



# EVALUATION CRITERIA

Assessed the performance based on multiple usability heuristics including:

- Match between system and the real world
- User control and freedom
- Flexibility and efficiency of use
- Aesthetic and Minimalist Design
- Error Prevention
- Recognition rather than recall

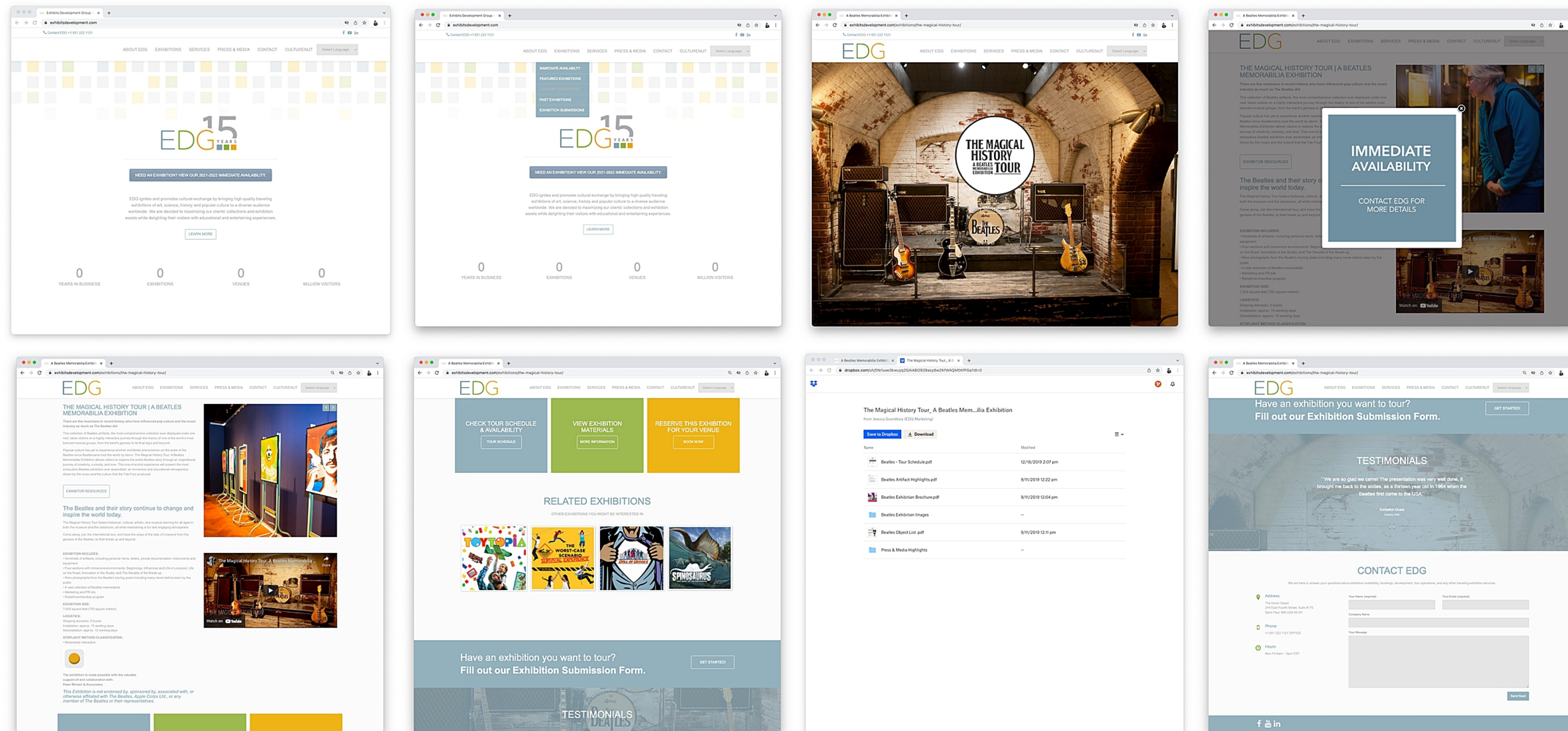
# USABILITY HEURISTICS RATINGS

- 1** Object worked as expected and intended with **little to no issues** that affected usability.
- 2** Object worked as expected but issues presented **some issue(s)** with functionality or performance.
- 3** Object had **severe issue(s)** that prevented the object from performing its intended function.



# TASK 1

FIND AN EXHIBIT TO BOOK FOR THEIR MUSEUM AS WELL AS ITS DIMENSIONS AND PHYSICAL SPECS



# TASK 1

FIND AN EXHIBIT TO BOOK FOR THEIR MUSEUM AS WELL AS ITS DIMENSIONS AND PHYSICAL SPECS

## Painpoints

Steps to book The Magical Mystery Tour exhibition:

- Home page
- Exhibitions
- Detailed Exhibition Page
- **Link to Dropbox Folder**
- **Back Button back to EDG to get to Contact Form.**

# TASK 1

## FIND AN EXHIBIT TO BOOK FOR THEIR MUSEUM AS WELL AS ITS DIMENSIONS AND PHYSICAL SPECS

- Match between system and the real world
- User control and freedom
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NA

1

2

1

3

3

### Possible solutions

- Create a zip file with documents to download "media packet" (if this is an industry standard to have all those documents)
- Provide link from website to ZIP file.
- Feature information included in the Dropbox files on the individual exhibition pages.



