

User Trialling Rijksstudio

RIJKS MUSEUM



Project team

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1 Introduction

Rijksmuseum is a national museum in the Netherlands, located in Amsterdam. It is dedicated to arts and history, containing a lot of famous paintings like 'The Nightwatch' from Rembrandt van Rijn.

The main purpose of the trial is to test usability of Rijksmuseum website and app, which are designed for online tourists. The aim of our research is to find out how people interact with this product. For the assignment, we are using one section of the website and the app called Rijksstudio. One of the goals we chose is to download the painting 'Girl at the Mirror' by Paulus Moreels. We will test this by questioning and trialing two users per Interviewer, one will be using the website at home and the other will use the app in public transport. We will compare both situations at the end and draw our conclusions from this. An account is needed to complete the previous task, so another step for the user is making an account. The final task we will give the user is to add a painting to a collection. With this we mean favoriting a picture that the user likes so that it will be added to the folder 'collection'.



2 Rijksstudio

Rijksstudio is a digital application of the Rijksmuseum. After creating an account, visitors can find a large part of the museum's collection. The works that are available in Rijksstudio can be "liked" and "shared" as well as downloaded to the user's platform as images. These are free of charge, high-resolution images with no watermarks so that the visitor can make use of it in whatever way they would want to. Visitors are also able to order prints of the collection on a choice of different materials (canvas, aluminum, etc). Another useful feature with the Rijksstudio account is that visitors are able to assemble a collection of works they wish to see so that they can later visit them at the museum.

In terms of usability, the team judges both the Rijksstudio website and app easy and quick to learn, with rather clear instructions on what icon means what and what button takes you to where the user wants.

Learnability:

All five team members of Ba Fa Ba had not previously used neither website or app version of Rijksstudio and learned how to use it without issues. Though the option of having a guidance to help first timers browse through the page is always nice, we did not deem it so important for Rijksstudio. Both app and website follow a logical path for all of the functions the team has explored, and icons we encountered were clear. There were however, some issues in terms of learnability. For the app version, for example, consistency is a problem. Upon searching for our chosen work "Girl at the mirror" painting by Paulus Moreelse, the search results did not show the painting at first and we were required to tap on the search button once more (without altering any text) and only then did the painting show up. As for the website, predictability turns out to be an issue on some parts. An example of this would be the red "Create your own studio" button at the starting page of the Rijksstudio. The words create your own studio do not really tell you exactly what that means and upon clicking on it a pop-up appears and yet still no explanation is provided but instead sign-in/sign-up options are given. It would be good to know what creating your own studio meant before having to sign up to it. Overall grading: 7/10

Accessibility:

Though the teams members of Ba Fa Ba are approximately the same age, we agreed that the Rijksstudio would be fit for other users of other generations. This is because the design of both website and app is readable and presented in a way that is easy to understand. One negative issue would be language barriers. We discovered that if a user is in the dutch version and tries to look for the painting with its english name, it does not show up on the search results. Users have to change the language to English first in order to find the painting. Due to the fact that we are a diverse group and nearly all of us had this difficulty and considering that part of the people who visit the Rijksmuseum are foreign tourists, we consider this a big issue. Overall grading: 5/10

Efficiency:

Upon exploring the Rijksstudio on both platforms, the team had no issues reaching the pages we needed to get to, even when using different paths. The pages loaded quickly and without disturbances. The language issue mentioned above (see accessibility) also affects the efficiency of the website, showing that there are still some things that Rijksstudio could improve. Overall grading: 7/10

Ease-of-use:

Overall we as a team effortlessly understood how to operate both the website and the app. One thing we did find a bit strange was the order in which some features are grouped together. At the search page of the app, for example, users are provided with a couple of options/categories before typing in the search bar "Rembrandt", "Vermeer", "Highlights", "Artists", "Works of Art", and so on. These categories, though, seem to be random and senseless, since Vermeer and Rembrandt would also belong to the Artists categories. As for the web version of Rijksstudio homepage, there is a similar issue but the categories are a bit different than the ones in the app. Overall grade: 7/10

Safety:

Other than log in details, Rijksstudio does not ask any other information from the user and the only time it saves the users' actions or choices is when users create a collection and add items to it. Sense of control is present and both platforms feel reliable. Overall grade: 8/10

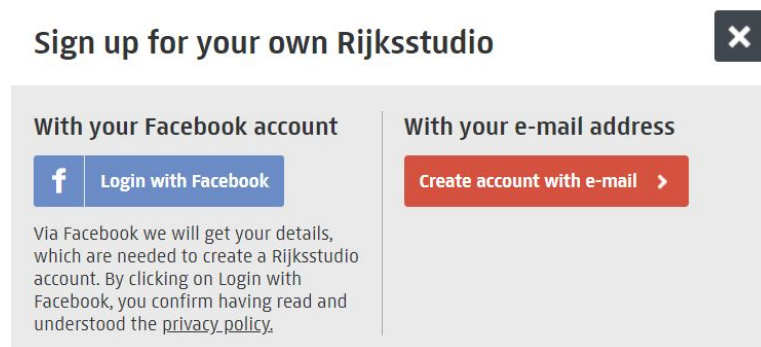


Figure 1: Connect window

Sign up for your own Rijksstudio

Rijksstudio name

E-mail

Password

Repeat password

By clicking on 'sign up', you confirm to have read and understood the [Privacy policy](#).

☐ Yes, I would like to be kept informed about news and activities of Rijksmuseum (and I am 16 or older).

Sign up >

Figure 2: Sign up Window

To save this work you need a Rijksstudio account

What can you do with your Rijksstudio?

Collect

Save all works and details of works in your sets

Create

Order prints of the collection or create something yourself

Create your own route

Assemble a collection of your favourite works and then visit them in the Rijksmuseum

I already have a Rijksstudio

Sign up for your own Rijksstudio

Figure 3: Possibilities in the Rijksstudio

The Rijksstudio account can be open and manage on Rijks Museum website. Below flowcharts shows the two main user's tasks flow via this medium:

- Download the painting "Girl at the Mirror" by Paulus Morees;
- Add the painting "Girl at the Mirror" by Paulus Morees to the collection.

The critical path means the shortest way (so the less resources used) the user need to take to achieve the task.

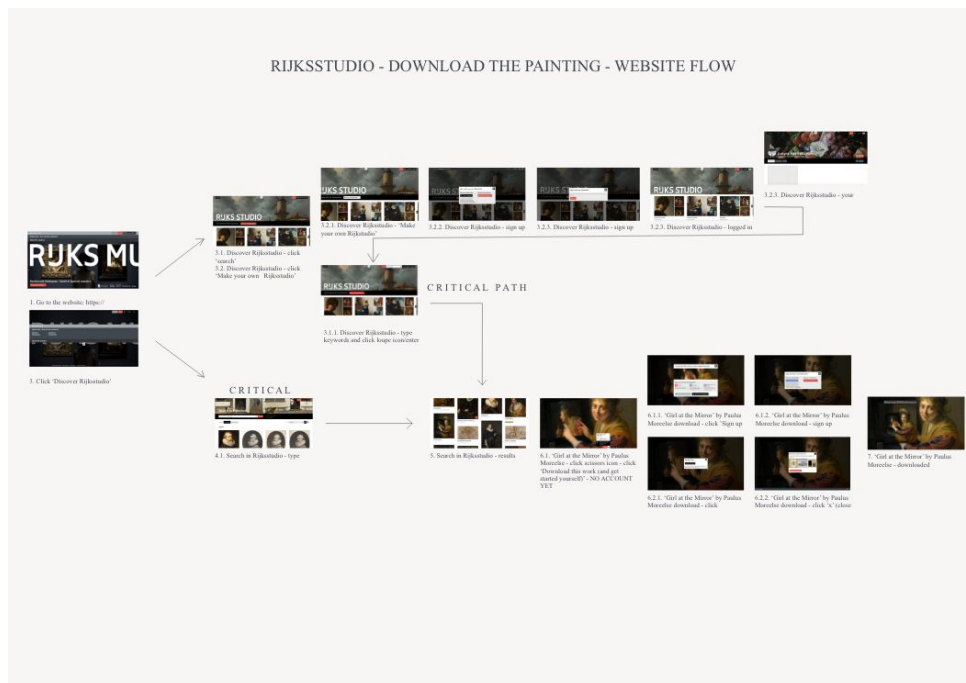


Figure 4: 'Download the painting' flowchart

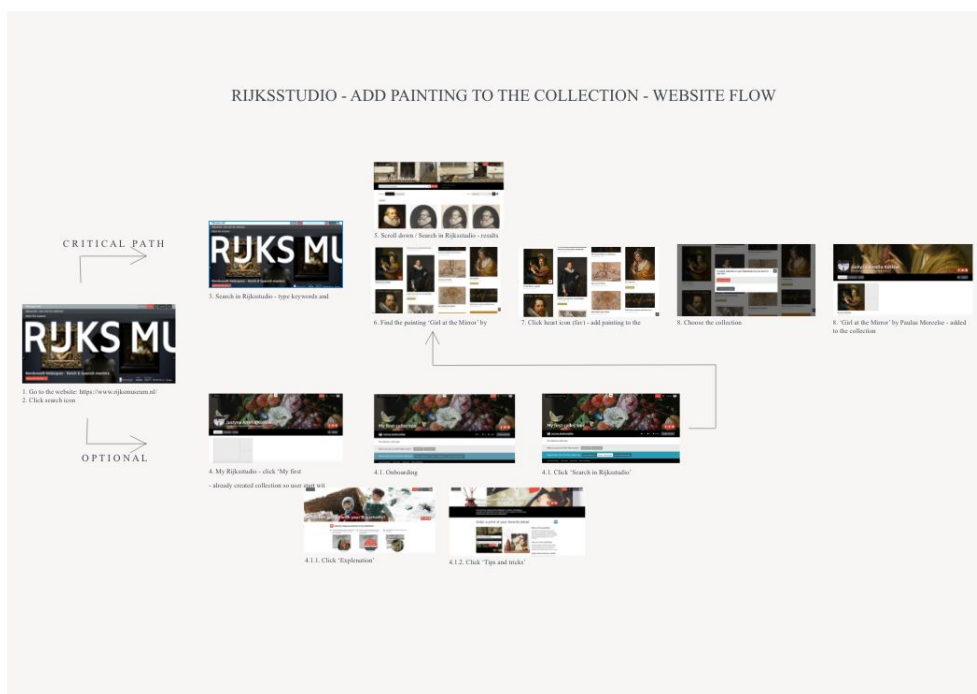


Figure 5: 'Add painting to the collection' flowchart

<https://drive.google.com/file/d/1YRrbCVWYxKlfeVcLT2o58msf1jue6pfC/view?usp=sharing>

Critical path of Rijks Museum digital app.

The Rijksstudio also comes in a mobile version in the form of an app available on both iOS and Android. It provides the user with the same functionalities as the website itself, but to use all the features of the Rijksstudio the user is required to either create an account or sign up to an existing account. We will ask our users to use the digital app at some random places like the museum, public transport, university. The main idea is to check the usability of this app ...

The critical path means the shortest way (so the less resources used) the user need to take to achieve the task.

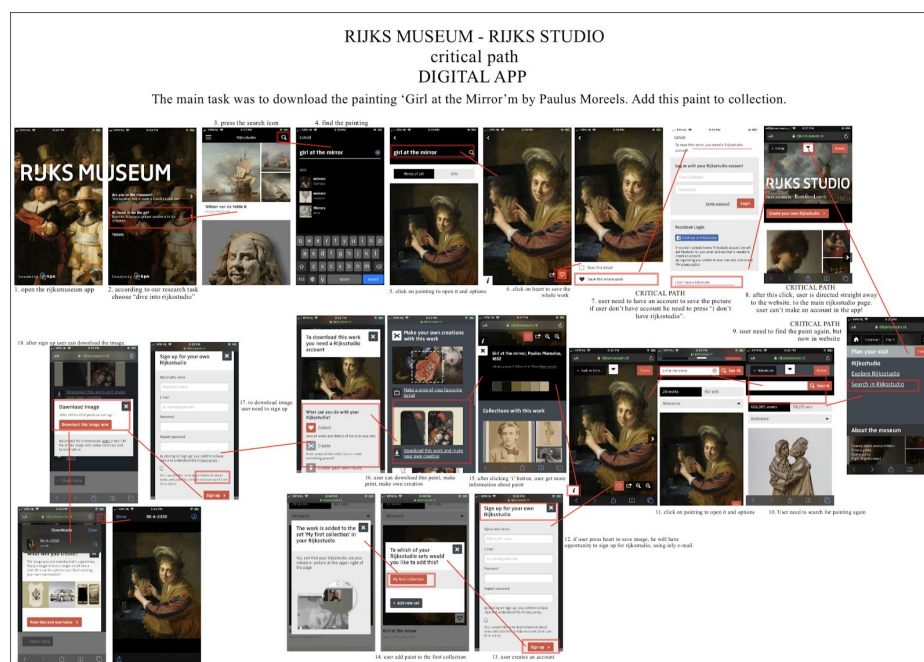


Figure 6: App Screenflow

https://drive.google.com/file/d/1YDMV3btX2sqh-KMmrZH_wlIWNBxNLDL/view?usp=sharing

3 Research questions

1. What is the flow of the Rijksstudio's applications?
2. What usability problems are users facing? What causes these problems?
3. How easy to use is the Rijksstudio for the user?
4. What is the learnability of the applications?

4 Research set-up

4.1 Location

Our team decided on multiple locations where we will research our participants. As stated before, we will be comparing the website with the app and we want to test both experiences as realistically as possible. In our first trials we will test the user in a home situation and they will be operating the website. The other trials will be done with the app and either at the university, at the museum itself or on public transport. These locations seems the most pragmatic, because users either would use their laptop or computer (website) at home and their phone (app) on the go.



Figure 7: Overview of the research locations

4.2 Participants

Our participants are people outside of the User Experience program who do not know about the guidelines given to us UX students. The goal is to get various unbiased research results. All the names and contact information of the team's participants are attached in appendix A. The team members coordinated it with each other, so they could cover a variety of candidates – for example different age groups and diverse nationalities. The team has twelve participants in total.

2. What are distractions you have encountered?
3. What was aesthetically pleasing on the website/app?
4. If you can change anything, what would it be?
5. In what scenario would you use this website/app?
6. What do you think is the purpose of the Rijksstudio?
7. Would you recommend the Rijksstudio?
8. How easy to use would you rate the website or app from 1 to 10?
9. What kind of people would use this website or app do you think?
10. Which feature was particularly nice to have?
11. How easily would you be able to do the same steps again in about two weeks?
12. Do you think it is easily accessible?
13. Did you know about the Rijksstudio before?
14. What were your main pains with the Rijksstudio?
15. Do you think an in-depth tutorial would be useful?
16. Did you experience any confusing moments while trying to complete your tasks?
17. How would you improve this feature?
18. Does it motivate you to visit the museum?

4.6 Registration

The team agreed to make use of video aid to better capture the user's reactions while completing the required tasks. The camera will be facing the user, recording their faces while using the program. A screen recorder program will simultaneously be used to capture the exact paths the users follow while trying to complete the tasks. The team members will also be present during each other's trial in order to better capture the users' reactions while using Rijksstudio.

4.7 Research Protocol

User trialling allows to investigate the product's usability by assigning set of tasks to several users individually to see if and how they can achieve the goal successfully. A user testing protocol describes the objective(s), methodology, and organization of a user test - essentially how to conduct a user test.

Research Protocol overview :

1. The website/app is already open for the user.
2. The testing process is being recorded and research is making notes and tracking the user's steps on the Flowcharts.
3. The user receives the User Trialling Report (evaluation form) to make notes during the testing.
4. First task is assigned to the user: 'Download the painting "Girl at the Mirror" by Paulus Moreelse'.
 - 3.1. User is asked to think aloud and make notes during and after testing.
 - 3.2. Interviewers don't give any hints, how to start or continue the task.

5. After completing the first task user is asked to make additional notes and verbal summary (+follow up questions from Interviewers)
6. Second task is assigned to the user: 'Add the painting "Girl at the Mirror" by Paulus Moreelse to Rijkstudio".
 - 6.1. User is asked to think aloud and make notes during and after testing.
 - 6.2. Interviewers don't give any hints, how to start or continue the task.
7. After completing the second task user is asked to make additional notes and verbal summary (+follow up questions from Interviewers).
8. User is asked to make a verbal conclusion of his experience.
9. Interviewers answer users questions (if any)

Detailed version of Research Protocol is attached to the report as an Appendix B.

4.8 Practical Arrangements

1. Contact participants and make appointments.
2. Rent out equipment and update the team.
3. Meet up with the user.
4. Set up shooting set.
5. Give the user a pen and the User Trialling Report (evaluation form).
6. Start the user trialling and the recording.
7. Hand out interview sheet.
8. Conduct interview.
9. Wrap up interview and set.
10. Process the research with the group.

5 Data collection and analysis

5.1 Experiences fieldwork

User triallings on Rijkstudio application has been done on the university campus or at home in a friendly and comfortable atmosphere. All user triallings went with the plan so for each individual processes introduction, user trialling and interview has been conducted.

