

***Tables with interviews' retrieved segments performed by MAXQDA with deduced conclusions
(Affinity Diagrams elements) and the draft version of tasks.***

Target groups:

- Contemporaty visual artists
- Art organization/institutions' & sponsors' representatives
- Interested community

1st Target group: Contemporary visual artists

Scenario: A contemporary visual artist organizes and plans an art exhibition to present his/her work

Artist 1		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
Croatian websites for visual arts & culture like <i>Vizikultura</i> , <i>Kulturflux</i> and <i>Arteist</i> , they are ok for me. Regarding foreign sites, I follow <i>Juxtapoz magazine Artsy</i> . I also follow some pages aimed at art residencies. I don't visit so often websites of art institutions.	Use of various visual art digital platforms to gain information about news in contemporary art.	Explore websites for art news. Study the news on specialized art websites.
...so if I'm interested in some content, I will visit Facebook, read the post and then do desktop research about what I'm interested in. If I do not find what I need on Facebook, then I visit the website. Or yes... I go right on the website if I want to find something concrete that I searching for and I know on what website I can find that.	Usage of an art organization's website after visiting Facebook for more detailed information or directly visiting a website for intentional, concrete information.	Visit Facebook for news. Perform desktop research on specific art topic.
Yes, I have some experience with art residences. In 2016, I was at a two-month art residency at the Cite Internationale des Arts in Paris. I get that kind of information mainly by word of mouth or by the website of the Croatian Society of Fine Artists of which I am a member.		Visit an art organization website after reading a Facebook post. Ask people from the field for recommendations.
Usage of social channels		
On the site, you can also find embedded the link to the Facebook profile. I find that very useful.	It is necessary to connect the website with social channels.	/
Instagram		
I would like to open my Instagram profile soon...I would like to present my artwork in this way as well.	Positive attitude towards using Instagram for presenting and promoting artworks in the future.	/
Facebook		

<p>I use only Facebook, mainly to get information about current events in the field of culture and art. I would like to open my Instagram profile soon...I would like to present my artwork in this way as well.</p> <p>I use Facebook more often, probably motivated by regular posts... so if I'm interested in some content, I will visit Facebook, read the post and then do desktop research about what I'm interested in. If I do not find what I need on Facebook, then I visit the website.</p> <p>According to the date for the exhibition received in the gallery (if the works have already been painted), the following activities are; making professional photography of works for the catalogue and equipping the works, framing, etc. After that...depending on the way the gallery operates, I have to find an art historian or curator who will write a text for the catalogue, to organize the transport of works to the gallery... then to organize activities regarding the promotion of the exhibition, for example, post a Facebook event and send e-mail invitations.</p> <p>I don't think I promote my work enough. My only form of promotion is inviting people to the exhibition. I usually send e-mail invitations and post a Facebook event. Sometimes I have interviews for printed media after the exhibition. I think it would be good, as I already said, to open an Instagram profile and "get out" with more visual material of my work and links to the same.</p>	<p>Usage of Facebook for getting information what is happening in the field of contemporary art.</p> <p>Use of Facebook to promote own exhibitions and artworks.</p> <p>Usage of Facebook for inviting people to exhibitions.</p>	<p>Make photography of works for the exhibition catalog.</p> <p>Equip artworks for the exhibition.</p> <p>Find a curator of the exhibition.</p> <p>Organize the transport of artworks for the exhibition.</p> <p>Evaluate options for exhibition promotion.</p>
Usage of newsletters		
<p>Newsletters are useful, in terms of reminders. I think that newsletters need to highlight only the necessary information about the event, author, location, date and time and maybe there should be a link to the author's website or Instagram profile (which I don't have yet, but I know how to be smart :))). Yes, and there should be a link to the art organisation website if someone needs more information about the exhibition. So in that way, I think newsletters could arise interest for further research and encourage you to visit the exhibition.</p>	<p>Newsletters as a first step in accessing websites.</p> <p>Usage of newsletters for promoting artworks and inviting people to the exhibition.</p>	<p>Read newsletters for art news.</p> <p>Check links to a website in newsletters.</p> <p>Check links to social media in a newsletter.</p>
Digital content & Content types		

<p>In my opinion, in contemporary art both, visual and textual, contents are very important, especially in terms of education of the audience. Usually, an average person who doesn't have a basic visual art education need textual content to get the idea about artworks. That kind of textual content should help to introduce the exhibition or a certain artwork to the audience. But yes, I also think that visuals, images are really, really important for presenting visual arts. Visual art is based on images.</p> <p>When choosing an exhibition space things, as dimensions, space layout, lighting and location are important for me. I am usually interested in a gallery program orientation... whether it could be related to my work... I am interested in artists who have already exhibited there and who are the curators that the gallery usually collaborates with.</p> <p>When I am applying for an art residency, I need to know the duration of the residence, the location, what kind of program it is about, how the accommodation is organized, and what costs are covered. It would be good to have some information about the city and the current art scene there as well.</p> <p>When organizing an exhibition, I first choose a gallery in which I would like to exhibit my works, and I choose it according to the gallery's program, location, space visual and textual content should be designed to suit users' needs and expectations as well</p>	<p>Content that represents contemporary art should be informative but also have an educational purpose.</p> <p>Artists need different content while deciding how and where to present their work - textual and visual content.</p> <p>Content should be adapted to users needs.</p>	<p>Study visual and written content about exhibitions.</p> <p>Explore the exhibition premises of an art organization.</p> <p>Explore the technical equipment of the exhibition space.</p> <p>Check artists who exhibited in the gallery.</p> <p>Check curators who worked for the gallery.</p> <p>Research the art organization program orientation.</p> <p>Check the location of the exhibition space.</p>
<p>Visual content</p> <p>But yes, I also think that visuals, images are really, really important for presenting visual arts. Visual art is based on images.</p>	<p>Visual content is important for presenting visual contemporary art because it is based on visuals itself.</p>	<p>View the visual material to get an impression of the artwork.</p>
<p>Textual content</p>		

Usually, an average person who doesn't have a basic visual art education need textual content to get the idea about artworks. That kind of textual content should help to introduce the exhibition or a certain artwork to the audience.	The textual content can help the audience to understand better contemporary visual art.	Study the textual content to learn more about the artwork.
Good website practices		
I like the Vizkultura (Croatian website for visual arts & culture) website https://vizkultura.hr/ . The structure is very clear, You can easily understand what it is about, what are the main activities. There is very clear navigation with labels that are very descriptive. On the site, you can also find embedded the link to the Facebook profile. I find that very useful.	Clear structure and easy to use navigation.	Explore the main activities of an art organization.
Content		
Structure		
Bad website features		
I don't like when the visual design is good, but I can't find the information I need. On the other hand, I don't like outdated and bad visual design...design that is not appealing ... visual and textual content should be designed to suit users' needs and expectations as well.	Websites with poor visual design and unclear information architecture.	/
Usage if computers & other devices		
On a daily basis, if I don't have any other special obligation, I spend online maybe 2 hours a day... But since I am connected to the Internet by my mobile phone and receive notifications about incoming messages on WhatsApp, email, Facebook and Messenger, I can say that, like most of us, I' am non-stop online. I connect to the internet by laptop and mobile phone...but I usually use my mobile phone because it is faster, smaller and always at hand...	Usage of laptop and mobile phone. Usually online the whole day.	/
Desktop PC & laptop		
I use a laptop while working, to collect information and content related to teaching at the university, for online classes and meetings (Merlin, Zoom) and when applying for art contests, exhibitions and residencies.	Usage of laptop for work.	/
Mobile phone		

I use my mobile phone for communication, quick information, and entertainment and leisure as well. By leisure, I mean searching for content of a wider area of interest, viewing multimedia content, online shopping, etc.	Usage of mobile phone for communication and entertainment.	/
Digital communication channels		
I usually come into contact with organizers of my exhibitions by recommendation and we try if it is possible to organize a person to person...live meeting, and later, if necessary, we proceed with our communication by e-mail.	Usage of email for digital communication.	/

Artist 2		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
<p>Usage of website</p> <p>Normally I use web sites of art's institutions or museums in Austria. I get regular information about what is happening in art by e-mail or newsletters. And if there is sometimes something that hits me, that I'm interested in, then I follow it up on the museum or gallery website from which I got the newsletter to see what kind of work it is, what the curator is saying about the concept. I do that if the museum or a gallery is outside of Vienna, but if it is in the city and I have time I go to see the exhibition.</p> <p>On the website I don't look for too much information, I would look for a sort of basic or intentioned information. If there is a chance that I visit a museum I will go there and see the exhibition. I like to go there without knowing too much about things and then to research it after I've been there, to see what is on display and how is put together.</p> <p>I use the websites also for some basic information, for example, opening hours, contacts...</p>	<p>Usage of an art organization's website after getting information and content by e-mail or newsletter.</p> <p>An art organization's website as an informational medium and a guide for visiting art exhibitions and events.</p>	<p>Read newsletters for art news.</p> <p>Visit an art organization website after reading a newsletter.</p> <p>Look at exhibited artworks on the website.</p> <p>Study about curator concept of an exhibition.</p> <p>Visit exhibitions in live.</p> <p>Avoid to explore artworks and curator opinion on the website if</p>

I have also a homepage and there is an archive with all my works...		it is possible to visit the exhibition. Visit a website for opening hours, contacts...
Usage of social channels		
I don't think that I can promote my work with Facebook. As I said before, I started an Instagram profile, but not for the promotion of my work, more to show phases of my research, or to put things related to topics in which I'm interested.	Use of social channels to show phases of art research.	Show phases of art research.
Instagram		
I started up, in the last two months on the insistence of my son and a couple of other friends, the Instagram account. I use it to put photographs that have not been in my actual work, that are part of the research or more general material that I liked or something like that. It is a kind of mixed bag of things, it is not truly related to work.	Use of Instagram to show phases of artistic research.	Share topics of interest related to art.
Facebook		
I don't have a Facebook account right now. I don't like what Facebook is doing to my perception of the world. I realized that I continuously spent my time on Facebook, I got to the point when I thought that I was not getting any benefit of that.	Negative attitude towards Facebook.	Avoid consuming time on Facebook.
Usage of newsletters		
Most of the newsletters I get are concerned with the areas that I'm interested in and are not directly connected with art... Usually, I get newsletters as invitations to art exhibitions. I get regular information about what is happening in art by e-mail or newsletters. And if there is sometimes something that hits me, that I'm interested in, then I follow it up on the museum or gallery website from which I got the newsletter to see what kind of work it is, what the curator is saying about the concept. I do that if the	Newsletter as an informational channel. Newsletter as a starting point for further research.	Check invitation to exhibitions. Visit the website of an art organization after receiving an e-mail or newsletter. Check detail about an art activity (exhibition).

museum or a gallery is outside of Vienna, but if it is in the city and I have time I go to see the exhibition.		
Digital content & Content types		
They are both important, the balance between visual and written content is important. If you just get words to interpret art you can't have a picture of things and if you get just images you don't understand the concepts very easily, especially on the net, on the web where the work itself can be huge and the image you see is very small. You don't get a feeling for the work so the balance between the two is important.	For a complete impression balance between visual and written content is needed.	/
Visual content		
if you get just images you don't understand the concepts very easily, especially on the net, on the web where the work itself can be huge and the image you see is very small. You don't get a feeling for the work	Visual without textual content on digital media could mislead the user.	Check visual to get a feeling of the artwork.
Textual content		
If you just get words to interpret art you can't have a picture of things and if you get just images you don't understand the concepts very easily.	Textual content is not enough to interpret art.	Read about curator interpretation to understand an exhibition concept.
Good website practices		
I think that the Photo Gallery Wien has a very basic but good website. It is basically an archive of what they are doing and what they have done. It is very easy to get information. They inform you when they are on holiday, what they have now what they are planning for the next exhibition and you can find all the content about exhibitions that they have done in the last 15 years. There is an archive. That means you can search if you want to find, for example, an artist who had five exhibitions over the last 15 years. Then you can also find artists and you can find pictures of their work if you want. The archive is organized by years, themes. It could certainly be improved but it fulfills most of the basic functions that I would want to see fulfilled on an art organization website.	Updated website with easy to get information. Possibility to search by categories is a good practice.	Look for information about current and future activities. Look for past exhibitions. Reserach all activities.
Content		

<p>When planning an art exhibition what I need is very simple - the concept that is involved from the curator side, artists that are involved and chosen by the curator, information about the physical space, and how my work might be in dialogue with somebody else's work. On the first level I need information about art concepts, artists and curators involved and on the second I'm very interested in spaces, how their exhibition rooms look like. Usually, exhibition organizers send me that kind of information (how their exhibition spaces look like) by mail but If I have this content of the website it might be useful.</p>	<p>When deciding about an art exhibition artists are interested in content about: 1st the art organization's program orientation 2nd space appearance and equipment.</p>	<p>Search for information about art concepts and curators involved when planning an exhibition.</p> <p>Look for spaces, how the exhibition rooms look like, when planning an exhibition.</p>
Structure		
<p>I think that the Photo Gallery Wien has a very basic but good website. It is basically an archive of what they are doing and what they have done. It is very easy to get information. They inform you when they are on holiday, what they have now what they are planning for the next exhibition and you can find all the content about exhibitions that they have done in the last 15 years. There is an archive. That means you can search if you want to find, for example, an artist who had five exhibitions over the last 15 years. Then you can also find artists and you can find pictures of their work if you want. The archive is organized by years, themes. It could certainly be improved but it fulfils most of the basic functions that I would want to see fulfilled on an art organization website.</p>	<p>Content about activities should be divided into categories - past, current and future activities.</p> <p>An archive of past activities should be organized by categories.</p>	<p>Explore activities.</p> <p>Explore past exhibitions.</p>
Bad website features		
Usage if computers & other devices		
<p>I am online on a daily basis, 2-3 hours a day. Mostly by desktop or laptop depending on whether I'm travelling a lot.</p>	<p>Usage of desktop and laptop and online 2-3 hours a day.</p>	<p>/</p>
Desktop PC & laptop		
<p>I use desktop mostly... or laptop depending on whether I'm travelling a lot.</p>	<p>Mostly usage of desktop PC, usage of a laptop when travelling.</p>	<p>/</p>
Mobile phone		

If I need fast information or if I'm travelling a lot and if I just don't have any other access I use the mobile phone but I'm not a big fan of small screens.	Usage of a mobile phone where there is not another possibility to access the internet.	/
Digital communication channels		
Normally the communication starts by mails but very often we arrange a person to person meeting. If we are too distant, we organize things by telephone and email.	E-mail communication only if it is not possible to organize a live meeting.	/

Artist 3		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
I have to be up-to-dated because of my artistic production and because of students. I compare relevant sources of information – websites of artists, art institutions, art academies and art servers. I use websites and social channels very often – related to my teaching activities, curatorial research and management of the faculty. Almost every day.	Websites of art organizations as important sources of information used very often.	Visit art organization's and artists' website for art news. Visit social channels and art organizations website for professional reason.
Usage of social channels		
I try to keep my privacy and stay out of social networks from a personal point of view. It is a part of my art strategy...There is a partial hypocrisy in my statement – I know that they are crucially important, and I use them in the institutional levels (social media of galleries and university) but not personally... I try to be focused on digital hygiene and stay out of any digital account – just e-mail... I have not any personal websites, neither social networks status. I use them only from an institutional point of view – at the university, in the gallery: mostly Facebook, Instagram...	Usage of social channels for professional purposes, in terms of the institutional point of view. Doesn't use social media for promoting artwork, but realizes that it will be necessary to change the approach in the future.	Avoid social media in private life. Visit art organization's websites and social media for professional reasons. Plan art exhibitions on invitation of relevant curators.

<p>I use websites and social channels very often – related to my teaching activities, curatorial research and management of the faculty. Almost every day. As I suppose I will change my approach in the future but I try to stay “free” as long as possible. Digital media represent for me a kind of irreversible traps. I don’t want to promote my work “too much”. I want to keep a possibility for concentration of mental power only on selected art projects (based on invitations by relevant curators).</p> <p>I know that this is a kind of privilege which can be lost easily... but until now I can work intensively, truly, only under such circumstances. Let’s say five projects per year as a maximum, with 100% focus on them. This is my luck which is connected with the possibility to teach at the university – I am not depended on art market; I am not pushed to sell my artworks (I haven’t any collectors interested in them). It brings me a possibility to exhibit older and recent projects all together in structured, vertical dialogue.</p>		
Instagram		
Facebook		
Usage of newsletters		
Digital content & Content types		
Concepts consisting of good visual material and relevant written information – that is a good combination.	Combination of visual material and written information represent good concept for presenting contemporary art.	Search for visual and written content about an exhibition.
Visual content		
Textual content		
Good website practices		
It is interesting for me, how the general strategy and mission of the institution is connected with the structure and the visual codes, layout preferences of their websites. In the case of Rotor: clear, analytical, direct, perfect.	Well-designed relationships between the mission/vision statements of the	Investigate the way an art organization align its general

	organization and all other content. A well-designed brand identity.	strategy or mission with the visual codes.
Content		
A serious, structured, program with a clear profile; recommendations of people to whom I trust; insiders, art critics.	Content that specifies the profile and program of the organization.	Search for the organization's program and profile. Check recommendations of experts professionals (Insiders/critics)
Structure		
Bad website features		
Sure, it is a part of the game. And we can learn from it. What we want and don't want. Why the aesthetical or communicational channels of them are not convenient to us. Sometimes, it is only based on feeling – different preferences of different target groups; understandable and often good, but not appealing to me or not corresponding to my "taste".	Websites that do not meet the needs of target user groups.	Look for a clear professional communication
Usage if computers & other devices		
I am online almost every day, the whole day. I try to stay offline during the week-ends but with no longer success...	Everyday use of digital devices with constant internet access.	/
Desktop PC & laptop		
From early morning till late evening; mostly PC, or... laptop at home in the morning; PC at my university office; MacBook at the studio with students; laptop back home.	Usage desktop PC for work and laptop at home.	/
Mobile phone		
I try to stay almost offline while I am using a mobile phone and use it only as a phone or camera. I hate a feeling to be spied... naive, I know... I try to reduce Google services and applications. Cookies make me sad.	A mobile phone used only as a phone and camera.	/
Digital communication channels		

Personal contact is absolutely necessary for me. I cooperate with people to whom I can trust. I love to meet them, to stay in e-mail touch or to make calls. I don't prefer Skype or any type of online conferences.	Use of emails for communication rather than online conferencing tools.	/
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Artist 4		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
Websites I use more after an opening to see good photos of the project or opening hours. Instagram I often use to show or see working in process photos...and for inviting people and websites I use more when I need detailed information. I try to find some art residency with conditions that suit me and then I apply. As I know every 2 years Rotor has a big call, Black Sea Call, or Southeast Europe call for art residence and then you can apply. They should have that call on their website, definitely.	Art organizations' websites used more for content available after art exhibition openings and for more detailed information.	Search for detailed information (photos of the project and opening hours) after an exhibition opening. Search open calls for art residences.
Usage of social channels		
Often I take part in some projects that are commissioned for public spaces...then all depends on the institution I work with...but usually they make good media press documentation and promote my work on social media.	Exhibition and project organizers usually promote artists and their work on social channels. Open calls should be published on the website.	Promote artwork.
Instagram		

