

Group name	A2g-4	
Practical Tutor/Time/Day/Loc	SGG CAMPUS	
Video Link url (for example to YouTube unlisted video submission)	https://youtu.be/Locrg7pJE48	
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I. Introduction

A. About the project:

The goal of this project is to assess the museum website, in particular, the study our group did on the FITO Museum, and decide what needs to be changed or developed to make the website more appealing.

B. User group:

Based on the survey that the majority of website visitors are between the ages of 20 and 26 and that only a tiny percentage is between the ages of 16 and 20. Because according to Nielsen (2010) the age group from 15 to 24 makes up about 20% of the total population of Vietnam. They are used to using modern technology and easier to understand websites. We may split the population into two distinct categories. Teen user club and educational

user group. These folks come to visit the website as well as the museum for diverse objectives. Educational groups generally come to perform studies about the history of museums as well as get to know more about the history of objects. In addition, teen user groups frequently show up as a result of extracurricular activities organised by their schools.

Education user:

User object	Education
Group of age	20-26
Gender	All
Personal attribute	<ul style="list-style-type: none"> - Students use the website to search, write articles, and conduct historical research on artefacts. - Find the website to enjoy the artwork, art enthusiasts.
Domain knowledge	<ul style="list-style-type: none"> - Have artefacts experience before.
Prior experience	<ul style="list-style-type: none"> - Already have experience with how to perform basic tasks. - Know how to navigate the website.
Goal	Learn more about the history and reviews of museum statues.

Due to the website's design aimed at delivering the informed user who requires historical information, this user group is the focus of this study.

Teenager user:

User object	Teenager
Group of age	16 - 20
Gender	All
Personal attribute	Student who is good at Art and loves artefacts.
Domain knowledge	No
Prior experience	Have Experience in performing basic tasks like navigating websites and navigation bars. Excessive exposure to computers and the internet.
Goal	Preview the location they are intending to visit, as well as the museum's artwork and artefacts.

This is the group of users who are immediately behind the first group. Typically, many high schools develop an extracurricular activity to provide a student who enjoys art with the chance to learn more while also making it easier for them to visit our nation's museums.

C. Roles and method of the evaluation:

a) Method of the evaluation:

The evaluation method is to make the short survey, the survey is splitted into two parts: online survey and action recorded survey. There are some details about these two ways and some challenges that this method can be facing. But the data

collection part is extremely important for building a website so it needs to be done on time with the acceptable amount of the information.

The online survey is released in a form that requires email to continue. There are several questions about the tester and the web site in it so we can rely on that data collected to fix the web site.

The recorded survey is released for about five testers, in this survey they will follow the question given by the Data collector, he will keep track of the progress and record the video so that the Analyst can use that data to know more about the website. The question can be an opinion about the website or some Goal that they need to do something to get to it.

There are some problems with this kind of method. First, the tester may not want to do the online survey or they do not really “do” it, which will make the data hard to analyse. Second, The prototype still has some mistakes that can make the 3D picture not work, which is also hard for the tester to imagine and hard to give tasks. Third, the tester doesn't want to be recorded or being asked to do something that they don't know about so it is hard to find enough information.

b) Roles and responsibilities:

According to [**Rose**](#) (2021) separate roles and responsibilities are important for planning:

Nguyen Thi Ngoan

Project manager: Follow and manage the project, play the role of a leader. Giving tasks, setting up deadlines, controlling and closing the project. Make sure everything is good with each member, and the project finishes on time. accountable for the entire project.

Vo Minh Thien An

Data collector: Write down, record and take note for the survey. Make some questions and tasks so that the tester can follow the test. Make sure that everyone knows their tasks, collect data after the survey.

Bui Quang Man

Prototype manager: Create figma library for all team members to work together, keep tracking and make sure each team member knows their task. Wrap up, double check the prototype again and make sure everything is working.

Ho Dac Quang Minh

Analyst: Watch the record and note from the Data collector to evaluate. He is a connection between the tester and the developer, translating the data collected to an easy way to understand so that the Prototype manager and the Project manager can understand and change if there is anything needed.

Luong Dinh Khang

Front-end developer: Take part in building the prototype, make sure everything is well displayed. Make sure that the web page is good for the client side, the layout must look good and the feature fits with the plan.

