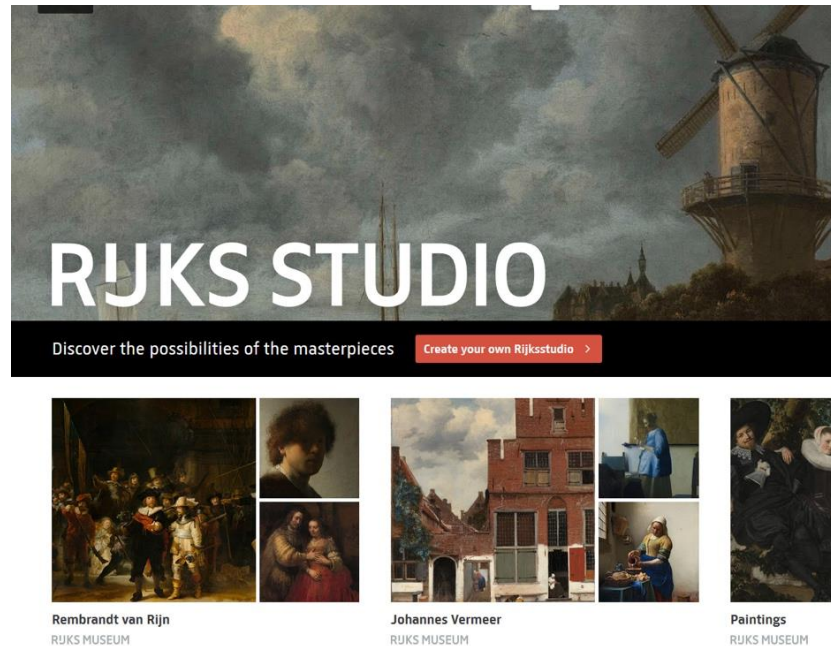


# User Trialling Rijksstudio

Research report



## Project team

*Got a good grade once, let's do it again!*

Shanaya Monticeuex

Aleksandar Ivanov

Thijmen de Valk

Pedro Krieckaert

Benas Dzimidas

## Tutoring

Fenne van Doorn

# Program CMD - User Experience Design

## The Hague University of Applied Sciences

### Summary

For Research for Design, we researched the user experience of using the Rijksstudio website. Our aim was to uncover potential usability issues.

First, we researched the website itself and mapped its structure, functions and potential usability problems. From those, we constructed our research questions. We decided to keep a focus on the Rijksstudio part of the website and specifically to have the users work towards creating a personalised route from their favourite works of art.

To test that, we constructed four tasks, each building on the next. Each task focussed on a specific function of the website: general navigation, artwork pages, user generated sets and finally personalised routes. We conducted a user trial with five users of various ages. They were tasked with performing the four tasks. During the user trial, they were filmed and their screen recorded. Following that, we interviewed them to hone in on the specific issues they encountered.

While our users liked the concept of the website, they encountered a number of usability issues. Mainly, the tour functionality was so complicated none of them got it to work without our help.

Finally, we made some recommendations to improve the user experience, including changing the back button behaviour, tweaks to iconography and streamlines the creation of personalised routes.

# Contents

<b>Summary</b>	<b>2</b>
<b>1 Introduction</b>	<b>4</b>
<b>2 Rijksstudio</b>	<b>4</b>
<b>3 Research questions</b>	<b>10</b>
<b>4 Research set-up</b>	<b>10</b>
4.1 Location	10
4.2 Participants	10
4.3 Instructions / tasks	11
4.4 Eliciting cognitions and perceptions	11
4.5 Interview	12
4.6 Registration	13
4.7 Research protocol	13
4.8 Practical arrangements	13
<b>5 Data collection and analysis</b>	<b>14</b>
5.1 Experiences fieldwork	14
5.2 Data	17
5.3 Data analysis	19
<b>6 Conclusions and recommendations</b>	<b>19</b>
6.1 Conclusions / Answers to the research questions	19
6.2 Discussion	22
6.3 Recommendations	23
<b>Literature</b>	<b>25</b>
<b>Appendix A – Overview participants</b>	<b>26</b>
<b>Appendix B – Research protocol</b>	<b>28</b>
<b>Appendix C – Transcripts</b>	<b>31</b>
Aleksandar	31
Benas	40
Thijmen	50
Pedro	67
Shanaya	75
<b>Appendix D – Data per participant</b>	<b>81</b>
Benas	81
Shanaya	83
Thijmen	85
Pedro 90	
Aleksandar	93
<b>Appendix E – Individual recommendations</b>	<b>95</b>

# 1 Introduction

In this second part of Research for Design 1, we will be focusing on user trialling. User trialling is the observation of people using a product and collection of comments from people who have used a product. To hone our user trialling skills, we will be conducting a user trial of the Rijksstudio website.

The aim of our research is to identify both the good and bad aspects of the website. We are interested in figuring out why users either like, dislike or struggle with these particular aspects. We will be looking at effectiveness, efficiency and satisfaction. And with this, we will be able to build a better understanding regarding the usability of the website. and increase empathy with our users.

For the research, each one of the five team members will find their own user to run a trial with.

# 2 Rijksstudio

## Quick overview

On the Rijksstudio website, you can take a very close look at a wide variety of artworks. Not only can you view the artworks, but there are also other features that Rijksstudio offers. For example, you can zoom so far in to "*The Night Watch*" that individual paint strokes show up. You can also learn more about individual artworks and connect the dots with curated collections and artist pages. And you can even store your favourite artworks in your own profile and create your own personal collections. From those collections, the website can generate a tour for you to take when you visit the museum.

## A tour through the website

The home page of Rijksstudio starts with a curated list of collections, subjects and artists. As you scroll down you get to "*Now in Rijksstudio*"; an infinite scrolling list of user collections and other subjects and artists.

At the top of every page, you'll find:

- a "back" button on the left side of the screen;
- "tickets", "search", "language" and "log in / profile" buttons on right;
- the down arrow at the top centre opens the general Rijksmuseum navigation.

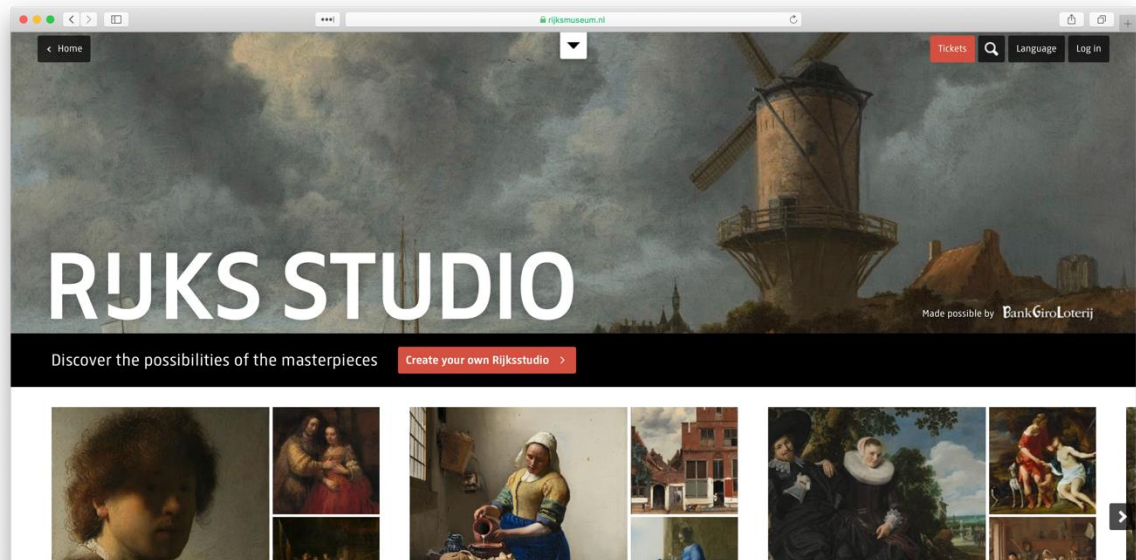


Figure 1 The home page starts with a curated list of content

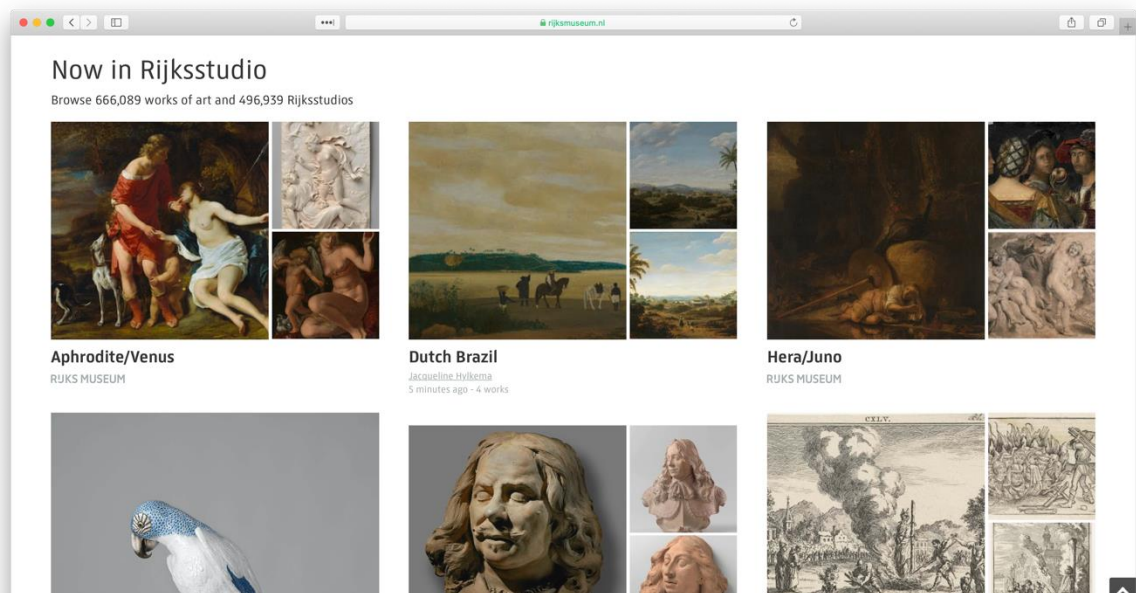


Figure 2 Further down the home page, an infinite scrolling list of content appears

There are three main ways in which artworks are grouped:

- artist pages
- user collections
- curated collections

Artist pages are the most straightforward: they list information about the artist and a list of their work. You can click on the individual artworks to open them.

User collections are made by other users. They can save an artwork, or even a part of the artwork, in their profile and add it to their own collections.

The most extensive grouping is the curated collections: these Rijksmuseum curated groupings focus on a variety of subjects, like "historical figures", "styles" and "highlights". These curated collections can even have multiple layers of organization. For example: in "*styles*", you'll find options like "*gothic*", "*renaissance*" and "*rococo*".

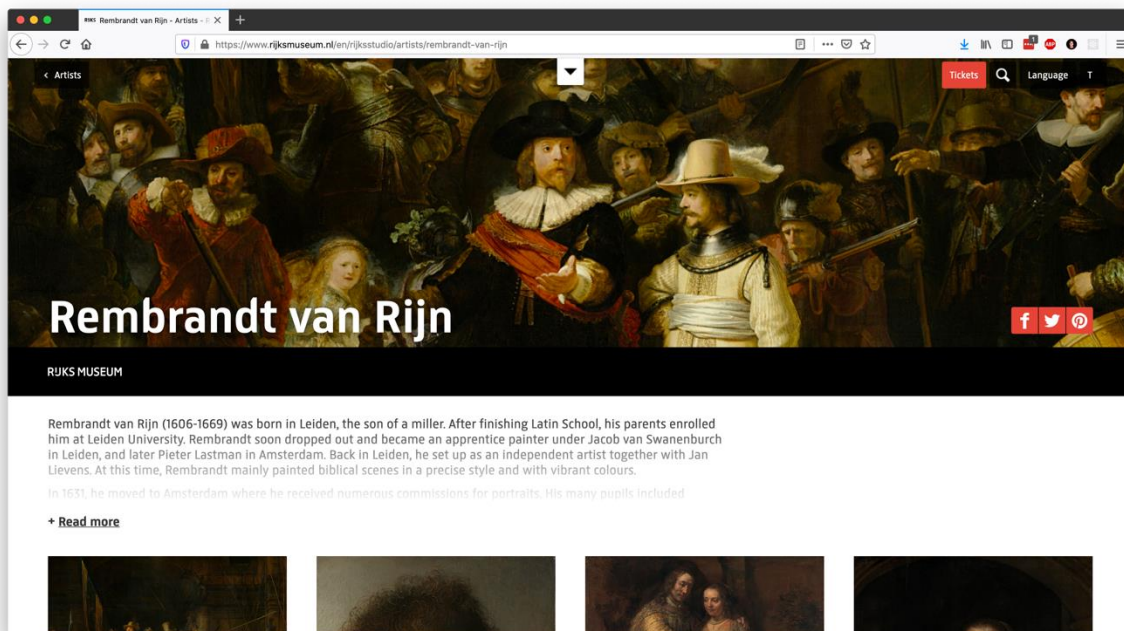


Figure 3 Artist page

The artwork page starts with a full-screen view of the artwork. You can zoom in to the artwork to view the details, share it on social media, or save it to your personal account.

When scrolling down, a long list of additional information shows up. The data includes:

- a description of the artwork and its background story;
- specifications of size, material, etc. Even obscure information, like the owner and how the museum got it, is included;
- location in the museum and museum tours that include it.





Figure 4 Artwork page. Zoom in to see the individual paint strokes or download a high-resolution version

Take note that in the top left, the back button always refers back to where you actually came from. On the artwork page of "The Night Watch", that means the button might say "Rembrandt van Rijn" (to go back to the author page), "Portraits" (when coming from a curated collection) or "Back to search results" (when coming from the search function).

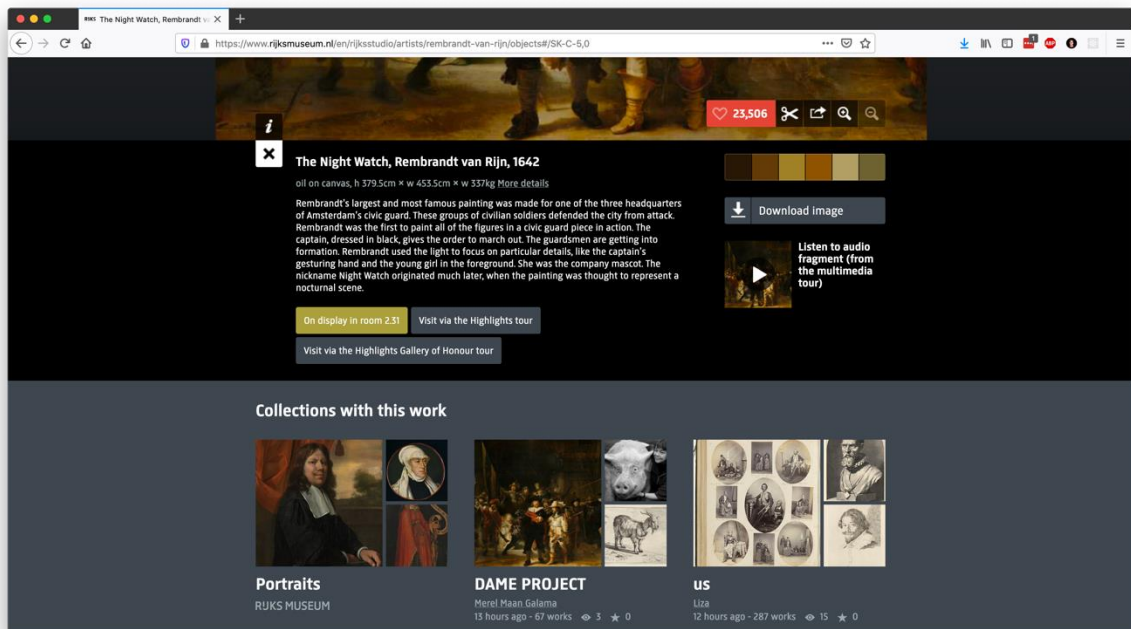


Figure 5 Scroll down on the artwork page to see more information and related items

After signing in to your Rijksstudio account (which you can do with an email-password combination or Facebook), the personalization features of the websites become available.

You can add every artwork to your personal account, and then to a collection. You can create and name your own collections and fill them how you see fit.

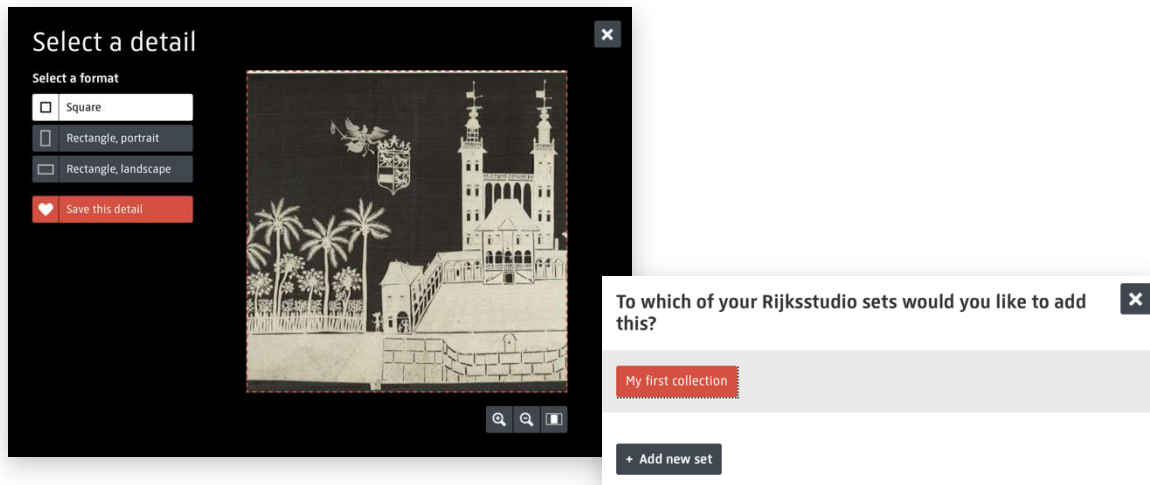


Figure 6 You can add (a part of) an artwork to your personal account

When signed in, you also get the option to download high-resolution images of the artworks. For professionals, there's also an option to request an even higher quality version of the image.

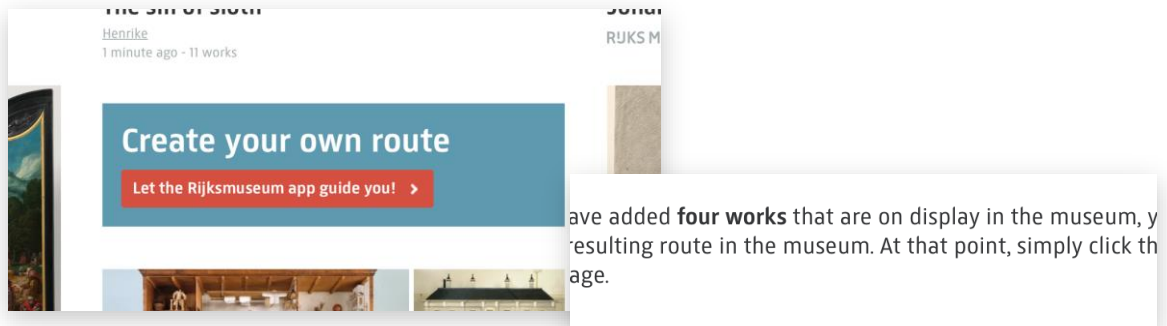


Figure 7 A call to action to create your own tour. The copy (falsely) states you only need four artworks for the feature to activate.

A prominent feature on the home page is the ability to create a tour. It's done automatically when you add enough artworks on current display to a collection.

Here's the catch: the copy says (in both Dutch and English) **four** artworks need to be included in the collection. However, in testing the feature would only kick in when **five** artworks were included. When meeting the criteria, the feature does instantly and prominently show up.



