

**THE  
RUBIN**

**MUSEUM  
OF  
ART**

**WEBSITE USER PROFILES  
EVALUATION REPORT**

**SHARON YUXIN TAO |  
DIANA VAZQUEZ | WEN GU**

# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b>	3
<b>INTRODUCTION</b>	4
<b>RESEARCH OBJECTIVE</b>	5
<b>METHODOLOGY</b>	6
<b>RESULTS</b>	
<b>OVERALL USER PROFILES</b>	8
<b>ART</b>	9
<b>MINDFULNESS</b>	10
<b>SOCIAL</b>	11
<b>OTHER</b>	12
<b>COMPARISON OF MOTIVATIONS 1</b>	13
<b>COMPARISON OF MOTIVATIONS 2</b>	14
<b>KEY FINDINGS</b>	15
<b>RECOMMENDATIONS</b>	24
<b>CONCLUSIONS</b>	29
<b>APPENDIX</b>	30

# Executive Summary

The Rubin Museum of Art established a visitor survey on their website on October 12, 2022. The goal of this visitor survey was to gain insights into user motivations of digital visitors. As you will see throughout the report, four main user motivations were selected for the survey; *Mindfulness*, *Art*, *Social*, & *Other*. For the analysis, Google Analytics was connected to the survey, and segments were established based on the four user motives. Overall, the time range for the analysis was from October 12 - November 30, 2022. In order to visualize data, Google Analytics was connected to Looker Studio to gain a better understanding of user motivations through the implementation of several charts and a selection of dimensions/metrics. During the implementation of visualizations, *Audience/Sources* and *Behavior/Content* were established as the main points of analysis for each segment.

The comparison of the four visitor motivations supplied valuable insights. To begin, the *Mindfulness* motivated user was most active in responding to the survey, therefore, we found *Mindfulness* users topped many of our charts in activity. This mindfulness oriented user enjoys media content the most compared to *Art*, *Social*, and *Other* motives. The analysis also illustrates that *Art* motivated users interact with collection objects at a higher rate of sessions. In terms of *Social* motivated users, it came as no surprise that, when compared to other motives, they visited the *Events/Plan/Exhibition/Ticket* pages the most. This correlates with *Social* users' main objectives of using the website as a gateway to the happenings at the museums. Finally, *Other* motivated users had the second most sessions in media and blog related content, and had the most visits from the survey to the *About* page.

Collectively, the analysis presented some insights that might be of value to the Rubin Museum of Art. To begin, it seems *Mindfulness* visitors overwhelmingly interacted with media content, especially podcast episodes. Therefore, in order to increase website engagement, creating new content specifically for *Social* and *Art* motives can boost engagement on this front [See *recommendations for ideas*] Furthermore, as previously mentioned, *Art* users interact the most with collection objects, to increase engagement from other motives with collection objects we recommended introducing these pages in innovative ways. [See *recommendations for ideas*] Regarding *Other* users, the ability to write in their response in the survey may be able to expand on their true motivation, since the study revealed that these users are interested in a variety of sites, including employment, media material, and pages containing information about the museum's collections, staff, and employees. In conclusion, an assessment of the analysis must take into account that it was constrained due to the small number of survey respondents. A longer length of time for accumulating additional data may yield novel or advantageous discoveries.

# Introduction

The Rubin Museum of Art describes themselves as a “dynamic environment that stimulates learning, promotes understanding, and inspires personal connections to the ideas, cultures, and art of Himalayan regions. Google Analytics has enabled the digital media team at Rubin to track website interactions and get user insights. However, there are limits to these metrics, such as the inability to establish the reasons why visitors visit the website. Consequently, the Rubin Museum of Art established a visitor survey on their website on October 12, 2022, and requested visitors to classify themselves according to their motive for visiting online in order to acquire a deeper understanding of the user motives of digital users. The endeavor to track the online and offline journey of visitors would greatly profit from the analysis of this data within the context of Google Analytics.



Figure 1.1: Example of how the visitor motivation survey appeared for visitors to the Rubin website

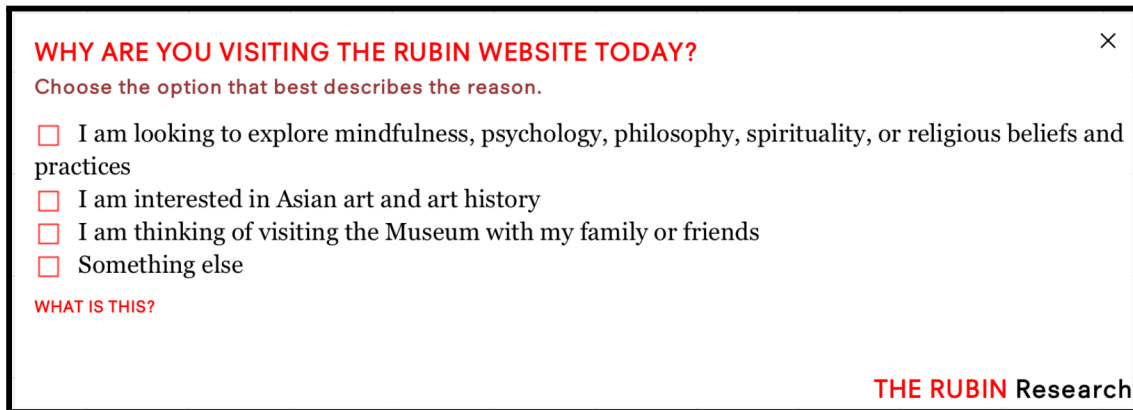
The goal of the visitor motivation survey is to classify Rubinmuseum.org visitors according to their reason for visiting. Specific motives have been considered in terms of how various website components are employed by these groups and the overall user experience across all domains.

# Research Objective

The objective of this analysis is to understand the four key user motives as revealed by a survey conducted by the Rubin Museum of Art on their website for research. By comparing their behaviors and content interactions, the acquired data helped us achieve our objective of gaining a deeper understanding of specific motivations. This will impact the design and content of future websites in order to meet the demands of the analyzed audience.

# Methodology

- ❖ An online survey served as the basis for our analysis. This analysis was conducted with data from the time period of October 12 - November 30, 2022.
- ❖ The following prompt was presented to Rubin Museum website visitors.



**WHY ARE YOU VISITING THE RUBIN WEBSITE TODAY?** ×

Choose the option that best describes the reason.

- I am looking to explore mindfulness, psychology, philosophy, spirituality, or religious beliefs and practices
- I am interested in Asian art and art history
- I am thinking of visiting the Museum with my family or friends
- Something else

[WHAT IS THIS?](#)

THE RUBIN Research

Figure 1.2: The visitor motivation survey on the website of Rubin Museum

- ❖ Behind the scenes, the subsequent segment names were applied in Google Analytics for each corresponding question:

Survey Question	Segment Name
I am looking to explore mindfulness, psychology, philosophy, spirituality, or religious beliefs and practices	Motive_Mindfulness
I am interested in Asian art and art history	Motive_Art
I am thinking of visiting the Museum with my family of friends	Motive_Social
Something else	Motive_Other

- Furthermore, the data from the survey results on Google Analytics was used in conjunction with **Looker Studio** to create visualizations and conduct findings & recommendations with the use of dimensions and metrics.

**Metrics:** Segment data was divided into two main categories; Audience/Sources & Behavior/Content. Lastly, the Comparison of Motivations category was necessary to understand distinctions between the four motivations.

<b>Category</b>	<b>Dimensions</b>	<b>Metrics</b>
Audience/Sources	User Type, Device Category, Gender, Country, City, Medium	Users, New Users, Sessions, % New Sessions
Behavior/Content	Page Title, Landing Page, Page path level 2	Sessions, Pages / Session, Avg. Time on Page, Unique Page Views, Entrances
Comparison of Motivations	Motivations, Page Title, User Type, Page path level 2, Device Category	Users, Sessions, Pages/Session, Unique Pageviews, Avg. Time on Page, Avg. Session Duration, % New Sessions, Video - Open Overlay or Play (Goal Starts) & (Conversion Rate)

**Limitations:**

1. This time range of this analysis was for less than two months, therefore data collection was limited.
2. Distinction between exhibitions & programs was unclear with current URL structure.

Oct 12, 2022 - Nov 30, 2022

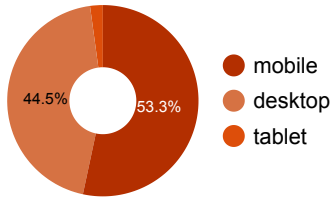
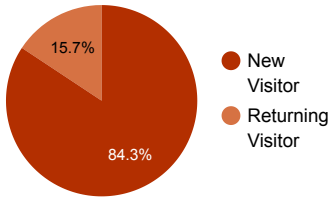
## AUDIENCE & SOURCES

Users  
49,908

% New Sessions  
73.09%

### USER TYPE

### DEVICE TYPE

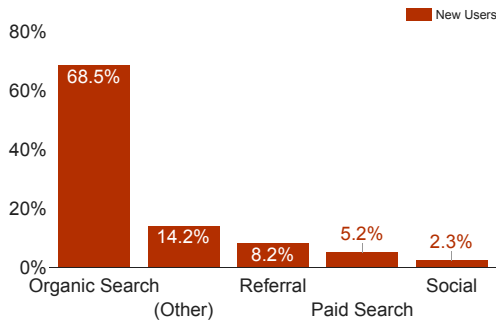


### LOCATION

Country	Sessions
1. United States	82.1%
2. India	2.0%
3. United Kingdom	1.9%
4. Canada	1.6%
5. Australia	0.7%

City	Sessions
1. New York	32.75%
2. (not set)	6.93%
3. Ashburn	1.14%
4. Los Angeles	1.03%
5. Chicago	0.94%

### TRAFFIC SOURCE



## BEHAVIOR

Sessions  
66,051

Pages / Session  
2.4

Avg. Session Duration  
00:01:43

### User Page Interaction

Page Title	Unique Page...	Entrances	Avg. Time on Page
1. Rubin Museum of Art	21,022	20,052	00:00:44
2. AWAKEN Podcast   Rubin Mus...	4,899	4,172	00:01:12
3. Exhibitions   Rubin Museum of Art	4,835	1,423	00:00:50
4. Plan   Rubin Museum of Art	3,863	1,176	00:01:29
5. Tickets   Rubin Museum of Art	3,830	1,739	00:02:22
<b>Grand total</b>	<b>124,089</b>	<b>65,893</b>	<b>00:01:11</b>

### Landing Page Sessions

Landing Page	Sessions
1. rubinmuseum.org/	32.36%
2. rubinmuseum.org/page/tickets	2.63%
3. rubinmuseum.org/events/series/k2-friday-...	2.37%
4. rubinmuseum.org/events/exhibitions	2.36%
5. rubinmuseum.org/events/exhibitions/man...	1.99%
<b>Grand total</b>	<b>100%</b>

