

research report

User Trialling Rijksstudio



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summary

The research I have carried is a summary of usage of Rijksstudio.nl website.

I have recruited two participants for the user trailing experiment. They are from completely differ in their work and interest. In order to have as broad overview as possible of the user goals, I had closely analysed their approaching methodic on how to interact with the given context. That is why, I had created certain tasks for both participants. Furthermore, I made the record of the results of their progress completed by participant users. I hoped to strive for different informational action and reaction transcripts which could provide some sort of comparison between those tasks processes, interview transcripts which happened after the task and the researcher's observation form.

The data results are elaborated in the Chapter 6:

1. What do participants in user trialing actually do when using Rijksstudio?

The users were satisfied in use of the presented platform as well as surprised of variation of a different tools the web platform provides for their visitors.

2. What usability problems are users facing? What causes these problems?

The most common problem was present in Visibility as well as in Navigation stages. Where Design could have just a small improvement.

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1 introduction

This research is done for the subject Research for Design, overall data will be used for the study purpose only. The aim of this research is to gain valuable insight of users' interactions and their experiences throughout usability of the website; www.rijksmuseum.nl/en/rijksstudio

In the following research, I have discovered whether such a website has a define use and benefits for particular users in general. Additionally, I would like to present the user interaction with the website features and of course the understanding of it. I had scheduled one-on-one interview with the participants in order to examine their interaction as well as test them on the usage of the website. Participants shall choose the location of their testing and interview because it is necessary to proceed with the such investigation meanwhile, they are feeling safe in their comfort zone. My main goal is to get all of the cognitive and perceived insights evaluation of the user experience with the Rijksstudio.

Usability - ISO 9241 definition. The effectiveness, efficiency and satisfaction with which specified users achieve specified goals in particular environments. The research shall be carryout and be proceeded as such case scenario.

2 Rijksstudio

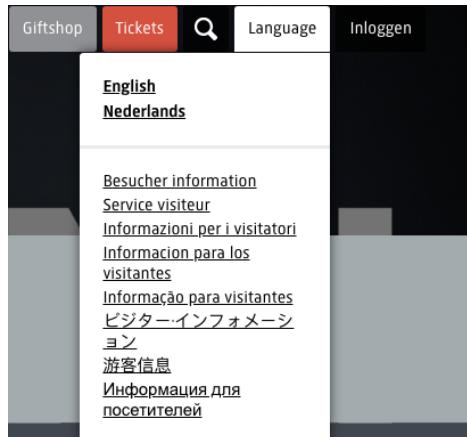
As we enter to the website name: <https://www.rijksmuseum.nl/> it brings us to the main homepage of the Rijksmuseum.

1.



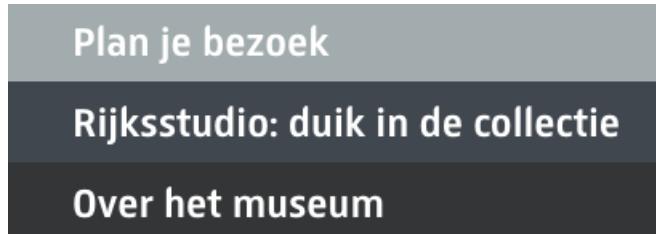
Firstly, user must have the ease to understand the following context of the entered website. Mean that foreigner will select native language instead of proceeding with other tasks on the website. Website provide overall 10 language choices.

2.



Second step will be proceeding to the Rijksstudio itself. It can be found on the top bar line written with bold typography letters.

3.



The selection of Rijksstudio page will be indicated by the switch in colors of the background stripe and the bold name of the web page; stipe - from grey to white, bold letters – from white to black.

4.

Rijksstudio: duik in de collectie

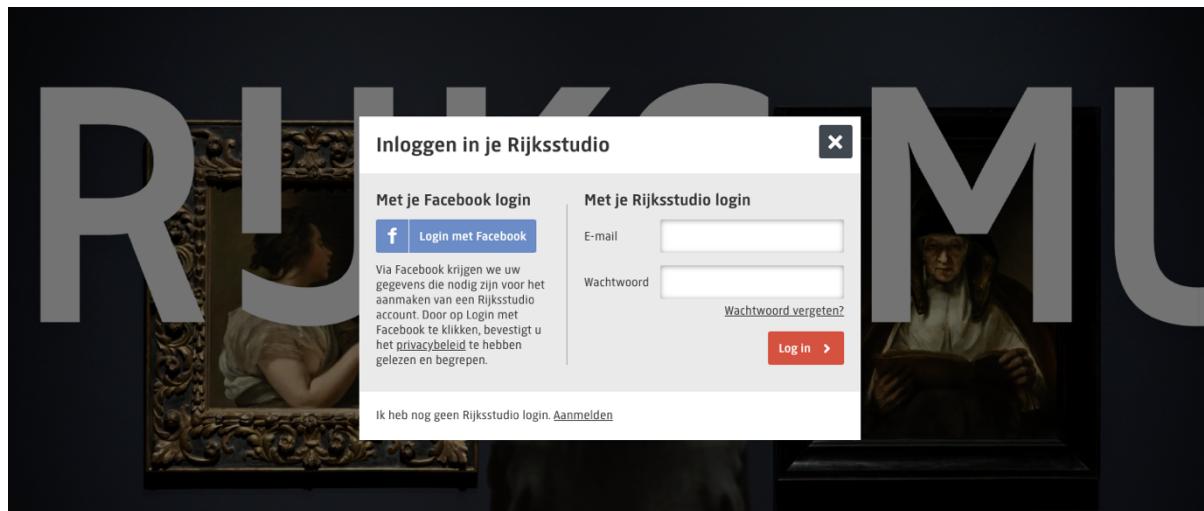
After that we could see the indication of two main subtopics which indicate overall functions of the Rijksstudio web page. One is *Explore* and other is *Search*.

5.

The screenshot shows the Rijksstudio website's homepage. At the top, there is a grey header bar with the text "Plan je bezoek". Below this, a dark blue banner features the text "Rijksstudio: duik in de collectie" in white. Underneath the banner, there are two white links: "Ontdek Rijksstudio" and "Zoek in Rijksstudio". At the bottom of the page, a dark grey footer bar contains the text "Over het museum".

To make navigation easy and grant access to specific features of the website we shall login to the Rijksstudion. It could be done via social media such as Facebook either by providing an email plus creating a password, then of course you must to confirm your email in where you receive following confirmation letter.

6.



If our first attend to visit *Search* page of Rijksstudio and try to find some particular paintings, then we will see such page and its functionality.

7.

Gevonden: 667.894 werken 111.867 verzamelingen

Sorteren op Relevantie ▾

- Verfijnen

Alleen met beeld (416.480)
Te zien in het museum (8.515)

+ Vervaardiger
+ Soort object
+ Periode
+ Plaats
+ Materiaal
+ Techniek

Kleur



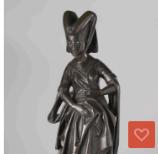
Tien pleurants van het praalgraf...

