Market Research Brief

"Impact of Digitalization on Museums"

1. Contextual Information

The global decrease in tourism directly and heavily impacts museums due to safety concerns measures. Most of the museums' revenue come from tickets, bars/restaurants, and the retail area sales. Besides, most of the museums' customers are tourists, and in Ontario, most of the visitors are international tourists. Since COVID has paralyzed international flights, museums are not able to generate revenue as they used to.

While many museums had already begun the digitalization process prior to COVID-19, the forced closure during the lockdown sped up the process - most of the museums started to use their online presence heavily, trying to find a way to monetize it.
For example, in Toronto, the ROM (Royal Ontario Museum) started the campaign "ROM at home" to offer insights and educational videos. Other smaller museums, such as the Fanshawe pioneer village, created a series of YouTube (*live like a pioneer*).

To make a profit from their online presence, the museums need to post content that is able to engage appropriately and effectively with users. Only if the visitors are interested in the content, then museums can generate revenue, otherwise not. Because of this, it is essential to understand consumer perception and to gauge how they engage with these digital museum platforms.

2. Research Purpose

Museums have been increasingly making a shift to alternative means of delivery to cater to consumer needs and expectations in today's changing technological scene. Digitalization of museums can enable consumers to view and engage with offerings in a remote manner and help conform to changing times. This change has helped consumers achieve the flexibility to view such offerings from any place at any time.

However, little is known about the actual consumer perception and experience post this shift. The purpose of this research is to understand the favourability of this medium amongst people and help the client make changes in accordance with the market demand. This research would help gauge consumer perception about the digitalization of museums and enable us to find opportunities for further improvement.

3. Objectives

To understand how the digitalization of museums has affected visitor engagement.

Business Objectives:

- To increase the online traffic by 55% over the next two years
- To increase customer engagement on digital platforms by 30% over the next two years
- To acquire 10% returning consumers on digital platforms by 2022.

Research Objectives:

- To evaluate the current percentage of the population in favor of a virtual museum experience.
- To observe and rank the types of content most appealing to the population.
- To measure the number of times people are willing to engage with the digitized museum platforms.

4. Research Methods

To understand our research questions, we used a mix of quantitative and qualitative methods. To start we should focus on quantitative methods to develop an initial understanding of the present issues, and to get a statistical sense of what the population is looking for. After analyzing our findings, we will narrow our focus down into a few qualitative questions to understand why customers responded that way and to draw deeper insights into our customer thoughts.

For the purpose of this research, we will be focusing on how digitalization affects the visitor engagement at museums and use quantitative methods such as:

- Surveys
- Polls

5.   Constraints

Time and Budget are the two most important constraints in our quantitative market research. The maximum time we have is around three to four weeks and we will be working with a sample size of 100.

Total Budget = $30,000

Duration: 4 Weeks

Research Deliverables

The research deliverables for this brief are quantitative-based and will require a questionnaire design and programming the survey that will be used. Finally, we will be analyzing the data and findings which will be used to make a report and recommendations. Through all this, the insights we want to gain is whether digitization benefits these museums or not during this pandemic. The museum possibly could use more digitization to further gain visitors/customers or they might need to fix their current digitization format.

Ultimately, we want to help the museums during these trying times and help them gain more traction and visitors.

Market Research Proposal

"Impact of Digitalization on Museums"

BRIEF	The proposed research approach for OMA's digital transformation	
Prepared For:	Ontario Museum Association	
Prepared By:	Ankit Dhall	November 6th, 2020

Dear Eli,

Thank you very much for providing us with the opportunity of working on the OMA case study. Our objective for this research is the "Impact of Digitalization on Museums". Please find below our approach that we look forward to applying in order to satisfy the business objectives.

Thanks once again

STUDY ELEMENTS	DESCRIPTION
Methodology	**Main Approach:** - Online Questionnaire Survey **Other Potential Approaches:** - Online Bulletin Boards - Online Polls - Cross-Sectional Studies
Survey Sample	- Sample of 100 respondents from the general population in the Maru/Blue database. - We expect 100 people, above the age of 18 to be randomly selected across Ontario from the Maru/Blue database. - Roughly 40% of all museum visitor is intentional tourist, with border closed, we will not have a correct representation for intentional tourists, we will draw our conclusion from social media and online bulletin boards
Length of the Questionnaire	- The survey will take about 20 minutes for a consumer to complete - The online bulletin board will be open for 1 week Audience insights are a significant factor when taking a survey and will help in building or designing the questionnaires. The relationship between the number of questions and time spent on the survey is non-linear, so the greater number of questions will decrease the people's interest in taking the survey. So, to overcome this problem for our research project we will include 10 questions in the survey which will collect data about visitor perceptions for the museum and will help the museum in improving the virtual visitor user-experience.

Objectives of Research	- What is the current percentage of the population in favor of virtual museum experience? - How satisfied are people with the current digital offerings? - What are the types of content most appealing to the population? - What is the average time duration spent on these digital offerings? - Are people willing to engage with virtual offerings more than once? - What are the potential areas of improvement and innovation in terms of the virtual experience?
Deliverables	**Questionnaire Deliverables:** - Questionnaire design - Program survey - Analysis - Report and recommendations
Budget	- 100 samples, Base cost of Samples = $10,000 - Total for Quantitative Analysis for 100 samples = $10000 + $1300 (13% HST) = $11,300 - The number estimated hours = 160 Hours (over 4 weeks) at a rate of $100/hour. - Total for Consulting = 16000 + 2080 (13% HST) = $18,080 - Total amount for the Research = **$11,300+$18,080 = $29,380**