

The Netherlands, Rotterdam / Museum Rotterdam: the Visitors Matrix



The project visitors matrix / customer-journey began in January 2014 and is still in the production phase. In June, the matrix will be completed and ready for use in the autumn of 2014. Our findings are not based on actual use of the matrix. It is about the way there.

Summary of project intent

Dive into the daily life of specific cultural target groups in Rotterdam, to discover their needs, get them to visit the museum and serve them in a more suiting way.

DIFFICULTIES MET

- ▶ Finding participants in one specific target group, 'kleurrijke knokkers' (colorful strivers) proved to be quite difficult. This target group was not easily accessible through our own networks.
- ▶ It's common to think in stereotype visitors or stereotype target groups. This was overcome by doing generative interviews and preparing both interviewer and interviewee thoroughly.
- ▶ Over the last period the position of the museum has weakened. Besides the heavy cutbacks and therefore reduction in staff (50% of the employees were fired), the museum no longer has its own location for permanent expositions and presentations.

"Is the entrance free if you own a RotterdamPass? I didn't know that!"

(participant)

RESULTS

- ▶ Six groups of future visitors were involved, in every of these groups museum employees interviewed about four visitors. Context-mapping techniques were used to prepare participants and conduct the interviews.
- ▶ Personas were created for the six target groups in which we specifically focused on daily life, their impression of Rotterdam, spending free time and latent museum needs.
- ▶ A visitor-matrix will be created in which the personas are combined with their specific customer journey for a visit to the museum. Future innovations in communicating/marketing/education/exhibition design/space & building/facilities and strategy will be based on the persona's and matrix.
- ▶ Thinking from the point of view potential audiences is more prevalent in the museum.



Lifelong
Learning
Programme

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AUDIENCE
EUROPE
NETWORK

LEARNINGS

We are still in the middle of the (learning) process!

So far our learning's are:

- ▶ The different persona's each have a mindset of their own. The city tourist is an enjoy-er, the young parents are planners, the 'colorful striver' is a networker and the 'stadse alleseter' is an explorer. This very much defines the way they spent their time in the city and therefor also defines the way they visit the museum, when they do.
- ▶ Culture, or a visit to a museum, is not a routine within all groups. Although they are interested and motivated to do something, they will not immediately or easily show up at the door. It is valuable, through the persona's and their specific museum journey, to find ways to get the museum to them and that way get them to the museum.
- ▶ Concerning the museum experience during a visit, the visitor groups we've mapped range from 'deep dive, loose yourself' type of visitor to 'take me by the hand' type of visitors. It is important in the future to find ways to serve the whole spectrum, or at some points make educated choices in who to serve.
- ▶ Current communication, marketing, space, exhibition design is mainly aimed at the groups that already visit the museum, such as the culture-lover and the 'stadse alleseter'. These groups already visit the museum and are therefore not easy target groups to raise the total amount of visitors. In order to substantially raise numbers, it's valuable to aim at the other groups.

FUTURE / TIPS

- ▶ Keep involving visitors in order to stay away from stereotype thinking

"The customer-journey makes it clear for us that there is still a long way to go before we have a real public-oriented museum."

(staff member)

