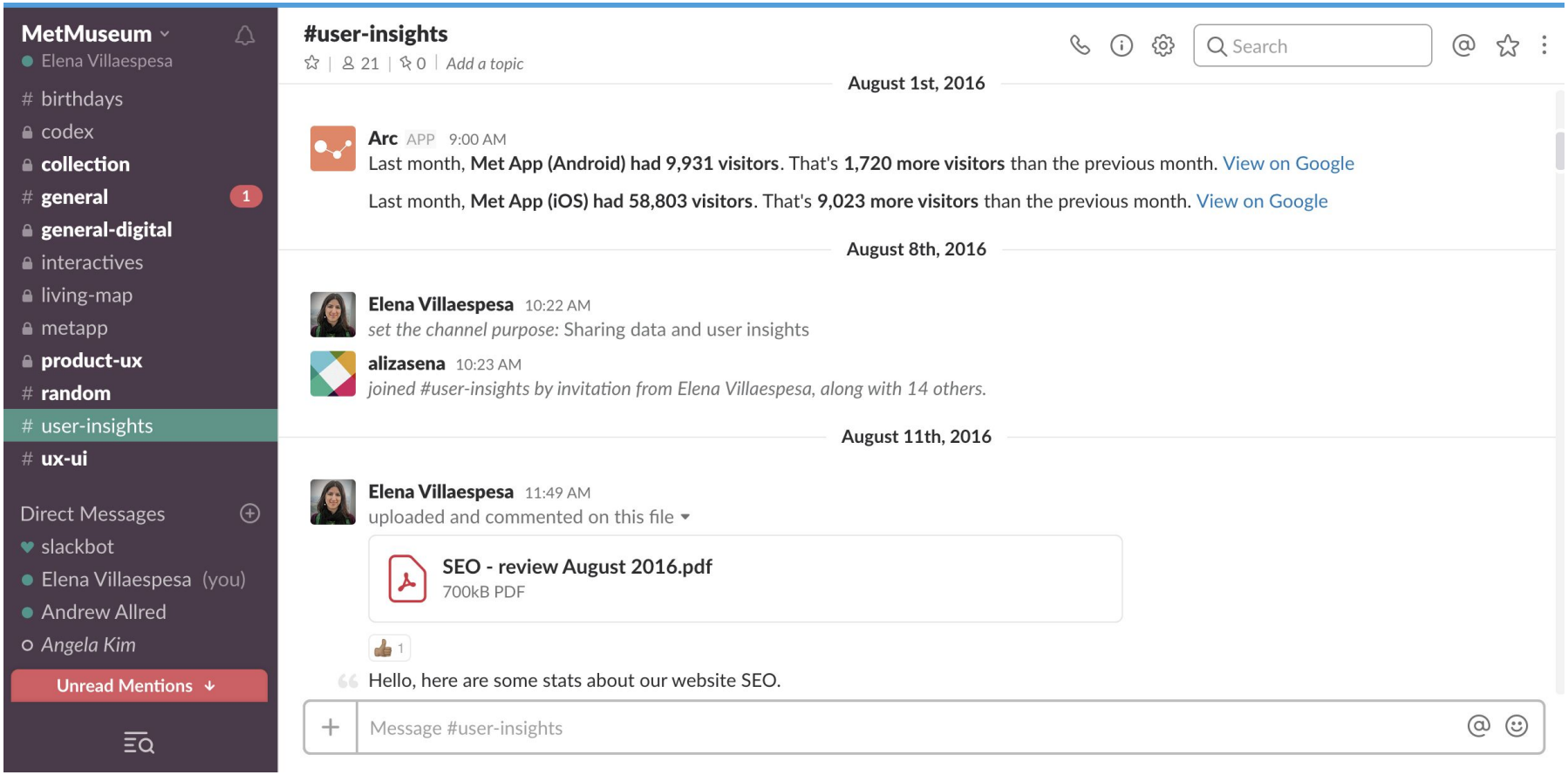
Dashboard - Visitas en tiempo real



Infografías



Slack


MetMuseum
Elena Villaespesa
birthdays
codex
collection
general
1
general-digital
interactives
living-map
metapp
product-ux
random
user-insights
ux-ui
Direct Messages
slackbot
Elena Villaespesa (you)
Andrew Allred
Angela Kim
Unread Mentions
#user-insights
21 | 0 | Add a topic
Search
August 1st, 2016
Arc APP 9:00 AM
Last month, Met App (Android) had 9,931 visitors. That's 1,720 more visitors than the previous month. View on Google
Last month, Met App (iOS) had 58,803 visitors. That's 9,023 more visitors than the previous month. View on Google
August 8th, 2016
Elena Villaespesa 10:22 AM
set the channel purpose: Sharing data and user insights
alizasena 10:23 AM
joined #user-insights by invitation from Elena Villaespesa, along with 14 others.
August 11th, 2016
Elena Villaespesa 11:49 AM
uploaded and commented on this file
SEO - review August 2016.pdf
700kB PDF
1
Hello, here are some stats about our website SEO.
Message #user-insights

