

Usability Analysis

Previously, an official website of Antiquities and Monuments Office (<https://www.amo.gov.hk/b5/monuments.php>), which introduced Hong Kong declared monuments, was being tested on its usability. Based on some feedback from the usability test of this competitor (e.g. “No direction. Don’t know how to start searching”, “Non-Hongkongers may have no concept on how to read the map and find location according to districts”), a low-fidelity prototype of "港古" (new proposed website) was built with the use of Figma (with basic wireframes only). Major differences between the new website and the competitor’s website were the extra new themes (e.g. subpages of “Hong Kong Cultures”, “Itinerary”, and “Craftwork”) and the way of presenting information (e.g. tables will be used to show the monuments by district in the new website instead of presenting each monument with an individual page one by one like the competitor).

A total of five participants were invited to evaluate the new proposed website in terms of perceived ease-of use, level of interest on the theme or information provided, and if they would keep using the website when it was launched officially. Most importantly, they were also asked if the new website performed better than the previous tested competitor’s website (Antiquities and Monuments Office). Participants were asked to browse the following prototypes of "港古" and then filled in a mini survey and provided feedback on the prototypes:

- Laptop version:

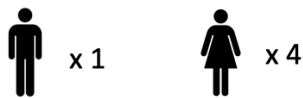
<https://www.figma.com/file/UWHUKfve0JA1K20p3xtD6q/%E6%B8%AF%E5%8F%A4>
4-desktop-version

- Mobile version:

<https://www.figma.com/file/z9ArLZGPITns4CXXEdSRty/%E6%B8%AF%E5%8F%A4>
-mobile-version

Figure 1. Result dashboard.

Participants



Some feedback from participants

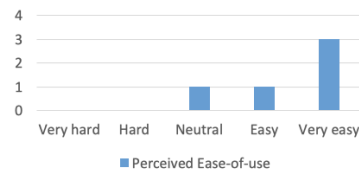
“Font size can be bigger.”

“Can also include YouTube videos in the itinerary page.”

“The page name of ‘手作館’ may mislead users that the website is also an online shop.”

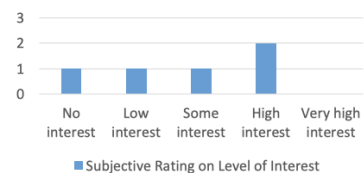
Q1) Perceived ease-of-use

Most people found the website is easy to use



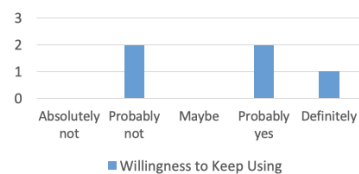
Q2) Level of interest

Most have certain level of interest



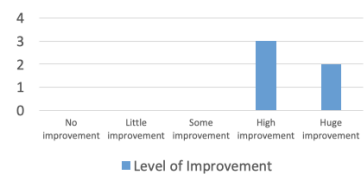
Q3) Continue to use

More than half will keep using



Q4) Level of improvement

All agreed this is better



Among the five participants, most found the proposed website easy to use; Some showed certain level of interest on the theme and information; And, more than half participants claimed that they would like to use the website after official launch; Last but not least, all of them agreed that the new website performed better than the previous tested competitor’s website (Antiquities and Monuments Office).

Feedback like “font size can be bigger”, “can also include YouTube videos in the itinerary page”, and “the page name of ‘手作館’ may mislead users that the website is also an online shop” were also collected and would be used to improve the prototype and make adjustments on the final website.