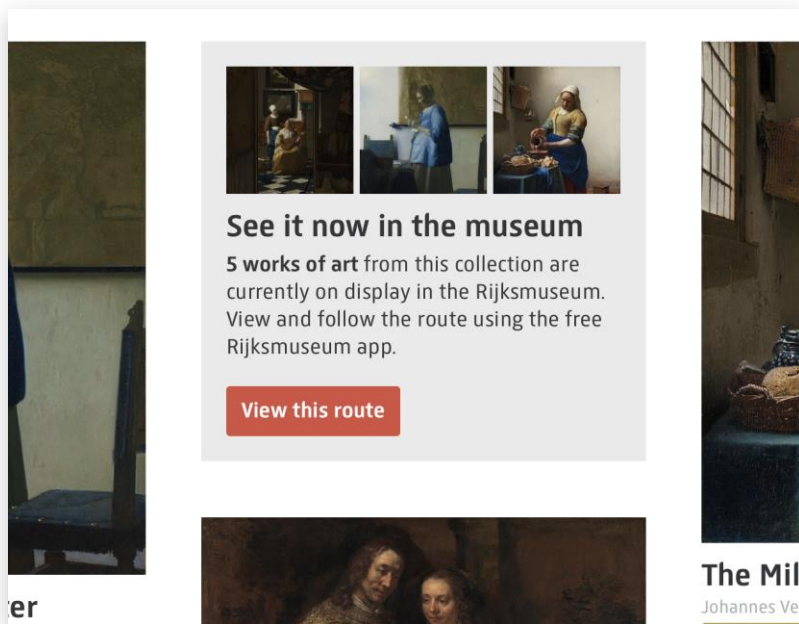


Figure 8 The automatic tour generation works when adding five or more artworks on current display

## Sitemap

The site is very dynamic in how content shows up. Making a straight-up sitemap is therefore impossible, but here you can see how the elements described before fit together.

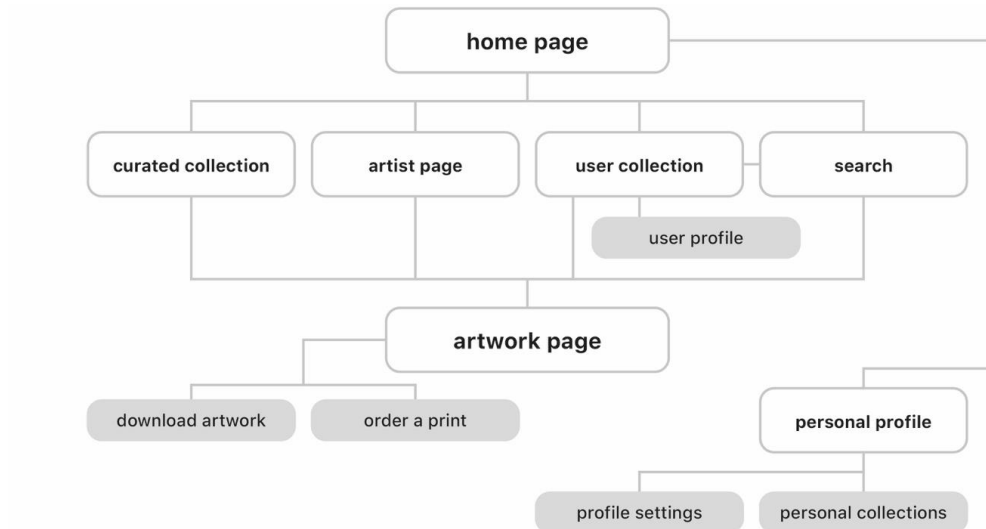


Figure 9 Sitemap for Rijksstudio

## 3 Research questions

After looking at the Rijksstudio website, and the wider Rijksmuseum website, we decided to scope our research to just the Rijksstudio section and focus our research question on the features relevant to that particular website.

In our research we have aimed to answer the following research questions:

- What do participants in user trialling do when using Rijksstudio?
- What usability problems are users facing? What causes these problems?
- How do adults from different age groups (between the ages of 18 and 65), who live in the Netherlands and speak Dutch, react to this website?
- How easy is it for the user to create a tour from their self-made collection?

## 4 Research set-up

### 4.1 Location

As a group, we decided collectively to conduct the user trials in the comfort of their own home. We chose their homes because the tasks that we are interested in testing would normally be done in such a setting. This also allowed us to create a more informal style setting.

We decided against a lab setting. In this test we were testing with users who are casual users: they browse the site to look around and learn a thing or two, but don't have the pressure of doing their job or the need to quickly sift through as much data as possible. The isolation created in the lab would thus create an unnecessarily alien environment for our users.

### 4.2 Participants

We were interested in testing this website for a wide age range of adults, because we were curious if the younger adults might have an easier time navigating the website. We were not interested in testing the internationalization features of the website. Therefore, we chose participants that are currently living in the Netherlands and who also speak Dutch.

To have a large enough sample (and to meet the requirement of having a participant for every team member), we decided to settle on a sample size of five people (one user per team member). This way we could get a wide variety of opinions, but also have multiple people in the selection that are similar enough so that we were able to draw conclusions from their experiences.

Our participants are listed in appendix A. There, we also explained why we felt that they fit the requirements above.

## 4.3 Instructions / tasks

When instructing our participants, it was important to us that we encouraged them to think aloud. This gave us insight regarding the cognitive processes to help make the user's thought processes be as explicit as possible.

These are the tasks that we have chosen:

- **Look at the Rijksstudio and play around with it a bit** – We wanted our users to at least feel somewhat comfortable using the website, so we started off with them simply exploring the website. This task gave us basic information regarding the reaction of our target group on the Rijksstudio website. We were also able to observe if there are any glaring usability problems that our users encounter almost immediately.
- **Find the canvas size of "The Night Watch", and then find the owner of "The Night Watch"** – For this task, the user had to figure out the basic content structure of the website. We were asking for the most famous painting, because it was the easiest to find for them. This task gave us more clarity regarding any usability flaws that the website might have had and helped us understand what the causes are for these usability issues.
- **Add 4 artworks to a collection** – This task helped us see how the user navigates throughout the website. It also gave us more insight regarding any usability issues. We felt this task to be lifelike because building a personal collection is one of the main features of the website and thus one of the primary expected user actions. We kept the total number at four, because the tour functionality in the next task automatically kicks in at 5 pieces of art. This task also required the user to go through a login process. We have decided to provide a 'dummy' account for them, to protect their privacy.
- **Create a tour from a collection** – Lastly, this task allowed us to understand how easy it is for our users to create a tour. During our own exploration of the website, we found the feature to be confusing and hidden, especially by an error in the explanatory text that claims you only need four artworks for the feature to work. You actually need 5. We were curious to see if our users will even be able to find the explanatory text and if so: if they'll figure out they're one artwork short of having the feature kick in. In the previous tasks, users have laid the groundworks to complete this task: they added four of the required five artworks to a collection.

## 4.4 Eliciting cognitions and perceptions

We asked the user to think aloud so that we could get their initial, natural reactions and perceptions.

We made audio and video recordings of our participants using the website and screen recordings. This way, we were able to see their reactions and expressions, but also their actions in the interface. To facilitate this, the user trial had to happen on devices we controlled, instead of the user's personal device.

## 4.5 Interview

The insights that we received from our recordings and observations were not enough and having more added information for a better understanding was required. So, to achieve more data we also included short interviews. This way we could get more information out of the user. For example, how the users experience was, or what the user was thinking, etc.

We conducted a semi-structured interview right after the user trial. In it, we reflected with them on their experience of using the Rijksstudio website and potential struggles they ran into. The main questions we asked them are listed below:

- **How was your experience using Rijksstudio?**  
We asked this question to get their first general response about the website and to clear the air of any major issues they potentially had with it.

Next, we stepped through each of the four tasks with them, asking the following questions for each one:

- **How did you experience the execution of the task?**  
By posing a neutral first question, we gauged their overall mood on that task, instead of forcing them to instantly think of positives and negatives.
- **Did you run into any problems? If so, which?**  
We then jumped into the good and bad: first, what grievances did the user have about the task? We followed up with the obvious 'why' questions in accordance with their answers.
- **What good things did you encounter in this task?**  
We ended the discussion of each task on a positive note. Here too, we asked the appropriate 'why' follow up questions.

Finally, we asked them about their general opinion of Rijksstudio:

- **What did you like and not like about the website?**  
We asked them to list specific things they either enjoyed or did not enjoy. Because we evaluated all the individual tasks, we hoped to see this question answered with overall usability plusses and minuses, instead of solely points about an individual task
- **What do you feel should be improved on the website?**

Instead of just stating what's right and wrong, we ended with asking them for improvements. After having asked for insight in a more neutral way, this final question invites the user to step into the designer's shoes for a second.

## 4.6 Registration

During the user test, we used an observation form laid out by task. That way, we could easily keep track of which note belonged to which part of the test. During the interview, we also wrote along, but not in a set format.

We used both a video camera to record the user and their reactions to using the website, as well as screen recording software to capture a clean video of the user's actions.

The usage of screen recording requires us to use devices we control, so that we can set up the required software. This means the test was not done with the user's own devices.

For the video recording, we placed the camera at a slight angle in between the device and user to capture the user's facial expressions, gestures and reactions and look 'around' the screen.

We started both the screen and video recording right before starting with our observations. We then ended the screen recording right after the test. We continued to record video as we moved on to the interview. This allowed us to review both the test and the interview in video and in writing.

## 4.7 Research protocol

Our detailed research protocol can be found in appendix b. It specifies how we conducted the research, including questions, tasks and tips given to the participants.

## 4.8 Practical arrangements

- ✓ Set clear time and date arrangements with team members and user (2 weeks before trial)
- ✓ Finish set up and protocol with team members and get approval from lecturer (1 week before trial)
- ✓ Discuss with team members who does what for each trial
- ✓ Discuss with team members who brings what for each trial
- ✓ Bring video camera and other equipment and tools:
  - Laptop with screen recording software
  - Protocol on paper
  - Observation forms

- Writing material
- ✓ Make sure that all equipment is working and is charged
- ✓ Verify the dummy account credentials are valid and no content is still in the account from a potential earlier test

Verify that the testing location has an adequate internet connection.

## 5 Data collection and analysis

### 5.1 Experiences fieldwork

#### Pedro

The observation went according to plan, the user failed where expected and we intervened when appropriate. The observation was conducted with Thijmen, as facilitator, and I, as test leader. The atmosphere was relaxed, and the user did not feel pressured to perform differently than they'd normally would. There weren't any major surprises, only different action of note was that she didn't use the search bar of the website and primarily navigated using clickable elements.

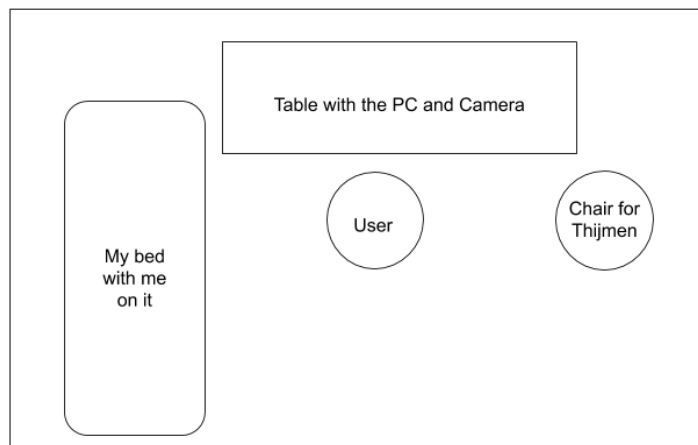
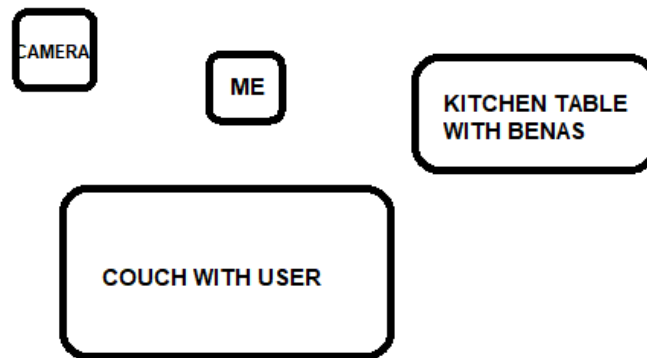


Figure 10 Situation sketch for Pedro

#### Naya

The user trial that we conducted went well. The observation was done in the user's own home on his couch in a very relaxed environment. The user struggled where was expected, but other than those obstacles, the user was able to navigate the website adequately. The observation was done with Benas. Myself as test leader and Benas as facilitator. One interesting observation was the user's use of Google to help him where he was struggling during task #4. So, I had to intervene when the user was going to other resources for navigational help.





*Figure 11 Situation sketch for Shanaya*

## Thijmen

The user trial went well. Pedro was my facilitator, and we conducted it at our user's kitchen table. The user got stuck on exactly what we expected and got upset about design decisions we had questioned in our own research too. In fact, the user quickly got a hold of most of the navigation and whizzed through the site using shortcuts left and right.

However, my user overall hated the website (which is putting it mildly) and made that known verbally and by throwing angry looks my way. I had to remind him multiple times that we weren't testing the user, and that his struggles didn't say anything about him. His first response when getting stuck was also to stay silent and think things through privately. He had to be reminded multiple times to think aloud.

During one of the assignments, the user flipped the collection to private. We had never tried that in research nor pilots, so I didn't know that broke the route functionality completely. That meant I had to interrupt the trial to quickly figure out why the route wasn't showing up. The user ended up making the brilliant comment that it might be due to the private setting. Afterwards, the user basically tore the laptop from my hands when he saw the route button show up, eager (or desperate?) to finish the assignment.

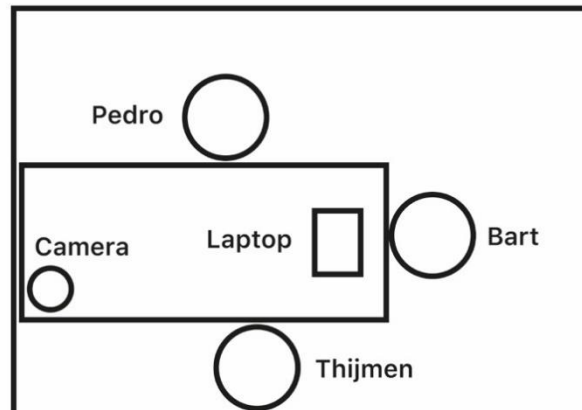


Figure 12 Situation sketch for Thijmen

### Aleksandar

The user trial wasn't fully conducted according to the plan, some changes were required. For the user it was more convenient to meet at his work place, so we did it there instead of his own home. Some difficulties were experienced by our research team due to the user's lack of proficiency in English but we managed to overcome this with help from my observant. Peter also had some minor difficulties when using a PC but those were solved after a quick explanation from us.

Even though the user had some struggles completing the tasks given, he enjoyed the website and spoke a lot about art history and showed great interest in the Dutch artists. This showed that he is the person who is likely to use the website which further confirmed that he was a right choice for the project. The structure of the website wasn't very clear for him and this caused the user to lose time in finding what he wanted.

When asking Peter about his experience with the website he gave a positive feedback with solid reasoning. According to him this is a great opportunity for people who don't have access to the physical Rijksmuseum to explore art and learn more about art history. The user trailing session was successful and I was able to gather valuable data which I will present in 5.2

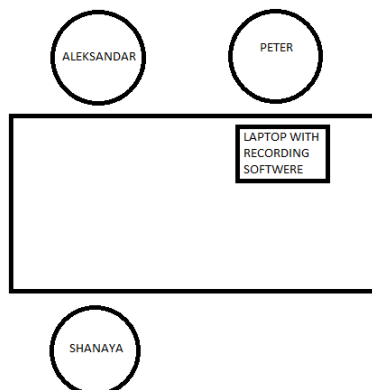


Figure 13 Situation sketch for Aleksandar

**Benas:** For a tech savvy person like Rowan this website was not hard to use - especially in a natural environment (home) where user feels most comfortable. User trial plan was good, so the flow of conversation with the user was enjoyable. User initially failed one of the steps of task 4, but that was expected. Overall the user trial went quite fluid.

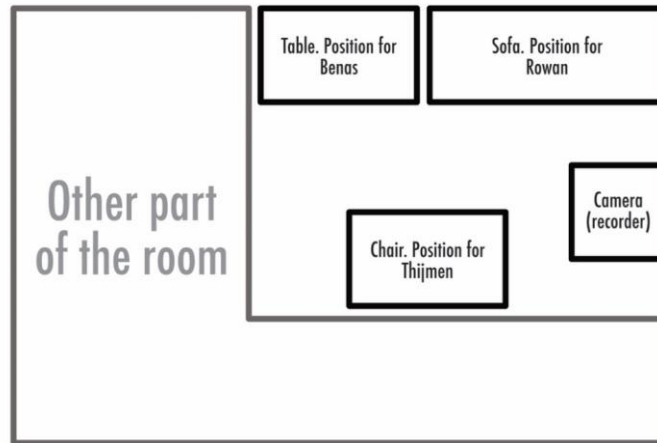


Figure 14 Situation sketch for Benas

## 5.2 Data

We made video recordings of both the user trial and the interview that followed it. The recordings were transcribed in full and can be found in *appendix c*. The data was then processed to a list of usability problems for each user, which can be found in *appendix d*. Finally, we combined those usability issues into the following table, where we normalized the usability issues to show which users encountered the same problems.

Participant 1 (Naya's user) – Jared Dirkz  
 Participant 2 (Alex's user) – Peter de Vries  
 Participant 3 (Thijmen's user) – Bart van Montfort  
 Participant 4 (Pedro's user) – Isabella Krieckaert  
 Participant 5 (Benas's user) – Rowan Bink

Usability Problem	P1	P2	P3	P4	P5
Heart icon wasn't understood as 'adding to collection'	X		X	X	X
Confused by artworks showing up multiple times on frontpage			X		
Didn't understand the frontpage was scrolling infinitely				X	
Confused by list of artists, which is sorted Z-A, but buttons on top are A-Z			X		
Artworks were zoomed in by default		X	X		X
Was already looking at artwork info, but still pressed the info button			X		
Had a hard time discovering the "more details" button		X	X		
Back button suddenly didn't 'go back', but to a different page	X	X	X		

Added an artwork to the collection, even though it was already added			X		
Had a hard time deleting an artwork from a collection			X		
Couldn't find any info or button for creating a tour when looking around the collection	X	X	X	X	X
Didn't realise the tour requires artworks to be on current display	X				
Tour banner didn't show up when user expected it to	X		X	X	X
After setting a collection to private, the tour button won't show up. On the profile page, a label 'can be turned into a route' does show up, however.			X		
Didn't understand there was info below the fold on artwork page		X			
Confused zoom in and out buttons for search buttons		X			

Table 1 Usability problems encountered by our users

In table 1, an overview is given of the major usability problems our users encountered during the user trial. Some issues were only encountered by one user, which might make them an anomaly. However, we saw some problems our users shared:

The issues related to the tour were encountered by all users. First, they couldn't find the required information. As Bart put it: "I expected there to be something here... (...) But if you want to create a route from a collection, I'd go to, you know, the collection."

Once they found the information on *how* to create a collection, they got stuck again, because of either the requirement for the pieces to be on current display, or because the feature requires 5 instead of the mentioned 4 artworks to engage. Rowan: "So the number of items, there's definitely four and there's four different ones. Okay. Well yeah."

Another feature, the back button, caused three of our users to get confused. Bart actually slammed the table over it and Jared asked confused "Why does it not go back to the page that I was on before?"

There was one element that confused only our younger users: the heart icon for adding to a collection. All described their expectation for it to mean 'like' instead of 'save'. Jared told us "I thought it was liking the picture or so it wasn't being to my collection, but, uh, you know, it was unclear."

Finally, something that irked some users: artworks are zoomed in when you open the page. They did not see the point of it and were annoyed they had to zoom out to just look at the piece. Bart said "Well, if I were to look up an artwork, right, I want to see it. (...) you'd expect to see the full piece."

More data for the individual participants and the usability issues they ran into can be found in *appendix d*.

## 5.3 Data analysis

Collectively as a group we came together to discuss the usability problems that our users encountered during the user trials. Each team member had to make a visual overview of each participant's user journey and interpret the data. That data was distilled into a table for each user (which can be found in *appendix d*).

After that, we compared the tables and created a single table with usability problems. From there, we used the data from our transcripts to fill out the main text with additional details. We gave priority to evidence from the data that was collected from observations and interview. That data then informed our answers to the research questions.

