

Personas  
Workshop

**PERSONAS: (potential) visitors to the  
Az W – Architekturzentrum Wien**

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# Az W Architekturzentrum Wien

## Background

Data

Structure

Behaviour

Needs

Personas

### Key facts:

a\_show, 300 m<sup>2</sup> exhibition space

150 years of architecture in Austria: architecture as a key component of the nation's cultural identity opened 2004

about 40 000 visitors a year

### Development:

step by step renewing the exhibition until 2020  
update and improve the presentation  
take the visitors' needs and expectations into account



visitor research

# Visitor research

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Objectives:

- find the right balance between

scientific

entertaining

experience

information

- find out about the needs and expectations of visitors

- find out about the visitors' affinity with architecture

- find out about the visitors' behaviour in the current exhibition



2 target groups: visitors and non-visitors

several methods: survey, observation, focus group

# Methods of visitor research

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Study 1	method: observation + survey (interview) target group: visitors of a_show content: 1) behaviour in the exhibition 2) profile, motivation, satisfaction,
Study 2	method: survey (interview) target group: non-visitors of the museum place: Museumsquartier content: 1) why no visit yet 2) expectations towards an architecture museum
Study 3	method: 2 focus groups target groups: visitors and non-visitors content: needs and expectations

# Study 1: visitors of the exhibition

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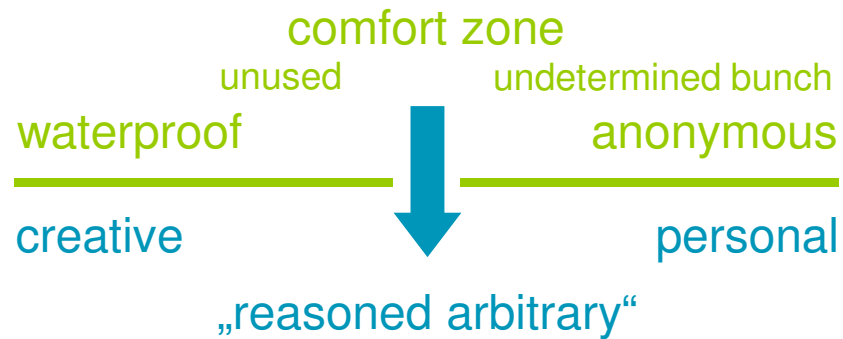
Needs

Personas

Study 1

- 86 respondents
- statistics, qualitative data and observations
- methods of empirical research

Personas



# Matrix

Background  
Data  
Structure  
Behaviour  
Needs  
**Personas**

Criteria gender  
age  
profession  
place of residence

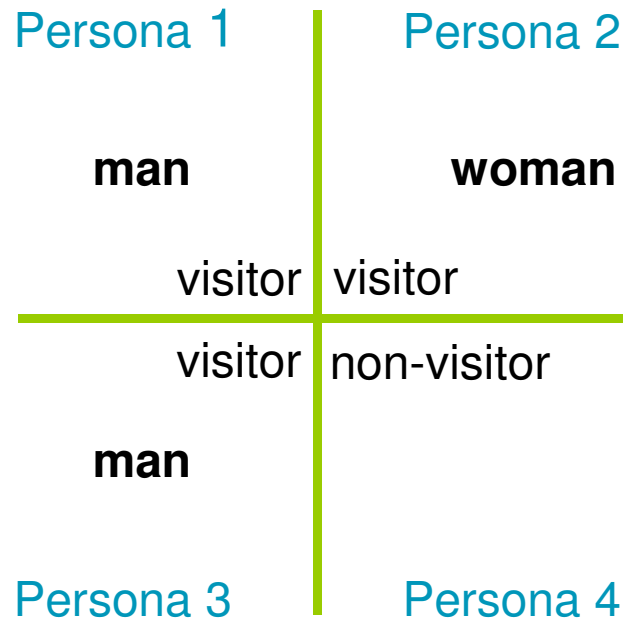
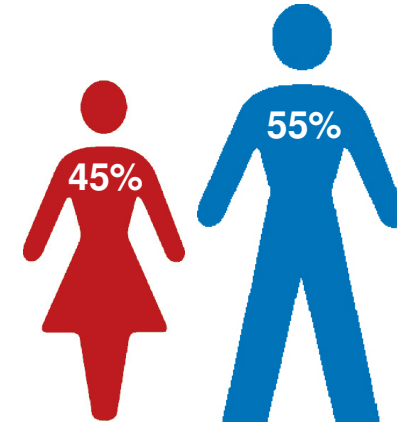
3 personas visitors  
1 persona non-visitor