## CONTENT

Pageviews  
160,856

Entrances  
65.9K

### Top 10 Page Journey

Page path level 2	Sessions	% New Sessions
1. /	21,868	78.55%
2. /events/	13,758	68.19%
3. /page/	5,539	67.54%
4. /landing/	4,845	80.14%
5. /mediacenter/	4,078	58.26%
6. /blog/	4,041	87.58%
7. /collection/	2,781	78.25%
8. /spiral/	2,231	81.49%
9. /objects/	1,794	63.49%
10. /about/	1,604	59.91%
<b>Grand total</b>	<b>66,051</b>	<b>73.09%</b>

### Unique Pageviews by Collection Objects

Page Title	Unique Pagev...
1. Works – Rubin Museum of Art	349
2. Sarvavid Vairochana Mandala – Works – Rubin Museum of Art	92
3. Green Tara – Works – Rubin Museum of Art	85
4. Siddhi Lakshmi – Works – Rubin Museum of Art	80
5. Buddha Shakyamuni – Works – Rubin Museum of Art	53
<b>Grand total</b>	<b>6,789</b>

### Unique Pageviews by Media

Page Title	Unique Pagev...
1. Attachment Episode 3   Rubin Museum of Art	1,008
2. Media Center   Rubin Museum of Art	718
3. Ignorance Episode 6   Rubin Museum of Art	396
4. Entering the Mandala Episode 1   Rubin Museum of Art	357
5. Anger Episode 5   Rubin Museum of Art	347
<b>Grand total</b>	<b>6,453</b>

### Unique Pageviews by Exhibition

Page Title	Unique Pagevie...
1. Exhibitions   Rubin Museum of Art	4,819
2. Mandala Lab   Rubin Museum of Art	3,443
3. Healing Practices   Rubin Museum of Art	2,084
4. The Tibetan Buddhist Shrine Room   Rubin Museum of Art	886
5. Tales of Muted Spirits—Dispersed Threads—Twisted Shangri-L...	615
<b>Grand total</b>	<b>15,451</b>

### Unique Pageviews by Programs(Events)

Page Title	Unique Pagevi...
1. Exhibitions   Rubin Museum of Art	4,834
2. Mandala Lab   Rubin Museum of Art	3,443
3. K2 Friday Nights - Free Admission, Cocktails, DJs, and Mor...	3,431
4. Events   Rubin Museum of Art	3,283
5. Healing Practices   Rubin Museum of Art	2,084
<b>Grand total</b>	<b>36,081</b>



Oct 12, 2022 - Nov 30, 2022

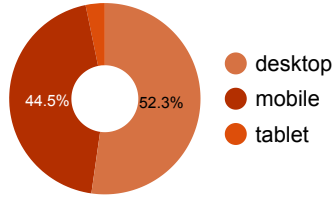
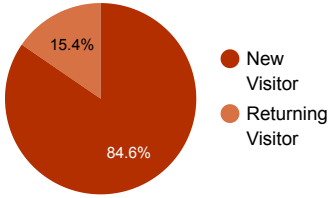
## AUDIENCE & SOURCES

Users  
703

% New Sessions  
84.23%

### USER TYPE

### DEVICE TYPE

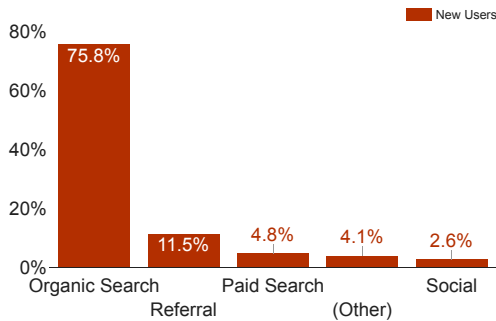


### LOCATION

Country	Sessions
1. United States	75.8%
2. United Kingdom	2.3%
3. Canada	2.1%
4. India	2.0%
5. Germany	1.8%

City	Sessions
1. New York	31.1%
2. (not set)	6.5%
3. Los Angeles	2.5%
4. London	1.3%
5. Boston	1.3%

### TRAFFIC SOURCE



## BEHAVIOR

Sessions  
710

Pages / Session  
7.8

Avg. Session Duration  
00:04:29

### User Page Interaction

Page Title	Unique Page...	Entrances	Avg. Time on Page
1. Rubin Museum of Art	395	363	00:00:25
2. Exhibitions   Rubin Museum of Art	111	15	00:00:34
3. Results – Search Objects – Rub...	104	0	00:00:36
4. Collections – Rubin Museum of ...	77	5	00:00:28
5. Plan   Rubin Museum of Art	74	9	00:00:43
<b>Grand total</b>	<b>2,673</b>	<b>710</b>	<b>00:00:39</b>

1 - 5 / 796 < >

### Landing Page Sessions

Landing Page	Sessions
1. rubinmuseum.org/	53.8%
2. rubinmuseum.org/events/exhibitions	2.4%
3. rubinmuseum.org/page/plan	1.3%
4. rubinmuseum.org/page/tickets	1.3%
5. rubinmuseum.org/landing/awaken	1.3%
<b>Grand total</b>	<b>100.0%</b>

1 - 100 / 209 < >

## CONTENT

Pageviews  
5,521

Entrances  
710.0

### Top 10 Page Journey

Page path level 2	Sessions	% New Sessions
1. /	388	88.7%
2. /events/	93	80.6%
3. /collection/	74	79.7%
4. /page/	31	80.6%
5. /landing/	29	86.2%
6. /mediacenter/	27	70.4%
7. /blog/	18	88.9%
8. /spiral/	14	85.7%
9. /about/	9	55.6%
10. /objects/	8	37.5%
<b>Grand total</b>	<b>710</b>	<b>84.2%</b>

1 - 21 / 21 < >

### Unique Pageviews by Collection Objects

Page Title	Unique Pagev...
1. Works – Rubin Museum of Art	24
2. Green Tara – Works – Rubin Museum of Art	7
3. Buddha Amitayus – Results – Search Objects – Rubin Museu...	6
4. Buddha Shakyamuni – Results – Search Objects – Rubin Mus...	5
5. Akshobhyavajra Ghuyasamaja – Works – Rubin Museum of Art	5
<b>Grand total</b>	<b>377</b>

1 - 5 / 261 < >

### Unique Pageviews by Media

Page Title	Unique Pagev...
1. Media Center   Rubin Museum of Art	16
2. Tibetan Buddhist Shrine Room video With 2 hours of meditative...	7
3. Entering the Mandala Episode 1   Rubin Museum of Art	6
4. Anger Episode 5   Rubin Museum of Art	6
5. Healing Practices Exhibition Audio Tour   Rubin Museum of Art	5
<b>Grand total</b>	<b>89</b>

1 - 5 / 33 < >

### Unique Pageviews by Exhibition

Page Title	Unique Pagev...
1. Exhibitions   Rubin Museum of Art	111
2. Mandala Lab   Rubin Museum of Art	58
3. Healing Practices   Rubin Museum of Art	50
4. The Tibetan Buddhist Shrine Room   Rubin Museum of Art	30
5. Gateway to Himalayan Art   Rubin Museum of Art	28
<b>Grand total</b>	<b>380</b>

1 - 5 / 44 < >

### Unique Pageviews by Programs(Events)

Page Title	Unique Pagev...
1. Exhibitions   Rubin Museum of Art	111
2. Events   Rubin Museum of Art	59
3. Mandala Lab   Rubin Museum of Art	58
4. Healing Practices   Rubin Museum of Art	50
5. The Tibetan Buddhist Shrine Room   Rubin Museum of Art	30
<b>Grand total</b>	<b>579</b>

1 - 5 / 91 < >

Oct 12, 2022 - Nov 30, 2022

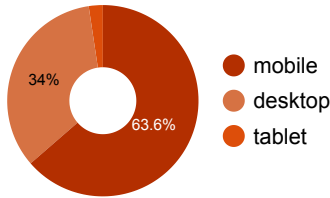
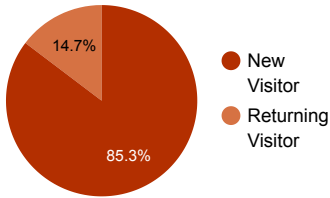
## AUDIENCE & SOURCES

Users  
1,287

% New Sessions  
83.30%

### USER TYPE

### DEVICE TYPE

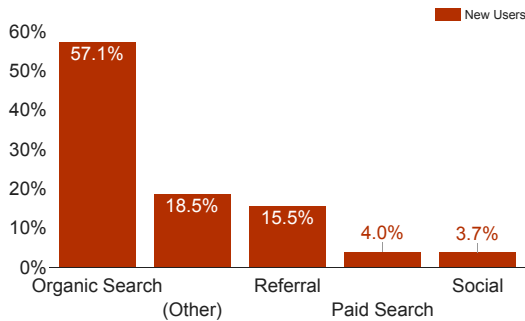


### LOCATION

Country	Sessions
1. United States	80.3%
2. Canada	2.3%
3. United Kingdom	1.9%
4. India	1.1%
5. Germany	1.0%

City	Sessions
1. New York	28.4%
2. (not set)	6.2%
3. Los Angeles	1.2%
4. Chicago	0.9%
5. Atlanta	0.9%

### TRAFFIC SOURCE



## BEHAVIOR

Sessions  
1,347

Pages / Session  
6.5

Avg. Session Duration  
00:03:59

### User Page Interaction

Page Title	Unique Page...	Entrances	Avg. Time on Page
1. Rubin Museum of Art	460	432	00:00:22
2. AWAKEN Podcast   Rubin Mus...	238	142	00:00:40
3. Mandala Lab   Rubin Museum o...	164	38	00:01:53
4. Events   Rubin Museum of Art	129	21	00:00:32
5. Mindfulness Meditation Podcast...	101	51	00:00:40
<b>Grand total</b>	<b>3,651</b>	<b>1,347</b>	<b>00:00:43</b>

### Landing Page Sessions

Landing Page	Sessions
1. rubinmuseum.org/	33.7%
2. rubinmuseum.org/page/mindfulness-medi...	3.7%
3. rubinmuseum.org/landing/awaken	3.6%
4. rubinmuseum.org/events/series/mindfulne...	3.0%
5. rubinmuseum.org/events/exhibitions/man...	2.6%
<b>Grand total</b>	<b>100.0%</b>

## CONTENT

Pageviews  
8,733

Entrances  
1.3K

### Top 10 Page Journey

Page path level 2	Sessions	% New Sessions
1. /	453	87.9%
2. /events/	247	82.6%
3. /mediacenter/	187	72.2%
4. /landing/	156	80.1%
5. /page/	94	86.2%
6. /collection/	63	92.1%
7. /blog/	49	87.8%
8. /spiral/	44	86.4%
9. /events	23	73.9%
10. /mediacenter	6	66.7%
<b>Grand total</b>	<b>1,347</b>	<b>83.3%</b>

