

Digital Analytics Evaluation Story

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What was the problem?

Target audience through website archive

According to the main findings that we sorted from previous website archive, 2567 total captures were made from 1997 to 2022. First date that was been crawled can be profoundly dated back to Dec 10th, 1997. The Warhol Museum URL was originally affiliated to the Carnegie Library of Pittsburgh, which indicated the most original target audience were focused on their **local audiences**.

CARNEGIE LIBRARY OF PITTSBURGH



"Free to the People"





Process

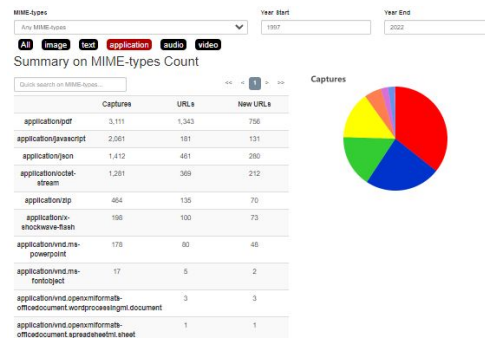
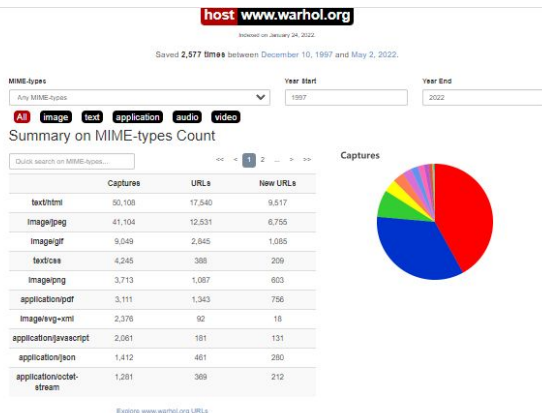
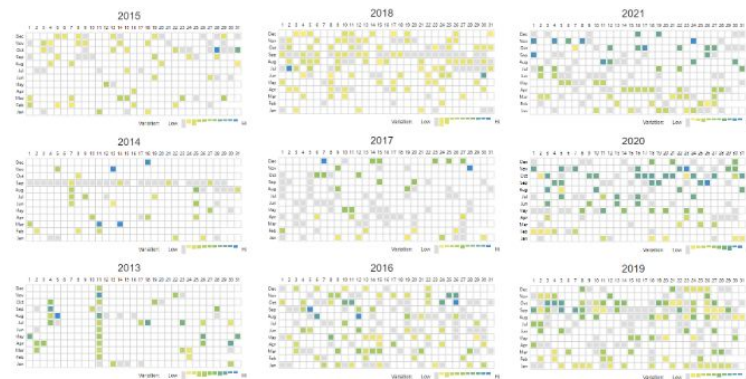
Overall approaches to find the result





Metrics

- Internet Archive & Miming
- Wayback Machine
- Microsoft Excel, Google Excel
- Tableau
- Google Analytics





What was the problem?

Findings from website archive

Name of the website had its first large modification on Apr 23rd, 1999, which officially changed to The Andy Warhol Museum as the page title, which later on changed back to the original Pittsburgh on 04/27/1999 though. However at this time, it already offered the link to enter his introduction page in which can be further explored. Feb 29th, 2000 was the first time setting up the introduction page as the warhol museum main page. Back to time we could see a preset banner for headings was established but the image does not appear accordingly due to the archiving issue.

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What was the problem?

Findings from website archive

In the December of the same year, CSS design was firstly modifies and changed the entire view of the website from HTML and text-base design to an black-pink designed website. This period of changing shifted from the museum outside picture to Andy Warhol himself as the only image appeared on their website. Name changed to the The Warhol himself in contrast to previous museum collaborations. This version also included online shopping page at the moment, which can be dated as early as 2000 to have an online shopping page.





What was the problem?

Findings from website archive

2003 was a new turning point in the museum's website design history. In this year we could predict that the museum was aiming at **branding Andy Warhol worldwide** and started to focus on how audience from **outside Pittsburgh**. On March 29th, the website started to include events on its main page. The first event was named NEW! Make your own silk screen online! On June 21st, it involved flash animations in the home page to attract more attention from the public. The animation gradually accepted by the audiences and evolved to be the entire banner on May 7th, 2005, which removed the main Andy Warhol image and changed it into a flash interactive block on the right side.



