

Pratt Institute

# Museu Nacional d'Arte de Catalunya

Website Evaluation-Avaluació de llocs web

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# SCHEDULE HORARI

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*Introducció*

02 DASHBOARD PREVIEW  
*Dashboard Vista Prèvia*

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*Recomanació*



O I

INTRODUCTION

*Introducció*

# Museo Nacional de Arte de Catalunya

The Museu Nacional d'Art de Catalunya finds itself in the same position as many other museums in the year 2020, doing its best to maintain accessibility on a global scale while ensuring the safety of their local stakeholders and staff amidst the COVID pandemic. Furthermore, the institution is currently seeking to improve their web presence and increase available information about its collection to online visitors as part of a redesign of the existing site.

El Museu Nacional d'Art de Catalunya es troba a la mateixa posició que molts altres museus l'any 2020, fent tot el possible per mantenir l'accessibilitat a escala mundial, tot garantint la seguretat dels seus grups d'interès locals i del personal enmig de la pandèmia COVID. A més, la institució busca actualment millorar la seva presència al web i augmentar la informació disponible sobre la seva col·lecció per als visitants en línia com a part del redisseny del lloc existent.





02

DASHBOARD PREVIEW

*Dashboard Vista Prèvia*

# How do Users From Around the World Use the Site?

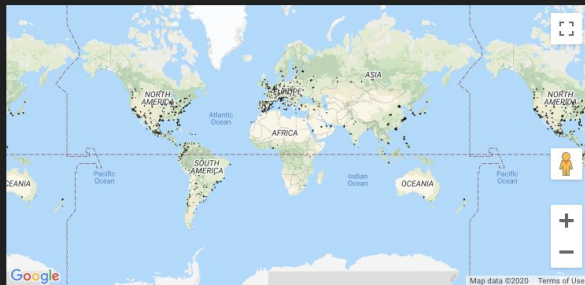
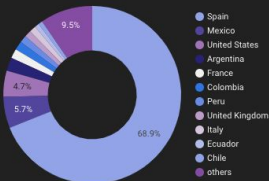
Select date range ▾

Device Category ▾

Browser ▾

Users  
**55,443**

Users by Country



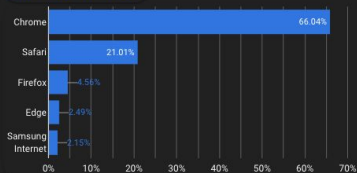
User Sessions & Pageviews by Country

Users 3 / 17,327

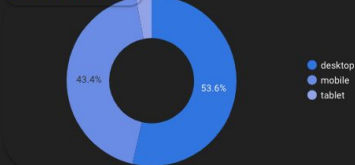
| Country            | Sessions ▾    | Avg. Session Duration | % New Sessions | Bounce Rate | Pages / Session |
|--------------------|---------------|-----------------------|----------------|-------------|-----------------|
| 1. Spain           | 51,565        | 02:30                 | 67%            | 57%         | 3.98            |
| 2. Mexico          | 3,606         | 01:34                 | 85%            | 78%         | 1.83            |
| 3. United States   | 2,937         | 01:40                 | 85%            | 70%         | 2.78            |
| 4. Argentina       | 1,572         | 01:32                 | 85%            | 78%         | 1.87            |
| 5. France          | 1,191         | 02:59                 | 73%            | 57%         | 4.9             |
| 6. Colombia        | 1,015         | 01:59                 | 85%            | 79%         | 1.86            |
| 7. Italy           | 852           | 02:17                 | 75%            | 60%         | 4.06            |
| 8. Peru            | 825           | 01:25                 | 87%            | 81%         | 2.69            |
| 9. United Kingdom  | 775           | 01:46                 | 82%            | 64%         | 3.4             |
| 10. Ecuador        | 401           | 01:16                 | 86%            | 67%         | 2.7             |
| <b>Grand total</b> | <b>71,321</b> | <b>02:20</b>          | <b>71%</b>     | <b>61%</b>  | <b>3.71</b>     |

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Users by Browser



Users by device



Device Categ... Users ▾ Sessions Pageviews Pages / Sess... Bounce R...

|    |         |        |        |         |      |        |
|----|---------|--------|--------|---------|------|--------|
| 1. | desktop | 29,510 | 40,100 | 177,546 | 4.43 | 58.15% |
| 2. | mobile  | 24,174 | 29,300 | 76,041  | 2.6  | 64.8%  |
| 3. | tablet  | 1,657  | 2,076  | 9,009   | 4.34 | 60.84% |

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# Functions of the Dashboard - Funcions del Dashboard

## *Page Audience*

- Filter the data by a date range, device type, and browser type.
- Map that displays where in the world users are at the chosen date range.
- A graph showing the percentages of where the users are from, and what devices and browsers they use.
- The sessions, average session duration, the percent of new sessions, the bounce rate, and the pages per session by country.