<p>I read online art magazines and daily newspapers or I get information by Instagram of course... I don't like that too much...but I think nowadays is necessary. In my opinion as an institution you really need it, a lot of people get informed just by Instagram.</p> <p>I don't use Facebook for promoting my work but I use Instagram. Instagram I often use one day before or on the same day of an exhibition opening for inviting people. Websites I use more after an opening to see good photos of the project or opening hours. Instagram I often use to show or see working in process photos...</p> <p>If an art residence is happening at the moment it would be interesting to see what is happening, to have some photos or maybe a short video. It depends on the artists but I think that most of the artists like this visibility. So maybe to have a portrait of the artist in residence and then maybe a work that he or she did in the past. Sometimes artists would like to spend just one month to get inspired with no pressure by doing something. Some of them are different, they want to show their work immediately. It depends on the artist. But I think that is very interesting to see who is there. But for this, I would use Instagram.</p> <p>I don't use Facebook for promoting my work but I use Instagram. I use it since one and half year maybe. I'm a little bit sceptic if it is good for my work but for an institution, I think it is really necessary. I don't like to promote myself all the time but if I work with an institution, I expect the institution makes that.</p> <p>I use Instagram for presenting my work and I use it for some personal things but not so much for that aim. I don't like to post too many personal things. You have to know how to present yourself on Instagram to not be too annoying.</p> <p>Well, I think that Facebook is dead already or a lot of people don't use it anymore in visual arts. Instagram is more used for visual arts, nowadays everybody uses it.</p>	<p>An art institution needs Instagram, nowadays is necessary, a lot of people get informed just by Instagram.</p> <p>Instagram used for interaction with people, for inviting them to an exhibition.</p> <p>Use of Instagram to show working in process photos.</p> <p>Artist expects exhibition organizers to promote her work by social channels, Instagram.</p> <p>Instagram is more modern than Facebook and is used more for visual arts.</p>	<p>Read online art magazines and daily newspapers for art news.</p> <p>Visit Instagram for art news.</p> <p>Research working in process photos.</p> <p>Look for content (photos, videos and text) related to current and past art residences.</p> <p>Check working in process photos related to an art residence.</p> <p>Investigate the visibility of an art organization.</p> <p>Identify messages the content upholds.</p>
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Facebook

<p>Usage of newsletters</p> <p>I also receive digital newsletters from many institutions. I find Easel newsletters of what is happening in Vienna very useful...but I get the most information about what is happening in the field by "big" newspapers and art magazines. I read newspapers online but sometimes I buy them.</p> <p>Very good are newsletters I receive by Kunsthalle St. Gallen from Switzerland. I like their website as well. Their newsletters are usually very informative but also very personal...and they have a really good graphic design.</p> <p>In newsletters is important to have basic information and the possibility to click for more information. This Switzerland art organization (Kunsthalle St. Gallen) do that very well, there is always an image and then columns divide text in different languages...usually English and German but also sometimes in Italian.</p> <p>For art residences, I think that is necessary to put it in the newsletter and inform artists. It is useful to inform international platforms where you can find all art residences from all around the world.</p>	<p>As an informational tool, newsletters should represent the organization and make it recognizable.</p> <p>Usage of newsletters for informing about open calls.</p>	<p>Check the newsletter for art news.</p> <p>Read newspapers online for art news.</p> <p>Check known art organization's websites for art news.</p> <p>Click for more information on links in newsletters.</p> <p>Look at visual material and read textual content.</p> <p>Check newsletters for open calls at residences.</p> <p>Check open calls for art residence.</p>
<p>Digital content & Content types</p>		
<p>I think both visual and written content are important, you always need an image and then if you are interested there should be text so you can read more about it.</p> <p>Yes, I do. For me is important to know the deadline, when it will take place and if there is a budget. I would also like to know where it is, where the residence is located, and if there is a studio opportunity or there is just a flat. Because if there is only a flat you have to search for the studio. Few artists don't need a studio but I need a studio for work.</p>	<p>The importance of visual and textual content is equalized.</p> <p>Open calls for art residences should be also followed by specific visual material.</p>	<p>Study visual material and accompanying textual content related to an art exhibition.</p> <p>Look for information about the application deadline, place, accommodation, studio and budget for an art residence.</p>

<p>Mostly I get asked by people for exhibitions, I just apply for art residencies. I don't know if it is common that artists apply for an art exhibition, usually, curators search what is interesting for them. Curators like to decide. I apply for projects, for example, and usually find open calls online.</p>	<p>Artists apply for projects and find open calls on digital media.</p>	<p>Apply for art projects. Analyze curators invitations for art exhibitions.</p>
Visual content		
<p>Very good are newsletters I receive by Kunsthalle St. Gallen from Switzerland. I like their website as well. Their newsletters are usually very informative but also very personal... and they have a really good graphic design. They are recognizable at first glance because they have the same visual design for 10 or 15 years. When their visual identity was created it was really extremely avangard design but today lot of institutions have something similar. It is really necessary to have a good graphic designer and yes, in my opinion, the visual identity has to be defined.</p> <p>...Kunsthalle St. Gallen's website, in my opinion, is very good. The whole design and the typography are really cool and the website is also very informative...</p>	<p>Good graphic design and visual identity make an institution recognizable.</p> <p>Visual content is needed in the representation of physical space.</p> <p>Use of visual content for information that we obtain on the basis of what is seen. (Visuals for content that is difficult to describe with words.)</p> <p>Typography as a part of the visual content is also important.</p> <p>Usage of visual content for the purpose of a good 1st impression.</p>	<p>Check the visual design for a 1st impression.</p> <p>Check information about exhibition spaces.</p> <p>Check installation views of former exhibitions to get an idea of exhibition spaces.</p> <p>Look for visual material and textual explanation of current and past art residences.</p>
<p>For a good 1st impression it is always important to have some good images. if I think about Rotor it would be good to have an exhibition or installation view and maybe a photo of the team. I think that Rotor has good content but the graphic design is really outdated. They really need a good graphic designer...</p> <p>usually before starting to think about what I will present I like to check exhibition spaces... because of that I usually visit the website of the exhibition organizer to see the spaces and maybe some images of some former exhibition at that place.</p> <p>If an art residence is happening at the moment it would be interesting to see what is happening, to have some photos or maybe a short video. It depends on the artists but I think that most of the artists like this visibility. So maybe to have a portrait of the artist in residence and then maybe a work that he or she did in the past.</p>		
Textual content		
Good website practices		

Today I think it is important that every website is adapted to all those screens.	Good website accessibility.	Check the website on different screens.
Content		
<p>Sometimes when I know that a certain organization or space is very good about something, I usually visit its website to see or read something I'm interested in. For example, I know that the Museum of Modern Arts from Klagenfurt that they have very good texts for exhibitions so sometimes I visit their website if I need to read something about a special topic. I know that they have very good references.</p> <p>Kunsthalle St. Gallen's website, in my opinion, is very good. The whole design and the typography are really cool and the website is also very informative. If you click on the link to an exhibition you get a lot of information about that exhibition. You have an image with a short description and on the left the text about the exhibition.</p>	<p>Informative content that educates and enable research of specific topics.</p> <p>Different content types should be clear and easily readable.</p>	<p>Visit already known websites of art organizations for specific expert content.</p> <p>Search for detailed content about an exhibition on an art organization website.</p>
Structure		
<p>The archive is very close to the link to what is happening currently in the gallery. Their program is really good, they invite good artists. I often check their website also for research and to inform myself. You have also a link to their publications. The structure of the website, the information architecture for me as an artist is very intuitive and I can find what I need. In my opinion regarding the program, they have a lot of similarities with Rotor.</p> <p>In my opinion, Rotor should emphasize or better divide all the activities in different content fields. You should at first glance get information about what are those activities are...exhibitions, projects, art residences....</p>	<p>Layouts of different content types should be clear and easily readable.</p> <p>Different but related content could stand next to each other.</p> <p>Different activities should be split into different categories.</p> <p>Intuitive information architecture is needed.</p>	<p>Look for past activities.</p> <p>Check publications released by the organization.</p> <p>Study all the activities of an art organization.</p>
Bad website features		
Now is very popular to make these short videos of artists...when artists have to speak in front of the camera about their artwork. I'm not a big fan of that. It is very common for some big art institutions to do that. It is maybe interesting for the viewer but it is a big pressure on the artist because you have also to be very communicative ... and	Does not like video content in which artists have to present their work on a website.	/

not every artist likes to talk in front of the camera. Visual artists in general use images to describe things so they sometimes have difficulties describing their work with words. Videos are sometimes interesting but maybe it would be better for a curator to speak.		
Usage if computers & other devices		
I am online all the time...:) but I also have some time in the studio and then I'm not online.	Constant use of digital devices, just not while working in the studio.	/
Desktop PC & laptop		
I have a laptop at work and at home, I use a desktop PC...Yes, I also use a mobile phone. Today I think it is important that every website is adapted to all those screens. I use a laptop for my work at Art University in Linz, I use it on a train and at work.	Usage of desktop PC at home, laptop at work and on a train while travelling to work.	/
Mobile phone		
The mobile phone I just use when I'm around for some quick and fast information.	A mobile phone used for getting quick information.	/
Digital communication channels		
I'm more an old school person, I like email. But I see my students they all communicate just with watsUp... for me is confusing because if you need to search something in the past it is hard to find it. I prefer email.	Use of emails rather than digital communications tools as Whats up...	/

Artist 5		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
I'm especially interested in film so I go to the Berlinale or other film festivals. I go mainly to openings, sometimes I'm involved in the program. I was also doing a lot of curatorial work. I'm a member of NGBK which is an art association that is managed by	Besides word of mouth, recommendations and live events	Search for art novelties on art festivals and exhibitions (live events).

<p>its members. There is no head of the exhibition program. There is also a certain amount of money for exhibitions that is not bad actually, the association is mainly based on certain researches. It is about research-based art. Through this channel, I also get information of course. From NGBK they send out newsletters.</p>	<p>websites of art organizations are important sources of information. Websites are used as a means for additional and more detailed content. 1 step - recommendation, 2 step - visit to the website. On an art organization's website artists are interested in current events</p>	<p>Ask about novelties in the field of art members of professional associations.</p> <p>Ask for recommendations about art residences colleagues from the field.</p> <p>Check tenders for art residencies after colleagues recommendation.</p> <p>Look at links for art residences.</p>
<p>Yes, I did...I applied for art residences...if you live somewhere it is often that you 1st choose things that are offered there, like in Germany they have a certain structure of support. I applied recently for an art residence in Bonn. If you are in the field for a while you get the information by colleagues, persons you already know, friends who already got those residences. I get some recommendations and after that, I go to check tenders for detailed information, they are usually published on some websites or digital platforms.</p> <p>What we offer at NGBK there are links for art residences. In Berlin is also well known the BBK – so there you also get information about art residences and all those things, for example, if you need a studio. I was also a jury member for 2 years and we offered studios for artists.</p>		

Usage of social channels		
<p>I'm a bit lazy with social channels, maybe it is because of my age I don't use Instagram, I use a little bit of Facebook. I don't know... somehow it disturbing me...I prefer information that is direct as newsletter because I write my name, e-mail somewhere and then I get something and I can refuse if I don't want to receive newsletters anymore. On Facebook, hours go for nothing. I don't use Facebook for private things. For me is time-consuming.</p> <p>But an art organization needs to use social channels, nowadays I think that they need Facebook and Instagram. But is always important that somebody looks after it, otherwise, it doesn't help too much. I'm preparing a conference with some colleagues and we have a group on Facebook.</p>	<p>Art organizations need to use social channels but they need to have a person who will take care of the content. Only updated content is useful.</p>	<p>Sign up for newsletters to get news in the field of art.</p> <p>Check art news.</p>

Instagram		
Facebook		

<p>Mostly by the newspaper, art magazines, Kunst Forum on a daily basis. In Berlin, there are a lot of spaces that I can visit and see what is happening, but also probably Facebook that is the way how I get information.</p> <p>I put on Facebook only my art things, I use Facebook for this...But what I really use is my website, I put on it every month something new. I put there my content, I designed it in a way that is not chronological. I like to have a static interface I like to be...on Facebook is too much interaction for me.</p>	<p>Usage of Facebook for getting information what is happening in the field of contemporary art.</p> <p>Use of Facebook for professional purposes.</p>	<p>Search for art news in newspaper, art magazines (printed media) on daily basis.</p>
Usage of newsletters		
<p>I like it when a newsletter is informative at 1st glance in the way that you know if it is about an exhibition, project, performance. The main information on what and where should be there. The content should be very clear. It is nice to have also a text that is not too long because I cannot read long text, I don't have time.</p> <p>The text should open up the topic. And there should be also nice images, for all artists, I think that is important. Visual content gives an idea of what is meant with the project. I did graphic design for a long time and in my opinion, nice fonts and design also helps to transport the message.</p>	<p>A well-designed newsletter can encourage the search for more detailed information about certain topic.</p> <p>Positive attitude towards the use of newsletters due to the possibility of managing its use - options of sign in and sign out.</p>	<p>Check newsletters for art news.</p> <p>Study visual and written content related to an exhibition.</p>
<p>I'm a bit lazy with social channels, maybe it is because of my age I don't use Instagram, I use a little bit of Facebook. I don't know... somehow it disturbing me...I prefer information that is direct as newsletter because I write my name, e-mail somewhere and then I get something and I can refuse if I don't want to receive newsletters anymore. On Facebook, hours go for nothing. I don't use Facebook for private things. For me is time-consuming.</p>		
Digital content & Content types		
<p>Visual information is important as the written information is. Besides the written part you need nice designed content. The visual information and appealing design can help to better understand the written part. Maybe for me is more important the written part but in the terms of typography text is also a visual part.</p>	<p>Visual and textual content complement each other.</p> <p>The need for publishing content about open calls on the website is highlighted.</p>	<p>Look for nice designed content.</p> <p>Look for a chance to apply for an art residence.</p>

<p>I applied often for art residences, I had a lot of residences, the best ones were when I was asked to apply. That is maybe better because there is already an interest. But I think is nice to have a chance to apply somewhere.</p>		
Visual content		
<p>The text should open up the topic. And there should be also nice images, for all artists, I think that is important. Visual content gives an idea of what is meant with the project. I did graphic design for a long time and in my opinion, nice fonts and design also helps to transport the message.</p>	<p>Good visual design helps to transport message.</p> <p>Typography is a part of visual content.</p>	<p>Check visual content to get the idea of what is meant with a project.</p>
<p>Visual information is important as the written information is. Besides the written part you need nice designed content. The visual information and appealing design can help to better understand the written part. Maybe for me is more important the written part but in the terms of typography text is also a visual part.</p>	<p>The visual identity should be defined to contribute to the recognizability of the organization.</p>	<p>Look for nice typography and design to perceive the message better.</p>
<p>You can use typography as a visual element. When I get a newsletter is always interesting that I know from which side it comes, so there should be the header where is the logo or the title of the space. That helps also... than I know already in what direction the program is going. What is needed is to have a visual or brand identity that is visible in digital media so the organization can be immediately recognized. It helps to have a certain identity.</p>	<p>Open calls should be accompanied by visual content to provide the right information.</p> <p>While preparing an art exhibition, artists need visual content that presents exhibition space.</p>	<p>Check artists who exhibited there before, program orientation and exhibition spaces of an art organization before planning an art exhibition.</p>
<p>When preparing the exhibition for a certain space I would check who exhibited there, if there were different exhibitions and how they look like, how the space looks like, how the space is big to get an idea how big the installation or work can be. If my interest fits more or less in the program, it is helpful to know about the practical side you need. Some institutions offer the ground plan or they also have some photos of spaces without artwork on their website.</p>	<p>Colours are an important visual element that can contribute to a better understanding of content.</p>	<p>Search for the ground floor and photos of the exhibition space without artworks.</p>
<p>On the NGBK website, we use different colours and colours also define certain content.</p>		

Textual content		
<p>The content should be very clear. It is nice to have also a text that is not too long because I cannot read long text, I don't have time.</p> <p>Visual information is important as the written information is. Besides the written part you need nice designed content. The visual information and appealing design can help to better understand the written part. Maybe for me is more important the written part but in the terms of typography text is also a visual part.</p> <p>On the Guardian's website, British newspaper, they are really good in this. They have a header where they have this main information and then they have images and a kind of subtitle. On the NGBK website, there is a header where they have the main information and then you have images and a kind of subtitle.</p>	<p>In digital media, it is better to use shorter textual content.</p> <p>Headers, subtitles that summarize textual content are important.</p>	<p>Look for prominent headers, subheadings, and descriptive visuals.</p>
Good website practices		
<p>The website of an art organization should be, first of all, fast, images should not be too big and there should be clear content. I'm usually mostly interested in what is happening at the moment. I visit websites to see what opening they have...what exhibitions.</p> <p>On the Guardian's website, British newspaper, they are really good in this. They have a header where they have this main information and then they have images and a kind of subtitle.</p> <p>On the NGBK website, there is a header where they have the main information and then you have images and a kind of subtitle. What I think is good is that you have content for different activities. It is important that you know exactly what is what, that you see different categories that are divided: exhibitions, online workshops, application. This content should be split democratically side by side.</p>	<p>Good optimization of the website.</p> <p>The presentation of content should follow good examples of journalistic practice.</p> <p>Good structure divided into understandable categories.</p>	<p>Check what is happening at the moment.</p> <p>Study current exhibitions and activities first.</p> <p>Look for a clear distinction among activities.</p>
Content		

