

How could Artangel implement monetisation strategies in ways that are unique to the organisation and stay true to its USPs?

Name: Adrian Everett

Abstract

This project aims to answer "How could Artangel implement monetisation strategies online in ways that are unique to the organisation and stay true to its USPs?". This is intended to provide touch points to engage new audiences to generate untapped donation streams. The focus is primarily to retain audiences over time with a long-term goal of converting those casual attendees to donors long term, rather than generating a transactional income stream. The project will identify UX interventions in the audience journey supported by contextual evidence from literature and user research.

Introduction & Background

Artangel is a charitable organisation that 'produces and presents exceptional art in unexpected places'. Both site-specific and temporary, they have worked with up-and-coming artists through to Turner Prize winners such as Turner Prize-winning Rachel Whiteread's House (1993).

The traditional model of patronage means that those who have sought out the organisation have limited touchpoints to form a lasting relationship. Particularly, this excludes younger audiences from a way to become involved with the organisation. The existing journey for new audiences means are keen to become more involved or support Artangel proactively, they face a financial barrier to becoming involved due to the cost of patronage.

Research Methodology

Survey

Distributed to active users of Artangel's newsletters, to capture quantitative data on changes in their attitudes to giving over the past 18 months and their motivations. This was also used to pre-screen potential candidates for interview.

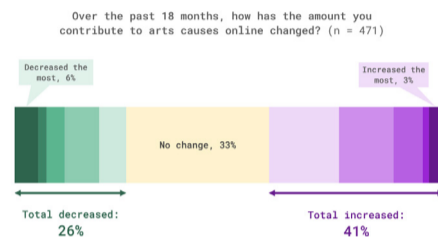
Interviews

Candidates were selected to target different mindsets observed in the respondents and get in-depth quantitative insights into their relationship with online giving to arts causes.

Guerilla research tasks

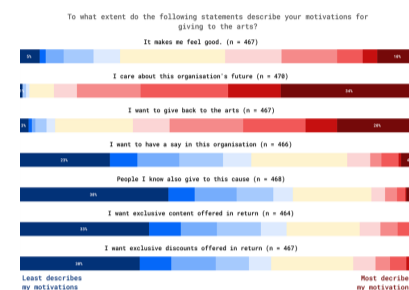
Two in-person tasks were planned to be conducted at the Artangel produced exhibition Frequencies by artist Oscar Murillo in Hackney. These were designed to speak to the wider audience rather than find the most effective 'exit point' at the exhibition and how to keep in touch with them over time.

Research Results



Survey

Overall, 41% (n=191) said they increased the amount they gave to arts causes and 3% (n=15) said they increased the most. The responses to their motivations for giving to the arts showed high-rated responses particularly to 'I care about this organisation's future' and 'I want to give back to the arts'. Contrastingly, the following four questions received significant low-rated responses.



Interviews

Candidate profiles were created for the 11 respondents, with quotes and keywords from the discussion alongside observations about the general themes and attitudes towards giving. The interviews helped explain the quantitative data and divide the audience into different mindset groups.

