

Tate Website Audience Segmentation



TATE

The Tate website

Project team

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Sources of information

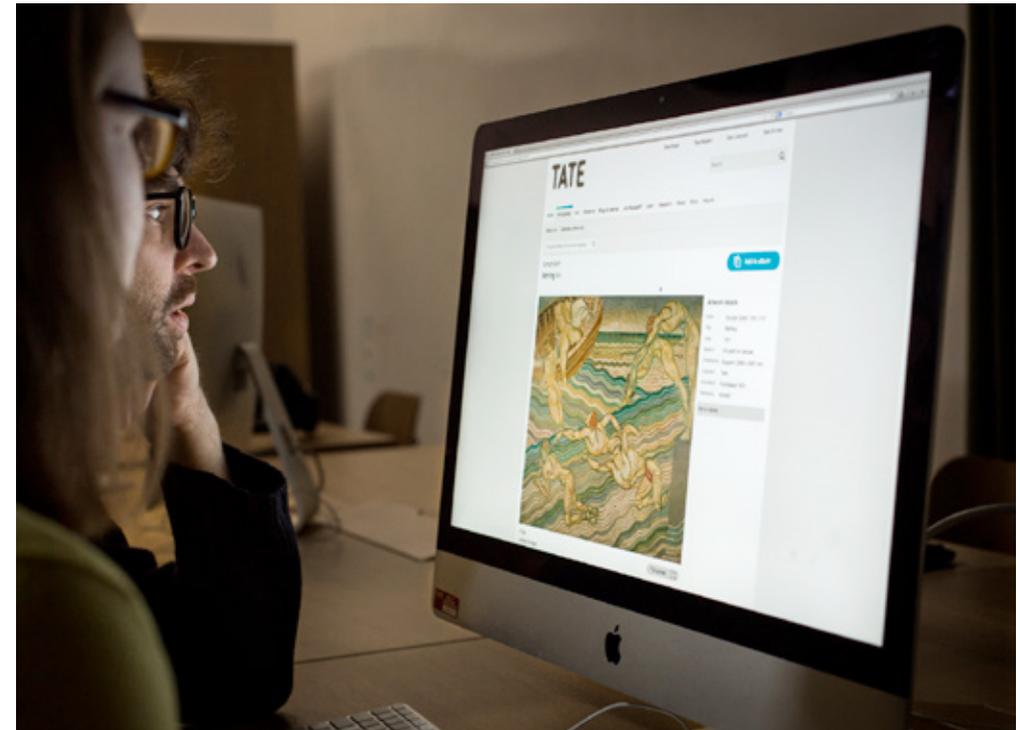
Google Analytics
Art & artists website survey 2014
Website survey 2014

All image credits: Alexey Moskvina
Design credits: Tate Design Studio

Further questions? Get in touch!
website@tate.org.uk
More information can be found also on TateNet (Audience Research)

This leaflet and other digital audience research and evaluation work carried out at Tate can be found at tate.org.uk/digitalinsights

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Tate's website was launched in 1998 to support Tate's aim of increasing public knowledge, understanding and enjoyment of art. The number of people visiting the site has been increasing since then and now averages 1.5 million per month.

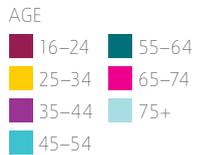
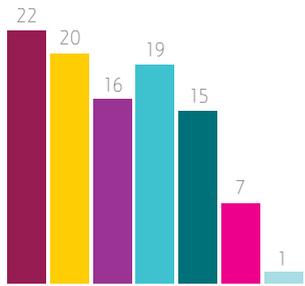
Our digital strategy principles aim for an approach that is audience-centered and insight-driven. In the past years we have undertaken various pieces of research to understand better our online audiences and improve the digital experiences we offer them.

This leaflet includes some of the main statistics for Tate's website as well as a detailed description of the website audience segmentation. Having a segmentation helps identify the needs and expectations of a specific type of website visit and also assesses visitor satisfaction, enabling us to create better digital experiences. The segmentation also helps Tate develop a shared internal language that can be used by all departments when thinking about current and future digital initiatives.

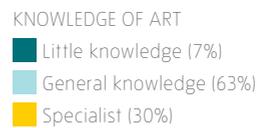
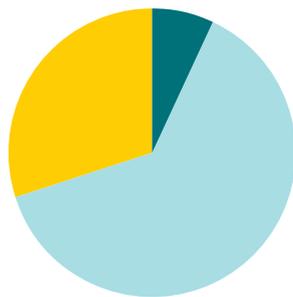
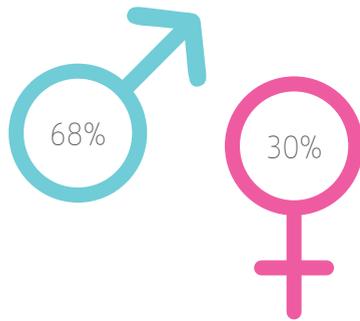
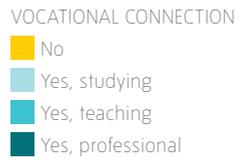
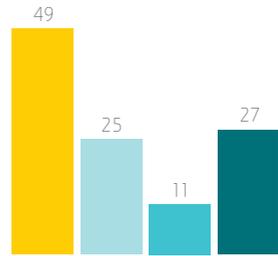
Who are the website visitors?



