CASE STUDY – *Rotor*'s target groups – summary

In this case study, my goal was to consolidate all findings related to *Rotor's* previously defined target groups in one place, eliminating redundancies to provide a clear overview of the needs of an art organization's website users. The case study describes how contemporary visual artists, representatives of art organizations/sponsors and general audience interested in contemporary art use digital media to get information about novelties, news, visual art activities and contemporary art exhibition, how they use digital media to perform specific tasks, what content is important to them and what their habits toward the usage of digital devices are.

This case study is based on interviews conducted with 16 representatives of *Rotor's* target groups."

1.	**USAGE OF WEBSITES**
	Behaviors and habits of target groups' representatives regarding the use of the website
	Target groups' representatives use websites of art organizations as important sources of relevant and accurate information very often. They perceive an art organization's website as an informational medium that provides official content and formal communication. They usually access a website of an art organization in two ways: • they visit a website for more detailed information after getting initial information on social media, by newsletters or other people's recommendations. • they visit websites that are already familiar with, directly for intentional, concrete information. Representatives of all target groups visit an art organization's website to get to know an art organization, its profile and program orientation, past, current and upcoming activities (event calendar). In addition to the above, artists are interested in open calls and possibilities to apply, representatives of other art organizations are interested in exhibition spaces' specifications, publications, educational programs, guides, and tours. Representatives of other art organizations and the general public are also interested in some audience-related practicalities before visiting an exhibition as working hours, contacts, and how to get tickets.

2.	**USAGE OF SOCIAL CHANNELS**
	Behaviors and habits of target groups' representatives regarding the use of social media channels
	Target groups' representatives have a positive attitude towards the use of social channels to promote art and perceive them as a more informal means of official communication compared to websites. Artists and other organizations' representatives use social channels mainly for professional purposes to present their work and expect that an art organization uses social channels to promote its activities. Representatives of the general public use social channels as a first choice to get information. Social channels attract their attention and are usually the first step in getting the news. Representatives of that target group use social media to get quick information about upcoming events (the same day or over the next few days). They experience social channels better updated than websites. All target groups' respondents stated that after getting the initial information by social channels they usually accessed websites. They use social media channels for basic information and to get a general impression, and websites for more detailed content.
2.1.	**INSTAGRAM**
	Behaviors and habits of the target groups' representatives regarding the use of Instagram
	• Artists use Instagram to obtain and deliver visual-based information. They use it to show phases of artistic research, work-in-process photos, and as a means of communication and interaction with people. • Art organization & sponsors' representatives usually use Instagram to get quick information when they have less time at disposal. They perceive Instagram as a social channel focused on visual content that helps in presenting contemporary visual art, but often for a better understanding additional textual explanation is needed. Instagram visual content catches their attention and they use it for getting quick visual-oriented information and an overall impression. • Representatives of the general public, in addition to the regular use of Facebook, are showing increasing interest in using Instagram. As a visually-oriented social media channel, they use it to capture moments and provide a

		general impression. Instagram encourages and inspires general public representatives in generating their own opinion.
2.2.	**FACEBOOK**	
		Behaviors and habits of the target groups' representatives regarding the use of Facebook
		Artists use Facebook mainly for professional purposes, to get or deliver more detailed information (as compared to Instagram) and interaction with the audience. They also sometimes use Facebook to create artworks. • Art organizations & sponsors' representatives consider that Facebook offers more relevant content for art-related topics, a better balance of visual and written content (compared to Instagram). In their opinion, content is possible to curate better on Facebook and is more detailed presented than on Instagram. They use Facebook for professional promotion, to get in touch with partners, and for getting information. They also stated that for an art organization at least once or twice presence a week on Facebook would be needed. • The general public perceives Facebook primarily as an informative social media channel. They emphasized positive Facebook features: 1. personalized event searches 2. possibility to interact and communicate
3.	**USAGE OF NEWSLETTERS**	
		Behaviors and habits of the target groups' representatives towards the usage of newsletters
		Target groups' representatives use newsletters to obtain information and get news. They perceive newsletters as a starting point for further and more detailed research on the website.
4.	**DIGITAL CONTENT & CONTENT TYPES**	
		Digital content and content types important for target groups' representatives
		Target groups' representatives perceive visual and textual content as a matter of fact information important in presenting contemporary art topics in digital media. A balance

between visual and textual content is needed, as both are important in getting comprehensive information on contemporary visual art. Digital content should be informative but also lead to the acquisition of new knowledge and bring visual art topics closer to a wider audience. All target groups' respondents have a positive attitude towards the accessibility of digital content and the possibility of getting information from remote locations. They also stated that content should be adapted to digital media according to best practices.

The general public stated that visual content usually attracts their attention and written content introduces them to the topic.

4.1. VISUAL CONTENT

Importance of visual content for target groups' representatives

Target groups' representatives stated that visual content was crucial in presenting contemporary visual art in digital media. They highlighted the importance of visual content for an immediate experience of contemporary visual art but they also stated that for a thorough understanding of contemporary art topics, visual content should be accompanied by textual content. In their opinion, visual content should be used for catching users' attention and getting the first impression about a certain art topic.

In addition to all of the above, the artists also underline the importance of visual content and graphic design aligned with a visual identity for an art organization to gain recognizability. When preparing or deciding for an exhibition, artists need visual content that shows exhibition spaces and their layouts.

