GATHERING USER INFORMATION BEYOND BEYOND GOOGLE ANALYTICS

ITWG, August 17, 2017

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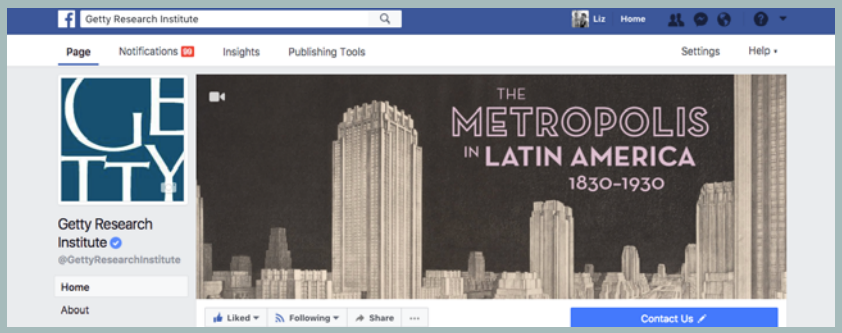
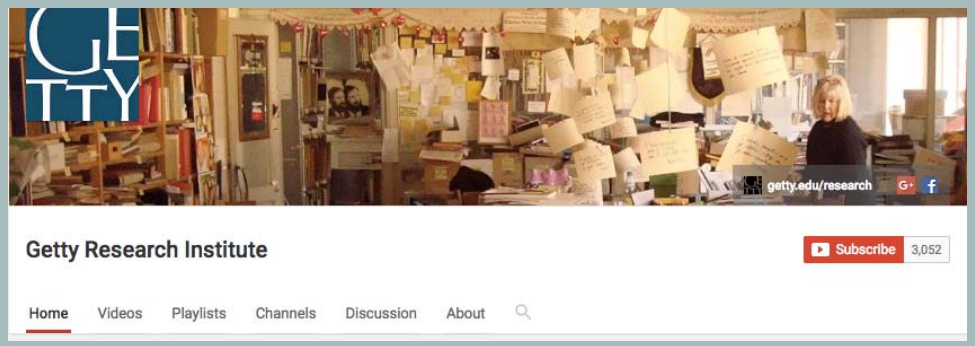
GRI Website

Mobile tours



GRI on Facebook



GRI on YouTube

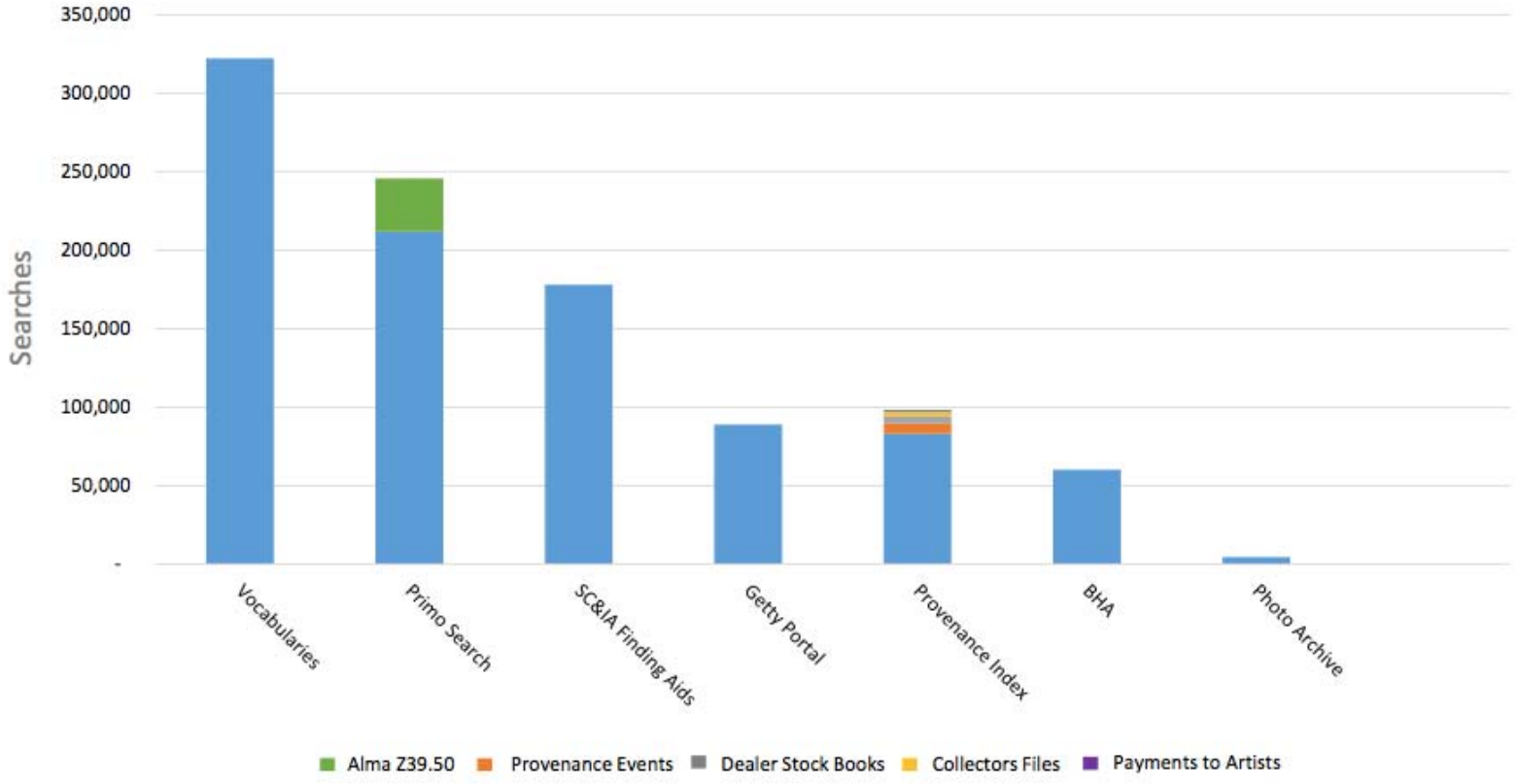
What are users doing with your data?

