MUSEUMS IN THE NEW GOLDEN AGE

Museums have entered a new age where patrons expect to be more easily engaged and appreciated as a part of an event. Fortunately, the rise of mobile technology has made it possible for a number of cultural organizations to utilize mobile devices and supply highly custom|

Google

50% of mobile users say they might carry a mobile device everywhere they go. Mobile-friendly websites and apps can attract more users to their websites. Museums that do not have mobile-friendly sites risk reduced discoverability.

Museum patrons expect to:

- Be entertained, not just informed.
- Be engaged actively and not just passively.
- Be recognized and rewarded.
- Be seen as significant.
- Share their personal museum experience and teach others.

A majority of museum visitors indicated they would use mobile for:

- Customize their guide
- Apps for on-the-fly museum navigation
- Audio tours
- Interactive audio of information in real-time
- Interactive apps or websites before
- Audio related to a topic of interest
- Social media app that activates special content in interactive context
- Audio narration
- Games and scavenger hunts

Technologies added by mobile-friendly websites and apps:

- Interactive mobile-friendly content with a small app download
- Audio Guides
- Text messaging with elements of learning and enrichment
- Greeting cards
- Text-based virtual content
- Interactive games and scavenger hunts

Other primary uses for analytics:

- Scheduling
- Fundraising
- Evaluating campaigns' performance
- Surveying
- Collectors management and cataloging
- Understanding pain points

MUSEUM DATA COLLECTION IN THE ANALOG AGE

(Mandatory) All cost-effectively collected data

Longer surveys

Clicker-counting people at the door

KEY METRICS NEEDED TO BE MEASURED TOGETHER:

- What games allowed prior to visiting the location?
- What did you do while you were there?
- How did they engage each other after?
- How much traffic both online, mobile, and in person

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OTHER IDEAS FOR ENHANCED DATA COLLECTION:

- Gaming
- Videos
- Social media
- Mobile apps

52% of users who brought a mobile device and interacted with it today are more likely to return than those who brought a mobile device and did not interact.

MOST HELPFUL FEATURES TO IMPROVE A MUSEUM VISIT:

Audio related to a topic of interest

Social media app that activates special content in a user's context

Audio narration

Games and scavenger hunts

35 HOURS

Audio content available at the Louvre in Paris as of 2012.