Supplemental Materials for:

Bringing museums audience segmentation to life

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Sponsor: Museums Victoria

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A: Contributions

Introduction: Written and Edited by James Beucler, Katherine Comeford, Alessandra Paolucci, and Kendall Rooney

Background: Written by Kendall Rooney and Katherine Comeford; Edited by James Beucler and Alessandra Paolucci

Methodology and Results: Written and Edited by James Beucler, Katherine Comeford, Alessandra Paolucci, and Kendall Rooney

Scripts and Questions: Elite and Informed Written by James Beucler; Obligated Written by Katherine Comeford; Easy-going and Curious Written by Alessandra Paolucci; Connected Written by Kendall Rooney

Interviews: Filmed by James Beucler; Documented by Katherine Comeford; Questionnaire Administered by Alessandra Paolucci; Conducted by Kendall Rooney

B-roll: Filmed by James Beucler, Katherine Comeford, Alessandra Paolucci, and Kendall Rooney

Transcriptions: Ross Transcribed by James Beucler; Bill, James, Janet, Bianca, and Glenn Transcribed by Katherine Comeford; Alex, Gemma and Sally Transcribed by Alessandra Paolucci; Avalon Transcribed by Alessandra Paolucci, Katherine Comeford, and Kendall Rooney

Video Editing: Obligated and Curious Videos by James Beucler; Informed Video by Katherine Comeford; Elite and Easy-going Videos by Kendall Rooney; Connected Video by Alessandra Paolucci

Infographics: Information for Connected, Obligated, Informed, Curious, and Elite Organized by Katherine Comeford; Design for Connected, Obligated, Informed, Curious, and Elite by Alessandra Paolucci; Information Organized and Designed for Easy-going by Kendall Rooney

Booklet: Designed by Alessandra Paolucci
B: Videography Practices

Since video training is an effective medium when presenting training material to employees, it is important to note the best practices when creating a video. A video made without some sort of structure will be difficult and time consuming to put together. Using proper planning and filming techniques increases the effectiveness of the video. Storyboarding, the rule of thirds, and B-roll footage are all commonly utilized videography techniques to do so.

A storyboard is an outline for a video that highlights the sequence and the mechanics of filming. Storyboarding is critical for determining how to set up each camera, where each type of shot fits in the film, and getting a rough idea of the final product before filming even begins. Storyboarding is done by creating a series of sketches for each scene in the video. These sketches vary depending on the type of shot used, but typically include camera locations, camera angles, and locations of the actors. Storyboards can also be used to illustrate various techniques or rules of videography.

A common filming technique used in interview videography is the rule of thirds. The rule of thirds is a method of splitting the camera frame into three sections to help structure the scene. Although based upon the orientation of the camera, the concept behind the idea has a deeper meaning: “When we place our subject on a third of the frame, the remaining two thirds of the frame balances our subject with context.” The idea is that the background of the interview can be chosen to fit the content of the interview, and filmed in a way to make it more significant.

B-roll footage is the supplementary footage in a film project. Unlike A-roll footage that captures the main subject, B-roll footage captures everything related to or going on around that subject. In interview videography, B-roll footage helps to break up the video so that it is not focused on the interviewee the entire time. A film of someone speaking is not only boring, but a waste of critical film time. A professional interview will include a mix of A-roll and B-roll footage to capture the entire story: “An interview or voice-over itself is the narration or literal telling of the story. The B-roll is the showing of the story.” B-roll footage can be used to highlight key pieces of information the interviewee reveals, all while the audio from the interview continues in the background.
C: Generic Questions

**Generic Questions:**

**Tell us about yourself**
1. Name (say and spell)
2. Occupation
3. What do like to do in your free time?

**Perspective**
1. What do you think is the purpose of a museum?
2. What do you value about museums?

**Before**
- What makes you want to visit?
- What do you expect out of a typical visit to a museum?

**During**
- What do you like to do while at a museum?
- How do you feel at a museum?
- What are your favorite things about a museum? What are your least favorite?

