

Research Report

User Trialling Rijksstudio



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Team 6

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Summary

For our university project we had to analyse Rijksstudio and its usability in groups of 4. In this research we started by creating a sitemap to layout the different sections in the website, from there we thought of things we would like to test on the website to see the usability of Rijksstudio. We came up with research questions that we helped use with our research and then made an interview separated into usability factors. The interview was then integrated into a protocol. Once the protocol was finished we did a pilot run with our classmates to get feedback on it, and we changed it according to the feedback. We then proceeded to each find a user who is not part of the course to do our protocol with and test the websites.

Once we gathered the data from our users we created a shared document with our findings. To gather the data we screen recorded the computer, and the voice of our user as we did the interview and created transcripts. With the transcript and video we analysed it after the user test and put our findings on the shared document. With our findings we created an overview of actions that each user did to see if there were any connections between our users. We proceeded by creating a table of usability problems to see how many users had the same issue, this gave us an overview of the more relevant problems Rijksstudio has. We then analysed our findings and found that we wrote recommendations for Rijksstudio.

In our conclusion we outlined the main purpose of the Rijksstudio from the user's point of view, the usability problems that face it, and the experience it provides to its users. We found that the studio achieves its purpose under certain conditions that may not be compatible with all users. Moreover, the Rijksstudio presented usability problems that in turn negatively impacted the users' experiences.

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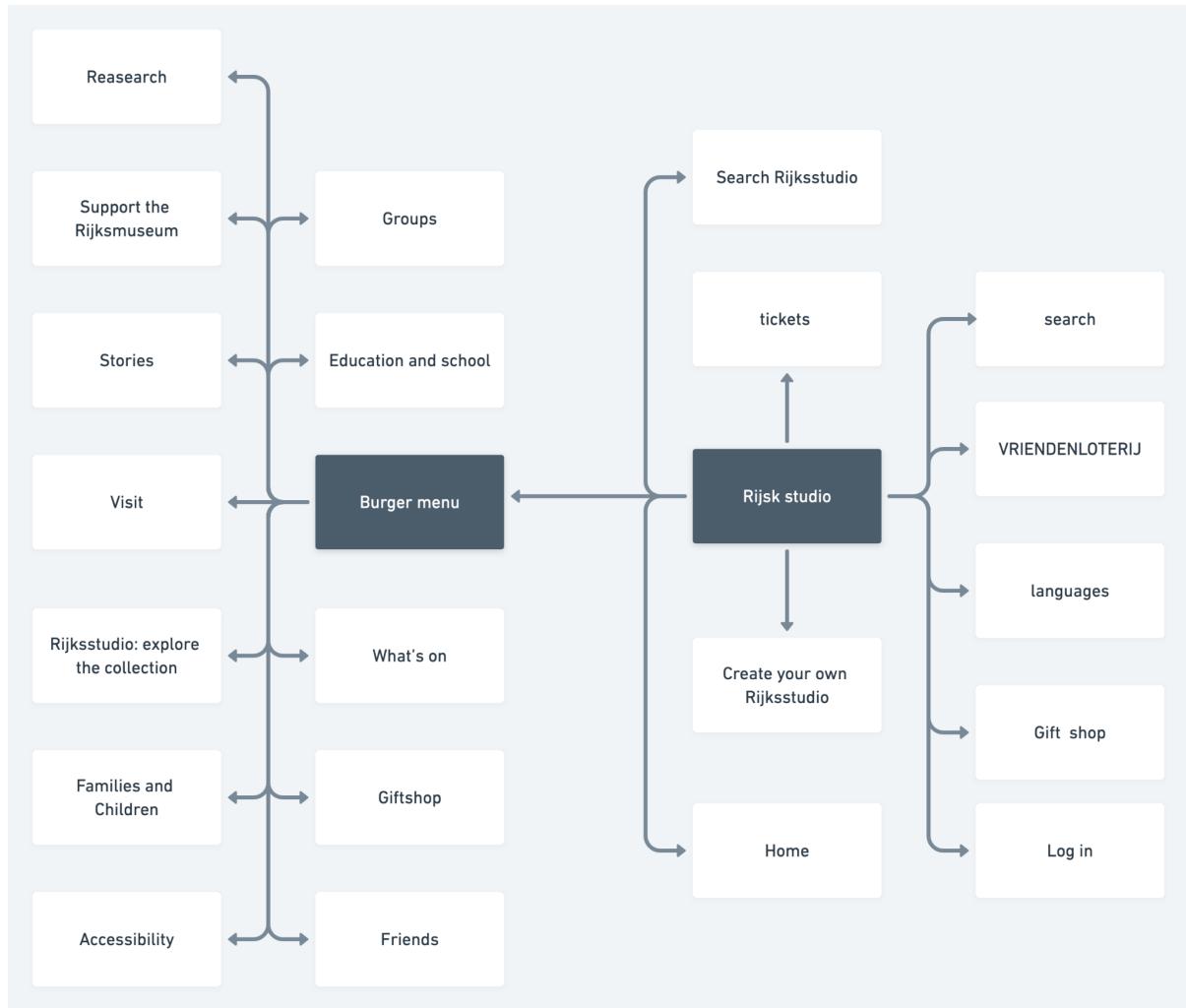
1. Introduction

Our group is researching the usability of the Rijksstudio digital environment as part of Research for design. The Rijksstudio could be described as a digital museum displaying the various art shown in the Rijksmuseum in Amsterdam. The Rijksstudio enables the user to browse the artworks, and create his own studio which is a collection of the user's liked artworks.

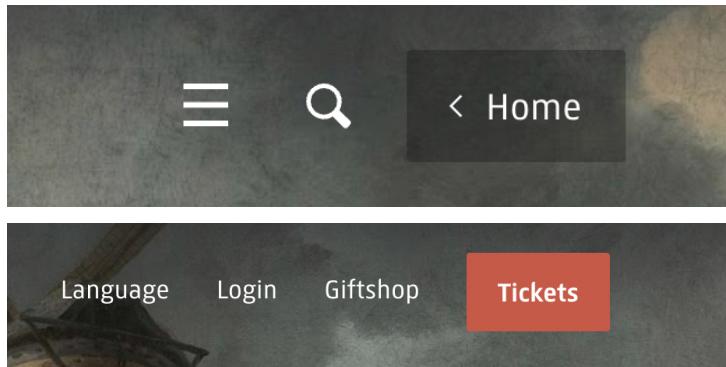
During this research, we look into the usability by making use of different research techniques such as: site map, research questions and more. We will be making use of participants to test the usability and we will be able to answer the research questions which will give us a final answer to our paper's aim to evaluate the usability of the Rijksstudio digital environment.

2. Rijksstudio

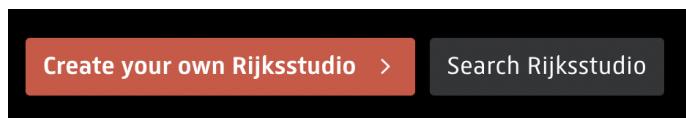
Site map displaying the main paths on the Rijksstudio page, and the burger menu's paths.



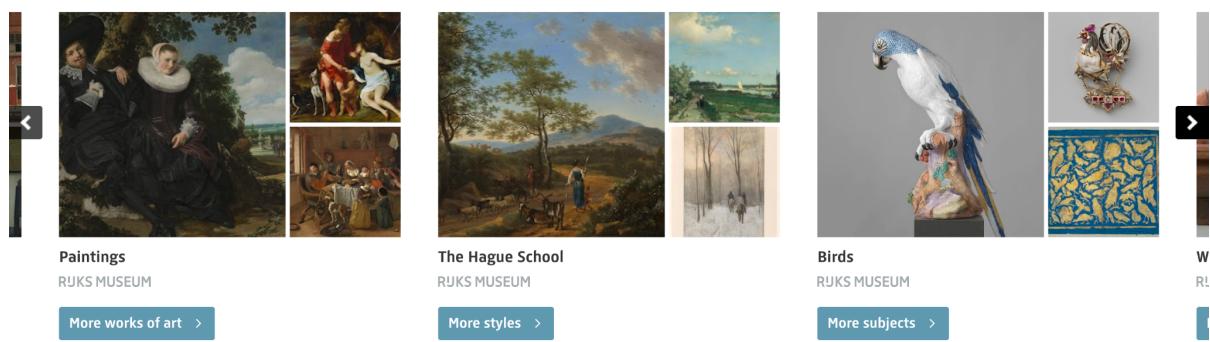
Site map displaying the main paths on the Rijksstudio page, and the burger menu's paths. The header of the page contains the most important functions for the site as a whole, each element opens a new page with exception to the languages which reload the page. Emphasis on specific icons is shown using the use of colour.



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Another emphasised part of the page would be the "Create your own Rijksstudio" which when clicked prompts a sign up pop up using varis accounts (Google, Facebook, Email...etc). The search Rijksstudio enables the user to search for any of the 739,021 artworks on the site.



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Usability Review

The Rijksstudio website contains an organised webpage with clear self explanatory buttons and paths. The website shows emphasis on important buttons using the colour red as a background to the white text. A continuous scroll leads to a great variety of different artwork that could be further explored with the click of the mouse. Moreover, the website contains an accurate search engine that is able to come up with any of the artworks present on the site.

Learnability: With relatively easy learnability the Rijksstudio page is not difficult to learn, however, upon expanding more upon the website it may become too complicated with the multiple different pages, and actions for the user thus becoming somewhat difficult to learn.

Findability: Finding what you are looking for on the Rijksstudio page will prove to be a pleasant experience. Most of the important functions are located in the header of the page, and any other function related to the website could be found using a search, or in the burger menu. Furthermore, most common/important functions are highlighted using a red background that makes them stand out upon the webpage.

Accessibility: The accessibility of the Rijksstudio seems to be on par with the rest of the website. By using a clear appropriately sized font, reading the text on the main page is an accessible simple task. However, when opening one of the artwork's pages the description text may be difficult to read especially for visually impaired people. Being a website on the internet it requires an internet connection to be accessible, and a modern computer that could handle present day browsers.

Although a museum could be considered to be an international interest to many people; the website's language options are not as versatile as they should be for a museum's website. In addition, some of the languages that are said to be included for the Rijksstudio page are not available and the only available languages are English, and Dutch.

3. Research questions

- What do users seek to accomplish when visiting the Rijksstudio?
 - Users look at the works showcased in the RijksMuseum, and collect artworks they are interested in through the Rijksstudio. The Rijksstudio shows the information and details of those works and provides a personal collection tool to collect them in their own Rijksstudio.
- How do users use the services of Rijksstudio ?
 - This research question relates to the learnability factor. Users are able to know how to use the services of Rijksstudio. The Rijksstudio provides tools to move the work by mouse to see its detail clearly, and download the works, and buy the works, and collect the works to their own Rijksstudio. It also provides access to buy the RijksMuseum ticket. All of those main services have significant and meaningful tabs and those tabs are placed in significant and relevant positions.

- What usability problems are users facing when visiting the Rijksstudio?
 - Users would have problems with using some interactive tools of the Rijksstudio. The Rijksstudio has interactive mouse tools for looking at the works. They do not have explicit directions and guidelines. Users would not know how to use them.
- What kind of experience do users get when visiting the Rijksstudio ?
 - It researches how to give a good experience to users when visiting the Rijksstudio. The Rijksstudio is usable and learnable. Everything is clear.

4. Research set-up

For this research setup we want to collect our data through the best means. First we want to choose the location. The ideal environment minimises the variables and factors that can affect the user : for this we choose an empty classroom or empty room where the user can focus on the website. This makes it easier for us to control the setting and allow us to gather the data in ideal conditions.

For participants we want to find a group that could encounter the website. We also want a user group that is accessible to us. This is why we decided to go with students as they might realistically encounter the website and maybe need to use it. As such they represent a relevant user group.

For the task we want the user to complete, we will ask them to go to specific pages and to explore the website. After this we will conduct an interview to get even more insight into what the user thought of the experience and dive deeper into the issues they had. Finally we will debrief them on the content of the interview.

4.1 Location

There are a few important criteria that are necessary to gather good quality data. First, we need to consider how the environment affects the data. We want the user to give their attention to completing the task. For this we want to minimise external variables such as noise or distraction. We also want the environment to be the same for all users, for this reason we will be conducting our test in an empty classroom. This will allow the user to focus on the website but also for us to collect the data in the same space with each student. We will be able to control the environment and enable us to get consistent data.

4.2 Participants

The participants we aim to include are going to be students who do not study user experience design. The users will be able to interact with the website in a non critical way while we as the researchers interpret the data they provide us with. Being that the users are not a part of the uxd program makes them closer to the average user of the Rijksstudio. We chose students as

they are the easiest target group to overview a digital environment, and since they are the most convenient to get in touch with and plan trial.

4.3 Instructions / tasks

To gather the information we need we let them explore the page and then ask them to perform a few tasks:

- Could you go through the process of purchasing a playmobil self portrait Van Vogh?
- Could you look for these three pieces of art and give us information about them:
 - Still life with a guilt cup by Willem Claesz. Heda
 - Animals by bjorn
 - Jan Gregor van der Schardt's self portrait
- Could you download the art piece Still Life with Flowers in a Glass?
-

We selected these tasks because they cover a few of the most relevant features that a user will most likely use. If the user can navigate through the most important features then it shows us that the website has a high usability.

4.4 Eliciting cognitions and perceptions

The goal is to gather both qualitative and quantitative data. We have decided to have the user complete tasks and then answer some questions on how their experience was in an interview. First we will have the user explore the website for up to 5 minutes to get accustomed. All of the process will be screen recorded and with the users consent face cam recorded as well. After this exploration phase without input for the researcher, we will deliver tasks for the user to complete. Once the user has finished or given up, we will conduct an interview to evaluate their experience and get as much insight from them. Throughout the whole process the user will be encouraged to think aloud in order to provide us with more data.

4.5 Interview

The interview will be in a comfortable and quiet place, and we will provide a laptop to participants to discover the Rijksstudio. The interview will be recorded for observation.

Before asking users questions, we will have a short introduction of our research and give users 5 minutes to freely discover the Rijksstudio, and then guide users to do a few tasks while asking their feelings. There are three question topics. Before asking those questions, we will start with asking more opening questions and end up with closing questions. In the end, we will thank the participants.

Opening questions: How did it go ? How did you feel it ? Would you recommend other to use ? Who would you like to recommend ? Why ?

1. Question Topic - Accessibility : Did you face any problems visiting the Rijksstudio ?

- 1.1. How do you feel about the interface of the Rijksstudio?
 - 1.1.1. Are the buttons understandable and clickable?
 - 1.2. Can you understand the information displayed on the Rijksstudio ?
 - 1.2.1. Do you think the Rijksstudio clearly displays the information?
 - 1.3. Were you easily able to interact and understand the Rijksstudio?
2. Question Topic - *Learnability*: Were you quickly able to understand and navigate the Rijksstudio?
 - 2.1. Does the Rijksstudio guide you to use its services ?
 - 2.1.1. How does it guide you ?
 - 2.1.2. How would you assess the guidance technique if present?
 - 2.1.3. Are the tools of the Rijksstudio easy to know how to use?
 - 2.1.4. How do you think about its collection tool ?
 - 2.1.5. Do you know how to download and buy the works on the Rijksstudio?
 - 2.1.6. Was it easy for you to research the details of the works?
 - 2.1.7. Do you think you have already use the Rijksstudio proficiently ?
3. Question Topic - *Findability*: Were you easily able to find the Rijksstudio page ?
 - 3.1. How did you find it?
 - 3.1.1. Do you think others can find out Rijksstudio quick ?
 - 3.1.2. Is the web title significant and clear to help people find it?
 - 3.2. Can you quickly find out what you want in the Rijksstudio ?
 - 3.2.1. How do you feel when you look for the works and information in the Rijksstudio?
 - 3.2.2. Were you able to find the user tools and interactive tools efficiently ?

