

How Many Rooms are in Museo del Prado?



SCAN HERE ↑



GROUP2

Enhancing the Visitor Experience at Museo del Prado

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A photograph of a museum gallery. On the left, a marble statue of a man in classical attire stands on a pedestal. To its left, a large informational panel is mounted on the wall. On the right, a large oil painting in a gold frame depicts a landscape with a horse and figures. The room has green walls, a wooden floor, and track lighting on the ceiling.

Problem Statement

While the Museo del Prado offers a world-class art collection, there is **a clear opportunity to enhance the visitor experience by making it more user-friendly and engaging.** Many guests feel overwhelmed by the layout and traditional presentation, and limited interactivity alongside long queues that can hinder overall enjoyment.

Research Objective

- **Understand the motivations, expectations, and emotions** of Prado visitors
- **Identify challenges and pain points** throughout the visit experience
- Explore reasons why some people consider returning or visiting but don't follow through
- Discover insights to **uncover experience gaps and opportunities for improvement**



Research Method

1 9 User Interviews

- Semi-structured interviews with guided scripts
- Mix of Spanish locals and international tourists (3 locals and 6 international tourists)
- Ages 20-60+, from casual visitors to art enthusiasts
- 8 had visited, 1 had considered visiting

2 On-site Visitor Observation

- Observed visitor types (families, couples, tourists, locals etc)
- Tracked use of tools (maps, audio guides, mobile phones)
- Assessed facilities and services: cloakroom, entry lines, signage, staff support, and accessibility

Interviewee



Interviewee



Insight #1

Widely recognized as a major cultural landmark in Madrid, the Prado is especially **admired by international visitors** for its iconic works by Goya and Velázquez. While **Spanish locals** also acknowledge its historical and artistic significance, they often **perceive it as a conventional tourist destination**

"If you are from Madrid, you know it's just there. If you are from outside, you are more interested" (Spanish)

*"Going to el Prado is a must when you are in Madrid"
(International Tourist)*





Insight #2
Most people tend to **interact with the official website only to purchase tickets or see offers/timings, but not to gain deeper information on the exhibitions and pieces on display.**

"First, I checked some websites and blogs where people listed the must-see paintings at the Prado. So I just focused on finding those specific works, since I only had about an hour or an hour and a half to visit because of the entrance time"

"These days, I just go straight to the official website. I check if the museum is open and if there's availability, then I book my ticket"

Insight #3

Even when visitors purchase tickets online in advance and arrive at their selected time slot, they sometimes **still encounter queues**. During free admission hours, visitors typically experience **unpredictable wait times** – ranging from **30 mins to 1.5 hours** – with no clear way of knowing what the wait time could be

“The lines to get in—especially during peak hours—can be really long, which gets uncomfortable, particularly on hot or crowded days. Even though there are staff around, the process still feels slow. I think the queue management could be more efficient.”

“I had to wait outside for about an hour and a half. Everyone rushes to line up right before the free entrance time. So even though I got there around 6 or 7 p.m.—just before it started—I still had to wait for about an hour.”





Insight #4

Many visitors have a **primary interest in seeing the most famous artworks**, such as **Las Meninas** and **El Greco's paintings**, often **heading to these directly** and not being aware of other exhibitions.

"I usually look at the map they give you at the museum to see if there's anything specific I want to see. I wanted to see Las Meninas, so that's where we headed first. After that, we just walked around and explored."

"I went specifically to see the works of El Greco. It got a bit overwhelming because there were so many paintings, and trying to see everything in one day was a lot. I'd recommend going more than once so you can truly appreciate the art—and you really have to enjoy it to want to go back. ."

