



**ARTORY**



## INTRODUCING ARTORY

*“Artory is a ground-breaking collaborative research and development initiative measuring the quality of cultural experiences through the use of mobile applications and implementation of shared cross art form metrics. ”*



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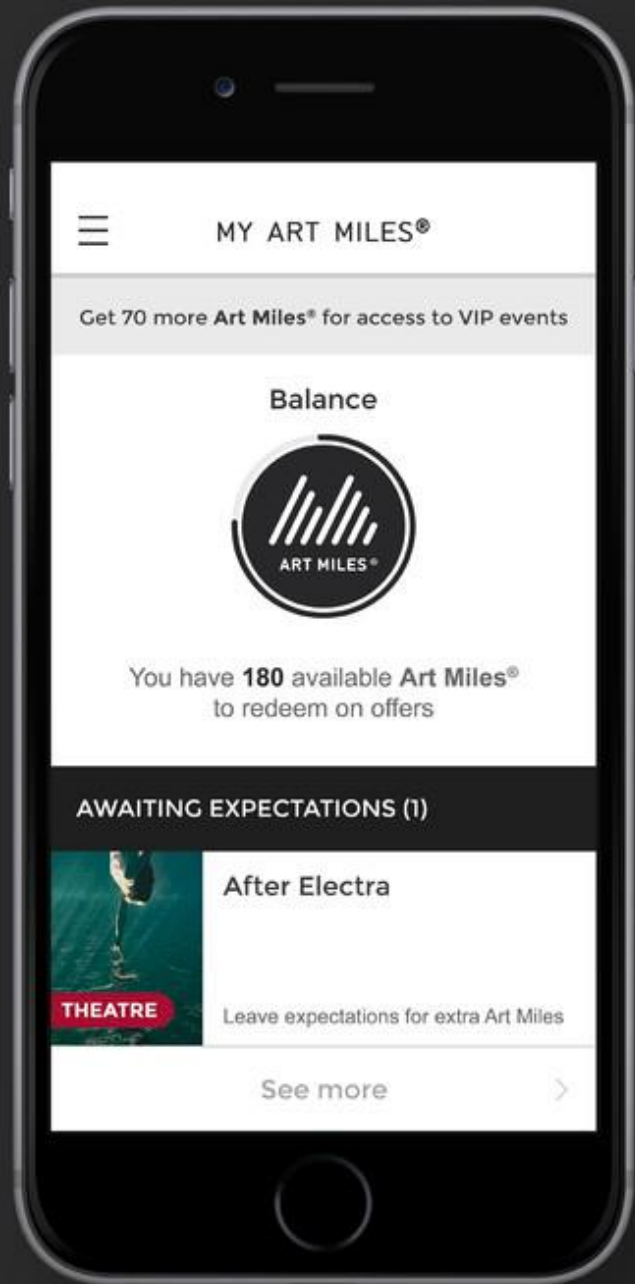
### **For Users**

Artory — the What's On App for culture in Plymouth that earns you **Art Miles**<sup>®</sup> to exchange for exclusive **offers** at venues across Plymouth.



### **For Venues**

Artory is an incentivised 'what's on' app for cultural events in Plymouth, which enables users to **leave feedback** and cultural organisations to understand their **audiences better**.

