Museum Patron Technology Use

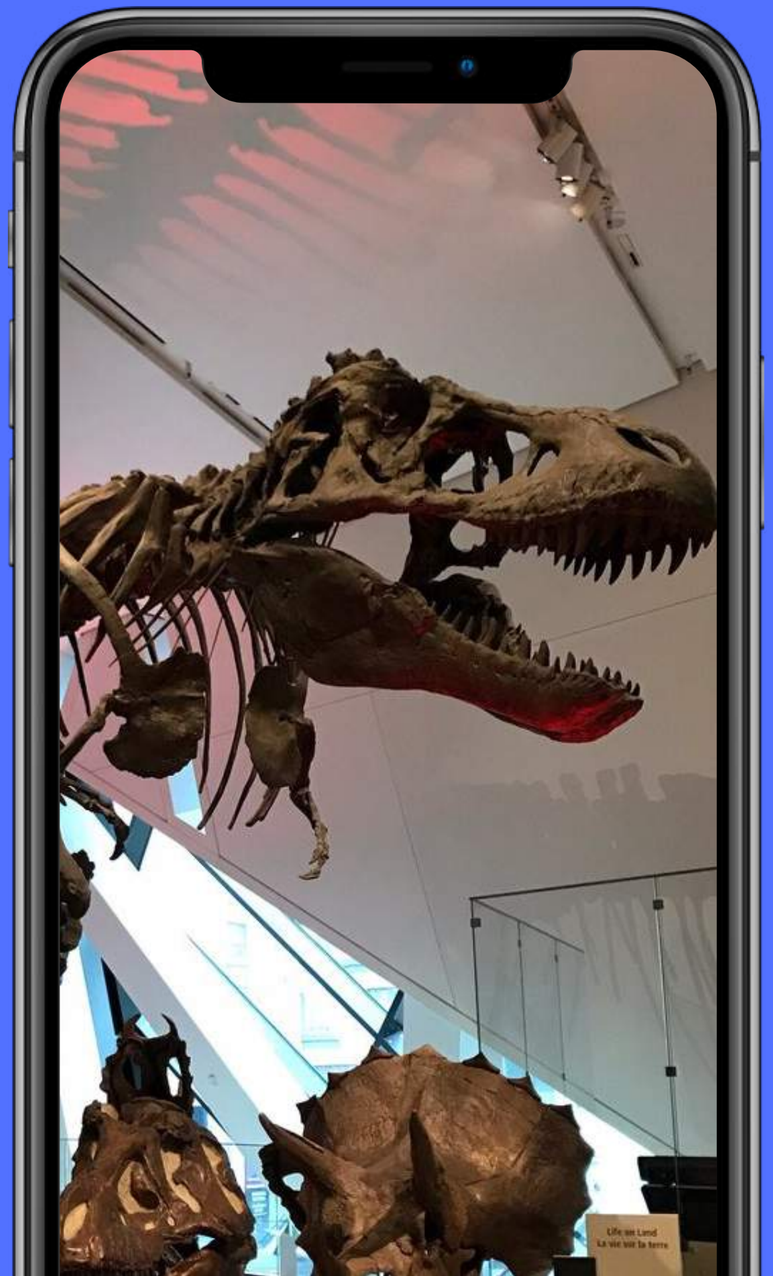
Supported by Maru/Blue

Aims at:

Providing Ontario museum industry with latest data regarding consumer behavior and make recommendations on products