# TASK 2

## FIND A HIGHLY INTERACTIVE EXHIBITION FOR A MUSEUM THAT IS AVAILABLE NOW

### Context:

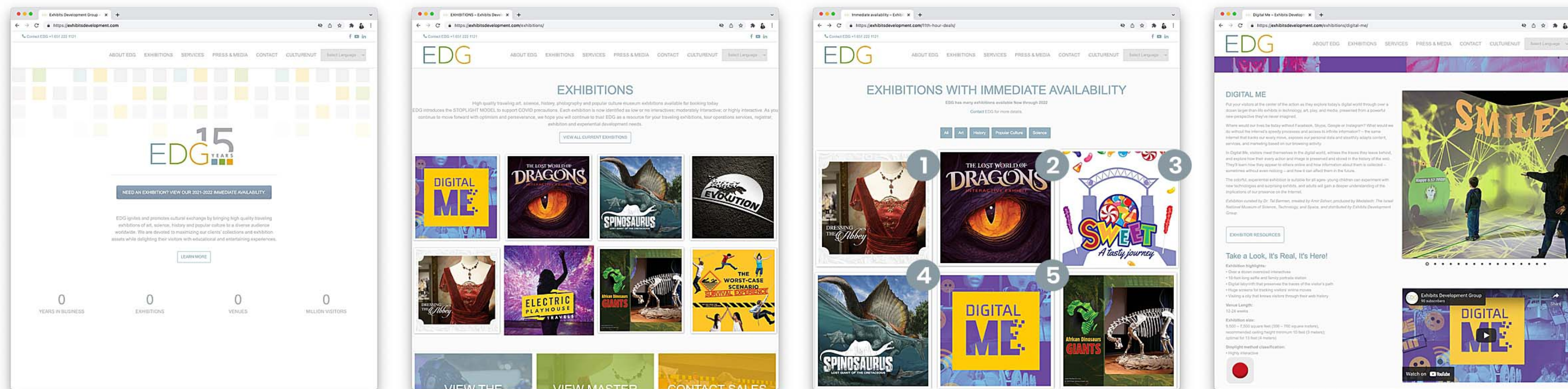
Text on Exhibition “introduces the STOPLIGHT MODEL to support COVID precautions.

Each exhibition is now identified as low or no interactives; moderately interactive; or highly interactive.”

“View All Current Exhibitions” it lists a grid of all the projects and under the header it lists keywords:

All, Art, History, Photography, Popular Culture and Science.

There are no filters available for the COVID interactive levels nor is there a way to search for them.



# TASK 2

FIND A HIGHLY INTERACTIVE EXHIBITION FOR A MUSEUM THAT IS AVAILABLE NOW

## Painpoints

Steps to accomplish task:

- Home page
- Exhibitions> Immediately Available
- **Viewed 4 individual exhibit pages before** finding a highly interactive one on the 5th page.



# TASK 2

## FIND A HIGHLY INTERACTIVE EXHIBITION FOR A MUSEUM THAT IS AVAILABLE NOW

- Match between system and the real world
- User control and freedom
- Flexibility and efficiency of use
- Aesthetic and Minimalist Design
- Error Prevention
- Recognition rather than recall