### Unique Pageviews by Collection Objects

Page Title	Unique Pagev...
1. Sarvavid Vairochana Mandala – Works – Rubin Museum of Art	8
2. Works – Rubin Museum of Art	6
3. Green Tara – Works – Rubin Museum of Art	3
4. Hayagriva – Works – Rubin Museum of Art	3
5. Black Hayagriva – Results – Search Objects – Rubin Museum...	2
<b>Grand total</b>	<b>104</b>

### Unique Pageviews by Media

Page Title	Unique Pagev...
1. Media Center   Rubin Museum of Art	80
2. Anger Episode 5   Rubin Museum of Art	36
3. Ignorance Episode 6   Rubin Museum of Art	35
4. Entering the Mandala Episode 1   Rubin Museum of Art	34
5. Welcome to AWAKEN   Rubin Museum of Art	33
<b>Grand total</b>	<b>501</b>

### Unique Pageviews by Exhibition

Page Title	Unique Pagev...
1. Mandala Lab   Rubin Museum of Art	164
2. Exhibitions   Rubin Museum of Art	100
3. Healing Practices   Rubin Museum of Art	74
4. Tales of Muted Spirits—Dispersed Threads—Twisted Shangri-L...	30
5. The Tibetan Buddhist Shrine Room   Rubin Museum of Art	27
<b>Grand total</b>	<b>483</b>

### Unique Pageviews by Programs(Events)

Page Title	Unique Pagev...
1. Mandala Lab   Rubin Museum of Art	164
2. Events   Rubin Museum of Art	129
3. Exhibitions   Rubin Museum of Art	100
4. Mindfulness Meditation Online   Rubin Museum of Art	74
5. Healing Practices   Rubin Museum of Art	74
<b>Grand total</b>	<b>1,153</b>

Oct 12, 2022 - Dec 30, 2022

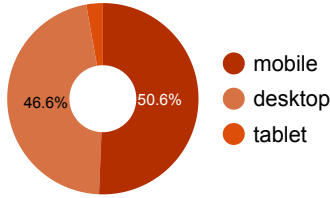
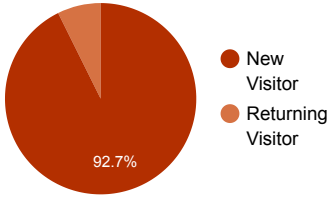
## AUDIENCE & SOURCES

Users  
1,555

% New Sessions  
92.44%

### USER TYPE

### DEVICE TYPE

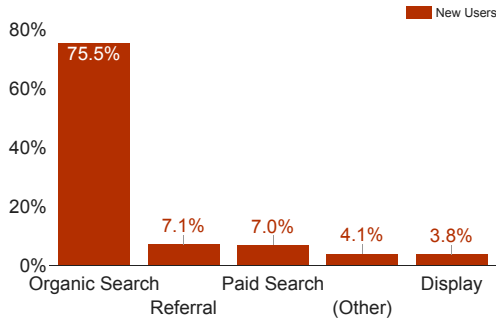


### LOCATION

Country	Sessions
1. United States	94.1%
2. Canada	1.7%
3. Italy	0.4%
4. Switzerland	0.3%
5. Germany	0.3%

City	Sessions
1. New York	42.38%
2. (not set)	3.24%
3. Ashburn	1.02%
4. Boston	0.89%
5. Washington	0.89%

### TRAFFIC SOURCE



## BEHAVIOR

Sessions  
1,574

Pages / Session  
6.4

Avg. Session Duration  
00:03:01

### User Page Interaction

Page Title	Unique Page...	Entrances	Avg. Time on Page
1. Rubin Museum of Art	1,107	1,071	00:00:19
2. Exhibitions   Rubin Museum of Art	423	51	00:00:34
3. Plan   Rubin Museum of Art	324	23	00:01:08
4. Events   Rubin Museum of Art	213	17	00:00:34
5. Mandala Lab   Rubin Museum o...	195	20	00:01:34
<b>Grand total</b>	<b>4,452</b>	<b>1,574</b>	<b>00:00:33</b>

### Landing Page Sessions

Landing Page	Sessions
1. rubinmuseum.org/	72.0%
2. rubinmuseum.org/events/exhibitions	3.4%
3. rubinmuseum.org/events/exhibitions/heali...	3.2%
4. rubinmuseum.org/page/tickets	2.2%
5. rubinmuseum.org/page/plan	1.5%
<b>Grand total</b>	<b>100.0%</b>

## CONTENT

Pageviews  
10,021

Entrances  
1.6K

### Top 10 Page Journey

Page path level 2	Sessions	% New Sessions
1. /	1,136	94.28%
2. /events/	271	87.82%
3. /page/	80	93.75%
4. /events	17	64.71%
5. /landing/	13	84.62%
6. /collection/	13	100%
7. /mediacenter/	10	60%
8. /spiral/	6	100%
9. /support/	4	75%
10. /about/	3	100%
<b>Grand total</b>	<b>1,574</b>	<b>92.44%</b>

### Unique Pageviews by Collection Objects

Page Title	Unique Pagev...
1. Works – Rubin Museum of Art	5
2. Green Tara – Works – Rubin Museum of Art	3
3. Yellow Jambhala – Works – Rubin Museum of Art	2
4. Book Cover with Ten Incarnations of Vishnu – Results – Searc...	1
5. Phakmodrupa (1110–1170) with His Previous Incarnations an...	1
<b>Grand total</b>	<b>31</b>

### Unique Pageviews by Media

Page Title	Unique Pagev...
1. Healing Practices Exhibition Audio Tour   Rubin Museum of Art	11
2. Media Center   Rubin Museum of Art	6
3. Entering the Mandala Episode 1   Rubin Museum of Art	4
4. Ignorance Episode 6   Rubin Museum of Art	3
5. Envy Episode 4   Rubin Museum of Art	3
<b>Grand total</b>	<b>52</b>

### Unique Pageviews by Exhibition

Page Title	Unique Pagev...
1. Exhibitions   Rubin Museum of Art	421
2. Mandala Lab   Rubin Museum of Art	195
3. Healing Practices   Rubin Museum of Art	150
4. The Tibetan Buddhist Shrine Room   Rubin Museum of Art	50
5. Tales of Muted Spirits—Dispersed Threads—Twisted Shangri-L...	46
<b>Grand total</b>	<b>1,010</b>

### Unique Pageviews by Programs(Events)

Page Title	Unique Pagev...
1. Exhibitions   Rubin Museum of Art	423
2. Events   Rubin Museum of Art	213
3. Mandala Lab   Rubin Museum of Art	195
4. Healing Practices   Rubin Museum of Art	150
5. K2 Friday Nights - Free Admission, Cocktails, DJs, and Mor...	115
<b>Grand total</b>	<b>1,822</b>

Oct 12, 2022 - Nov 30, 2022

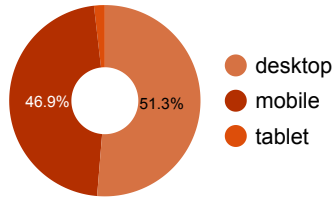
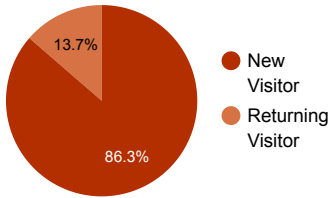
## AUDIENCE & SOURCES

Users  
649

% New Sessions  
85.84%

### USER TYPE

### DEVICE TYPE

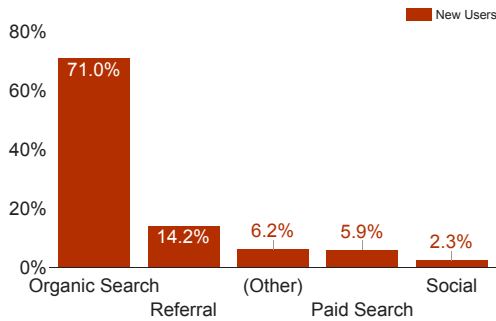


### LOCATION

Country	Sessions
1. United States	83.7%
2. United Kingdom	2.4%
3. India	2.1%
4. Canada	1.7%
5. France	0.8%

City	Sessions
1. New York	37.14%
2. (not set)	4.41%
3. London	0.91%
4. Jersey City	0.91%
5. Los Angeles	0.76%

### TRAFFIC SOURCE



## BEHAVIOR

Sessions  
657

Pages / Session  
6.2

Avg. Session Duration  
00:03:54

### User Page Interaction

Page Title	Unique Page...	Entrances	Avg. Time on Page
1. Rubin Museum of Art	337	319	00:00:32
2. (not set)	84	8	00:00:48
3. Events   Rubin Museum of Art	67	9	00:00:42
4. Mandala Lab   Rubin Museum o...	56	6	00:01:36
5. Exhibitions   Rubin Museum of Art	50	5	00:00:44
<b>Grand total</b>	<b>1,826</b>	<b>657</b>	<b>00:00:44</b>

### Landing Page Sessions

Landing Page	Sessions
1. rubinmuseum.org/	51.8%
2. rubinmuseum.org/about/jobs	2.7%
3. rubinmuseum.org/events/series/k2-friday-...	1.4%
4. rubinmuseum.org/events	1.4%
5. rubinmuseum.org/events/series/brainwave	1.1%
<b>Grand total</b>	<b>100.0%</b>

## CONTENT

Pageviews  
4,084

Entrances  
657.0

### Top 10 Page Journey

Page path level 2	Sessions	% New Sessions
1. /	340	90.59%
2. /events/	92	73.91%
3. /collection/	39	92.31%
4. /mediacenter/	32	68.75%
5. /blog/	31	93.55%
6. /page/	30	80%
7. /landing/	25	96%
8. /about/	24	66.67%
9. /spiral/	23	91.3%
10. /events	9	77.78%
<b>Grand total</b>	<b>657</b>	<b>85.84%</b>

### Unique Pageviews by Collection Objects

Page Title	Unique Pagev...
1. Buddha Shakyamuni – Works – Rubin Museum of Art	3
2. Sarvavid Vairochana Mandala – Works – Rubin Museum of Art	2
3. Black Cloak Mahakala – Works – Rubin Museum of Art	2
4. Five Female Buddhas; Text and Illuminations of the Hundred ...	1
5. Works – Rubin Museum of Art	1
<b>Grand total</b>	<b>29</b>

### Unique Pageviews by Media

Page Title	Unique Pagev...
1. Media Center   Rubin Museum of Art	18
2. Entering the Mandala Episode 1   Rubin Museum of Art	7
3. Anger Episode 5   Rubin Museum of Art	7
4. Welcome to AWAKEN Season 2   Rubin Museum of Art	5
5. Tibetan Buddhist Shrine Room video With 2 hours of meditative...	5
<b>Grand total</b>	<b>85</b>