**After**
- What do museums do for you?
- What "outcomes" do you expect from a visit?
D: Six Scripts

Easy-going Script

Tell Us about Yourself

- In my free time I like to do fun things and enjoy life
- I appreciate a casual atmosphere where I can just be myself and learn something new.
- I love to go to the Zoo and other places that are buzzing. Cafes are fun to visit, or even a trip to the beach would be beneficial.
- I value relationships with other people in my life
- I care about my children and I want to make sure that they are safe and happy

Perspective

- The museum is a great place to hang out with friends and to have some fun.
- The museum is a place where I can learn, but I can also have fun doing so.
- The museum is also a great place to take my kids on a weekend or on a vacation. It is safe and fun.

Before

- I like to visit the museum whenever there is a new program or exhibition because I like to try new things. It might be kind of a gamble to think like this, but usually there are great outcomes in exploration.
- I also like when tickets are discounted.
- It should be easy for me to get to the museum.
- I like to spend some time in the museum, but a whole day would be too overwhelming. I can usually get my fill in half a day. Plus, I would like the flexibility to go to other places or events if I want to. I don’t want to feel as if I am constrained to the museum once I decide to go there.
- The museum is a great place to bring a friend who is visiting me from out of town.
- As long as the museum keeps updating and doesn’t stay the same over the years, I will visit every once in a while and make sure I haven’t missed anything interesting.

During

- My favorite kinds of exhibits are the ones that I can glaze over and still get some information out of them. I don’t want to stand all day at one exhibit. I don’t care as much about the finer details. I would prefer to look at a big, eye-catching exhibits like the dinosaur bones or one of the IMAX movies because they are easy to understand and yet still very exciting.
- I expect the museum to have a bunch of fun people who are just as ready to explore as I am.
- I am just as willing to play with the exhibits as a child would be.
- I love specialty events that I can bring my kids to or socialize at.

After

- I find enjoyment when everyone else around me also had fun. So if all of my friends had fun at our trip to the museum, chances are I had a great time as well.
- As long as it wasn’t a long day with exhausting barriers, I would probably have had a great time.
- At the end of the day if my kids are happy and entertained, then I will be satisfied as well.
**Connected Script**

*Tell us about yourself*

- I like to keep a balanced lifestyle
- I enjoy adventure, but usually with not too much risk
- I like to spend my time with other people and bring people together
- I like stress-free environments where I can do my own thing

*Perspective*

- Museums are a good place to go to with a group or for kids to learn about different things
- Museums are important for people to be exposed to different objects and to talk about or debate with others

*Before*

- I'll go along to a museum if a friend invites me to tag along
- I'd also consider bringing someone there from out of town to show them around
- Price doesn’t usually get in the way, I’ll go if I want to go
- I could stray away from visiting if is too much of a hassle to get there or if I don’t find it worth my time or money

*During*

- I like to feel part of a group while at a museum where I can discuss my experience with who I’m with
- Also, want to feel enriched by my visit where I can see significant objects or learn about stories of significant people
- Usually half a day will do for me at a museum with other adults or children
- I wouldn’t mind if exhibits made me think about my own life
- I don’t really want to be overloaded with information though
- I want to go through at my own time and be at ease

*After*

- I liked I could go on a leisure journey and explore around the things that interest me.
- It was an entertaining thing to do with my friends
- I will be satisfied if I learned a little something and got to discuss it with my friends, but I don’t feel exhausted after leaving
Tell Us About Yourself:
- In my leisure time, I like to spend my time with others. Meaningful time spent with others is really important to me.
- Especially with family members.
- I believe it’s really important to experience new things and I really like sharing these experiences with others.
- I like going out to cafes, listening to music and spending time with my family.

Perspective:
- I prefer museums about history, culture or science but I still think that’s learning about other topics is important.
- When I visit a museum a feel a sense of pride to be in such a prestigious and culturally relevant institution.
- I feel like museums are important because they preserve and teach others about our history and heritage.
- They are an important resources for teaching and spreading information about our society but they should also be pursuing new research as well.
- Part of the reason I attend museums is because I have good memories of visiting the museum with my family when I was younger

Before:
- I go when there is a new exhibit or program on that interest me or when a family member/friend invited me to visit the museum with them.
- I also go sometimes if I feel I have not gone in a while and it would be worth a visit.

During:
- I usually visit the museum with either my friends or family for about half a day.
- I think it’s important that museums are a place to teach school age children.
- I like to be able to see new and unusual thing when I visit but I also like seeing thing I have some knowledge of. I find that expanding my knowledge on a topic I’m already familiar with comforting.
- I like exhibits that tells a story or remind me of the past. I like learning about how things were.
- I don’t like it when an exhibit make me feel inadequate or guilty about something.

