

# PROJECT WEEK GROUP 7

## TEST RESULTS

James Bond 007 Museum <http://www.007museum.com/>



The poster for the James Bond 007 Museum in Nybro, Sweden, features a black background with gold and red accents. On the left, a map shows the location of the museum in Nybro, near Stockholm, Göteborg, Växjö, and Malmö. The central text reads 'JAMES BOND 007 MUSEUM' in gold, with a red circle containing a white silhouette of a man in a suit holding a gun. To the right, a silver Aston Martin DBS is shown with the license plate '007 JB'. A small inset image shows a gondola with the text 'A full-sized Gondola from Venice (apparently just like the one that Roger Moore used in Moonraker)'. At the bottom, contact information and social media links are provided.

James Bond Museum  
Emmabodavägen 20  
Nybro

Stockholm  
Göteborg  
Växjö  
Nybro  
Malmö

Emmabodavägen  
Västra Förbifartan  
Väg 25 mot Växjö  
Järnvägs väg

A full-sized Gondola from Venice (apparently just like the one that Roger Moore used in Moonraker).

JAMES BOND  
007  
MUSEUM

EMMABODAVÄGEN 20, 382 45 NYBRO  
SWEDEN  
0481-129 60  
WWW.007MUSEUM.COM

JAMES BOND THE EXHIBITION

Contact: [007museum@telia.com](mailto:007museum@telia.com) Phone+4648112960 Open Daily 10-15 Sat 10-14 [Media](#) To do and see [Buy](#)  
[James Bond Theme Party](#) [PPKGuns](#) [Omega](#) [Bmw](#) [Bollinger](#) [Corgi](#) [Swatch](#) [Posters](#) [James Bond store](#) [Links](#)  
Welcome to The World's only James Bond 007Museum Sweden Nybro.  
Booking open mon-fri 10-17 sat 10-14 [Tweet](#)  
[Open during September 2017 to May 2018 Monday-Friday 11-15. Saturday 10-14.](#)

### 5 seconds test

We used the usabilityhub.com to generate and conduct the test. We posted the link to the test at KEA MMD S18 INT facebook group. Our test persons were between 18 and 40 years old. 14 people responded for our request.

Conclusions:

Around 80% of the persons could identify that the website had something to do with James bond.

Only about 50% of those persons could identify that it's a museum.

#### What is the purpose of visiting this website?

☒ Raw data ☐ Word cloud

1. check prices, opening time and what you can see in it.
2. know more about the exhibition and buy tickets
3. good question
4. don't know
5. to see james bond movies
6. cookies ?
7. When you like James Bond, and want to see a lot of pics about it
8. Info about 007 exhibition
9. Information
10. James Bond
11. To know more about the museum
12. Museum info
13. Gaining knowledge
14. to know about the service

^ Collapse

#### What product or service is provided?

☒ Raw data ☐ Word cloud

1. to see a museum from 007
2. 007 exhibition
3. some stuff about 007
4. not sure
5. i don't know
6. aaa
7. James Bond's costumes and products related to him? :D
8. Info about exhibition
9. Advertising
10. Exhibition
11. Museum
12. James bond exhibition
13. Information
14. 007 exhibition

^ Collapse

#### What kind of institution is this?

☒ Raw data ☐ Word cloud

1. 007 museum
2. museum
3. james bond exhibition
4. it looks like a fan page for James bond
5. movie makers
6. James bond institution ?
7. James Bond?
8. Bond museum
9. Movie
10. Museum
11. Museum
12. Museum
13. Fan page
14. museum

^ Collapse

## Trunk test

We asked 3 people of our class to test the webpage. They were requested to go through the webpage on their computers, while one of us was writing down answers to the test questions.

Conclusions:

All 3 tested persons had similar impressions about the website. The most characteristic issued that they mentioned are:

- Lack of navigation bar (many links instead)
- Messy layout, too much content

QUESTIONS	PERSON 1	PERSON2	PERSON 3
<b>WHAT IS THIS WEBSITE ABOUT?</b>	A James Bond museum	James Bond Museum	Agent James Bond obviously
<b>WHAT ARE THE MAJOR SECTIONS OF THIS SITE?</b>	News, it is terrible	Too much information, it is hard to say if it is a part of the main section. The fonts are messy so it is difficult to say what is more or less important	I can only see the main page that is too long.
<b>WHAT ARE THE NAVIGATION OPTIONS AT THIS LEVEL?</b>	No options	A lot of links, it is not predictable what will be shown after clicking on a link.	I can scroll, and scroll. I can click under the main picture, but there are many links and it is confusing.  There is no navbar, just a bunch of links.
<b>CAN YOU SEE WHAT IS CLICKABLE?</b>	No, it is a real mess	Just when the mouse cursor changes, probably all the blue texts are clickable	Yes, because most of links are blue.
<b>DO YOU SEE WHERE IN THE STRUCTURE OF THE PAGE YOU ARE AT THE MOMENT?</b>	No	On the homepage it is clear, but it isn't clear after clicking for one of the pages. When you go to one of the pages it is not clear how to come back.	On the main page.
<b>OTHER COMMENTS</b>	It is really bad	Champagne Bolinger Spectre – “champain bubbles effect on a cursor” – very strange, confusing.	That is a mess. There are some interesting bits, but they are hart to find in this mess.