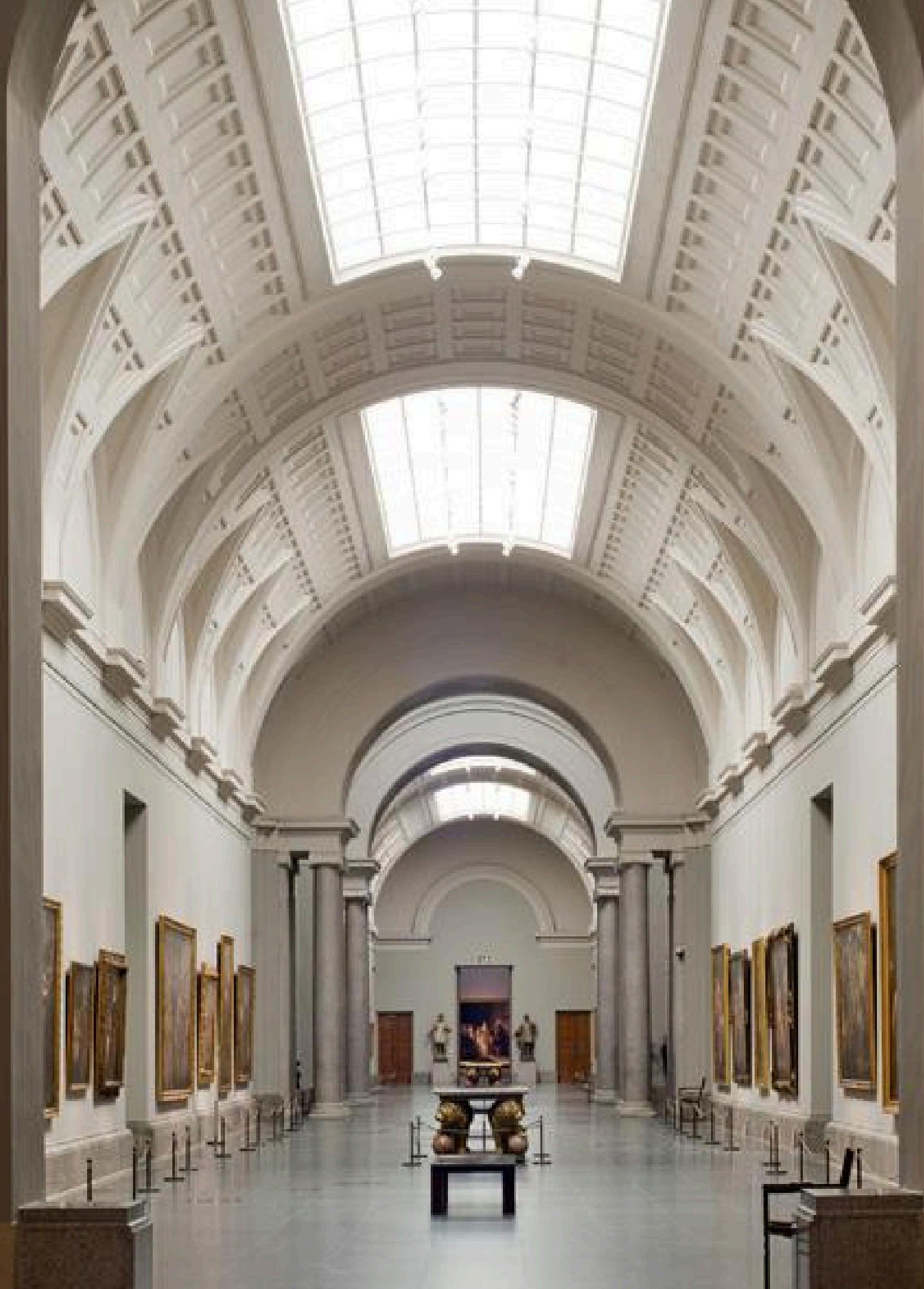
Insight #5

Visitors often **prioritize iconic artworks** like those by Goya, making some rooms **crowded and noisy**, while others—especially **sculpture galleries**—**stay nearly empty**. This imbalance suggests a need to better guide foot traffic and encourage broader exploration.

"I think in the parts of the museum where the most important artworks are, it can feel a bit overwhelming because of the crowds. But in the sections with less well-known pieces, the experience tends to be better—less crowded and more enjoyable."

"It's definitely one of the most important museums, but I wouldn't say it's my favorite—it's just too big. And there are so many people. If you go on a Saturday, you probably won't enjoy it as much as you would somewhere smaller or less crowded."





Insight #6
The museum's **large size and complex layout** make it difficult to follow the map, leading many visitors to **feel disoriented and ask staff**—who patrol the galleries—for assistance.

