

7.2 Coding of the interviews

Codes

- **Actions** (e.g. navigating the website / viewing artwork / engaging with quiz)
- **Opinions** (e.g. user-friendly interface / comparison with other platform)
- **Features** (e.g. visual appeal / ease of use / interactivity)
- **Learning aspects** (e.g. Artist style understanding / Art history knowledge)
- **Technical aspects** (e.g. website functionality / application speed / UI design)

Interview 1

Q1: What are your first impressions of the new web application compared to the rijksstudio?

A1: If you'd like the rijksstudio, did you feel like more like a blog but like the website that you created, it quizzes you on the on the painting itself, so it gives you more detail like information about it and asks you about it as well. So and rijksstudio, there is no questions for to just like, go through the website and go through the pictures just like a blog website, if you'd like.

Q2: Okay, how easy was it to navigate and use the new application?

A2: It was very easy, very straightforward. It was simple. And all the buttons were easy to find. And like everything was where it's supposed to be. So there was no confusion on where to click or where to go. Except that I have one comment. When you take the quiz. Sometimes you can go up to the painting and when you see the painting, there's the button take quiz. So I think if you click on it, you're already on the quiz page. So if you click on it, it's gonna just erase your answers and tickets and the quiz page again. So other than that, It's all

Q3: Did the AI generated questions enhance your engagement with the artwork?

A3: Is it that did, I paid more attention to the artwork? In the beginning, I was just reading the paragraph and I just glanced at the painting. But after I read the questions, and they read the paragraph, it's made me want to look at the painting because the small paragraph, the informative paragraph made me want to see what is talking about and all the details that it said, because it was brief yet expressive.

Q4: Okay, thank you. What features do find different or improved in this new application compared to the rijksstudio?

A4: This is more interactive than the rijksstudio their ex to do just provides you with the art pieces themselves. So this can be like a nice activity or improves your knowledge. And regarding that artists,

Q5: which platform would you prefer for exploring the art collections?

A5: f f, the new application or the new website, had more variety of artists, maybe that I'm going to use it. But for now, I feel like the type the database, and REG studio has like more variety of things. But if I needed to do have a painting to stick in my mind, I'm gonna lean forward to the new websites. Because once you're quizzed on something, I think, if you like it's gonna stick with you. How

Q6: How relevant Did you find the questions to be to the artwork and the artist?

A6: It was very relevant. And even if it was not written in this whole paragraph was provided above the questions, you can just look at the artwork, and you're gonna figure it out yourself. Because it's, it's very related to it.

Q7: Did the questions help you learn more about the art or the artist?

A7: Not the artist, per se. I think I think some of it. The paragraph provided more about the artist, but the questions did not. But I think you can know about the artists style of painting. When you see like the painting itself

Q8: Do you feel like the difficulty level of these questions are appropriate for your knowledge of art?

A8: As I think it's appropriate for any level of art, because it's, like I said before, it's even if you did not know about it, you can just look at the painting and know it or try to figure it out.

Q9/Q10: The scoring system motivate you to explore more artworks. How do you feel about the scoring system? Was it clear how the scores were calculated?

A9/A10: Not really, I saw just the scores towards the end, but it did not let me know. Like, based on what this person got the scores or how based on what I got the scores. Or it did not tell me in the beginning, there was a score. I just thought like it's just the end. So that was not clarified. Overall,

Q11: Overall, how satisfied are you with this?

A11: Solution? You mean the website? Yes, yeah, it's no, it's really user friendly. And it works. Like as honestly, it works as good as the Rex to do. But like, as the first version of it. It's really great. I wish to see more artists there and more and more questions. Maybe Maybe once that race is in difficulty and not not just simple questions about RFPs.

Q12: Any final thoughts or comments about your experience?

A12: No, my only comment was the one that I provided earlier about the button being repeated into a pages. That's all other than that it was just a pleasant experience. Thank you, you

Q1: What are your first impressions of the new application compared to the Rijksstudio?

