Simple app for a gallery

December 26, 2022

Team

Harper Daniel

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Research Plan

UX Research Study

Introduction

- **Title:** Isolate pain points in simple gallery app

- **Author:** Harper Daniel

- **Stakeholders:** Gallery owner, final approval

- **Date:** 12/26/2022

- **Project background:** This project was meant to mesh archives with current arrivals, to provide gallery history and present with context. Before launching we would like to understand where people spend most time in the app, and whether there is meaningful conversion to booking buying appointments.

- **Research goals:** What would make the archive/current exhibition relationship clearest and most useful? What elements would help casual browsers become customers?

Research questions

- How long does a user spend in the archive?
- How long does a user spend in the current and upcoming exhibitions?
- What percentage of users book buying appointments?
- Is a consistent narrative from archive, to current, to visit, being constructed?
- What can we learn from the paths users took through the site?

- Pro tip: 5 research questions is a solid place to start. Do not include more than 7-10 research questions.

Key Performance Indicators (KPIs)

- Time on task, drop-off rates, conversion rates, system usability scale (SUS)

Methodology

- moderated usability study

- Location: United States
- Date: Dec 28/29
- Each session will last 30-60 minutes, including an introduction, time for them to peruse, and a check in at the end.

Participants

- Tending to visually impaired and deaf users is particularly important as the competitive audit showed they were underserved
- Various ages, 13-70, this app has the opportunity for general exploration for everyone.
- The gallery is free to visit but catering expensive art, satisfaction of the ideal customer should be observed, wealthy and art minded, 40-60
- Should also be shown to people without buying power for art as it also

	functions as an open source archive ● Recruit participants via hallways testing and online boards.

Script	● Introduction
	  ○ May I record audio and video? There are no right or wrong answers to the questions later, and please don't hesitate to ask any questions of your own! We are all here to make this a better, more accessible experience. I am going to hand you a phone to navigate the app now, and we will start with some prompts!
	● Prompt One:
	  ○ Please just open it up and explore what seems interesting to you for a bit, if you could share insight as to why you like or dislike certain parts we would love to hear.
	    ■ Follow up: What drew you to your first choice?
	    ■ Follow up: What is your first impression of the app?
	● Prompt Two:
	  ○ Could you navigate to the current exhibition and schedule a visit? Again, share what your thought process is as you go on.
	    ■ Follow up: Did you find anything frustrating there?
	    ■ Follow up: Do you feel like it asked for an appropriate amount of information?
	● Prompt Three:
	  ○ Finish off with some time in the archive, just explore a bit again.
	    ■ Follow up: Outside of the context of this test, could you imagine yourself enjoying an online archive like this?
	    ■ Follow up? How did you feel about the thematic sorting?
	● Segue to questions: When you feel ready we will move on to a few questions to wrap up.
	  ○ How did the gallery come off? If they were a friend, how would you describe them?
	  ○ How did you feel about the gallery app experience over all- what did you like and dislike?
	  ○ What kind of media do you typically consume in your free time? are you on your phone, listening to music, watching television, etc.
	  ○ Yes or no: Have you enjoyed being at a gallery before?
	    ■ If no, did you feel safe and welcome in this online environment
	    ■ If yes, how did this online experience compare to that
	
	● Thank you so much for joining us today, it was such a pleasure, and your perspective is so valuable.

Michelle

Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** - easy to complete **2** - completed but with difficulty **3** - not completed
Prompt 1: explore what seems interesting to you for a bit.	move through home page to menu, current exhibition, to precedent, learn about us	quiet contemplative, seemed interested in the design	I wish the buttons were smaller to focus on the image	1
Prompt 2: Could you navigate to the current exhibition and schedule a visit?	menu, current, button:visit. reason, just visiting, date, confirm	she was ok	"current" doesnt really make sense to book on	2
Prompt 3: Finish off with some time in the archive, just explore again.	menu archive, scroll	maybe bored, coughed a little bit, leaned back	this is nice	1
Additional Notes: the reasons things were where they were seemed a bit confusing, having an archive present is nice but hardly relevant maybe				

Eoghan

Task	Click Path	Observations	Quotes	Task Completion
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Prompt 1: explore what seems interesting to you for a bit.	open-menu-archive scroll forever. move to current	intrigued and very engaged	ohmygooodness	1
Prompt 2: Could you navigate to the current exhibition and schedule a visit?	menu, current, visit button. reason, date, confirm	calm	not the strongest conntection	1
Prompt 3: Finish off with some time in the archive, just explore again.	skipped for previous completion	skipped for previous completion	skipped for previous completion	skipped for previous completion
Additional Notes: Add any notes about what the participant shares after the tasks are complete.				

