

TIMELESS TREASURES MUSEUM

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STUDY DETAILS

Project Background :

We are creating an app for a public museum named 'Timeless Treasures Museum', to help promoting exhibits , pre scheduled bookings for all users enthusiastic about art. The usability study is intended to gather in-depth insights into the user experience, usability, and overall effectiveness of the "Timeless Treasures" app. By conducting this study, we aim to identify the problems that users faced during usability, understand user behavior,iterate the designs to enhance user satisfaction.

Study Details:

RESEARCH QUESTIONS :

- What are the primary motivations for users when exploring a museum app?
- What specific features do users expect in a museum app?
- How do users navigate through existing museum apps, and what are the pain points?
- What are the accessibility needs of users?
- How do users prefer to interact with digital exhibits?

PARTICIPANTS

5 Participants
2 Males , 2 females , 1 kid

AGES OF 25-90 (adults)
10-18 (minors)

METHODOLOGY

15 minutes

Canada , remote.

Unmoderated Usability Study

Users were asked to perform tasks on the low fidelity prototype.

Prototype / Design tested

NAME:

PLAN YOUR VISIT

CHOOSE DATE:

Su	Mo	Tu	We	Th	Tr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MAKE PERSONALIZED TOUR MAP

CONTINUE BOOKING

EXPLORE MORE

EXCLUSIVE EXHIBITSUPCOMING EXHIBITS

FEATURED EXHIBITS

GO BACK

NAME:

HELP US

MAKE A PERSONALIZED
TOUR MAP FOR YOU

PLEASE FILL OUT THE FORM BELOW:

Your Name:

Where are you travelling from?

How much time do you have to explore the museum?

Additional Amenities

Share any special requests...

TOTAL \$

GO BACKNEXT

NAME:



BOOKING CONFIRMATION

Hope you have a great experience.
Don't forget your personalized tour map.

MAKE CHANGES IN TOUR MAP

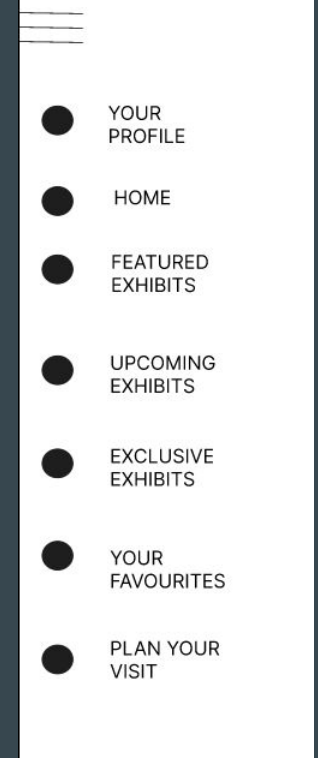
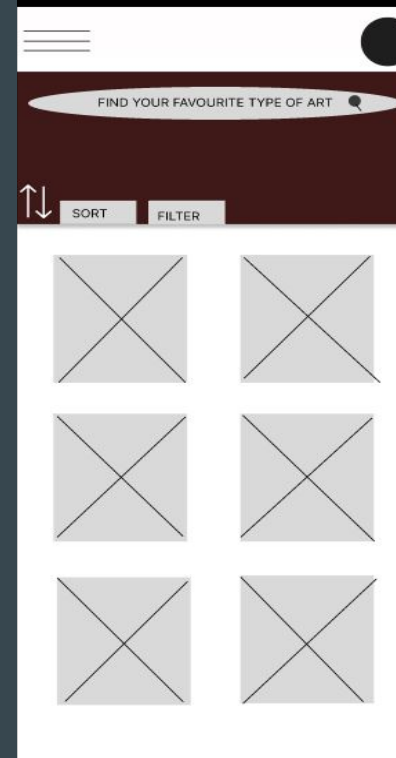
YOUR FAVOURITES

HOMEPAGE

<https://www.figma.com/proto/46KJjrBEx4e2YoBncn17Ea/Untitled?node-id=7-988&t=1tJGPaoVzozEZwUR-0&scaling=scale-down&content-scaling=fixed&page-id=4%3A142>