After:
- I wish museums allowed more comfortable and quiet spaces from thinking about the exhibits.
- I care about being informed and fulfilled by my experience and I enjoy the sense of nostalgia visiting can give me.
Informed Script:

Tell us about yourself

- I am constantly striving for personal growth and learning
- I am articulate, knowledgeable, and intellectual, focused and serious.
- I like having a sense of accomplishment in everything that I do.
- I am better educated than most other segments.
- In my spare time, I like attending the Melbourne Museum and the State Library of Victoria.
- I also like using the internet, reading, going to the countryside, and visiting natural parks or wineries.
- I live a busy lifestyle and everything I do must be worthwhile and benefit me intellectually.

Perspective

- Museums are places for learning and personal growth.
- I value museums for their traditional and historical qualities, as well as intellectual value, stimulation, and informative detail.

Before

- I visit for a quiet, informative, educational museum space.
- I visit for new experiences.
- I visit to entertain someone from out of town.
- I look for discounted tickets.
- I visit for an individual experience (for me).

During

- I like to be submerged in detail.
- I seek access to experts and archived information at the museums.
- I'm more interested in involvement than the building and its contents.
- I like to interpret new things myself and avoid familiar things.
- I view topics of history, cultures, and science.
- I'll visit for a half day, maximum.

After

- I will feel satisfied if I learned something new and felt a sense of accomplishment with my visit.
- Communicate with my by sending me e-newsletters and publishing information I can research myself.
- Hold my interest by extending the information provided by the exhibits.
- Provide me with more opportunities to meet with curators and experts for behind the scenes tours and presentations.
Tell Us about Yourself

- I like having a broad knowledge of the world around me.
- I like to have fun, but I am also worried about accomplishments in my life.
- I prefer to analyze decisions greatly before I make them, but I also like to be at the forefront of any technology or ideas.
- Film festivals and other public talks about what is new and upcoming are the events that I like to attend.

Perspective

- Museums are somewhat boring and I would rather visit someplace that is "in" and not old.
- Museums seem to be more for kids or for other dated reasons that don't interest me
- If a museum is something that is stylish or "in" at the time, then it would be worth my time.

Before

- The main thing that would make me visit a museum is if everyone was talking about it. I wouldn't want to miss an event or a location that is stylish at the time.
- I would visit if it wasn't a "traditional" museum. I don't want to go look at things in boxes, but if they have some ideas that are new and interesting then I might consider visiting.
- I really need to be curious about something within the museum beforehand to make me go visit it.
- I usually know where I want to go and spend my time, so in order to get me to go to the museum you need to strike the right chord of interest.

During

- If there is any professional talk about a subject in the museum, I would prefer to go to that.
- I also like art exhibits and galleries like Bunjilaka because they are insightful and intriguing.
- Temporary exhibits that are the talk of the town also draw me in because I want to be part of that conversation. All of my friends have gone so I would like to go as well.

After

- As long as I gained something from the experience, then I will be happy. Making sure that I am up to date on the latest and greatest ideas is important to me and I think this is possible with a visit to the right museum.
- I expect to be thoroughly entertained and challenged with ideas. I don't want to have gone there and not learned anything new. I hope to have learned something that is beneficial to me and my life.
Elite Script

Tell us about yourself

- I am assertive, sophisticated, self-made, ambitious, confident, rewarded, empowered, socially superior, exclusive, and have the latest thinking.
- I run a number of successful businesses.
- I rely on my environment to provide me with stimulation and a sense of social superiority.
- I am strong, determined, and single minded.
- I am an opinion leader.
- In my free time, I value having fun and getting enjoyment from life, being in warm relationships, and having a sense of accomplishment.
- I enjoy being well-respected.
- In my free time, I like using the internet, spending time with family, listening to music, cooking, and watching TV/videos. I also like eating out at cafes or restaurants, entertaining at home, going to local/metro park and gardens, and talking to friends on the phone or on social media.
- I am the smallest of the six segments.

Perspective

- Museums are not the 'in' thing to do.
- I value museums promoting social justice, human rights, and helping the vulnerable.