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NA

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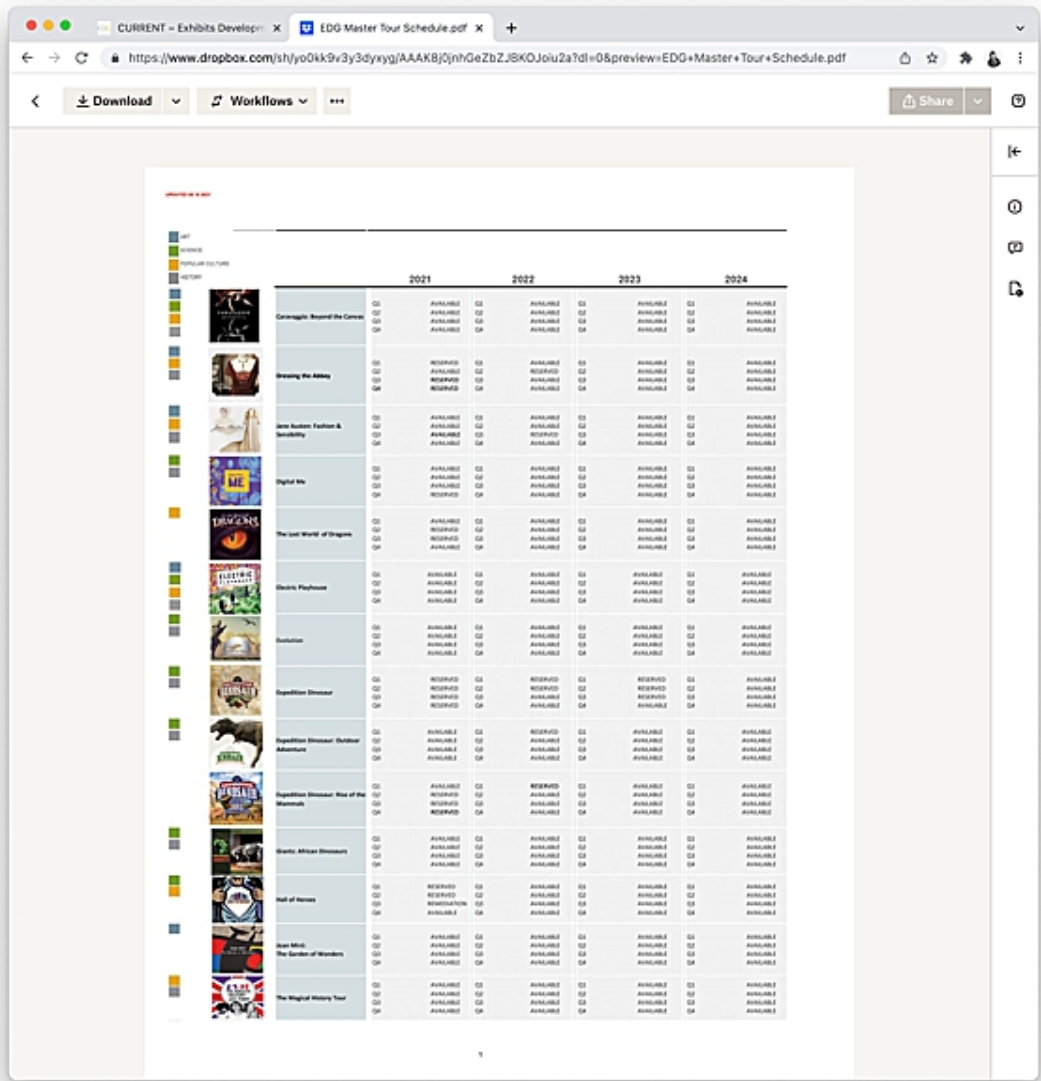
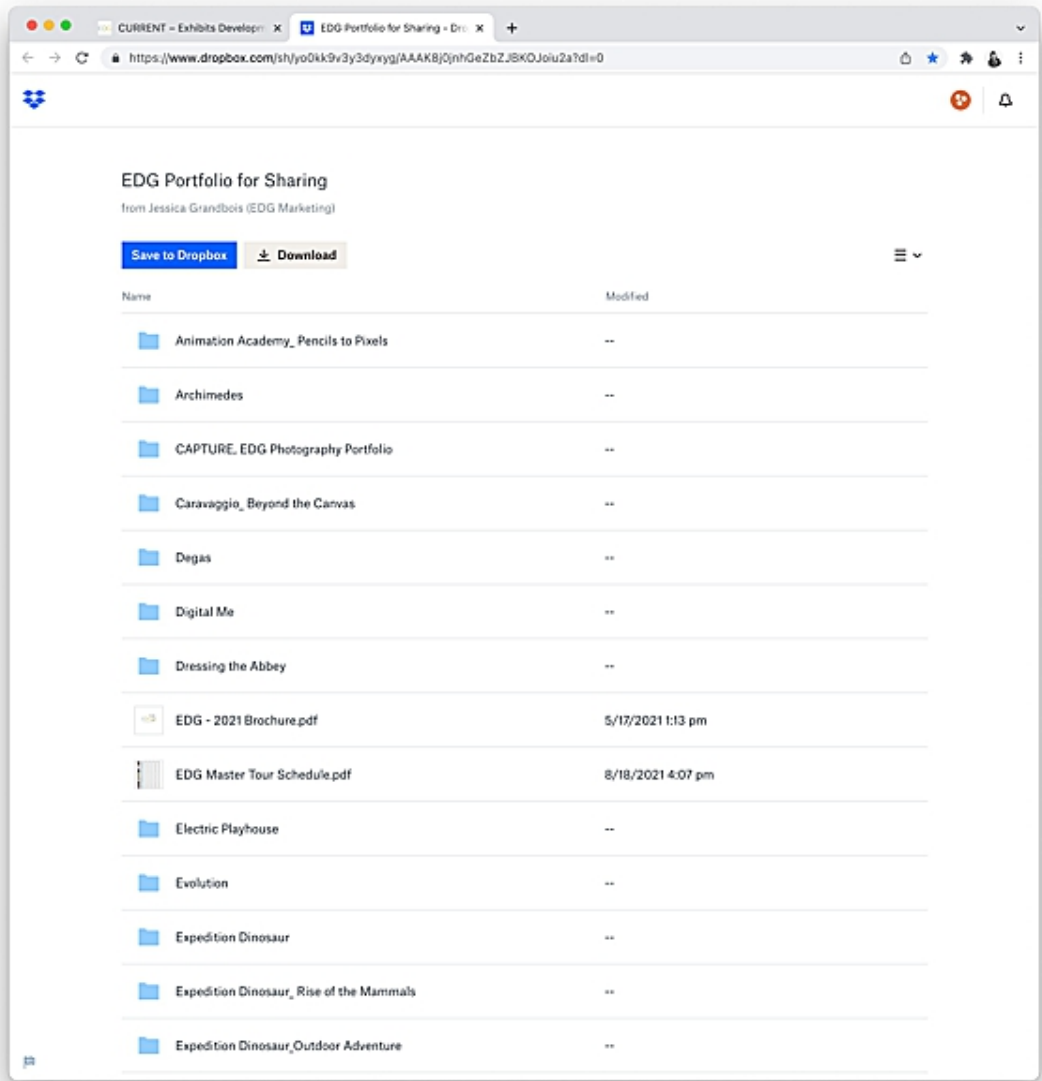