## *Públic de la pàgina*

- Filtra les dades per interval de dates, tipus de dispositiu i tipus de navegador.
- Mapa que mostra on hi ha usuaris del món a l'interval de dates escollit.
- Un gràfic que mostra els percentatges d'on són els usuaris i quins dispositius i navegadors utilitzen.
- Les sessions, la durada mitjana de la sessió, el percentatge de sessions noves, el percentatge de rebots i les pàgines per sessió per país

Pageviews  
**264,829**  
↑ 3.1%

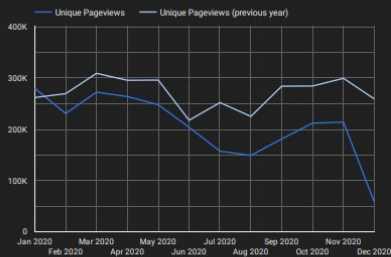
Unique Pageviews  
**200,742**  
↑ 3.4%

Avg. Session Duration  
**02:20**  
No data

New Users  
**50.8K**  
↑ 13.0%

Ecommerce Conversion Rate  
**0.7%**  
↑ 22.9%

Product Revenue  
**\$1,307.62**  
↑ 11.5%



## Where do users start their website journey?

| Landing Page  | Sessions      | Bounce Rate   |
|---|---------------|---------------|
| 1. /ca  | 8,184         | 28.43%        |
| 2. /ca/dialgo-intrusos-tot-es-present                 | 7,282         | 90.28%        |
| 3. /ca/horaris-i-preus                                | 878           | 67.2%         |
| 4. /ca/ofertes-laborals                               | 417           | 81.53%        |
| 5. /ca/exposicions-presentes                          | 263           | 33.84%        |
| 6. /ca/financiaris-virtuals                           | 260           | 52.69%        |
| 7. /ca/recursos-la-visita                             | 191           | 50.79%        |
| 8. /ca/son-empreses-les-valls-daneu-una-int...        | 190           | 82.11%        |
| 9. /ca/catalog  | 174           | 21.84%        |
| 10. /ca/sollicitacions-contratacions-i-ofertes-det... | 144           | 11.11%        |
| <b>Grand total</b>                                    | <b>28,244</b> | <b>58.88%</b> |

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## Catalan

| Page                                  | Unique Pageviews | Bounce Rate   | Avg. Time on Page |
|---------------------------------------|------------------|---------------|-------------------|
| 1. /ca                                | 9,342            | 28.43%        | 00:00:47          |
| 2. /ca/dialgo-intrusos-tot-es-present | 8,447            | 90.28%        | 00:02:11          |
| 3. /ca/horaris-i-preus                | 2,511            | 67.2%         | 00:01:45          |
| 4. /ca/exposicions-presentes          | 1,835            | 33.84%        | 00:00:37          |
| 5. /ca/catalog                        | 1,031            | 21.84%        | 00:00:34          |
| <b>Grand total</b>                    | <b>91,813</b>    | <b>58.88%</b> | <b>00:00:47</b>   |

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## Spanish

| Page                            | Unique Pageviews | Bounce Rate   | Avg. Time on Page |
|---------------------------------|------------------|---------------|-------------------|
| 1. /en                          | 2,022            | 26.76%        | 00:00:40          |
| 2. /en/opening-hours-and-prices | 511              | 75.38%        | 00:01:53          |
| 3. /en/collection-0             | 484              | 12.5%         | 00:00:23          |
| 4. /en/exhibitions              | 367              | 48.39%        | 00:00:27          |
| 5. /en/catalogue                | 367              | 27.27%        | 00:00:22          |
| <b>Grand total</b>              | <b>24,142</b>    | <b>60.65%</b> | <b>00:00:48</b>   |

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## English

| Page  | Unique Pageviews | Bounce Rate   | Avg. Time on Page |
|---|------------------|---------------|-------------------|
| 1. /es                                      | 5,534            | 20.92%        | 00:00:41          |
| 2. /es/el-leon-el-toro-el-aguila-y-el-an... | 4,959            | 81.94%        | 00:03:26          |
| 3. /es/horarios-y-precios                   | 3,135            | 64.93%        | 00:01:50          |
| 4. /es/exposiciones-presentes               | 1,867            | 35.47%        | 00:00:36          |
| 5. /es/william-morris-y-las-arts-crafts...  | 1,724            | 87.83%        | 00:05:53          |
| <b>Grand total</b>                          | <b>80,406</b>    | <b>63.15%</b> | <b>00:01:01</b>   |

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# Functions of the Dashboard - Funcions del Dashboard

## *Content Performance*

- Two filters to choose the date range and view the metrics for specific pages.
- Pageviews, unique pageviews, average session duration, new users, ecommerce conversion rate, and product revenue .
- The unique pageviews of this year compared to the unique pageviews of the previous year.
- The sessions and bounce rate for specific pages. The unique pageviews, bounce rate, and average time on the page for specific pages from the Catalan website, the Spanish website, and the English website.

