



Dr Amanda Windle, DigiLab Fellow & Director, UAL

arts depot

ingelby
Digital Perfection

ual: university
of the arts
london college
of communication

What you need to know about the 65+ arts and culture attendees

Anita
Superlative Attender



Mags
Regular Monthly Attender



Pam
Regular Seasonal Attender



Barry
Unpredictable Attender (no pattern)



Jo
Low to Non Attender



The 4 A's of our Silver Service

Attendance

Appetite

Amiability

Affordability

Attendance

Traditional Culture Vulture

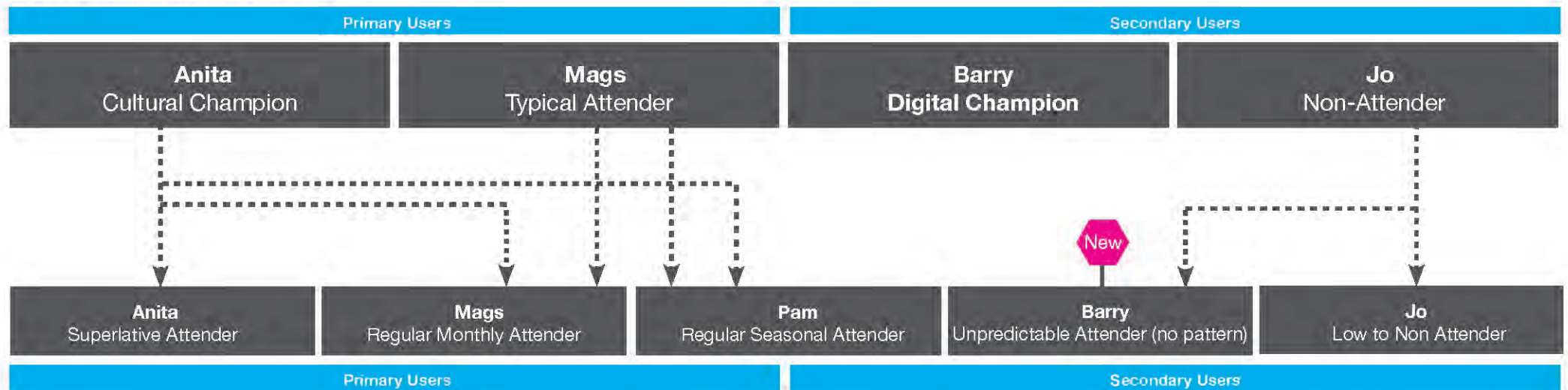
Retired Arts and Crafts

Heydays

Older and Homebound

Attendance

From: Stakeholder Perceptions



From: Questionnaire and 65+ Interview Data

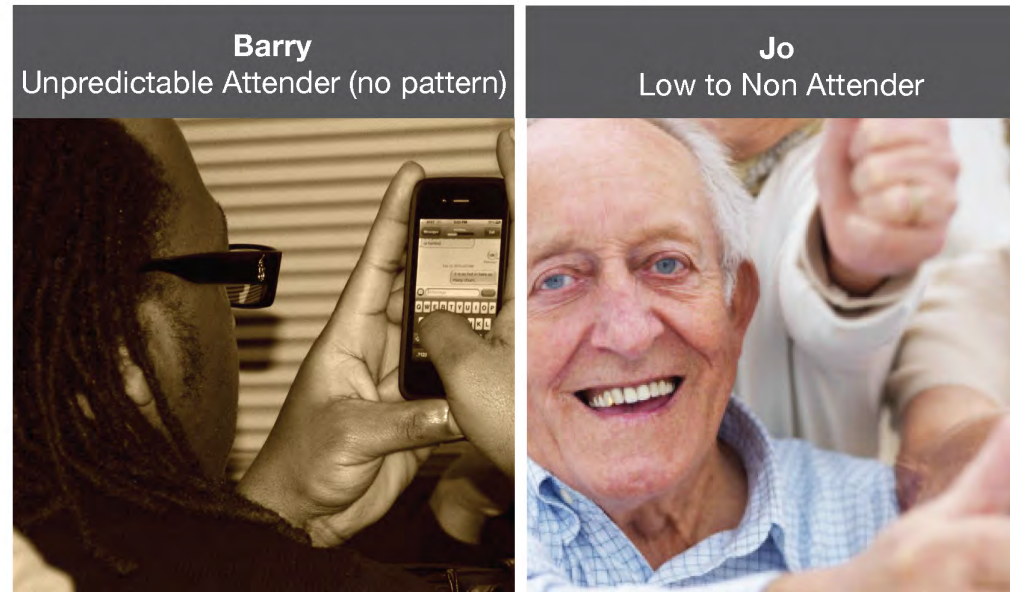
Attendance

	national	artsdepot	WAC	BAC	
	weekly 16%	24%	13%	10%	} Superlative Attender
	fortnightly 21%	21%	21%	22%	
	monthly 35%	29%	41%	35%	Regular Monthly Attender
	seasonally 15%	13%	14%	17%	Regular Weekly Attender
Unpredictable Attender	infrequent 10.3%	10%	9%	12%	
Low to Non Attender	annual 0.5%	2%	0%	0%	
	never 0.5%	0.3%	0%	0.9%	

Above This shows frequency of attendance which has shaped 5 personas from 4

Attendance Barriers

Why predominantly is this age group not attending?