TODAY:

- What is “UX”?
- UX at the GRI
- Gathering user information for “Understanding How Scholars Use Social Media”

Time Period: January – March 2017

GRI Databases: Total Searches

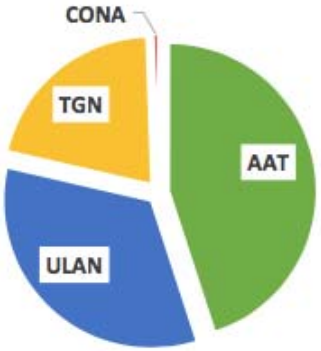


Total Searches: 996,916	
Vocabularies	322,156
Primo Search	211,739
SC&IA Finding Aids	177,899
Getty Portal	88,850
Provenance Index	83,282
BHA	60,034
Alma Z39.50	33,926
Provenance Events	6,271
Dealer Stock Books	4,888
Photo Archive	4,420
Collectors Files	3,229
Payments to Artists	222

Spotlight: AAT Database

The Art and Architecture Thesaurus is the most searched vocabularies database and has an average of 150,000 searches per quarter. In March 2017 there were over 12,000 visits to the AAT from more than 80 countries.

FY17Q3: Distribution of searches

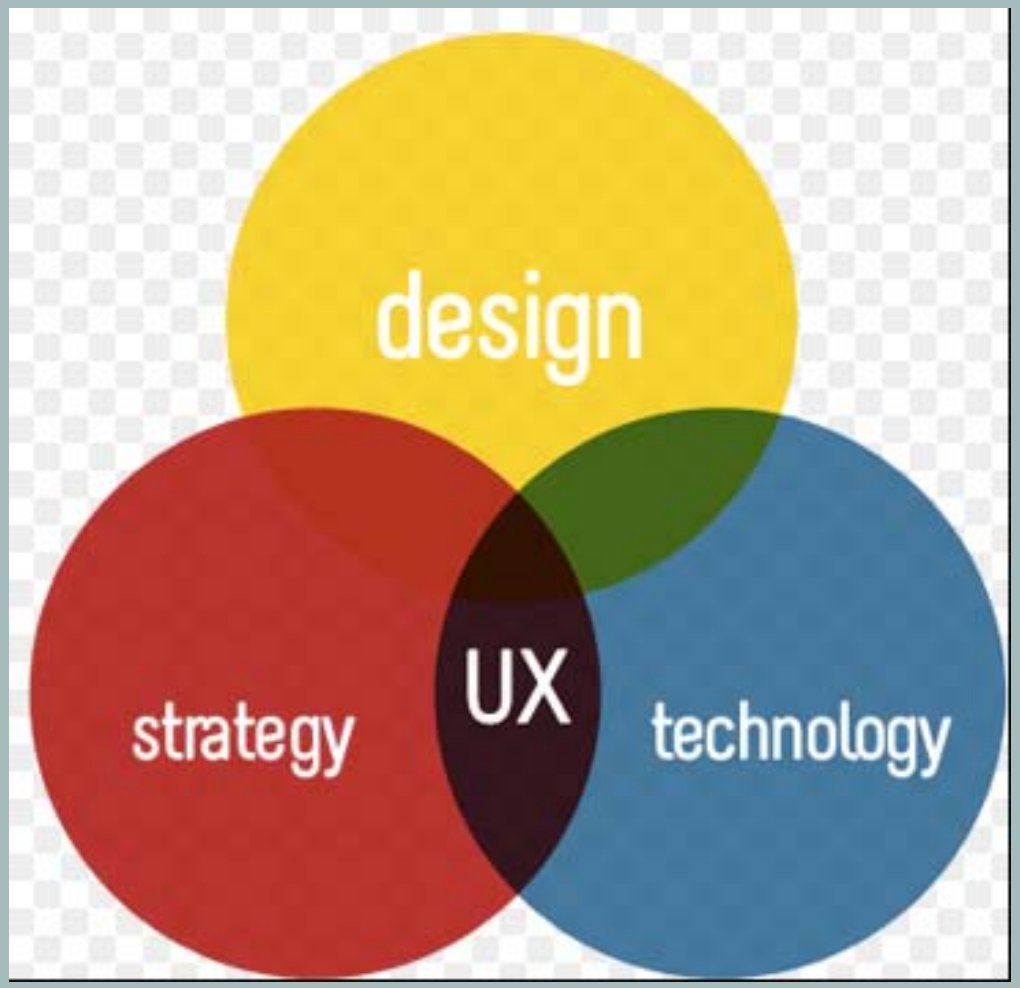


Top 10 countries searching AAT in March 2017

1. United States
2. Canada
3. Germany
4. United Kingdom
5. Belgium
6. Spain
7. The Netherlands
8. Singapore
9. Australia
10. Italy

“UX” = User Experience

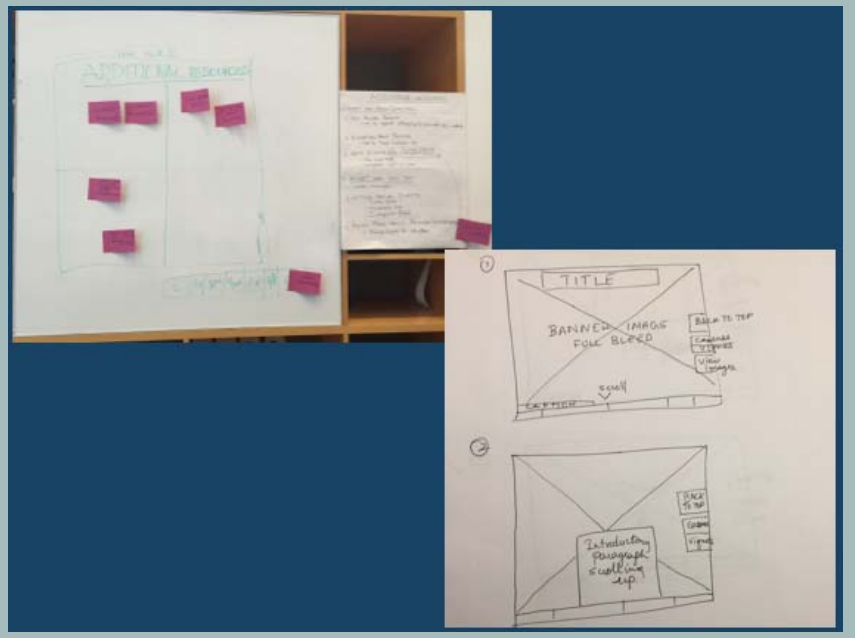
“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products” – Don Norman and Jakob Nielsen/Nielsen Norman Group