Closing questions: From 0 to 10, 10 is very satisfied. How much would you give the Rijksstudio?

Could you suggest ways to improve the Rijksstudio?

4.6 Registration

We plan on conducting interviews along with a session with the website. For this we need a few tools, first we will use a laptop with screen recording to see where the user interacts, we will also have a camera to record their facial expressions. Finally for the interview we will use a simple recorder, and a laptop to take notes. Along with the screen recording we will record audio of the person. When they speak we will also take some notes describing the participants' reactions.

4.7 Protocol

Introduction

Hello, we are a group of students of UXD and we are conducting research to find the usability of Rijksstudio. This experiment is to test the usability of the website and not to test you as participants. In this test we will ask you to discover the website, then ask you to do a few tasks while you **think aloud**, and then an interview so that we can get feedback from you about the usability of the website. We would like you to think aloud to give us your thought process while you are exploring the website. We will screen record each one of you and also record your voice. The recordings will be for us and us only to analyse the data gathered and hopefully allow us to answer our research questions. None of your information or recording will be used by anyone outside of this group's research.

Now we will invite you to explore the website for 5 minutes, please feel free to think out loud.

5 minutes

Now that the 5 minutes are over, we will give you tasks to perform, take your time doing each of them, remember it is not to test how fast you are doing it but to test the website on how easy it is for someone to find information that they seek. don't be scared to think out loud.

(While asking their feelings when doing tasks: How do you feel about it?)

- Could you go through the process of purchasing a playmobil self portrait Van Vogh from the gift shop?
- Could you look for these three pieces of art and give us information about them:
 - Still life with a guilt cup by Willem Claesz. Heda
 - Animals by bjorn
 - Jan/johan Gregor van der Schardt's self portrait
- Could you download the art piece Still Life with Flowers in a Glass?

Great, now that you completed the tasks we will move into an interview, for use to gather more information.

Opening questions: How did it go? How did you feel it? Would you recommend other to use? Who would you like to recommend? Why?

first let's talk about accessibility

- Did you face any problems visiting the Rijksstudio?
- How do you feel about the interface of the Rijksstudio?
- Are the buttons understandable and clickable?
- Can you understand the information displayed on the Rijksstudio?

- Do you think the Rijksstudio clearly displays the information
- Were you easily able to interact and understand the Rijksstudio?

we would like to move on to learnability

- Were you quickly able to understand and navigate the Rijksstudio?
- Does the Rijksstudio guide you to use its services ?
- How does it guide you ?
- How would you assess the guidance technique if present?
- Are the tools of the Rijksstudio easy to use?
- How do you think about its collection tool ?
- Do you know how to download and buy the works on the Rijksstudio?
- Was it easy for you to research the details of the works?
- Do you think you have already use the Rijksstudio proficiently ?

Next will be findability

- Were you easily able to find the Rijksstudio page ?
- How did you find it ?
- Do you think others can find out Rijksstudio quick ?
- Is the web title significant and clear to help people find it?
- Can you quickly find out what you want in the Rijksstudio ?
- How do you feel when you look for the works and information in the Rijksstudio?
- Were you able to find the user tools and interactive tools efficiently ?

Closing questions: From 0 to 10, 10 is very satisfied. How much would you give the Rijksstudio?

Could you suggest ways to improve the Rijksstudio?

Thank you for helping us in our research. before you go, is there anything you would like to communicate to us?

we thank them

Thank you, have a nice day.

4.8 Recommendations and changes after the Pilot test

During the pilot everything went well, the introduction was good and our classmate had nothing to say about it. During the tasks we have encountered issues with the wording or some of the tasks to not mention that the piece they had to look for was in the shop and not the main page. In the interview some wording issues and so questions were follow up questions that made no sense depending on the answer of the previous ones.

1 Data collection and analysis

Experiences fieldwork

During my user testing, everything went well. My user was able to perform the tasks successfully and did most of them relatively fast. I made a mistake where I gave the user the computer with the page open, and they were supposed to find it themselves. Beside this small mistake everything went to plan, the atmosphere was calm and friendly to avoid any pressure - **Morgan Gibrila**

Field work all went according to the protocol. The computer and recording device were set up including an account recorded into the computer if the user ever needed to log in. Everything was followed according to plan and the user was speaking aloud during the entire time. The atmosphere was pleasant and the user was at ease. - **Matteo Marongiu**

For my user test I would have to say it went according to my expectations. The user was friendly and motivated to think aloud which helped me gather more data concerning the website. My user did run into the issue of needing an account when browsing the website, and performing some of the tasks. They were more than helpful in pointing out the flaws in the website; however, prior to starting the user was hesitant about the face recording but eventually agreed. Later upon reviewing my data I found that the audio on the face recording did not sync with the video, but since we are transcribing that should not pose an issue. - **Sa'ad Qatawneh**

Overall, the field work went according to the protocol, the participant was friendly to answer the questions and do the tasks. While something went out of the protocol a bit and can be improved in the next time. Firstly, The content of the tasks had been changed a bit in the interview, because the content of the Rijksstudio changed a bit. However the participant finished the tasks and reached the tasks goals. Secondly, I suggested and guided the participant to discover the services of the Rijksstudio that are out of the task. I found the participant was interested in the services but the participant did not know she could use it, so I suggested the participant and guided the participant to discover. I should do it at the end of the interview. It might affect the following interview questions. -**Xiaoying Zhang**

Processing data

Using the research protocol we gathered data through a screen recording of the user interaction with the website and we gathered some audio recordings of the user 'speaking aloud' and describing what they were doing. We also suggested recording the facecam of the user during the interactions, but due to some users' privacy concerns we decided not to use this. In a group we agreed to gather each user's data into an overview of action (appendix E) to be able to visualise in a linear manner what the user was doing and to what pages the user navigated. We also used the user interviews (appendix D) and tasks to create the usability problems table. This allowed us to see exactly what problems the users had. It also allowed us to visualise the common issues users had and also start to bring the data together. This gave us more insights into the users issues, but there is still analysis to be done from the user flowcharts. This data is quite raw but in combination with the interview transcript and screen recordings we can derive some interesting data.

Data analysis

Using the overview of actions in Appendix E, we conducted some analysis of the data. First observation of the data is that all the users went to look at the language options, even if for some the language was already in their native (english).

Next the users would navigate to either looking at an artwork, or going to the Rijksstudio home page, and then going to an artwork.

The users would then mostly navigate back to the Rijksmuseum main page to look at the gift store or the stories page.

For analysis we counted the number of times a page was visited: the most visited page was a Rijksstudio related page (login/signup page, or main page) at 10 visits. Second most was looking at artworks with 7 visits in total.

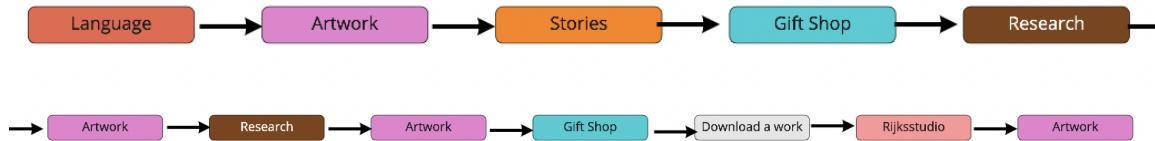
We also noticed that users were often confronted with sign up or login pages (5 visits). Users also visited the Stories page 5 times.

All this different navigation was achieved by mainly using the hamburger menu.

From all this data already we have insights in finding out what the users seek to achieve and also what tools the users have at their disposal to accomplish their goals.

In this user we can see how they navigate between the different tabs of the burger menu showing how it is central to the navigation on the whole website.

Angelica



With the first part analysed we move on to the interviews of each user where insights into usability and the overall experience was gathered.

First of all ¾ user had issues with the language settings whether it be finding their language or even finding the language selection button.

Second, users were not led to the Rijksstudio and when they were faced with a lack of information on what it does. This lack of information is also present in other parts of the experience like when attempting to complete searches.

The searching experience was also a point of friction as users voiced the lack of precision and overwhelming quantity of results. This made the search difficult to use according to the users.

Finally ¾ users had some concerns with the fact that they needed to log in to use the collection feature of the Rijksstudio.

Usability Problems table in appendix E

2 Conclusions and recommendations

Conclusions / Answers to the research questions

- What do users seek to achieve when visiting the Rijksstudio?

When presented with the Rijksstudio users were given the impression that the only thing they could do was look at artworks and their information. We saw in the overview of action that when users arrived in the Rijksstudio they were slightly lost and did not grasp the full capability of the tool. The features of the Rijksstudio were sometimes understood by the user but often after a more extended period using the website. The users were often also navigating the website to find more information about the Rijksmuseum in general and so were successful in using the burger menu to navigate. In the end none of the users used the collection tool of the Rijksstudio which showed a great need of improvement. Overall the findability aspect of the Rijksstudio was not up to the task and could be improved .

- How do users use the services of Rijksstudio ?

In general users used the Rijksstudio to obtain more information, whether it be about artworks or the museum itself. The services had poor usage and were often glossed over in favor of actually looking at individual artworks. Moreover, users found interest in the general information concerning the artist and the artwork's history (second most visited page). However, the Rijksstudio does not give that access easily as an account linked to an email is needed to grant access to the collection tool, and the download option. Users were often faced with this log in requirement (up to 5 times) and thus stopped them or slowed them from using the services of the collection tool. Overall the learnability and findability could be improved for the user.

- What usability problems are users facing when visiting the Rijksstudio?

The Rijksstudio presented a few usability problems to the users that negatively affected their experience. Users found that the Rijksstudio is not emphasized upon in the website as a whole, and found it lacked presence in the remainder of the museum's website.

The Rijksstudio also seemed to be too overwhelming for some of the users as they expressed concern over the excessive amount of information, images, and text popping up; especially when loading the page.

Moreover, many of the users expressed frustration towards needing an account to be able to access all the features of the Rijksstudio, one of them being creating their own studio which is a main function for the website.

The Rijksstudio also provided accessibility problems concerning the language of the website. Many of our users did not find their language provided under the language button whereas other languages seem to only work for the museum page excluding the Rijksstudio page itself.

Lastly, at times the Rijksstudio gave the impression an artwork's information was available; however, upon clicking it it redirected to a 404 error meaning the page was not found.(Check Appendix E)

- What kind of experience do users get when visiting the Rijksstudio ?

During our interview we asked the users to rate their experience with the website, overall the results were mixed with two users giving 6/10 and the two others giving scores of 9 and 10. It seems that the overall experience is hit or miss for each user. There were also a number of issues with usability. Many users voiced their struggle with the use of the search tools (as seen in the usability table) and were either met with too much information or too little. The overall usability factors were sometimes missed and so the overall experience was mixed for the users.

Recommendations

After our analysis we found that there were issues that could be fixed which would improve the website's usability. We made a list of recommendations for Rijksstudio that could help them improve their usability.

- Have more languages available for more international visitors.

3/4 of the users found problems using the language feature as it is not as versatile as it should be. The languages available are limited, and some of them are not available for the Rijksstudio page. Adding more languages to the language feature, and making sure they are applied throughout the whole website would make the Rijksstudio a more well built website.

- allow more features to be done with no account.

Most of the main tools that define the Rijksstudio require an account to be used. Users did not find needing an account convenient. The Rijksstudio should improve their tools to be used without the need for an email and the signup process.

- Have more categories and sorting options for the artworks.

The amount of artworks present in the Rijksstudio is enormous. Due to that the Rijksstudio contains categories to sort out the artworks. However, the categories present are not as efficient as they should be. To be able to find the artworks the user seeks a better sorting option should be available for the users.

- Make the studio a more noticeable feature on the museum home page
- Less overwhelming information/images/texts on the Rijksstudio page

The Rijksstudio's page was seen to be overwhelming by a user once it loaded. To make the website more accessible a better more eye friendly layout should be considered for the Rijksstudio page.

- The Rijksstudio should be mentioned on the ticket page.

The Rijksstudio is helpful to know the arts of the museum. But the Rijksstudio is not mentioned when people book tickets on the website. The participant highlighted that the Rijksstudio can be used to know more details of arts before people visit the museum and when people are visiting the museum.

- The language button should be more significant.

The language sometimes reflected back to the Netherlands after the user selected English. And the language button is not significant enough, especially in the artwork pages.

Reflection

Overall, we have completed the research project and did well without much problems in the process. Each of us took responsibilities of each part and finished on time and followed the set-up research plan. We also did well on team work, our research atmosphere is harmonious and friendly and open. We were free to express our own ideas and respect others' ideas. Our discussion was held on the campus and online meeting using Teams, and we used Google Document and Miro Board those online techniques to work together. It is nice to all of us for our schedule, especially since we live far from each other.

The value of our research is to find out the usability problems of the Rijksstudio and give suggestions to improve its usability. While the Rijksstudio is a good sample that we learn how the usability applied and showed on the website. In this research, we analyzed the usability of the Rijksstudio, and focused on learnability, accessibility and findability factors of the usability. We found the Rijksstudio does well in usability even though it has a bit of problems. It is still a good study sample. And we also research how to deal with its problems. So, our research can reflect the problems that the Rijksstudio has, and we can learn from the Rijksstudio.

Our research still has a few problems that need to be improved next time, even though we all followed and completed the study guide of this project. We meet problems with techniques like recording problems. It could be better next time that we can test before recording. While we managed to do all the work, we could have done a better timetable for our research to avoid doing too much work at once. Our interviews went well but we could have done better in our interview process and questions.

Appendix A – overview participants

Prevay - (+91 90295 96521)

Prevay is an international student from India studying international law in The Hague. Prevay was recruited by **Matteo**. I sent out a request to my housemates group chat of which she answered first. From there we scheduled a meeting and location. Due to the time and scheduling constraints we conducted the interview in the common room of the house.

