

CLIENT GOALS, METRICS, AND METHODS

OLD BARRACKS MUSEUM

Presented by Sabrina May



ABOUT

VISIT

EVENTS

EXHIBITS

SHOP

CA



About

Mission Statement: As a touchstone for colonial and revolutionary history in New Jersey, the Old Barracks Museum brings the world of colonial America to life

OBJECTIVE GOALS OF SITE

Client: The Old Barracks

Museum (<https://www.barracks.org/>). The Barracks would like to redesign their website so that more people can interact with the museum online - by purchasing **tickets** and **signing up for events** and the **newsletter**. Patrons are currently having difficulty finding these items online, if they exist at all. Staff have said that the pages under “**About**” are **messy and could use simplification**. In general they want to better understand what visitors are looking for when they visit their site.



How can we track interactivity?

UX Metrics: the goal of HEART by Google:

Happiness, Engagement, Adoption, Retention, Task Success

UX METRICS: THE GOAL OF HEART BY GOOGLE

H

The rate of sharing & newsletter, brand perception (is the museum now more “on trend” “up to date” now that it is focused online). Increase in ticket sales?

E

Time on page, Frequency of return to account and clicks on newsletter,clicks on media, Feature usage, Click rate on different categories (and age if account is used). Inputs in the search boxx

A

New accounts, New subscriptions to newsletters, First Time purchase, Sharing links and codes, Increase in Event sign-ups.

R

Percentage of new subscriptions and unsubscriptions, Percentage of Event signups, Number of clicks on newsletter emails, Accounts opened by age, Ratio of time elapsed of people on website, and if there was a successful buy of ticket or newsletter sign up.

T

deletion of subscription, exiting about page, amount of searches in search bar.
Additional: Time elapsed on About page and purchase in ratio to old about page and purchases.