A1: My first impressions, I think it's definitely much nicer to look at. I like for example, that as soon as you went onto the new website, you've had the Rijksmuseum, very big on the screen. And as soon as you scroll down, different pictures appeared, I think that was very, very appealing. And that was not the case for the Rijksuseum website before. So I think that the design has been enhanced quite a lot, especially also seeing very famous paintings, those that are also displayed quite often at the museum. To me that's very appealing, and having the names on there as well.

Q2: Great great. How easy was it to navigate and use the new application?

A2: It was not that easy to be fair. I remember I clicked on the photos, and nothing happened. So I think that this can definitely be improved, to not only be able to click on the names, but also on the photo. But other than that, yeah, it's quite easy to look at.

Q3: Okay. And do you think the AI generated questions enhanced your engagement with the artworks?

A3: To be honest? Not really. Because of the descriptions that I had about the art piece, I didn't really have to look at the art piece to be able to answer the questions. So it might be an option to not have the descriptions. So I actually have to look at the art piece to be able to answer the questions.

Q4: Now, comparing the new application to the Rijksstudio, what features do you find different or improved in our new application compared to the Rijksstudio?

A4: I mean, what definitely brings an improvement is **having this sort of questions where you can somehow test yourself**, challenge yourself in a way. Which is good. On the one hand, on the other hand, **what I thought was quite a nice thing from the Rijksstudio is that you could actually look at what others connect with the art pieces**. And I think that's one thing that could have been left there. Because it creates some sort of community because the questions, you interact with the website, right, but **you don't interact with other people, which I find to be a bit sad**. Yeah, so it can be **improved in a way that you leave in those collages**. And don't delete them fully. But at the same time, **also have the questions with some kind of competition**, you know, I **think that would be really nice**.

Q5: Which of the two platforms do you prefer to interact with the art collection?

A5: **If the platforms would go way faster?** I would definitely engage with them. Else, I **think I would just click away to be fair**. But in general, I would rather take the second option, so **your option with the quiz**. Although **I do feel it's a bit unnecessary to have the descriptions in there**. Because then **I don't really feel challenged**. So it'd be nice to **like, be able to interact with the art piece as such, by looking at it and then answer a question on the basis of it**. Rather than, I don't know, for example, there was something about the Amsterdam period or something and then it asked something about the Amsterdam period, or like squeezing a lemon, and it's that it's squeezing a lemon. **So maybe delete this and ask questions that are about the painting and not about the context of the painting**.

Q6: So yeah, that's brings us to the next point about the AI generated questions. Right. How relevant did you find the AI generated questions to the artwork and the artist, what was the relevance?

A6: Yeah, I guess that's a bit repetitive in this case. **I think it's not that relevant to the art itself**. Also, not. To the artist I mean, with the description it was **nice to have a bit of context**. But I feel like that **context should be very general about the artists and the time period** instead of about the art piece itself. **I think that would make it much nicer**. And then the questions about the art piece, right. **I think that would be way nicer**, plus more questions, because **I feel like two questions are way too little**, especially for such big art pieces. Right. So **I think it would be nice to combine a bit there**.

Q7: And do you think that the questions helped you learn more about the art piece?

A7: **Um, not the questions, but the descriptions**. That's why I would say, you know, **put the descriptions away**, put a **bit of context in there** and then **make the questions about the art piece**.

Q8: Okay, and about the difficulty level. Do you think it was appropriate for your knowledge of art? Or do you think it was too easy? Too difficult?

A8: Yeah, it's **way too easy**, because you **don't have to have any knowledge in art to be able to answer the questions** because of those descriptions. So yeah, **way too easy**. **I have to lose as well, you know**.

Q9: Moving on to the scoring system that was implemented, did it motivate you to explore, go and explore more artworks and more arts after you completed the first one?

A9: I mean in theory, yeah. **It was nice to see that other people have more points**. So **if it was a fully working website, I would consider getting more points to become the highest**.

Q10: And was it also clear how the points are calculated?

A10: No, **I didn't know why someone has 17 points**. And where my points went? **Maybe you can put it on the on the upper part of the website, right?** Like put like, one out of four points or something right? **A counter**. And then you can say when you finish, **want to get more points? Okay, go to the next painting, or next artist**.