Survey design

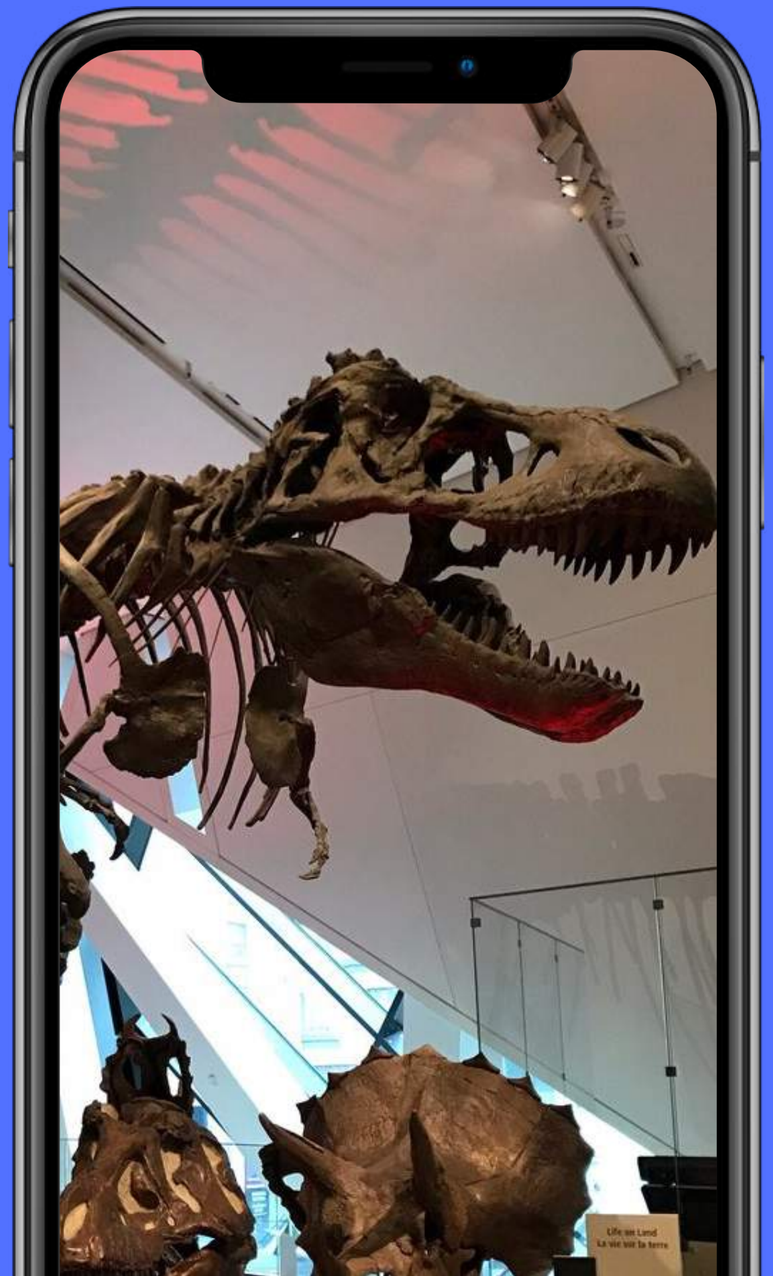
By sorting respondents into different observation groups, we will explore consumer behavior and product preference patterns behind each of them and provide practical recommendations to the museume industry on production amelioration and consumer behavior changing trends.



The respondents are divided into two observation groups

Group 1 ~21% Frequent goers went to museums twice or more in the past year

Group 2 ~79% Infrequent goers went to museum only once or less in the past year



MOTIVATIONS

EDUCATION

The main reason for going to a museums is education. This was the most selected response by the surveyors.