Cursos de formación

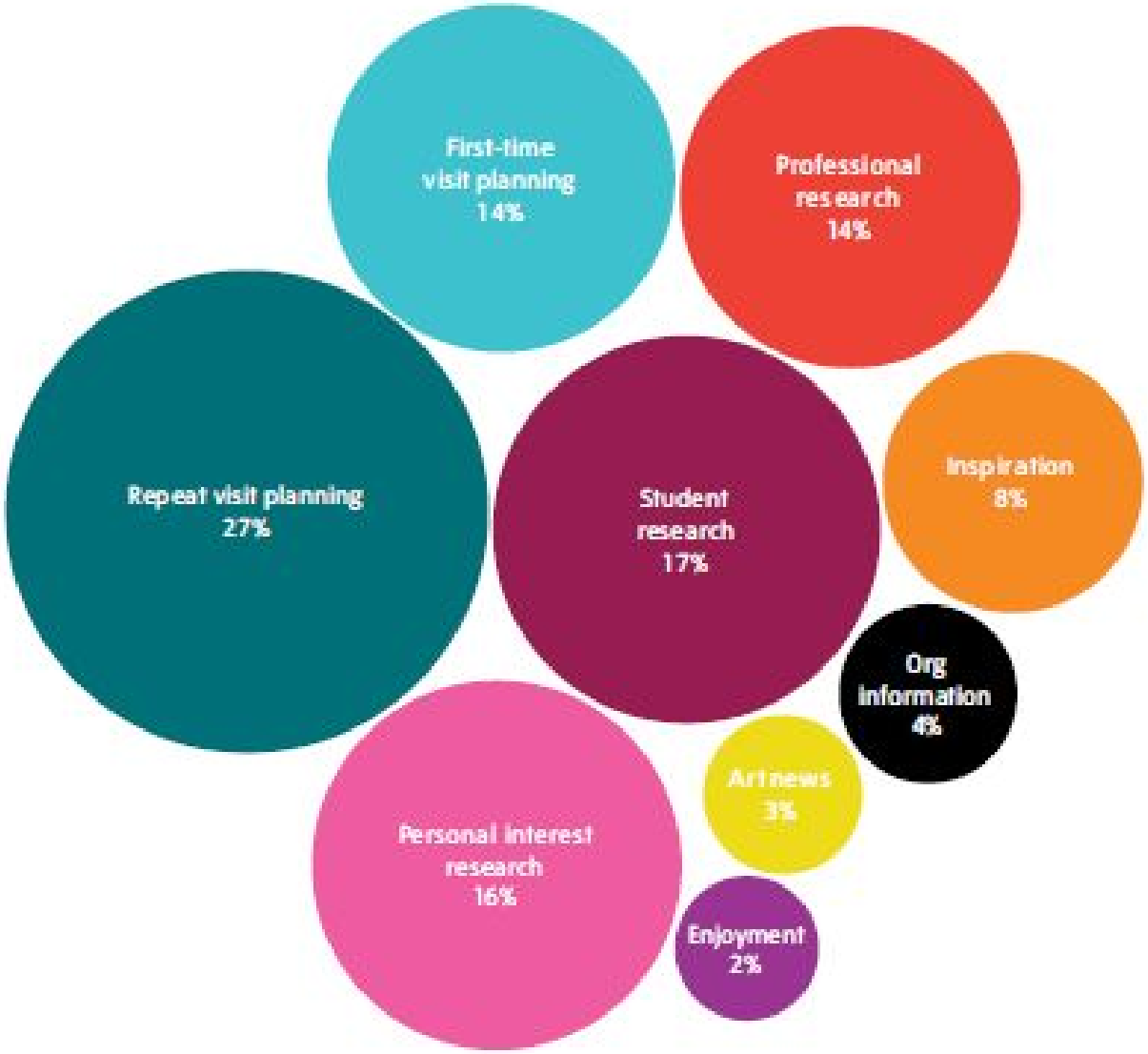
Conoce tu audiencia

Source: Australia Council for the Arts

Tate website - Segmentación de usuarios

Motivaciones

Segmentación



Un lenguaje común para hablar sobre los usuarios

Plan digital - Brainstorming y priorización

Colección - Analítica web

Users

600K visits/month

58% new / 42% returning users

Behavior

2.6 pages / session

70% of users land on the object page

15% of users use the search functionality

Museum vist

31% related to the visit

Device

66% 9% 25%

Location

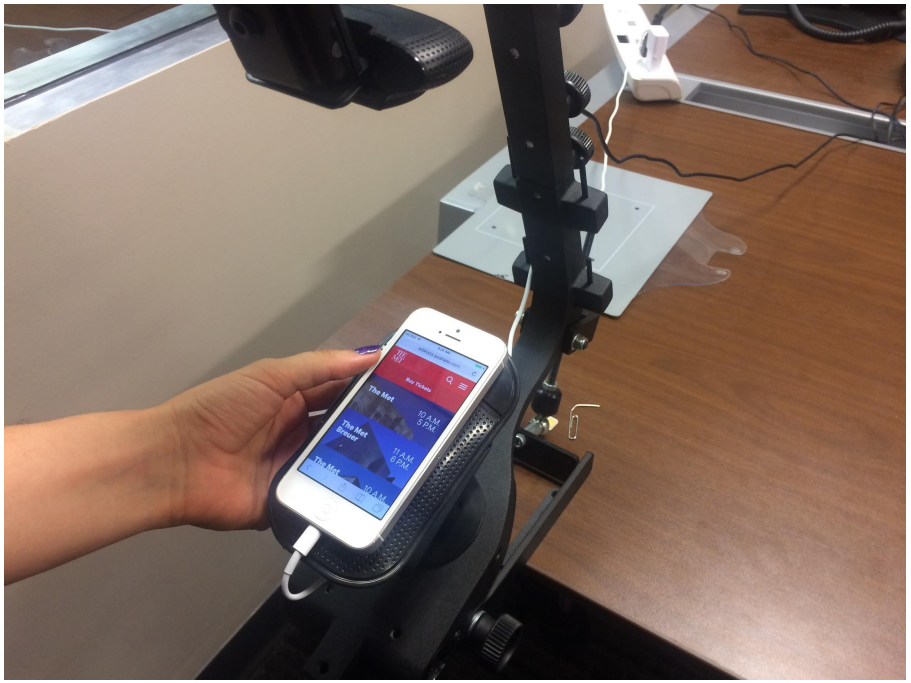
US (54%) International (46%)

Knowledge of art

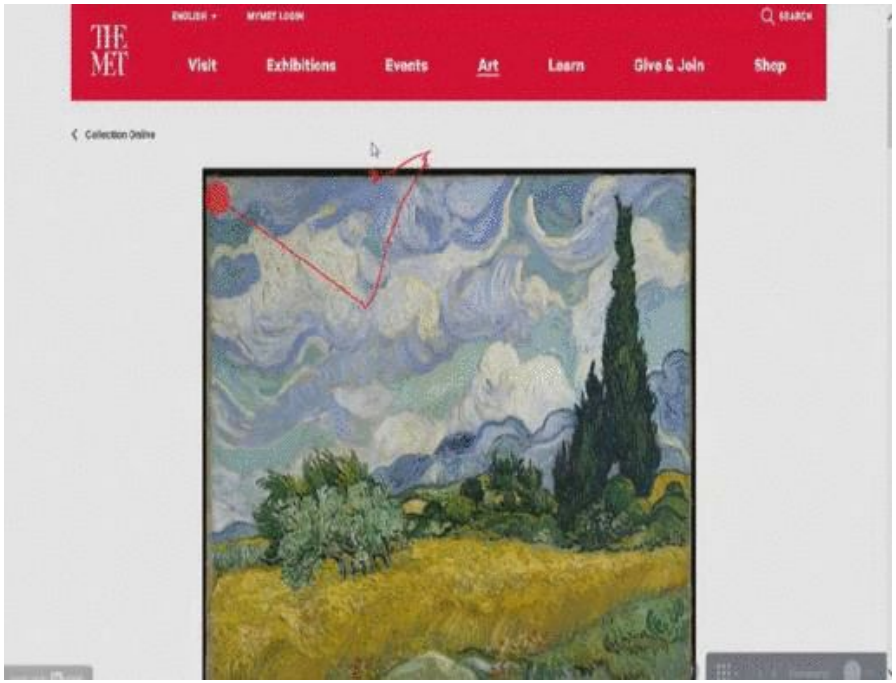
Little knowledge (6%)
General knowledge (58%)
Specialist (36%)

