FINDINGS & RECOMMENDATIONS REPORT

EXHIBITS DEVELOPMENT GROUP
LISA ZAMPOGNA • GLENVIEW COHORT • FEBRUARY 2022

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INTRODUCTION

EDG seeks understanding of website usability relating to their business goals:

- Communication with potential clients

- Helping users locate exhibitions

- Allow users to find critical exhibition information including design specs and logistics

EXECUTIVE SUMMARY

- **EGS's Mission was unclear to 11/12 users.** Effectively express EDG's message and services by leveraging exhibition imagery to clarify EDG's mission and excite viewers.

- Most **users showed excitement about exhibitions**.

- **User couldn't locate key service information.** Improve usability and accessibility by making key changes to typography, additional text and website content.

- **Create more paths to contact EDG.** Re-designing intake methods and contact forms may help staff increase lead generation, save time and get responses and information to clients faster.
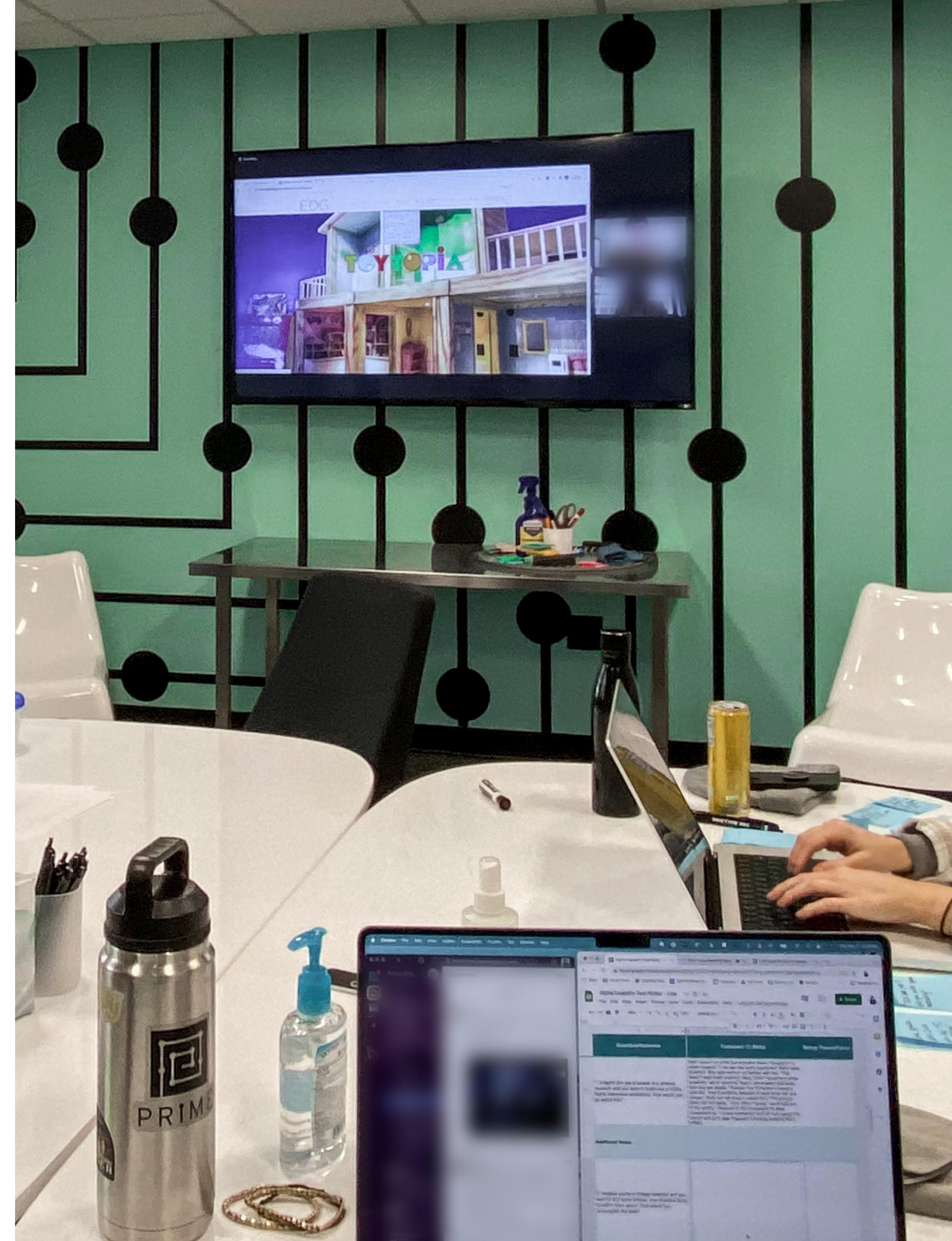
METHODOLOGY

LAB TESTING | LOCATION AND FORMAT

Prime campus, 30-minute video via Zoom with 12 participants using "Talk Aloud" protocol

SYNTHESIS

Data was recorded and categorized to identify themes

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EDG WEBSITE GOALS

- Help visitors identify which exhibition(s) to have brought into their organization

- Communicate critical information about exhibitions, including design specs and logistics

- Facilitate a connection between an interested/current client and EDG staff

- Promote exhibition information and EDG services to create leads for the sales-marketing team

RESEARCH PLAN

- **Test the current EDG website** design and identify pain points with regard to EDG's site goals.

- **Identify key usability and accessibility** concerns

- **Observe client communication** and lead generation options

UX RESEARCH FINDINGS LEGEND

✅ **Positive user experience:** experience fulfills a user need and is easy to use.

❗ **Severe user experience issue:** issues prevent a user from completing a journey (e.g., booking a service); prioritize solving these UX issues first.

❗ **Moderate user experience issue:** users are able to complete a journey, but these UX issues make it difficult for them; prioritize solving these issues next.

❗ **Mild user experience issue**: users are able to complete a journey with issues that have minimal negative impact on their ability to successfully complete the journey; improving these issues will result in a better user experience.
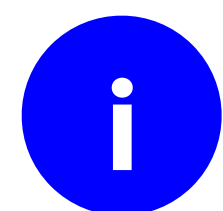
ℹ️ **Information about user experience:** general information about user behaviors, beliefs, motivations, and expectations.

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KEY INSIGHT SUMMARY

⛔ A. **Purpose of website not clear.** Featuring explanatory text and brief explanations of key services on home page to accomplish EDG's site goals

⛔ B. **Readability could be improved** by typography issues, changing font weight, color and size you aid readability and user understanding.

✅ C. Users were very excited when they saw visuals of the exhibitions and figured out what EDG offers.

⚠️ D. **CultureNut clarification** needed.

⚠️ E. Users confused by **links to Dropbox:** Exhibition details, schedule and collateral links could be optimized

⚠️ F. **Usability issues** including unnecessary anchor links, mislabeled links to contact form frustrated and confused users.

⚠️ G. Users had difficulty finding **information about services** and expressed interest in more detailed descriptions and imagery.

USER FEEDBACK DATA
RESPONSES TO DIRECT QUESTIONS TO USERS

✅ **7 out of 12 users would recommend site to friends the industry.**

❗ **4 out of 12 users found the site easy to understand.**

FINDING

A. PURPOSE OF EDG NOT CLEAR

1. **Users were unable the purpose of EDG.** Users' guesses came from contextual clues in the domain name and "Exhibition" link in the navigation bar.

2. Exhibitions **images excited and engaged users**.

3. **The blank white area and number infographics served as a visual stopping point which prevented them from attempting to scroll** or seeing any of the exhibition graphics below that could have clarified EDG's mission.