<p>I'm usually mostly interested in what is happening at the moment. I visit websites to see what opening they have...what exhibitions...for example NGBK has a certain form of archive, I know that Rotor have also an archive of former activities. I think if the organization is working like that, with so much content then is also interesting to have online some texts or broader information about projects, artworks, artists.</p>	<p>On the website of an art organization, one of the most important content is the one about current events.</p>	<p>Study visual and textual content to learn more about certain activities.</p>
<p>For art residences I think it is important to have all the information at first glance; if there is a place where you can stay, how much is money you can get, where is located in the city, how do you get to the center if you are out of the city. You need good images of the space where you will live and work and you need to know if there are other artists at the same time working there. For me, it is important to know if I have to share some spaces with others.</p>	<p>Content related to all organization's activities is required.</p> <p>If open calls are announced on the website artists need all the basic information at 1st glance.</p>	<p>Check the archive past activities.</p> <p>Look for the place, budget, accommodation, other participants when applying for an art residence.</p>
<p>You need good images of the space where you will live and work and you need to know if there are other artists at the same time working there. For me, it is important to know if I have to share some spaces with others.</p>	<p>When choosing a place for an exhibition artists check on the web: 1. content related to art organization's program orientation (art direction & mission behind), 2. content related to some practicalities as space layout and equipment specifications.</p>	<p>Look for images of space for life and work when applying for art residence.</p>
<p>When preparing the exhibition for a certain space I would check who exhibited there, if there were different exhibitions and how they look like, how the space looks like, how the space is big to get an idea how big the installation or work can be. If my interest fits more or less in the program, it is helpful to know about the practical side you need. Some institutions offer the ground plan or they also have some photos of spaces without artwork on their website.</p>	<p>The content presentation should follow good examples of journalistic practice.</p>	<p>Explore artists who already exhibited in the space, the program orientation, space specifications when applying for an art exhibition.</p>
<p>If somebody invites you at the 1st glance you only check if you can say YES. If you want to do an exhibition in this context then you ask for practical things. I don't know if those practical things need to be on the website, they can also be sent by somebody. To have Infos about technical equipment and the ground plan is a more-less the second step when organizing a show.</p>	<p>The latest or the most important content should be somehow emphasized.</p>	<p>Look for program orientation/mission of an art organization when planning an exhibition.</p>
	<p>An art organization should present the diversity of its content.</p>	<p>Check technical equipment and a ground plan.</p>

<p>To have a good impression to say YES, I look at the mission of the institution through projects and exhibitions that they have shown. I fast see the art direction of an art organization, if you see works you see the mission behind.</p> <p>On the Guardian's website, British newspaper, they are really good in this. They have a header where they have this main information and then they have images and a kind of subtitle.</p> <p>On the NGBK website, there is a header where they have the main information and then you have images and a kind of subtitle.</p> <p>On the NGBK website, we use different colours and colours also define certain content. I was interested in the Guardian website because things are happening side by side...things that come up new are bigger. You have this kind of logic that a lot of things are happening but the latest new is somehow emphasized. It is not a linear system. I think that a linear system is not so logical for an art organisation website. An art organisation should somehow present the diversity of its content.</p> <p>If you are an artist you can choose a lot, some put at the beginning one big picture. I understand that... but in the end, it depends on your way to work. On my website, I'm not interested to have on the top the last project. My website is not organised chronologically, It is more about how things are connecting or how they coming together and sometimes it's an image that fits with another image...but the work is old and the other is new. But an artist works differently than an art organisation.</p>	<p>Different approach to an artist's website compared to an organization's website.</p>	<p>Look for the most highlighted part of the website.</p> <p>Avoid linear structure on the website.</p> <p>Investigate exhibitions in chronological order.</p>
Structure		
<p>What I think is good is that you have content for different activities. It is important that you know exactly what is what, that you see different categories that are divided: exhibitions, online workshops, application. This content should be split democratically side by side.</p>	<p>Different activities should be split into different content categories</p> <p>All the categories of activities should be clear at first glance.</p>	<p>Explore different activities by categories.</p> <p>Scan the structure of the website for navigation through activities/categories..</p>

<p>It depends on how someone defines themselves, if you define yourself as an exhibition space, a user should understand that there are exhibitions. If as Rotor you are doing more than exhibitions, you do projects, interests that you follow for a year or longer, that should be also somehow at the beginning. The possibility to see those different activities is important. What we do, more or less: we do projects, we publish books... If you define yourself that all these things stand democratically side by side then it would be interesting to see that already at first glance. I know that Rotor has a little bit of an outdated site. On the website, they could have bigger images and at first glance, it should be clear what their activities are.</p>	<p>Different activities of the same importance should stand democratically side by side.</p> <p>Different activities devided by categories.</p>	<p>Apply for projects.</p>
<p>I think that Rotor's concept of the website is too linear, this is a little old fashioned from my point of view. It could be more like a portfolio, to have content side by side and to see what content it is about - exhibitions, publications, projects... The diversity of content should be somehow presented. It would be nice to see if it is possible to apply if they are open to applications or ideas from others.</p>		
<p>NGBK is an international artist association and I'm in the board of the association. I was also involved in defining a website and how the content should be organised. It is not perfect but I think that is useful. We do so many things...exhibitions, support for artists...Rotor has also different activities.</p>		
<p>Bad website features</p>		
<p>Usage if computers & other devices</p>		
<p>On a daily basis I spend 3-4 hours online.</p>	<p>Daily use of digital devices with internet access 3 to 4 hours a day.</p>	<p>/</p>
<p>Desktop PC & laptop</p>		
<p>I use a laptop, desktop PC and mobile phone. Desktop PC I use for work, a laptop when I'm travelling and mobile phone when I need to complete a quick task or check some information. The mobile phone I also use for sending messages and fast communication.</p>	<p>Usage of desktop PC for work and laptop while travelling.</p>	<p>/</p>
<p>Mobile phone</p>		

I use a laptop, desktop PC and mobile phone. Desktop PC I use for work, a laptop when I'm travelling and mobile phone when I need to complete a quick task or check some information. The mobile phone I also use for sending messages and fast communication.	Usage of mobile phone for checking something and for fast information.	/
Digital communication channels		
Normally, people ask me by email if I would like to participate in something and after that, I meet them in person if it is possible if it is nearby, otherwise I use zoom or some other tools to talk it through. They tell me what they offer and what is the context, what they want from me. I usually use a-mail, telephone and meet in person. I'm not really a person that asks people if they would like to show my work, only if I do things with others, let's say then we are more aggressive.	Use of emails and online conference tools.	/

Artist 6		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
Occasionally I inform myself online. I read up on some of the art sites, and mostly if there are open calls for residencies, fellowships, and exhibitions.	Usage of digital media to get information.	Search for art news online (open calls for residences, fellowship programs, exhibitions).
I use websites mostly when I need a kind of information like contacts, or working hours, then when I want to know about the mission statement of that particular institution and also when I want to check the archive of past exhibitions and know more about artists that exhibited there.	Websites understood as a medium for the business presentation that provides official content.	Visit the website of an art organization for contacts, working hours, mission statement, archive of past activities.
I use the web when I need more official information, in a business sense... I use social networks more on a personal, friendly level.	Usage of website for official information.	
It would definitely have a section About Us to see what the organization is doing, very briefly and concisely...mission, vision...Then I would definitely need information	Usage of an art organization's website for content about who we are, current	Learn about official content on a website.

<p>about what is currently happening. I love it when a website has an archive that I can look at what they have all done in the past. Contact information is also very important for me to find easily the organization.</p> <p>Under Current, there should definitely be an option to see if any open call is in progress.</p>	<p>activities, f past activities and open calls in progress.</p>	<p>Check mission and vision statements.</p> <p>Search for current and past exhibitions.</p> <p>Check contact information.</p> <p>Check open calls in progress.</p>
Usage of social channels		
<p>Some information I get by using social channels...at the moment I'm using only Instagram.</p>	<p>Social channels are more informal than websites.</p>	<p>Search for art news on social media (Instagram).</p>
<p>I use the web when I need more official information, in a business sense... I use social networks more on a personal, friendly level. (REAPITING)</p>	<p>Social channels can bring art closer to a wider audience, they are great ways to promote art.</p>	<p>Promote art on social media channels.</p>
<p>I really believe that social networks can significantly contribute to the promotion of artists, especially young artists in areas where funds are really limited. I think both Facebook and Instagram are very good for self-promotion purposes. The main aim of those networks is to promote something. We promote ourselves through these media. All social networks are made to promote something.</p>	<p>Artist create art for the audience and social networks can bring art closer to the audience.</p>	<p>Look for persons from public life to promote artists and art.</p>
<p>Social networks can bring art closer to a wider audience, of course, the question is also to what extent because we all go for what interests us. Perhaps experts in a particular field should manage social networks to place information in the right way.</p>		
<p>I think it's very good to use social channels to promote art. This is good for both artists and art organizations. Today, everyone is on social media. I currently use my Instagram profile. However, I really think it can be very helpful to use social media to promote art ... anyone who comes to your exhibition and took a photo of your work</p>		

<p>and put it on any social channel promotes your work. Artists create art for the audience and in my opinion, art is meaningless without its audience.</p> <p>Maybe it would be good to collaborate with some people from public life who are interested in art and who could be a kind of influencers... maybe that could bring arts closer to a wider audience. Influencers could absolutely serve that purpose. There is too much elitism in art and art separates itself from the mainstream. In my opinion, it should get closer to the mainstream. It is not in my interest to do art for my family and my colleagues.</p>		
Instagram		
<p>Regarding social channels I mostly use Instagram, and my Instagram is something between private and business. I meet on Instagram with colleagues artists, I follow what they do, they follow what I do... it's more like a means of communication.</p>	<p>Instagram as a means of communication.</p>	<p>Check news in art field on Instagram.</p> <p>Communicate with colleagues about the exhibition.</p>
Facebook		
<p>While I was using Facebook I used it also for presentation and promotion of my work. I have some works which I presented on social networks, so at the same time, I promoted my works in that way. I also encouraged exchanges and viewers to action, later it was published also in newspapers, media ... the classic marketing ...</p>	<p>Usage of Facebook for creating artworks.</p>	<p>Present artworks on social media.</p> <p>Engage with the audience about an exhibition.</p>
Usage of newsletters		
<p>I also get newsletters because I'm on the mailing lists of some art organizations.</p>	<p>Newsletter as an informational tool.</p>	
Digital content & Content types		
<p>I live in a province so for me is important the possibility to use digital media to be somehow informed.</p>	<p>Artists who live in the province find digital content extremely useful to keep themselves up to date with contemporary visual art.</p>	<p>Search for novelties in the field of art.</p> <p>Check visual and textual content related to an exhibition.</p>

<p>Visual content is very important for me, after all, I'm a visual artist. I express myself using visual media. But in my opinion, text can sometimes emphasize the message that visual art conveys.</p> <p>If it happens that I visit some art website for me it is important that there is a short, very clear text/explanation and an appealing visual.</p> <p>It would certainly be good if information about art residencies existed on their website... it would be great if there would be content about all previous art residencies on their website. For me, it would be interesting to see artists' works and a brief description of those works could be seen. Photos would be needed for sure, I think it would be interesting to a wider audience as well. To simply see what the artists were doing... And to have it right on the web page.</p>	<p>Textual content used to complement visual content.</p> <p>Content of an art organization's activities should be documented on the website with visual and textual content.</p>	<p>Check content (visual and written) about current and past art residencies of an art organization.</p>
Visual content		
<p>Visual content is very important for me, after all, I'm a visual artist. I express myself using visual media. But in my opinion, text can sometimes emphasize the message that visual art conveys. For, example, I often use text in my work to give it a new dimension, to add value in the way that I think is the best way to do that.</p> <p>If it happens that I visit some art website for me it is important that there is a short, very clear text/explanation and an appealing visual. Long texts with "difficult" "philosophical" points of view are a turn off for me, and I do not bother to read them.</p> <p>If I am on website I am looking for certain information, mostly a deadline for residency application, so that one should be shown clearly; or in the case of the exhibition the dates of the duration.</p>	<p>Visual contemporary artists express themselves through visual media and no related content can be presented without visuals.</p>	<p>Look for appealing visuals.</p> <p>Read shorter texts.</p> <p>Avoid long texts, philosophically oriented (art specific theoretical discourse).</p> <p>Check deadlines for art residency application, exhibition dates and duration.</p>
Textual content		
<p>Long texts with "difficult" "philosophical" points of view are a turn off for me, and I do not bother to read them.</p>	<p>Usage of textual content in art practice.</p>	
Good website practices		

<p>The site must definitely be tailored to visitors and artists. Most organizations whose sites I visit usually have information for the public first (what can be seen, how to buy tickets, contacts), and artists are somehow pushed into the background what I find ok because artists work art for the audience.</p>	<p>A website should be adapted to users and meet target groups needs.</p>	<p>Check information what can be currently seen, how to get tickets, and contacts.</p>
<p>Content</p>		
<p>If I am on website I am looking for certain information, mostly a deadline for residency application, so that one should be shown clearly; or in the case of the exhibition the dates of the duration.</p>	<p>Content should be presented in a simple, informative and clear way.</p>	<p>Checks where the residency will be held and when, what is the budget, what application documents are needed.</p>
<p>Regarding art residencies, I need to know where the residency takes place, in which place, city. We people from small towns want bigger ones, and those from bigger ones are always looking for smaller ones. So, I'm interested in where the residence is and when it will be held, what is paid and of course how many application documents it requires. The organizers really know sometimes how to complicate things and ask for so many things, for example, budget projections - some issues that are not possible completely to predict. Sometimes I think that such things demoralize artists... so much bureaucracy... at all the residences where I was everything that was planned did not happen ... the result was often completely different than planned. I hate when I apply, and the organizers just don't respond to me... after all that documentation.</p>	<p>Basic content for an art organization would be a section that defines who we are, a section about current activities, an archive of past activities, open calls in progress.</p>	
<p>I like the website https://www.bethanien.de - it is a very simple, informative, clear site. It has English and German versions. I simply and intuitively get the information I need. That is the website of one of the most famous art organizations in Germany, so I am very interested in what they do.</p>		
<p>It would definitely have a section About Us to see what the organization is doing, very briefly and concisely...mission, vision...Then I would definitely need information about what is currently happening. I love it when a website has an archive that I can look at what they have all done in the past. Contact information is also very important for me to find easily the organization.</p>		

Structure	Most organizations whose sites I visit usually have information for the public first (what can be seen, how to buy tickets, contacts), and artists are somehow pushed into the background what I find ok because artists work art for the audience.	Definition of the website structure to meet target groups needs.	/
Bad website features			
I don't like it when I want to apply, for example, for an art residency and there is no option to choose my country Montenegro in the application form. And it bothers me when pages aren't well optimized and adapted to all types of screens. I also don't like it when I can't find contacts of people that are working there but there is only a shared info mail. It is also very important to me, since I am a visual artist, to see people who work there, to have their photo on the web ...	Websites with bad accessibility features - when application forms are incomplete when there is no contact of each employee.	Search for contacts of people working in an art organization.	
Usage if computers & other devices			
I am online every day, the whole day...only not when I'm working in my studio.	Everyday use of digital devices, just not while working in the studio.	/	
Desktop PC & laptop			
I use desktop PC, laptop, and cell phone. I like to use desktop PC most because I have a big screen. Most sites are not optimized for mobile phones so I use desktop PC more often. This is really a problem in Montenegro, the pages are not well optimized, even in the field of business. For this reason, I do not visit websites by cell phone.	Usage of desktop PC for visiting websites because of a big screen.	/	
Mobile phone			
I use desktop PC, laptop, and cell phone. I like to use a desktop PC most because I have a big screen. Most sites are not optimized for mobile phones so I use desktop PC more often. This is really a problem in Montenegro, the pages are not well optimized, even in the field of business. For this reason, I do not visit websites by cell phone.	The cell phone is not used to visit websites.	/	
Digital communication channels			
Usually by email, but it is very important for me to see someone. If I cannot meet the person in a live meeting it would be nice, at least, to have a Skype or a Zoom meeting. I'm a visual artist and it means a lot to me to see someone I'm going to work with.	Use of emails and online conference tools.	/	

2nd Target group: Art organizations & sponsors' representatives

Scenario: *A representative of an art organization/institution is looking for a partner to collaborate on a new project*

Art organization/institution representative 1		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
<p>Sometimes I look for partners online, but probably the first step would not be to look for them online. I would first talk to my colleagues at our meetings, try to figure out the best partners, and then continue the search. After receiving some recommendations from my colleagues, in that second phase, I would search online to find more information about possible partners. Both ways are important to me, meetings with colleagues and their recommendations, but also seeking additional and more detailed information online.</p> <p>To be honest, I get so many emails, Facebook notifications, information that is constantly available to me every day. There are also a lot of newsletters that I get every day. I'm getting a lot of information so I think I'm pretty well informed about what's going on. I also read a lot on the internet. The flow of information is something like this ... first I receive information via newsletters or Facebook, and then to get more detailed information I visit the website.</p> <p>The eSeL website (https://esel.at - information point) is an amazing way to find out what is going on in the city of Vienna. They usually send newsletters on a weekly basis. There you can find information about every single opening. You can also find very good photos ... that is one of the reasons why people like to visit this website. There are always good recommendations on what to do, where to go. I get their newsletter every week and that is very helpful to me. It is not on an international basis, but if you want to see what is going on in Vienna, it's well done.</p>	<p>Steps in planning cooperation and finding project partners: 1. peer recommendation 2. visit the site of potential partners for detailed information</p> <p>Websites understood as a means for official communication.</p> <p>Usage of websites for more detailed information after getting initial information by newsletters or social media.</p> <p>Use of websites for getting news in the field of art.</p> <p>Usage of an art organization website for information about:</p>	<p>Ask colleagues (peers) for recommendations for project partners.</p> <p>Check info about possible partners on their websites.</p> <p>Check emails, newsletters for news.</p> <p>Check Facebook notifications for news.</p> <p>Visit a website of an art organization for detailed information.</p> <p>Search for news online.</p> <p>Search for recommendations on what to visit.</p> <p>Read about exhibition openings.</p> <p>Look at exhibition openings' photos.</p>

<p>I use the website of other art organizations when I want to get to know information about current activities, exhibitions but also information about their publications, and of course if they have educational programs, tours, guided visit programs, talks, to see what is going on there.</p> <p>I like to have contacts, mail addresses, phone numbers. That really matters to me. If it is about a new partner you would like to meet, this is very important. When I use a website, I use it to get to know somebody. I think you should have a brief opportunity to say a few words about what this is all about.</p> <p>It would be nice to see their collaborators, to see who they are working with. Which artists they work with, but also with what partners they collaborate with ... to see the network. I also like to see their team and when their mission is clear. The mission of the art spaces and the way they present their team are important to understand why they do certain things. Then everything becomes more lively.</p>	<ul style="list-style-type: none"> - current activities and exhibitions - publications - educational programs for visitors - guides and tours <p>Usage of websites to get to know someone better - there should be easy to find content about us.</p> <p>Website as a starting point for getting to know the organization/institution.</p> <p>A website perceived as a medium for official presentation and communication with users.</p>	<p>Check current exhibitions, what is there at the moment.</p> <p>Check current activities.</p> <p>Check publications released by the organization.</p> <p>Search content about educational programs and guided tours.</p> <p>Research expert talks/texts.</p> <p>Look for contact details (e-mails, phone numbers).</p> <p>Research people who work for an art organization.</p> <p>Search for partners the organization is collaborating with.</p> <p>Read about the mission of an art organization and the team working there.</p>
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Usage of social channels

<p>Social media I use more for getting a general impression and for some quick overview.</p>	<p>Use of social media for getting a general impression and quick information overview.</p>	<p>Look for a bigger picture.</p>
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Instagram