Salma - (+31 6 33 42 63 93)

Salma is an international student in Leiden University studying International Relations. I contacted Salma as I knew her before starting my study, and since she is also a student living in the Hague it was convenient for the both of us. I would describe Salma as a critical person when asked to be so which also helps me in my research. - **Sa'ad**

Angelica-

Angelica is an international student in Leiden University who studies International Studies. I know angelica well therefore i felt like it would be easy to make the atmosphere feel friendly and calm. Angelic. Due to some issues related to covid Angelica had to go home to her family therefore the research was made online over call. - **Morgan**

Edith -

Edith is an international student from China studying accounting at the Hague University of applied science. I know Edith who is interested in history and likes to visit museums. Because the Rijksstudio belongs to the museum. I thought she would like to take this interview. Therefore, I invited her to have the interview. And she lives nearby The Hague University, it is convenient for both of us. She is friendly and is willing to share her ideas. -**Xiaoying**

Appendix B – research protocol

Hello, we are a group of students of UXD and we are conducting research to find the usability of Rijksstudio. This experiment is to test the usability of the website and not to test you as participants. In this test we will ask you to discover the website, then ask you to do a few tasks while you **think aloud**, and then an interview so that we can get feedback from you about the usability of the website. We Would like you to think aloud to give us your thought process while you are exploring the website. We will screen record each one of you and also record your voice. The recordings will be for us and us only to analyse the data gathered and hopefully allow us to answer our research questions. None of your information or recording will be used by anyone outside of this group's research.

Now we will invite you to explore the website for 5 minutes, please feel free to think out loud.

5 minutes

Now that the 5 minutes are over, we will give you tasks to perform, take your time doing each of them, remember it is not to test how fast you are doing it but to test the website on how easy it is for someone to find information that they seek. don't be scared to think out loud.

(While asking their feelings when doing tasks: How do you feel about it?)

- Could you go through the process of purchasing a playmobil self portrait Van Vogh from the gift shop?
- Could you look for these three pieces of art and give us information about them:
 - Still life with a guilt cup by Willem Claesz. Heda
 - Animals by bjorn

- Jan/johan Gregor van der Schardt's self portrait
- Could you download the art piece Still Life with Flowers in a Glass?

Great, now that you completed the tasks we will move into an interview, for use to gather more information.

Opening questions: How did it go? How did you feel it? Would you recommend other to use? Who would you like to recommend? Why?

first let's talk about accessibility

- Did you face any problems visiting the Rijksstudio?
- How do you feel about the interface of the Rijksstudio?
- Are the buttons understandable and clickable?
- Can you understand the information displayed on the Rijksstudio?
- Do you think the Rijksstudio clearly displays the information
- Were you easily able to interact and understand the Rijksstudio?

we would like to move on to learnability

- Were you quickly able to understand and navigate the Rijksstudio?
- Does the Rijksstudio guide you to use its services?
- How does it guide you?
- How would you assess the guidance technique if present?
- Are the tools of the Rijksstudio easy to use?
- How do you think about its collection tool?
- Do you know how to download and buy the works on the Rijksstudio?
- Was it easy for you to research the details of the works?
- Do you think you have already use the Rijksstudio proficiently?

Next will be findability

- Were you easily able to find the Rijksstudio page?
- How did you find it?
- Do you think others can find out Rijksstudio quick?
- Is the web title significant and clear to help people find it?
- Can you quickly find out what you want in the Rijksstudio?
- How do you feel when you look for the works and information in the Rijksstudio?
- Were you able to find the user tools and interactive tools efficiently?

Closing questions: From 0 to 10, 10 is very satisfied. How much would you give the Rijksstudio?

Could you suggest ways to improve the Rijksstudio?

Thank you for helping us in our research. Before you go, is there anything you would like to communicate to us?

Thank you, have a nice day.

Appendix C – pilot session

During the pilot session we had a user that already had experience using the website. Instead of being a detriment, they were able to point out some aspects that needed improvement, for example: writing the question on a separate piece of paper so that the names would be easier to name. We also had some requests to clarify some of the questions so that the user can better get directions. The pilot session lasted a bit longer than 30 minutes and really helped gain useful insights that made the interviews better.

Appendix D – transcripts

Sa'ad -

Researcher: [00:00:04] Hello, we are a group of students of UXD, and we were conducting a research to find the usability of the Rijksstudio. This experiment is to test the usability of the website and not to test you as a participant. In this test, we will ask you to discover the website, then ask you to do a few tasks while you think aloud and then an interview so that we can get feedback from you about the usability of the website. We would like you to think aloud and give us your thought process while you are exploring the website. We will screen record each one of you and also record your voices. The recording will be for us and us only to analyze the data gathered and hopefully allow us to answer our research questions. None of your information or recordings will be used by anyone outside this group research. I have three other researchers with me. And now we will invite you to explore the website for five minutes, please feel free to think about.

User: [00:01:10] Ok. Ok. There's not much to explore, to be honest. Language, English, Dutch, English. Rijkstudio. So what is it? Do you buy paintings or something?

Researcher: [00:02:41] Please feel free to think aloud.

User: [00:02:45] Ok, well, I think it's a bit confusing, to be honest. And the pictures are too like. They're nice and clear, but then they're very big in your face and stuff... Information. Then I thought now, like I tried to open the sidebar and thought you have to scroll, but apparently not. Donate today let's see. Also it feels very bland, like the colors and the font is not like the best. Also like, um, I feel like the home page keeps changing every time I come back. I don't know if I'm imagining that. I like that they put the tickets part very clearly, and the home button.

User: [00:05:13] I just think it's a lot of information like a lot of, I mean, tabs and sub tabs, things. lets see a video

Video: [00:05:51] In 15th 16th century Europe cities were growing, and so was the rich elite that could afford wealthy merchants, bankers and other citizens of the middle class. Two marvelous examples of these portraits of a couple in a domestic interior became rather fashionable at the.

Researcher: [00:06:26] Five minutes are up by the way.

User: [00:06:28] Yeah, that's fine. Just give me a second. Right now, I'm just going back to the homepage. Okay.

Researcher: [00:06:43] All right. Now that the five minutes are over, we will give you some tasks to perform. Take your time doing each one of them and remember it is not a test of how fast you are doing it, but to test the website and how easy it is for someone to find information that they seek. Also, don't be scared to think aloud. First task is could you go through the process of purchasing a Playmobil self-portrait by Van Gogh from the gift shop?

User: [00:07:14] From the gift shop.

Researcher: [00:07:22] Playmobil, Self-Portrait Van Gogh. Yeah.

User: [00:07:35] Costs five, €5, 95.

Researcher: [00:07:39] So you found that.

User: [00:07:40] Yeah, added to shopping cart. view shopping cart? Or should I stop?

Researcher: [00:07:48] No, you can stop it. All right. Could you look for these three pictures pieces of art and give us information about them? Still, life with a gilt cup by Willem Claesz. Heda.

User: [00:08:07] I can definitely go back to the normal website. I can't find it because I'm a museum shop.nl. I'm going to retype the name of the website. Ok, can you repeat what I need to do?

Researcher: [00:08:44] Can you please find three pieces of art? And give us information about them? The first one is called Still Life with a gilt cup by Willem Claesz. Heda.

User: [00:09:12] William, like IEM at the end or G G or?

Researcher: [00:09:18] Probably William

User: [00:09:22] *User Copying the name* Ok.

Researcher: [00:09:35] Can you give me some information about it.

User: [00:09:38] Guilt cup right? Information. The range of grey tonalities that William Heda could paint is astounding with the subtle poverty definitely renders the objects blah blah blah. And there's the color scheme and download image. Ok, cool.

Researcher: [00:10:00] All right, thank you. Can you give me some information about animals by Bjorn?

User: [00:10:25] It says this image is not available due to copyright or wait, and it says animals bioen requested to pay the requested page does not exist.

Researcher: [00:10:43] All right, can you give me some information about Jan/johan Gregor van der Schardt's self portrait?

User: [00:11:15] Johan? No, there's only Jan/johan Gregor van der Schardt's portrait medallion of an unknown man. Ohhh, not self-portrait, OK. What's that? His name is Johann. Okay this one 1580 White firing clay and polychrome oil paint. You don't need to buy twenty eight point fourteen to make this robust. The sculptor had to resort to all kinds of tricks with the make.

Researcher: [00:11:58] All right. Could you download the art piece still life with flowers in a glass?

User: [00:12:21] Jan Brooke. There are so many.

Researcher: [00:12:25] Any still life with flowers in a glass.

User: [00:12:30] Ok. I chose the first one. Okay, what do I have to buy it or download it? Download image? What can you do with your Rijksstudio? I have to have an account. I don't want to have an account.

Researcher: [00:12:45] All right. Thank you. All right. That's great. Now we're going to move on to an interview so that we can gather more information.

User: [00:12:56] Should I stop the screen recording?

Researcher: [00:12:57] No, you can keep the screen recording. So how did it go exploring the Rijksstudio?

User: [00:13:05] Fine. Um, I liked the way that they show everything. I'm guessing it's that they're showing it all, all the pieces they put in the museum. But I mean, I obviously enjoy the museum experience more. So I wouldn't see this as a substitute to going. Not even in videos or anything, because I like the atmosphere of museums. I feel like every time I opened a tab or like I went back to the home screen, I was kind of like shocked by the what do you call it, by the amount the pictures like popping in my face every time you scroll down. So there's a lot like I have to say, the pictures are very high quality, which is nice, and even the pictures of the paintings are very clear. What else...tickets to buy and the gift shop I didn't like that you go to a new tab and it doesn't open a new tab for you, just like if you press it and it opens in the same tab. So then if I want to go back to the Rijksmuseum, the actual website, I didn't know how to get get back there. So maybe it would be better to have like a separate button. Actually, I see it now at the bottom, but it's not very clear. Instead, opens in the same tab. What else? Languages, I don't see that many much variety, where is my language Arabic? So yeah. What else? I like how they have all their social media. Opening hours, but like the opening hours, aren't that clear, I guess you have to scroll down. What else? Yeah, I mean, it's just the pictures are really make... Like it's nice the fact that they're white. It's just kind of surprising when you scroll down and suddenly it's in your face the videos and stuff as well. And there's so many like tabs, you don't expect the website to be this big when you first open it. I mean, in general, I guess for that

reason, it's kind of useful as well, or it doesn't give you all the information at once. I think it says something your friends don't really.

Researcher: [00:15:59] Would you recommend anyone use it?

User: [00:16:01] the website?

Researcher: [00:16:02] Yeah.

Researcher: [00:16:03] Yeah, I mean, it's very professional. It doesn't look like it doesn't have any glitches. Yeah, it had one glitch actually, but it's pretty and stuff. But maybe it would be more difficult for certain users. Like I used the Search tab for everything, but if I was going to go and scroll through everything, I would have never found the art pieces. And what if I don't know the name of the piece?

Researcher: [00:16:36] All right. Let's talk about accessibility. Did you face any problems visiting the Rijksstudio?

User: [00:16:43] Yeah, because I have to log in. And I don't have an account, and I don't want to make an account.

Researcher: [00:16:52] How do you feel about the interface of the Rijksstudio?

User: [00:16:56] What does that mean?

Researcher: [00:16:57] The interface is what you see, the buttons, basically.

User: [00:17:02] I think it's very clear, like I like the colors, different colours of the buttons, it's clear what you have to pick and when you hover over it, it becomes like underlined. I mean, it's very in general, I feel like this section is much more user friendly than the... Looking for the art pieces section. And like, you know, just manually or something. But um, still, then you have to open like an account. And so.

Researcher: [00:17:33] Are the buttons understandable and shown to be clickable?

User: [00:17:37] Yeah.

Researcher: [00:17:40] Can you understand the information displayed on the right studio easily?

User: [00:17:46] Yes.

Researcher: [00:17:49] Do you think the Rijksstudio clearly displays the information?

User: [00:17:54] What information like about the pieces?

Researcher: [00:17:56] About the pieces. Anything you see anything, any kind of information you're seeking?

User: [00:18:00] Yeah.

Researcher: [00:18:06] Were you easily able to interact and understand the Rijksstudio to you?

User: [00:18:11] Hmm. Yeah, but like in the beginning I didn't understand what it was exactly. Like now I understand it's the paintings that in the Rijk museum, I think.

Researcher: [00:18:26] All right. We can move on to learnability. Were you quickly able to understand and navigate the right studio?

User: [00:18:37] Hmm. Yeah.

Researcher: [00:18:46] Does the Rijksstudio guide you to use its services?

User: [00:18:49] Guides me? No, it doesn't really tell you anything. It just tells you, create your own studio, but that's it. So if I don't create, it probably doesn't. It doesn't guide me.

Researcher: [00:19:02] How would you assess the guidance technique if present? Just an assessment.

User: [00:19:10] No guidance technique because I didn't log in.

Researcher: [00:19:16] Are the tools of the Rijksstudio easy to know and to use?

User: [00:19:21] Uh, yeah.

Researcher: [00:19:26] How do you think about its collection tool?

User: [00:19:29] No, I didn't see it where is it. Collection tool "dive deeper into the collection?" I don't know. Anyway.

Researcher: [00:19:43] Do you know how to download and buy the works on Rogue Studio?

User: [00:19:46] No, I actually didn't know you have to pay...well I realized. You have to pay like five years for something when I download it says to log in so...

Researcher: [00:20:01] Was it easy for you to research the details of the works?

User: [00:20:04] Yeah.

Researcher: [00:20:07] Do you think you have already used the right studio proficiently?

User: [00:20:13] No.

Researcher: [00:20:18] Right. We can move on to Findability. Were you easily able to find the Rijksstudio page?

User: [00:20:25] Yeah.

Researcher: [00:20:30] How did you find it?

User: [00:20:32] From the top at the top of the page?

Researcher: [00:20:38] Do you think others can find the right studio quickly?

User: [00:20:40] Yeah.

Researcher: [00:20:44] Is the Web title significant and clear to help people find it?

User: [00:20:48] Rijksstudio or Rijk museam?

Researcher: [00:20:51] Rijksstudio

User: [00:20:52] Yeah, but I didn't really get understand that it means like buying the art or something because you have the shop, the gift shop and the studio, and then I don't see what's in the gift shop. That's different. Let's see, I guess. Yeah, like items, but it's not big here.

Researcher: [00:21:15] Can you quickly find out what you want in the Rijksstudio?

User: [00:21:19] No. Because there's how many? Seven hundred and forty one thousand two hundred thirty six possibilities.

Researcher: [00:21:32] And he said you can't even find what you're looking for with the name unless you had the name?

User: [00:21:37] Yeah, definitely. Maybe, I don't know. There is some genres like Rembrandt, paintings, things like that, but still.

Researcher: [00:21:46] Were you able to find the user tools and interactive tools efficiently?

User: [00:21:55] Yeah. What are the user tools and interactive tools,

Researcher: [00:21:58] The collection tool, for example, the search.

User: [00:22:01] Not all of them. No

Researcher: [00:22:06] All right. If you had to scale the Rijksstudio from zero to 10, 10 being satisfied, how much would you rate the suit?

User: [00:22:19] Only the Rijksstudio?

Researcher: [00:22:23] Yeah

User: [00:22:23] Six.

Researcher: [00:22:28] Could you suggest ways to improve the Rijksstudio?

User: [00:22:32] Um, I don't know how, but they should make maybe less like, they should reduce the amount that's possibly displayed, like maybe every month they put out their different collection or something. So it's easier to Uh, see everything. Or put more categories because they only have like one, two, three, four or five categories or six categories that you can brainstorm at the top. And then at the bottom you have to like scroll more and it's still too much like so many, and then you don't know is it based on the name of the artist? Is it based on the genre Of the of the paint of the painting? So it's still a bit confusing.

Researcher: [00:23:27] All right. Thank you for helping us in our research before you go, is there anything you would like to communicate to us?

User: [00:23:34] No.