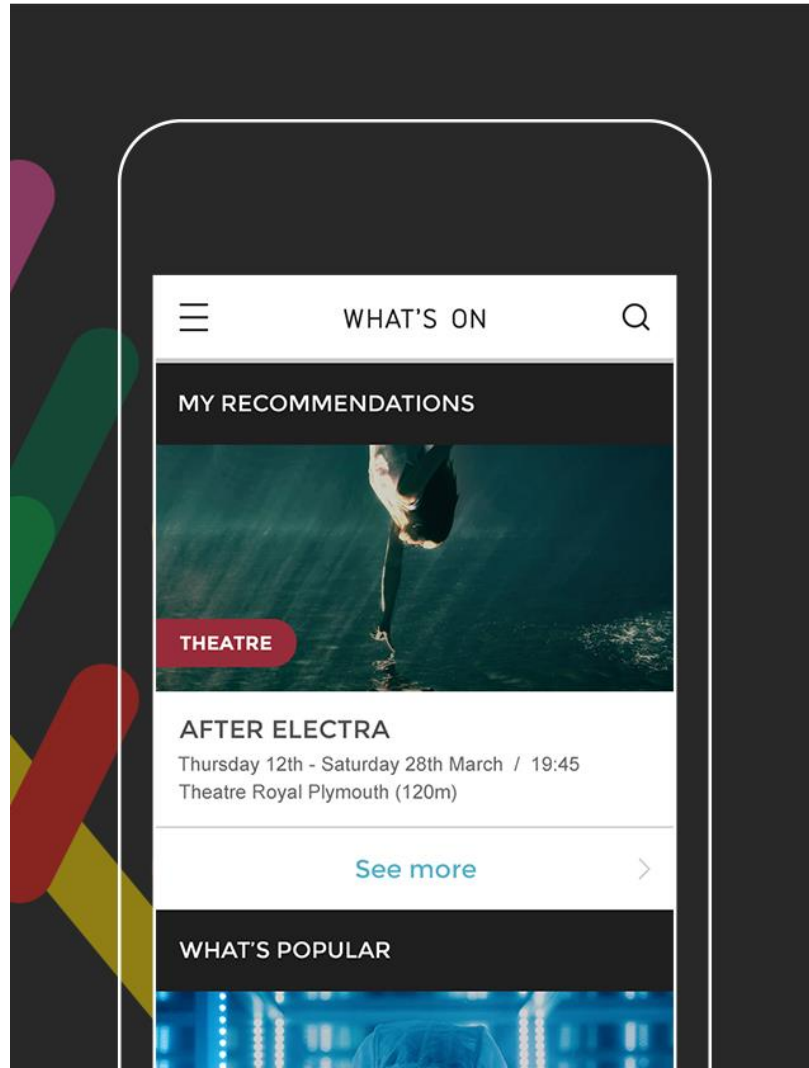


# FIND EVENTS

Find events based on what you like,  
your location, venue or date.



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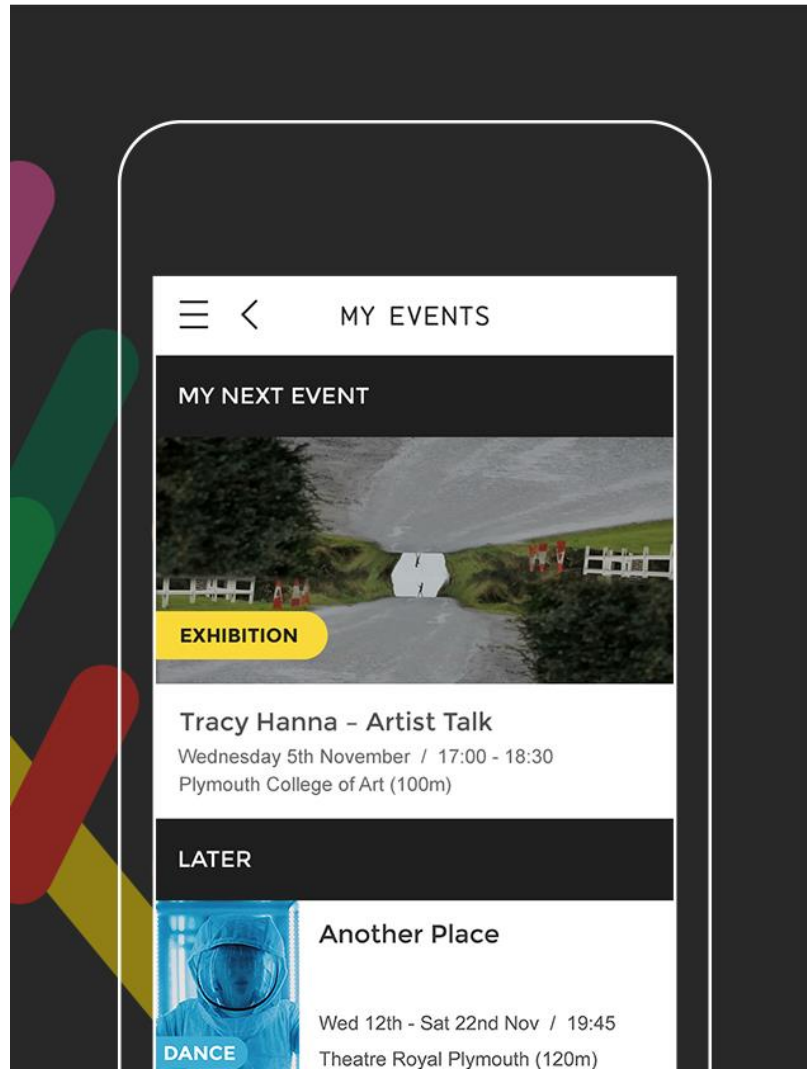


