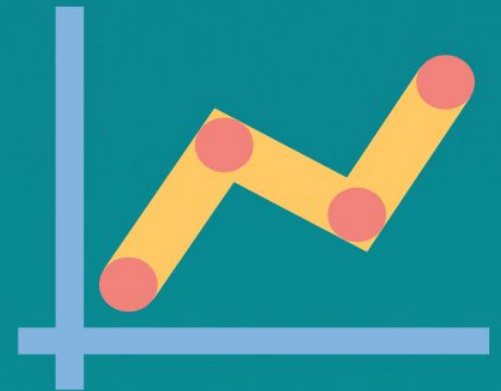

Análisis de la experiencia digital en el museo: Estrategia, evaluación y cultura de datos

#2jornadaoppcc

Elena Villaespesa

Assistant Professor, Pratt Institute | Digital Analyst, Metropolitan Museum of Art
@elenustika | artsmetrics.com

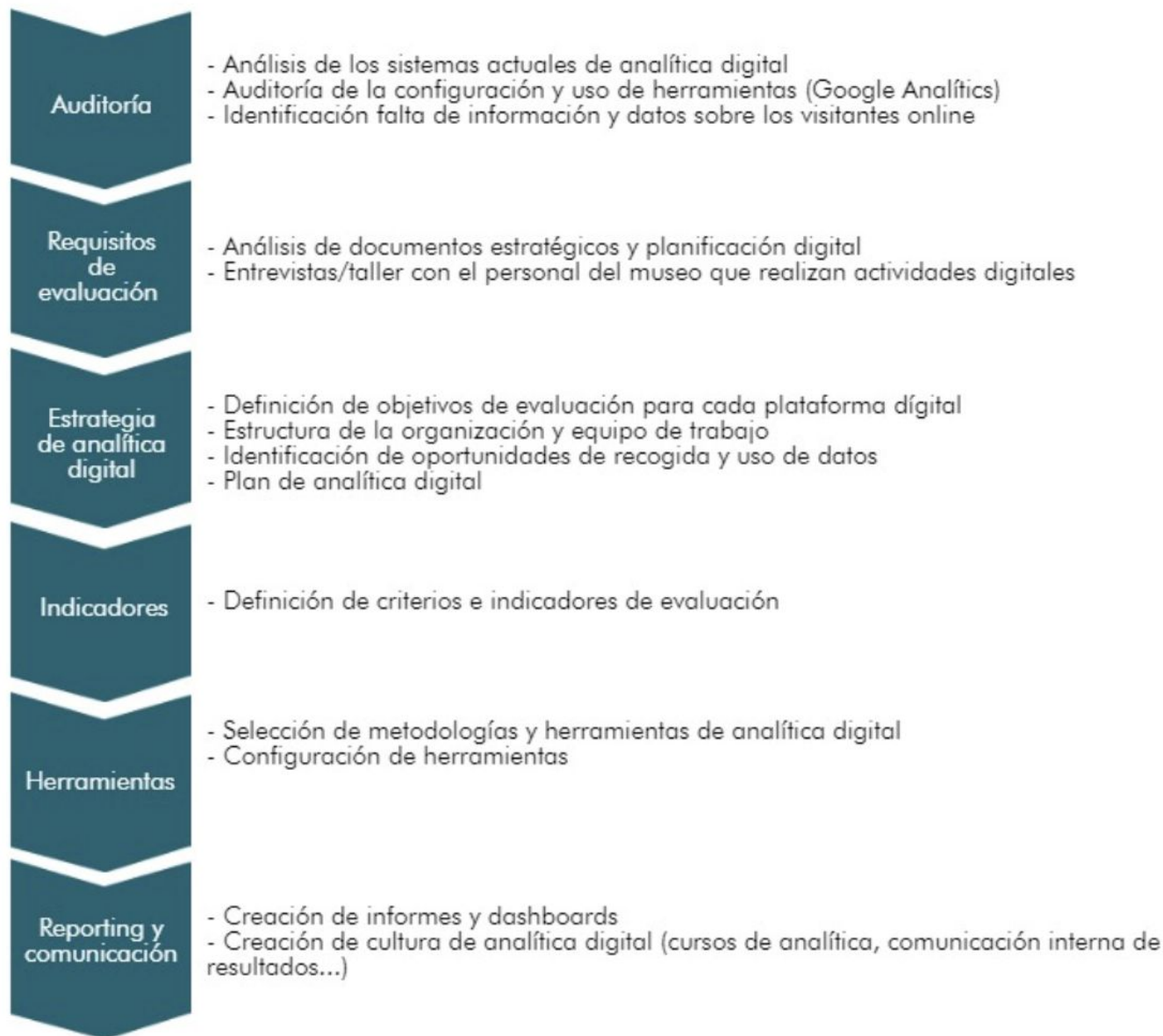


Datos en los museos



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

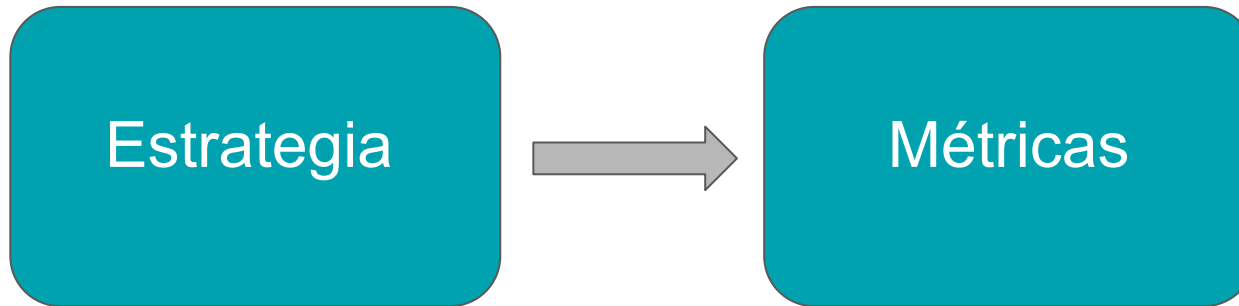
Fases implantación de una cultura de datos



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

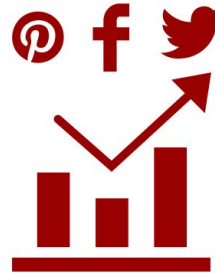


- ¿Cuáles son los objetivos de tu estrategia digital?
- ¿Cuáles son las métricas que nos ayudarán a evaluar el éxito de nuestra estrategia?
- ¿Cuáles son los valores objetivos?
- ¿Con qué frecuencia tenemos que analizar estas métricas?
- ¿Qué acciones e iniciativas podemos llevar a cabo para influenciar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