All the user trials went fairly well. One of the most surprising things was the difference in competence levels of the various users. While some only took a few clicks to achieve the given tasks, others were stuck at one step for a relatively long time. Most things went according to the plan/research protocol. There was nothing too out of the box that caught the team off guard. Since the majority of the user trials took place in the comfort of their own homes, the atmosphere was really nice and none of the participants felt uncomfortable in any way.

Photos from fieldwork.
Kristine

1. Web trial



2. App trial



5.2 Data

User trailing videos:

https://drive.google.com/open?id=1c_n0oxgGl1gWh8JwvokercrGpEQGX7HS

Video recordings has been transcribed (transcripts in Appendix C), and these transcripts were used as the data for presentation and analysis.

Tables

1. Daphne

Daphne – Website – Task 1			
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
01:11 Clicked away sign up window.		Accidentally pressed the mouse outside of the sign up field.	
Daphne – Website – Task 2			
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
02:46 Pressed on the profile icon.	The page loads halfway.	Wanted to press the language button, but the page didn't completely load in time.	
03:16 Clicked on the heart button.	The heart looks like a button, but if you hover on top of it with your mouse you can actually see the available options.		
04:17 Pressed the search bar.	The profile icon is not clear.	She wanted to find her own Rijksstudio and thought she could find it through the search bar.	

Daphne – App – Task 1			
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
00:25 Pressed menu button.			Didn't see the search button
00:43 Scrolling instead of pressing the search button.		She said later in the interview that she didn't think that she needed to press the search button	

01:03 Typed only "mirror"			Thought that only one key word would be enough to find the painting.
01:50 Pressed the "sets" button.	The painting didn't show up the first time	She got confused that the painting wasn't already at "works of art" and searched for it further	
02:09 Clicked the "i" button.	There is no visible download button		
02:19 Clicked the share button.	There is no visible download button.		
Daphne – App – Task 2			
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
02:50 Firstly made an account			She probably thought she first had to go to her own Rijksstudio and from there she could add a painting.
04:04 Clicked on her own Rijksstudio.			
04:21 Pressed the search button twice.	The painting didn't show up the first time.		

2. Chiini

Website Task 1 – Download the painting 'Girl at the Mirror'

Time on tape and action	Usability problem (manifestion)	Cause (evidence in data)	Cause (speculation)
00:40 the user scrolled through the gallery, stopped at 'Paintings' section and clicked on more works of art and went to portraits in an attempt to find the painting	User did not see the search bar at first glance which is why she tried to find the painting in the long way. The flow/ease of use of the website is lacking in that part. Things like the search button should be obvious and clear from the first glance.	"Can't I just search for the painting?"	The user asked whether or not she can just search for the painting after she realised that it takes too long searching through every category.
02:55 the user clicked the 'download this work and make your own creation' button and when the login window popped up she immediately closed it again. She repeated that process for a few times until she realised that she had to sign up to download the work.	The learnability is a bit unclear in this section. The website should clearly state that you have to sign up to download the image. The plain login pop up confused the user greatly, which is also why she closed it rather quickly and impulsively for the first time.	The fact that the user clicked the login window away immediately and repeated that process a few times shows her confusion.	Since the login window is not expected at this step and since it is not stated that you have to sign up/in to download the image – this window creates confusion in the user.

Website Task 2 – Save it in your Rijksstudio

Time on tape and action	Usability problem (manifestion)	Cause (evidence in data)	Cause (speculation)
07:27 the user hovered share and edit icons, before clicking the heart icon to find the 'Save in your Rijksstudio' section	Learnability and ease of use are again unclear here. The heart icon does not indicate saving the work into the collection but rather just liking the work.	The user's first instinct was not hovering the heart but every other icon first. This shows that she did not see the heart icon as a possibility at first.	Because the heart icon is establish in our society and interaction patterns as a symbol of liking something, it does not prompt the user to think: "This is how I save my work."

App Task 1 – Download the painting 'Girl at the Mirror'

Time on tape and action	Usability problem (manifestion)	Cause (evidence in data)	Cause (speculation)
00:38 the user typed 'girl at the mirrow' into the searchbar and when pressing search, the result is one single sketch. Thus the user had to correct his spelling mistake for the right painting to show up.	The efficiency is lacking in the app since it does not take keywords for the search but rather the whole search term as it is. This makes spelling mistakes very annoying for the user.	The user was not able to find the requested painting with the spelling mistake.	The search function does not have any tolerance for spelling mistakes whereas in websites like google there would just be the corrected term with the according search results.

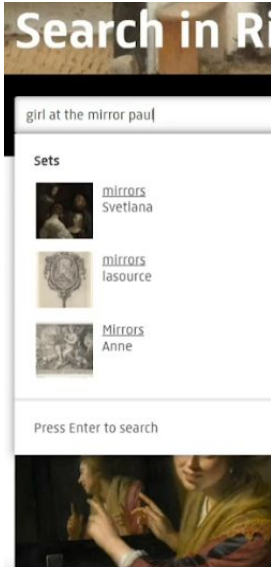
01:57 the user clicked the share icon but closed the window immediately when he saw that it was only the Apple share menu. He repeated that process for a few times and took a screenshot of the painting in the end.	Here the user does not see the same options that are provided on the website. The user does not see a download button on the app.	The user tried the share button a few times before giving up and just screenshot ting the painting.	Since the share button was the closest to a download button, the user was playing around with it for a while.
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App Task 2 – Save it in your Rijksstudio (starting at the painting)

Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
02:27 the user clicked the heart button and when the login window popped up he immediately closed it again. He repeated that process for a few times until he realised that he had to sign up to save the work.	Same as the website, the learnability on the app here is a bit unclear in this section. The app should also clearly state that you have to sign up to save the work. The plain login pop up confused both users greatly, which is also why they both closed it immediately for the first time.	The fact that the user clicked the login window away immediately and repeated that process a few times shows his confusion.	Again, since the login window is not expected at this step and since it is not stated that you have to sign up/in to download the image – this window creates confusion in the user.

03:00 the user clicked on 'I don't have a Rijksstudio account. Register' and was redirected to the Rijksstudio website, where he had to register. After he filled out all the data, he had to manually click back into the Rijksstudio app.	The ease of use and flow of the app here is really bad since the user can't do the sign up process in the app itself but has to be redirected to the website. Afterwards he also had to manually click back onto the app.	The user was a bit confused after he finished signing up. Since he was still at the Rijksstudio website, he was scrolling around there, unsure what the next step is before he manually clicked back into the app.	Since there is no automatic redirecting back to the app, the flow of the user gets disrupted and leaves them a bit unsure what to do next.
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3. Jullya

Jullya - Website - Task 1			
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
4:33 Does not see painting upon searching though it is the very first item on the search results	Issue in ease of use since the user could not find the painting effortlessly.		Probably because the name of the painting was not in her vision. The painting was above the fold and to see the name the user would have to scroll, and since she did not, she had to try searching again because she did not know what the painting looks like.

6:00 did not read the the text on top of the pop up, closed the pop up only to open it again and understand what the next step had to be	Efficiency since more than necessary clicks were made.	"I didn't see that" (6:05)	Probably because of the pop up is not designed well following the 3, 30, 300 rule, so it is easy to miss the text written on it saying "To download this work you need a Rijksstudio account".
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Jullya - Website - Task 2			
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
7:45 until 11:37 Cannot find how to add the painting to the collection	Ease of use due to a very big lack of effortlessness.	"The difficulty is to find how to upload it, you know, like, I have the picture, I have the website, and I have my first collection, but I don't see anything that says, like, upload your image or upload your picture. I don't know if I am lost in it or not" (10:50)	Coming from the home page and therefore not looking at the painting page, the user attempts to find their collection directly instead of going directly to the painting page where it is more clear where to click

Jullya - App - Task 1			
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
03:03 - Tries to find the painting through the name of the artist	Ease of use and efficiency lack here since the search bar disappears if users are looking at the "Artists" page. They are not able to search for a specific artist and have to return to the previous page to be able to search what they want.	"Oh, search. Uh, Oh shit. No. Can't I search the name of the artist? No" and "See that's why I don't like this app. It's just not very easy to find, yeah."	User studies museum studies and is used to searching for artwork using the artists' names, so she saw the page directing her to Artists and thought that was the way she would find the painting.

<p>04:39 Is not able to complete the task</p>	<p>Learnability, efficiency, ease of use issues. The app does not provide the option to download the image, while the website does.</p>	<p>"I don't know which one to press. Information? I think it's the little "i" information and then I press. The other one that is not a heart, there are three letters, but the other one it's to share the artwork. I don't know how to download it. Does it count if I save them? In your drive? Trying to do two options. Oh, it doesn't work? Yeah."</p> <p>and</p> <p>"Well, that I can see there are only three buttons, like the heart, which I assume is to like or that you could put in your own collection or something like that. And a little "i", which is for information I assume and when I click it, there's no information. And the third one is this little thing to share, so I have no idea. I'm stuck."</p>	<p>User tried all possible ways again and again but could not find a download or save option. Closest to it was to save it in the phone's Drive.</p>
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Jullya - App - Task 2			
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)

4. Kristine

Table 1
WEB – DOWNLOAD THE PAINTING


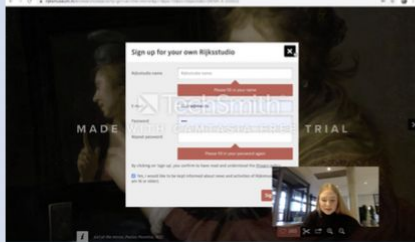
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
1:05 User clicked "close" button, and after that started to look how to download the image again. Repeated her action and clicked "I already have a Rijkstudio"	Efficiency and ease of use problem. User can't go back and choose an option to log in to Rijkstudio. User suppose to close the sign up window and repeat actions. User need to have an account to download the image from website.	Interview <i>"I can't download painting without sign up."</i> <i>"For me it was to log in. When I want to do something faster, and if I need this painting why I can't just download it."</i>	Button sign up due to that color is more visible and atrackt user attention.  There is no back button, so user suppose to close the whole window. 

Table 2
WEB – ADD THE PAINTING TO RIJKSSTUDIO


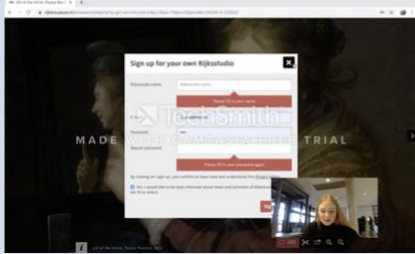
Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
1:05 User clicked "close" button, and after that started to look how to download the image again. Repeated her action and clicked "I already have a Rijkstudio"	Efficiency and ease of use problem. User can't go back and choose an option to log in to Rijkstudio. User suppose to close the sign up window and repeat actions. User need to have an account to download the image from website.	Interview <i>"I can't download painting without sign up."</i> <i>"For me it was to log in. When I want to do something faster, and if I need this painting why I can't just download it."</i>	Button sign up due to that color is more visible and attract user attention.  There is no back button, so user suppose to close the whole window. 

Table 1
APP– DOWNLOAD THE PAINTING

Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
0:55 – 2:10 User scrolled the painting list instead of press the search button.	Ease of use and learnability.	Interview “The main distraction was that I just started to list the paintings, because I started to see the whole paintings and I saw that it may be very fast to search for “Girl at the mirror” and I didn’t noticed this button to just search for it. It was the main distraction that I started to look over all paintings at the beginning.”	The search button could be more noticeable. User started to scroll though the main page to find the painting “girl at the mirror”.
2:43 – 1. 2:43 , 2:52 , 2:56 User clicked several times on share button. User can’t download the painting from app. User can’t complete the task. 2. 3:00 User clicked on information icon 3. 3:19 User clicked on heart and click save the whole work.	Efficiency, learnability, ease of use, flow. Inside the app user don’t have an opportunity to download the painting. User can download it only through the website. The icons which are used in the app doesn’t show clarify user what they actually mean.	Trial “I see the painting and I want to try to download it.. ok, but, I see information about it, as I understood I can. Now I can choose save the details or save the whole work...”	User can’t download the painting using the app. User decided that “save the whole work” means save the work on device.

Table 2
APP – ADD THE PAINTING TO RIJKSSTUDIO

Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)

5. Amelia

AMELIA – WEB TRIALLING USABILITY PROBLEMS				
N o .	Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
1 .	07:39 Amelia – Website 2.mp4 User tries to add the painting in a collection		<i>I can save it in my Rijksstudio, 'this whole work' or 'selection of this work', which I guess is that... Do I... do I have to save the whole image?</i> <i>Because I can save the whole image, 'this whole work' or 'selection of this work'. So I guess I can, uh, frame or like crop it and then save it. But I will save the</i>	Too many options confuses the user. Confusing while first use. (adaptivity--)

			<i>whole image, right?</i>	
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<p>AMELIA – APP USER TRIALLING</p> <p>USABILITY PROBLEMS</p>				
No.	Time on tape and action	Usability problem (manifestation)	Cause (evidence in data)	Cause (speculation)
1.	<p>06:11</p> <p>13:55</p> <p>Amelia – App.mp4</p> <p>User is trying to search for the painting.</p>	<p>Activation and efficiency loss.</p> <p>Ruined flow.</p> <p>Competence drops down as user loses trust in accurate result.</p>	<p><i>Ok, I don't see it. It's not it on the first few positions.</i></p> <p><i>'[...]first of all I put the keywords 'Girl at the mirror' and then I look at the first few results. There's no such phrase inside the results so it's giving a false result I think.'</i></p>	<p>Search button doesn't work properly on Android.</p> <p>User is losing trust to the application because she couldn't find the correct result.</p>

2 .	06:46 Amelia – App.mp4 User is trying to search for the painting.	Activation and efficiency loss. Ruined flow.		User need to scroll a lot what makes frustration and finally user gives up.
3 .	06:50 Amelia – App.mp4 User is trying to find the painting by sections change from 'Works of art' to 'Sets'	Activation and efficiency loss. Ruined flow.	<i>OK. It's a bit difficult to find. Maybe a look at 'Sets'</i> <i>I just keep seeing the same picture but I don't think it's that one.</i>	Looking for other way to complete the task. Looking for a very long time, lost of engagement.
4 .	08:07 13:55 Amelia – App.mp4	Activation and efficiency loss. Ruined flow. Competence drops down as user loses trust in accurate result.	<i>I don't understand why I can't use it.</i> <i>Is it normal...Is it normal that I can't find it?</i> <i>There's no such phrase inside the results so it's giving a false result I think. And</i>	User tried to find the painting by many different ways and she got upset that none of it works.

	User is trying to find the painting by looking for author's name		<i>then I try was the name of the painter, and it was also the same.</i>	
5 .	<p>08:54</p> <p>Amelia – App.mp4</p> <p>User is switching the screens, getting back to the main page, refreshed the page and try to find the painting using title and the author at the same time à failed again</p>	<p>Activation and efficiency loss.</p> <p>Ruined flow.</p>	<i>I don't think I'll find it.</i>	<p>User wants to refresh main page to repeat the process and doublecheck.</p> <p>To long and to many attempts causes user resignation .</p>

6 .	<p>10:23</p> <p>Amelia – App.mp4</p> <p>User is trying to download the painting.</p>	<p>Application is not intuitive.</p> <p>Ease-of-use drops down as user had to search for the option quite long.</p>	<p><i>Is this button... no, this is share. Can I download it through share...?</i></p>	<p>Wrong window open. There is no option to download the image.</p> <p>User is lost on the task flow again.</p>
7 .	<p>10:47</p> <p>Amelia – App.mp4</p> <p>User is trying to download the painting.</p>	<p>Application is not intuitive.</p> <p>Weak learnability (lack of clear icons and directions).</p> <p>By increasing number of clicks efficiency drops down.</p> <p>Ease-of-use drops down as user had to search for the option quite long.</p>	<p><i>How should I do it..?</i></p>	<p>User is lost on the task flow. Looking for a n icons/options which might be helpful.</p> <p>Number of clicks increase</p>

8 .	<p>12:18</p> <p>Amelia-App. mp4</p> <p>User is trying to download the picture.</p>	<p>Competence drops, as user thought that she's doing something different.</p> <p>Ease of</p>	<p><i>Ok. I guess my first collection... [...] It is set on my account in the Rijksstudio but I'm not sure if it's saved on my phone.</i></p>	<p>User has tried to download the picture, but instead of it she added painting to the collection (didn't really knowing what she's doing), so this part of the app might be slightly confusing.</p>
9 .	<p>12:30</p> <p>13:55</p> <p>Amelia-App. mp4</p> <p>User checks if the painting was downloaded to the phone gallery.</p>	<p>Competence drops down as user could not complete the task.</p>	<p><i>No, it's not on my phone.</i></p> <p><i>And then I tried to download it but it's not on my phone.</i></p>	<p>Task failed. Painting could not be downloaded through the application .</p>

5.3 Data analysis

After conducting the user trialling all data has been collected. Video recordings transcriptions has been analysed:

- o to describe user's experience and first impressions on both Rijksmuseum and Rijksstudio application
- o to track user's steps and actions flow due to assigned tasks
- o to point out usability problems of Rijksstudio application
- o to know the overall user experience, likes and dislikes

Based on the user's actions due to assigned tasks we've pointed usability problems and confusions supported with valid evidence in a table and enriched with the visualisations of user's actions flow (Appendix D) . Edited data of all interviews was later put together and combined into comparable flowcharts showing steps and usability problems faced by the users. By comparing the flowcharts we were able to identify the most repeating difficulties.