4. Due to issue number 3, many users did not scroll down and so the numbers in the infographic remained at 0 which confused users.
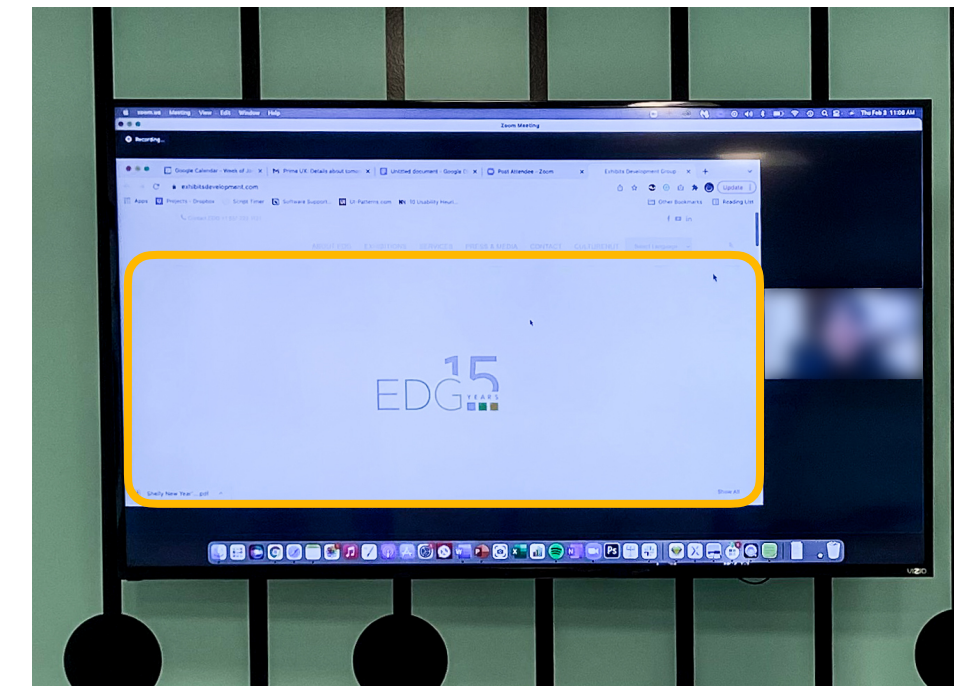
User Screen
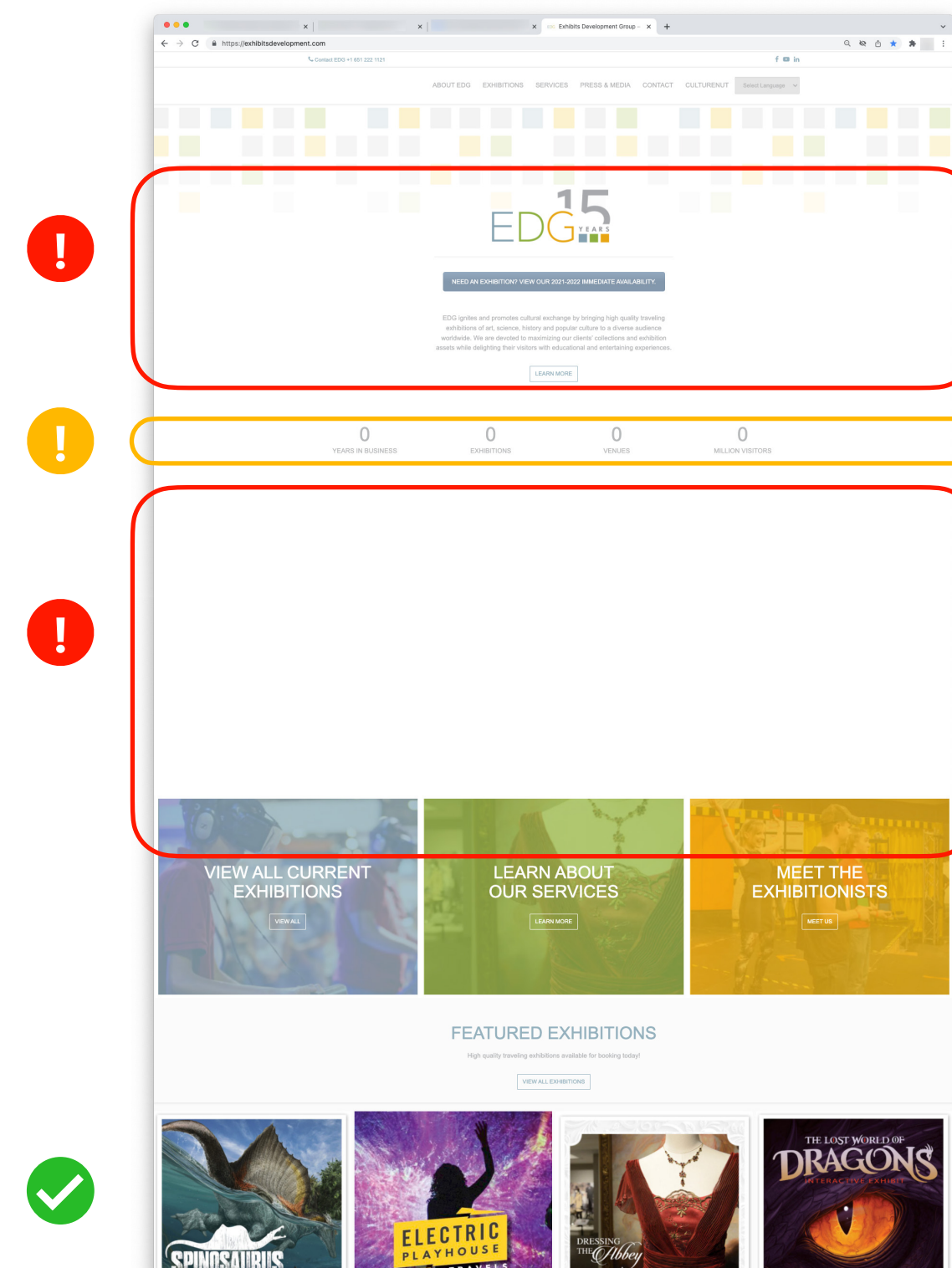
"Clean, some sort of exhibitions, I have no idea. It looks like exhibits, I'm not sure what.. It sounds like they're promoters, like they're promoting events." - U9

"The only thing that indicates that they do exhibitions is the stuff in the navigation bar and web address." - U10

"There's a lot of wasted space. Pastel light colors and giving me scammy vibes. Hesitating to click. The URL has to do with art or museum exhibits." - U12

"It looks like it's just exhibitions or shows things, there's not really much to it - Okay so I'm just reading from the caption at the bottom.. promotes cultural exchange. Might promote something new that I haven't found before. Seems interesting. It's not captivating though upon entering." - U7

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RECOMMENDATIONS

A. PURPOSE OF EDG NOT CLEAR

⚠ 1. **Leverage existing marketing imagery.** Clarify EDG's mission and engage/excite viewers.

⚠ 2. **Large heading explains EDG's mission**

⚠ 3. **Feature some exhibits on the main page and clear link to full collection.**

⚠ 4. Remove extra white space.

⚠ 5. Insert imagery close enough to the top of the page so users can see there is more to scroll down to.
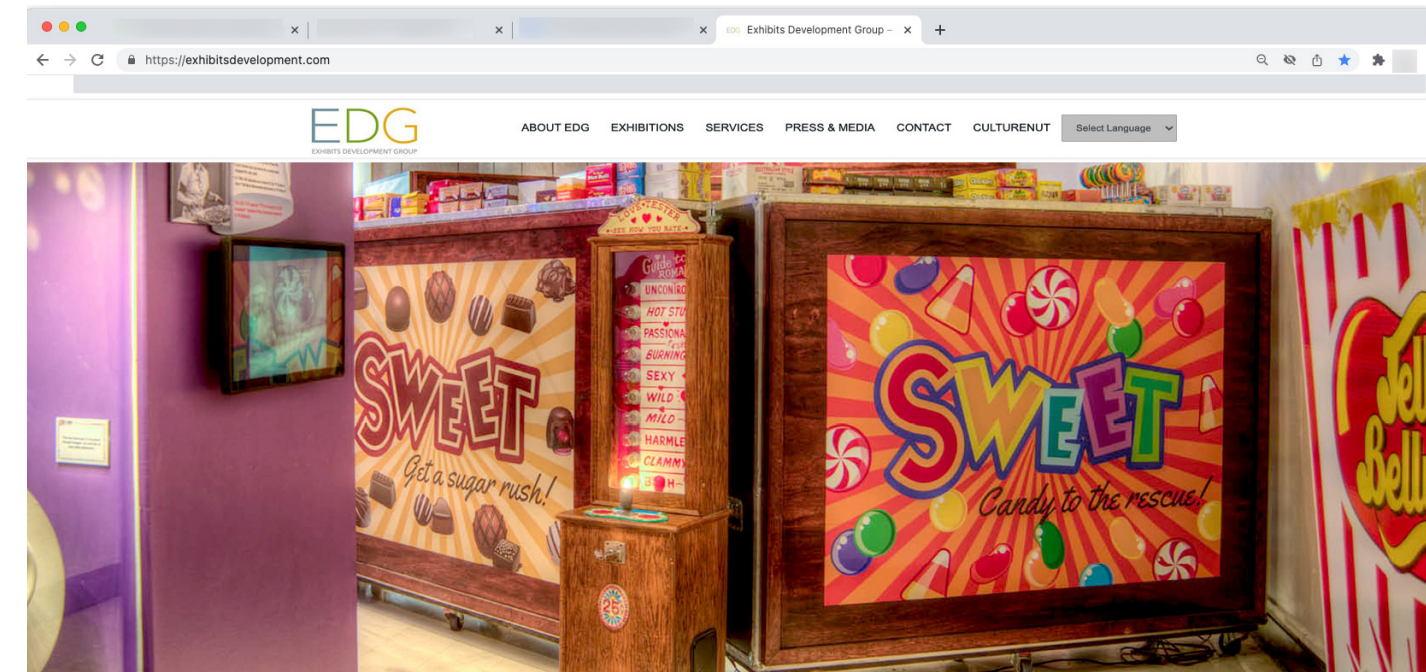
We make museum exhibitions that delight and teach museum goers.