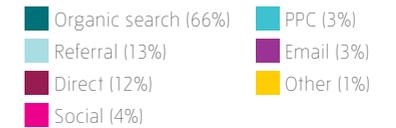
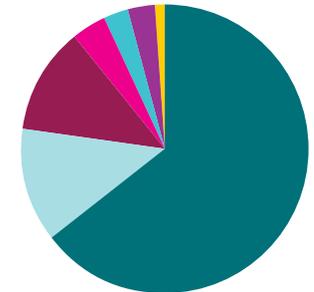
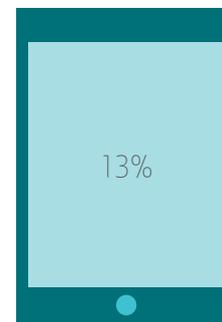
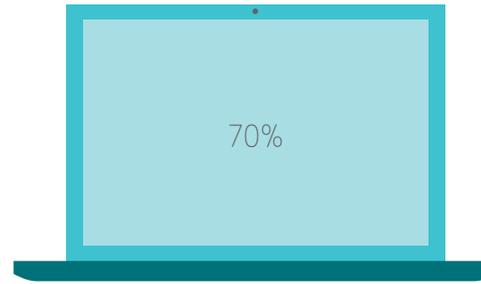
1.5M visits/month
910K users/month



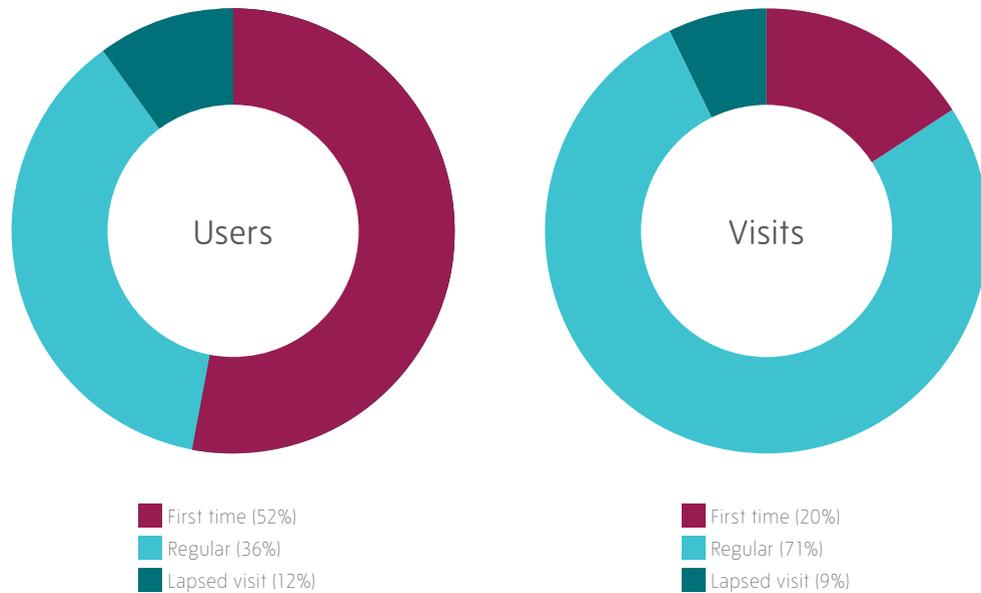
UK – 58%
Overseas – 42%



How do they arrive?

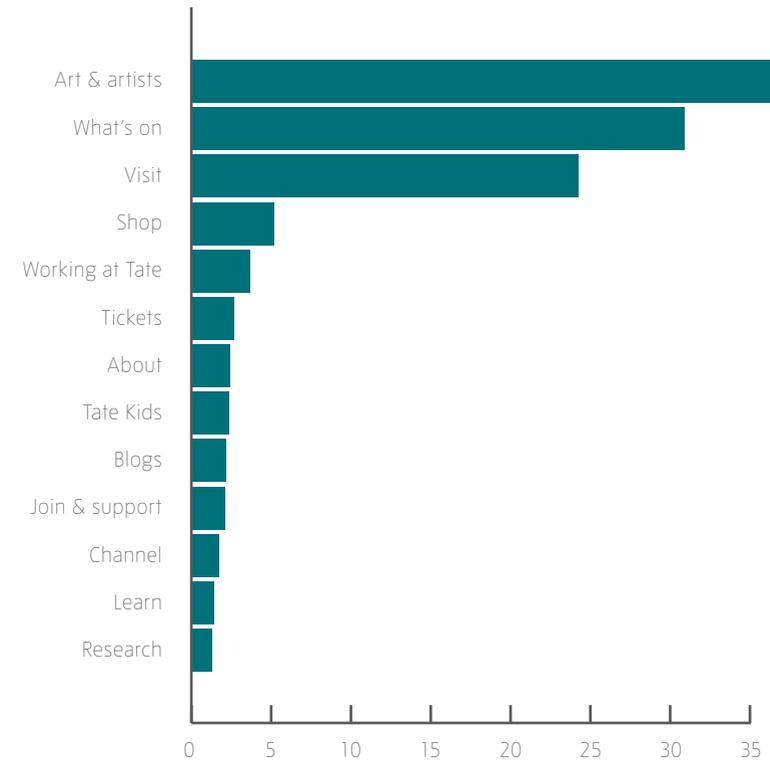


How often do they come to the website?



The majority of Tate users are regulars – 70% of all visits to the website are made by a small proportion of regulars. These users tend to be arts professionals, students or teachers. First timers represent 20% of all visits and make up approximately half the users. These users are likely to be from outside the UK, or are less likely to be art specialists.

What content do they visit?