# 6 Conclusions and recommendations

## 6.1 Conclusions / Answers to the research questions

### What do participants in user trialling do when using Rijksstudio?

Our users navigated the website per our instructions. Some of the users searched for artwork that was relevant to their own interests. And a few users decided not to work with the search bar and navigated the website around that. There were some instances where navigating the website the users encountered elements that sparked their interests.

Users quickly developed a preferred method for browsing the website: some went all in on the navigation offered from the frontpage. Others skipped it entirely and used the search bar exclusively. The back button also proved divisive: some of our users got confused or even frustrated with it, while some used it without second-guessing it.

Visual navigation preference



Search preference

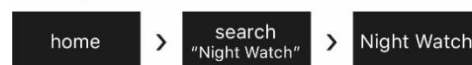


Figure 15 Two navigation preferences were observed

In conclusion, all participants started looking for elements and artworks that grabbed their interests. They also developed a personal preference for navigation, be it through the menus or by the search function.

### What usability problems are users facing? What causes these problems?

Our users ran into various usability problems. We've listed and explain all of them below.

Usability Problem	P1	P2	P3	P4	P5
Heart icon wasn't understood as 'adding to collection'	X		X	X	X

Confused by artworks showing up multiple times on frontpage			X		
Didn't understand the frontpage was scrolling infinitely				X	
Confused by list of artists, which is sorted Z-A, but buttons on top are A-Z			X		
Artworks were zoomed in by default		X	X		X
Was already looking at info, but still pressed the info button			X		
Had a hard time discovering the "more details" button		X	X		
Back button suddenly didn't 'go back', but to a different page	X	X	X		
Added an artwork to the collection, even though it was already added			X		
Had a hard time deleting an artwork from a collection			X		
Didn't understand there was info below the fold on artwork page		X			
Confused zoom in and out buttons for search buttons		X			

Table 2 Usability problems encountered by our users

#### **Heart icon wasn't understood as 'adding to collection'**

The users that faced this problem were all younger and claimed it reminded them of a social media feature, like 'liking'. Some users even hovered over the option and decided it wasn't the feature they needed to complete the task. The interesting thing is our 65 year old user instantly understood how the feature worked and found it right away.

#### **Confused by artworks showing up multiple times on frontpage**

This problem was encountered by one user: he got confused when he saw the same artwork three times. Only during the interview did he realize why that happened: he saw different collections, that just happened to have the same artwork in them.

#### **Didn't understand frontpage was scrolling infinitely**

The user that had this issue took the first 'go explore' task as a signal the homepage would 'end' at a certain point. It scrolls infinitely, so the user was stuck scrolling down for a few minutes. The design doesn't signal the infinite scroll is happening: the new content just shows up.

#### **Confused by list of artists, which is sorted Z-A, but buttons on top are A-Z**

As the user was exploring the website, they noticed the list was sorted in reverse. It threw them off and they proceeded to check out how the list worked for a fair bit of time. The reverse sorting made them doubt if they saw all the content for that particular letter.

#### **Artworks were zoomed in by default**

Few users did encounter this issue where artwork was zoomed-in and not fit to device's screen. This may cause a problem to understand how the painting is supposed to be looked at.

#### **Was already looking at info, but still pressed the info button**

The user was looking for the owner of the painting and didn't see it in the small amount of info below the artwork. They then pressed the 'info' button, expecting more info to show up. It didn't, as it was supposed to take them



**Had a hard time discovering the “more details” button**

The ‘read more’ button is the last part in a small, grey line of text. The link is underlined to signal its clickability. The user that encountered this issue completely read past

**Back button suddenly didn’t ‘go back’, but to a different page**

The back button switches back and forth between ‘back’ and going a page up in the menu structure. Multiple users got confused by this, sometimes even slightly angry. The problem there was the switching of functionality: that meant the users weren’t sure what to expect from the button.

**Added an artwork to the collection, even though it was already added**

When creating a collection to add their artworks to, this user didn’t see the confirmation saying the artwork was added to the newly made collection. Assuming they’d now only created the collection, they added the artwork again.

**Had a hard time deleting an artwork from a collection**

The user had one artwork too many in their collection to complete the given task. When deleting it, they instantly went to the artwork page and the heart icon, expecting there to be an ‘unlike’ or ‘undo’ button there. There wasn’t: you can only delete an artwork on the collection page.

**Didn’t understand there was info below the fold on artwork page**

The user went to the artwork page and expected to only find the actual artwork there. He didn’t even try to scroll, because there was no hint there would be content below the fold. That meant he couldn’t find the info asked in the task without an intervention.

**Confused zoom in and out buttons for search buttons**

This user had a conflicting mental model: he expected the magnifying glass to indicate search, which it actually does at the top of the page. The zoom in and out buttons also use a magnifying glass, with a small + and – in it. This user was older and might not have been able to see the icons clearly.

**How do adults from different age groups (between the ages of 18 and 65), who live in the Netherlands and speak Dutch, react to this website?**

Some users mentioned they discovered new interests due to the website. It showed them artwork they didn’t know existed.

The availability of all the artwork was appreciated by our users. Some mentioned it might not be for them, but they all emphasized with the purpose of the website. They especially mentioned the availability of pieces *not* on current display.

We observed a difference between the age groups when using certain parts of the interface. The younger users didn’t understand that the heart icon: they expected it to mean ‘like’, as it

does on social networks. That's why they passed by the button when trying to complete the task. The older user instantly understood the functionality and found and used it without issue.

On the other hand, we found that some elements on the website are either very small or low contrast. The younger users didn't have an issue using them, but it affected the older user's experience, specifically when looking for the search functionality.

In conclusion, while all age groups responded positively to the concept of the website, they also ran into problems connected to the mental model that comes from their experience with computers.

### How easy is it for the user to create a tour from their self-made collection?

Our users ran into serious issues when trying to complete the task related to this research question. We've listed the individual problems below and go into a general conclusion afterwards.

Usability Problem	P1	P2	P3	P4	P5
Couldn't find any info or button for creating a route when looking around the collection	X	X	X	X	X
Didn't realise the tour requires artworks to be on current display	X				
Route banner didn't show up when user expected it to	X		X	X	X
After setting a set to private, the route button won't show up. On the profile page, a label 'can be turned into a route' does show up, however.			X		

Table 3 Usability issues related to the tour functionality

All our users faced difficulties turning their collection into a tour. They first looked for the option on the collection page. We all had to actively direct them to the info on the frontpage. Once they read that and met all the listed requirements, they still got stuck: the text claimed you need four artworks, but in reality you need five. That required another intervention.

Some users ran into extra troubles: one didn't understand enough artworks needed to be on active display for the tour functionality to show up. Another set the collection to private, which also prevented the tour from activating.

Finally, our older user didn't make it through this final task: after struggling for minutes and multiple interventions, he gave up.

In conclusion, while users thought the tour functionality was useful, they couldn't figure out how to use it. The lack of info and error messages meant they had no idea how to finish the task and had to be guided through it by us.

## 6.2 Discussion

There were a few minor issues regarding the quality of our research. Due to being asked to use the website for a test, motivation for certain users was on the lower end due to not being the

intended user group for the site. This affected certain actions they took when completing the tasks, we provided and caused some issues requiring interventions. Another quality issue came from Alex's user who gave up on the 4<sup>th</sup> task (the creation of the tour from a user's collection). This meant any usability problems for this user in this task were interpreted rather than observed.

Another issue is due to our choice in users. The intent is to have a wide variety of adult ages, from 18-65, however most users were skewed towards the younger end with only one user being on the older end. This means that the data we have are largely based on a group with a well-developed mental model of web use.

Finally, small errors occurred due to actions users took whilst exploring the site. This led to scenarios outside of our protocol which led to major intervention.

Despite this, the quality of research was sufficient to derive interpretations and observations, to which these were able to be generalized into several recommendations.

The value of our research is in the form of proposed improvements for the site. Several similar usability problems were identified among our users which is safe to say that it may apply to others beyond the trial. Beyond our recommendations below, the data gathered is from a majority of users that are disinterested in art but empathize with the site's purpose. Further insight may be drawn from the data to improve the sites appeal beyond the target user group in order to broaden the group.

If we were to do this research again, we'd increase the user count for the test to a larger even number than the current. Also, a stricter difference between the ages of the user should be implemented to get a richer spread of data. Finally, having half of the users be interested in art and the other half not; should allow us to identify if the context of use for the site will affect actions taken on it.

Additional changes to the protocol can be made regarding the location and setup of the trials; to have be on the same setup and location to further avoid quality errors. Also, to better explore the site beforehand in order to discover as many possible issues the user may face in order to intervene efficiently if required.

## 6.3 Recommendations

Our proposed changes for the Rijksstudio website are based on our user tests and the usability problems that showed up during them.

The recommendations are a generalization from our individually proposed recommendations. We've gathered those in appendix e.

### Navigation

The current back button switches back and forth between a 'back' functionality and a 'one level up in navigation structure' functionality. Sometimes it even defaults to a 'homepage' button.

This switching back and forth is confusing for users. We recommend making the functionality of the back button more consistent. Additionally, adding a 'home' button next to the back button would help users who quickly want to jump back multiple levels.

## **Collections**

Almost all users felt a heart icon didn't fit with a 'add to collection' option. Changing this icon to a plus (+) or save icon would better reflect the offered functionality.

Creating a collection is only possible when adding an artwork to a set. We suggest adding a 'create a collection' button to the profile page.

## **Tours**

The information to create a tour was very hard to find for our users. We recommend always showing a 'create route' banner on the collection page. When a collection doesn't fit the requirements yet, explain what the user needs to do to get the functionality to activate. This would also bring exposure to this feature, as both we as researchers as well as our users agreed it is very interesting, unique and valuable functionality.

Additionally, fix the text that says only four works are needed, or lower the technical limit from five to four. Either way: be consistent.

Finally, consider allowing users to create a tour from a private collection. Not all users are comfortable sharing their collections with others, and this would also better fit with the GDPR requirement to design systems to be private by default and private by design.

## **Accessibility**

We noticed potential accessibility issues with two aspects of the website: some texts are fairly small and low contrast, and some similar icons are used for wildly different functionality. A standard recommendation would be to include a high contrast option in the design, which would definitely help those that struggle with lesser eyesight.

However, we'd propose fixing the low contrast text (e.g. the data below the artwork title) and confusing iconography (e.g. search and zoom icons) outright, as those changes would also make the website easier to use and understand for users with normal eyesight.

# Literature

Baarda, B (2014). *Research. This is it!* (paragraph 4.2). Noordhoff Publishers, Groningen (NL).

Kanis, H and Rooden, M.J. (2005). Observation as a design tool.

Rooden, M.J. (2013). Description User Trialling. LUX publication.

Guidelines for setting up your user trial  
Mark de Jong, Doorn, F.A.P van

Based on:

Daams, B. (2011). Chapter 4: Gebruiksonderzoek. In: Productergonomie. Ontwerpen voor nut, gebruik en beleving (deel1). Uitgeverij Undesiging, pp 171-242 (in Dutch)

Kanis, H. (2007). Gebruiksonderzoek doen. In: Dictaat Mens & Product (IO 1020), edited by I.A. Ruiter. Faculty of Industrial Design Engineering, TU Delft, pp 32-62 (in Dutch)

Kanis, H. and Rooden, M.J. (2005). Observation as a design tool

# Appendix A – Overview participants

## **Aleksandar:**

Peter de Vries - user

[peterdevries@gmail.com](mailto:peterdevries@gmail.com)

Peter de Vries (65) is a painter from The Hague. Peter loves going to art exhibitions with his wife and has a wide knowledge and interest of art. Peter is familiar with new technologies and without a problem browses for upcoming art exhibitions. I chose him because he could be the potential user of Rijksstudio.

Peter encountered few problems and proved my suspicions that older users might have struggles with using the full potential of the website. He struggled with understanding how to find the size of the canvas, got confused by the back button and was unable to create a tour for his collection.

## **Benas:**

Rowan Bink

[rowan.bink@gmail.com](mailto:rowan.bink@gmail.com)

User for Benas – Rowan is in the age range of 22 and has an affinity for art. He's also technically savvy, so he should have a breeze using the website. He is a native Dutch speaker. Thijmen did gave user's contact to Benas.

Rowan approached the only major problem while using the website which was to create a tour from the collection of artworks. Except for that he encountered places in the website where certain buttons could be added for navigation, for instance, and said out loud his suggestions.

## **Naya:**

Jared Dirkz

[jareddirkz@gmail.com](mailto:jareddirkz@gmail.com)

I chose Jared as my user, because even though he might not be the biggest art fan, he is interested in learning new things and is interested in understanding more about technology. He is 23 years old and fits the criteria, as he is currently living in the Netherlands and speaks Dutch on a daily basis.

Jared barely needed any help from us. He was able to do 2 of the 4 tasks without any problems. He did reach an obstacle during task 4 (which was expected) where he asked for help after getting a bit more frustrated. He needed some clarification on the back button during task 1, because of the inconsistency.

## **Thijmen:**

Bart van Montfort

[2281bartreinier@gmail.com](mailto:2281bartreinier@gmail.com)



I picked Bart as my user, as he's not super into art or tech, but has a broad interest and likes to figure out how things work. At 21 he fit the age range well, and he's a native Dutch speaker.

Bart had to be reminded often to think aloud and to not take issues he encountered personally. He got visibly frustrated with the website at multiple points, but (to his credit) kept trying to work towards a solution.

**Pedro:**

Isabella Krieckaert

[Isabellamlk@gmail.com](mailto:Isabellamlk@gmail.com)

I picked Isabella (Bella) as my user as she would be our youngest participant at 18 years. She has little interest in arts in general however, she fairly savvy when it comes web browsing. She's a second language Dutch speaker.

Bella needed some reminding to think aloud as she was prone to moments of quite as she focused on the tasks. She wasn't too frustrated with failing as she was aware of the context of why she was using the site. Unfortunately, most of her valuable data came after the recording was finished.

# Appendix B – Research protocol

*Set up the laptop and video camera before the formal part of the research begins.*

## Introduction

Good afternoon. My name is *(insert name)* and this is *(insert name)*. We are students at the Hague University of Applied Sciences where we are currently in our first year of the user experience design programme. For our Research for Design class we are conducting a user trial for the Rijksstudio website. We will start with the user trial first and then do an interview with you after. We estimate that this will be just under an hour.

We do want to articulate to you that this is not a test of the user, but rather a test of the website. So, please use the website as you normally would and work at the tasks in your own way. Do think aloud for everything, so we know what you're doing, thinking and looking at. If you get stuck, that's not a problem. Continue to think aloud and tell us about what you expected to happen and how you're working through it. If absolutely needed, we will help you out too.

Before we begin our trial, we would like to ask if it is okay for us to film your user trial, the interview and make screen recordings?

Data usage will only be conducted by our research team and our Research for Design teacher. It will be deleted after course ends and grade is final.

One final note: you might encounter a login screen while using the website. We have login information for you, so you don't have to create your own account.

Are there any questions you'd like to ask before we begin?

*Start screen and video recording here.*

## Tasks for observation

We will remind you to think aloud if you happen to go silent. Otherwise, we won't intervene unless asked to.

### 1: Take a look at the Rijksstudio website and play around with it a bit

Please do this for a few minutes so you can get a basic feel for the website. Then continue to task 2.

Potential tips:

- Try looking at some artwork.

- Find a famous painter.

## **2: Could you find the canvas size and owner of “The Night Watch” for me?**

Potential tips:

- If stuck finding anything: is there a search function?
- If stuck finding canvas size (scroll down just an inch for it):  
Is it a bit lower on the page?
- If stuck finding owner (it’s in the “object info” dropdown): is there a place with general information about the artwork somewhere on the page?

## **3: Could you add 4 artworks to a collection**

We will give you your account details when you reach the login screen.

Potential tips:

- If stuck on how to add artwork: is there a way to say you like this work?
- If stuck finding more artwork (they’re not leaving the Night Watch artwork page): could you go back to the previous page and see if there’s more work there?

## **4: Please create a tour from your collection**

Potential tips:

- If unsure how to even do that: maybe there’s more info about it on the front page?
- If on the front page and not seeing it (it takes a bit of a scroll): scroll down a bit? Is there some information there?
- If confused about the four artworks (but secretly needing five): stay silent for a bit. Then suggest adding another one and seeing if that works.

And you are done!

*You don’t have to send the tour to your phone.*

We will move on to the interview right after the observation.

*End the screen recording but keep the video recording going.*

## **Interview**

- How was your experience using Rijksstudio?

Now, we will ask you the following questions for each of the four tasks:

- How did you experience the execution of the task?
- Did you run into any problems? If so, which?
- What good things did you encounter in this task?
- If you did something interesting during the task, could you please elaborate?

- What was your reason for solving the task in that particular way?

Finally, what is your general opinion of Rijksstudio:

- What did you like and not like about the website?
- What do you feel should be improved on the website?

## **Debriefing**

*Recap the test and interview.*

Just a quick reminder that the data usage will only be conducted by our research team and our Research for Design teacher. It will be deleted after course ends and grade is final.

*Confirm consent.*

Did I forget anything, or would you like to add anything?

Thank you for participating in our user trial.

# Appendix C – Transcripts

Here you insert the individual transcripts of verbalisations and actions. Make sure to mention for each transcript who was the test leader and made the transcript

## Aleksandar

**Test leader: Aleksandar**

**User: Peter de Vries**

**Facilitator: Shanaya**

Can you search for a famous artist?

*Yes, where is it?(the search option)*

Explore the website futher and try the find for yourself.

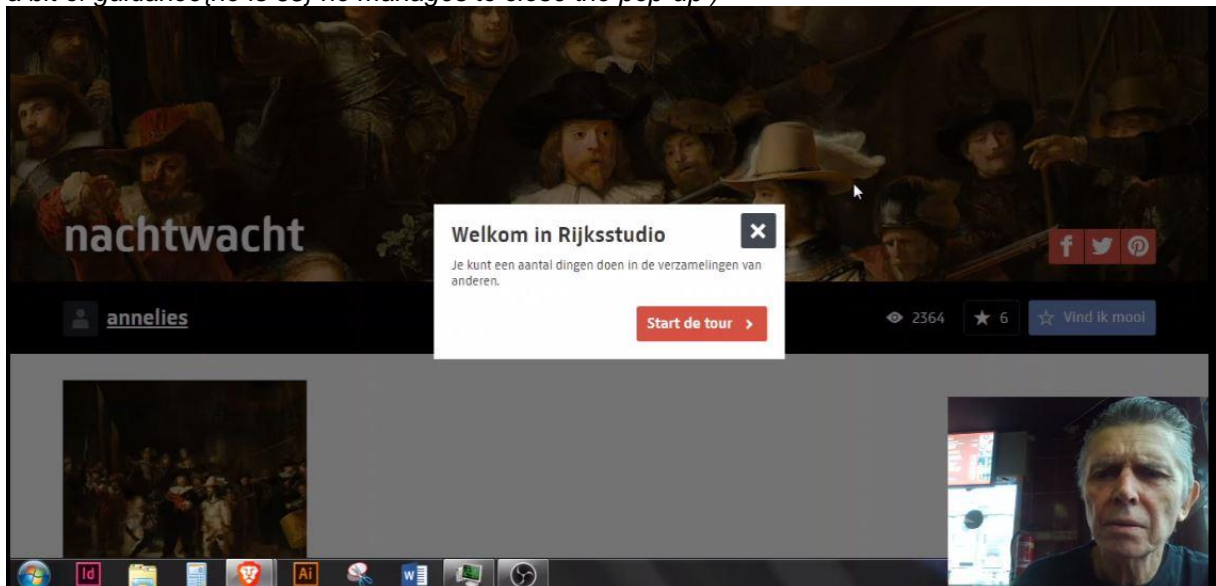
Can you search for “the night watch”?