# Gender

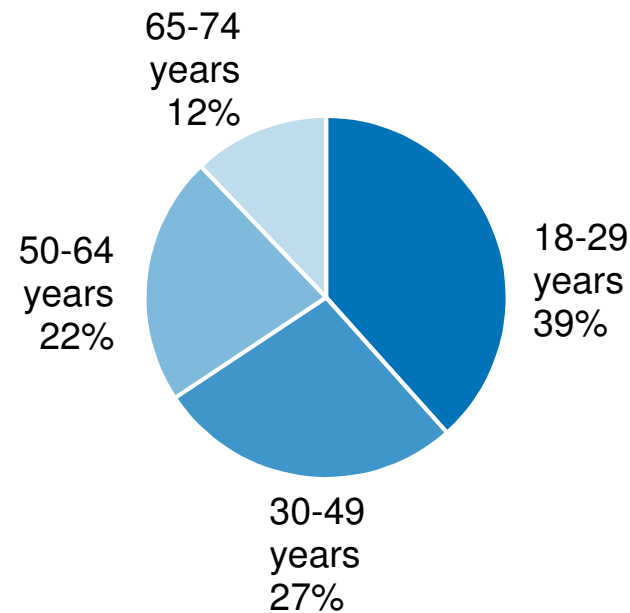
Background  
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**Personas**

Gender: more men than women



## Age

Average age: 40,6 years



No particular information about a connection between age and gender available.