design
strategy
UX
technology

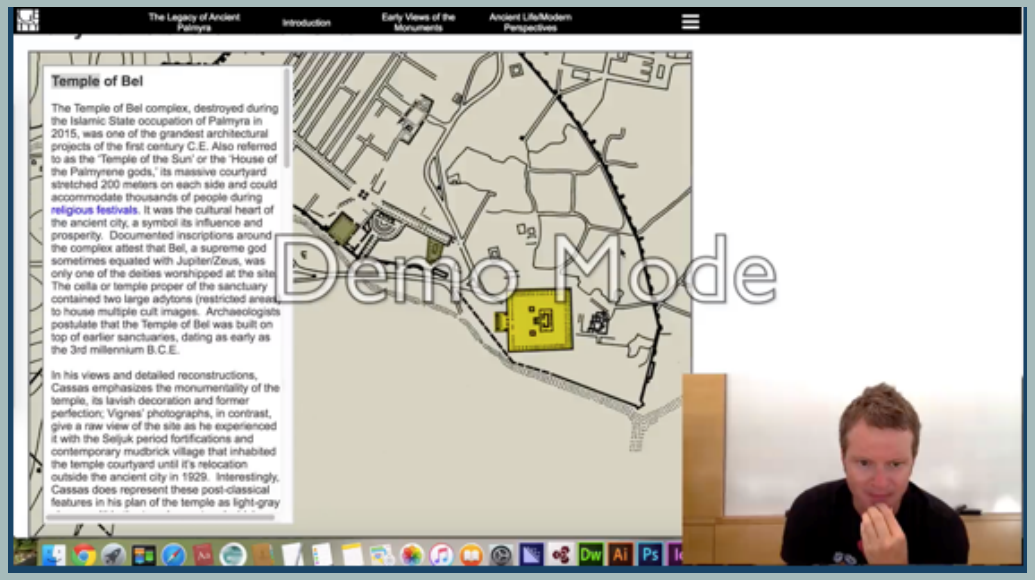
UX can include:

- Iterative testing sprints
- Usability tests
- User profiles
- Design Thinking
- Visual design workshop
- Personas
- Surveys
- Scenarios
- Wireframes
- User interviews
- Site flows
- Synthesis workshop
- Metrics
- Journey mapping