<p>It really depends because sometimes, for example, using Instagram you have a lot of images, catchy photos, but then you try to find more written content about it. When I go into that more detailed research it is very important to have good texts. It would be nice to have the possibility to download them on the website.</p> <p>I'm a pretty passive Instagram user. I just go through it and don't use it very much, but I use it to get a visual impression. I use Instagram because of the presentation of visuals and Facebook when I want to get more information. When I don't have much time I look on Instagram.</p>	<p>Usage of Instagram for a general visual impression. For more detailed information more of written content is needed.</p> <p>Use of Instagram for catching attention.</p> <p>Use of Instagram to get quick information when the user has not a lot of time at disposal.</p>	<p>Look for experts' written content for a thorough research.</p> <p>Download curators'/experts' texts.</p> <p>Research visual material to get a general impression.</p> <p>Look at Facebook for a general (more detailed) impression (compared to Instagram).</p> <p>Check Instagram when having little time.</p>
Facebook		
<p>To be honest, I get so many emails, Facebook notifications, information that is constantly available to me every day. There are also a lot of newsletters that I get every day. I'm getting a lot of information so I think I'm pretty well informed about what's going on. I also read a lot on the internet. The flow of information is something like this ... first I receive information via newsletters or Facebook, and then to get more detailed information I visit the website.</p> <p>I'm a pretty passive Instagram user. I just go through it and don't use it very much, but I use it to get a visual impression. I use Instagram because of the presentation of visuals and Facebook when I want to get more information. When I don't have much time I look on Instagram.</p>	<p>Facebook as a means of obtaining initial information that leads visitors to a related website.</p> <p>In comparison with Instagram usage of Facebook to obtain more detailed information.</p>	<p>Check social media for news.</p>
Usage of newsletters		
<p>To be honest, I get so many emails, Facebook notifications, information that is constantly available to me every day. There are also a lot of newsletters that I get every day. I'm getting a lot of information so I think I'm pretty well informed about what's going on. I also read a lot on the internet. The flow of information</p>	<p>Usage if newsletters to get information and news about what is going on in the field.</p>	<p>Visit the art organization's website for news.</p> <p>Check newsletters and emails for art news.</p>

<p>is something like this ... first I receive information via newsletters or Facebook, and then to get more detailed information I visit the website.</p> <p>The eSel website (https://esel.at - information point) is an amazing way to find out what is going on in the city of Vienna. They usually send newsletters on a weekly basis.</p>	<p>Use of newsletters for getting the starting information that leads to the use of related websites.</p>	<p>Check newsletters as reminders to upcoming events.</p>
<p>I often use newsletters as reminders for some upcoming events or art-related topics...they are very often the starting point for my research. When I receive a newsletter, information that is important to me is who is there, names and a good text - short text where I get the information in a few lines. It is also important for me to know where I can find more details if I am interested.</p>	<p>Use of newsletters as reminders for upcoming events and art-related topics.</p> <p>Newsletters as a starting point for further research of the specific art-related topics.</p>	<p>Read newsletters as a starting point for further research.</p> <p>Look for links for further (more detailed) information in newsletters.</p>

Digital content & content types	Digital content useful and important for being informed about what is happening in the field of art.	Check newsletters on a weekly basis.
<p>The eSel website (https://esel.at - information point) is an amazing way to find out what is going on in the city of Vienna. They usually send newsletters on a weekly basis. There you can find information about every single opening. You can also find very good photos ... that is one of the reasons why people like to visit this website. There are always good recommendations on what to do, where to go.</p> <p>Good text and images are important to see what is going on there. I would equate the importance of good writing with visual representations of art pieces in space.</p>	<p>When presenting art-related topics visual and textual contents are important.</p>	<p>Check art organizations websites or art portals for art related news.</p> <p>Read texts about exhibitions & projects.</p> <p>Look visual representations of art pieces in space.</p>

Visual content	Appealing visual material attracts users to visit more often a website.	Look for appealing visual material on digital media.
<p>The eSel website (https://esel.at - information point) is an amazing way to find out what is going on in the city of Vienna. They usually send newsletters on a weekly basis. There you can find information about every single opening. You can also find very good photos ... that is one of the reasons why people like to visit this website.</p>	<p>Photos of an art installation exposed in a venue are useful to</p>	<p>Read word shaped content related to an art exhibition or project.</p>

<p>Both are very important ... word shaped content as well as visual content. For example, I like when some installations are exposed that there is a possibility to find views of those art installations on the website, not just photos of art pieces. I really like to see how some art pieces are installed in the space. You can have a better impression if you have that kind of photo, it is really useful to have them.</p> <p>Sometimes there is no possibility to see spaces. Sometimes for galleries, you have a name, a very nice look of the website, images, but very often there is no possibility to see the space, to feel the space. This I find important for galleries.</p>	<p>get a clear impression of an exhibition.</p> <p>For galleries is important the possibility to view exhibition spaces on the website.</p>	<p>Search for views of art installations/exhibitions.</p> <p>Search for visuals representing exhibition spaces.</p>
Textual content		
<p>It really depends because sometimes, for example, using Instagram you have a lot of images, catchy photos, but then you try to find more written content about it. When I go into that more detailed research it is very important to have good texts. It would be nice to have the possibility to download them on the website.</p> <p>Both are very important ... word shaped content as well as visual content.</p>	<p>In the phase of more thorough research on contemporary art issues, the textual content is more important.</p>	<p>Download curators'/experts' texts.</p>
Good website practices		
<p>Different levels of information should be presented, it is helpful to see if they are doing different projects, what their activities are. Good text and images are important to see what is going on there.</p> <p>I like to see what is going on right now, the actual content, that the project on the main page is not too old. You should have the impression that something is going on. And if nothing is going on, at least there should be something like the mission of the organization ... to answer the question of why we do all that.</p> <p>Different levels of information should be presented, it is useful to see if different projects are working and what their activities are. Good text and images are important to see what happens. If you can get some hints on future activities, it could also be very helpful.</p>	<p>Informative websites with the possibility for newsletter subscription.</p> <p>Websites with good structure and properly defined information architecture - to respond to users' needs.</p> <p>Websites with well thought visual and textual content.</p> <p>Websites with updated content and clear message for what the</p>	<p>Study textual content and visual material of an art organization.</p> <p>Subscribe for newsletters.</p> <p>Check the website structure.</p> <p>Check projects and their activities.</p> <p>Avoid outdated content.</p> <p>Read content related to current projects.</p> <p>Search information about future activities.</p>

<p>When I would visit the site I would like to see immediately what is going on now. Most of the time you go there because there is an exhibition now and you want to see that. And if there is nothing at the moment there should be visible for what this gallery or institution stands for. I would like to see that at first sight.</p>	<p>organization or institution stands for.</p>	<p>Search for updated content.</p> <p>Search for what the organization stands for.</p>
<p>Content</p>		
<p>The eSel website (https://esel.at - information point) is an amazing way to find out what is going on in the city of Vienna. They usually send newsletters on a weekly basis. There you can find information about every single opening. You can also find very good photos ... that is one of the reasons why people like to visit this website. There are always good recommendations on what to do, where to go. I get their newsletter every week and that is very helpful to me. It is not on an international basis, but if you want to see what is going on in Vienna, it's well done.</p>	<p>Informative websites with the possibility for newsletter subscription.</p> <p>Important information on websites are contacts (e-mails, phone numbers)</p>	<p>Look for official information.</p> <p>Look for contact information (e-mails, phone numbers).</p> <p>Avoid contact forms.</p>
<p>Contact information is important to me, it sounds silly, but sometimes it's really hard to find contacts on some websites. I don't like the forms you have to fill out to send an email. I like to have contacts, mail addresses, phone numbers.</p>	<p>On an art organization's website following content should be easily accessible:</p> <ul style="list-style-type: none"> - mission, vision, description for what the organization stand for - contacts - information about the team working there - partners' network 	<p>Search organization's mission, vision, description for what the organization stands for.</p> <p>Search info about the team working there.</p> <p>Search information about partners' networks.</p> <p>Check content about current exhibitions.</p>
<p>When I would visit the site I would like to see immediately what is going on now. Most of the time you go there because there is an exhibition now and you want to see that. And if there is nothing at the moment there should be visible for what this gallery or institution stands for. I would like to see that at first sight.</p>	<p>The most important content on an art organization's website that should be highlighted is content about current activities.</p>	<p>Read headlines and short introductory texts with the possibility to get more information.</p>
<p>I like the website of trafo.K (http://www.trafo-k.at), it is not a gallery or art space, they are art educators. English version of the site is not so good but if you look at the German site you will understand what I'm talking about. They have different projects divided by images described by a title and short text. If you click an image which is also a link you can get more about the ongoing project...if you go there you immediately have everything you need. I think it is very practical.</p>	<p>Activities should be described by headings and a short</p>	<p>Look for a simple, intuitive structure of the website.</p>

<p>Sometimes things are good looking but are not so useful, it has to work right away. I don't like it if it is too complex...it should be simple.</p>	<p>introductory text with the possibility of getting more information.</p> <p>Content on digital media should be available in a simple and intuitive way.</p>	
Structure		
<p>Different levels of information should be presented, it is useful to see if different projects are working and what their activities are.</p> <p>They have different projects divided by images described by a title and short text. If you click an image which is also a link you can get more about the ongoing project...if you go there you immediately have everything you need. I think it is very practical. They also have an amazing archive of all projects. I think it is really well done...it is well structured. I think it is good if it is not too complicated. If there are so many things that are moving continuously I don't like that. Sometimes things are good looking but are not so useful, it has to work right away. I don't like it if it is too complex...it should be simple.</p>	<p>The information architecture should be well thought out and clear.</p> <p>The structure of the website should be simple and useful.</p>	<p>Study exhibitions and projects.</p> <p>Research past exhibitions/projects.</p> <p>Search an archive of past activities.</p> <p>Search for a simple and useful structure.</p>
Bad website features		
<p>Contact information is important to me, it sounds silly, but sometimes it's really hard to find contacts on some websites. I don't like the forms you have to fill out to send an email.</p> <p>Well, as I said before I don't like content that is moving too much.</p>	<p>Hard to find contact information.</p> <p>Negative attitude towards forms for sending emails.</p>	<p>Avoid moving content.</p>
Usage if computers & other devices		
<p>I'm online approximately 4-6 hours per day.</p>	<p>Online 4-6 hour per day.</p>	<p>/</p>
Desktop PC & laptop		

I use mostly my laptop while working, but for example, I use Instagram on my cell phone. For a quick look, I use my phone but when I'm doing my research I'm using only my laptop. I'm online approximately 4-6 hours per day.	Usage of a laptop for work and research, for more demanding tasks that require more time.	/
Mobile phone		
I use mostly my laptop while working, but for example, I use Instagram on my cell phone. For a quick look, I use my phone but when I'm doing my research I'm using only my laptop. I'm online approximately 4-6 hours per day.	Usage of a cell phone for a quick look and to access social media.	/
Digital communication channels		
I use email most of the time, and if that works, then maybe a phone call or a zoom appointment. I think it helps if you don't actually know someone to see each other while talking.	Digital communication based on emails and online meetings.	/
General		
Schnittpunkt is, I would say, a network and we have about 200 people following us ... so within this network, we generate a lot of projects. It is a network of people working in the field - curators, art educators and people working in the museum. Projects are stimulated by interest, sometimes we work on new publications, sometimes on exhibitions, workshops or we organize excursions.		Look for project partners simulated by same interests. Search for projects simulated by interests. Check partner references.
Perhaps I would look more for project partners in the context of Schnittpunkt, but also at the University when we have a project, we look for partners for collaboration. The choice of partner always depends on the topic or area we are dealing with. Of course, you always look at your network of contacts and it expands tremendously when you have 20 students.		Look for partner based on project type. Search through network of former project partners.

Art organization/institution representative 2		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
<p>The thing is, at my age, you know most people. Working 20 years in the field, you know all the people who are important players. You are not looking for new people or new institutions, you know them all. You simply know a lot, but sometimes you need to go deeper into the artist's work or the activities of an institution or whatever they are already doing ... You already know everybody and just want to check people and institutions when you think "okay, maybe it would be good to work with them"... so you go on the website for more information.</p> <p>Rotor is an institution that is known and then sometimes you think "What are they doing in Graz?" and then look at their website and see the program they have right now. Rotor as a place is not something completely new that I have to find out or discover. But yes, there may be people who could still discover it.</p> <p>I use the website when I am interested in the activities of a particular institution and the exhibition program. I always use them before I go there, before I visit an institution or organization because they all have different working hours. Sometimes it is very difficult to find information about contacts and working hours on the websites of some institutions, sometimes they are somehow hidden.</p> <p>I also visit gallery websites to see spaces at their disposal. I'm interested in what the exhibition spaces look like. The representation of exhibition spaces on websites is not always so great ... that is the problem.</p>	<p>Websites for a deeper understanding of an art organisation/institution, for more detailed information.</p> <p>Usage a website of a particular art organization for checking activities and exhibition programs.</p> <p>Usage of a website before visiting an art organization/ institution to check some practicalities - working hours, contacts.</p> <p>Use of the website to check the look of exhibition spaces</p>	<p>Ask collaborators, experts for recommendation of partners (partner's recommendation).</p> <p>Check official or more detailed information on websites.</p> <p>Look for news on art organizations' websites.</p> <p>Check exhibition program of a particular art organizations</p> <p>Check visual representations of exhibition spaces.</p> <p>Search for contact information and working hours.</p>
Usage of social channels		
As I said before, I use both Facebook and Instagram, but I use more Facebook because it's more relevant to me. Instagram is more about visuals, and Facebook	Use of Facebook and Instagram for getting information and news.	Visit social media for art news.

<p>offers a better balance between visual and textual content, a combination I find relevant in presenting contemporary visual art... Facebook suits me better.</p> <p>Regarding social media, I'm on Facebook and Instagram. I think Facebook is very influential when it comes to spreading the news, which is important.</p>	<p>Awareness of Facebook as an influential media for spreading news.</p>	<p>Check Instagram for visual based information</p> <p>Check Facebook for more relevant information about a partner (textual and visual)</p>
Instagram		
<p>Facebook is more about information and text, and Instagram is more about nice photos that people look at. I use both of them, but I use more Facebook than Instagram. I can post or view photos on Instagram, but it is not the kind of content that is relevant to me ... it is more of a visual thing.</p>	<p>Content on Instagram doesn't provide complete information related to art topics.</p>	<p>Read Facebook posts related to art exhibitions/activities.</p>
Facebook		
<p>As I said before, I use both Facebook and Instagram, but I use more Facebook because it's more relevant to me. Instagram is more about visuals, and Facebook offers a better balance between visual and textual content, a combination I find relevant in presenting contemporary visual art... Facebook suits me better.</p>	<p>In comparison with Instagram Facebook offers a better balance of visual and written content important for presenting and understanding contemporary art.</p>	<p>Curate better art related content on Facebook.</p>
<p>Regarding social media, I'm on Facebook and Instagram. I think Facebook is very influential when it comes to spreading the news, which is important. I think Rotor would need more presence on Facebook, at least once or twice a week, I would say. Once a week appearance on Facebook would be essential and very good.</p>	<p>An art organization would need to be present on Facebook at least once or twice a week.</p>	<p>Read Facebook posts related to art topics.</p>
<p>Facebook is more about information and text, and Instagram is more about nice photos that people look at. I use both of them, but I use more Facebook than Instagram. I can post or view photos on Instagram, but it is not the kind of content that is relevant to me ... it is more of a visual thing. I usually find more relevant content on Facebook that I am interested in.</p>	<p>Facebook offers more relevant content for art-related topics. Content is better curated on Facebook.</p>	<p>Avoid Instagram for art related topics.</p>
<p>But sometimes I also use Facebook first because some artists are on my Facebook friends list and I might want to work with them. In that case, I usually don't have</p>	<p>Usage of Facebook for getting in touch with some partners.</p>	<p>Contact partners and artists.</p> <p>Search artists profiles.</p>

their email address. Sometimes this may seem a bit rude, but if they have Facebook, why not send them a message on Facebook.		
Usage of newsletters		
<p>Of course, since I've been in business for 20 years, I'm on a lot of mailing lists so I get newsletters from art institutions from all over the world....you open a newsletter and then for further information you visit the website. It's hard to say I've read them all, but sometimes you have an archive of all those newsletters and when you think of someone, you remember that you got that email some time ago and you can recheck it out again. Maybe you don't need that information right now, at the moment, but you may need it later on.</p> <p>It always depends on the project that you are working on. Sometimes you start a project and then you remember something you already saw or received before and check-in your newsletter's archive...that usually opens new ideas for me.</p>	<p>Use of newsletters for getting information and starting points for further research that leads to more detailed information and related websites.</p> <p>Newsletter's archive as material useful for new projects, as a repository of information.</p>	<p>Read newsletters for art news.</p> <p>Check newsletters as reminders for some possible collaborations.</p> <p>Research of newsletter archive for material useful for new projects (repository of information).</p>
Digital content & content types		
<p>It depends on what it is about ... it is different if you look at an artist's website to that of an institution's website ... On an artist's website, visual content is maybe more important because artists generally present their works and put more emphasis on visual material.</p> <p>On an institution's website, you need to explain and bring the visual content closer to a wider audience, you can do that better if the textual content accompanies the visual content. For example, there is a wide range of activities that you cannot explain to the audience by omitting textual content. You need to combine visual and textual content. In general, in my opinion, both visual and written content is important.</p>	<p>Differences in the presentation of content on an artist's website compared to the art organization's website. The art organization's website needs to bring the visual content closer to a wider audience. Texts that introduce the audience to the work of an artist or an exhibition are needed. Artists can base their websites on visuals.</p> <p>In presenting art-related topics on an art organization's website visual and written content are both important.</p>	<p>Check visual and written content about an exhibition.</p> <p>Reserach artworks of an artist.</p> <p>Search for textual content on art-related topics.</p>
Visual content		

<p>On an artist's website, visual content is maybe more important because artists generally present their works and put more emphasis on visual material</p> <p>On an institution's website, you need to explain and bring the visual content closer to a wider audience, you can do that better if the textual content accompanies the visual content. For example, there is a wide range of activities that you cannot explain to the audience by omitting textual content.</p> <p>There are certain standards for institutions, you have your exhibition program, an archive of activities of the last 10 or 15 years and you have a website at least in English. So, you have exhibitions, your program, images, texts and publications that you have worked on. In the end, the question is how to attract people with graphic design.</p> <p>I think that is most important nowadays to catch people. The structure of the websites of all art institutions is basically the same. A website depends on how you address people and how the design works. Visual design is important.</p> <p>In my opinion, Rotor has good content, but I would consider redesigning the website. The content is great. For example, they lack shots of exhibitions, how it looks installed ... that could be done a little more ... what exhibitions look like ... to have photos that document the exhibition on a website.</p>	<p>There are differences in the use of visuals on an artist's and art organization's website.</p> <p>On an art organization's websites, different activities should be introduced to the wide audience and visual content is not enough for that purpose.</p> <p>Visual content is the most important on an art organization's website but should be followed by textual content to help the wider audience better understand contemporary visual arts.</p> <p>An art organization dealing with art exhibitions should display shots of the exhibitions on the website.</p>	<p>Look for different activities related to an exhibition.</p> <p>Check the program, archive of activities, publications and English version of a website.</p> <p>Look for an attractive graphic design.</p> <p>Search shots of exhibitions / how it looks installed.</p>
Textual content		
<p>You need to combine visual and textual content. In general, in my opinion, both visual and written content is important. I would rather have a shorter text in a newsletter or on a website because people generally don't read long texts online but just browse. When the text is shorter, it is better than a "10-page article" ... shorter informative texts would be best for digital media use.</p>	<p>For digital media, texts should be shorter, not too long.</p>	<p>Search for shorter texts.</p> <p>Read shorter informative texts on digital media.</p>
Good website practices		
<p>When I visit an art organization's website, what I expect is the content of the current exhibition if there is an exhibition space. If it's an art organization, I would like to see at a glance what kind of visual art it stands for. Sometimes you think</p>	<p>Websites with highlighted content about current activities and a clear and defined identity of the organization - what kind of</p>	<p>Search for content about current activities/exhibitions.</p>