Test de usabilidad

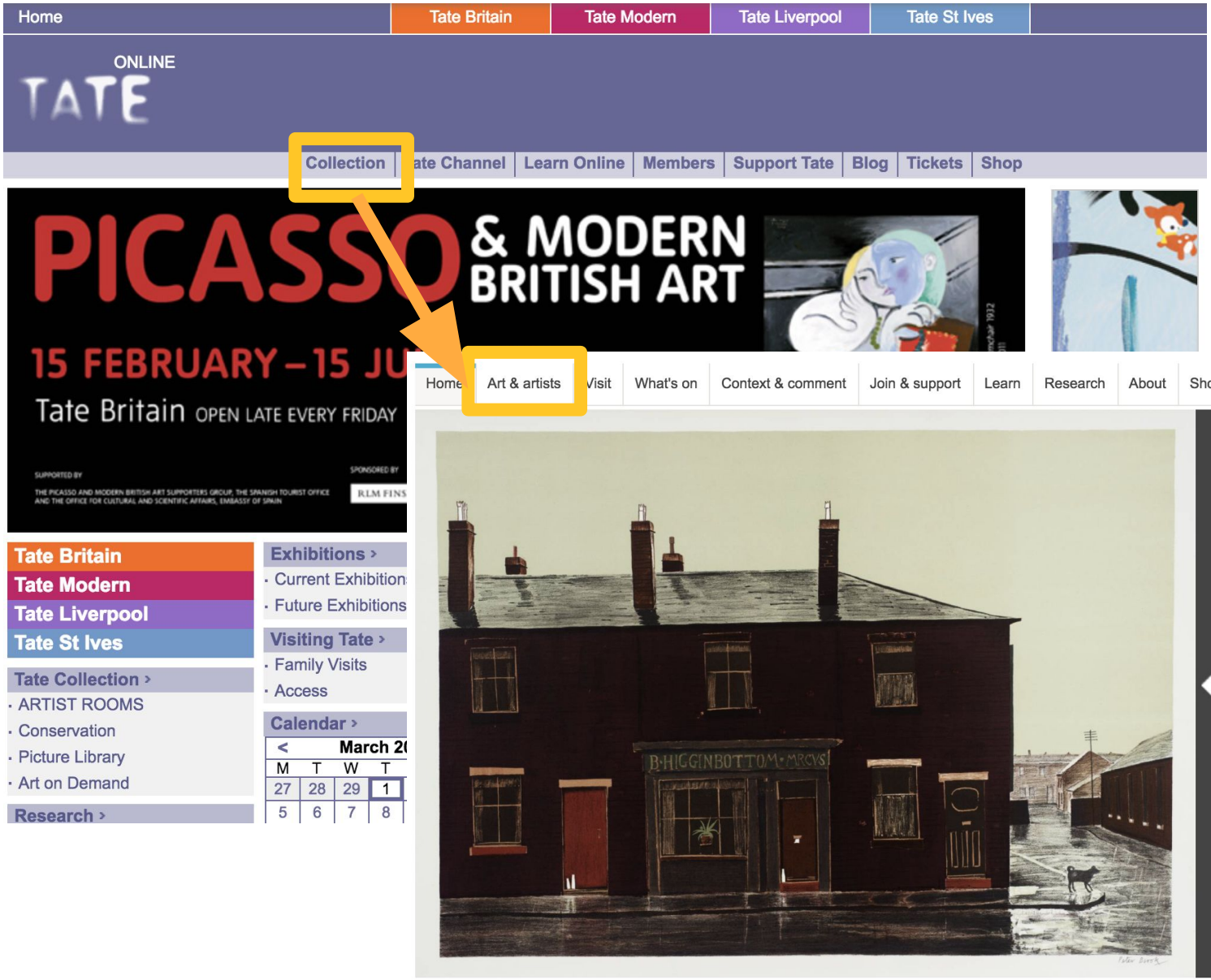
User testing



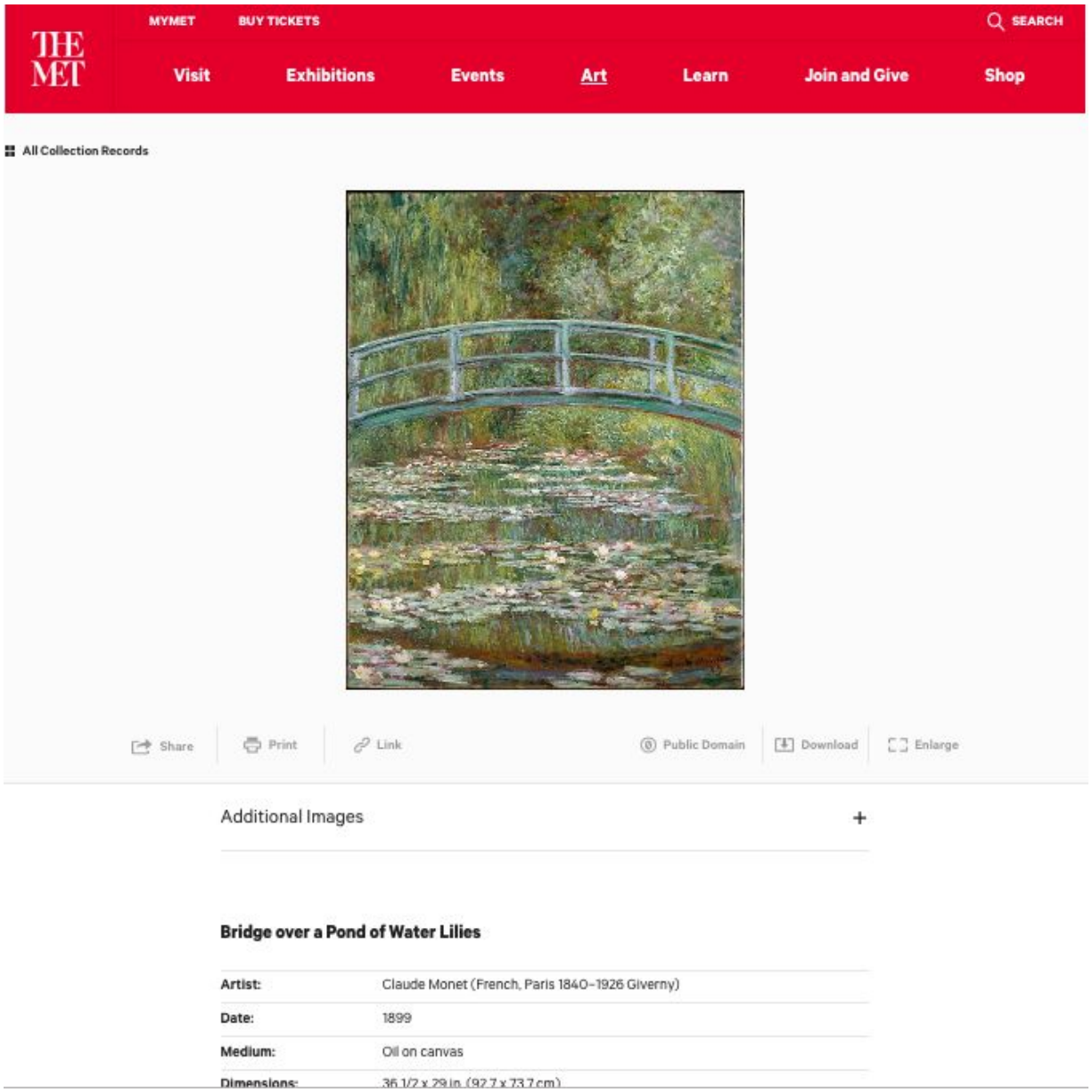
Eye tracking



Collection > Art & Artists



Heatmaps


THE MET
MYMET
BUY TICKETS
SEARCH
Visit
Exhibitions
Events
Art
Learn
Join and Give
Shop
All Collection Records
Share
Print
Link
Public Domain
Download
Enlarge
Additional Images
+
Bridge over a Pond of Water Lilies
Artist: Claude Monet (French, Paris 1840–1926 Giverny)
Date: 1899
Medium: Oil on canvas
Dimensions: 36 1/2 x 29 in. (92.7 x 73.7 cm)

Heatmaps

THE MET
Visit
Exhibitions
Events
Art
Learn
Join and Give
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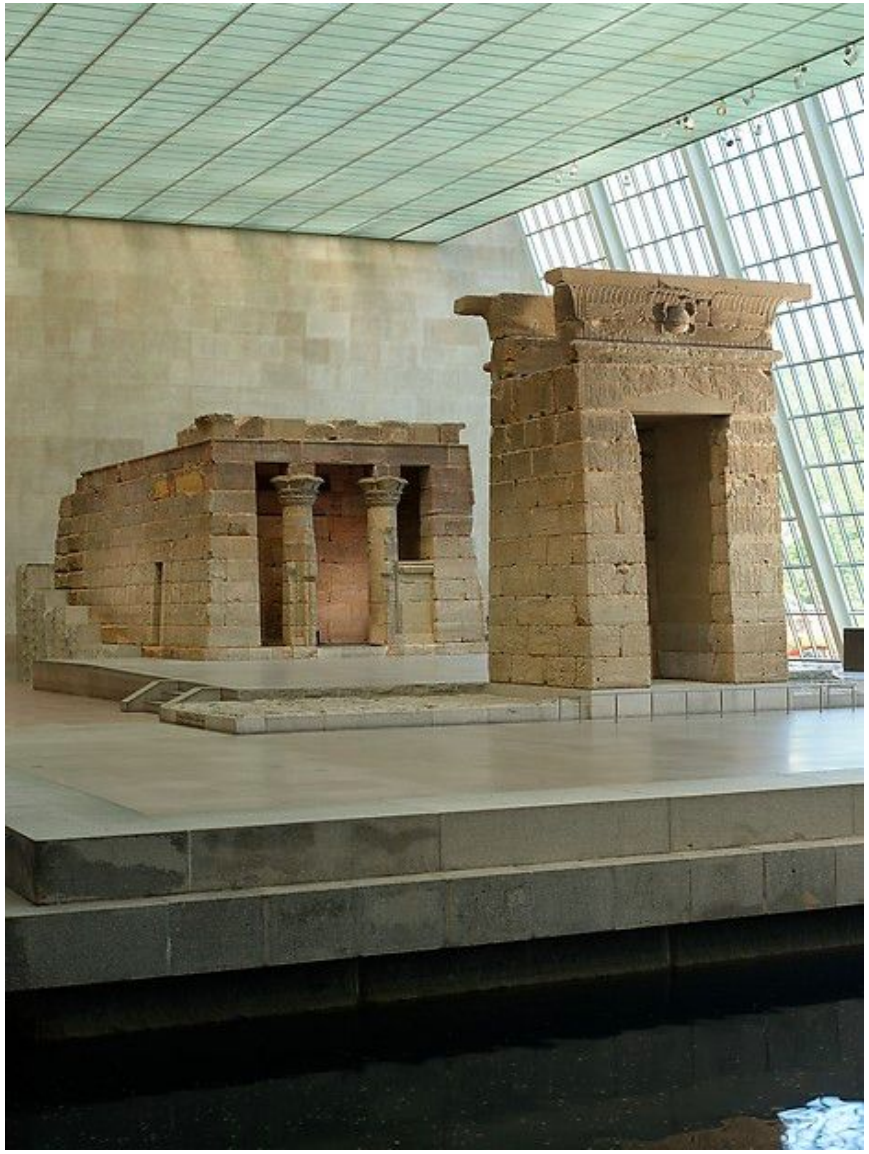
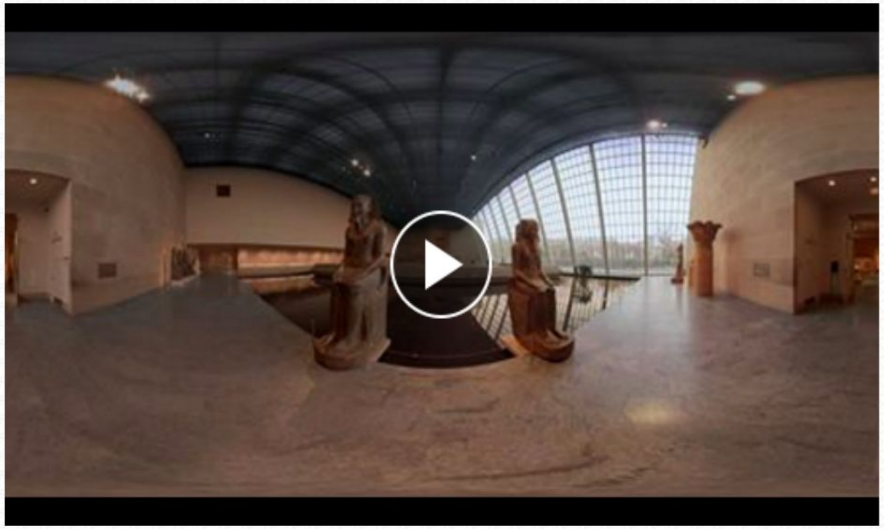
All Collection Records
Additional Images
Bridge over a Pond of Water Lilies
Artist:
Claude Monet (French, Paris 1840–1926 Giverny)
Date:
1899
Medium:
Oil on canvas

360º videos en Facebook



The Met 360° Project
The Temple of Dendur: From the Nile to NYC in 360°



6.7M people reached

1.5M views

591K views (+10 sec views)

58.8K reactions (likes, shares, comments...)

3.7K comments

This is such a lovely and relaxing space to visit. I was captivated by it on my trip to the Met. I would love to go back, and would obviously adore being able to visit the real-life ruins in Egypt!