Herramientas y metodología



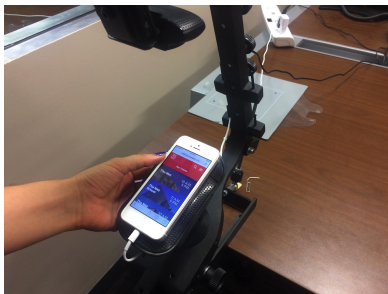
Analítica web



Analítica redes sociales



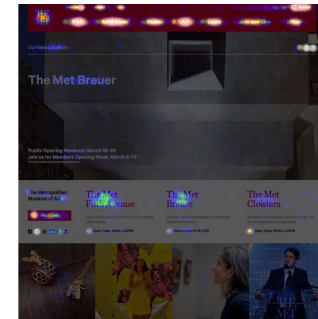
App Analytics



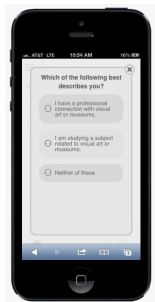
Test usabilidad



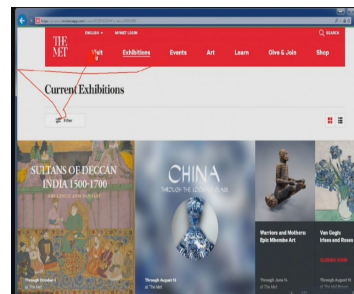
Entrevistas



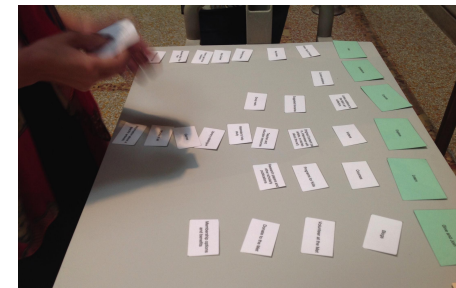
Heatmaps



Encuestas



Eye tracking



Card sorting / A/B testing

Procesos

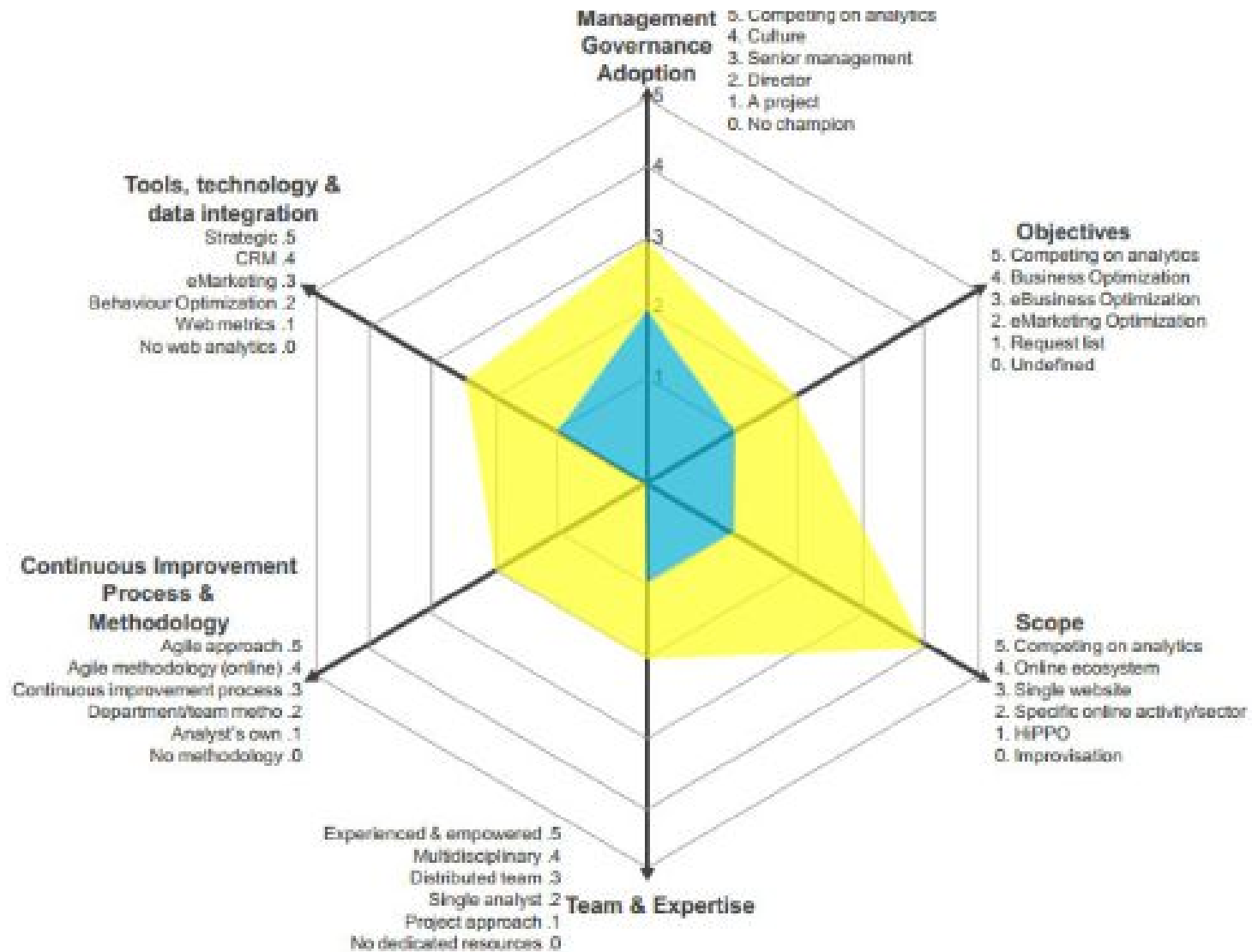


Herramientas



Informes y comunicación

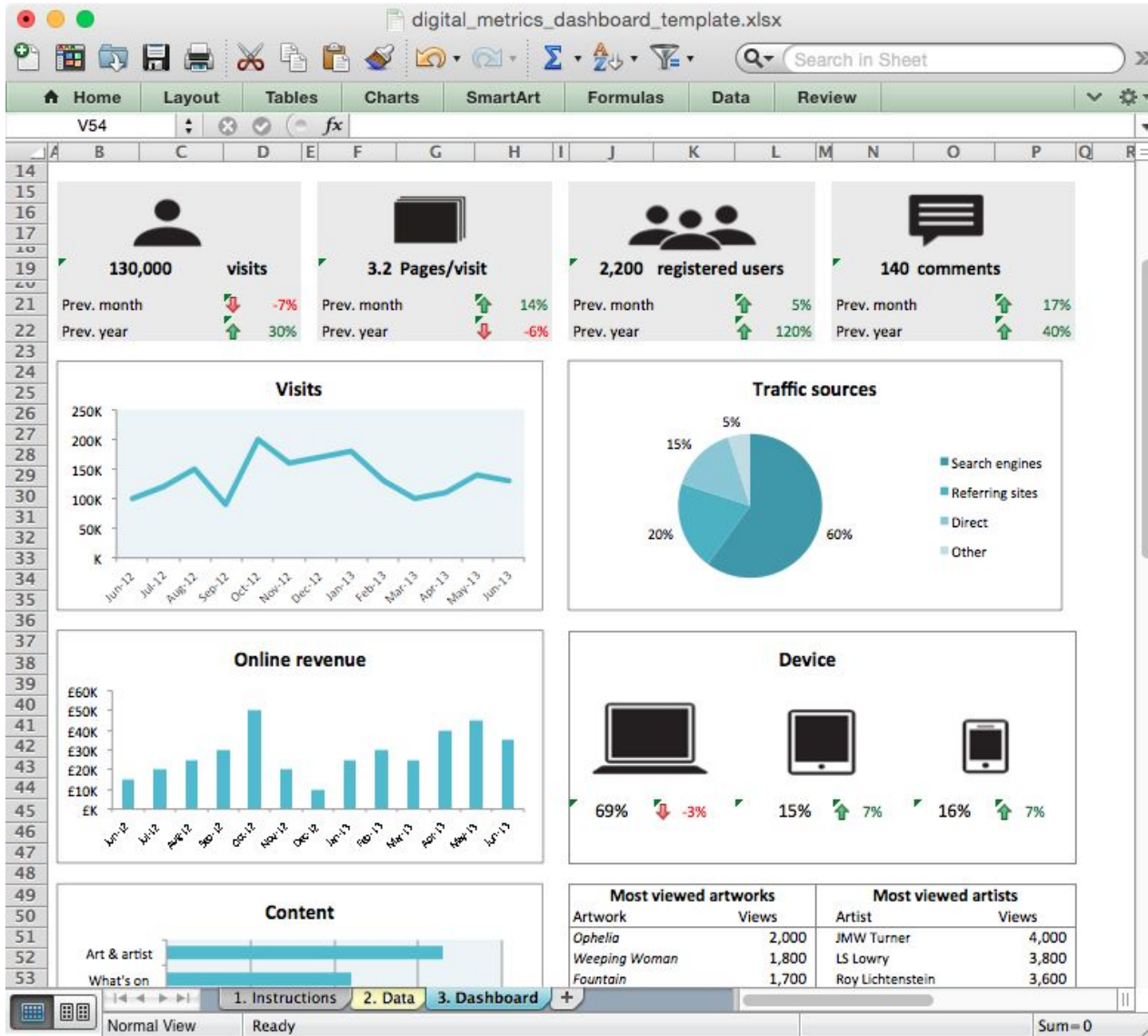
Hacia una cultura de analítica digital



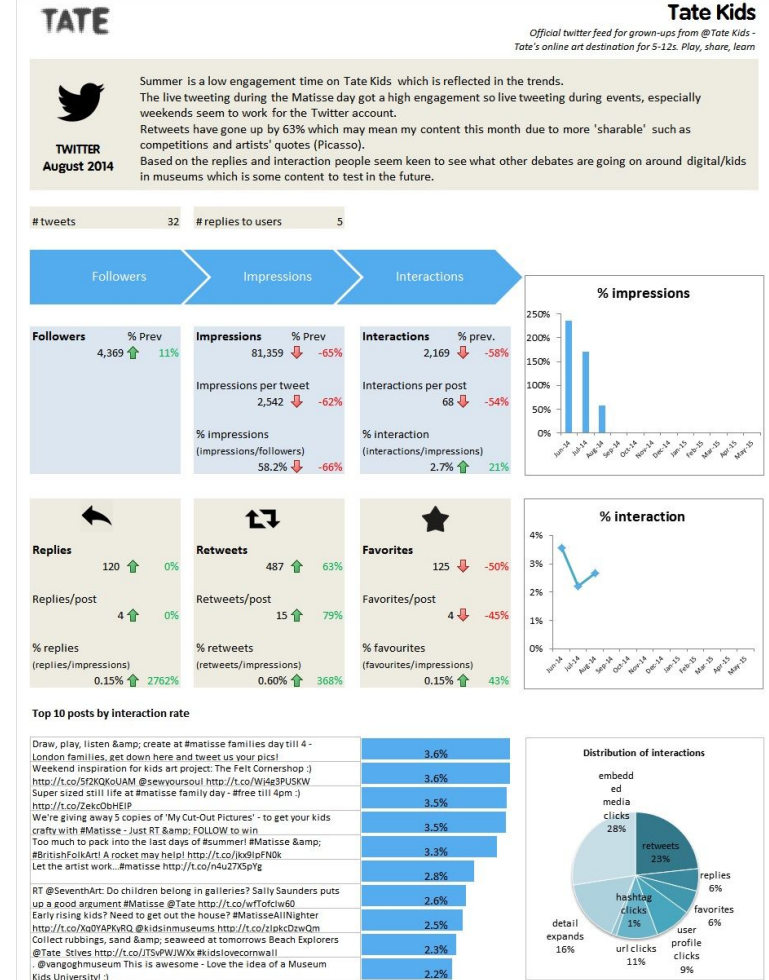
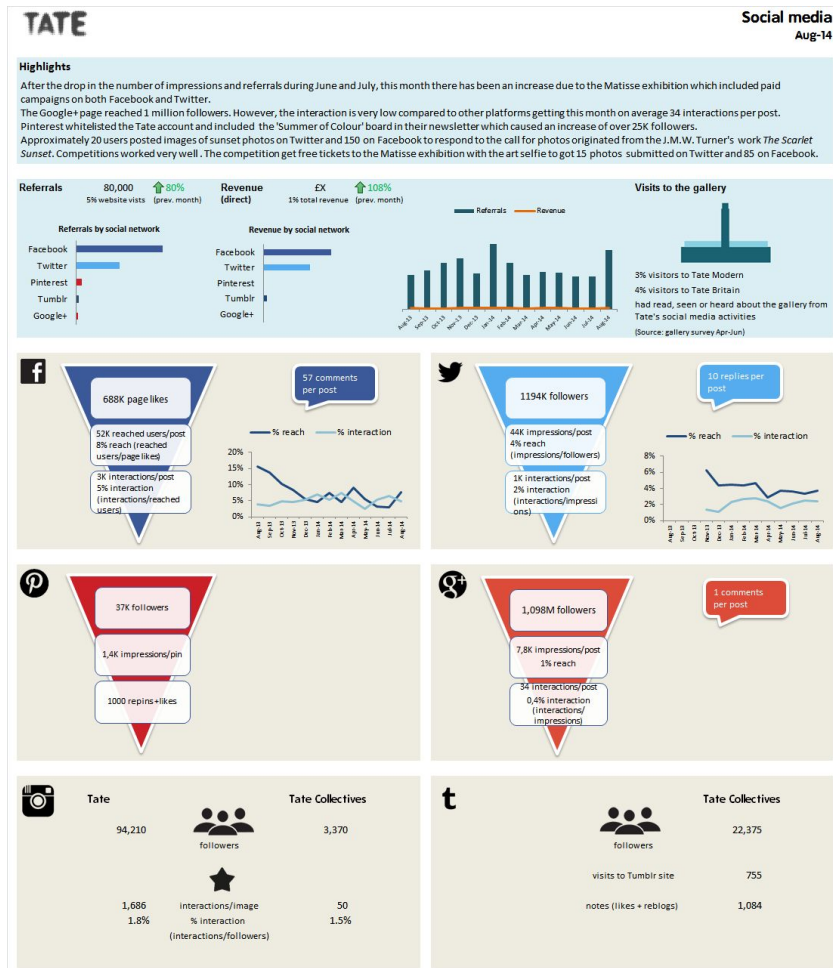
Tate - Estrategia Digital 2013-2015