Before

- I am reluctant to visit museums because I think they can be boring.
- I'll attend if something important enough is going on.
- I usually have something else more important going on.
- I'll attend if given discounted tickets or if there is a new exhibition/program/event.
- I expect a personal invitation and greeting and that they know my name.

During

- I'm interested in history, culture, and technology, while being least interested in Aboriginal Australia or art.
- I'll attend a gala for networking.
- I expect a private tour with the director at special events.

After

- Museums can be good for networking.
- The visit must be rewarding, recognized socially and be personally/professionally worthwhile.
E: Six Segment-Specific Question Sets

Easy-going Questions

Tell us about yourself
- Say name
- Occupation
- What do like to do in your free time?
  - When you go somewhere, who do you like to go with and why?
  - Are there any local Melbourne locations that you can think specifically of, other than the museum, that are places you regularly visit? Why these places?
- Who do you value most in your life?
- Can you please spell your name?

Perspective
- What do you think is the purpose of a museum?
  - Does the purpose of the museum connect with the way you socialize with people? If so how?
  - How does the purpose of the museum relate to what you do with your family?
- What do you value about museums?
  - Do you feel that they are safe and entertaining? What makes them like this?

Before
- What makes you want to visit?
  - Are there any incentives that would get you to visit more frequently?
  - What are your feelings on the special or temporary exhibits?
- What do you expect out of a typical visit to a museum?
  - How long is a typical museum day for you and why?
  - How often do you think the museum needs to update their exhibits?
  - What are your feelings on the café?

During
- What do you like to do while at a museum?
  - Are there any locations that you enjoy more than others?
- How do you feel at a museum?
  - Do you ever feel like you are somewhat of a kid again when you visit a museum?
- What are your favorite things about a museum? What are your least favorite?
  - Would you rather go to an interactive exhibit or one that has a lot of information in it?

After
- What do museums do for you?
  - Do you usually feel energized or exhausted after a day at the museum?
  - How does the perspective of other people in your group determine how you have enjoyed your day?
- What "outcomes" do you expect from a visit?
  - What do you want your kids to feel after a day at the museum?
Connected Questions

Tell us about yourself

- Name
- Occupation
- What do you like to do in your free time?
  - When do you like to be alone and when would you rather being with others in a group?
  - What other places do you like to go and for what reasons?
  - Do you prefer the hustle and bustle and excitement of a busy place and would you rather be in a calmer environment where there is less stress and allows you to walk more freely?
- Can you please spell your name?

Perspective

- What do you think is the purpose of a museum?
  - How do you usually like to interact at a museum?
  - Do the objects have an impact on you?
- What do you value about museums?
  - How do you think museums are important in society? What role do they play?

Before

- What makes you want to visit?
  - Are there particular exhibits that you come to see?
  - Would you enjoy your visit more with other people?
  - Would you like to bring/go with a friend?
- What do you expect?
  - How convenient do you like museums to be?
  - How much does price affect your decision to visit?
  - What type of exhibits do you like? (interactive, object/statues, sound, video)

During

- What do you like to do while at a museum?
  - Do you feel discussing and sharing your experiences are essential in a visit?
  - How long do you like to spend at the museum?
  - How long in each exhibit?
    - Do you like to be guided or on your own time and pace?
- How do you feel at a museum?
  - What do you like to get out of a visit?
    - Do you feel more knowledgeable after a visit?
  - What would make you feel overwhelmed or overloaded with information?
- What are your favorite things about a museum? What are your least favorite?
  - What type of exhibits do you like?

After

- What do museums do for you?
  - Would you experience change if the people you were with didn’t have a good time?
- What "outcomes" do you expect from a visit?
  - Do you want a museum to be an all-day thing, or would you plan to do other things that day as well?
  - What was your journey you had through the museum?
Obligated Questions

Tell us about yourself
- Name
- Occupation
- Family?
- What do you like to do in your free time?
  - When you go somewhere, who do you like to go with and why?
  - Are there any local Melbourne locations that you can think specifically of, other than the museum, that are places you regularly visit? Why these places?
- Who do you value most in your life?
- Can you please spell your name?

Perspective
- What do you think is the purpose of a museum?
  - What role do you think museums play in the lives of people?
  - Do you think it's important to share cultural sites like museums with others? Explain why.
- What do you value about museums?
  - What part of museums is most important? Do you feel they play an important role in society?