Renier van Thienen (toegeschreven aan), ca. 1475 - ca. 1476, graffiguur, BK-AM-33-D
In 1465 overleed Isabella van Bourbon, de vrouw van Karel de Stoute, hertog van Bourgondië en heer over Vlaanderen, Holland, Zeeland, Brabant en Limburg. Hij liet voor haar een praalgraf maken in de Michielsabdij in Antwerpen. Om deze tombe stonden 24 beeldjes van rouwende familieleden en...
Te zien in zaal 04



Tien pleurants van het praalgraf...

Renier van Thienen (toegeschreven aan), ca. 1475 - ca. 1476, graffiguur, BK-AM-33-H
In 1465 overleed Isabella van Bourbon, de vrouw van Karel de Stoute, hertog van Bourgondië en heer over Vlaanderen, Holland, Zeeland, Brabant en Limburg. Hij liet voor haar een praalgraf maken in de Michielsabdij in Antwerpen. Om deze tombe stonden 24 beeldjes van rouwende familieleden en...
Te zien in zaal 04



Tien pleurants van het praalgraf...

Renier van Thienen (toegeschreven aan), ca. 1475 - ca. 1476, graffiguur, BK-AM-33-B
In 1465 overleed Isabella van Bourbon, de vrouw van Karel de Stoute, hertog van Bourgondië en heer over Vlaanderen, Holland, Zeeland, Brabant en Limburg. Hij liet voor haar een praalgraf maken in de Michielsabdij in Antwerpen. Om deze tombe stonden 24 beeldjes van rouwende familieleden en...
Te zien in zaal 04



8.

Zoek in Rijksstudio

Gevonden: 667.894 werken 111.867 verzamelingen

Sorteren op Relevantie ▾

+ Verfijnen

Zoeken in de bibliotheekcatalogus
Uitgebreid zoeken



This is possibility for the advanced search: Maker, Object, Subject.

Refine: Maker, object type, period, place, material, techniques, color pallet with relevant colors.

Sub search markers indicated with +/- signs.

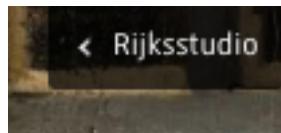
There is also much specific way to go through art with more filtering options.

For example, as library catalog overall number of art pieces.

Additionally, you can gather the information where to find such a piece in the museum as well as “personalize” and buying a print of a piece of art you liked.

To return back to beginning of the Rijksstudio there will be a button indicator on the left top corner of the screen.

9.



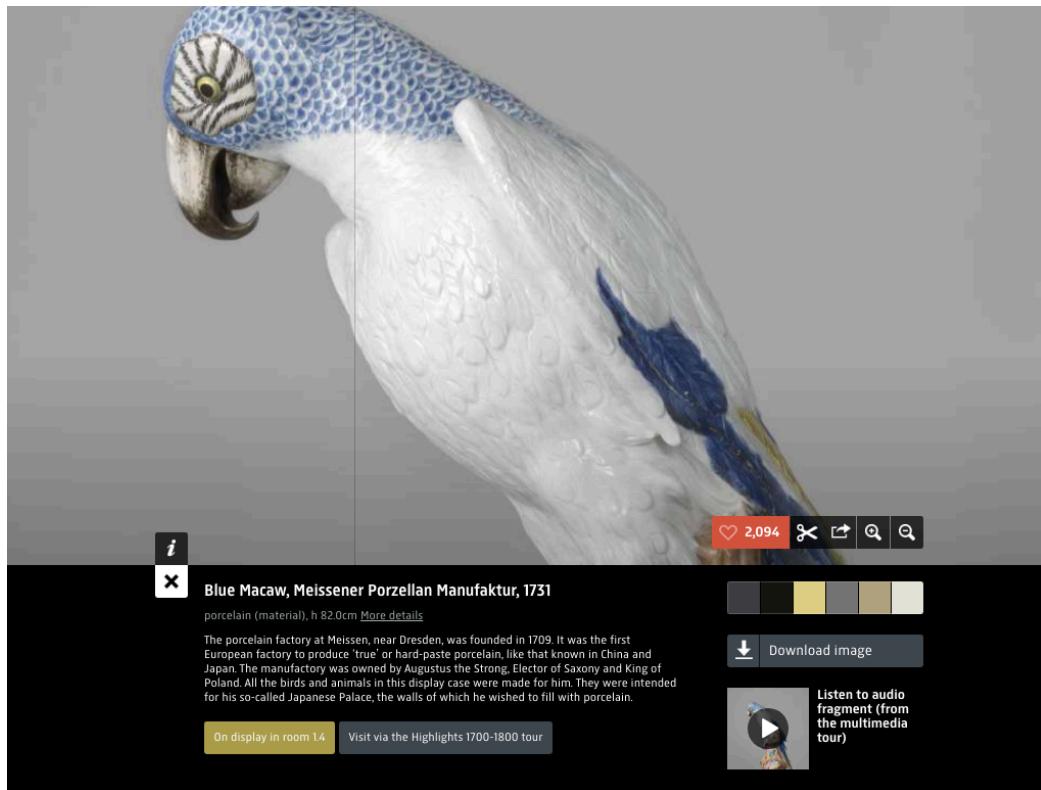
As we go back, we return to section of *Explore*. Where the page consists of all the digital art pieces neatly grouped by theme for more broad choices.

10.

The screenshot shows the Rijksmuseum's 'Explore' section. The main title 'RIJKS STUDIO' is prominently displayed in large white letters across the top of the page. Below the title, there are three main categories represented by square frames: 'Schilderijen' (Paintings), 'Haagse school' (The Hague School), and 'Vogels' (Birds). Each category frame contains a small image of a related artwork or object. Below each frame is a blue rectangular button with white text that reads 'Meer kunstwerken >'. The background of the page features a large, atmospheric painting of a landscape with a windmill. At the very bottom of the page, there are some small text links and icons.

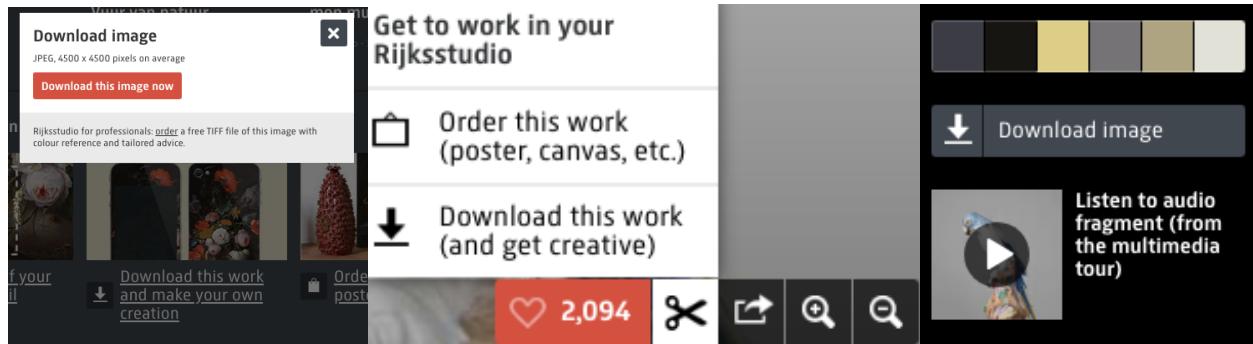
Frame and proposition of the art (three square theme collage) for each individual topic.
Other featured information in a rectangular box with a light greyish blue background, action button background turns be black with functionality written on it. As we select specific painting.

