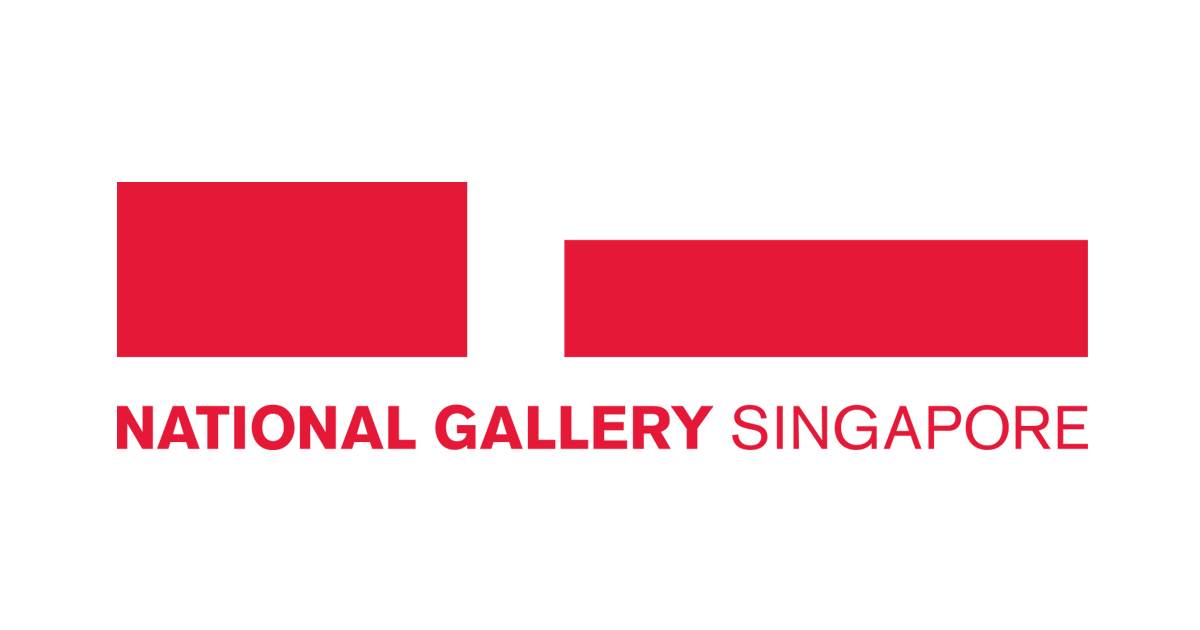
**P3 USABILITY TEST PLAN #2:**

**FOR PROTOTYPE**

*This document includes the usability test plan #2 and insights.*

**

By: K2Z Studio

Kriti, Kally Chua, Zhiqing Zhao

**P3 USABILITY TESTING: RESULTS AND ANALYSIS**

## Introduction

The objective of the study was to test the designed prototype that aimed to solve our persona’s biggest problem of not being able to navigate through the national gallery easily and efficiently.

The prototype was designed keeping in mind how a user would approach to solve his/her problem of finding the route from their current (or any) location to another location within the gallery on the gallery’s app.

## Executive Summary

The usability tests took place over Zoom and in-person, where the prototype link was shared with the participants and their interactions were monitored by asking them to share their screens.

Total 7 participants were recruited for usability testing.

## Methodology

Participants who visit the national gallery were recruited. The average time on task for all seven tasks was 28.14 secs, 37.42 secs, 47.71 secs, and 65.42 secs respectively.

## Participants

7 users were interviewed. 3 females and 4 males. Mean age of participants is 30.6 years.

## Evaluation Tasks/Scenarios

### Scenario: Imagine you are visiting the National Gallery. You decide to visit the Wu Guanzhong Gallery. You not only visit this exhibition but you also download the gallery’s app to check out its features. After visiting this exhibition, you want to visit the “Between declarations and dreams”.

Task 1. Please use the app to check out the different exhibitions going on at level 3 and get more information about the “Between Declarations and Dreams” exhibition.

Task 2. You would now like to use the navigation feature on the app to find a route from your current location to a location of your choice. Please show us on the map how you would enter your current location (Wu Guanzhong gallery).

Task 3. Imagine you would like to visit the “Between Declarations and Dreams” exhibition now. You want to find directions for this exhibition from your current location. Please show us how you would check out this route and list of directions on the app.

Task 4. Please point out on the map your current location and your destination. Also, check out other interesting places on this route.

Q1. How easy or difficult was it to find this information? [On a scale of 1 to 7, 1= very difficult, 7= very easy].

Q2. Time on Task

Q3. Success Rate

Q4. What did you like or dislike about the information given?

Q5. Are things generally where you would expect them to be?

Q6. Please share with us your thoughts on your experience of using the map feature on the app.

Q7. Do you have any general comments/questions on the design of the app?

Q8. Is there any other improvement/recommendation you would like to suggest?