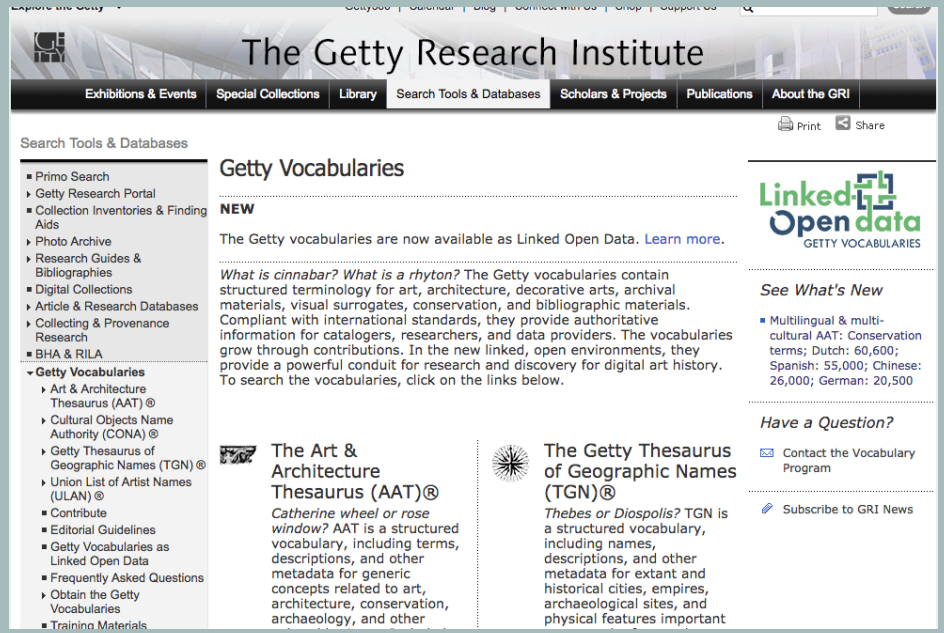
At the start of a project



When you have some early ideas

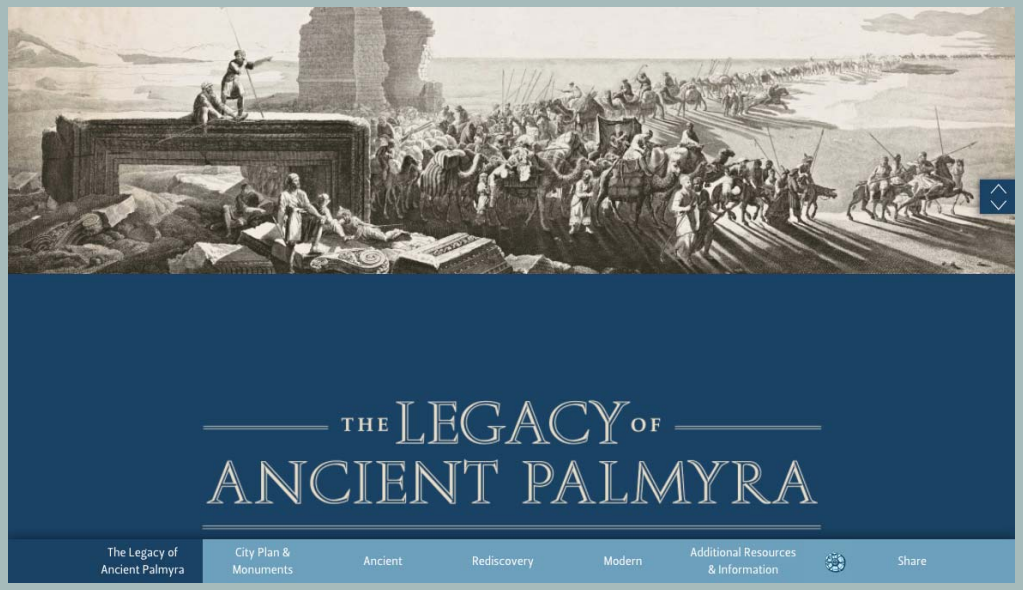


If you've done a beta release

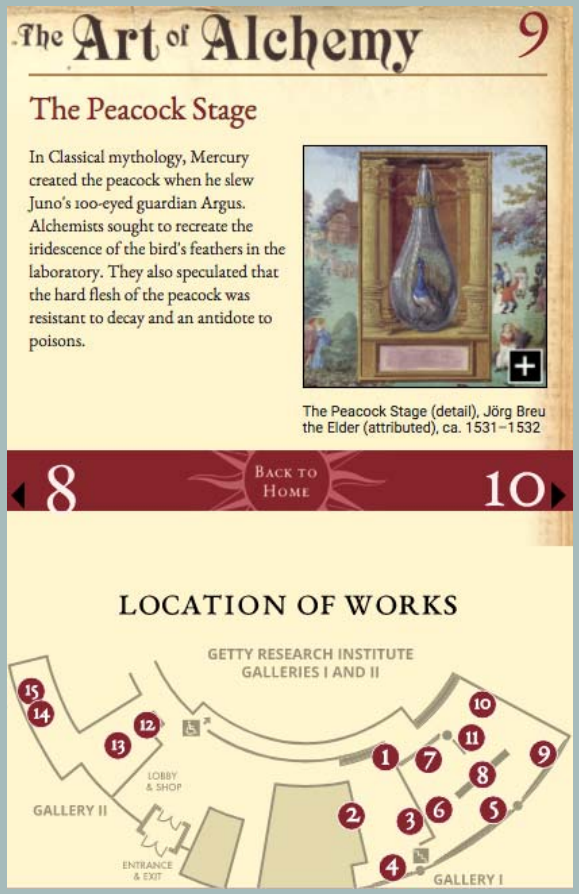


Anytime you want to find out more

Exhibition websites

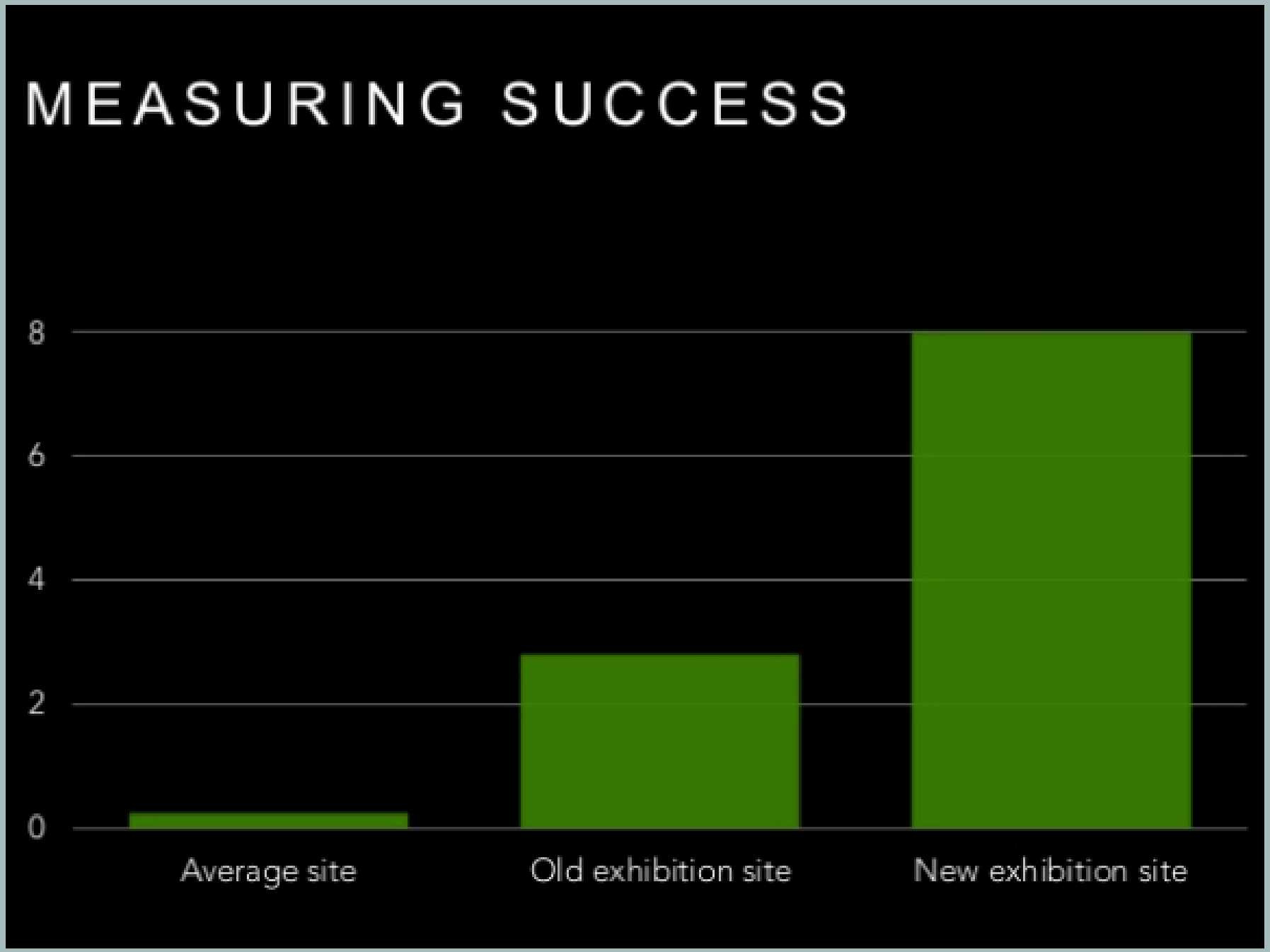


Online-only exhibitions



Mobile tours

Provenance database


MEASURING SUCCESS
8
6
4
2
0
Average site
Old exhibition site
New exhibition site

Findings from UX can be used to inform:

Business decisions

Content strategy

Improve products and services

WHO'S VISITING? WHY ARE THEY THERE?

Time Period: January – March 2017

Facebook:

Total Facebook followers: 19,325
New followers this quarter: 1,366 Percentage of followers outside the US: 58%

YouTube:

Total YouTube subscribers: 2,495

Total minutes watched in FY17Q3: 170,903 (lifetime minutes watched: 2,247,913)

Total views in FY17Q3: 31,878 (lifetime views: 434,613)

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INTERVIEW STAFF

- Understand goals and objectives
- Define success
- Uncover any internal issues
- Manage expectations
- Gain buy-in