"For instance, the signage inside the museum can be a bit confusing, especially for first-time visitors unfamiliar with the layout"

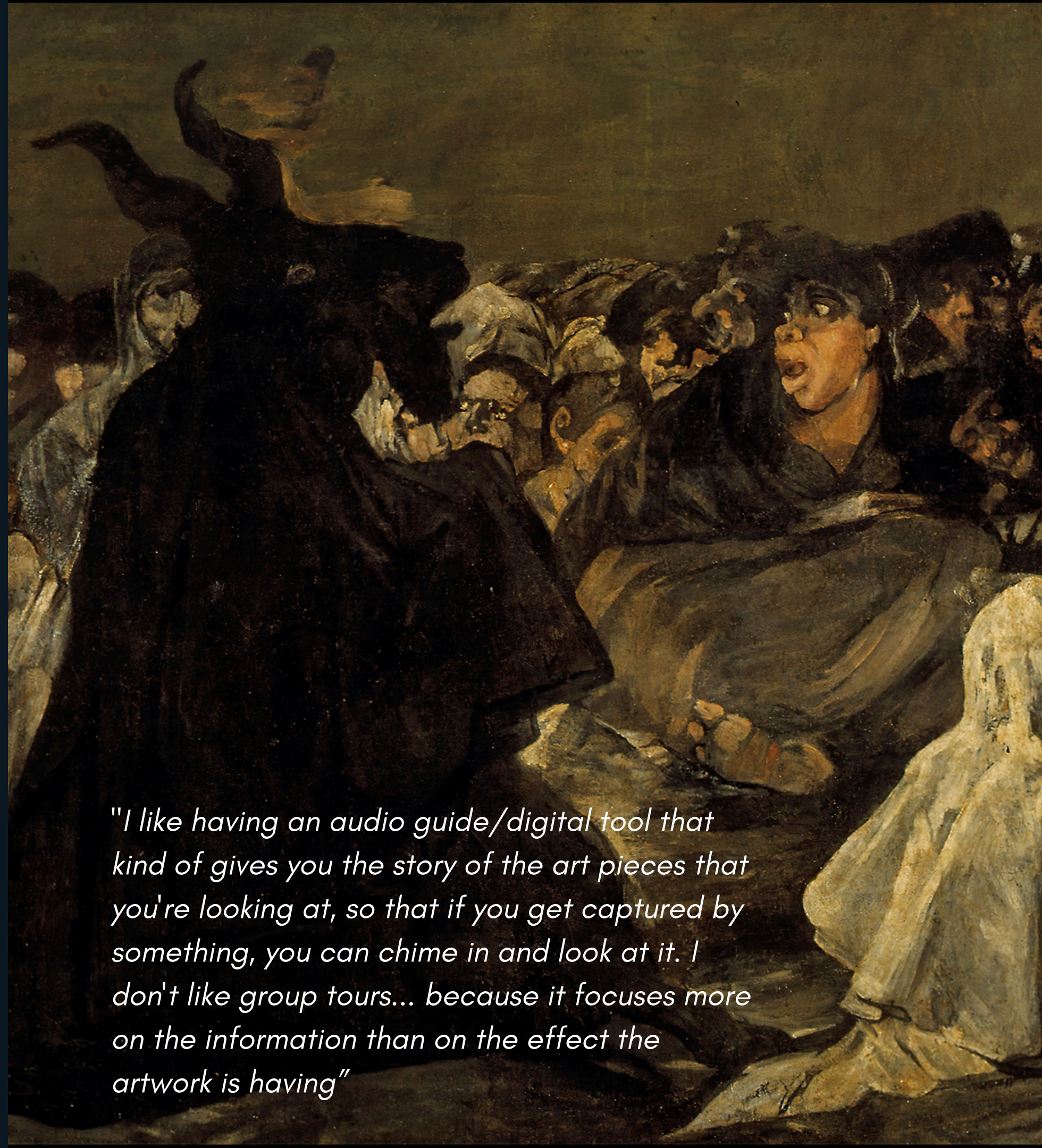
"A clearer map or navigation tool with clearer sections is necessary"

Insight #7

Visitors are interested in understanding the stories and context behind the artworks to deepen their appreciation, and they seek accessible ways to obtain this information during their visit.

"I honestly wish we had used an audio guide. I think it gives a lot more context. You appreciate art differently when you know the context around that piece of art, such as what the artist was living in and what part of history it represents etc."