*Yes, I have to go to Rembrandt?*

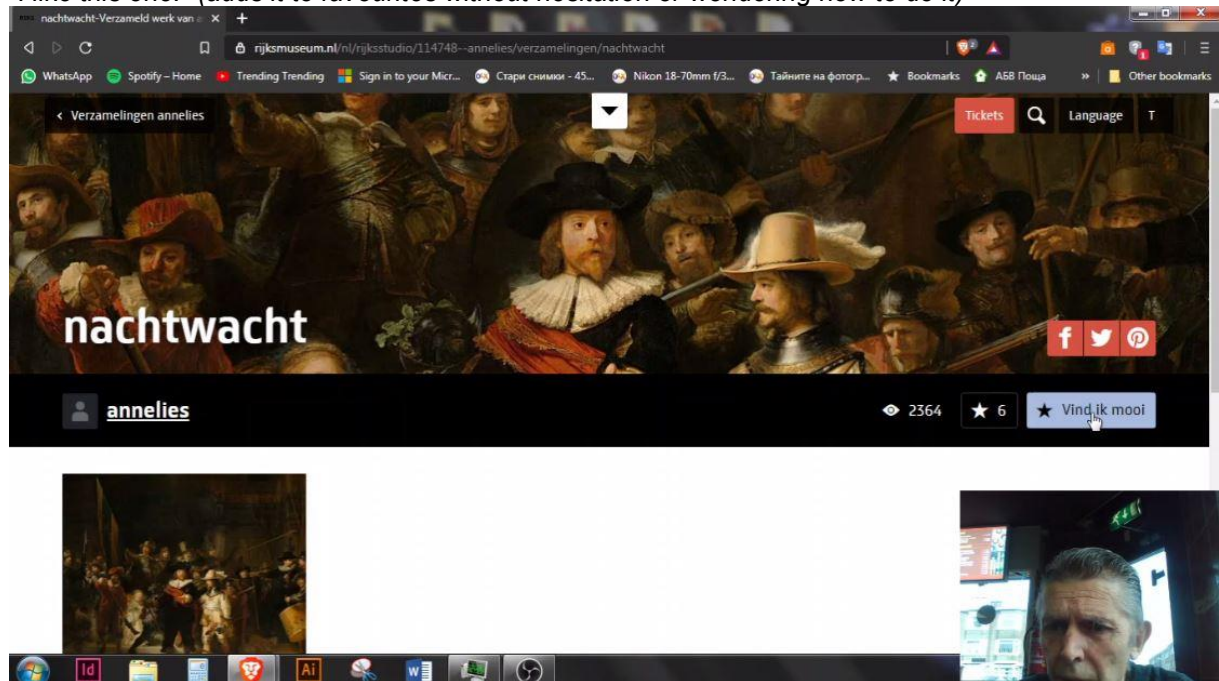
Maybe you should try searching for it.

*(trying to find search option; finds it a minute later then types “nachtwacht” and opens a collection from another user called exactly the same)*

*(suggestion from the website for a tour pops-up, he gets confused why it is so dark; After a while and a bit of guidance{he is 65} he manages to close the pop-up )*



*"I like this one!" (adds it to favourites without hesitation or wondering how to do it)*



**What did you do now?**

*"I put it on the website, I like it."*

**Can you find the canvas size, it's on the website?**

*The size he made it on? (Starts to observe the page of the artwork but doesn't scroll; Wonders for a minute and a half)*

**Do you find it difficult to find?**

*Ah, no (actually does struggle compared to a younger user).*

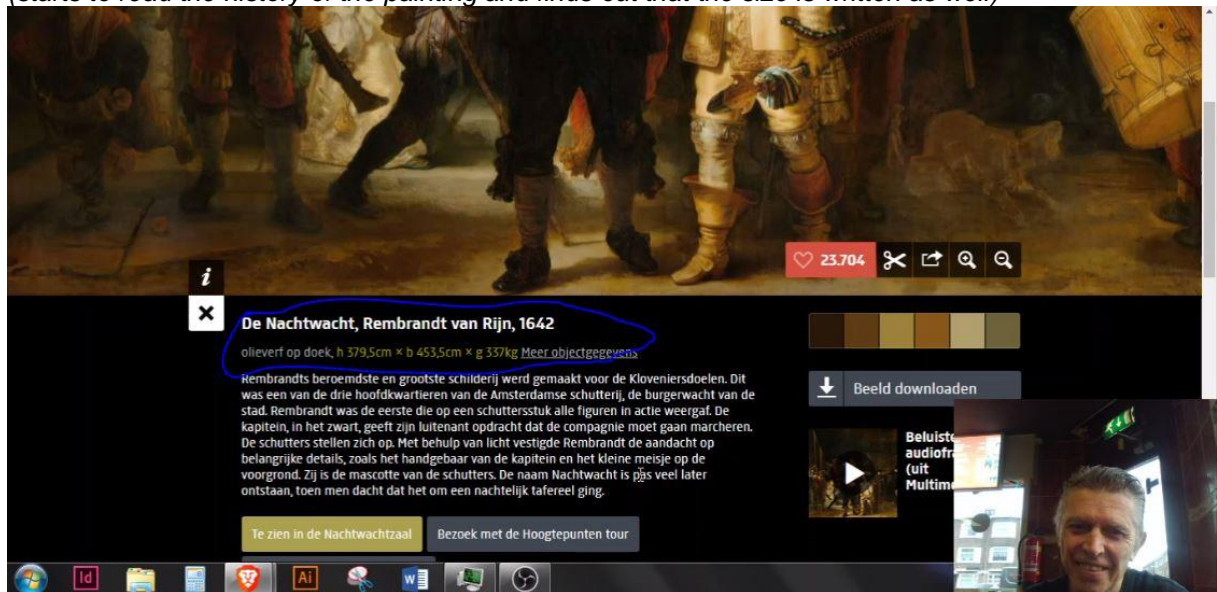
**Maybe you can try to navigate and scroll the page.**

*Do I do it from here? (points at the vertical arrows which are used for going to the next or previous artwork; talks about the history of the painting)  
(scrolls after 5 minutes of talking about the painting)*

**Can you tell me the canvas size now?**



(starts to read the history of the painting and finds out that the size is written as well)



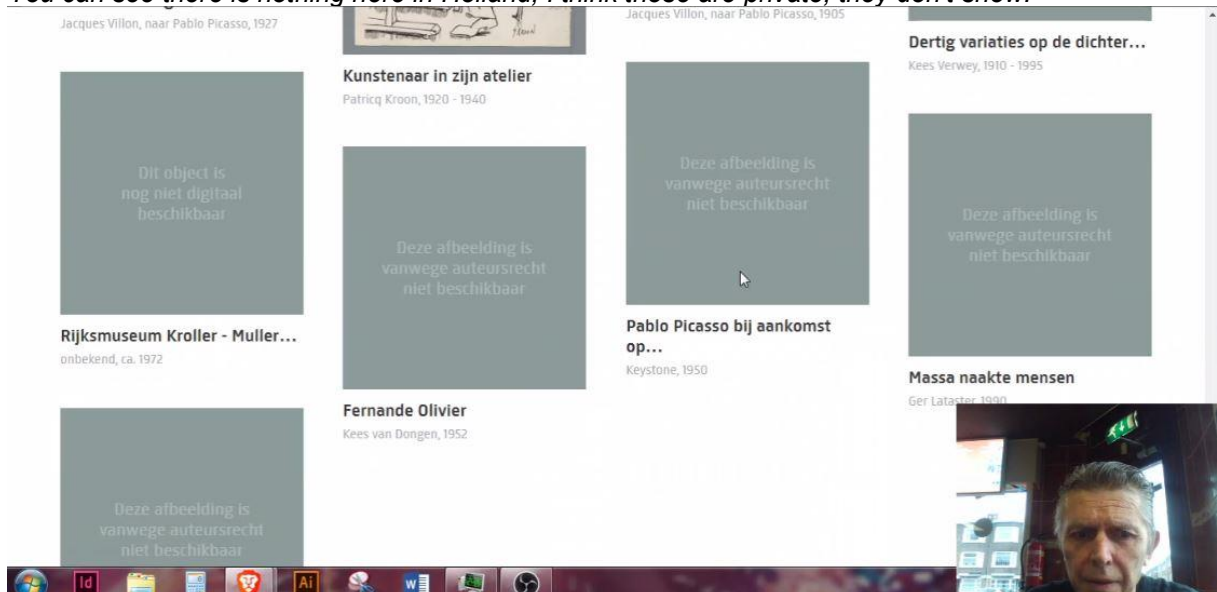
It's 379 by 453.

Can you add four of your favourite artworks to your collection? (I explain the task in depth)  
Remember we are testing the website, not you!

Ok, I like Picasso, I want to search for him.

Can you search for him?

(Scrolls up and down; gets confused with the zoom in zoom out option but after short looking finds the upper magnifying glass for search; searches for Picasso but doesn't find anything on display)  
You can see there is nothing here in Holland, I think those are private, they don't show.



(goes to the menu for sorting the results)



**What are you trying to do now?**

*I want to find Dali.*

**How are you going to do this?**

*(Opens the drop-down menu again)*

**Maybe you should search for it?**

*How do I search? (Finds the magnifying glass after a minute or so)*

*Oh, there are no paintings from Dali.*

**This website only has paintings that are on display in Rijksmuseum. Maybe search for another artist?**

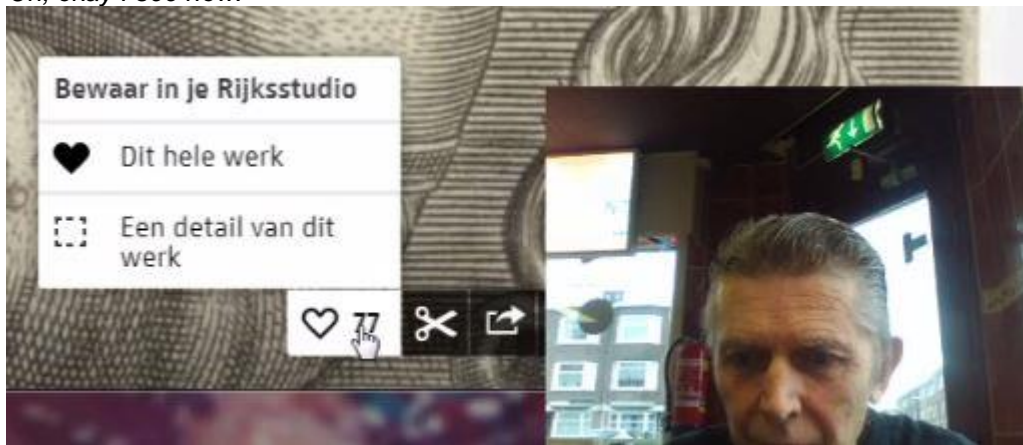
*Okay, I want to search for Vermeer. (types in the search bar "Vermeer Leiden Geboren")*

**Can you add it to your collection (Melk meisje)?**

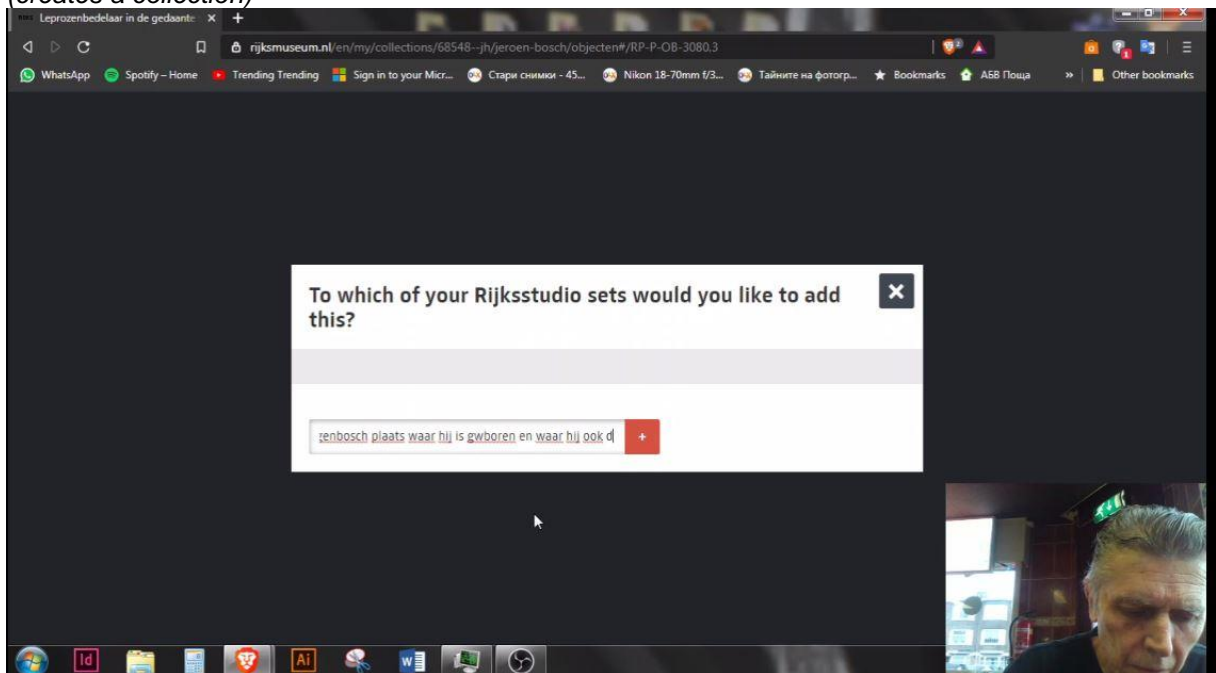
*Where is my collection?*

**You create it by adding it to "I like it"**

Oh, okay I see now.

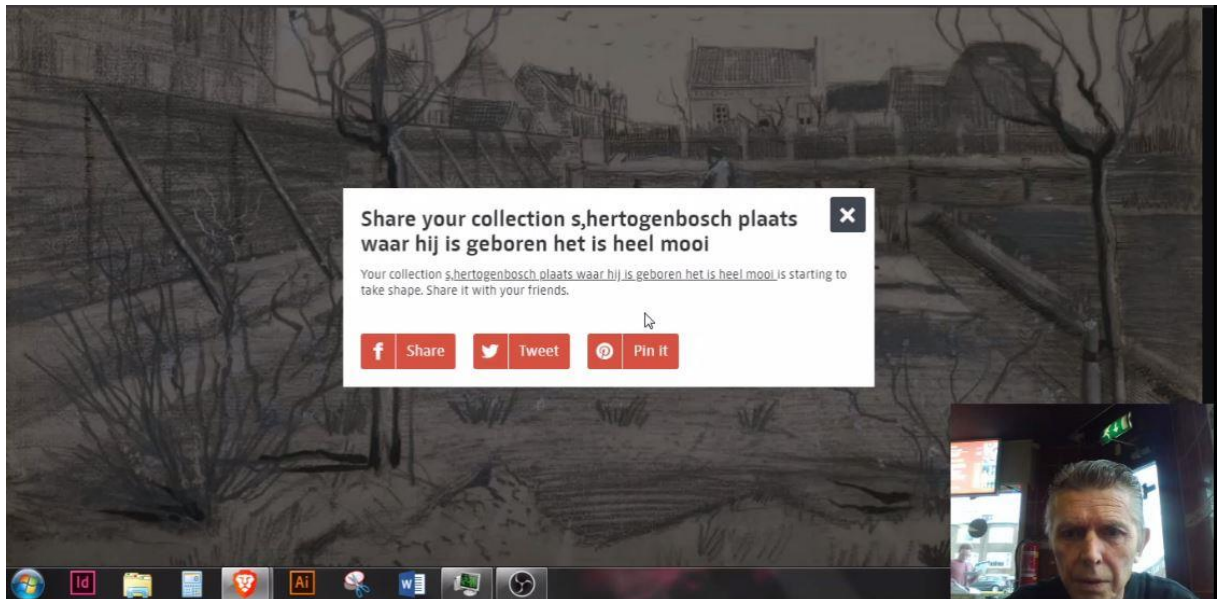


(creates a collection)

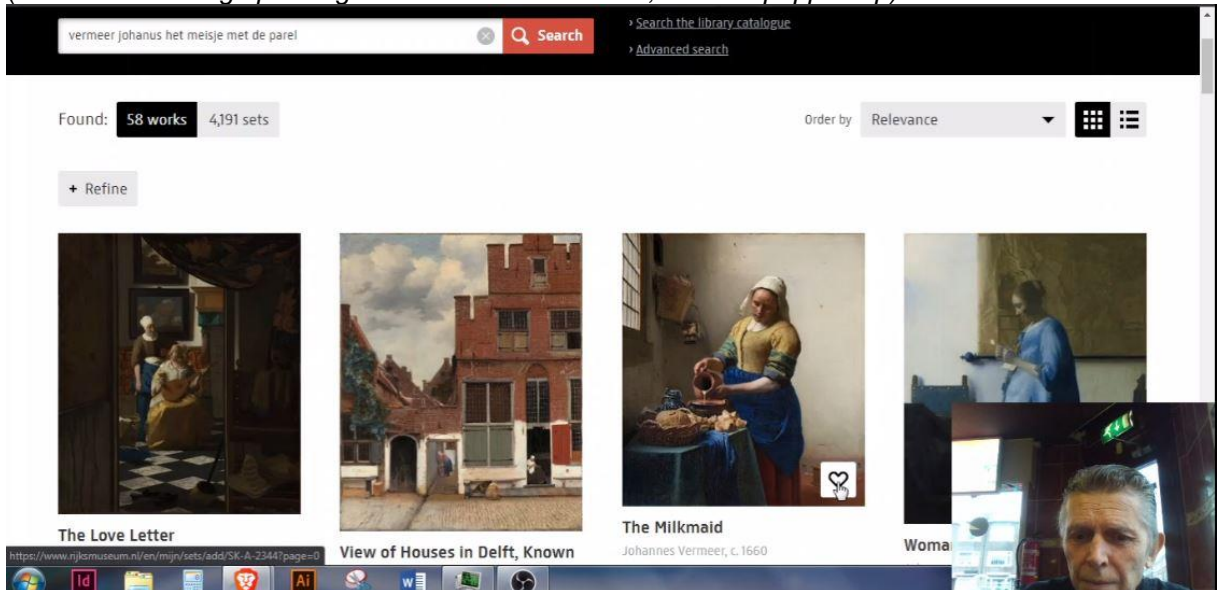


Why I cannot write more?

**Because you've reached the maximum amount of letters for the name of the collection**



(He reached enough paintings in order to create a tour, and this popped up)



(For the first time he used the like button without opening the artwork itself)

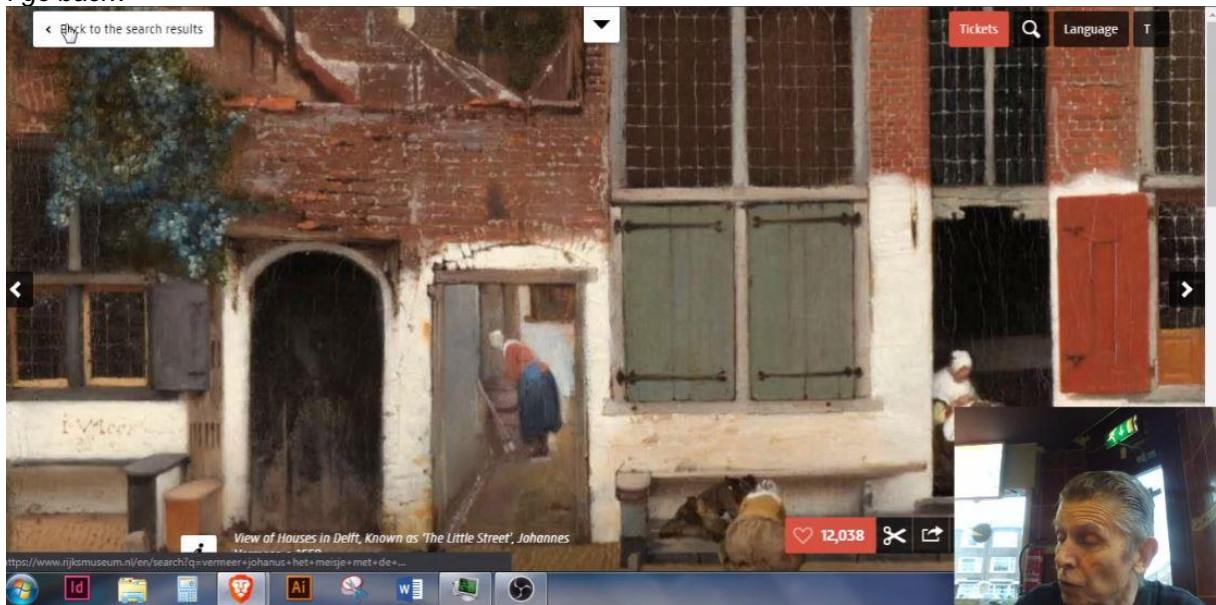
**Can you create a tour now?**

Maybe but I don't know how.