Researcher: [00:23:34] Alright. Thank you for your time. Have a nice day.

User: [00:23:37] Thank you.

Morgan-

Interviewer: [00:00:00] Hello. We are a group of students of UX design, and we are conducting research to find the usability of Rijksstudio. This experiment is a test of the usability of the website and not to test you as a participant in this test, you will be asked. We will ask you to discover the website, then ask you to do a few tasks while you think out loud. So we encourage you to think aloud when you are doing things. And then an interview and an interview so that we can get feedback from you about the usability of the website. We will like you to think aloud to give us your thoughts process while you are exploring the website. We will screen record each of each one of you. I mean, you, I'm sure, record you and also record your voice. The recording will be for us and us only to analyze the data gathering gathered and hopefully allow us to answer our research question. None of your information or recording will be used for any. Anyone outside will be seen or used by anyone outside this group research. Now we will invite you to explore the website for five minutes. Please, please feel free to think out loud. Hmm. Now explore it and see try to start two things for five minutes.

user: [00:01:29] Can I like I'm allowed to click

Interviewer: [00:01:32] The things, just click click, don't click home, just stay on the website. They like the studio and you can explore click things for five minutes. I will put the timer.

user: [00:01:49] Like, open the artworks and stuff

Interviewer: [00:01:52] You do, you do what you want to do for five minutes. five minutes starting. And think out loud that your thought process and stuff.

user: [00:02:08] Of the things I'm cooking right now.

Interviewer: [00:02:11] I didn't think that you're thinking just said.

user: [00:02:16] Yeah, well, it's a museum's website, and

Interviewer: [00:02:23] Just like when you discover it, you know, you say, Oh, this is pretty cool or something. It's.

user: [00:02:31] I like the layout of the website. Um and um, well, obviously going to click the things that interests me the most. Uh, there's one.

Interviewer: [00:02:48] Where is it? I lost it. You don't need to describe what you're doing just. When you're just covering just be like, oh, that looks cool. No, really. You know what I mean?

user: [00:03:01] I think so.

Interviewer: [00:03:04] Just think out loud when you're exploring it, what you're thinking about it. Sit.

user: [00:03:19] doggo cute cats. Very cool, Lion. And. I've seen a pain. I've seen a duck like this painting of this duck before. I've seen this one. It's very cool. The details of this painting are very nice. And. I like the style of the paintings.

Interviewer: [00:04:33] And. You. You can you can explore any feature that there is on the website,

user: [00:04:50] Feature or paintings,

Interviewer: [00:04:52] Anything, just the whole thing. Feature painting

[00:04:57] Or anything. Okay.

Interviewer: [00:05:01] How it works just.

user: [00:06:05] So I only like have to comment what I'm looking at.

Interviewer: [00:06:09] No, you just explore and see what you want to say.

user: [00:06:16] Mean, there's a lot of things in those websites. And. Well, there's a Playmobil thing. Of the museum. The jewelry is really nice, actually.

Interviewer: [00:07:01] Okay. Five minutes over, so. Now you can stop exploring. Now that the five minutes are over. We will give you tasks to perform, then your take your time doing each of them. Remember, it is not a test of how fast you can do it, but a test of the

website of how easy it is for someone to find information that day that they seek. Don't be scared to think out loud. Well, yeah, and also say how you feel me about it. So the first task is. Uh, could you go through the process of purchasing a Playmobil self-portrait of Van Gogh from the gift shop?

user: [00:07:51] wait, let me find it. Uh. We'll see which one.

Interviewer: [00:08:02] The Van Gogh self-portrait.

[00:08:04] Yes. I found it.

Interviewer: [00:08:10] Could you look at these three pieces of art and give us information about them? The first piece of art, I will send it to you on WhatsApp the name. It's called Still Life with a killed cop by William Kleist. Other than.

user: [00:08:38] Um, it's a painting, right, you? She. Had I go back to the home page?

Interviewer: [00:08:56] And just click the link again, the recent.

user: [00:09:02] Um, paintings. Is it a portrait or?

Interviewer: [00:09:26] It's a painting, it's a piece of art. Um.

user: [00:09:51] I think I found it, but it's in Dutch. The name is in Dutch. But yes, I found it.

Interviewer: [00:10:01] Can you describe that, can you give me some information about it?

user: [00:10:06] I'm not sure if it's that one. But there is, uh, there's two cups. Mm hmm. One is full of, I guess, water and the other one is, um. Laying on the table like it fell. And then you front, there's a lemon.

Interviewer: [00:10:29] And if

user: [00:10:30] Peeled.

Interviewer: [00:10:33] Can you give me information about it?

user: [00:10:38] Um, I could, but I don't speak Dutch because it's in Dutch.

Interviewer: [00:10:44] But you can change the language. Um, okay, how in the top there's a language next to login gave and ticket?

user: [00:10:55] Oh yeah, OK. Um, it's some oil on panel. Then there's the size. We now that I see the title in English, I don't think it's the same one. Because this one, the name is. Uh, still life with. Uh, I glided Beer Ten Card. It's not the same title you told me.

Interviewer: [00:11:32] Um.

user: [00:11:34] But I now found the the actual painting, OK? I found it. Um. It's actually the same painting, but it's just that it was like a part of the painting, the one I was looking at. Okay. And then. Well, there's a description. Um, what do I have to say again?

Interviewer: [00:12:02] Just a few one or two things of information about it.

user: [00:12:09] Um, there's great tonalities, um. Very on panel, I've said this before. Um. It's very detailed. Uh, almost looks like a picture. Mm. The. The way the painter played with the light. Looks very realistic. What else? The colors, the tones of the painting are very okay, I guess.

Interviewer: [00:13:03] I think that's that's it, can you? The next one, could you find the one I sent you with me responded, I have it. Yeah, but without the first bit. Thanks. Ok.

user: [00:13:26] So, Self-Portrait, it's.

Interviewer: [00:13:55] Hmm. Can you find yourself portraits?

user: [00:14:01] I'm trying to find it on the websites. Um.

Interviewer: [00:14:19] Mm.

user: [00:14:21] I'm taking my time

[00:14:22] To find it.

user: [00:14:34] We of White. Ok. Portraits. John, great. You can't find it.

Interviewer: [00:15:44] If you cannot find it, then we can move on to the next one.

user: [00:16:00] Wait. But. Maybe I know how to find.

[00:16:21] And. Found it. Okay.

Interviewer: [00:16:26] Can you give me a bit of information about it?

user: [00:16:29] Well, it's a sculpture.

Interviewer: [00:16:32] Like the information that says on the on the

user: [00:16:35] Internet, do I read it out loud? You want to make this small bust? It's half this life size. The sculpture had to resort to all kinds of tricks with a mirror when the Shard did not portray himself frontally, but with his head turned sideways as if to avoid looking at the viewer, the nude upper torso alludes to the sculpture from classical antiquity.

Interviewer: [00:17:06] Ok, now the next and last task is, could you go through the process of downloading a piece of art from still life flower in the glass?

user: [00:17:21] Um. Can you send me the name? Yeah. And I have to download it.

Interviewer: [00:17:47] Yeah. You go through the process of downloading it.

user: [00:17:53] Also, download I need to have um. I have to sign up. And have tweaks to the account.

Interviewer: [00:18:06] Yeah, that's fine, you just went through the process. You know how to find it good. Ok? Now that you completed the task, we will move on to the interview. Uh, four used together for us to gather more information. Uh, so how did it go?

user: [00:18:28] Um, well, just the first one, mostly the second, uh, task I was supposed to do, it took me long because I didn't realize there was a search button, so I didn't use it. So I had to go back to all the through the website and then click on like paintings and then

the author and then whether it's a self-portrait or a normal painting. So I had to do that. Um. But other than that, it went well, like if at least for the last, uh, painting was easy for me to find it because I use the search button. Okay. Yeah.

Interviewer: [00:19:21] Okay. So I'd like to talk about the accessibility of the website. No. Uh, did you face any problem visiting the website, which did you know any problems? No problem. How do you feel about the internet? The interface of it? So how it looks?

user: [00:19:47] Oh, it's very well laid out the home page. Um, there's many options whether you want to buy tickets or just see what paintings the museum has. Um, I think it's very well structured. Um, if you want to find a specific painting and you want to know whether the painting is in the museum or not is really easy to do that as well. Um. Yeah, as I said, the layout and the structure of the website is very well made. Um, and easy to understand. You just need to. I guess, no, the website better in order to. Be faster when looking for things. The.

Interviewer: [00:20:40] Ok. Or the buttons understandable and clickable.

user: [00:20:46] Well, um, understandable, yes, because most of them are labeled. Clickable. Yes.

Interviewer: [00:20:55] Did you find any any of them that wasn't very clear as to what they did?

user: [00:21:04] Oh, not really. Most of them are labeled. And then the only buttons that are not labeled are, well, the three lines, which it's the options, but everyone knows that. And then there's the. I don't know how you call it, where is the research button? Okay. And for the rest, know everything has a um, name, so no, it's it's really easy.

Interviewer: [00:21:35] Ok. Can you? Did you understand the information that the website displayed easily?

user: [00:21:44] Uh, you mean the information of like the website in general or.

Interviewer: [00:21:50] Yet the information that it gives you. Do you understand? Can you understand the information displayed on the website?

user: [00:22:01] Yes. It's not written in a difficult, uh, like with difficult terms, it's understandable. Um, anyone can understand it, and then also the fact that they have many languages. Oh, I'm not sure it's not true. They have. Well, they have some other languages, I don't know. But not many, but still it's helpful like it's easy to understand.

Interviewer: [00:22:34] Ok. Do you think that Rex Trujillo clearly displays the information?

user: [00:22:43] Yes. Now, compared to other websites, yes.

Interviewer: [00:22:50] Capa, would you say it's an easy thing to find like to differentiate the one information from another is an easy one.

user: [00:23:01] What what information like? I don't know the description of the.

Interviewer: [00:23:05] Yeah, for example, the description of the paintings, paintings or when you enter the shop, maybe. When you do different things. Yeah.

user: [00:23:22] Uh, well, the descriptions, they're all laid out the same way. Um, so they're similar, but they say different things.

Interviewer: [00:23:34] Okay. Is it a clear like display play is a clearly written.

user: [00:23:39] Yeah, it's clear and concise and short, gives you enough information and enough things you're supposed to know about the painting. Not very detailed. But there's an option that you can click and you can read more details about it.

Interviewer: [00:23:59] Think where you easily able to interact and understand the risks to you.

user: [00:24:08] Uh, yes. Uh, easy to interact. Uh, because as I said before, um, every and most of the things are labeled, so if you don't know where to go or don't understand, um, where to click, there's always it's always written. Um, and then it's easy to use. Um, I guess also fast if you know how the uh website is structured, but even if you don't know. Um, can be pretty easy.

Interviewer: [00:24:52] Yeah. Thank. So we would like to move on to the learning ability of the website where you quickly able to understand and navigate in studio.

user: [00:25:10] Easy to navigate, yes. Understand. As I said before, yes. Um. Easy to navigate, because the. Well, I said this before, like everything is labeled, so if you don't know where to click, there's always written and then. What is?

Interviewer: [00:25:39] Was it easy to understand what you were looking at when going through it?

user: [00:25:44] Yeah, it was easy. Um, for example, if you're looking for a painting, they give you first of the image of the painting, then the name and then the more details. Uh, so you have a clear, I guess, understanding. So, yeah, it's really not difficult to use this website.

Interviewer: [00:26:09] Does Rick to give you give you the use it serves?

user: [00:26:15] Yes, definitely. Um, if I want to buy something from the shop, I know what the shop provides. If I know what paintings the museum has, if I want to know more details, I'm able to do that. Then there's more options. It's very. Complete, I guess.

Interviewer: [00:26:41] If it does, Rex, to guide you to use its services.

user: [00:26:49] What do you mean

Interviewer: [00:26:51] It does it guide you to use the shop or to use to open a certain feature that's on the website?

user: [00:27:00] It doesn't explicitly tell me how to use it or how to get there. You kind of have to figure it out yourself. Um, but it's still easy to go. Where you want to go in the website. Um, but no, it doesn't really explain how to do this, you have to click this and that. But it's still doable. Like, you still understand and know where to click.

Interviewer: [00:27:28] And these are the tools given by Rex to Joe easy to use.

user: [00:27:35] Yes, very easy. Um, the the options button has many things. Then also, if you're looking for a specific painting or any other thing that the museum. Present. There's the search button, which is way faster than to just go through the website. Um, you can

do many things through the website. You can buy tickets. Download the image of the paintings or sculptures.

Interviewer: [00:28:15] Yeah. Yeah. What do you think about the collection tool?

user: [00:28:27] The collection tool.

Interviewer: [00:28:30] Yes.

user: [00:28:31] What is the connection to?

Interviewer: [00:28:34] Is the procedure allows you to view collections of paintings

user: [00:28:45] From the same author? I mean, author, artist.

Interviewer: [00:28:51] From I'm not sure if it's from the same authorities, but they make collections of paintings.

user: [00:28:59] Hmm. Okay, I see.

Interviewer: [00:29:02] Have you found the feature? Mm! Did you know the feature was there? No. Oh.

user: [00:29:14] It's well, it's helpful, has different sets of. Either paintings or sculptures can be from the same, uh, artist. Um. Um, yes, I guess it can be helpful if someone is trying to find information about that collection or wants to visit, um. That collection, I guess, may.

Interviewer: [00:29:52] Do you know how to buy and download works from Rock Studio?

user: [00:29:58] By, I don't know. Uh, download, yes. Ok.

[00:30:08] Was it easy for you to research the details of the work?

[00:30:16] Um, well, yes, it was easy to find the details of the work, you mean? Mm. Yeah, it's easy. Um, it's literally one of the first things you see when you click on the painting you're interested in.

[00:30:34] And it was it easy to find the ones that were said in the task. Uh.

[00:30:41] Yes. But the thing is, I didn't know, um, there were some features in the website that I could use and could help me to find, um, what I was supposed to look for in a faster way. Um, I only understood that in the last painting, I guess. But overall, yes, it's easy to find what you're looking for.

[00:31:12] Ok. Um. Do you think you have already used drugs to your proficiently?

[00:31:22] No, proficiently, no. It's the first time I open it. Um, so. Not really.

[00:31:34] Thank you. Now I'd like to move on to the fine, the ability of the website. Where was it? Where you easily able to find access to your page?

[00:31:49] Um. Well, I was sent the link to the website. Oh, so it was easy for me to just click on the link.

[00:32:02] Mm hmm. How did you find it? Oh, no. Is it the Web site? The Web is the Web title significant and clear to help people find out, find find it.

[00:32:26] Well, the title is self-explanatory. I can understand it's about Rijksmuseum. And by just looking at the link, I could already tell that it was the website of the museum.

[00:32:42] Mm hmm. Can you quickly find out what you want in the in Iraq's future?

[00:32:51] Hmm. Quickly, yes, you can, if you know how to use the search button, yes.

[00:33:00] How did you feel when you looked for the works of an information in you?

[00:33:06] Hmm. At first. Um, I felt a bit lost. Um, but then it got better as I got used to using the website and knowing the structure and where to find information. Um. But I would say it was just a bit hard at the beginning, but once you know how the website works and the structure, it's easy.

