

Art History App for Galleries Usability Study

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Team

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Study Details

Project Background

We're creating a new app to help people gain information about works of art and their history while visiting an art gallery. Before launching, we need to figure out if gaining information through this app is easy and effective for users. We'd like to understand what specific challenges our users might face while finding the desired gallery, finding works of art, and accessing the provided information, and how we can help them fix those challenges.

Study Details

Research Questions

How long does it take for a user to find a gallery?

On average, how long does it take for a user to find a work of art?

What do the users think about the provided information?

What makes the user use or not use the app?

Participants

5 participant

Different genders aging from 18 to 60,,

Interested in visiting galleries, 3 interested in art history, 2 not interested in art history

Different levels of proficiency in English

Methodology

20~30 minutes

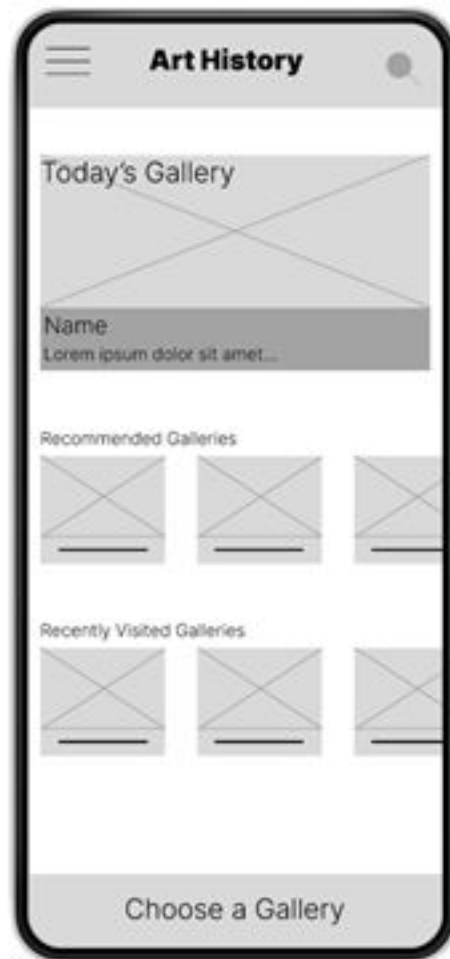
Anywhere, Remote

Unmoderated usability study

Users were asked to perform tasks in a low-fidelity prototype

Prototype / Design Tested

[Link to Prototype](#)



Themes

Most user want the information to be better categorized

- 3 of 5 participants needed categories to read the long information
- The content and its characteristics define the value of the app