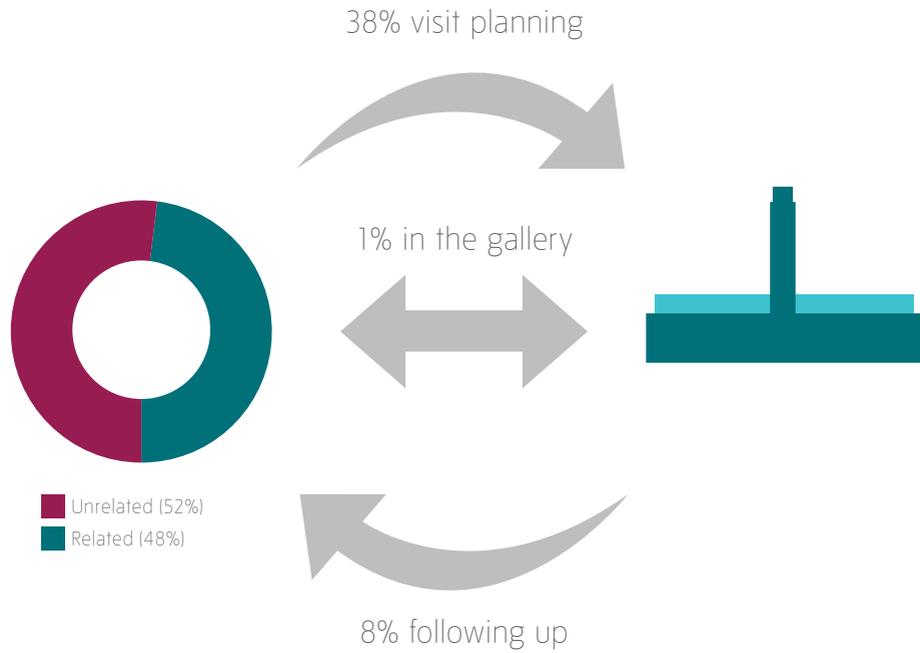


Art & artists (the online collection) is the most visited area of the website with approximately 40% of users viewing these pages during their visit. The global access to the Tate collection only strengthens the Tate brand. It is a valuable and trustworthy resource about art for our users who in the last research commented about its 'completeness', 'variety', 'detail', 'vastness', 'depth', 'comprehensiveness' and 'range'.

'Trustworthy information, excellent images, very good accompanying information, ease of navigation, generosity in sharing knowledge and imagery (vital to the learning and teaching processes), the unexpected aspects of the collection - it's a treasure trove.'

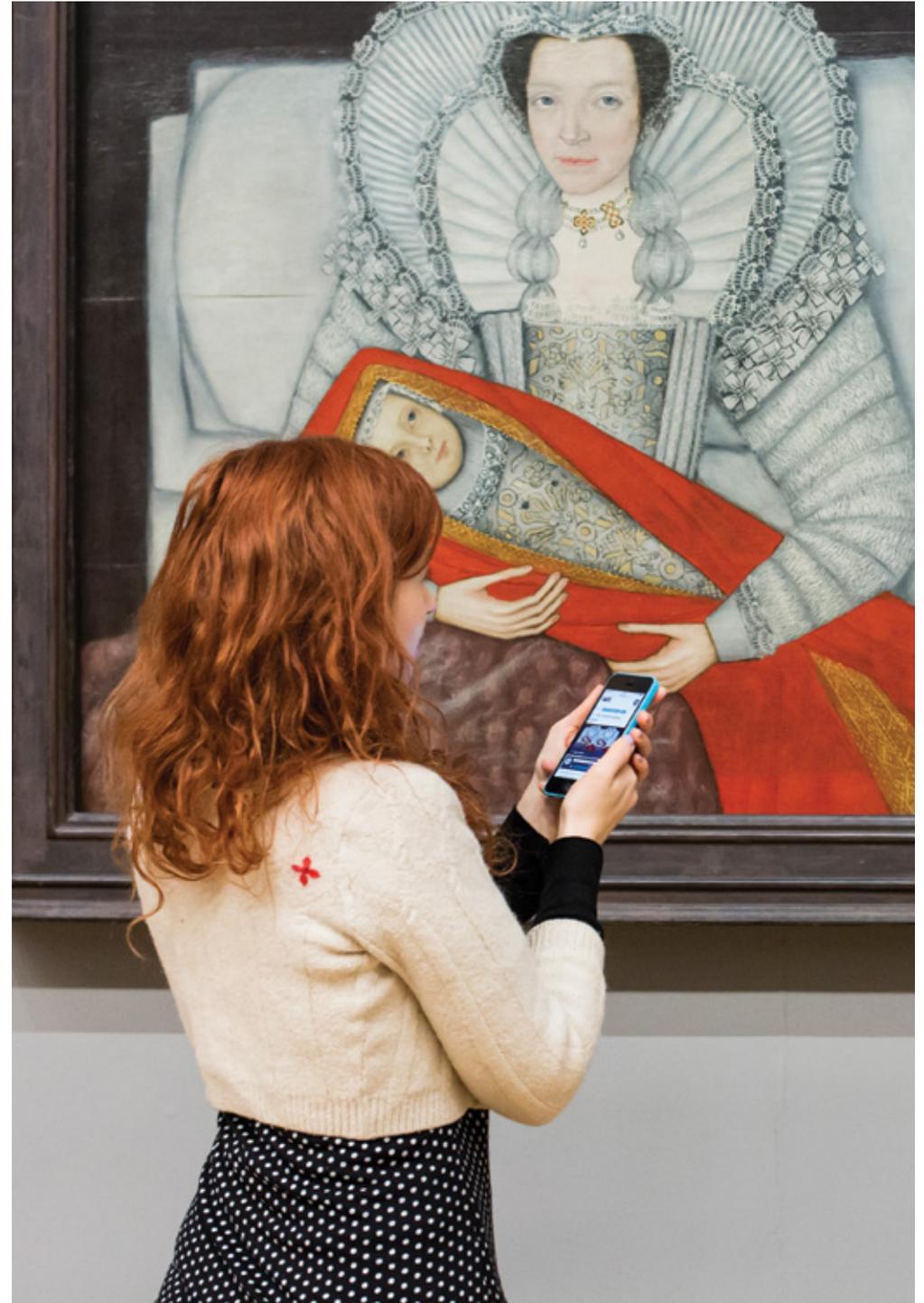
'Love the presentation of the Collection and ability to navigate around resources.'