General barriers: Transport issues
Venue barriers: Time of event

Theatre	89.9%
Cinema	79.4%
Music – Classical	70.7%
Visual arts	69.1%
Music – Jazz	46.8%
Dance – Ballet	45.6%
Opera	44.4%
Comedy	35.0%
Dance – Contemporary	30.9%
Music – Folk	30.9%
Music – World music	30.5%
Spoken word / Poetry	27.6%
Music – Contemporary	21.3%
Circus	7.2%
Other	4.3%

artsdepot only

Q1 What types of arts & culture events are you interested in?

Card Sorting: Stakeholder hierarchies of devices, use and social media



New Acquaintances

- Social connections was not an important aspect for going online (6.2%)
- Making new acquaintances online was also the least appealing internet activity (2.7%)

Affordability - ownership

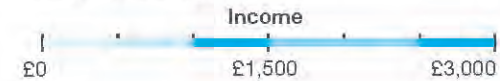
Which of the following digital media devices do you use (in the home and out and about)?

	artsdepot	Warwick	Brewery	National
Home Usage				
Desktop Computer	62.5%	53.8%	52.9%	56.4%
Laptop	61.0%	67.6%	75.2%	67.9%
Tablet	51.7%	49.8%	57.6%	53.0%
Smartphone (touchscreen)	43.0%	39.7%	45.2%	42.6%
Mobile with keypad	31.1%	27.5%	30.0%	29.5%
None	0.6%	3.6%	3.3%	
Out and About Usage				
Laptop	7.9%	10.5%	13.0%	
Tablet	24.3%	27.9%	34.1%	
Smartphone (touchscreen)	40.4%	38.5%	46.6%	
Mobile with keypad	36.5%	35.2%	32.7%	
None	16.4%	21.9%	16.3%	

Affordability - ownership

Income	artsdepot	Warwick	Brewery	National
£0-449	5.7%	4.5%	52.9%	4.2%
£500-999	12.6%	11.8%	13%	12.5%
£1,000-1,499	28.7%	22.5%	17.5%	22.9%
£1,500-1,999	16.2%	18.5%	23.4%	19.3%
£2,000-2,999	14.6%	18.5%	24%	19.0%
£3,000+	27.3%	24.2%	19.5%	22.3%