Before
- What makes you want to visit?
  - What catches your attention?
  - Does something make you want to come to the museum or is it more of something you feel you have to do? Explain why.
  - Did you attend museums with your family when you were a child? Does this influence how often you visit museums now?
- What do you expect?
  - Do you expect museums to cover certain topics or have certain types of exhibits?
  - How do you expect to feel when going through a museum?

During
- What do you like to do while at a museum?
  - What is your favorite part of a museum? (café, exhibits, sitting areas)
  - What are your favorite exhibits in the Museums Victoria complex?
  - Can you think of an exhibit that has stuck with you?
- How do you feel at a museum?
  - What type of emotions do you feel when visiting the museum?
  - Can you think of or describe an experience in a museum that meant a lot to you?
- What are your favorite things about a museum? What are your least favorite?
  - Do you prefer more interactive or more informational exhibits?
  - What type of environment do you like in a museum? (quiet and reflective vs. loud and boisterous)

After
- What do museums do for you?
  - Does going benefit you or the people around you somehow?
- What "outcomes" do you expect from a visit?
- How do you feel immediately after you visit a museum?
Informed Questions

Tell us about yourself
- Name
- Occupation
- What do you like to do in your free time?
  - Are there any local Melbourne attractions, public or private, that you can specifically think of that you regularly visit? Why these places?
  - When you go to these places, who do you like to attend with and why?
- Can you please spell your name?

Perspective
- What do you think is the purpose of a museum?
  - Do you attend more for learning & personal growth or entertainment? Can you give an example of why?
- What do you value about museums?
  - Think about a more traditional museum experience with historical and intellectual values, compared to a modern, interactive experience. Which path do you take in the museum and why?

Before
- What makes you want to visit?
  - When you attend the museums, who do you like to go with, if anyone, and why?
  - What motivates you to attend the museum?
- What type of experience do you expect in the museum?
  - Would you be more interested in returning to exciting exhibits you've seen in the past or brand new/temporary exhibits?

During
- What do you like to do while at a museum?
  - What type of space within the museum do you prefer and why?
  - Are you interested in detailed explanations from experts or do you like skimming the information presented yourself? Why?
  - What topics do you like viewing and why?
  - How long do you typically spend at a museum?
- How do you feel at a museum?
- What are your favorite things about a museum? What are your least favorite?
  - What type of exhibition do you prefer?

After
- What feeling do you have immediately following your visit to the museum?
- What "outcomes" do you expect from a visit?
- Do you think anything is missing from your experiences?
- Can anything be done following your visit to add to your experience?
Curious Questions

Tell us about yourself

- Name
- Occupation
- What do you like to do in your free time?
  - Do these activities tend to be for your self-betterment?
  - Are there any local Melbourne locations that you can think specifically of, other than the museum, that are places you regularly visit? Why these places?
- Are you careful about planning and making decisions about the future?
- Can you please spell your name?

Perspective

- What do you think is the purpose of a museum?
- What do you value about museums?
  - Do you feel that most are enlightening? What parts?
  - By visiting one do you ever feel like you are updating yourself on current events?
  - Do you feel museums might be a bit dated?

Before

- What makes you want to visit?
  - Do you ever find yourself visiting a museum because other people are talking about what is going on there?
  - Do you ever go to the museum with a mission in mind?
  - What are your feelings on the special or temporary exhibits?
- What do you expect?
  - What sort of information do you want to be there when you arrive?
  - How long is a typical museum day for you and why?
  - How often do you think the museum needs to update their exhibits?

During

- What do you like to do while at a museum?
  - If there was a special talk happening at the museum about the information in an exhibit, would you rather go to the talk or the exhibit? Why?
- How do you feel at a museum?
- What are your favorite things about a museum? What are your least favorite?
  - Would you rather go to an interactive exhibit or one that has a lot of information in it?

After

- What do museums do for you?
  - Do you feel a sense of accomplishment from learning something new in the museum?
  - Do you ever go tell others about what you experienced at the museum?
- What "outcomes" do you expect from a visit?
  - Is there any specific personal gain you hope to get out of a trip to the museum?
  - Would you be disappointed if those needs weren't met?
Elite Questions

Tell us about yourself

- Name
- Occupation
- What do like to do in your free time?
  - What do you do for work?
  - Would you call yourself more of a leader or a follower?
  - What are your hobbies?
  - What kind of environment do you like to be placed in?
  - How would you describe yourself; what personality characteristics describe you?
- Can you please spell your name?

