

Introduction	<ul style="list-style-type: none">● Title: Usability study of Art Museum Audio Tours app● Author: Sunny Stanila, UX designer● Stakeholders: Museum senior executives● Date: 4 July, 2022● Project background: We're creating a new app to help people navigate the museum and learn about the artworks without the need for a physical guide. We need to find out if the main user experience, finding the right tour and navigating within the features is easy for users to complete. We'd also like to understand the specific challenges that users might face.● Research goals: Determine if users can complete core tasks within the prototype of the museum app. Determine if the audio tour section in the app is difficult to use.
Research questions	<ul style="list-style-type: none">● How long does it take a user to find and select an audio tour in the app?● What can we learn from the user flow, or the steps that users take to choose a tour?● Are there parts of the user flow where users get stuck?● Are there users using the feature allowing them to skip to the next artwork within the tour?● Do users think the app is easy or difficult to use?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task,● Drop-off rates,● Conversion rates
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: Canada, remote (each participant will complete the study in their own home)● Date: Sessions will take place during the week of July 17-21, 2023● Length: Each session will last 5 to 10 minutes, based on a list of prompts● Compensation: No compensation
Participants	<ul style="list-style-type: none">● Participants are all art lovers who visit museums often.● Two males, two females, and one nonbinary individual, between the ages of 20 and 60. One participant is a person with a hearing impairment.● The study is accessible for use with a screen reader and a switch device.



Script

Welcome participants and thank them for their time.

During the unmoderated usability study

A list of prompts appears on the device screen

- Prompt 1: Pick an audio tour.
Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process?
- Prompt 2: Play selected tour
- Prompt 3: Navigate within the tour
Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change?
- Prompt 4: While the tour is playing, figure out how to exit and pick another tour.
- Prompt 5: How did you feel about this museum app overall? What did you like and dislike about it?

After the unmoderated usability study

Participants will complete the System Usability Scale

Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”

- ☐ I think that I would use this app frequently.
- ☐ I find the app unnecessarily complex.
- ☐ I think the app is easy to use.
- ☐ I need the support of a technical person to be able to use this app.
- ☐ I find the app easy to navigate.
- ☐ There is inconsistency within the app.
- ☐ I imagine that most people would learn to use this app quickly.
- ☐ I feel confident using the app.
- ☐ I need to learn a lot of things before I can start using this app.
- ☐ The main user flow is clear.