MEASURING GOOD DESIGN

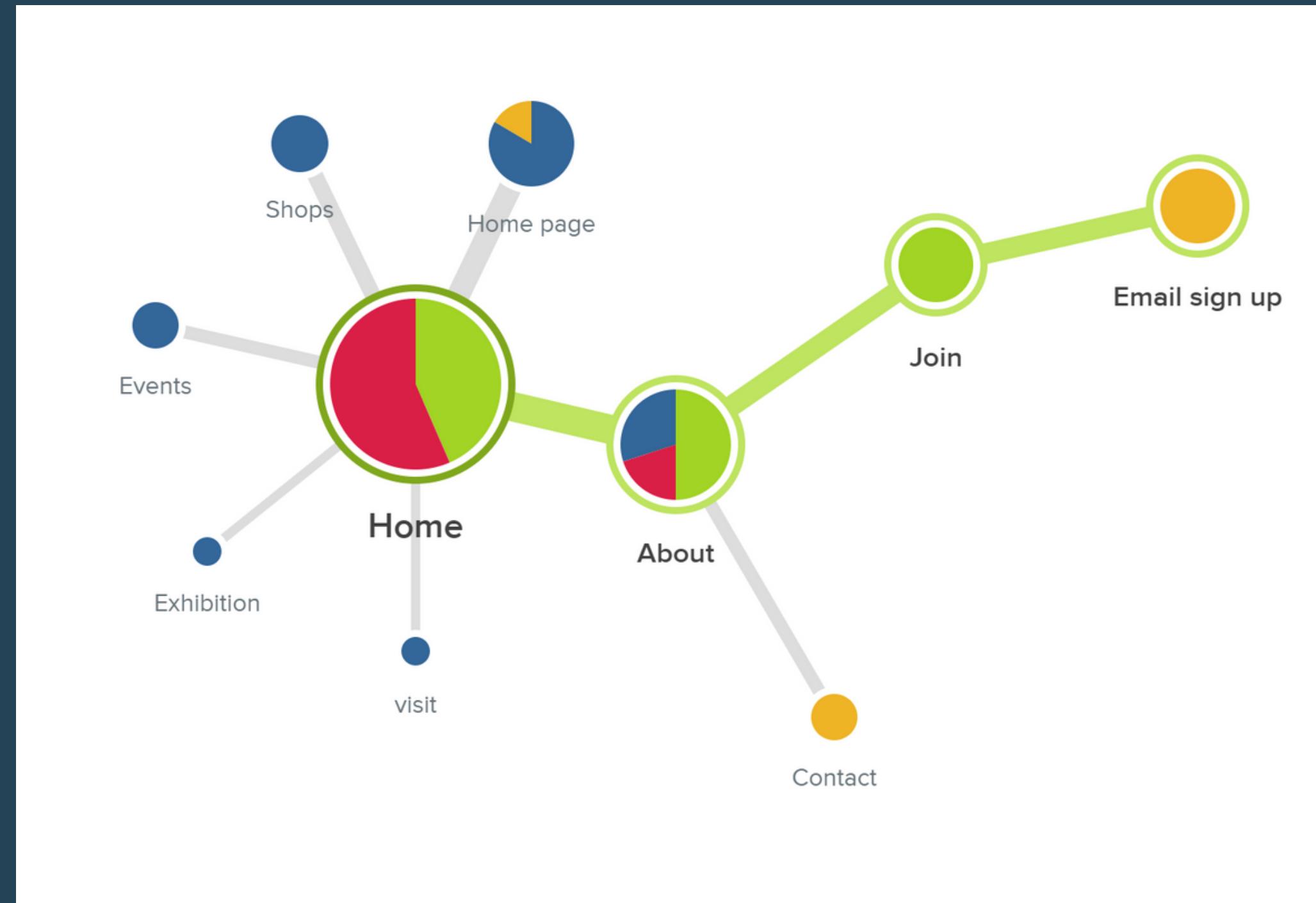
KPI

- Increase in ticket sales
- Membership subscriptions/newsletters,
- Increase in Event attendance
- Change in market value to different social groups
- Product of main attraction and revenue.