I definitely love this kind of video...This has been pretty relaxing...hope to see it from real

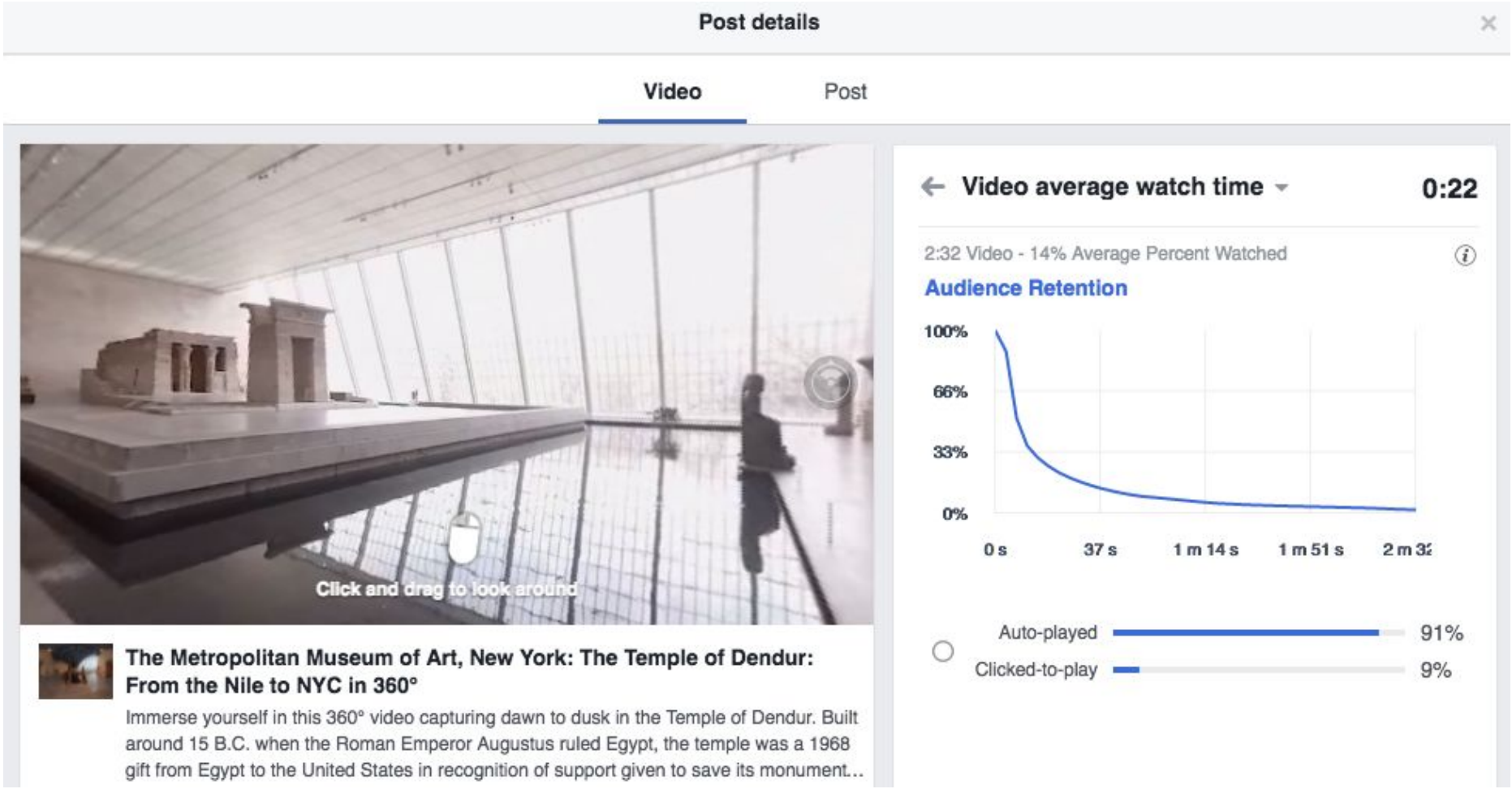
learn something new every day ... we lived in Egypt for 3 years but had now idea this was in NYC ... thanks for sharing

I love this feature.. Get up and rotate your phone up to the ceilings and turn in a circle, you feel like you are standing there.

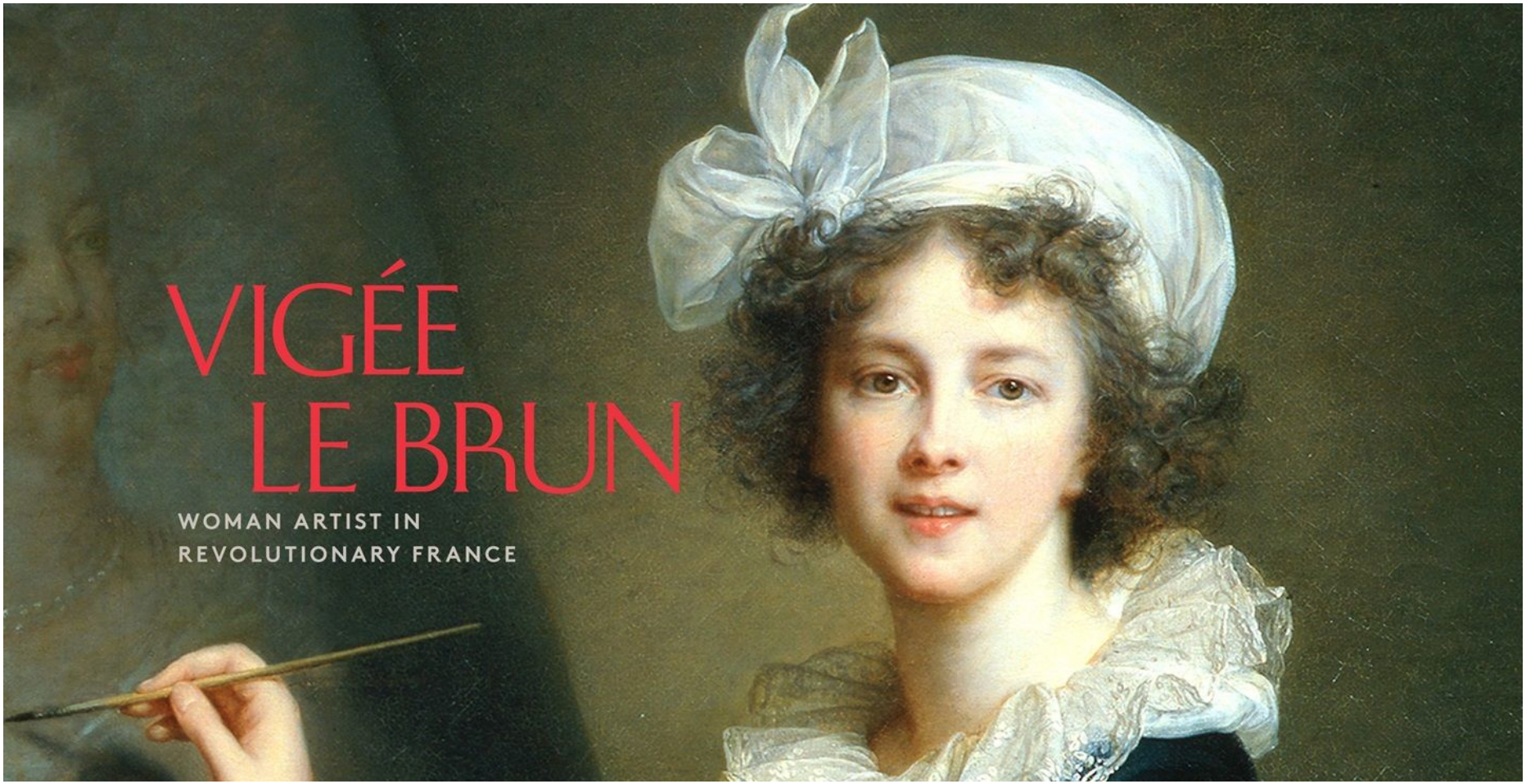
Egyptian and proud to see this video

Sources: Facebook Insights

Facebook video insights - Avg. watch time



Videos de las exposiciones



Exhibition videos - Comments

Amazing!!! I saw at the Grand Palais !, It is magnificent!

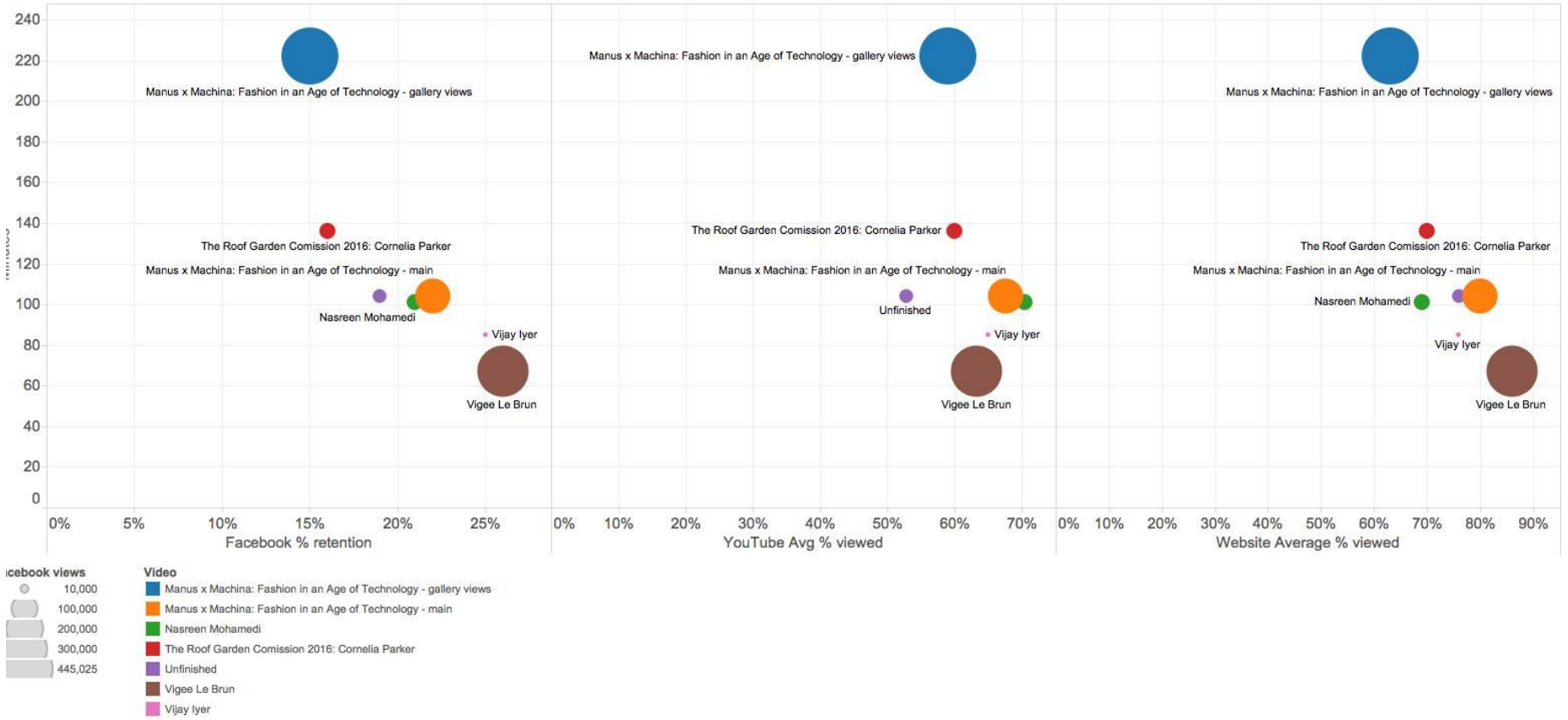
We will be in NYC in March. Guess where I'm going!

