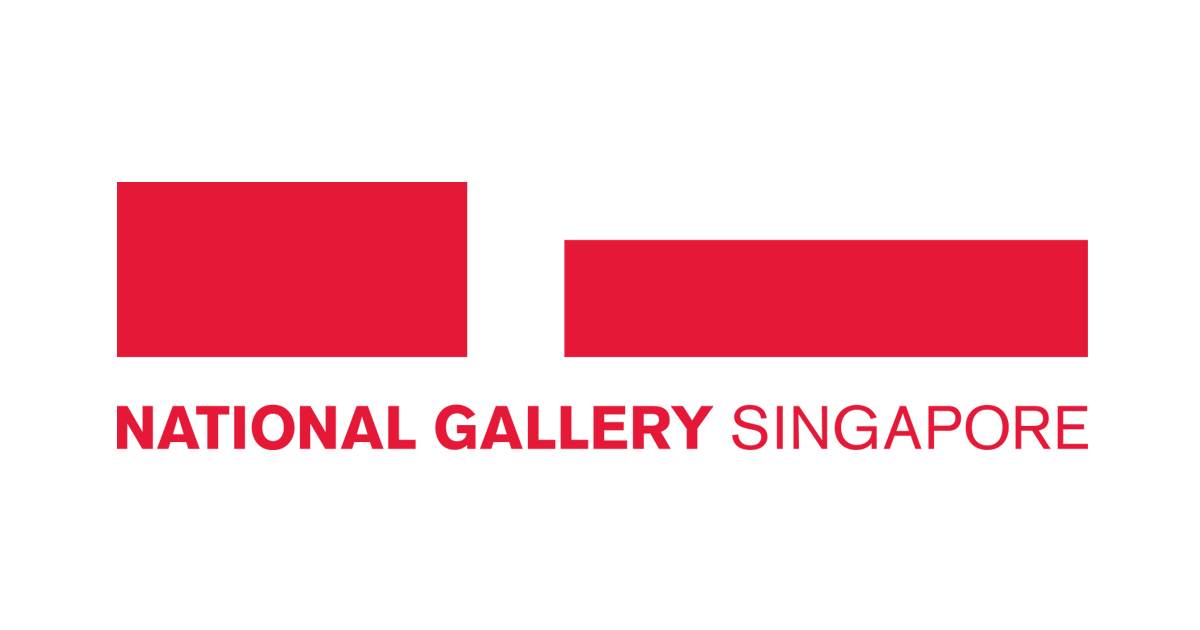
**P3 USER INTERVIEW &**

**USABILITY TEST PLAN #1:**

**FOR GALLERY EXPLORER APP**

*This document includes the user interview, usability test plan #1 and insights.*

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By: K2Z Studio

Kriti, Kally Chua, Zhiqing Zhao

| **National Gallery Interview Plan** | | | |
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| **By:** Kriti, Zhi Qing, Kally | | **Location & Dates:** National Gallery Singapore, 4 March 2023 | |
| **Product**  National Gallery Singapore’s very own standalone app Gallery Explorer. | | **Participants**   * Visitors at National Gallery Singapore * Working adults who frequents museums | |
| **Interview Objectives**   * Understanding the user behaviour and thought process before arrival and at the museum * To find out how users interact with the app and exhibition at National Gallery Singapore | | | |
| **Interview questions**  You are looking for interesting activities and an experience to have at National Gallery Singapore.   * What brings you to visit the museum? What are you here for? * How did you find out about this “event”? * What do you like/dislike about the museum/experience? * Do you use any app or website to plan your trips to the museum? Why or Why not? * How do you buy tickets? * What are the challenges you face when planning a visit/ during a visit? * What are some of the improvements you would like the gallery (physical scape/app/mobile) to have? * Do you join guided tours? Why or why not? * Are you aware that there’s a Gallery Explorer app by National Gallery Singapore? | | | |