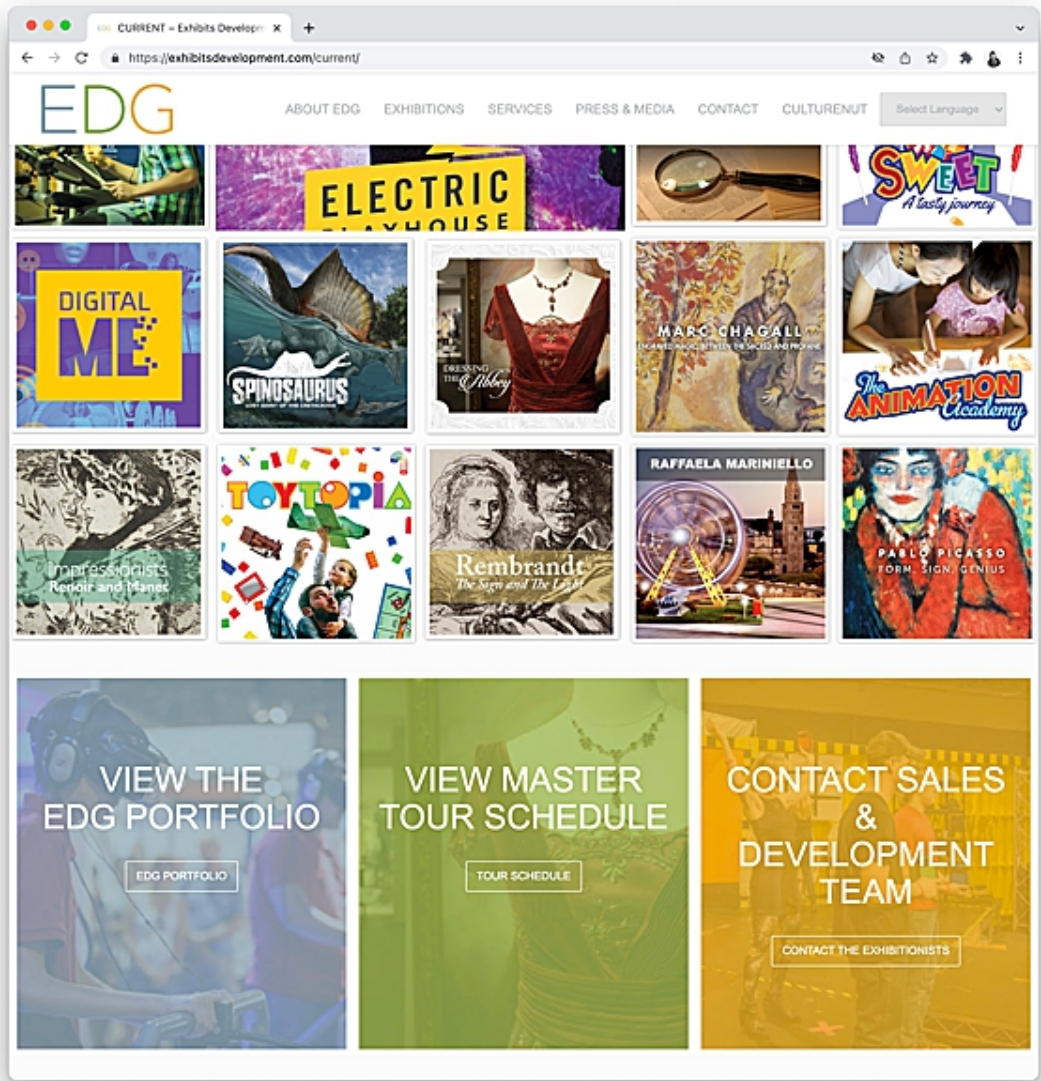
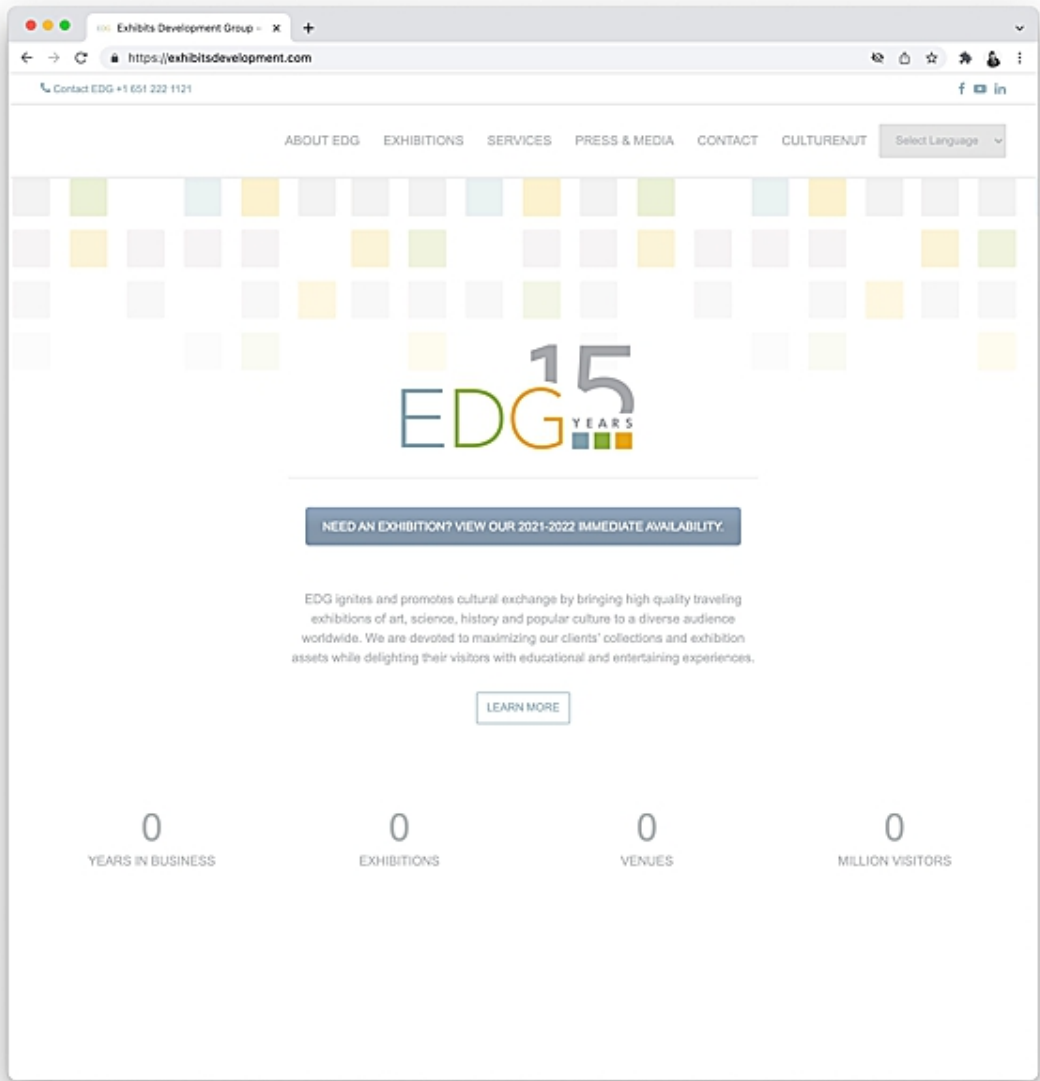
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### Possible solutions

