

Understanding the Mobile V&A Visitor: Autumn 2012



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Introduction

Over recent years the V&A had identified the significant potential of mobile technology to assist them in delivering a range of its core services from interpretation and learning to wayfinding and ticketing. It has installed a WiFi network covering most areas of the Museum, developed a mobile version of its main website and carried out a number of pilot projects.

The Digital and Interpretation teams felt that the time was right to undertake research to determine the scale and nature of the opportunities available to the Museum and support decision-making around investment and service design.

This current research was designed to develop an understanding of the extent of ownership of smartphone/web-enabled mobile devices and the expectations and behaviours amongst visitors to the Museum. In particular we aimed to identify:

Target Audience

- How many visitors have smartphones or other mobile devices:
 - What type of device do they have
 - If they don't have one now, how likely are they to acquire one soon
- The demographic profile of UK residents and overseas visitors with smartphones and other mobile devices

Behaviours, Awareness & Expectations in Relation to the V&A

- Awareness & use of the V&A's wireless network
 - How easy was it to get onto
 - How did they rate its quality
 - How (whether) they used it
 - What do they expect the Museum to provide

Behaviours, Awareness & Expectations Beyond The Museum

- General mobile behaviours:
 - What services/applications do they use
 - What are their attitudes towards mobile
- Current use of smartphones or other mobile devices during cultural visits:
 - What for
 - Why

Key outcomes for this project included:

- Establish a baseline of V&A visitor mobile device ownership, expectations and behaviours
- Assess the potential of current and evolving mobile device behaviours for interpretation and other activities on-site
- Enable the integration of visitor mobile insights – needs and behaviours - into Europe 1600-1800 galleries' interpretive strategy
- Inform digital infrastructure, content and service development strategy

Executive Summary

1. Almost two thirds of visitors to the V&A own a smartphone and carry it with them in daily life and on their visit to the Museum. This percentage is likely to continue to grow rapidly in the next few years and represents a significant opportunity for the Museum to engage with its visitors.
2. In the short term smartphones present a significant opportunity to connect with younger audiences. This will need to be considered when determining the type of experiences and content created.
3. In the medium term ownership is likely to extend across the age range. However, it will continue to be important to consider the different ways in which various age groups think about and use their devices.
4. The majority of smartphone owners visiting the V&A are *already* using their phones to enhance their cultural visits. There is an opportunity to leverage these existing behaviours to meet the Museum's mission. Building on and shaping their existing activities – photography for example - offers the most immediate opportunity, but supporting their searches for information is also a rich area for development right now.
5. More than a third of V&A visitors own a tablet device and as a result they also represent a significant and growing opportunity for the V&A to connect with its audience. A smaller proportion of visitors bring their tablets to the museum so, in the short to medium term that opportunity is associated with content and/or experiences to be consumed at home rather than on site. Given that there is a correlation between smartphone ownership and tablet ownership there is also an opportunity to cross-market – using tablet-based experiences to encourage visits to the museum and promote smartphone based experiences whilst visiting.
6. The V&A audience are enthusiastic about the free WiFi service provided by the Museum and the idea of accessing museum content. However, low awareness is having a significant impact on the proportion of visitors who are using the system. Communicating both the availability of the system and its benefits will be crucial to success.
7. Users find the V&A's WiFi service easy to access but are less positive about the strength of connection. Given appropriate promotion and some improvements to the robustness of the connectivity one could expect significant levels of take-up.
8. Today's cost of international roaming mobile access (i.e. data) means that access to free WiFi is absolutely crucial in reaching foreign visitors – who comprised just under half of all visitors according to the 2011-2012 annual visitor survey - it is also an important factor in supporting the domestic audiences as well many of whom have limited data in their payplans.
9. The majority of V&A visitors – and particularly those who are younger and reside in the UK - do not typically use 'museum audioguides'. These younger visitors express a preference for using their own device, citing most often its convenience and familiarity. However, given that they are not traditional tour takers, the nature of the experiences and/or content they would find appealing is less clear. Translating their enthusiasm into

use will require not only an appropriate offer but also the removal or amelioration of any practical barriers such as lack of headphones, battery charging, etc.

10. If the Museum wants to 'convert' the traditional audio tour takers amongst its audience and encourage them to use their own devices it will be important to provide a service that is very easy to use, clearly be a Museum service (with the credibility that conveys), and the V&A will need to give some consideration to the more practical issues such as opportunities for visitors to charge their phones, and offering headphones to those who may not have them.
11. Visitors' expectations for mobile are focussed around ease of access, content that is tailored to their interests and needs and an offer that at least covers the 'basics' – hours, prices, what's on etc. This highlights the need to design experiences from a user needs and motivations perspective rather than a technology perspective.
12. The most immediate opportunities tap into what visitors are already doing: taking pictures and searching to discover information. Respondents were also positive about the idea of music relating to a period or place. Other opportunities – creative activities such as drawing, or games – would be more appropriate as part of bigger strategy to connect with specific audiences.
13. Given the speed of change impacting both technologies and behaviours (not to mention the often significant costs associated with working in this area), establishing benchmarks, testing, iterating and measuring reach and impact will be vital to ensure that success and continued organisational support. This research provides a first set of benchmarks around reach.

Mobile Ownership

Smartphone Ownership Amongst Visitors to the V&A

More than 70% of visitors to the V&A surveyed own a smartphone. Estimates of ownership by nationality vary - Ofcom suggests 39%¹ whilst Google suggests the higher figure of 51%² - but, despite this variation, we can see that visitors to the V&A are significantly *more likely* to own a smartphone than the general UK population.

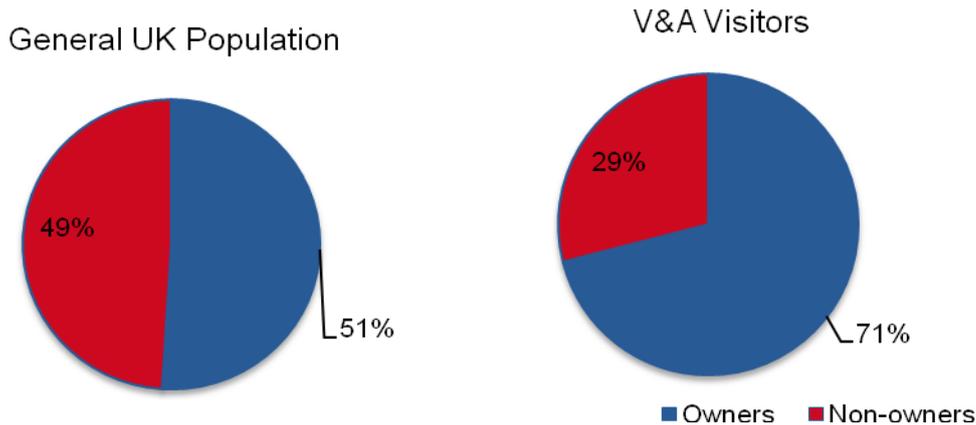


Figure 1: Q. Do you own a Smartphone? Source: 2012 Google Our Mobile Planet and 2012 Fusion-FGW: V&A Mobile Visitor Study

Since visitors were first surveyed, in 2010, V&A visitor smartphone ownership has grown by 137% and ownership is likely to continue to grow rapidly. Nearly a quarter of visitors surveyed who don't currently own a smartphone plan to buy one within the next year.

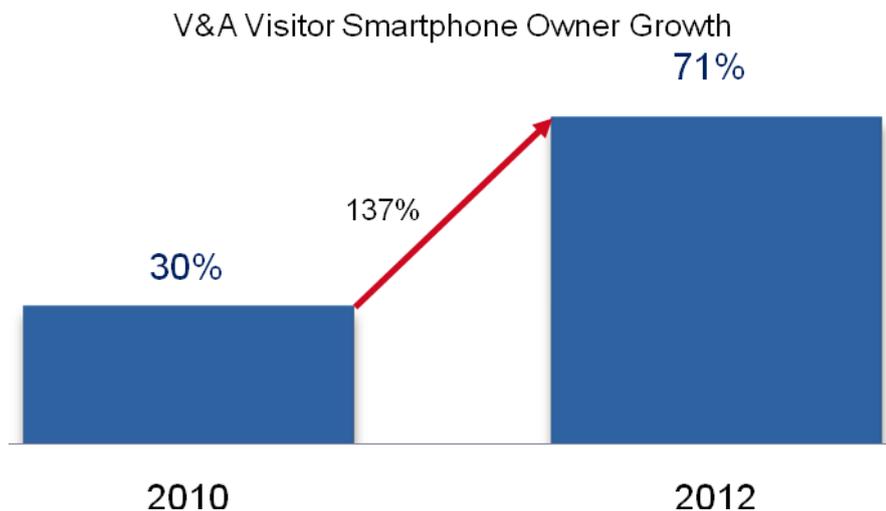


Figure 2: Q. Do you own a Smartphone? Sources 2010 Fusion Future Plan Evaluation & 2012 Fusion/FGW Mobile Visitor Survey

¹Ofcom Communications Market Report: UK, July 2012

²Google, Our Mobile Planet, May 2012

Not only do visitors own smartphones, but they typically take them everywhere – 89% of smartphone owners surveyed had their phones with them on their visit. Asked why they simply stated that they ‘always have it with [them]’.