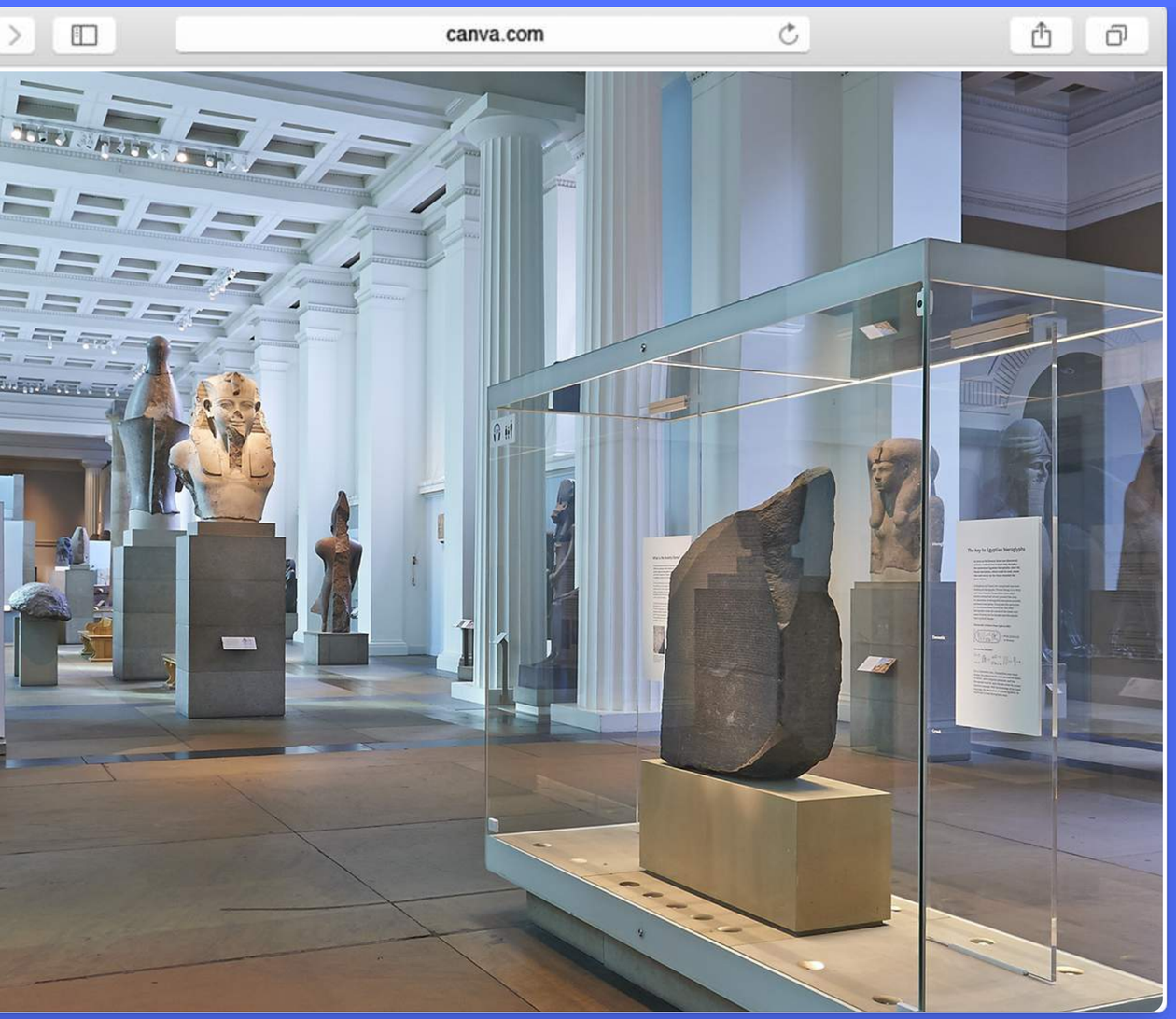
SOCIAL GATHERING

After Education the second best reason is Social Gathering .

- Both of the groups responded the same response the same. regardless of how frequently they go, anyone who goes to museums wants to learn more.

"From the comfort of my home!"

Respondent's answer to why they are most satisfied with their museum technology of choice



Most frequent technology use: Ticket reservations, online exhibits, virtual tours and social media

- Frequent museum goers are more likely to use museum technology
- Each technology saw a usage rate of less than 25% by infrequent museum goers
- Most people don't use a museum app, downloadable activities or live museum streaming

Technology Museum Goers Preferred

FREQUENT MUSEUM GOERS

E-Ticket Reservations & Interactive Displays

Online Exhibits

Virtual Tours

INFREQUENT MUSEUM GOERS

Social Media

Digital museum service. [Photograph]. Retrieved from Encyclopædia Britannica ImageQuest.

