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Group 6 Project 4
Museum Member Application

Executive Summary

Our team has been investigating the opportunity to develop a mobile app for museum members to help enhance their visitation experience and communications with their favorite museums. Ideally this app would also increase satisfaction with museum experience, and increase visitation membership rates. We recently performed a series of user tests [*See appendix*] on a prototype of the app. Based on recommendations and observations of user experience, we discovered the following redesigns:

- Include a "back" button on pages
- Add a "Purchase Membership" button on the checkout page
- Updating calendar page to see event options
- Adding more content and information on pages

Test Plan

In order to conduct user testing, we had to decide how and where we could conduct the tests. With all of us living in different locations and having different schedules, we decided it would be best to conduct our tests individually. In regards to location, our users are able to complete the tasks in any environment. No specific environment is needed because users would purchase tickets from anywhere.

We began with welcoming and thanking our participants. We went over the informed consent, which included the purpose of the study and went over privacy. We then gave them verbal instructions and observed them work through the application. During this, we timed them and took notes. At the end, we allowed them to ask any questions they had, and asked them a few follow up questions.

Findings and Recommendations Summary

- Consider observing users purchasing tickets during contextual inquiry not through our app, but through whichever they typically use
- Most users seemed to prefer a back button instead of the breadcrumbs
- Consider using a different tool for developing mock-ups, to avoid technical difficulties for testing team and users.

Redesign Summary

Our redesign included changing the breadcrumb buttons to a universal back button, adding more details to the museum pages, removing the "Become a Member" button on checkout, updating the checkout screen to reflect purchase of memberships instead of just tickets, and adding more info to the ticket on the checkout screen.

We each conducted interviews, then consolidated findings and Fernando created mockups [*See Appendix*] of the proposed changes.

Appendix

Team Member Roles
Our group decided to individually conduct tests with users. Each of us performed all of the roles of a test administrator.

Consent statement
The purpose of this study is to understand how users will interact with our application to view and purchase museum tickets. Your participation in the study will help make the application easier to use. Your participation in this study is voluntary, you may refuse to take part at any time, to take a break, or to ask questions. We will ask that you complete a task which we will observe and take notes on. You are not being tested in any way, nor is the timing of the task the main focus, so feel free to work at your normal, comfortable pace. Lastly, this study will be confidential, meaning you will be unidentifiable relative to any actions or comments made during this study.

Test Instructions
- "This is an app to enhance customer engagement with Chicagoland museums. Please utilize a few moments to explore the app before we begin."
- "The first task will be to purchase a ticket to go to the Field Museum on Saturday December 7th."
- "Please purchase a membership to a museum"
- Follow up: ask for feedback, any specific notes or recommendation the user has with regards to the pages in question. Finally ask for overall usability feedback, questions and general impressions of the application and its flow.

Detailed Results
- Alexis Notes
  - Observation Notes
    - User went through top menu options of "Home, Exhibits, Calendar, Membership".
    - User tried to click "Visit Today" next to buy tickets.
    - It took the user only 11 seconds to get to the "checkout page" but was confused because she could not choose a ticket option and was not brought to a page to enter credit card information.
  - User Questions and Comments Post-Test
    - How do I know what museum I am on? I never chose the museum I wanted to go to, and the museum icon is not clickable to show me an option of museums.
    - Why is the "Visit Today" next to Buy Tickets?

- For the upcoming exhibits under exhibits page, it would be nice for them to be previewed as boxes with the image as a box you can click, bringing you to the exhibit page, rather than a drop down.
- A back button would be preferred over "home>exhibits" and having to click home again.
- On the calendar page, it would be nice to have a "featured/upcoming events" box to scroll through rather than having to click on each day to see if and what event is that day
- "Purchase now" spelled incorrectly under membership page
- Home>Account>My Museums>Museum of Science and Industry. It is confusing that this page looks differently from the original home page I was automatically brought to as a homepage that seemed to be a museum page.
  - Questions for the User
    - What did you find difficult about this application?
    - What would you have liked to have been able to do with this application?
  - Anna Notes
    - Observation Notes
      - User went as far as they could, following 1 tab before exploring another. Ex: Login/Signup -> My museums -> Art Institute -> Map. User then went back to previous pages via the breadcrumb links to see if there was anything else to do on that page, then finally going back to the home screen and trying a different tab.
      - User was a little confused that there was no real data or selection capability.
      - User took 30 seconds to get to the checkout page
    - User Questions and Comments
      - With no real data or data persistence, it's hard to know what's supposed to be displayed or what I'm actually selecting.
      - Still a little unclear what different memberships include, and cost/benefit.
      - App itself was pretty easy to navigate
      - Fairly simple, not too many pages
      - A "Contact Us" or FAQ section could be helpful if the application is in production
    - Questions Asked to the User
      - What would make this app easier to use?
      - Was there anything that was confusing?