Weekly/Fornightly



Monthly



Seasonal



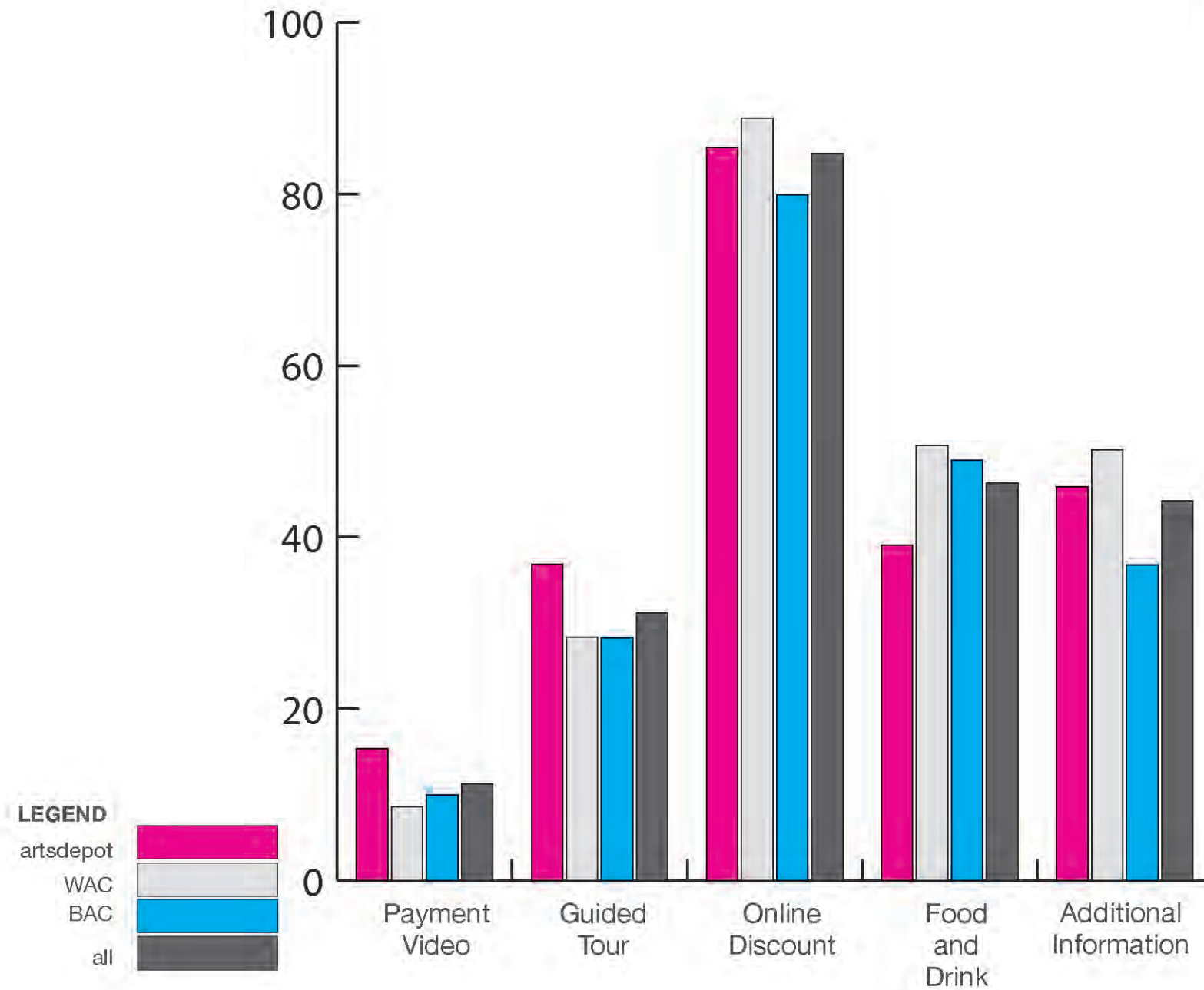
Infrequent



Low-Non



Affordability



Is Silver Surfing the Solution for Social Isolation?

21st October 2014, 6-9pm

Main Lecture Theatre

London College of Communication

University of the Arts

The combination of experts from leading charities, cultural institutions and researchers including AgeUK, Tate and London College of Communication, will provide a rich debate. The panel includes:

Dr Amanda Windle, DigiLab Fellow, London College of Communication

Dr Thomas Giagkoglou, Course Leader BA Media Communications and Co-Researcher, London College of Communication

Tim Burley, Development Director, artsdepot

Marcus Green, Research Manager, AgeUK

Michelle Furier, Artist and Specialist in Learning – Public Programmes, Tate Modern and Tate Britain

The debate is followed by an informal drinks reception.