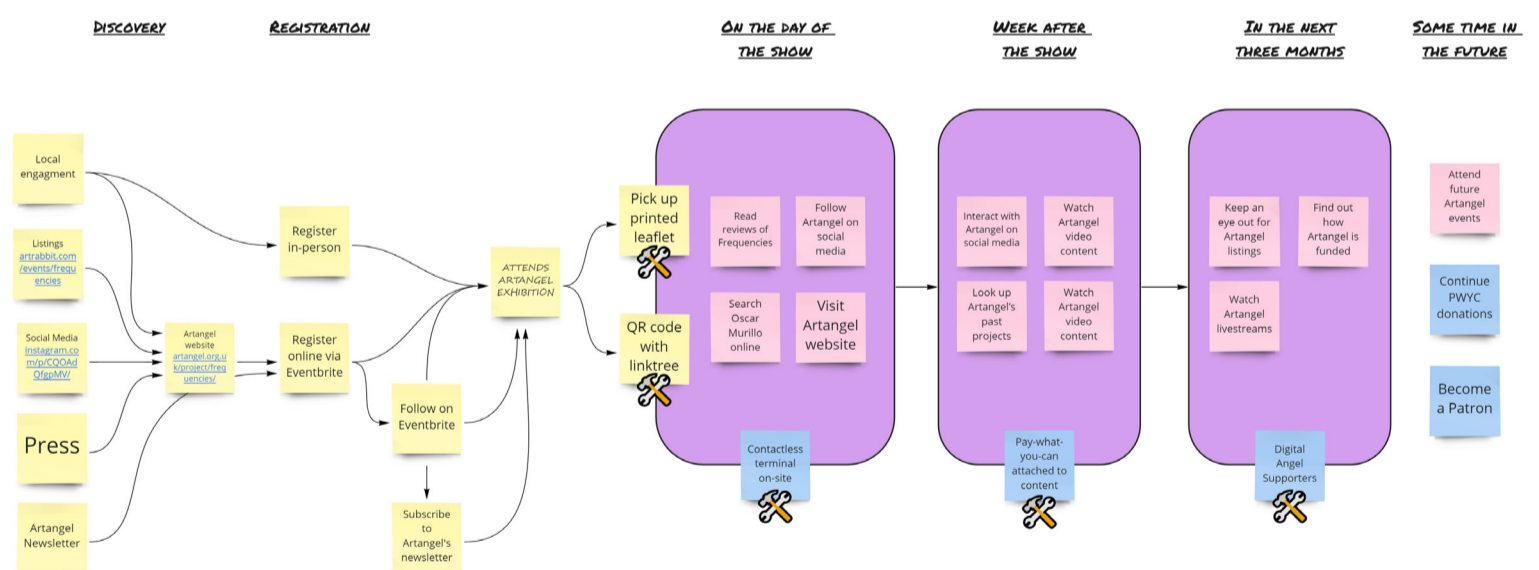


Guerilla research tasks

Participants are most engaged on the day of the exhibition, they may follow up shortly after. In the longer term, participants might engage with livestreams and video content, and finding out more about Artangel and past projects. Many participants were interested in attending future events.

Proposed user journey

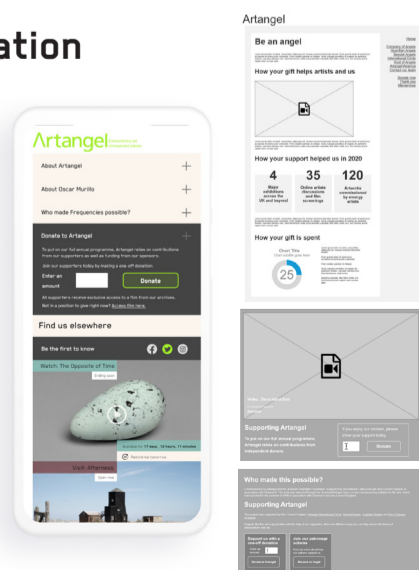
This journey map was designed based on the responses to the Guerilla research tasks and building on previous research gathered on audiences. Tasks were ordered following how users would most like to keep in touch following attending an exhibition. Points where interventions in that journey were identified - the two most promising 'exit points' to begin the keep in touch journey on the day of the show and conversion points where they may wish to donate along the journey - where it be a contactless terminal on the day or attached to content on the website down the line.



Specification & Implementation

Prototyping

The primary UX intervention proposed is the exhibition landing page. This is designed mobile first so it could link into both the QR code and a URL on leaflets. As identified in the literature, there is no amount to give as default to encourage smaller donations. Faster online payment methods like Apple Pay are more prominent in the UI to speed up the journey and make the interface less confusing. Giving is incentivised by access to a film from Artangel's archive, but can be viewed without donating. Interventions in the website were also identified which could improve conversion and build awareness of patronage.



Conclusions & Future Work

Low-cost live testing

Cost effective testing via Linktree pro to measure analytics. A/B testing CTA copy and the different link options to improve performance.

Donation function

Analytics could identify best performing payment methods and identify pain points. This can be updated to ensure it is performing well.

Analytics

Measured against average web traffic around past exhibitions. Analysis into size of donation, repeat donations to iterate.

Conclusions

This project could shape Artangel's online giving strategy for future years and presents an alternative approach to giving to the arts that is user-centric. Other art organisations could identify elements of the user research that apply to them and if successful the giving strategies could be adopted wider.