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Blanton Tree Test Retrospective

1.What went well during this research engagement?

2.What could have gone better?

3.What will you keep doing in future tree tests?

4.What will you change in future tree tests?

5.What did you like about this experience? What did you not like?

1. What went well? We got all the data in there, and I felt like we stuck to the plan of testing what was required for a first time visitor. If we just took a look at that parameter, I felt like our site structure was cohesive for first time users.
2. Better? I feel like given the issues with the student interface we were forced to test a very narrow range of tasks, which was definitely focused on the first time user. While focusing on this user was good, it also led us to issues with only testing one branch of our site structure. Most of the questions were concentrated on arriving and finding the museum and its facilities. The problem I see with that, is it gets people to the museum but it doesn't get people to engage with it. Most people I spoke with mentioned the most important information for going to the museum was the basic ticket price and location information, but the second factor was often the content of the museum. I would say it is obvious knowing where the museum is important, otherwise you will never arrive, but since we didn't spend as much time testing how we structured the content, we will not have spent time making sure people were excited about the museum. The events, and other information about the art and community around the Blanton, I believe is what will make people come back. Given GPS, and mapping functions of the internet, I think we focused a little too much on basic functions for our tree test.
3. Keep doing? You definitely need a large group for this, you need people who think differently from one another to get a bigger picture of how things are interpreted. You spend so much time staring at the same information to you and then the answers seem obvious. Having all the fresh eyes makes a big difference.
4. Future test? I would say I liked that we broke into two seperate groups to come up with some of this, but I wish we spent more time combining the site structure before coming up with the tasks. Taking pieces from each tree left us with a bit of a Frankenstein and I think had we spent more time making a class tree before creating the tasks we might have had things structured a little differently. I also wish we focused on the Exhibition and Events structure a little bit more. As both a museum goer and a frequent visitor of the Blanton, I know what makes me return to a place is the community and events that

make that place special. We really focused on the logistics, which gets our user to the museum, but does it get them excited to be there?

5. Overall I enjoyed all of this. I would say, the part I struggled the most with was combining the site structures. I spent a lot of time working on mine and it is a struggle when you get in a group with some who clearly didn't spend much time thinking about but you all still have to come together for a unified idea and respect each other's opinions. It's hard to let go when you aren't fully on board with someone else's idea, but I can see why it is also an important part to practice. I love categorizing things and organizing it. I enjoy trying to see how other people think and interact with information. I would be curious to see how all of this would have gone down without the challenges presented by getting locked in by the plague. I really would have liked being able to witness people going through some of these tasks, so you could see the process and pick up on external cues. I also wonder what it would have been like if you were able to be there in person and practiced what is appropriate to say, how far you can offer help without leading the tester and I wonder if there was a presents of a moderator, if people would have taken more time and put more thought into their answers. Overall though, I enjoy the activity.