*“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**”.*

Dashboard Tate

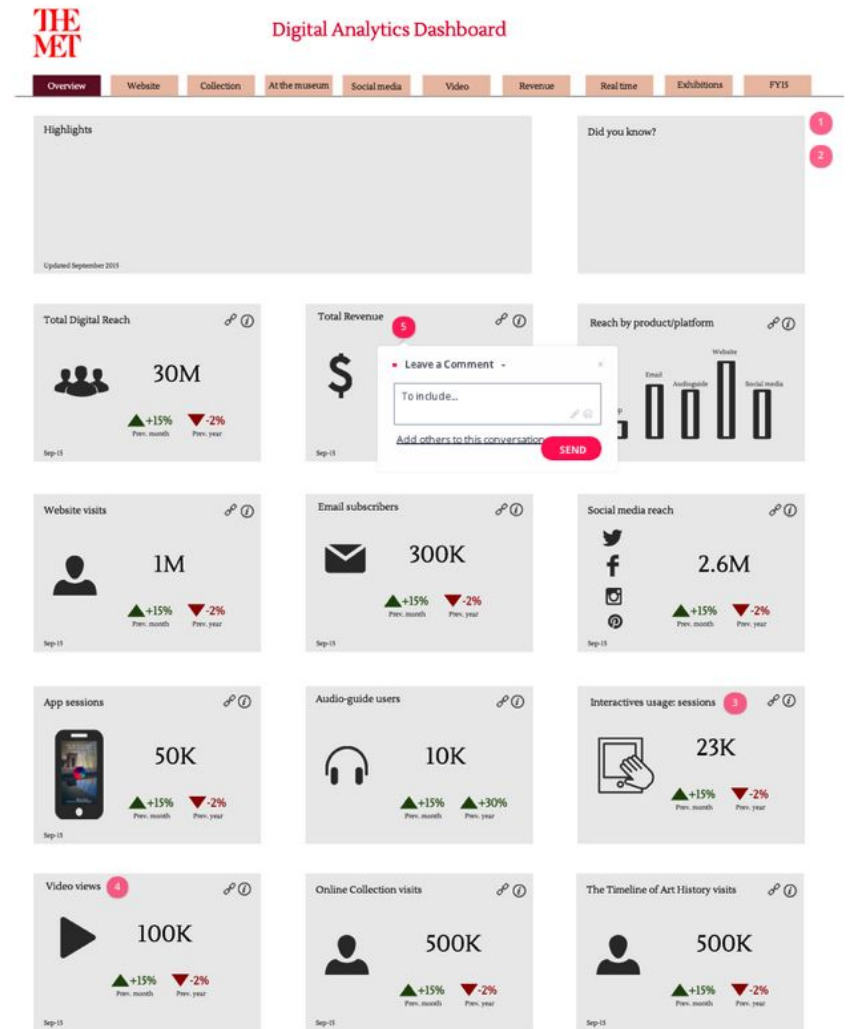


Dashboard - Tate social media

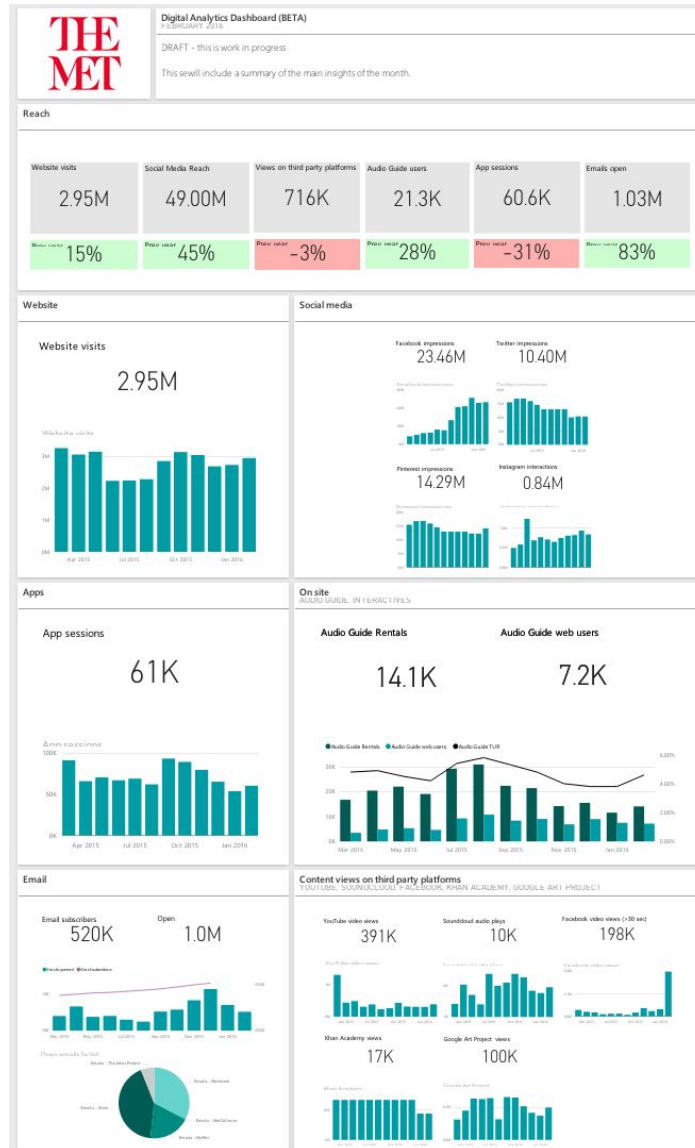


Creación de un dashboard

- 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, diseño, tipo de widgets (numéricos, gráfico, texto...)



Dashboard: Digital en el Metropolitan

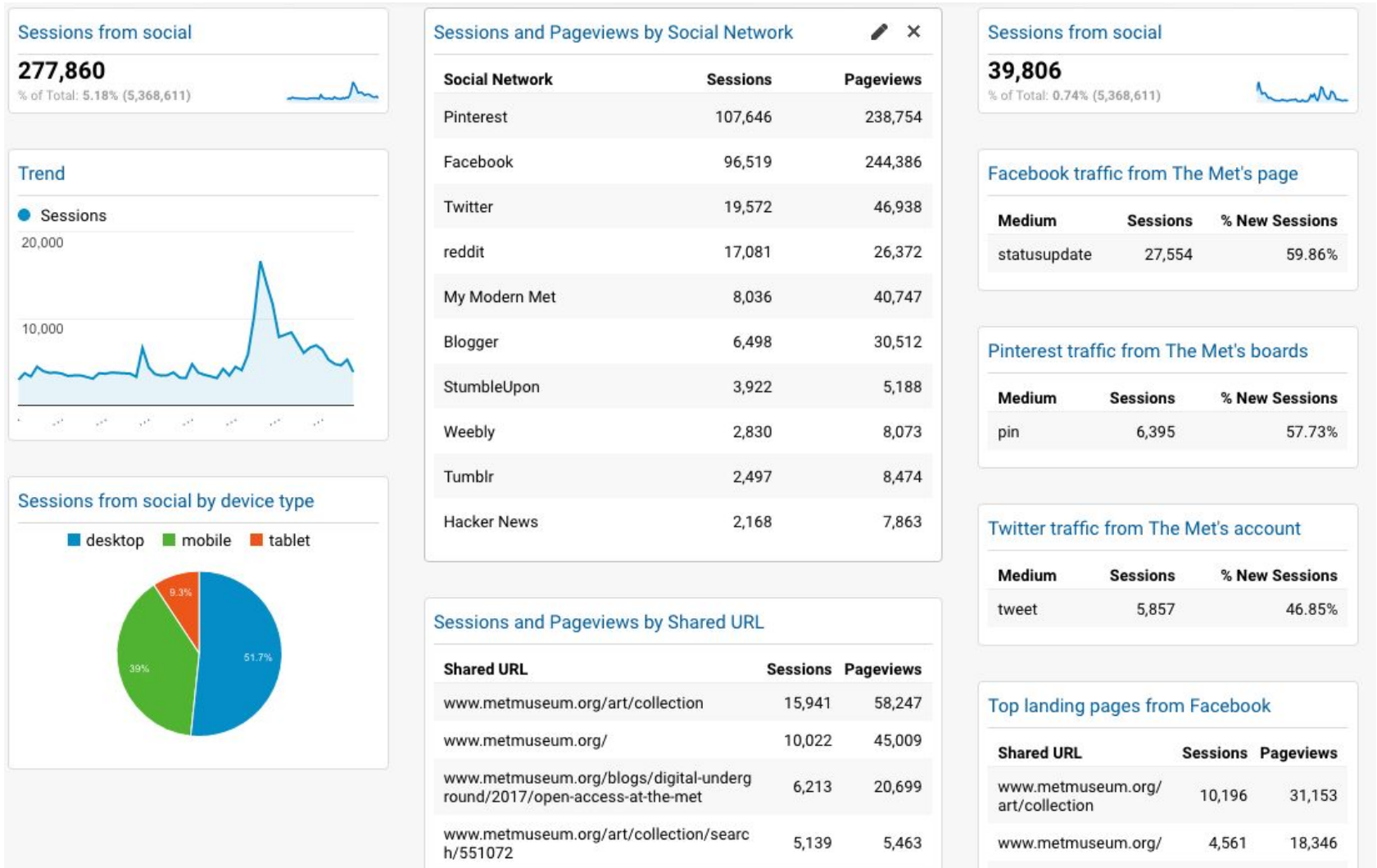


Herramientas para la visualización de datos



- 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



Google Solutions Gallery

CREATE

All Solutions

Imported Solutions

My Solutions

Sort by

- Most popular
- Latest
- Highest rating

Filter by type

- Show all types
- Attribution Model
- Audience Definition
- Channel Grouping
- Custom Report
- Dashboard
- Goal
- Segments

Filter by ranking



- Show unrated

Filter by category

- Show all categories
- Acquisition
- Analytics Academy

All Solutions

Sorted by: Popularity X

Type: Dashboard X

Occam's Razor Awesomeness

By Avinash Kaushik Aug 20, 2013

★★★★☆ (242)

+ 162,502

g+1

Like

Tweet



A collection of my top Segments, custom reports and dashboards critical for any Analytics user.

Import

New Google Analytics User Starter Bundle

By The Google Analytics Team Sep 20, 2013

★★★★☆ (115)

+ 153,119

g+1

Like

Tweet



A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...

Import

Content Analysis Dashboard

By Vagelis Varfis | Nudge Digital Mar 14, 2014

★★★★☆ (53)

+ 57,835

g+1

Like

Tweet



This Content Analysis Dashboard is all about analysing and providing insightful data that will help you evaluate the efficiency of the content in your website. Based on these widgets you will be able to see which one of the pages are underperforming/overper...

Import

SEO Dashboard - Finding Top Content and Keywords

By Kevin Pike Oct 2, 2013

★★★★☆ (37)

+ 56,394

g+1

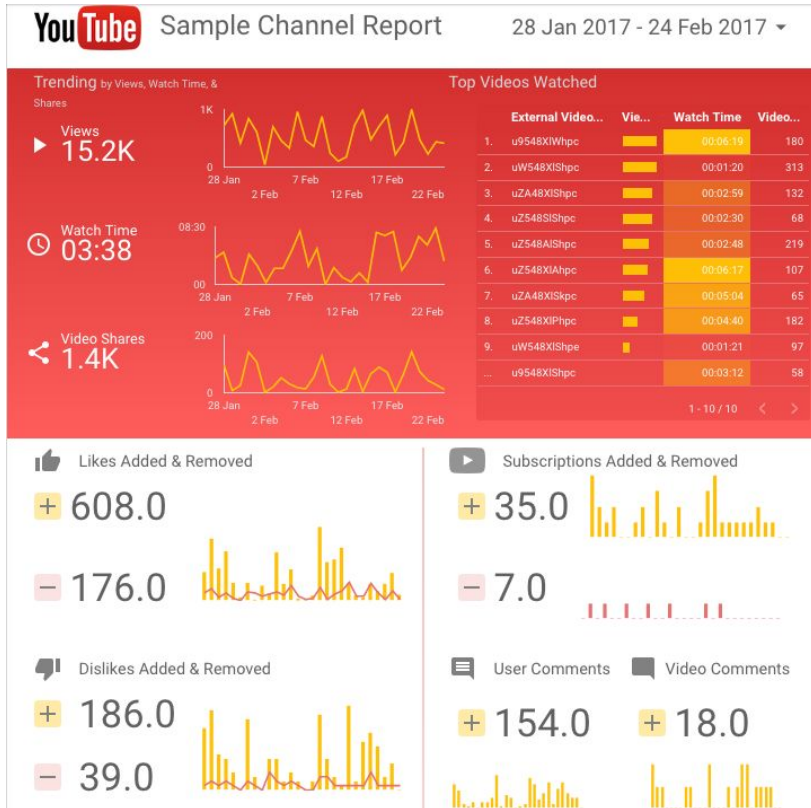
Like

Tweet



Dashboard view of top landing pages by goal completions. Also see top long tail keywords with conversion and bounce rate for future content marketing ideas.