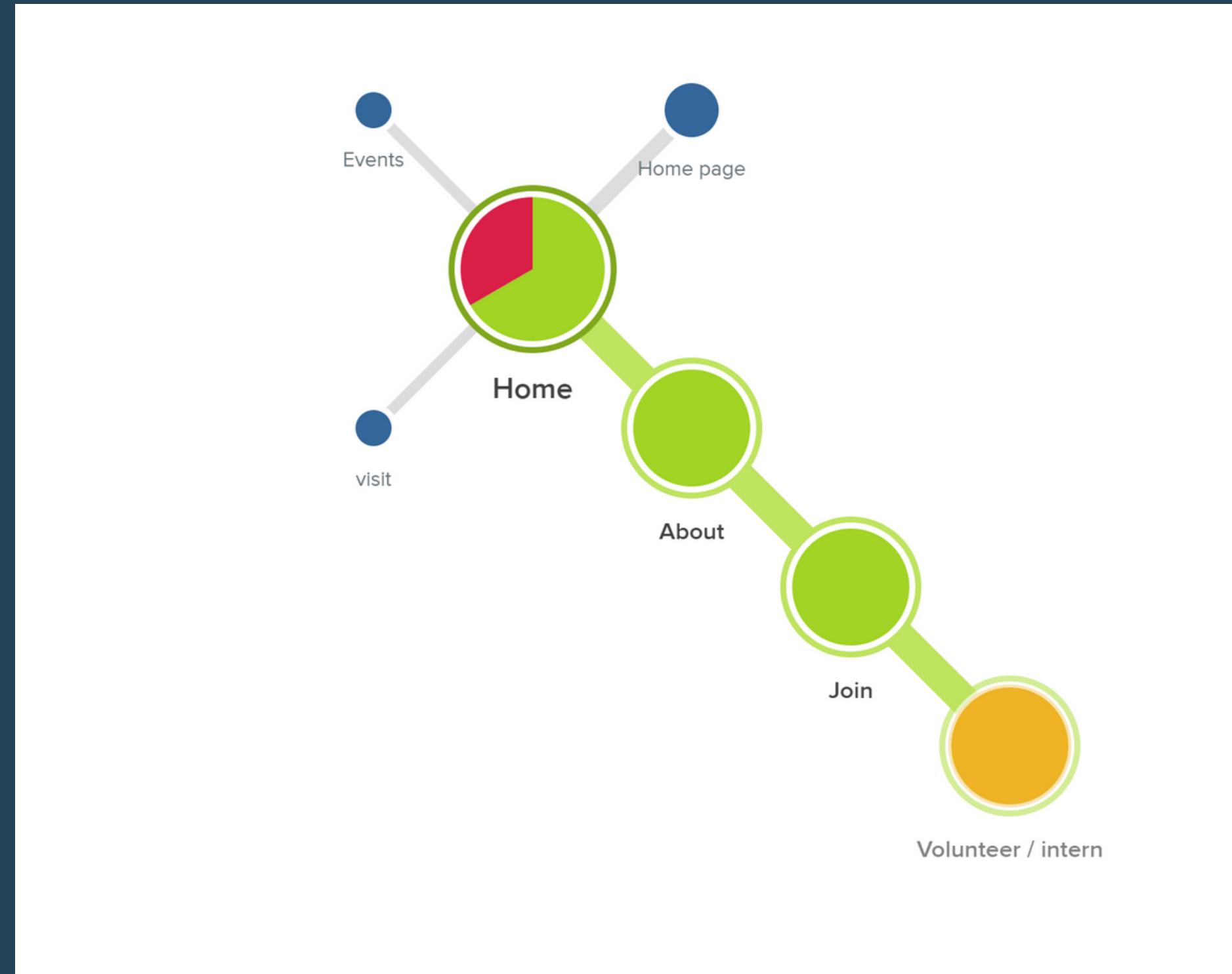
USER TASKS

- FIND ITEMS ONLINE WITH NO DIFFICULTY (ESPECIALLY ON “ABOUT PAGE”) TO LOOK FOR ITEMS
- NAVIGATE “ABOUT PAGE” WITH EASE AND HEURISTIC INTUITION.
- SIGN UP FOR EVENTS

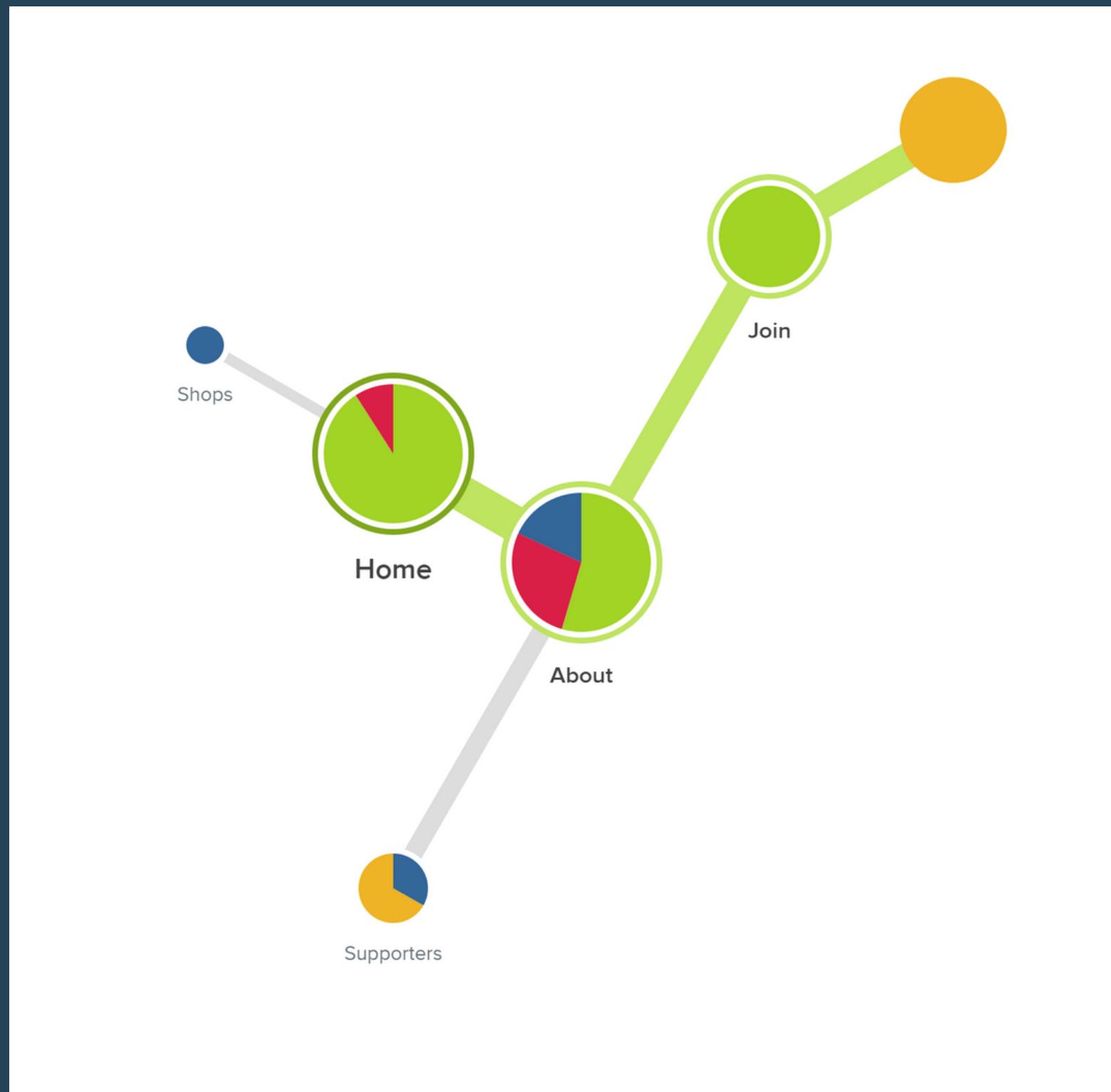
1) You want to sign up for emails and updates from the website! Where can you find the newsletter?



