

BRIEF	Proposed research approach for OMA's digitalization and visitor engagement initiative.
Prepared For:	Ontario Museum Association
Date Prepared:	November 6, 2020

Dear members of the Ontario Museum Association,

Thank you for the opportunity to prepare a proposal for the OMA's digitalization and visitor engagement study. We hope the following approach will provide useful and actionable insight for the OMA regarding this topic.

If we can answer any questions, please do not hesitate to reach out. Thanks again for your consideration.

The research question is: How does digitalization affect the visitor engagement at museums?

STUDY ELEMENTS	DESCRIPTION
Methodology	<ul style="list-style-type: none"> • Online quantitative study
Survey sample	<ul style="list-style-type: none"> • Sample size of 100 consumers spread across Ontario
Length of questionnaire	<ul style="list-style-type: none"> • The survey will take about 10 minutes for each consumer to complete
Objectives of Research	<ul style="list-style-type: none"> • What types of technology are museum patrons engaging with? In person and online. • Did the engagement enhance or detract from their experience? • How can existing digital offerings be improved? • How can digitalization make the museum going experience more personal? • Do consumers have access to online offerings? What barriers exist that may discourage viewers from using online offerings? • Frequency of museum visits before and during the covid-19 pandemic? • What was the proportion of visitors making 'digital visits' to museums before the pandemic? Has this increased or decreased? • If museums offered virtual tours, what proportion of consumers would use these services?

	<ul style="list-style-type: none"> • What new kinds of digitized content do consumers want? Would patrons be willing to pay for a more immersive digital experience (e.g. VR or AR)? • What were the main motives of going to museums (physical visits) before the pandemic? And what are they now? • Is there a difference in online engagement between urban and rural museums? Can certain museums benefit more from online offerings?
Deliverables	<ul style="list-style-type: none"> • Survey = Questionnaire design, sample, fielding, analysis, report and recommendations • Museums have tangible evidence to support the implementation of various technologies that visitors desire. • They can increase visitor interactions with the museum while maintaining physical distancing during the COVID-19 pandemic. • They can enhance the visitor experience and improve customer service. • As these modifications attract more visitors, they can ultimately increase revenue for museums.
Budget	<ul style="list-style-type: none"> • Sponsored by MARU/BUE • Estimated man hours - 20 hours