# PLAN AHEAD

Save your favourite events to your planner and get a personal reminder closer to the time.



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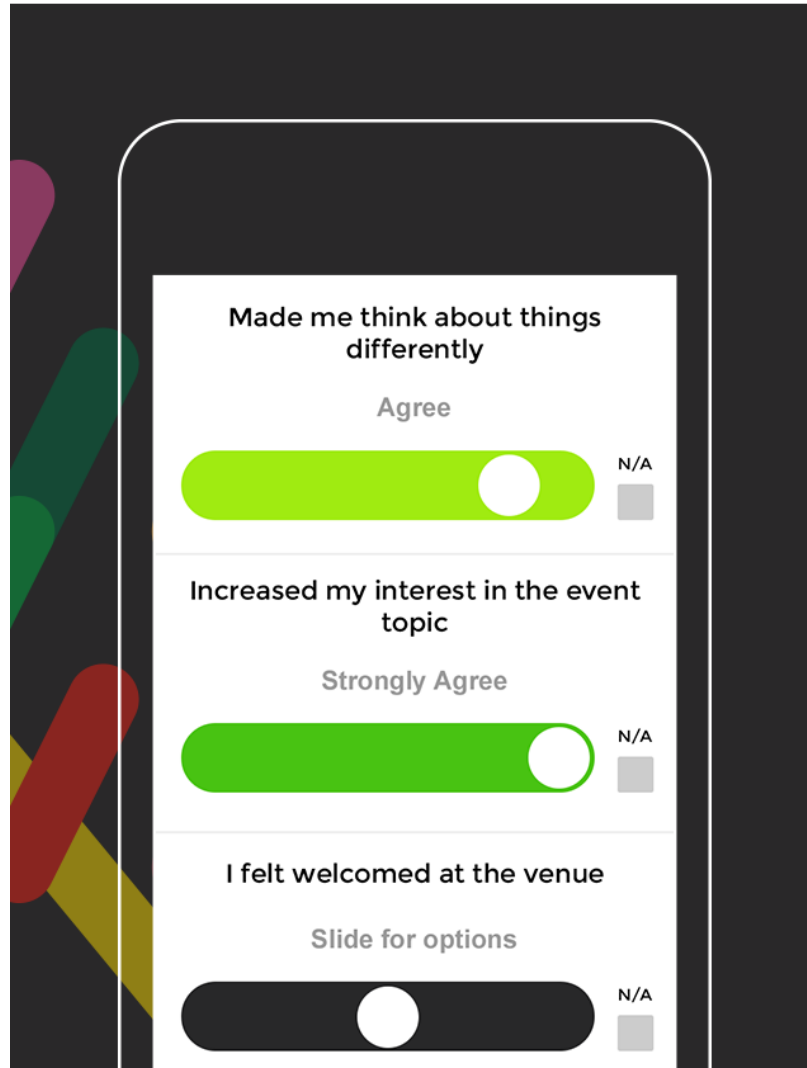


# GAIN ART MILES®

Check-in and leave reviews on events you have participated in and gain **Art Miles®** for exclusive offers.