Lou

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Prompt 1: explore what seems interesting to you for a bit.	open current, read, more about artist, see precedent, about us	happy calm intrigued, leaning forward, sometimes squinting.	na	1
Prompt 2: Could you navigate to the current exhibition and schedule a visit?	home, current, visit, scheudle book	perplexed expression	na	2

| Prompt 3: Finish off with some time in the archive, just explore again. | menu, archive, sort by date, peruse | calm joy | na, very quiet this one | 1 |

Additional Notes: first to sort by different metric than theme

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Jackson

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Prompt 2: Could you navigate to the current exhibition and schedule a visit?	menu, current, button:visit. reason, just visiting, date, confirm	calm	"current" doesnt really make sense to book on	2
Prompt 3: Finish off with some time in the archive, just explore again.	menu archive, scroll	did not scroll for long. bored quickly	this is nice, im done now	1

Additional Notes: the reasons things were where they were seemed a bit confusing, having an archive present is nice but hardly relevant maybe

Study Details

Project Background

This simple application was meant to provide an introductory experience to our gallery. This study was meant to measure the success of proving archival relevancy, establishing rapport, and ease of booking.

Study Details

Research Questions

1. How long does a user spend in the archive?
2. How long does a user spend in the current and upcoming exhibitions?
3. What percentage of users book buying appointments?
4. Is a consistent narrative from archive, to current, to visit, being constructed?
5. What can we learn from the paths users took through the site?

Participants

5

Ages: 24-60
Include visually impaired.
Actively looking for art and not.
Various gender identity, economic background, and motives.

Methodology

Time: 20-40 minutes.

Location: Remote

Format: moderated study

Users were asked to navigate a prototype and provide qualitative feedback.

Prototype / Design Tested

We tested a low fidelity prototype.

Available here:

https://www.figma.com/proto/X9IRLOdO
gE6BeuloRsequP/Gallery?page-id=0%3A1
&node-id=1%3A40&viewport=-47%2C45%
2C0.25&scaling=scale-down&starting-poi
nt-node-id=1%3A40
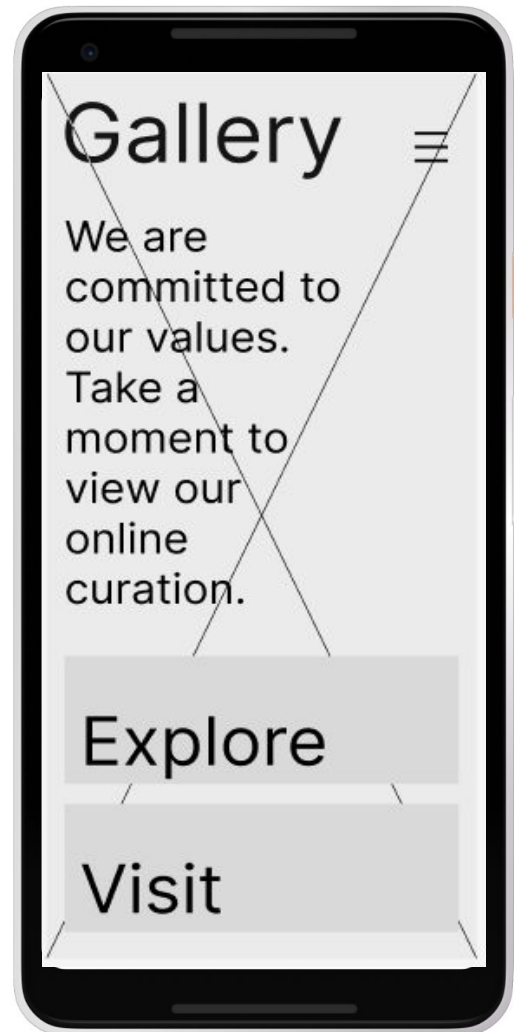
Themes

Background information

Supporting evidence from the usability study.