### Unique Pageviews by Exhibition

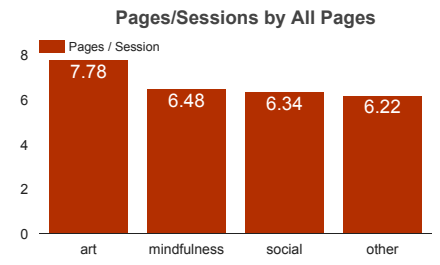
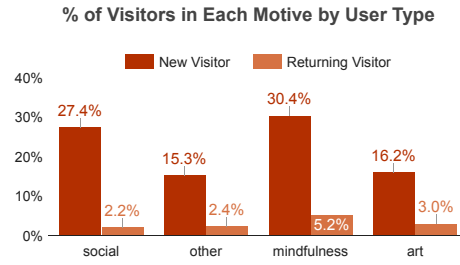
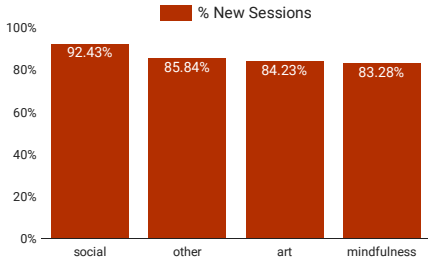
Page Title	Unique Pagevie...
1. Mandala Lab   Rubin Museum of Art	56
2. Exhibitions   Rubin Museum of Art	50
3. Healing Practices   Rubin Museum of Art	31
4. The Tibetan Buddhist Shrine Room   Rubin Museum of Art	15
5. Tales of Muted Spirits—Dispersed Threads—Twisted Shangri-L...	9
<b>Grand total</b>	<b>207</b>

### Unique Pageviews by Programs(Events)

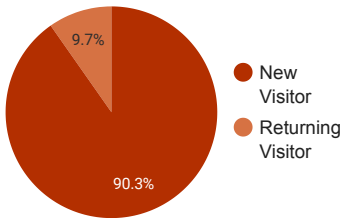
Page Title	Unique Pagevie...
1. Events   Rubin Museum of Art	67
2. Mandala Lab   Rubin Museum of Art	56
3. Exhibitions   Rubin Museum of Art	50
4. Healing Practices   Rubin Museum of Art	31
5. K2 Friday Night   Rubin Museum of Art	22
<b>Grand total</b>	<b>473</b>

# Comparison of Motivations 1

Oct 12, 2022 - Nov 30, 2022



User Type by Mandala Lab Users



## CONTENT SPECIFIC COMPARISON

% of User Engagement by Motive for Podcast and Video Content

Motivations	Sessions	Users	Avg. Session Duration
1. mindfulness	193	69.08%	00:03:35
2. other	32	12.37%	00:03:06
3. art	27	13.22%	00:02:53
4. social	10	6.61%	00:01:26

Video Interactions by Motive

Motivations	Video - Open Overlay or Play (Goal 10 Conve...
1. mindfulness	10.7%
2. social	4.5%
3. art	5.8%
4. other	5.6%
<b>Grand total</b>	<b>7.1%</b>

Engagement by Motivations on Collection Object Pages

Motivations	Unique Pageviews	Avg. Time on Page
1. art	70.1%	00:00:55
2. mindfulness	19.3%	00:00:59
3. other	5.4%	00:00:52
4. social	5.2%	00:00:28
<b>Grand total</b>	<b>100.0%</b>	<b>00:00:55</b>

Sessions & Session Duration by Motivations for Collection Object Pages

Motivations	Sessions	Users	Avg. Session Duration
1. art	8	58.65%	00:11:26
2. other	2	9.02%	00:24:43
3. mindfulness	2	21.8%	00:07:48

Video Interactions by Motive

Motivations	Video - Open Overlay or Play (Goal 10 St...
1. mindfulness	144
2. social	49
3. art	41
4. other	37
<b>Grand total</b>	<b>271</b>

## Specific Page Path 2 Interactions by Motive

Page path level 2	Motivations / Sessions				Grand...
	mindfulness	social	art	other	
/	453	829	388	340	2,010
/events/	247	151	93	92	583
/mediacenter/	187	10	27	32	256
/landing/	156	12	29	25	222
/page/	93	56	31	30	210
/collection/	63	7	74	39	183
/blog/	49	-	18	31	98
/spiral/	44	5	14	23	86
<b>Grand total</b>	<b>1,346</b>	<b>1,097</b>	<b>710</b>	<b>657</b>	<b>3,810</b>

## Page Interaction by Motive

Motivations	Sessions	Pages / Session	Avg. Sessi...	% New Sessi...
1. mindfulness	1,346	6.48	00:03:59	83.28%
2. social	1,097	6.34	00:02:54	92.43%
3. art	710	7.78	00:04:29	84.23%
4. other	657	6.22	00:03:54	85.84%

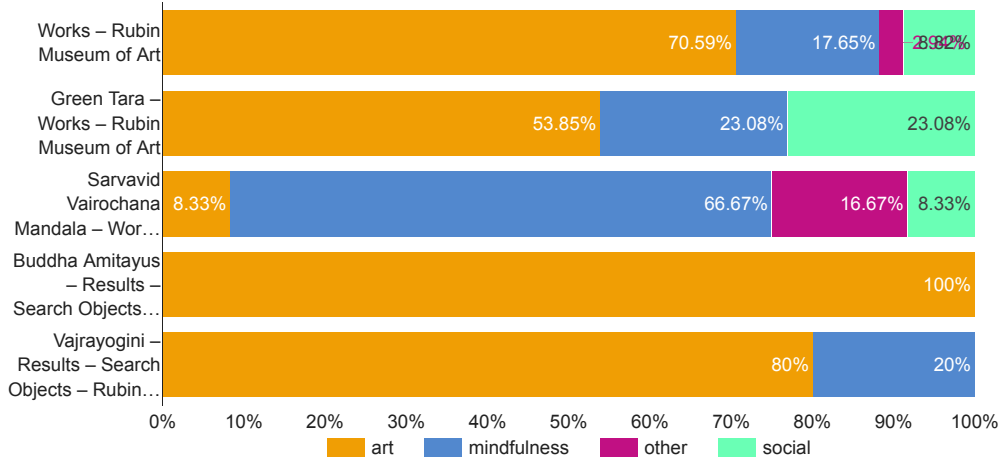
## Page Interaction by Unique Pageviews & Avg. Time

Page Title	mindfulness		social		art		other		Grand total	
	Unique Pa...	Avg. Time ...	Unique Pa...	Avg. Time ...	Unique Pa...	Avg. Time ...	Unique Pa...	Avg. Time ...	Uniq...	Avg. ...
Rubin Museum of Art	460	00:00:22	800	00:00:19	395	00:00:25	337	00:00:32	2K	00:00:...
Exhibitions   Rubin Mu...	100	00:00:36	304	00:00:37	111	00:00:34	50	00:00:44	565	00:00:...
Mandala Lab   Rubin ...	164	00:01:53	138	00:01:20	58	00:01:18	56	00:01:36	416	00:00:...
Events   Rubin Museu...	129	00:00:32	161	00:00:29	59	00:00:38	67	00:00:42	416	00:00:...
Plan   Rubin Museum ...	82	00:01:12	224	00:01:05	74	00:00:43	33	00:01:05	413	00:00:...
AWAKEN Podcast   R...	238	00:00:40	28	00:00:37	40	00:00:46	32	00:00:38	338	00:00:...
Tickets   Rubin Museu...	56	00:00:35	129	00:00:52	49	00:01:38	19	00:00:27	253	00:00:...
(not set)	52	00:00:27	35	00:01:11	48	00:00:23	84	00:00:48	219	00:00:...
Healing Practices   Ru...	74	00:00:33	60	00:00:26	50	00:00:46	31	00:01:07	215	00:00:...
K2 Friday Nights - Fre...	46	00:00:56	78	00:00:55	27	00:00:49	21	00:00:18	172	00:00:...
Results - Search Obj...	23	00:00:49	7	00:00:33	104	00:00:36	11	00:00:15	145	00:00:...
<b>Grand total</b>	<b>3.7K</b>	<b>00:00:43</b>	<b>3.1K</b>	<b>00:00:32</b>	<b>2.7K</b>	<b>00:00:39</b>	<b>1.8K</b>	<b>00:00:44</b>	<b>11.3K</b>	<b>00:00:39</b>