Tim Burley, Development Director



Zahida Din, Head of Sales and Marketing

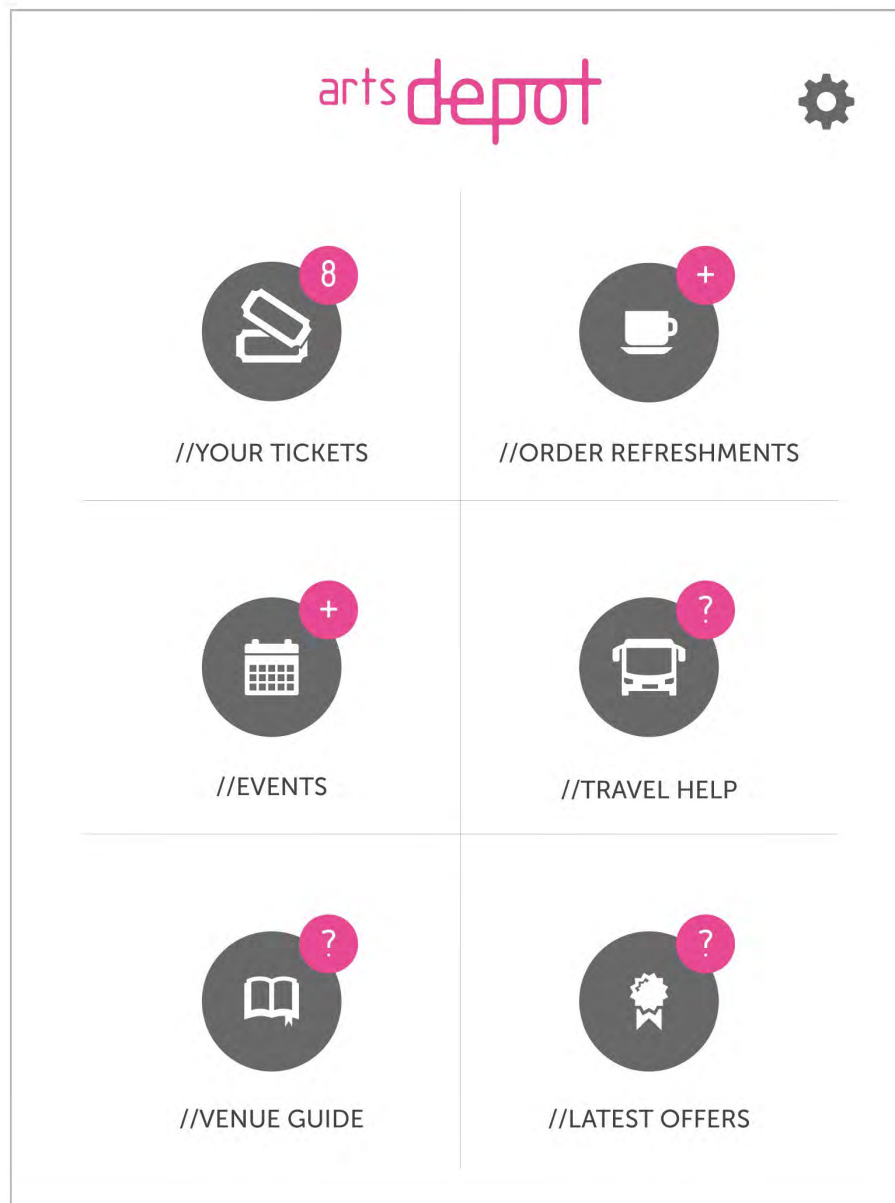
Usability Testing

- Do not assume that tone, tint and colour usability tests are adequate for assuming usability with those over the age of 65.
- Many tonal greys, and pastel colours, small icons, tick boxes cannot be seen or accurately selected.
- Many of the animated and interactive text and image elements are not understood



App Testing

Home



"It's quite the wrong first page. Sorry."
William 65-69 years, Seasonal Attender

"The first thing you haven't got is what's on and where and when.... because why am I coming here?"
Linda, 65-69 years, Monthly Attender

"Initially it looks clear and succinct, it doesn't intimidate me at all. [...] I'm presuming this is the 2nd page as it hasn't told me what the production is that I'm getting involved with."
Patricia, 65-69 years, Weekly Attender

Recommendations:

(a) Build a 'what's on page' (b) make journey from email and website clearer

Attendance

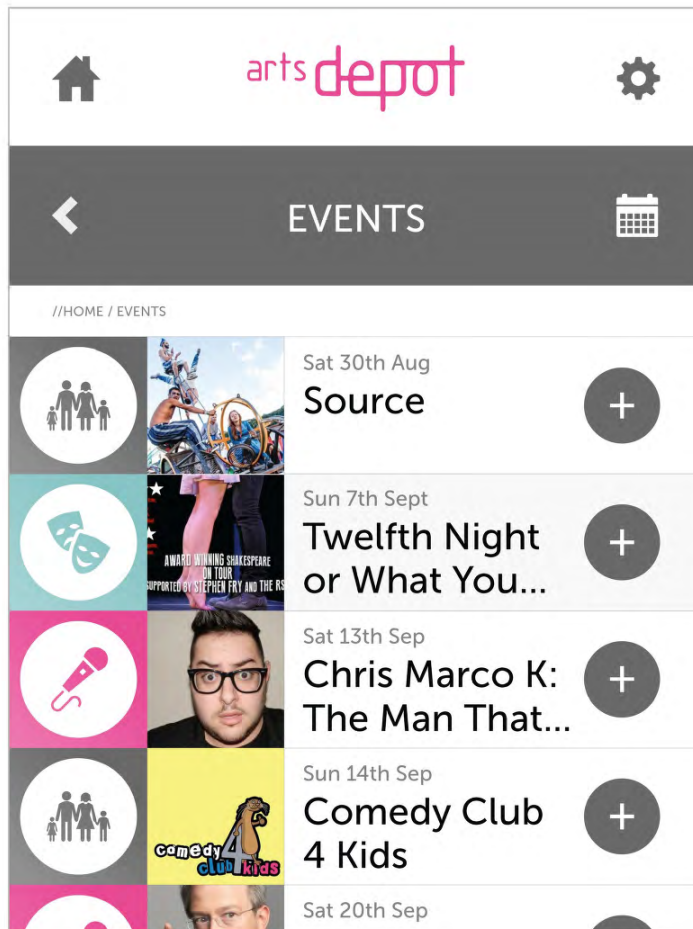
artsdepot app

26 September 2014

iPad Mockup

Size: 80%

Buy Tickets



“This is the other way round. I’d like this first then click on one of these then get to the main page. Buy tickets, book tickets means the same thing.”
Judith, 65-69 years, Low-Non Attender