6 Conclusions and recommendations

6.1 Conclusions / answers to the research questions

1. What is the flow of the Rijksstudio's applications?

The flow is not very clear when the user is using Rijksstudio for the first time and has a specific task in mind. Throughout all trials, users have used more clicks than necessary to reach their goals, most of the time opening and closing/returning to a link several times. This on its own is enough proof that there is a lack of efficiency, learnability and ease of use within Rijksstudio.

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

Upon analysis and observation, we conclude that the main usability problems that users face are ease-of-use, learnability, and efficiency. There is a lack of effortlessness in trying to complete the tasks they were given and this shows by observing how long the participants took, a lack of clarity in icons which impeded users from completing the tasks.

3. How easy to use is the Rijksstudio for the user?

Rijksstudio showed to actually be less easy to use than expected.

4. What is the learnability of the applications?

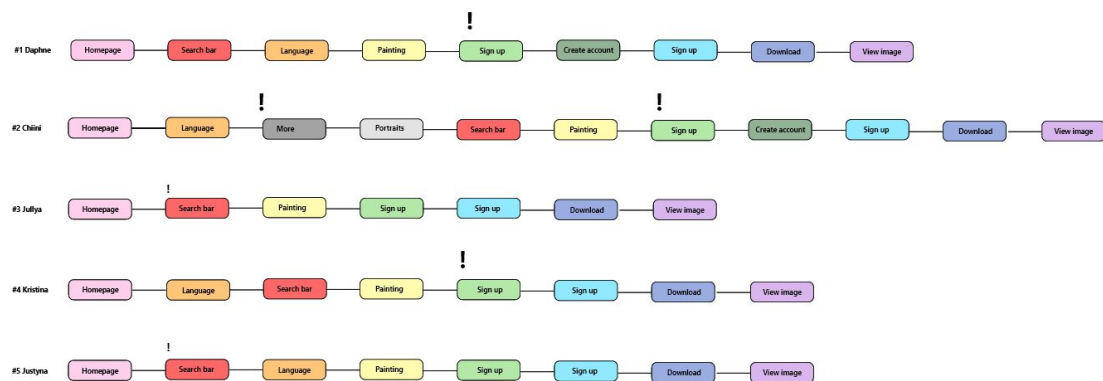
The learnability of the Rijksstudio applications was fairly easy for the research team members, the exploration of them went smoothly. But the team did encounter some problems while doing the user trial since the learnability was not as obvious for some of the participants as it was for the members of the team. Upon asking what the user themselves would improve in the Rijksstudio, some responded with a few guidance tips to create a better flow of things. Taking all of the above into account, the learnability overall is not that bad for first time users but also not great – there is some room for improvement.

Flowcharts:

https://drive.google.com/open?id=1Vlrbz_wkKqVpibmHlvNoR-ZMmCd7BBvm

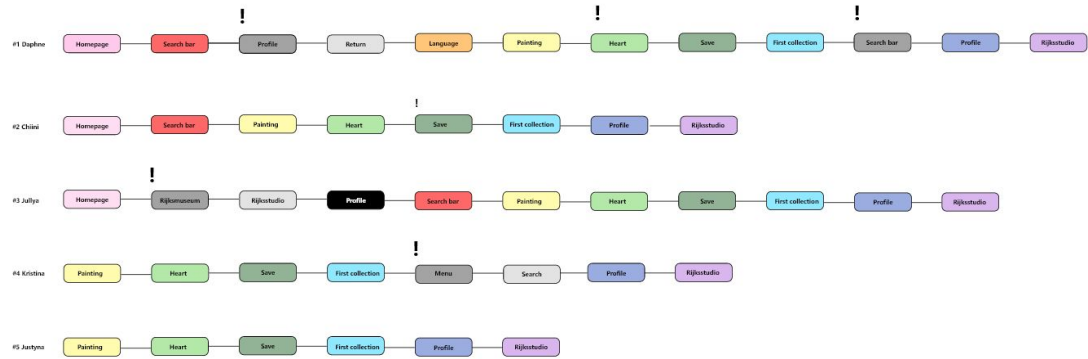
The big exclamation marks signify a big usability mistake, while the small ones show small mistakes like a typo. The grey/black boxes are for when the user went completely off track.

Website 1



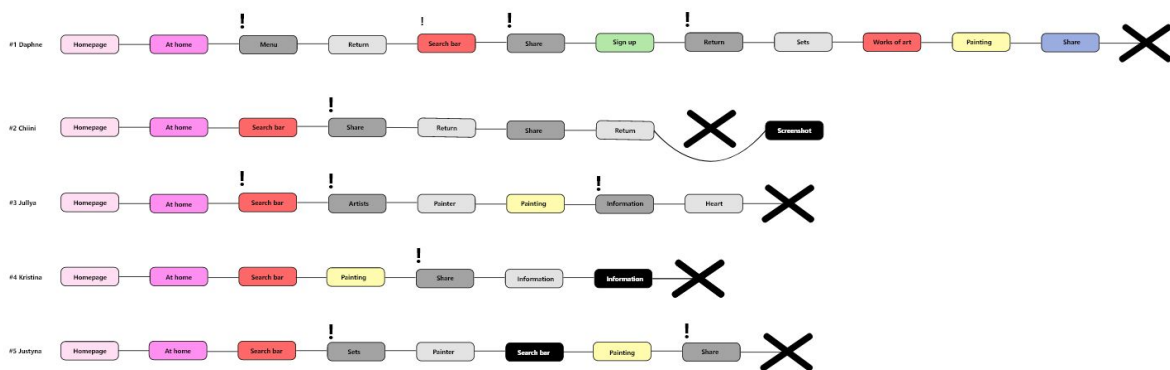
Overview of actions for the first task. Paths already differ on the first click. Some users change the language (orange) directly, and some after searching (red). After finding the painting users did not seem to have any trouble and followed a similar path. Big exclamation marks on the sign up stage are due to users clicking away the sign up pop-up and having to open it again, which showed the usability problems.

Website 2



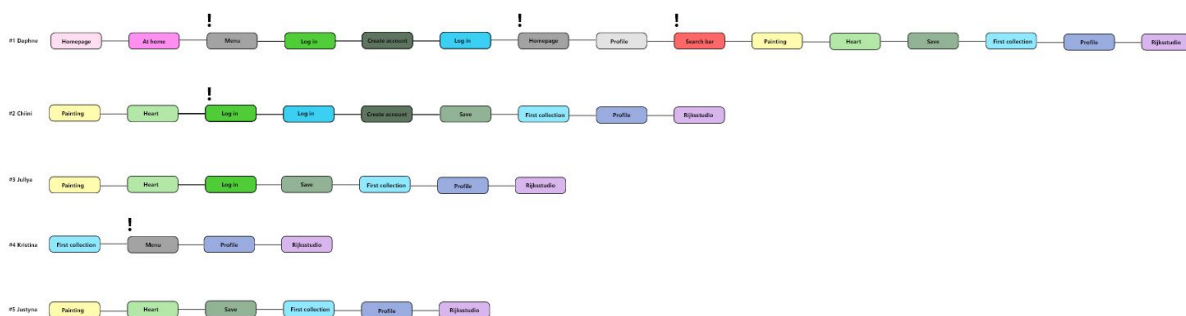
The overview of actions for the second task already differs at the start for some of the users. This is due to not following the protocol correctly, which the team takes fault for. Some users did encounter difficulties to find where in Rijksstudio they could add the painting to their collection. Once they all accessed the painting again and saw the heart icon it was straight forward to them where to click next and that is where paths start to become similar.

App 1



For the overview of actions on the first task of the app, the initial paths takes by users are quite similar. It only starts to differ when users are not able to find the option to download the painting and therefore try different ways to complete the task.

App 2



Once again, due to the team not following the protocol correctly, the beginning of the overview of actions is a little bit different for our participants. Users that started the second task directly looking at the painting had it easier and followed a similar, shorter path to complete the task, while the user that started from the homepage like the protocol suggested followed a longer path and due to this had more usability problems.

Web participants:

P1 – Gerda

P2 – Gabriela

P3 – Nastja

P4 – Magdalena

P5 – Maria

Table 1

WEB – DOWNLOAD THE PAINTING

Usability problem	p1	p2	p3	p4	p5
1. Ease of use User did not see the search bar at first glance. Things like the search button should be obvious and clear from the first glance.					X
2. Ease of use User could not find the painting effortlessly.		X			
3. Learnability/ Efficiency The website should clearly state that you have to sign up to download the image.		X			X

The plain login pops up confused the user greatly, which is also why she closed it rather quickly and impulsively for the first time.					
4. Ease of use Clicked away sign up window. Button sign up due to that color is more visible and attracts user attention. User can't go back and choose an option to log in to Rijksstudio. User supposed to close the sign up window and repeat actions.	X		X		X
5. Ease of use User can't download the image without having an account in Rijksstudio.	X	X	X	X	X

Table 2
WEB – ADD THE PAINTING TO RIJKSSTUDIO

Usability problem	p1	p2	p3	p4	p5
1. Ease of use Cannot find how to add the painting to the collection (user attempts to find their collection directly from main page instead of going directly to the painting page)		X			
2. Learnability The heart icon does not indicate saving the work into the collection but rather just liking the work.	X	X		X	X
3. Ease of use User can't find their collection through the search.	X		X		

4. Learnability / Ease of use	X		X		
The profile icon is not clear.					

App participants:

P1 – Chrissy

P2 – Rachel

P3 – Marija

P4 – Wing Yee Chin

P5 – Konstantin

Table 1

APP– DOWNLOAD THE PAINTING

Usability problem	p1	p2	p3	p4	p5
1. Ease of use/ Learnability Scrolling instead of pressing the search button.	X		X		
2. Ease of use Ease of use and efficiency lack here since the search bar disappears if users are looking at the “Artists” page. They are not able to search for a specific artist and have to return to the previous page to be able to search what they want.		X			
3. Activation / Efficiency User is trying to find the painting by sections change from ‘Works of art’ to ‘Sets’.	X			X	
4. Learnability/ efficiency/ ease of use User clicked on share button to download the image.	X		X	X	X

5. Learnability/ efficiency/ ease of use	X	X	X	X	X
User can't download the painting using app.					

Table 2
APP – ADD THE PAINTING TO RIJKSSTUDIO

Usability problem	p1	p2	p3	p4	p5
1. Learnability The plain login pop up confused both users greatly, which is also why they both closed it immediately for the first time. The app should also clearly state that you have to sign up to save the work.					X
2. Ease of use User need to go back to find their account.	X		X		

6.2 Discussion

Overall the research team is satisfied with the outcomes of the research regarding the user trialling. To maintain the best possible quality for the user trial, the team worked out a detailed research protocol to achieve the goal of gaining as many insights as we possibly can. The whole time we took care not to lose our sight on the UX factors – the questions were tailored so that we can cover the UX factors we deemed as important. With this foundation we were able to obtain a lot of useful information from our user trials. We also made sure that at least one of the team members was always observing the user while doing the tasks and note the important things down, so we can also come back to this data later on in the evaluation of our research.

The biggest value gained is the perspective of the individual users. Steps that seemed logical for the team are not necessary as obvious for the participants – since we have to take all the different backgrounds and skill levels into account. That is a very important part to anticipate and consider while thinking about improvements for the website. Another thing that was very prominent throughout the whole user trial were the personal preferences of each individual – for example preferring swiping instead of buttons or having the menus more clearly. These elements should definitely be considered when thinking about the adaptivity of the Rijksstudio. Also one of the user trials were done in the Chinese language

and the user heavily criticized the translations, which is a big minus for the Rijksstudio – this drags accessibility of the application down. Another huge pain point was how the Rijksstudio operates on different systems – for example Apple vs. Android. When using the search bar the application conducts the searches differently depending on the system. Where as the user had to always search twice to find the painting 'Girl at the Mirror', iOS users were able to find it instantly on the first try. This is very questionable on the site of the Rijksstudio since the application should stay consistent on all the available platforms. Another flaw of the app is the messy sign in process – upon trying to save the work in the user's own collection, the user is redirected to the website on the browser, where he has to fill in all the data. After the registration process the user has to manually click back into the app, which makes the overall flow of this particular course of actions very questionable and confusing for the users. It also caused an inconvenience for the user while doing the trial.

If we were given the opportunity to redo and improve our research, we would definitely add more tasks for the user trial, so we can cover more factors. We also would specify the research questions. Since this was our first user trial, the team tried to obtain information by starting with very broad research questions but after the first round of user trial, we quickly realized that the research would be much more efficient by having more specific questions in mind. Another thing to note is that we sometimes found ourselves drifting off topic and not following the research protocol, which then turned into a bit messy data gathering since the team members were noting down things very inconsistently. More consistency in general would improve the research a lot more and make the whole process much more efficient.

6.3 Recommendations

Due to usability criteria Rijksstudio application should be easy to use and easily learnable when first encountering it, it means that it is supposed to be consistent, provide the proper amount of information at the same time and guide the user clearly through the flow of the actions in a logical way. It also suppose to attract and activate the user for further exploration.

WEBSITE

The biggest issues the users faced at the point of searching the painting was that the users didn't see the search bar at first glance which sometimes caused the user to take the longer path to reach the goal. The flow of the search functionality should be very intuitive for the user.

The process of signing up the account is not very clear. Sign in/up window looks like of pop up and may be treated more as a distraction than a clear step to creating the account. The learnability in that section could be improved, especially due to the purpose of downloading the painting as this step is not possible without signing in first.

The learnability of the icons could be also improved as most of the users get confused at that point. The heart icon, allowing to save painting in the Rijksstudio collection can be

missed by the users, because it represents more of a 'like' button, associated with social media.

The overall learnability process could be rethought, mainly due to the available options and icons which in the first contact might be slightly confusing, but further exploration can bring more understanding.

APP

The typing in search section could be improved as it brought users a lot of issues. First of all because the app has no tolerance for spelling mistakes (names of the artists and paintings might be confusing sometimes), users were misclicking the search button, but the biggest disadvantage appearing on Android systems, where the search icon doesn't work after the first click, regardless to the typing correctness. Problems with searching caused efficiency loss as the users are looking for other places and possibilities like e.g. 'Sets' or refreshing the page. In affect user is getting frustrated, loses trust in application competence and doesn't want to explore more options.

If the user would like to download the painting to the phone gallery, there is no guidance to reach that goal. Share button is highly confusing for the users as they attribute it to download function but it leads only to more options (which are not useful at that point).

Similar to the website, the learnability of signing up/in step and heart icon is not clear. Heart icon reminds more 'liking' the painting instead of saving it in the collection and could be replaced with something more intuitive. Sign up/in pop up were quickly closed by most of the users and following the instructions shouldn't redirect to the website as the user is ruining flow.

Rijksstudio creates the bond between user and the Rijksmuseum by giving opportunity to create and personalise the account and paintings galleries. One of the biggest advantages regards the meaning is relatedness, but without clear and simple steps (especially for the application), users can quickly lose trust and discourage user for further exploration.

Literature

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2. <https://www.facebook.com/rijksmuseum/>
3. https://www.tripadvisor.com/Attraction_Review-g188590-d189379-Reviews-Rijksmuseum-Amsterdam_North_Holland_Province.html
4. <https://www.pubhist.com/w37442>

Appendix A – Participants

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Appendix B – Research Protocol

USER TRIAL PROTOCOL

User trialling allows to investigate the product's usability by assigning set of tasks to the several users individually to see if and how they can achieve the goal successfully. A user testing protocol describes the objective(s), methodology, and organization of a user test - essentially how to conduct a user test.

User Trialling setup:

- o Laptop and mobile phone (depends if web/app trial)
- o Camera + tripod
- o Dictaphone
- o User Trial Sheet (few copies)
- o Flowcharts (min. 2 of each)
- o Pens and colour markers

Guide: team member who's leading user trialling;

INTRO

Before user trial, Guide introduce the user, stage of the research and medium (web/app).

The trial will be carried on my 1st/2nd user <name>. I'm going to check Rijksstudio web/app.

Guide:

Hi User,

thank you that you agree to take a part in our User Trailing Project.

Just to remind why we're here, we would like to conduct observation on your first contact with Rijksstudio, a digital application of the Rijksmuseum. We would like to record testing and your screen while completing few specific tasks like e.g.:

- 1. Download the painting*
- 2. Save painting in the collection.*

Is this OK for you?

One more thing, I want you to remember that there is no right or wrong answers, but what is more important, we're not testing YOUR skills, we're testing application.

Do you have any questions so far?

Few warm up questions:

Have you ever heard about Rijksstudio or Rijksmuseum?

If yes:

- o What does he/she know?
- o Does he/she ever visited Rijksmuseum?
- o What are his/her impressions?

If no:

- o Does he/she have any idea what Rijksstudio might be?

Guide:

Ok, thank you very much :)

Now, before we will start, I would like to ask you to do few things while testing, that would really help to get the best results.

1. *Think aloud – that would help you to guide us through your steps and process*
2. *You've received User's notes sheet. Take some notes to save your comments. You can use them during interview after testing. <What grabbed his/her attention; what was confusing?> In the section Extra comments you can put short summary or other insights.*

We won't be able to help you with the tasks as that could distort objectivity of the result. If you'll stuck somewhere, just try to find other way or look around the options and page.