**Look around the website, maybe it's written somewhere. Scroll, navigate, read.**



*I go back?*



**Where are the artworks saved?**

*I don't know. My collection?*

**But where is your collection?**

*In my profile.*

**Then go there.**

*(clicks the back button "Rijksstudio" instead of his profile; scrolls the landing page)*

*I don't like it, too many paintings.*

*(searches for information on how to make a tour another few minutes)*

*Can you help me?*

**Do you find it difficult to find what you want?**

*Yes, I don't understand what is this tour.*

**The "tour" is a tour of your collection, the paintings that you saved to liked. Other people can see this when they open you account and they can explore your collections if they like the artwork that you have saved.**

**Do you understand?**

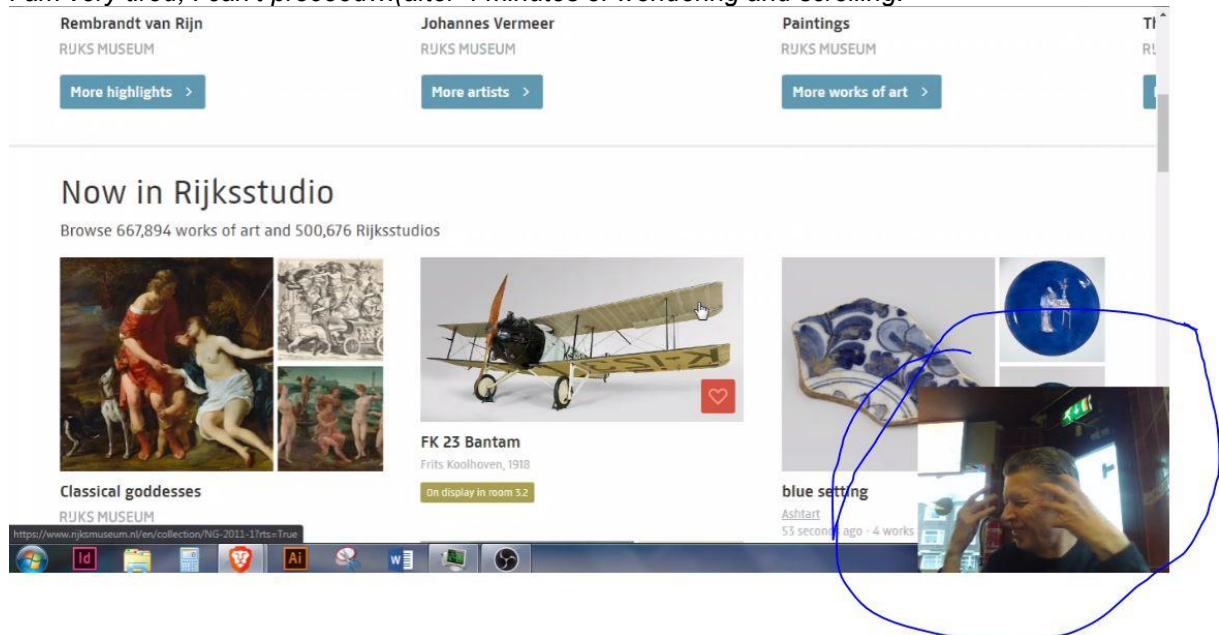
*Yes, I understood.*

**Can you make the tour now?**

*No, it's complicated I got lost.*

**Okay, would you like to continue with trying?(He's been searching the website but ignoring the instruction button)**

*I am very tired, I can't proceed...(after 4 minutes of wondering and scrolling.*



(After letting him struggle for 2 more minutes I set the end of the trialing because he didn't seem to enjoy it anymore. I concluded that he cannot do the task without further guidance which would be leading)

## INTERVIEW

### How do you like this website?

*I like this website a lot! You can find many things here instead of waiting on long que or travelling to another city / just to see one paining*

### How did you feel while using the website?

*I felt relaxed, similar to when I paint. Maybe it is the art environment.*

### Was it easy to use the website?

*It is nice to have the website, because in the old time we didn't have this.*

### Was it easy for you, a person 60+, to use the website?

*You know, they want us old peole to be familiar with computers and understand everything, while most of the old people don't have computer. I used it but I could not create the gallery you asked. (He didn't notice the "Instructions button" because it was with low contrast color scheme).*

### How did you experience the tasks that I gave you?

*Searching and sorting was easy but I can't make a collection.*

### Did you need adaptation to the website?

*I understand the website.*

### Did you find something interesting, something that you don't expect?

*I expected to have foreign expositions, all the old ones I have seen. But I like the website it is very useful.*

**What did you like and dislike about the website?**

*I like it very much that they start with the most famous onesv only some features are complicated*

**Do you think something can be improved?**

*Maybe if it was more easy to use.*

***END***

---

# Benas

## **Benas (test leader, transcriber) & Thijmen (facilitator):**

Speaker 1 – Benas  
Speaker 2 – Rowan  
Speaker 3 – Thijmen

Speaker 1: Good evening. My name is Benas and this is Thijmen. We are students at The Hague University of Applied Sciences where we are currently in our first year of the User Experience Design program. For our Research for Design class, we are conducting a user trial for the Rijksstudio website. We will start with a user trial first and then do an interview with you after.

Speaker 2: Sure.

Speaker 1: We estimate that this will be just under an hour. We do want to articulate to you that this is not a test of the user but rather a test of the website. So please use the website as you normally would and work at the tasks in your own way. Please think out loud for everything so we know what you're doing, thinking and looking at. If you do get stuck, that's not a problem. Please continue to think out loud and tell us about what you expected to happen and how you're walking through it. If absolutely needed, we will help you out too. Before we begin our trial, we would like to ask if it's okay for you to film your user trial: the interview and make screen recordings.

Speaker 2: Sure.

Okay. The data would be used for our research team and for our research for design teacher, it will be deleted after the course ends and grade is final for everyone.

Speaker 2: It's fine.

Okay. And one final note: there could be a login screen using the website. But I think there it should be all fine and set-up. Are there any questions you would like to ask right now for beginning?

Speaker 2: Not really. You'll probably give me a task in the little get started.

Speaker 1: Okay. And a reminder: please do think out loud. For task number 1 please take a look at the Rijksstudio website and play around with it for a little bit so that you would get, a basic feel of this website.

Speaker 2: It's just a lot of pictures right now. I'm not looking for anything right now. It looks nice. That's kind of the main point, I guess. Scroll to the side. It's probably whatever's on this at the moment. I'm guessing that's an arrow, what else? I meant the search. There's also an actual search button so it just doubled it. Or is this another search button? It does a different thing. That's weird. I should probably get back to.



Speaker 1: Okay. I would like to see that we are currently testing Rijksstudio website right now. For now, we are not testing other parts.

Speaker 2: So I shouldn't use this arrow? Otherwise I will get somewhere else, okay. I'll stay here.

Speaker 1: Please try to look at some artworks right now.

Speaker 2: Should I need to look for anything specific or just look around?

Speaker 1: You can try to find for some a famous painter right now.

Speaker 2: There's only famous painters here.

Speaker 1: Whichever you feel is the most famous.

Speaker 2: Those were actually at the top, so I will click them. Some information about Rembrandt. I'd be able to share this. I'm missing a copy link button though cause I like to push a copy link button and then share it through WhatsApp if I were on a phone or keep it in some kind of a notes app. I like it when there's a button like that. I don't like that too many websites don't have it and I don't really like it stylishly too dark. I'm going to Johannes Vermeer. Just randomly scrolling though. Just sit down and double check.

Speaker 3: Are you on the English version or the Dutch version?

Speaker 2: I am on the English version. Okay. I don't like the way that this does not have a zoom out button. Oh there it is – it was a bit hidden. I was looking for the zoom button, but when I was looking for it more towards the middle. I saw a heart button, so I dismissed it as a social features block. The default is zoomed in. That's also pretty annoying. I'd like to just see the full thing and then maybe click twice. Okay. Click twice to zoom in is a thing. So that's nice. I can't zoom out by double clicking though.

Speaker 1: Technical note: it could be that it's actually the touchpad drivers. I'm not really sure.

Speaker 2: No, it doesn't tune back out again when clicking. Okay. I like it when I double click to zoom in and I just keep clicking until I'm all the way there and then I just start turning back out again. But I got to say, I don't remember any website that has this. It might be a personal thing. Having it zoomed in by default is actually annoying.

Speaker 1: Okay, thank you. Let's move on to task 2.

Speaker 2: Okay.

Speaker 1: Could you please find the canvas size and the owner of "The Night Watch" for me?

Speaker 2: Okay. Pressing command + F should work. What was the painting again, sorry?

Speaker 1: "The Night Watch".

Speaker 2: Doesn't give me any hit sadly, so I'll use the actual search. Found it immediately. I found the info button right before when I was browsing around. So I clicked that button assuming there'd be info and there's the actual info. The sizes, oil on canvas, three, seven, 9.5, etc. So that was easily found.

Speaker 1: Now for the part two of the task: could you please find the owner of this painting?

Speaker 2: I can't leave this website right?

Speaker 3: No.

Speaker 2: Normally I would just copy, paste the name and type in Wikipedia, enter and have the answer.

Speaker 1: It's actually on this same page.

Speaker 2: Then I'll need to actually read better because I was just genuinely practicing. Oh, more details! I see a lot of names, so I'll just try it again to find it on the page. If I would where to find some kind of a really detailed page like this, I would just try and use the find function within the browser to type something like "own" or "owned" or "owner" to actually find the thing that I can't do that now. So, I'll have to actually look at it. Okay, acquisition on loan from the city of Amsterdam. For a while now, since 1808.

Speaker 1: Thank you. We can proceed with task three right now.

Speaker 2: Okay. Uh, I'm missing a home button right now. It would be nice if there was a button next to it to just immediately go back.

Speaker 1: Understood, thank you. Let's start with the task 3. Could you please add 4 artworks to a collection?

Speaker 2: Okay. I don't want to take the tour. I had to click that one away. Uh, just opening a random picture now. It's a bit weird that it has a heart to save it because I imagine I'd be liking it instead of adding it to a collection. I'm naming my set "testing". Yeah, I have a set now. Is that a collection already?

Speaker 1: Yes, but there is only one artwork right now.

Speaker 2: Oh, right. I can just open a random other picture. I'll just open paintings. Click the first one. I see. Click the heart again and somehow ended up at the Dutch page. But that might've been because I clicked on the user button. I don't know why that

happened anyways. I'll just switch back to English. It didn't click to change to touch, but might be a glitch. I added two works to my testing collection.

Speaker 1: Okay. So, we need to add two more art books and that will be the end of this task.

Speaker 2: Cool, saving more. I can also just add a snip of it, apparently. I saw that before, but I didn't mention it. Saving the other one. Clicking randomly to open another thing, saving it. It is not too hard. Maybe the icon is just a bit weird. The heart would be better changed with a pin or maybe a folder or something. Not sure.

Speaker 1: Okay. Thank you. Now let's move to task 4. Please create a tour from your collection.

Speaker 2: Tour for my collection? Okay. I'll just go to my personal page by clicking the button in the corner. I'll click "Testing" – the thing I saw before. I don't see a button to make a tour out of it. So, I'm going back to my personal account page. Yeah, I can't find the button and the place where it should be.

Speaker 1: One possible tip – you can try doing back to the front page.

Speaker 2: Okay. I'm back at the front page.

Speaker 1: Could you please try to find a button there? Try to scroll for a little bit.

Speaker 2: Create your own route. Okay. I'll need to download an app?

Speaker 1: We don't need to proceed with that step right now.

Speaker 2: Okay. If I wouldn't have known that I'd be able to create my own route, this would have been the way for me to find it. But now that you told me I was looking for that in the same place where my collections were stored. So maybe for a user who doesn't know about the function, they would be able to find it easier. I got back too far. I'll just go back to the homepage.

Speaker 3: User still needs to complete the task. We just need to make a tour.

Speaker 2: Oh, I can actually do it. I thought I needed to download that.

Speaker 1: No, we just need to create a tour. We don't need to download the application.

Speaker 2: Oh, so I can actually make a tour without download the app. Okay, tours per department. Those are the routes. Create your own route. And then I'm going to creating my own route, but I just got back to download my app.

Speaker 3: There is more information on that page.

Speaker 2: Create your own collection, find your favorite artworks, etc. Once you add four works on the display, you'll be able to follow route in the museum. Simply click the banner to go through the route page. Oh there. So, I'll need to go through the events thing. At least that's what it looks like. On display in the museum. Oh, it's probably looks the same as I just go to my page. I'm better at following instructions on these sites. Normally I would open it in a different tab and work from there. Am I allowed to do that?

Speaker 1: Everything should have happened in this same page. Do you have all four artworks in your collection?

Speaker 2: Yeah, I have four artworks in one collection.

Speaker 1: Are they on the current display?

Speaker 2: Current display? Yes.

Speaker 1: You should go to the collection you just made.

Speaker 2: It was there. I am there now.

Speaker 3: And so the question is are they all on current display?

Speaker 2: Oh, one isn't. And that's probably what's missing with a whole functionality. I can just immediately add a thing to my collection by clicking the heart while hovering a picture. That makes stuff easier. I'll just add a few random ones to make sure all on display.

Speaker 1: Okay, we just need four right now.

Speaker 3: Yeah, that's way more.

Speaker 1: Let's just go back to selection

Speaker 2: Now it shows me a really big button that says "View this route" and then it tells me to download an app and now it makes sense. Cool.

Speaker 3: Just to add to it: for the sake of it, just remove the things from your collection again until you're down to four artworks that are on this list that are on display and there are only four of them. We'll then refresh the page edit.

Speaker 2: Oh, that's how I edit. I was hoping to click the edit set button and then be able to select more multiple of them and delete them. But I can't do that. I have to do it manually one by one, apparently. Oh and it doesn't shift them back up. I don't see an undo button immediately displayed after I deleted something. I'm down to four that are currently on display and I'm refreshing.

Speaker 1: Great. Now could you please make a tour from it?

Speaker 2: Apparently not. There's no button, but I'll just go back to user page. I don't see the button I saw before.

Speaker 3: And do you feel you from that all the requirements to create a tour?

Speaker 2: They all say they're on display.

Speaker 3: So the number of items, there's definitely four and there's four different ones. Okay. Well yeah.

Speaker 1: I would suggest adding one more artwork to this collection.

Speaker 2: I'll do. I'm adding this one because I don't recognize it from before and it's on display. And then back to the collection?

Speaker 1: Yes. Just make sure that now the button is there. So we're done with it. Now we will move with the interview part as we're done with the observation. So how was your experience using Rijksstudio website?

Speaker 2: Mostly fine. Definitely way better than the average museum website.

Speaker 1: Okay. Is there anything that you can add to this question right now?

Speaker 2: How I felt about it? Nice. Sleek. Didn't feel like I was forced to click anywhere. Lots of stuff on display. Search function was quick. Yeah, just fine.

Speaker 1: Okay, let's move on. I'll ask you the following questions for each of the four tasks and we did.

Speaker 2: Yeah. Cool.

Speaker 1: Task 1 was to take a look at the Rijksstudio website. How was the experience during the execution of this task?

Speaker 2: If I was actually looking for artwork and I stumbled upon this page, I would have liked it because there was a lot to see immediately – especially if I didn't really know what I was looking for. But just randomly browsing lots of stuff in your face. And the most famous ones were right on top. Easy to find. If you clicked something like a famous name, you immediately saw a tiny, tiny bit of information. So if you were looking for that, you immediately would invite it. Just a pretty clear “what was what”.

Speaker 1: Right. Did you run into any problems and if so, which kind of problems?

Speaker 2: Well, randomly browsing I didn't really see any problem. I'll just say that when I opened a picture in, it would be zoomed in to fit the screen size and not be showing the full artwork. So, I had to zoom out to see the full artwork every time.

Speaker 1: Did you find anything interesting doing this task?

Speaker 2: It was pretty quick at loading pictures, but that is really irrelevant, I think. It was fun to see that over so much information available about all the pictures, but I think that's mostly in the next task that I found that out.

Speaker 1: What was the reason for doing that task in that particular order?

Speaker 2: Well, normally when I open up a site that I'm just randomly browsing, let's say a shop, I just scroll up and down and see what's up. And I did that and I saw loads of stuff. So I was happy to find stuff looking for stuff without being specific.

Speaker 1: Thank you. Let's move on to the questions for task 2. The task was to find the canvas size and the owner of "The Night Watch"? How was the experience during the execution of that task?

Speaker 2: I thought "The Night Watch" would be on the front page because it's a really famous picture. I tried using the find function within the browser, so not within the website, but within the browser to find the painting and then find some kind of a button to bring me to more information. That didn't work. Uh, so I had to use the built-in search of the website and that immediately gave me the painting and a more info button. So pretty straightforward.

Speaker 1: Okay. And did you run into any problems?

Speaker 2: Just a tiny bit sad that I couldn't use the find function. Overall it was quite fine. Definitely more good than bad.

Speaker 1: Okay. Did you find anything interesting doing that task?

Speaker 2: Search function was quick and the first hit was actually the answer to the thing I was looking for. The info button was easy to find and immediately had the main bits that anyone would really like to know about it.

Speaker 1: What was the reason for completing the task in that particular order? So, let's say, why did you use the search functionality from the browser and not from the website in the first place?

Speaker 2: Because that's what I usually do when I look for something and I expect it to be on the page I'm already on. I just use the shortcut to open the built-in browser's search and type the first few letters and expect to have the answer. Um, that's just my normal work order. And if that doesn't work, I just use to search given by the website. Normally website's search doesn't immediately give me results.

Speaker 1: Let's move on to the other bunch of questions. The task three was could you add four artworks to a collection. What did you feel during the execution of that task? What was your experience?

Speaker 2: It was easy. I expected button "add to collection" to be within the share to social media area. So that's why I moved my mouse towards the heart button, expecting

the heart button to just be random social media thing. Apparently, that was the button to actually add it to the collection. Then it was pretty straightforward how to make a new collection and add things to it. Uh, just later whenever I was browsing around and I realized I could have just hovered my mouse over a picture and then pushed the heart button immediately because then I actually recognized the heart icon is the way to add artwork to collection. So, that's my only remark.

Speaker 1: Did you encounter any great things during that task?

Speaker 2: The button was where I expected it to be. Just that it had a different logo than I expected it to have. Icon, I mean.

Speaker 1: Did you find something interesting doing that task?

Speaker 2: It was fun to see that I could also only add a selection and then try it. There was an add selection button and then probably I would have had an option to only select a small bit of the frame to actually save it and find it easy later.

Speaker 1: Okay, let's see. We can move on to task four, which you did which was creating a tour from your collection. So, what was your experience during that task?

Speaker 2: That was harder than I expected it to be. I expected to just open my selection, click a button and be done with it. Then I was looking for the create a tour button or something similar, but then I expected it to be at the top of the page and not just randomly in there, mixed in with the artworks.

Speaker 1: Did you run into any other problem doing that task?

Speaker 2: The detailed page telling me to add artworks that are on display at the moment was filled with too much information, but it was a bit small. So, I didn't actually read the thing. I just saw at the top of the page that I had to download an app and then didn't read anything else because we are not going to download the app. I also wouldn't have wanted to download any app in personal case. I'd be like: "Oh, I have to download app that for this? Okay, nevermind."

Speaker 1: Did you find something interesting during the task?

Speaker 2: I found out how to see if anything is on display, so that's nice. I couldn't select multiple artworks that are on display and delete them all at once. And I also didn't see any undo button.

Speaker 1: Okay. What was your reason for solving the task in that particular order?

Speaker 2: I was looking for some kind of a special function that had to do with my collection. So, my first thought was let's give it to my collection. Um, and it would've been fine if I add things that were actually on the display. It would be better if there was, there wasn't any indication that I had to be there, even though I actually had to be there. If there was stuff in my collection that was within that collection. It would've been nice to

have add two more things that are in collection at the moment to start making a tour. Such notification like that would have helped.

Speaker 1: Oh, great. And finally, what is your general opinion of this website overall? What did you really like and what did you dislike this?

Speaker 2: It looks good, pretty smooth with all the transitions and zooming in, zooming out, everything was snappy as these. When looking for information I was able to find it without having to resort to Googling it. So that's good. I was slightly tempted to Google, but yeah, we are in the boundaries of the same website.

Speaker 1: Okay. What do you feel should be improved on the website?