[00:33:41] Mm hmm. Were you able to find the user tools and interact interactive tools efficiently?

[00:33:51] Yes and no. Some of them, yes, but some others that. I personally find more useful than others wasn't so easy to find also, because the colour of the um, the I guess, tools. Um, I'm very similar to the color of, uh, some backgrounds of some paintings or sculptures, so it's very easy to confuse, uh, to not see them. Basically.

[00:34:30] Ok. Would you recommend this website to others?

[00:34:38] Um, if they're trying to find a painting and they're willing to visit the museum, yes. But also if, for example, someone's doing a research for a painting on the website, um of the museum, you can find very detailed descriptions that can definitely help. Um. I would recommend it to someone that likes art, obviously. And. Yeah, I in general, I would recommend the website.

[00:35:18] Cause you said you would recommend it to someone who likes art. Is there anyone else you would recommend it to?

[00:35:26] Hmm. Someone who likes history. And is interested in knowing maybe, um, to a deeper knowledge of, I guess, the artist or the sculpture. Uh, or someone who likes visiting museums.

[00:35:49] Thank. Ok, so from zero to 10, 10 being very satisfied. How much would you give Rex to your?

[00:36:03] Over a good nine.

[00:36:05] Good night, could you suggest a way they could improve oxygen? Um.

[00:36:16] Um, no, honestly, it's very good. Um, it's very well structured. Maybe, um, some options should like. Uh, be more. Visible. But other than that. It's perfect.

[00:36:41] Ok, well, thank you for helping us in our research. Before you go, is there anything you would like to communicate to us about this website or the whole research? Um, no. Okay, well, thank you and have a nice day.

Matteo 0:01

The audio recordings and I have to say everything officially. So hello, we're a group of students view exe and we're conducting research to find the usability of the rich studio. This experiment is to assess the usability of the website and not to test you as a participant. In this test, we will ask you to discover the website that asks you to do a few tasks while saying your feelings and thoughts about the what you're currently doing. And then I will interview you so we can get fees feedback on the usability of the website we would like you to think aloud so just saying your current thoughts and what you're doing and your ideas anything that comes to mind and give us your thought process while you're exploring the website. Okay, so we will screen record that's already sit up and record your voice recording will be for us only and it will be to analyze just the data and how you interact with the website none of the information recorded will be used outside of the research group and the professor and now you can you have five minutes to explore the website however you want just click on whatever you want as long as it's within the website so

Prevy 1:28

if the hamburger menu which kind of goes and will be worth everything on this website or visit what on but what was on Okay, the exhibitions that are currently happening Okay, that's nice. I can choose what I like which is also good. Okay, then explore the collection stories okay, what's different from what's on stories and write story was a little confusing. Okay, the study off that's what it means story off racks museum that likes to do explore the collection. Shouldn't that be kind of similar to Okay. Ah, okay. So it's like an in depth of each piece. Or at least that's what it seems like. Operation matters group after stories. Go back to home. Okay, I'm still a little confused about what's the difference in what like what's on and explore the collection maybe they could have been put in together so it's easy for me to just see what's on and at the same time I can explore what's on as opposed to you know have it in different tabs because then I might like something and I want to book and I don't think I can do that. Okay yeah, so a little confusing this part in display what are studies what else do is shop the collection I like the fact that you can go to shop from wherever that's nice research okay, this is just the kind of research that they do as a museum I guess which is nice. There's a fellowship program that it mentions maybe that could go in Korea. Like a cardio tab it's always nice to have that in case I am looking at this from a carrier perspective stories is misleading the name it doesn't. The tab in itself doesn't tell you what it is. I have to open it to find what it is which makes me want to not look at it because I just have to open it. Okay, there is a careers tab at the bottom of every page. That's good. That is helpful. This language right on the top which is super helpful because I feel like most websites you have to remember to look to change language. So this is really nice. Um just click on a name it takes me go to I think that's what who can access what friends families groups.

Yeah, okay. That's nice. Support the exhibition. Okay, that's good. Remember Me exhibit exhibition? Okay, this is like a mood board of everything kind of thing.

Good for the first page, but it doesn't see my structure to me. Maybe if it was just a panel on the top that would be good with everything else in the hamburger menu maybe below that would be good visit is okay because I've been to the website of moko before I find that a lot more user friendly then I find this because I feel like I can just be on the same page and find everything in the Mako website as opposed to this although this does have it, it's not easy because to read because they're very small, it's a lot of pictures and as text on photographs that in my opinion is making it difficult to just look at the photograph and see what it is because they all just look like artwork and that's confusing practical information is at the bottom of the first page maybe it should be on the top because it's practical information maybe next to language or something also in visit so it's not like it's there on the first page in itself so I have to go to visit to find practical information which is probably I don't know what what right Studios did you want me to check on it?

You can check this as well. Okay, this is part of create your own like studios or track studio. Okay. Now index studio. What happened when I log in? Because that's pretty simple. But I'm not sure what you have an account ready if he wants to know but I mean, maybe if there could be something that to me what he likes to do is if I want to create a account I should know what I'm creating it for if I'm not so sure it would motivate me to create an account but if I know that if it had a small write up under this maybe say that you can create your own like studio which will lead you to x y Zed I'd probably just be like it's one click to Facebook it's really not much so yeah, it wouldn't be motivate me if I just knew what it is but now that I don't even know what it is I'm not motivated to do even that one click now in likes to do and says but things but yeah,

Matteo 7:31

yeah. Okay. So five minutes or upgrade and move on to the next part, which is the test I wrote them down

Prev 7:41

okay

Matteo 7:48

so now that the five minutes are over, we will give you a task to perform. Take your time to each of them. Remember it's not a test of how fast you're doing it but it tested the website okay, and if you can't find something don't worry about it but we still want you to try as much as you can. Okay, and continue to just say out loud what you wait how you feel what you think about it. So yeah.

Prev 8:17

So the first task is could you go through the process of purchasing a Playmobil self portrait Van Gogh in the gift shop so I will just give shop and probably blame being one go search bar chain and I can just add it in shop so that's pretty easy if I know what I want to get I go back to home from your door. No thanks the cookie shop but how do I go back to home I have to keep going back. Okay, could you look for these three pieces of art and give me information about them. Still Life with the gilt Cup by William glasses Okay, I will just use the search for this still live with the guilt I'm not going to put the whole thing okay maybe if I just go got the guilt I think but think this one Yeah, it's not much known about that's the information I will give you I'm just gonna read it not much no do you want me to read it?

No yeah and yes I think if I put in the whole thing then I would have got it more easily. I was just being lazy. I'm animals by be drawn maybe if I just go in artists it'll be easier in b b j I'm just being lazy mean they're purposely like not too straightforward.

Prev 11:00

Yeah Is it that a b or b

Biggio? Talks about six animals and what we want maybe to set okay this part of the website confusing to me 1500 results and not doing any for toys maybe they don't have this anymore. I know is that it is

but does not exist yeah

there's something else and it was before this one I think it's this which is different bodies of animals by Abidjan I think coatings are synonymous I don't think I can find this. These are sets of modern that I can see on the top and there's something called animals out here in the sets which is taking me to this and I'm not sure who he is so I can make my sense
okay Seth portait of this guy that go fan do sharks oh not even typing them when there's a medallion self portrait. You're gonna go is that his name one?

Unknown Speaker 13:43

Oh, yeah, I think yes.

Prevy 13:45

Yeah, no, that's okay. So I think it's this one. Yeah, that was not that difficult to find. Self Portrait. Got the info? Oh, yeah. But it does say this. I mean, does he Yeah, and that's just a bit confusing because it's two names. Oh, nine Megan could you download the art piece to life with flowers in a class? Glasser in a way is

Unknown Speaker 14:38

so close to us.

Prevy 14:44

Still alive, not a set right. Advanced Search This is all in Dutch so I don't understand that yeah, I'm not sure had locked it all still life out you know no flowers in Glasgow This is shared, I can share it. Okay. Download this and get creative Yeah, I mean, if I

Unknown Speaker 15:49

go ahead and do as if you're at an account

Prevy 15:59

yeah it's pretty. Yes.

Matteo 16:07

Okay. Okay. Perfect. You completed all the tests will move on to an interview. Okay, just to gather some more information. Yep.

So just how did it go? In general? Like, how do you feel about completing the test?

Prevy 16:27

For somebody who is completely unfamiliar with art? I would say it was a little confusing. I wouldn't say it was. I mean, of course, the basic things like visit functions, X, Y, Zed, like corsage or whatever, I use my common sense to do it, which is good. But otherwise, maybe it was a little difficult to search if I was looking for a specific art piece, and I think patrons of Van Gogh maybe if he like, if I put it in, probably you'll give me it gave me like, over 1000 searches, which is very, very frustrating. As somebody who's unaware to look at it, you're overwhelmed the minute you see 1000s of searches, and you're like, oh, no, I'm not even looking at it. So maybe if it could give you a filter right below that, where you can do sculptures or paintings or something like that, it would have been easier, or like still like, and you know, like, and then sub filters within it like me something like on an e commerce website, on the side, you have various filters that you can use. So even if I'm new to it, I know that okay, still live portraits are different kinds of paintings. And then obviously, artwork in the museum has things like sculptures and paintings, that's a broader subset. So maybe that would be nice to have. And if it was already there, it was not easy enough for me to figure that out. So I didn't even think of that.

Matteo 17:54

Okay, yeah. How did you feel about the interface?

Prevy 17:59

It's come, it's quite comfortable. But I feel like, because it's got artwork everywhere. I mean, you're talking about the UI, the user experience of using

Matteo 18:11

No, just the interface, just like all the interface elements,

Prevy 18:15

okay, like these things like navigating it. I think it would have been easier. I mean, I feel like there are so many options. There's visit the stories, there's like study, I still don't know what to extrude. Exactly, yes. But obviously for someone who knows, it would make more sense. This gift shop language when I just open it. And then if I scroll below, there are paintings, I think the main

most famous ones, I'm assuming. And I didn't sign language. But if I open the hamburger menu, there's so much. And I'm still confused about what's the difference in what's on and I think likes to do explore the collection. Now it makes sense to me after using the website a little bit is probably that studio thing that I don't understand. It's basically the same thing. And what's on kind of is what it is, and not what I was confusing it earlier to be but the fact that I could just look at the ham burger menu and not understand was like, Okay, there's too much information. I can't figure it out.

Matteo 19:24

Did you have any issues with accessibility?

Prevy 19:30

And I'm not sure what you're

Matteo 19:31

reading text or languages or anything?

Prevy 19:35

No, I like the fact that the language is right on the top. And that's super easy, because our face that on the lot of websites, but I'm just looking about how do I change to English from Dutch? Where do I search what? Maybe there will be a flag option because it's an English I can read language. But if it was, let's say in Chinese, I wouldn't understand what that is. So if there was a flag next to it, it would have been easier for somebody who does not recognize the language to change the language of the one They want apart from that, it's fine but I feel like because it's very and like reasonably so it's very video and text and image heavy the they could probably be like a shadow or like a sort of something to just differentiate the text which is otherwise very small on it. So if let's say this was mainly a white thing it would probably be difficult to read maybe if I'm looking at the website on my mobile or on my laptop in a sunny place it would be very difficult for me to go through this as opposed to sitting you know, you know, shaded please right now.

Matteo 20:39

Yeah were you able to quickly navigate through the website

Prevy 20:47

now that I understand it? Yes. But mostly if I was just always adore looking at it and not putting in so much time maybe not? Like yeah

Matteo 20:59

do you think the website guides you enough? Or is it just does it

Prevy 21:05

No, it does guide you enough because I feel like if I go to a rack studio and I want to buy something that's in the studio it gave me the buy option which kind of automatically takes me to shop which is good and if I go to visit and I'm looking down Welcome back highlights what's on let's say are going to watch on and then this has the guided tours apps this is good like pick a date pick it up like let's say they would remember me Is there some option to purchase things related to this maybe the shop has some stuff related to remember me it's gift shop it would be nice if they could just put like shop remember me and that would directly take me there would be good because it's possible that I want to look at the artwork and then see if I want to purchase something or like they will pre shop option before going to the museum maybe

Unknown Speaker 22:09

okay

Matteo 22:12

what do you think about the right Studio Tools collection tools?

Prevy 22:19

See, I didn't understand I didn't understand like studio too much. Think it's a little difficult to go back to home every night because if I could, like give to click on racks museum on the inside side and not if I click it out here, it takes me back to where I was. So that's a little frustrating. If there was just a home tab it would be easier. The right studio collection tools now and right studio prints okay. Is this supposed to be prints off different things? I assume this is everything related to this guy Yen will in European men self portrait but other also prints of this. It's a little

confusing. There will be dive deeper is what stories takes me back shop the collection is going to the gift shop. Winston mango. Okay, this is maybe it will it should have just been like, artist wise or something. I'm not too sure. It's not clear. It's leaving me quite confused that what this this likes to do is

Matteo 23:32

what do you think about finding the specific information on a piece? Like how was that? Um,

Prev 23:40

I'd say because of my lack of knowledge, I found a little difficult, but it was not that difficult. Otherwise, okay. Yeah, I don't think it was that difficult. It could have been done rather easily. If I just put in the exact terms that I was asked to look, then I would have found it but I was being lazy. So I had to go back and forth. Okay. But maybe that's also a thing. Like, it's completely possible as a user, I don't remember the entire name. And I'm like, I can't remember it was something like this. And then I have to find it could be really difficult because the search results was so heavy that it kind of intimidated me to even go through them. Yeah, yeah. But if the search results kind of had a filter on the side that said, painting this sculpture X, Y Zed on the side and after painting further options of let's say still life portrayed nature, something it would be easier for me as a user to find what I wanted without knowing the exact search terms. Because that is something that happens more often than not. Okay.

Matteo 24:46

How, how efficient Do you think the tools are for finding things like,

Prev 24:52

I think there's a lot of scope for improvement in the search tools. Okay. I'm just gonna see if Yeah, it just says put in everything, you can just sort something. But if I don't know what it is, then I have to go to advance or in advance. So it had so many things. I didn't make any sense out of it, which is a problem.

Matteo 25:13

Okay. Now on a scale from one to 10, how satisfied are you with the experience of the website? One to 10? Yeah. Six, six. Okay. Is there a reason you chose six? Like,

Prev 25:32

yeah, I mean, I didn't think of it like, like, oh six. But I don't want to give a 10, obviously, or a nine, because it was difficult for me to use. Otherwise, I would have considered getting a seven or an eight. But the only reason I didn't is because I wouldn't say it was a positive experience. Like, I would just be like, Oh, my God, I have to open the website and figure it out. I would have to allot time to figure it out, unless I know exactly what I want to do. But before going to the museum, I want to see if I want like, for example, I do have a museum guard. And I can just go to the museum. So we just go to likes Museum. But if I didn't have to purchase a ticket to go and see what's there, I think I'd be left thinking I can only compare it to, let's say Morocco, because I've seen the Morocco website. And I was quite tempted about going to Morocco simply by looking at the website because of the way they had put things so easily where I'm like, okay, they've got certain experiences, which are like, artsy things. And then they bought stuff like Banksy, which are the artists based things. And then they also got these gardens. So it kind of in my head looking at the website, and the first shot gave me a glance of everything I can do out there and I can see out there without really knowing exactly what it is. Out here. It's very piece specific, I guess. Yeah. Okay. This leads me guessing with nothing.

