

VISIBILITY AND PERCEPTION OF THE MUSEUM OF SLAVONIA

SUMMARY

The work is based on research conducted to examine the visibility and perception of the Museum of Slavonia within the local community. Since 2015, the Museum of Slavonia has been striving through its activities to increase visibility and, consequently, enhance its perception, thereby attracting a larger number of users and generating additional financial benefits to improve its operations. If the end user is at the center of the museum's focus—while not neglecting other aspects of museum work—their identification, anticipation, and satisfaction should undoubtedly be among the museum's objectives. Identification and anticipation are not possible without user research.

Until now, the Museum has only conducted sporadic and unsystematic research. This study is intended to serve as a solid foundation for the new marketing manager of the Museum, for whom research will be one of the tools, while the visibility and perception of the Museum will be the primary mission.

Keywords: user research, Museum of Slavonia, perception, visibility, marketing