<p>of an exhibition they've performed or a topic they have covered in the past and then look for it again, it happens, but not so often for me ... I'm more interested in what is happening now.</p>	<p>visual art it stands for, the program orientation.</p>	<p>Check the organization program orientation. Search for past exhibitions.</p>
Content		
<p>When I visit an art organization's website, what I expect is the content of the current exhibition if there is an exhibition space. If it's an art organization, I would like to see at a glance what kind of visual art it stands for. Sometimes you think of an exhibition they've performed or a topic they have covered in the past and then look for it again, it happens, but not so often for me ... I'm more interested in what is happening now.</p>	<p>On an art organization website, the most important content is about current exhibition activities. A less important but needed content that should be found on a website is content about past activities (an archive of activities) and information about the organization's publications.</p>	<p>Check former exhibitions. Check info about publications released by the organization.</p>
<p>It is always good to have an archive, so you can see, for example, what the institution has been doing for the last ten or fifteen years ... that it is present somewhere on the website, I think that's important. It always depends on when the documentation starts. I think most institutions should have at least some documentation from 2000 or 2005 on their websites. If the organization also has publications, it would be helpful to have brief information about it on the site. You cannot submit an entire publication there, but you can at least provide basic information about it and instructions on how to obtain or purchase it.</p>	<p>The program orientation of an art organization should be easily recognizable through the content.</p>	<p>Search information on how to get /purchase the publication. Check/study the art organization's program orientation.</p>
<p>If I am collaborating with an art institution, it is important to me that its program orientation is close to the concept of contemporary art that I deal with. It is similar when I work with artists. I certainly appreciate the differences, but it is good when there are close artistic orientations.</p>	<p>The presentation of content largely depends on how it is visually presented. Use of graphic design to make content more attractive to users and an art organization recognizable at first glance. Define the visual identity.</p>	<p>Look for similar values related to the artistic orientation. Research partner networks and collaborations.</p>
<p>Basic information must be on the site. But in general, I think it is more a matter of taste and design. There are certain standards for institutions, you have your exhibition program, an archive of activities of the last 10 or 15 years and you have a website at least in English. So, you have exhibitions, your program, images,</p>	<p>Partners' networks and collaborations should be mentioned on an art organization website. It would be useful to have links to partners' websites.</p>	

<p>texts and publications that you have worked on. In the end, the question is how to attract people with graphic design.</p>		
<p>I would like my partners to somehow mention the collaboration on digital and print media. It would be good if there would be a logo on the website with a link to the partner's website.</p>		
Structure		
<p>Easy website navigation is also very important.</p> <p>The search mechanism is good to have, I would say, I mean at least that artists can be searched because otherwise, it's a hell of work... it would be nice to have it. Moma (New York) has a good search engine for example.</p>	<p>Website navigation should be easy to use.</p> <p>The searching mechanism would be useful to have on an art organization website to search by artists that exhibited there, topics.</p>	<p>Look for easy to use navigation.</p> <p>Look for search mechanisms by categories/topics.</p>
Bad website features		
<p>Sometimes it is very difficult to find information about contacts and working hours on the websites of some institutions, sometimes they are somehow hidden.</p> <p>I am currently hyperallergic to read about the topics of the current art system, crises, issues ...</p>	<p>Difficulties in finding basic information such as working hours and contacts were highlighted.</p> <p>A negative attitude towards highlighting problems related to the current contemporary art's situation and issues caused by COVID.</p>	<p>Check working hours and contacts.</p> <p>Avoid topics related to the current contemporary art's issues and those caused by COVID.</p>
Usage if computers & other devices		
<p>When I use these devices, I am usually online. I'm online, I'd say about 10 hours a day. I take a break usually during weekends.</p>	<p>Online about 10 hours during weekdays.</p>	<p>/</p>
Desktop PC & laptop		

I'm always using my laptop when I'm at home while I'm working and my mobile phone when I'm out. When I use these devices, I am usually online. I'm online, I'd say about 10 hours a day. I take a break usually during weekends.	Usage of laptop for work.	/
Mobile phone		
I'm always using my laptop when I'm at home while I'm working and my mobile phone when I'm out. When I use these devices, I am usually online. I'm online, I'd say about 10 hours a day. I take a break usually during weekends.	Usage of a cell phone while spending time outside.	/
Digital communication channels		
I would say I use email first to contact partners. But sometimes I also use Facebook first because some artists are on my Facebook friends list and I might want to work with them. In that case, I usually don't have their email address. Sometimes this may seem a bit rude, but if they have Facebook, why not send them a message on Facebook.	Usage of emails and sometimes social media (Facebook) to contact partners. When the email address is unknown usage of social media to contact partners	/

Art organization/institution representative 3		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
I get a lot of newsletters and I'm on Instagram so I know what is going on in our city and I know what is happening in Austria. But if we go somewhere else, to another city, of course, we visit the websites of galleries and museums there because we are really cultural tourists.	Visiting the websites of art institutions/organizations while traveling to check the cultural offer.	Read newsletters for art news.
I'm on Instagram and for information, I really go directly to websites of museums or galleries, so I'm really trying to avoid a kind of overflow of information. Sometimes I get tips from friends. I ask friends for recommendations ... and then I just contact websites.	Usage of websites to get immediate information, to avoid the overflow of information.	Visit art institutions/organizations websites for art news, exhibitions, activities. Searches for relevant and accurate information.

<p>Instagram, let's say, is more for fun ... if I properly research what is where, what to visit, which exhibition or which museum is now open, I research online and visit websites.</p> <p>Instagram is more about photos, images, short messages... If I want to know about opening hours or some artist's talks and similar things, I do my research on the internet...then I mostly visit webpages and I read newsletters.</p>	<p>Websites understood as relevant sources of information.</p> <p>Using websites for online research.</p>	<p>Ask friends/colleagues for tips.</p> <p>Read relevant content.</p> <p>Search info about partners online - internet research.</p>
Usage of social channels		
Instagram		
<p>I get a lot of newsletters and I'm on Instagram so I know what is going on in our city and I know what is happening in Austria. But if we go somewhere else, to another city, of course, we visit the websites of galleries and museums there because we are really cultural tourists.</p> <p>I'm on Instagram and for information, I really go directly to websites of museums or galleries, so I'm really trying to avoid a kind of overflow of information.</p>	<p>Usage of Instagram for getting information about what is going on somewhere.</p> <p>Instagram as a means for more relaxed informal communication.</p>	<p>Check social media for art news.</p> <p>Visit websites for relevant information.</p>
<p>Instagram, let's say, is more for fun ... if I properly research what is where, what to visit, which exhibition or which museum is now open, I research online and visit websites.</p> <p>Instagram is more about photos, images, short messages... If I want to know about opening hours or some artist's talks and similar things, I do my research on the internet...then I mostly visit webpages and I read newsletters...</p>		
Facebook		
Usage of newsletters		
<p>I get a lot of newsletters and I'm on Instagram so I know what is going on in our city and I know what is happening in Austria. But if we go somewhere else, to another city, of course, we visit the websites of galleries and museums there because we are really cultural tourists.</p>	<p>Use of newsletters for getting information about art-related news.</p>	<p>Check newsletters for art related news.</p> <p>Read newsletters for news and information.</p>

<p>If I want to know about opening hours or some artist's talks and similar things, I do my research on the internet...then I mostly visit webpages and I read newsletters...I receive various newsletters from many museums, and also theatres and I read them, I really read them. I think I'm one of the few people who read them.</p> <p>I think a good newsletter should have 3 or 4 words in the title ... so you already know what it is about, then you need some kind of image ... and information like where, when, how and what ... and if you have all this, you can continue with accessing the website ... that's the way I use it.</p>	<p>Usage of newsletters for being updated about what is going in the art field.</p> <p>Newsletter as a starting point for further research that continues on the Internet and visiting related websites.</p>		
Digital content & content types			
Visual content	<p>If you want to catch me at first sight, it has to be a picture. I'm more of a visual type. If I see a picture that interests me, I start reading, but if I open a page and have, I don't know, two pages of text-only I will stop. I need catchy pictures or the name of an artist I already know and like.</p> <p>In my opinion for visual arts, the visual message is very important...because you have visual arts and you have to view for the first impression...If you only have text and the author's name and you don't have images, visuals is not enough...it is about visual arts and you have to view.</p> <p>If you have a gallery or museum, visitors are important. What I also find really important is that you also see visitors in photos or small videos visiting an exhibition or the museum. Sometimes it would be good to have some videos on the website. If you have a video exhibition it is good to show a short video but no longer than a minute for example because then it gets boring and everybody stops watching it.</p>	<p>The use of visual content should be well thought out in order to attract the attention of the user.</p> <p>Visual content understood as a starting point for further research.</p> <p>Using visual content to make a first impression.</p> <p>Visual art can not be understood without visual content. Visual content is a base for understanding visual arts.</p> <p>Visuals or videos that show interaction with the audience in the public exhibition spaces can be attractive for users.</p>	<p>Search for visuals for getting the 1st impression.</p> <p>Look at visuals to get attention.</p> <p>Avoid reading long texts on digital media.</p> <p>Concentrate on visual material to understand the piece of art.</p> <p>Look for visitors on visual material to gain motivation for visiting an exhibition.</p> <p>Search for multimedia material related to partners on digital media.</p> <p>Search for video material about an art exhibition/project/activities.</p>

	Short video material can add interaction to the website and invite users to engage.	
Textual content		
<p>If you want to catch me at first sight, it has to be a picture. I'm more of a visual type. If I see a picture that interests me, I start reading, but if I open a page and have, I don't know, two pages of text-only I will stop. I need catchy pictures or the name of an artist I already know and like.</p> <p>In my opinion for visual arts, the visual message is very important...because you have visual arts and you have to view for the first impression...If you only have text and the author's name and you don't have images, visuals is not enough...it is about visual arts and you have to view.</p>	<p>Textual content important for further research after getting attention by catchy images.</p> <p>After the user has been attracted by the visual content textual content is important for further research.</p>	<p>View visual material related to an exhibition.</p> <p>Avoid too long texts.</p> <p>Learn about art through visuals /images.</p>
Good website practices		
When I open the website of a reliable client I would like to see the name of the institution or organization, the logo, a kind of one-sentence content what they are standing for...and then I would like to see a picture of the upcoming exhibition or just the exhibition that is set up now and short information about it.	<p>Websites with clear defined visual and organization's identity with updated content.</p>	<p>Search for institution/organization name.</p> <p>Check the program orientation of an art organization/institution.</p>
Content		
<p>I like a particularly good style of how art is presented to visitors and how visitors can get all the relevant content that might be of interest to them. If you have a gallery or museum, visitors are important. What I also find really important is that you also see visitors in photos or small videos visiting an exhibition or the museum. Sometimes it would be good to have some videos on the website. If you have a video exhibition it is good to show a short video but no longer than a minute for example because then it gets boring and everybody stops watching it.</p> <p>To get a good impression of an exhibition I need a nice expression. I would like to see some artwork, a list of artists involved in the exhibition and some special works, 3 or 4, with the short description and maybe a picture with visitors who</p>	<p>Content on the art organization's website should be tailored to different target group's needs.</p> <p>When it is about public activities, content that shows interaction with the public is important.</p>	<p>Study how content is presented on digital media.</p> <p>Search photos/videos on which visitors interact with the exhibition and with each other.</p> <p>Check artwork images and artists involved in an exhibition.</p>

<p>are interacting. Interaction is really important in getting the impression of an exhibition.</p> <p>We usually send them a logo and they put it on print and digital media when announcing the exhibition ... sometimes they have a kind of video installation when they open an exhibition where all the sponsors and artists are in some sort of queue ... then they put our logo and a photo of the work which we had done.</p>		<p>Search for a short description of artworks.</p> <p>Look at pictures with visitors who are interacting on an exhibition (Interaction is important in getting the impression of the exhibition).</p> <p>Expect partners to publish their logo (digitally or in printed media).</p>
Structure		
<p>I really like the website of the Kunsthistorische Museum in Vienna (https://www.khm.at/en/) ...if you open it, you have on the top what is happening right now. Then you can start scrolling and get content about different activities. I think it has a very clear scheme of how it works. I think clarity is the most important...I really need that. Another website I like is one of the Museum of Contemporary Art in Capetown called MOCAA. The navigation system works quite well, it is very informative and clear.</p>	<p>A clear scheme/structure and navigation system are very important for an art organization website.</p>	<p>Check the website structure.</p> <p>Search for a clear website scheme.</p> <p>Study the navigation system of a website.</p>
Bad website features		
Usage if computers & other devices		
<p>Today it is not possible to work without digital devices and the Internet ... I would say.</p>	<p>Positive attitude towards the use of digital media and the internet for work.</p>	<p>/</p>
Desktop PC & laptop		
<p>I use my mobile phone and laptop...in the office I use my laptop and when I'm at home or just around I use my mobile phone. If I have some kind of research for an artist I should work with, I work on my laptop, because the screen is bigger. Today it is not possible to work without digital devices and the Internet ... I would say.</p>	<p>A laptop is more appropriate for work and research because of its big-screen.</p>	<p>/</p>

Mobile phone		
I use my mobile phone and laptop...in the office I use my laptop and when I'm at home or just around I use my mobile phone. If I have some kind of research for an artist I should work with, I work on my laptop, because the screen is bigger. Today it is not possible to work without digital devices and the Internet ... I would say.	Usage of a cell phone while spending time outside.	/
Digital communication channels		
Usually, clients get in touch with us by email or phone and after that, we organize a live meeting.	Usage of emails for digital communication.	/

Art organization/institution representative 4			
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK	
Usage of website			
An important source is https://www.theartnewspaper.com/ , but also the websites of the institutions that are promoting contemporary art.	Website as a source for getting news and information.	Check art organization websites and art portals for news.	
As I am interested in different art disciplines, periods and styles I'm never looking for specific art events, instead I rely on the online resources I trust, such as the websites of my favourite art magazines and, as I mentioned before, the websites of my favourite museums and galleries. I search for the "what's on" page.	Use of well-known and trusted websites to get news.	Read art magazines.	Search for „What's on page“
I also use certain websites when I want to search for art events, as I described before. In my free time I like to check the texts by my favourite columnists. I'm a slow reader, so my range is limited.	Usage of websites for searching interesting art events.	Read texts by favourite columnists.	
Usage of social channels			

I don't use social networks. I used to have a Facebook account, but I was rarely using it. However, I'm planning to open Instagram account for professional purpose.	Awareness of the usefulness of using social networks for professional purposes.	
Instagram		
However, I'm planning to open Instagram account for professional purpose.	Awareness that Instagram can help for professional purposes.	/
Facebook		
Usage of newsletters		
I have subscription to several newsletters and websites for art professionals and I use them when I am searching for professional opportunities.	Using newsletters to search for professional opportunities.	Sign up for newsletters. Check newsletters for professional opportunities.
Digital content & content types		
<p>It largely depends whether I'm familiar with a work. When I'm, I find written content more relevant. In that case I need to know if the curatorial angle of presentation is somewhat different than it was before. When a work is unknown to me, the visual content is crucial to attract my attention.</p> <p>Besides the history of their work, website can tell a lot if someone is messy, tasteless, or arrogant towards wider audience by using puzzling content. Content on digital media should be clear and informative.</p>	<p>The type of digital content in presenting art-related topics depends on the level of user familiarity with an artwork.</p> <p>Digital content can tell a lot about how the organization or institution behaves and relates to its users.</p>	<p>Check curatorial texts – ways of presentation of artworks.</p> <p>Explore visual material related to artworks.</p> <p>Explore content to get to know the organization (institution).</p> <p>Look for clear and informative content.</p>
Visual content		
When a work is unknown to me, the visual content is crucial to attract my attention.	Visual content is of greater importance when the artwork is unknown to the user.	Check visual content.
Textual content		

It largely depends whether I'm familiar with a work. When I'm, I find written content more relevant. In that case I need to know if the curatorial angle of presentation is somewhat different than it was before.	When the user is familiar with the artwork finds written content more relevant.	Read textual content about activities/exhibitions/artworks.
Good website practices		
Among many museum websites I like, let me mention MoMa, Van Abbe and Metropolitan's because of their nicely presented learning resources. I always like it when such platforms are offering a bit more to society for educational purposes.	Websites that offer content as learning resources and adapt content for educational purposes of the society in large.	Search for nicely presented learning resources. Check content related to educational purposes.
Content		
I expect art organizations to promote our collaboration through their website and Instagram and if possible, through conventional media, such as papers, TV, radio. Here in the UK through Eventbrite, Art Monthly, Art Fund etc.	Content related to collaborations and partners' networks should be promoted on the website and social media.	Search information about collaborators and partners' networks.
Structure		
I'm rather conservative when it comes to this. I like simple structure of a website where I can quickly find, e.g., my choice of language, events etc.	Simple website structure for fast and easily accessible information.	Check the language choice. Search for a simple and intuitive website structure.
Bad website features		
Besides the history of their work, website can tell a lot if someone is messy, tasteless, or arrogant towards wider audience by using puzzling content.	Negative attitude towards puzzling and confusing content on digital platforms. Content that indicates disrespect towards users.	Avoid puzzling and confusing content.
I wanted to say that I disliked confusion of the Louvre and Palais Tokyo's websites, as well as some other French websites, that much that I entirely gave up on them. However, I just opened www.palaisdetokyo.com/ and https://www.louvre.fr/en and I saw these institutions decided to finally provide us with more reasonable web structure. It was about time!		
Usage if computers & other devices		

I use HP laptop for writing and reading important contents, several times per day, and iPhone 6 for making calls, sending messages, creating quick notes, and making photos, multiple times per day.	Usage of digital devices during the whole day.	/
Desktop PC & laptop		
I use HP laptop for writing and reading important contents, several times per day,	Usage of a laptop for writing and reading content.	/
Mobile phone		
iPhone 6 for making calls, sending messages, creating quick notes, and making photos, multiple times per day.	Usage of a cell phone performing quick tasks for example calls, sending messages, quick notes, and taking photos.	/
Digital communication channels		
I get in touch with partners by sending them an email.	Usage of emails for digital communication.	
General		
What information (content) is important when you are searching for a partner? Similar values and taste.		Search for partners with similar values & taste.