Respondents valued convenience, ease of use and education

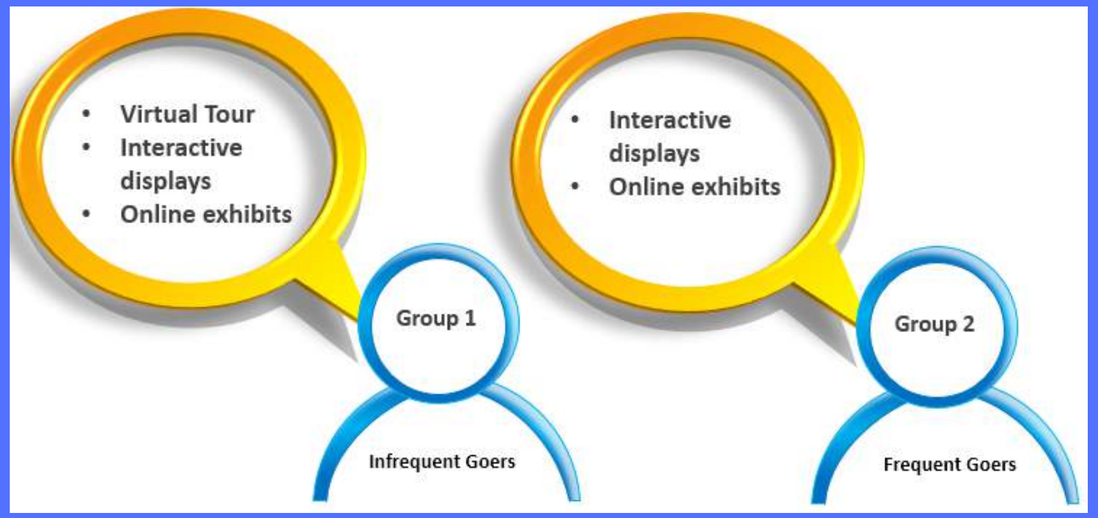
1. Convenience

- Mobile devices
- No social distancing or concerns about opening/closing times