Insight: Almost two thirds of visitors to the V&A own a smartphone and carry it with them in daily life and on their visit to the Museum. This percentage is likely to continue to grow rapidly in the next few years and represents a significant opportunity for the Museum.

Tablet Ownership Amongst Visitors to the V&A

A third of visitors surveyed own a tablet device and this is most typically *in addition to* a smartphone. As with smartphones, this level of ownership is significantly ahead of the national average of 11% tablet ownership.

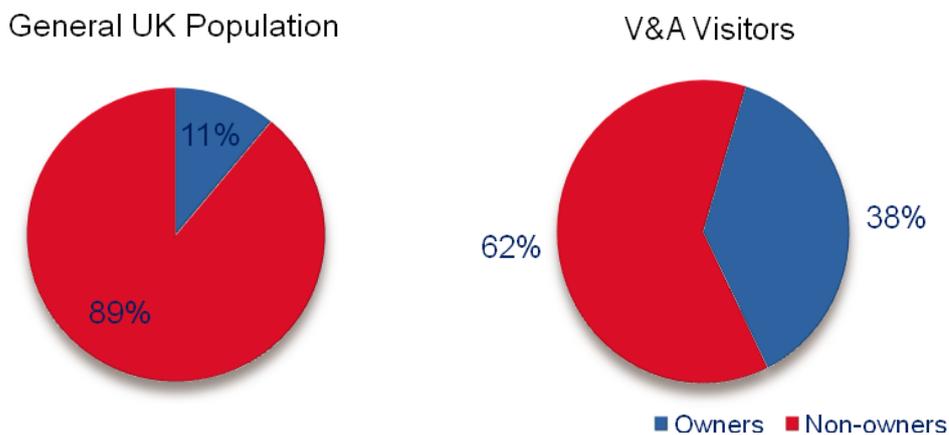


Figure 3: Do you own a tablet? Source: 2012 Google Our Mobile Planet and 2012 Fusion-FGW: V&A Mobile Visitor Study

Tablet owners have the longest experience with smartphones suggesting that ownership is still concentrated amongst what one might term very loosely ‘early adopters’. They are also slightly older than typical smartphone owners. This is in line with Ofcom’s findings that tablet ownership is higher amongst those aged 45-54 and those in AB socio-economic groups (19%)³.

³Ofcom Communications Market Report: UK, July 2012

What Did Visitors Bring With Them?

In contrast to smartphones, only 20% of tablet owners surveyed brought their device with them. This is broadly in line with the behaviours of tablet owners more generally. As Ofcom notes, “Even though a key reason for purchase is portability, 87% of tablet owners say they mainly use it at home.”

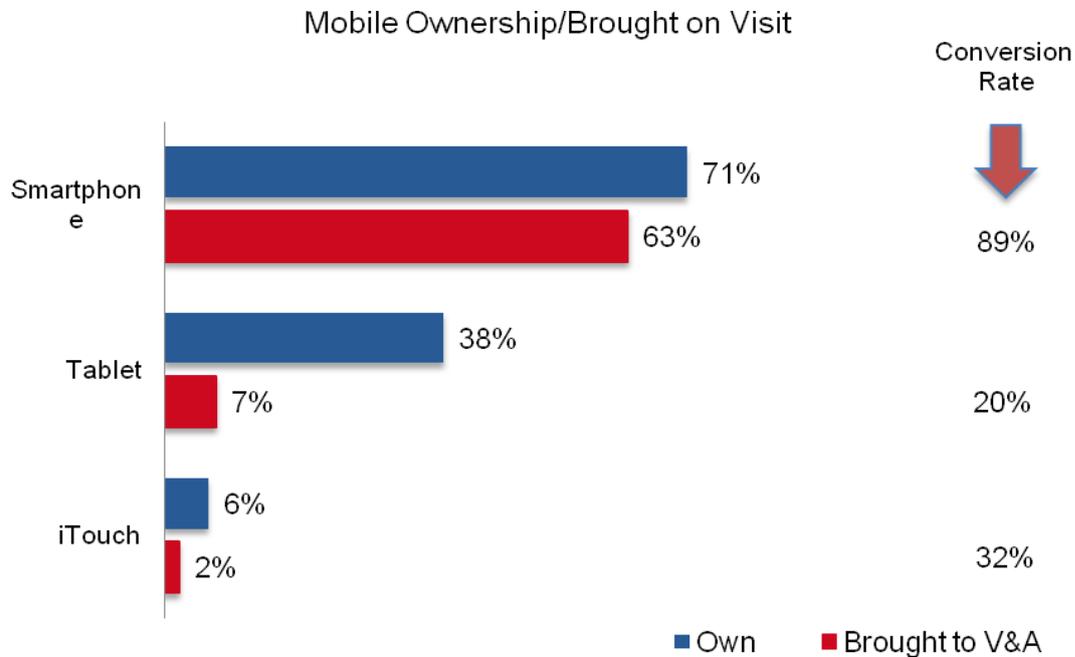


Figure 4:Q. Do you own... Q. Did you bring your internet mobile devices with you to the VA today?

Insight: Tablet devices represent a significant and growing opportunity for the V&A to connect with its audience. In the short to medium term that opportunity is associated with content and/or experiences to be consumed at home rather than on site. Given the correlation between smartphone ownership and tablet ownership there is an opportunity to cross market – using tablet based experiences to encourage visits to the museum and promote smartphone based experiences whilst visiting.

Device Choice

More than half of smartphone owners surveyed owned an iPhone. This is in contrast to a national average of around 30%⁴. Just under a third owned an Android device - more in line with national averages.

Smartphone Type by Operating System

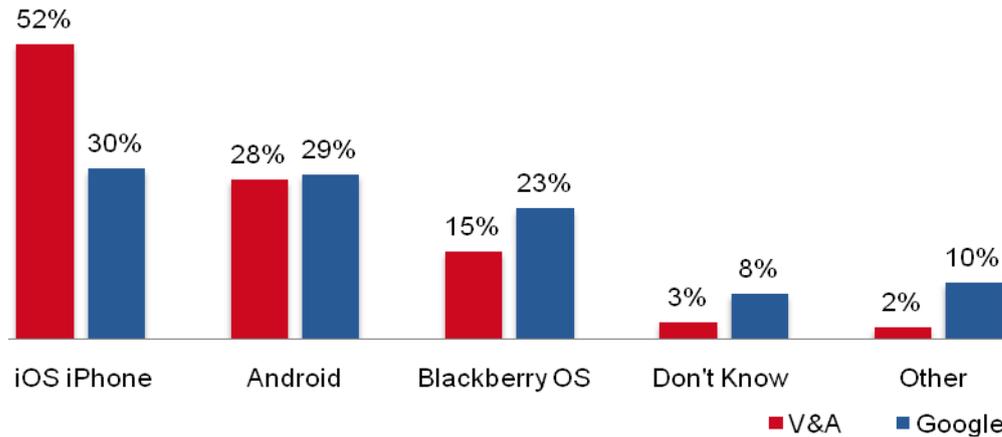


Figure 5: Which operating system do you have on your phone? With operating system we mean the software that is pre-installed on your smartphone

Smartphone and Tablet Operating Systems

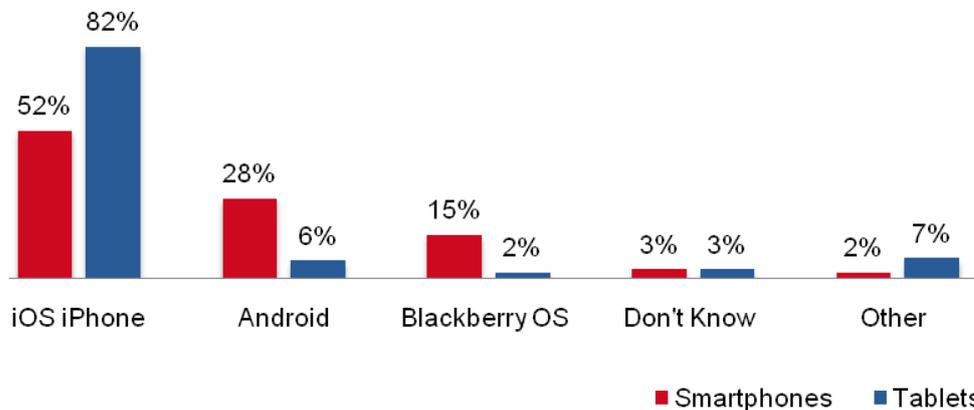


Figure 6: Which operating system do you have on your phone/tablet? With operating system we mean the software that is pre-installed on your smartphone

Similarly iOS was the overwhelming choice amongst tablets owners. This dominance by Apple may change over time, particularly given the rapid increase in the number of Android and Windows devices – phones and tablets - and significant price competition. However, we believe it is likely that the dominance of Apple in the context of visitors to the V&A may reflect visitor interest in design and the reputation of Apple for high design standards. Awareness of and sensitivity to design issues would be an interesting area to explore with Museum audiences as the V&A develops mobile services.