11.



We can do following function with such an image: Like it and save it to our own gallery of Rijksstudio, order the work, download the work, share it in social media, zoom in-out for inspection of the art piece. Also, under we can see the information where we could find original painting, which tour currently has it in their program and listen to the audio description for this art piece.

12.



As we stay on the same page and scroll down, we will see relevant catalogue and topics.

13.

Collections with this work

Birds
RUJKS MUSEUM

Vuur van natuur
Natuur vuur
5 hours ago - 37 works

mon musée imaginaire
CocoGeney
5 hours ago - 398 works

Make your own creations with this work

[Make a print of your favourite detail](#)

[Download this work and make your own creation](#)

[Order a ready-made poster of this work](#)

[+ Object data](#)

To make your own creation work there will be three methods which are given to the visitors. Here the difference between creating your customized product either the ready-made poster.

14.

Make it your own

1. Select a product

- Poster
- Canvas**
- Aluminum
- Gallery print

2. Select a format

- Square
- Rectangle, portrait
- Rectangle, landscape

From € 42,00

Order your masterpiece for on the wall

Poster of Blue Macaw
You'll receive a poster of your favorite work.
Starting from €15

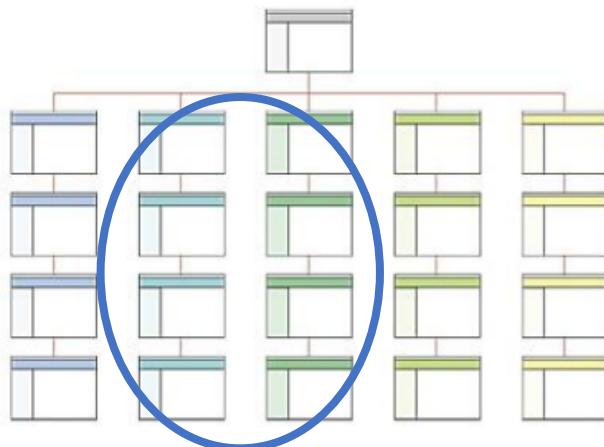
The button of + Object data referral to hidden scroll down information page about the artwork. Here the example of it.

15.

- Object data

Identification	Title(s)	Blue Macaw
	Object type	
	Object number	BK-17496
	Inscriptions / marks	•
	Description	Figuur van beschilderd porselein. De figuur stelt een papegaai (ara) voor die op een boomstomp met bladeren zit. De papegaai heeft een blauw geschubde hals en kop en een wit lijf. De staart en de uiteinden van de vleugels zijn blauw, geel en wit geschilderd. Onder de rechterpoot ligt een tak met kersen. De figuur is niet gemerkt.
Creation	Artist	<ul style="list-style-type: none"> • porcelain company: Meissener Porzellan Manufaktur • Johann Joachim Kändler (attributed to) • designer: Johann Gottlieb Kirchner (rejected attribution)
	Place	Meissen
	Dating	1731
Material and Technique	Material	porcelain (material)
	Measurements	h 82.0 cm h 69.5 cm w 51.0 cm x d 32.5 cm w 22.5 cm x d 28.0 cm 16.6 kg
Subject	What	<ul style="list-style-type: none"> • ornamental birds; parrot
Acquisition and rights	Acquisition	transfer 1960
	Copyright	Public domain
	Provenance	...; collection Johanneum, Dresden(Von Falke 1936, p. 282 no. Po.97) ...; collection Dr Fritz Mannheimer (1890-1939), Amsterdam and Paris, 1936;(Von Falke 1936, p. 282, no. Po.97) purchased from his estate, en bloc, by the

Rijksstudio website uses Topic scheme which integrated material art pieces into the digital World. The structure of the website is hierarchical based which has only two main subtopics in use but in future it could expand into even more. But if look from perspective of the main website Rijksmuseum then it is exactly that scheme.



3 research questions

What do participants in user trialing actually do when using Rijksstudio?

- What kind of tools are present in Rijksstudio?
- To what extend those tools are useful for their visitors?

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

- How difficult for the first-time visitor to discover a certain (one piece) of art?
- Is there significant difference between the *Search* and *Explore* pages?

4 research set-up

4.1 location

Participant has chosen their location based on their own preference. For example, it could be an interviewer house, either interviewee house, office, cafeteria, school, university or local library. The interview was held in the user home as well as the researcher living room. The appointment was made regarding their availability and theirs free time slot. The researcher was flexible with his time in order to get the necessary research data and do not disturb user life routine. Researcher has tested users in their more or less comfortable environment. So, there were not so many disturbances surrounded the users meanwhile their trials.

4.2 participants

I am chosen 2 different user types for comparison their initiatives and goals for visiting Rijksstudio. To clarify, I had to understand how it is relevant to them and to which extent they are reaching the goals that they initially had when visiting the website, as well as what could be improved in order to smooth out their experience.

Potential testers:

1. Photographer and employee for a printing company – Umar van Saeed
2. Student of the Art School – Rachel Boos

They meet different criteria; each individual could represent a different category and character.

Their information will not be shared neither published.

4.3 instructions / tasks

Meanwhile setting the timer and checking if everything is in place. I gave the participants opportunity to experience Rijksstudio freely by themselves. In order to proceed with the experiment, participants had more or less an idea how to navigate throughout the following website.

Before proceeding with the experiment, I had to be sure that they are comfortable and ready challenge themselves with the following tasks.

The following tasks are:

- Go to Rijksstudio and have a look around
- Find the particular art piece – The Night Watch by Rembrandt van Rijn
- Then find any art piece by Vincent van Gogh, by using the color pallet either other filter modes. (without typing)
- Now try to find the same art piece over the “search in Rijksstudio”
- Find information about the materials in use for the art piece.
- Try to find purchase functionality, particularly the costs and in what kind of format you can have the following art piece
- Find how to download the artwork.
- Find how to share the artwork on any social media platforms.

Important when instructing:

1. Introducing ourselves why and for who is this research
2. Instructing that all data will be used confidentially
3. Instructing that at any given time the participants of the research can resign from answering

4.4 eliciting cognitions en percepties

I had records of the interview on video. Meanwhile, user was focused to complete his/her tasks; I observe their body language as such, if their leg nervously moving or they are cracking their fingers. Also, I have analyzed their vocal expression and tone of the answers they gave. Of course, I kept an eye on physical environment to understand, if it had an influence the interviewee.