I first fell in love with Vigee LeBrun's work at the MFA . I will get to the Met for this exhibit!

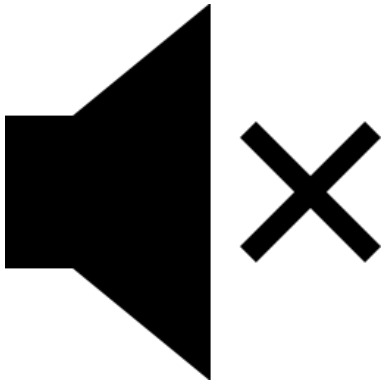
Sure wish we could go and see this in person!, Wish this to come to LA

A female heroine, She captures the allure of women, Beautiful!!!

Exhibition videos - % retention



Facebook video insights - Sound off



85% del contenido en videos se ve sin sonido

Source: http://digiday.com/media/silent-world-facebook-video/

1840's GIF Party - Tate Collectives

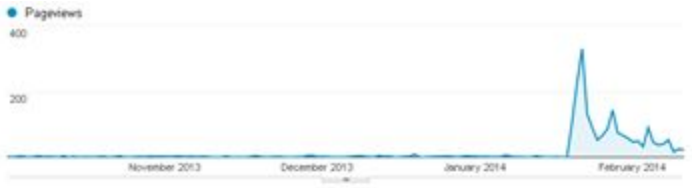
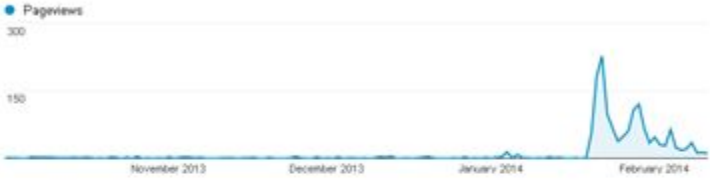
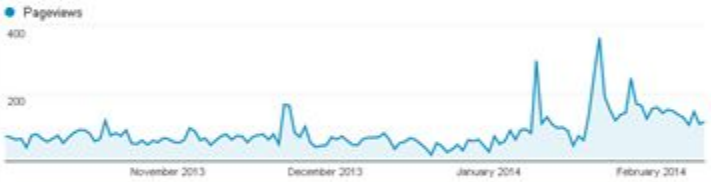
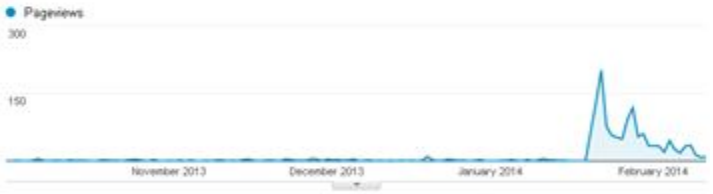
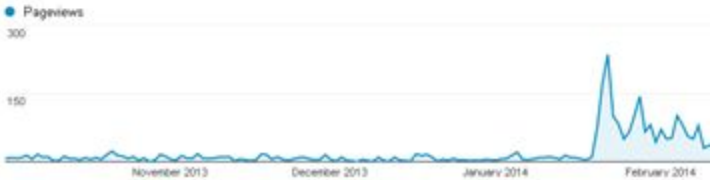
James Abbott McNeill Whilster, *Harmony in Grey and Green*
Albert Moore*, A Garden*
John Singer Sargent, Carnation*, Lily, Lily, Rose*
Joanna Mary Wells, *Portrait of Sidney Wells*
John Brett, *Lady With A Dove: Madame Loeser*

Public responses

http://tatecollectives.tumblr.com/tagged/1840s-GIF-Party

1840s GIF Party at Tate Britain

Traffic to the collection

	1,878	
	1,405	
	9,766	
	1,262	
	1,875	

A travelling art collection

Thanks for the submitting - See you on Friday for our 1840s GIF Party!

1840s GIF Party, gif, submission

80K

Hilary Sloane's remix of John Singer Sargent, Carnation, Lily, Lily, Rose 1885–6.

Take part in our 1840s GIF Party at Tate Britain by submitting your own GIF inspired by this artwork.

1840s GIF Party, gif

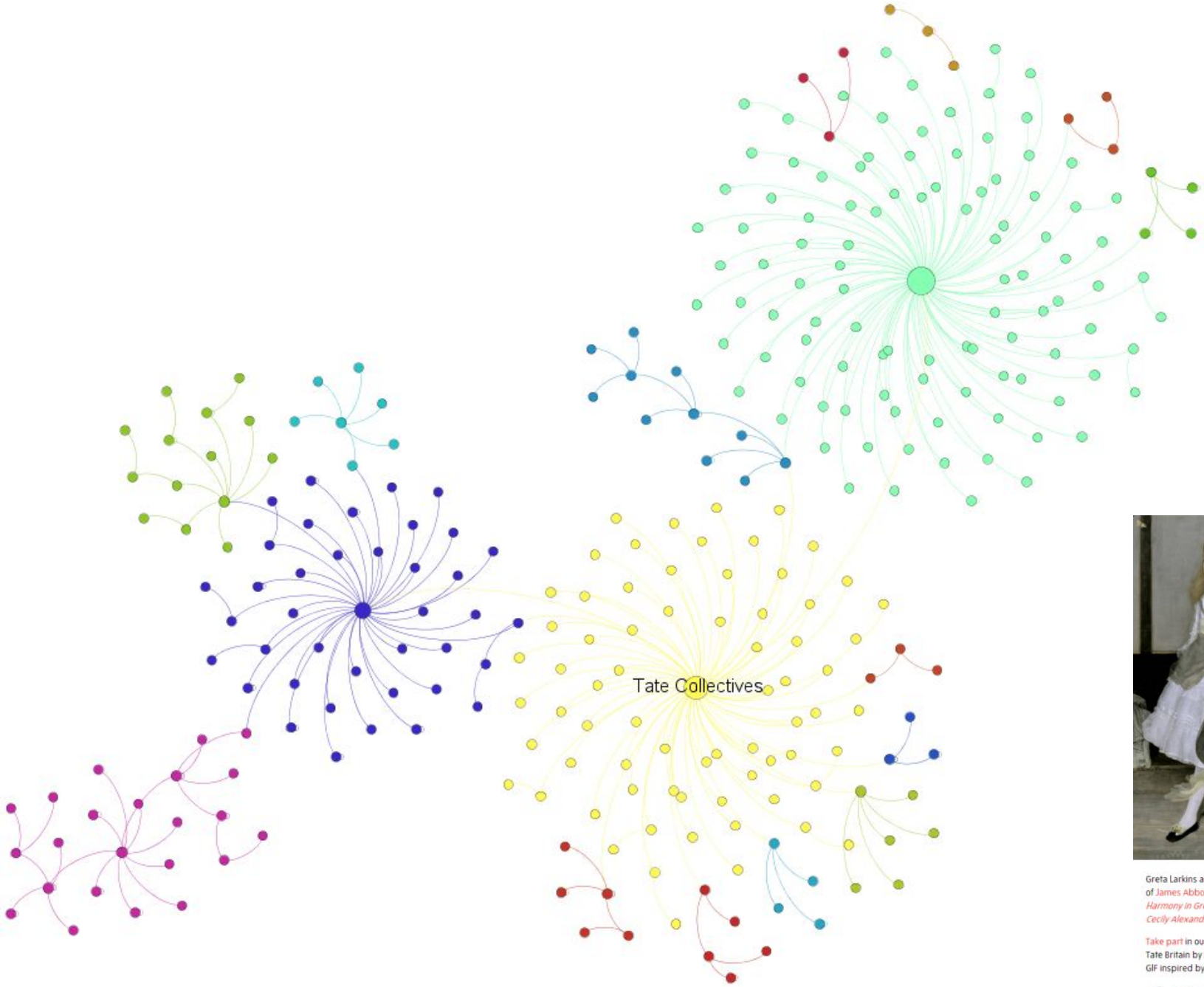
429

Zack Dougherty aka Hateplow's remix of Albert Moore, *A Garden* 1869

Take part in our 1840s GIF Party at Tate Britain by submitting your own GIF inspired by this artwork.