Matteo 26:52

Yeah. I mean, you already suggested things that could be improved. Is there anything else you think? I think you covered things. Okay, well, thank you very much. Is there anything about the interview or anything else? No, no. Okay. And thank

Prev 27:15

And thank you for having me.

15-12-2021 RD Interview Recording - Xiaoying

(Participant: Edith; Interviewer: Xiaoying Zhang)

【Introduction】

I: "Hello. We are a group of students of user experience design, and we are decoding research to find the usability of Rijksstudio. This experiment is to test the usability of the website and not to test you as participants. In this test we will ask you to discover the website, then ask you to do a few tasks while you think aloud,, and then an interview so that we can get feedback from you about the usability of the website. We Would like you to think aloud to give us your thought process while you are exploring the website. We will screen record each one of you and also record your voice. The recordings will be for us and us only to analyse the data gathered and hopefully allow us to answer our research questions. None of your information or recording will be used by anyone outside of this group's research. Now we will invite you to explore the website for 5 minutes, please feel free to think out loud."

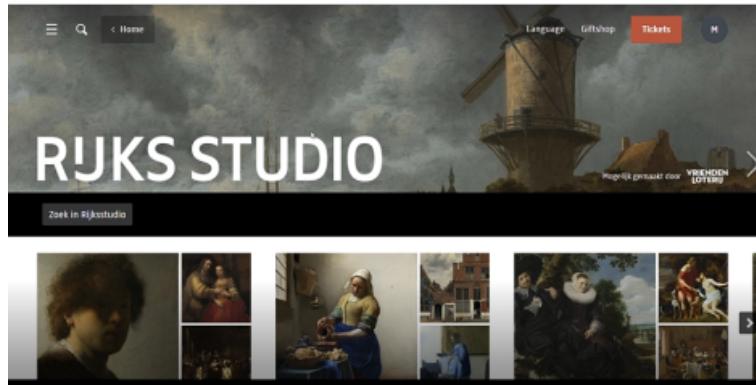
【Freely Discovery Section】

02:08 (To Start the 5 minutes discover the website)

I: "you can freely discover this website. You can find the Rijksstudio. You have 5 minute to find out to freely discover."

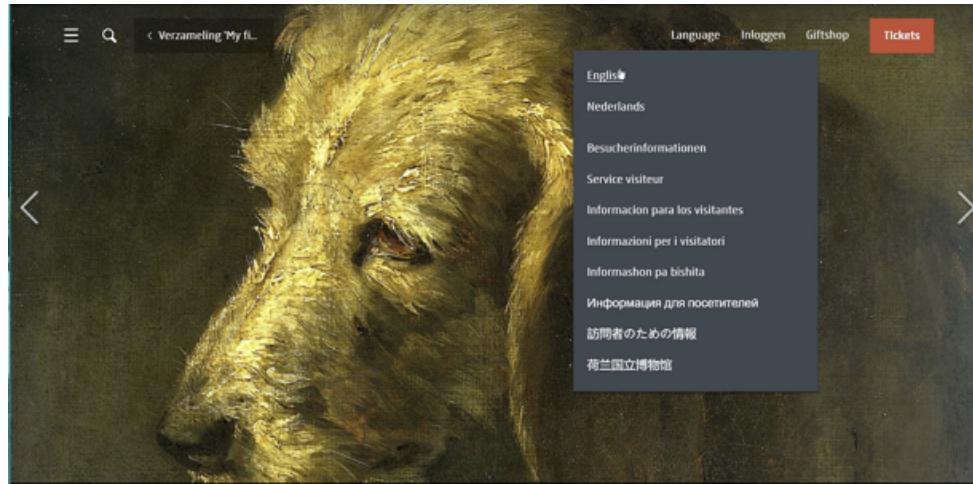
03:09 (The participant felt confused what is the goal for discovering the website. So I explain to the participant)

I: "You can, you seek and find out what you want. You can look at what you want. Whatever, they have a lot of service and tool you can use."



03:57 (The participant was looking with the Netherlands, I suggested the participant change the language to English that it would be convenient for our research..)

I: "You can go the English, change the language. If you can, they have a tool, you have choose.you can choose English in the top."(Problem:The participant did not find out the language button, and needed tips.)



(The participant changed the language.)

04:08 (The participant was watching the details of a art.)

I:"You can understand what is the meaning.You read this photo, right!"

04:57

Participant:"So we can see the details."

I:"You can open it."

05:04

Participant:"Actually last week I just visit this museum so yeah. So nice.

I:"You can find something in here that you visit something you like. You can add to the collectors."

05:25

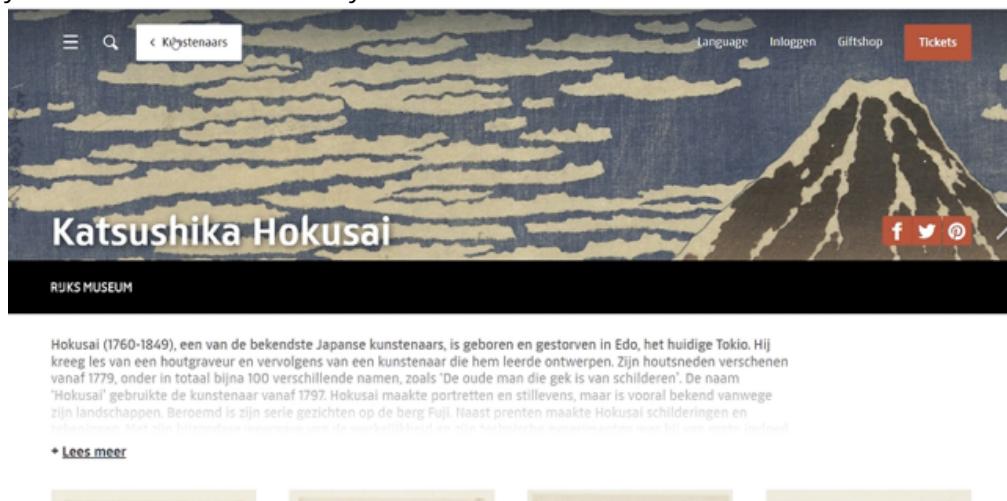
Participant:"I didn't saw this picture of the museum, maybe the 3 day ago."

(Her voice was too light that the communication did not recorded.:The participant told her confusion that she found out some works that she didn't see in the museum.)

05:34

I: "I think they just all of them they has been in this museum, some of them still in the museum right now you can visit, but some of them they just have been there, but not right now. So, yeah,

you can find out more than you visited in the museum."



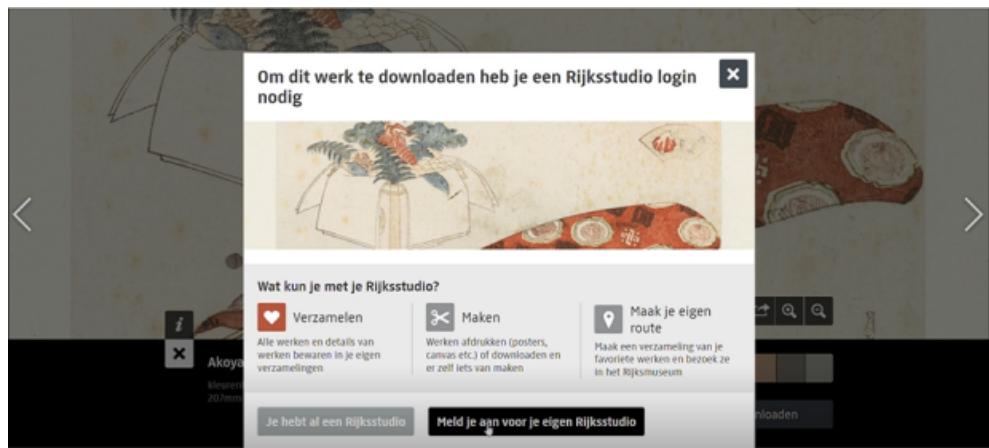
(The participant was reading a Japanese art on the web.)

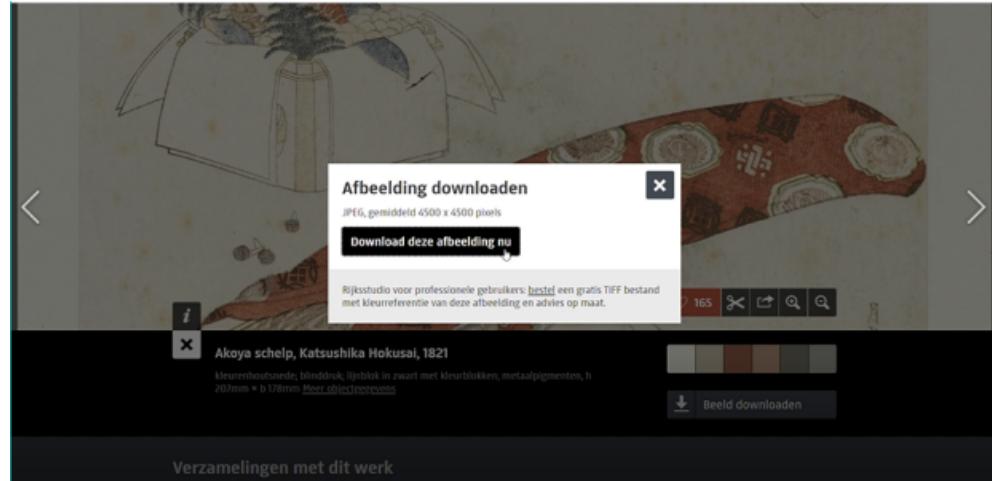
06:11 (I suggest the participant to look for more details of the art and to use the interactive services of the studio.)

I: "You can open it actually, and they also have a tool to help you to look at the detail and download. You can find the tool, the tool...(The participant is looking for...)you can just try.

Participant: Download?

(The Rijksstudio was asking the participant to create an account but its language was showing the Netherlands.)





(The participant was creating an account and downloaded an art.)

(Problem: Before the participant selected the page language is English. While The Rijkstudio page reflected/showed back to the Netherlands language.)

I: "Wherever you want." (The page was showing with the Netherlands, the participant confused she does not understand the Netherlands.)" Maybe you should change your language.(I translated the Netherlands to English for the participant.) For this one's means you can create account with your email.

【Task Section】

07:47

I: "Right now does actually 5 minutes are over. We will give you test to perform, take your time doing each of them. Remember, is not to test how fast you are doing it, but to test the website on how easy is for someone to find information that they seek? Don't be scared to think out loud."

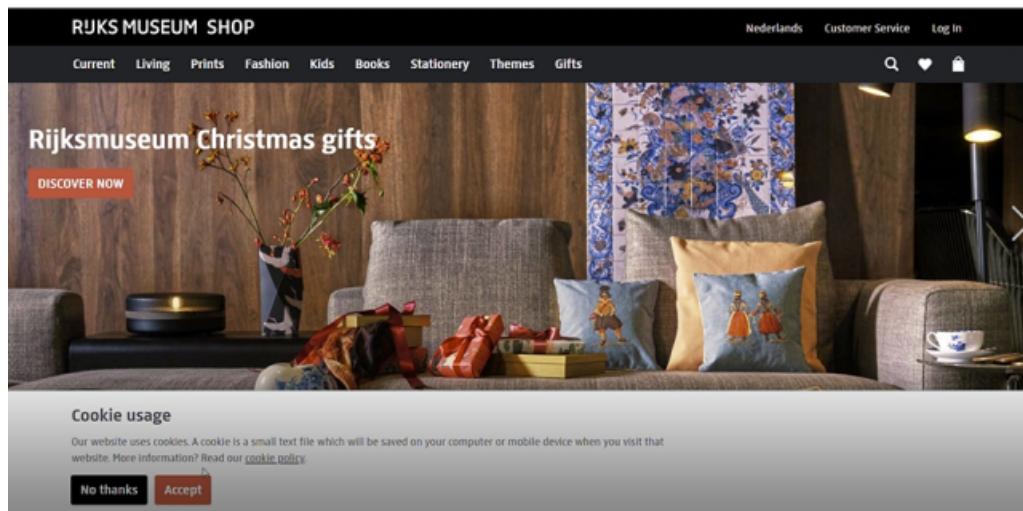
08:16

(TASK 1) (I asked the participant to try to purchase a portrait of Van Gogh art, but in the end she tried to purchased another one she likes.) (The main object for this task is to test how do the user purchase on the Rijksstudio, actually it is no matter which art do they purchase. The Van Gogh art did not show in the page so I changed the task a bit.)

I:"Could you go through the process of purchasing a playmobil self portrait Van Gogh from the gift shop?"

08:29

Participant:"In the gift shop?"

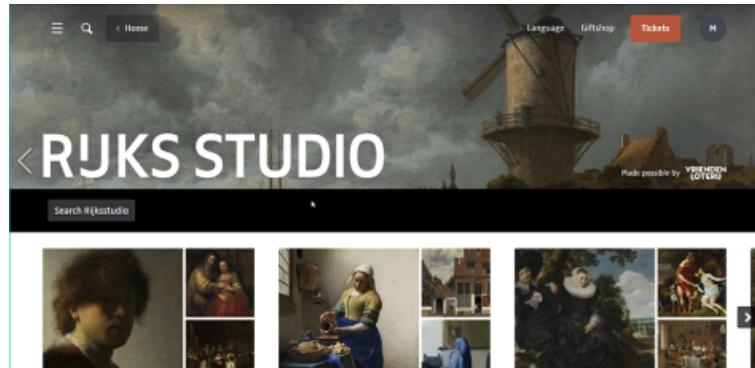


(The participant was looking for the Van Gogh art in the gift shop.)

08:30

I: "Yes. You can buy something. Whenever you also can buy this one, if you like, you can try to buy it, not really going to buy it. Yeah, like here you can see."

(I guided the participant to find out Van Vogh arts.) I: "You can find out right now as you can go out, go to the beginning of yours..."



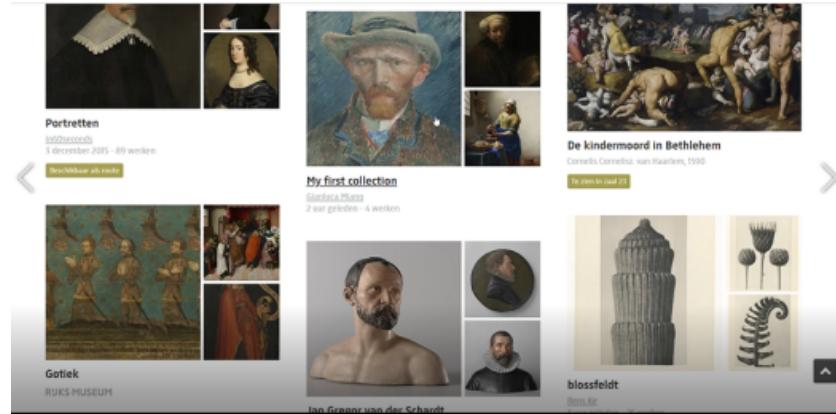
(The web page went back to the studio.)