4.5 interview

1. Rate your experience and understanding (1-10) of having experience with the website in general.
2. How was your experience with Rijksstudio?
 - a. What did you like/dislike?
3. What do you think about the website design?
 - a. Was it understandable for you?
 - b. Did you spot on the difference in Explore and Search page?
4. Please, describe the steps you took in order to find the certain art piece in chronological order? (the one which is most appealing and memorable for the user)

5. What search option was easier for you, the “explore Rijksstudio” or the “search in Rijksstudio to find the product?
 - a. Could you explain your choice?
 - b. Which one is the more important page in your opinion?
6. Did you face any problems with the steps to complete your tasks?
 - a. What was the hardest of challenging step for you?
7. What could you do with the artwork, the one you have discovered in Rijksstudio?
 - a. Was it easy for you to find these options? (referring to users answer 7)
8. Did you expect a different experience of Rijksstudio before working with it?
 - a. Why / How was it different?

These questions were asked in order to get a deeper understanding of the feel and user understanding during their usage of the webpage. Also, distinguish to what extend user has developed the connection between his/her conscious cognitive thoughts and his/her unconscious perception, which has been analyzed through the task video transcripts.

4.6 registration

The saved recordings and transcripts gave detailed overview on users' discovery of the website. Also, I made the reflection on recording in our own personal environments which user has kindly shared with me.

Audio recording: captures the dialogues with all the participants.

Video recording: to captures behavior, reactions, body language, and facial expression.

Timer: gives a track of time that has been spent on completing the tasks.

OBSERVATION FORM

General information

Date: _____

Time: _____

Place: _____

Participant Name: _____

Evaluation of the workflow

How confident participant in the website use: 

The stress indicator: 

The speed: 

Rate of completing the tasks: 

Satisfaction of the challenge: 

Other notes:

4.7 protocol

INTRODUCTION

"Hello, I am Georgi Birman, student of the Hague University of Applied Sciences. I am doing following research to gain specific insight of an users' interaction and experience with the website Rijksstudio. Specifically, I am investigating the understand of the usage of the following website. For your information, the collected data will be treated with confidentiality. The all the data which will be recorded will be deleted after the completeness of this subject. Of course, you have a chance to discharge either stop the interview at any time of its process."

The participant answers if he/she is okay with being recorded for research purposes as explained. Continue with the research.

"For this experiment we will use a Mac computer, so you could accomplish the given task that are follows. Also, I will record the all process as well as the interview which is followed after the completion of the tasks. The video would not be published anywhere on the social platform, it be used just for evaluation and reflecting purpose only. Do you agree to these conditions?"

The participants agree either disagree with the interviewer proposition.

"Do you have any comments or questions before we are start our test?"

The participant shall provide an answer to the question.

OBSERVATION PROCESS

"I will open the website for you, meanwhile I am setting up the camera for recording as well as timer you have time to look around the webpage and discover it is functionalities."

5 minutes maximum to set up all the necessary equipment which gives right enough time for participant to get comfortable with the website and its pages.

"Okay, hopefully now you are more or less familiar with the website, now I am going to read out all the tasks that you're supposed to accomplish during this interview. You can also see them printed out in front of you."

1. Please go to "Rijksstudio" page
2. Find the art piece called "The Night Watch" by Rembrandt van Rijn
3. Now find **any** art piece by Vincent van Gogh, by using the color pallet either other filter modes. (without typing it in the search bar)
4. Now try to find the same art pieces over the "search in Rijksstudio" either by Rembrandt van Rijn or Vincent van Gogh
5. After click on the founded painting, now could you find out what materials were used for creating such art piece
6. Find the option which you could order a print of the painting on a canvas
7. Find the option where you could customize your purchase in a certain way
8. Find the option to download the following art piece
9. Find the button how to share the art piece

"Are there any questions that you have before we will start this experiment?"

The participant answers the question.

"Alright, then I would like to ask you to complete the following tasks."

Participant proceeds with the tasks. Meanwhile, my job is it to observe the user and note down the different behavior of the user. Important to pay attention to the small details which will be useful in my study.

Note: there could be a case, where participant could be stuck during the experiment.

I have to guide him to complete the tasks by giving him a question, which will work as the hints. In that case the following task will count as failed to be completed by the participant.

When the participant is done, I will proceed with the interview.

INTERVIEW PART

"Congratulation on succeeding with the following tasks, now we will do the interview part which will take not take longer than 10 minutes and as it was said before, all the information remains confidential. Could, I proceed to the part of the interview?"

The participant answers the question.

"Could you please, rate your own understanding out of 10 reflecting on your experience with the website in general?"

The participant answers the question.

"Have you managed to complete all the tasks?"

The participant answers the question.

"How was your experience with Rijksstudio?"

The participant answers the question.

"Are there anything you particularly dislike or liked about the website?"

The participant answers the question.

"Your thoughts about the design of the website?"

The participant answers the question.

"Was every functionality being understandable for you?"

The participant answers the question.

"Did you spot on the difference in Explore and Search page?"

The participant answers the question.

"Please, describe all steps you took in order to find the certain art piece in the chronological order? Particularly the one which is most appealing or memorable for you."

The participant answers the question.

"What search option was easier for you, the "explore Rijksstudio" or the "search in Rijksstudio" in order to find the art piece?"

The participant answers the question.

"Could you explain your choice?"
The participant answers the question.

"Which one is the more important page in your opinion?"
The participant answers the question.

"Did you face any problems with the steps to complete your tasks?"
The participant answers the question.

"What was the hardest of challenging step for you?"
The participant answers the question.

"What could you do with the artwork, the one you have discovered in Rijksstudio?"
The participant answers the question.

"Based on your answer to the previous question, was it easy for you to find these options?"
The participant answers the question.

"Did you expect a different experience of Rijksstudio before working with it?"
The participant answers the question.

"Could you please elaborate on your answer, particularly answering; Why/How was it different?"
The participant answers the question.

"Thank you for completing the interview, do you have any following up questions regarding the experiment either the interview?"
The interviewee will ask some follow-up question, If necessary.

"Thank you for participation in my research, I more than pleased that you spared some of your time to help me with this data research. Before I finish, I would like to repeat myself, by stating that the following gathered data are confidentially protected and be treated with the certain respect. I will delete all the recordings after successfully completing the course. Do you have any further questions or concerns?"

The interviewee answers the question, if there is any.

"If you do not have any questions, I would like to announce that this experiment came to the end. Thank you again for participating in it. I wish you all the luck and hope to see you once again, goodbye."

5 data collection and analysis

5.1 experiences fieldwork

Overall the field work was a success. Nevertheless, both participants had some small nuances and were facing some of the task's difficulties. One of the participants had a comment on environment as well the provided machine from which the work was proceeded. Other participant had an interesting insight about the functionalities how some features were hidden. Both participants spent surprisingly plenty of time to complete the following tasks. I could confidently say that the atmosphere during the experiment and interview was satisfying. Both parties were easy going in communication as well as open minded in order to ask additional questions if they were stuck in their progress of completing the tasks. Most of the steps went according as it was planned, the only problem that I had faced was that I forgot to mentioned that participant had to think out loud, while completing the tasks, but one of the interview question asks to recall the chronological order of their steps and give an reflection upon it. Hopefully that could make it up for such a mistake. I have recorded some other interesting nuances on the observation script which I have spotted during the participant work. Those were interesting findings.