What was the problem?

Findings from website archive

03/29/2003 started to include events on their website. The first event: NEW! Make your own silk screen online!

06/21/2003 build an individual bouncing block using Flash but no longer supported. (problems of missing information from technological enhancement and updates) Canceled on 09/22/2003.

03/23/2004 added the Carnegie Museums of Pittsburgh to the supporters block.

05/07/2005 removed the main Andy Warhol image and changed it into a flash interactive block on the right side.

10/29/2006 Switching back to certain Images corporate to their current events, resources and lessons.

Membership building-ups and newsletter sign up places: 12/14/2006 start to have their member link posted and establish a new page for holiday specials, email notification and members exclusives. 10/17/2007 started to implement a type block and submit your email to newsletters.



What was the problem?

Findings from website archive

The second large CSS design modification happened in 2006. On Oct. 29th, the main page Switched back to certain Images corporate to their current events, resources and lessons, going back to use blocks as representing different contents displayed on the home page. Membership building-ups and newsletter sign up places at this period of time. On Dec. 14th, the main website started to have their member link posted and establish a new page for holiday specials, email notification and members exclusives. Almost a year after, on Oct 17th, 2007 it started to implement a type block and submit audience's email to newsletters.



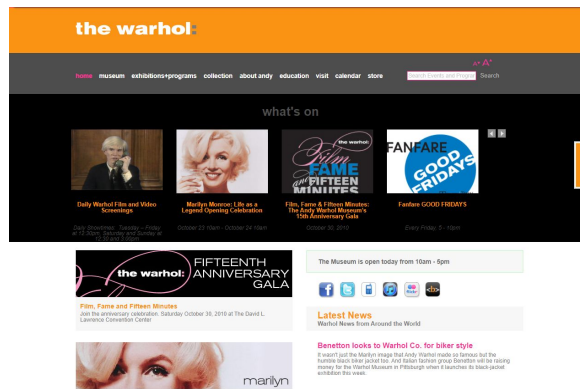


What was the problem?

Findings from website archive

Third change happened in 2010. The website designed its unique and uniformed headings and banner, as well as footer. What's On images and thumbnails designed to be auto-looped. Moreover, searching content was available for the public, which indicated archiving and metadata was built and ready to use at this moment. Social media icons including facebook, twitter, mobile apps, flickr, itunes and their own blog posts are also available since this version. Blocks were mostly abandoned but only kept with certain highlighted events/relations/member's page.

However at this time due to our meeting with clients, the Warhol started to rethinking about moving their target audience **back to local**.

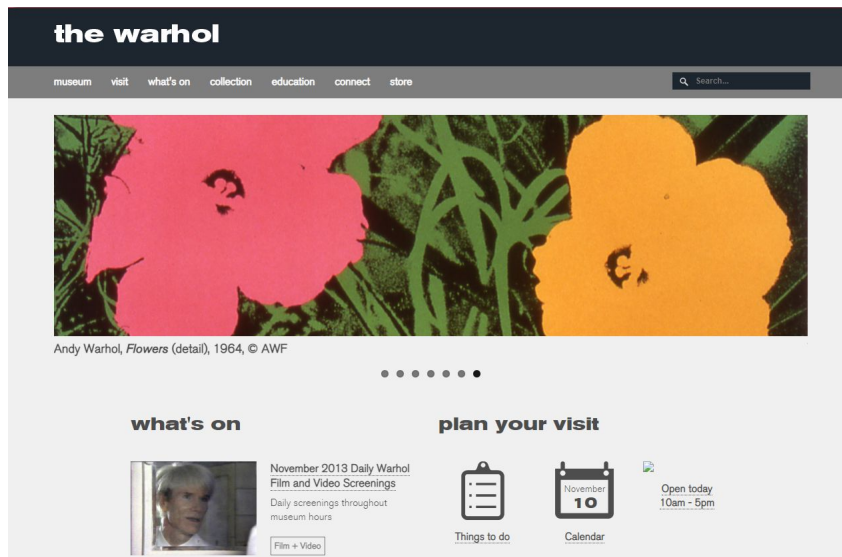




What was the problem?