Do you have any questions?

USER TRIALLING - PROCESS

I think we can start :)

We've prepared for you two tasks:

- o *Download the image of Paulus Moreels' painting 'Girl at the Mirror'*
- o *Add the painting 'Girl at the Mirror' to the collection*

Please focus only on them for now, take your time, no rush and please remember to think aloud. We would like to know your thoughts :)

1. *User starts to make a test.*
2. *In the meantime:*
 - o *Guide is sitting next to the User to observe his behaviour*
 - o *Two (or one) other BFB members follow Users path through the website using web/app flowcharts and mark significant matters on them*

- Where User met obstacles? What kind of issues he/she had?
- What was surprising for the User?
- Did User have to repeat the flow? Where?



(above) flowcharts, following: Download the painting (web), Add painting to the collection (web),
Download the painting (app) and Add painting to the collection (app)

3. Guide moderates User's Trialling and
 - reminds User about thinking aloud and making notes
 - reminds User that we can't help with the tasks to keep the flow objective
 -
4. The trial ends when the User will complete the tasks:
 - o Download the image
 - o Add image to the collection

END OF TECHNICAL PART OF USER TRIALLING

USER TRIALLING – INTERVIEW AFTER THE TEST

BFB Team member:

It seems that you've accomplish main tasks. Congratulation! J How was it? (informal question)

We would like to know more about your experience. Can I ask you few additional questions?

You can use your notes or show your insights using web/app.

5. Guide conduct semi-structured interview on the User, adopting below questions to Users insights.
 1. What was the first eyecatcher?
 2. What are distractions you have encountered?
 3. What was aesthetically pleasing on the website or app?

4. If you can change anything, what would it be?
5. In what scenario would you use this website/app?
6. What do you think is the purpose of the Rijksstudio?
7. Would you recommend the Rijksstudio?
8. How easy to use would you rate the website or app from 1 to 10?
9. What kind of people would use this website or app do you think?
10. Which feature was particularly nice to have?
11. Do you see any retainability/learnability in the Rijksstudio?
12. Do you think is easily accessible?
13. Did you know about the Rijksstudio before/ Were you previously aware of the feature?
14. What were your main pains with the Rijksstudio?
15. Do you think an in-depth tutorial would be useful?
16. Did you experience any confusing moments while trying to complete your tasks?
17. How would you improve this feature?
18. Did you learn something from it?
19. Does it motivate you to visit the museum?

Guide:

That would be all. Thank you very much that you agreed to participate in our User Trialling and share your first impressions and experiences on Rijksstudio app. J

Do you have any questions to us?

If no, Team ends the User Trialling.

END OF THE INTERVIEW

Appendix C – Transcripts

Daphne

Website

Name: Gerda Eendebak

Age: 57

Origin: The Netherlands

Interviewer: What was the first eyecatcher?

Participant: What do you mean with eyecatcher?

Interviewer: On the homepage, what was the first thing you saw on the homepage that caught your eye?

Participant: The painting of... I don't know what painting but there was a painting of Rijksmuseum.

Interviewer: What are distractions that you have encountered?

Participant: I had no distractions. Well, the searching with the search bar. But there is a search item so you can look for it up... You can look it up.

Interviewer: What was aesthetically pleasing on the website?

Participant: The painting. It was a clear website where everything is... what you can do is on it.

Interviewer: If you could change anything, what would it be?

Participant: Ooh, the letter R was for my first or my own... wait what did it say... my own collection, my own Rijksstudio and that wasn't very clear for me. That the letter R was for getting to my own collection.

Interviewer: In what scenario would you use this website?

Participant: To show others which paintings I like which are in the Rijksmuseum.

Interviewer: What do you think is the purpose of this Rijksstudio?

Participant: So that people can do things on their own and it is kind of an interactive way of spending time with paintings of the Rijksmuseum.

Interviewer: Would you recommend the Rijksstudio?

Participant: Yes, I would.

Interviewer: How easy to use would you rate this website from 1 to 10?

Participant: A 10 is easy?

Interviewer: Yeah.

Participant: An 8.

Interviewer: What kind of people do you think would use this website?

Participant: What kind of people? Well people who are interested in paintings, but don't know too much about it. And this is a way to get more knowledge about the Rijksmuseum and the paintings that are in the museum.

Interviewer: Which feature was practically nice to have?

Participant: I don't know, the possibility of creating your own collection.

Interviewer: How easily would you be able to do the same steps again in about two weeks?

Participant: How easily? I think in-between a 6 or 7.

Interviewer: Do you think it is easily accessible?

Participant: Yes. I think.

Interviewer: Did you know about the Rijksstudio before?

Participant: No, I didn't.

Interviewer: What were your main pains with the Rijksstudio?

Participant: To find where my own collection was and that was in the R, I had to search for that.

Interviewer: Nothing about the fact that you misinterpret the heart and you couldn't find it?

Participant: Yes, that was a problem too.

Interviewer: Do you think an in-dept tutorial would be useful?

Participant: I think so.

Interviewer: Did you face any confusing moments while trying to complete your tasks?

Participant: Yes because you have to look where the right clicks are on the screen, but after you find them it's easy.

Interviewer: How would you improve these features?

Participant: It will help to have an explanation of the item when you're on it with your arrow... of the mouse.

Interviewer: But this feature is there.

Participant: It is already? Okay.

Interviewer: You didn't see it?

Participant: No. But when you're standing on the R, there is no explanation.

Interviewer: But on the heart there was.

Participant: Okay, I don't remember.

Interviewer: Does this motivate you to visit the museum?

Participant: I think so.

Interviewer: Those were the questions

App

Name: Chrissy Brill

Age: 20

Origin: The Netherlands

Interviewer: What was the first eyecatcher?

Participant: Eye-catcher?

Interviewer: Off the app.

Participant: The big painting in the background. That was my eyecatcher.

Interviewer: What are distractions that you have encountered?

Participant: Distractions...

Interviewer: During the process of finding the painting.

Participant: Well, I didn't think I needed to use the search bar. But when I used the search bar, I found out I had to... triple click the search button to get to the painting. Instead of just clicking it and there it is. Because it wasn't there.

Interviewer: What was aesthetically pleasing about the app?

Participant: Not much. It was... I don't know, I didn't really get the place- no, not the placement, but the hierarchy of things. It didn't really strike me as familiar.

Interviewer: If you could change anything, what would it be?

Participant: The search bar.

Interviewer: In what way?

Participant: That I don't need to click multiple times to get to where I want to get. Just click it and let the top search come first.

Interviewer: In what scenario would you use this app?

Participant: When I am going to the Rijksmuseum I think... or when I've been there.

Interviewer: What do you think is the purpose of this Rijksstudio?

Participant: Saving works of art that you like without going back to the museum every time to see it.

Interviewer: Would you recommend the Rijksstudio?

Participant: If you like museums, then yes.

Interviewer: How easy to use would you rate this website from 1 to 10?

Participant: Like a 6,5.

Interviewer: What kind of people do you think would use the app?

Participant: Either artsy young people or women ages 50 and up. No, wait, not 50 that's too... Women ages 50 and up who are good at using a smart phone.

Interviewer: Which feature was practically nice to have?

Participant: That they divided being at the museum and being at home, it saves clutter.

Interviewer: How easily would you be able to do the same steps again in about two weeks?

Participant: If I remember it a bit then maybe.

Interviewer: Do you think it is easily accessible?

Participant: Inside the app?

Interviewer: Yes.

Participant: Well, it kind of depends. Like, I was looking for a painting and I didn't know I had to tap multiple times to get where I wanted to be. And I was unsure about making an account or is there another way... I don't know, I got confused.

Interviewer: Did you know about the Rijksstudio before?

Participant: No. I had no clue.

Interviewer: What were your main pains with the Rijkstudio?

Participant: Searching artwork.

Interviewer: Do you think an in-dept tutorial would be useful?

Participant: Yes.

Interviewer: Did you face any confusing moments while trying to complete your tasks?

Participant: Yeah.

Interviewer: How would you improve these features?

Participant: Well, I am not sure what's causing it, so I don't know.

Interviewer: Does this motivate you to visit the museum?

Participant: I want to go there sometime, but not particularly because of using this app. It is not motivating me.

Interviewer: Okay.

Chiini

User Trial – Website

User Information

Name: Maria Safonova

Maria is a 23-year-old Russian exchange student here in the Netherlands. She shows great interest in art in every form from architecture to design. The trial was held in her apartment.

Transcript

Interviewer: Okay to the second part of the interview, I'm going to ask you some questions. Uh, what was the first eyecatcher of the website?

User: Expression? Uh, okay. It's pretty modern and all the buttons that we really need, they are kind of in a normal position. So you easily can find them like language, search button. Yeah. And your profile. It's pretty easy and usual.

Interviewer: And what are distractions you've encountered while doing the tasks?

User: Actually nothing. I mean everything was pretty okay. I found it easily, I tried to search through paintings albums, and then I just decided to make my way easier. So I just searched for the keywords and I found that easily.

Interviewer: What was aesthetically pleasing on the website?

User: Aesthetically pleasing... I can say... I think the whole design, so it's not really bad. I didn't like the button that is blue. So it's out of the color combination, completely.

Interviewer: Which button?

User: Uh, like when you see albums like to go and search for paintings or go search for Rembrandt paintings, there were blue buttons and like in Facebook, so yeah, I did notice them, but all pictures were good and with the color combination, everything's fine.

Interviewer: Okay. So if you can change anything, what would it be?

User: I don't know, let me think. I don't really know, everything was kind of like a normal website so you're not getting lost. I mean, you can find everything what you want. And I was actually really surprised that I can just download that one I want. I just need to quickly register for that and wasn't that bad.

Interviewer: In what scenario would you use this website, in what situation?

User: Yeah. Um, maybe with the creating something as they like expect us to do, for example, downloading real images, not really searching for them on the internet, I mean

that sometimes really helps you. And yeah, for example, when I'm creating a project or I have to put the image in the presentation, so I can just find it easily.

Interviewer: So what do you think is the purpose of the Rijks studio?

User: Maybe it's like a base, you know, like a database for images. But still you can find them in Google. So we don't really need to register to search and look for them on a special website. Stuff like that.

Interviewer: Would you recommend the Rijks studio?

User: Not really. I would rather find in Google.

Interviewer: So you think the Rijks studio to do is kind of unnecessary?

User: My first expression was like I thought that it is a museum so like the main, the main purpose of that is like a museum website where you can find stuff and download that. But if it's just a searching website I guess it is kind of unnecessary.

Interviewer: How easy to use would you rate the website from 1 to 10? 10 being the easiest.

User: 10 being the easiest? Uh, I guess eight.

Interviewer: What kind of people would use this website do you think?

User: I don't know. I mean maybe I saw that image of phone cases and stuff. So maybe if you do really want to download that image in the normal size and DPI, maybe you can just use it, you know, to get high quality image.

Interviewer: Um, coming back to the website, which feature was particularly nice to have?

User: I guess I noticed that.. Not color combination, but for example, when I searched for the painting, um, each painting has a number of five main colors. So it can really helps you with designing something. I think it's really useful for designers and artists. So yeah, I liked that one.

Interviewer: Did you know about the Rijksstudio before?

User: No.

Interviewer: What were your main pains with the Rijksstudio? As in problems?

User: The only problem I had it was just to register from my Facebook cause they don't remember the password. I mean, that is not a problem. They provide really useful options to register, so we don't really need to sign up. You can just use your Google and Facebook. So yeah, I didn't find anything so difficult.

Interviewer: Okay. Do you think it an in depth tutorial would be useful for this website?

User: Not really.

Interviewer: How would you improve the website in general? Would you improve anything?

User: Maybe I would add more languages, but I thought it was a museum website, so yeah, maybe that way would be useful. But if it's just a base or maybe not, um, I don't know. I don't see anything to improve... maybe these blue buttons.

Interviewer: Does it motivate you to visit the museum itself?

User: I think it's a personal thing and there are people who really like, who can just, you know, search through the base and find everything they want or you just want to go in and enjoy that atmosphere of museum. So it depends.

Interviewer: But would you personally? Does this motivate you?

User: I like that it's modern so it can attract young people to visit that museum. So I think, yeah, I will go and visit that.

Interviewer: That will be all the questions. Thank you very much for participating in my user trial. Do you have any questions to me?

User: No questions. Thank you very much.

User Trial – App

User Information

Name: Konstantin Isaev

Konstantin is a 24-year-old Russian exchange student here in the Netherlands. He has slight interest in art and enjoys design a lot. The trial was held in his apartment.

Transcript

Interviewer: Thank you for participating in my user trial. So I'm going to give you some tasks to do and please think out loud while you're doing them. So let's get started. In this app you have to find the painting called girl at the mirror.

User: Girl at the mirror. Okay.

Interviewer: The painting is by Paulus Moreelse.

User: Okay

Interviewer: Think out loud what you do. That was easy. Now you have to go back to the home screen because we have to start again every time.

Users: Okay.

Interviewer: The next task is download the image girl at the mirror. Tell me what you're doing.

User: I'm trying to... So first time I tried to just hold a press, hold, touch and maybe it's like pop up, like so you can download. So the next one, that share button, and it's maybe here. So in my phone, I have a special app so I can download any picture or video from my phone. If I can share it with something, but here I think like I can't do it. So we just screenshot this.

Interviewer: Okay.

User: Oh, saves these picture. Oh, to save this work. Okay. I found this so... Then save this whole work and I need to registrate to.

Interviewer: yeah. Uh, okay. Wait, wait, wait. You actually at the third task already, but go ahead. You need to add the image to your collection.

User: Okay. I don't have an account and I don't use Facebook. My name is Gougou. My password is ASDHGN. I want to keep it. Blah, blah blah. Okay I have an account now.

Interviewer: Now add the image to your collection.

User: Oh, what do I do? Oh, finally. Yeah. That's my first collection. Yes.

Interviewer: Okay. Can you check your collection to see if the painting was added?

User: Um, okay. My profile. Yeah.

Interviewer: Thank you. And now we're going to go to the questions. What was the first eye-catcher?

User: Um, maybe can I like, I can show. So first it was the name of the app here and oh, it's moving, that's cool. And like the painting in the background. Yeah.

Interviewer: What are the distractions you've encountered while doing the task?

User: Uh, distractions.. So, when I'm doing it... not much, but I need to go to browser to register to my account and then go back to the app. And again, I type all my password and my own things. So it's like not good. Like you can register in the app.

Interviewer: So what was aesthetically pleasing on the app?

User: I give like five of 10, because some details are very good, like design layouts. Yeah. But this is very like covered searchbar. Oh, about search bar. I know it's not like a design thing, but when I type like girl, whatever. Yeah. Like I can't search like painters. And when I did mistake instead of 'at', I typed 'ar'. They were like, oops, we don't have this picture. So I need like, you know, like the exact name.

Interviewer: Oh, okay. So if you can change anything, what would it be?

User: Oh, it'll be like two things of that. If I have some grammar mistakes when I try to search something, try to understand me and try to find something more like with a keyword. So we have like picture exists and not one when I'm going to register to a new account. So I can like do it in the app. And another one. Oh, so third one put, u what my collection in the menu. It's like you have place here like my collection. It's very easy.

Interviewer: Okay. So in what scenario or situation would you use this app?

User: Ah, so this Rijksmuseum, maybe if I'm in museum I think. I see the guided tour here or whatever. And that's all. Yeah. Because like if I need to find some picture, I can do it in Google or maybe to buy tickets. But so here when I'm starting to click like I want to buy tickets which are sending me to browsers so I don't need it [this app]. So only when I'm at the museum.

Interviewer: Okay. So what do you think is the purpose of the Rijksstudio?

User: Oh, I don't know. Like for real, just some education purpose I think. Maybe... so they have small information here, but maybe it's like some sort of like in Pinterest but with like paintings, which cultures, whatever and like some topics special and some information about this. But that's all like you have collection with like your buddies.

Interviewer: So would you recommend the Rijksstudio?

User: Oh, just to do guide tour. And that's all you need to do.

Interviewer: But would you recommend it to somebody?

User: If you're going to Rijksmuseum and I can like do like, yeah, like tours. Take a tour basically. Yeah, that's cool. Search... Whatever it is. Yeah. But yeah only when you are inside the museum, when you're outside... nah.

Interviewer: Okay. How easy to use would you rate this app? From 1 to 10?

User: Very easy. So it's like 7 because I should press love button and I can say red or whatever. Share it.. It's not very logical for me but it was pretty easy, so not a lot of functions to mess up anything.

Interviewer: Okay. What kind of people would use this app do you think?

User: When you're in museum? Like all kinds of people from the kids to some elderly people. I think prefer elder people, but it's very easy to navigate for the first time. So yeah.

Interviewer: Which feature was particularly nice to have?

User: I like the guided tours.

Interviewer: Do you think it is easily accessible? The app?

User: Yeah, it's quite easy! Maybe a museum map. Yeah, it would be cool feature. Yeah, that's all.

Interviewer: Did you know about Rijksstudio before?

User: Uh, no.

Interviewer: Okay, that's fine. What were your main pains or problems with the Rijksstudio?

User: Why do I need this [app]? That's the main problem I have. But yeah, share and love, they are quite similar? It's really looks like Pinterest so they can like, you know, steal some ideas from them. Yeah.