THEME 1

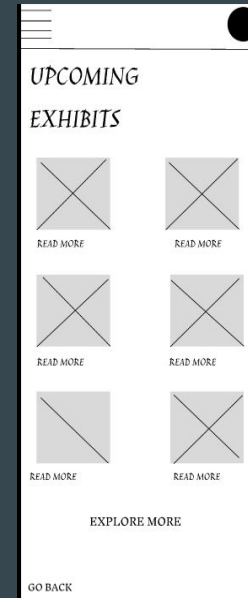
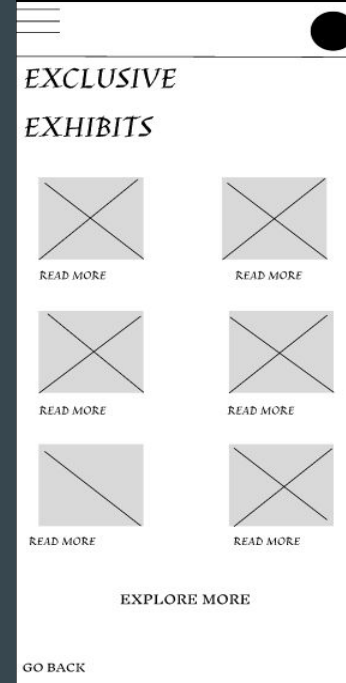
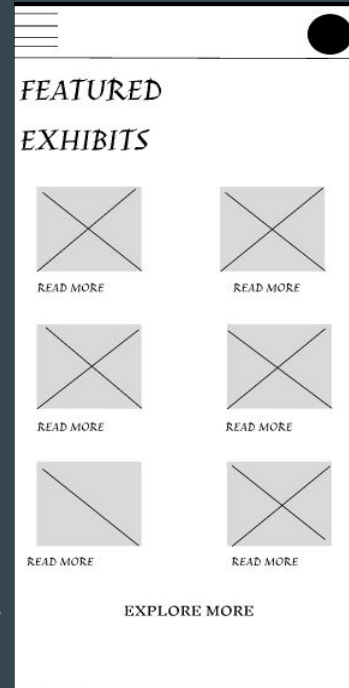
- *Onboarding & First Impressions.*
- Users spent extra time on the first screen, possibly indicating confusion or hesitation.
- User Feedback : "The app looked great when I first opened it, but I wasn't sure where to start."
- User Feedback : "The initial instructions weren't clear, and I felt a bit lost at the beginning."