Representatives of other art organizations stated that visual content is of greater importance when the artwork is unknown to them. Visual content that they would like to find on an art organization's website is: - photos of art installation exposed in exhibitions venues - views of exhibition spaces - images and videos that show interaction with the audience - short multimedia material that engages users. The general public has also shown a positive attitude towards the use of multimedia content on an art organization's website.

4.2. TEXTUAL CONTENT

Importance of textual content for target groups' representatives

After getting attention by catchy visuals, target groups' representatives find textual content important for the more thorough research about contemporary art issues. Textual content complements visual content and helps better understanding of contemporary visual art.

They stated that textual digital content should follow the best editorial and writing practices. Rules of a journalistic style of writing should be used:

- prominent headings and subtitles that catch the user's attention
- intriguing introductory paragraph on the topic to be presented (such as why a topic is important)
- a short, clear, and informative related textual content

When art organizations & sponsors' representatives are familiar with a work of art they find written content more relevant.

Representatives of the general public stated that textual content should be adapted to digital media, theoretical artistic discourse (art-specific language) should be translated into simpler language and used (presented) as a learning source.

5. GOOD WEBSITE PRACTICES

Good website practices defined by target groups' representatives

Target groups' representatives defined good websites practices as follows:

- clear structure
- intuitive navigation with easy to get data
- good accessibility features
- well-defined optimization features
- updated data
- clear defined level of content importance
- content organized following best editorial practices for digital media
- clear mission and vision statement aligned with all content
- content as a learning resource and adapted to educational purposes
- appealing visual design
- manageable multimedia content
- clear calls to action

5.1. CONTENT

Content that target groups' representatives expect to find on an art organization website

The program orientation of an art organization should be easily recognizable through the content and ways of how content is presented. Visual design and tone of voice are important in presenting content and making an organization recognizable at first glance.

Target groups' representatives stated that the most important content on an art organization website was content about current activities. They are also interested in future activities and they need clear mission/vision statements and a description of what the organization stands for. Artists and other art organization's representatives stated that content about past activities is also important to them and that an art organization's website should have an archive of past activities.

In addition to all of the above, artists need information about practicalities as exhibition space layout, equipment specifications and open calls in progress.

Representatives of other art organizations & sponsors need additional information about the organization's team, partners network, and contacts.

The level of importance of an art organization's website content for the general public:

1. level of importance - content about current activities and information on future activities – timetable
2. level of importance - practical information as working hours, ticket opportunities, how-to get information, contacts

Content important before an exhibition opening defined by the general public:

- key visuals
- short introductory text about the exhibition
- factual information: opening hours...
- curiosities and facts about the research related to the exhibition

Content needed after visiting an exhibition defined by the general public:
- more in-depth information
- longer text of the opening speech
- more photos of works
- announcements of related events
- informative feeds related to the exhibition theme

Target groups' representatives stated that content related to all activities of the organization should be presented in a clear and easily readable way. The presentation of the content should follow best writing and editorial practices for digital media. Visual and textual content related to art exhibitions should be adapted to digital media, especially expert texts and visual representations of artworks in exhibition spaces.

Content should be informative and encourage the acquisition of new knowledge and enable further research. It should be adapted for educational purposes, as a learning resource with a clear explanation of the relevance of artwork.

		The general public pointed out that art organizations should sometimes use digital media to produce art, that art happens directly on digital media. They also highlighted the importance of defining the amount of content on digital media. They have a negative attitude towards finding too much content about an exhibition on the website before visiting it (otherwise they lose interest in visiting the exhibition). A good balance should be defined between how much content needs to be presented on a website.
5.2.	**STRUCTURE**	
		Structure that target groups' representatives expect to find on an art organization website
		Target groups' representatives stated they needed a clear website structure with defined sections and categories. Navigation and information architecture should be intuitive and easy to understand. The structure of the website should be organized as an overview of the organization's activities. Different activities should be split into different categories. Different but related content of the same importance should stand democratically side by side. Easily accessible content with defined levels of importance of information is important for all respondents. Other art organizations' & sponsors representatives have emphasized that a search mechanism with the possibility to search by artist, topics… would be useful for them.
6.	**BAD WEBSITE FEATURES**	
		Bad website features defined by target groups' representatives
		Bad websites feature defined by target groups' representatives: • poor visual design and unclear information architecture • confusing structure and organization of content • usage of decorative images that don't provide information • sites that are cluttered with visual content • content that does not respond to the needs of target groups the website addresses to bad accessibility features • use of outdated versions of HTML and not well-defined domains • not manageable multimedia content - bad accessibility features • use of forms for sending emails • highlighting problems related to the current contemporary art's situation and issues caused by COVID • use of puzzling and confusing content on digital platforms - content that indicates disrespect towards users

	• not updated content
7.	**USAGE OF COMPUTERS AND OTHER DEVICES**
	Computers and devices that target groups' representatives usually use
	Target groups' representatives use digital devices every day and are online from 4 hours to all day long.
7.1.	**DESKTOP PC & LAPTOP**
	Habits of target groups' representatives towards the use of desktops and laptops
	Target groups' representatives use laptops and desktop PC's mostly for work and research.
7.2.	**MOBILE PHONE**
	Habits of target groups' representatives towards the use mobile phones
	Target groups' representatives use cell phones mostly for leisure, free time, to access social media, and to get quick information – generally to complete quick tasks.
8.	**DIGITAL COMMUNICATION CHANNELS**
	Ways how target groups' representatives communicate digitally
	Target groups' representatives use email, social media channels (mostly Facebook), and conferencing tools for digital communication.