⁴Google Our Mobile Planet, May 2012

The Demographics of Smartphone Ownership

Age is a key demographic characteristic of smartphone ownership with younger visitors in our survey – that is those under 35 – having significantly higher levels of ownership. This is in line with Ofcom’s findings that suggested ownership is highest amongst younger age groups (16-24s and 25-34s)⁵. (Note: Although females in figure 7 have higher smartphone ownership incidence than males, it is important to note that female visitors, with an average age of 36, are significantly younger than male visitors, with an average age of 42.)

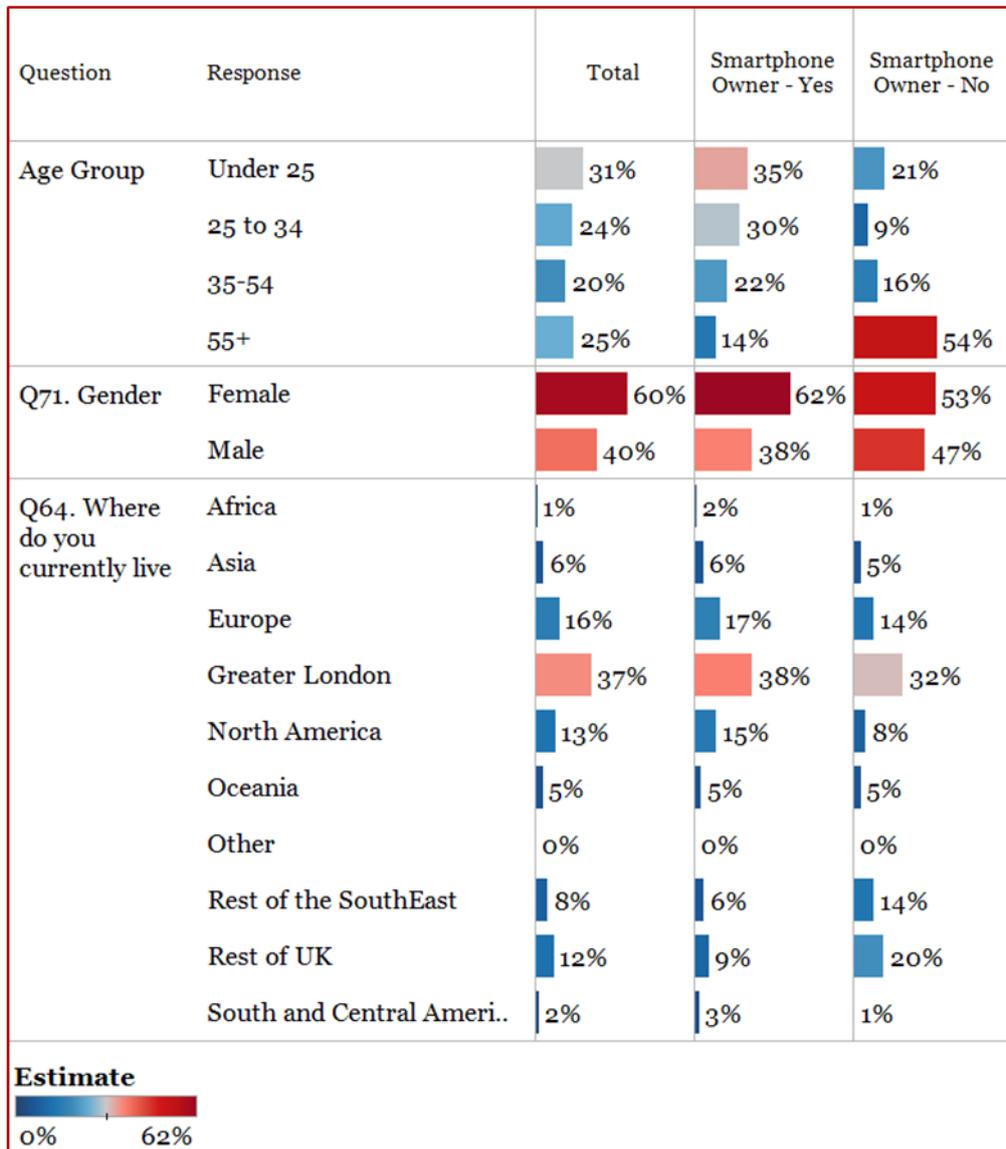


Figure 7: Demographic profile of smartphone ownership

While age is not in and of itself useful in determining the *type* of experience that might be successful with visitors, it will need to be taken into account. For example, simply transferring the traditional style of content one might find on an existing audioguide across to a mobile web environment is unlikely to be sufficient to ensure its appeal to this younger audience. Developing a voice and an appearance that speaks to this audience whilst staying true to the values of the Museum will be important. Understanding which topics and

⁵Ofcom Communications Market Report: UK, July 2012

galleries – see below -appeal to younger visitors may also help prioritise experimentation and service development.

Gallery Average Visitor Age

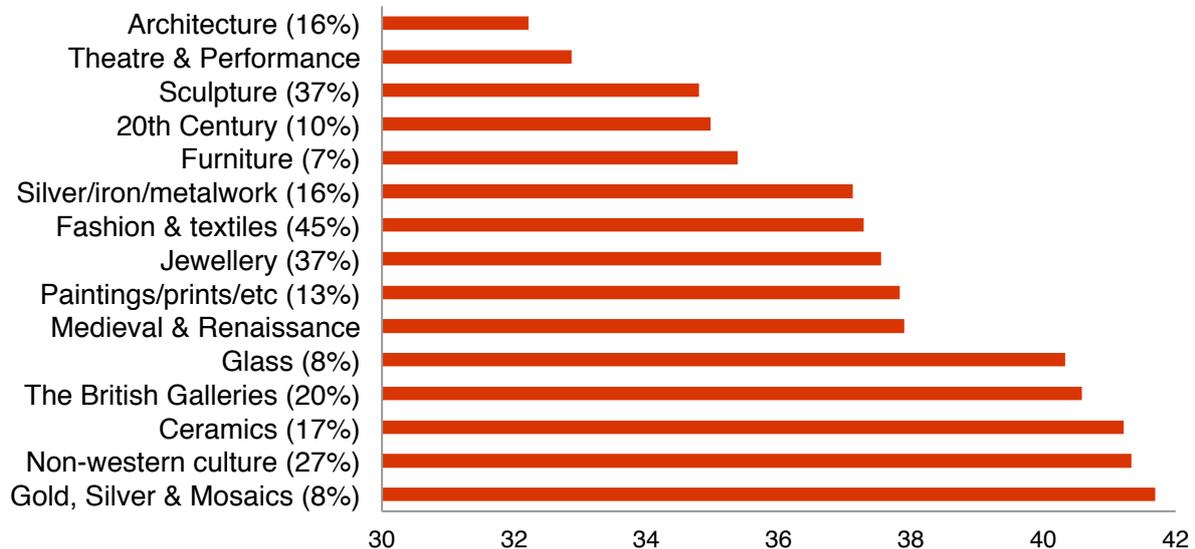


Figure 8: Which of the following galleries did you visit today?

The flipside of this coin is that older visitors are less likely to own a smartphone. In this survey non-mobile visitors were older – with an average age of 49. Given that almost 40% of the V&A’s audience is 45 or above, it’s not currently feasible to rely on users’ own devices to deliver interpretation to older visitors. However, it should be noted that one in five of these non-mobile owning visitors surveyed are planning to buy a smartphone within the next year. In fact, we can expect that the majority of visitors, regardless of age, will own a smartphone within the next few years.