"I like having an audio guide/digital tool that kind of gives you the story of the art pieces that you're looking at, so that if you get captured by something, you can chime in and look at it. I don't like group tours... because it focuses more on the information than on the effect the artwork is having"





Insight #8

Some visitors feel the Prado has a **formal and traditional atmosphere**, and there is an interest in **more modernism, personalized, and engaging experiences**, particularly among younger audiences, **potentially incorporating digital and interactive elements**.

"Usually in big museums, you have the impression that you can't make any noise and just walk around and be a serious human being."

"Museum should do more to help younger audiences understand what's important—not just to appreciate art for its beauty, but to connect with its history and feel proud of it"

Insight #9

For some visitors, the museum visit can be **mentally and emotionally tiring**, necessitating a calm and reflective activity afterwards, such as a walk in the park, a coffee, some food/aperitivos

"It feels overwhelming after some time"

"For me, museums are meditative to a certain extent. I don't want to rush or feel overwhelmed when I visit—I try to take things slowly and calmly. Engaging with the art can be emotionally intense and even a bit tiring, but in a meaningful way"





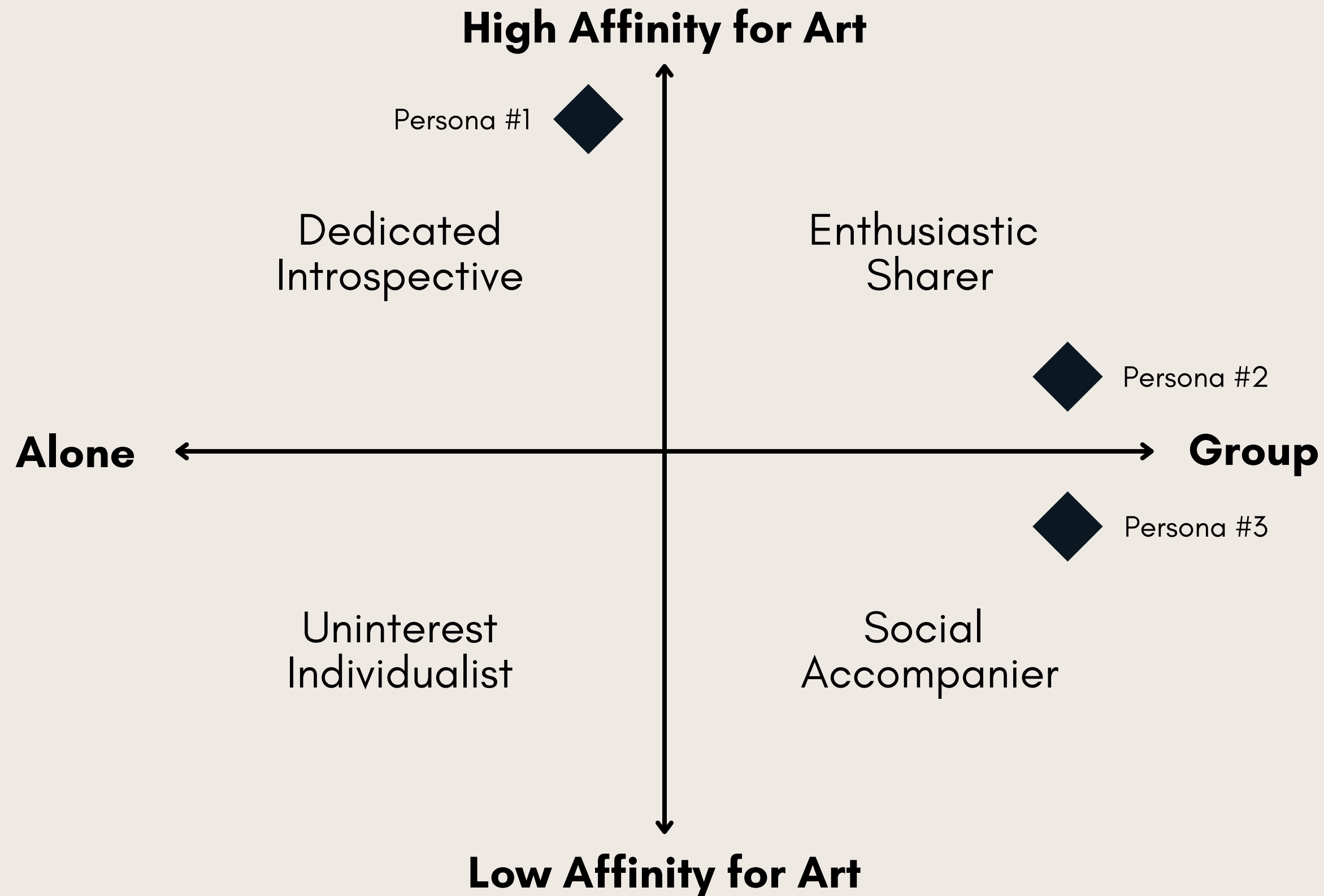
Insight #10

Repeat visits for locals happen mostly because they want to show the museum to their friends or family that are visiting Madrid, but not because they intrinsically want to go themselves. They may also view it as a viable option when there are “free-entry” offers

“For us Spaniards who live here, we usually go to the Prado when someone’s visiting—like family or friends. They want to go, so we go with them. But honestly, in my case at least, my family and friends don’t go on our own just for the sake of it. We’ve already been many times, so it’s not something we regularly do”

“Sometimes, if my family wants to visit quickly, we go around 6 p.m. to take advantage of the free admission hours”