- 3 out of 5 people stated they wished there was more information available on the artist featured

- 4 out of 5 missed a gallery introduction, something like an about page.

- Only immediately relevant information is available on the app as is. See the description at the bottom of the screen.

"If I am looking enough to find this page I want to know more about the artist." (P1)

Archive Association

Supporting evidence from the usability study.

- 2 out of 5 found the archive to be interesting and relevant as is.

- 2 out of 5 stated that it did not add to the experience.

- The former exhibitions are displayed by title and image.

"It is interesting but I don't think I'd use it if I was just visiting the gallery." (P5)
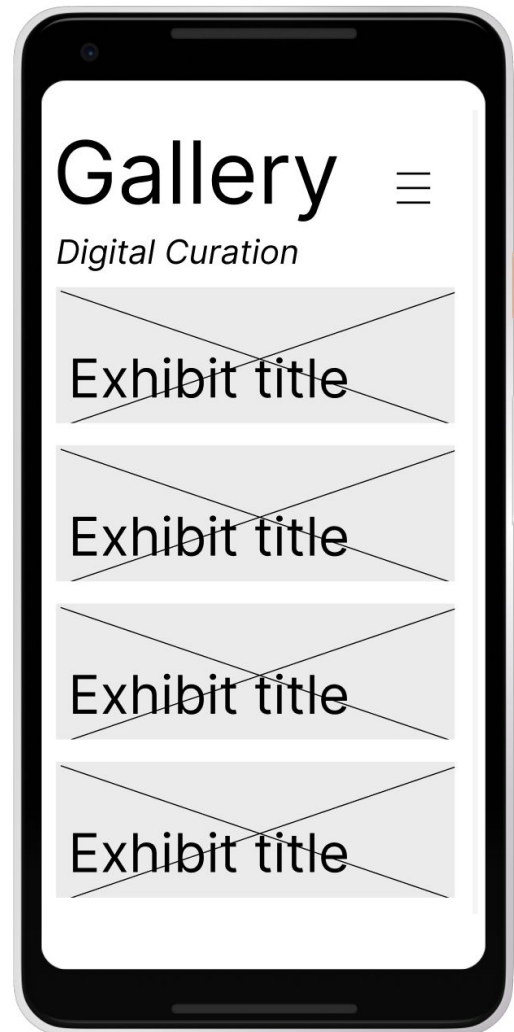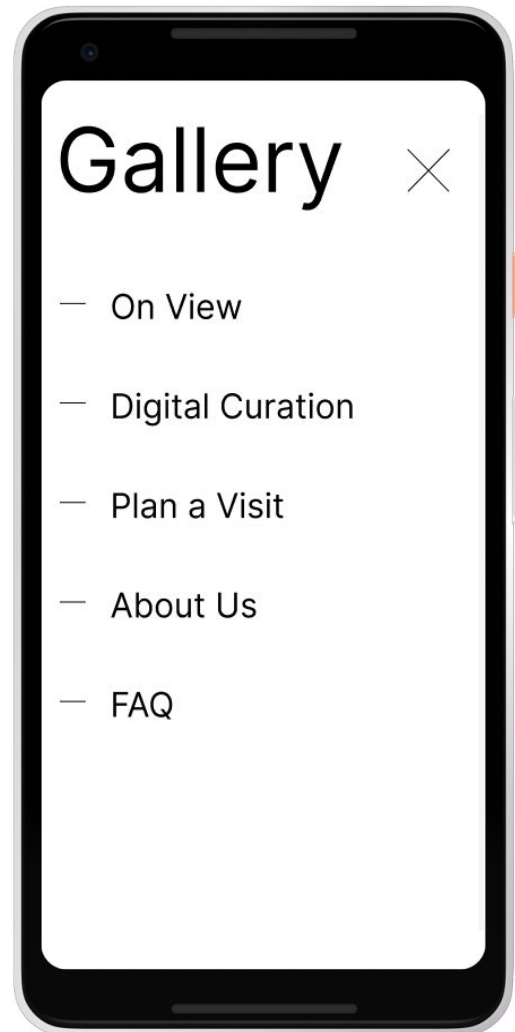
Navigation Centralization

Supporting evidence from the usability study.