Google Data Studio



SEO Metrics Dashboard

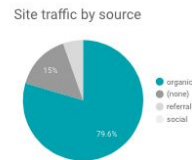
1 May 2017 - 31 May 2017



Top queries

Query	Impressions	Site CTR
1. interaction rate	459	16%
2. twitter metrics	456	0%
3. twitter analytics dashboard	420	0%
4. twitter analytics report	262	0%
5. metrics for twitter	239	0%

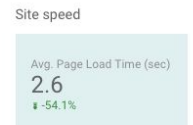
1 - 5 / 397



Top landing pages

Page	Pageviews	Bounce Ra...
1. /en/interaction-rate-an-accurate-metric-to-measur...	371	94.03%
2. /es/tasa-de-interaccion-metrica-para-medir-nuestr...	342	89.4%
3. /en/home/	69	50%
4. /en/dashboard-for-twitter-analytics/	58	62.5%
5. /es/dashboards-herramienta-clave-para-crear-una...	52	82.14%

1 - 5 / 73



Dashboard - Visitas en tiempo real

Overview

Create Shortcut BETA

Right now
626
active users on site

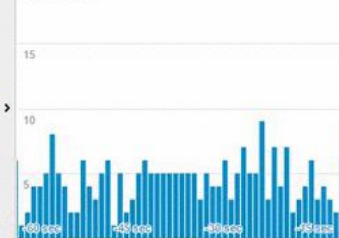


Pageviews

Per minute

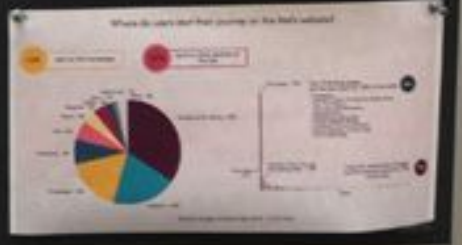
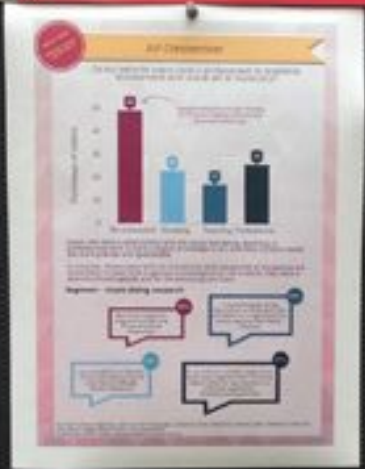


Per second



Infografías

User Insights



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

ANALYTICS

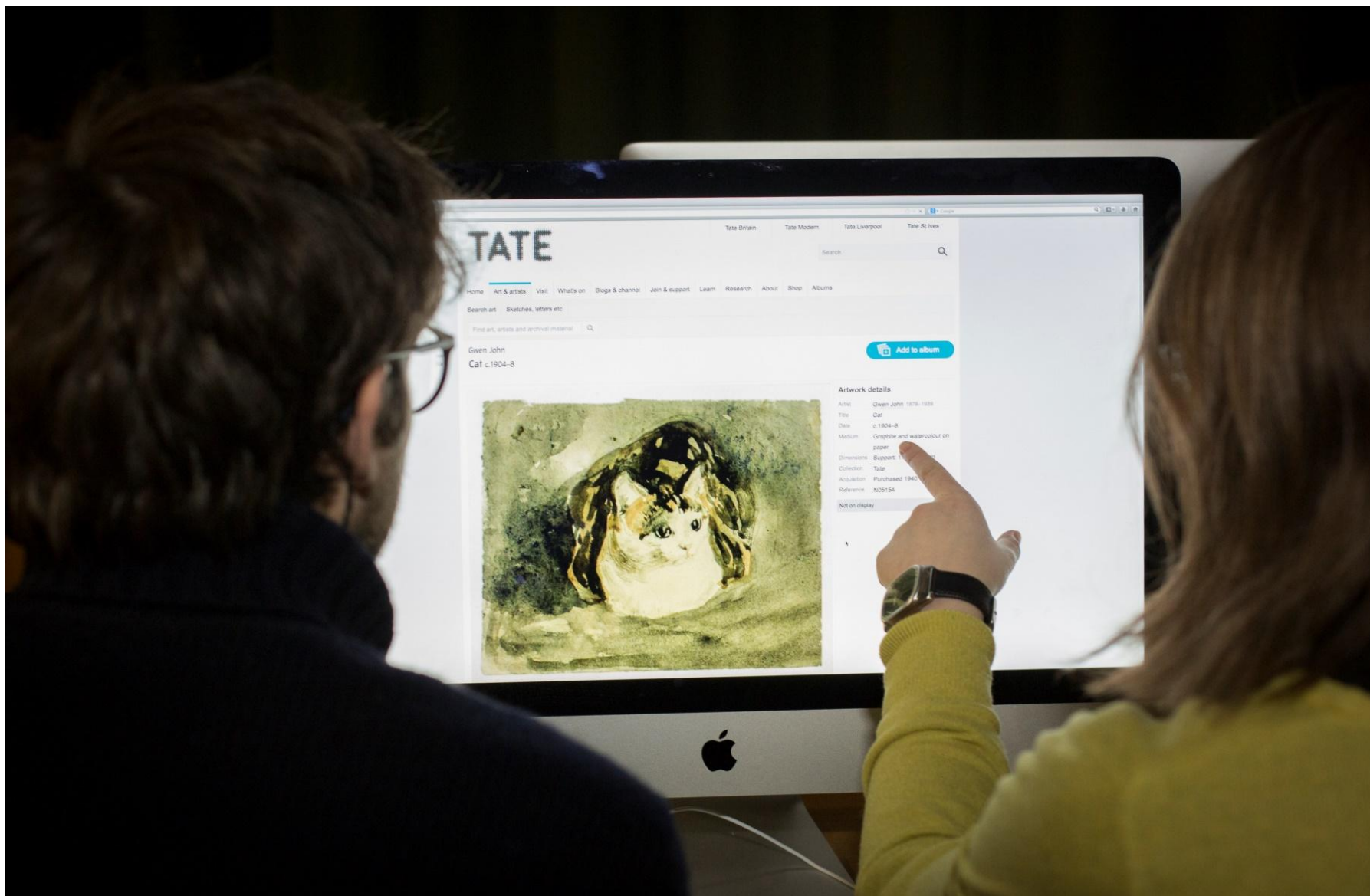


Conoce tu audiencia

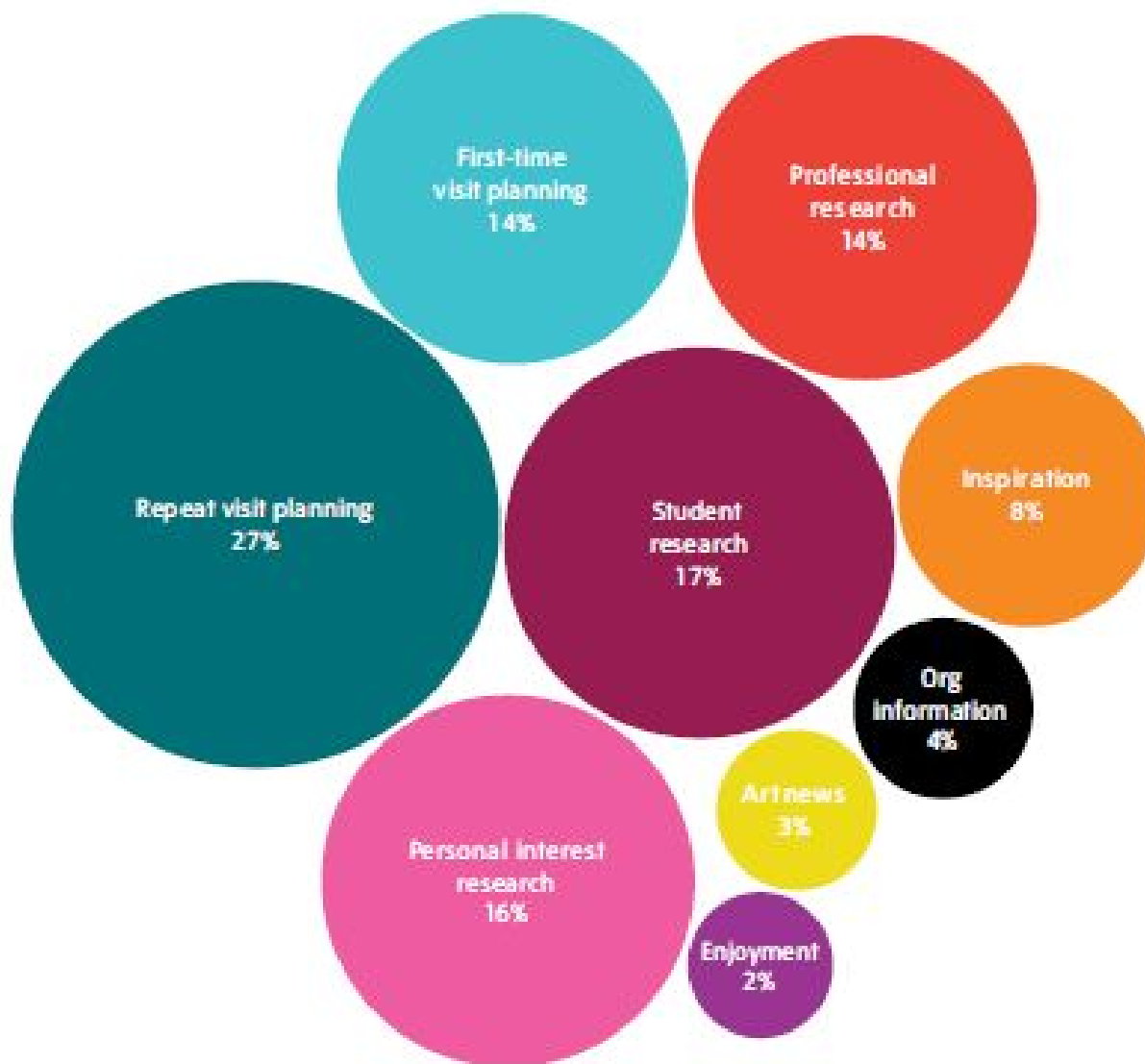


Source: Australia Council for the Arts

Tate website - Segmentación de usuarios



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



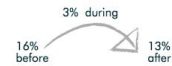
2.6 pages / session
70% of users land on the object page



15% of users use the search functionality

Museum visit

31% related to the visit



Device



66%



9%



25%

Location



US (54%) International (46%)

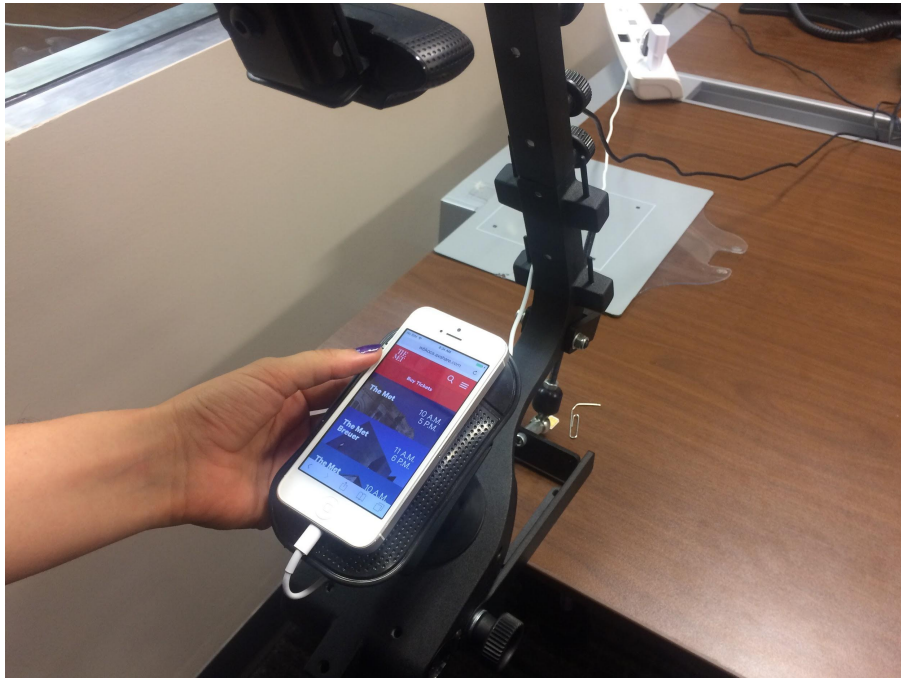
Knowledge of art



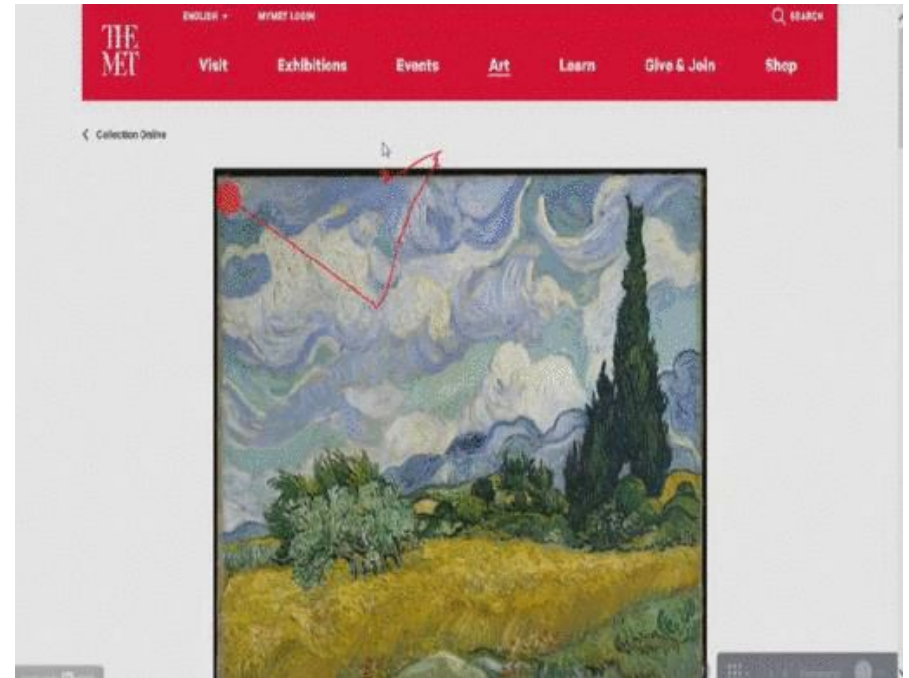
Little knowledge (6%)
General knowledge (58%)
Specialist (36%)