Even so, as we will see, ownership and use are different matters and this will need to be kept in mind when thinking about the extent to which the Museum can rely on user’s own devices in the longer term.

Insight: In the short term smartphones present a significant opportunity to connect with younger audiences. This will need to be considered when determining the type of experiences and content created. In the medium term ownership is likely to extend across the age range. However, it will continue to be important to consider the different ways in which various age groups think about and use their devices.

Smartphone & Mobile Usage

V&A visitors engage in a range of smartphone activities at rates equal to or higher than the general UK population.

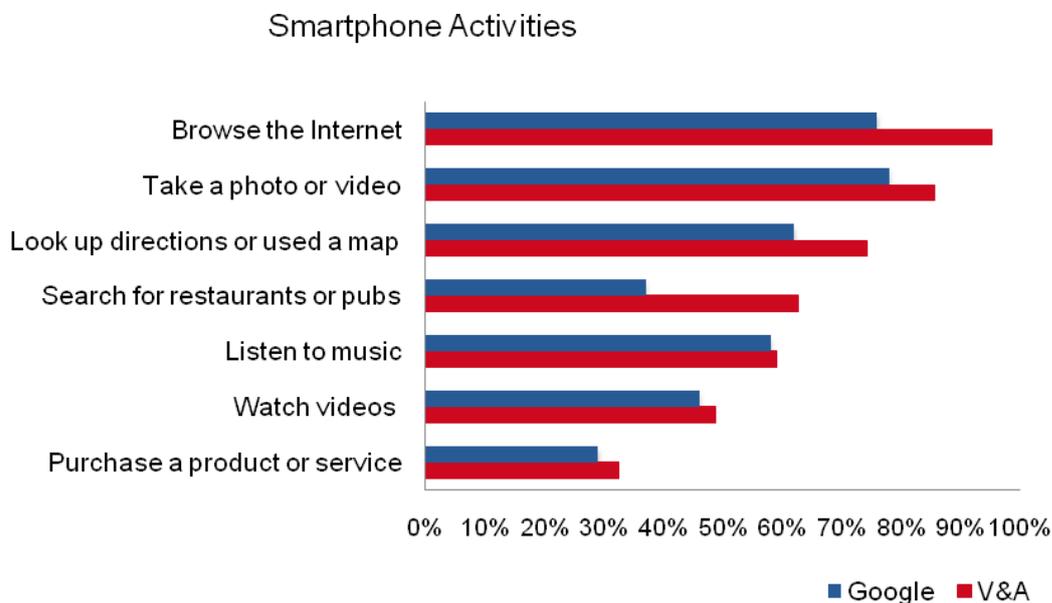


Figure 8: Which of the following activities do you do regularly with your smartphone (apart from calls and texts)?

Activities range from browsing the internet, taking photos and looking up directions to purchasing products. The level and breadth of activity is a good first level indicator for in-gallery mobile services.

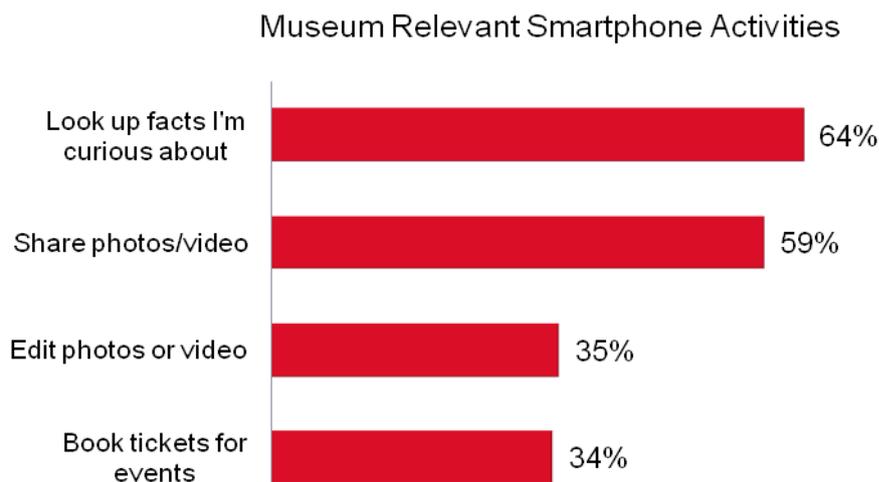


Figure 9: Which of the following activities do you do regularly with your smartphone (apart from calls and texts)

Use of Smartphone To Enhance Gallery or Cultural Visit

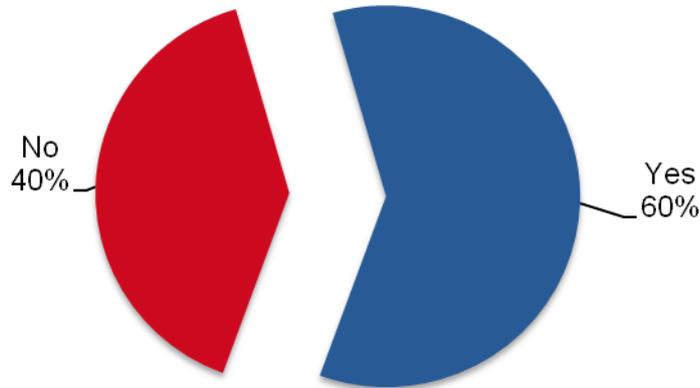


Figure 10: Q. Have you ever used your smartphone at a gallery or a cultural site to enhance your visit for any reason? Sample size: N=258

In fact, the majority of smartphone owners visiting the V&A are *already* using their phones to enhance their cultural visits. This is not a behaviour we need to create from scratch but rather one we need to leverage.

Smartphone Museum/Gallery Activities

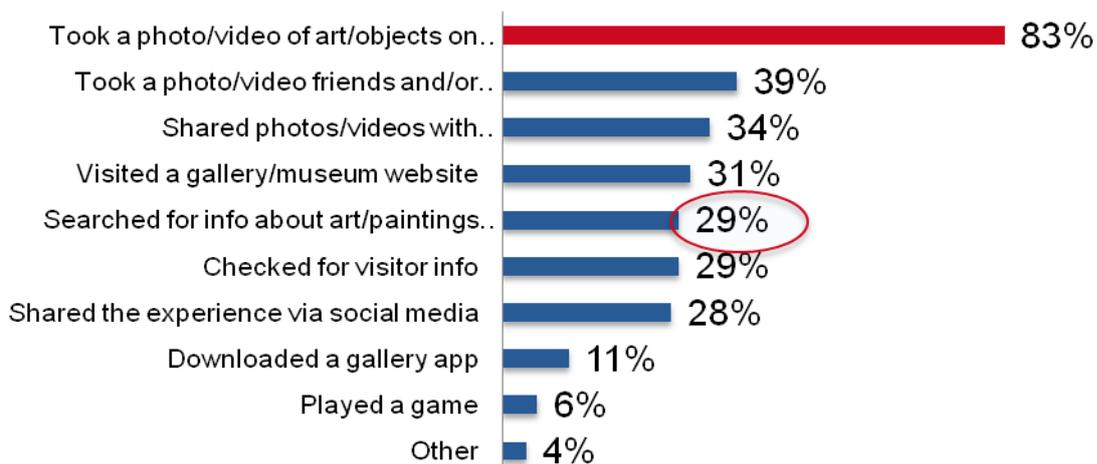


Figure 11: Q. What activities did you engage in using your smartphone, which enhanced your gallery or cultural visit? (Tick all that apply) Sample size: N=258

By far the most frequently reported activity is taking a photo or video of an object on view. In fact the top three activities are all photography related. We see a significant opportunity to tap into these behaviours.

In particular we see potential to create/shape opportunities to enhance learning and interpretation - by supporting active looking and visual interrogation of objects – and marketing – through the creation of ‘souvenir’ images that can be shared via the web.

However, it’s also clear that a significant proportion of smartphone owners are already actively looking for information to enhance their visits with just under a third searching for information on objects on view or visitor information. This is perhaps unsurprising given the way in which mobile is increasingly becoming the platform of choice for browsing the internet. Findings from Ofcom suggest that more than four in ten smartphone users (42%) agree with the statement: “my phone is more important to me for accessing the internet than any other device”⁶. We see an opportunity to meet significant interpretive objectives by supporting this existing behaviour through easily accessible and appropriate mobile content.

