GATHERING USER INFORMATION BEYOND BEYOND BEYOND GOOGLE ANALYTICS

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Liz McDermott
Head of Web & New Media, Getty Research Institute
lmcdermott@getty.edu
Runge’s professor, Wolfgang Doberiner, discovered relationships between the chemical elements which eventually led to the creation of the periodic table. He introduced Runge to his friend Goethe, the German Romantic author, who asked Runge why coffee keeps him awake. Runge was the first to identify the chemical stimulant caffeine.
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

<table>
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<tr>
<th>Database</th>
<th>Searches</th>
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<tr>
<td>Vocabularies</td>
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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.

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
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

Mobile tours

Online-only exhibitions

Provenance database
MEASURING SUCCESS

Average site: Low
Old exhibition site: Moderate
New exhibition site: High
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)
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
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.
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!
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 or more
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:

- Staff interviews
- User profiles
- Survey
- User interviews
- Synthesize findings
**Survey:** A survey is important for the **what**.

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