Art organization/institution representative 5		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
I have a lot of contacts and I know a lot of people from the art field. In my opinion, nowadays websites are semi-informative and I cannot get all I need there. It is difficult to get complete information about an organization or institution only by visiting a web	Websites are semi-informative, don't provide complete information. Other paralel information is needed.	Ask colleagues for recommendations for new project partners.

<p>site. I'm very interested to know if the people who work there are dedicated to their work ... such information cannot be found on the website. But yes, visiting a website can be the first step to get a general impression of an organization.</p>	<p>Visiting a website as a first step in getting to know an art organization.</p>	<p>Check an art organization/institution website to get a 1st impression.</p>
<p>I get the most serious information directly, by email ... I receive a lot of newsletters ... if I'm interested in something more, I look if there is a link to a website or something else ...</p>	<p>Visiting a website after getting initial information by newsletter or email.</p>	<p>Visit a website to get to know an art organization/institution.</p>
<p>Websites are sometimes "overly" informative. I often have the feeling that they are made by someone who does not understand the actual position of the user. In general, for me, a website is a medium of parallel information. Live contact is still absolutely in the first place for me.</p>	<p>Websites often are not adapted to users and do not serve their needs. Sometimes there is content that users don't use.</p>	<p>Read newsletters for art news. Search for official and detailed information.</p>
<p>I usually get the information by Facebook, and only then do I visit the website. Facebook often takes me to the web or sometimes a person refers me to a good website.</p>	<p>Using the website after Facebook notification sparked an interest.</p>	<p>Check Facebook for art news. Ask colleagues for partner recommendations.</p>
<p>It is often difficult for me to find specific art-related websites through google search engine. I type in a search term and just can't find the page ... I have to search for a long time ... if the pages are not commercial, it is very difficult to find them on google ... often such websites are not well optimized.</p>	<p>Usage of some websites on someone's recommendations. Difficulties to directly find specific websites by google search. Bad SEO optimization.</p>	<p>Avoid finding partners by google search. Ask experts from the field for recommendations.</p>
	<p>Websites provide easily reachable information from distant places. They are important for places in the province.</p>	

Usage of social channels		
<p>I sometimes counted visits on the gallery's Facebook page and was surprised at how many people saw information about an exhibition. It's really good that you can track that kind of information.</p>	<p>The possibility to track visits emphasized as a good Facebook feature.</p>	<p>Contact possible partners for the project personally.</p>

<p>Due to the spirit of the times and the exchange of information, digital media are really important. Social networks are important because they keep you informed and usually lead you to websites. Certainly, personal contact remains important.</p>	<p>Social networks as important means of information in smaller places dislocated from larger urban places.</p> <p>Social media are important for information exchanges nowadays.</p> <p>Social channels lead to the usage of websites.</p>	<p>Research social media for art news and novelties.</p> <p>Exchange information about an exhibition.</p>
Instagram		
<p>I don't use Instagram, maybe I should get a little engaged about it or hire someone to run an Instagram profile. I need someone to manage it, to update all the news regularly. Maybe Instagram would be useful for my gallery then.</p> <p>For me, there is an "effort" of photos on Instagram, too many photos.</p>	<p>Managing a professional Instagram profile requires that someone take care of its content. Sometimes resources are limited. Content should be updated regularly.</p> <p>Instagram as a social channel oriented on visual contents is not enough for presenting art-related topics.</p>	<p>Search for updated content.</p>
Facebook		
<p>I get a lot of information about what is going on in the field of contemporary art on Facebook, too. I have a wide circle of acquaintances...</p> <p>I use Facebook a lot to promote the <i>Fonticus</i> gallery. I don't use Instagram, maybe I should get a little engaged about it or hire someone to run an Instagram profile. I need someone to manage it, to update all the news regularly. Maybe Instagram would be useful for my gallery then. We regularly post content on Facebook that is related to the gallery's activities and that it is really useful in promoting the gallery.</p>	<p>Usage of Facebook to get information about what is happening in the field.</p> <p>Use of Facebook for promoting professional work.</p> <p>Compared with Instagram Facebook is defined/understood as better social media for promoting art-related topics.</p>	<p>Check Facebook for art news & exchange of information.</p> <p>Check art related news on Facebook.</p>

<p>Facebook is a better social channel for me, for my taste. I feel more in order on Facebook, there is a timeline ... it makes more sense to me. Maybe the problem is that I don't know enough about Instagram ... Facebook may be more familiar to me.</p> <p>I usually get the information by Facebook, and only then do I visit the website. Facebook often takes me to the web or sometimes a person refers me to a good website.</p>	<p>The possibility to track visits emphasized as a good Facebook feature.</p> <p>Usage of Facebook for getting initial information that leads visitors to a related website.</p>	
Usage of newsletters		
<p>As I have been working for a long time and have some work experience, I'm on the mailing lists of many organizations.</p> <p>I get the most serious information directly, by email ... I receive a lot of newsletters ...</p>	<p>Newsletters understood as the most accurate and serious way of getting information.</p>	<p>Subscribe for newsletters.</p> <p>Check art news in newsletters.</p>
Digital content & content types		
<p>Visual content is very important to me. Visual arts as a medium is based on visual information.</p> <p>Visual content should catch the viewer's attention ... but if we are presenting contemporary art on a digital platform or website, I also think that headlines that highlight textual content are very important. Headlines should be followed by intriguing introductory paragraph on the exhibition such as why it is important. We usually intuitively associate visual content with textual content. In my opinion, we need both of them to get an overall impression. It is also important that translations into foreign languages are good so that the meaning of the content is not lost.</p>	<p>Visual and written contents are important for presenting visual contemporary arts.</p> <p>Best practices in presenting digital content should be followed.</p> <p>For the best digital promotion results, content should be edited by professional digital editors.</p> <p>Digital content is an important source of information in smaller places dislocated from larger urban places.</p>	<p>Check visual material related to art topics.</p> <p>Read prominent headlines and introductory paragraphs.</p> <p>Look for accurate translations.</p> <p>Research digital media for art news, novelties and partner in projects.</p> <p>Research partners before visiting them.</p>
<p>There should definitely be a professional editor to manage digital content because it is a really demanding work ... then it can definitely help with promotion.</p> <p>Social networks and digital media are really needed for places in the province, for organizations and institutions that are not part of larger urban centers. We do not have many urban places in Croatia. The web is terribly important because that way you can get information about places that are hard to visit ... Digital information today is simply very important, especially for the province.</p>		

Visual content	Visual content is very important to me. Visual arts as a medium is based on visual information. Visual content should catch the viewer's attention ...	Use of visual content with the aim of catching users' attention.	Look at the visual content for the 1st impression.
Textual content	Visual content should catch the viewer's attention ... but if we are presenting contemporary art on a digital platform or website, I also think that headlines that highlight textual content are very important. Headlines should be followed by intriguing introductory paragraphs on the exhibition such as why it is important. We usually intuitively associate visual content with textual content.	Textual content on digital media should follow best writing practices. A journalistic style of writing should be followed. <ul style="list-style-type: none">- titles that emphasize textual content- an intriguing introduction paragraph on the topic to be presented	Read prominent headlines and introductory paragraphs.
Good website practices	In my opinion, navigation is very important. It should be intuitive and easy to find all the content you are looking for. The content also needs to be updated.	Websites with an intuitive navigation structure that meets users' needs and updated easily accessible content.	Search through navigation categories.
Content	<p>It's important to me that my potential partner's program is interesting to me ... it should be close to the program I'm running in my gallery. It is also important that it is not complicated to get in touch and that communication is positively oriented and spontaneous.</p> <p>I'm personally very interested in what a certain organization is about, what are the activities of this organization... Then I'm interested in the material related to exhibitions. I would like to see photos of works, how the works are placed in the space and of course, I am also interested in expert texts. I don't know if all that should be on the website. Possibly these contents could be adapted for the web. The archive of exhibitions and the authors who exhibited there is also very important to me.</p> <p>The content also needs to be updated.</p>	<p>The content on the website should indicate the program orientation of the art organization.</p> <p>Content related to exhibitions - photos of works and representations of works in spaces, expert texts should be adapted for digital presentation.</p> <p>Promotion of collaborations on websites and social media.</p>	<p>Check partner's program orientation.</p> <p>Search contact information.</p> <p>Check a partner's institution vision & mission.</p> <p>Search for partner's activities.</p> <p>Check artworks & exhibition's views.</p> <p>Read experts' texts.</p>

I expect them to promote our collaboration on their website, social networks they use. I also expect them to inform the media (TV, newspapers) about our cooperation.		Check artists who exhibited there. Look for past exhibitions. Avoid not updated content.
Structure		
In my opinion, navigation is very important. It should be intuitive and easy to find all the content you are looking for.	Intuitively understandable navigation for easy and fast access to needed content.	Check navigation for different activities/categories.
Bad website features		
I recently tried to follow the Rijeka European City of Culture 2020 website, but it was terrible. Such a mess...there are no exact dates ... there are instructions like call us and we will tell you the details ... it seems like someone is editing the page from 7 am to 15 pm ... It's not an "alive" website. I understand that there are a lot of problems due to COVID-19 and so on, but the information should be updated. I don't like when a website is cluttered with visual material... this often happens on some websites that post photograph exhibitions ... when the content is not organized by groups or years or topics...	A negative attitude toward not updated content. Negative attitude towards sites that are cluttered with visual content. Negative attitude towards the organizational structure of content on digital media that is confusing.	Avoid not updated content. Avoid cluttered visual material. Search content organized by categories/topics.
Usage if computers & other devices		
I'm online every day, but I can say that I control it. I only use the internet for work.	Use of digital devices and the Internet mostly for work.	/
Desktop PC & laptop		
I use a desktop PC when I'm at home, and a laptop when I'm traveling or having an appointment somewhere.	Usage of a desktop PC at home and laptop when traveling.	/
Mobile phone		
I don't use my cell phone to access the Internet. I was bothered by the constant ringing of the messages ... I'm online every day, but I can say that I control it. I only use the internet for work. That's why I don't have an internet connection on my cell	Usage of a mobile phone for calls. Mobile phone without internet access because it is not possible to work on it.	/

phone, I can't work on my cell phone. I use the Internet and all digital media only for my work.		
Digital communication channels		
When, for example, I collaborated with the <i>Fram Academy of Performing Arts</i> from Prague, I announced a competition and defined a topic. Then students were working on works that they later presented in Grožnjan. I do such projects entirely using digital communication and digital media. I do not meet students and their works until the moment they come to Grožnjan for the exhibition. I have excellent experience because students of that Academy are very good.	Usage of digital communication channels to work on projects with remote partners.	/
I usually start communicating by email, and later I like to meet live if possible.		
General		
I'm managing the Fonticus City Gallery in Grožnjan (Istria, Croatia), and I'm also a visual artist. All collaborations I work on are usually related to projects that I carry out with other galleries, art organizations, or Academies of Fine Arts. Let's say that we work on exchanging exhibitions and concepts. At the City Gallery in Grožnjan, I present exhibition projects of other art organizations or those art organizations that present some projects under my authorship. Sometimes, some projects are already done, but sometimes we work on joint projects and design, for example, new exhibitions' concepts.		Search for partner to exchange an already ready exhibition or develop new concepts.

3rd Target group: Interested community

Scenario: *A visitor is looking for an interesting exhibition of contemporary art and plans to visit it*

General audience representative 1		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
Social media are more, let's say catchy or they easily attract my attention ... but for example, for the timetable of exhibitions and short descriptions, I would check the website.	Usage of a website for more accurate and detailed information.	Check timetables of exhibitions.
Sometimes, when I visit an exhibition, if I would like to read more about an artist or a topic, I would do it right after the visit, but then I usually google it. I need an interesting heading, visual and the possibility to read more for further research. When I'm interested in an artist or some topics the exhibition raises, I would just simply google it. I wouldn't go to the art organisation's website. I think I would just google it.	The website is not used to get more information after visiting an exhibition. In that case more often usage of google search.	Read a short description of current exhibitions.
I use an art organization's website to see what exhibition is going on and for a rough outline of the exhibition... for further information, I would use google. It always depends on the artefact... for example, I visited an exhibition at the Albertina in Vienna last weekend and it was about Austrian art after the 2nd World War and I was taken aback by some artists. After this visit, I didn't go to the Albertina website but I checked online to get more information about what they had been doing at all. It may not be about getting more information, but about having different opinions, not only having the museum's opinion but to have a general overview and see what is provided there on the internet.	Usage of a website to check current activities (what is going on there at the moment) and a rough outline of those activities (exhibitions...).	Search information about artists who exhibit there.
	Use of google search instead of the art organization's website not for getting more information but to gain other opinions.	Read interesting headings.
	A website perceived as primarily an informative digital medium.	Look at visual material related to an exhibition.
		Google for additional information about an artist.
		Check current art exhibitions.
		Visit art exhibitions and events.

I don't like just decorative visuals. Decorative images I want to see on Instagram or other social media... but when I visit a website I look for information.		Perform desktop research to gain different opinions about certain art topics or artists. Avoid decorative visuals on websites.
Usage of social channels		
I get some newsletters from cultural institutions in Graz, for example, from Forum Stadtpark, Kunsthaus and Künstlerhaus, but I think I mostly get information from social media.	Mostly getting information by social media.	Read newsletters from cultural institutions.
I use Facebook, but more and more Instagram ... but you have to somehow follow the right institutions and follow the right people to get information.	Usage of social media to catch attention.	Read news on social media (Facebook, Instagram).
Social media are more, let's say catchy or they easily attract my attention	Social channels to attract attention as a first step to getting information.	Talk with friends (peers) about what is happening in the cultural sector.
I would like to be surprised ☺ I need something new to attract my attention. Visual appearance maybe ... usually my attention is first drawn by social channels or interesting posters ... maybe something funny, but not banal ...		Search for interesting visual appearance.
Instagram		
I use Facebook, but more and more Instagram ... but you have to somehow follow the right institutions and follow the right people to get information.	In addition to regular use of Facebook, there is a growing interest in using Instagram.	Get in touch with art exhibition organizers.
To get the information I would send to that organization an email, or ask them, I suppose, via Instagram.	Usage of Instagram for digital communication, to contact art organizations.	Interact with an art organization/institution.
I don't like just decorative visuals. Decorative images I want to see on Instagram or other social media... but when I visit a website I look for information.	Instagram is perceived as a more informal digital channel.	Search official information about an art organization.
Facebook		

I use Facebook, but more and more Instagram ... but you have to somehow follow the right institutions and follow the right people to get information.	Usage of Facebook for getting the news.	
Usage of newsletters		
I get some newsletters from cultural institutions in Graz, for example, from Forum Stadtpark, Kunsthaus and Künstlerhaus, but I think I mostly get information from social media.	Usage of newsletters for getting information and news.	Read newsletter.
Digital content & content types		
I need an interesting heading, visual and the possibility to read more for further research.	Written and visual content are important for getting information about contemporary art on digital media.	Check visual and textual content.
I think it is better to use smaller images with headers and short texts. I don't like just decorative visuals. Decorative images I want to see on Instagram or other social media... but when I visit a website I look for information.	Written and visual content should follow best practices and be adapted to digital media.	
Visual content		
I think headlines are just as important as visual elements... this combination works well... it is very catchy I would say. I'm not sure about long texts ... maybe if the picture and the title attract attention, you want to know more about it, and then the description is very important.	Visual content followed by a headline for catching attention.	Search prominent visuals and catchy visuals on digital media.
I really like when the most important information is visible on homepage 1st ... and for me, the most important thing is to know what's going on there right now, of course, it has to look nice.	The importance of appealing visual design is emphasized.	Avoid long texts. Read shorter descriptions. Check content about current activities.
I would like to be surprised😊 I need something new to attract my attention. Visual appearance maybe ... usually my attention is first drawn by social channels or interesting posters ... maybe something funny, but not banal ...		Think that content about current activities is the most important.
Textual content		

<p>I think headlines are just as important as visual elements... this combination works well... it is very catchy I would say. I'm not sure about long texts ... maybe if the picture and the title attract attention, you want to know more about it, and then the description is very important.</p>	<p>Headlines as important as visual elements.</p> <p>Shorter and adapted textual content for digital media.</p>	
Good website practices		
<p>I really like when the most important information is visible on homepage 1st ... and for me, the most important thing is to know what's going on there right now, of course, it has to look nice.</p> <p>I would like to be surprised 😊 I need something new to attract my attention. Visual appearance maybe ... usually my attention is first drawn by social channels or interesting posters ... maybe something funny, but not banal ...</p>	<p>When at first glance it is possible to get an insight into the most important content, content about current activities.</p> <p>Websites with appealing visual appearance.</p>	<p>Search for a good visual appearance/ graphic design.</p>
Content		
<p>I visit contemporary art exhibitions because somehow, in general, they provoke or provide information in a way that can't be found elsewhere. They also raise topics and information and they make me think. If they make me think that is the best, I would say. I also think contemporary visual art is mostly not a matter of aesthetics but of society, politics but also inequality and unfairness. It shows people who are not being treated the right way, topics you cannot see elsewhere.</p>	<p>Content that raises interest, content aimed at educating the audience.</p> <p>Usage of a catchy visual element, intriguing heading, and the possibility to reach more text about a topic would be good practice to present visual contemporary art in digital media.</p>	<p>Visit art exhibitions to get new insights, open perspectives...</p> <p>Explore content about current activities.</p> <p>Check announcement of future activities.</p>
<p>Sometimes, when I visit an exhibition, if I would like to read more about an artist or a topic, I would do it right after the visit, but then I usually google it. I need an interesting heading, visual and the possibility to read more for further research. When I'm interested in an artist or some topics the exhibition raises, I would just simply google it. I wouldn't go to the art organisation's website. I think I would just google it.</p>	<p>Content on an art organization's website important for the general public:</p> <ol style="list-style-type: none"> 1. level of importance - content about current activities and information on future activities - timetable 	<p>Check working hours.</p> <p>Check how to get tickets and ticket opportunities.</p> <p>Check to get their information.</p> <p>Check contacts.</p>

<p>I want to find on the art organization's website basic information about the exhibitions, what it is now and what will be next ... something like a timetable ... I would like to see first what there is at the moment ... all other information you can find if you want.. If I decide to visit the exhibition, it is important to have information about working hours, tickets and ticket opportunities, how to reach them, contacts ... but that would be the second step.</p> <p>I really like when the most important information is visible on homepage 1st ... and for me, the most important thing is to know what's going on there right now, of course, it has to look nice.</p>	<p>2. level of importance - practical information as</p> <ul style="list-style-type: none"> - working hours - tickets and ticket opportunities - how-to get information - contacts <p>The most important content, content about current activities should be visible at 1st glance when a user enters the site.</p>	<p>Study content about the most actual activities.</p>
Structure		
<p>I want to find on the art organization's website basic information about the exhibitions, what it is now and what will be next ... something like a timetable.</p>	<p>Current and past activities divided in sections (categories).</p>	<p>Search for a timetable (schedule) of exhibitions.</p>
Bad website features		
<p>I don't like those old-fashioned big images on the website... they are not so necessary anymore... sometimes they look nice, but usually not useful. So many websites have that kind of design and it is annoying for me somehow, that images are only decorative...I think it is better to use smaller images with headers and short texts. I don't like just decorative visuals. Decorative images I want to see on Instagram or other social media... but when I visit a website I look for information.</p>	<p>Websites with old-fashioned big images.</p> <p>Websites with decorative images that don't provide information or support the informative purpose of the site.</p>	<p>Avoid decorative images.</p> <p>Check official information on websites.</p>
Usage if computers & other devices		
<p>I work on a laptop, maybe sometimes I'm online all day ... and on my cell phone maybe 2-3 hours a day.</p>	<p>Online on a laptop all day, on mobile phone 2-3 hours.</p>	<p>/</p>
Desktop PC & laptop		
<p>If I would do research after the exhibition, I would use a laptop. I usually use my laptop for work and study.</p>	<p>Usage of a laptop for research after an exhibition. Usage of a laptop for work and study.</p>	<p>/</p>

	Sometimes use of a laptop to access Facebook.	
Mobile phone		
I use a laptop and a mobile phone. For social media, I use my cell phone but also a laptop sometimes for Facebook. Instagram I use only on mobile phone.	Usage of a cell phone to access social media, especially Instagram.	/
Digital communication channels		
To get the information I would send to that organization an email, or ask them, I suppose, via Instagram. If a topic or artist intrigues me I will visit an exhibition. If certain content can provide answers to some of my personal questions I will visit activities to which it relates.	Usage of emails and Instagram for digital communication with art organizations.	Look for interesting topics and artists. Look for topics that can provide answers to personal questions.