Findings from website archive

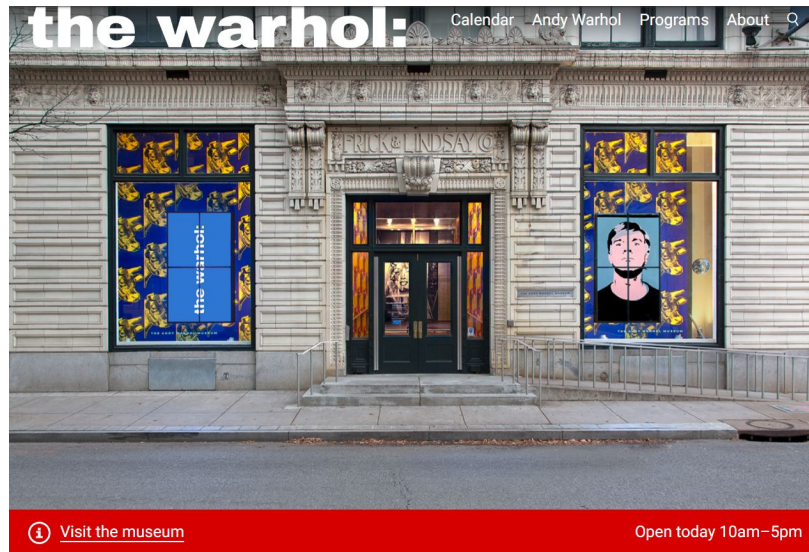
The fourth and fifth main design changing was mainly based on the third edition, but improving areas such as designs and UX development. The fourth edition modified on Nov 11th, 2014, Major colorset changed to black & gray, intentionally avoiding text-heavy issue, iconize most functions and clean up unnecessary blocks.



What was the problem?

Findings from website archive

The fifth edition enlarged the entire main page to the scroll down layout; enlarged all the fonts; increase the space of banner and headings, blocknized the entire page, and continuously play with the background color.





Website mapping?

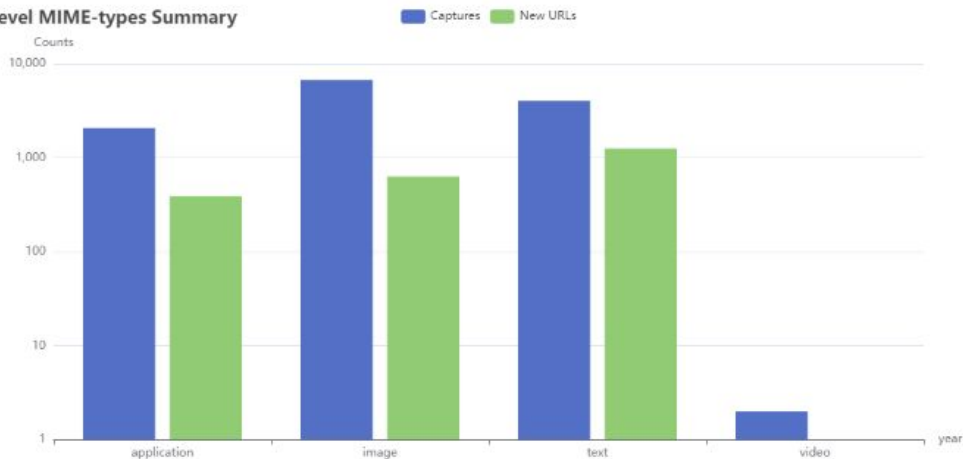
- What is the main problem throughout changes from the Warhol Museum website?
- What structure is currently applied and does it reflected on the outcome?
- Is there any less-important changes for next version of the mainpage?



Current problem due to version change

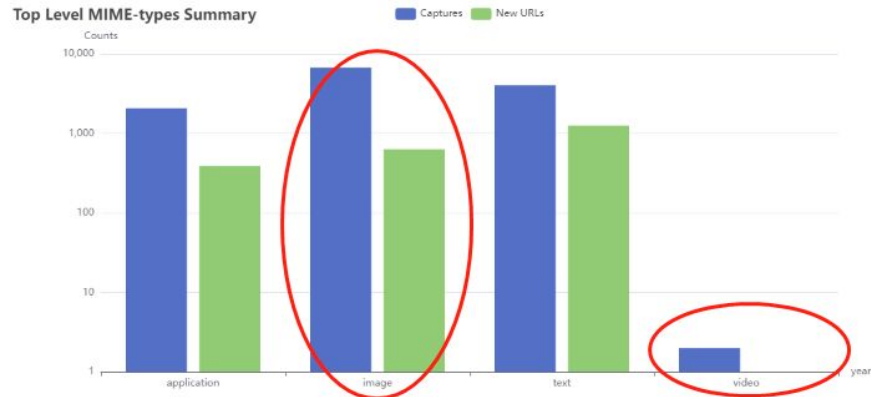
The Warhol Museum edit their last version of website design in 2020. Image and text are the top 2 media content that was adding to the page through the period of 2020 to 2022.