D.Plan of empirical evaluation:

Survey goals, objectives, specifics around target audience, sample size, number and choice of questions are important things to run survey ([Philip Cleave](#), 2021)

a) Introduction of the test:

This is a part of the Assessment 2 Empirical Evaluation of a new Website design given by RMIT University for the User-centred Design class. The evaluation focuses on how the user feels with the website redesign for a museum. The evaluation will be based on the data collected from two surveys.

b) Encouraging statement:

By collecting and evaluating the data, we can improve and solve some issues from the museum website in VietNam. By that we will also prove the need of the new feature, the 3D picture. We can go to the conclusion that 3D pictures are essential for the development of online museums in Viet Nam.

c) **Consent form:**

- **What to do:** By signing up, the testers agree to testing, evaluating and giving feedback about the prototype to the test owner.
- **Confidentiality in storing and using data:** The data is used for learning purposes only, all data collected will be stored in one google drive and will be deleted after finishing all the study. The test data must be completely anonymized so that it can no longer be traced back to the person in question. Recorded survey only can be used if the tester allows us to do so, this record is used for learning and learning only.
- **Right to discontinue:** Participant(tester) have the right to discontinue the survey whenever he/she wants to do so. the data of the person who withdraws must be removed from the research database

d) **Questions:**

There are different types of questions for each evaluation method. For the action recorded survey, we use about 4-5 questions in this list.

- When you want to know more about the museum or if you want to leave a message for the museum, how do you contact them?
- Can you find the old scale, an item of war, can be found in the museum?
- I want to update information and receive a newsletter from the website, so how can I do it?
- Finally, do you feel it is easy to access the information on the website?
- Can you find items that were used in the war and can be found in the museum?
- There is a room dedicated to two greatest physicians: Tue Tinh and le huu Trac. Can you find that room?

There are all question which are in online survey:

- Have you used the website ?
- Do you find the product easy to use ?
- How many points would you give for our website in 7 rate?

e) **Goal**

- Easy for users who are above 16 years old.
- Attractive user interface.
- Do not take much time to use.
- Suitable for the future, that we have 3D.

f) **Usability requirements:**

- There is no correct answer for the online survey, all the survey is about personal view of the tester
- There is no time limit for the action recorded survey, but the survey must not be so long and all the time in the survey must be under the watch of an observer.
- Each task should be finished in a minute

II. Data Analysed:

A. Finding:

According to BY KELVIN STILES (2014) the data need to be checked up and analizy to know what we need to improve. The section below will analyse all about what we get after survey online and survey video.

We conducted a survey of 25 among users between the ages of 16 and 26 from two groups of teenagers and an education group to improve the Fito website. Our study is divided into two parts. In the first, 20 participants completed an online survey. Phase 2 consisted of a video survey with 5 individuals. Testing is conducted under identical circumstances in terms of place, time, prototype and predetermined objectives. The holding location is open to visitors, and each tester's result of activities remains constant (under 10 minutes). Conventional techniques were used to gather the information from each participant (phone, screen, sound, and video recording). As a result, all of the user's impressions, feelings and suggestions are collected under the same conditions. The results are unquestionably valid and reliable.

The participants in both polls share the characteristics of being over 16 and having internet access.

In the first case: we let 20 visitors use the website over the phone before being asked to complete an online survey. Next, the first, "Have you used the website?" By asking this question, we can make sure that all of our visitors have used the website, as a result, 100% people used it. In the next question we asked about the product's interface, and the results showed that 20 people agreed that the product looks eye-catching such as harmonious colours, 3d products, and clear division layout. Besides, one person pointed out the disadvantage that the font is too big for her to read." Do you find the product easy to use", this is the 3rd question. 90% of people think this question is simple to use, however 10% are a bit confused by the fact that he/she has to click on an image to start reading an alternative topic after clicking on the title. The site's score was the final question, and 18 respondents gave it an overall score of 7/7, indicating that they found the product user-friendly and suitable for people between the ages of 16 and 30, because they don't need to spend a lot of time to achieve. The remaining 2 people scored 6 out of 8, agreeing that the product is easy to use, but the wording is a bit large and the limited capabilities are confusing.

In this second case, there will be a slight difference that they will experience on the computer. We will just shoot a video and after using the site will ask some questions to the guests. Questions about the display products and address connection are easily answered. These questions to make sure all guests can see and use detail, features clearly.Similar to the question in group one "Do you find the product easy to use" this question was highly agreed by 5 people. All of them responded quickly with confidence, however, a person felt a little bit confused because of the big letters. Although it took a long time to video for the survey, we were able to see and understand their emotions as we watched them in action. Therefore, we can be sure that every response is reliable.

Based on the results of two separate survey groups, it can be said that the product is easy to use for people above 16 years old, eye-catching and does not require time to learn, the font size is difficult to read and a bit of incomplete technique.