General audience representative 2		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		
I don't use websites so much... or I use them to get information about museums or galleries I already know or have already visited. I go to the websites of these organizations and then check their calendar of events.	Use of websites of art organizations or institutions that the user has already visited to check the events' calendar.	Check art organizations websites for information & news.
I generally use websites when I am interested in more than the museum's 'special' events. That means activities, conferences, lectures, or workshops, to mention a few.	Usage of a website for more information about all activities related to an event, exhibition, for checking additional events.	Check an art organization events calendar.
I almost never visit an art organization website after visiting an exhibition live. Once there was a very nice exhibition at the Vienna museum... I was so interested that afterwards I jumped to their website and tried to find photos of the opening of the exhibition, but it is not so often.	Rare use of the website after visiting an exhibition live.	Explore art organization activities, lectures, workshops.
		Visit art organizations and exhibitions in live.

		Search for exhibition openings photos.
Usage of social channels		
Well, social media would of course be the first source ... specifically Facebook, that would be the channel I use to follow events in Vienna. I don't use websites so much... or I use them to get information about museums or galleries I already know or have already visited. I go to the websites of these organizations and then check their calendar of events. But in general, I use more social channels to track what is happening around me...Or I also like to consult print material, because here in Vienna, but in Austria in general, I have noticed that in every museum and cafe you can find some flyers with information about what is going on around. But I also like to read some printed art magazines that have event calendars that usually announce some interesting events. But my first option would be Facebook. Finally, I use social media channels, particularly Facebook's event filtering option, when I have some free time and when I am interested in attending an exhibition or event on the same day or within the next few days but not in the long term.	Social channels as a first choice for getting information. Use social channels to get information about exhibitions/events that will happen soon, on the same day, or over the next few days.	Explore social channels for art news. Read printed material for news (flyers, newspaper, art magazines). Search for event calendars in a city. Search announcements for interesting events. Filter options on Facebook for interesting events.
Instagram		
I use Facebook, but also Instagram. Instagram is, to be honest, just for the "ego" to show selfies and share other pictures. But yes, if I think about it now ... I have shared some pictures of exhibitions I visited in the past ... but I don't usually get information by Instagram. The only thing I usually check on Instagram are artists, creators ... so then I jump to their profile and see what they do... I mean, I also follow the Instagram accounts of some museums, but my first source would be Facebook, not Instagram. Museums on Instagram usually show posters of their activities or the interior of the museum. They also use Instagram images and video stories, quick stories to show what is going on in real-time. For example, Albertina uses these types of stories to attract more audiences. They use a very simple language and hashtags are important there ... Text is used only for the description of images. In Vienna, I think that, at the	Instagram is not used for getting news and information but for checking artists work and visiting artists profiles. Instagram is more appropriate for visual based information and capturing a moment.	Check artists' work and profiles on Instagram.

<p>moment, every museum has an Instagram profile. I haven't checked the situation with TikTok yet.</p> <p>Sometimes museums announce a new exhibition on Instagram and invite people to come.</p>		
Facebook		
<p>Well, social media would of course be the first source ... specifically Facebook, that would be the channel I use to follow events in Vienna.</p> <p>But my first option would be Facebook.</p> <p>I like Facebook because I can have an overview of all the events that interest me. On Instagram, I have to join a specific museum account. There is an event tab on Facebook...an option to filter by event ... so you can customize your event search by type. So the results are more personalized.</p> <p>Finally, I use social media channels, particularly Facebook's event filtering option, when I have some free time and when I am interested in attending an exhibition or event on the same day or within the next few days but not in the long term.</p>	<p>Usage of Facebook to track events.</p> <p>Positive attitude towards the possibility to personalize the search on Facebook.</p> <p>Usage of Facebook's event filtering option for an immediate search of events.</p>	<p>Explore Facebook to track events.</p>
Usage of newsletters		
<p>I also get some newsletters, but not from Austrian museums, but for example, I'm subscribed to the newsletters of the Tate Museum in London ... so I can see what is going on there without visiting the place. I'm also subscribed to the newsletters of some newspapers like the New York Times. They have a magazine called T that is about visual art and design ... That's how I get a lot of news.</p> <p>On the other hand, I read a whole newsletter just when the topic or headline catches my attention, or after visiting an exhibition that interested me. However, to be honest, some museums or art institutions whose newsletter's content I do not like, I send them directly to the 'Spam' file.</p>	<p>Usage of newsletters of different art organizations and newspapers for getting information and news.</p> <p>Subscription to newsletters of some well-known but remote art institutions for keeping informed.</p>	<p>Read art organizations/institutions' newsletters for art news.</p> <p>Read newsletters of newspapers that the user subscribed.</p>

For me, the motivation to visit an art exhibition would definitely be a photo of the exhibition, if that visual catches my attention, then I would jump to the text.	Visual content attracts users and leads them to textual content when obtaining information on contemporary art themes.	Check visual material when deciding about visiting an exhibition.
Visual content		
For me, the motivation to visit an art exhibition would definitely be a photo of the exhibition, if that visual catches my attention, then I would jump to the text. But yes, of course, I would check the text because if it is about a topic that doesn't really interest me, even if the image is amazing, I'm not going to an exhibition. But I like their website structure because you can see the difference between this traditional Albertina and the Albertina Modern... I liked the layout of the website and the visual design.	Well thought presentation of visuals for catching users' attention and motivating them to visit the exhibition. Good visual design can grab user attention. Positive attitude towards the use of multimedia elements. Possibility of integrating video, texts, and sound for catching viewer attention.	Read texts related to an exhibition. Check visual design to gain interest in content. Search quick motion graphics clips.
Yes, it could be very cheap for museums or art organizations ... short clips with motion graphics are very eye catchy for Facebook or other social media. 15-second animations, there are applications in which you can create this automatic animation, and this can be done by people without "great" design knowledge. Ideally, this should be done by a visual designer. In my opinion, moving graphics can be really eye-catching. They are multimedia so you can integrate images, video, text, sounds ...		
Textual content		
But yes, of course, I would check the text because if it is about a topic that doesn't really interest me, even if the image is amazing, I'm not going to an exhibition. But I would like to see short text because, honestly, I don't like to read a lot in that phase. When I'm in the museum then I read the whole text, the longer version. When I'm just getting informed, I want to read short texts.	The textual content can raise interest in an exhibition. A shorter version of textual content for digital media, usage of informative texts.	Read short informative texts.
Good website practices		

<p>Maybe I'm thinking of some kind of dynamic website. I would like to have a kind of slider or carousel on the homepage to see the main activities...that I don't have to click, but that I have an overview of what the organization is about. That could be eye-catching so I could click on one of those activities. If I don't find any of that, maybe the organization can also provide a section or a tab with the calendar of all the activities.</p> <p>Yes, I mean there are several good examples of art institution websites that I've visited but what I remember recently, for example, the Albertina Museum has opened a new museum about contemporary art this year... It is called Albertina Modern. To be honest, I didn't like the museum, I was there and I didn't like the collection or my expectations might have been so high. But I like their website structure because you can see the difference between this traditional Albertina and the Albertina Modern... I liked the layout of the website and the visual design.</p>	<p>Websites with dynamic content, a kind of slider or carousel on the homepage to see the main activities, to have an immediate overview of the organization's activities.</p> <p>Websites with eye-catching content on the homepage.</p> <p>Websites with appealing visual design and good information structure.</p>	<p>Check the art organization/institution main activities.</p> <p>Explore the calendar of all activities.</p> <p>Search for appealing visual design.</p>
Content		
<p>Maybe I'm thinking of some kind of dynamic website. I would like to have a kind of slider or carousel on the homepage to see the main activities...that I don't have to click, but that I have an overview of what the organization is about. That could be eye-catching so I could click on one of those activities. If I don't find any of that, maybe the organization can also provide a section or a tab with the calendar of all the activities.</p> <p>Yes, it could be very cheap for museums or art organizations ... short clips with motion graphics are very eye catching for Facebook or other social media. 15-second animations, there are applications in which you can create this automatic animation, and this can be done by people without "great" design knowledge. Ideally, this should be done by a visual designer. In my opinion, moving graphics can be really eye-catching. They are multimedia so you can integrate images, video, text, sounds ...</p>	<p>Homepage with an overview of all art organization's activities.</p> <p>Websites with a section or tab with the calendar of all the activities.</p> <p>Usage of multimedia content to raise interest in art-related topics.</p>	<p>Visit the homepage to have an overview of all art organizations' activities.</p> <p>Check the section or tab with the calendar of all the activities.</p>
Structure		
<p>Maybe I'm thinking of some kind of dynamic website. I would like to have a kind of slider or carousel on the homepage to see the main activities...that I don't have to click, but that I have an overview of what the organization is about. That could be eye-</p>	<p>Content organized as an overview of the art organization's activities.</p>	<p>Search an overview of the art organization's activities.</p>

catchy so I could click on one of those activities. If I don't find any of that, maybe the organization can also provide a section or a tab with the calendar of all the activities.	Use of a section or tab with a calendar of all activities.	Look for a clear distinction between categories.
I like their website structure because you can see the difference between this traditional Albertina and the Albertina Modern... I liked the layout of the website and the visual design.	Different content divided into separate sections (categories).	
Bad website features		
I definitely don't like it, because it happened once when I wanted to visit a documentary photo exhibition (wordpress photography) here at a gallery in Vienna ... I entered the website to see the entrance cost and if I can have a discount as a student...what happened was that I saw a lot of photos and I was a little angry and disappointed because I didn't want them to show me a lot because of what I wanted to see in the museum. I want to visit exhibitions and to be surprised at the museum. There should be a balance between how much content to show on the website.	Too many photos of artwork on a website can demotivate the user to visit the exhibition live.	Avod online exhibitions.
Usage if computers & other devices		
Every day, maybe 8 hours in total...	Online every day for about 8 hours.	/
Desktop PC & laptop		
I mostly use my cell phone and laptop. I use a laptop for everything that has to do with work and my study. Cell phones are for my daily routine. I always check my social networks on my cell phone.	Usage of a laptop for work and study.	/
Mobile phone		
I mostly use my cell phone and laptop. I use a laptop for everything that has to do with work and my study. Cell phones are for my daily routine. I always check my social networks on my cell phone.	Usage of a cell phone for checking social networks.	/
Digital communication channels		
When I have needed to write an article about an exhibition for the newspaper I collaborate with, I first get in touch with the PR or communications people via email. On the other hand, as a regular visitor, if I have a doubt, I like to first send a message via Facebook or Instagram, as I find the most practical, quickest, and comfortable way.	Usage of emails and social media for digital communication with art organizations.	/

I would not say I like to make phone calls, as I am not sure which person will pick up on the other side, being a little waste of time.	Emails on a more professional basis (as a journalist when writing an article), and social media more in the role of a visitor.	
General		
I don't think there's just one reason, in my case it would be several reasons. One of them would be the price, to be honest, how much the entrance costs... then the place is important. If the museum is very far away, maybe I cannot go. And the third thing would be the exhibition itself. If it is about an artist I really like, I don't care if the exhibition is remote and how much the entrance costs.		Look for interesting artists by personal opinion.
I often visit art exhibitions because I really enjoy everything that has to do with art, whether it is classical art or contemporary art. This year, due to the Corona times, I have not visited as many exhibitions as before. Personally, art is very important to me because it is a kind of liberation. When I'm in a museum or watching a piece of art I feel calm, like I'm freeing my mind. So for me, it is the same as when I'm trying to exercise or read the book, for me, it is a nice human experience. I like to discover new things, learn about new periods of art, contemporary art and different approaches because I think art differs from country to country... I also think about social movements because contemporary art and art in general talks a lot about what is happening in society.		Enjoy everything that has to do with art. Feel free while interacting with artworks. Experience art as a nice human experience. Learn about different social perspectives and new topics.

General audience representative 3		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
Usage of website		

<p>Actually, I'm sort of over-informed about what is happening and if I want to know more in-depth what kind of artists are there I just do web research.</p> <p>In my opinion, websites are more or less archives. If I want to see a back catalogue, then I go to the website. If I want to see recent stuff and what is happening now or in the near future, then I tend to use social media or Facebook. But I expect to have websites that go way back to see the record of something.</p>	<p>Usage of a website for more detailed and verified information.</p> <p>Website perceived as an archive of past activities, as a back catalogue.</p> <p>Usage of websites for checking past activities.</p>	<p>Check websites for more detailed information.</p> <p>Search past activities on an art organization website.</p> <p>Explore social media for actual news.</p>
Usage of social channels		
<p>I usually know about exhibitions either because I subscribe to newsletters like Rotor's newsletter or I also use the daily agenda of newspapers and digital media, there is in Austria and Graz, for example, Kultur server, you probably know that one. So I use that or the newspapers' agenda event pages and also Facebook events of course.</p> <p>In my opinion, websites are more or less archives. If I want to see a back catalogue, then I go to the website. If I want to see recent stuff and what is happening now or in the near future, then I tend to use social media or Facebook.</p>	<p>Usage of social channels for getting information.</p> <p>Social channels are perceived as better updated media than websites. The most recent content can be found on social channels.</p>	<p>Read newsletters sent by art organizations/institutions.</p> <p>Check the daily agenda of newspapers and digital media for news.</p> <p>Explore newspapers' agenda event pages.</p>
Instagram		
<p>I use Facebook to get information, to know what is going on around me. Instagram I use sometimes to post something, but not to get information.</p>	<p>Use Instagram for personal needs, not to get news and information.</p>	<p>Explore Facebook posts & events for news.</p>
Facebook		
<p>So I use that or the newspapers' agenda event pages and also Facebook events of course.</p> <p>I usually subscribe to them, I say I am interested in having it in my Facebook calendar so if I have an evening off or something, then I check what kind of exhibitions are on...</p> <p>I use Facebook to get information, to know what is going on around me. Instagram I use sometimes to post something, but not to get information.</p>	<p>Usage of Facebook calendar to have an overview of what is going to happen.</p> <p>Usage of Facebook to get information and news.</p> <p>Facebook perceived as an informative social channel (possibility to get some</p>	<p>Check opening hours.</p> <p>Check contacts.</p> <p>Explore social media for actual news.</p>

<p>For some general information like opening hours and contacts, I think I would check on Facebook.</p> <p>And if the organization has its own Facebook page then I expect there is the most recent information. Usually, art organizations are not so good with WordPress or some other tools ... they can handle Facebook pages more easily ... so I suppose that on Facebook they have more recent information. For the website, they need a designer, whatever...usually they cannot do it on their own. I trust more Facebook in this respect.</p>	<p>general information like opening hours, contacts.)</p>	
Usage of newsletters		
<p>I'm interested in topics as whenever there is an exhibition on. I usually know about exhibitions either because I subscribe to newsletters like Rotor's newsletter or I also use the daily agenda of newspapers and digital media, there is in Austria and Graz, for example, Kultur server, you probably know that one. So I use that or the newspapers' agenda event pages and also Facebook events of course.</p>	<p>Usage of newsletters for getting information and news.</p>	<p>Read newsletters for art related news and events.</p> <p>Subscribe for newsletters to be informed.</p>
Digital content & content types		
<p>I would not prioritize visual or written content... it depends on what kind of story the exhibition wants to tell me and you can tell it in a visual way either in terms or words. I don't make a distinction. But I'm sort of picky about what the words are about and that is what I want to intend before.</p> <p>I like the use of those contents as a matter of fact information. They should tell me who those artists are, this is the topic that we try to introduce but not overformatting the topic, not making it more abstract and more mysterious than it actually is.</p> <p>The combination of words and visuals are important, there shouldn't be a gap.</p>	<p>Visual and written content used as a matter of fact information.</p> <p>A combination of written and visual content is important in understanding contemporary visual art.</p>	<p>Explore visual & written content related to art events and activities.</p> <p>Check information about artists who exhibit there.</p> <p>Read about topics the organization wants to introduce.</p>
Visual content		
<p>But I'm sort of picky about what the words are about and that is what I want to intend before.</p> <p>Usually a key visual I think really helps to get your attention. For me, it is like that. If it is an exhibition of more than one artist it doesn't have to be a picture from every</p>	<p>Visual representations without written content on digital media are not sufficient for a proper understanding of works or themes of contemporary art.</p>	<p>Check visuals presenting artworks to get the idea what it is about.</p>