What is the role of the website in the gallery visit?

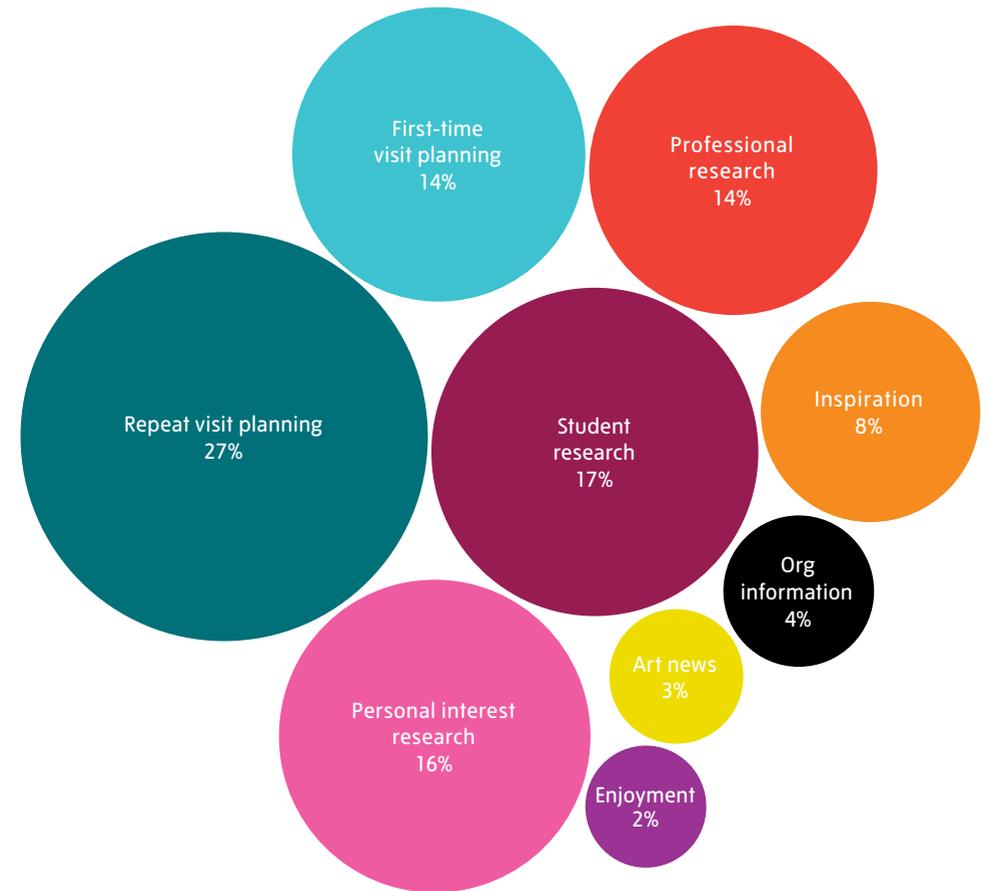
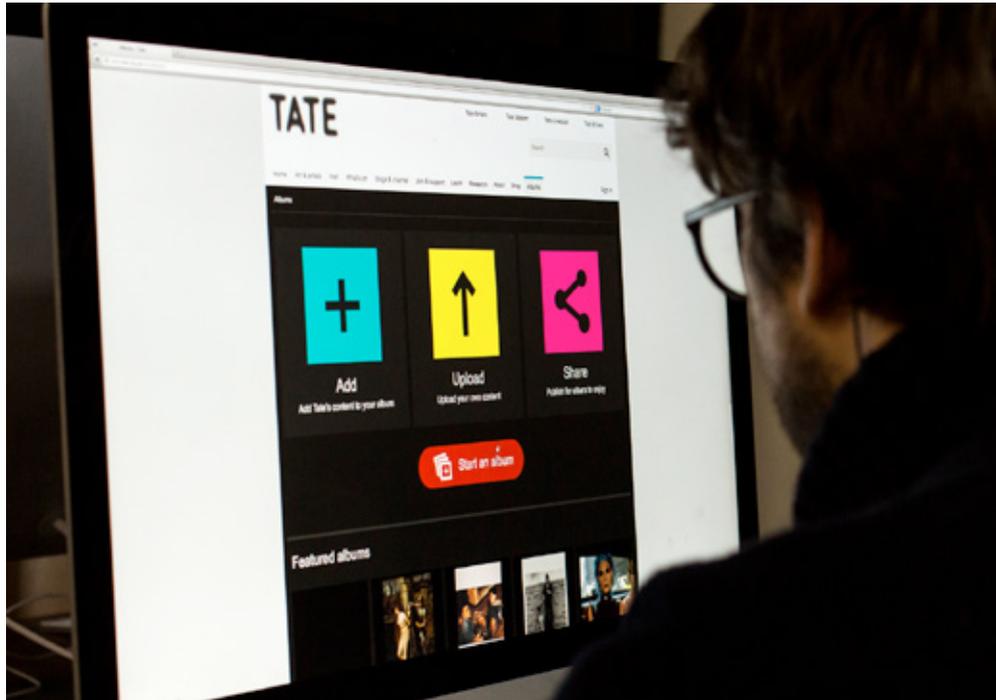