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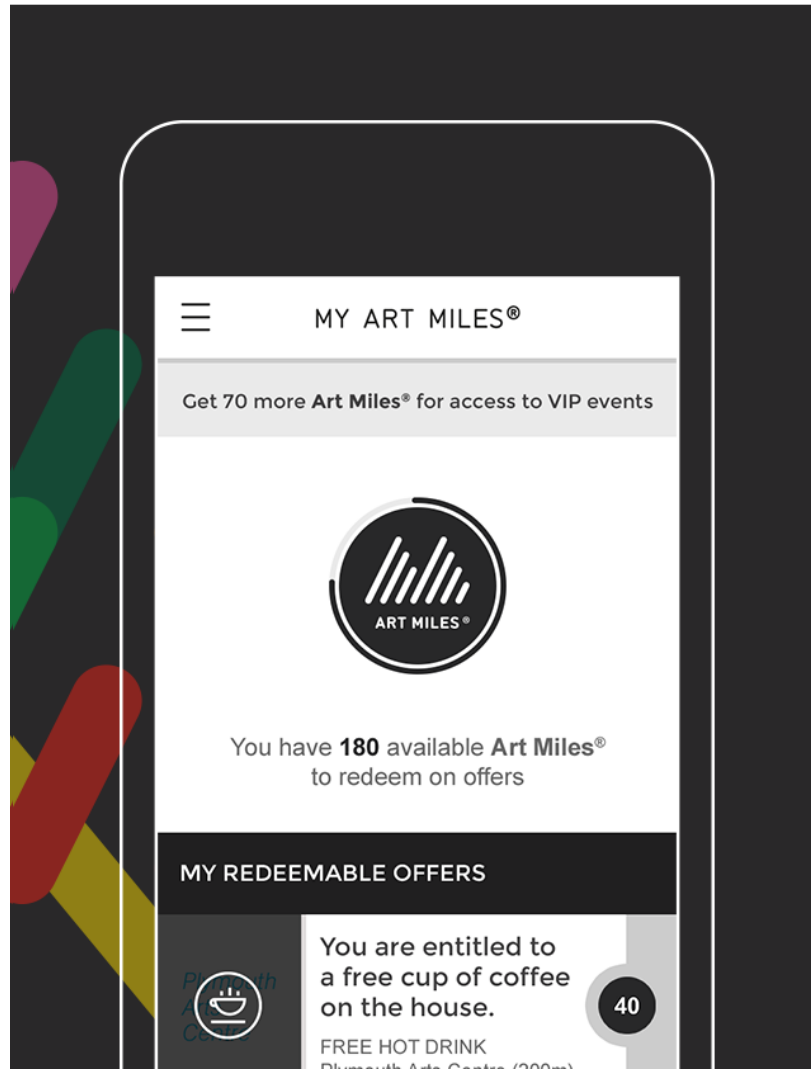


## USING ART MILES®

Spend your **Art Miles®** on offers such as free drinks and discounts on tickets. Keep using the app and become a VIP.