View All Exhibitions

"Feel like it can be nice but too minimal. It has well designed areas and experienced but you don't see that until you get further in. There's much white space on the site that it seems the space is not being well utilized. Once I clicked into exhibits and then there's exciting stuff. The graphic design is cool but I feeling like it's not being showcased on the front page." - U10

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FINDING

B. READABILITY COULD BE IMPROVED

1. Users commented having **difficulty reading** website text:

   - Light grey font did not contrast with white background.

   - Font was small and difficult to read.
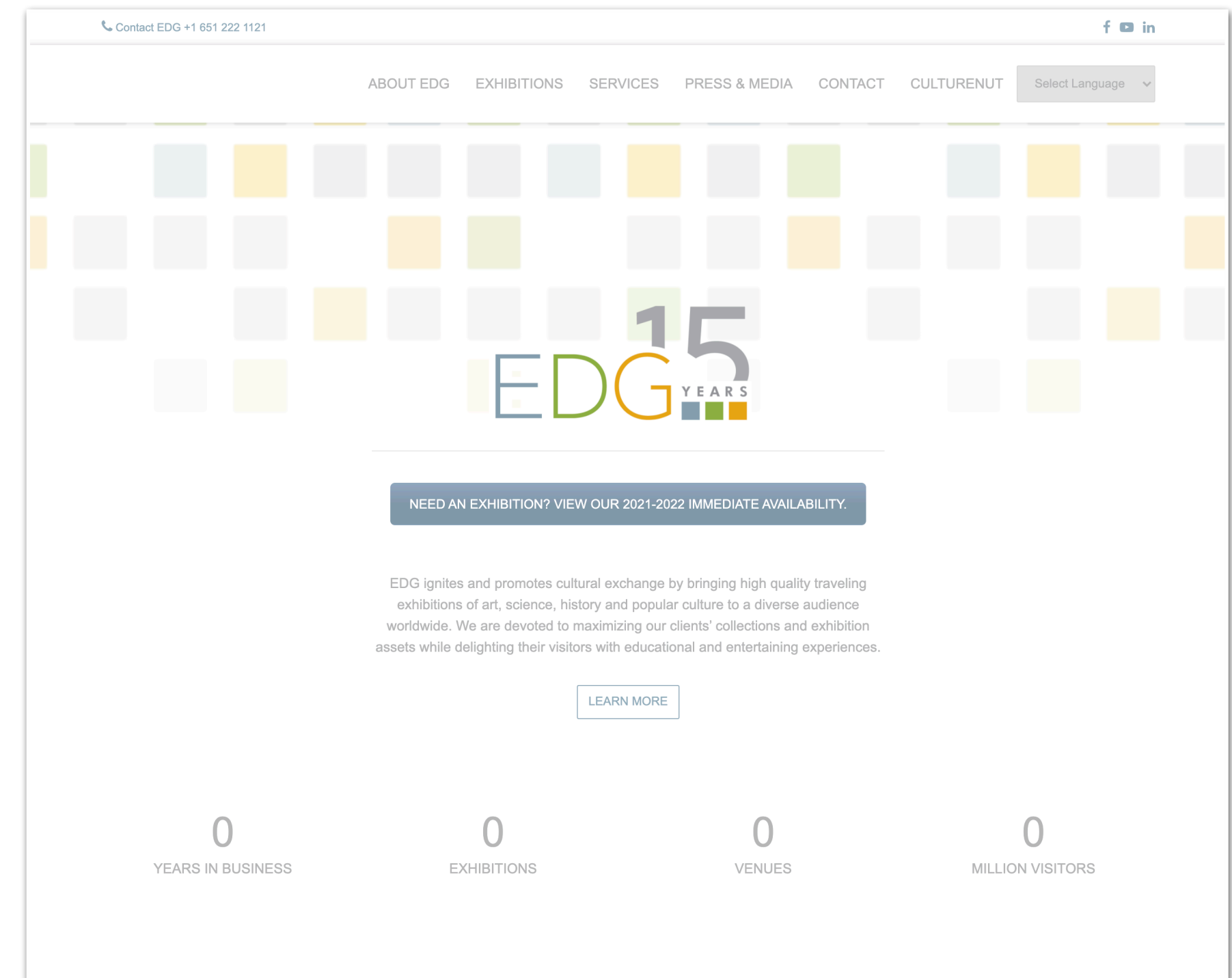
"The grey text is far too light and difficult for me to read even on a 27 inch monitor because there's not enough contract between the background." - U6
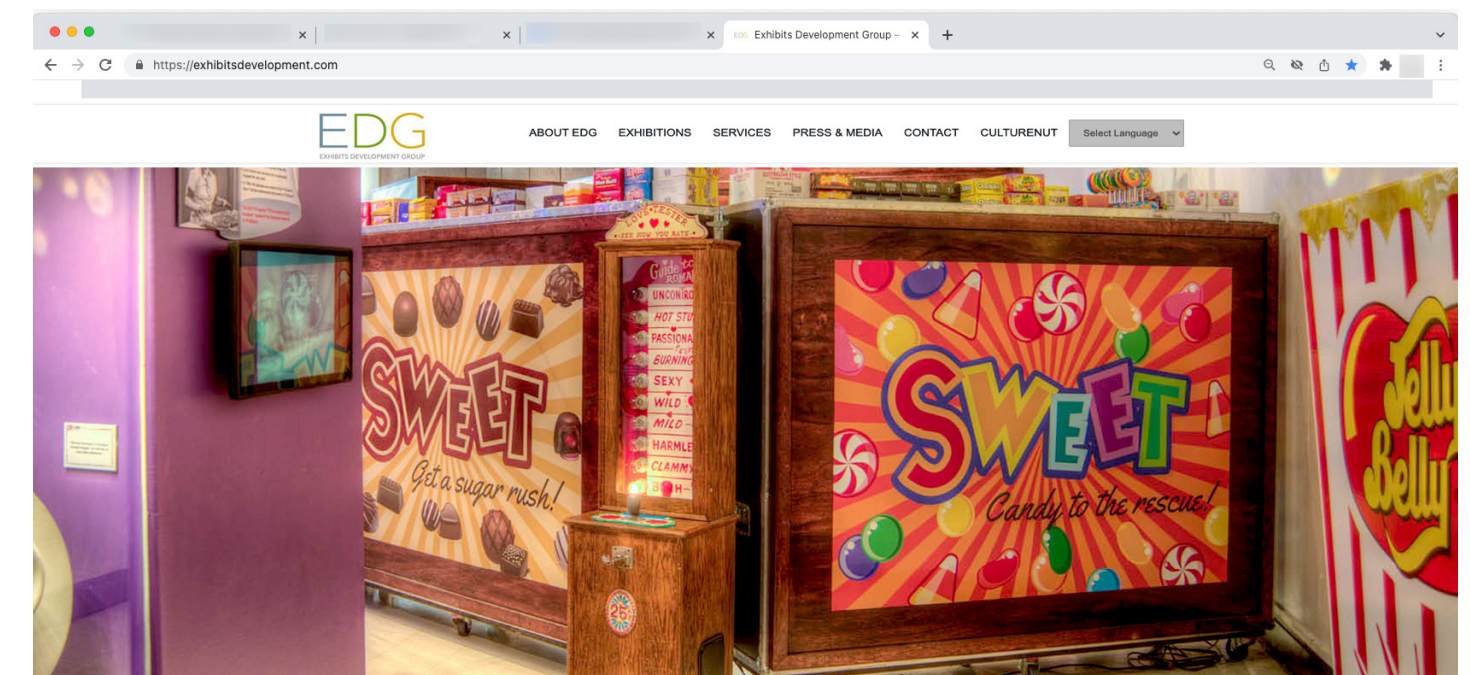
"One thing that I think is kind of a bigger deal is that the words are so light. The the accessibility for this is really difficult with so words and they are small and also light gray. So that isa little bit tricky when looking at it." - U10