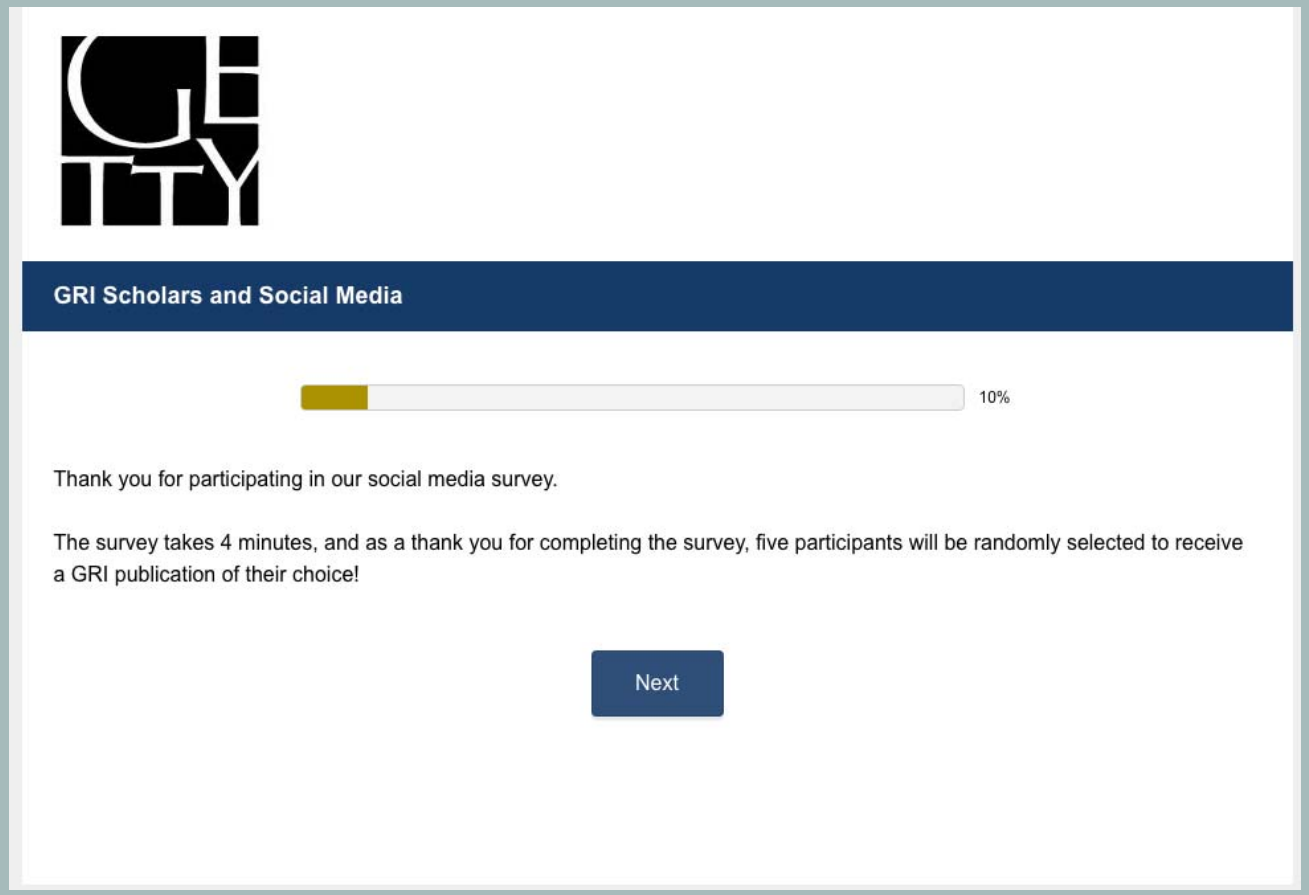
SAMPLE USER PROFILE:

- **Senior Scholar**
- **Minimum years in the field:** 20+
- **Minimum education:** PhD
- **Job titles include:** Director, head of department, tenured (full) professor, senior or chief curator, dean, independent scholar (commensurate with experience), practicing artist (commensurate with experience)
- **Publishing:** Because of their expertise, they have published widely—not only in journals—but often books.
- **Professional activities:** They are considered authorities in their subject matter and hold a leadership role within their respective institutions. They may serve on editorial boards and fellowship selection committees, and are typically the decision makers in the projects that will be published or awarded funding.
- **Example user:**
- Dr. Angela Smith is a professor of Early Modern European Art History at Cambridge and is a consulting curator for exhibitions within the United Kingdom and Europe, resulting in frequent travel for her work. Last year, Smith authored the authoritative text on the French Revolution as depicted by etchings, for which she predominantly consulted the collections of the Getty Research Institute and the Bibliothèque nationale de France during a six-month sabbatical.

EXAMPLE OF A SHORTER USER PROFILE . . .

- Enthusiasts: Defined as individuals who may be unfamiliar with the Getty Research Institute, but are web-savvy, may or may not live in the US, are intellectually curious, and are interested in an art-historical perspective on a timely and newsworthy topic.