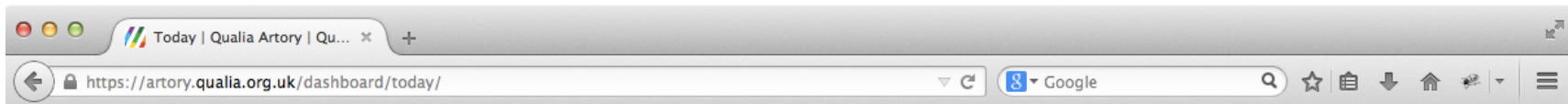
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# CONTENT MANAGEMENT DASHBOARD



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## INTERACTIONS

Today Last 7 Days All Time

Type	Plymouth Arts Centre	City Wide
Check Ins	2	14
Attendances	13	47
Offer Redemptions	0	2
Feedbacks	40	146

## ANNOUNCEMENTS

### Updates to Recommended and Trending Events

20 Apr 2015, 12:10 p.m.

I've tweaked the code to shuffle these on the What's On page, so more events can get the front page exposure.  
Chris

### Signups, now with Tables and Exports

20 Apr 2015, 12:05 p.m.

I've added a table view and a CSV export to the Signups analytics page. This will get applied to the other analytics pages soon - any feedback will be appreciated.

## OFFERS REDEEMED

## USING ART MILES®

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### How to earn Art Miles®

Action required	Points Earned
Downloading the App	10
Completing your profile	15
Visiting a venue (only 1 Check-in per venue per day)	5
Telling us your expectations of an event	3
Telling us what you thought about an event you attended	3-7-10

### How to spend your Art Miles®

Offers	Points Required
Hot Drinks	40
Soft Drink	40
Discount - £2 off	80
Discount - £5 off	100
Discount - £10 off	200
VIP Status (status remains once reached 250 points)	250



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## THE VALUE OF ARTORY *DATA & ANALYTICS*

## RATIONALE FOR ARTORY AS AN EVALUATION TOOL



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- Artory addresses need for audience feedback on cultural experiences.
- Pinpoints immediate experiences of individuals, while placing them into context of their wider cultural lives.
- Able to efficiently capture and analyse audience experiences, displaying results as they occur in real-time with data visualisations.



## THEORETICAL RATIONALE

- Incorrigibility of cooperative first person accounts of sensation and internal experience.
  - Only the individual has direct access to her or his subjective experience.
- Aims to develop accurate model of cultural engagement within and across cultural experiences.
  - Shows temporal, emotional, socio-cultural and psychological pathways through cultural engagement experiences.
  - Valid measurement of individuals' experiences aggregated to measure group patterns.



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## STRENGTHS OF APP-BASED EVALUATION

- Continuous
- Less obtrusive (distributed data collection)
- Efficient
- Potential for one-time infusion of expertise

# Developing shared metrics

- Held workshop with Plymouth cultural organisations.
- Found shared interests.
- Applied robust survey design methodology, adapting for smartphone app.



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## **ARTORY MEASURING AUDIENCE PROFILE**

- Gender
- Types of cultural events interested in
- Cultural venues visited in the last 12 months
- Postcode
- Employment category
- Highest completed level of education
- Annual household income

# THE VALUE OF ARTORY DATA & ANALYTICS



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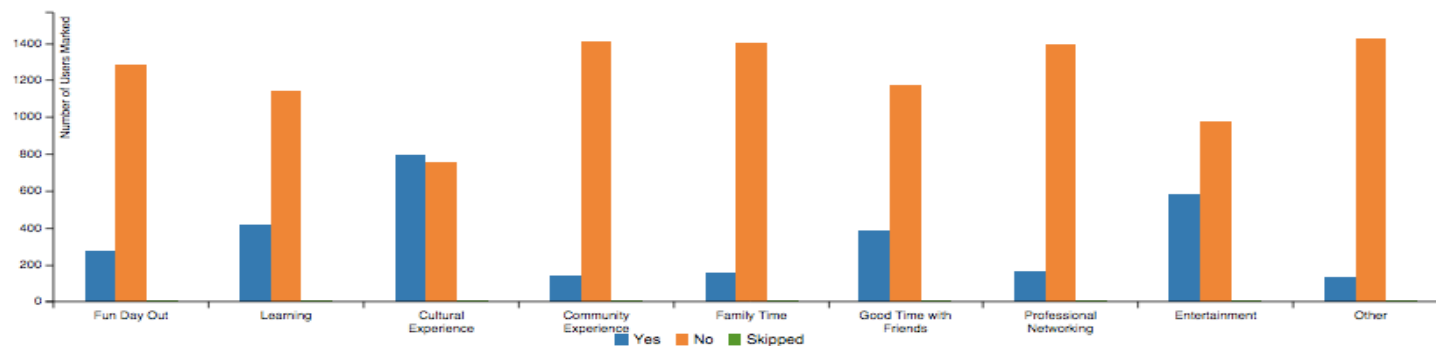
## MEASURING AUDIENCE EXPECTATIONS