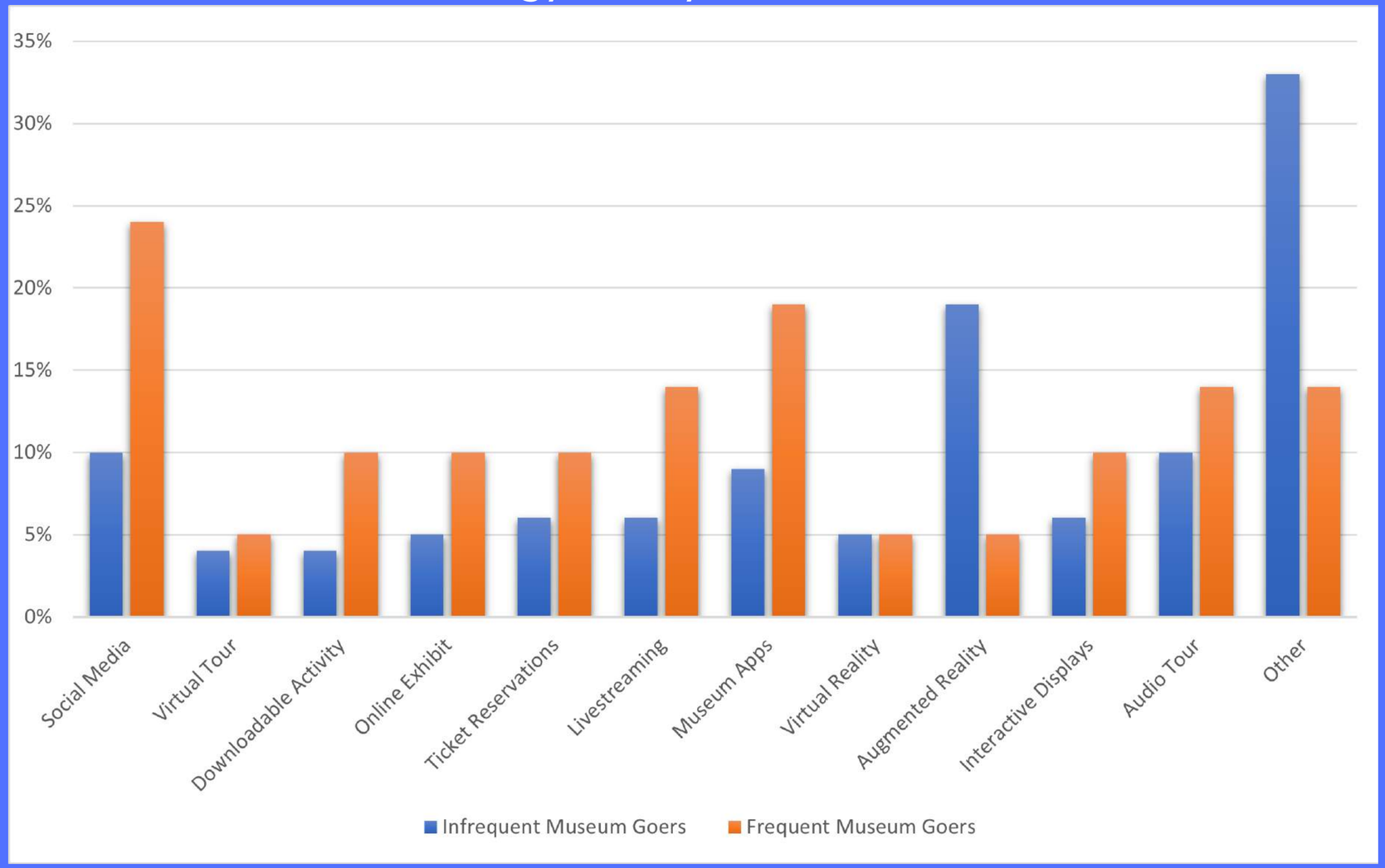
2. Easy of use

- Good interactive experiences
- Panoramic view

3. Educational

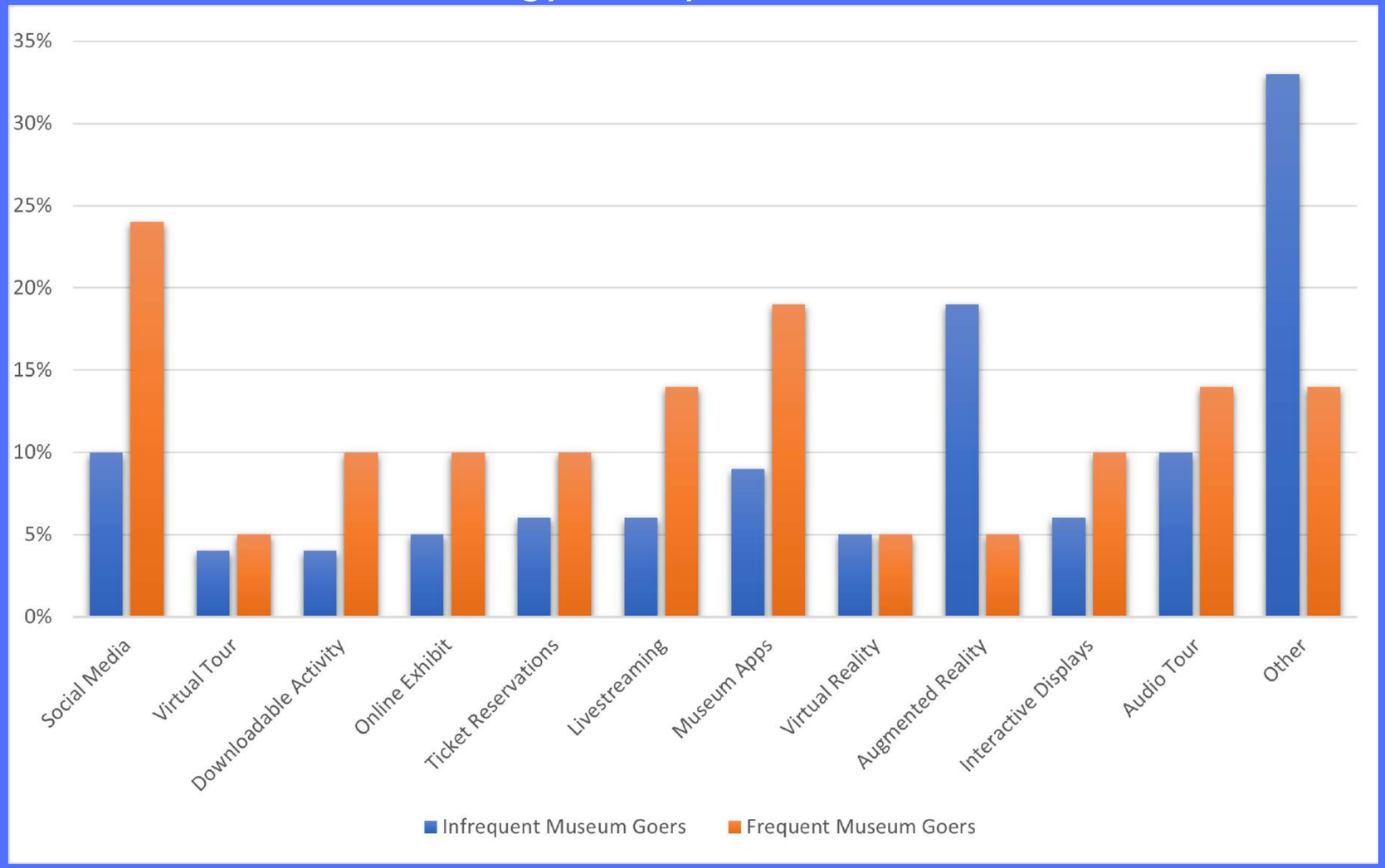


Most Infrequent visitors hadn't use any of these technologies.