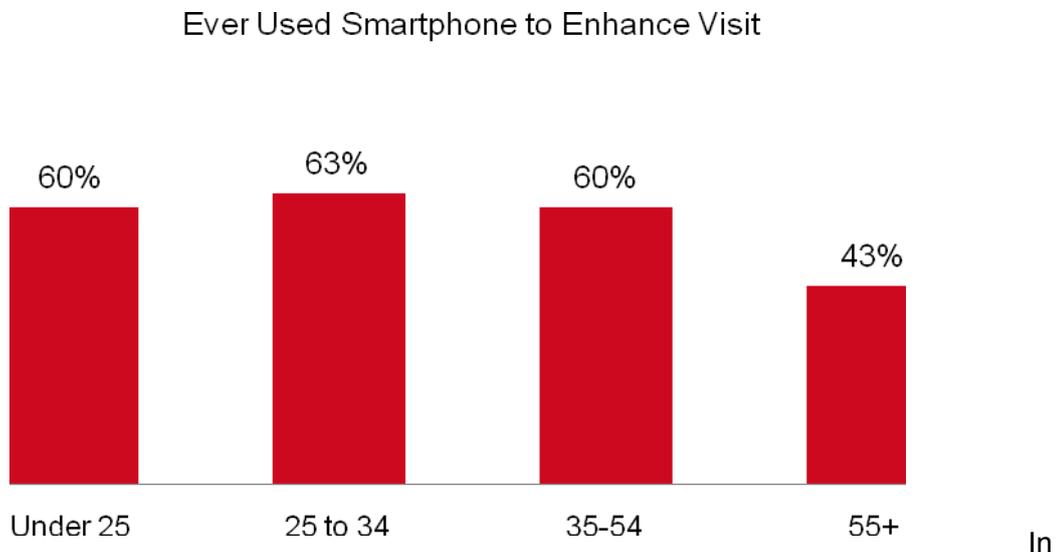
It’s worth noting that just 11% of the smartphone owners reporting using their devices to enhance a cultural visit do so by downloading an app. This perhaps reflects some of the conceptual and practical hurdles apps present the visitor. For example, very few visitors consider and select their interpretation before they visit so few typically search for and download an interpretive app before they visit a museum. And few cultural venues offering apps support them with promotion and access to WiFi to encourage take up on-site. This is not to suggest that apps have no role but rather to highlight the importance of motivational, practical and marketing factors in determining success.

Insight: The majority of smartphone owners visiting the V&A are *already* using their phones to enhance their cultural visits. There is an opportunity to leverage these existing behaviours to meet the Museum’s mission. Photography and object information offer the richest immediate potential.

⁶Ofcom Communications market Report, July 2012, p 223

Age Impacts Use of Smartphones to Enhance a Cultural Visit

Visitors aged 55 and over were around a third less likely to report having used their smartphone to enhance a cultural visit.



In other words, with smartphones our oldest visitors show differences in behaviour - not just levels of ownership. It's unclear to what extent this may change over the short to medium term. In the short term we would anticipate lower levels of use of mobile services by this age group and would recommend monitoring participation going forward.

Insight: Whilst visitors across the age range are already using their smartphones to enhance their visits to cultural attractions there are differences between age groups with older visitors less likely to naturally use their phones to enhance their visits. These distinctions in use will continue to be important even as ownership levels rise.

V&A WiFi Service

Currently just 13% of visitors surveyed logged on to the V&A's WiFi network. This represents less than half of the total number of visitors who logged on to the internet during their visit.

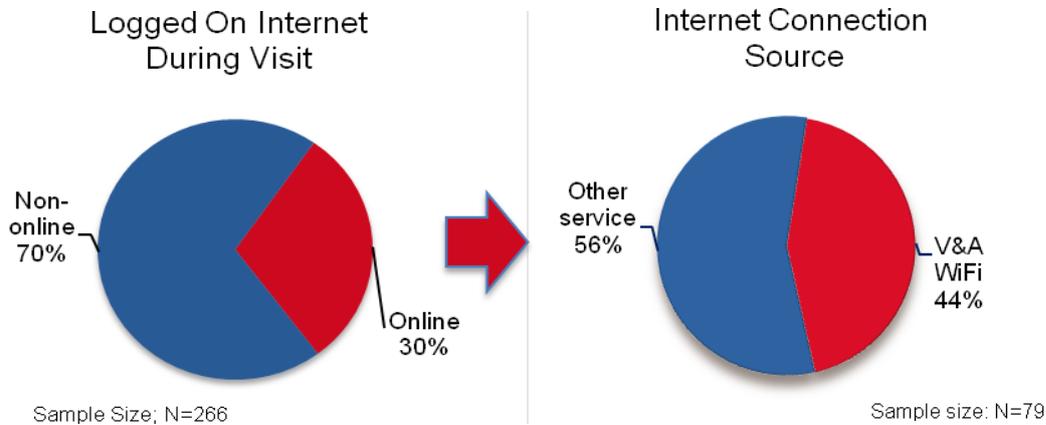


Figure 12: Q. Did you log on to the internet using a mobile device, excluding a laptop (e.g. with a smartphone or tablet) during your visit to the V&A today?

The most significant reason for this low take up of the free service would appear to be poor awareness. Less than one in five visitors surveyed was aware that the V&A provides free WiFi. More positively, there appears to be a great deal of enthusiasm for the service - 78% of visitors reported that, had they been aware - they would have used the service.

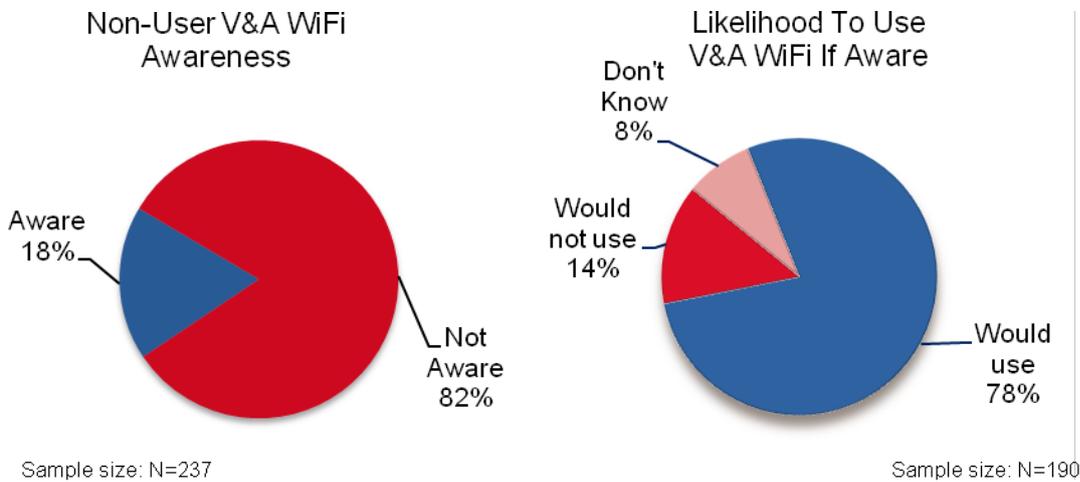


Figure 13: Q. Why didn't you use the free V&A WiFi? /Were you aware that the V&A provides free WiFi? Q If you were aware that the V&A provided free WiFi and you had your mobile device, would you have accessed the internet on your mobile device?

Insight: Low awareness of the free WiFi service is having a significant impact on the proportion of visitors who are using the system despite significant enthusiasm for it. Communicating both the availability of the system and its benefits will be crucial to success.

V&A visitors found the service easy to access but rated the strength of service far less positively across a range of locations throughout the museum.

Visitor Ratings of V&A WiFi Service

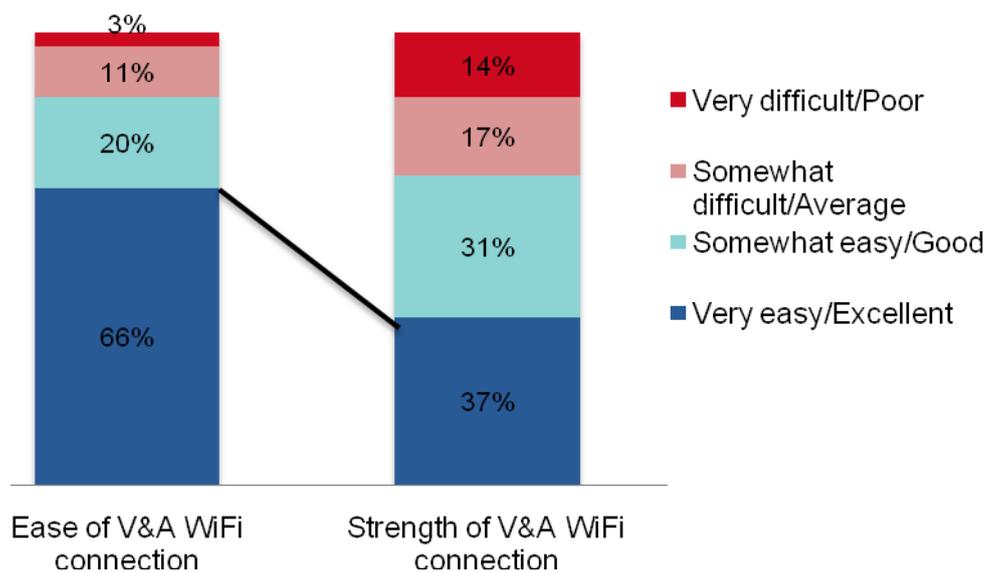


Figure 14: Q. How easy was it to get on the V&A WiFi? Q. How would rate the strength of the V&A WiFi? Sample size: N=35

Less than half of visitors who went online during their visit accessed V&A content. Without a dedicated offering for the in-gallery experience or in-gallery prompts, this is perhaps not surprising.