1840s GIF Party, gif

13K

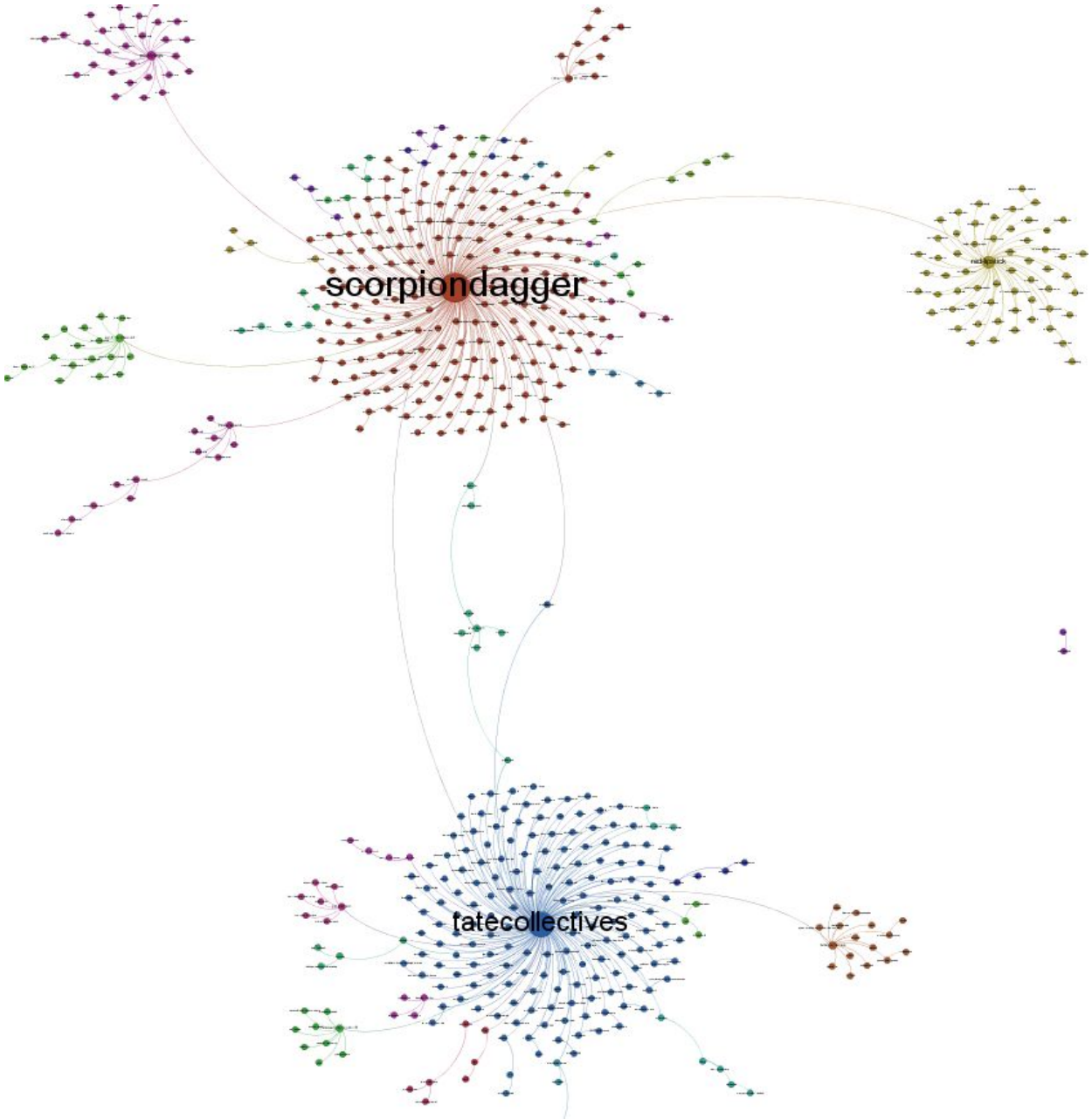


Greta Larkins aka FashGIF's remix of James Abbott McNeill Whilster, *Harmony in Grey and Green: Miss Cecily Alexander* 1872–4.

Take part in our 1840s GIF Party at Tate Britain by submitting your own GIF inspired by this artwork.

1840s GIF Party, gif

827



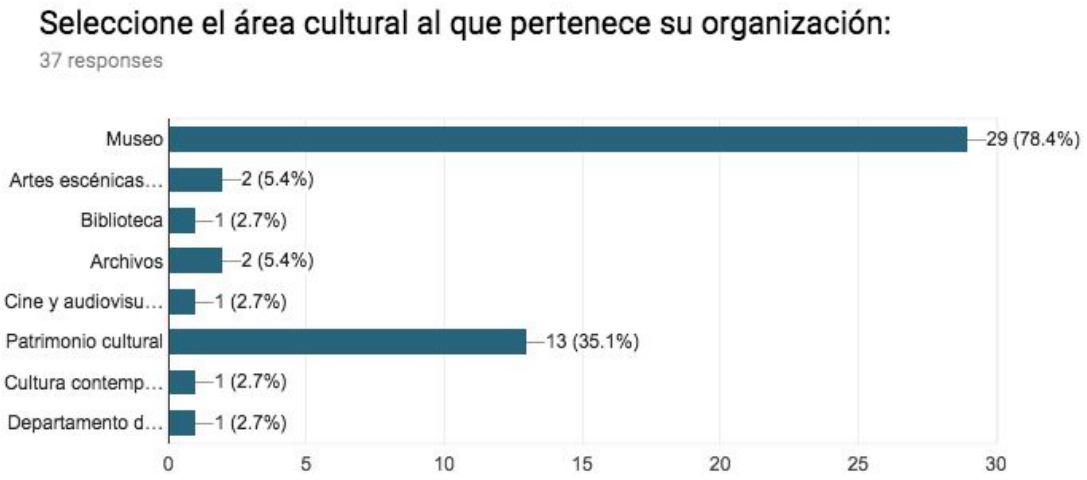
James Kerr aka Scorpion Dagger's remix of John Brett, *Lady With A Dove: Madame Loeser* 1864.

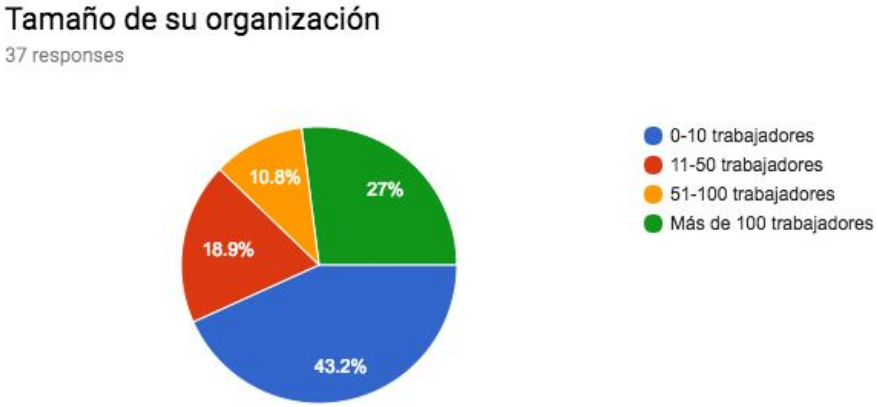
Take part in our 1840s GIF Party at Tate Britain by submitting your own GIF inspired by this artwork.

