

User Research Summary

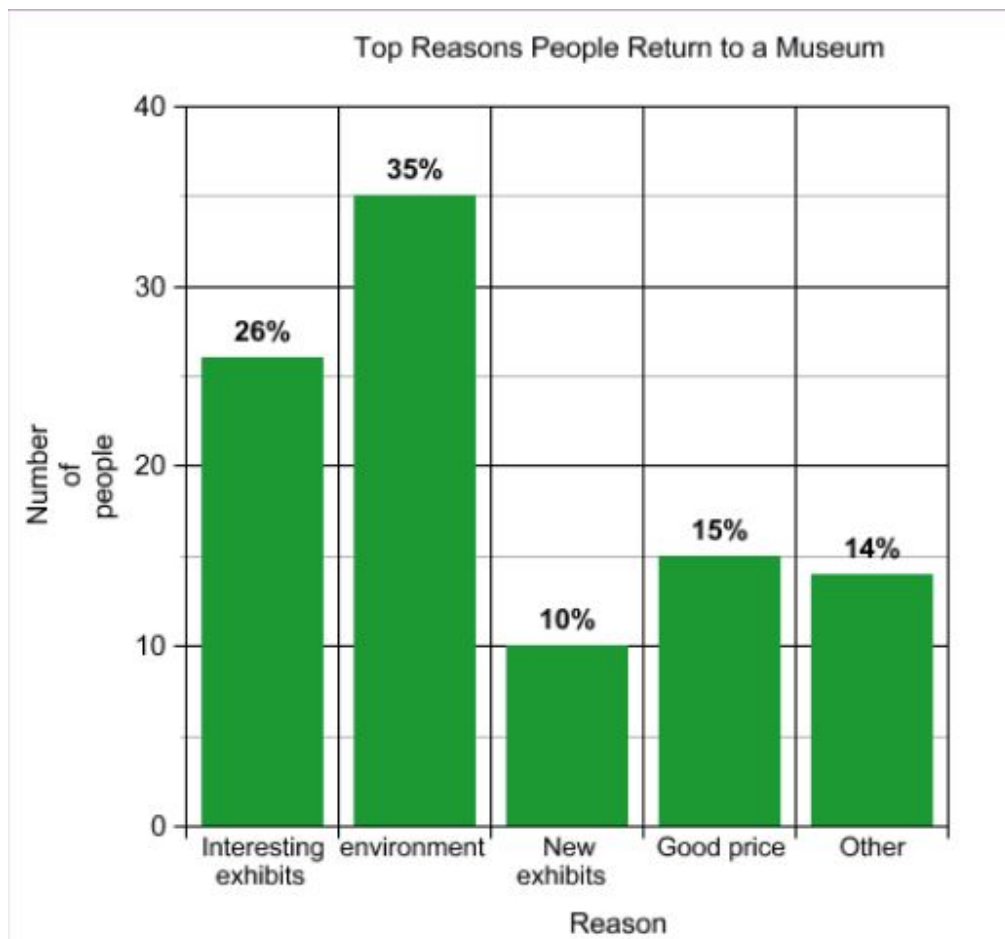
User Demographics:

The following research is based off 16 in-person interviews and 18 online surveys. Research was conducted with a variety of age groups. The majority of users we interviewed were between the ages of 18 and 25. 100% of the users own a mobile device with wifi access. All of the users have also visited a museum before with the majority of users visiting a museum more than once a half a year or once a year.

Top reasons for returning to a museum:

- Interest in the materials
- Frequently changing exhibits
- The museum's exhibits are well known
- Museum environment
- Special events
- Feeling of learning about the materials
- Close proximity to individual
- Free or cheap tickets

Graphical summary of the top reasons users were likely to return a museum:



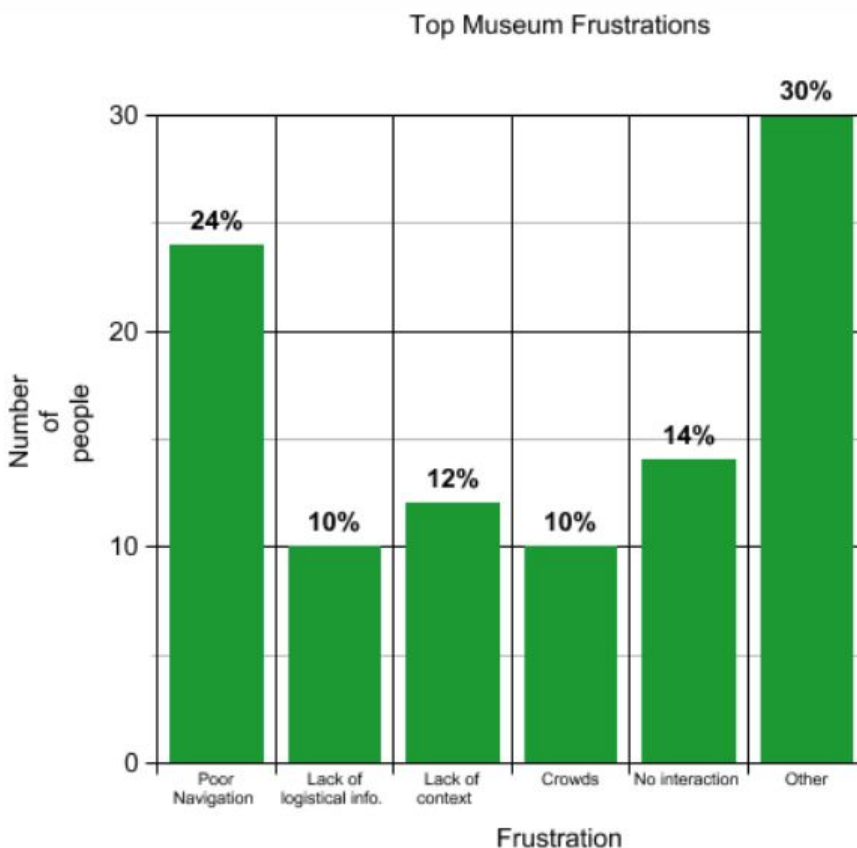
Recommendations to increase retention rate:

- An AR experience with the museum materials/objects so users can zoom in and interact with exhibits
- Recommend different walk paths by theme, age group, and object focus (can use AR for this feature) to make the exhibits feel new each visit
- Feature well known objects (Tomb of Ka) to underscore museum specialties
- Videos of the museum building itself to showcase museum environment
- Maps of rest areas, elevators, bathrooms, cafe location, ect. to give a clear picture of the museum environment
- Recommendations for the hearing, visually, and physically impaired to meet their museum environment needs
- A calendar of events to showcase events
- Rich context on the materials presented in a comprehensive way so users can learn about the materials more thoroughly
- Crossword games for interaction and engagement
- Scavenger hunt (users get points when they find certain materials inside of the museum) for interaction and engagement (this is also a way to attract users to unnoticed parts of the museum)
- Ticket discount reward system for logging in every time you go to the museum (go 10 times and next ticket is free) for interaction and feeling of fair pricing
- Map of museum in terms of its neighborhood that indicates nearby landmarks, hotels, and restaurants

General museum frustrations

- Lack of mapping/navigation around the museum
- Feeling lost because the museum is too big
- Not being able to find exhibits you wanted to see
- Crowds/long lines
- Not being able to get close enough to the objects or touch the objects
- Not enough information/context on objects/exhibits
- Boring exhibits
- Expensive price
- Not clear parking

Graphical summary of top frustrations:



Recommendations for pain points:

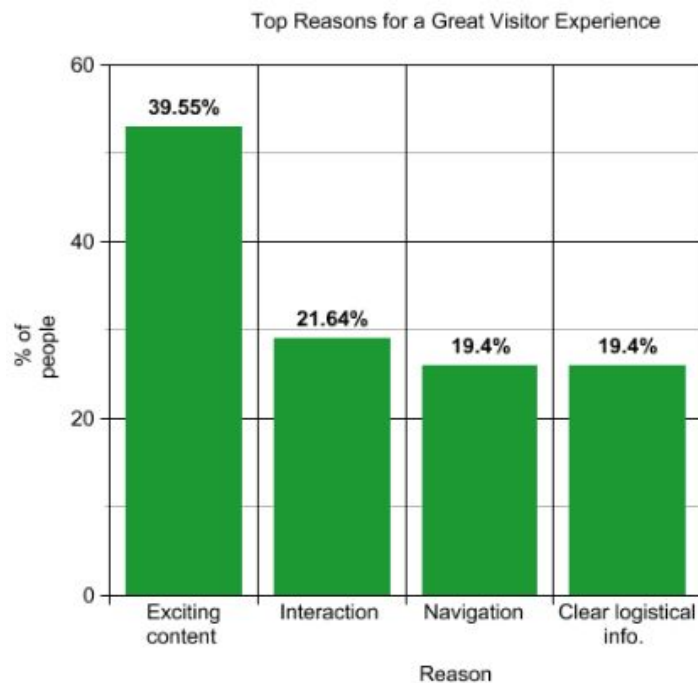
- AR map of museum to remedy lack of navigation
- AR map of each exhibit/object to remedy people not finding what they came to find
- Ticket purchase feature to remedy long lines
- AR experience of objects to remedy lack of interaction
- Rich context on the materials to remedy lack of information about materials
- Feature new/unpopular exhibits in fun ways to underscore their excitement (for example, changing the games to feature new exhibits or exhibits that aren't getting enough attention) to remedy lack of interest in materials
- Times when museum is the most crowded and times when it is the least crowded to remedy line frustration
- Ticket deals to remedy price frustration
- Parking information to remedy frustration when users cannot find parking