Top Level MIME-types Summary



Recommendation 1

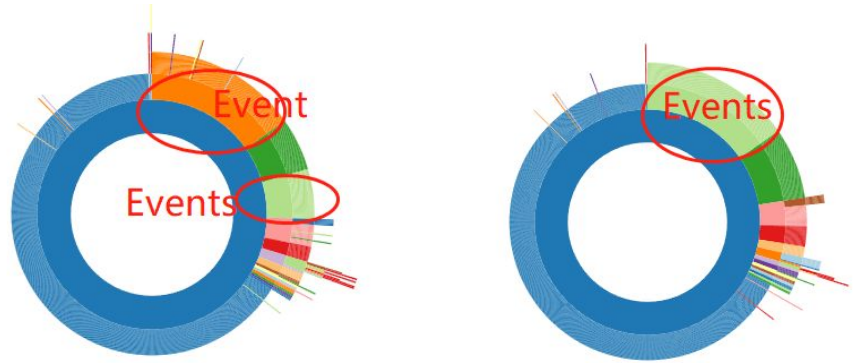
Adding more visual content, especially videos and moving images to the website to increase more interactions and visual attractions from the digital audiences.



Sitemap Structure

In 2020 the new structure of event/events become an conflict when building up webpage sitemaps. This conflict was solved in 2021 sitemap.

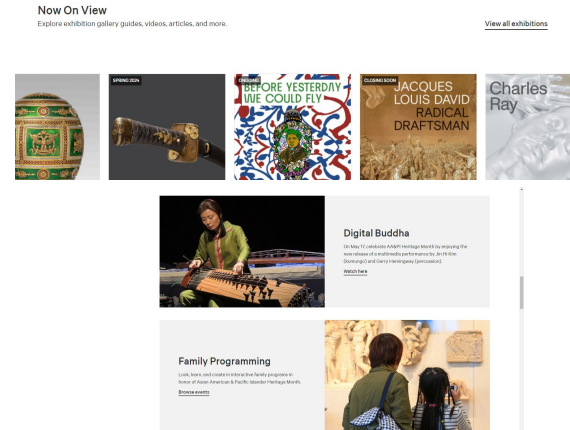
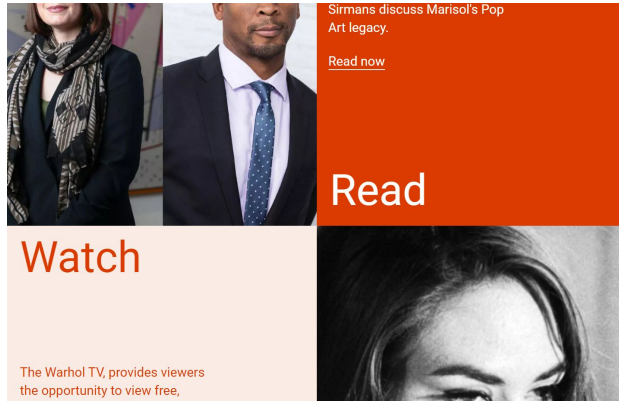
However, on the current webpage, there is no link under the name: Events.



No matter event or events, they occupied about 1% of the web page structure.

Recommendation 2

While the Covid is gradually getting controlled, events should be more and more important for an institution. By adding 'Events' section on blocks standing with read, watch and learn sections on the main page, digital audiences can better know directly of what they can get. (examples from the MET official website.)





Conclusion

Throughout the findings from website archive with the site history and CSS modifications, it is crucial to make sure the best fit for all audience instead of realize and modify after you figure out who the target audience was. Since the history of having Warhol.org is very early and historic according to previous archive, the Warhol should notice the huge analytic data missing from the previous history, and should ask specific analysis for their future website and social report analysis.

By adding more visual content, especially videos and moving images to the website to increase more interactions and visual attractions from the digital audiences; and adding 'Events' section on blocks standing with read, watch and learn sections on the main page, digital audiences can better know directly of what they can get through events and thus engage more with current content they want to focused on.