Mindset Segmentation



Persona #1

Passionate Art Enthusiast

NAME	Lucía
AGE	28
NATIONALITY	Spanish
OCCUPATION	Art appraiser
INTEREST IN ART	Deep — both personal and professional
MOTIVATION	<ul style="list-style-type: none">• Seeks emotional and intellectual connection with art• Enjoys rediscovering familiar pieces or hidden gems• Drawn to peaceful, thoughtful experiences
BEHAVIOR	<ul style="list-style-type: none">• Visits alone or with other art lovers• Plans around specific exhibits or themes• Spends a long time in select galleries• Skips the app unless needed for research
DIGITAL HABIT	<ul style="list-style-type: none">• Moderate use: prefers printed materials• Checks the museum website for planning• Occasionally uses QR codes or audio guides, but not consistently



Persona #2

Cultural Tourist

NAME	Alex
AGE	35
NATIONALITY	American
OCCUPATION	Tech Consultant
INTEREST IN ART	Relatively high — especially during travel
MOTIVATION	<ul style="list-style-type: none">• Wants to experience iconic art and culture• Loves sharing travel experiences with friends• Curious to learn new things in an accessible way
BEHAVIOR	<ul style="list-style-type: none">• Visits in a small group of friends• Follows suggested highlight routes or top lists• Uses social media to capture and share moments
DIGITAL HABIT	<ul style="list-style-type: none">• Heavy smartphone user• Uses TripAdvisor, Google Maps, Instagram



Persona #3

The Multitasking Mom

NAME	Marta
AGE	40
NATIONALITY	Spanish
OCCUPATION	Public sector worker
INTEREST IN ART	Casual — visits for family enrichment
MOTIVATION	<ul style="list-style-type: none">• Wants to share cultural values with her children• Seeks relaxed, age-appropriate learning experiences
BEHAVIOR	<ul style="list-style-type: none">• Visits on weekends or school holidays• Juggles orientation, logistics, and keeping kids engaged• Chooses kid-friendly routes when available• Avoids overly crowded galleries
DIGITAL HABIT	<ul style="list-style-type: none">• Moderate: plans visits online• Open to apps if they offer family-specific content• Uses WhatsApp and online groups to find tips