Test de usabilidad

User testing



Eye tracking



Collection > Art & Artists

Home Tate Britain Tate Modern Tate Liverpool Tate St Ives

ONLINE TATE

Collection Tate Channel Learn Online Members Support Tate Blog Tickets Shop

PICASSO & MODERN BRITISH ART

15 FEBRUARY – 15 JULY

Tate Britain OPEN LATE EVERY FRIDAY

Home Art & artists Visit What's on Context & comment Join & support Learn Research About Shop

SUPPORTED BY THE PICASSO AND MODERN BRITISH ART SUPPORTERS GROUP, THE SPANISH TOURIST OFFICE AND THE OFFICE FOR CULTURAL AND SCIENTIFIC AFFAIRS, EMBASSY OF SPAIN. SPONSORED BY KLM FINES

- Tate Britain
- Tate Modern
- Tate Liverpool
- Tate St Ives
- Tate Collection >
 - ARTIST ROOMS
 - Conservation
 - Picture Library
 - Art on Demand
- Research >

Exhibitions >

- Current Exhibition
- Future Exhibitions

Visiting Tate >

- Family Visits
- Access

Calendar >

< March 2010

M	T	W	T
27	28	29	1
5	6	7	8



Work of the week:
[FEBRUARY Fill-Dyke in Wigan](#) by Peter Brook

A moody sky burdened with unfallen snowflakes muffles this street corner, capturing the suffocating stillness of February in the UK.


- > [Read and comment](#)
- > [All blogs in this series](#)

Heatmaps

MYMET BUY TICKETS SEARCH

THE MET 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 screenshot shows the top navigation bar of The Met website with a heatmap overlay. The navigation items are: THE MET, MYMET, DATA, SEARCH, Visit, Exhibitions, Events, Art, Learn, Join and Give, and Shop. Below the navigation bar, there is a link for 'All Collection Records'. The main content area features a large image of the painting 'Bridge over a Pond of Water Lilies' by Claude Monet, with a heatmap overlay showing high engagement in the central and lower-left areas. Below the image are navigation icons for zooming and panning. At the bottom, there is a section for 'Additional Images' with a plus sign icon, and a list of metadata for the painting: Artist: Claude Monet (French, Paris 1840-1926 Giverny), Date: 1899, Medium: Oil on canvas, and Dimensions: 81.3 x 99.1 (32.3 x 39.0 in.).

THE MET MYMET DATA SEARCH

Visit Exhibitions Events Art Learn Join and Give Shop

All Collection Records

Bridge over a Pond of Water Lilies

Additional Images

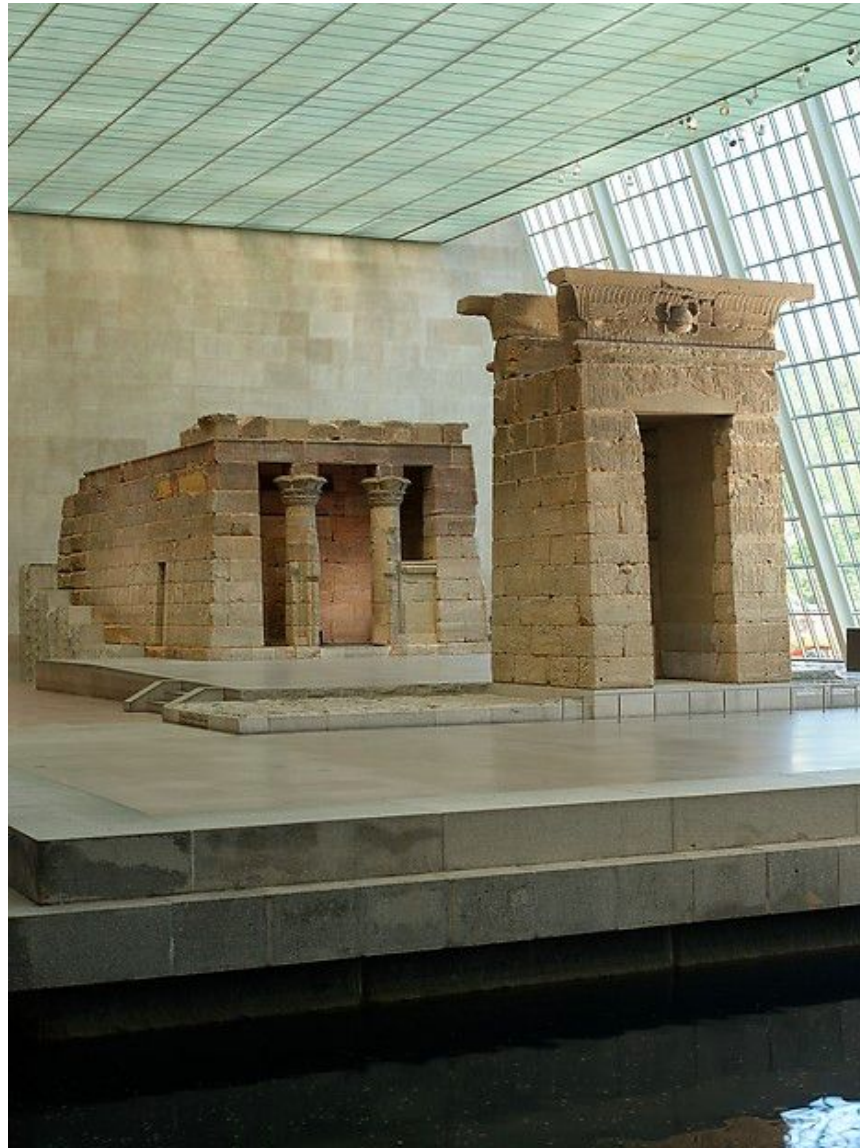
Artist: Claude Monet (French, Paris 1840-1926 Giverny)

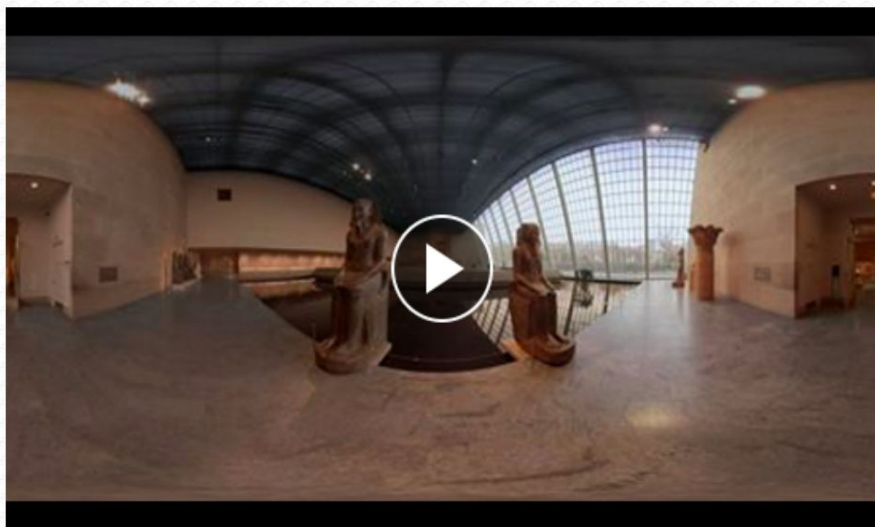
Date: 1899

Medium: Oil on canvas

Dimensions: 81.3 x 99.1 (32.3 x 39.0 in.)

360° videos en Facebook





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.

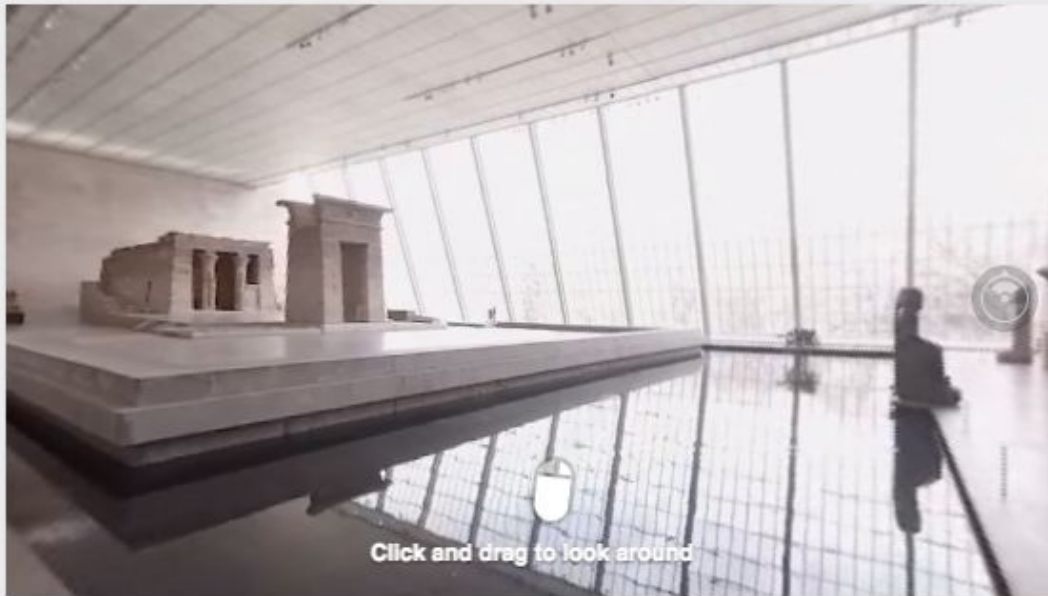
Egyptian and proud to see this video

Facebook video insights - Avg. watch time

Post details

Video

Post



The Metropolitan Museum of Art, New York: The Temple of Dendur: From the Nile to NYC in 360°

Immerse yourself in this 360° video capturing dawn to dusk in the Temple of Dendur. Built around 15 B.C. when the Roman Emperor Augustus ruled Egypt, the temple was a 1968 gift from Egypt to the United States in recognition of support given to save its monument...