**PRE-EVENT question** allocated/triggered when placing event or through attending (location check).

• *What are you hoping to gain from attending this event? [tick all that apply]*

- Fun Day Out
- Learning
- Cultural Experience
- Community Experience
- Inspiration
- Family Time
- Good Time with Friends
- Professional Networking
- Entertainment
- Other

## PRE EVENT QUESTIONS



# THE VALUE OF ARTORY DATA & ANALYTICS



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## MEASURING AUDIENCE OUTCOME

### POST-VISIT LEVEL 1

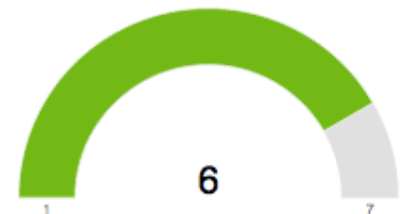
• *What do you feel you gained from attending this event? [tick all that apply]*

- Fun Day Out
- Learning
- Cultural Experience
- Community Experience
- Inspiration

- Family Time
- Good Time with Friends
- Professional Networking
- Entertainment
- Other

## QUESTIONS

Enjoyable  
513 Responded





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## MEASURING AUDIENCE OUTCOME

### POST-VISIT LEVEL 2

*•Based on your experience of this event, please indicate your level of agreement with the following descriptions*

- 'Generally Satisfied' (slider)
- 'Disappointing' (slider)
- 'Enjoyable' (slider)



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## MEASURING AUDIENCE OUTCOME

### POST-VISIT LEVEL 3

- 'Poor quality'
- 'Inspirational'
- 'Exciting'
- 'I didn't get it'
- 'Made me think about things differently'
- 'Increased my interest in the event topic'
- 'Saw new things or ideas'
- 'I'd like more experiences like this'
- 'I felt welcomed at the venue.'
- 'Great atmosphere'
- 'The venue was uncomfortable.'
- 'The venue was physically accessible.'



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## VALUE OF DATA FROM ARTORY

- Makes possible a **sector-led** metrics framework to evaluate arts and culture activities.
- Enables **audience-led** definition of quality of experience and depth of engagement, self-reported benefits of participation.
- Enables for first 1<sup>st</sup> time accurate evaluation of audience patterns, experiences across venues.



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## VALUE OF DATA FROM ARTORY

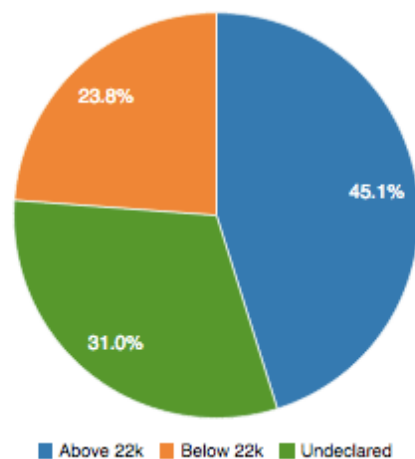
- Employing **consistent** measures of both audience characteristics and outcomes across different cultural experiences and locations.
- Enables new insights about the nature, drivers and patterns of cultural participation across Plymouth.
  - Could develop predictive models, test existing assumptions about audiences, etc.
- Will allow cultural organisations to make **evidence**-based decisions to improve audience experiences and extend participation.