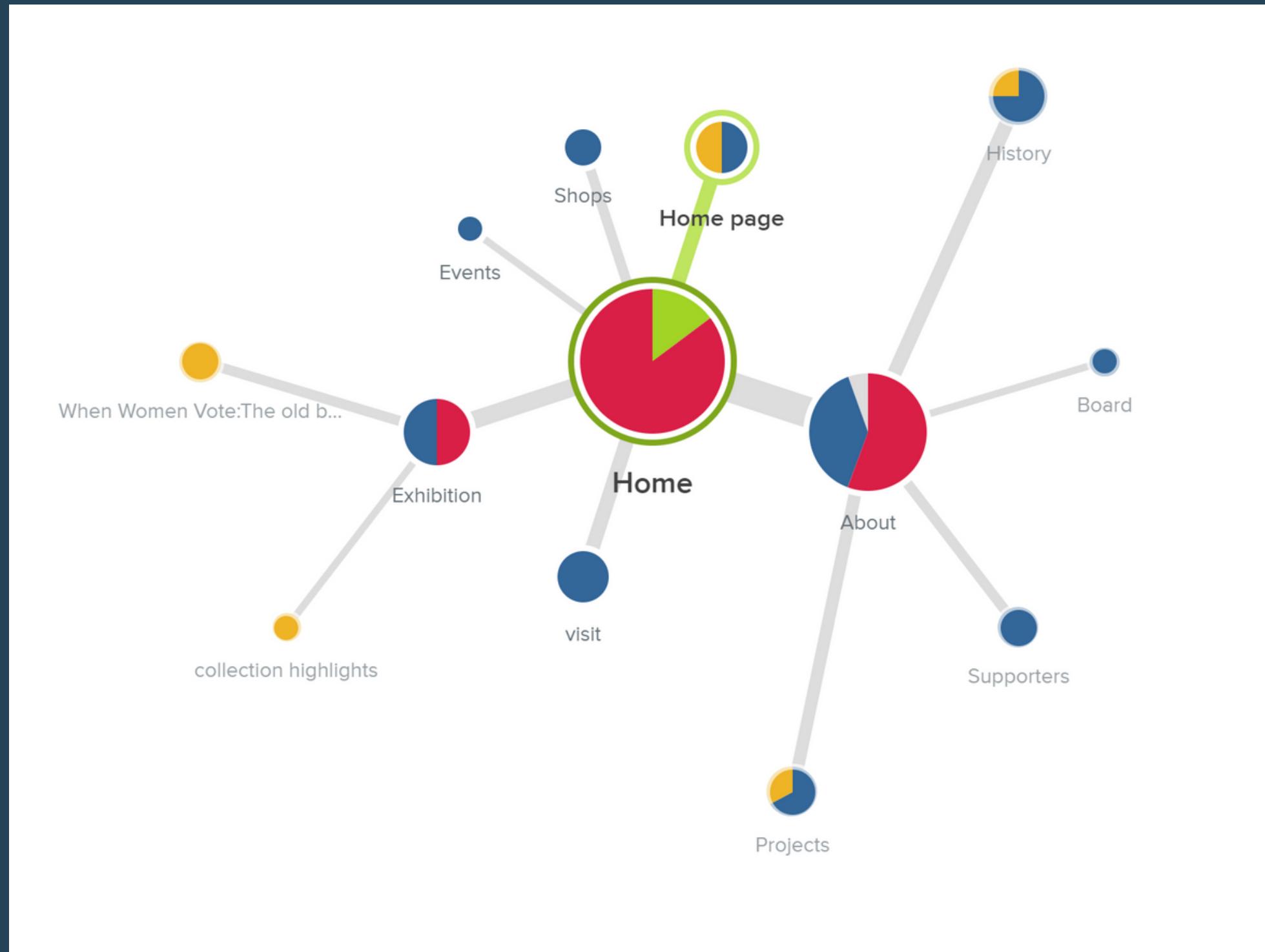
2) You are looking for an internship here and you are a Marketing major, where can you apply?