5.2 data

The table attached below gives an insight into the usability problems my participants faced while exploring Rijksstudio.

<i>Usability problem</i>	P 1	P 2
Navigation <ul style="list-style-type: none">- Switching between Explore and Search pages, must go back to the main page Rijksmuseum	X	X
Visibility <ul style="list-style-type: none">- Object data button hard to notice	X	X
Comprehension <ul style="list-style-type: none">- Confusion upon the color pallet filter- Title of the pages		X X
Design <ul style="list-style-type: none">- On Rijksmuseum page the split between Explore and Search of the Rijksstudio	X	

P 1 – Rachel art student.

P 2 – Umar photographer.

5.3 data analysis

User diversion specification	Exploring Rijksstudiodio	Find the art piece called "The Night Watch"	any artwork by Vincent van Gogh, by using only filters.	find out what materials were used for creating such art piece	find the option which you could order a print	Where can customize the purchases	Option to download the following art piece	Find the button how to share the art piece
Art school Student	Done	Completed	Easily done use of alphabetic filter	Time consuming Stuck	Hard to spot	Completed	Completed	Completed
Photographer	Done	Completed	Time consuming different approach	Time consuming Stuck	Completed	Completed	Completed	Completed

1. User trial
2. Tasks
3. Success
4. Struggle
5. Failure

The process that led me to answer my research question and the sub-question started by:

1. Making tasks on finding certain art pieces on the Rijksstudio website by using two different methods of the search. It was up to participants how to approach with them, but they should follow the provided restrictions.
2. Overview of the chosen art piece and the information as well as action functionalities provided by Rijksstudio.
3. Receiving the feedback from the participants.

After concluding the interview, there are steps that I have been taken:

1. Make the audio and the video transcripts.
2. Marking on which parts participant had difficulties.
3. Distinguishing the caused for those problem.
4. Make graph using gathered information.
5. Compare and analyze graphs between each other in order to present differences and similarities.

For the second sub-question I looked into the feedback of the participants, whether they understood the meaning of two search methods as well functionalities of the pages. Also their opinion and recommendations are highly valued.

6 conclusions en recommendations

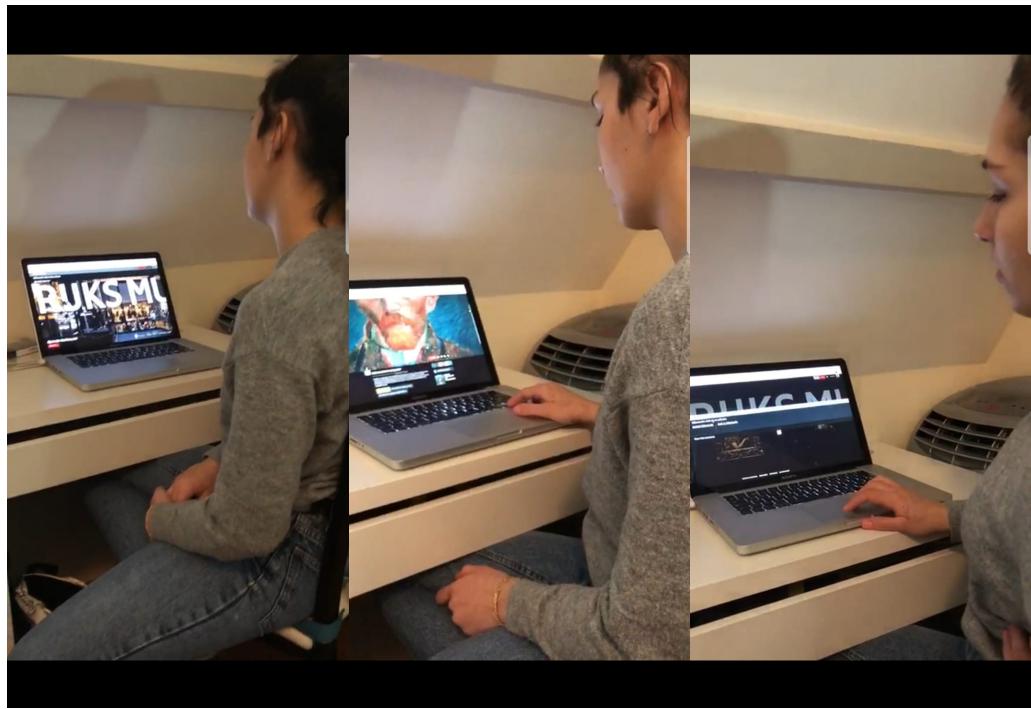
6.1 conclusions / answers to the research questions

According to my finding I can conclude, that each participant completely understands the purpose of the website but surprisingly interpret it in their own way of use, as well as navigated in his own preferable way throughout the website. Of course, I am lacking with the amount of data for such a research as I have done such a work all by myself. Nevertheless, my two participants have a large span in age as well as gender and they are living different lifestyles. However, they are both creative people and are inspired by the artwork. Thanks to that I have received more or less diverse results.

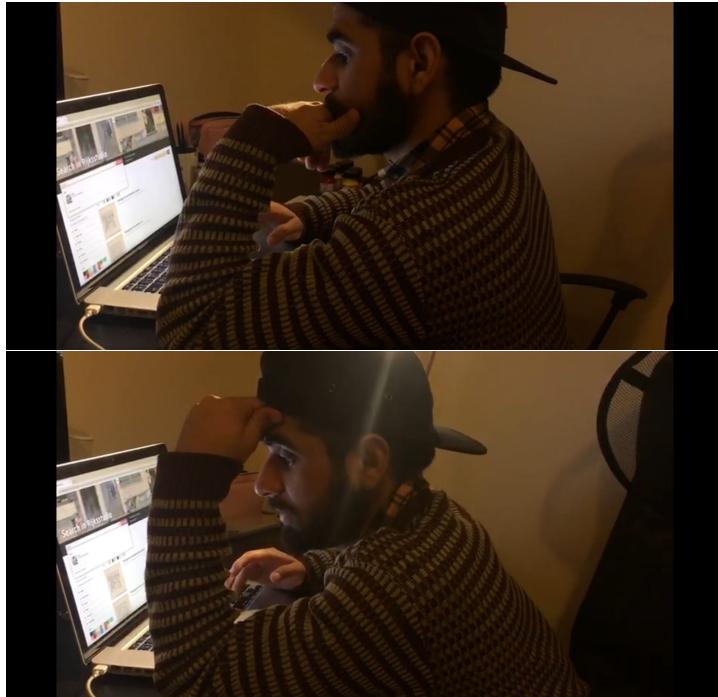
From the beginning participants had a chance to explore the website by their own. They got enough time to look through the outline and theme of website. Next, they have been tested through the tasks. When I was conducting the interview, I gathered valuable reflective insights which were provided to me by the users themselves. Those were valuable and incredible points.

The answer to the main question: What does participants in user trialing actually do when using Riksstudio? Came from the users all tasks experiment. They have distinguished all the presented tools and functions which Riksstudio provides to their users. And participants answered to that question as if they had to apply those tools in their real-life situations. As stating for discovering purposes, original gift present, either inspiration or a school project case. Participants were not accepting that much from the Riksstudio functionalities, however they were more than satisfied with large possibilities of use of presented art pieces; customization, purchase, explore, search and download.