1840s GIF Party, gif

1K

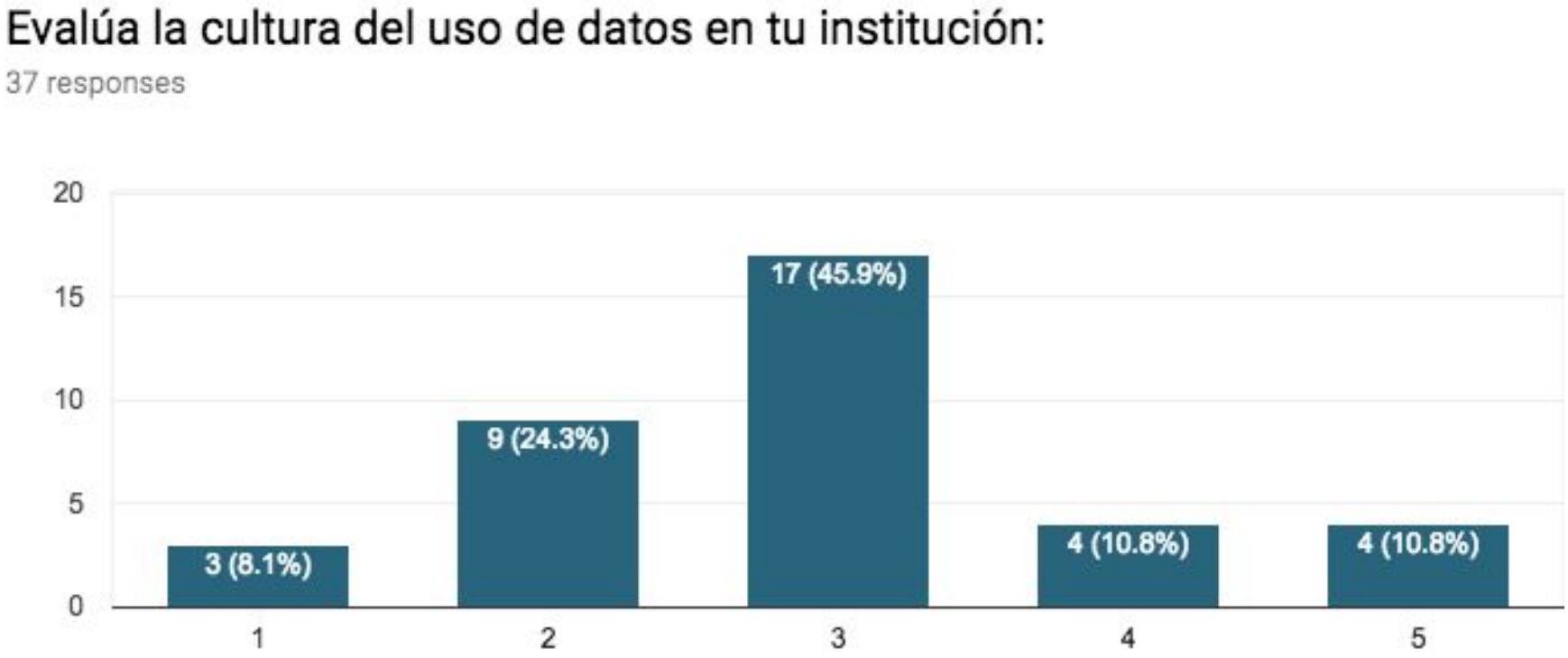
Encuesta: Uso de datos en instituciones culturales





http://bit.ly/museusidades

Encuesta: Uso de datos en instituciones culturales



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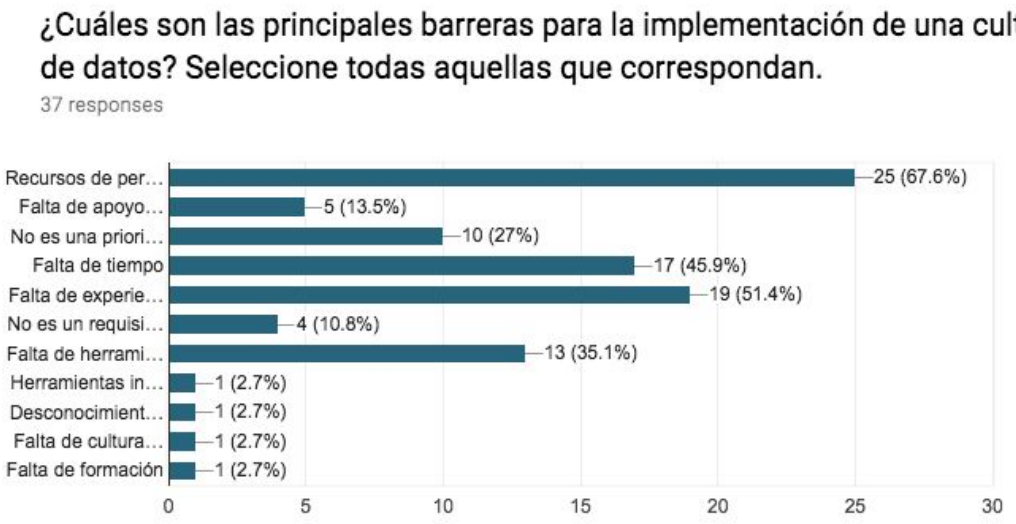
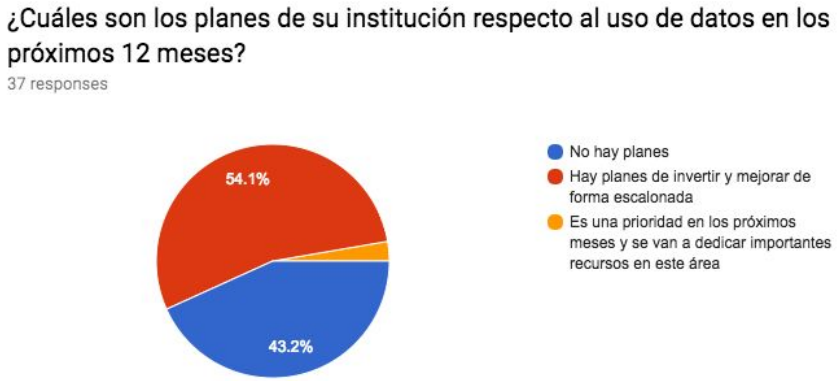
Encuesta: Uso de datos en instituciones culturales





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Encuesta: Uso de datos en instituciones culturales

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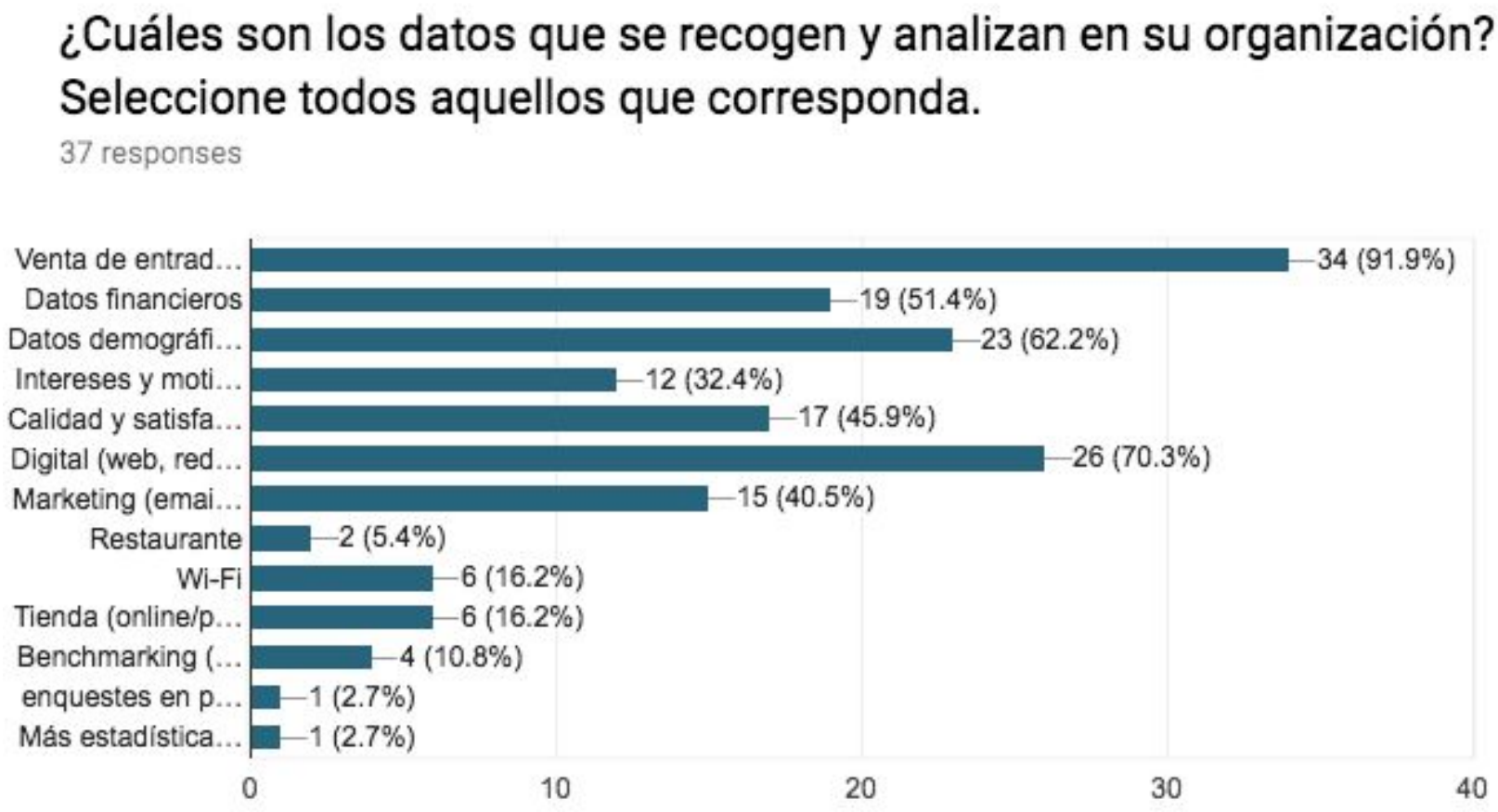