V&A Visitor Mobile Online Activities

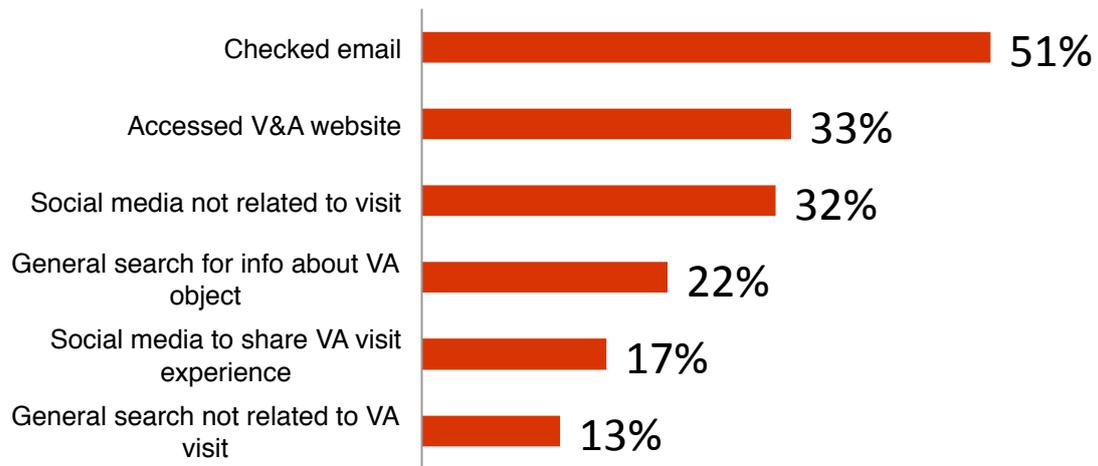


Figure 15: Q. What did you/What else did you use does online during your V&A visit? Sample size: N=72

The survey suggests, however, that there is a significant degree of enthusiasm for online museum mobile activities. More than half of potential WiFi users stated that they would have accessed V&A object information and/or the museum website had they been aware of the service.

Potential V&A Visitor Mobile Online Activities

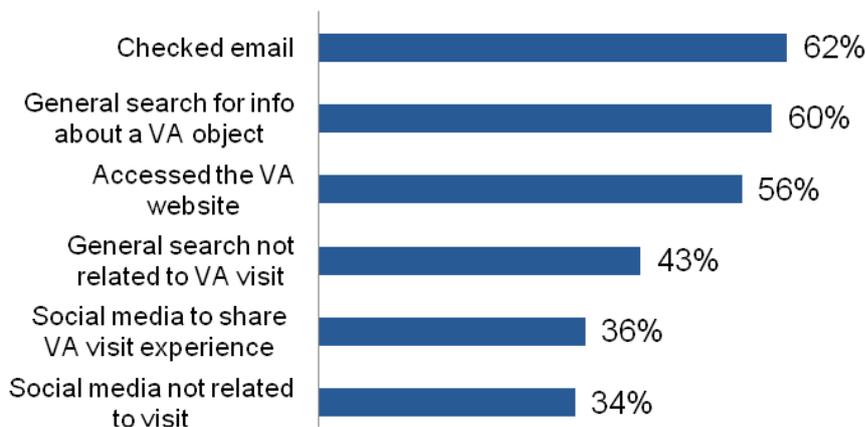


Figure 16: What would you have done on the V&A WiFi if you were aware and used it?

In other words, we can see that the take up rates reported in this survey have significant potential to grow. Perhaps most importantly it signals that, while a robust technological infrastructure is vital, successful mobile interpretation needs effective marketing and operational support in the galleries.

Insight: The V&A audience is enthusiastic about the free WiFi service and the idea of accessing museum content. Users find the WiFi service easy to access but are less positive about the strength of connection. Given appropriate promotion and some improvements to the robustness of the connectivity one could expect significant levels of take-up.

Is WiFi Important for Delivering Mobile Interpretation?

Accessing mobile interpretation – particularly rich media such as audio – requires strong and consistent access to data via either 3G or a WiFi connection. This survey shows that the majority of non-UK resident visitors and a quarter of UK visitors have their data connection turned off during their visit. Cost is the main driver. Access to a WiFi network is, therefore, crucial to delivering mobile interpretation and other services.

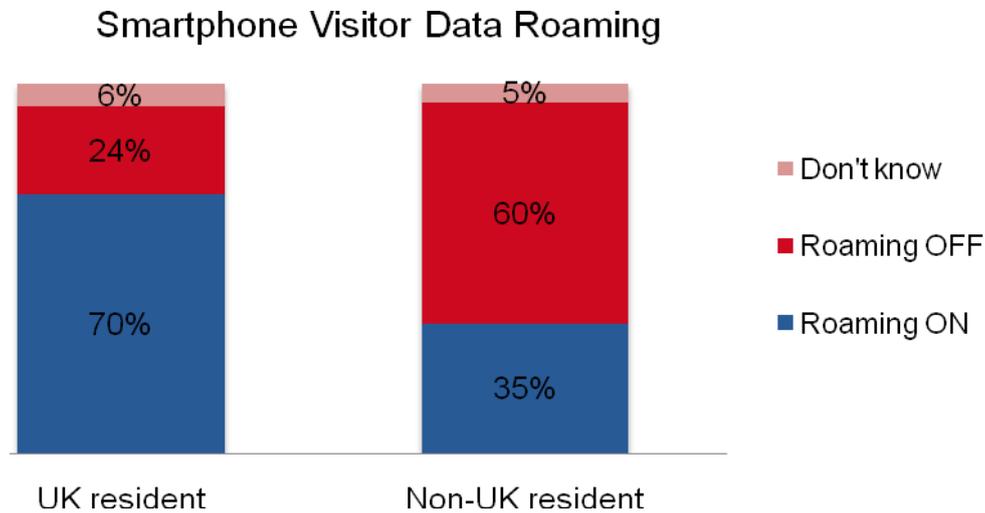


Figure 17: Q. During your V&A visit did you have your smartphone data roaming turned on? Sample size: N=237

For overseas visitors the potentially enormous costs associated with data roaming charges mean that turning data roaming off has become part of their routine travel checklist. Few of us travelling abroad with our own personal device will take the risk of leaving data roaming on and incurring a hefty bill.

For UK visitors the motivation for turning off data were more around conserving their allowance on a local pre-paid plan.

Insight: The cost of data means that access to free WiFi is absolutely crucial in reaching foreign visitors – who comprised just under half of all visitors according to the 2011-2012 annual visitor survey - it is also an important factor in supporting the domestic audiences as well.

Use of Guides and Device Preference

Given that one of the goals within the Interpretation strategy is to delivery more interpretation via audio we looked at whether the Museum audience are already habitual guide users and whether the platform used to deliver the content might influence their behaviours.

Looking first at their existing behaviours, we see that less than half of V&A visitors surveyed always or sometimes take a museum audio guide.