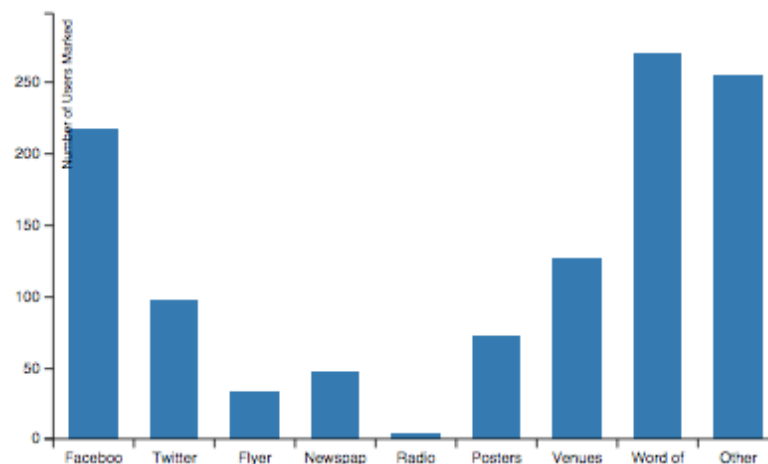
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# EXAMPLES OF ARTORY FINDINGS

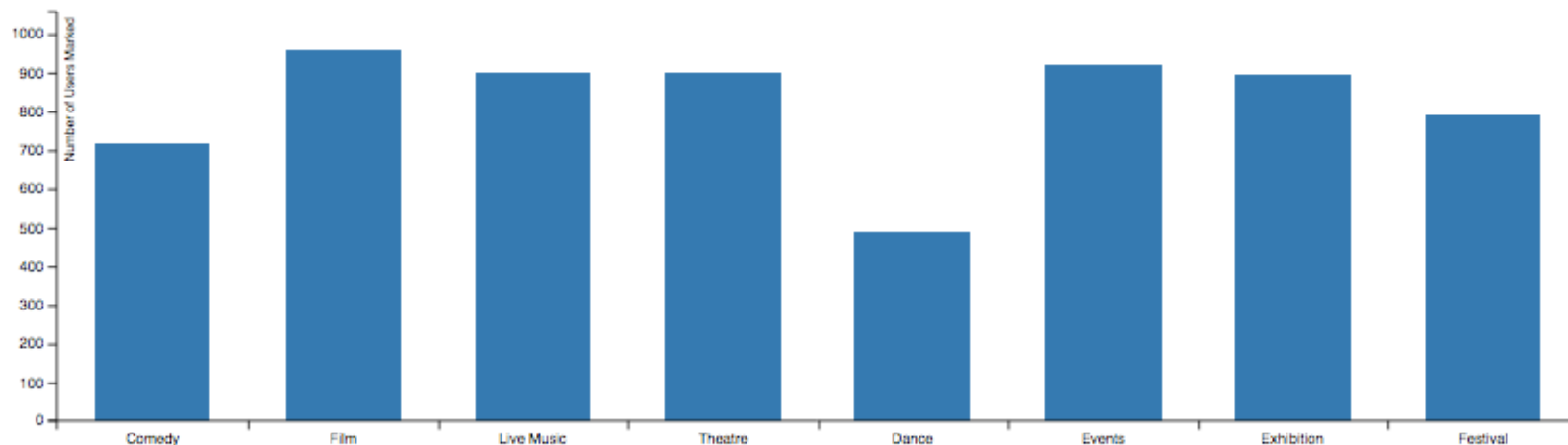
# HOUSEHOLD INCOME



# HEARD ABOUT ARTORY



# CULTURAL CATEGORY INTERESTS



# CULTURAL VENUES VISITED IN LAST 12 MONTHS



# PRE EVENT QUESTIONS

