UX Research Study

Introduction	**Title:** Usability of Art History application **Author:** Bahar, UX Designer, bahar.am.va@gmail.com **Stakeholders**: Art lovers, Art galleries, A group of investors **Date**: 21/11/2022 **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. **Research goals**: Figure out if users can complete the core tasks within the app.
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?
Key Performance Indicators (KPIs)	- Time on task - Use of navigation vs. search - Drop-off rates
Methodology	- Unmoderated usability study - Location: Remote (each participant went through the usability study in their own home) - Date: Sessions will take place on November 22nd - Five participants, each completing the study on their own - Each session will last 20~30 minutes and will include an introduction, a list of tasks, and a short questionnaire
Participants	- Participants are people who visit art galleries either because they are interested in art or because they want to company someone else but are commonly interested to gain information about works of art in the gallery they visit 5 people regardless of gender at the ages of 20 to 60 - One participant uses assistive technology like screen reader - one

	participant is not comfortable with speaking English - One participant does not know English well

● At least one, at most two of the participants are not deeply interested in art

● Incentives: a coffee gift card for any participant |
| **Script** | ● Intro:
    ○ Before we begin, do I have your consent to take both audio and video recordings of this interview?
    ○ I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong.
    ○ If you have any questions, please don't hesitate to ask.
    ○ This data is being collected to help improve an art history app to help people gain information about works of art in an art gallery. Your answers will help us make the app easier for people to use.

● Basic questions:
    ○ Where do you live and what is your job?
    ○ Are you interested in art and art history?
    ○ Do you visit art galleries?
    ○ Why do you visit art galleries?
    ○ How often do you visit art galleries?
    ○ When you visit an art gallery, do you search for information about works of art there? How? and why?

● let's move on to the tasks you'll be working on..
    ○ Find a gallery in the app you want to visit.
        ■ How easy was it to find the gallery you wanted to visit?
    ○ Find a work of art in the gallery you just found.
        ■ How easy was it to find the work of art?
    ○ You can see some information about the work of art you found. Try to find more detailed information.
        ■ How easy was it to access more detailed information?
        ■ How do you think providing the information in two-level can be helpful for you? Is there anything else you think you prefer to see?
    ○ How did you feel about this art history app overall? What did you like and dislike about it? |