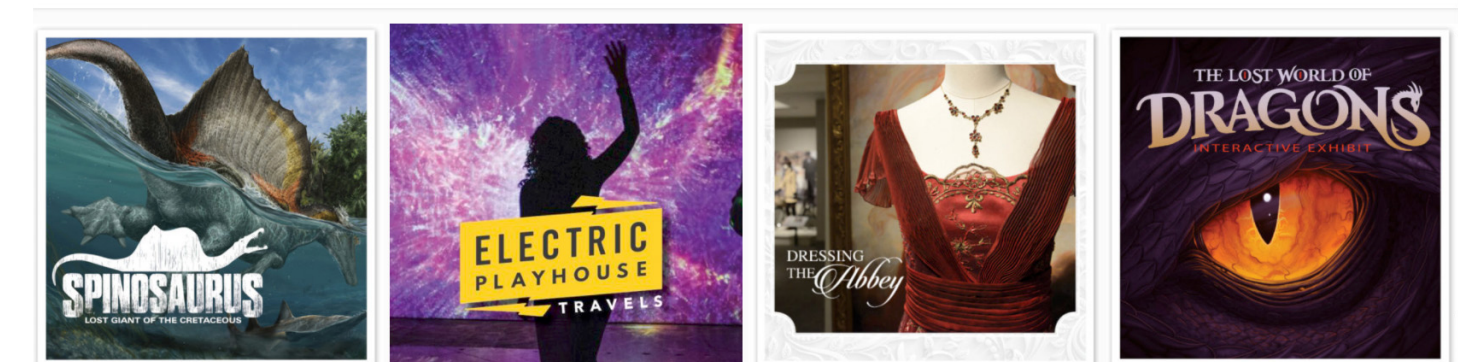# RECOMMENDATIONS

B. READABILITY COULD BE IMPROVED

⚠ 1. Make font weight, size and color larger with higher contrast from background.
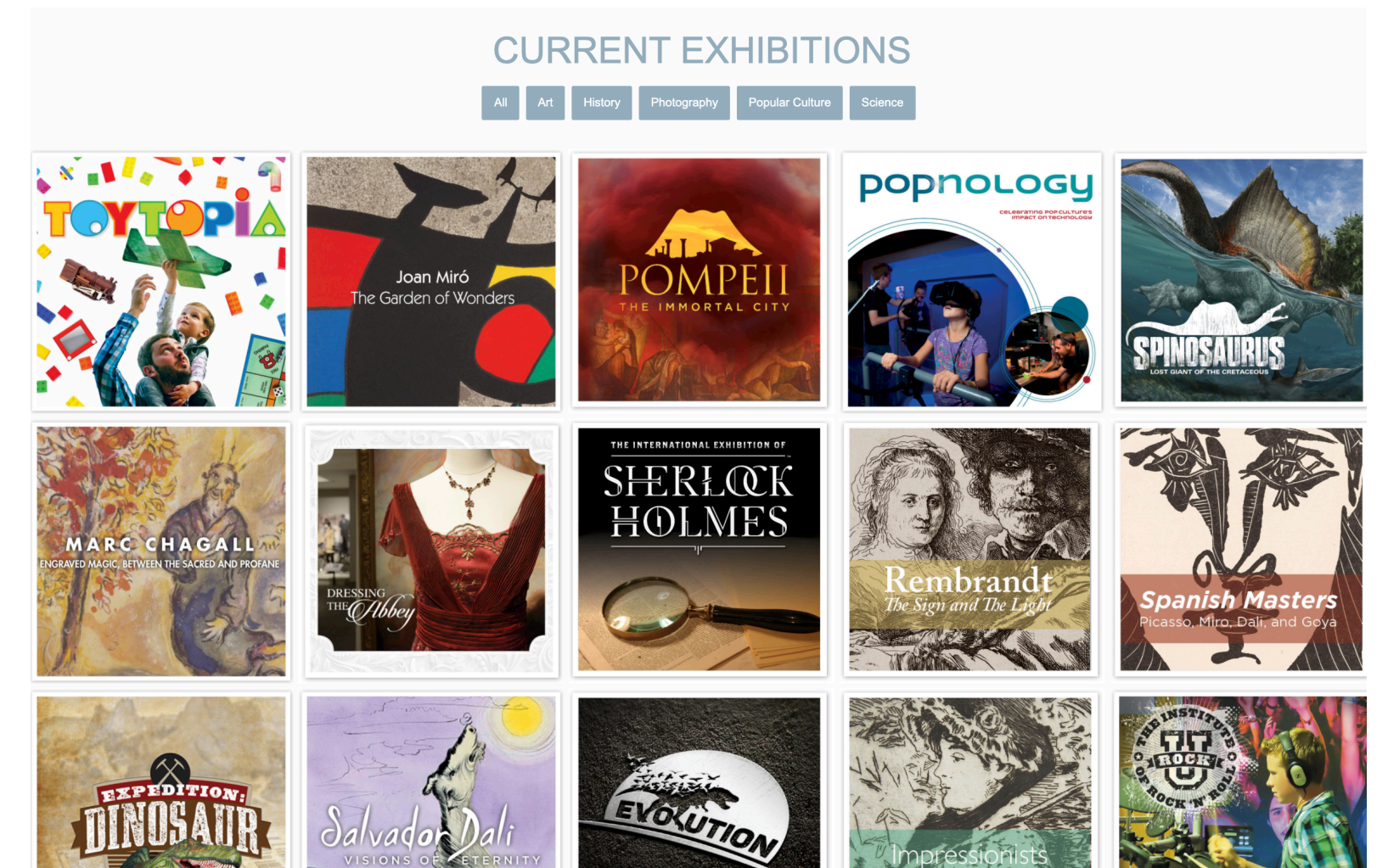
FINDING
C. USERS EXCITED BY EDG EXHIBITIONS

1. When users found the exhibition pages they were animated, excited and eager to look around more.

"Oh wow, these are cool" - U5

"What they do is really cool, I have a friend who is a curator for a gallery, if he was needing something I'd tell him to check it out, they just don't do a good job explaining what they do." - U9

"Now I'm unable, what happened here? I'm unable to return to the thing I was on. Oh! It opened a new page. I had to figure out that it opened a new page and had to click on a new tab to get back to the EDG page. Frankly I'm growing frustrated - U6

"I would also be wondering, how can I know that this is just a this is just a PDF but how do I know that it's actually still available?" - U12
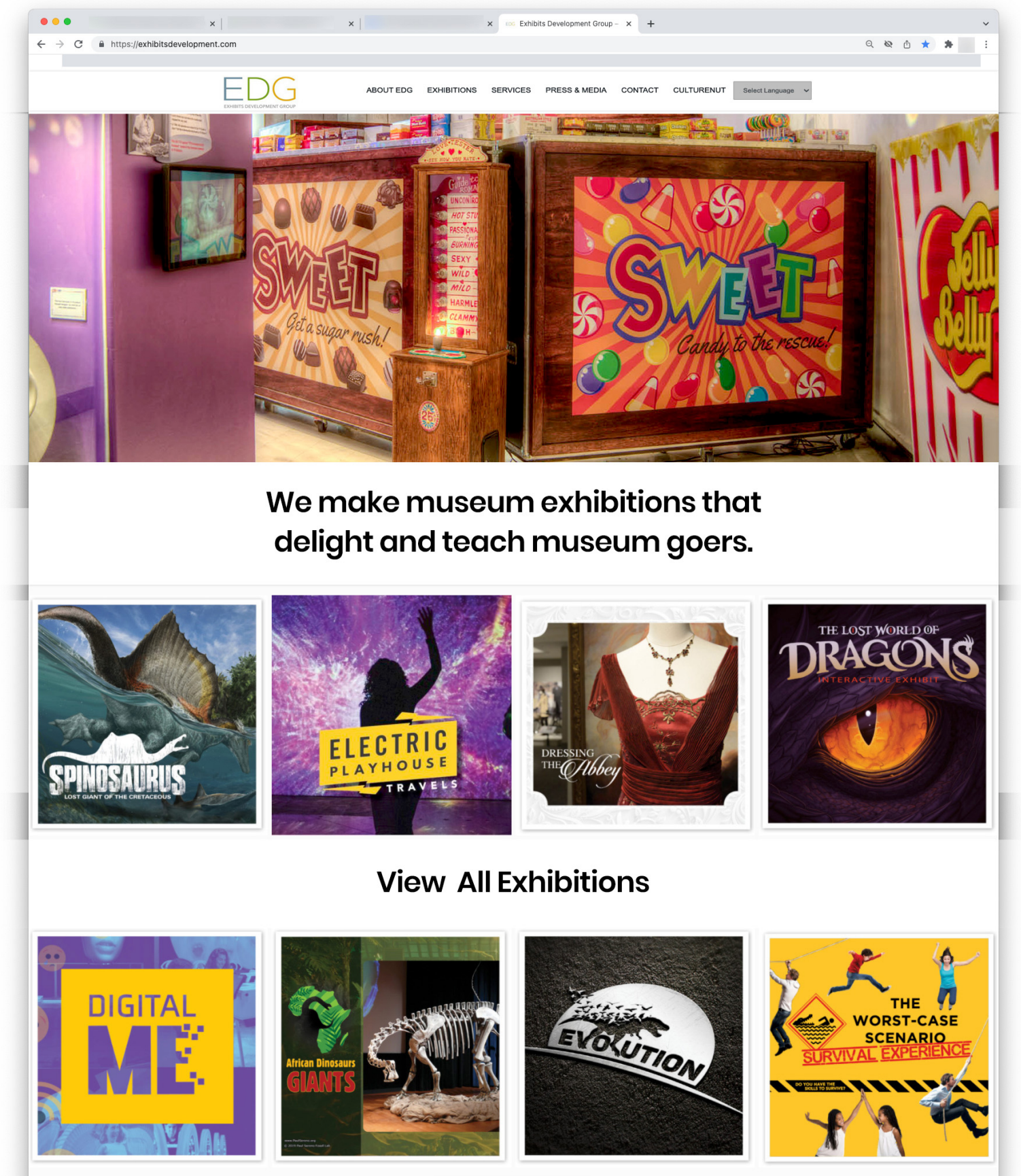
RECOMMENDATIONS