Perspective

- What do you think is the purpose of a museum?
  - Do you feel museums are relevant to you?
  - Do you feel museums are on the leading edge of knowledge and innovation?
  - What age group do museums target?
  - Who do you think museums help most?
- What do you value about museums?
  - What would make you visit a museum?

Before

- Do you typically visit museums? Why or why not?
  - Do you like being invited to events? Why?
- What would make you want to visit?
- What do you expect at your visit?

During

- What do you like to do while at a museum?
  - If you visit, what exhibits or events do you attend?
  - Would you like to be greeted at the events you attend?
- How do you feel at a museum?
  - Would you enjoy more specialized events?
- What are your favorite things about a museum? What are your least favorite?
  - Do you feel like your experience was more worthwhile if you had the opportunity to network with different people like you?

After

- What do museums do for you?
  - Do you expect to gain something personally or professionally when you visit? What do you expect to gain?
- What “outcomes” do you expect from a visit?
F: Interview Room Set-up

Before an interview was conducted, we chose a room to set-up as seen in Figure 1.

![Figure 1. Picture of room set-up](image)

The interviewee’s chair was placed in a spot with good lighting to reduce shadows and with a plain background to minimize distracting movement. Occasionally, a plant was placed next to the chair, or the wall had a photo hanging on it to add variety. We used two cameras so that we could gather footage from different angles and had more options when editing the films. Because we wanted the film angle to be conversational rather than directive for a more relaxed tone, the interviewer’s chair was placed next to the main filming camera which was used for medium-angled shots. As seen in Figure 2, the interviewee looked just to the side of the camera rather than directly at the camera to set this tone. The second camera which was used for close-up shots was placed next to main camera on the opposite side of the interviewer’s chair.

![Figure 2. Medium-angle, conversational shot](image)
G: Explanation of Our Project and Purpose for Museum Visitor Floor Filming (B-roll)

Preamble

Hello my name is (team member name). I am working with a team of students from Worcester Polytechnic Institute which is a university in the United States, and we are currently working with Museums Victoria. We are hoping you could help us with a project that we are working on. We are currently making training materials for the employees here, and we need to conduct video interviews with guests of Museums Victoria, like yourself. This interview will last about ten minutes. We will be asking some questions about your experience with museums and some preferences that you may have with regards to museums. If you are willing to participate, please fill out this video release form for Museums Victoria.

If consented to volunteer:
Before we begin, we want you to know that this interview is voluntary and you can stop the interview whenever you would like. You also have the right to refuse to answer any questions that we ask. If you would like, we can send you your responses we include on paper to review before it is finalized. While you are answering the questions, please pretend that the camera is not there and look at me as if it were a regular conversation. Please leave a pause between the end of my question and the start of your answer. This is so that the film will be easier to edit. Also, try to rephrase the question that I ask in your answer. This is so that your answer will have some context and it will be able to stand on its own. Most of all, be yourself and have fun.
H: Video Consent Form
Easy-going
Driver: To be stimulated by their surroundings and to have social interaction

They are...

- 20% easy-going
- 34% strongly agree that the single most important thing to them is family

Parent or guardian

Yes (44%) No (56%)

Easy-going is most dissimilar to informed

Age

- 18-29: 21%
- 30-39: 26%
- 40-49: 21%
- 50-59: 18%
- 60-69: 9%
- 70-79: 5%

Male (28%) Female (74%)

- Social connection is imperative
- Need to be stimulated
- Gets energy from who they are with
- Want to have fun in life
- Does not want to feel challenged

Likes
- Spending time with family
- Watching TV
- Cooking
- Using the internet
- Eating out
- Listening to music
They visit because...

**Triggers for Visitation**
- doing something different
- occupy free time
- entertaining a visitor
- new exhibition, program or event
- discounted ticket

**Barriers for Visitation**
- cost too high
- hassle to get there
- nothing changes too much
- difficult to find time
- hard to organize a visit

47% visit with other adults and children
only 5% visit on their own

**Favorite Experiences**
- Dinosaur Walk
- Sportsworks
- Bugs Alive
- The Immigration Story

Cater to them by...