The other question was: Whether user is facing any problems on the platform, either it is difficult to find a certain art piece. Also try to find the difference of the Search and Explore pages. Well based on the investigation compilation I can state that there are small nuances which are present on the platform. As both participants were stuck on the same assignment and they did not complete without a guiding question. Also, some parts were really time consuming that means that there were some obstacles on such a certain path of search. The difference between Search and Explore page was obvious and it was really clear for both participants. However, personally I have noticed how one participant used the search bar which is present on the Explore page rather than going back to Search page and going to their search bar and typing in the information. Therefore, I can state that both pages are not completely identical however some similar features are present on either of the pages for navigation purposes.



Rachel Boos: Sitting comfortably as she wants. Using one hand to navigate through the web platform. In some cases, uses down button to scroll down. To scroll up using the trackpad. Crosses her hand in order to think of the next step. Puts her left hand on her hip when proceeding with the task.



Umar van Saeed: When he is stuck on the task, he leans his head on his left hand either leans closer to the screen and proceeds to scroll over the website looking for necessary information.



Umar van Saeed: he bites squeezes his lips together when he is focused in his search. Upon completing the long task, he smiles.

Participants evaluation	Rachel	Umar
<i>Rating on competence of use (out of 10)</i>	6, 5	7
<i>Time to complete the tasks (minutes)</i>	8:30 minutes	10:20 minutes
<i>Familiar with the website</i>	Not	Not
<i>Person will use it in the nearest future</i>	Yes	Maybe

6.2 discussion

I can rate my research on 6 out of 10. Because, I lack data however I have gathered interesting insights and discovered weak points of new upgraded version of Rijksstudio web platform. The most standing out problems which are present in this website are mainly three that could be improved in the nearest feature. That would not be that easy to spot without input of my participants. Which are big thanks to them in helping me with my research.

If I would do the research once again. I should gather more user trails in order to have bigger picture and solid statement of the issues. It was surprisingly for me that both participants got stuck on more or less the same tasks. I have done work according to my planning as well as all records been saved and transcript how it was in my trials.

Unfortunately, I have repeated the same mistake as it was the last year to tell participant express their thoughts out loud when they are proceeding with the tasks. But I managed to maintain small guiding talk with participants, so they do not feel as they are doing the tasks in complete silence. I kind of managed to ease the atmosphere of the trials with my own presence. Also, what I have discovered that next time I should provide to the user him or her the use of familiar machine in order to complete such a task. Because some users are unfamiliar with the use of MacBooks.

6.3 recommendations

Based on my data findings, I would recommend make a certain change in the Rijkmuseum website and in the Rijksstudio platform:

1. Rijkmuseum webpage – menu sliding bar and design of it. Could be improved as moved to different location and have a better theme to it. Looks a bit strange and unusual for a user that such main website functions kind of hidden from them and extra steps required all the time to get into certain page.
2. Rijksstudio – Location of the **Object data** button as well as the title of that button. Users usually prefer to have a clear background information of a certain product or image right after the presentation of it.
3. Rijksstudio – Purchase and customization functionality outlook currently it's kind of blend in into the theme and presence of other albums. Sometimes it is hard to spot on the obvious things which are right in front of your nose. Better change the appearance of such functionality features

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appendix a – overview participants

Umar van Saeed: +31 6 17994981 – Umarvansaeedpk@gmail.com

Male, 25 years old. Came from Pakistan, lives in the Netherland for the past 6 years. His main hobby and passion are photography and film making. Currently employee in a printing factory private company. Recruitment of the participant was done by a simple call. I knew him from my Dutch lessons and had his number saved on my phone. I called him and we agreed that he will come by my place. As he said he is often passing by my place when he goes home from the work.

Rachel Boos: +31 6 83744930 – Rachel01bossje@gmail.com

Female, 19 years old. She is Dutch, lives in Den Hague. Currently, studying in Art school in city center of the Hague. She is friend of mine sister, who kindly agreed to participate in this experiment. I was invited to come along with my sister to her place in order to make the attend for this experiment.

appendix b – research protocol

Interviewer should do as follows:

- Observe the user interaction throughout the process
- Set the camera to record the process in a right angle where you can see body, face and the screen if it is possible
- Must record notes upon questioner include body language, strategy and tone of questions either answers
- Provide small guiding hints to the user if he/she stuck and find the challenge impossible to complete. User must to complete the given tasks no matter what it takes. User must stay confident and positive throughout the challenge
- Analyze, reflect and conclude the following research

appendix c – transcripts

Task Transcript of the “Rijksstudio”

Participant: Rachel Boos

Researcher [00:00-00:35]: Hello, I am Georgi Birman, student of the Hague University of Applied Sciences. I am doing following research to gain specific insight of an users' interaction and experience with the website Rijksstudio. Specifically, I am investigating the understand of the usage of the following website. For your information, the collected data will be treated with confidentiality. The all the data which will be recorded will be deleted after the completeness of this subject. Of

course, you have a chance to discharge either stop the interview at any time of its process. Are you fine with those points?

Participant [00:36]: Okay (*nods*)

Researcher [00:37-00:59]: For this experiment we will use a Mac computer, so you could accomplish the given task that are follows. Also, I will record the all process as well as the interview which is followed after the completion of the tasks. The video would not be published anywhere on the social platform, it be used just for evaluation and reflecting purpose only. Do you agree to these conditions?

Participant [01:00-01:02]: Hmm...sure

Researcher [01:03-01:08]: Do you have any comments or questions before we are start our test?

Participant [01:09-01:11]: No, for now none

Researcher [01:11-01:20]: Great, then I will open the website for you, meanwhile I am setting up the camera for recording as well as timer, feel free and take this time in your advantage in order to look around the webpage and discover any possible functionalities

Participant [01:21-01:22]: Sure

3 minutes later (reset of the timer)

Researcher [00:01-00:20]: Okay, hopefully now you are more or less familiar with the website, now I am going to read out all the tasks that you're supposed to accomplish during this interview. You can also see them printed out in front of you. Are you ready?

Participant [00:21-00:23]: Yes, I am

Researcher [00:24-00:52]: Complete the following;

- Go to “Rijksstudio” page
- Find the art piece called “The Night Watch” by Rembrandt van Rijn
- Now find **any** art piece by Vincent van Gogh, by using the color pallet either other filter modes. (without typing it in the search bar)
- Now try to find the same art pieces over the “search in Rijksstudio” either by Rembrandt van Rijn or Vincent van Gogh
- After click on the founded painting, now could you find out what materials were used for creating such art piece
- Find the option which you could order a print of the painting on a canvas
- Find the option where you could customize your purchase in a certain way
- Find the option to download the following art piece
- Find the button how to share the art piece

Take your time if it is necessary and I wish you good luck!