Q11: Good idea. Thank you. Some question about the overall satisfaction of the product? Are you satisfied with RijksAI? Our solution? Yes or no?

A11: I would say **yes and no**. I'm satisfied with the base solution of implementing some kind of quiz and making me or like, trying to let me interact with a website. That's good. I'm satisfied with that. I'm satisfied with how it was implemented as well. And with regard to design, but I'm not satisfied with **how it is working at the moment**. Looking at how little questions there are. That I cannot click on the photo. So I would probably just leave the website immediately. You know, **how slow it is going**. With the descriptions because of which I'm not being challenged. And I don't really look at the pieces. So I think a lot can be improved. But the main idea is nice. And the design of it is also nice already.

Q12: Great. Do you have any final thoughts or comments about the experience?

A12: Um, **I think you're doing a good job**. Although, I do think that **you shouldn't forget what the museum had from beginning on**, because you built something completely different. **And I think that the Rijksstudio had something really nice about it as well**. Especially, for example **for art students, or people who are very into art**, because I think those are the people who really go on that website. And **I think they really like that, you know, sort of collages that they can make collections that they can make**, you know, I don't know if they can like comment, what others do as well. **But that would be something that could be implemented, right?** Like making a combination of these two, I think that would be really nice to have, like, **not only that competitive part**, but also that, you know, **community part** and being able to react on other people's collections. **I think both is nice**. So that shouldn't be forgotten in your whole project.

Q1: What were your first impressions of the new web applications compared to like studio?

A1: Well, there's a **there's a game that is different**, which is **nice because it's interactive**. And while they both have the paintings, so that's something that is similar.

Q2: ease of use, how easy was it to navigate and use the new application?

A2: **Easy**

Q3: Did the AI generated questions enhance your engagement with the artwork?

A3: Yes. **Because then I would read the caption and learn something new.**

Q4: Comparing new applications with Rijksstudio, what features do you find different or improved in our new application compared to x studio?

A4: Like I said, the well, **the quiz that you can do is nice**. Let's see. What is **mainly the difference right?** So sure,

Q5: which platform Do you prefer for exploring art collections and why?

A5: Well, **I like it better when it's interactive**. So **I guess the second one was nice.**

Q6: Okay, how relevant Did you find the AI generated questions to the artwork and the artist?

A6: And that's very relevant. **Because they were just so good to random in my opinion**

Q7: Did the questions help you learn more about the art of the artist?

A7: Yeah, because I think **once you get asked the questions** and **you can remember easier what you read instead of just reading it**

Q8: what's the difficulty level of the questions appropriate for your knowledge of art?
A8: I have no knowledge of art so yes, but they we're very easy
Q9: Did the scoring system motivates you to explore more artwork slash artist?
A9: Yeah, sure. It would.
Q10: And was it also clear how the points are calculated?
A10: You get one point about a question so yeah,
Q11: overall satisfactions and improvements satisfaction how overall how satisfied are you with RijksAI [Masterstroke]
A11: am satisfied do I have to give a grade one to seven six
Q12: improvements what improvements or additional features would you suggest for our application / Are the final thoughts. How likely are you to recommend our application to others?
A12: maybe I don't know to be honest, I would have to think about it. When I guess it will be nice if it will be given some feedback about the paint like some story about the painter because I don't know anything about this painter I just read about the paintings but not the painter itself. / recommended if they are going to use resume.
Q1: What were your first impressions of the new web application compared to the Rijksstudio?
A1: Very good visuals, liked the large format images.
Q2: How easy was it to navigate and use the new application?
A2: It was easy to navigate and intuitive to use.
Q3: Did the (AI-generated) questions enhance your engagement with the artwork?
A3: Yes, I enjoyed the questions and they gave me more insights into the artist's work
Q4: Comparing new application with Rijksstudio what features do you find different or improved in our new application compared to Rijksstudio?
A4: I enjoyed the questions and details about the artworks
Q5: Which platform do you prefer for exploring art collections and why?
A5: Currently the Rijksstudio because of the multiple options of artworks
Q6: How relevant did you find the AI-generated questions to the artwork and the artist?
A6: Very relevant
Q7: Did the questions help you learn more about the art or the artist?
A7: Both the art as well as the artistic practice.
Q8: Was the difficulty level of the questions appropriate for your knowledge of art?
A8: Yes