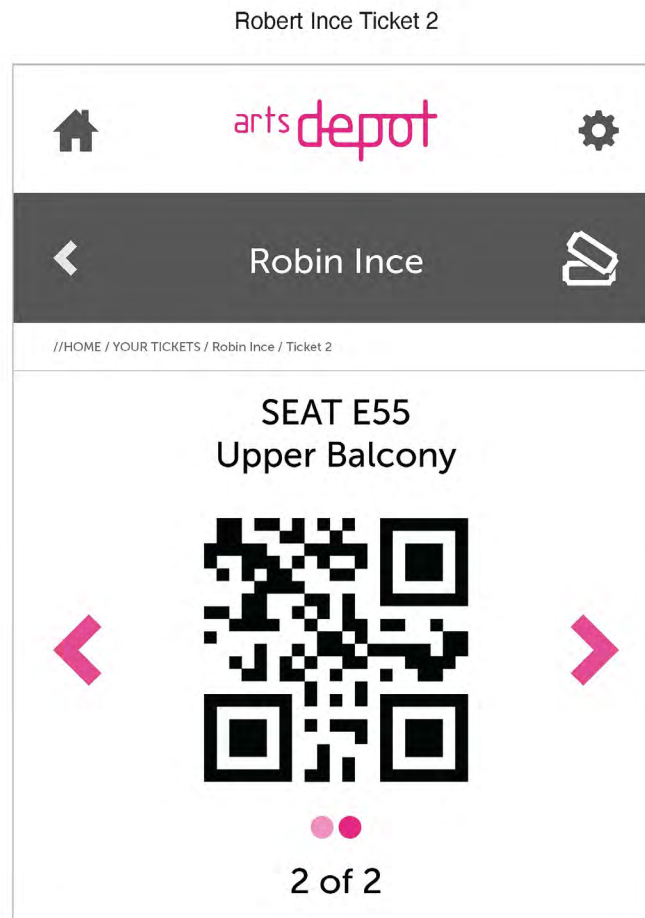
Attendance

artsdepot app

26 September 2014

iPad Mockup

Size: 80%



"Yes I haven't got a smartphone, I'd presume you point it at that and it gives you all the information you need? I never felt that I need it but once you've got these things you can't do without them."
[wants to buy a touch device later in the year but doesn't have a smartphone]
Judith, 65-69 years, Low-Non Attender

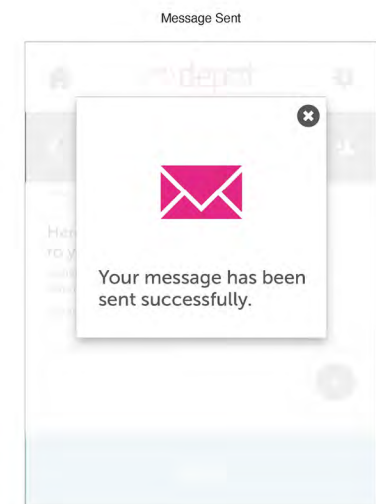
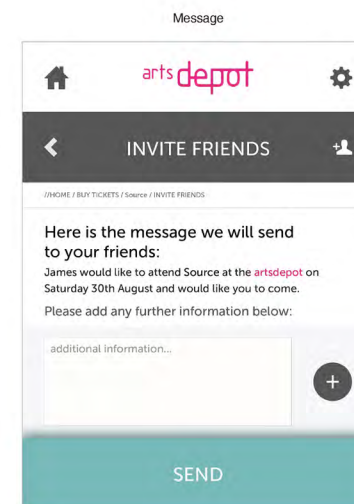
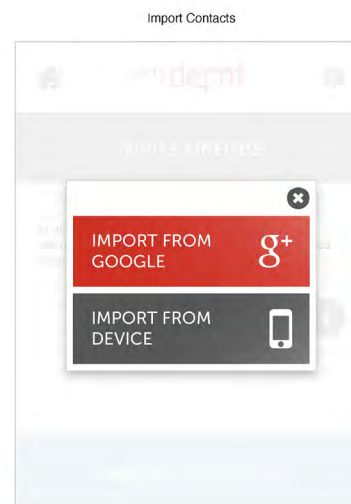
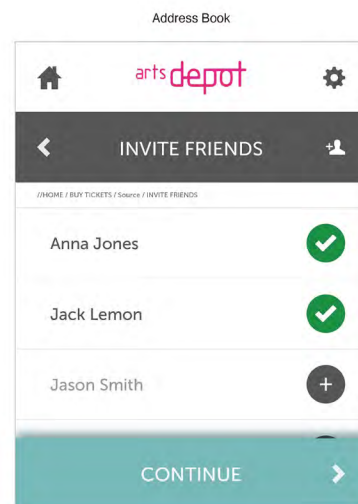
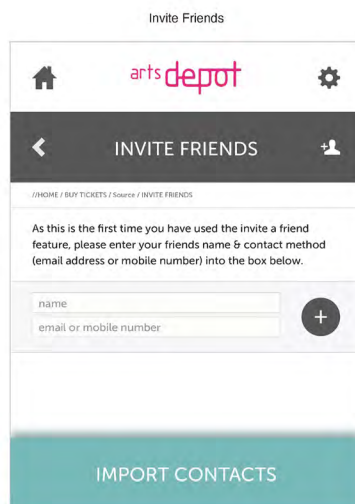
Amiability