## Results

In general, users had a positive impression of the app. The homepage seemed clear and simple, the accordion for finding out what is happening floor-wise was appreciated by all. The map icon on bottom navigation was also mostly liked by all. They stated that it is simple, straightforward and easy. The route-finding process was easy but most of the users felt the first page was unnecessary. Most users expected to see a search bar after clicking on the map icon. They also wanted to be able to pin-point their location on the map. The visuals were overall clear. Information was placed in line with expectations. Except the information on locating their current and destination location on the map. They stated that it could be more prominent. It was confusing for some users to see other map icons on the map with numbers on them.

### Task Completion Success Rate

All participants (except one) were able to complete all 4 tasks. For task 4, only 1 out of 7 participants was unable to complete the task.

### Ease in Finding Information

Task 1: **6 out of 7 participants gave rating of 7= very easy.**

1 participant gave rating of 5= easy.

(mean agreement rating = 6.71)

Task 2: **3 out of 7 participants gave rating 5= easy.**

2 participants gave rating 1= very difficult.

1 participant gave rating 7= very easy

(mean agreement rating = 4.23)

Task 3: **2 participants gave rating 7= very easy.**

1 participant gave rating 1=very difficult.

2 participants gave rating 6= mostly easy.

(mean agreement rating = 5.21)

Task 4: **3 participants gave rating 5= easy.**

1 participant gave rating 1= very difficult.

(mean agreement rating = 4.14)

### Time on Task

The average time on task for all three tasks was 28.14 secs, 37.42 secs, 47.71 secs, and 65.42 secs each.

|  | **P1** | **P2** | **P3** | **P4** | **P5** | **P6** | **P7** | **Avg. TOT\*** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task 1** | 0.10 | 0.9 | 0.13 | 1.29 | 0.35 | 0.10 | 0.31 | 28.14 secs |
| **Task 2** | 0.17 | 0.26 | 0.41 | 0.29 | 1.08 | 0.48 | 0.33 | 37.42 secs |
| **Task 3** | 0.12 | 0.4 | 1.19 | 1.05 | 1.48 | 0.36 | 0.30 | 47.71 secs |
| **Task 4** | 0.56 | 0.5 | 2.06 | 1.30 | 0.28 | 0.17 | 2.16 | 65.42 secs |

**Liked Most**

The following comments capture what the participants liked most:

* Ability to explore what is happening floor-wise.
* Simple and straightforward navigation bar.
* Neat and clutter-free interface.
* Intuitive navigation.
* Route-finding feature.

**Liked Least**

* Nothing as such.

**Recommendations for Improvement**

| **Number of Users** | **Screen** | **Suggested Changes** |
| --- | --- | --- |
| 7 | SEP | Ticketing information on specific exhibition page (SEP) |
| 3 | SEP | Changing the name of “highlights” section to “Artwork highlights” or  “Featured Artworks” on a specific exhibition page. |
| 2 | SEP | Clickable highlights pictures on specific exhibition page. |
| 2 | SEP | Horizontal carousel on a specific exhibition page. |
| 5 | SEP | Condense hyperlink for “learn more” section on specific exhibition page. |
| 6 | MAP SCREEN 1 | Want to have a search bar with the map after clicking on the map icon on bottom navigation. |
| 3 | MAP SCREEN 1 | Want map to pin-point their location/ability to pin-point their own location. |
| 2 | MAP SCREENS | Want to have search bar to enter location with QR code scanner and suggestive text, “Enter your location or scan QR code” |
|  | MAP SCREEN 2 | Remove exhibition description from cards |
| 6 | MAP SCREEN 3 | Map to pin-point destination |
| 7 | MAP SCREEN 4 (LAST SCREEN) | Prominent location and destination on route map |
| 2 | MAP LAST SCREEN | “You are here” text written next to location icon on map. |
| 3 | MAP LAST SCREEN | List of Directions drag-on to be more prominent |
| 3 | MAP LAST SCREEN | Hide optional interesting places to see from direct route list. |

| **Change** | **Justification** | **Severity** |
| --- | --- | --- |
| * Want to have a search bar with the map after clicking on the map icon on bottom navigation. | Participants expected to have a search bar after clicking on the map icon. Not having the search bar was a bit confusing.  Users felt this step involved unnecessary steps. | High |
| * Prominent location and destination on route map. | Participant were able to generate the route, but they had to struggle to find their current and destination locations on the map. | High |
| * Have distance instead of time on list of directions drag-on | Participants stated that time is subjective and when they have a list of driections, they would rather know the distance so that will be more helpful to them for knowing how far the destination location is. | High |
| * Change icon for interesting places (like camera icon) | Participants had to make effort to locate their current and destination locations. An having these map icons with numbers next to these icons, seemed like checkpoints rather than other interesting places they can check out. | High |

## Conclusion

All the participants stated that the app was clear and straightforward. Liked having the map feature to locate their route. They also appreciated the QR Scanner to locate their positions inside the gallery. They thought it will be more accurate.

As for the task of finding other happenings at the gallery, they were happy with the accordions displaying floor-wise what is happening. They also liked the specific exhibition pages with complete information about location, timing, prices and featured artworks. They also liked that they could find their route and said they would definitely use this feature in future.