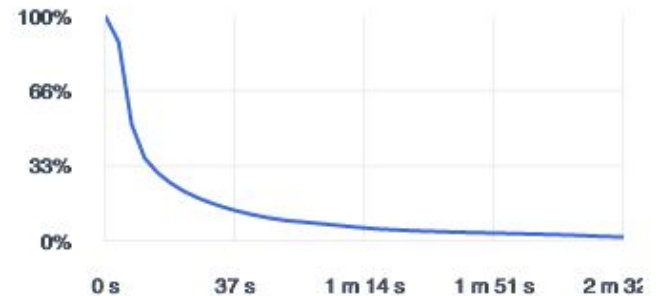
← Video average watch time ▾

0:22

2:32 Video - 14% Average Percent Watched



Audience Retention



Videos de las exposiciones

A detailed oil painting of a woman, Vigée Le Brun, with dark, curly hair, wearing a white lace headscarf with a large bow and a white lace collar. She is holding a paintbrush in her right hand. The background is dark and indistinct.

VIGÉE LE BRUN

WOMAN ARTIST IN
REVOLUTIONARY FRANCE

Exhibition videos - Comments

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

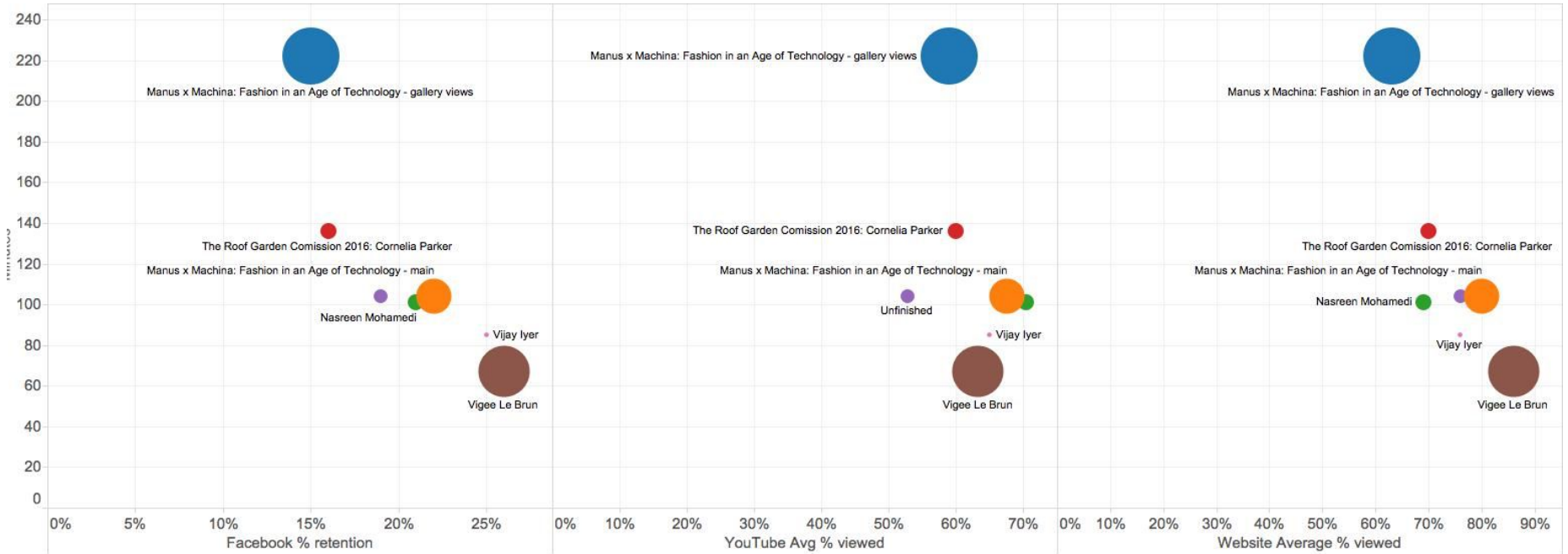
We will be in NYC in March. Guess where I'm going!

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

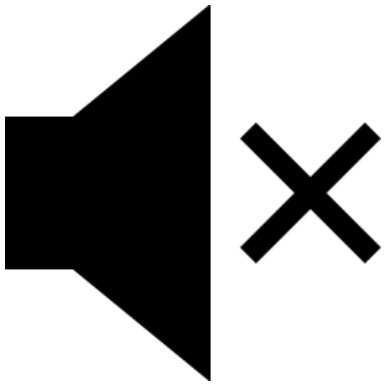
Sure wish we could go and see this in person!, Wish this to come to LA

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**

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



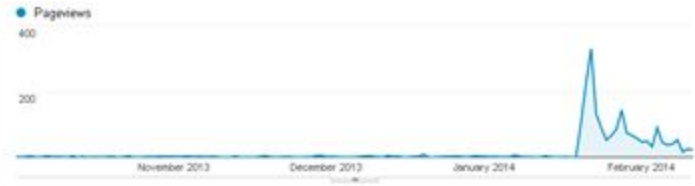
1840s GIF Party at Tate Britain



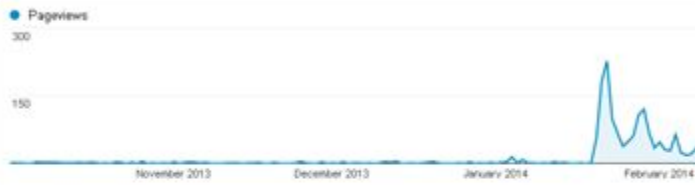
Traffic to the collection



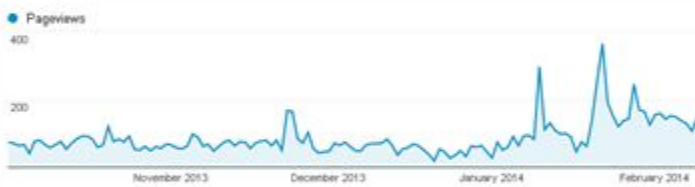
1,878



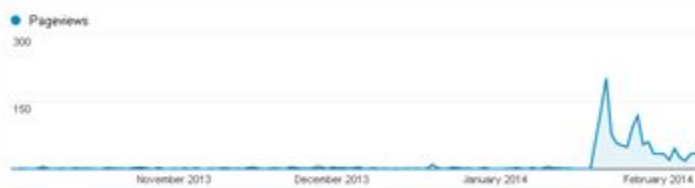
1,405



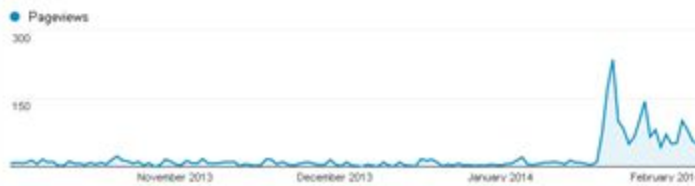
9,766



1,262



1,875

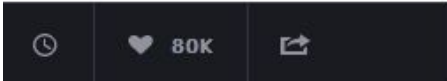


A travelling art collection



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

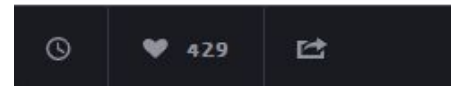
📌 *1840s GIF Party, gif, submission*



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**.