Customer Journey As-Is

Prado Museum CJ As-Is						smaply						
Performance Indicator Empty	Stage	Consideration/Planning	Arrival & Entry	During Visit	Exit	After Visit		Encounter Official Instagram post about a specific exhibition				
								Purchase a ticket on Museo del Prado's Website				
								Recieves a ticket by email				
	Tr Key Activity	Google museums in Madrid	Chooses one of many different entrances	Chooses to visit a specific painting/exhibition first	Check the Souvenir's Shop	Go for a walk around Museo del Prado		Tr Channel	In person (Banner)	In Person (Experience at Museum	In Person (Experience at Museum	In Person (Experience at Museum
		Walk by Museo del Prado and consider going	Stands in the line to enter the Museo del Prado	Uses an audio tour	Pick up a bag from cloak	Go for a coffee		Online (Website, Instagram, People's blog)	Online (Website, Instagram, People's blog)	Online (Website, Instagram, People's blog)	Online (Website, Instagram, People's blog)	
		Sees a OOH banner of the Museo del Prado while walking	Stands in Line to Purchase the Ticket at the Ticket Office	Wanders aimlessly	Take photos or videos outside	Go for dinner/an aperitivo						
		Friend/Family tells you about Museo del Prado	Go through Security Check	Decides to see room closest to entrance	Ask employees questions in Souvenir Store	Post on Social media						
		Google Museo del Prado	Check a bag at Cloak	Post on Social Media	Interaction with Employees in the Cloak Room/Baggage Area	Tell friends/family about the visit	Tr Painpoint	There is no clear information on when peak-times might be	Long queues even when purchasing a ticket online	Struggle with the navigation even though they have a map	Difficulty finding an exit	Don't know where to go for a drink or food
		Chooses an Off-Peak Period to visit	Ask for a audio guide in preferred language	Check physical map to see where to start/go next	Have a coffee/food inside museum			Not enough incentives to return to Museo del Prado	Long queues for free entry or ticket office for those who did not buy in advance	Not much information about less famous paintings or artists they are seeing	Feeling tired after a long visit	
		Discovers Free Entry Offer for Museo del Prado through friends	Pick up a map in preferred language	Follows guide found on external website					Difficult to know which entrance to enter	No way to stop little children from getting bored and even start crying		
		Read art blogs about Museo del Prado	Post on Social Media	Follows guide mentioned on the Museum's website					No clear information on how many entrances there are	Get distracted as some rooms are crowded and noisy		
			Takes a Photo or Video (before going inside)	See a temporary exhibit first					Some cloakrooms don't accept certain items, and some are not consistently open	Audio Tours/Maps may not be available in language of preference		
				Ask museum employee about where to start/go next or how to get to a specific exhibition						Ended up going to the same rooms multiple times as there is no structured flow		
				Read description next to artwork						Inscriptions near paintings may not be in a preferred language		
				Examining the paints								
				Sit on a bench to take a rest								
				Interacting with the Museo del Prado's app or website								

LINK

Customer Journey As-Is (Summarized)

Consideration/ Planning

MUSEO DEL PRADO

RESOURCES FOR YOUR VISIT

- Hear about the museum
- Check Website for tickets

Entry/Arrival

- Find Entrance
- Stand in line
- Pick up a map

During Visit

- Visit iconic artworks
- Try to navigate large layout

Exit

- Purchase a souvenir
- Pick up a bag

After Visit

- Take a walk or grab food
- Post on social media

×PLANNING FEELS
GENERIC / NO
CURATED VISIT PLANS

×QUEUES EVEN WITH
ONLINE TICKET

×DIFFICULT TO
KNOW WHICH
ENTRANCE TO USE

×VISITORS FEEL
LOST OR
OVERWHELMED

×CROWDED ROOMS
VS. EMPTY ONES

×VISITORS FEEL
MENTALLY DRAINED

×DON'T KNOW
WHERE TO GO FOR A
DRINK OR FOOD

Opportunities

#1 Structured Visit Plans for Easier Navigation

Offer curated routes on the website like “Goya in 45 Minutes” — based on time, interest, or themes.

#2 Clear Entry Guidance Based on Ticket Type

Offer digital reminders and visible signage that guide visitors to the right entrance, reducing confusion and queues.

#3 Immersive & Interactive Experiences

Introduce live performances or digital art activations (like projection rooms) to give museum goers new, emotionally engaging reasons to return

This is a reproduction of the famous Baroque painting 'Las Meninas' by the Spanish artist Diego Velázquez. The scene is set in a dimly lit room, likely the Alcazar of Seville. In the center, a young girl, the Infanta Margarita, sits in an ornate white dress, holding a red apple. To her left, a young girl in a white dress kneels, offering a glass of wine. To the right, another young girl in a dark, patterned dress stands, holding a small object. In the background, a man in a dark robe stands in a doorway, and a woman in a white headscarf stands behind him. A large dog lies on the floor in the foreground. The painting is characterized by its masterful use of light and shadow, and its complex composition. The text 'Thank You' is overlaid in a white, serif font on the left side of the image.