Participant [00:53-01:10]: (from <https://www.rijksmuseum.nl> homepage she access the Rijkssdtudio Explore, with the simple 2 clicks touch, quietly saying;) Yes. (Scrolls down and up on that page)

Participant [01:11-01:35]: (*Looks down* to see the next task, find the folder named Rembrandt van Rijn clicks on it, sees the familiar art piece, double click on it) Yes here die Nachtwacht

Participant [01:35-01:55]: (Clicks back on button which indicated on the top left corner two times to the folder of Artists); (Scrolls down then Up, sees the alphabet and presses letter G) Oh here the folder of Vincent van Gogh! (*happily*, confirms it)

Participant [01:56-02:10]: (Clicks back again on the same button three times to go completely to Rijkssmuseum home page) (Clicks on Rijkstudio and the Search page, then types in the search bar Van Gogh) Here it is once again.

Researcher [02:11-02:19]: as you picked his portrait, could you find what materials he used in order to create this art piece?

Participant [02:19-02:28]: Sure, should be somewhere here (*puts her left hand between her legs*) let me see...

Participant [02:29-02:54]: (Scrolls up and down, accessed different page, goes back) No not really, I cannot find it in here...

Researcher [02:55-03:01]: Maybe look carefully, by slowly scrolling down?

Participant [03:02-03:20]: (Slowly scrolls down, presses on Object data) Hmm here (*looks a bit closer to the screen*) He used olieverf op karton

Researcher [03:21-03:25]: Good job, now head to the purchase part

Participant [03:26-03:38]: (*Tenses her bottom lip to the teeth* and scrolls further down on the webpage) I have no idea, what do you mean purchases?

Researcher [03:39-03:46]: Well you are on the right place, just have a closer look what if I want that painting on my wall as a poster, how much would it cost?

Participant [03:47-03:58]: Oh here, it will be 15 euro for the poster

Researcher [03:59-04:05]: What if I would like to customize the painting and get it too?

Participant [04:06-04:14]: Here I see you can download the print and also create your own work

Participant [04:14-04:35]: (Clicks to create a work) Here you can make poster, canvas, aluminium and gallery print and pick your preferable scale. Price will be depending on it, I guess (*lifts her shoulders up and down*)

Researcher [04:36-04:42]: Thanks for the information, just few more steps left to complete

Participant [04:45-05:08]: Oh, those are easy. (Scrolls over image where said, "download this work to create your own creation" and clicks) This is one! (*Raises her eyebrow*, when the downloaded image comes fully on screen) (She closes it and scrolls up to the icon of share) and from here you can share it on Facebook, Tweeter and Pinterest

Researcher [05:08-05:14]: Thanks for completing the tasks now, we will proceed to the interview part

Interview Transcript of the “Rijksstudio”

Participant: Rachel Boos

The interviewee tasks performance took approximately not more than 5 and half minutes plus she received additional 3 minutes beforehand, in order to adopt to the environment of the website.

Researcher: Congratulation on succeeding with the following tasks, now we will do the interview part which will take not longer than 10 minutes and as it was said before, all the information remains confidential. Could, I proceed to the part of the interview?

Interviewee: Yes sure

Researcher: Could you please, rate your own understanding out of 10 reflecting on your experience with the website in general?

Interviewee: Well at first, I think that objectgegevens are really hidden. I prefer to have it before the selling of this work or creating either purchasing. I found it this step really unclear. That I had to go back and look down and then look at all of that information. Also, when you go to the home page. The main home page, I am not used to see like the pick menu where Rijksstudio is allocated that it scrolls down from top to middle and slides. I prefer where the navigation menus are allocated on the top right corner but not like upper corner and then it is in the middle. I would give the score overall a 7 maybe 6,5

Researcher: Why is it so?

Interviewee: Because you have to look at this website a few times before working with it. If it was my first time being on this website, I think it would have taken me much much longer to complete the following tasks.

Researcher: Have you managed to complete all the tasks?

Interviewee: I could say yes, maybe I had some bumps on the way

Researcher: Your thoughts about the design of the website?

Interviewee: It is really cool how all those art pieces are categories in albums that before even accessing as such album you could see some sample work what it has to offer. I like the darkish baroque theme style. The website brings up that certain mood and vibe to it.

Researcher: Are there anything you particularly dislike or liked about the website?

Interviewee: I like that you can purchase and create something with the artwork which you liked something. Just look at this for example. If I like this, I can just do something like I can costumes my shoes or a poster by manipulating with the scale of the art piece as such zooming in and out. Also, I like how website provides plenty information about the art piece however it is hidden and hard to find, in my opinion.

Researcher: Was every functionality being understandable for you?

Interviewee: I guess if I want to order something if somebody likes the art piece, I can order it as a gift. Also, I can customize the artwork and get it. Maybe I can use this website for some school project research if I have to find an inspiration or look into interesting details. I think there is a lot to discover and its general handy website.

Researcher: Did you spot on the difference in Explore and Search page?

Interviewee: I think it was kind of obvious but the access to the search page took me some extra time to get access as I needed to go back and click on it then

Researcher: Please, describe all steps you took in order to find the certain art piece in the chronological order? Particularly the one which is most appealing or memorable for you.

Interviewee: I just went to Rijksstudio and then typed the art piece name in the search bar; De Nachtwacht for example, right. It is more convenient and easier. Here it pops out!

Researcher: What search option was easier for you, the “explore Rijksstudio” or the “search in Rijksstudio” in order to find the art piece?

Interviewee: The search page with function of typing was much easier. Because when you open the Rijksstudio it does give randomly all those painters but to be honest that there are some art works which I do not know who is the painter is. For example, I know the painting the girl with pearl earring but do not know who painted it from my head. So, I could just search it up and find it

Researcher: Which one is the more important page in your opinion?

Interviewee: Well it depends on the visitors, I guess. If they seek for inspiration, they can look at random or trending art albums on explore page. If they seek something in particular, they can just search it in the search page. That is what I think

Researcher: Did you face any problems with the steps to complete your tasks?

Interviewee: No not really, not any difficulties in my opinion

Researcher: What could you do with the artwork, the one you have discovered in Rijksstudio?

Interviewee: Well I can make it into a poster, then design it into something else. I can zoom in either on the detail I find interesting and then print it out or ordered hopefully in a perfect quality.

Researcher: Based on your answer to the previous question, was it easy for you to find these options?

Interviewee: Yes, it was really clear and straight forward.

Researcher: Did you expect a different experience of Rijksstudio before working with it?

Interviewee: I expected to be...well I do not know. I thought it be about buying a ticket or something about the museum or exhibition which are there. But then it surprised me with the mixture of something different. I expected to be a bit clearer provide certain explanation on what am I doing in here. For example, the menu tab I expected to be clearer and for the rest I guess it was fine.

Researcher: Thank you for completing the interview, do you have any following up questions regarding the experiment either the interview?

Interviewee: No, I am good and no problem

Researcher: Thank you for participation in my research, I more than pleased that you spared some of your time to help me with this data research. Before we finish, I would like to repeat myself, by stating that the following gathered data are confidentially protected and be treated with the certain respect. I will delete all the recordings after successfully completing the course. Do you have any further questions or concerns?"