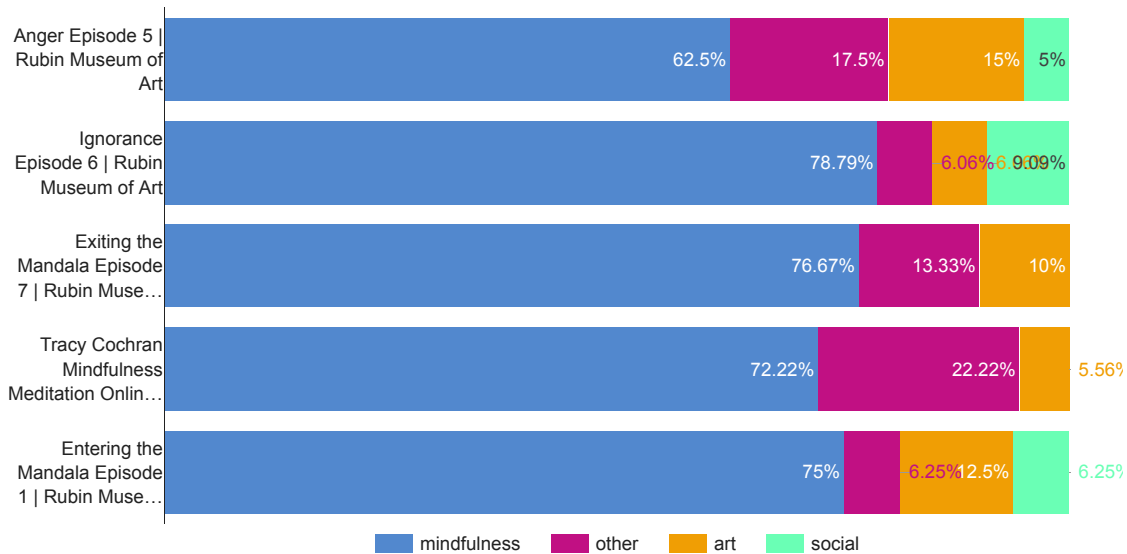
# Comparison of Motivations 2

Oct 12, 2022 - Nov 30, 2022

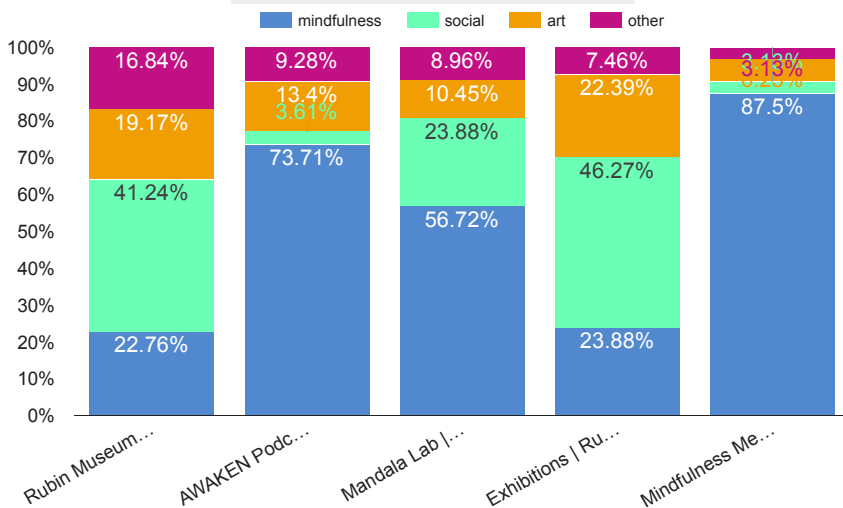
**Top Collection Object by Motive**



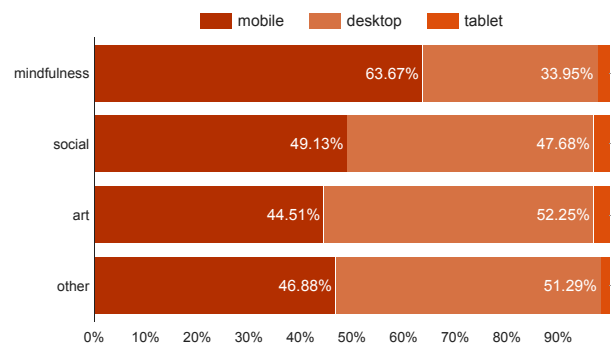
**Media Content by Motive**



**Motivations by Top Pages Overall**



**Device type by Motive**



# Key Findings

## Finding 1: All motivations generate session & page engagement at a comparable rate.

It appears all motives engage at a highly similar rate when comparing pages & sessions on the website. Art people have the highest pages/sessions at **7.78%**. This might be because Art visitors are viewing collection objects therefore spending more time on different collection pages. On the other hand Mindfulness visitors have the highest sessions overall on the website with **1,346**.

As you can see from the chart(Figure 2.1), the % of New Sessions is very high for all motivations. A higher percentage means less people are returning to the website to engage with the content. The data shows, mindfulness visitors have the “lowest” % of New Session at **83.28%**, which means they are slightly more likely to come back based on the limited data.

### Page Interaction by Motive

	Motivations	Sessio...	Pages / Session	Avg. Sessi...	% New Sessi...
1.	mindfulness	1,346	6.48	00:03:59	83.28%
2.	social	1,097	6.34	00:02:54	92.43%
3.	art	710	7.78	00:04:29	84.23%
4.	other	657	6.22	00:03:54	85.84%

Figure 2.1: This example is a comparison of the 4 motivations by Session, Page/Session, Avg. Session time, & % New Sessions.

**Finding 2: Based on the survey results which ran from Oct. 12-Nov. 30, 2022, session behavior was the highest by mindfulness and social visitors**

This chart(Figure 3.1) is a comparison of session behavior by motivation within the top 5 pages.

- **41.24%** of social motivated users accounted for the highest sessions with the Rubin Museum of Art home page and **46.27%** for exhibition pages and the second highest at **23.88%** with the Mandala Lab.
- The AWAKEN Podcast, Mindfulness Meditation Online, and Mandala Lab experienced the highest sessions from mindfulness visitors with **73.71%**, **87.5%**, and **56.72%** respectively.
- Art users across the top 5 pages had the second lowest sessions.
- Other motivated users accounted for the lowest sessions within these pages.

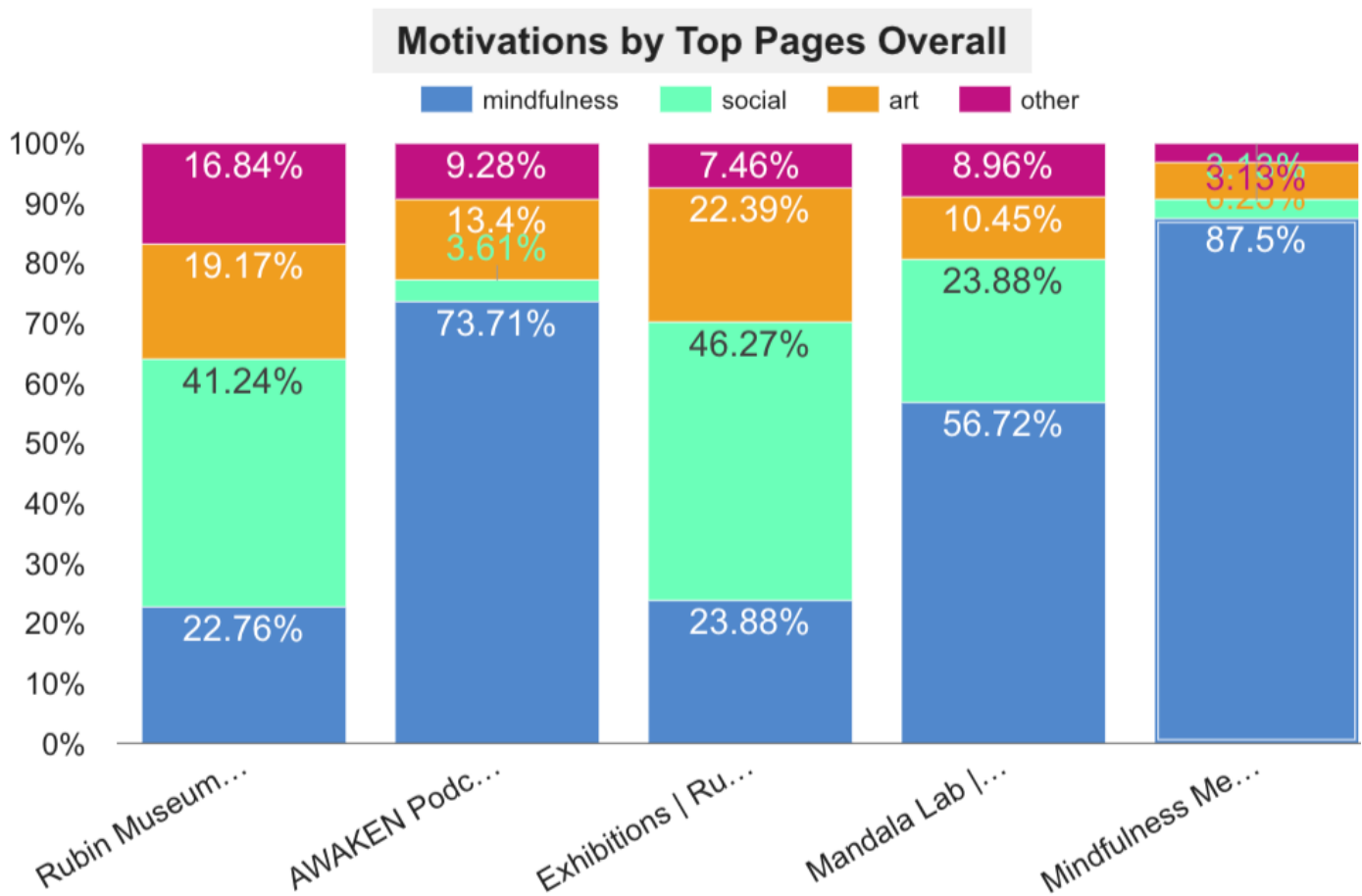


Figure 3.1: This example is a comparison of page title by top 5 sessions overall for the 4 motivations.



### Finding 3: Specific page title interaction differs by motivations.

Digging deeper, our third finding focuses on specific page title interactions which differ by motivations.

- Mindfulness users engaged the most with media, events, and the mandala lab pages
- Art motivated users interacted with result-search objects & exhibitions
- Social visitors utilized the planning, exhibitions, and events pages the most
- Other motivated users visited different content such as events, exhibitions, Mandala lab, and Job pages

Page Interaction by Unique Pageviews & Avg. Time										
Page Title	Motivations / Unique Pageviews / Avg. Time on Page								Grand total	
	mindfulness		social		art		other		Uniq...	Avg. ...
	Unique Pa...	Avg. Time ...	Unique Pa...	Avg. Time ...	Unique Pa...	Avg. Time ...	Unique Pa...	Avg. Time ...	Uniq...	Avg. ...
Rubin Museum of Art	460	00:00:22	800	00:00:19	395	00:00:25	337	00:00:32	2K	00:00...
Exhibitions   Rubin Mu...	100	00:00:36	304	00:00:37	111	00:00:34	50	00:00:44	565	00:00...
Mandala Lab   Rubin ...	164	00:01:53	138	00:01:20	58	00:01:18	56	00:01:36	416	00:01...
Events   Rubin Museu...	129	00:00:32	161	00:00:29	59	00:00:38	67	00:00:42	416	00:00...
Plan   Rubin Museum ...	82	00:01:12	224	00:01:05	74	00:00:43	33	00:01:05	413	00:01...
AWAKEN Podcast   R...	238	00:00:40	28	00:00:37	40	00:00:46	32	00:00:38	338	00:00...
Tickets   Rubin Museu...	56	00:00:35	129	00:00:52	49	00:01:38	19	00:00:27	253	00:00...
(not set)	52	00:00:27	35	00:01:11	48	00:00:23	84	00:00:48	219	00:00...
Healing Practices   Ru...	74	00:00:33	60	00:00:26	50	00:00:46	31	00:01:07	215	00:00...
K2 Friday Nights - Fre...	46	00:00:56	78	00:00:55	27	00:00:49	21	00:00:18	172	00:00...
Results – Search Obje...	23	00:00:49	7	00:00:33	104	00:00:36	11	00:00:15	145	00:00...
Jobs   Rubin Museum...	10	00:00:44	6	00:03:00	12	00:00:37	41	00:02:00	69	00:01...

Figure 4.1: This example displays page interaction by Motivation focusing on unique pageviews and avg. time on page.

### Finding 4: There's a huge gap between new visitors and returning visitors among the four motivations.

As you can see from the chart below (Figure 5.1) mindfulness users have the greatest percentage of new visits with **30.4%** and other motivated users with the lowest at **15.3%**. On the other hand, we can see how returning visitor percentages are low. The highest was mindfulness users at **5.2%** and social users had the lowest percentage at **2.2%**.