09:27

Participant: "In the studio? in the gift shop?"

09:33

I: "Yeah, in the studio."



I: "Then you can find out the Van Gogh works. Van Gogh work is in below here. You can see maybe."

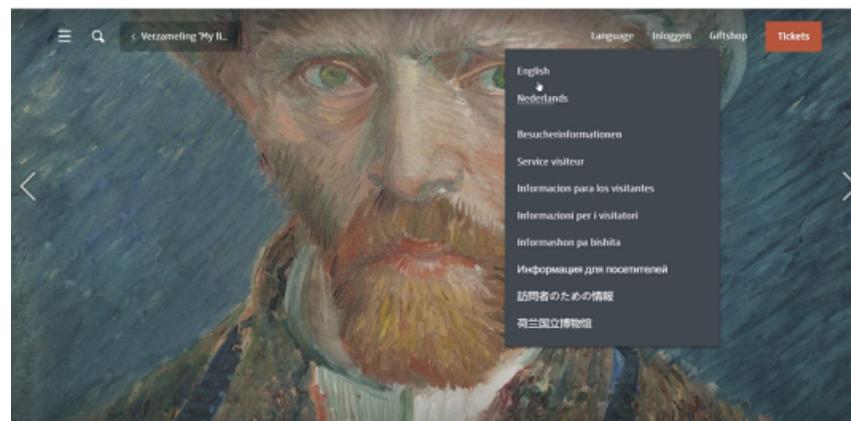
(The participant found out the Van Gogh art but she liked another art.)

Participant: "I really like this picture."

09:49

I:"You can try to buy it. Yeah. Then you can try to buy it. You may know."

10:00 Participant:"May I change language?"



(The Participant was changing the language again.)

10:03 I: "Yeah, language is not here, is In the top.

I: "You can go..." Participant: "go back?"

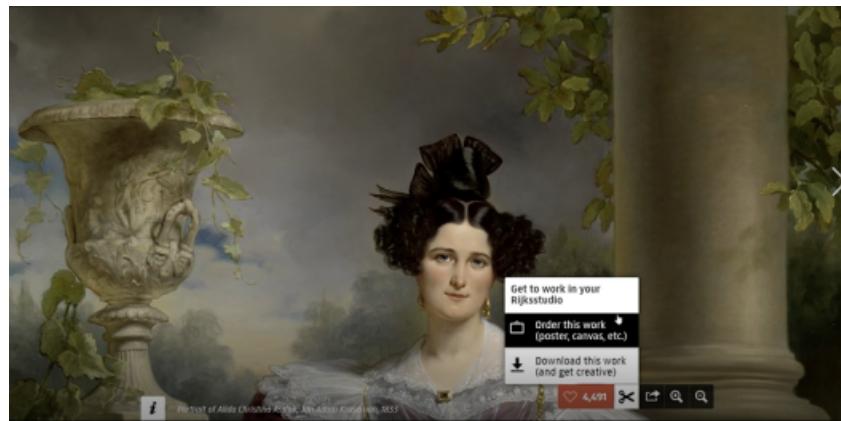
10:15

I: "Change the language. Do you think... how do you feel? Is it difficult to buy something? You can go to the. You can try to how to buy it.

(The participant was trying to purchase on the Rijksstudio.) (Firstly, she went to the gift shop but she did not see the Van Gogh arts. So She went back to the Rijksstudio, and the participant found out the another art and she wanted to purchase.)

11:37

I: "The purchase, you can make purchase?"



(The participant has ready find out the purchase service of the arts)

Participant: "Oh. Can not." (The participant was selecting the form.)

I: "In here. Poster, maybe yeah then. You can select you actually, this means you need to select a poster first then you select a format for you can select a portrait format. And you can buy it on this website. How do you feel this tool? This service that is it to you? Or you think it's quite

annoying?"

(The participant finished the task- to purchase a portrait of a art.)

12:15

Participant: "I think it's okay, because I didn't see the, because last week I visited here, and I really like this picture, but I didn't find anything about this picture. So I just buy something about Operation Night."

12:32

I: "Nice. It's happy to hear you have been visit. And just in the last week, it's very useful to research, your usability, your user experience. Actually, you don't need to buy it, just try to buy it and feel is it good or not."

Participant: "It is good, it is good."

13:03 (Test 2)

I: "And now we go to the next test. Could you look for this 3 piece of arts and give us information about them? We will show you still life with."

13:18(The participant complained the price of the portrait is too expensive.)

Participant: "It's too expensive. It is good but it is expensive."

I: "Yep, 15 euros."

13:29

Participant: "Just a poster? ! 15 euros? I can't understand."

I: "You won't order this one right? But the price is not up to the website, up to the museum."

13:45

Participant: "You can buy something cheaper than this on the museum because last week I bought a lot of these."

I: "How much for them?"

13:58

Participant: "For some picture only cost 2, 2, 3 euros."

14:09

Participant: "but because it's made by ourselves, that's why it is so expensive."

14:17 (Going to the second test)

I: "And it will, maybe we deliver to you, and also you can create collection. Then you can see this whenever wherever, now you look at this piece, 3 piece of art and give us information about them.(The participant did not see them in the page, so I ask her to look at another art.) Now you

can freely to find something as you can find them. Or you can just go out, maybe which one you like."

15:14

Participant: "I'll choose one."

15:14

I:"You choose one, then look at the information, look at and go out to give us information about that."

15:36

Participant: "Van Gogh."

I:"You like Van Gogh ?"

Participant:"Yeah, That's why I come to the Netherland."

15:49

I:"Nice And now you can give us information about these work. This art."



16:00 (The participant was looking at the details of the art.)

Participant :"I think we can see more details years in this web. We cannot see the details on the museum. In the museum is very small picture.And..."(The participant was looking at the relative arts.)

16:22

I: "And you can find out another related art.

16:28

Participant: "I think it's help us to know this museum before we visit there. So I think this one is necessary."

16:44

I: "And can see the information." Participant: " Yeah." I: "then you can give us information about this art." Participant: "Yes."

16:58

Participant: "You know, this museum is so big, so it help us save time. We can have a list to what we want to visit. One by one, just."

17:15

I: "That's so nice."

17:18

Participant: "I think it's nice. You know, If we want to visit this museum, we should go there twice time 3 times."

17:28

I: "Could you download this art?"

Participant: "Yep."

I: "You can try to download it." (The participant was trying to download the art.) " If you cannot download this ?"

Participant: " Just to share." (The art is not allow to download, so we try another arts.)

18:19

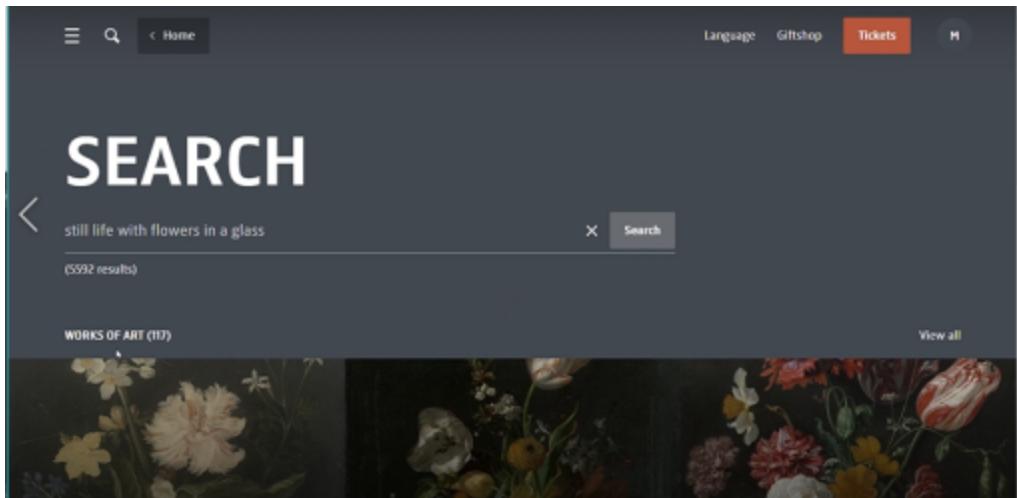
I: "If this art you can not download this, you can try to download the art that called still life with flower in a glass. Maybe this one they are not allowed to download." (Task 3: you download the art piece Still Life with Flowers in a Glass?)

Participant: "Could you repeat to me?"

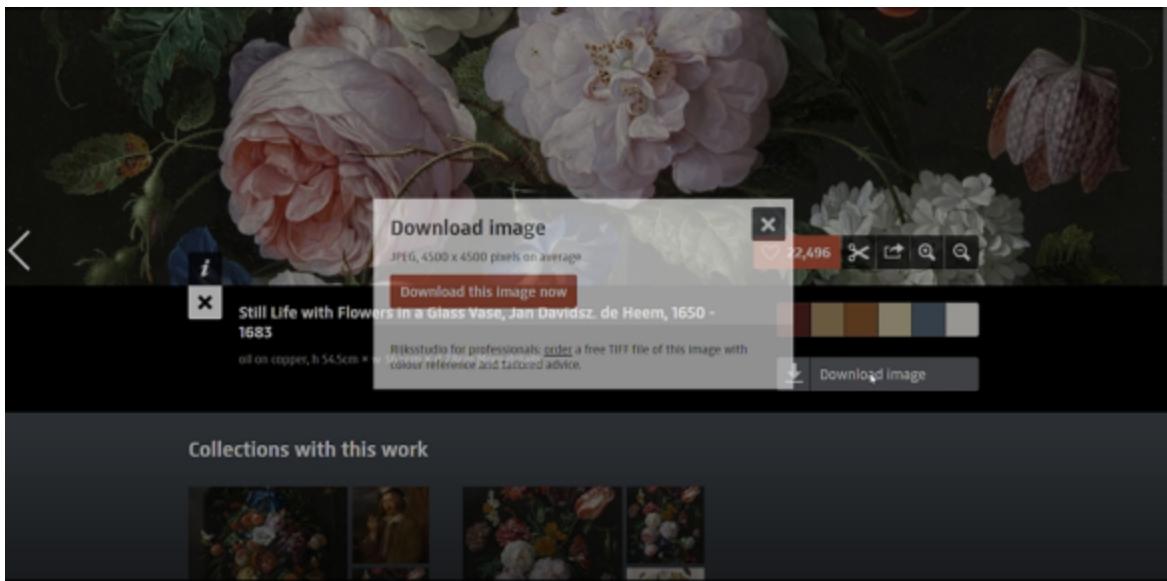
I: "Yeah, Still life with flowers in a glass."

18:54

I: "Flowers, glass in the class? Glass, glass."



(The participant was searching, and typing the name of the art.): "We can try to download them. Find one you like. There were lots of flowers." Participant: "Yeah." I: "Now, you can download these three. So you like this, you don't need to pay right now. You like this one." Participant: "Yeah."



(The Participant downloaded it.)

【Interview】

19:52

I: "I saw you're very happy with this service. Now, you complete, you finish the test. So we will move into an interview for user to get more information. How did they go? How did you feel it?"

20:18

Participant: "I think it's good, is necessary. but if more cheap, if cheaper for make a poster, I think it will better."

I: "Alright. Do you try to use the collection as the collection is free? But you cannot get a poster that send to you, but you can see it online. You can try if you want. I think you really like this."

(The participant was trying to create a personal collection.)

I: "Are you interested in all of this designs, this art in the this website? You can try to a collection."

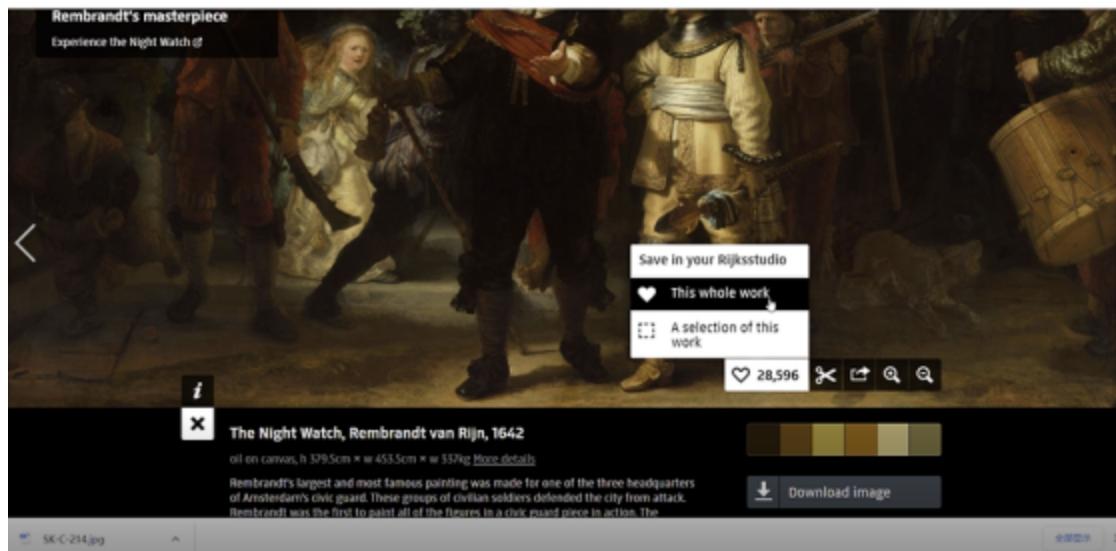
21:35

Participant: "I think this one is the most famous in this museum."

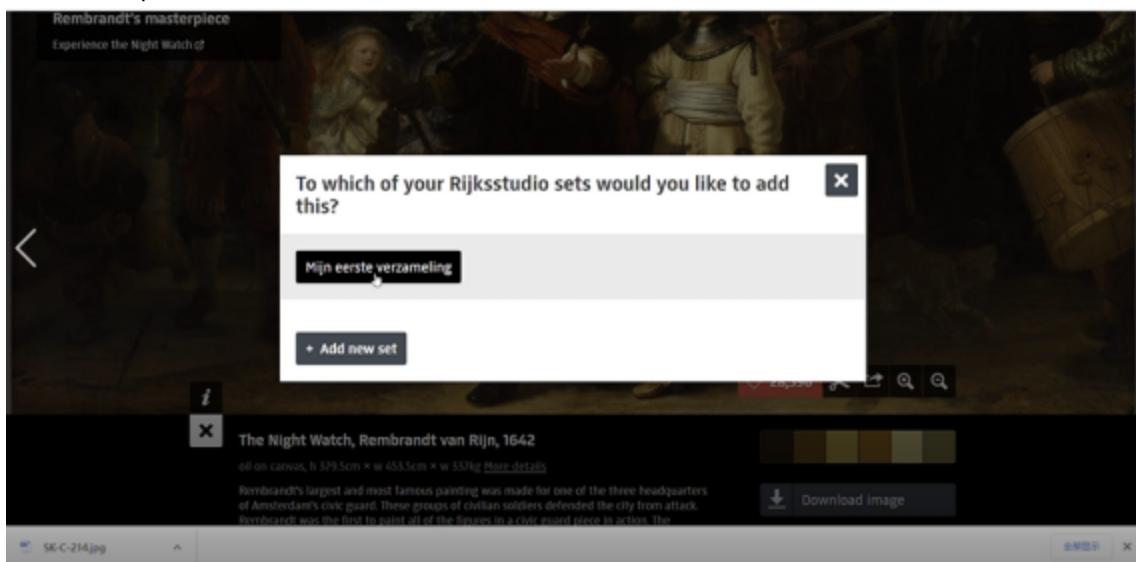
21:39

I: "You can see the 'Like' and you can like this whole work."