Interviewer: Okay. Well, do you think an in depth tutorial would be useful?

User: No. No, no, no, no. Maybe some just when you're open, for example, picture, you can be like pop ups like very fast. Like this is for share, this is for information and also another thing, I don't want to press a button, I just want to swipe [through the app].

Interviewer: Okay.

User: Yeah. Like in the menu, I don't want to press every single thing. Just swipe.

Interviewer: Oh, okay. And does this app motivate you to visit the museum?

User: Yeah, kinda, because now I want to know how the tours work in the museum.

Interviewer: You really liked the guided tours.

User: Yeah. Yeah.

Interviewer: Yeah. That's it. Do you have any questions?

User: No.

Interviewer: Okay. Thank you for participating.

User: Thank you.

[Failed] User Trial – App

User Information

Name: Jamie Li

Jamie is a 20-year-old Taiwanese exchange student here in the Netherlands. She studies Media and Design and enjoys museums a lot. The trial was held in her apartment.

Sidenote

This user trial was discarded since there was a language barrier between the trial leader and the user. There were a few complications due to the user not understanding the tasks to the Rijksstudio not having a sufficient enough translation for the app. The answers of the interview do not provide enough insight for me to work with, which is why I decided to repeat the trial with another user. The accessibility of the website however can still be criticized, since language should not be a pain point for a museum – that attracts tourists – at all.

Transcript

Interviewer: Okay. Coming to the questions. What was the first eyecatcher for you in the app?

User: The artwork at the start.

Interviewer: What are the distractions you've encountered while using the app?

User: No I think everything is very simple but sometimes it's too simple, so I cannot find the functions.

Interviewer: Okay. Was what was aesthetically pleasing on the app?

User: You can see the beautiful art.

Interviewer: So if you can change anything. What would it be?

User: If I can change, I will change some Chinese sentences and language.

Interviewer: In what scenario would you use this app?

User: Before I want to go to this museum I will use, but not for a long time.

Interviewer: So what do you think is the purpose of the Rijksstudio?

User: I think it's to introduce these works.

Interviewer: Would you recommend the Rijksstudio?

User: For the people who like art, I will.

Interviewer: How easy to use would you rate this website? From 1 to 10, 10 being the easiest.

User: I think 6.

Interviewer: What kind of people would use this app, do you think?

User: I think students might want to search some information about art. Or some people like art and they want to go to the museum. I think they will search first.

Interviewer: Okay. Which feature was particularly nice to have?

User: Hmm. Well, I don't know all the function in this app. But maybe you can share some art to your friends. Or share some information with your friends.

Interviewer: Do you think it is easily accessible?

User: Yes.

Interviewer: Did you know about the Rijksstudio before?

User: No.

Interviewer: What are your main pains with the Rijksstudio?

User: I don't want to sign up because you need to give a lot of information.

Interviewer: So do you think an in depth tutorial would be useful for the studio?

User: Yes to learn about all the features.

Interviewer: How would you improve the features?

User: Oh, maybe when some function, like the studio or the tickets or the guide you can add some icons.

Interviewer: Does this motivate you to go to the museum?

User: Mm. If 1 to 10, I think 6 because I can see all the work. And if you like, you will want to see the real one.

Interviewer: Do you have any questions to me?

User: No.

Interviewer: Okay. Thank you very much for participating.

User: Thank you.

Jullya

App

User: Rachel, 25 years old from Brazil. Lives in Leiden, Netherlands where she studies arts and museology at Leiden university.

Interviewer: 00:00 So, um, thank you that you agree to participate in our user trialing project. Uh, just to remind you why we're here, we would like to conduct an observation on your first contact with Rijksstudio, which is a digital application of the Rijksmuseum. We would like to record testing of your screen while completing a few specific tasks. Um, I will go over the tasks a little bit later. Uh, I just wanted to let you know that the recordings won't be published. They're just for our use if that's okay with you. And one more thing, I want you to remember that there is no right or wrong answers to the questions I will ask you, and more importantly we're not testing you, we're testing the application and how useful is.um, do you have any questions so far?

Participant: 00:52 No

Interviewer: 00:54 All right. I'll start with a few warm up questions. Have you ever heard about rijksstudio or rijksmuseum before?

Participant: 01:00 Yes. Yes. Should I say study museum studies? That will be a good thing to say. So yeah.

Interviewer: 01:07 Um, have you ever visited the Rijksmuseum?

Participant: 01:09 Yes.

Interviewer: 01:11 Um, what were your impressions of both the museum and the rijksstudio?

Participant: 01:19 The museum this really crowded but organized? Yeah, I was there for like class, like for a specific excursion, but it's nice. I like the studio I don't remember. I think I used it like over a year ago.

Interviewer: 01:43 Do you remember why?

Participant: 01:44 I was looking for one specific specific photo for my, like an assignment I had to do, but I think it couldn't find it. It was just like one really old face.

Interviewer: 01:59 Was it hard to find?

Participant: 02:02 I think so, yeah. I don't remember.

Interviewer: 02:04 Let's see. Now, before we start, I would like you to do a few few things. While testing don't really help get better results for us. One is to think out loud. Every step you take you can describe it as you click. You say, I'm clicking here. If you get a mistake, we won't be able to help you. If you get stuck in any part, just try exploring the

area and keep trying to complete your task.

Interviewer: 02:33 Alright, you can start right now. Open the Rijksmuseum app please. Um, your first task is download the image of Paulus Moreelse's painting girl at the mirror.

Participant: 03:03 Absolutely. Oh, search. Uh, Oh shit. No. Can't I search the name of the artist? No, just random here. oh. Did I misspell it? You said this one? Yeah. Is it? Yeah, that's fine. Found it. But I had to scroll back. Yeah. If it was like in the back I feel that will take a while. Is there a way I can see all the paintings? No. See that's why I don't like this app. It's just not very easy to find, yeah. Okay.

Interviewer: 04:26 Your task is to download the painting.

Participant: 04:39 Okay. I don't know which one to press. Information? I think it's the little i information and then I press. The other one that is not a heart, there are three letters, but the other one it's to share the artwork. I don't know how to download it. Does it count if I save them? In your drive? Trying to do two options. Oh, it doesn't work? Yeah. Should I keep trying? Okay. Oh shit. You can't help me right? I want to ask you stuff. So if I do it through here, it's going to be the same thing. I'm sorry.

Interviewer: 06:24 What we're testing is the usability of the rijksstudio so you are going to have to be within the rijksstudio.

Participant: 06:31 I was trying to go back to see if there's like a collection or something, but yeah, I obviously it didn't work.

Participant: 06:51 Why is it not here if it is an artist. Okay. Interesting.

Interviewer: 07:18 Have you tried all the options that are given to you?

Participant: 07:21 Yeah, there. Well that I can see there are only three buttons, like the heart, which I assume is to like or that you could put in your own collection or something like that. And a little i, which is for information I assume and when I click it, there's no information. And the third one is this little thing to share, so I have no idea. I'm stuck.

Interviewer: 07:48 All right. We can proceed to the next task then. Uh, the task is add the painting girl at the mirror to the collection.

Participant: 08:00 Which collection? Oh, okay so the little heart. Interesting. Oh, okay there is the log in there. Sorry.

Interviewer: 08:52 Yes, you have now completed the second task. Okay. So I have few questions for you afterwards here. Um, what was the first eye-catcher when you opened the app?

Participant: 09:09 The Paintings

Interviewer: 09:12 Were there any distractions that would prevent you from completing your tasks?

Participant: 09:22 Not managing to download it. Yeah, like a button or like something that will help me with that.

Interviewer: 09:29 What was a statically pleasing on the, on the app for you?

Participant: 09:35 It was simple, not (inaudible).

Interviewer: 09:41 if you could change anything, what would it be.

Participant: 09:43 to be able to download stuff.

Interviewer: 09:48 In what scenario would you use this website?

Participant: 09:52 For me, like university assignments, but I can imagine that if you are in the museum, you have like an audio guide or like a map, but the other studio? Yeah, maybe for wallpaper and cell phone, something like that.

Interviewer: 10:15 what do you think is the purpose of rijksstudio?

Participant: 10:26 Provide people access to paintings and other art works,stuff like that. Also from [inaudible].

Interviewer: 10:38 Would you recommend rijksstudio?

Participant: 10:39 If they change it a bit. Yes. Yeah. Yeah. No, it's cool. Yeah. My friend managed to use, I know because she managed to find a vase and we use it for our assignments.

Interviewer: 10:54 How easy would you rate it? The website? The app, I'm sorry, from one to 10.

Participant: 11:00 The rijksstudio? Five I think. Yeah. Yeah. Yeah. Though, when I typed the name of the artists, he didn't know it was the artist. It's like it only showed like artworks like in the beginning and then I had to scroll to go to the artist like section. That's why, because obviously it's an artist.

Interviewer: 11:32 What kind of people would use this app do you think?

Participant: 11:42 Students. Yeah, I think people that like art and have visited the museum and has liked a specific artwork and would like to see it up close. I like that you can get really really close (zoom). That's something [you cant do in the museum] usually you shouldn't.

Interviewer: 12:00 What was, uh, a particularly nice feature to have?

Participant: 12:12 I would say download stuff if you can. Yeah. Yeah. But yeah, I'm doing that zooming in.

Interviewer: 12:20 Um, do you think it's easily accessible?

Participant: 12:26 You know what you mean? Yeah, you can download that. I think anyone can download there if you have a soft, uh,

Interviewer: 12:37 you did know about the rec studio before.

Participant: 12:40 Correct.

Interviewer: 12:43 And you were previously aware of features like adding to your collection?

Participant: 12:49 Yeah, I think so.

Interviewer: 12:51 What were your main pains with the right studio? Again, you mentioned being able to find the artists being able to download the image, but where'd your any others?

Participant: 13:07 No. Yeah. Um, also was not easy to find the specific artwork I was trying to find within the artists' like artworks. So maybe like a section, a way I could find the artworks easily when I'm looking for that artist.

Interviewer: 13:31 Do you think any in depth tutorial would be useful?

Participant: 13:39 Yeah, but I think they have to just change the, the app a bit actually. Cause yeah, I couldn't download the thing, so I would do, if I had downloaded the app I would be frustrated and probably just erase it but not looking for a tutorial. Yeah.

Interviewer: 13:56 So you don't think a first timer would need a tutorial if they change the little things?

Participant: 14:04 If it was like better. I don't think so. No. I think it can get better. Like, but not, I don't think you need a tutorial. They have this way.

Interviewer: 14:17 How would you improve the app?

Participant: 14:21 Well, yeah, I think at this point is quite obvious. To, when you type the ending of the artist, um, it should be easier, like the first things that appear. And when you select, um, there should be a easier way to find, to go through all the artworks or to

look for one specific artist. Cause I was wondering if you had like 100 paintings of the same artist that would take a while to go just scroll through; and to download it.

Interviewer: 15:02 Does the app motivate you to visit the museum?

Participant: 15:11 Not particularly, No.

Interviewer: 15:15 And the last question would be how could we improve our user trial experience?

Participant: 15:24 The testing? No, that's great. Yeah, it was clear the tasks except getting around the app, but the task was good.

Interviewer: 15:34 Do you have any extra comments on this sheet of paper that you would like to add? Likes, dislikes about anything?

Participant: 15:41 I think I said everything.

Interviewer: 15:49 Now thank you very much for coming to our user trial.

User: Gabriela, 21 years old from Brazil. Moved to The Netherlands in October 2019 to work as an aupair.

Interviewer: Thank you that you agreed to take part in this user trialing. Just to remind you why we're here, we would like to carry an observation and your first contact with the rijksstudio website. Rijksstudio is a digital application of the rijksmuseum We would like to record testings and record your screen while you complete some tasks that I'm going to tell you later. The recordings that were going to do right now they won't be published Anywhere is just for us to see. Is that okay with you?

Participant: Okay

Interviewer: One more thing I want you to remember is that there is no right or wrong answer it's more important that we are not testing your skills for testing the website so don't be afraid to make mistakes. Do you have any questions so far?

Participant: Actually just what is- I don't know if you're going to answer that- if you're already going to tell me but what is the site about, is it about the museum?

Interviewer: It's a studio for the museum called rijksmuseum and you can do quite a few things in here that will be related to the tasks that I will tell you but it's related to the museum before we start with the website I'm going to start a few questions have you heard about rijksmuseum before?

Participant: No.

Interviewer: How about Rijksstudio?

Participant: No.

Interviewer: Alright have you- when you think about the right studio what do you think it might be that was your question to me but I'm asking you

Participant: Looking at this I think it's something About the history of the Netherlands And it's a museum about this and about the past something some artistic expressions about the past.

Interviewer: Okay, I will give you this sheet of paper right here that you can use to fill it while you have the activity that we're going to give. You can write down on the paper if you want. If you need some extra information like a password you have it on the paper. Before we start I would like to ask that would really help us: I want you to think out loud so you tell me what you were doing, if something happens, if you have any struggles... you tell me anything that you have in mind and you say it out loud. We won't be able to help you while

you try to finish your tasks but just keep on trying if you encounter any difficulties and if you're stuck just try to find another way or I will intervene after a while if you're not able to complete your tasks.

Participant: The first task is to download the image of Paulus Moreelse's painting "Girl at the mirror"

Interviewer: Do I have to find this one?

Participant: Yes. Where are you clicking?

Interviewer: I am clicking at the research part of the title to try to find it. It's too much pressure haha

Participant: Ok I found a picture in the name about girl in the mirror. It tells me the year 1632

Interviewer: Do you want me to repeat the task for you? Your task is to download the image Girl at the mirror

Participant: Oh ok I had forgotten it that's why I was just telling you random information of what I was seeing. Ok so download... download it's right here, there is a button, I clicked on it.

Interviewer: What happened?

Participant: I clicked on it and says to me that I can only download if I sign up in my account so if I have an account I can download if I don't I have one do I create an account?

Interviewer: You have the information in the paper

Participant: Ok so I will log in. Ok so I put the right email now and appears download the image and I did it.

Interviewer: Congratulations you complete the first task.

Participant: Do I need to open it?

Interviewer: Yes.

Participant: Ok so I opened it really is a girl in the mirror.

Interviewer: Alright your second task is to add the painting girl at the mirror to your collection

Participant: Oh so I need to find my collection. Let's see here, collection... what is this access my collection? Ok I clicked on the "t" which was test and I can see that my first collection is still empty so I will click on it... yes so I went to T the open my first collection and I have nothing on it now.

Interviewer: Do you want me to repeat the task?

Participant: Please.

Interviewer: Your task is to add add the painting girl at the mirror to the collection.

Participant: Well I open the download folder and I'm trying to search the name of the document that- because I don't know in what file it is located at- maybe I am doing this the difficult way but I don't know what other way to do it.

Interviewer: What difficulties are you having?

Participant: The difficulty is to find how to upload it, you know, like, I have the picture, I have the website, and I have my first collection but I don't see anything that says, like, upload your image or upload your picture. I don't know if I am lost in it or not...

Girl in the mirror. So I can do it by the website and it's easy to do it! Oh yes we have a heart in the picture! So my first collection found it yay is it already there!

Interviewer: Congratulations you completed the second test.

Participant: I did it already? So fast! Technology... I'm not really used to it.

Interviewer: Ok so now I will ask you a couple of questions.

Participant: What was the first eye-catcher when you first saw the right studio website?
Eye-catcher?

Interviewer: The first thing you put your eyes on.

Participant: The letters. The big letters of rijksstudio and after- at the same time actually- I saw some pictures of paintings, famous paintings so that's what I saw it first.

Interviewer: Were there any distractions when you were browsing through the website?

Participant: No, no.

Interviewer: Nothing that stopped you from completing the tasks?

Participant: I think it was all about my interpretation...no but I understood the first task easily and the second one I am used to uploading things from a different way on the website, not directly on the website but from the computer, but there was nothing that would stop me from it and got me confused.

Interviewer: What did you find beautiful about the page?

Participant: I think everything was very beautiful, there was nothing heavy to see nothing confusing that you do not understand it was very harmonic.

Interviewer: If you could change anything what would it be?

Participant: I think maybe, I don't know if I'm wrong about- because maybe- what about the website...is because I have a title and I have pictures but I don't know what exactly it is if I just open it on from Google by mistake and if I'm looking at it I don't know what the website is about maybe a description like a little one you can say a little bit about what it's about because if a teacher tells me that I need to find it then yes it's going to be very clear what's it about but if I don't know what I'm looking at then this would be nice.

Interviewer: What is exactly Rijksstudio?

Participant: It is a platform of The rijksmuseum where you can save your artwork or the artwork that you want to see or print. You have access to nearly all the Collections that you can see before going to the museum.

Interviewer: In what scenario would you use this website, when would you use it if you would ever use it?

Participant: I think if I'm going to search about the museum maybe to plan your visit, to know what you're going to do because sometimes we go to the museum you do not know what to do exactly that's in my case you know I don't really know what to do in museums so I just walk around.

Interviewer: Would you recommend the rijksstudio website?

Participant: Yes because I like things to be organised, I don't like to take a lot of time to search things. And this is very clear to understand what I need to do here if I need to plan my visit if I need to make a collection if I need to know more about the museum which is my case because I don't know much about the museum. I will of course recommend this website, yes it's a beautiful website.