C. USERS EXCITED BY EDG EXHIBITIONS

1. Increase user excitement and EDG's offerings by displaying **imagery of EDG exhibitions front and center on the landing page.**

2. Consider including **short blurbs under each exhibition thumbnail.**

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FINDING

D. CULTURENUT CLARIFICATION NEEDED

1. Users were unable to figure out what CultureNut was without clicking on the link.

2. When users looked around for an explanation as to what CultureNut was, they couldn't find any.

3. When users did click on the link they got **confused and disoriented** when it took them to a **new website** without warning.

4. Users said they **expected a pop-up to warn them** that they were leaving the site.

5. Users were **unable to figure out** the the purpose and **connection of CultureNut to EDG**.
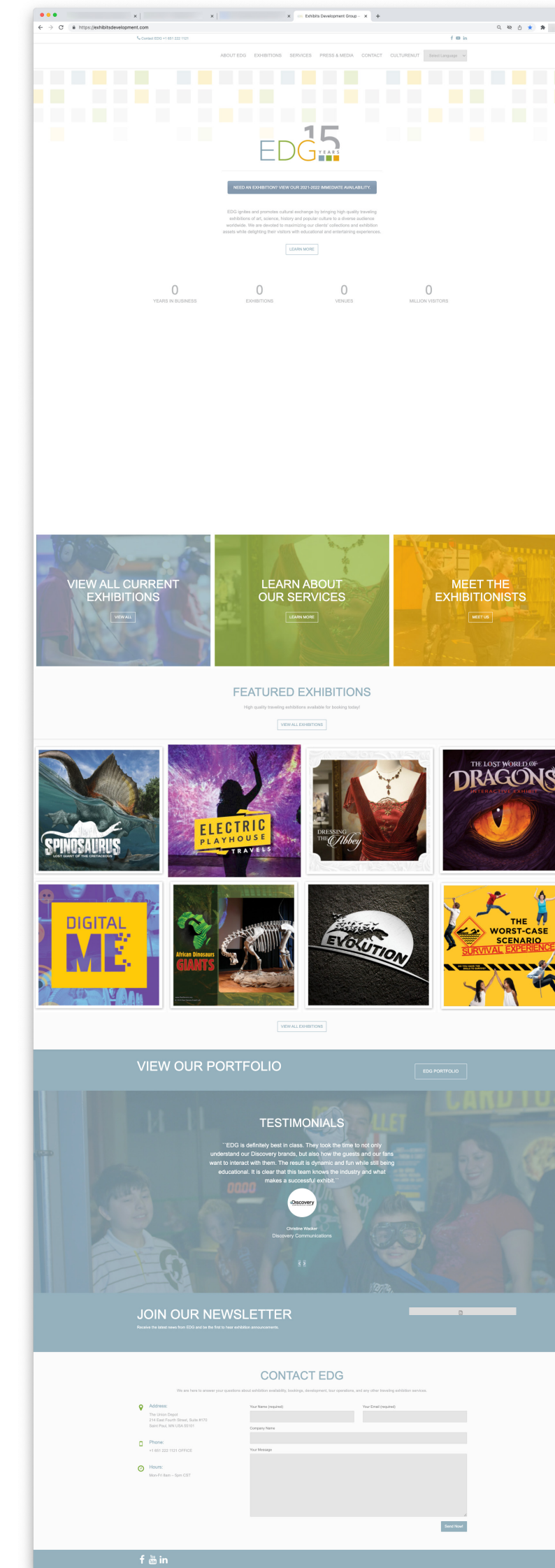
I have absolutely not idea and I have to be honest, the entire time I kept looking at it wondering what the heck that is for? Oh okay! That is not what I expected! It must be a partner? Hmm, interesting. Cool idea though. But, I'm confused. Did I jump to a different company? I'm not clear what that all means. Usually going to another website it tells that you are doing so, and it didn't so now I'm really confused. - U5

"I wouldn't have a clue. The name alone calls for you to click on it wondering, well what is that? If I know what I'm looking for, I'm not going to waste my time on something that I don't know what that is. I would make it the link self evident, like Marketplace. Their attempt to be cute obscured the intent of the link." - U6

"Okay, something about recycling assets, maybe its a partner website. It's a Craiglist for exhibits I guess? I don't know this is so weird. It seems like they're related to EDG. I would never click that from the website because I have no idea what CultureNut is." - U9

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RECOMMENDATIONS

D. CULTURENUT CLARIFICATION NEEDED

1. **Highlighting the feature on the home page with image and text** briefly explaining what it is.

2. Decrease amount of white space on front page so users can see features important services.

3. Make sure to notify users upon clicking the link that they are leaving the EDG website and going to CultureNut.com. Considering designing link to open CultureNut in a new window.
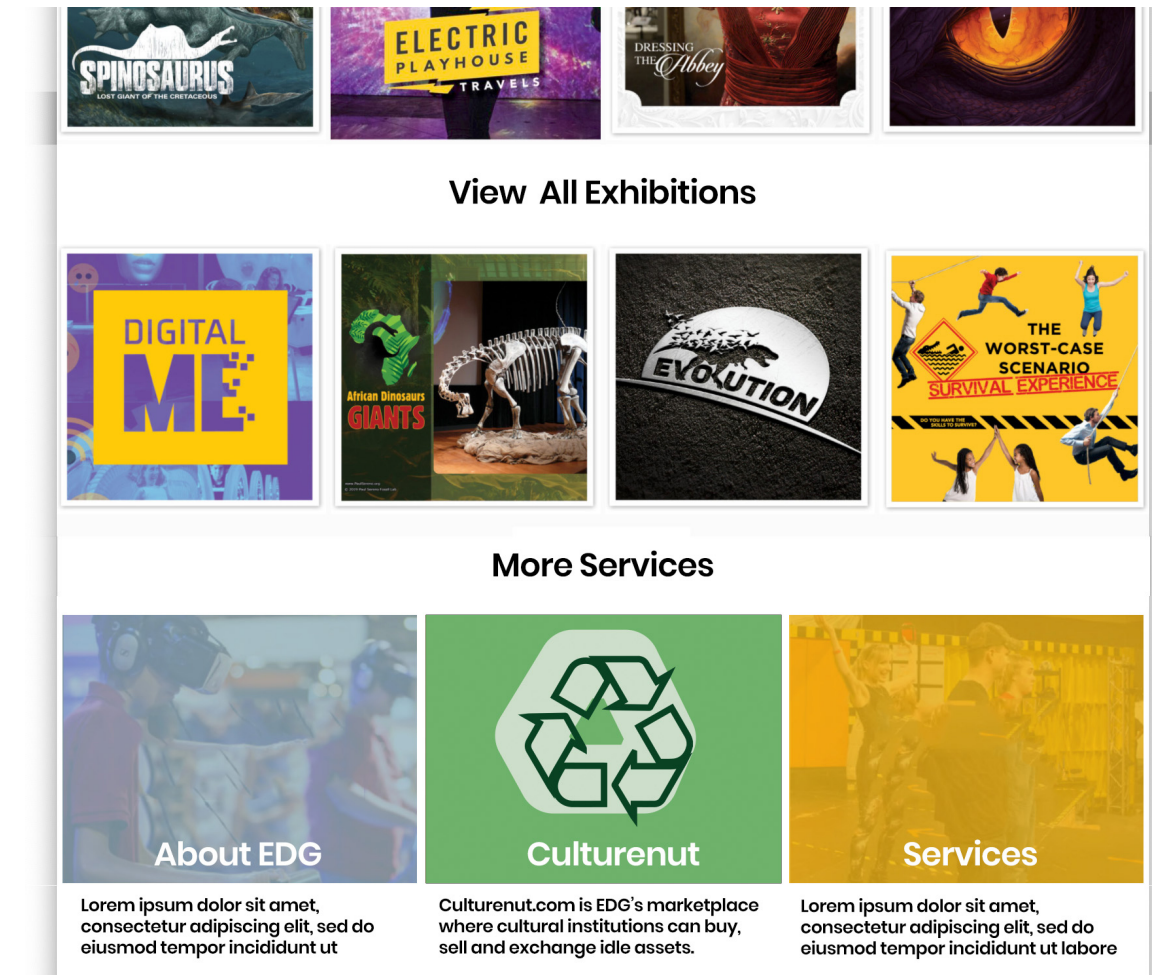
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FINDING
E. USERS CONFUSED BY DROPBOX