Interviewee: No no (*giggles*)

Researcher: If you do not have any questions, I would like to announce that our interview came to the end. Thank you again for participating in it. I wish you all the luck and hope to see you once again, goodbye.

OBSERVATION FORM

General information

Date: 08/01/202

Time: 18:30

Place: Laan van Roos en Doorn 135E

Participant Name: Rachel Boos

Evaluation of the workflow

How confident participant in the website use: 

The stress indicator: 

The speed: 

Rate of completing the tasks: 

Satisfaction of the challenge: 

Other notes:

She is really clam. Sitting with a weird posture, could mean that she is comfortable.

She crosses her legs meanwhile sitting on the chair.

Scrolls down with the index finger on the keyboard. Scrolls up with the help of the mouse pad.

Fast clicks throughout the pages.

Tilting head either to left and right in some moments when she thinks about something.

Task Excerpts of the “Rijksstudio”

Participant: Umar van Saeed

Excerpts what went well:

Excerpt 1

Participant [00:20-01:40]: (access to Rijksstudio Explore, looks around. Clickes on the search icon indicated on the top corner top and types in the Night Watch. Finds the painting. Click the upper left button to go back to the main menu of Rijksmuseum home page. Accessed to Search page)

Excerpt 2

Participant [04:52-07:14]: (Finds where to purchase the art piece as a poster and different possibilities of customization, shows it without any obstacles and states his findings also completes the rests of tasks in a smooth manner)

Excerpts what went not so well:

Excerpt 1

Participant [01:40-01:52]: What do I have to do for the next step? As I understand, I am not allowed to type in order to find the next piece?

Researcher [01:52-01:53]: Correct

Participant [01:54-3:51]: (scrolls up and down of the Rijksstudio Search page. Goes back and forth between Explore page and Search page. On the right side above the paintings he finds icon Order by selects Artists from A>Z. Scrolls down and Up. *Irritating smile*. Goes to the top of the page using the appeared arrow up icon on the left bottom part of the screen. Clicks on Refine – choses 19th century filter and Place: Netherlands. Scrolls down and Up. Clicks on 112,327 sets and finds Vincent van Gogh self-portrait album)

Excerpt 2

Participant [03:54-4:18]: (scrolls down and up, looks everywhere) There is no any information about the painting techniques given down here. (Clicks on profile of the person who posted that painting. Goes back to the painting) Cardboard, I found height 42 cm and width 34 cm.

Researcher [04:19-04:25]: Could you please, provide the information about the materials in use for such art piece.

Participant [04:26-04:50]: (Scrolls all the way down, finds and clicks on object data) Okay this is all information of the art piece. (*deeply inhales*) Cardboard, oil paint and paint. Ooh, I found it.

Interview Excerpts of the “Rijksstudio”

Participant: Umar van Saeed

The interviewee tasks performance took approximately not more than 7:20 minutes plus he received additional 3 minutes before hand to adopt to the environment of the website.

Excerpt 1

Researcher: Could you please, rate your own understanding out of 10 reflecting on your experience with the website in general?

Interviewee: This is the first time I am using it. I will rate and give 7. I love paintings and vintage. I liked how you can discover plenty of art pieces and broaden up your artistic horizons.

Excerpt 2

Researcher: What did you like either dislike in the website?

Interviewee: Well some information was hidden in my opinion. It was hard to find it; you have to really dig in and keep an eye on what you are looking for. That what I found a bit annoying or it could be that it was this laptop because I am not used to using a Mac. The rest was everything is fine.

Excerpt 3

Researcher: Please, describe all steps you took in order to find the certain art piece in the chronological order? Particularly the one which is most appealing or memorable for you.

Interviewee: First I scroll my curser to the Rijksstudio and dived in into collection. Then I went to the search in option and gain access to the filters. There I picked most relevant information about the artist I am searching for. I put the location and the date of the artists as well as went to the collection page and from there I scrolled down and finally found my artist album.

Excerpt 4

Researcher: What search option was easier for you, the “explore Rijksstudio” or the “search in Rijksstudio” in order to find the art piece?

Interviewee: I did not spot a major difference between two webpages. The search Rijksstudio was much easier it was really explicit and vivid. It was easy to find what you seek for.

Excerpt 5

Researcher: Did you faced any problem to complete those tasks?

Interviewee: I found disturbing the environment and the machine in use during my experiment. This lamp on the right was in my face. The Mac computer which I am not familiar to use.

OBSERVATION FORM

General information

Date: 07/01/2020

Time: 20:45

Place: Loosduinsekade 21 E

Participant Name: Umar van Saeed

Evaluation of the workflow

How confident participant in the website use: 

The stress indicator: 

The speed: 

Rate of completing the tasks: 

Satisfaction of the challenge: 

Other notes:

Moves his leg nervously up and down

Does not make any comments

Holds his head with a hand

Has problems with navigation though the website

Takes his time to look through the website

Biting his bottom lip

Raising his eyebrows when discovers new possibility

Shows happiness upon completing the task

appendix d – data per participant

Visualisation of use actions

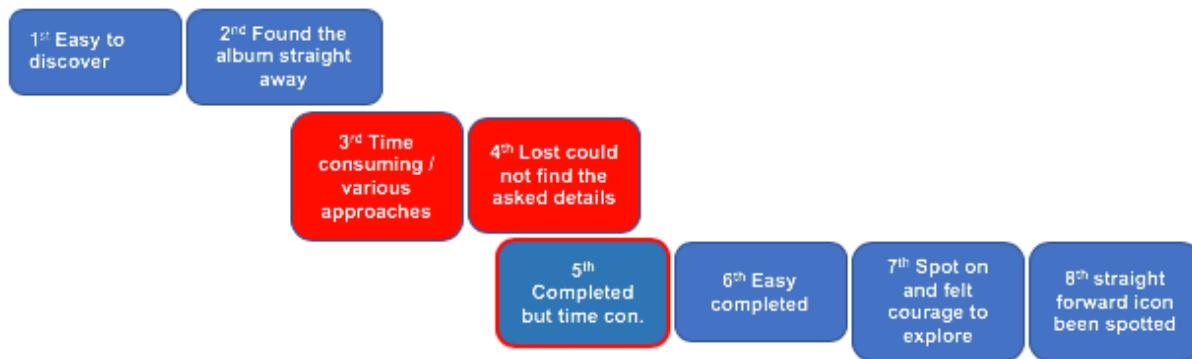


Table of usability problems

Time on Tape	Usability Problem	Case evidence	Case speculation
Umar 01:54-3:51	Takes plenty of time To find the filters as well as recall the necessary information which should be put in order to find the artist	Goes back and forth and trying different inputs. Scrolls down and up, hoping to find the Seeking artists work	Filters functionalities are hidden Hard to distinguished between work and sets.
Rachel 02:29-3:15 Umar 03:54-4:50	Struggles to find the necessary information	States different information either confirms that it could not be found on the page	Did not see neither spot such a button of Objects data. Location of it weird it out.
Rachel 03:26-03:58	Could not see the obvious functionality.	Design of it does not stand up from the rest of the albums	Overwhelmed with images