SURVEY


GRI Scholars and Social Media
10%
Thank you for participating in our social media survey.
The survey takes 4 minutes, and as a thank you for completing the survey, five participants will be randomly selected to receive a GRI publication of their choice!
Next

20%

1. Which of the following describe your connection to the visual arts? Please check all that apply.

- [ ] Guest scholar at the Getty Research Institute
- [ ] University faculty
- [ ] Graduate student
- [ ] Independent researcher
- [ ] Museum professional
- [ ] Library and/or archival professional
- [ ] Getty Research Institute staff member
- [ ] Artist
- [ ] Art enthusiast
- [ ] Museum enthusiast

Other (please specify)

2. Do you conduct research in the visual arts or art history?

- ( ) Yes
- ( ) No

If "yes," please describe your field of research.

3. How many years have you worked in your field?

- ( ) 1 - 5
- ( ) 6 - 10
- ( ) 11 - 15
- ( ) 16 years or more

Prev Next

RESULTS: ALL RESPONDENTS

Learn

Discover

Network

USER INTERVIEWS

- No more than 45 minutes . . .
- Ask a lot of “why” and open-ended questions to elicit insights
- One person to ask questions, another to take notes . . .

SYNTHESIS WORKSHOP

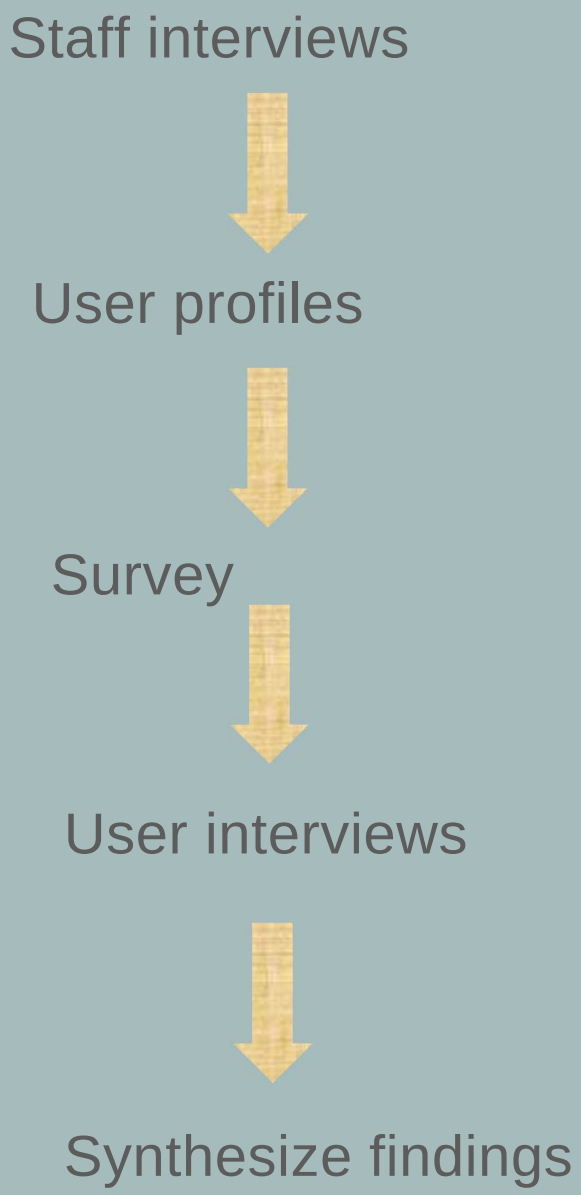
ART HISTORIANS DON’T LIKE TO POST OR COMMENT ON SOCIAL MEDIA

- “I feel squeamish about posting online, it feels like it’s self-promoting or gloating.”
- “I wouldn’t write anything that I’m not prepared to see in a footnote”

LOW “FOMO”

- “Not being more connected as a ‘public scholar,’ may have limited my work, but that’s OK.”
- “I know social media may be faster for updates, but the methods I use for staying updated are adequate enough for my purposes.”

UX Plan for How Scholars Use Social Media:



Survey: A survey is important for the *what*.

User Interviews: Talking to users is important for the *why* and *how*.

mystery
mystery
mystery
mystery
mystery
mystery
mystery
mystery
mystery
mystery
mystery
mystery solved

Questions?