  - Rebeka's Notes
    - Observation Notes
      - Time elapsed: 15 seconds
      - User took time mousing over each CTA
      - User seemed to pause a lot and seemed lost

    - User Questions and Comments Post-Test
      - Confused about the concept - but thinks it is a cool idea

- Would like to see a back button to make sure I am in the right place or in case I change my mind or make a mistake
- What would the "visit today!" button do?
- Would like to see a more standardized design on each page to help avoid confusion about where I am and what the page is about
- Would like more search functionality rather than the calendar.

■ Questions for the User
- What would you change if you could?
- Does the flow make sense?
- What would you imagine an app like this would allow you to do?

○ Fernando Notes
   ■ Observation Notes
- User followed to thoroughly explore the main page of the application
- The user then followed to look for the exhibits but was a bit disappointed that there is no demo data or images available yet in this demo.
- The user then tried to join as a member and purchased tickets.
- The user followed to try signing up for an account but was a bit confused by the "About You" questions asked during the registration process. Did not find them very relevant.
   ■ User Questions and Comments
- The user complained that when trying to become a member, you get redirected to the checkout page, but there is still a button that says "Become a Member. The user thinks that this is confusing, and that when being redirected from the membership page that button should not be visible anymore.
- The user recommends being able to filter the exhibits from the exhibit page by your favorite museums or for a specific museum. Right now there is no functionality to do so.
- Need to add functionality in order to add and remove favorite museums from "My Museums" page.
- User is confused about the the About yourself page. The users wants to be able to add museums during the registration of the account.
- When purchasing a ticket, there is no indication of which days the purchased ticket can be used on. This needs to be clearly displayed.
- When purchasing a ticket, differentiating between the types of tickets available is a bit difficult. The user would like a drop down menu to select the type of ticket I want. (Weekend, Regular, Special) and then be able to see the current page and choose for who I want this ticket (Adult, Kid, Senior, Student)

- The current way of going back in the navigation is not good. It is assumed that this will be fixed in the actual implementation and the default phone's back button will be used.
- Change the Museum of Science and Industry page as an example to not contain recommended/incoming events. Instead it should just have a small description of the museum, current exhibits with a pdf link to their posters/descriptions, the address, and a map of the museum