- 5 out of 5 participants used the menu when asked to navigate to a certain page

- 2 out of 5 found navigation buttons outside of the menu to be unhelpful

- The menu is an overlay navigation hub and is spare in appearance.

"I really found myself drawn to the menu over the buttons on the page." (P1)

Scheduling Hospitality

Supporting evidence from the usability study.

- 3 out of 5 enjoyed the option to declare a reason.

- 2 out of 5 felt the reasons were too specific.

- Buttons depicting the "reasons" dominate this page and dictate the booking experience

"I wish it was clearer that you do not need an appointment to visit, knowing you are able to walk in is more open than any of these reasons." (P2)

Insights & Recommendations

Research insights

Details, details

Have information waiting for them when they are ready to look.

Clearer Booking

Having an open door is more hospitable than needing a reason.

Menu Simplicity
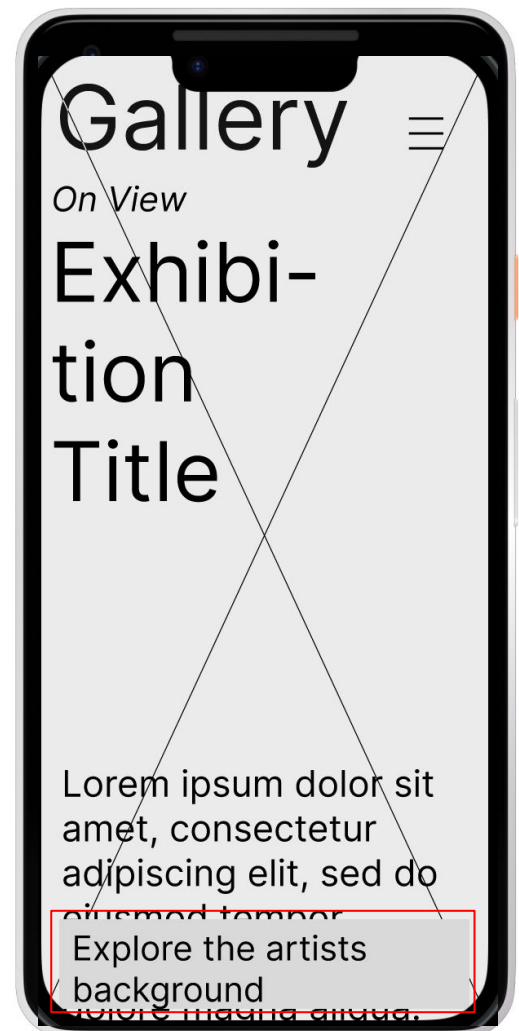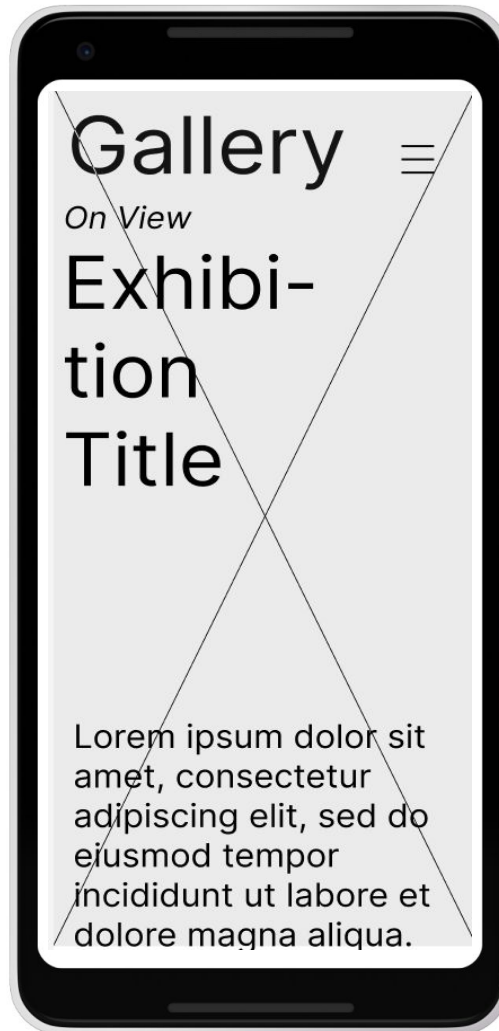
Creating a hub out of the menu could simplify user flows.