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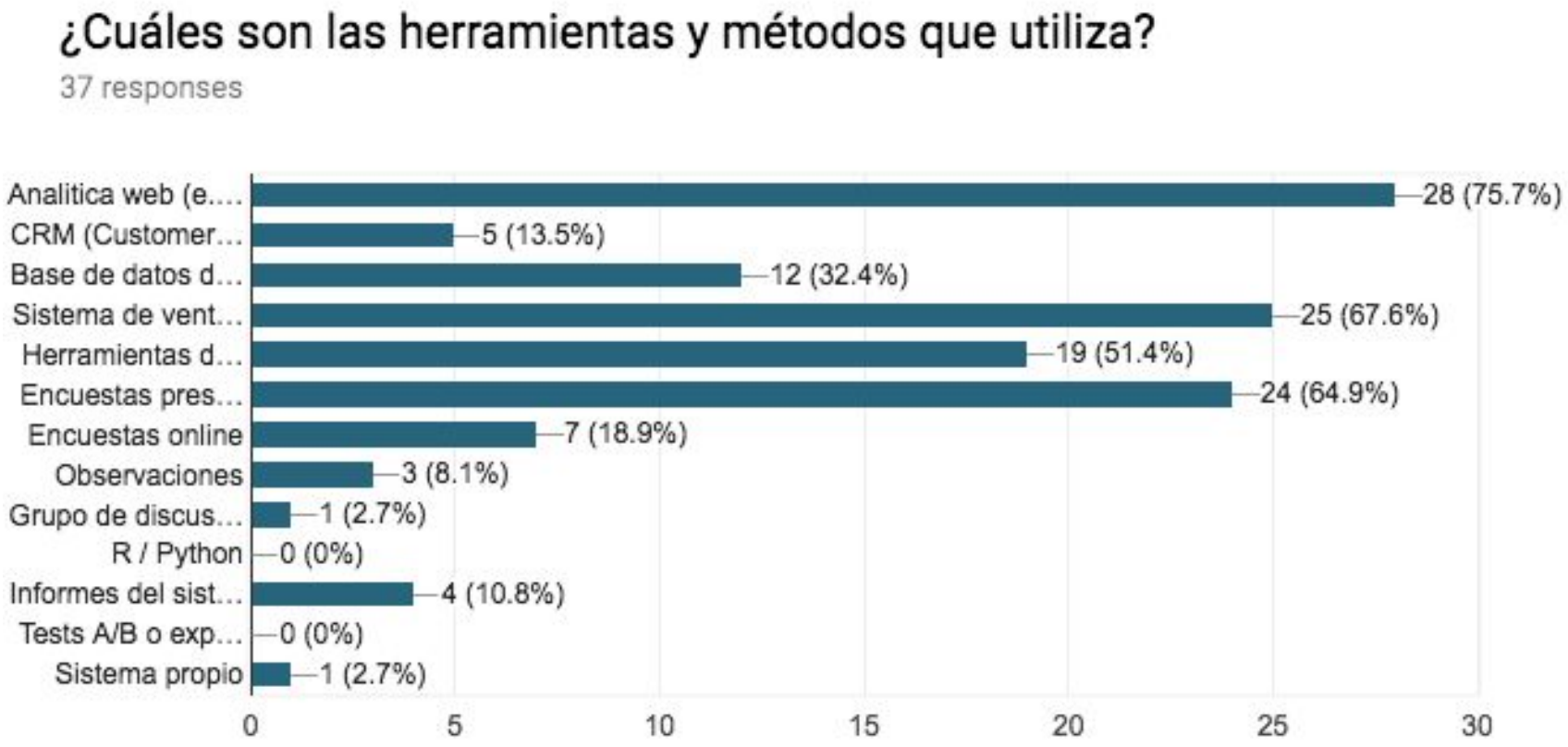
Encuesta: Uso de datos en instituciones culturales



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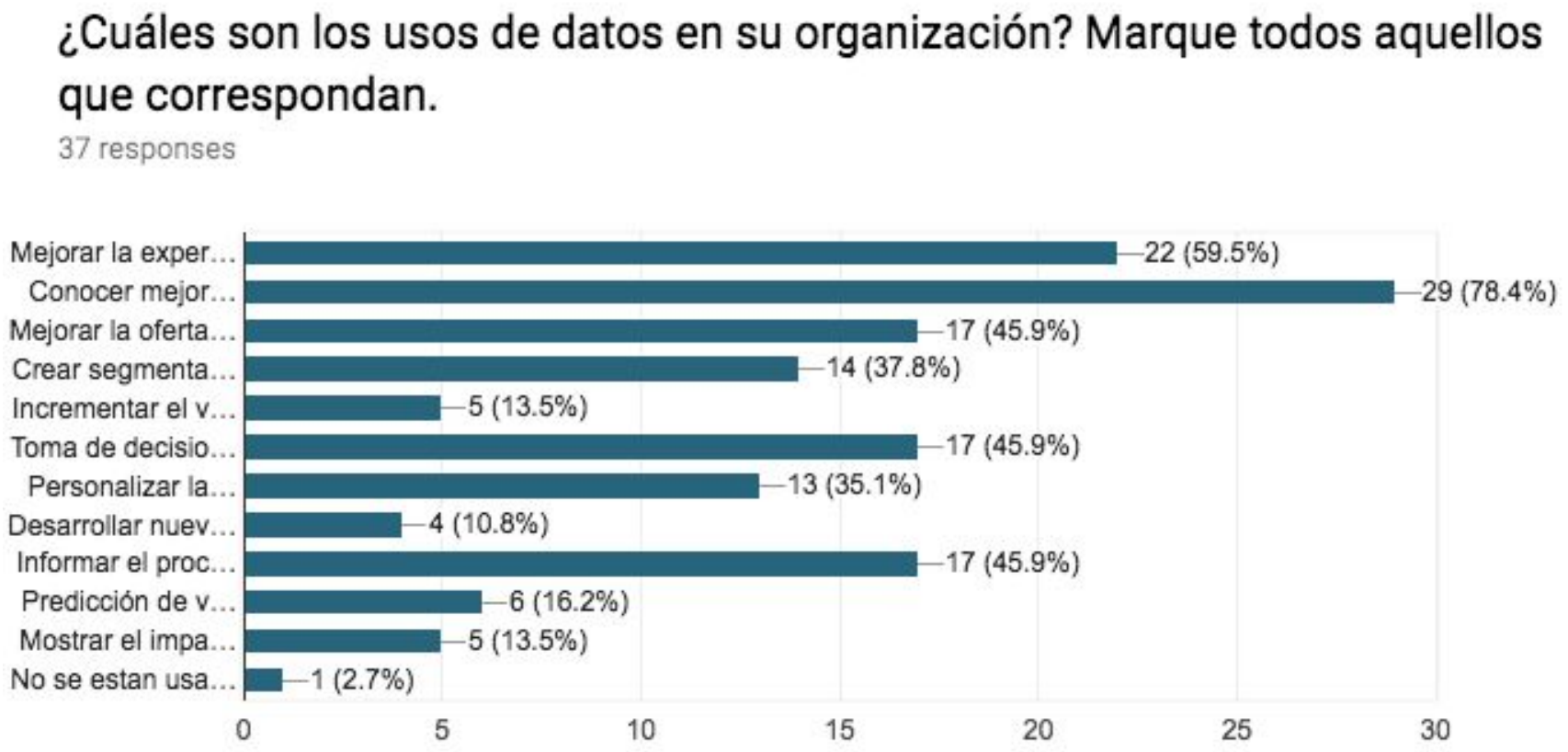
Encuesta: Uso de datos en instituciones culturales



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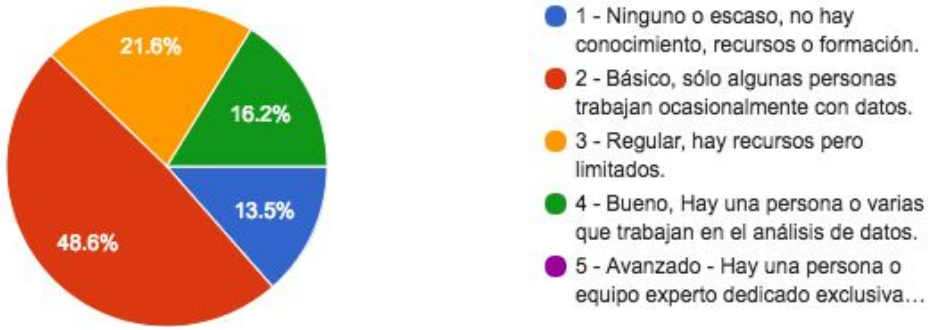
Encuesta: Uso de datos en instituciones culturales

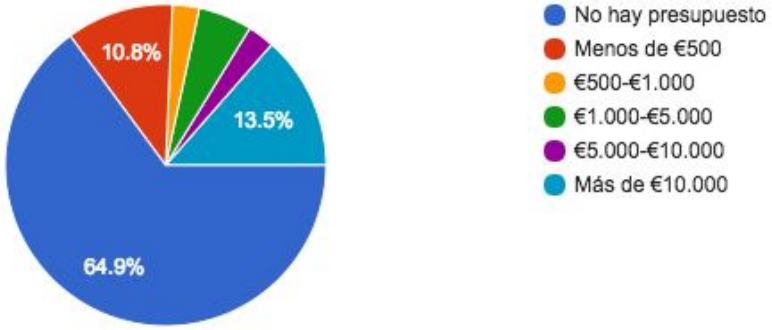
¿Cuáles son los recursos de personal dedicados al análisis y presentación de datos?

37 responses



¿Cuál es el presupuesto dedicado para el análisis de datos?

37 responses



http://bit.ly/museusidades

¡Gracias!

Estudio sobre el uso de datos en instituciones culturales:
http://bit.ly/datosycultura

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