Speaker 2: Oh yeah, I was missing a back to home. There's a really nice, back to the previous page button at the top of the page. But next to that I would love a sort of a home button that would bring me right back to the thing we used as a homepage at the moment. What was the specific question again?

Speaker 1: What do you feel should be improved on the Rijksstudio website?

Speaker 2: While scrolling through the picture, there was a few buttons that actually did something else. Um, but they weren't anywhere else. So, when I was looking forward for the tour thing, I had to scroll through a few pictures and then found it. It would've been nice if it was also some kind of a button at the top of the page. Might be a hidden button maybe by putting it in that hamburger menu. I don't know, but it would've been nice if it was in a general easy way to find location also.

Speaker 1: I have a specific question about the menu button. Did you find it a little bit confusing or did everything seem to be fine with it?

Speaker 2: You mean the arrow at the top of the page?

Speaker 1: With the navigation button, the main navigation button, which was on the top of the website. I think it was in the centre top location.

Speaker 2: Yeah, that was fine. Would've been nice if my previous remarks were to be found in that area as well, but okay

Speaker 1: And how confusing did you find that four artworks actually did not create a tour and you had to add five artworks in total?

Speaker 2: It was very confusing. It was really unclear that you had to specifically add something that wasn't together at the moment, but it makes sense. But it would've been nice if there was a countdown thing somewhere.

Speaker 1: So, we're almost done. I would just like to remind that the data usage will be conducted by our research team and our research for design teacher. And all of the data will be deleted afterwards. So, would you like to add anything or ask?

Speaker 2: I don't think so. No.



Speaker 1: Okay. If you still have a specific question you can ask me.

Speaker 2: I don't think so. No.

Speaker 1: Thank you for participating in our user trial!

Speaker 2: No problem.

# Thijmen

## User trial

Test leader: Thijmen

Participant: Bart van Montfort

Facilitator: Pedro

Thijmen: Alright, one more time: please think aloud!

Bart: Yeah, yeah.

T: Okay, task 1! Err... Look around on the Rijksstudio website and play around with it a bit.

B: Yeah, then I'll definitely have to accept cookies first. Otherwise we're not getting very far

*Accepts cookies*

*Page opens a bit down, B clicks button to go back up, then instantly a button to scroll a slider with content sideways*

B: Wow, ho, no, wait, what? Okay... (hovers mouse over 'right' button) Apparently is going up also going left and right.

*Starts scrolling to trigger back up button*

B: So if I do this...

*Click back to top button again, sees button is not in the same place as "go right" button*

B: Oh, never mind.

*Click Rijksmuseum menu*

B: Okay, that's pretty useful, a menu. Now home...

*Presses 'home' (back) button.*

T: Oh, that's my first intervention: we're only looking at Rijksstudio. That's part of Rijksmuseum, but we're not looking at the rest of the website. It's just Rijksstudio.

B: Sorry...

T: No need to say sorry!

B: Oh, I can change the language! Dutch... *(switches language back to Dutch)*

T: Could you keep it at English?

B: Oh, okay *(switches it back)*

*Scrolls in silence for a bit, mumbles something unintelligible*

B: Oh, this is stupid. The flower pyramid is in there twice. *(scrolls to show me)*

T: Uh huh.

B: And here! The Lidded Ewer, or however you pronounce it, is next to each other. Twice! That's so useless. And I've seen those cows before too!

B: And the "FlowerFlower" too.

*Continues scrolling*

B: Yeah, that way I can fill it all too. Oh, look! There the Flower Pyramid is again!

*Opens artwork*

B: And then they only show you half of it... *(zooms out)* That's useless...

T: What's useless?

B: You'd expect, when you click an artwork, for the whole artwork to show up. Not first having to zoom out.

T: Okay.

*Looks around on page.*

B: Why am I only seeing flower pyramids...? This is all the same, right? And when it's in English... Look, here it says "Bloemenpiramide"!

*Scrolls around on page a bit more, doesn't click anything anymore.*

T: Could you try finding a famous painter?

*Clicks back button.*

B: Okay, I'm going back to... *(pauses when he lands on a search page)* Rijksstudio... *(presses "Rijksstudio" on the back button)* Okay, Johannes Vermeer.

*Scrolls around on page.*

B: Okay, then I'll look for another. Apparently someone's called "Steen". Oh, wait... Well, if you like to use everyone's surname, at least add the first letter of their first name.

*Goes back to artist page. Looks at "more artists from A-Z".*

B: Any more assignments?

T: Definitely, we're still at the first one.

*Pause*

T: Shall we...

B: Oooh...

T: What's happening?

B: This is a list of artists, A-Z.

T: Okay. Shall we –

B: It's in the wrong order. *(scrolls around list)* Huh. I would've never done that. Put the A at the bottom. And the X on top.

## *Task 2*

T: Okay, I got the second task for you. Can you find the canvas size and owner of The Night Watch?

B: So, that's Rembrandt van Rijn. *(scrolls to R, click Rembrandt)* Then I need The Night Watch *(finds and clicks that)*. And then I see the photo...

*Starts hovering icons in bottom right corner of picture.*

B: Wait, that's... no... no... no... Oh! Yeah! Wait! Canvas size is 379,5cm x 453,5cm x ... oh, that's weight. 337kg.

T: Okay. Can you also tell me the owner?

B: The owner...? The current owner?

T: Yeah.

B: Not the painter?

T: No, no, the owner.

*Scrolls back up, looks at painting. Scrolls down to info, starts hovering buttons.*

B: I'm looking for info about who owns it... *(clicks info icon, page scrolls up to painting)* And when I press info... No, no it's not here. *(scrolls down further, back up, back down)* This is so stupid, why can't I... Oh wait, more details!

*Clicks 'more details', page scrolls down to Object data.*

B: Aaah. *(scrolls around)* Now I just need to... No... Errrrrrr.... This is... errrr...  
*(takes a look through the long list and find it)*

B: It's all in English and I don't know, errr...  
*Goes section by section*

B: Artist, subject... no, no... Oh, it's on loan from Amsterdam!

T: Great! Well, then you answered it. *(receives murderous glance from Bart)*

### *Task 3*

T: Next task, could you add four artworks into a collection?

B: I don't know if that's possible, I can try... *(scrolls up and down page)*

T: And I'd start with the Night Watch.

B: You'd start with this one?

T: You're already on that page anyway.

B: Ah.

*Starts scrolling.*

B: Oh, here! "Make your own creations"! "Make a print of your favourite ... detail."  
Err... *(clicks it)* Well, let's just try it... *(starts playing around with a detail)* Well...

T: What did you just click?

B: "Make your own creation" *(accidentally goes to completely different page, uses browser back button to go back after seeing regular back button had different text on it)* So: make a print of your favourite detail... *(clicks it again)*

T: But that's not a collection.

B: Oh. *(clicks modal away)*

*Mumbles for a bit while scrolling*

T: What are you looking at now?

B: Collections. Which should be it.

*Scrolls up and down, starts hovering icons on painting. (HE'S SO CLOSE, HE LITERALLY HOVERS OVER IT)*

*Scrolls back down. Back up.*

B: You keep saying 'make a collection' like it's easy...

T: Is there a way to signal this is one of your favourite artworks?

B: I don't know! Probably. But where? Object data *(clicks Object data)* No, that's obviously just... We're going back up! *(scrolls back up)* Oh, YES! *(hovers heart icon)* But then you can only... Okay, I'll just press the button... Save the whole work.

*Clicks the button, a screen to log in pops up. Account details were prefilled for this test.*

B: Okay, now, create a new set. I'll just name it "test user". *(types then creates the new collection. Confirmation window shows up)*

B: Okay. *(closes modal)* Add this whole work. Test user. That should do it. I hope. So now I should go to the next one.

*(presses 'next' button on right side of the screen)*

B: So, I'll add this. *(adds it, goes to next one)* That's ugly. Next. *(and the next one it was)* Ugly. Ugly. Ugly. Poor dead bird, but it'll do. *(adds it)* And this one. *(adds one more)*

*Goes to profile, then opens his set*

B: Look at that! I think... Now I'm done! *(looks at me proudly)*

T: Are there really five in there?

B: Err, yeah. You got one folder... *(goes to user profile to show me the count)* Which has 5 works. *(goes back to set)*

T: Yeah, but that folder... Are there five works in there?

B: Err... what do you mean works?

T: Artworks. Are there five unique artworks in there?

B: Okay, there's one self portrait.

T: That's an artwork.

B: ... so then it's five, right?

*(I point at the double Night Watch)*

B: Ooooh.

*Goes to Night Watch page, hovers heart icon.*

B: So I got one twice, but it's still five things.

T: Yeah, okay.

B: But, err, can I remove it...?

*Goes back to set, clicks edit button on Night Watch, then delete.*

B: Delete from set. Okay, now I got four. Which I had before too.

T: I know, but I'm saying a specific number because it's how the test is structured. Not to annoy or school you. We just have to keep our results consistent.

B: Okay.

#### *Task 4*

T: Could you... last task. Could you create a tour from this collection?

*Meanwhile Bart is dragging artworks all over the page, then accidentally goes to another page and back.*

T: What are you doing?

B: I'm trying to get the "deleted" to go away. Sorry, should've said that. Oh, I just needed to reload it. Okay. A tour! A tour...

*Clicks one of the artworks.*

B: Err...

*Clicks edit set.*

B: Well, apparently not under 'edit set'... Errr... It's set to public. Delete, name, description... Can I set it to private?

T: If you feel like it. *(this was a huge mistake as you'll read in a bit)*

*Keeps moving cursor around, finally landing on the edit button on an artwork, reads through menu*

B: No, no, no. Huh...

*Click profile button*

B: It's not here either...

*Click edit profile*

B: No, no. 1 set.

*Clicks 1 set button, then clicks the set again.*

*Clicks username*

*Goes back to set*

*Goes back to profile. Tries a right click on the set.*

B: No, not it.

T: Could there be any information about this on the frontpage?

*Clicks Rijksstudio button*

B: Errr...

*Scrolls down.*

B: 'Create your own route'. *(clicks it)* No, that is... Err... Yeah... *(Reads page)*

B: Okay, so then I go back to my profile. I open it...

*Clicks profile, then the set. Starts looking around on page.*

B: I think I'm doing something wrong?

T: So, is everything you've selected right now... does that meet the requirement 'four works, on current display'?

B: Oooh, one isn't on display... Okay, so I'll delete that one.

*Deletes object that's not on display.*

*Uses back button > profile > Rijksstudio*

*Clicks 'artists', 'Vermeer', 'The Milkmaid'.*

*Adds to collection.*

*Goes back to set.*

*Long silence.*

T: What did you expect to happen?



B: I'd expected there to be a banner now. Because that one is 'on display'.

T: Because... why do you expect the banner to be there?

B: Did I read it that poorly...?

T: No, no, no, no! I'm not saying you read anything wrong! I'm trying to test your expectations. It's not a test of the user, just to repeat that.

*Starts browsing the website from set to frontpage and back*

B: Yeah, I just... I don't get the explanation. Errr... I'll just...

T: What did you think the instructions said?

B: I thought there'd be a banner.

T: And when would the banner show up?

*Reads instructions on page again. And again.*

B: When you add four works with the description "on display"... Or I'm mistranslating it...

T: The translation is (Dutch translation)

B: And for all there is a room number, so it's on display!

T: So, do you have four works on current display?

*Goes back to set.*

B: On display. On display. On display. All are on display.

T: "So in your opinion you've fully met the requirements of 'four works on current display'?"

B: Yes..?

T: Could you, just for fun, add a fifth one to the set?

B: No! This sucks (laughs).

*Goes back to profile > Rijksstudio > The Hague School*

B: Oh, it's the Hague School! But it's boring, so...

*Back out with the back button, now at Styles*

B: I said I wanted to go back.

T: What happened, what did you expect?

B: Well, I pressed back, I thought... Oh no, it wasn't back. It was styles. But that's the back button the whole time.

*Now at frontpages.*

B: Okay, birds.

*Goes to birds.*

B: And it's on display!

*Clicks artwork.*

*Adds to collection.*

*Goes to profile > set.*

*Nothing shows up, which is NOT supposed to happen. Big intervention here trying to debug what's going wrong. Turns out it's the 'private' setting from earlier.*

T: Okay, this is crazy. That's not supposed to happen. Could I look at it for a sec?

B: Thanks! This was so annoying!

*... bit of debugging here*

B: Could it be because it's set to private?

*Changing setting.*

B: Wait a minute. Wait a minute! There it is! This is mine! View this route!

*Clicks it, makes an angry noise.*

T: *(afraid he'll break the laptop)* No, no! You did it, you got it! You're there!

B: *(takes a second to breath)* It's ridiculous that when you set it to private, you can't open the route.

T: Yes it is. But you're done, you did it!

## Interview

Thijmen: The first question I have for you, very basic: how was your overall experience using the Rijksstudio website?

Bart: Annoying!

T: Okay, could you expand on that?

B: Well, I think it's both unclear and when you expect... one button is either back or on another page it's 'home', and it goes back to the start screen. But when you call it 'back' the entire time... Either make it go back or make it go home. But not interchangeably. And the text is wrong. I did four [paintings in collection, red], and needed five. And it doesn't say you should set it to private.

T: Yeah. What I want to do next is to go through each of the four main tasks and ask a few questions for each. So the first task was "go to the Rijksstudio website and play around with it a bit". How did that go?

B: Pretty okay. But I think it's weird that, on the homepage, you see the same artwork four, five times. That's weird.

T: But did you understand what you were looking at?

B: It were the collections from other users. I think. Yeah. Collections from other people. But it's weird...

T: It's not just from other users.

B: Yeah! I'd say... create one page with collections from other users and another with the artworks. That way you keep it more organised. And... And you need to be consistent in the language selection. It's set to English, but you see some Dutch names.

T: Did you run into any issues during this task? If so, which?

B: Not really issues... It was more... some things didn't make sense to me. Like 'home' and 'back'.

T: Did you encounter those during your first task...?

B: Well, yeah. You're clicking around and... looking at artworks... and then you want to go back, and suddenly it says 'artists'. And then you're on the artists page. Which makes you go "what?" And then it doesn't even start at A, it starts at X.

T: Yeah. So can I conclude that on the one hand, the order of things is confusing and at the same time the navigation isn't consistent?

B: Exactly.

T: Which good things did you encounter?

B: Well... Say, the artist page. I'd say it is well structured, the order is just confusing. And in principle a home button is very useful, but it's not useful for it to switch to a 'back' button sometimes. So, basically, the button is good, but make it two buttons. Or something like that.

T: What caught my attention: at a certain point, you got to a page with artwork. And your comment was "this is annoying, the artwork is already zoomed in".

B: Yeah!

T: Could you...

B: Well, if I were to look up an artwork, right, want to see it. And want to know what it's about, you'd click it and – in my opinion – you'd expect to see the full piece. And not that you see a bit of it and have to move it and zoom out. You know? I'd prefer it to just be big, instead of having to zoom out for it to fully show.

T: Yeah.

B: What you could do is take the top... Err... So, what is does, is it makes too big a jump [in zooming in]. Look, I'd say, take the top of the artwork and make that the top of the title bar. The other part of the photo can be hidden, sure. But...

T: But do you think there's a value in how far you can zoom in?

B: No, not really.

T: Why not?

B: Well, you know... I... Err... For me, it's just not needed. But I could imagine... or I could understand that art lovers would like to see it, those details. And the finishing of it. For instance, that you can zoom in on an element and that you think "I want to see all the details on it".

T: Clear, clear. Err... That back button really was one of your biggest gripes, right?

B: Yes!

T: Okay, the second task was "can you find the canvas size and owner of the Night Watch?" How did you experience that?

B: It was useless that the button with data of a painting is all the way at the bottom, even below 'collections with this work' and then 'make a creation'

with this thing. I'd say, make a button... next to where there already is one, for example next to the 'on display in room...'. Put it next to it. So the order makes sense for where to click if you want to know more about the painting. Because you when you have the painting in your view, it's easy to just click below it to know more. And after that "oh, which collections is it in? And what other things can I do with it?".

T: Okay. But to defend the design: there is already a button to do that. Right? You used it.

B: Which one...? Oh, you mean this one! [the read more button] Yeah, okay... it should be more pronounced.

T: Did you register that was a link? Did you even see it?

B: (shakes his head no) I only saw it because I was looking for the size and was like 'oh, more details'. I'd do like an enter or two between the data and the button. So it becomes its own thing. And make the font bold.

T: Okay, err... After that, did you run into any other problems during that task?

B: No, not really.

T: You figured it out pretty quickly, I noticed.

B: Yeah.

T: Err, how did you experience THE FUCK DO I SAY HERE

B: That was pretty useful. But I couldn't tell you now how I'd go back to the artist overview page, without jumping through the page of an individual artist.

T: Okay, so if I asked you to go directly to the artist overview page?

B: Then I'd have to look for it a bit. You can probably get there through the search function... (starts trying it out) If I type artists... Err... No, then I don't get to the page...

(I show him it's on the home page)

B: Ooooh, okay, 'more artists'. Yeah, errr... Okay... yeah...

T: But you didn't see that button.

B: No, no I didn't. SOMETHING Sorry, in my head it was just "this is Rembrandt, so this button shows me more from him".

T: Did you think the 'more' button would take you to the same place as the highlighted item above it?

B: Yeah.

T: What good things did you encounter during the 'canvas size and owner' task?

B: Well, so... the size is on there very clearly. And also the weight and all. And the headings with 'identification' and all are very good too. My English just isn't good enough to recognize what I needed from those...

T: But that was good?

B: Yeah.

T: Other things you noticed?

B: Not really?

T: Okay, let's move on to the next task. Adding four artworks to a collection. How did you experience that?

B: I think it's weird that when you try to add an artwork twice, it doesn't give you a warning it's already in your collection.

T: Okay.

B: "Are you sure?"

And, err... I hadn't expected the heart icon to be... I'd think of 'liking', not 'adding to'. What I do like is the option to add the whole artwork or a part of it.

T: Any problems you ran into?

B: (starts laughing) Not in adding. The tour was a problem!

T: But that's the next task, let's focus on this one first.

B: Yeah, yeah, I know.

T: Well, I did have to... hint you to go to the heart icon, right?

B: Yeah, yeah. I just hadn't linked a heart to 'adding'.

T: What I noticed: you hovered over the heart icon, looked at it and decided "okay, this is not it".

B: No.

T: There was really this moment of processing and deciding "this is not what I need".

B: No! No, I wouldn't think of adding there.

T: And creating a new collection?

B: That was very clear. It was... you just press 'new' and give it a name...

(grabs laptop, tries to create a collection from the profile page, which isn't possible)

B: Err....

T: Apparently you can only create a new one when adding a work, not from your profile?

B: Yeah, apparently. Let's just quickly... just to test... This one looks nice...

Wait, what? It's set to English, but... you do get this artwork in English, but then this one is in Dutch... That's not...

T: It switches languages from time to time

B: Yeah... But... Okay, this artwork... Let's add it... Okay, okay. Then you pick a name... 'test 2'.

(gets to the screen 'new collection created and artwork added')

T: Pause here. This screen, this is the part where you went wrong with adding the Night Watch twice. You created the collection and assumed the artwork hadn't been added to it yet.

B: Yeah. I didn't notice that.

T: Yeah, and then... we get to the infamous 'tour'. Just to check, you have nothing more to add about collections?

B: No.

T: Okay, great. Then it's 'tour time'. How did you experience that one? (dives under table)

B: (laughing) Clumsy. The text was wrong: it's five instead of four. And when you set your set to 'private', the tour doesn't show up at all. Which is stupid. Say you want to visit the museum, you'd have to get the link, set it to public, send that one to your app and then set it to private again. Not sure if that's even possible, because we didn't test that. When we set it to private, can we even open it in the app?

T: This is the part where officially I have to ask "did you by any chance run into problems?"

B: Yes! We couldn't get the freaking button to show up. And they didn't explain why.

T: How do you feel about the tour not showing up until you've added a certain number of artworks?

B: Yeah, well... You know, when you go to the Rijksmuseum, you're going there to see multiple artworks... On the other side, if there's something you *need* to see, you might be like "I just want to see these two and I'll create a route to make sure I'll walk by them. So I'm sure where to go."

T: Okay, but say there's a technical reason for it to be impossible to activate the tour any quicker?

B: Then I'd still want the option for a tour quicker. Like I said, maybe I'm just there to see two works.