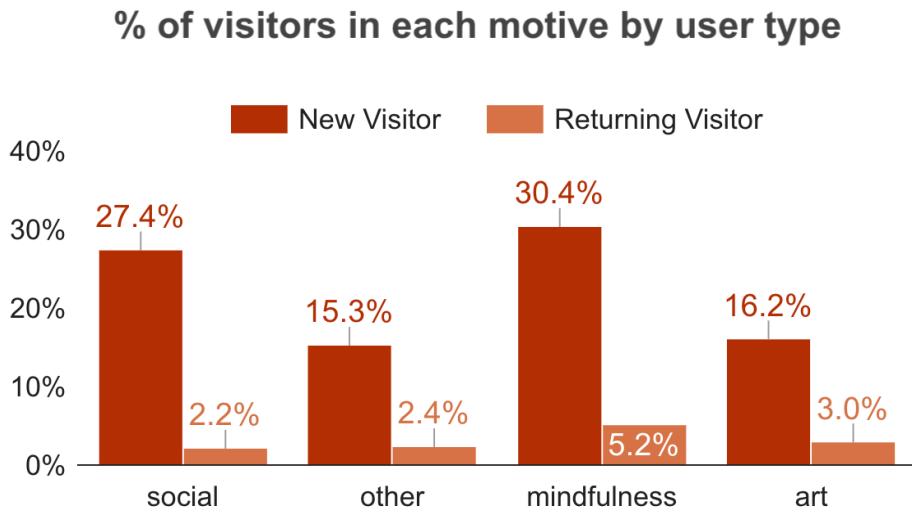


Figure 5.1: Displays the percentage of user type by motivation.

We also selected the Mandala Lab pages on their own and we found a high percentage of new visitors interacted with the Mandala related content, however returning visitors were quite low overall.

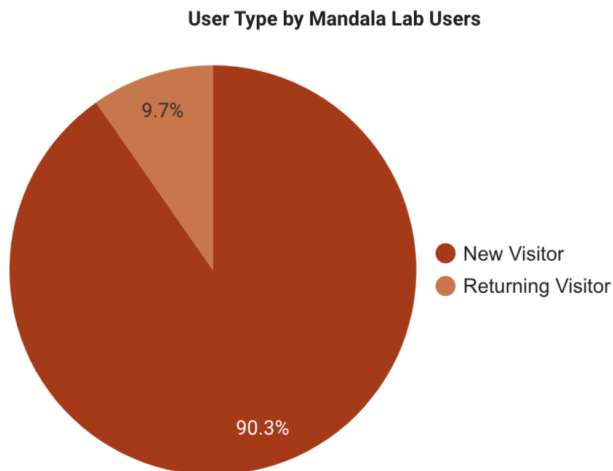


Figure 5.2: Displays Mandala Lab content interacted by New & Returning visitors.

**Finding 5: Media content is popular between all motivations, especially with mindfulness visitors who interacted with podcasts and video content the most.**

The chart (Figure 6.1, 6.2) compares motivations by top media content, as you can see mindfulness displays the highest percentages out of all 4 motives. The outlier appears to be social motivated users in, which exhibit the lowest or no sessions out of the 4 groups.

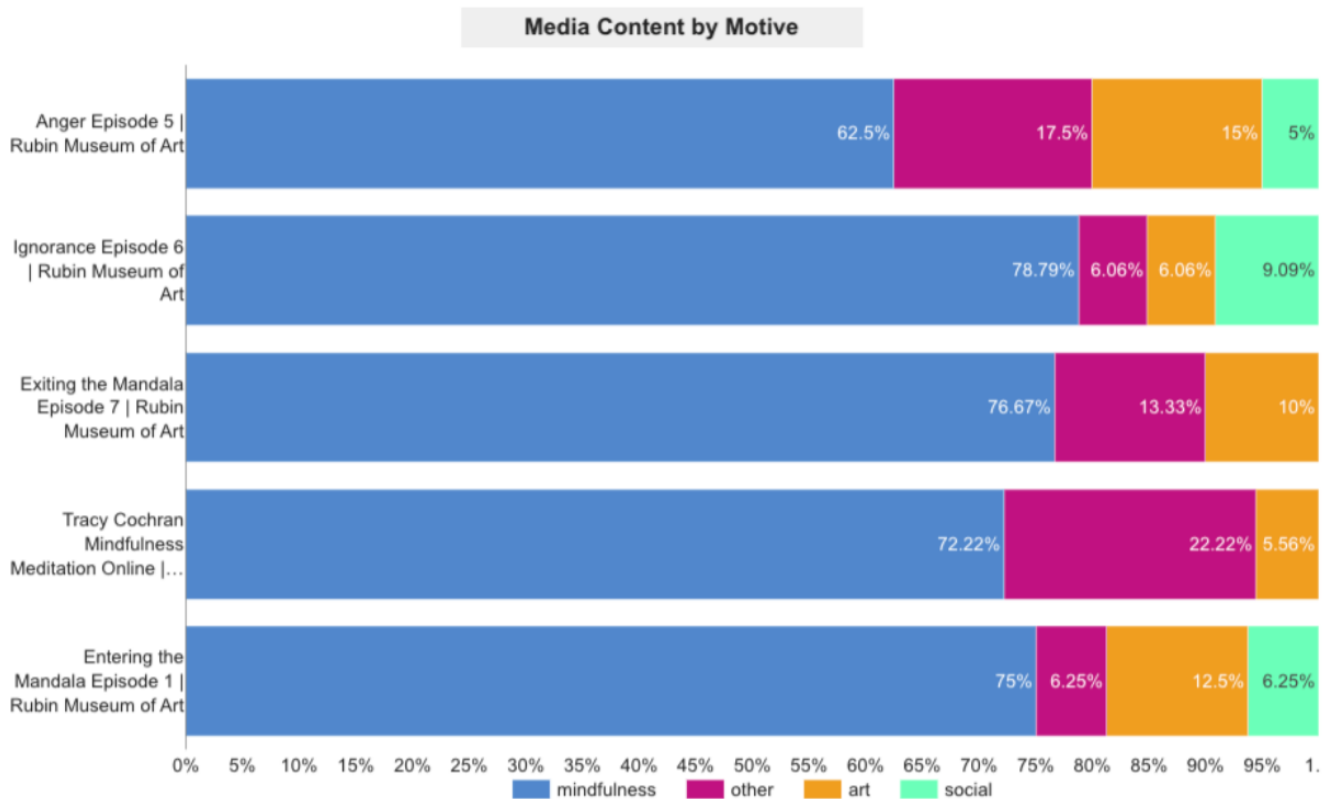


Figure 6.1: This example shows percentages of motivations by sessions & filtered by media content

In addition, the charts give another look at the breakdown of conversions for video related content by motivation type.

Motivations	Video - Open Overlay or Play (Goal 10 Conve...)	Motivations	Video - Open Overlay or Play (Goal 10 St...)
1. mindfulness	10.7%	1. mindfulness	144
2. social	4.5%	2. social	49
3. art	5.8%	3. art	41
4. other	5.6%	4. other	37
<b>Grand total</b>	<b>7.1%</b>	<b>Grand total</b>	<b>271</b>

Figure 6.2: Video play by motivation

## Finding 6: Mindfulness users engage the website at a higher rate using mobile devices.

- We can assume mindfulness visitors use mobile devices at a higher percentage (**63.67%**) possibly because they interact with media content on the go.
- Social, Art, & Other motivations were fairly even in their use of mobile and desktop devices.

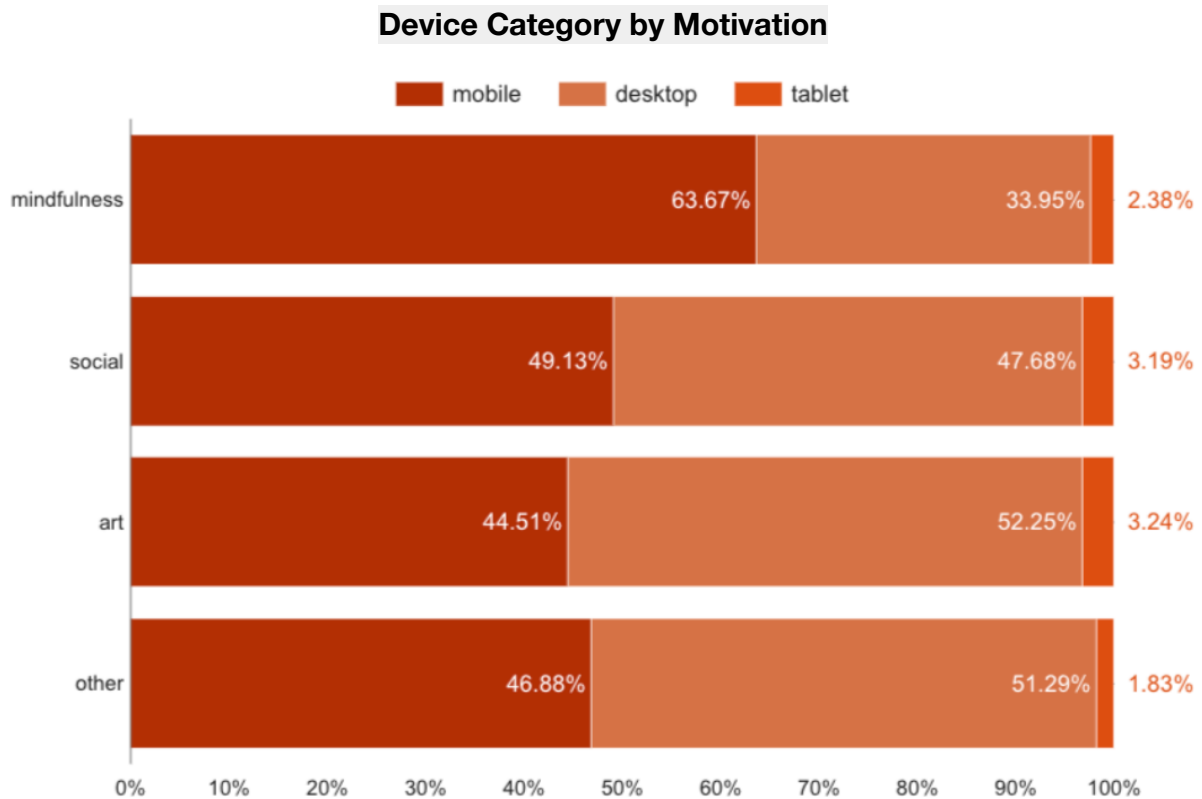


Figure 7.1: This chart shows the percentage of sessions by device category.