<p>work but one that is catchy or that is on point. The combination of words and visuals are important, there shouldn't be a gap.</p>	<p>Some photos of the artwork on the website can be useful to visitors.</p>	<p>Check the curator's speech or text after an exhibition opening.</p>
<p>I don't really use their opening pictures, they always take photos of openings...if I was there, I would have seen it anyway if I was not there, I am not too much interested in who was there. But I might be interested in the speech maybe or to see more of the works.</p>		
Textual content		
<p>I guess it is topic-driven and if the story is good and the invitation is interesting and if it is not like art-specific language which I don't like ... that hyper theoretical discourse which is sometimes just like words.</p>	<p>For digital media, hyper theoretical art specific discourse, art-specific language, is not appropriate.</p>	<p>Avoid art specific language/hyper theoretical discourse on digital media.</p>
Good website practices		
<p>I like a good structure and I like it when the section with the recent stuff is separated from the older stuff. Maybe I expect that of an institution like Rotor ... maybe I want to see more art actually happen on the site. Like projects that are online specific.... Rotor doesn't really do anything of that, for example, in Corona time there was not much in terms of using the medium of the internet for art. Maybe I would look for something like that...The website could be more than just a spot for information, it could also be an artistic medium.</p>	<p>Websites with good content structure - recent activities separated from older activities (archive). Websites as a medium for creating art - more than a "spot" for information.</p>	<p>Search for art happening on the site - for projects that are online specific. Wish the art organisation/institution use the medium of the internet for art.</p>
Content		
<p>I guess it is topic-driven and if the story is good and the invitation is interesting and if it is not like art-specific language which I don't like ... that hyper theoretical discourse which is sometimes just like words. In general, if I like a story then I go. I mean not only if the story is interesting but if I know the artists or I think the institution is sympathetic. If the story is good or is something new, I would visit places that I don't normally visit.</p>	<p>Content that tries to tell a story. Possibility of search by artists on the website to see if someone has already exhibited there.</p>	<p>Look for interesting stories. Investigate artists who exhibit there. Search content about artist's background and CV.</p>
<p>If an artist is in a recent Rotor show, I want to see what other shows she or he has been in. So that is what I want to find on the website. Of course some usual stuff, more backgrounds, more of CV's and interesting things about authors...For some</p>	<p>Content needed before an exhibition opening: - one or two key visuals</p>	

<p>general information like opening hours and contacts, I think I would check on Facebook.</p>	<ul style="list-style-type: none"> - short introductory text about the exhibition - factual information: opening hours... 	<p>Search for short descriptions and few key visuals before an exhibition opening.</p>
<p>Before the exhibition you don't usually prepare for it, I don't think you need a lot of reading material or anything else ...so I think to have what the exhibition or project is about, briefly, maybe one or two key visuals, the name and the basic information about the participating artists and when it is on, what time you can visit it, all that very factual stuff.</p>	<p>Content needed after visiting an exhibition:</p> <ul style="list-style-type: none"> - more in-depth information - longer text of the opening speech - more photos of works 	<p>Read texts of the opening speech if missed the opening.</p> <p>Explore photos of exhibited works.</p>
<p>Maybe afterward if I have seen the exhibition I'm interested in more in-depth information...if there is a longer text of the opening speech, for example...Rotor usually does a good opening speech. I would like to read it later if I missed it. I don't really use their opening pictures, they always take photos of openings...if I was there, I would have seen it anyway if I was not there, I am not too much interested in who was there. But I might be interested in the speech maybe or to see more of the works.</p>	<p>Website as an artistic medium, not only a "spot" for getting information. Art content that is happening on the site.</p>	<p>Avoid flashy design.</p>
<p>It is hard to answer... There are so many ways of attracting attention... I'm not so much into flashy design. I like a good structure and I like it when the section with the recent stuff is separated from the older stuff. Maybe I expect that of an institution like Rotor ... maybe I want to see more art actually happen on the site. Like projects that are online specific....</p>	<p>Content related to the research before an exhibition opening available on the website - best books about the topic, some recommendations, or curator's list of reading.</p>	<p>Expect a website as an artistic medium, not only a "spot" for getting information.</p> <p>Search for content related to the research before an exhibition opening</p>
<p>Rotor doesn't really do anything of that, for example, in Corona time there was not much in terms of using the medium of the internet for art. Maybe I would look for something like that...The website could be more than just a spot for information, it could also be an artistic medium.</p>		<p>Search best books on the topic, recommendations or curator's list of reading.</p>
<p>I could tell it like Rotor specific. I think they did a lot of research before an exhibition and of course, you only get to see the artworks then, at the exhibition, but I've been interested in the research, too. What the best books they found on the topic were... So if I am interested in Guerilla of Enlightenment, I would like to know what they read</p>		

before. Maybe I would also like to read that. Like a curator's list of reading maybe...or linked list of material.		
Structure		
I like a good structure and I like it when the section with the recent stuff is separated from the older stuff. Maybe I expect that of an institution like Rotor ... maybe I want to see more art actually happen on the site. Like projects that are online specific....	Clear website structure with clear defined sections and categories. Intuitive navigation.	Look for a clear website structure and clear defined sections and categories.
Bad website features		
I don't like framesets like on the Rotor site. It is really a pain...I always hated that, I don't know why someone uses them...I also think they should do something with their <i>mur</i> domain. It is nice to have a kind of a community aspect but nobody understands it anymore. I also don't like flashy things...	Websites with framesets and not a well-defined domain. Suggestion for improving the Rotor's mur domain.	Avoid outdated websites. Avoid websites with not well defined domain.
Usage if computers & other devices		
I'm online basically all the time...I work with computers and online...I need it for work...I am on digital media most of the time.	Online all day.	/
Desktop PC & laptop		
Laptop and mobile phone, laptop in the morning and at my office. Mobile phone when I take a break and usually when I have free time in the evening. Yes, I use them both. Sometimes I also use the laptop for a lunch break to see what is on in the evening if I want to go somewhere.	Usage of a laptop for work.	/
Mobile phone		
Mobile phone when I take a break and usually when I have free time in the evening. Yes, I use them both. Sometimes I also use the laptop for a lunch break to see what is on in the evening if I want to go somewhere.	Usage of a cell phone more in free time.	/
Digital communication channels		
General		
I visit art exhibitions to get new perspectives on the world on social issues, on aesthetic issues ... on different kinds of levels. Otherwise, I'm pretty much a fact-oriented person. I work in journalism and it is just a part of the world. I'm interested		Visit art exhibition to gain new perspectives on the world, social & aesthetic issues.

<p>in new perspectives that could also be seen regionally, new perspectives of other countries, other aesthetic perspectives, whatever...to see alternatives, maybe to have a testing field for new ideas, for things that could be a reality.</p>		<p>Gain new perspectives of other countries.</p> <p>Learn about alternatives to presented issues.</p>
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General audience representative 4		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
<p>Usage of website</p> <p>I definitely use websites when I want to know more about an institution or organization. For example...what the program orientation of that institution is, who exhibited there, what they did in the past, but I'm certainly most interested in what is currently going on there.</p> <p>On the website, I usually look at how to get tickets and whether there is any special offer.</p>	<p>Usage of an art organization/institution website for checking:</p> <ul style="list-style-type: none"> - current activities - program orientation - past activities <p>Use of websites for some audience-related practicalities, for example, how to get tickets.</p>	<p>Explore current exhibitions.</p> <p>Check the program orientation of an art organization.</p> <p>Explore past exhibitions.</p> <p>Check how to get tickets.</p>
<p>Usage of social channels</p> <p>Maybe I would be attracted by more posts on social media during a particular exhibition.</p>	<p>Updated and regular posts on social media can attract users more to visit art exhibitions/events.</p>	<p>Check social media for updated info & news.</p>
<p>Instagram</p> <p>I sometimes use Instagram when I want to get a general impression of an organization or an exhibition ... artists' works ... to get, I would say, my own impression that is not influenced by other opinions.</p>	<p>Using Instagram for a general impression over which other opinions have no influence.</p>	<p>/</p>

	Instagram can encourage/inspire your own opinion.	
Facebook		
I mostly get information about new exhibitions on Facebook ... I use Facebook a lot. ...I have a lot of friends who are artists and they let me know if they have an exhibition or I follow their posts on Facebook ... so I find out what is going on. ...As I said before, I mostly use Facebook, although I see Instagram being used more and more. For now, I get all the necessary information via Facebook.	Usage of Facebook for getting information and news. Following other people's posts and notification for getting information and news.	Follow other people on Facebook to get news. Interact with art organizations by Facebook.
I use Facebook when I want to see how the organization communicates with users, if I want to get quick information I send a message... I generally look at events on Facebook. I find it interesting to read user comments as well, I like that interaction.	Usage of Facebook to communicate with an art organization or institution. Positive attitude towards the users' possibility to interact on Facebook.	
Usage of newsletters		
I also get information through newsletters of various art organizations ... I'm on their mailing lists and I receive newsletters on a weekly basis. ...I often use newsletters to find out what's going on, to get information. They often serve as reminders of some events to me.	Usage of newsletters for getting news and keep informed. Use of newsletters as reminders for some events.	Read newsletters for news and upcoming exhibitions.
Digital content & content types		
Written information is really important to me because I'm kind of a textual type and I don't understand so well visual art ... so I definitely need a text that explains in more detail what it is all about. But the text must be accompanied by an image of the work or visual content related to the work of art. I need to have some good visuals and a short and clear text that will motivate me to visit the exhibition.	Written and visual content are important for a proper understanding of contemporary visual art topics. Key-visuals and short introductory text can motivate users to visit an exhibition.	Check visual and written content related to an exhibition. Search for key visuals to get the impression about an exhibition. Read short introductory texts.
Visual content		

<p>But the text must be accompanied by an image of the work or visual content related to the work of art.</p> <p>If I only get images of the works, they often encourage me to make different associations that are projections of my thoughts. I definitely like to find out other opinions in textual form that can open up some new perspectives for me. I would say it is a kind of learning process.</p>	<p>Visual content is more immediate in experiencing works of contemporary visual art.</p>	<p>Think that visual content is more immediate in experiencing artworks.</p>
Textual content		
<p>Written information is really important to me because I'm kind of a textual type and I don't understand so well visual art ... so I definitely need a text that explains in more detail what it is all about. But the text must be accompanied by an image of the work or visual content related to the work of art.</p> <p>If I only get images of the works, they often encourage me to make different associations that are projections of my thoughts. I definitely like to find out other opinions in textual form that can open up some new perspectives for me. I would say it is a kind of learning process.</p>	<p>Textual content is more indirect for understanding a work of art. Usually, other opinions are involved.</p> <p>Textual content as a learning resource.</p>	<p>Look for other opinions about certain topics.</p> <p>Read textual content as a learning resource.</p>
Good website practices		
<p>I like clean and simple websites that are primarily informative, but at the same time not too serious. I like when going through the content I can clearly see the program orientation of the organization.</p>	<p>Informative websites that reflect the organization's program orientation.</p>	<p>Search official, informative content on websites.</p>
Content		
<p>I would definitely like to see clear content about what is currently there. I'm also interested in what's going to be there next... I really like to see that... You need to have a good balance of how much content to present on the website. If you present too much content, visitors may not be motivated to visit the exhibition. I need to have some good visuals and a short and clear text that will motivate me to visit the exhibition. It is necessary to motivate visitors somehow to come. It might be a good idea to use simple language that can be understood by a wider audience.</p>	<p>Content about current and future activities.</p> <p>A good balance of how much content to present on the website is needed.</p> <p>Presenting too much visual and written content visitors could lose interest to visit the exhibition.</p>	<p>Explore content about current exhibitions.</p> <p>Search content about future exhibitions (upcoming events).</p>
Structure		

Clear and simple navigation is also important to me.	Clear and intuitive navigation is needed.	Search for good and clear structure.
Bad website features		
For example, on the pages of the Museum of Contemporary Art in Zagreb http://www.msu.hr/en/ , images are presented in a carousel, slideshow and some of them have no explanation at all as to what they refer to, no titles. If you click on those images you can get more information. However, the text is displayed horizontally along the entire page ... it would be better to break it into columns ... I think that would make it easier to read.	Visual material without descriptions or titles.	Check artwork titles.
Usage if computers & other devices		
I'm online every day, for almost half a day.	Online half a day every day.	/
Desktop PC & laptop		
I use a desktop PC at work, a laptop at home, and my mobile phone while I'm somewhere in town or on a short trip. I use my desktop PC and laptop mostly for work because I have a big screen and I can see everything well...usually websites are better optimized for those screens. I use my mobile phone to access social networks - Facebook most often.	Usage of a desktop PC for work, laptop at home, both mostly for work.	/
Mobile phone		
I use a desktop PC at work, a laptop at home, and my mobile phone while I'm somewhere in town or on a short trip. I use my desktop PC and laptop mostly for work because I have a big screen and I can see everything well...usually websites are better optimized for those screens. I use my mobile phone to access social networks - Facebook most often.	Usage of a cell phone while spending time in the city and when traveling, usually to access social media.	/
Digital communication channels		
I use Facebook when I want to see how the organization communicates with users, if I want to get quick information I send a message... I generally look at events on Facebook. I find it interesting to read user comments as well, I like that interaction. Well, I would send them an email, or a Facebook message.	Usage of emails and Facebook for digital communication with art organizations.	/
General		

<p>I definitely like to visit the exhibitions of my friends, but of course, other exhibitions if I am interested in their topic or content.</p> <p>As I have already mentioned before the works of fine art lead to certain associations which are connected with my thoughts. These associations are projections of how I perceive the world around me. I also like to see other people's approach, their associations to the same works of art. That helps me open up some new ideas and maybe look at the world around me differently.</p>		<p>Visit exhibitions of friends artists.</p> <p>Visit art exhibitions to see other people's approach.</p> <p>Search for different points of view.</p> <p>Help to change perspective, learn new things and answer personal questions.</p>
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General audience representative 5		
Interviews' retrieved segments (Quotes)	Deduced conclusions - Affinity Diagrams summaries	TASK
<p>Usage of website</p> <p>Well..., I usually ask my wife what is going on around... she is an art historian and she is well informed. I rely on her and she usually introduces me to visual art related stuff. On her recommendation, I often look at the https://www.theartnewspaper.com/.</p> <p>Websites to see what is going on and how to get there...newsletters I use more as kind of reminders. Usually, I get a newsletter and after reading it for more information I visit the website if a topic intrigues me.</p>	<p>Use of websites for getting information.</p> <p>Usage of a website for checking current activities of an art organization or institution.</p> <p>Usage of a website after being introduced to the specific topic or exhibition by reading a newsletter.</p>	<p>Talk with family members and friends about art related events.</p> <p>Ask art experts for recommendation what exhibition to visit.</p> <p>Check websites of art institution/organizations for news.</p> <p>Read newsletters for art news.</p>

Usage of social channels			
But I'm pretty well informed by social channels, especially Facebook. I get notifications...I'm a musician and very often we perform at some exhibition openings...I'm not the kind of person that is searching for that kind of information, they just get to me.	Usage of social channels for getting information and presenting own professional work.	Check social media channels for art news.	Visit art exhibitions.
I use social channels more for presenting my professional work and to see what is going on in the field of music, to keep myself updated.		Participate in art events.	
Instagram			
I use Facebook and Instagram, but I don't use them often. I use them more for professional purpose because I am a musician. Facebook more for information purpose, and Instagram more for capturing moments, for getting an impression.	Usage of Instagram for capturing moments, getting the impression.	Read social channels posts to be updated.	
Facebook			
I use Facebook and Instagram, but I don't use them often. I use them more for professional purpose because I am a musician. Facebook more for information purpose, and Instagram more for capturing moments, for getting an impression.	Usage of Instagram for capturing moments, getting the impression.	/	
Usage of newsletters			
Websites to see what is going on and how to get there...newsletters I use more as kind of reminders. Usually, I get a newsletter and after reading it for more information I visit the website if a topic intrigues me.	Usage of newsletters as reminders for some exhibitions or art events.	Check art organization website for current events.	
	Newsletters are used to raise interest and are perceived as the first step to accessing the site.	Check newsletters as reminders.	
		Read newsletters for art news.	
Digital content & content types			
I like to see images of artworks first, and then have an explanation to understand better what it is about.	Visual content to attract attention, and written content to introduce users to the topic.	Look at eye-catching visual content.	
I'm not a specialist, but I believe that content writers need to follow the rules of journalism in attracting attention with eye-catching visual content and a headline		Read headlines and introductory paragraphs.	

followed by an intriguing introductory paragraph on the exhibition such as why it is important.	Usage of journalism rules in attracting attention: eye-catching visual content, intriguing headline and introductory paragraph.	Expect most important information in introductory paragraphs.
Visual content		
I'm not a specialist, but I believe that content writers need to follow the rules of journalism in attracting attention with eye-catching visual content and a headline followed by an intriguing introductory paragraph on the exhibition such as why it is important.	Usage of rules of journalism in attracting attention with eye-catching visual content and a headline.	Look at eye-catching visual content.
Textual content		
I'm not a specialist, but I believe that content writers need to follow the rules of journalism in attracting attention with eye-catching visual content and a headline followed by an intriguing introductory paragraph on the exhibition such as why it is important.	Usage of rules of journalism in attracting attention with a headline and introductory paragraph such as why the topic is important.	Read headlines and introductory paragraphs.
Good website practices		
I really like the Tate Modern website interface (https://www.tate.org.uk/visit/tate-modern). When you enter the site on the upper part you have a visual representing what is going on there at the moment. Sometimes you have a static image and sometimes an interactive video representing the current exhibition. I like the possibility to stop or to play the video. If there are a few exhibitions at the moment, I like to see them somehow placed side by side. I also like some calls to action on that site that are highlighted with text, colors, and shapes so I guess you can anticipate your next steps.	Websites of art organizations/institutions that emphasize content about current activities. Websites with interactive visual elements which allow users to interact and clear call to actions.	Check on an art organization website what is happening at the moment /info about current exhibitions and activities. Watch video material. Interact with call-to action.
Content		
After the opening, I expect to see the announcement of related events, especially those where the community is involved, and informative feeds related to the exhibition theme.	After an exhibition opening the general public expects to see announcements of	Search for related activities to an exhibition.

I need a clear explanation of the relevance of the work. Maybe a related event would attract me, a concert for example ... when I come to the concert, I will visit the exhibition as well.	related events and informative feeds related to the exhibition theme. Content with a clear explanation of the relevance of the work would be very useful for the general public	Research activities in which the community is involved. Read informative feeds related to the exhibition topic.
Structure		
If there are a few exhibitions at the moment, I like to see them somehow placed side by side.	Content of the same importance should be placed side by side democratically.	Expect clear website structure devided by categories.
Bad website features		
I don't like moving elements, videos that I cannot stop when I want to do that. If there are some moving elements, I want there is a possibility to manage them.	Websites with moving or multimedia elements that users cannot manage.	Avoid moving elements. Avoid video material without possibility to manage it.
Usage if computers & other devices		
Very often during the day.	Online very often during the day.	/
Desktop PC & laptop		
I use my laptop for work and cell phone more for leisure.	Usage of a laptop for work.	/
Mobile phone		
I use my laptop for work and cell phone more for leisure.	Usage of a cell phone for leisure.	/
Digital communication channels		
General		
I would sort my motivation into three categories. One is a wish to see the work of my wife – how she presents a certain theme. Another one is an interest in a work I am not familiar with, but I was previously intrigued by a recommendation or online content. Third one is an urge to see the work of an artist whom I like and the one who is producing that kind of work that needs to be directly experienced.		Visit an art exhibition to directly expirience a work of art.

Why is visual contemporary art important to you? It is something that makes me feel alive.		Visit art exhibition to learn more about specic artist and presented topic. Feel alive when experience contemporary visual art
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