Interviewer: How easy to use do you think the website is? From 1 to 10.

Participant: Easy. First I didn't understand what the website is about, I would say nine.

Interviewer: What kind of people do you think would use this website?

Participant: People with culture or people that want to gain culture. The site seems to be easy for people who don't know it, but it seems to have the necessary information for people who know what it talks about. I think it's made for two kinds of people, those who don't know much about it can go to about the Museum and they can find visit or those who

know a little bit more about it can go directly to plan your visit or the Rijksstudio.

Interviewer: What features were nice about the website?

Participant: I like the- I don't know if I can say the name of the other app but- it has some suggestions like Pinterest so that you can save the ones that you love like this and it's very very excellent pictures like the good qualities, it's amazing!

Interviewer: And do you think the website is easy to access?

Participant: Yes because you can create your account if you don't have one and you can use Facebook to do it as well and a lot of people have Facebook so it's quite easy.

Interviewer: Do you think you would need a tutorial to use this website? Do you think it would be useful?

Participant: I don't think so because the titles, they are clear and you can understand what you're going to do with the titles I just think that you need a description so that you know what the title means but for me it's hard to explain.

Interviewer: How would you improve this website if you could?

Participant: Well I think I would do just two things. The first one it was about the description that I already said a lot of times and the other is I realise that if you don't put the name completely right you go to different pictures and it's like that song that you listen and you don't know exactly the name of the song and it's the same in this case when you don't know the name of a specific art that well you can't really find it so maybe it would be nice that if there was a way that you could find it without putting everything right maybe you'll get the first name of the second name of the people who made the paintings but you would still be able to find it.

Interviewer: Does it motivate you to visit the museum?

Participant: Yes the pictures are very beautiful and discovering that I love these type of things I have a friend that she gives me really good impressions about Museums so I would really like to visit.

Interviewer: Last question, how would you improve the experience that you have here with the interview, using the computer... did you enjoy it?

Participant: I enjoyed it, I loved it

Interviewer: !Alright then thank you very much for participating in this.

Participant: You're welcome.

Kristine

Website

User: Anastasija Ivanova

Age: 19 years

Origin: Latvia

Location: University

Introduction

Interviewer: The trial will be carried on my 1st user Anastasija. I'm going to check Rijksstudio web. Hi Anastasija, thank you that you agree to take a part in our User Trailing Project. Just to remind why we're here, we would like to conduct observation on your first contact with Rijksstudio, a digital application of the Rijksmuseum. We would like to record testing and your screen while completing few specific tasks like e.g.: Is this OK for you?

Respondent: Yes

Interviewer: I want to say that all these data will be available only for our study coach and project team.

One more thing, I want you to remember that there isn't right or wrong answers, but what is more important, we're not testing YOUR skills, we're testing the website.

Do you have any questions so far?

Respondent: No

Interviewer: Few warmup questions: Have you ever heard about Rijksstudio or Rijksmuseum?

Respondent: No, it's the first time.

Interviewer: Do you have any ideas what it can be?

Respondent: Maybe something about museum and art.

Interviewer: Thank you very much.

Now, before we will start, I would like to ask you to do few things while testing, that would really help to get the best results.

1. Think aloud – that would help you to guide us through your steps and process
2. You've received User's notes sheet. Take some notes to save your comments. You can use them during interview after testing.

We won't be able to help you with the tasks as that could distort objectivity of the result. If you'll stuck somewhere, just try to find other way or look around the options and page.

Do you have any questions?

Respondent: No

Interview after the test

Interviewer: What was the first eyecatcher?

Respondent: Paintings. It was difficult to find my profile, for example I can't download painting without sign up.

Interviewer: What are distractions you have encountered?

Respondent: For me it was to log in. When I want to do something faster, and if I need this painting why I can't just download it.

Interviewer: What do you think is the purpose of the Rijksstudio?

Respondent: To show paintings and to entrap people to visit the museum.

Interviewer: How easy to use would you rate the website from 1 to 10?

Respondent: 7, it took a long time to find my collection. It was shown with letter "T" how can I guess what it is.

Interviewer: What kind of people would use this website or app do you think?

Respondent: People who are interested in paintings or travelers, because they want to explore more about paintings and museums.

Interviewer: Which features was particularly nice to have?

Respondent: I like that I can add painting to my collections, and that I can plan my visit and buy a ticket.

Interviewer: Do you think this website is easily accessible?

Respondent: I think yes, if you want to find something, you will find it. It depends what kind of users use it, like age.

Interviewer: What can you suggest, how can we improve this website?

Respondent: Maybe to find your profile and collection it can be bigger or written with bold letters.

Interviewer: That would be all. Thank you very much that you agreed to participate in our User Trialling and share your first impressions and experiences on Rijksstudio web.

App

User: Marija Safronova

Age: 18 years

Origin: Latvia

Location: Home

Introduction

Interviewer: The trial will be carried on my 2st user Marija. I'm going to check Rijksstudio app. Hi Marija, thank you that you agree to take a part in our User Trailing Project.

Just to remind why we're here, we would like to conduct observation on your first contact with Rijksstudio, a digital application of the Rijksmuseum. We would like to record testing and your screen while completing few specific tasks like e.g.:

Is this OK for you?

Respondent: Yes, it's okay for me

Interviewer: I want to remind that all of this recording will be available only for me and for my project team.

One more thing, I want you to remember that there aren't right or wrong answers, but what is more important, we're not testing YOUR skills, we're testing the app.

Do you have any questions so far?

Respondent: Not yet

Interviewer: Now I want to ask you few warm-up questions. Have you ever heard about Rijksstudio or Rijksmuseum?

Respondent: Only because you were telling me about it before.

Interviewer: Do you have any assumptions what it might be?

Respondent: Some kind of museum in your city, and it's like a website about it.

Interviewer: Ok, thank you very much. Now, before we will start, I would like to ask you to do few things while testing, that would really help to get the best results.

1. Think aloud – that would help you to guide us through your steps and process
2. You've received User's notes sheet. Here you can see login and password for Rijksstudio.

We won't be able to help you with the tasks as that could distort objectivity of the result. If you'll stuck somewhere, just try to find other way or look around the options and page.

Interview after the test

Interviewer: What was the first eyecatcher?

Respondent: I think that it was understandable that this app includes an art pieces, so if we talk about design, it's really good and it's modern. But I can say that this list of questions was very comfortable to me to pick one of them to do something for this task.

Interviewer: What are distractions you have encountered?

Respondent: The main distraction was that I just started to list the paintings, because I started to see the whole paintings and I saw that it may be very fast to search for "Girl at the mirror" and I didn't noticed this button to just search for it. It was the main distraction that I started to look over all paintings at the beginning.

Interviewer: If you can change anything, what would it be?

Respondent: I would change not this list of paintings what I see, just list of artists, so when I click on the second question at the begging, I want to see the list of artists, not list paintings, because it distracts me.

Interviewer: What do you think is the purpose of the Rijksstudio?

Respondent: When you enter the museum maybe it is more comfortable to search for the paintings with this app. I think it's very good because I don't want to buy this audio guides in museums, because they are for extra money, bet it's very comfortable just to use this app. So, I think it's really good that this app exists.

Interviewer: Would you recommend the Rijksstudio?

Respondent: Yes, I would recommend this museum. I think that's it's very modern way how to make u guide for museums, so I think it's really good idea and I think that other museums need to take it and create apps like this.

Interviewer: How easy to use would you rate the app from 1 to 10?

Respondent: 8 or 7, because of this list of paintings and I was confused at the beginning. I wasn't thinking too much which question I need to choose to explore for the paintings, because they are similar, so tickets it's of course just to buy tickets, but these two questions were really similar to me.

Interviewer: What kind of people would use this app do you think?

Respondent: Of course, smartphone users and travellers who have some experience just to save money to just use their smartphones to make a guide online when they go to museum. I think most of them would be young people.

Interviewer: Do you think this app is easily accessible?

Respondent: It's not for payment and you can just download it from Playmarket or Appstore, of course it's accessible.

Interviewer: Do you think an in-depth tutorial would be useful?

Respondent: According to other apps, I think that when you download it and you can see the steps or short video how deep into it, it would be good, because I didn't see this app from the beginning, because give it to me already downloaded and opened. If it will be just downloaded, it would be necessary to provide this short guide how to use it.

Interviewer: And the last question, does this trial motivate you to visit the museum?

Respondent: I think that I'm about art already, but yes, it motivated me, because I enjoy seeing some new art pieces. And the idea that I can use this app to provide the guide through museum, motivated me to visit it.

Interviewer: Maybe you have some extra comments about the app, or any suggestions how to improve this app?

Respondent: I need to think about it a little bit... It seems really simple at first, but only one thing with artists. The list of artists, because paintings distracts.

Interviewer: That would be all. Thank you very much that you agreed to participate in our User Trialling and share your first impressions and experiences on Rijksstudio app. Do you have any questions for me?

Respondent: No, just improve it if you can.

Interviewer: Thank you!

Amelia

Website

User Info:

Magdalena Wierzbicka, 26



Well, I, um, I studied interior architecture and I'm an artist. So for me it is important to be inspired and stay up to date with current exhibitions, but also to be inspired by old masters.

User trialling on Rijksstudio website has been done on the university campus in a friendly atmosphere of 3 other group members (technician, moderator, researcher). Everything went with the plan and introduction, user trialling and interview has been conducted.

INTRODUCTION

Interviewer: (00:01) Okay. We are with, Magdalena. Hi Magda. Thank you that you agreed to take a part in our user trialling. So, just to remind why we are here, uh, we would like to conduct observation on your first contact with Rijksstudio, which is a digital application of Rijksmuseum. And, uh, we would like to record your testing, your reactions and your screen while completing few specific tasks like 'download the painting' and 'save painting in a collection'. Is that okay for you?

Participant: (00:35) Sure.

Interviewer: (00:36) Alright, one more thing. I want you to remember that there's no right or wrong answers and, uh, it's more about, uh, it's more important so we can see your first reaction on first experience. And we're not testing your skills, we're testing the application. And this recording will be used only for the project purposes. Is that okay?

Participant: (01:05) Okay. Sounds good.

Interviewer: (01:07) Okay. Do you have any questions so far?

Participant: (01:09) Uh, you told me that I have to save the painting in the collection. What do you mean by saving it in the collection? Is it something specific to the

website or do you have a folder collection on the, uh, on the desktop, on the computer?

Interviewer: (01:31) Okay. Uh, we'll specify that task a little bit later. Collection is the part of Rijksstudio. Is one of the functionalities.

Participant: (01:53) Okay. That's what I wanted to know.

WARM UP QUESTIONS

Interviewer: (01:53) Ok, so few warm up questions then. Um, have you ever heard about the Rijksmuseum or Rijksstudio?

Participant: (01:53) Uh, yes, but I have never been to Rijksmuseum.

Interviewer: (01:57) Um, what do you know about both of them?

Participant: (02:00) Well, I don't know anything about Rijksstudio. About Rijksmuseum, I know it's based in Amsterdam and it has a great collection of art, but I have never got a chance to visit it.

Interviewer: (02:13) Okay. Uh, you haven't visited it, um, have you ever planned to visit Rijksmuseum?

Participant: (02:20) Yes.

Interviewer: (02:20) For what purposes?

Participant: (02:23) Well, I, um, I studied interior architecture and I'm an artist. So for me it is important to be inspired and stay up to date with current exhibitions, but also to be inspired by old masters. So I guess this is in my planning for the next year to visit the museum.

Interviewer: (02:49) Okay. Um, so when I'm telling you about the Rijksstudio, what do you think it might be? How it might look like, what you would expect from that?

Participant: (03:01) Well, I have no idea what this could be. Is it, uh, a specific organization? Is it an institution? Is it something that's, uh, works in collaboration with the museum or are they independent? I have no idea. So...

Interviewer: (03:19) Okay. And knowing that this is a functionality of the website, do you still don't have, um, idea of what it might be?

Participant: (03:28) Well. Um, I'm just thinking that, uh, if you ask me in the beginning to save the... to find the painting and save it in the collection, maybe this is an application that helps, uh, the users to get familiar with the museum and, um, maybe make some personal contacts or like find the personal relationship to the museum. So if I like the particular painting, then maybe this app or a website allows me to download it, have it in my collection and get back to it later on and have my own database, uh, of things that I liked from the museum or like probably, maybe it gives also additional information about art and helps to understand some things better. I don't know.

Interviewer: (04:23) Okay. Uh, thank you. Um, I think we can start. Um, uh, but before we, we'll start, uh, I would like to do few things while testing and that would really help us to get the best, uh, inside the best results. Uh, the first thing is to think aloud. If you can just tell us everything, what you think, if you have any a problem or you're stuck somewhere. Just just, um, we won't be able to help you, but just let us know. Um, and, uh, you have received a user's notes sheet. I have it in front of you. Um, so we can take some notes or notes or comments. Um, uh, you can use them, um, while inter interview, um, after the testing. Um, okay. Uh, there's a section, extra comments, so we also can put a short summary, but, uh, you can do it verbally as well.

Participant: (05:19) Okey.

Interviewer: (05:20) Um, as I said, we won't be able to help you, but, uh just try to use another way, try to explore the website and don't bother. Just try to read what is there. Um, do you have any questions?

Participant: (05:39) So far? No.

USER TRIALLING

Interviewer: (05:40) Okay. You're starting from the position of Rijksmuseum website and you can start. Um, as I said we have two tasks for you. And the first one is to 'download the image of Paulus Moreels, painting 'Girl at the mirror.' And I'll tell you about the second one, after completing this one.

Participant: (06:01) Okay. So I'm on the landing page and I will change the language to English, right now. And uh, I will download the painting. Search in the Rijksstudio... and I guess it still stays in English so I don't have to change the language once again.

Pilot showed issue with changing the language from English to Dutch every time the new page was loaded.

Participant: (06:25) [typing] 'Girl at the mirror' . And maybe it is also important that I made a mistake while typing, but the application, uh, found the paintings anyways, so I think that's helpful. I found the painting and I will download the image. Okay. So it says that to download this work you need a Rijksstudio account. And I can um, I already have a Rijksstudio because I have the password here. Log in and now I can download the image. So I do have the image... and the second task is to...

Interviewer: (07:30) Yes. And uh, the second task is to, um, add the painting 'Girl at the mirror' to the collection.

Participant should be directed to start new task from the position of a homepage of Rijksmuseum.

Participant: (07:39) Okay. Mm. So now I have to choose... I can save it in my Rijksstudio, 'this whole work' or 'selection of this work', which I guess is that... Do I... do I have to save the whole image?

[ADAPTIVITY -]

Interviewer: (08:06) What do you mean?

Participant: (08:06) Because I can save the whole image, 'this whole work' or 'selection of this work'. So I guess I can, uh, frame or like crop it and then save it. But I will save the whole image, right?

Interviewer: (08:22) The task is 'add the painting to the collection'.

Participant: (08:27) Okey, my 'first collection'. Mm. 'The work is added to the set 'My first collection' in your Rijksstudio, you can find your Rijksstudio via your initials or pictures at the upper right of the page'. Okay.

Interviewer: (08:46) Can you please check if the painting was added?

Participant: (08:49) Yes, I got a notification, which I think it's a useful feedback that it's there and already shows where should I, uh, click to find it and, umm, I have the painting. My first collection. One work.

[SAFETY+]

Interviewer: (09:06) Uh, okay. Great, thank you. Let me check... Um, okay. It seems, you accomplished all tasks. Um, and how was it? Do you have any first insights?

SUMMARY

Participant: (09:29) Uh, I think it was, uh, pretty intuitive, uh, how it was. [EASE OF USE+]

I think the steps were flowing pretty smoothly. [FLOW+] Uh, I didn't mention that also like, I only encounter one more... Maybe I was, um, I could use the fact that you can click right click at the image and then you can download the image. But it didn't stop me for a long time because I immediately saw the button underneath the image. So it wasn't a problem for me I guess. And changing the language, uh, worked pretty well. And uh, I think it was, it was very easy for me to follow the steps. I didn't have any problems.

Interviewer: (10:14) Um, okay. Uh, did you generally like the the feature? What do you think about the feature itself?

Participant: (10:20) Yeah, I think it's a very, um, it is a very useful thing because for example, I do that myself, that whenever I like the painting and I find that, uh, somewhere on internet and download the painting directly to my computer. But after a while it just takes a lot of space and sometimes I change computers so I don't have the base that I build the archive that I built before, and if it's online and if I added to my collection, I think it's makes it very, uh, helpful for me to know that it doesn't take away this place from my computer, but also that's, um, I didn't check it, but I, I guess you can, uh, create, uh, several collections on your computer so I can create, uh, folders and I can easily categorize the paintings. And I think that's, that's, that's very, uh, helpful for me. |

Interviewer: (11:19) Uh, okay. So what do you think, for who it might be useful? This application? This feature?

Participant: (11:25) Well, uh, I think for art lovers or anyone who enjoy paintings and art, but also for people who, uh, likes to keep things close to themselves, to, um, to stay inspired and to have an access to the paintings, whatever they want to. If, I don't know, if they have a project or design something, they just build their archive that they can use it whenever they want. And I guess my artist friends would be, uh, happy with that kind of feature. And I think that you would be willing to use it. I think I will, if I will use it.

