

Question 1	
Have you heard of the Blanton before? And if so, how?	
Participant 1	Yes, do512 and Tribeza Magazine
Participant 2	Yes. social media, word of mouth, local publications
Participant 3	Yes. Via radio and social media
Participant 4	No
Participant 5	Yes, word of mouth
Question 2	
Have you ever been to the Blanton? If so when was the last time yo	
Participant 1	No
Participant 2	yes. november 2017
Participant 3	No
Participant 4	No
Participant 5	No
Question 3	
If you have been to the Blanton before would you return? Why?	
Participant 1	Haven't been
Participant 2	yes. it's a very nice museum with interesting exhibits
Participant 3	N/a
Participant 4	I have not been
Participant 5	N/A
Question 4	
What do you know about the Blanton?	
Participant 1	It has a free admission day, but I don't know what day of the month that is
Participant 2	it's an art museum at the university of Texas
Participant 3	It's a museum

Participant 4	It is an art museum
Participant 5	Art museum, cool exhibits, on UT campus
Question 5	
What is your occupation/are you a student?	
Participant 1	I work in Sales for LogicMonitor
Participant 2	Tech Support Advisor. No.
Participant 3	Project manager/no
Participant 4	Hairstylist, no
Participant 5	Nonprofit Administration
Question 6	
What is your age?	
Participant 1	41
Participant 2	38
Participant 3	38
Participant 4	33
Participant 5	48
Showing 1 to 5 of 5 answers	
Question 7	
Do you have children?	
Participant 1	yes 2
Participant 2	No.
Participant 3	Yes
Participant 4	Yes
Participant 5	Yes
Showing 1 to 5 of 5 answers	
Question 8	

Are you married?	
Participant 1	Yes
Participant 2	No
Participant 3	Yes
Participant 4	Yes
Participant 5	Yes
Question 9	
Are you a frequent museum goer?	
Participant 1	Not until I had children, my oldest loves art
Participant 2	No
Participant 3	No
Participant 4	Yes
Participant 5	Yes
Question 10	
Are you interested in Art?	
Participant 1	I'm not but my daughter is
Participant 2	Yes
Participant 3	Yes
Participant 4	Yes
Participant 5	Yes
Question 11	
What is the minimum information you need before visiting a museum	
Participant 1	How much it cost? where it is? can I park easily? How kid friendly is it? (my 8 year old is a dream)
Participant 2	Location, hours, type of exhibit, cost
Participant 3	Collection type, price, operating hours
Participant 4	The type of museum it is and what they have to offer.

Participant 5	Exhibit list, hours, location, cost
Post-study questions	
Question 1	
What information do you wish you had about the Blanton?	
Participant	Answer
Participant 1	What sort of Art they show
Participant 2	Current exhibits
Participant 3	One really interesting or intriguing fact
Participant 4	None
Participant 5	Current exhibits, upcoming exhibits, logistics, special events, and calendar
Question 2	
What was the easiest part about the activity?	
Participant	Answer
Participant 1	It was pretty straightforward, except i didn't know what some of the cards actually were referen
Participant 2	Answering the questions
Participant 3	Not answering this question
Participant 4	It was simple to categorize
Participant 5	It's fun, some cards were easy to sort (hours, location, exhibits, etc)
Question 3	
What was most confusing about the cards?	
Participant 1	There was a card about getting information based on your location and I had no idea what that
Participant 2	Not having enough detail about what they are
Participant 3	Not having any guidance on how to sort them
Participant 4	Nothing
Participant 5	There were category names mixed in with the sub categories. There were a few cards I had dif
Question 4	

Which of these cards are the most essential for a first visit?	
Participant	Answer
Participant 1	The general information about the museum
Participant 2	Location, hours
Participant 3	Those that help solidify my interest in going
Participant 4	Exhibits they offer
Participant 5	Location, hours, ticket information, current exhibits
Question 5	
What were the most difficult items to categorize?	
Participant 1	The card I mentioned before.
Participant 2	Blog
Participant 3	The ones that didn't fall into a sequence of decision making to visit the museum
Participant 4	None
Participant 5	educational resources, specialized information (events, special days, etc).
Question 6	
What seemed interesting to you?	
Participant 1	It mentioned the free days! I should check that out
Participant 2	Current exhibits
Participant 3	That it looks like you're trying to redesign the navigation of the Blanton website
Participant 4	The exhibits
Participant 5	Specific information about the exhibits (blog posts) and special events
Question 7	
Do you have any additional questions or comments?	
Participant 1	Not really
Participant 2	No
Participant 3	None
Participant 4	No I do not

Participant 5	nope!
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