"That's clever. [...] Hang on, once I've texted my wife for the 1st time, would her name be up here for the 2nd time I do it?"
John, 65-59 years, Fortnightly Attender

"It could be useful, a friend this morning went to the studios last night, said it was the best thing they have ever seen and suggested we should see it.... Certain friends know what we like..." Kenneth, 70-74, Fortnightly attender

"It is unclear, Am I sending this to my son for him to look at or am I inviting him and buying his tickets?"
William, 65-69 years, Seasonal Attender

"Is this intended for a day or two ahead? It wouldn't work on the day. Someone like me needs advance notice and to steal myself away from crowds in and around the venue. The longer I have to think about it seems to be the secret to getting to events and enjoying it, which quells the negative fears around phobias, so it would be a useful facility to have, I do that quite a lot for friends, things I've spotted on the radio, interested things I've seen."
Judith, 65-69 years, Low-Non Attender



Attendance

Your Tickets

The screenshot shows the 'arts depot' app interface. At the top, there is a home icon, the 'arts depot' logo, and a settings gear icon. Below this is a dark grey header with a back arrow, the text 'YOUR TICKETS', and a ticket icon. A breadcrumb trail reads '//HOME / YOUR TICKETS'. The main content area lists three tickets:

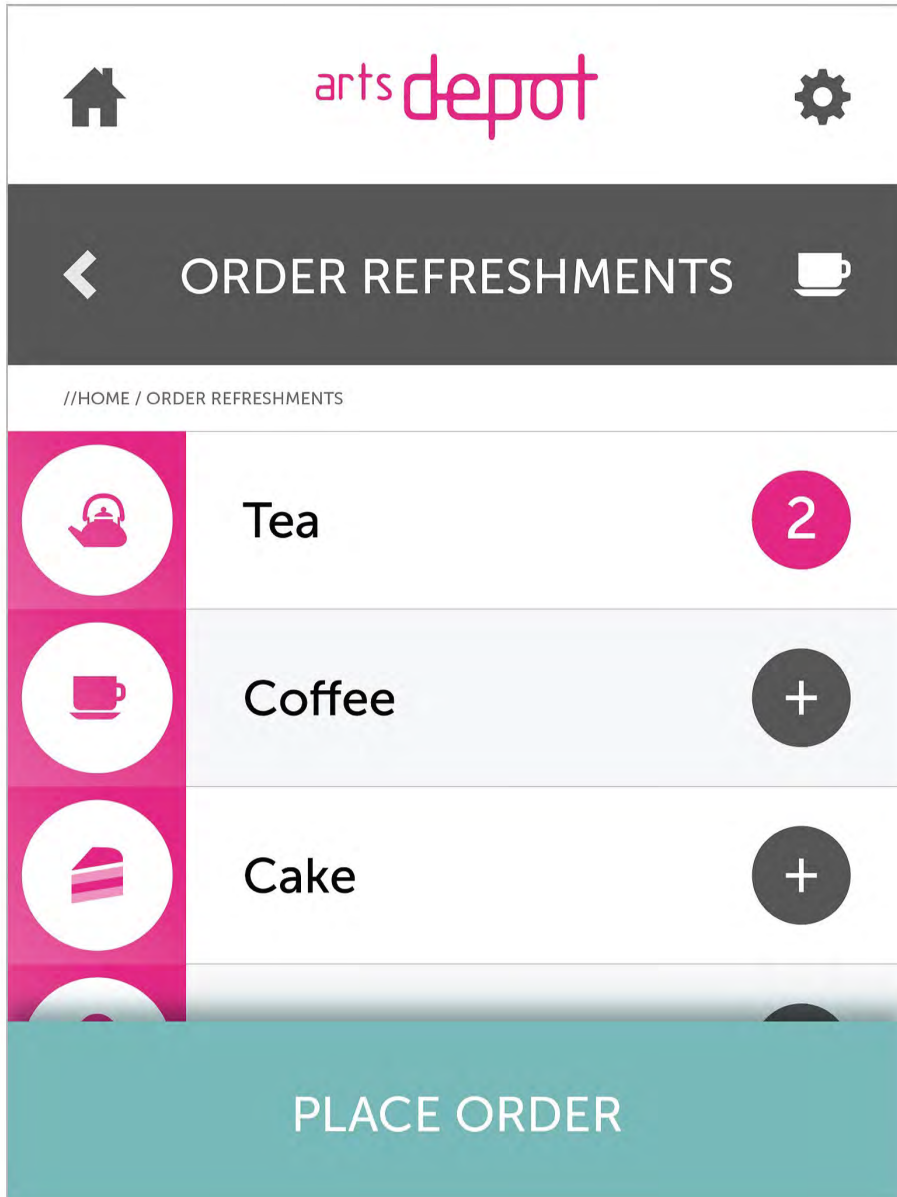
Icon	Date	Event Name	Quantity
	Sat 20th Sep	Robin Ince	2
	Sun 28th Sept	It Runs in the Family	2
	Tue 4th Nov	Pride & Prejudice	4