Roughly half of the visits to the website are related to a gallery visit. Visitors come to the website before, during and after the gallery visit. Our visitors use the website as a planning tool to see what's on, to research general visiting information – opening times, location or gallery facilities – and also to check which artworks and artists are on display. When they are in the galleries, more and more users are connecting to Wi-Fi and using their mobile phones to access the website to learn more

about the art they are seeing. After the visit, people return to the website to look up images, remind themselves about the artworks they have seen or find more information on artworks and artists.



Website visits segmentation research



We have developed a website segmentation of the different types of visit. In order to define the segments, we carried out a piece of research divided into two phases. The first phase consisted of observational testing with users, analytics analysis, in-depth interviews and a short survey on the online collection (Art & artists) that allowed us to establish users' motivations and usage of this section of the website.

This audience research helped to define our second phase of research: a survey for the whole website aimed at knowing our online visitors better and drawing up a segmentation that classifies website visits based primarily on the motivations driving users to the site while taking into account a set of additional variables such as knowledge of art, vocational connection, online behaviour and the connection of a particular website visit with the gallery experience.

Please note that this segmentation is based on visits, and website users can be in a different visit mode on another visit.

The nine segments are: personal interest research, student research, professional research, inspiration, enjoyment, art news, repeat visit planning, first-time visit planning and organisational information.

We have developed a set of "golden questions" that help to classify the visit into one of the segments. These questions can be used in future research work.

Personal Interest Research

16%

Intellectually motivated and have no academic or professional connection with visual art or museums

'To learn about the inspiration that went into the creation of various works of art'

WHY

To learn, gain knowledge, and gather information. They are art hobbyists who come to the website for a learning experience.

ARRIVE

Google searches related to art terms and information rather than Tate specific searches.

WHAT

Art & artists, search for artworks and artists and read associated text

NEEDS

Specific information and to search on the online collection.

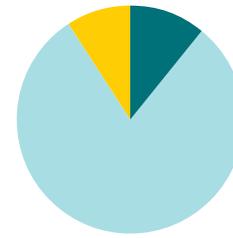
BEHAVIOUR

Methodical, but don't always know what they are looking for and have a less structured agenda than the other research segments. Navigation is unwavering, and doesn't stray too far from the beaten track.

OPPORTUNITY

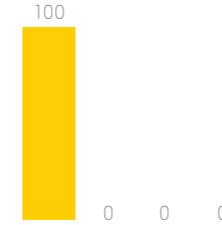
Create resources, layered content and packaged experiences for their generalist art knowledge.

Knowledge of art



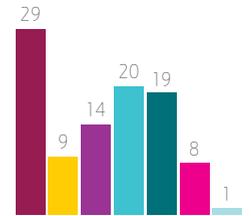
- Little knowledge (11%)
- General knowledge (80%)
- Specialist (9%)

Vocational connection



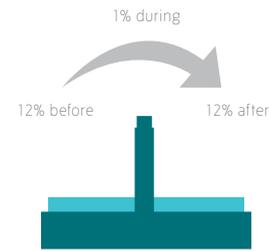
- No
- Yes, studying
- Yes, teaching
- Yes, professional

Age



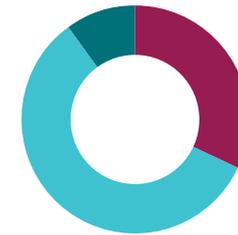
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Gallery visit



25% related to the visit

Website visit frequency



- First time (32%)
- Regular (58%)
- Lapsed visit (10%)

Participation



29% follow Tate on social media/email



22% interested in creating a user profile

29% interested in creating their own collection

Location



UK – 60%
Overseas – 40%

Shop



Student Research

17%

Intellectually motivated and studying visual art or museums

'I am currently studying AS-level art and design and needed to find our information about an artist for my exam'

WHY

To study, research and seek help with arts related school or university projects.

ARRIVE

Come directly to Tate website and are a regular audience.

WHAT

Art & artists, contextual art information, homework resources.

NEEDS

Have the widest range of interests, including articles and research publications.

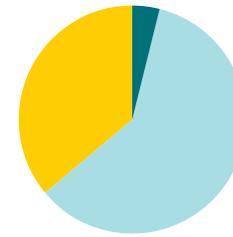
BEHAVIOUR

Students are visiting in a research mode with a specific purpose, so on this visit they aren't looking for gallery related content. They are regular website visitors and they consider the website a valuable and trustworthy resource for their studies.

OPPORTUNITY

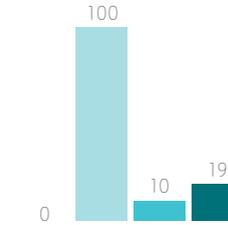
Improve homework resources and provide opportunities to dig deeper into the existing content. As regular visitors and based on their interests, they are a target group to promote the features to create collection Albums and share content.