Q9: Did the scoring system motivate you to explore more artworks/artists?
A9: Yes
Q10: How do you feel about the scoring system? Was it clear how the scores were calculated?
A10: It makes for an interesting point of engagement and makes people read the information given about the artworks.
Q11: Overall, how satisfied are you with (RijksAI / Mastserstroke)?
A11: It is good.
Q12: Any final thoughts or comments about your experience?
A12: Enjoyed the experience. Looking forward to engaging in more such interactive games with artworks and hoping to see them in person at the Museum some day!
Q1: So to start with the initial impression, what were your first impressions of the new web application compared to the Rijksstudio that you've used before?
A1: It's good. I thought it actually looked better than the Rijksstudio, the previous one, because it was more my style, but it was really good. Easy and simple, but nice. Yeah.
Q2: And how easy was it to navigate and use the new application?
A2: That was also easy. The only thing that I've noticed that the first time, I tried to click on a picture, but you could only click on the name. But so. But I quickly noticed you needed to click on the names, and then it was really straightforward. Taking the quiz and zooming in and zooming out also very nice. So no, that was really good.
Q3: And then did the AI generated questions and answer engage well with the artwork?
A3: Yes, it is. Yeah.
Q4: So in comparison of the new application with the Rijks studio, what features do you find different or improved in our new application compared to the Rijksstudio?
A4: I think the quiz aspects. For me, definitely, because I'm not that big of an arts fan. But because of the questions, I needed to really look at the painting, which was really open minded, because then you really looked at the technique and the face expression and what he was holding, etc. So, yeah, it makes me take more minutes to look at a painting than normally.
Q5: And when we talk about preferences, so which platform do you prefer then for exploring art collections? And why?
A5: I think then, for me, the new one, so not Rijksstudio, but the one you created, Masterstroke. Because of the quiz aspects which I really love. And it makes it fun.
Q6: And how relevant did you find the AI generated questions to the artwork and the artist?
A6: You mean, how relevant it corresponds to the painting? Yeah. It was really straightforward. If you Yeah, so there was also like the introduction text, but also the painting. So it was really Yeah, straightforward. It was not a random question. So that was good. Okay.
Q7: Did the questions help you learn more about the art? Or the artists?

A7: Yes. Yeah. Not that my knowledge was that big, but it helped. Really. Okay.

Q8: All right. And the difficulty level of the questions, was it appropriate for your knowledge of art?

A8: I think if you're know a lot about art, then maybe it's not difficult enough. But I think it's really important to also include people like me that know less about our to make it also easier for them to go. So to make it more. Yeah, to easier to go. So now, it was good, good level of difficulty. It was not extremely easy or something.

Q9: Okay. And when we talk about the scoring system, so did the scoring system motivate you to explore more artworks and artists to get higher on the scoreboard?

A9: Yes, because I did a great job haha. No, yeah, it did. I mean, I'm curious about the other artists and what where they differ and I can I can imagine what it will be if you see it in the real life.

Q10: Was it clear how the scores were calculated? To get higher?

A10: I think just one point for each question. Yeah, so it was clear. Yeah.

Q11: Okay, and for the overall satisfaction and improvements. Well, yeah, how satisfied are you with the master stroke?

A11: I think it's especially because we're all like active online these days. I think it's a really good improvement to make the museum interactive, that it is interesting for our generation. And for people like me, because yeah, it's Yeah, I think it's a really big improvement.

Q12: Okay, good to hear that. And now for Yeah. Closing remarks. Are there any final thoughts or comments about your experience?

A12:Um, no, I was just wondering like, are you going to do all the painters or, like a selection? Or?

And if I will do the questions again, are there new questions, or there are new questions, but the same paintings for each artist, you will get New questions about the painting. Well, then I will do another round. I didn't know it was possible.