"It's telling me what sort of venue it is, if it's family friendly or a live production. I understand this through the icons."

Patricia, 65-69 years, Weekly

Appetite

Place Order

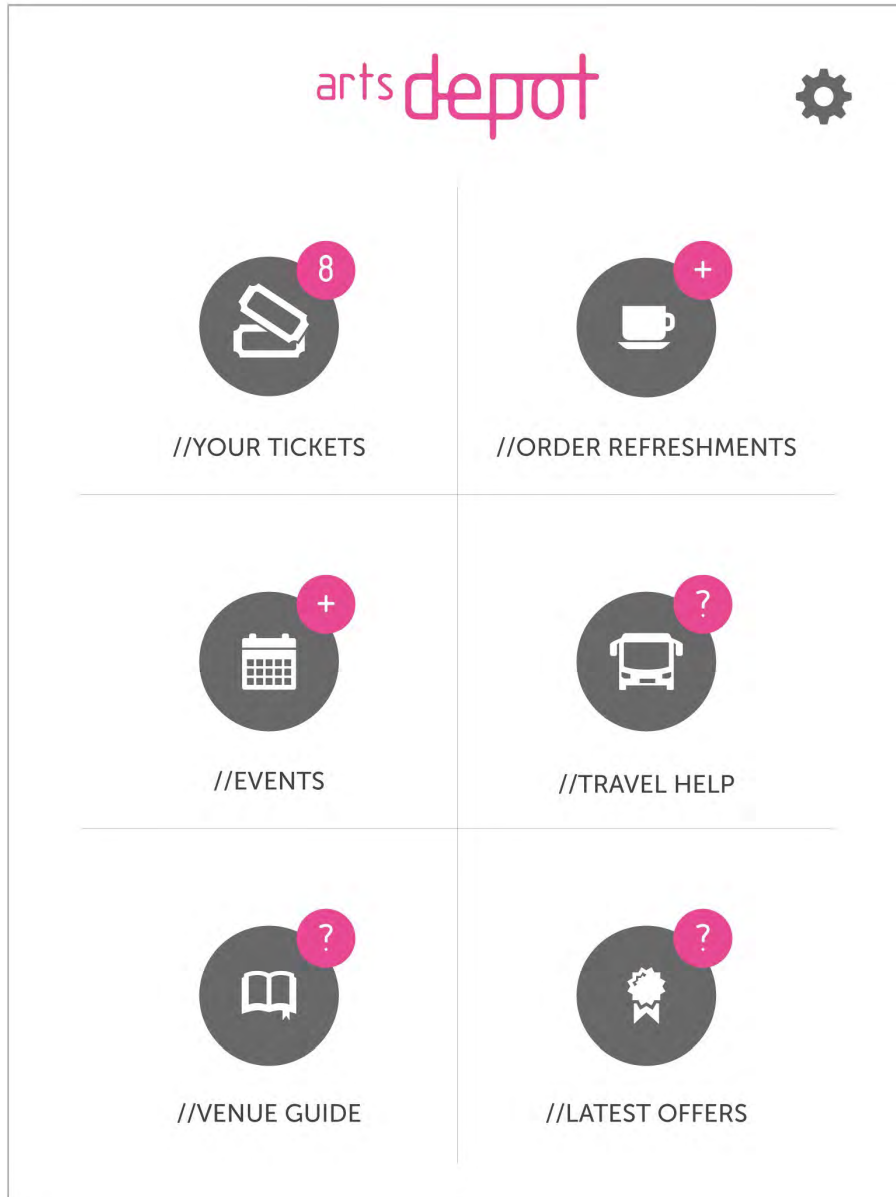


"That's not a bad idea. I cannot stand queuing for food ever, its demeaning, we're a rich enough country to not have people queue for food."