Thank You

Appendix

Data Organization

Interviewee	Section02	Section 03	Section04					Section05	Section06	Section07
	Contextualization of the User	Perceptions of Museo del Prado	Visitor Journey Touchpoints					Experience Expectations	Motivation Triggers & Suggestions	Wrap-Up & Closing
			Awareness & Consideration	Entry & Arrival	During the Visit	Technology Use	After thFor Participants Who Haven't Visited: e Visit			
J.M	27, Spanish, lives in Madrid. Likes sports, hiking, traveling. Interested in sculpture & photography.	Knows Prado from school. Sees it as big, touristy. Associates with Goya & Velázquez. Locals see it as "just there."	Spontaneous visit because it was free.	Waited in line. Doesn't remember details.	Walked around, followed crowd. No tools. Felt overwhelmed by group size.	No tools used.	Posted Instagram story. Remembered natural light. Went for aperitivo after.	Wants freedom to explore. Prefers quiz-style tools or storytelling on phone. Doesn't like planning.	Would revisit for new exhibitions. Wants QR codes, interactive guides. Suggested opening later for youth.	Prado feels too formal and quiet. Hopes for a more welcoming, youthful vibe.
A.L	66, Peruvian, lives in Peru. Traveling, exercising, and she likes to dance. She likes museums and visits them when she travels with her husband or sisters.	Famous, a must see when you are in madrid, Paintings	Planned the visit and bought the ticket the same day she went	She mentioned it was a quicky entry	Went straight for El Greco's paintings - that is all she wanted to see	Audioguide	Went back to her apartment, doesn't use social media	Likes to get an audioduide so that she can follow the tour and she knows what she wants to see for sure in the museum	Create a flexible ticket that allows multiple entries in different days	Prado is associated with paintings, and it feels overwhelming after some time
T.A	28, Japanese student in Madrid. Likes basketball, Netflix, modern art. Visits museums with friends.	Famous, well-known museum. Friends recommended. Impression matched expectations.	Used official website to check free ticket. Visit was planned.	Waited 1.5 hrs outside in the rain. Would pay to skip queue with friends.	Used a Japanese blog to select artworks. Visited for ~1.5 hrs. No in-museum tools.	Paper map not useful. Didn't use app/audio guide. Family used Japanese map.	Posted on social media. Highlighted souvenir shop and painting by da Vinci's apprentice. Went to dinner after.	Wants clear wayfinding, flow arrows. Likes museums that explain the art story or guide the path.	Extend free entry time. Improve signage. Use apps with curated tours. Create events/workshops for youth.	Big-name museums lack good flow. Likes being allowed to take photos (unlike Japan). Suggested better crowd control
M.S	Student at IE, lives in Madrid. Enjoys visual arts (paintings, dance, theatre, sculptures), reading, and travelling. Interested in the emotional and historical context of art, and has a background and current engagement in creating art herself (watercolour, sculpture, clay). Prefers unstructured	Marcela perceives the Museo del Prado as a very historic and traditional museum. She has known about it for a long time, likely through family members or her travels, and recalls hearing about it even						Marcela generally expects a museum visit to include a good flow between rooms and values being able to take her time without large crowds. She prefers lighting that enhances the artwork's texture and appreciates on-demand audio information that allows her to explore based on her own	Motivation Triggers for Marcela to Visit a Museum (including the Prado): - Marcela is motivated by the opportunity to dedicate a full day to a museum and explore intuitively - Visiting the Museo del Prado has been a goal since returning to Spain, as she has known about it for a long time	Marcela's final thoughts emphasise the value of authenticity and the tangible in art, preferring texture, imperfections, and character over sterile cleanliness. She sees the care and
A.A	64, Colombian, lives in Bogotá. Is retired and wants to dedicate his free time to traveling, specifically visiting new cities and seeing iconic landmarks	Famous museum, iconic in Madrid. Knows it for Velasquez and Goya paintings.	Spontaneous visit while in Madrid (knew he had to go but didnt pre-plan it much)	Doesnt remember very well, but said it was a fast entry and he bought the tickets on site.	Went straight for the paintings he knew (Las Meninas), then walked around using the map but not looking for anything	No tools used.	No specific post-visit action noted. He said he went to dinner with the family.	Doesn't think very much about it. He expects good services like cafeterias, resting spaces, lockers. Likes when there is a blend with videos that explain better the exhibits.	Doesnt have many new suggestions for people like himself. For younger people he said it is important to make the content more attractive so that they find museums more interesting.	Prado is a must visit museum in Madrid but for him it is OK to visit it just once. He doesnt feel compelled to go back because