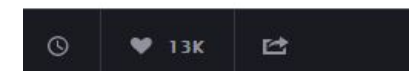
📌 *1840s GIF Party, gif*

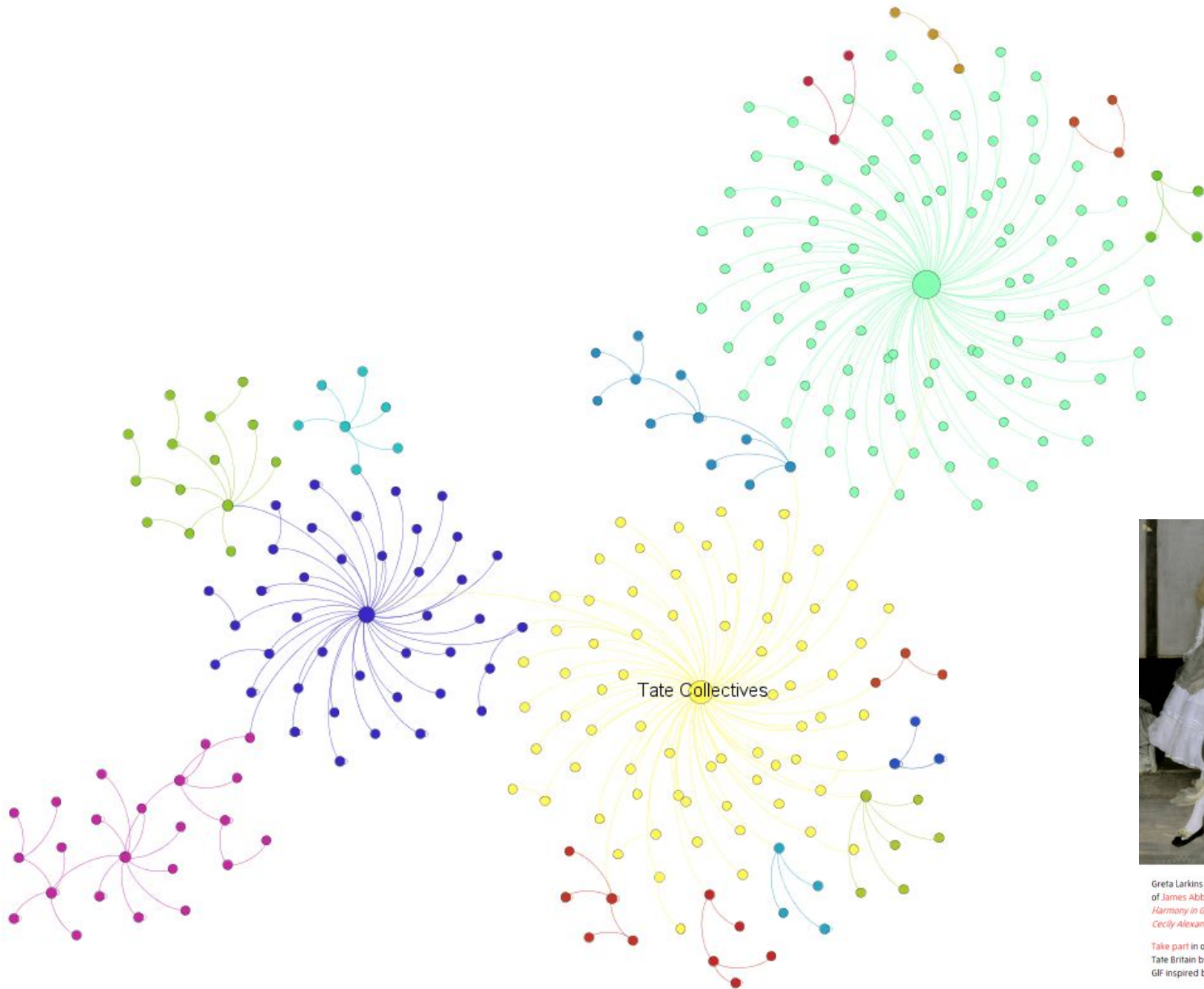


Zack Dougherty aka **Hateplow**'s remix of Albert Moore, *A Garden* 1869

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

📌 *1840s GIF Party, gif*

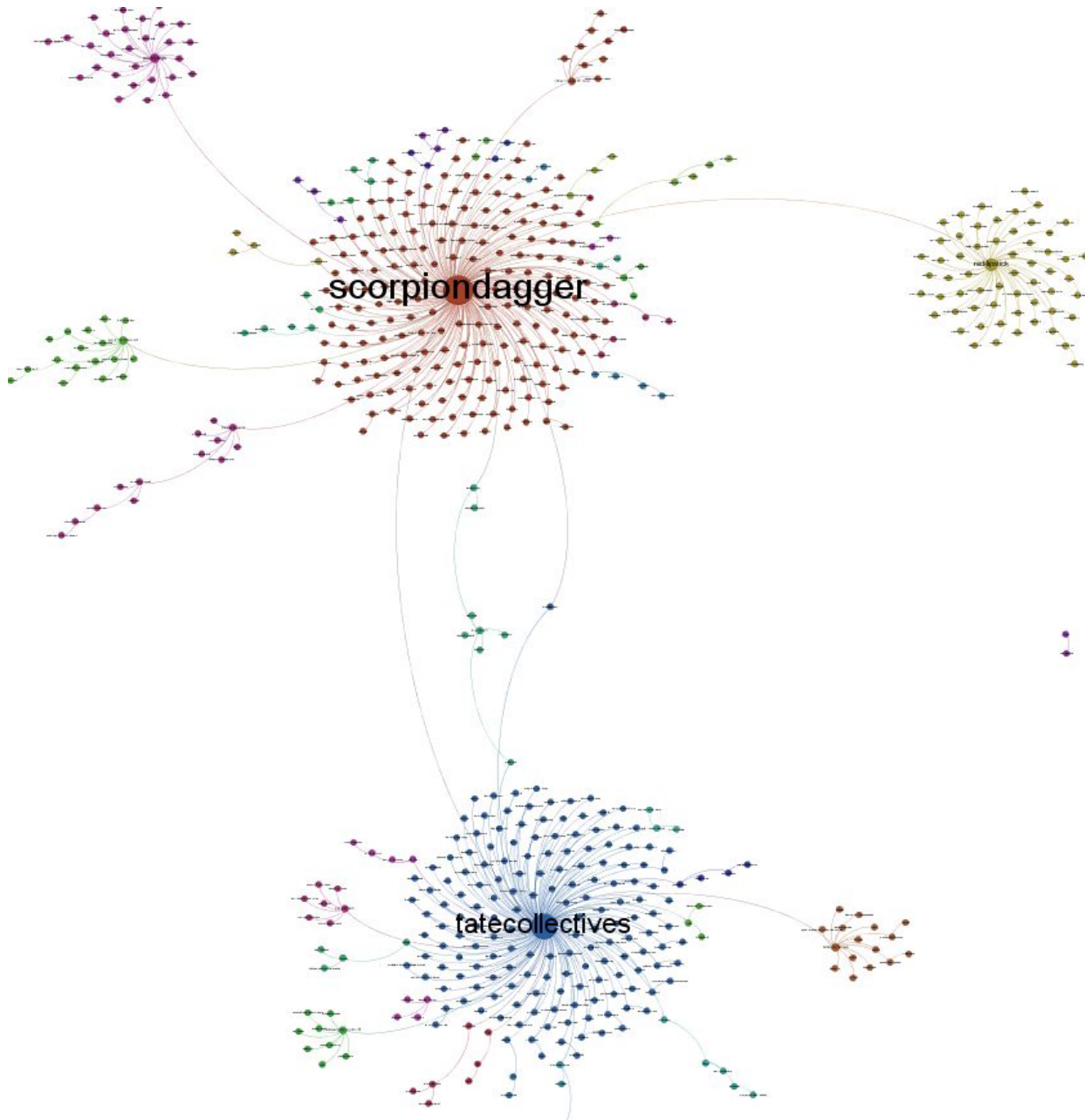




Greta Larkins aka *FashGif*'s remix of James Abbott McNeill Whistler, *Harmony in Grey and Green: Miss Cecily Alexander* 1872-4.

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

1840s GIF Party, gif



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](#).

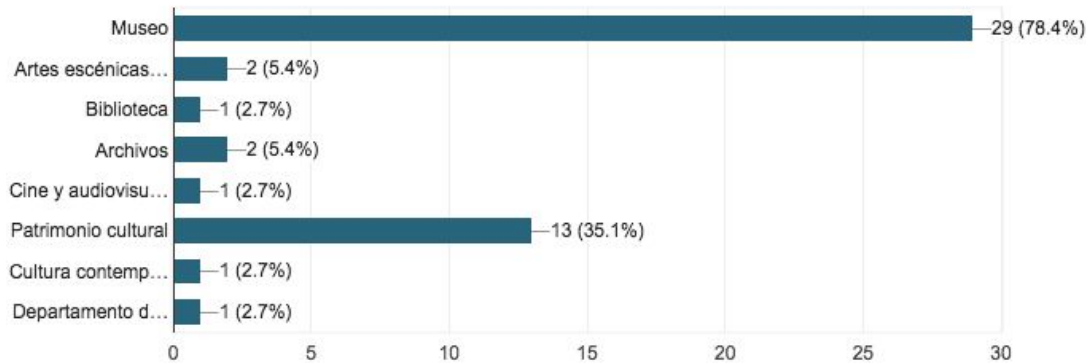
👉 1840s GIF Party, gif

🕒 ❤️ 1K 📤

Encuesta: Uso de datos en instituciones culturales

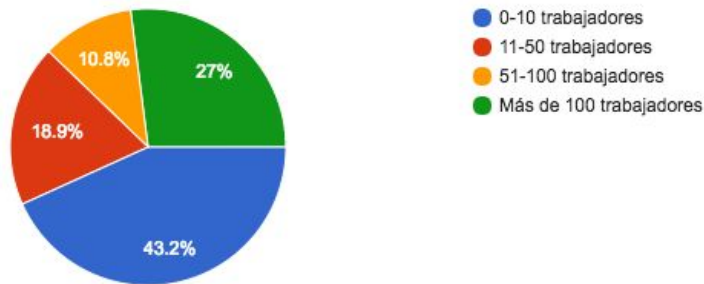
Seleccione el área cultural al que pertenece su organización:

37 respuestas



Tamaño de su organización

37 respuestas

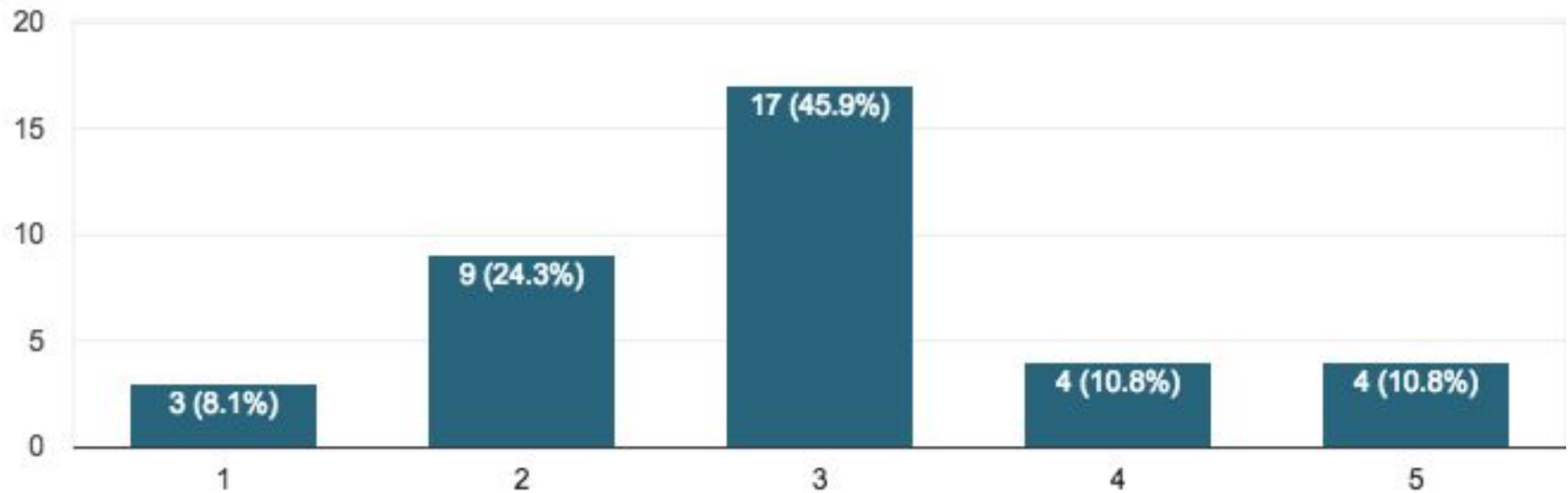


<http://bit.ly/museusidades>

Encuesta: Uso de datos en instituciones culturales

Evalúa la cultura del uso de datos en tu institución:

37 responses

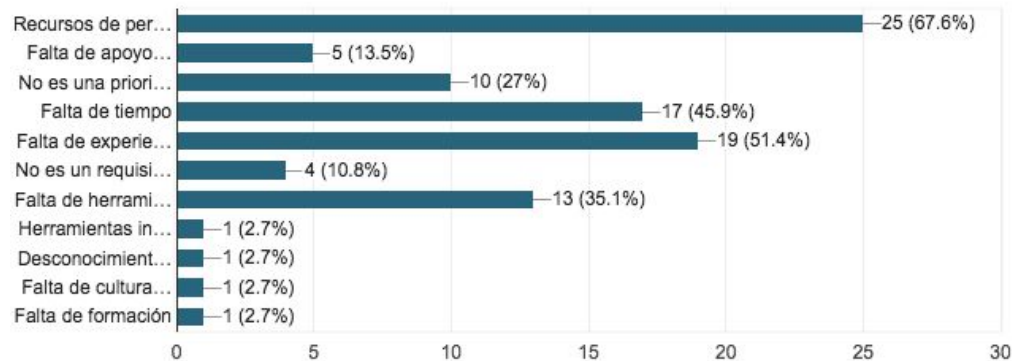


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Encuesta: Uso de datos en instituciones culturales

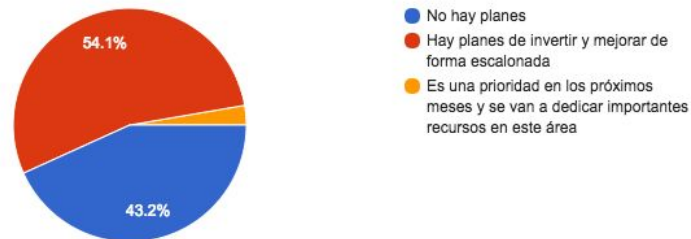
¿Cuáles son las principales barreras para la implementación de una cultura de datos? Seleccione todas aquellas que correspondan.

37 respuestas



¿Cuáles son los planes de su institución respecto al uso de datos en los próximos 12 meses?

37 respuestas

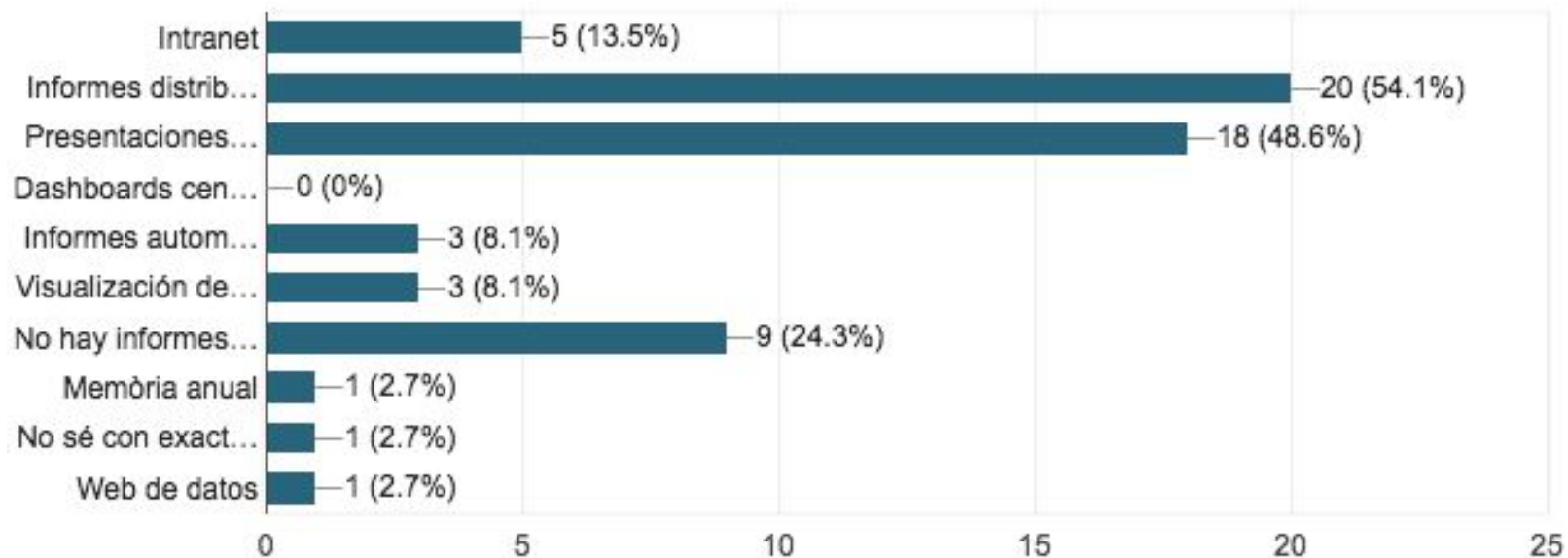


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Encuesta: Uso de datos en instituciones culturales

¿Cuál es la comunicación interna de datos y resultados? Marque todas aquellas que correspondan.