T: Okay, okay, but let's say it *has* to be five for the tour to technically be possible? How would you... Would it be useful to you to have an alert warning you you haven't met the minimum requirements for the tour yet?

B: That would be very useful.

T: So there's always at least some kind of a message?

B: Yeah, exactly. But then still: don't make the message say four when it's five. (wise/smug nodding) And don't set it to private.

T: Yeah, that was a situation...

B: Isn't it great, I broke it! You'll definitely have some sharable insights tomorrow!

T: (haha). One thing I noticed: when I mentioned the tour, you immediately started looking around in the collection itself.

B: Yeah, because I expected something to show up there. Which it wasn't. Which is useless. Because... you'd expect... the banner had to show up in the collection.

T: But you didn't know that yet at that point.

B: No, okay, fair. I didn't know that yet. But if you want to create a route from a collection, I'd go to, you know, the collection. Yeah. Same as if I want to go to one zoo, I won't go to the website of a different zoo. Because you know which one you want. So I wanted it off my own collection, not someone else's.



T: So... I think we covered all the individual task questions... I'd like to finish with two final, general questions. Firstly, could you give a general summary of things you liked or didn't like?

B: Well, the good things... There are a lot of artworks on here, with good colours and photos. But it's not logical.

T: Let's stick to good things. And maybe this was all you liked, but let's keep the split between the two.

B: Errr... The site itself is well thought out...

T: Why?

B: Well, the paintings are nicely grouped under artists, the home page is nicely divided in sections... So that's all pretty useful.

T: Do you think there's a value in being able to see everything the Rijksmuseum has on current display, as well as what's in their archives, in one place?

B: Yeah, I think so. I think there are art lovers who... for instance want to know what a painter has created, but if it's not on display, they can't access the archive. So I can understand why they put it online like this.

T: Okay. So, now you're free to spill the beans on what you didn't like. What were, in broad strokes, the worst parts of the website?

B: THE BACK BUTTON!

T: Haha, the back button?

B: THE BACK BUTTON!! (starts angrily smashing his finger on the table) I missed the back button!

... What a piece of shit [sorry for the language, but it's what he said] And I... the language isn't consistent. Errr... Which is just problematic.

T: And for you it's not a problem, because you're like "oh, it switched to Dutch, that's easy!"

B: Yeah, but for international people, that's annoying. And on the home page, seeing collections from others and stuff from the Rijksmuseum all mixed together. That's confusing, you see the same artwork three times. And just the whole tour thing... the way collections work... the heart icon... that was just... ugh.

T: Okay, but to defend collections for a second. The option to create a collection, that has value, right?

B: Absolutely! But make it easier to use! And fix the explaining texts!

T: Okay, so I have a final question.

B: No, you said two final questions. One was for a good thing, one for a bad thing.

T: Yeah, but that's written down here as one question.

B: Okay, I'll allow it.

T: So, finally, if you were in charge of this website, do you have anything you would change?

B: Yeah, the back button! And the collections! Yeah... yeah, those are my main issues. Okay, okay, and the front page, with the collections from Rijksmuseum and other users mixed together. So you'd have one layout... And perhaps a button, one for other user's collections and one for the Rijksmuseum stuff. So you can have a clear overview. Point. Let's do the dishes now.

## Pedro

I: 01:37 Okay. I mean so far I like the, I like the simple layout cause it's not like too complicated but it's also not like too like blank. So it actually shows that there's stuff for me to like discover on this website. Let's see. Well I also have to comment on like the just as much site itself or,

P: 02:14 Well sure if you want to comment about what the website is, just basically just go around but keep looking and then just you know, say whatever comes to mind and also try to speak a little bit louder.

I: 02:32 Okay. I mean actually in the beginning I liked the layout but now it actually seems like a lot because it kind of goes on for awhile and I'll be honest, if I saw this website in my own time, I don't think I'd actually scroll all the way to the bottom here to look at everything that's available. Cause yeah, this goes on for a really long time.

I: 03:18 Okay. Yeah. Now that it's actually, that seemed like really a lot. Like I don't think anyone, unless they're truly interested in all of this, like, and I think just any average person would not actually go look through all of this to see what they specifically want to look at. I have to go through this whole entire thing?

P: 03:41 It's infinite.

I: 03:43 It's actually infinite. Yeah. I want to see if I could get to the bottom first. I'm like milkweed. Okay. Do you want to open a new tab? I'm going to just click it. Okay. So there's a big clear picture of what the artwork actually is, which is nice.

I: 04:23 Okay. So there's this nice short description of what the, the image actually entails and a bit more details about it and, but it's not too long. Which is also nice. Okay. So then here it gives I like that they keep this part short and then they allow for there, for the user to see more details if they, if they're interested in it down here. And this layout is also quite nice. I like it cause it's just simple and quite to the point. And then of course if you want to download the image you can

I: 05:36 Oh, these, I think these are the main colors that are used in the painting from the road. Oh. And then if you click on the colors. Okay. I feel like it shows other artworks with the same color fi yeah, it looks like that the, it shows our works with similar coloring. So then if someone likes a specific color from this. Oh yeah, that's nice. So that if I like a specific color in this that I couldn't find other artworks that have similar coloring to see if I like anything else as well. That does make it easier to navigate through the website. Because they usually can specifically choose what kind of coloring or themes they're looking for.

I: 06:45 Oh, and in here also. Okay. Yeah. You can filter what specifically you want to see if you want to see a certain artist or what like type of artwork you want to look at. Here it looks like, yeah, when it was created where it was created, what it's made of, I assume. Yes. And I guess the technique of how this certain piece of art is made, which also makes it a little easier to navigate through the website, especially if it has so much to view on it. Okay, so you can have different categories of how you would look through this website. So this one is I think the artist. Yeah. And then it has a collection of the art that this artist has made. And

then from there you can see them, continue to look at it. And I'm assuming information about it. Once again, more details. I see it. And then the colors again, see if you can find a famous painter, let's say, like you went to look for. Okay. okay, well this is alphabetical order. So you could just, what I did was I just made it back here to all the artists that are featured on this website. And then it's organized by alphabetical order. So I just went onto the art and here's a Rembrandt and here is a, all of the paintings that he's made.

P: 09:09 Would you return to the home screen? Okay.

I: 09:23 Yeah, so there's no like one button to, or at least that I've found to go straight to the home screen. It's not that complicated.

P: 09:34 I'm sorry, go back. Go back. Oh, go forward one. Go back one. Sorry. You have to stay on the Rijksstudio. Okay. So I would like you to, okay. Could you find for be the canvas size and owner of the Night watch.

I: 09:56 canvas size and the, yeah, pretty sure that I've known, canvas size and Night watch. Well he, I mean, yeah, here. So it's 379.5 centimeters in height and 453.5 centimeters in width. Do you want the weight as well?

P: 10:27 No. And just owner.

I: 10:29 The owner?

I: 10:56 I don't think I could find the owner, Is it not just like owned by the museum. I don't, yeah, I can't find information on yeah, this is the artist Rembrandt. He was in the painting. Oh wait, so on loan from the city of Amsterdam? So that's what I,

P: 11:37 That's the one. Okay, cool. Okay, then it's time for us to log you in real quick. Okay. So could you please add four different artworks, right? To your collection and let's you say, make sure they're of different artists too.

I: 12:19 Into my collection. Like within this account, right?

P: 12:25 Yeah.

I: 12:35 Not sure how, how I add it to a collection on the website other than to download it. Can I go into the colors?

P: 13:28 Yes.

I: 13:28 Can I just put my name there?

P: 14:34 Sure.

I: 14:48 Okay.

P: 14:48 So that's one.

I: 14:51 Did it work?

I: 15:07 And how many did you want me have?

P: 15:08 Four, So you have one so far.

I: 15:45 Okay. So now that I kind of figured out how to do it, it doesn't seem like it's that complicated.

I: 16:33 Yeah, four works.

P: 16:36 All right. Then please create a tour of your collection.

I: 16:43 A tour of my collection.

I: 18:13 Yeah, I'm not quite finding it.

P: 18:18 Try to see if there's any information on the front page.

I: 18:23 On the front page. Okay.

I: 18:52 You said this one is infinite, right? Yeah. Well, so to me right now it's not really clear on how to create this tour because I'm not really sure where to go. It was in my opinion, it would be, maybe it is somewhere here, but I couldn't find it so far. So to me it's not really clear if it would be here, but it seems like to me it seems like something that would be on your profile page or at least in within the collection, like an option to create a tour. Which currently is, I can't really find. You said in the homepage, maybe in the homepage. Let's see here. No, and it's just me seeing my collection again.

I: 20:35 Oh wait, there you go. Okay. Yeah. Right now I'm just reading this so far. Show instructions on how to create a collection on the Rijks Studio. Okay. To me the instructions are still not really clear on how to create a route. Okay. Click the banner.

P: 22:06 Do you want to go to your collection pages? Is the "T" in the top corner?

I: 22:13 So where? This here? So the instructions in there are still unclear cause I'm not, I'm still not really sure what to do.

P: 22:41 Okay. the truth is it's, the instructions are incorrect. Okay. You're supposed to add a fifth art art piece to your collection.

I: 22:53 Okay. So should I did another?

P: 22:56 Yes.

I: 23:39 Okay, so I added my fifth object, so now it should be able to take a tour.

P: 24:00 The instruction was click on the banner.

I: 24:05 I don't see the banner.

P: 24:21 Oh yeah. That's not what you're meant. I'm sorry. Oh, sorry. Please make sure that the artworks are on display.

I: 25:08 Oh, this one. Okay. So I have three on display. So I need two more that are on display as well under my, I need one more that's on display as well.

I: 25:48 Okay. So this one is on display. Okay. So now I have five objects in my collection they're on display. Oh. So now it's clear that I can view this route.

## **Interview**

Pedro: Good job, you've explored the website. I have some questions about the different tasks you just underwent. Just to recap the tasks, I've asked you to: generally explore the site, find the canvas size and owner of "The Night Watch", you added 4 artworks to your collection and create a tour from your collection. So, just in general, how was your experience with the rijksstudio.

Isabella: Well I mean I like the website, I think it is an interesting concept to create a tour of the different artworks you would like to see. But, I think some aspects of it was a little complicated, like when creating the tour it wasn't clear that I needed specifically 5 artworks in there. But once I, in the end, figure out how to do it, it was clear how to create the tour.

P: Do you have some other examples of things that weren't clear?

I: One thing that I also didn't really like, well the homepage. I feel like there is too much information, like too many artists on display all at once on the homepage; even though you could just search them up, it's quite clear how to search them up.

P: Anything else?

I: No that was it.

P: About the first task, what did you experience when executing this task?

I: Well I mean it was quite simple, yea I mean I didn't think it was too hard to simply navigate the website, that was pretty self explanatory.

P: Did you run into any problems, if so which?

I: One thing in the beginning was that I didn't know the homepage was an infinite [scroll] of artists.

P: Were there any good things that you encountered?

I: I mean, what I did like about the homepage was for the artists it was just a picture, not too much writing about the artist because that is for the user to decide if they want to go more in depth.

P: Then I'd like to talk about task 2, [recap task 2]; How did you experience the execution of that task?

I: Well looking for the artist himself was easy, it was quite clear on where to go to search for a specific artist; they were sorted in alphabetical order. You could easily choose what letter you want to look for. The canvas size was also easy because it was just under the image. But for me, finding the owner wasn't that straight forward, but that could just be specifically to me because the information was there.

P: Aside from that, was there any other problems you encountered?

I: No.

P: How did you finally come around finding the owner in the end?

I: Well I couldn't find a clear title and answer of who the owner was, well clear to me. So I kinda just went through the information was available to me and skimmed through it all to see what possibly could be the owner.

P: Ok, we'll move onto task three, [recap task 3], how did you experience the execution of this task?

I: Finding the artworks was easy, because there were so many to choose from. What was more difficult for me to figure out how to add the artworks to the collection. What I eventually did was go onto the profile and I saw that you had different categories where you could collect artworks. And I saw the little heart icon and I saw it on another page so I put two and two together.

P: Was there anything good you encountered during this task?

I: What was good was that on the actual account page, it became quite clear what I had to do, but on the actual page of the artwork it wasn't clear what I had to do. Of how I could add the artwork to my collection.

P: An observation I made when you were looking to add your first item to your collection, you skimmed over the heart button every time whereas the other ones you read thoroughly. Was there a particular reason to this?

I: I did not notice that at all.

P: Oh well the heart button, you just went right over it. It did have a popup, but you just didn't give it enough time to fully appear.

I: Ok, well I may have just been impatient.

*Field Note: She later revealed, after all recording equipment had been stopped, that she had assumed the heart button was similar to a like button on social media.*

P: Then I'll ask about the final task, [recap task 4], how did you experience the execution of this task?

I: That one was quite difficult for me because it was quite unclear what steps I had to take. But then I found an instruction page, kinda on how to make a route of your collection, which wasn't very clear but it gave some insight. It told me once I had a certain amount of artwork in my collection, on the page of the collection I could then create my route. But then it gave some incorrect information saying I need 4 artworks but I needed 5. But in the end I managed.

P: Was there anything good during this task?

I: Once I figured out how to do everything it did become clear, but the first steps were unclear.

P: A follow up on an observation I made was after you received a hint to go to the homepage to find more information, you scrolled down and you missed the banner that had the information about the tour. When you scrolled back later you found it again, was there any reason to finding it the second time?

I: No, I don't think so. I think I just randomly scrolled and then this time it caught my eye. Before I was scrolling kinda quick to see if I could see if I could quickly find what I wanted to see.

P: Why do you think it didn't catch your eye the first time?

I: Maybe I was scrolling too fast or I thought that I wouldn't find the information there.



P: The information regarding that information that items in your collections should be on display in order to start the tour, you missed that information in the steps. Do you think that could have been made clearer?

I: That I don't know, when I was looking through the steps I was only looking at how I could create the tour. I wasn't really looking at details and skimmed through the steps until I got to what I wanted to know.

P: Finally I want some general opinions about the "Rijksstudio", what do you like and not like about the website?

I: Well what I like is that it is generally clear and easy to navigate, and the home page isn't too much information; in the sense that it is all words. One of the things I would change, less artist featured on the homepage because the user could discover more by themselves. It is also clear how to find different artists. And, at least in my experience, creating the collection and adding artworks to the collection and creating the tour was more difficult for me. But once I found the steps then it was more straightforward.

P: Anything else?

I: Nope.

P: What do you feel could be improved about the website?

I: Ok, so maybe rather than have the link, to find information about the route, be down by the artists maybe to have that further up to catch the user's attention; at least it would catch my attention. That's my main point.

P: Anything else?

I: Well once again, maybe feature less artists on the homepage.

#### Additional Notes (Post Interview)

*A large portion of her motivation from this website stemmed from being assigned tasks to complete. She had no interest in the subject and would only appreciate the site for some nice pictures. This may have effect how thorough she was when completing here tasks and reading information about the website functions.*

*She claimed she would not use this site unless told to.*



# Shanaya

Test leader: Shanaya  
Participant: Jared Dirkz  
Facilitator: Benas

## ***Observation***

Speaker 1:

Good evening. My name is Shanaya and this is Benas. We are students at The Hague University of Applied Sciences where we are currently in our first year of the User Experience Design program. For our Research for Design class, we are conducting a user trial for the Rijksstudio website. We will start with a user trial first and then do an interview with you after.

Speaker 2:

Okay! Sounds good.

Speaker 1:

We estimate that this will be just under an hour. We do want to articulate to you that this is not a test of the user but rather a test of the website. So please use the website as you normally would and work at the tasks in your own way. Please think out loud for everything so we know what you're doing, thinking and looking at. If you do get stuck, that's not a problem. Please continue to think out loud and tell us about what you expected to happen and how you're walking through it. If absolutely needed, we will help you out too. Before we begin our trial, we would like to ask if it's okay for you to film your user trial: the interview and make screen recordings.

Speaker 2:

Yes, that is fine.

Speaker 1:

The data will be used for our research team and for our research for design teacher, it will be deleted after the course ends and grade is final for everyone. And a quick reminder to please think aloud and ask for help if at any time you are struggling with anything. Alright, please use the provided login information and feel free to start.

## ***Started at 4:00pm***

Speaker 2:

(4:02) Okay! This is different. I'm guessing it's like a collection of different art works.

(4:04) Hey Naya, is it supposed to go to a different screen every time I hit the back button?

Speaker 1:

It is not supposed to, but can you maybe find a way to work around that obstacle?

Speaker 2:

Yeah sure!

(4:07) The website looks alright, it is a bit hard to understand at first, but once you get the hang of it, it is much easier to “surf” through. I am going to do the next task now.

(4:13) Is that it? That was really easy. Okay. Now I am going to do task #3.

(4:14) Where is the create a collection option?

(4:18) Ugh, finally found it! It was right there the whole time (points to heart icon).

(4:22) Oooh, look at these guns! I want to collect these one day.

(4:27) Done. Alright, on to the last task.

(4:33) Naya I googled it, I looked everywhere. I don't know how to create a tour. Can you help me?

Speaker 1:

Did you read the tip we gave in task #4?

Speaker 2:

Oh.. But I looked everywhere on the front page. It is not-. Yes I see it. Hmm, that was annoying haha.  
(shows frustration)

(4:37) Okay I'm done!

***Ended at 4:37 pm***

## ***Interview***

Speaker 1:

Okay. Jared, if it is alright with you, we will now move on to the interview regarding the tasks i just gave you.

Speaker 2:

Sure. No problem.

Speaker 1:

okay, I'm just going to ask you a few questions.

Speaker 2:

Alright.

Speaker 1:

My interview is going to start like this and I need you to be as honest as possible, be as descriptive as possible and please try to answer with longer sentences. Okay. So one, how was your experience using the studio?

Speaker 2:

Well, my experience, it was a little bit difficult to work with, but, uh, I tried to do my best. And you can find a lot of stuff on there. But as soon as you get the hang of it, I think it gets easier.

Speaker 1:

So now I'm going to ask you the following questions for each of the four tasks you did. So, starting with the first task, which was for you to take a look at that Rijksstudio website and play around with it a bit. How did you experience the execution of this task?

Speaker 2:

Um, well I explored the website. Like I said, uh, at first it was a little bit difficult. As soon as I explored it a little bit, you get the hang of it more. And you can see exactly how it works.

Speaker 1:

So did you run into any problems? If so, which?

Speaker 2:

Well, I did run into some problems at first with the back button. but overall it was not so difficult because, uh, I hit the search bar and I could find it there right away. So it wasn't nothing difficult.

Speaker 1:

Okay! what good things did you encounter in this task?

Speaker 2:

Could you explain what you mean?

Speaker 1:

yeah, what did you find good about the website? Like for example, you mentioned the search bar helped right? Well that's an example of something that you did like.

Speaker 2:

Oh, everything is in order so you can find everything and you don't have to search for it. So everything is, uh, placed in order. It's organized good.

Speaker 1:

if you did something interesting during the task, could you please elaborate? Did you do anything interesting during this task?

Speaker 2:

Um, well, I looked at a lot of artwork and it was interesting to even see that a museum has all of the artwork on a website. I didn't know they do that.

Speaker 1:

So now for task two that you did where you could read, you had to find the canvas and owner of the Nightwatch. How did you experience the execution of this task?

Speaker 2:

Um, this test was really easy because, you can see immediately where you have to click to go. So, it was not that difficult for me. So, I did not run into any problems.

Speaker 1:

Okay. Um, what good things did you encounter in this task?

Speaker 2:

Um, there's one thing that I find really good because it gives you all the information about the painting. So, if you need any information, you get everything you need so you don't have to go anywhere else for information.

Speaker 1:

Okay. If you did something interesting during the task, could you please elaborate?

Speaker 2:

Uh, yes. I did something interesting, uh, got to know a new painter, and I kind of like his artwork.

Speaker 1:

did you do anything interesting on the website while you were doing this task?

Speaker 2:

Oh yeah, of course. Uh, if you press on the, if I'm not mistaken it's the information button. So it's like an "I" and it takes you immediately to all the information so you don't have to scroll.

Speaker 1:

What is your reason for solving the task in that particular way? What was the reason for you to have done this task in the way that you did? Was it the easiest way for you? was it the most logical way, like, can you elaborate?

Speaker 2:

yeah. So, uh, for me it was really easy because I saw the information button right away. So, uh, I was looking for information about the artwork, so, that was pretty easy to find.