1. Users found two of the links at the bottom of the detail exhibition pages were identical and linked directly to a Dropbox folder without warning or explanation causing **confusion and frustration**.

2. Several users found it **difficult to orient** themselves, get back to the EDG page and wondered why the links wouldn't open up another webpage that included the linked content on the webpage.

3. Many users noted the document created/modified dates and noted how old the files were. **Users wondered how accurate the information was.**

4. Users said they **expected to see a calendar** for each exhibit to know when it was available.
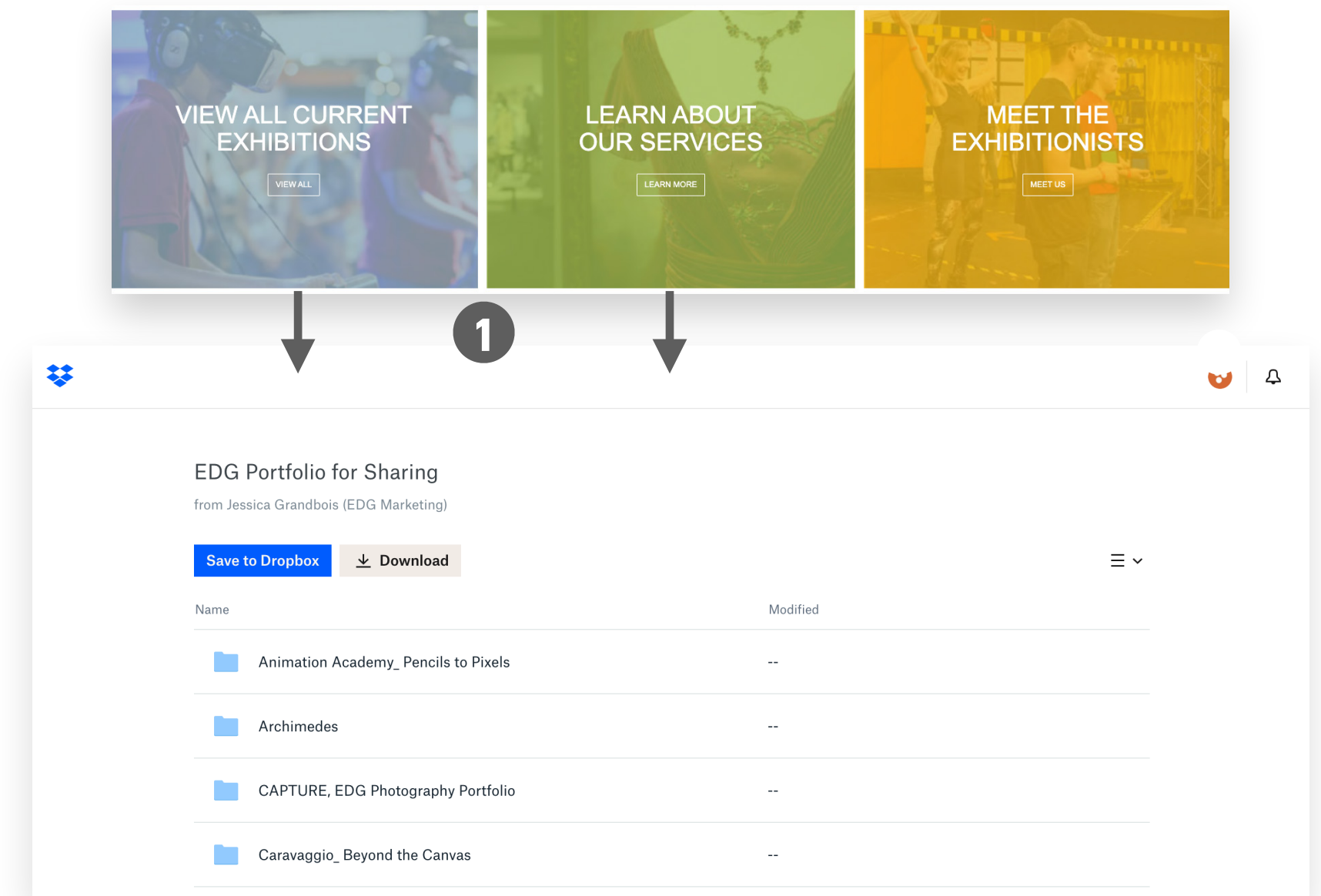
"Did it not open? Am I just too dumb to open the link? Oh, okay, it looks like it might not be available too soon." - U5

"Now I'm unable, what happened here? I'm unable to return to the thing I was on. Oh! It opened a new page. I had to figure out that it opened a new page and had to click on a new tab to get back to the EDG page. Frankly I'm growing frustrated - U6

"I would also be wondering, how can I know that this is just a this is just a PDF but how do I know that it's actually still available?" - U12

"Oh, the schedule is a PDF I wish the schedule went to a calendar" - U10

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RECOMMENDATIONS

## E. USERS CONFUSED BY DROPBOX

1. Two graphic box links on each of the exhibition collateral pages link directly to the same Box or Dropbox folder. This caused confusion and frustration for users.

2. Users said they expected to have a link to a live calendar for the Tour Schedule and direct links to more information about the exhibitions.

3. Users said they'd like a direct link to more website information or at least a direct link to the .Pdf to avoid the Dropbox folder.

4. If Industry standard includes suppling the PDF contents to exhibition clients, consider a link to a .zip file labeled that way, or at a different point in the customer journey, like through an email after confirmation of a booking.
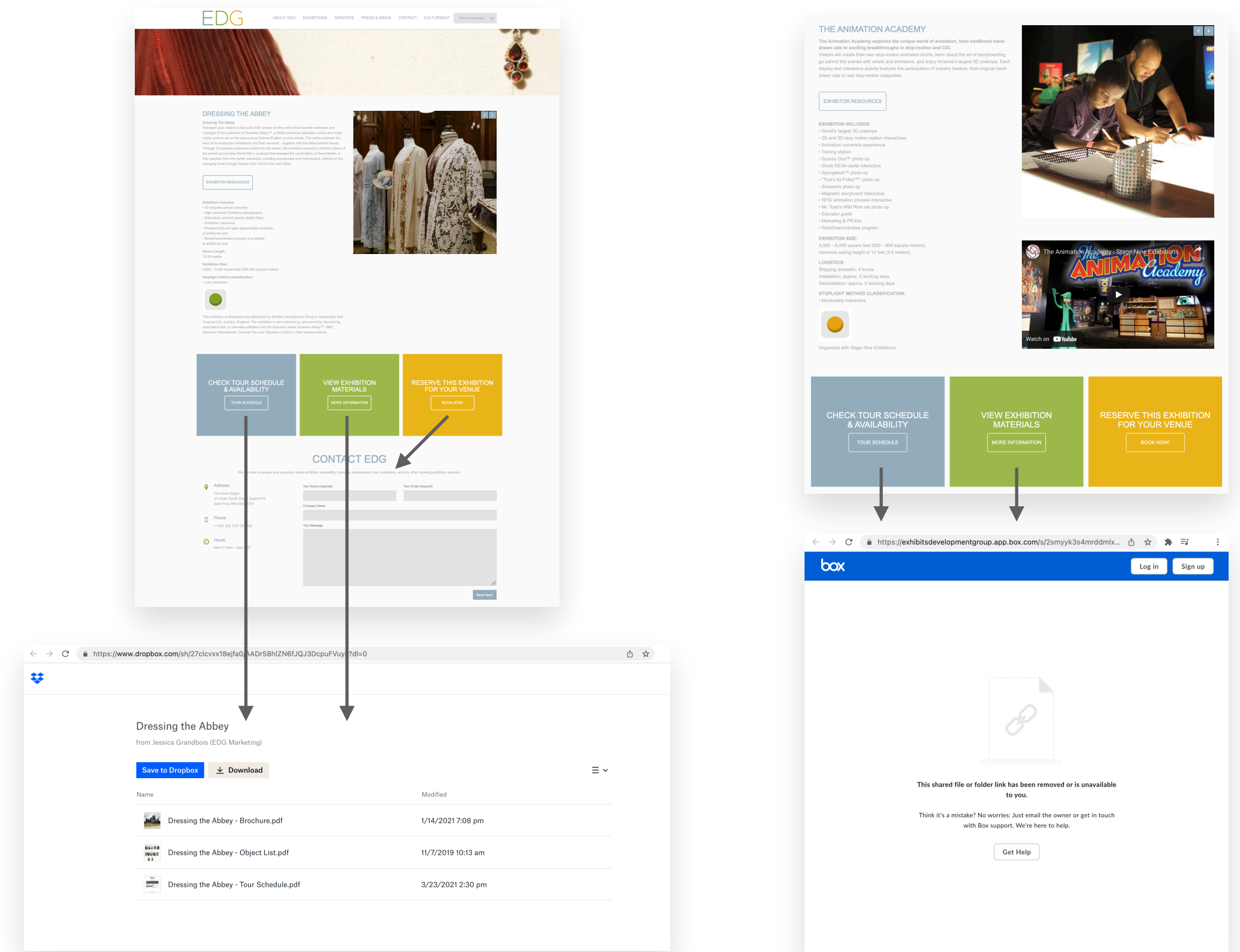
FINDING