**Easy-going** are likely to think that museums should provide **enjoyable leisure experiences**, rather than hold collections and mounting displays

- provide group spaces for social connection and excitement
- deliver experiences based on hands-on interactivity
- don't make feel constrained or claustrophobic
- don't challenge them with what they see or do
- give 'the topline' not the detail
- everyone must enjoy the chosen activity
- promote additional experiences such as cafes and shops
- provide significant and unusual objects rather than ordinary subjects

Data Source: 968.1 MV Easy-going Audience Segment Profile June 2015, 3151218 Victorian Audiences: A detailed Analysis, and Audience Workshop Presentation
Connected
Driver: To seek out locations and events where they can share a collective experience

They are...

- Connected
- Agree or strongly agree: "Spending leisure time with other people" is an activity that describes them

- Parent or guardian

- Connected is most dissimilar to informed

- Age
  - 18-29: 12%
  - 30-39: 24%
  - 40-49: 17%
  - 50-59: 16%
  - 60-69: 13%
  - 70+: 2%

- Gender
  - Male (27%)
  - Female (73%)

- Likes
  - Spending time with family
  - Social media
  - Watching TV
  - Using the internet
  - Eating out
  - Listening to music
For Connected, a museum cultivates a friendly casual environment that affords visitors the freedom to engage at their own leisure with others or like-minded people.

- Provide group spaces for social connection and excitement
- Recreated experiences that are as close to actual as possible
- Provide culturally and historically significant content
- Don’t challenge them with what they see or do
- Give ‘the topline’ not the detail
- Everyone must enjoy the chosen activity
- Promote additional experiences such as cafes and shops
- Immersive experiences

Data Source: 966.2 MV Connected Audience Segment Profile June 2015. 315-1218 Victorian Audiences: A detailed Analysis, and Audience Workshop Presentation
Obligated

Driver: To experience different things in life especially with someone else

They are...

- 19% obligated
- 67% believe that the purpose of a museum is the care and preservation of heritage
- Parent or guardian

Segment needs:
- Curious
- Easy-going
- Informed
- Connected
- Nostalgia
- Loving
- Reflective
- Giving
- Emotionally connected
- Deeper meaning

Likes:
- Spending time with family
- Watching TV
- Cooking
- Using the internet
- Eating out
- Listening to music

Obligated is most dissimilar to elite

Age:
- 18-29: 16%
- 30-39: 15%
- 40-49: 21%
- 50-59: 15%
- 60-69: 17%
- 70-79: 12%

Male (42%) vs Female (58%)
They visit because...

- invitation by friend
- new exhibition/program
- entertaining a visitor
- discounted tickets
- haven't been for a while
- triggers for visitation
- cost too high
- hassle to get there
- nothing changes too much
- can't find anyone to go with
- difficult to find time
- barriers for visitation

favorite experiences

- Dinosaur Walk
- Sportsworks
- Love and Sorrow
- Community Gallery

45% visit with other adults and children
only 11% visit on their own

Cater to them by...

**Obligated** see museums as impressive, purposeful and highly relevant destinations that evoke feelings of pride.

- more personal stories and personal voices
- provide opportunities that trigger memories
- provide content that engenders an emotional response
- opportunities for reflection and quietness
- offer photos with special objects
- other language options
- small group tours for family groups
- storytelling for children with community participation

Data Source: 966.3 MV Obligated Audience Segment Profile June 2015, 3151218 Victorian Audiences- A detailed Analysis, and Audience Workshop Presentation
Informed
Driver: To strive for constant personal growth and learning

They are...

23% informed
- absorb
- enriched
- detail
- learn
- comprehensive understanding

37%
- have a graduate degree
- parent or guardian

informed is most dissimilar to elite

age
- 18-29: 17%
- 30-39: 15%
- 40-49: 23%
- 50-59: 15%
- 60-69: 20%
- 70-79: 10%

Male (40%) Female (60%)

likes
- spending time with family
- watching tv
- listening to music
- using the internet
- eating out
- reading

know how things are made
analyze things
think about life
have a sense of accomplishment

studying how things work

They visit because...