| **National Gallery Usability Test Plan** | | | |
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| **By:** Kriti, Zhi Qing, Kally | | **Location & Dates:** National Gallery Singapore, 4 March 2023  **Equipment required:**   * Mobile phone with internet connection | |
| **Product**  National Gallery Singapore’s very own standalone app Gallery Explorer. | | **Participants**   * Visitors at National Gallery Singapore * Working adults who frequents museums | |
| **Test Objectives**   * To test out if the existing app is intuitive and engaging enough for visitors to use at National Gallery Singapore * To understand if there are other needs that museum visitors would like to have on mobile app | | **Test Scenario & Tasks**  You are looking for interesting activities and an experience to have at National Gallery Singapore.   * Task 1: Locate Art Journey on the app * Task 2: Customise an Art Journey using the app with at least 2 activities | |
| **Metrics**   * Success rate (of completion) * Time needed to complete the task | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
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| **Participant #1** | | **Date**  4 Mar 2023 | **Observers**  Kriti, Zhi Qing, Kally |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y | 50 sec | * tours->exhibitions->gallery passes->scroll down->find art journey last * ‘if I’m not specific enough to look for it, I can’t find it.” * dun feel like there’s much activities to choose from |
| Customise your Art Journey using the app with at least 2 activities | Y | 1 min 20 sec | * Interested in the curated experience * Still don’t know where to go after adding the art journey. |
| **Additional notes:**   * User mentioned that he’s interested in the activities in the art journey but has no motivation to go. | | | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
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| **Participant #2** | | **Date**  4 Mar 2023 | **Observers**  Kriti, Zhi Qing, Kally |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y | 56 secs | It wasn’t direct to find it, might take older generations time to locate it on the app. Found it through Gallery Passes. |
| Customise your Art Journey using the app with at least 2 activities | Y | 1 min | Once you find it, it is straightforward to curate the journey and visuals helped. |
| **Additional notes:** | | | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
| --- | --- | --- | --- |
| **Participant #3** | | **Date**  4 Mar 2023 | **Observers**  Kriti, Zhi Qing, Kally |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y | 5:08 to 6:57 | Would look at “Tours” first, or “Exhibitions”. |
| Customise your Art Journey using the app with at least 2 activities | Y | 4:30 to 4:06 | Curating the journey was easy but they can provide more explanations or descriptions of the exhibitions like where it is located and what they can see there. |
| **Additional notes:**   * It was not easy to find this feature. | | | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
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| **Participant #4** | | **Date**  4 Mar 2023 | **Observers**  Kriti, Zhi Qing, Kally |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y / N | 1 min | * Chat->Tours->Gallery Passes->hamburger menu * Had major difficulties finding Art Journey |
| Customise your Art Journey using the app with at least 2 activities | Y / N | 2 min | Won’t want to plan the trip with artworks because want to encounter artworks with surprise. |
| **Additional notes:** | | | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
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| **Participant #5** | | **Date**  6 Mar 2023 | **Observers**  Kriti, Zhi Qing, Kally |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y |  | * 3/7 * Not sure what art journey means |
| Customise your Art Journey using the app with at least 2 activities | Y |  | * 2/7 * View details of what I have selected is so small to find out more information |
| **Additional notes:**   * Idea of art journey is interesting but can’t seem to go back in (no cart function) * It shouldn’t be part of the gallery passes as it can be quite intimidating * Not sure how the passes relate to the art journey I have curated. Not sure what I am paying for. * Not sure how feasible to plan by artwork. Hard to plan by artwork as a generic museum goer. * Would be good to see recommended curated experiences i.e. i have 3 hours hence to know what is there for me to do. * Some thumbnails should be highlighted on the Art Journey page and not just buttons | | | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
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| **Participant #6** | | **Date**  6 Mar 2023 | **Observer**  Kally |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y | 30 secs | * Clicks on tour first * 3/7 * Can’t find the keyword “journey” on the homepage. Was hidden under gallery passes. Initially thought to be a planned tour. |
| Customise your Art Journey using the app with at least 2 activities | Y | 43 secs | * Chose IG trail because it is interesting to me i.e. photo spots * Text is a bit cluttered, should be in bullet points * 6/7 |
| **Additional notes:**   * Quite hard to find; only managed to find by luck | | | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
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| **Participant #7** | | **Date**  4 Mar 2023 | **Observers**  Zhiqing |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y | 2 min 22 sec | * 1/7 (7 easiest) * Tours->Profile->language->Tours->Gallery Pass * Checked Tours twice, felt it should be under Tours. |
| Customise your Art Journey using the app with at least 2 activities | Y | 3 min11 sec | * 1.5/7 (7 easiest) * It’s a quite linear process for adding things to my art journey * Annoyed to click so many times to know the basic info * Didn’t expect the bundle package for passes, should have the name of ‘tour /exhibition package’ * Should have a confirmation msg of added to cart * Want to access the detail of each activities from the summary page |
| **Additional notes:** | | | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
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| **Participant #8** | | **Date**  7 Mar 2023 | **Observers**  Kriti |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y | 1min 18 secs | Confused between art journey and guided tours. Went to gallery passes → hamburger menu and found art journey  3/7 not very easy and straightforward to find. |
| Customise your Art Journey using the app with at least 2 activities | Y | 1min 3 secs | Added 3 activities, wants more information about why an activity is under a specific theme.  7/7 to curate the journey |
| **Additional notes:** | | | |

| **Scenario:** You are looking for interesting activities and an experience to have at National Gallery Singapore using the Gallery Explorer app. | | | |
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| **Participant #9**  Henry | | **Date**  7 Mar 2023 | **Observers**  Zhi Qing, Kally |
| **Tasks Performed** | | **Time** | **Comments** |
| Locate Art Journey on the app | Y | 1 min 41 sec | * 2/7 * There’s no art journey keyword on the home page. |
| Customise your Art Journey using the app with at least 2 activities | Y | 4 min | * Will want to see the details of where the artwork can be found on right when I have selected rather than having to click in * Would want the art to be categorised by types * The payment methods in the summary page feels intimidating * The naming ‘Gallery passes’ is related to smth to buy, find it illogical to have Art Journey under this category |
| **Additional notes:**   * Would want to have wayfinding:   + To state which entrance of the lift or stairs to enter the exhibition   + GPS is nice to have but always good to indicate the exact location to enter to the exhibition * Would want to know the crowd status:   + Based on exhibition so that I know to avoid if there’s too many people * Art journey should just be a planning feature, not under gallery passes * Art isn’t categorized i.e photography, mixed media, installation   + Would appreciate if it would be indicated clearly * Exhibition doesn’t state the artwork available   + Should include some highlights of the exhibition and what you can find inside | | | |