Archive Order

Presenting with more context than name could lead to more exploration.
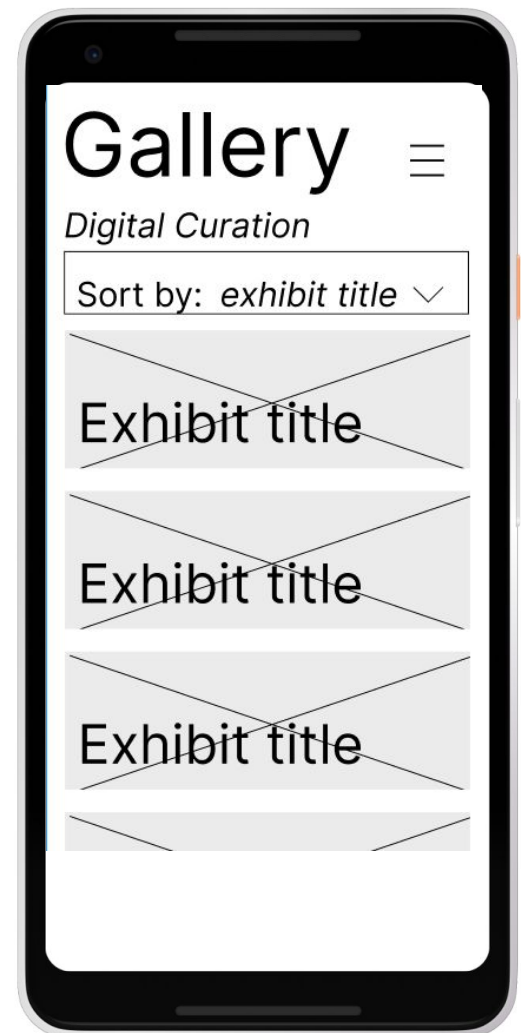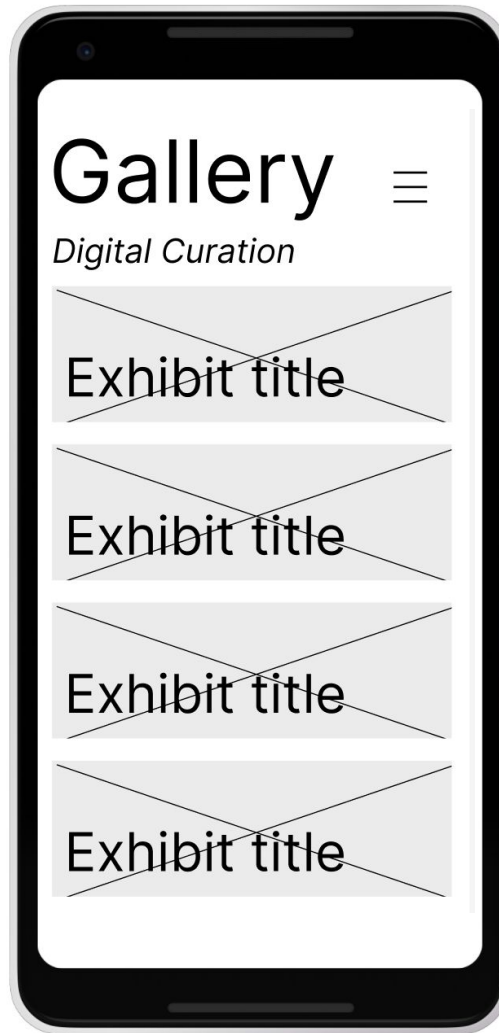
Implementation

Providing background information

- This includes and artists page

- Adding a button provides a simple exit to learn more, but does not force it on the viewer. *highlighted in red*

Gallery

On View

Exhibi-
tion
Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Gallery

On View

Exhibi-
tion
Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Explore the artists background

# Implementation

Sort archive with Multiple Qualities

- Adding a sort feature could provide more relevant information while still allowing exploration.