Knowledge of art



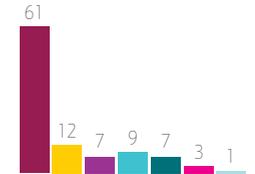
- Little knowledge (4%)
- General knowledge (60%)
- Specialist (36%)

Vocational connection



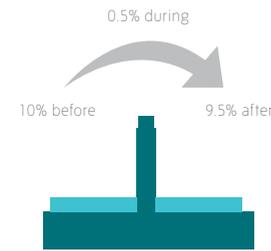
- No
- Yes, studying
- Yes, teaching
- Yes, professional

Age



- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Gallery visit



20% related to the visit

Website visit frequency



- First time (13%)
- Regular (81%)
- Lapsed visit (6%)

Participation



63% follow Tate on social media/email



39% interested in creating a user profile

39% interested in creating their own collection

Location



UK – 64%
Overseas – 36%

Shop



Professional Research

14%

Intellectually motivated and have a professional connection with visual art or museums

'Research, I am a professor giving a lecture on Vanessa Bell and the Bloomsbury Group of artists'

WHY

To further their already deep art knowledge

ARRIVE

Content-driven, not Tate-driven. Professional researchers will go to whichever website most meets their highly specialist needs

WHAT

Art & artists, contextual art content, teaching resources, research papers

NEEDS

Very specialist and discerning. Need detail. Broad interests and always on the lookout to extend their knowledge.

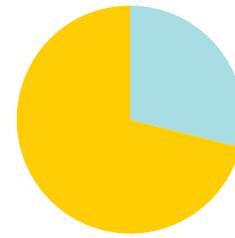
BEHAVIOUR

They are searching the collection using their extensive experience. They are highly methodical and come with a very specific purpose. They seek texts about the collection artworks.

OPPORTUNITY

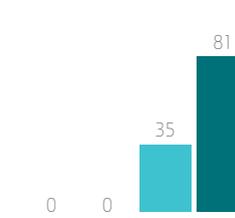
Continue improving the online collection content and navigation. Increase discoverability of in-depth content such as research publications and improve teaching resources.

Knowledge of art



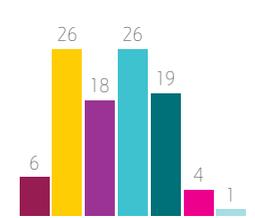
- Little knowledge (0%)
- General knowledge (29%)
- Specialist (71%)

Vocational connection



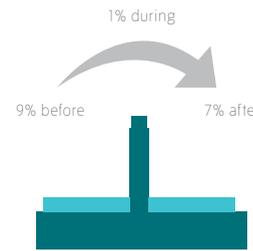
- No
- Yes, studying
- Yes, teaching
- Yes, professional

Age



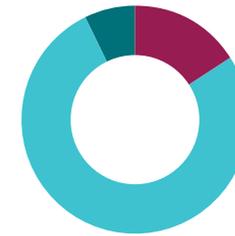
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Gallery visit



17% related to the visit

Website visit frequency



- First time (16%)
- Regular (77%)
- Lapsed visit (7%)

Participation



43% follow Tate on social media/email



20% interested in creating a user profile

31% interested in creating their own collection

Location



UK – 39%
Overseas – 61%

Shop



First-time visit planning

14%

Planning a visit and information seeking but have never previously visited a Tate gallery

'Check the opening times, the easiest way to get there, get an overview of the art housed at Tate'

WHY

To plan their first-time or lapsed visit (no visit in past 12 months) to a Tate gallery. They look for an essential visit guide.

ARRIVE

Search engines.

WHAT

General visitor information, what's on display and current exhibitions.

NEEDS

They need information about what they can expect to see, as well as practical information about opening times, prices, parking and travel information.

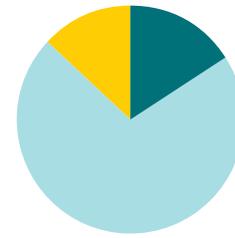
BEHAVIOUR

They rarely venture far from the 'What's on' or 'Visit' areas of the website. They find it relatively easy to navigate because they have limited ways in which to go wrong.

OPPORTUNITY

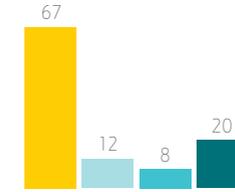
To design an easy and efficient visit section with key information about the gallery as well as what they expect to see. To create tips for the visit, content to introduce the different galleries and increase the awareness of the mobile offer.

Knowledge of art



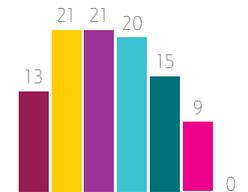
- Little knowledge (16%)
- General knowledge (71%)
- Specialist (13%)

Vocational connection



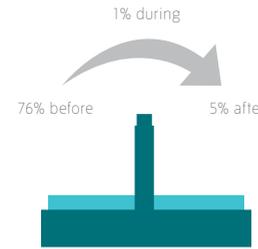
- No
- Yes, studying
- Yes, teaching
- Yes, professional

Age



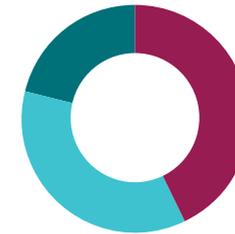
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Gallery visit



82% related to the visit

Website visit frequency



- First time (43%)
- Regular (36%)
- Lapsed visit (21%)

Participation

32% follow Tate on social media/email

17% interested in creating a user profile

23% interested in creating their own collection

Location



UK – 49%
Overseas – 51%

Shop



Repeat visit planning

27%

Seeking information to plan a visit and have visited a Tate gallery before

'Check when exhibitions are ending and opening times (I am a Tate Member)'

WHY

To find to the point exhibition and event information. They are regular gallery attendees.