- short term exhibition/program
- haven't been for a while
- entertaining a visitor
- new exhibition, program or event
- discounted ticket
- cost too high
- hassle to get there
- nothing changes too much
- difficult to find time
- difficult time elsewhere

Barriers for visitation:

- 50% usually visit with other adults only
- 56% visit for half a day

Favorite experiences:

- The Melbourne Story
- Planetarium
- Mind
- The Immigration Story

Cater to them by...

Informed are drawn to museums for their historical qualities, as well as being confident of the intellectual value and informative detail they will find inside.

- Access to curators and 'specialists'
- Provide historical displays
- Content heavy, detailed information
- It is not 'easy', it is 'worth' it

- Provide publications that add information to exhibits
- Emphasize when MV is the expert
- Investigative online databases
- Experiences deliver a sense of accomplishment

Data Source: 866.4 MV Informed Audience Segment Profile June 2015, 3151218 Victorian Audiences- A detailed Analysis, and Audience Workshop Presentation
Curious

Driver: To gain a sense of intellectual superiority through depth of knowledge

They are ...

- 15% curious
- Absorb
- Enriched
- Cultured
- Intellectual
- Challenged

80% agree or strongly agree that they like to try new and different things

Parent or guardian

Yes (26.21%) No (73.79%)

Curious is most dissimilar to easy-going

Age

- 18-29: 24%
- 30-39: 23%
- 40-49: 19%
- 50-59: 17%
- 60-69: 14%
- 70-79: 4%

Leisure time with other people

- Know how things are made
- Animate things

Think about life

- Have self-respect

Connect with others emotionally

Male (24%) Female (76%)
They visit because...

**triggers for visitation**
- short term exhibition/program
- invitation by friend or family
- entertaining a visitor
- new exhibition, program or event
- discounted ticket

**barriers for visitation**
- cost too high
- hassle to get there
- nothing changes too much
- difficult to find time
- can’t find people to go with

47% usually visit with other adults only
60% visit for half a day

Cater to them by...

For **Curious**, museums are not the 'in' thing to do. This is an impression they have formed and they have **received no information since** that tells them otherwise.

- provide 'normal' museum fare 'dressed up'
- stylish experiences, not just 'traditional' museum
- offer content aligned with broad interest base
- challenge them with what they see or do
- specific communications relevant to them
- offer content with insight (not just facts and figures)
- make them feel intellectually and culturally superior
- provide significant and unusual objects rather than ordinary subjects

**favorite experiences**
- The Melbourne Story
- Planetarium
- First Peoples
- The Immigration Story

Data Source: IAB 5 MV Curious Audience Segment Profile June 2015, 315/1218 Victorian Audiences: A detailed Analysis, and Audience Workshop Presentation.
Elite

Driver: To have an environment that stimulates them and provides them with achievements

They are...

- assertive
- confident
- rewarded
- ambitious
- sophisticated
- exclusive

6% elite

- curious
- easy going
- informed
- connected
- obligated

While friends are important to them, who they are and what they do are very much their own decisions.

Likes VIP experiences

Elite is most dissimilar to connected

Elite tends to be skewed towards younger age groups

Ages 60+ ↔ Ages 18-39

Are consistent with the norm for gender

Meet people

Aware of style

Promote charities

Attend dinners

Have self-respect

See unusual things
An overall reluctance to visit museums is evident in Elite because they think of museums as boring.

- Provide 'normal' museum fare 'dressed up'
- Stylish experiences, not just 'traditional' museum
- Provide opportunities to co-create
- Exciting or inspiring messages about the museum
- Specific communications relevant to them
- Provide 'special' access for them
- Provide 'profile' moments where they can 'be seen'
- Don't burden them with detail, keep their experience easy

Data Source: Elite Segment Profile Output T81-T64, 3151218 Victiman Audiences: A detailed Analysis, and Audience Workshop Presentation
# J: Task Schedule

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<th>Objectives/tasks</th>
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<td>Pilot Test/Revise Scripts &amp; Interviews</td>
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December
K: Video Links

Easy Going: https://youtu.be/nTjYRsDlRrs

Connected: https://youtu.be/31P1CkQc2Go

Obligated: https://youtu.be/Fqs8Vi5CR8

Informed: https://youtu.be/PAEUZt3-AYE

Curious: https://youtu.be/CUX1fsnoTqs

Elite: https://youtu.be/mcUHzhxDBbU

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