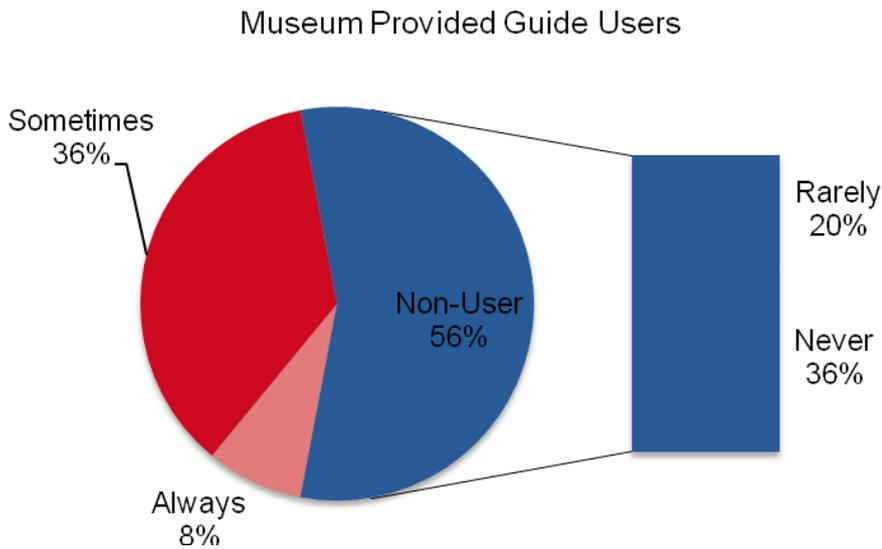


Figure 18: Q. In general how often do you use audio or multimedia guides when visiting galleries or historic cultural sites?
Sample size: N=359

There are noticeable demographic differences between museum guide users and non-users: those who rarely use these guides are younger on average and more likely to be UK residents. However, there is no correlation in smartphone ownership and, in fact, museum guide users are slightly *more* likely to have already used their own device to enhance a cultural visit.

Visitor Characteristics	Always	Sometimes	Rarely	Never
Percent of visitors	8%	36%	20%	36%
Average age	49	39	38	34
UK resident	48%	49%	69%	60%
Smartphone owner	69%	77%	66%	70%
Used smartphone to enhance gallery visit	68%	63%	56%	55%

Figure 19: Characteristics of Museum guide users and Non-users

Around half of the visitors surveyed (who own a smartphone) say they would prefer using their own personal device over a museum provided device. This preference is stronger amongst UK visitors – with 57% strongly or somewhat preferring their own device – and those who rarely or never take a museum guide. It is weaker amongst non-UK residents – with 40% stating a preference for their own device – and those who always take a museum guide.

Device Preference For Audio Tour

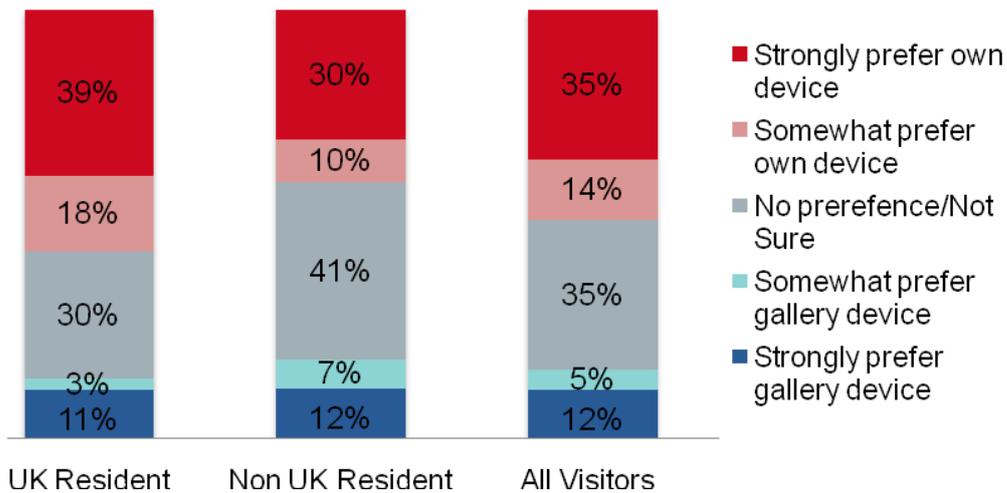


Figure 20: Q. If you had the choice would you prefer to take an audio tour using a device provided by the Gallery or your own personal device?

Museum Device Preferences

For those visitors who express a preference for a museum device we can see three themes underlying their perceptions:

- Ease and familiarity
- Comprehensiveness and professionalism
- Battery life

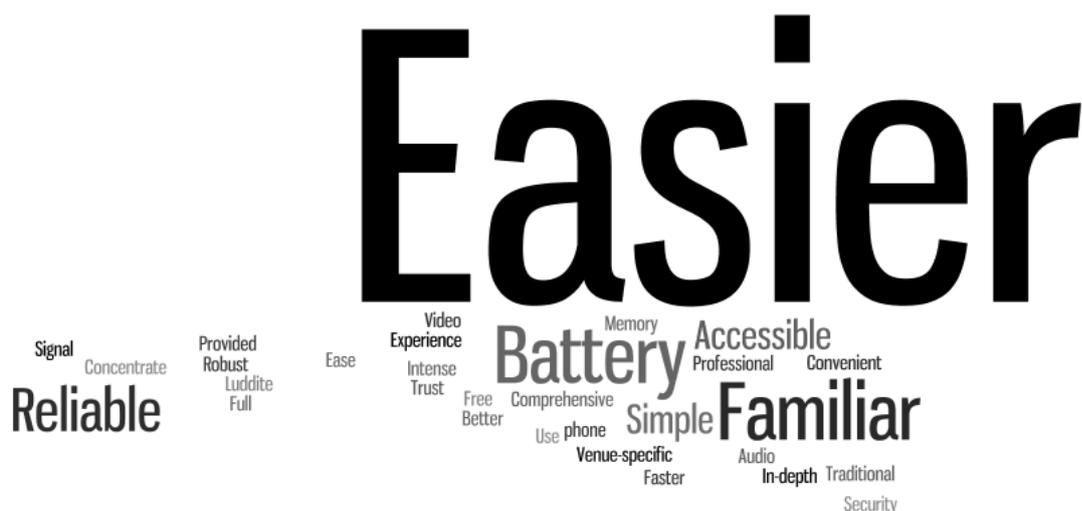


Figure 21: Q. Why would you rather use a museum provided device?

We have a lot of enthusiasm for experiences accessed via personal devices but the degree to which we can convert this enthusiasm into use is not clear at this stage.

This audience seems less focussed on the practicalities – possibly as a result of being largely non-tour takers. They aren't focussed on battery life for example or the fact that less than half of them have headphones with them. However, even though practical issues aren't top of mind for this audience, ensuring the practical issues are addressed will be important given their focus on speed and convenience.

Insight: The majority of V&A visitors – and particularly those who are younger and reside in the UK - do not typically use 'museum guides'. These younger visitors express a preference for using their own device, though the nature of the experiences they would find appealing is less clear. Translating that enthusiasm will require not only an appropriate offer but the removal or amelioration of any practical barriers such as lack of headphones, battery charging, etc.

Opportunities

Within the scope of this research we were not able to test specific detailed propositions with visitors. We did, however, look at their expectations for mobile content - accessible via their own devices and provided by the Museum – and explored 6 broad categories of experience with them.

Expectations

Visitors have three basic expectations for V&A mobile content accessible through their personal devices:

1. **Easily Accessible:** visitors are open to using their own devices but require instant and hassle-free access. Robust connectivity and simple, intuitive experience design will be essential.
2. **Content Tailored To Visitor Needs & Interests:** shaping and communicating the offer around the visitors' needs and interests will help drive take up. Starting from who the visitor is, why they came and what they hope to get out of a visit will help prioritise the myriad potential services and mountain of collections data.
3. **Basics Covered:** good basic visitor information - hours, facilities, what's on, ticket purchase, which galleries are closed – will continue to be important on mobile web as it is on static.

It is interesting to note that visitors have identified the *nature* of the service rather than specifying the actual service itself and that these expectations show significant cross-over from the static web.

Experiences

The six broad experience categories we tested with visitors included: audio commentaries, music related to the collection, creative activities, downloading a short film, more detailed text and playing a game. The tables on the following page identify the broad interest level shown by visitors and highlight some of the positive and negative themes picked up from their comments.

It is worth noting that visitors were given only a very general idea of what each experience might offer and some suggestions were likely to be more familiar and imaginable than others. This may have had an impact on their responses. We were also testing these ideas with a general audience: particular ideas may not have a broad appeal but could still have value for niche or hard to reach audiences.

Interestingly visitors are clearly sensitive to the value of their location in the museum – with concerns being expressed about certain experiences – video or lots of text for example - getting in the way of looking at objects. They value the Museum's unique knowledge of the collection and expertise. They show that the diversity of learning and experience preferences we see more generally in Museums carry over to this new medium – with some welcoming more atmospheric, sensory experiences and others anxious about sensory overload.

Insight: Visitors expectations are focussed around ease of access, content (experiences) tailored to their interests and needs and an offer that provides basic visitor information – hours, prices, what’s on etc. This highlights the need to design experiences from a user needs and motivations perspective rather than a technology perspective.