Visitor Experience

Top reasons for a great visitor experience:

- Attentive staff
- Navigation
- Interactive elements
- New exhibits
- The materials/exhibits themselves
- Clearly displayed information
- Interactive elements
- Themed activities and events
- Context on materials
- Resting areas

Graphical summary of main needs for a great visitor experience:



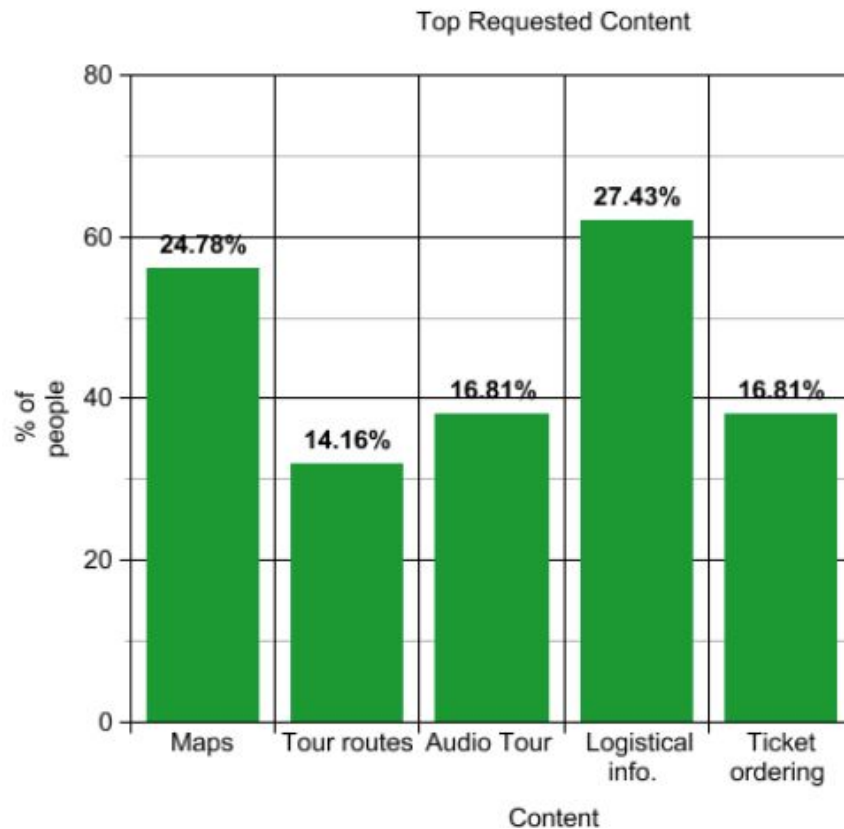
Recommendations for a great visitor experience:

- An AR experience with the museum content to showcase its excitement
- Blogs, videos and pictures of new exhibits and an option to get a notification when there is a new exhibit
- Recommended pathways to make the exhibits feel new each visit
- A contact us section to emphasize staff attention
- Navigation showing resting areas
- Interactive context on the exhibits (in the form of a game or video)
- Calendar of events and activities
- Crossword and trivia games for interaction
- AR tour of the museum
- List of general information
- Map indicating resting areas

User Requested App Content

- Navigation
- General museum information (hours of operation, wifi access, ect.)
- Audio Tours
- Events
- Ticket ordering
- More Information about the artwork
- Tour routes

Graphical summary of users' requests for app content:



Other observations

We also discovered that people prefer to walk around by themselves rather than participate in a guided tour. 75% of users who were interviewed in person and 83.3% of users who took the online survey prefer to walk by themselves than take a guided tour. Since users prefer to walk around by themselves, we highly recommend including navigation content within the app as well as recommended paths and audio tours.