ARRIVE

Connected to Tate's email communications, including membership emails.

WHAT

Information about what's on (current and upcoming exhibitions), general visitor information, booking tickets for exhibitions and events, membership.

NEEDS

The most efficient visit possible. They want economy in the number of clicks they have to make.

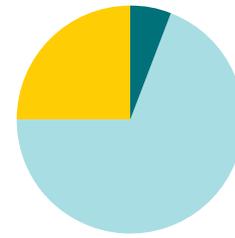
BEHAVIOUR

Focussed and methodical. They are regular Tate website visitors and have a strong emotional tie to Tate.

OPPORTUNITY

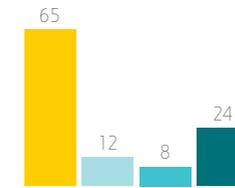
To provide efficient and intuitive pages to plan their visit and see what's on. There is a gap between their interest in and their usage of both the online shop and the online collection. To make the most of their loyalty to Tate with engaging post-visit and advocacy opportunities.

Knowledge of art



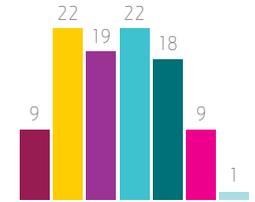
- Little knowledge (6%)
- General knowledge (69%)
- Specialist (25%)

Vocational connection



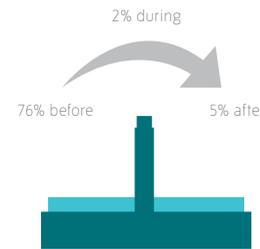
- No
- Yes, studying
- Yes, teaching
- Yes, professional

Age



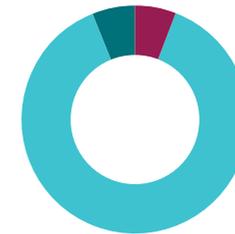
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Gallery visit



83% related to the visit

Website visit frequency



- First time (6%)
- Regular (88%)
- Lapsed visit (6%)

Participation



51% follow Tate on social media/email



17% interested in creating a user profile

23% interested in creating their own collection

Location



UK – 85%
Overseas – 15%

Shop



Inspiration

8%

Emotionally and aesthetically motivated or looking for inspiration

'To look at photos as inspiration for a piece of music I am writing'

WHY

Includes a range of motivations such as looking for inspiration for their own artistic work, searching for a largely aesthetic experience (virtual gallery visit) or hoping for an emotional or nostalgic experience.

ARRIVE

From multiple traffic sources.

WHAT

Art & artists, high-resolution images, videos, interactive features.

NEEDS

Broad interests, open agenda and pleasure-driven.

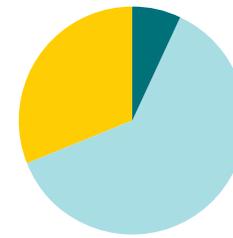
BEHAVIOUR

Some are methodical, some are led by the website. Employ a mixture of browsing and searching.

OPPORTUNITY

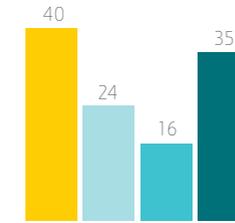
To offer browsing and visual-led experiences to allow them discover and explore art. To increase the discoverability of some visual content.

Knowledge of art



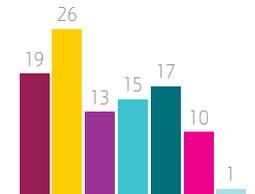
- Little knowledge (7%)
- General knowledge (62%)
- Specialist (31%)

Vocational connection



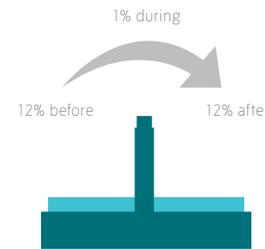
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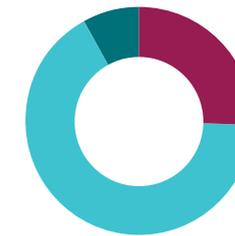
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Gallery visit



25% related to the visit

Website visit frequency



- First time (26%)
- Regular (67%)
- Lapsed visit (8%)

Participation



48% follow Tate on social media/email



21% interested in creating a user profile

30% interested in creating their own collection

Location



UK – 43%
Overseas – 57%

Shop



Enjoyment

2%

Entertainment or socially motivated

'Play Wondermind'

WHY

To have fun, play games (e.g. on Tate Kids), and participate in quizzes or competitions. They also search for content to share with their friends.

ARRIVE

A social audience and may arrive via social media recommendations

WHAT

Games, quizzes, video, interactives, social media activities

NEEDS

Very limited set of needs, come with low expectations and don't know what they are looking for

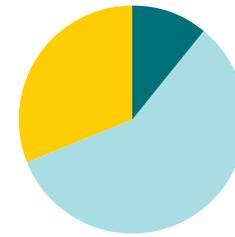
BEHAVIOUR

Their visit is casual, unfocused and they visit very few pages. They browse through sections of the website at random and are led by the website.

OPPORTUNITY

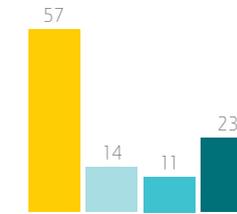
Create games and entertainment experiences to enjoy art online, improve their journey by taking them to the fun and social features so they share the content with their friends.