- This would also connect from the "current exhibition page" where that artists categories would be highlighted, so they could explore similar.

Implementation

Make hours clearer

- Instead of directing them right to booking, provide the FAQ page.
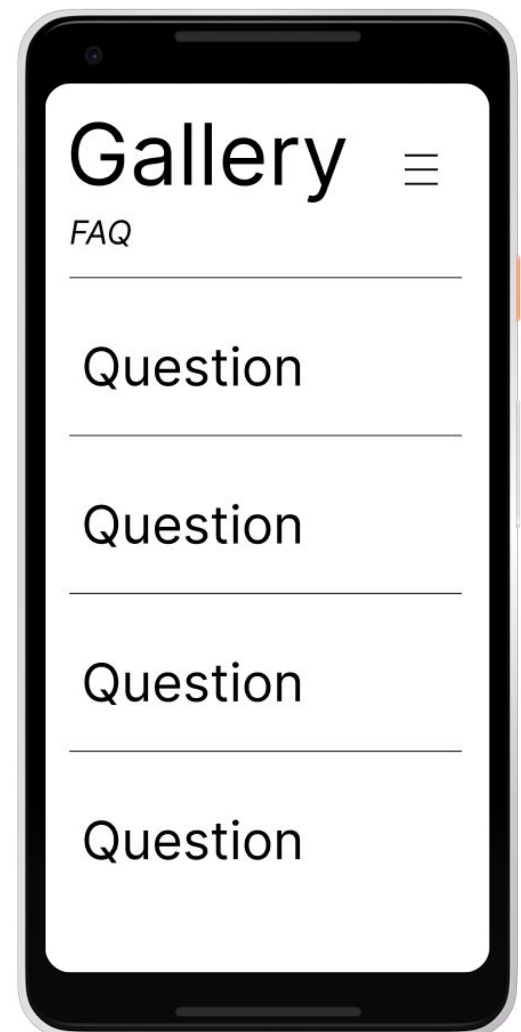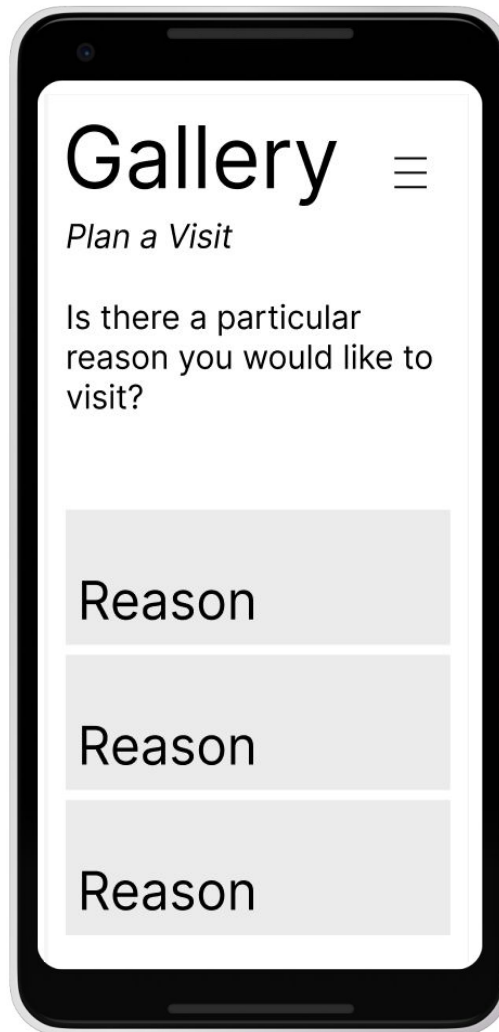
Recommendations

- Allow the archive to be sorted by theme, date, location, and title.

- Provide more information, including: hours, artists, and ethos.

- Only provide buttons on the page when essential.

Thank you!