Interviewer: (12:10) And, uh, do you think, you would recommend the.. That Rijksstudio to your friends then?

Interviewer: (12:15) Yeah, I... Well for sure, yes. I mean, I haven't digged into the details. Uh, I don't know if you get any information with the painting immediately. Do you? Do you get information with the painting immediately? So if I click on the painting, do I, what kind of details do I get?

Interviewer: (12:35) Umm..I'm not quite sure. So this is a good question...

Participant: (12:41) Because I assume that the, um, the very obvious information, when was it painted? Painted by whom? That's probably there. But what would be helpful is like a small, short, um, maybe not interpretation, but the context or background of the painting and uh, because one thing is to experience the visual content, but the only thing is to have some written texts to it in order to position you, uh, within the context of, of the art.

Interviewer: (13:19) Okay. Um, yeah. Um, few more questions.. Um, so what was the first eye-catcher when you opened the website? Do you remember?

Participant: (13:36) Uh, the first thing I remember are the big letters moving from the left to right and the, the image that was changing.

Interviewer: (13:46) Did it disturb your attention?

Participant: (13:51) No. No, I don't think so.

Interviewer: (13:54) Um, they think it's a good add for them? To like.. in that form?

Participant: (13:59) Well, uh, I think, uh, interactive websites they are, um, I think the experience of the website is getting richer, but on the other hand, I think till the point that

it's not getting too busy because you're there for a purpose. And I think it's good that once I knew what I wanted to do, I had a task, I wanted to search for a painting, then the next step, uh, were pretty clear and stable. So there was no moving images when I was searching for particular image. So that was, uh, that was easy I think.

Interviewer: (14:37) And.. Was there any distractions then? Do you remember anything what disturb your attention?

Participant: (14:42) Uh, well... no, I didn't think so. I'm not sure if I remember it correctly, but if you click on the image when you, uh, when you search for it then you'll get the list and when you click on it, I think you, you get a very zoomed in version of the painting. And I'm... Is that's true? And I think this is not something that I really liked because, uh, I, if I want to get closer, if I want to zoom in, I want to do it by myself and I don't want to be, um, it's just like a weird feeling of scale, if this is not the scale of the painting that you want to experience. So I guess that's, that could change.

Interviewer: (15:29) How you would do that? What kind of solution you could apply?

Participant: (15:32) Well, I just, I think if you open the painting then, uh, whatever size or shape it is, it appears in there full scale. So it's not something that comes closer to you like immediately, but it's big. And then, uh, by clicking on it, you can, uh, zoomed in or like you can, you have this loupe and then...

Interviewer : (15:57) Oh, okay. Uh, so that 'loupe', you mean the icon would help?

Participant: (16:04) Yeah, I actually don't remember because there is, uh, an icon if you, uh, hover on the, on the painting, I don't remember. Was it like two arrows together like this?

Interviewer: (16:17) I don't remember. And that's why I didn't find any function of the...

Interviewer: (16:22) Can you show that on the computer?

Participant: (16:32) Yeah. This, so I guess it's that those two arrows together and for me, I don't know why they are here because I can move it, but I cannot keep it in the position that I wanted to.

Interviewer: (16:49) So it's just unclear for you, what is that?

Participant: (16:52) Well actually I can keep it when it's, when it goes up and down, but when it goes to the right or left, then the image comes back to it's position.

Interviewer: (17:05) Okay.

Participant: (17:06) Do you know what I mean?

Interviewer: (17:06) Yeah, I know what you mean. Maybe it's just how the painting is wide? I'm not sure. So this is something you would improve?

Participant: (17:18) Because I cannot experience her whole body right now. I want to see her, her whole posture and I can't, like I can, I don't have an option to zoomed out and I can see the painting in fragments or maybe, well... here maybe. Oh yes. Now I can click on the.. Now I can see that you can zoom out.

Interviewer: (17:44) Okay. So, uh, after you know where it is, is it clear for you what that icon means?

Participant: (17:51) Uh, this one?

Interviewer: (17:53) Um, no, the loupe icon.

Participant: (17:56) Yeah. This one. Yes. I mean, now I can see it. I just didn't remember that it was there, so, uh, but I think it's still helpful for me or I would find it easier that when I click on the image it appears in this scale and not, uh, and not zoomed in.

Interviewer: (18:17) Okay. Umm, okay, now seeing how Rijksstudio looks like, what do you

think is the purpose of it?

Participant: (18:32) Mm, I guess, uh, to make people familiar more with art. Like it's easier if you see a painting in the museum and you can come back home, you can search for it, you can probably search for, uh, paintings of the same artists and you can, uh, uh, you can get inspired. You can, um, learn from it as well. But also, uh, not always, you have the possibility to travel to the museum itself. So whenever you want to or wherever you are, you have an access to the, uh, to the collection. I'm not sure if it's the whole collection of the museum because I don't know. But if yes, then, uh, then I think that's great. And a lot of times museums are pretty busy and you don't have an access to the painting immediately. So you stay in the line to see it. And of course it's completely different type of experience to see it on the screen or to see it on the wall because of course I would prefer to see it on the wall, but not always we have a possibility to do that. So I guess that kind of tool allows us to um, to stay in touch with the art, with the collection and uh, personalize your experience.

Interviewer: (19:58) Okay. Um, how easy to use would you rate the website? From 1 to 10?

Participant: (20:06) Uhh, I think based on those two tasks that I got, I think 9.

Interviewer: (20:13) Okay. Um, do you want to add a comment? Why?

Participant: (20:20) Mm, well, I think I also mentioned in the beginning that the steps were pretty easy for me to follow and it was intuitive. I knew where to click. Maybe besides those few remarks from, uh, about the zooming in and out, but maybe also I had not enough time to engage with the tool. So if I would have like a few more minutes, it would be obvious for me to click the loupe and to zoom in or zoom out. So, um, I find it pretty, um, pretty easy to follow.

Interviewer: (20:57) Okay. And um, is there any particular, um, feature would you like the most?

Participant: (21:06) Yeah, that's for example, uh, it's nice that you can download them. I don't know what is the resolution of the image, of the images that you download, but if it's a good resolution and I want to use it for the purpose of your projects, then it's super nice that they allow you to do that and they don't do block the possibility for you to have it for yourself. Uh, but uh, for me, the option of saving your favorite paintings in the collection within the tool itself, so on their website, for me that's pretty nice because I also work from different computers so I don't have to keep my hard drive like next to me, but I can always log in and have an access to my collection from the computer at work, from the computer at school or my private computer. So it makes it easy for me to, um, yeah, it's an easy access. So I think that's the feature that I liked the most.

Interviewer: (22:13) Um, okay. So I think it's the, uh, last question. Um, do you think that a tutorial for that part of like studio would be useful?

Participant: (22:26) A tutorial when it comes to like using.. but using the whole tool or like those two steps that I followed.

Interviewer: (22:37) This two steps, like two tasks, you have to solve.

Participant: (22:40) I don't think it's necessary. I think, uh, the culture of the internet already taught us how to deal with and approach images on the internet. And it's not something that I see for the first time. There are other platforms that work in a similar way. So I guess this is something that it's already at the back of your head and you, uh, you approach it in similar way and of course it's going to be different, but, uh, I guess it's very intuitive how to use it.

Interviewer: (23:17) Okay. Would you expect, um, Rijksmuseum to have an app as well?

Participant: (23:22) Yeah, and uh, for me it's, for example, when I have, uh, some time when wait for the train or a tram and, uh, I have several apps on my phone connected to art and, uh, I use them a lot of time, because sometimes I have five minutes and I would like to get to know something about the painting or be inspired by a painting. And, uh, I think that's nice because it's, it's a useful filler of time I would say.

Interviewer: (23:55) Okay. Um, okay, one more, I'm sorry. Uh, what we can improve in our research technique. Uh, I mean our user trialing. If you can give a feedback on the process itself.

Participant: (24:10) Oh, based on the experience from today?

Interviewer: (24:12) Yes. All aspects.

Participant: (24:14) Um, well hmm. For example, I got the sheet to fill it with likes and dislikes, but I actually got no time to do that. I mean, I just follow the steps and I didn't fill it in. And, um, and then also I guess after those two tasks, the computer was taken away, so I kind of felt like I didn't remember the, um, the icons. I didn't remember how to refer to the tool that I was talking about. So I think it's important that right now I see it and I, and I'm speaking to you. So it's easy that I can also refer to a specific, um, icons or like a specific painting and it's hard to talk about something when you've seen only for two minutes and then you have no image of it anymore later on. So I guess it's, uh, it's good to stay with the tool when you talk about it.

Interviewer: (25:24) Uh, okay. Uh, did you get all necessary information before you start the tasks?

Participant: (25:31) Uh, yes.

Interviewer: (25:33) Okay. Uh, okay. That's everything. So thank you very much for sharing your first impressions.

Participant: (25:41) You are very welcome.

Interviewer: (25:41) Um okay. Do you have any questions for us?

Participant: (25:45) Um, is it already available?

Interviewer: (25:51) Yes, it's working at the moment.

Participant: (25:54) And the application on the phone as well?

Interviewer: (25:57) Yes.

Participant: (25:58) Okay, good.

Interviewer: (25:59) Okay. Thank you.

Participant: (26:01) Thank you.

App

User Info:

Wing Yee Chin, 25



So, actually I went there (Rijksmuseum) because I applied the museum card which I could pay a fixed amount for when you can go to any museum like public museums in the Netherlands.

User trialling on Rijksstudio website has been at home in a friendly environment and atmosphere of user trialling leader. Everything went with the plan and introduction, user trialling and interview has been conducted.

INTRODUCTION

Interviewer: Hi. We're here with me my second user to check the usability of rights to deal and in this case we're going to check application on her phone. Hi Winnie. Are you OK?

User: Yeah.

Interviewer: Thanks that you agreed to take a part in our user trialling. I hope that you won't have too many issues with the app. But I want you to remember that we are not checking your skills. We're just checking the usability of applications. So if something doesn't work or you're not sure about something just don't bother. Try to find other way or just to try to get back to the screen and and just find a way to reach the goal because I won't to be able to help you during the trialling. Is that OK for you?

Participant: Yes.

Interviewer: OK. So at the beginning I can tell you that Rijksstudio is the part of Rijksmuseum 's website its kind of functionality. And I won't tell you more because I would like to ask you a few questions before that. Do you have any questions at that moment for me?

Participant: No.

WARM UP QUESTIONS

Interviewer: Okay. So just a few warm up questions. As I mentioned I told you what

Rijksstudio might be but knowing that this is the functionality of the website what it brings you on your mind or have you ever heard about studio before?

Participant: No I've never heard about this as you say that's I think is a marketing strategy like to introduce the museum or guide people. For example if you're going to that museum, I guess people would download it when they go into the museum. And maybe there's a map or some guidelines to the arts inside a museum how to appreciate art.

Interviewer: OK. And what about the Rijksmuseum. Have you ever been there?

Participant: Yes we did that once.

Interviewer: For what purposes?

Participant: Just for recreation.

Interviewer: OK. What are you doing in your life. I'm interested about your hobbies or do you have anything in common with art?

Participant: So actually I went there because I applied the museum card which I could pay a fixed amount for when you can go to any museum like public museums in the Netherlands. So, me and my boyfriend we both like Amsterdam, so we decided to go to most of the museums that are famous in Amsterdam.

Interviewer: OK. One more question then when it was when you have been in Rijksmuseum last time?

Participant: Maybe 2018...

Interviewer: And you didn't hear about the Rijksstudio then, right?

Participant: No.

Interviewer: OK, fine. What was your impressions about the Rijksmuseum? Do you have any?

Participant: I think it's, what I know, it's Dutch national. I thought it has a lot of collections of as precious as representative of the region. And..just a place to conserve of very valuable and historical art.

Interviewer: Okay. Thank you for that. So I think we can start. But before we start I just want to ask you for a few things. It will really help to get the best data and to get the best insights when you think aloud. This is very important. That would really help us. Tell me everything you think. I mean if you're struggling with something or just if you're making a simple actions like "I'm clicking on this and this", I would like you to tell me everything through all of the process. And in front of you, you have user trialling sheet. I'll give you a pen in a second. It's for your notes comments. If you have any if you prefer the paper version of your notes to base on them a little bit later during the interview. That's totally fine. You can write down everything what you want in there. Is it okay?

Participant: Yeah.

Interviewer: Cool. I just.. I'll remind you that I won't be able to help you with any task.

Okay. So we are going to use your phone on your phone you already (installed) downloaded the application. The account is already prepared. You can see it on your notes and you can also see the name of that painting and author. And the first task is to download this painting. So this is the painting 'Girl at the mirror' of Paulius Moreels.

Participant: So I start recording on my screen.

Interviewer: Yes.

Participant TRIALLING

Participant: Ok, just a moment. Can I click on the application of Rijksmuseum?

Interviewer: Wing, can you take the pen from there? Great.

Participant: So I sat at home on the go.

OK. I look at the search button. I want to look for 'Girl at the Mirror'. <scrolls a lot> Ok, I don't see it. It's not it on the first few positions. <keep scrolling> Can I start writing already? <user gave up, started to write on the note sheet in a column 'dislikes'>

Interviewer: Yeah. Yes.

Participant: OK. It's a bit difficult to find. Maybe a look at 'Sets' <change from 'Works of art' to 'Sets'> [FLOW--], a mirrors. Ok, I'll search with the name of the painter. <second attempt, different way> Ok, it doesn't seem like... <looking for a long time> Self portraits? <keep scrolling> I just keep seeing the same picture but I don't think it's that one.

Interviewer: You have the title and the author. Maybe let's try with the author then.

Participant: Yeah I'm searching with the name of the author. But I think it's M-O-R-E-E-L-S. <typing name of the author> I don't understand why I can't use it. <user's frustration> Is it normal... Is it normal that I can't find it?

Interviewer: Is your application in English? [INTERRUPTED FLOW--]

Participant: Oh yes. <switching the screens; finally get back to the searching page; refreshed the page> Weird... Let me doublecheck. <get back to the main page> Yes, it's in English. <try to find the painting using title and the author at the same time> <failed again> I don't think I'll find it. <user gave up on searching>

Interviewer: Can you click one more time the loupe icon?

Participant: Loupe?

Interviewer: Mhm, like the search icon.

Participant: And?

Interviewer: Hmm... <long hesitation on the directions> When you're putting the name on the...

Participant (10:01): Oh! I found it! <after double clicking the loupe icon> [ENGAGEMENT+/COMPETENCE+]

Interviewer: Yeah. [USABILITY/SAFETY--/EFFICIENCY--/ENGAGEMENT--] We had that problem before that on the android, umm, like you had to click twice before the actual results will show. Okay, but you have it right?

Participant: Yes.

Interviewer: So the task is to download that image.

Participant: Hmm.. <short hesitation> Is this button... no, this is share <wrong window open; flow disturbed> [FLOW--]. Can I download it through share...?

Interviewer: Try to download it through the application.

Participant (10:47): <open painting details> [FLOW--] How should I do it..? <lost track> I only see share button, the heart and the information. <click on the heart button> <options showed up> Ah! 'safe' is in the heart, ok. 'Safe this whole work', I guess... <click on <3 Save this whole work button> <opens log in screen> and then 'to add this work you need an account'. <user needs to create the account to add the painting to the collection>

Interviewer: This is the at the other task, this is adding this painting to the Rijksstudio. So add to your collection, so you actually emm, you actually started to do the second task, so try to complete the first one. So download this painting, this image to your phone.

Participant: So without creating...

Interviewer: Emm yes, you have to create an account and you have account prepared on your trailing sheet, you have it in there. So just use this password and email address.

Participant (11:45): Ok. <typing the passes to the account; prepared earlier> I guess my

first collection... <user got the feedback that 'this work has been added to your collection My first collection'> ok. perfect.<user's feedback> <painting was added to the collection, so download the image = save to the collection> So what do I do now?

Interviewer: Did you download the painting to your phone?

Participant: It is set on my account in the Rijksstudio but I'm not sure if it's saved on my phone.

Interviewer: It was added to the collection?

Participant: Yes, the First collection.

Interviewer: OK.

Participant: Yeah. No it's not on my phone. <image has not been downloaded to the phone gallery> No.

Interviewer: Can you just try one more time to add it to your phone? Can you see any options to download the image?

Participant: Not really. Maybe I can look at my account now since I logged in.

Interviewer: That's fine because you already got through the second task. The second task was to add the painting to your collection. So you actually did it right now, you have it in your first collection and you have checked if it's for sure there. And it is so I can assume that we just finished the second task. And yeah, you've completed all the tasks right now, so how was your overall experience? Can you tell me a few words about it?

Participant (13:55): Well... so the experience of looking for the right painting was not nice because, well... first of all I put the keywords 'Girl at the mirror' and then I look at first few results. There's no such phrase inside the results so it's giving a false result, I think. And then I try was the name of the painter, and it was also the same. And then, somehow I keep clicking, ok It starts showing the right thing. And then I tried to download it but it's not on my phone. That's understandable because. It's intellectual property so it makes sense that you can download it or share it. But I think I'm satisfied like if I were painting lover and I see like feel paintings that I'm like in the museums and then I can keep it in a collection and have a clean overview of paintings, that actually is quite nice experience.