## Finding 7: Collection object pages were most engaged by Art motivation.

The charts below (Figure 8.2, 8.3) show how Art people have the highest engagement with collection objects. There is low data for social motivated users visiting objects pages. This is most likely because their purpose is to visit the museum. In addition, the Green Tara was the most interacted with over the study's time period.



**GREEN TARA**  
 ORIGIN: Tibet  
 DATE: 13th century  
 MEDIUM: Brass with inlays of silver  
 DIMENSIONS: 18 1/2 x 12 1/2 x 9 5/8 in. (estimated)  
 CLASSIFICATION(S): sculpture  
 CREDIT LINE: Rubin Museum of Art  
 OBJECT NUMBER: C2005.16.30  
 HIMALAYAN ART RESOURCES NUMBER: 65453  
 STATUS: On view  
 DESCRIPTION: One of the most beloved deities in Himalayan and Inner Asia Buddhist traditions, Tara, known as the "savioress," is often appealed to through the recitation of her invocation (mantra), known to lay and religious persons alike. It is said that reciting this mantra with devotion many times strengthens one's connection to this female deity, solicits her protection, and accumulates merit.  
 This sculpture has a strong Indic aesthetic and a finely modeled face. The proportionally large head with a tall hair knot, large simple hoop earrings, dark metal patina, and subtle sense of motion suggest it is an early sculpture from central Tibet.

Figure 8.1: Green Tara - Collection Object

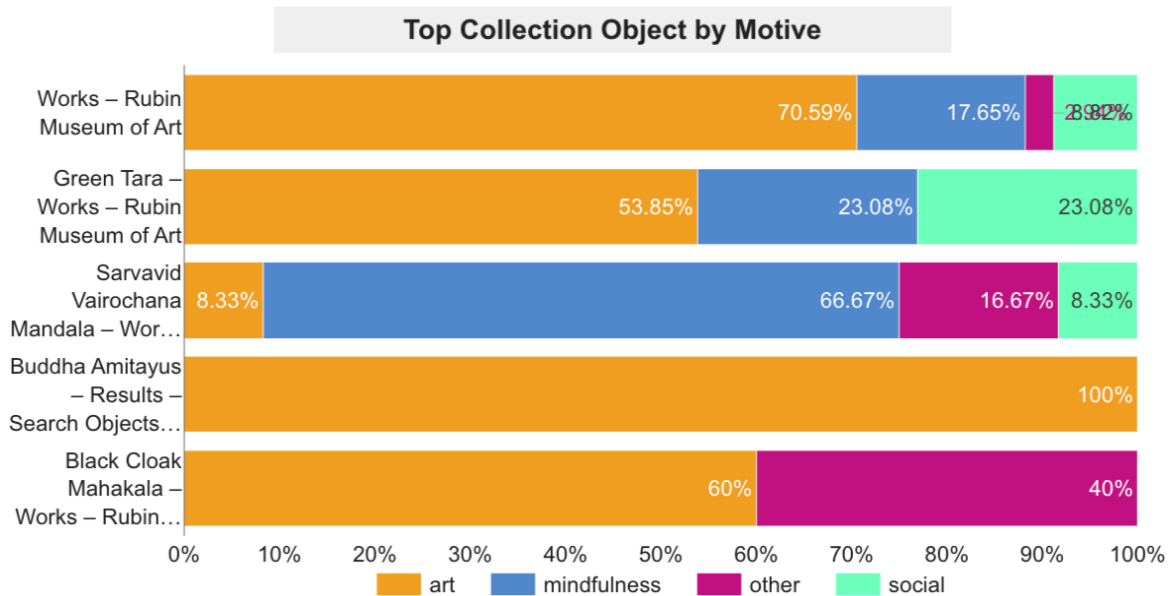


Figure 8.2: Percentages of motivations by sessions & filtered by collection object content

Motivations	Unique Pageviews	Avg. Time on Page
1. art	70.1%	00:00:55
2. mindfulness	19.3%	00:00:59
3. other	5.4%	00:00:52
4. social	5.2%	00:00:28
<b>Grand total</b>	<b>100.0%</b>	<b>00:00:55</b>

Figure 8.3: Interactions between motivations & collection objects

## Finding 8: Social motivated visitors are more likely to use the website as a gateway to visiting the museum.

Social motivated users visited pages that are consistent with the survey’s question “I am thinking of visiting the museum with my family and friends”. These include Exhibitions, Planning, Tickets, Mandala Lab, K2 Friday Nights, & Events. We can also see how Tickets and K2 Friday Nights have the highest entrances when not including the home page.

### User Page Interaction

	Page Title	Unique Page...	Entrances	Avg. Time on Page
1.	Rubin Museum of Art	21,022	20,052	00:00:44
2.	AWAKEN Podcast   Rubin Mus...	4,899	4,172	00:01:12
3.	Exhibitions   Rubin Museum of Art	4,835	1,423	00:00:50
4.	Plan   Rubin Museum of Art	3,863	1,176	00:01:29
5.	Tickets   Rubin Museum of Art	3,830	1,739	00:02:22
6.	Mandala Lab   Rubin Museum o...	3,443	1,362	00:02:27
7.	K2 Friday Nights - Free Admissi...	3,431	1,688	00:02:14
8.	Events   Rubin Museum of Art	3,283	863	00:00:45
9.	Healing Practices   Rubin Muse...	2,084	938	00:01:31
10.	(not set)	1,918	518	00:00:46
	<b>Grand total</b>	<b>124,089</b>	<b>65,893</b>	<b>00:01:11</b>

Figure 9.1: Social user page interaction by page title

## Finding 9: Other motivated users are diverse in behavior.

The chart below(Figure 10.1) identifies the page journey for Other motivated visitors. These users engaged with a variety of pages with no clear pattern; pages include events, collection, mediacenter, blog, page (miscellaneous), and about pages. Additionally, the third column displays the lowest % new sessions were from /about/, /mediacenter/, and /events/ with **66.67%**, **68.75%**, **73.91%** respectively.

### Top 10 Page Journey

	Page path level 2	Sessions ▾	% New Sessions
1.	/	340	90.59%
2.	/events/	92	73.91%
3.	/collection/	39	92.31%
4.	/mediacenter/	32	68.75%
5.	/blog/	31	93.55%
6.	/page/	30	80%
7.	/landing/	25	96%
8.	/about/	24	66.67%
9.	/spiral/	23	91.3%
10.	/events	9	77.78%
	<b>Grand total</b>	<b>657</b>	<b>85.84%</b>

Figure 10.1: This example shows sessions & % new sessions by second page path of **Other** users.

# Recommendations

## **Recommendation 1: Have the homepage personalized based on segments' sessions.**

Based on the data from Looker Studio, sessions within the home page vary by segment motivation. The social segment has the highest sessions, while the mindfulness segment has the lowest sessions on the home page. An interesting idea would be to cater specifically to different motivations. A user can choose their reason for visiting on the home page and through this the homepage can be personalized to promote content or put the content at a primary location that would attract their attention.

When it comes to the segments, art segment people would see more collection objects and related exhibitions once they logged in to the homepage, mindfulness segment people would find more resources about meditation and mindfulness podcasts when they browse the homepage as well as Mandala Lab promotions, and social segment people would find more information about planning to visit the museum, and exhibitions details on the homepage.

## **Recommendation 2: Improve the re-engagement rate by promoting diverse activities.**

Promoting diverse activities can improve the re-engagement rate since the returning visitor rate remains low in all segments, some handy strategies can include asking the user to subscribe to the newsletter and sending them new activities, events, and exhibitions inviting them to visit the website, hence increasing the returning user rate.

Based on the Looker Studio data, social media occupies a very low percentage among other traffic sources for all segments (Figure 11.1). Utilizing social media to promote content can contribute to achieving content consumption across different platforms. For example, posting collection objects, curating podcasts regularly on Instagram to improve the re-engagement rate on the site. A curated podcast series for visitors when they navigate through the museum, or a series of podcasts spotlighting the collection objects, for example paintings, ritual objects, sculptures. Moreover, YouTube is another popular channel to improve new engagement and re-engagement on the website.



Video content and audio content always go hand in hand, generating high quality video content is essential for the user to engage more with the website. For example, the museum could create video tours of the museum which might embed VR and AR experiences so that users can merge themselves in the exhibitions whenever and wherever. Other possibilities include creating short clips for the collection objects to give users a holistic experience of the art piece not only about the appearance and the texture, but also knowing the history, culture and the spiritual context of them. In this way, people in all segments can be involved in the experience and can have takeaways they're interested in.

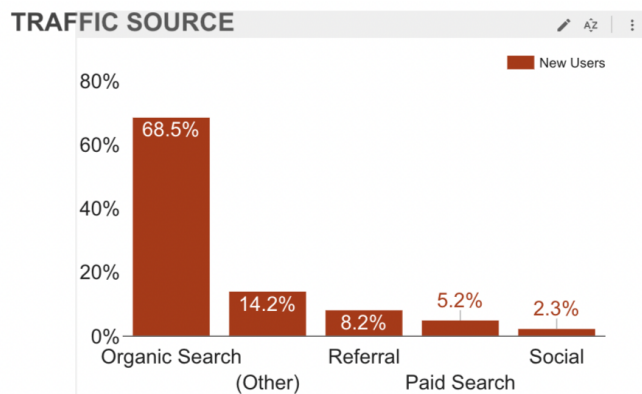


Figure.11.1 Traffic source

### **Recommendation 3: Make the experience of using the website content more consistent both on mobile version and desktop version.**

To make the website more user friendly for users, specifically the mindfulness segment, we focused on mobile screens and made several mock-ups. As shown in figure.12.1, we simplified the menu bar on the left, added a search bar, and included a filter option for users to have the ability to search the podcast they want to listen to;

We also categorized the podcast episodes and labeled them as “Popular Now” or “Recommended for you” to give suggestions to the user. In a specific podcast series page, adding a search bar for the user to quickly find the podcast, and also listing the season order can help for a seamless and better use experience.