F. USABILITY ISSUES

1. **Multiple links** on pages merely **pushed to anchors further down** the same page which **frustrated** users.

2. Users noticed **lack of Search** capabilities

3. Users were **frustrated to not be able to filter** the exhibitions by their interactivity level.

4. **Most users missed the interactivity rating** and explanation for it altogether.

5. **Inconsistent information placement:** the explanation of the rating system is only included at the top of the Exhibitions page but none of the other subsequent pages.

6. Users often decided the **best way to contact EDG would be to call them**, or fill out the contact form.
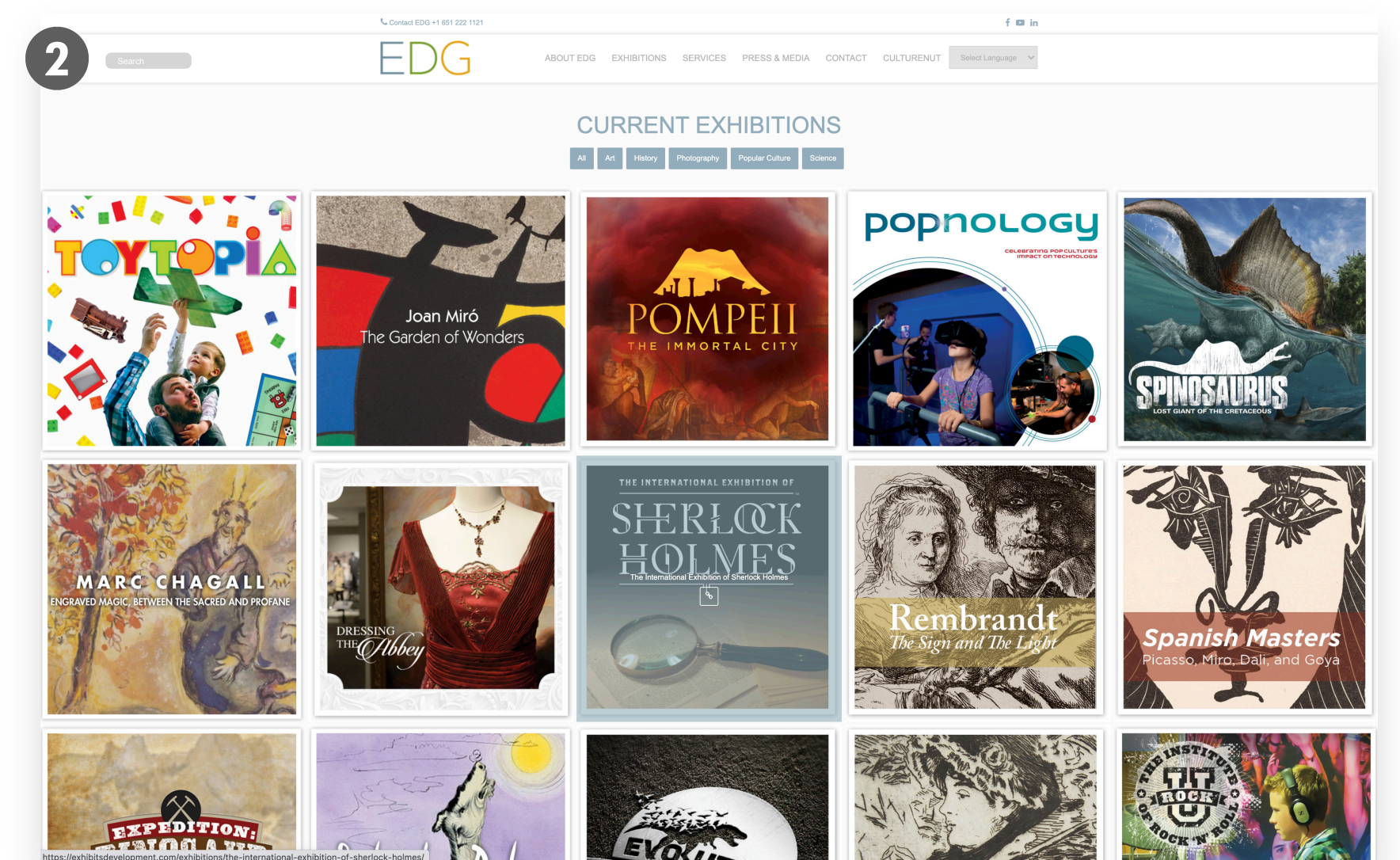
I'm forced to conclude the only way I can find out various types of the exhibitions from low to high interactions is I can either go through the laborious task of clicking on each exhibit or calling them to ask them. - U6

RECOMMENDATIONS

F. USABILITY ISSUES

⚠️ 1. **Remove unnecessary anchor links** to clarify necessary actions.

❗ 2. Add **search**

❗ 3. **Add keywords** to each exhibition indicating its interactivity level: High Moderate, no interactivity. Add filtering option to each Exhibition page.

❗ 4. **Explain interactivity level on each exhibition page**, on the home page or in a contextual graphic that labels and explains through visuals.

⚠️ 5. Lessen the burden of intake recording by creating **interactive communication opportunities (more complex forms or booking software)** rather than a simple Contact us form, unless EDG prefers that mode of communication. Users appreciated when they could fill out the exhibition application form as well as the job application form.

⚠️ 6. **Use accurate language**: for to links with language like "Book now" consider using "contact us" since it pushes the user down the page to the Contact form.

3

"Now through 2022...that's weird. The Contact button on pop-up doesn't work, it's not clickable. I would expect that to be a button. I don't know if I'd fill this out, I'd probably call the phone number. I don't like that I can't click the phone number to open up the phone to make a call, I have to click on the phone." - U9

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FINDING

G. USERS WANTED MORE INFORMATION ABOUT SERVICES

1. Users found it **difficult to locate services** like marketing and were confused when they found only a list and then a link to the contact form on the same page.

2. Users **missed elaborative imagery and samples** of such services. Many commented on the great design of what they could see, but they wanted to see more.

3. Many users said they would likely have defaulted to calling or filling out the contact form for more information.

4. **6 of 12 users** failed to find list of Sales and marketing services and instead went to "Press and Media."

"My instinct is to go to Press and Media for marketing help. I would probably would just call." -U11

"Marketing materials are well done, professionally designed." - U5

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RECOMMENDATIONS
G. USERS WANTED MORE INFORMATION ABOUT SERVICES

1. Add **Feature key services** on home page to accomplish EDG's site goals. This would help users find services faster with more specific information from the start.