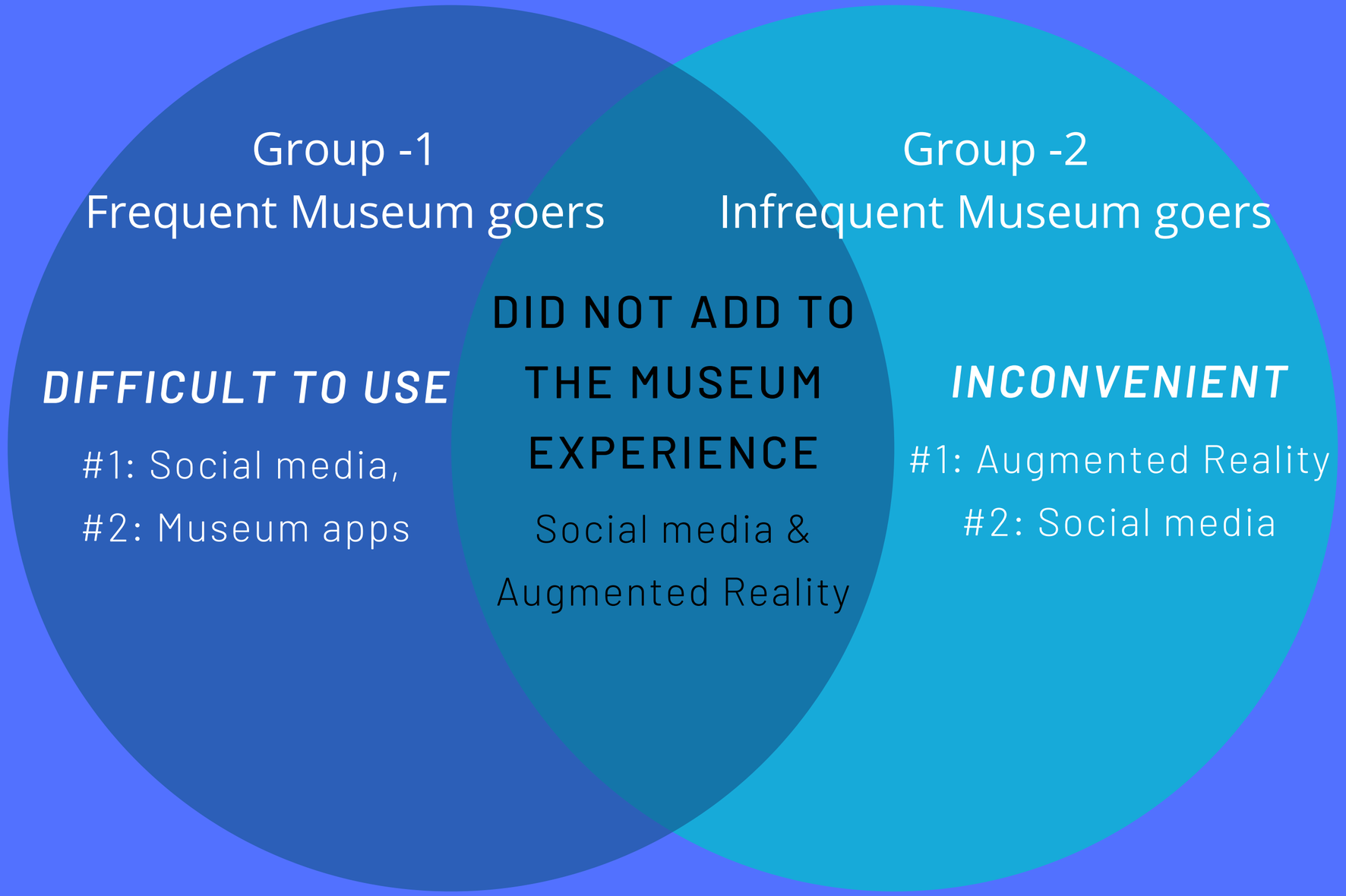


Frequent visitors didn't like Social Media, Apps, & Live Streaming / Audio Tours

What technology were you least satisfied with?