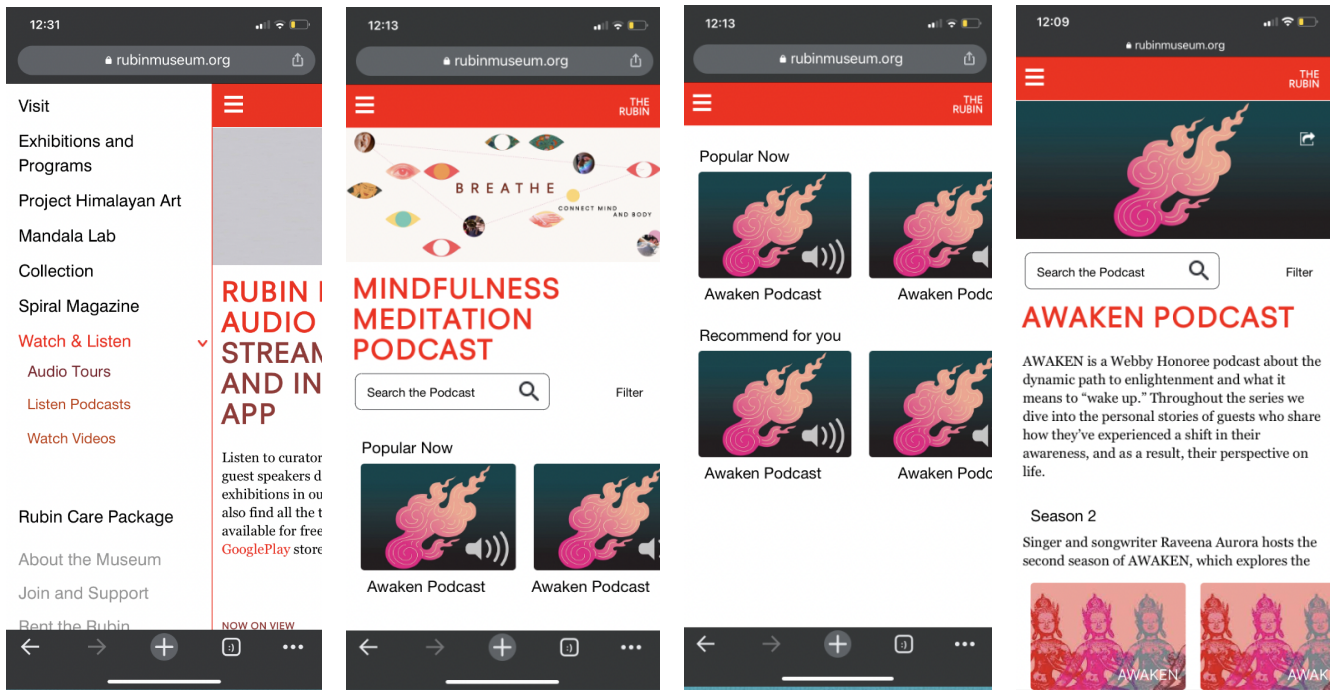


Figure 12.1. Redesign of Watch & Listen experience flows

To make the experience better between all segment users on multiple devices, the exhibition and programs page is redesigned in our mockup to streamline the browsing experience. As shown in Figure 12.2., titles of some sections and the drop down menu on the top right can cause confusion to visitors when they first log in the website and may take time for them to figure out how to find the event they're interested in. Similarly, visitors can get confused with too many filter options at one time.

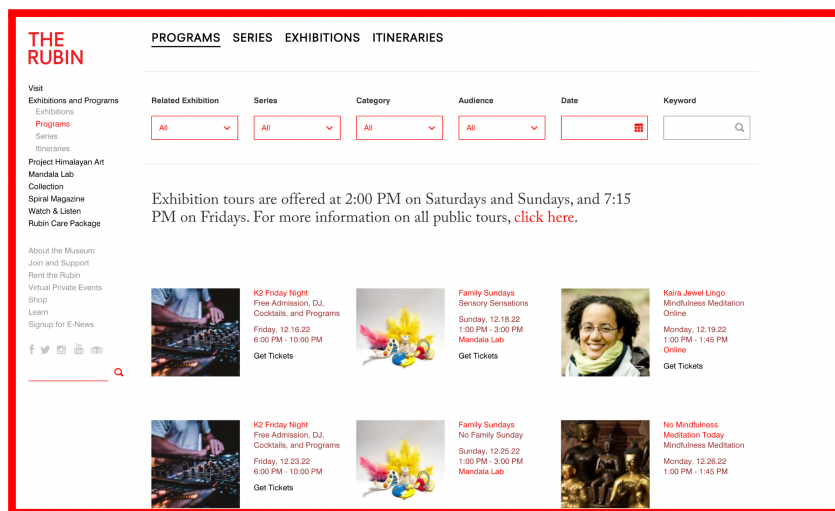


Figure 12.2. Current Exhibition and Programs page

In order to solve this issue, combining and simplifying the sections for events and exhibitions would aid in minimizing confusion.(Figure X.). Since the “itineraries” section provides customized tours and plans, we have added one sentence in our mock up in between filters and outcomes for users who are interested in customized plans.

For the filters, the series are removed and events are mainly filtered by category type, so as to improve user experience.

In addition, , we found that there is no filter and search options on video pages, it's important to add them since Rubin museum has many of videos and resources.

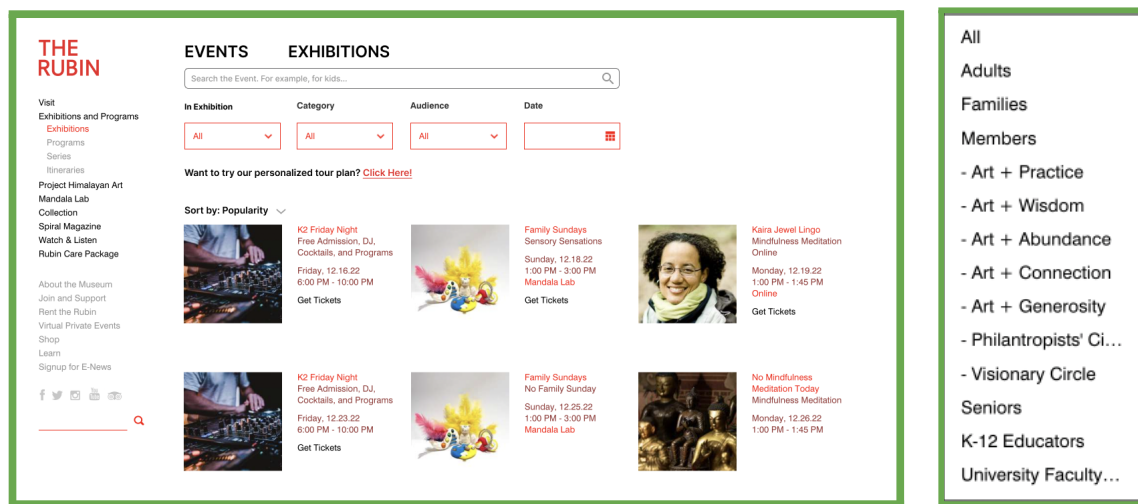


Figure 12.3. Redesign on the Exhibition and Programs page

## Recommendation 4: Improving URL structure for improvement with insights

During the data collection and analysis process, we encountered some problems with URL structure. For example, /mediacenter combines both video and audio content which causes inconvenience when it comes to Google Analytics and when we want to analyze the data on video and audio separately. An example solution for this could be using: **.../audio/anger-awaken-podcast** instead of **.../mediacenter/anger-awaken-podcast**

Other than that, the difference between /Exhibition and /program are not clearly defined on Google Analytics, if possible, a reorganization of group level content could be conducted.

## Recommendation 5: Technical GA Suggestions

Our last recommendation falls under the category of technology and better tracking the data on the Rubin Museum's website.

- First, audio conversion needs to be activated - there was no data with this metric which could be relevant because of the popular media content(Figure 13.1.).



	Motiv...	Play Audio (Goal 11 Completions)	Play Audio (Goal 11 ...	Play A...
1.	mindful...	null		
2.	Guest	null		
3.	social	null		
4.	art	null		
5.	other	null		
	Grand t...	null	null	null

Figure 13.1. Audio overlay- opened in Looker Studio

- Secondly, it would be useful to understand user's interests by motives at the keyword level. Enabling site term search on Google Analytics can help identify keywords the users are using to look for content they're more interested in.

# Conclusion

During the time period Oct.12nd - Nov.30th, valuable insights are subtracted from the comparison of the four visitor motivations: *Mindfulness*, *Art*, *Social*, and *Other*. All motivations generate session & page engagement at a comparable rate, *Mindfulness* and *Social* segments occupy the higher overall sessions over the website. There's a clear difference between the most popular page among four motives visitors. *Mindfulness* visitors overwhelmingly interacted with media content, especially podcast episodes, while Collection object pages were most engaged by *Art* motivation. Lastly, there's a huge gap between new visitors and returning visitors among the four motivations.

According to the findings, some useful recommendations could be delivered as: in order to increase website engagement, creating new content specifically for *Social* and *Art* motives; to increase engagement from other motives with collection objects by introducing these pages in innovative ways. Other than that, regarding *Other* users, the encouragement for them to write in their response in the survey may be able to expand on their true motivation.

For the next steps, some insights can be conducted as further research:

- User journey path - To analysis the user path and user flow on google analytics to see the overall journey the user would take from the landing page till the exit of the website;
- Returning user's behaviors - Focus on the returning user's behaviors, content interaction and engagement rate to analysis the content they're interested in and they would interact with for multiple times;
- Qualitative research - Since we had insights based on the quantitative research for four segments, next step could be to dig deeper into the qualitative data on user such as via interview to understand the thoughts, considerations and feelings behind their behaviors.

# Appendix

Appendix 1.1: Dashboard on Looker Studio:

<https://datastudio.google.com/reporting/4c57f027-3cfe-4021-a004-2a59bada253c>

Appendix 1.2: % of Total Users, Sessions & Pageviews per Session for each motive

Motivations	Sessions	Pages / Session	Users
mindfulness	1354	6.51	2.22%
social	1104	6.33	1.88%
art	711	7.77	1.21%
other	659	6.23	1.12%

Appendix 2.1: % of users in each motive that engaged with “Event” and “Visit” pages

Motivations	Sessions per motive of Event pages	% of users in motive that engaged with Event pages	Sessions per motive of Visit pages	% of users in motive that engaged with Visit pages
mindfulness	271	2.76%	101	2.79%
social	166	3.01%	62	3.73%
other	101	1.17%	35	1.02%
art	95	1.48%	34	1.54%

Appendix 2.2: Average time that spent on “Event” and “Visit” pages

Motivations	Total “Event” Pageviews	Avg. Time on Page	Total “Visit” Pageviews	Avg. Time on Page
mindfulness	2457	0:00:50	810	0:00:53
social	2266	0:00:43	789	0:00:52
art	1173	0:00:46	346	0:01:05

other	933	0:00:54	269	0:00:36
-------	-----	---------	-----	---------

Appendix 2.3: % of users in each motive that engaged with mandala-lab page and healing practices page

User Motivations	Mandala-lab Pageviews by motive	% of users in motive that engaged with Mandala-lab page	Avg. Time on Mandala-lab page	Healing-practice Pageviews by motive	% of users in motive that engaged with Healing-practice page	Avg. Time on Healing=practice page
mindfulness	342	4.95%	0:01:54	155	3.77%	0:00:34
social	275	4.15%	0:01:20	134	2.50%	0:00:47
other	129	1.66%	0:01:36	123	3.11%	0:00:27
art	111	1.72%	0:01:18	66	1.58%	0:01:06