John, 65-69 years Fortnightly Attender

"I don't want my time wasted like in a queue for coffee. I normally pay by but don't have a smartphone, but I pay by debit card and pay contactless. I carry very little cash."

Rohan, 80+ years Fortnightly Attender

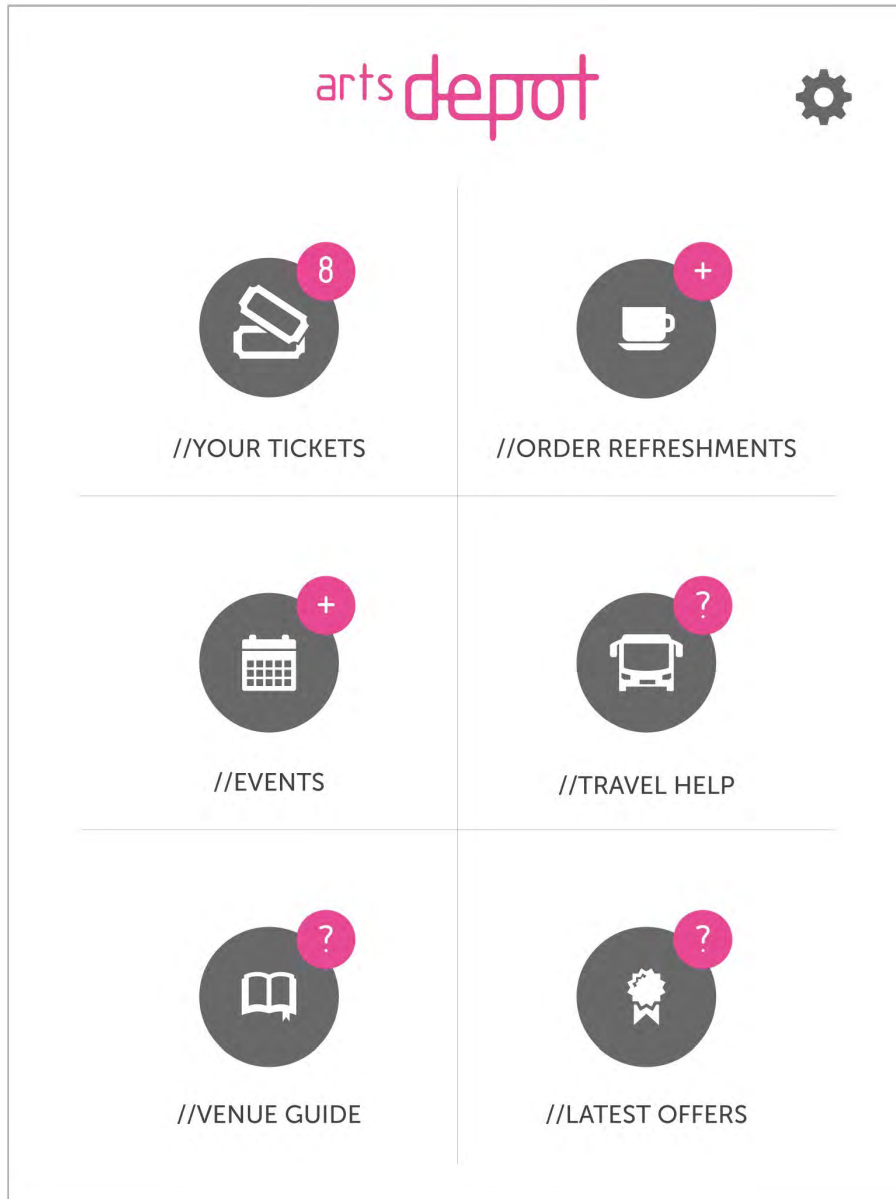


“Travel instructions I’d like to know nearest station, bus route, nearest parking, if it’s disabled friendly, I’d like to know the length of the production so that if you have to book a cab you know what time you will be done.”
Kenneth, 70-74 years Fortnightly

“Parking for disabled blue badge attenders is important.”
Judith, 65-69 years, Low-Non Attender

“The live timetables. No.” [Uses WAZE app] Linda, 65-69, Monthly Attender

Latest Offers



“Book another show and get 10% off, or breaking news, [can’t stand the phrase, but first time in England - ‘seal juggling’”
John, 65-69 years Fortnightly Attender

“A pound off is not enough. I’m on a state pension of less than 10,000 pounds per year, which inhibits how you spend your money.”
Linda, 65-69, Monthly Attender

App

Accessibility

Aptitude

Attendance

Appetite

Amiability

Affordability