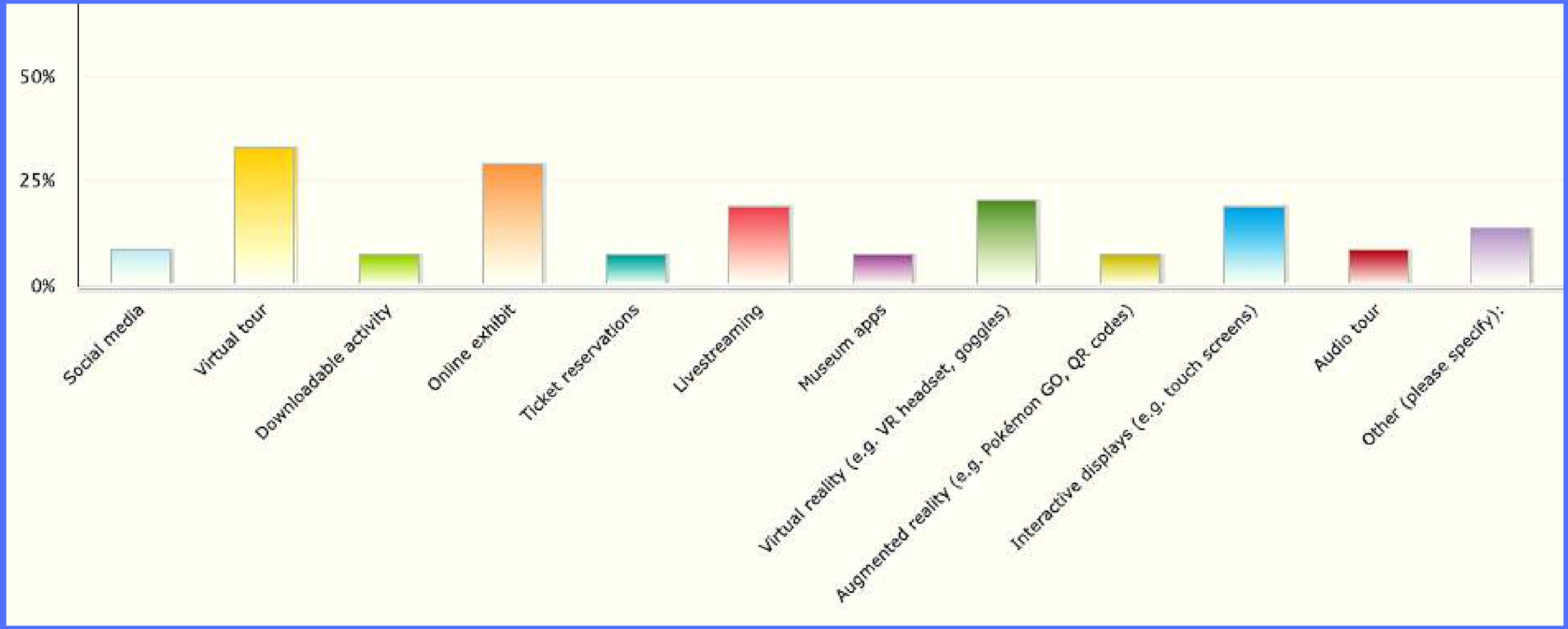


Top reasons for unsatisfactory experience



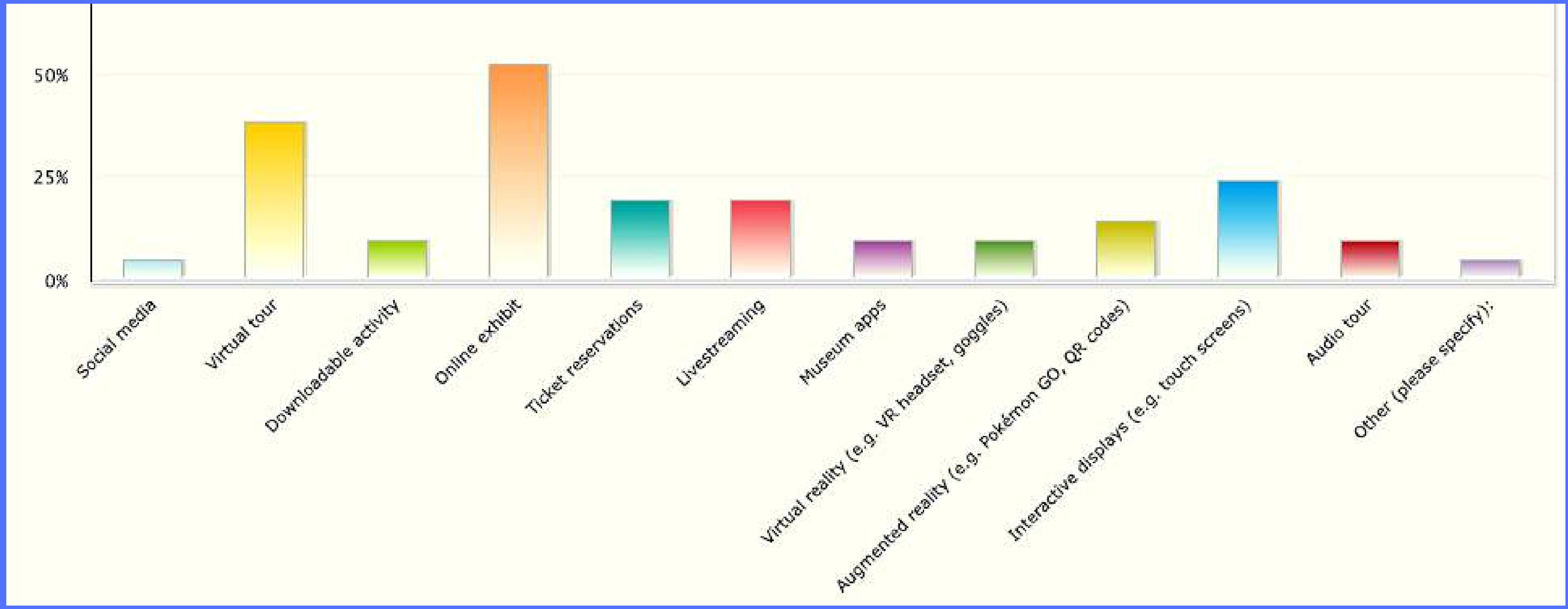
Museums and new technologies:

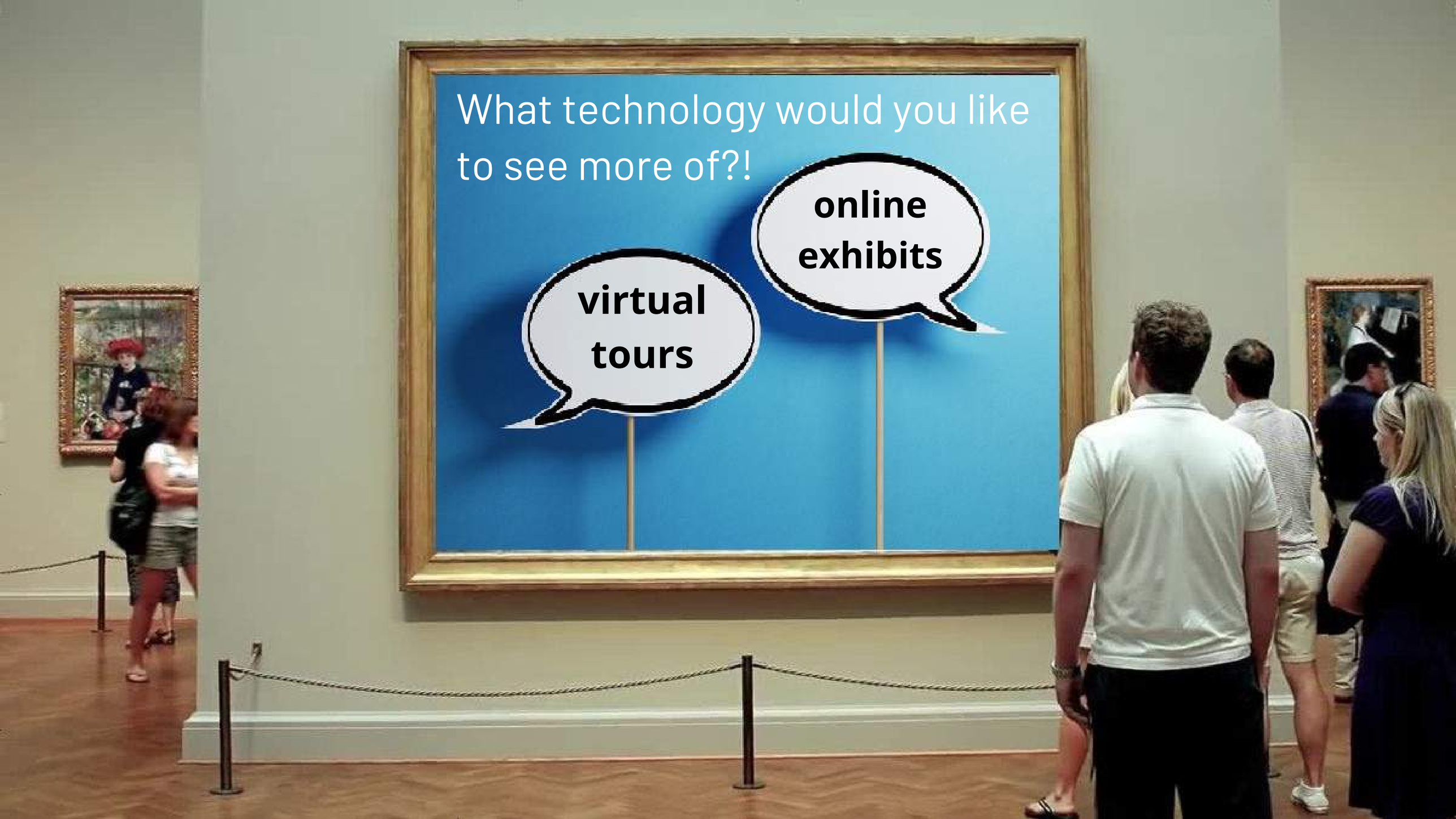
Infrequent museum goers



Museums and new technologies:

Frequent museum goers




What technology would you like to see more of?!
online exhibits
virtual tours

PRICE WILLING TO PAY

- The majority of people (70%-75%) from both group are willing to **PAY LESS** for the Online Museum.

- Expectations of people who willing to **PAY MORE**

Virtual Tours

&

Online Exhibits

RECOMMENDATIONS

1. Invest in virtual tours & online exhibits.

2. Make them interactive.

3. Keep admission fees low.