I: "Then you can I change the English language that. You can understand."



(The Participant saved a work in her studio.)



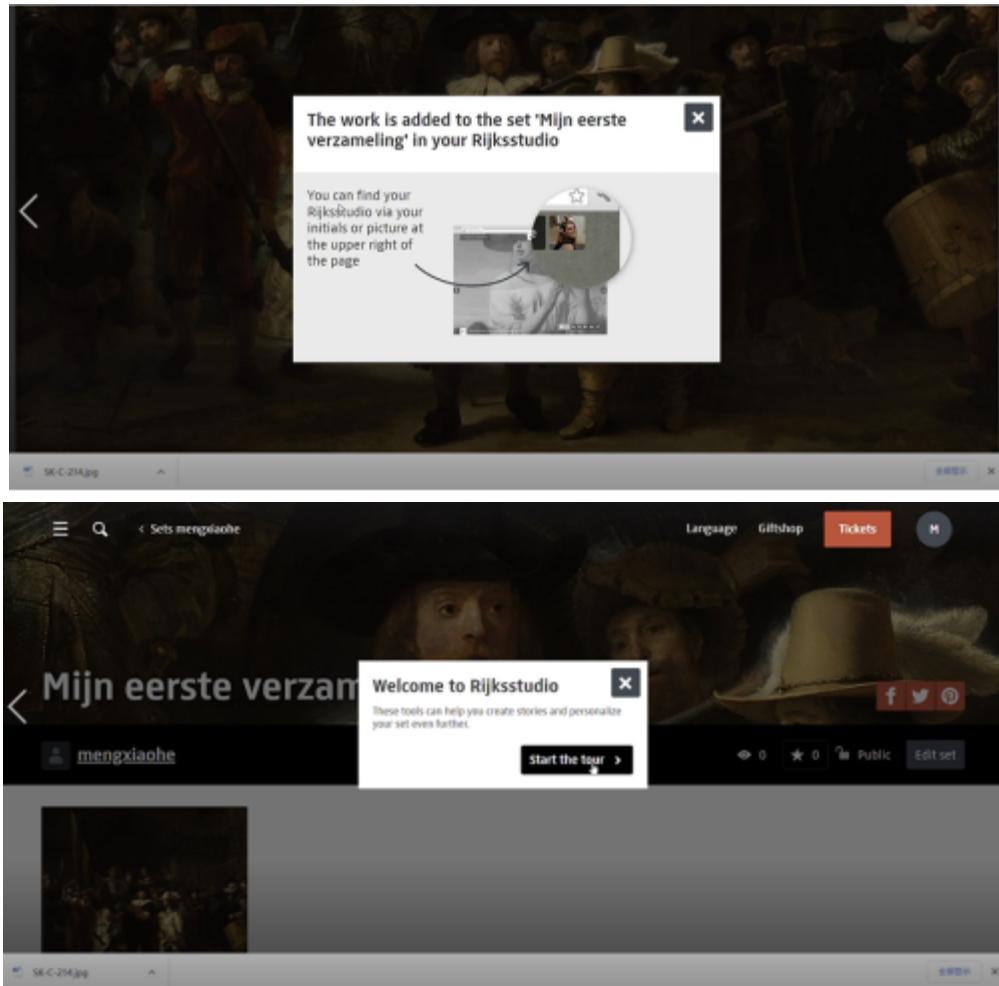
(The language of the web showed the Netherlands again, The participant looked for my help to translate the language.)



(The Participant changed the language.)

I: "Yes, now is English."

22:09 I: "You can find your studio while your initial picture can add up the right of page. Can you get it to your pleasure? You can try it. You can click in. You can try, actually, you can freely to try it." ... "Yep, Already collected. You can now, they have a tour, tour guide to tell you how to use your collection."



(The participant was looking at her personal collection/studio. The studio guided her how to use.)

22:49

I: "Yourself collection you can see."(The participant enjoyed in the collection.)

23:40

I: "Would you recommend others to use the website?"

Participant: "Um(Yes)."

I: "Who would you like to recommend to use this website?..." What kind of people ?"

Participant:"Student."

I: "Why you will recommend student to visit?"(The participant did not know.) "No idea? that's fine. Do you face any problems within this website?"

Participant: "Yep."

I: "What problem you have?"

24:32

Participant: "Problem at the beginning? I don't know how to choose the language." (**Problem: The participant did not know how to choose the language in the beginning.**)

24:42

I:"You can see the language on the top ?"

Participant: " Yeah."

24:48

I:"Okay, Any else problems ?""Do some service you want to use, but you can not ?

Participant: " I think it's very easy to use. And sometimes they cannot download. "

I:"Do you try to the use the 'cut'? You also can cut it. Before you download this, you didn't use it but I recommend you use it.You would like, maybe." "So how do you feel about the interface on this website ?"..." The interface, How do you feel it?"

25:43

Participant: " I think it's very easy to use.So no problem."

I: "Are they very clearly?"

Participant: " Yeah,Clearly."

25:53

I: "Are the buttons are understandable and clickable?"

Participant: " Yeah yeah."

I: "Can you understand information displayed on the website yeah?"

Participant: " Yeah yeah."

I: "Do you think the website clearly disappeared information about the art and anything?"

26:17

Participant: "Yeah, I think is very clearly better than the museum."

I: "Okay."

26:25

Participant: "(While)I still want to go to the museum."

I : "You still want to see the realistic ones."

26:31

Participant: "Maybe I will visit them next week. But I will search some information before go to there."

26:40

I : "So you think the information on this message is very useful or not?"

26:44

Participant: "Yeah,very useful because there are a lot of people in the museum. Sometimes we cannot read the details in the museum."

I: "Were you easily able to interact and understand the website."(The participant showed confused with the question.)Just mean you are able to interact and understand this website."

Participant: " Yeah yeah. Case easy (Easy case)"

I: "We moved to the next one. Were you quickly able to understand and navigated the website?"

Participant: " Yes."

I: "Nice. Does the website guide you to use its service?"

27:44

Participant: " No."

I: "I get you. So you think they have enough guide or not?"

27:57

Participant: " Actually, I think before we go to this museum, we should make an appointment in the website. So I think they should give us the information at the homepage. No, nobody click the studio, they will click the button, the ticket button directly." (Problem: The Rijksstudio should be mentioned in the ticket page and placed in a more significant position on the museum home page.)

I: "So they should have a

28:30

Participant: " They should say the studio could give us more information. So we should check it first." "Just my suggestion."

28:46

I: "This is very nice suggestion to us."

28:49

Participant: " I think I can understand a lot of things." "for example,in this picture, and in the museum, a lot of people in front of this picture. So I just saw the picture. I cannot read the detail."

I: "Now.You can read the detail on this website using the tool."

29:10

Participant: " Yes."(The participant felt good with the tools of the studio.)

I: " How do you feel? So we go to the next way. How does it guide you? How does the website guide you to use their services?"

Participant: " I think..."

I: "How did they do that?"

29:49

Participant: " Because somebody recommended it to me. If nobody tell me this, I think I don't use this, never."(The participant has visited the museum but she did not know this Rijksstudio before our interview.)

I: "But they have some service like the download the collection. If I didn't guide, you can you use them, you can find them?"

Participant: " Yeah"

30:14

Participant: "I will find it because I want to know more details before I go to museum."

30:21

I: "So without someone to Guide you buy this and use it by yourself?"

Participant: "Yeah."

I: "So do you think that is enough guided on the website?"

Participant: "Um(Yes)."

I: "Okay. Are the tools. How would you assess the guidance technique? It presences ?"

30:55

Participant: "The full Mark, is full Mark?

I: "Why you say that?"

31:03

Participant: "Because it's very helpful. I think I'm a big fan of museums, so for me is very useful."

I: "So for you, the the guide techniques is the full Mark?"

Participant: "Yep!"

I: "You think that is the most helpful."

Participant: "Yeah."

31:32

I:"Are the tools of the website easy to know how to use ?"

Participant: "Yeah."

I:" How do you think about its collection tool?"

31:50

Participant: "It is okay, but I should make a new account here and they're very easy to see."

32:00

I:"Do you know how to download and buy the works on the website? "

Participant: "Yes."

I:"Was it easy for you to research the detail of the works?"

Participant: "Yes.Exactly."

I:"Okay, do you think you have already used the website proficiency proficiently?"

Participant: "Yeah."

I: "You can feel it, know how to use it?"

Participant: "Yeah."

32:34

Participant: " I will tell my friends."

32:36

I:"You will recommend your friend...?"

Participant: "Yeah."

I:"to use it. It's very nice. But you easily able to find this page ? These are Rijksstudio page on the..."

32:52

Participant: "On the Google ? Just search name and in the home page, we can search the Rijksstudio."

33:01

I:"Yeah, so in this museum home page, can you find the studio?"

Participant: "Yeah."

I:"Is easily ?"

Participant: "Yeah."

I:"How do you feel? How do you find it ? Oh, you already told us ! Okay, do you think others can find out us Rijksstudio quickly ?"

Participant: "Yep."

I:"Is the web title significant and clearly to help people find ?"

Participant: "Yeah."

I:"Can you quickly find out what you want in the...?"

Participant: "Yeah."

I: "...in the outside, just search it, how do you feel when you look for the works and Information in the studio?

33:51

Participant: "I think it's good.The picture is very clearly and the details very clearly, but I think in the homepage they should tell me (that)the studio is very important.

34:13

I: "So they need to..."

Participant: "In the homepage, they should told."

34:17

I: "(You means)They should highlight the studio on the home page?"

Participant: "Yeah."(Problem: The studio is not significant enough in the museum homepage.)

34:21

I: "Okay."

Participant: "Yeah, they should told me before you make an appointment of a museum, you should know more information in the studio."

(Suggestion: The studio should be mentioned when people make an appointment on the museum web.)

I: "So you think this studio is very helpful before you visit?"

Participant: "Exactly."

I: "Okay, it's nice to hear that."

34:42

Participant: "Because it's very clearly see this one, give me more details. I think it's better than... Amazing."

34:54

I: "Were you able to find user tools and interacted tool efficiency, the user service, and interactive service? Especially that you mean you can find then ..."

Participant: "Yeah."

I: "It's okay. So we are almost finish, but we still have a.."

Participant: "Last question?"

I: "Last two questions actually, or three questions. This is a personal question that from zero to ten, ten is very satisfied. How much will you give the (the studio)?"

Participant: "Full Mark."

I: "Ten?! Would you suggest to improve the studio?"

35:53

Participant: "I already give you. Because I said, because the people use this website, they just want to book ticket. Nobody care the studio. So I think the website should highlight it and tell us."

(Suggestion: When people book tickets, the museum web should highlight & mention the studio.)

36:13

I: "you can use it to find out something..."

Participant: "Before you go to the museum." more you.

I: "Thank you for your helping us in our research before you go. Is there anything you would like to communicate to us? Do you want to share any more?"

Participant: "If I have some question..."

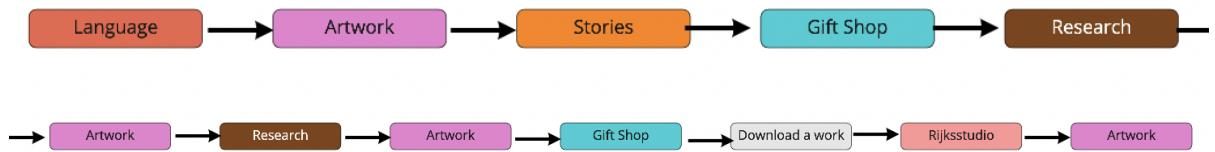
I: "What question you have? You can ask."

Participant: "But now I don't have question."

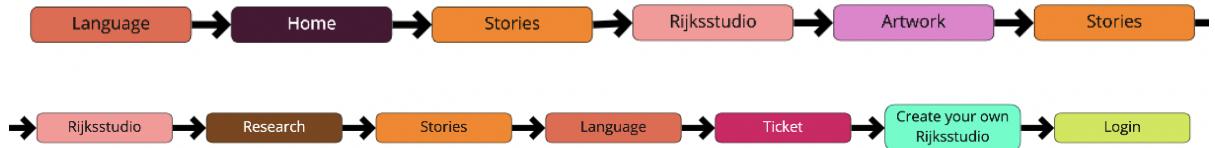
I: "Okay. Then we can finish. That's fine if you have anything else. Okay. Thank you. Have a good day. Very thank you for your coming!"

Appendix E - data per participant

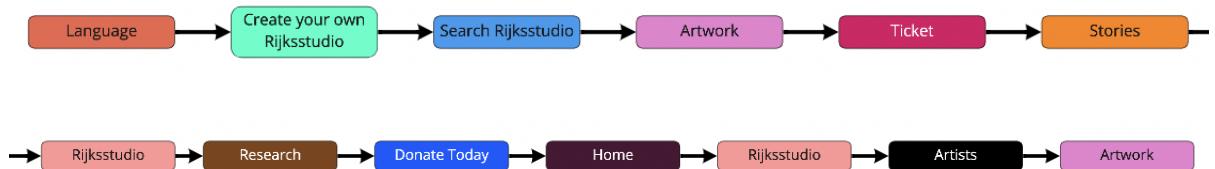
Angelica



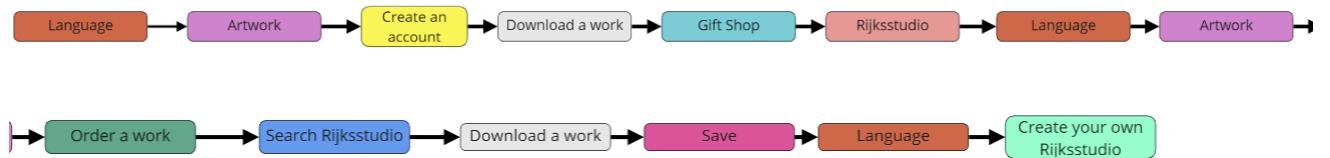
Prevyn



Salma



Edith



	Usability Problems	Edith	Prev	Angelica	Salma
1	The language of the Rijksstudio reflected/showed back to the Netherlands	X			
2	The participant did not know how to choose the language in the beginning.	X			
3	the participants found that there were not enough languages available			X	X
4	The studio is not significant enough in the museum homepage.	X	X	X	
5	The amount of information and media is overwhelming		X		X
6	Not enough categories for the artworks/Too many artworks and no guide to searching up artworks/ poor search tools		X	X	X
7	Error 404 on some of the Artworks				X
8	Needed an account to be able experience the full Rijksstudio experiment		X	X	X
9	Participant did not find any clear purpose on the landing page of the Rijksstudio		X		X
10	Not enough information on what the Rijksstudio is		X		X
11	Not enough distinction between what artwork and collection is		X	X	
12	Rijksstudio score from the user	10	6	9	6