- **Add keywords** to each exhibition to allow for filtering.
- Additionally, consider adding a **search box** to allow users to search for exhibitions.

# TASK 3

FIND AN EXHIBITION THAT IS AVAILABLE IN Q1 OF 2024



# TASK 3

FIND AN EXHIBITION THAT IS AVAILABLE IN Q1 OF 2024

## Painpoints

Steps to accomplish task:

- Home page
- Exhibitions> Immediately Available
- **Scroll to “View Master Tour Schedule”**
- **Dropbox Folder Opens**
- **Click on Schedule PDF.**



# TASK 3

## FIND AN EXHIBITION THAT IS AVAILABLE IN Q1 OF 2024

- Match between system and the real world
- User control and freedom
- Flexibility and efficiency of use
- Aesthetic and Minimalist Design
- Error Prevention
- Recognition rather than recall

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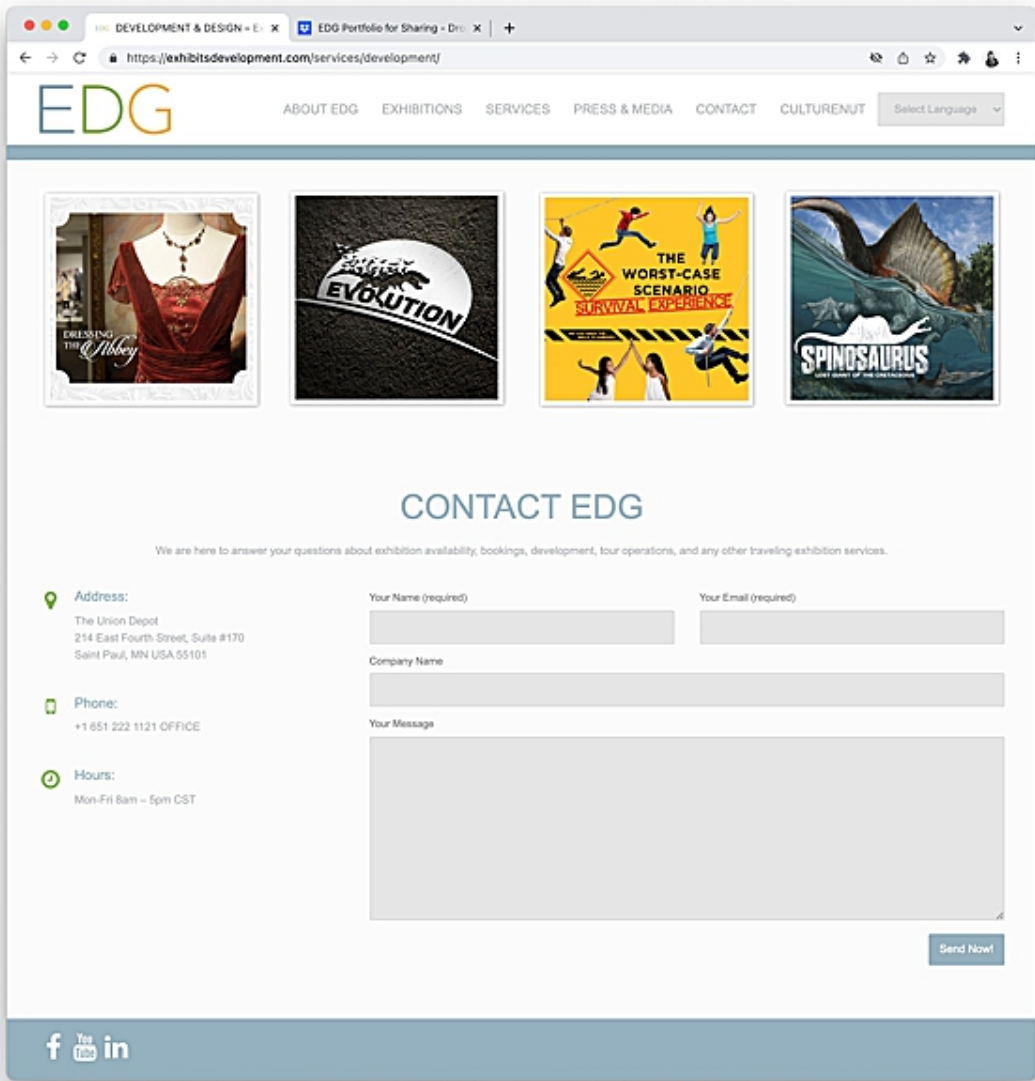
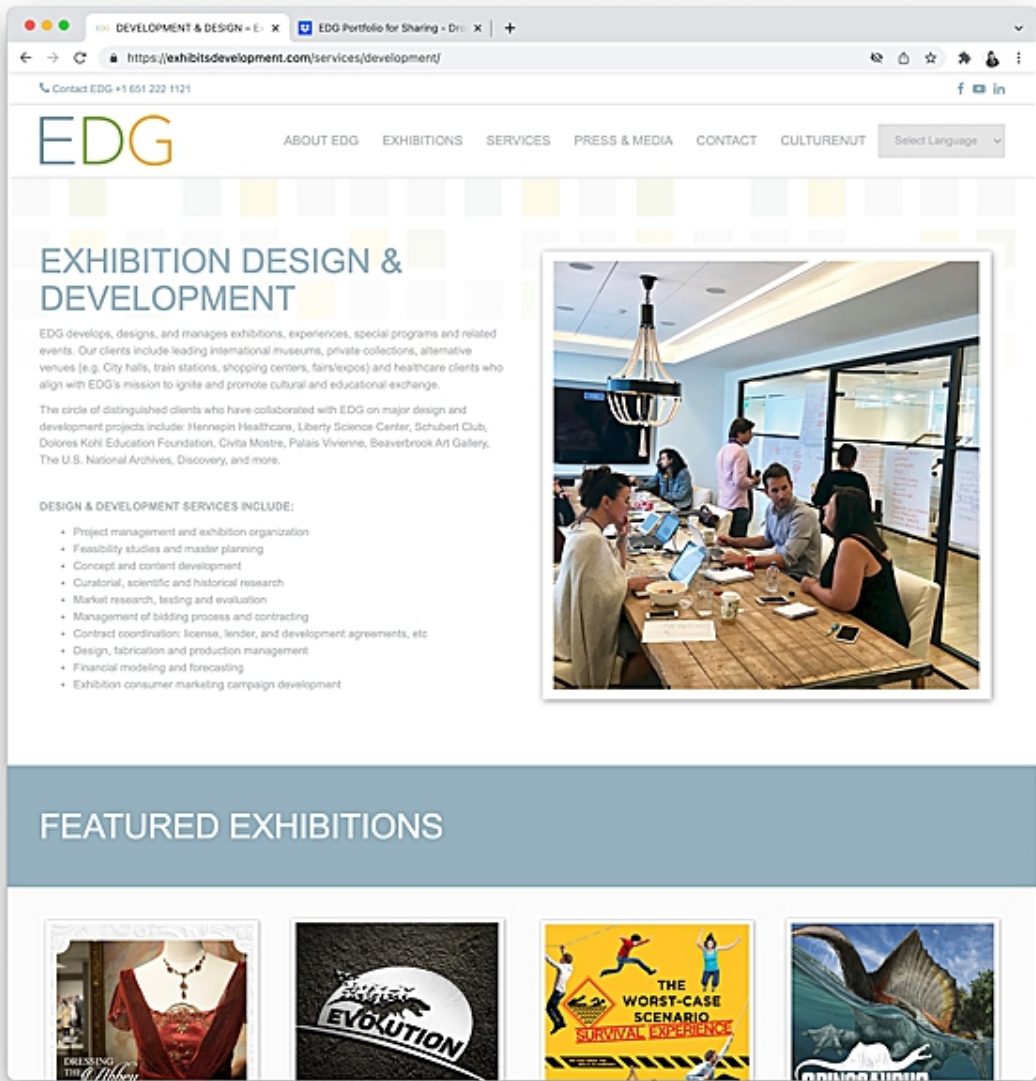
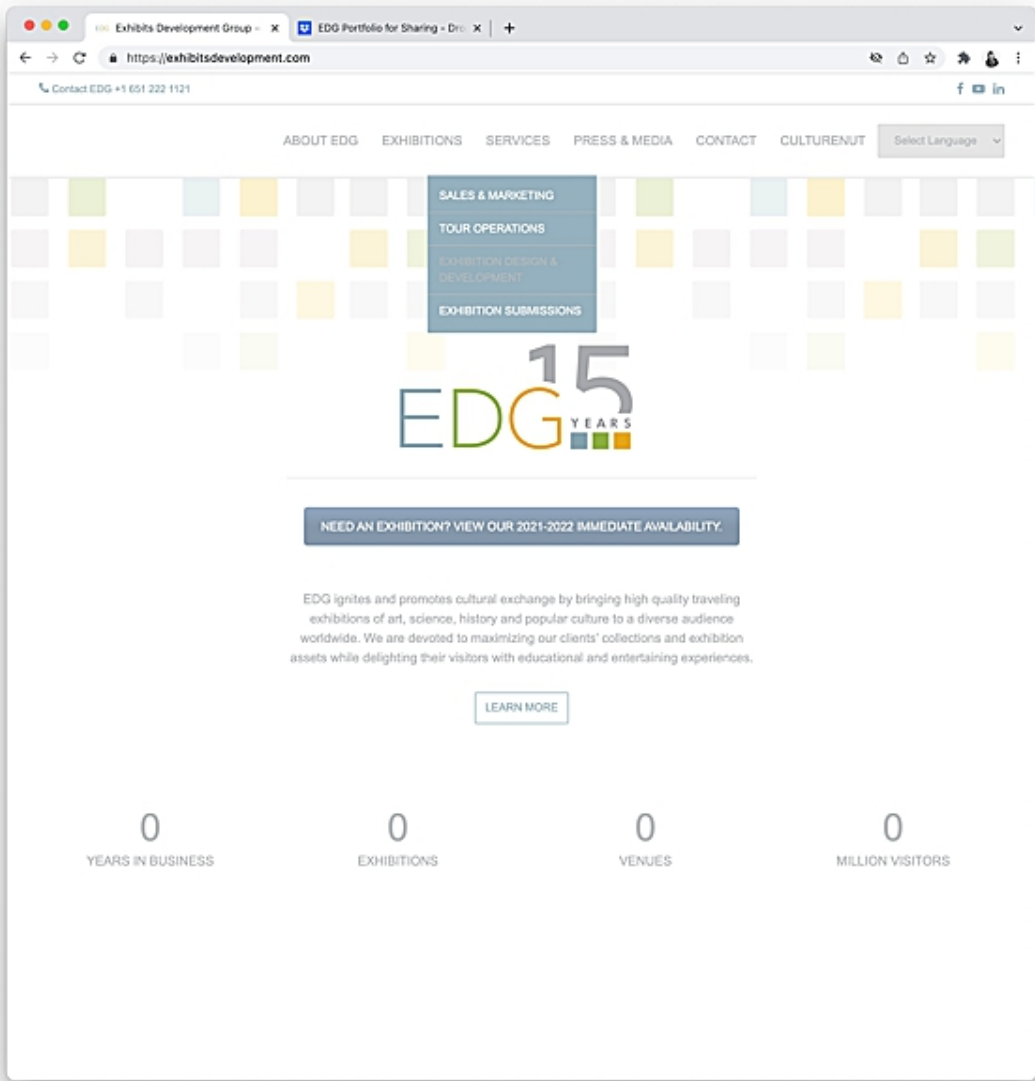
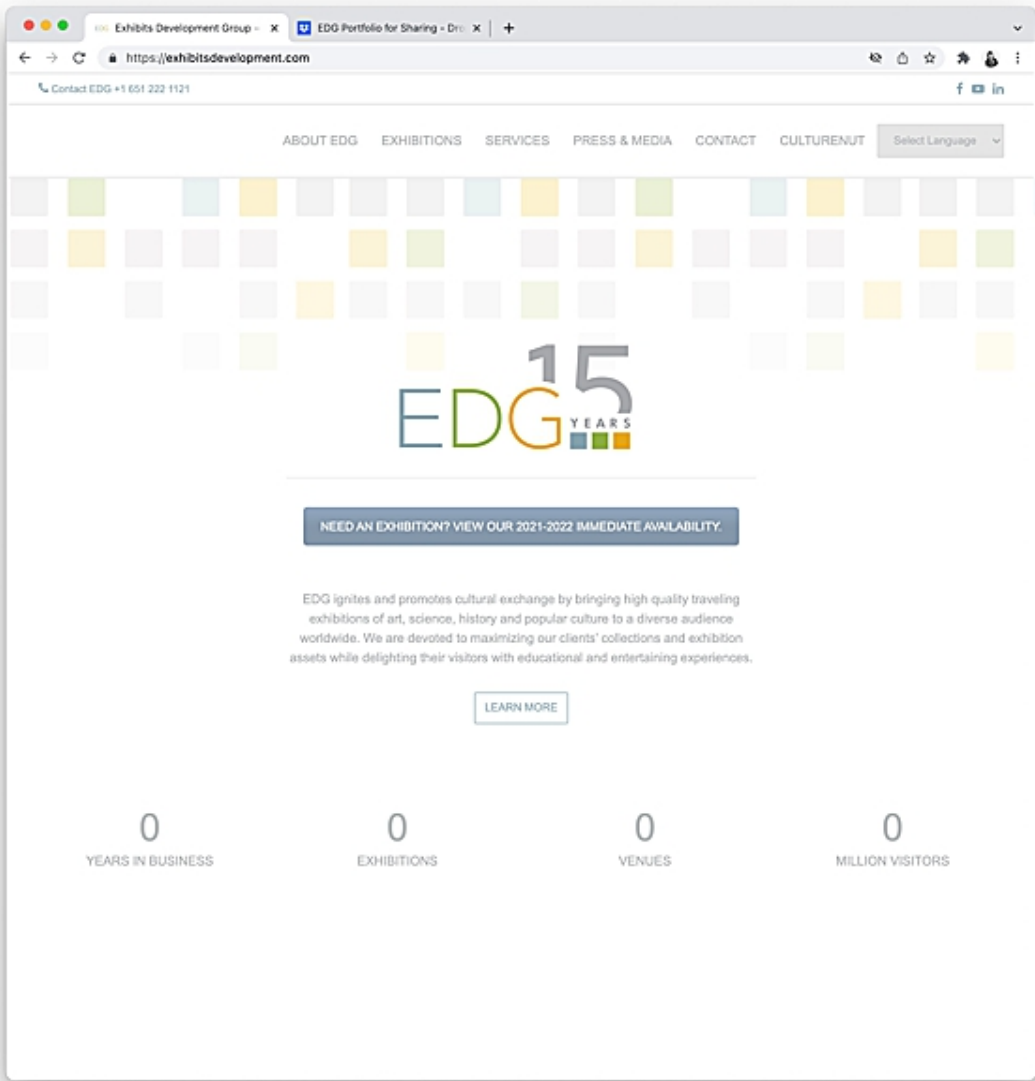
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### Possible solutions