2. Include more details under each service category as well as visual portfolio or example of previous work.

3. More details, descriptions about each service.

4. To streamline information sharing, consider including more content about each of the services offered and at least starting rates for each service.
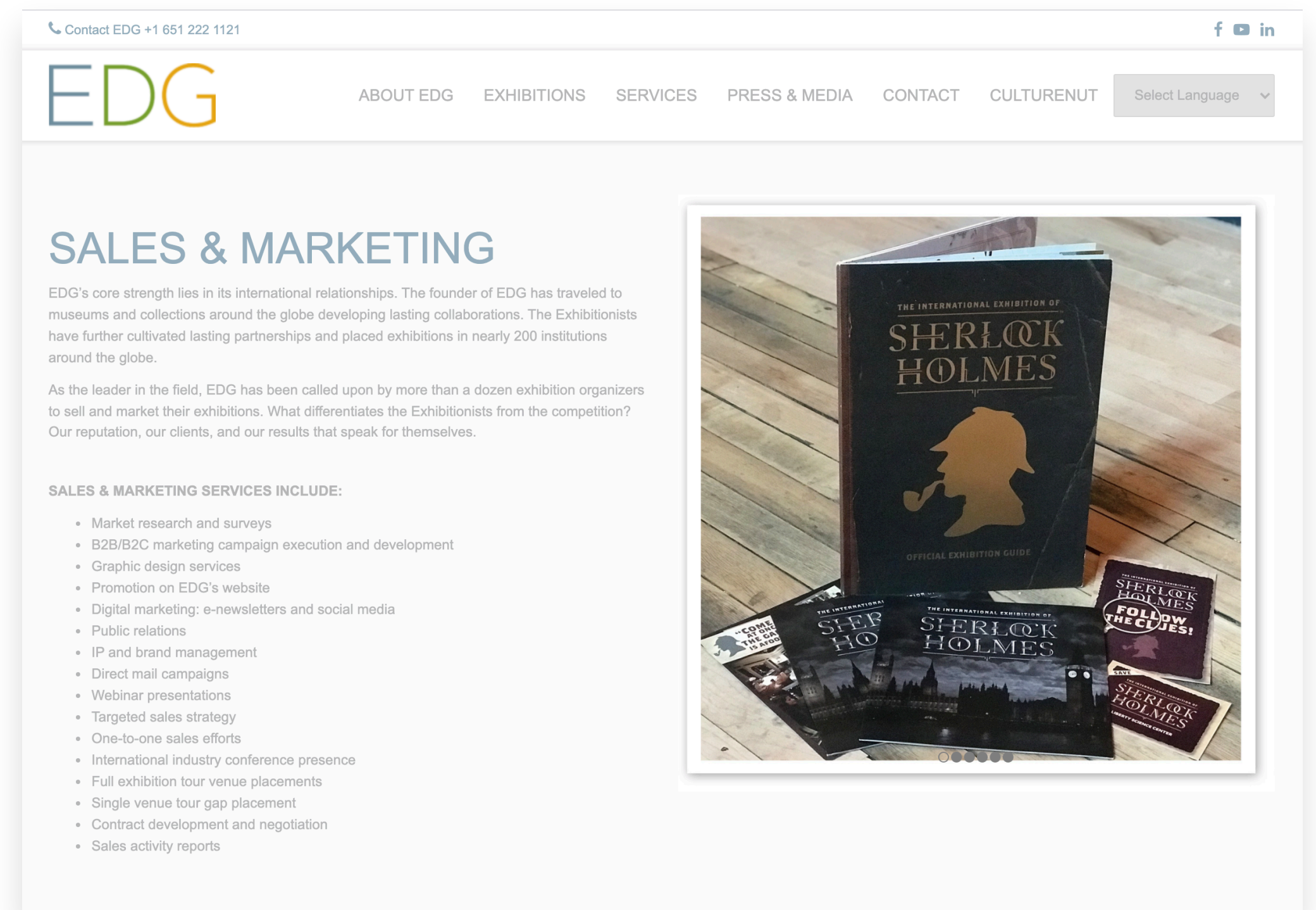
APPENDIX

EVALUATION SCRIPT

ABSTRACT

EDG is looking to evaluate their website with its intended audiences in order to better understand the degree to which it is meeting their needs, and they want to identify opportunities for improving the website's general usability and accessibility.

EDG ORGANIZATIONAL GOALS

The EDG organizational goal is to get new and returning clients to use their exhibits at their museums, providing whatever assistance they may need.

They want to improve the accessibility of the website for industry professionals so that they are able to successfully sell their products and services.

OBJECTIVES

Identify how users find exhibits and key information to improve findability and accessibility.

Identify points of confusion to improve usability and communicate the value of EDG products and services.

RESEARCH GOALS

- How do users go about finding information?
- What information do users need in order to make a decision?
- What do users get from the Dropbox files?
- What roadblocks do users encounter when booking exhibits or services?
- What do users think CultureNut is?

STRUCTURE

- **Duration:** 30 minutes
- **Location and format:** Prime campus, via Zoom
- **Materials needed:** Laptop pen, paper, recording device
- **Methods used/type of session:** Concurrent think-aloud protocol, retrospective think-aloud protocol, participant observation

EVALUATION SCRIPT

INTRODUCTION

Hi. My name is name], and I'm going to be walking you through this session today.

I'm asking people to test out a website. The session should take about 30 minutes.

Have you ever done a usability study before?

Here are just a few things to be thinking about--you are the expert today, we are testing the website, not you. You can't do anything wrong here. Also, please don't worry that you're going to hurt my feelings. I didn't create this website.

As you interact with the website, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking and feeling. This will be a big help to me.

If you get stuck on a task, be sure to express your thought processes out loud. I may not be able to answer your questions at that point, but I can answer them at the end.

Also, just so you are aware, some of my colleagues are here watching this session today as silent observers, they will likely remain silent but may jump in with a question or two at the end.

REQUEST FOR RECORDING CONSENT FORM

Thank you for participating in our user research.

We will be recording your session to allow our teammates to observe your session and benefit from your comments.

Please read the statement below.

"I understand that my research session will be recorded.

I grant Prime Digital Academy permission to use this recording for internal use, for the purpose of improving the designs being tested. I understand that recorded assets from this session may be used to support this project in students' publicly available online portfolio of their project work.

You have my permission to record:

__ Screen recording

__ Audio

__ Camera

Do you verbally agree to the above?

[---START RECORDING--]

STARTING QUESTIONS:

Do you have any questions for me before we begin?

Before we dive into the website, I would love to get to know you a little better!

Can you tell me a little bit about yourself?

SITE INTRODUCTION

[Send link to user, ask them to share their screen]

Please click on the link that I sent you in the Zoom chat and make sure you're sharing your screen with me. Without clicking anywhere, give me your first impressions. What do you think this website is for?

Now go ahead and look around the website and talk outloud, feel free to click on things. **[be mindful of time here]**

Great, thank you for those thoughts. The purpose of this website is to serve as a hub for the Exhibits Development Group to distribute exhibitions and other services to museums globally.

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EVALUATION SCRIPT

With that in mind, we are now going to dive into a couple scenarios where I will ask you to put yourself in the shoes of various different industry professionals. Again, there is nothing you can do wrong here, and please remember to express your thoughts out loud.

Do you have any questions before we go into the scenarios?

SCENARIOS

1. **Imagine you are a curator at a science museum** and you want to book one of EDGs highly interactive exhibitions. How would you go about this?

2. Imagine you're a vintage collector and **you want to buy** some unique, one-of-a-kind museum pieces to add to your space. How would you accomplish this task?

3. You are a museum curator and an exhibit dropped out last minute. You need to stage something as soon as possible. **Find an exhibition that's available in April 2022.**

4. You're a visual artist and you've spent the last year creating an amazing exhibition. How would you go about pitching your idea to be an exhibit?

5. You are the marketing director at a museum, and your team is short staffed. The team needs to advertise the newest dinosaur exhibit that they sourced from EDG. **How would you seek out marketing assistance from EDG?**

6. You're on the job hunt. **Apply to work at EDG.**

Great, thank you for completing those tasks!

CLOSING AND REFLECTIONS

Now, we're going to wrap up with a few final questions:

- What do you expect to happen when you click CultureNut?

- What three words would you use to describe the website?

If you had a close friend or family member in the art industry, how likely would you be to recommend this site to them on a scale of 1 to 5? Why?

1 = never | 2 = not likely | 3 = neutral | 4 = somewhat likely | 5 = very likely

On scale from 1 to 5, how understandable was the navigation on this website? Why?

1 = Very Confusing | 2 = Confusing | 3 = Neutral | 4 = Understandable | 5 = Very Understandable

How do you think the website could be improved?

Before we wrap up, I'm just going to check in with my peers to see if they have any final questions.

Great! That's all. Is there anything else you'd like to share that you haven't had a chance to yet?

THANK PARTICIPANT

Thank you so much for your time. I appreciate your help!