THEME 2

Content Engagement

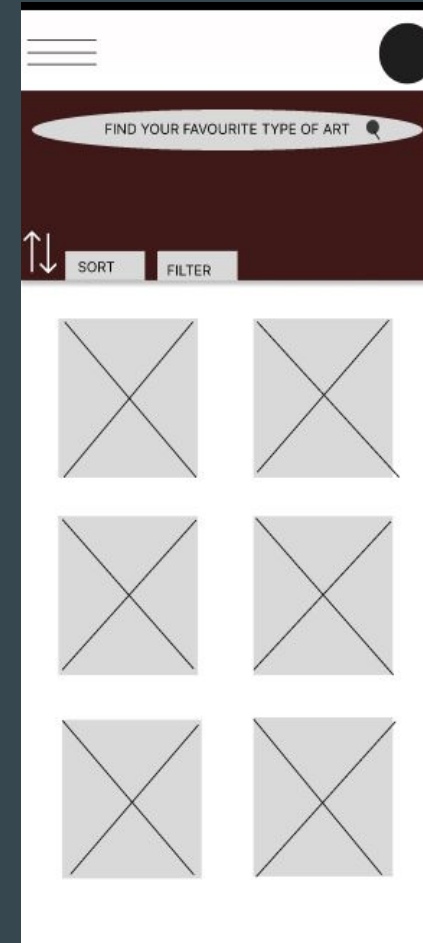
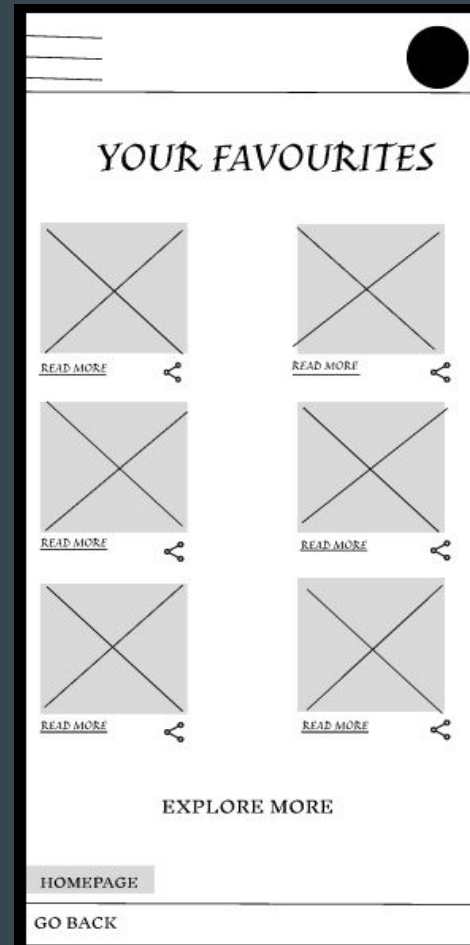
- Users spent more time on exhibits with rich media content, suggesting higher engagement with visual elements.
- User Feedback : "The information about the exhibits was detailed, but I would have liked more images or videos."
- User Feedback : "I found the exhibit descriptions too long and difficult to read on my phone."



THEME 3

Interactivity & User Control

- Users seemed unsure how to use interactive features like bookmarking, leading to low engagement with these options.
- User Feedback : "I liked being able to bookmark exhibits, but I wasn't sure how to access my saved items later."
- User Feedback : "It would be great if I could personalize my homepage with my favorite types of exhibits."



Research Insights

1. Onboarding & First Impressions

- Importance of a Guided Experience

Users who encountered a more structured onboarding process—whether through brief tutorials, clear prompts, or an introductory tour—expressed greater confidence and satisfaction. This suggests that a guided onboarding experience could significantly improve first impressions and overall user confidence.

- Initial Confusion and Hesitation

Users often felt uncertain about how to begin navigating the app after launching it. The lack of clear, immediate guidance or a welcoming tutorial led some users to spend extra time on the initial screen or return to the home page repeatedly.

Research Insights

2. Content Engagement

- Visual Content Drives Engagement

Exhibits with rich media elements such as images and videos attracted more user attention and engagement compared to text-heavy content. Users were more likely to fully explore and interact with exhibits that provided a balance of visual and textual information.

- Overwhelming Text Can Hinder User Experience

Users found long paragraphs of text overwhelming and often skimmed through them, missing important details. Breaking down content into shorter, more digestible sections or offering summarized information with optional deep dives could enhance user engagement with the content.

Research Insights

3. Interactivity & User Control

- Unclear
Feature Access
Reduces
Usability

Users appreciated interactive features like bookmarking but often found it difficult to locate or retrieve their saved items later. This lack of clarity in accessing and utilizing interactive elements led to frustration and reduced the overall effectiveness of these features.

- Desire For
Personalization

Users expressed interest in having more control over their experience, such as customizing the app's layout, themes, or the ability to tailor content to their preferences. Incorporating more personalization options could enhance user satisfaction and make the app feel more tailored to individual needs.

Recommendations :

RECOMMENDATIONS 1 :

Enhance Onboarding: Introduce a brief, interactive tutorial or guided tour when users first open the app to reduce initial confusion and improve first impressions .

RECOMMENDATIONS 2 :

Optimize Content Layout: Redesign content-heavy sections to include more visual elements and break down information into shorter, more engaging pieces.

RECOMMENDATIONS 3 :

Improve Interactivity & Control: Make interactive features like bookmarking more intuitive by providing clear instructions and easy access points. Consider adding personalization options to allow users to customize their app experience .

Thank You!