- Include Link to Schedule built into a page on Home page
- Or include link to PDF directly from link to “View Master Tour Schedule”
- Add schedule to a “Master Tour Schedule” website page and link from Home page.

# TASK 4

## HIRE EDG TO DESIGN AND DEVELOP AN EXHIBITION



# TASK 4

## HIRE EDG TO DESIGN AND DEVELOP AN EXHIBITION

### Painpoints

- Move tom Home > EXHIBITION DESIGN & DEVELOPMENT.
- Page lists services is on this page and another contact form at the bottom with **no indication what to do other than to email them.**



# TASK 4

## HIRE EDG TO DESIGN AND DEVELOP AN EXHIBITION

- Match between system and the real world
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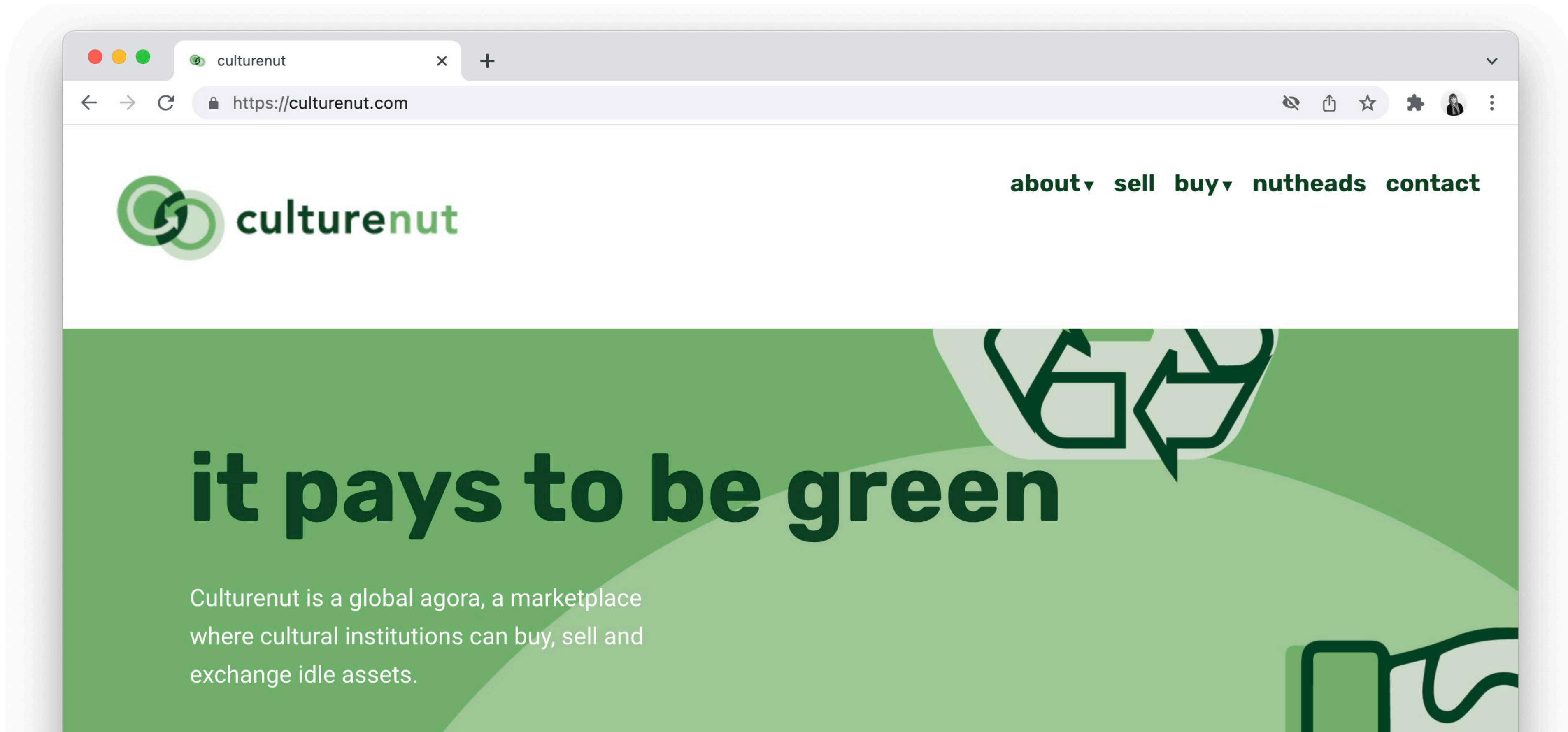
NA

### Possible solutions

- Keep contact form but perhaps add a more detailed form for the client to fill out. Some sort of intake form that streamlines some of the data entry and lead generation info to reduce extra steps for staff on the backend.

# TASK 5

SELL AN EXHIBIT THAT YOU NO LONGER NEED IN YOUR FACILITY



# TASK 5

## SELL AN EXHIBIT THAT YOU NO LONGER NEED IN YOUR FACILITY

### Painpoints

- User has **no clues as to what CultureNut is** on the Home page without clicking on the link.
- Culture Nut link takes you to a separate website with no explanation as to what it is first, or choice to stop action of leaving EDG website.



# TASK 5

## SELL AN EXHIBIT THAT YOU NO LONGER NEED IN YOUR FACILITY

- Match between system and the real world
- User control and freedom
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### Possible solutions

- Consider a graphic box with show text phrases providing clues as to the function of Culture Nut.

# CONCLUSION

## EGD WEBSITE GETS THE JOB DONE WITH ROOM FOR USABILITY IMPROVEMENT

- Website has a nice color palette
- Navigation is functional with a few growth areas including color and landing pages for some of the links.
- Layout of Home page caused some confusion. Extra white space at the bottom of the page prevented reviewer from seeing additional material.
- Some language isn't totally clear about where the link will send you
- Adjustments to Contact Us form may be advisable.

### High Priority

- Putting users in the position to navigate Dropbox windows.