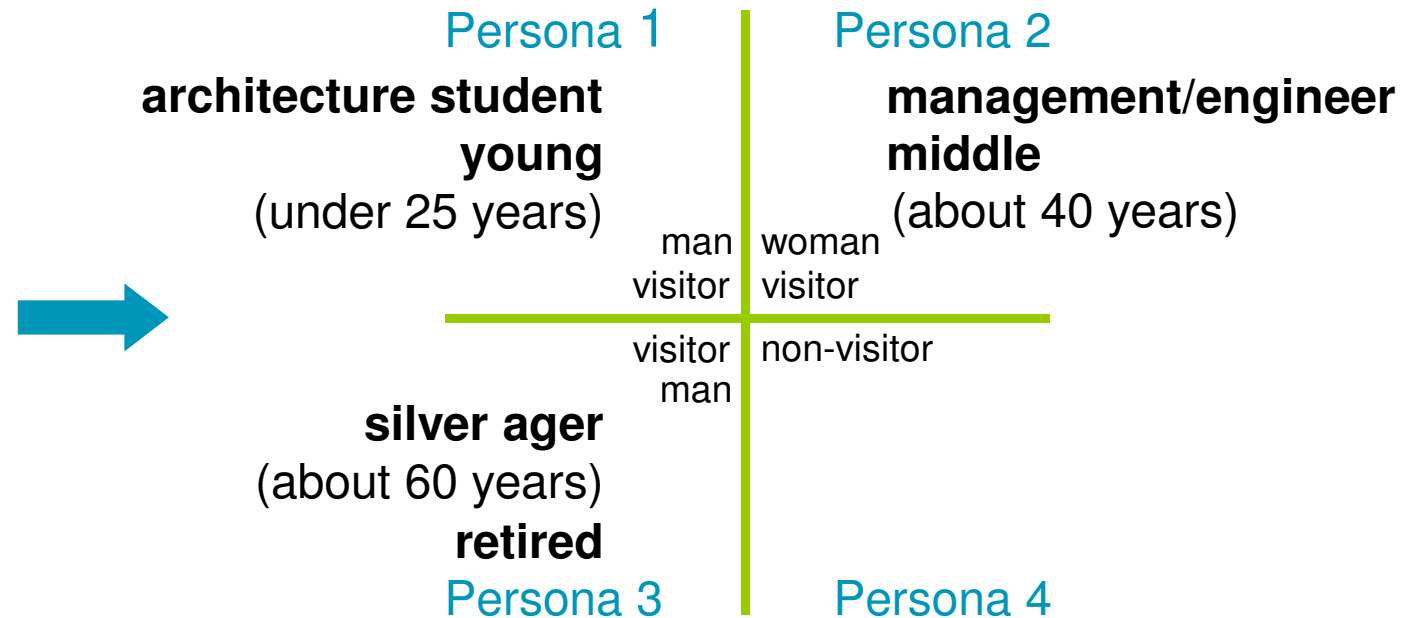


# Education and profession

- Background
- Data
- Structure
- Behaviour
- Needs
- Personas**

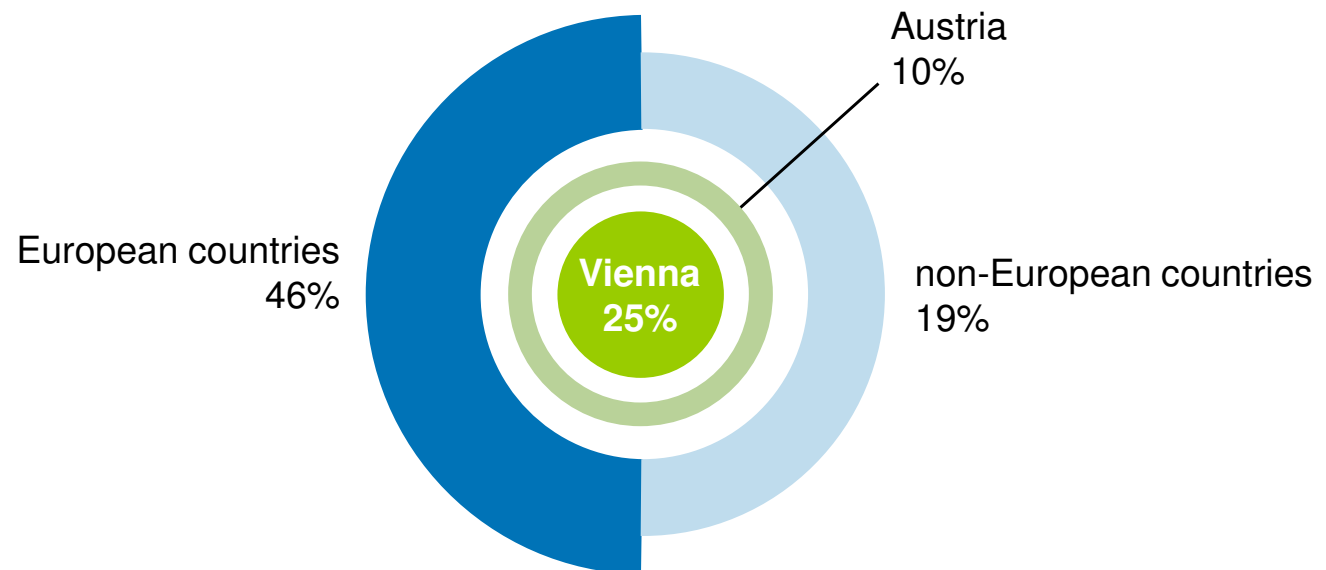
Education: mostly visitors with an academic background:  
79% graduated + 18% with A-level

Profession: very diverse, one distinctive feature:  
19% architects or architecture students



## Place of residence

A touristic place: 75% of tourists

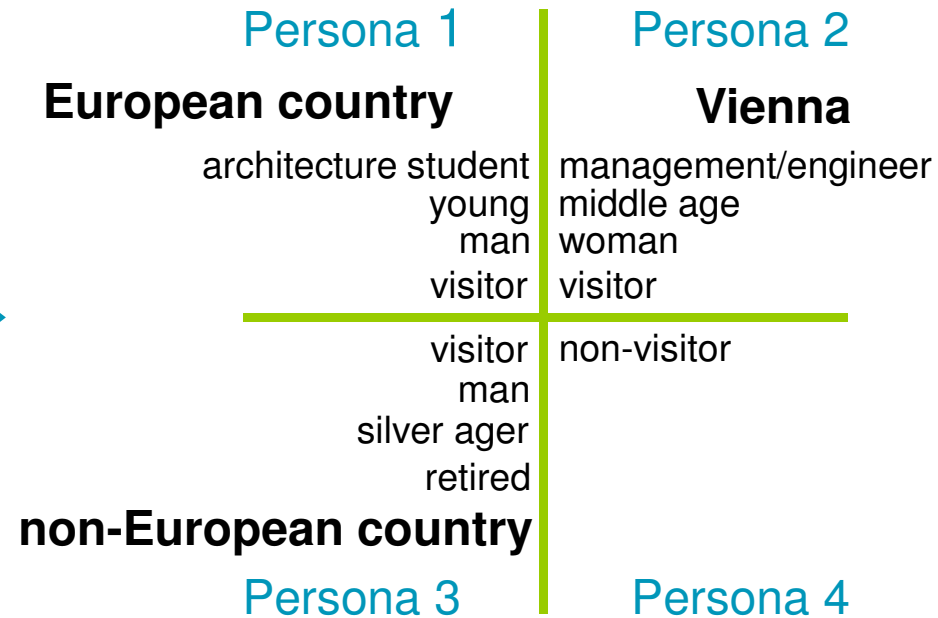


We suppose:

- 1) tourists come as couples, so as many men as women
- 2) tourists are often above 50 years old

# Place of residence

Background  
Data  
Structure  
Behaviour  
Needs  
**Personas**



# Non-visitor

Background  
Data  
Structure  
Behaviour  
Needs  
**Personas**



## Persona 1: skeleton

Background

Data

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Needs

**Personas**

Name	...
Gender	man
Age	22 years
Marital status/family	single
Place of residence	Munich, Germany
Education	architecture student (engineer)
Profession	student
Hobbies	drawing, ...
Type of visitor (Az W)	first visit
Frequency of museum visits per year	2-3 per year
Social aspect of the visit	with friends (co-students)
Media affinity	high affinity for new media, low affinity for traditional media
Media use	...
Relation to the Az W	...
Information needs related to Az W	...
Affinity to architecture	...
Behaviour in the exhibition	...

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***Thank you for your attention and  
enjoy setting up « your » Personas!***

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