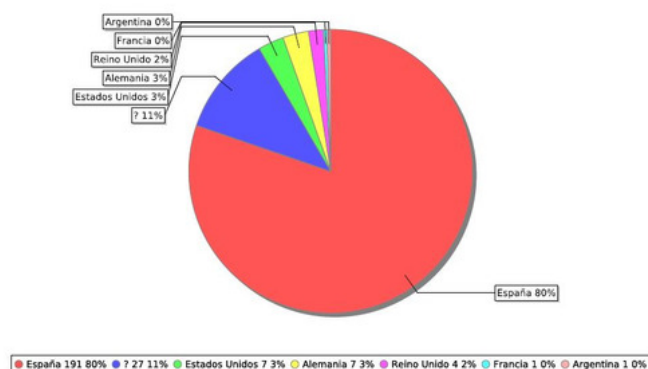




As often as you want, but at least once per year, you receive an overview with statistics from the use of your audio guides. Included in those reports:

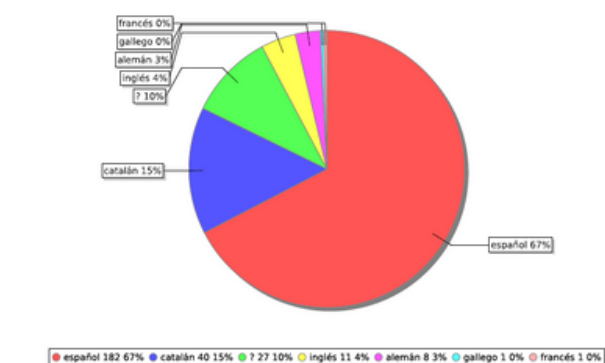
• Home country of the visitor



• Tracks listened to by visitor home country

By comparing the data in the previous graphic, you can tell if visitors from a particular country were especially active in using the audio guide. This generally indicates interest.

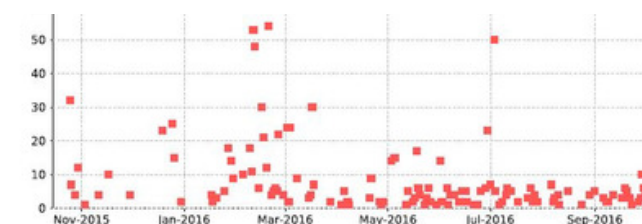
• Visitor's native language



This data point is taken from the language settings on the browser of the visitor's smartphone, which is usually the person's native language. This may be different from the language the person listened to during the audio guide.

• Number of tracks listened to by native language

• Visitors per day

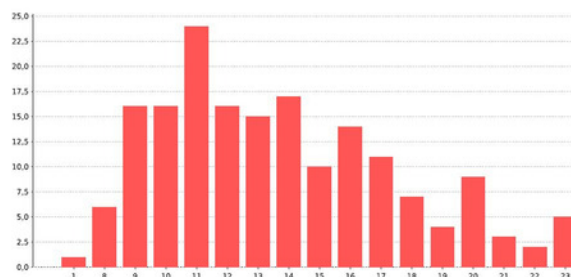


• Tracks listened to per day

• Tracks listened to per day

• Visitors by time-of-day

Among other things, this shows how often the audio guide was listened to outside of the museum's open hours.



• Tracks listened to by time-of-day

Tell at which hours visitors are especially active and engaged.

• Device used

For example, you can know how many times an audio guide has been accessed by a PC or tablet not at the museum..

• Tracks listened to per device

• Ranking of most listened to tracks

This information is particularly useful: it shows which pieces were most interesting to visitors. This is not always the same as the museum's initial expectations! With this knowledge the museum can plan future purchases or optimise accompanying material.

VOLUNTARY VISITOR FEEDBACK

After the last audio guide track the visitor is offered a short questionnaire with 5 questions. Two of the questions are always there: general scoring of the exhibition from 1 – 5, and a field for typed comments. The museum chooses the other three questions from a list (ex. age, first visit, email address, etc). To keep quality of responses high the visitor can only answer the questionnaire one time. Incomplete answers are also captured.

The compiled results of the questionnaire are part of our data reports. The museum may also designate a staff member to receive visitor comments in real-time.

This feedback function is very good to know about visitor satisfaction. Based on this feedback we can also improve our audio guides, if necessary.

We store data on a server in Ireland, in compliance with EU Safe Harbor guidelines. We are also in compliance with Spanish data privacy laws.