

# Glenbow.org Usability Test (Card Sort & First Click)

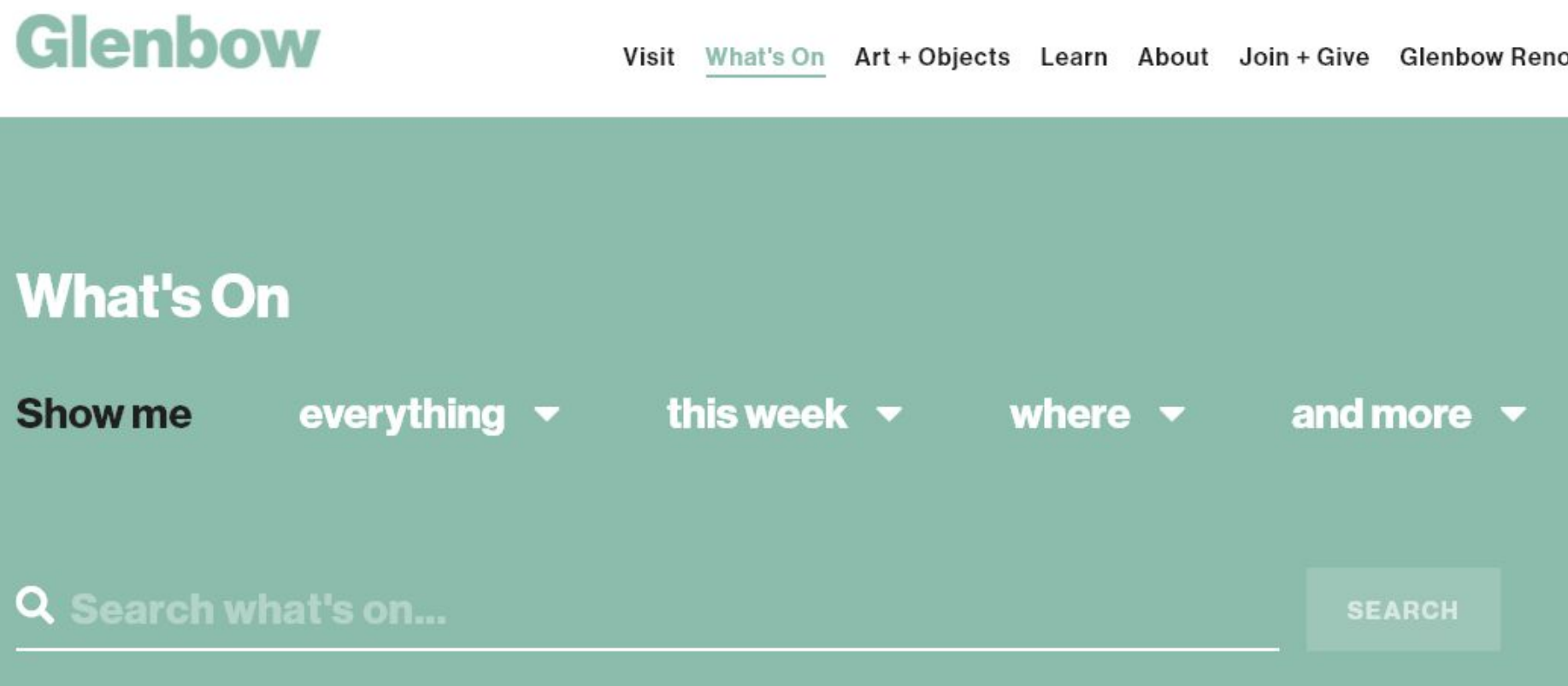
18/11/21 | Logan Senko | INFO3600

## Executive Summary

The Glenbow museum is currently undergoing extensive renovations and is closed to the public, therefore, it is critically important their website working for their patrons as intended.

## Goals

- Test the navigational labels (cardSort)
- Test the organization of content (cardSort)
- Glean insights from initial click (chalkMark)



Glenbow.org "What's On" Page

## TOP POSITIVES

9 of 10 participants correctly matched the Collection, Parking + Location Info. and School Programs

8 of 10 participants correctly matched Donate, Membership, and Supporters  
**Both contribute significantly to the museum's attendance and revenue.**

## TOP NEGATIVES

8 of 10 participants failed to locate upcoming and past exhibitions on first click  
8 of 10 participants failed to locate 'Glenbow from Home', the Museum Blog, and Indigenous Resources.

**All three of which are critical resources / services while the museum is closed.**

## SUGGESTIONS

- Rename the "What's On" section with a more descriptive title, such as:
- ☐ Events
  - ☐ Exhibitions
  - ☐ What's at Glenbow?

The current label does not adequately describe the content which it contains.