Speaker 1:

Now about the four artworks that you had to add to the collection. How did you experience the execution of this task?

Speaker 2:

Mmm, like the first one was a little bit difficult, but not so much because, when I found the way to add all of this artwork to my collection was really easy to do and not that difficult once you got the hang of it.

Speaker 1:

Okay. Did you run into any problems?

Speaker 2:

Mmm.. like I said at first, I did run into a few problems. I couldn't find the button to like that says immediately put it to your collection. It was like just a button with a heart. And so, so it wasn't, it was a little bit difficult, you know, I thought it was liking the picture or so it wasn't being to my collection, but, uh, you know, it was unclear. Yeah, it was unclear for me.

Speaker 1:

Okay. Um, did you find anything good during this task?

Speaker 2:

Yes. the artwork I liked. It was really good. I put some guns, I put a nice boat. So, you know, things I like and things I find interesting.

Speaker 1:

Did you find, did you find something interesting during the task ?

Speaker 2:

Um, yes, that there were so many artworks to choose from. The website at first looked a bit boring and ugly. It looked old and it didn't really attract me at first. But once i looked through the artworks I found a lot of things that I liked.

Speaker 1:

Okay. What was your reason for solving this task in that particular way?

Speaker 2:

I needed some help from you, because I could not figure out how to create a tour. This task was a little bit of a problem with creating the tour. But as soon as I found the page that explained everything, I was good to go.

Speaker 1:

Did you run into any problems? If so, what problems?

Speaker 2:

Yes. At first, I couldn't find the page right away.

Speaker 1:

what page are you referring to?

Speaker 2:

The page that you make your own tour with the instructions.

Speaker 1:

Okay. Did you find anything good in during the task?

Speaker 2:

Yes. Found a lot of information. All the information I need and all the steps that I need to do. Also, that you can download an app on your phone to make all of this easier for you.

Speaker 1:

Um, what did you like and not like about the website?

Speaker 2:

What I liked was that it was very organized when it comes to the artwork and the collections and stuff. But, uh, for me it was a little bit unclear at times. It was a little bit complicated with finding all the buttons to execute the tasks correctly. and it made me frustrated at times.

Speaker 1:

All right. What do you feel should be improved on the website? Please be thorough.

Speaker 2:

I feel like they need to put a little bit more of writing, like information and buttons. Not a per se on the website itself, but when you go to add more stuff to your collection and stuff, uh, it's a little bit difficult. Uh, the website in itself, is pretty good, but looks a bit boring. You do find different types of artworks, different types of sculptures. You have everything for everybody.

Speaker 1:

This is a reminder that the data usage will be conducted by our research team and our research for design teacher. It will be deleted after course ends and grade final. Would you like to add anything for maybe me or the research?

Speaker 2:

Nope. Thank you.



# Appendix D – Data per participant

## Benas

### task 1



### task 2



### task 3



### task 4



Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
15:12 Create a tour	Creating a tour from the collection (major problem)	"I needed some help from you, because I could not figure out how to create a tour. This task was a little bit of a problem with creating the tour. But as soon as	-

		I found the page that explained everything, I was good to go."	
11:39 Create a collection	Heart icon wasn't understood as 'adding to collection' (minor problem)	"Maybe the icon is just a bit weird. The heart would be better changed with a pin or maybe a folder or something. Not sure."	-
17:36 Create a tour	Route banner didn't show up when user expected it to (major problem)	"So the number of items, there's definitely four and there's four different ones. Okay. Well yeah."	-
6:01 Finding the owner of "The Night Watch"	Artworks were zoomed-in by default (minor problem)	"The default is zoomed in. That's also pretty annoying. I'd like to just see the full thing and then maybe click twice. Okay. Click twice to zoom in is a thing. So that's nice. I can't zoom out by double clicking though."	-

# Shanaya



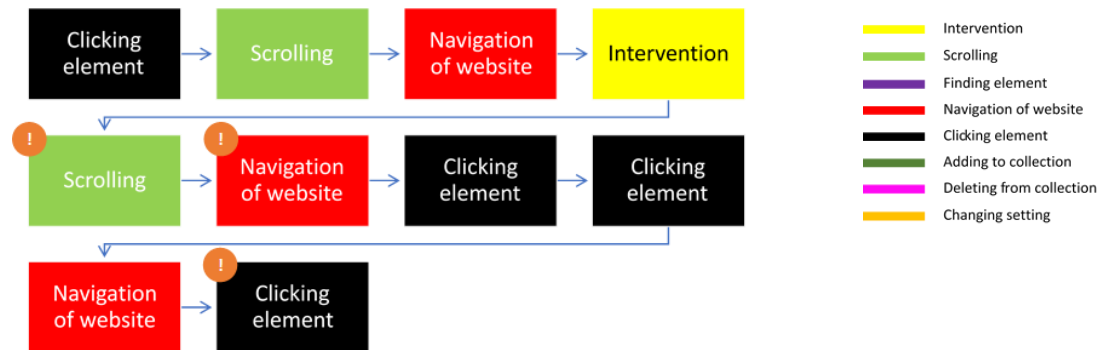
TIME ON TAPE AND ACTION	USABILITY PROBLEM	CAUSE (EVIDENCE IN DATA)	CAUSE (SPECUALTION)
03:00 minutes PLAY AROUND WITH THE WEBSITE	User could not figure out how to go to the previous page.	"Why does it not go back to the page that I was on before? "	-
12:00 minutes CREATE A COLLECTION	User could not figure out how to add artwork to collection.	"It was like just a button with a heart. And so, so it wasn't, it was a little bit difficult, you know, I thought it was liking the picture or so it wasn't being to my collection,	

		but, uh, you know, it was unclear."	
19:00 minutes CREATE A TOUR	Cannot figure out how to create a tour.	-	User wasn't aware from navigating the website that he had to have 5 artworks included.
25:00 minutes FIND TOUR INSTRUCTIONS	Cannot find the tour instructions.	"I was struggling to find the tour information area."	-

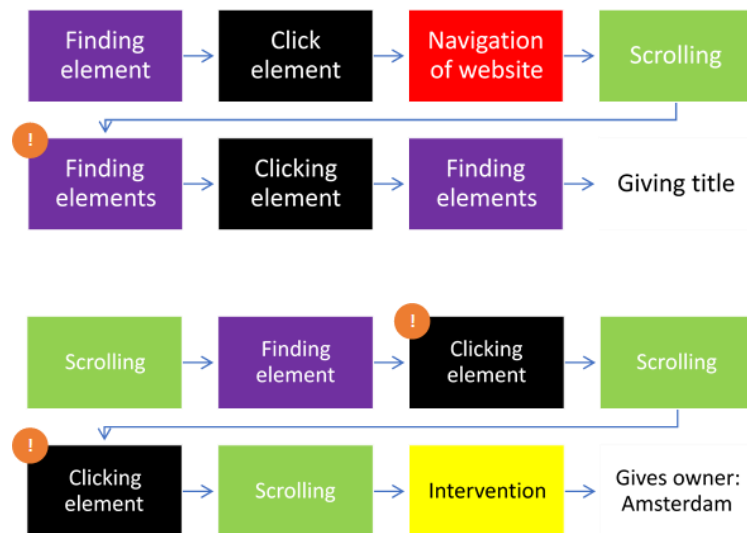
# Thijmen

## Visualised user actions

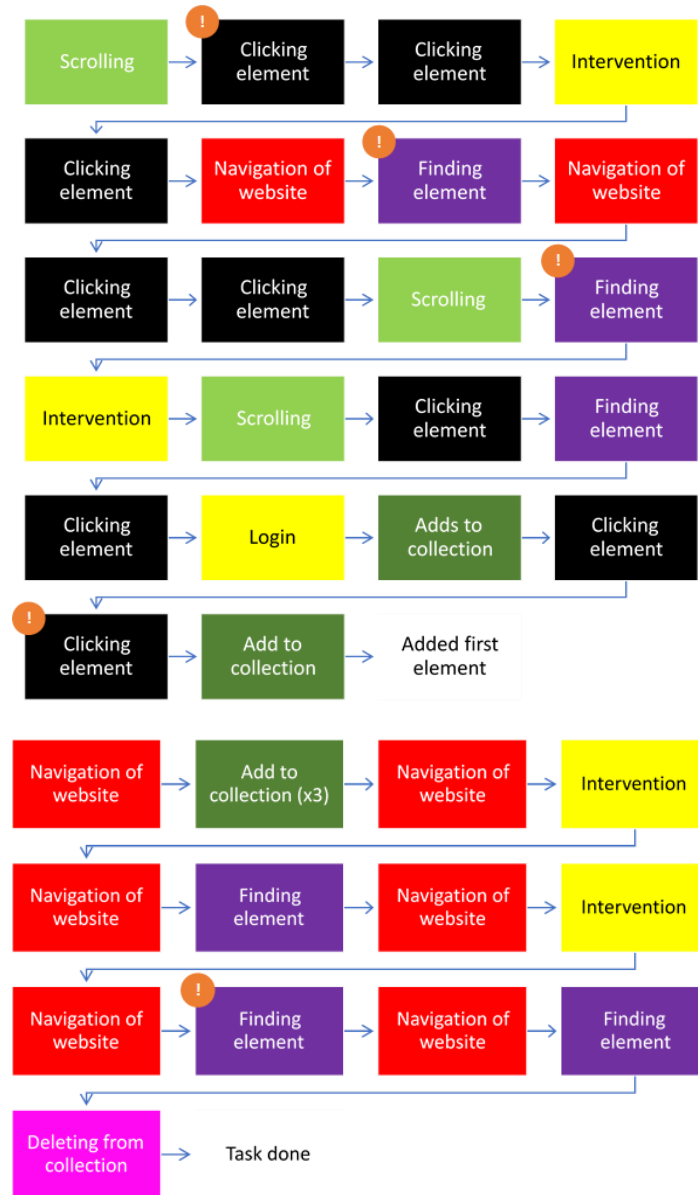
### Task 1:



### Task 2:



Task 3:



Task 4:



Table of usability issues

Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
1: Explore the website 02:20	Confused by artworks showing up multiple times	"...on the homepage, you see the same artwork four, five times. That's weird." "It were the collections from other users. I think."	
1: Explore the website 05:50	Confused by list of artists, which is sorted Z-A, but buttons on top are A-Z	"And then it doesn't even start at A, it starts at X."	
2: Find canvas size & owner 07:19	Was already looking at info, but still pressed the info button		Was looking for more info on the work, so he pressed the info icon. That was only intended to scroll to the first info block when watching the painting, though.
2: Find canvas size & owner 07:44	Had a hard time discovering the "more details" button	"It was useless that the button with data of a painting is all the way at the bottom" "I only saw it because I was looking for the size and was like 'oh, more details'."	
1: Explore the website 04:18  &  3: Add 4 works to collection 10:02	Back button suddenly didn't 'go back', but to a different page	"one button is either back or on another page it's 'home', and it goes back to the start screen. But when you call it 'back' the entire time... Either make it go back or make it go home. But not interchangeably." "What a piece of shit." "You're clicking around and... looking at artworks... and then you want to go back, and suddenly it says 'artists'. And then you're on the artists page. Which makes you go "what?""	



3: Add 4 works to collection 11:28	Didn't register heart icon as 'add to set' button, even after reading the text	"I just hadn't linked a heart to 'adding'."	
3: Add 4 works to collection 12:10	Added an artwork to the collection, even though it was already added	"I didn't notice that" (after I show him the confirmation screen)	
3: Add 4 works to collection 14:05	Had a hard time deleting an artwork from a collection		He expected to be able to remove an artwork by going back to the artwork page.
4: Create route from collection 15:50	Couldn't find any info or button for creating a route when looking around the collection	"...I expected something to show up there..." "But if you want to create a route from a collection, I'd go to, you know, the collection."	
4: Create route from collection 19:18	Banner didn't show up when user expected it to	"The text was wrong: it's five instead of four."	
4: Create route from collection 22:10	After setting a set to private, the route button won't show up. On the profile page, a label 'can be turned into a route' does show up, however.	"Say you want to visit the museum, you'd have to get the link, set it to public, send that one to your app and then set it to private again."	
Interview 40:12	Artwork was already zoomed in when opening page	"Well, if I were to look up an artwork, right, I want to see it. And I want to know what it's about, you'd click it and – in my opinion – you'd expect to see the full piece. And not that you see a bit of it and have to move it and zoom out. You know? I'd prefer it to just be big, instead of having to zoom out for it to fully show."	

# Pedro

## Trial Notes

- No comment regarding the navigation tab
- No comment regarding the search bar, wasn't used and found other means of navigating satisfactory.
- No comment regarding the back button, used it without issue.
- The heart button used to add artworks to collections was missed many times. This could be due to a prior mental model developed regarding heart related buttons.
- Skimming and fast navigation cause the user to miss links and vital information. This played an effect during task 2 when finding the owner. Also when finding information about how to start a tour.
- An error was made regarding 5 artwork requirement, where the hint regarding this was provided, however due to my lack of knowledge I wasn't aware that the artworks had to be on display for the system to count them as part of the required 5. User still was able to comment regarding the situation.

### Task 1

Scrolling > Navigating Website > Intervention > Clicking Elements > Navigating Website

### Task 2

Clicking Elements > Navigating Website > Finding Elements > Clicking Elements > Scrolling ! > Intervention > Scrolling

### Task 3

Scrolling > Navigating Website > Finding Elements > Clicking Elements > Scrolling > Clicking Elements > Navigating Website >

Finding Elements ! > Clicking Elements > Add to collection > Clicking Elements > Navigating Website > Clicking Elements > Add to collection >

Clicking Elements > Navigating Website > Clicking Elements > Add to collection > Clicking Elements > Navigating Website > Clicking Elements

Add to collection

### Task 4

Clicking Elements > Navigating Website > Scrolling > Clicking Elements > Navigating Website > Scrolling > Clicking Elements >

Navigating Website > Scrolling ! > Intervention > Finding Elements > Clicking Elements > Scrolling > Clicking Elements >

Navigating Website > Clicking Elements > Add to collection > Scrolling ! > Intervention > Clicking Elements > Navigating Website >

Clicking Elements > Add to collection > Clicking Elements > Navigating Website > Removed from collection > Clicking Elements

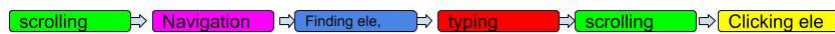
Time & Action	Usability Problem	Cause (Evidence in Data)	Cause (Speculation)
Home Page Scrolling	Didn't realise that the start page had an infinite scroll,	<i>"One thing in the beginning was that I</i>	

3m 18s	had to intervene to notify user about this.	<i>didn't know the homepage was an infinite [scroll] of artists."</i>	
Locate owner of artwork  10m 29s – 10m 59s	Had trouble locating the owner of an artwork. Largely due to skimming the data and not finding it under a predictable header.		Post interview confession: task instruction effected how she would observe a page, hence skimming through majority of content to find the solution. Whether this applied to this instance is speculative.
Add artwork to collection  12m 35s	Had trouble find the "Add to collection" button. Revealed in field notes that she had assumed it was a like button due to it having a heart icon.	Post interview confession: Her mental model of the heart icon is that of social media and giving something a like. Not adding it to a collection of some sort.	
Finding the page with tour info  18m 13s	Couldn't find the link to the tour info page, had to intervene.	<p>After the intervention she began scrolling and it randomly caught her eye.</p> <p><i>"No, I don't think so. I think I just randomly scrolled and then this time it caught my eye. Before I was scrolling kinda quick to see if I could see if I could quickly find what I wanted to see."</i></p> <p>Post interview confession: task instruction effected how she would observe a page, hence skimming through majority of content to find the solution.</p>	

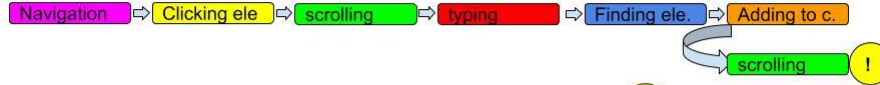
		Whether this applied to this instance is speculative.	
<p>Creating the tour</p> <p>22m 13s</p>	<p>Didn't realize that the tour required the artworks to be currently on display at the physical museum. This was a result of skimming through the information on how to create a tour.</p>	<p>She said that the information on the tour page wasn't clear for her to efficiently succeed.</p> <p><i>"But then I found an instruction page, kinda on how to make a route of your collection, which wasn't very clear but it gave some insight."</i></p> <p>Post interview confession: task instruction effected how she would observe a page, hence skimming through majority of content to find the solution. Whether this applied to this instance is speculative.</p>	

# Aleksandar

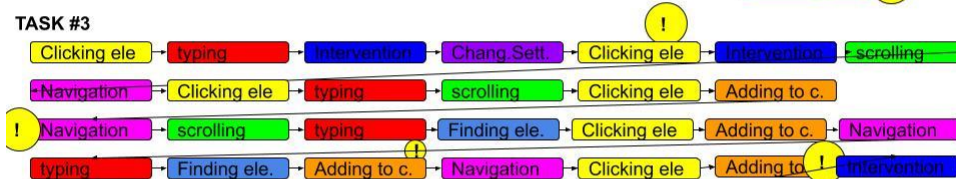
## TASK #1



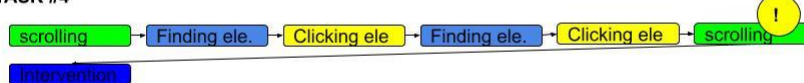
## TASK #2



## TASK #3



## TASK #4



Navigation  
 Changing settings  
 Intervention  
 Scrolling  
 Adding to collection  
 Clicking elements  
 Typing  
 Finding element  
 Deleting from collection



Time & Action	Usability Problem	Cause (Evidence in Data)	Cause (Speculation)
0:11:10	Had hard time discovering "more details" button	<i>"The size he made it on? " (Starts to observe the page of the artwork but doesn't scroll; Wonders for a minute and a half)</i>	
0:29:44	Confused the zoom-in and zoom-out buttons for the "search" magnifying glass	<b>"Maybe you should search for it?"</b> <i>"How do I search?" (confuses the magnifying glass for zoom in zoom out)</i>	
1:10:45	Could not find any button or info about crating a tour		The user needed 12 minutes and guidance from my side which didn't help. After this he said he is too tired to continue and asked

			me to abort the trialling.
0:16:07	Didn't understand there was info below the artwork when opening the artwork's	<p><b>Can you find the canvas size, it's on the website?</b></p> <p><i>The size he made it on? (Starts to observe the page of the artwork but doesn't scroll; Wonders for a minute and a half)</i></p> <p><b>Do you find it difficult to find?</b></p> <p><i>Ah, no (actually does struggle compared to a younger user).</i></p>	
0:50:46	Back button suddenly didn't 'go back', but to a different page		He wanted to go back to the results but the back button stated "Home". He pressed it anyways expecting to bring him back to search results.

## Appendix E – Individual recommendations

### **Benas:**

- Copy link button could be added next to social media buttons on the artwork page
- Home button next to “Back” could be added
- A “pin” icon could be used instead of “heart” for adding an artwork to a tour
- After opening an artwork, by default it should be fit into the screen and not filled with it
- Adding an undo pop-up button after adding an artwork to a collection
- Adding a pop-up notification how many artworks left to add to a collection in order to make a tour from it

### **Aleksandar:**

- Higher contrast buttons would help with finding and using the website’s features which in case are not seen, do not serve a purpose.
- Back button confuses users because they go sometimes back, sometimes to the home page and is not
- More information and navigation on how to create a tour of your collection.
- Create a tour from your collection can be added on the same pop-screen as the social media share features.

### **Thijmen:**

- Make the functionality of the back button more consistent and predictable
- Add a home button next to the back button
- Add (a link to) information about creating a tour directly to the collections page
- Always show the tour banner on the collection page. If the requirements haven’t been met yet, coach the user on how to meet them
- Change the heart icon to something that says ‘adding to collection’ more. A plus sign or a save icon perhaps?

### **Naya:**

- Adding a clear navigational map or webpage.
- “Create a collection” button can be added somewhere where it is easier to find (seems a bit hidden).
- Making the website look more “modern”, because user mentioned that it looked “boring”.

### **Pedro:**

- Change the “Add to collection” button away from a heart.
- Relocate the link for the tour info page away from the infinite scroll of artworks.
- Adding clarity to the number of required artworks in a collection, perhaps somewhere in the collection page itself.