## *Rendiment del contingut*

- Dos filtres per triar l'interval de dates i veure les mètriques de pàgines específiques.
- Pàgines vistes, pàgines vistes úniques, durada mitjana de la sessió, usuaris nous, percentatge de conversions de comerç electrònic i ingressos per producte.
- Les pàgines vistes úniques d'aquest any en comparació amb les vistes exclusives de pàgines de l'any anterior.
- Les sessions i el percentatge de rebots de pàgines específiques. Les pàgines vistes úniques, el percentatge de rebots i el temps mitjà a la pàgina per a pàgines específiques del lloc web català, el lloc web espanyol i el lloc web anglès.

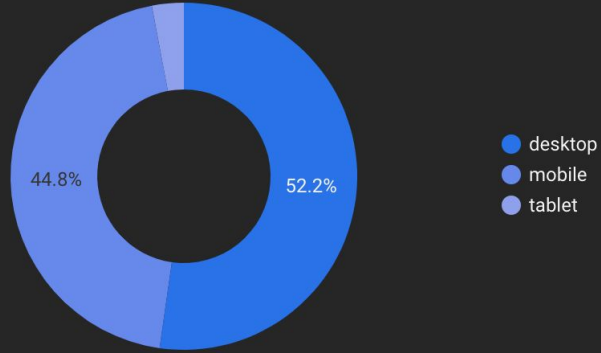


03

# Key Findings

*Troballes Clau*

# DEVICE CHOICE



|    | Device Categ... | Users ▾ | Sessions | Pageviews | Pages / Sess... | Bounce R... |
|----|-----------------|---------|----------|-----------|-----------------|-------------|
| 1. | desktop         | 29,510  | 40,100   | 177,546   | 4.43            | 58.15%      |
| 2. | mobile          | 24,174  | 29,300   | 76,041    | 2.6             | 64.8%       |
| 3. | tablet          | 1,657   | 2,076    | 9,009     | 4.34            | 60.84%      |

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# FOREIGN LANGUAGE PAGES

## Catalan

|                    | Page                           | Unique Pageviews ▾ | % Δ             | Bounce Rate   | % Δ             | Avg. Time on Page | % Δ           |
|--------------------|--------------------------------|--------------------|-----------------|---------------|-----------------|-------------------|---------------|
| 1.                 | /ca                            | 9,342              | -48.9% ↓        | 28.64%        | -62.5% ↓        | 00:00:47          | -28.9% ↓      |
| 2.                 | /ca/dialects-intrusos-tot-e... | 8,588              | -               | 90.27%        | -               | 00:02:09          | -             |
| 3.                 | /ca/horaris-i-preus            | 2,547              | -33.3% ↓        | 67.74%        | -27.8% ↓        | 00:01:44          | -19.7% ↓      |
| 4.                 | /ca/exposicions-presentes      | 1,838              | -44.4% ↓        | 34.87%        | -57.9% ↓        | 00:00:37          | 31.1% ↑       |
| <b>Grand total</b> |                                | <b>90,887</b>      | <b>-15.7% ↓</b> | <b>59.27%</b> | <b>-29.3% ↓</b> | <b>00:00:47</b>   | <b>2.1% ↑</b> |

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## Spanish

|                    | Page                     | Unique Pageviews ▾ | % Δ             | Bounce Rate   | % Δ             | Avg. Time on Page | % Δ            |
|--------------------|--------------------------|--------------------|-----------------|---------------|-----------------|-------------------|----------------|
| 1.                 | /en                      | 2,019              | -73.6% ↓        | 26.89%        | -64.1% ↓        | 00:00:41          | 40.3% ↑        |
| 2.                 | /en/opening-hours-and... | 508                | -88.2% ↓        | 75%           | -19.1% ↓        | 00:01:51          | -30.6% ↓       |
| 3.                 | /en/collection-0         | 475                | -62.9% ↓        | 10.87%        | -82.1% ↓        | 00:00:21          | 72.7% ↑        |
| 4.                 | /en/catalogue            | 360                | -55.1% ↓        | 31.43%        | -64.4% ↓        | 00:00:22          | 2.1% ↑         |
| 5.                 | /en/exhibitions          | 358                | -70.7% ↓        | 46.88%        | -41.6% ↓        | 00:00:27          | -1.4% ↓        |
| <b>Grand total</b> |                          | <b>23,236</b>      | <b>-57.3% ↓</b> | <b>60.57%</b> | <b>-26.4% ↓</b> | <b>00:00:49</b>   | <b>25.3% ↑</b> |