37 respuestas

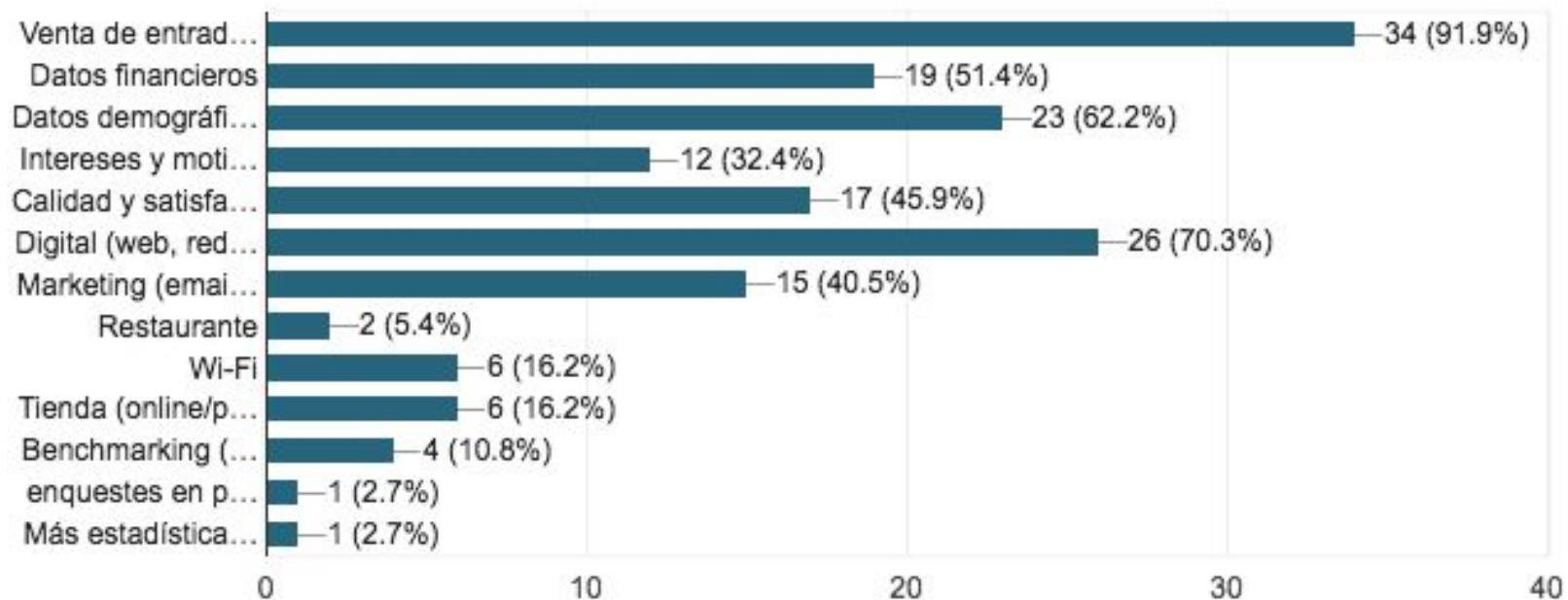


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Encuesta: Uso de datos en instituciones culturales

¿Cuáles son los datos que se recogen y analizan en su organización?
Seleccione todos aquellos que corresponda.

37 respuestas

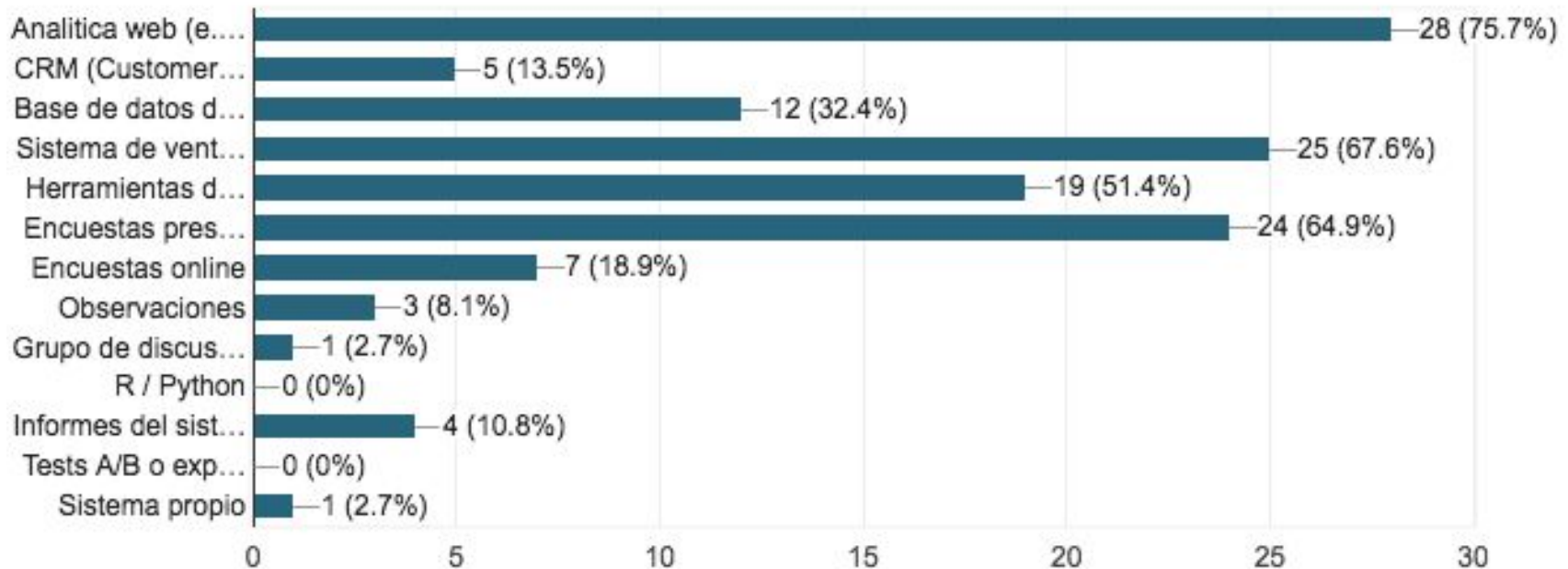


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Encuesta: Uso de datos en instituciones culturales

¿Cuáles son las herramientas y métodos que utiliza?

37 responses

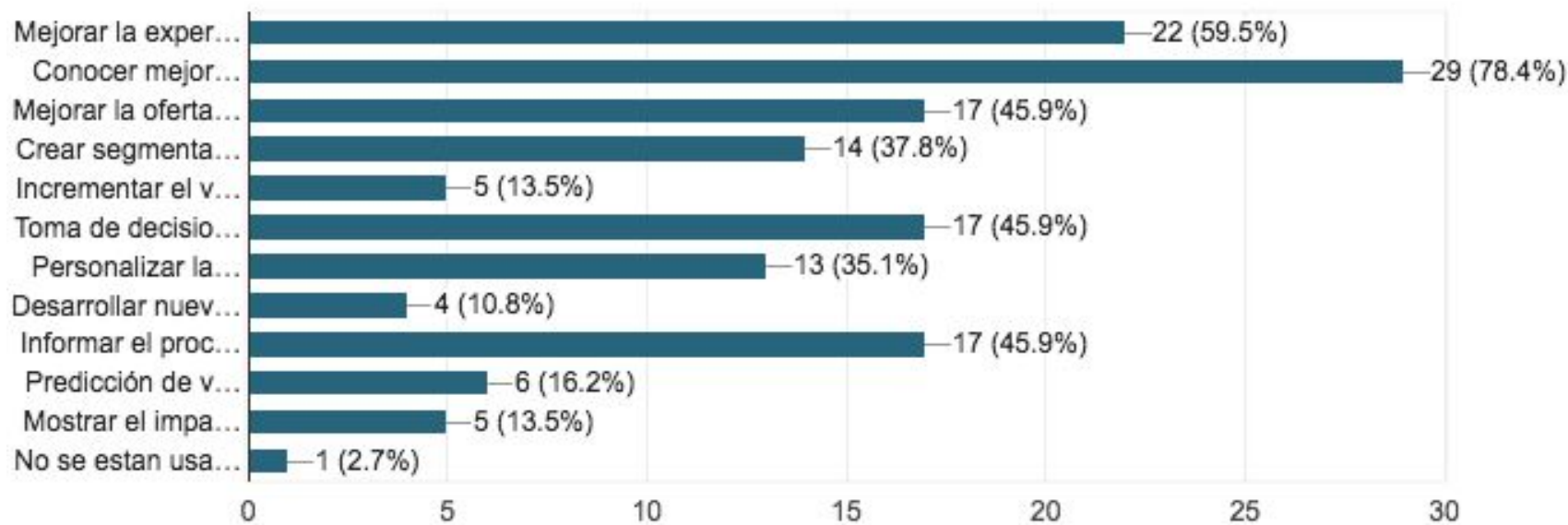


<http://bit.ly/museusidades>

Encuesta: Uso de datos en instituciones culturales

¿Cuáles son los usos de datos en su organización? Marque todos aquellos que correspondan.

37 respuestas

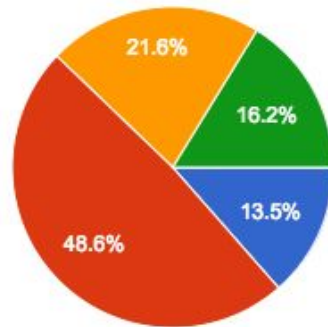


<http://bit.ly/museusidades>

Encuesta: Uso de datos en instituciones culturales

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

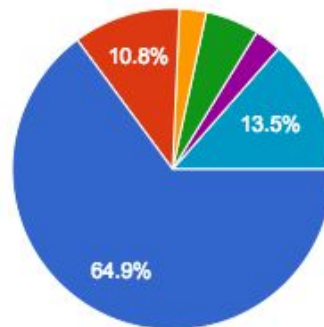
37 responses



- 1 - Ninguno o escaso, no hay conocimiento, recursos o formación.
- 2 - Básico, sólo algunas personas trabajan ocasionalmente con datos.
- 3 - Regular, hay recursos pero limitados.
- 4 - Bueno, Hay una persona o varias que trabajan en el análisis de datos.
- 5 - Avanzado - Hay una persona o equipo experto dedicado exclusiva...

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

37 responses



- No hay presupuesto
- Menos de €500
- €500-€1.000
- €1.000-€5.000
- €5.000-€10.000
- Más de €10.000

<http://bit.ly/museusidades>

¡Gracias!

Estudio sobre el uso de datos en instituciones culturales:

<http://bit.ly/datosycultura>

Grupo de Facebook: Analítica digital en museos e instituciones culturales

<https://www.facebook.com/groups/analiticadigitalmuseos>

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