Interviewer: OK, so like knowing that application a little bit better. What can you say about it? For what purposes the studio is made?

Participant: OK, can I like keep clicking it?

Interviewer: Yeah, of course.

Participant: Because now I only had a task to look for the painting, so I know we can look for a painting and I see the ticket, so I guess you can see how much... But when it's my first meet up with the app...So I guess you can pay with that. And then different collection in Rijksmuseum, and guided tours. I guess when you are inside a museum and you can use that guided tours. But since I'm not..

Interviewer: Is there anything um.. like any eyecatcher? Something you spotted from the same beginning?

Participant: Since the beginning?

Interviewer: Yeah. On the website, on the application.

Participant: Not really because I know from the beginning my task is to look for painting so I purposely look for the search button.

Interviewer: Okay, okay doesn't make sense actually. Uh. Okay. What were the distractions you have been experienced.

Participant: Distraction? What do you mean?

Interviewer: Um.. like what to ruined your flow. What didn't allow you to finish the task.

Participant(16:55): The biggest problem is really the search. I think maybe something with Android users if I'm not the only one. That one click doesn't work. And I think they have to improve it.

Interviewer: Okay. Is the app aesthetic or aesthetically pleasing for you?

Participant (17:20): Yeah. Because the museum is for artistic things and I think is artistic enough in that.

Interviewer: And if you could change anything in that app, what it would be?

Participant (17:36): Well first of all the flow of course like the problem I just point out. But in terms of who would be using this app... like for me I will download the app if I want a guided tour. So it's kind of satisfied my needs already. Anything to improve... No, really just a flow because I like to have my own collection is something out of my expectations already.

Interviewer: OK. Would you recommend the Rijksstudio to your friends or other people?

Participant (18:20): It depends. Like, I know some people like I've been to many museums and then I understand some people having a guides audio guide for free is really important that you save money but you can also appreciate the exhibition, so... But for me I don't know. I think I would still recommend to people who are really passionate about it because like for example I just randomly click on the collection and then it gives me all the details. I think it will be the same as when you were inside a museum and look at the real objects. So basically you have a museum on your phone. So it's good.

Interviewer: OK. How easy to use would you rate the app from 1 to 10?

Participant (19:19): If your purpose is to search for painting it will be a 6. It was really bad because it doesn't have a quick account, quick results, accurate results. But I think for guided tours it will be like 8 or 9.

Interviewer: OK. Is there any feature you would like to have in there? What you don't know about?

Participant: Like to add new function?

Interviewer: Yeah. What do you expect to have in there? What you would like to have in the Rijksstudio application on your phone?

Participant (20:02): Really, for me is the guided tour. I'd like to explain each painting, what's the story behind. Maybe some interaction? I'm not sure if I'm asking for too much, for example I know there's some exhibition, next to the artwork you have a QR code and then you scan the QR code with your phone, then it becomes like a camera and you can make a selfie on your phone like you are inside it, and then it would be really crazy, really nice.

Interviewer: Sounds good! Do thing that tutorial or onboarding for would be unnecessary or helpful for that application?

Participant: Like to teach the user how to use it?

Interviewer: Yeah. Few steps.

Participant: No, not really because it's pretty straightforward and I think it has a clear direction. It's pretty clear. Like it's not a long sentence but really one or two words 'tickets' or 'guided tour' so you know where to look immediately.

Interviewer: Does it motivate you to visit Rijksmuseum? As far as I know that you've already been there. Would you like to go there again and check the application how it works in a real life?

Participant: To be honest not really. Not really, but I guess for people who have not been to museum it's something you should check, like you have more passion after looking at these collections. Like to have a better idea of what you can expect in the museum.

Interviewer: Okay so last one. Last one question. Would you improve anything in the user trialing process? Our user trialing process? Would you add more tasks? Was there something which frustrated you or you didn't like it?

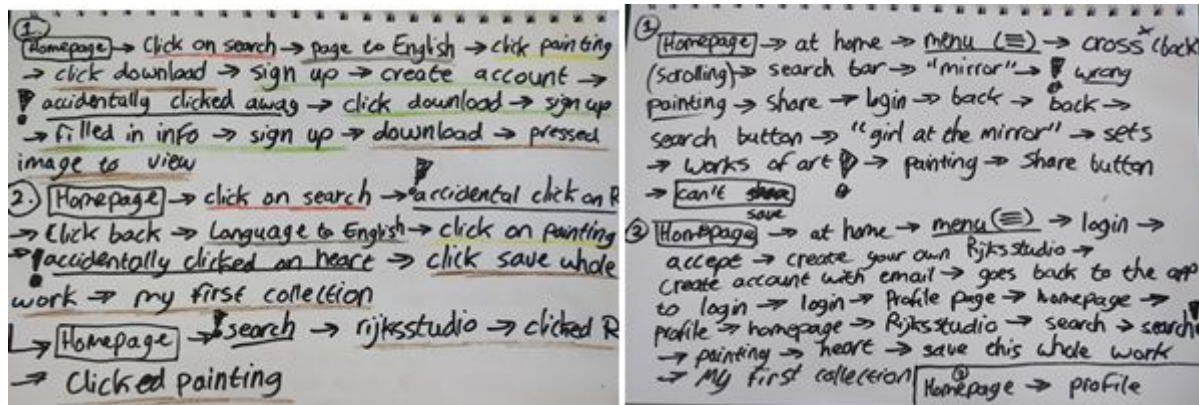
Participant: No. It's fine, but I was thinking the first question, you asked about the impression. That the first thing because of the task I looked at the search icon. That may be inappropriate, so maybe the first, I don't know if it's possible, maybe first open the app and tell us your impression. And then start the task. Otherwise it will be biased by the times.

Interviewer: Okay, okay. Thank you very much for your help ! :)

Appendix D – Data per participant

Individual data for the flowcharts:

Daphne



Website - Task 1

Homepage > Click on search "Girl at the Mirror" > Set language to English > Click on painting > Clicked on download > Sign up > Create account > ! Accidentally clicked away > Pressed download again > Sign up > Filled in the information > Sign up > Download > Pressed on image to view

Website - Task 2

Homepage > Click on search "Girl at the Mirror" > ! Pressed profile icon > Return button > Language to English > Taps painting > ! Clicks on the hearts (realises that it is not a button but then sees the actual buttons show up when she hovers on top of the heart) > Taps save whole work > My first collection

-

Homepage > ! Click on search > Rijksstudio > Clicked on profile icon > Taps painting

App - Task 1

Homepage > At home > ! Menu (≡) > Return button > Scrolling > Taps painting > Search bar "mirror"> ! Found wrong painting > Share > Login > Return > Return again > Search button "Girl at the Mirror" > ! Sets > Works of art > Found the right painting > Share > Gave up

App - Task 2

Homepage > At home > Menu (≡) > Login > Accept > Create your own Rijksstudio > Create an account with email (it opens on the website, outside of the app) > Goes back to the app to login > Logs in > Profile page > Homepage > Profile page again > Homepage again > Rijksstudio > ! Search "Girl at the Mirror" (doesn't work for some reason the first try) > Clicks on search again (it works the second time) > Found the painting > Taps heart icon > Save this whole work > My first collection

-

Homepage > Profile (finds the painting immediately)

Chiini

Website - Task 1

00:37 clicked language button

00:38 clicked English to change site's language

00:40 scrolled through the gallery

00:50 stopped at 'Paintings' section and clicked on more works of art

00:57 clicked on portraits

01:26 clicked search button

01:38 typed "girl mirror" as keywords into the searchbar

01:45 clicked the painting "Girl at the Mirror"

-

02:20 clicked search button

02:24 typed "girl mirror" as keywords into the searchbar

02:31 clicked the painting "Girl at the Mirror"

02:42 hovered over share and edit button

02:48 scrolled down to find the download button

02:55 clicked download this work and make your own creation

02:57 login window popped up

03:25 Sign up for Rijksstudio

03:30 closed the pop up

03:42 clicked download this work and make your own creation again

03:48 closed the pop up again

03:57 clicked download image

03:58 login pop up

04:03 closed the pop up again

04:12 clicked download image again

04:13 login window popped up again

04:14 clicked Sign up for your own Rijksstudio

04:16 clicked Login with Facebook
04:22 fills in Login data
05:38 clicked continue as Maria [User]
05:49 clicked continue
05:50 clicked download this image
06:04 selected location and saved the file

Website - Task 2

06:35 clicked search button
06:44 typed "girl mirror" as keywords into the searchbar
06:49 clicked on painting 'Girl at the mirror'
07:00 clicked download image
07:02 closed download window
07:27 hovered share and edit icons
07:26 hovered the heart icon
07:40 clicked on Save in your Rijksstudio > this whole work
07:45 clicked my first collection
07:52 closed pop up
08:10 clicked Save in you Rijksstudio > this whole work again
08:12 clicked my first collection again
08:13 closed window
08:23 clicked on profile picture in the corner

App - Task 1

00:22 clicked on At home or on the go
00:27 clicked on the search icon
00:38 typed 'girl at the mirror' into the searchbar and pressed search
00:43 clicked the searchbar again
00:45 corrected spelling mistake and pressed search with 'girl at the mirror'
00:47 clicked on the painting 'Girl at the Mirror'

-

01:12 clicked on At home or on the go
01:19 clicked on the search icon
01:22 typed 'girl ar the mirror' into the searchbar and pressed search
01:35 clicked the searchbar again
01:38 corrected spelling mistake and pressed search with 'girl at the mirror'
01:40 clicked on the painting 'Girl at the Mirror'
01:47 pressed on the picture till the iPhone share window popped up
01:48 closed the window
01:57 clicked the share icon
01:58 closed the window again
02:00 clicked the share icon again
02:15 closed the window again
02:24 screenshotted the painting with the phone

App - Task 2

02:27 clicked the heart icon
02:30 clicked save this whole work
02:35 clicked cancel of the login pop up
02:36 clicked the heart button again
02:40 clicked save this whole work again

03:00 clicked 'I don't have a Rijksstudio account. Register'
03:01 redirect to the website
03:05 clicked on Create your own Rijksstudio
03:06 clicked Create account with e-mail
03:08 filled out login data
03:36 clicked sign up
03:38 password did not match, user corrected that
04:02 clicked sign up again
04:17 user manually clicked back into the app
04:18 user filled out login data
04:39 clicked login
04:44 clicked my first collection
04:58 user clicked onto profile icon in the top corner
05:01 clicked into the painting 'Girl at the Mirror'

Jullya

Website - Task 1

Homepage > search icon > search bar > Type name of "girl at the mirror" > search > (painting is there but does not see it) > type name of artist > finds it after scrolling down a little > gets the task repeated again > scrolls down on the picture > clicks on download image button > closes the sign in pop up > clicked download again > wanted to create an account, realized we had given her the sign-in details > signs in > clicks to download the image > opens the image to check if it was done

Website - Task 2

Homepage > click on home which brings her away from rijksstudio into the Rijksmuseum page > clicks on the side arrow to slide the images and see if she can find her collection > clicks on Rijksstudio "dive into the collection" at Rijksmuseum website at the top of the screen, does not find anything the menu that slides down from it > clicks on the account profile "T" > clicks the empty squares > gets to "my first collection" which says it is empty > clicks on "Edit set" > scrolls down and back up > clicks on "edit set" again > scrolls up and down again > gets to hear the task again > feels confused > clicks on the profile "Test" > looks at the empty squares again > opens computer's File Explorer > clicks on "downloads" > clicks on file explorer's search bar > types "girl at the mirror" > types mi (mirror), does not find the image on downloads > goes back to chrome > clicks on Chrome's "Customize and control Google Chrome" three doted icon > clicks on "downloads" from the bar that slides from the three dots > checks under which name the image was saved > goes back to file explorer > clicks on the search bar and types in the image's name > drags the image from the file explorer download page to the Rijksstudio's Test profile, but the downloaded image opens on that tab instead (10:44) > clicks on Chrome's return to previous page button > Clicks on empty squares on profile Test again > Informs that the difficulty she is having that that she cannot find a button that says "upload image" > clicks on Rijksstudio's search bar > searches for Girl at the mirror > scrolls down to look for it, cant find it (12:21) > clicks the search bar again and corrects her spelling mistake > searches again > clicks on the painting > hovers over the heart over the painting > takes the mouse away > hovers over it again > clicks "This whole work" > clicks my first collection > confirms that she did it.

App - Task 1

Taps "at home" > taps search bar > closes it > taps on it again > taps on "Artists" under search bar > scrolls > taps search bar > Types name of artist > Finds Paulus Moreelse in the suggestion > taps the artist's name > scrolls down > finds and taps on the painting > pressed i for information, closes > presses the other icon that is not a heart (to share the artwork) > (5:15) does not find where to download the image on the phone

App - Task 2

Starts at the painting > taps the heart > "Save this whole work" > logs in > chooses to add to "My first collection"

Kristine

Website - Task 1

Home page - click to change language (to English) - click to searcher (at home page)- write "girl at the mirror" - page with paintings - click on painting - clicked on scissors - !Click sign up with email - click to go close the window with sign up - clicked on scissors - clicked "I already have a Rijkstudio" - click login - click download image now - opened it

Website - Task 2

Opened painting - clicked on "heart"- click save this whole work - click save to my first collection - click "close" - ! click on menu - click to searcher "My collection" - list of paintings - click on account button "T" - list of collections

App - Task 1

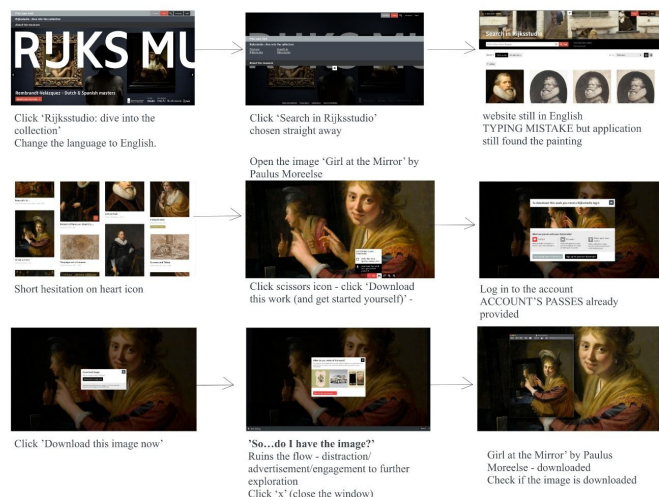
Home page - click at home - ! (Long time) scroll paintings (home page) - click to searcher - write "girl at the mirror" - list of paintings - click on painting - ! click share it - close it - click on information - close it - click on "heart" - click "save the whole work" - fill the email address and password to login to Rijkstudio - click log in - !!!!

App - Task 2

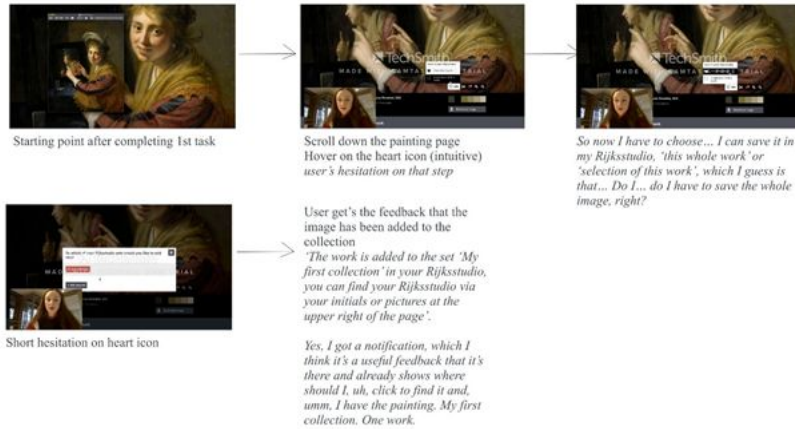
Pick a set - click my first collection - click to "go back" - click "sets"- click "menu" - click "my profile" - list of collection - clicked at "my first collection"

Amelia

Website - Task 1



Website - Task 2



App- Task 1 and 2



Open Rijksmuseum app



Click 'At home or on the go?' Tab



Click the search icon



Type painting title and click search icon



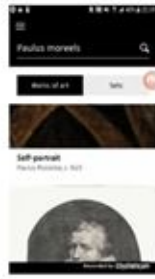
User scrolls a lot
Ok, I don't see it. It's not on the first few positions.



User change from 'Works of art' to 'Sets'
OK. It's a bit difficult to find. Maybe a look at 'Sets'



User type the author's name



User scrolls a lot (frustration)
Is it normal... Is it normal that I can't find it?



Get back and refresh to the main page
Flow disturbed



User type title and the author's name



Filed again
Flow disturbed I don't think I'll find it. <user gave up on searching>



(after suggestion) Double click on the search icon
Oh! I found it!



Click share icon
Is this button... no, this is share... Can I download it through share...? user's hesitation



Open options screen
Flow disturbed



Open painting info



Click heart icon
Click 'Save this whole work'
Ah! 'safe' is in the heart, ok. 'Safe this whole work', I guess...



User need to create the account



Type prepared earlier passes



Click 'My first collection'
I guess my first collection...



User got the feedback on the completed action
ok, perfect.



Check if image saved in a phone gallery
No it's not on my phone,

painting was added to the collection, so download the image = save to the collection