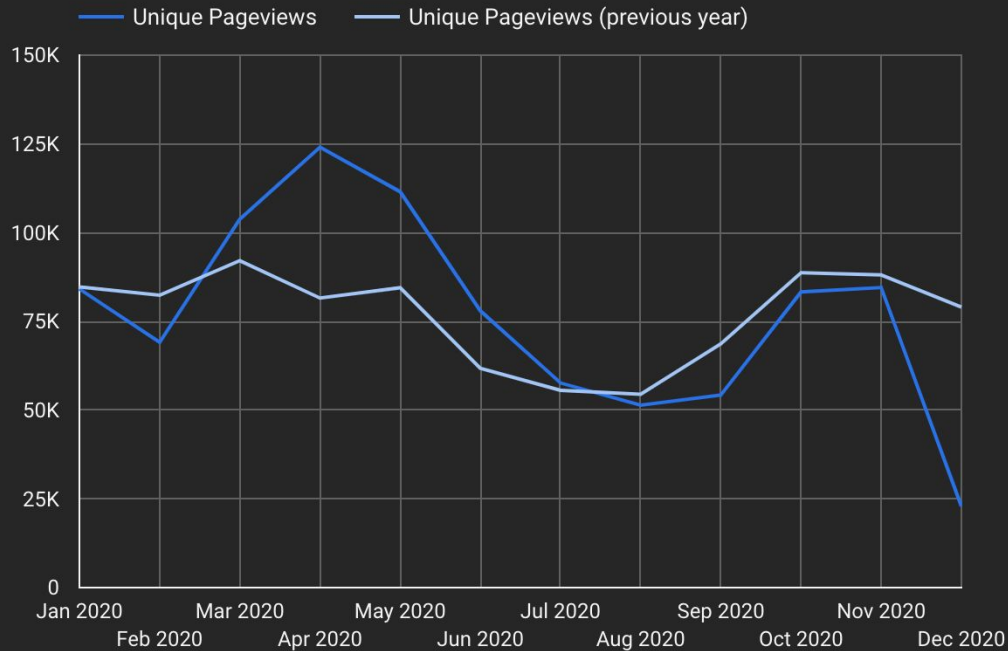
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## English

|                    | Page                          | Unique Pageviews ▾ | % Δ             | Bounce Rate   | % Δ             | Avg. Time on Page | % Δ            |
|--------------------|-------------------------------|--------------------|-----------------|---------------|-----------------|-------------------|----------------|
| 1.                 | /es                           | 5,521              | -46.2% ↓        | 20.79%        | -72.7% ↓        | 00:00:40          | 41.9% ↑        |
| 2.                 | /es/el-leon-el-toro-el-agu... | 4,938              | 203.3% ↑        | 82.01%        | -14.5% ↓        | 00:03:27          | 140.8% ↑       |
| 3.                 | /es/horarios-y-precios        | 3,175              | -46.8% ↓        | 65.12%        | -30.3% ↓        | 00:01:50          | -10.8% ↓       |
| 4.                 | /es/exposiciones-prese...     | 1,873              | -52.6% ↓        | 35.3%         | -57.7% ↓        | 00:00:37          | 19.5% ↑        |
| 5.                 | /es/william-morris-y-las-...  | 1,734              | 113.0% ↑        | 88.18%        | -9.7% ↓         | 00:05:59          | 171.3% ↑       |
| <b>Grand total</b> |                               | <b>80,400</b>      | <b>-22.1% ↓</b> | <b>63.07%</b> | <b>-26.8% ↓</b> | <b>00:01:00</b>   | <b>41.6% ↑</b> |

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# COLLECTION PAGE



Unique Pageviews  
**924,687**  
↑ 0.3%

# COVID IMPACT

Pageviews

262,596

↓ -13.8%

Unique Pageviews

198,944

↓ -26.7%

Avg. Session Duration

02:18

↑ 389.7%

New Users

50.8K

↓ -70.6%

Looking through the comparison between the overall content performance this year (2020) and last year (2019), besides the large decrease of the number of new users on the website, the page views and unique pageviews also decrease. Besides, the Catalan pages get the highest number of views, followed by English and then Spanish, while each page's page views still decrease compared to the previous year.

# 04

## Recommendations

*Recomanació*

# Recommendations-Recomanació

#1

Simplified Layout  
*Disseny Simplificat*

#2

Improved Language  
Support  
*Millora del Suport Lingüístic*

#3

Enhance the Information  
*Millorar la Informació*

#4

Build Mobile  
Interface  
*Versió per a Mòbils*

# Thank You-Gràcies

Do you have any questions? *Té vostè alguna pregunta?*

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