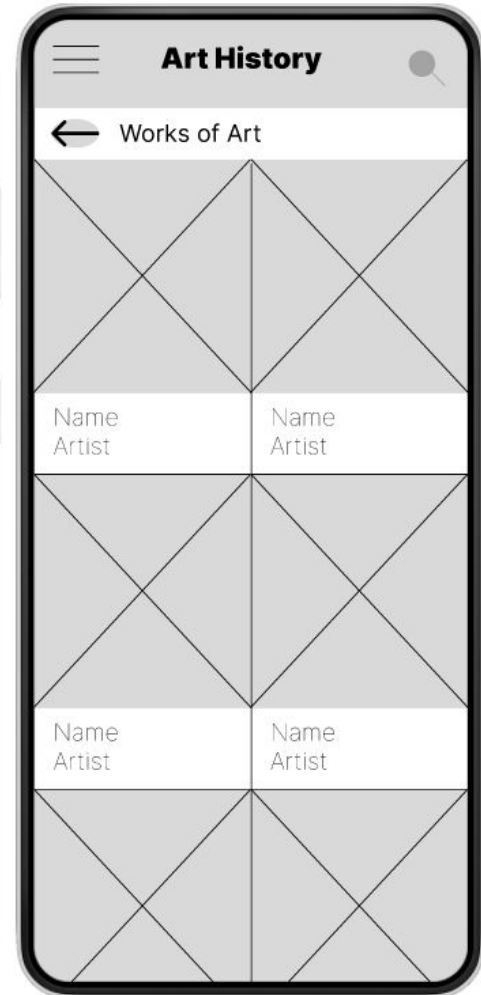
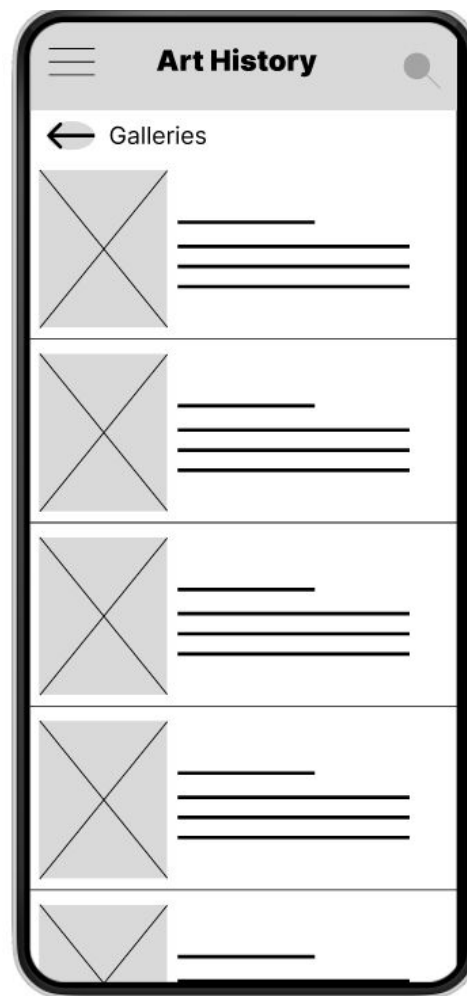
"if the longer version is categorized to like artist, etc. I may read more."



Most user need the gallery and works of art to be found more easily

- 3 of 5 participants needed a way for finding what they were searching for more easily
- For finding both a gallery and a work of art, search is needed
- For works of art in a gallery, a better order in the list is needed

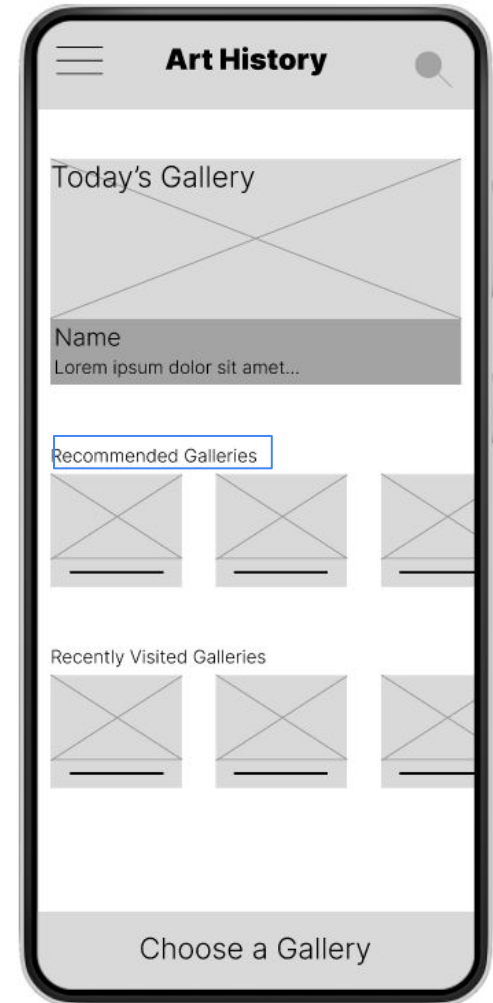
"I think it would be hard to find what you are searching for if there are many options."



Most user were confused about the functionality of some options because of the titles


- 2 of 5 participants could not guess what recommendations are based on

"I am not sure what the recommendations are based on, but that's probably a good thing."