- Questions Asked to the User
  - Do you find this app useful?
    - Yes, I like being able to compare different exhibits from various museums in one app. It is much easier than going to each museum's website
  - Would you see yourself using this app?
    - Yes, quite often
  - Do you think this app is easy to use for all museum going ages?
    - No, I think some older people may have trouble with the Ticket purchasing process.
  - What do you think would make this app easier to use?
    - Making the ticket purchasing process more simple to follow and have a little demo for first time purchasers.
  - Is there any feature lacking or that you wish the had?
    - Add a map or a page that shows all the museums that you have access to from this app. (Member museums page)
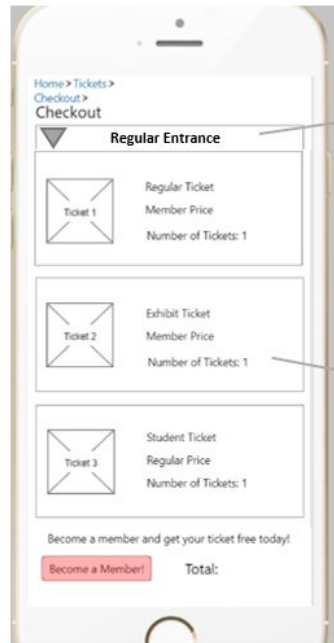
Fernando: Redesign Screenshots
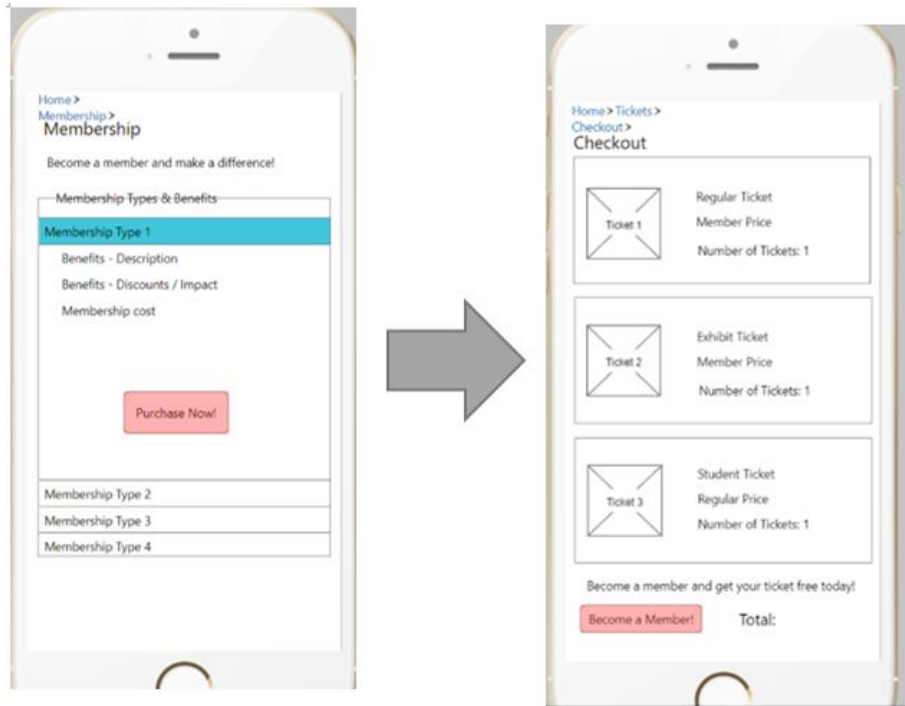
Change 1. Remove "Become a Member!" button when going to the Checkout page (trying to purchase a Membership). The presence of this button becomes confusing since you are already attempting to purchase a Membership. (Also make a Checkout design that also showcases purchasing a Membership, not just tickets)
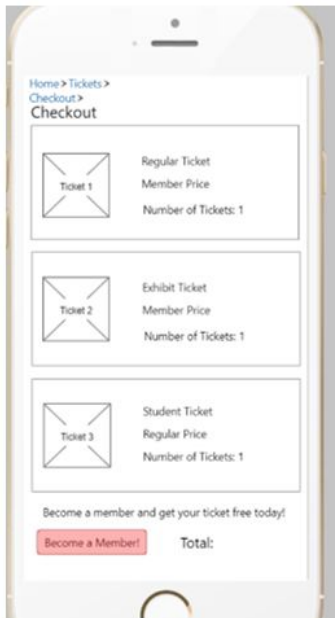
**BEFORE**   **AFTER**

This dropdown would allow users to choose between Type of Tickets (Regular, Exhibit, Seasonal/Special)

This section would show tickets by Ticket Users (Adult, Student, Child, Senior) for the specific ticket type selected in the dropdown
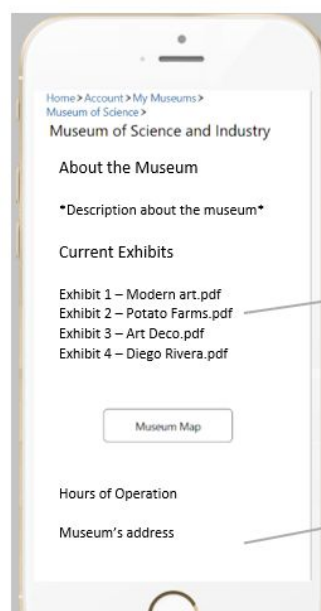
Also add Use Date field to the tickets

Change 2. Reformat Checkout page. Add ticket usable dates and ticket type dropdown
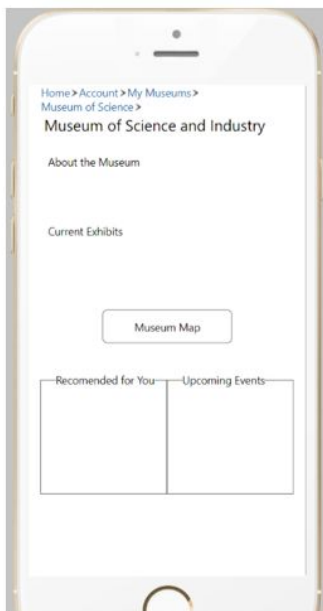
BEFORE   **AFTER**

Added list of current exhibits with downloadable pdf ads/pamphlets for each of them.

Removed the recommended/Upcoming events section and added contact information and address for the museum

Change 3. Change the field shown for individual Museum pages.