III. **Lesson learned:**

- What we have done good

- The website are straightforward and doesn't made any people from all ages find any difficulty doing the task that were given
- 3D images help the people easier to witness the artifact
- By understanding how to apply Nielsen's heuristics into the design, to improve the user experience.
- What we should improve
 - Style of the text are quite big
 - Should be more informative and adding more images so the viewer can easily to know
 - We should make our plan more efficiently so that we can finish our task more quickly and have time to revised the website again
 - We should be more focused on the color on the background to make our website more eye-catching and making our audiences more interested

IV. Recommendations:

Flaws in the prototype design were revealed during usability testing, and this will help us find a solution to the problem. These are website improvement strategies that should be prioritised immediately. First, the website uses coding to complete the main graphic form. A variety of websites that can load products faster than the Anima tool that integrates all functions into coding scripts and helps the audiences view 3D models of websites is easy to operate and has no lag issues. As a result, clients can enjoy a friendly experience that allows for superior caring. Then, by changing the website's primary colours, we prevent the use of too simple and make users feel comfortable, and this will not be able to grab our audience's attention. The fundamental design element and principle that unifies all of our prototypes is to use colour to match the critical information. However, the colours used on that page are essential for buttons and other important details, so a solid background colour is not recommended. Finally, the text should be reduced to balance images and text, making it easier for the user to read and understand the content of the artefact. And in the end, we should improve our questions and tasks for the audiences and the tester so that they can have a better understanding of our website and show us what is missing and what needs to be improved.

V. Reflection:

Luong Dinh Khang

This group project has been accomplished really well in planning ideas, work distribution, teamwork and testing. And because most team members in our group are used to working together in the past, there are improvements in synchronising ideas, understanding strengths and weaknesses of each person. However, we still have some problems because this is the first time we are working with Figma. We spend a lot of time in a small accident where one member has flipped the page, and all the words are written reversely. Although we looked it up on the internet, we cannot figure out the problem. Then we have to create another page, at the same time we figure out a feature that connects links between the pages. This project has builded my team a mindset of figuring out new things even though we have never worked before. Ngoan's leadership skills are really better than when she knows the strengths of teammate (because she had worked with other teammates before), all the works are distributed compatible. In the future, our group needs to develop a skill that is time management because individuals meet their deadlines, they cannot finish their work as planned. However, I believe that our teammates are responsible, so it would be easy for them to manage their time.

Bui Quang Man

Through this project, my group mates and I got to know one another better and developed accurate understandings and perceptions of UX and UI. As I worked on this project, I gained a lot of knowledge. Together, my team members and I helped this evaluation go successfully. The majority of the challenges we encountered while designing the website's user interface with the Figma application occurred because this application is new, making the tools in it and their functions too unfamiliar to the team members. Fortunately, Ngoan was able to find a video tutorial on using Figma that almost completely covers everything, but there were other challenges that prevented us from completing the test. Instructions for the Figma functions. This comes in quite handy when we're setting up the website's interface. In addition, I feel I still need to work on scheduling the project implementation time because the time arrangement for carrying out duties in the group has not yet been properly implemented. After this exam, I feel like I know more about altering who I am. On the

other side, I was aware of how to design a user interface and performed analyses to discover more about user experience and behaviour.

Ho Dac Quang Minh

This group project helped me a lot, not only in how to build a website but also taught me how to work as a group. During this project, I faced many difficulties due to a lack of knowledge about the Figma and anima tools, but thanks to my wonderful groupmate, who helped me and taught me how to do it step by step so the project could finish on time. And this shows me what my advantages and disadvantages are in group projects. I'm an easy learner, so when my teammate teaches me how to do something, I can do it and improve it. Next up, I can see my strength is that I have good planning to complete all of my given tasks on time. But my weakness is that I'm too easily distracted by another thing which sometimes leads to forgetting to fix something, and when I'm doing Figma, I mess up, making my work a little slower than I expect. But to summarise everything, I see a significant improvement from the last assignment, and I'll improve the good thing and fix the weakness I've shown in this project.

Nguyen Thi Ngoan

After this training, I studied in various areas, including time management, UX/UI, and user psychology. After this course, we created a website that a customer used using Figma. Then, using surveys and yes/no questions, they express their opinions. From there, we gain knowledge of both our flaws and the user experience. To finish this progress, I struggled a lot to be able to organise and divide the work properly. However, the benefits it brings are great, I already know how to organise work effectively.

Vo Minh Thien An

By learning and working in this assignment, I have learned many things about the UX and UI. Beside the main topic of the course and the LOA, I also learned how to write an email to join a group, how to work together as a group, how to work on figma, how to start a survey, and many other things. In the main topic I learn how to evaluate the website by many ways, and how to know about the UI. We were working as a team the entire time so that the project went very smoothly. We have good team members who never waste time or do anything wrong. By that we surprisingly finished the project right on time.

VI Academic Quality

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