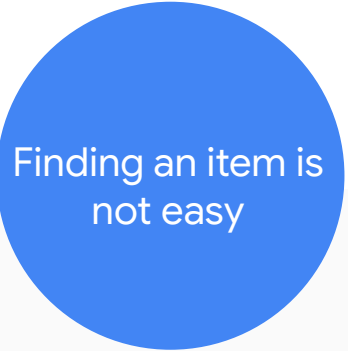
Insights & Recommendations

Research insights




Content is not well
categorized

Brief description of insight



Finding an item is
not easy

Brief description of insight



Some titles are
not
self-explanatory

Brief description of insight

Recommendations

- Better categorize the content in level two of information about a work of art
- Make search easier
- Make better orders for lists of galleries and works of art
- Revise the titles

Updates

Update

Better categorize the content in level two of information about a work of art:

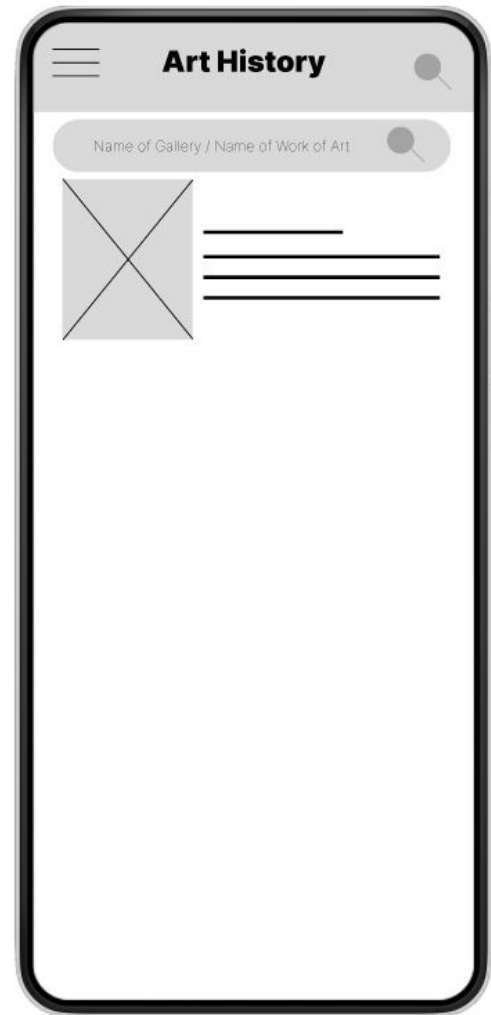
Different categories and titles are added to the information



Update

Make search easier:

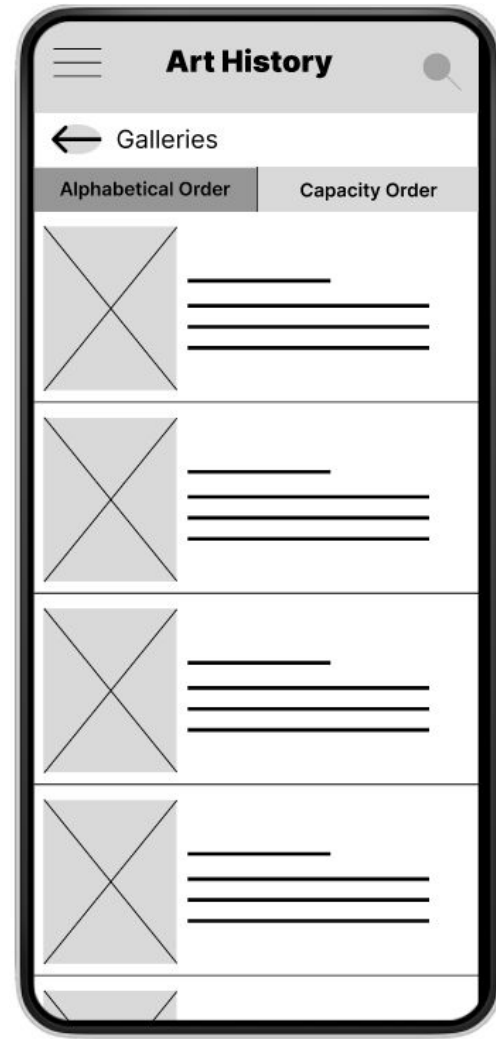
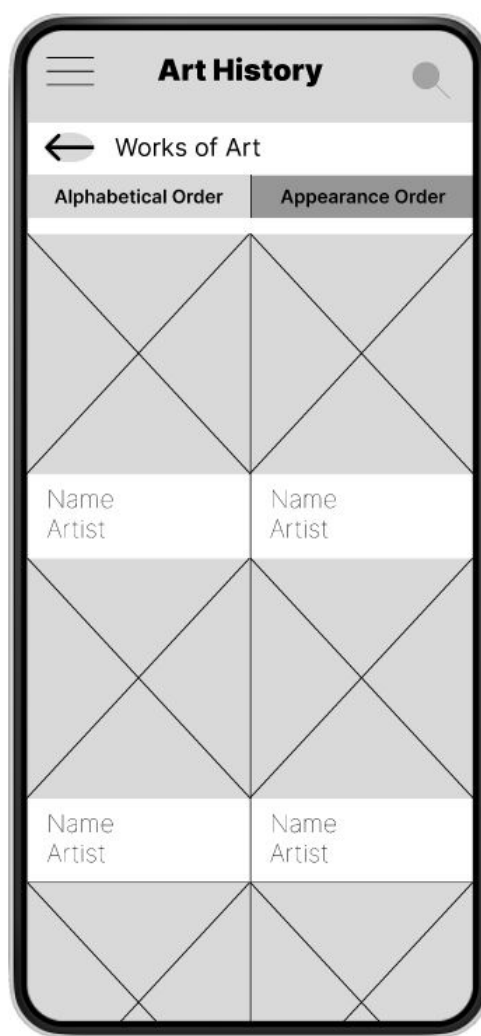
More screens are added to make the user sure that search is possible