Knowledge of art



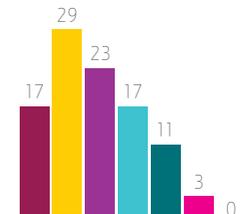
Little knowledge (11%)
General knowledge (58%)
Specialist (31%)

Vocational connection



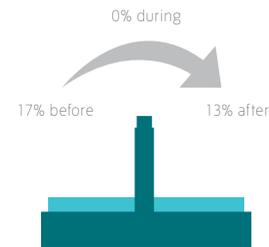
No
Yes, studying
Yes, teaching
Yes, professional

Age



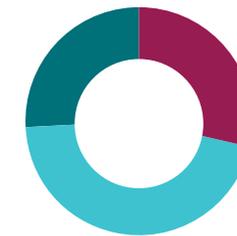
16-24
25-34
35-44
45-54
55-64
65-74
75+

Gallery visit



31% related to the visit

Website visit frequency



First time (29%)
Regular (46%)
Lapsed visit (26%)

Participation



43% follow Tate on social media/email



9% interested in creating a user profile

23% interested in creating their own collection

Location



UK – 40%
Overseas – 60%

Shop



Art News

3%

Art news and trends motivated

'I love Tate but I am out of England. The website helps me to keep up with the most updated info and art trends'

WHY

To stay ahead of the curve and discover what's new in exhibitions. They consider art essential to their lives and visit the website for personal enjoyment as they have a hobby or interest in art.

ARRIVE

Straight to the website, but also through newspaper websites.

WHAT

Interests are mixed, ranging from what's on (mainly exhibitions) to reading articles, blogs and news.

NEEDS

What's on, but not necessarily with a view to a visit. Articles, videos, information about Tate and the online collection are also of interest.

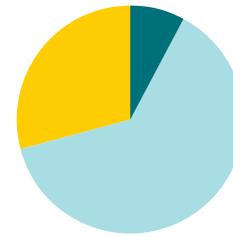
BEHAVIOUR

Directional and selective, they only visit the parts of the website that allow them to know the latest about what's going on to fuel their knowledge. They have visited the galleries and are regular website visitors.

OPPORTUNITY

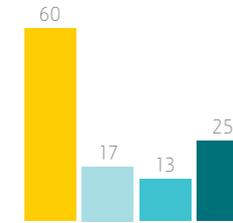
To help them to navigate to art news, blogs and exhibition related content that they may not be aware of.

Knowledge of art



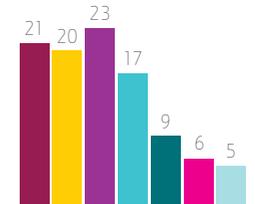
- Little knowledge (8%)
- General knowledge (63%)
- Specialist (29%)

Vocational connection



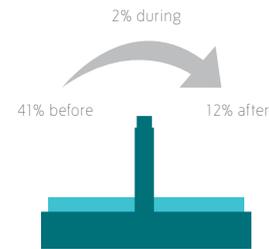
- No
- Yes, studying
- Yes, teaching
- Yes, professional

Age



- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Gallery visit



55% related to the visit

Website visit frequency



- First time (27%)
- Regular (62%)
- Lapsed visit (11%)

Participation



47% follow Tate on social media/email



33% interested in creating a user profile

23% interested in creating their own collection

Location



UK – 44%
Overseas – 56%

Shop



Organisation information

4%

Organisational information motivated

'I would like to know about job offers and research publications'

WHY

To find opportunities to work or volunteer for Tate, or to look up business information and find out more about the work Tate does.

ARRIVE

They are generally very regular, so type the address straight into the browser or search for Tate.

WHAT

Working at Tate, business information, publications about what Tate does

NEEDS

Broad range of interests on top of their primary mode on this visit. On other visits, likely to be in professional research mode.

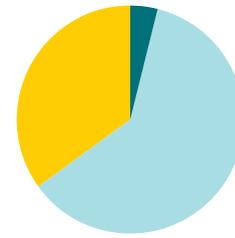
BEHAVIOUR

The most methodical of visit types, they have a specific purpose for visiting the website. Reflecting their professional background, they are interested in other sections of the site but there are significant gaps between interest and usage of these areas.

OPPORTUNITY

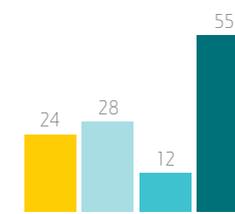
To upload updated business information and publications about what Tate does. To promote the website features and content connected to their professional work and high knowledge of art.

Knowledge of art



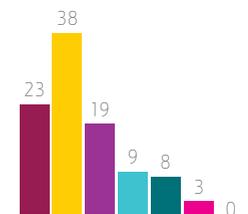
Little knowledge (4%)
General knowledge (61%)
Specialist (35%)

Vocational connection



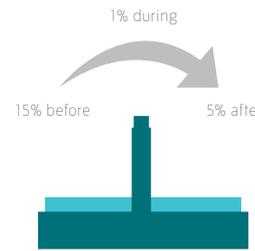
No
Yes, studying
Yes, teaching
Yes, professional

Age



16-24
25-34
35-44
45-54
55-64
65-74
75+

Gallery visit



22% related to the visit

Website visit frequency



First time (17%)
Regular (73%)
Lapsed visit (11%)

Participation



77% follow Tate on social media/email



29% interested in creating a user profile

35% interested in creating their own collection

Location



UK – 53%
Overseas – 47%

Shop



Notes