Visitor Mobile (High Level) Concept Feedback

Visitor feedback	Audio commentaries	Music related to the collection	Creative activities
Pros	Access to official information, easier than carrying museum device, no need to queue for museum device	Provide atmosphere - a unique experience you can't get from reading	Great for students and children - drawing, jigsaws
Cons	Prefer more visual/ sensory content - not interested in audio content	Sensory overload, some not keen on audio	Few visitors expressed interest in activities for themselves
Interest level	Medium-High	Medium-High	Low

Visitor feedback	Downloading a short film	More detailed text about object on view	Playing a game
Pros	Interested to learn more and add to the experience - if short, easy and wouldn't take too long to download	For some, they would appreciate an option to continue reading based on personal interest	Entertaining and way to break up the visit and relax
Cons	Not interested due to time or focusing on being present in museum	Most feel there is enough gallery information	Generally low interest from respondents – most thought best suited for students and children
Interest level	Medium	Low	Niche

Forecasting & Benchmarking

Mobile technology is in itself a rapidly changing field and mobile interpretation for cultural venues is emerging no less quickly. Given the speed of change impacting both technologies and behaviours (not to mention the often significant costs associated with supporting this area), establishing benchmarks, testing, iterating and measuring reach and impact will be vital to ensure that success and continued organisational support.

This research provides a step in that direction by establishing some clear benchmarks around ownership and on-site Museum related mobile activity.

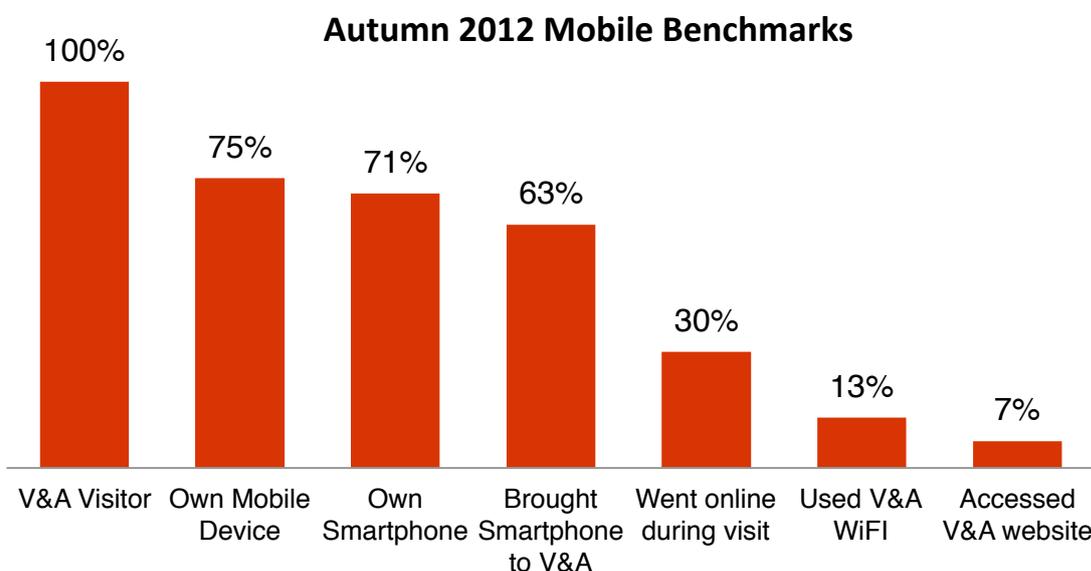


Figure 23: Benchmarks based on data gathered in October 2012

As services are designed and tested it will be important to broaden these benchmarks to establish *who* is being reached and *how/if* the services impact on the visitors' experience, learning and engagement with the Museum.

V&A Visitor Mobile Forecast: Unchanged Offer

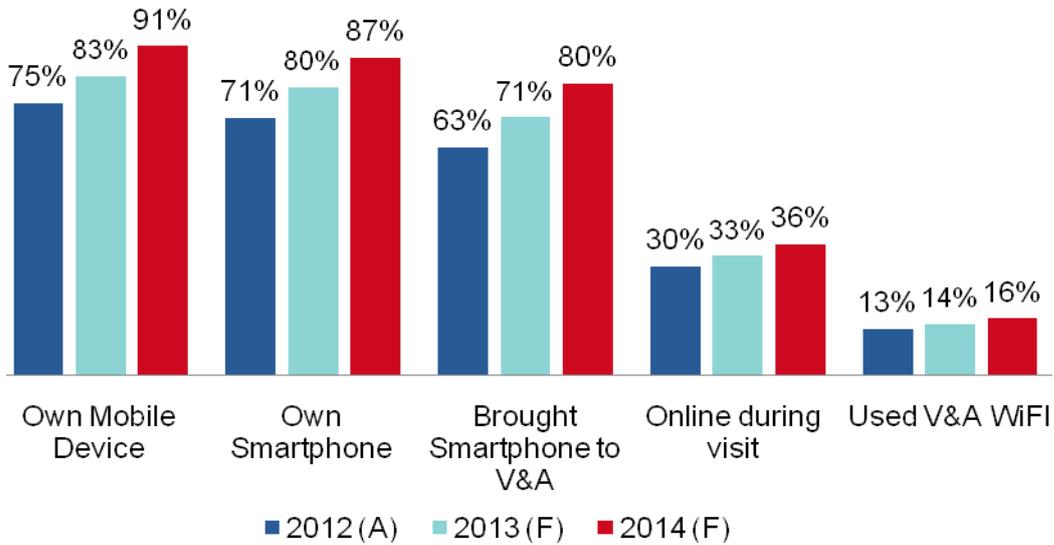


Figure 24: Mobile usage growth 2012 to 2014

The table above provides a forecast for the key benchmark criteria through to 2014. These forecasts are based on the *current operational and technical set up and service* (i.e. status quo of no promotion of the V&A WiFi service). The above forecast assumes the following annual growth rates; Mobile device ownership 10%, Smartphone ownership 12%, Percentage of visitors bringing their smartphones 13%, online visitors 10% and visitors using V&A WiFi 10%.

However, if the V&A effectively develops and promotes its mobile services, addressing visitor needs and interest, we can expect these levels of growth to be exceeded as illustrated in the figure 26.

V&A Visitor Mobile Forecast: Enhanced Offer/Promotion

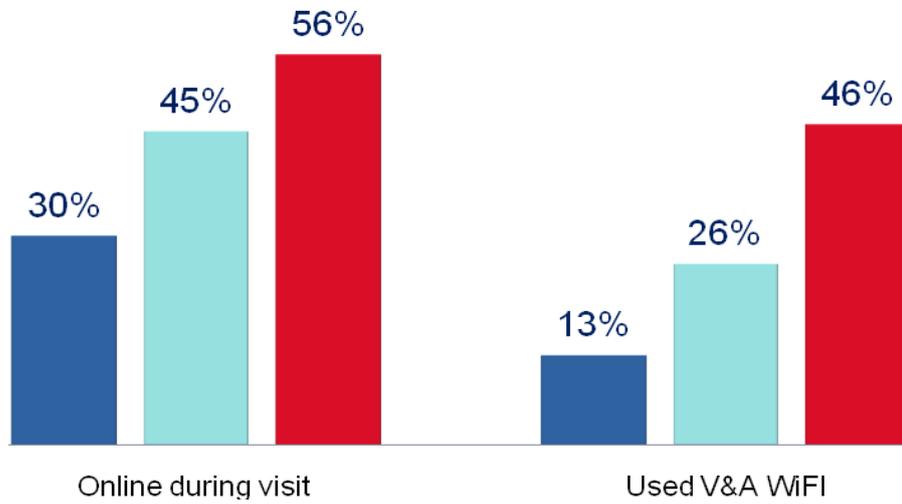


Figure 25:

This forecast looks at the likely impact of promotion and assumes an annual growth rate of online visitors at 50% and 25% and visitors using V&A WiFi at 100% and 75%.

Recommendations

Tap into existing visitor demand...

The audience for mobile services and products clearly exists among V&A visitors. Tap into their existing patterns of behavior and preferences to discover opportunities.

Promote mobile services and products...

Visitors today do not assume the museum will have provided WiFi and associated services. Until they do, the existence of mobile services and products and the ways in which they can support the visitors motivations and needs must be clearly communicated.

Use your visitors' needs and motivations to define your offer...

The technology can do almost anything and your collection is so rich it can support a myriad stories and experiences. The motivations and needs of your audience will be key to selecting and designing successful mobile services just as they are in other areas of Museum activity.

Test and evolve new mobile products...

Visitor mobile gallery/museum preferences are not well established – the key to creating engaging mobile products that visitors will want to use will take testing, measuring and refinement.