Update

Make better orders for lists of galleries and works of art:

Alphabetical order and Capacity Order for galleries, and Alphabetical Order and Appearance order for works of art are added to lists

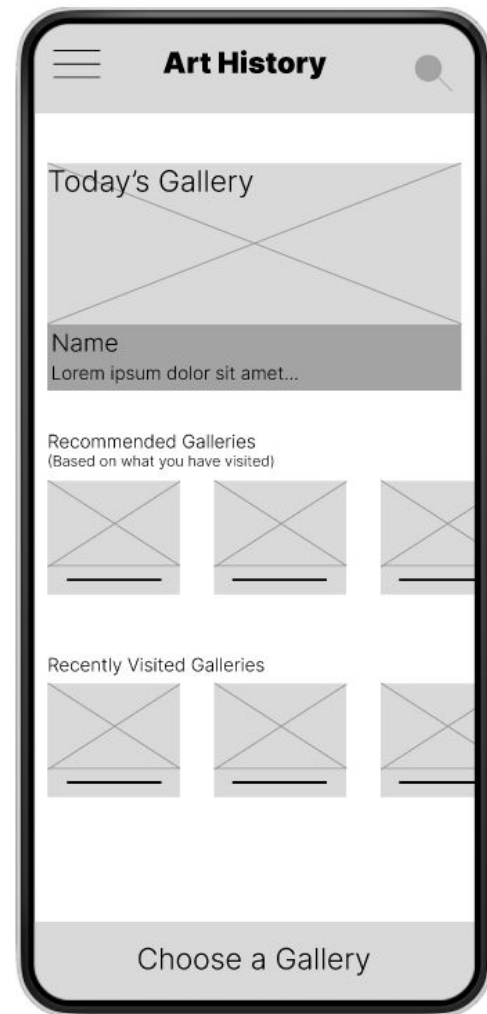


Update

Revise the titles:

Titles changed to be more self-explanatory -

For example, an explanation for recommendation is added



Recommendations and Next Steps

Recommendations

- Preparing the content for at least one gallery and one work of art for testing the content and how it is presented and categorized
- Adding better ways for grouping galleries or works of art
- Making search more powerful by thinking of filters

Next Steps

- Doing a usability test on a higher level design including real names and content for at least one instance as content plays an important role in this project
- Finding features that can be added to make reading information more pleasant for users by doing a new round of research as content plays an important role in this project and many users were not willing to read all the information

Thank you!