Marta	Marta, 29, Spanish living in Madrid. Works as an art appraiser. She studied Art History and is very engaged with culture and museums, both personally and professionally.	She sees the Prado as an essential institution with an extraordinary collection. She visits regularly and appreciates its cultural value but notes areas for improvement: outdated display styles, confusing signage, and a lack of personalization without a guide.	Planned visit after seeing exhibition info on the Prado website and social media. Often decides to go when friends visit from abroad or when there's a special exhibit.	Queued to get in. Found signage a bit confusing. Noted that lines were long and the process could be more efficient.	Focused on key works like Las Meninas when going with friends. Used printed map. Felt inspired by some artworks but slightly overwhelmed during crowded times.	Tried the Prado app but found it hard to navigate. Used printed map. Feels the digital tools could be improved to enhance the experience.	Talked about the visit with friends. Sometimes posts about it on Instagram if it was a special occasion. Often goes for a walk or coffee afterwards to reflect.	She values beauty, emotional impact, and clear storytelling. Prefers thematic routes and digital tools that are simple and enhance the visit.	New exhibitions, night visits, and digital improvements would encourage her to return. She suggests better signage, a more useful app, and collaborations with contemporary artists.	She believes the Prado has great potential to connect more deeply with diverse audiences and appreciates being part of this conversation.
R.D	27 year old Spanish, IT project manager. Interested in art and culture. Visits museums with friends or partner.	Views Prado as a prestigious institution with masterpieces. Cultural reference point.	He usually goes to the official website and checks the schedule and ticket availability. Sometimes, if his	Arrival was very smooth. He saw a big line for those who do not have a ticket, but he did not have to wait as he bought a	Used printed map but found it confusing. Felt pressure to see everything in one go.	No digital tools used. Relied on printed material	No specific post-visit action noted. Described feeling mentally exhausted.	Prefers curated, focused journeys with storytelling. Values artist context and emotional connection.	Suggested thematic, modular tours. Improve queue system and entrance flow. Better onboarding for visitors.	Prado should feel modern and inclusive while keeping its cultural seriousness. Wants more interactive formats.
N.A	26 year old, Colombian, studied architecture but works in finance. Very interested in history (art history in particular)	She sees it as an iconic landmark of Madrid, she praised the architectural side of the museum. She is also very interested	She has visited twice: once spontaneous and once planned.	The time it was spontaneous she bought tickets on site, doesnt remember much. The time it was planned she went the	The sponateneous visit she just followed the map. The second time (planned) she had researched before so she went	No tools used.	Doesnt recall specifically what she did. She likely posted on instagram.	Wants a more immersive experience, like new "trendy" museums. She thinks a clearer map or navigation tool with clearer sections is necessary.	Suggested personalized tours, more crowd control in front of the iconic artworks. More immersive experiences (like dark rooms with projectors). Screens like the ones in malls where you can see directions	Prado should be more modern and attract audiences through social media. Immersive experiences in
E.P	29, originally from Mexico City, lived in Boston, now in Madrid. Likes food, wine, aesthetics, design, and outdoor life. Goes to museums monthly.	Views Prado as iconic and historic. Thinks of Goya, Velázquez, Las Meninas. Appreciates its architecture and	Heard about Prado around age 17, top of mind when arriving in Madrid. It was planned visit	Smooth entry. No lines, clear signage. Easy and positive experience.	Used map. Prioritized Las Meninas, then wandered. Enjoyed benches and ambience. No tools used but wanted	Didn't use tools but interested in scanning, VR, and immersive features for complex art. Enjoyed tech-based	Doesn't recall post-visit behavior but possibly had a picnic in El Retiro. Remembered ambiance and room aesthetics most.	Great visits = good lighting, storytelling, context, variety, space aesthetics. Prefers when room design matches artwork. Likes planned visits without pressure.	Wants social experiences like DJ nights, community-driven activities, and more narrative-based digital tools. Suggested promoting exhibits with posters, music events.	Wants Prado to feel more accessible and modern. Enjoys immersive, tech-forward museums. Mentioned