3) You want to volunteer here, where could you apply?

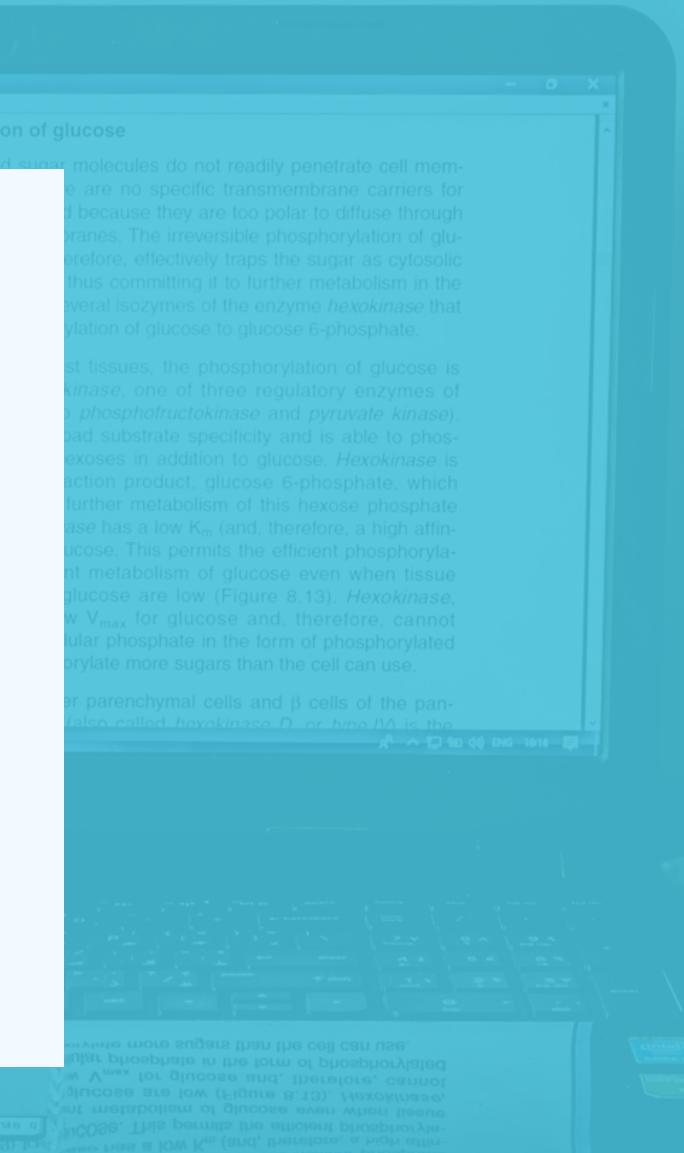


4. To see more on this museum, find the NJTV PBS video on Old Barracks Museum



SUMMARY

- Be more general with questions
- Always check the testers bias
- Reorganize About Me



MoMA

Plan your visit What's on Art and artists Store

[Make a donation](#) [Become a member](#)

We have temporarily closed.

Learn more →

Stay connected and enjoy the #MuseumFromHome

[Sign up for our newsletters](#)

Virtual Views: Dorothea Lange

To limit health risks associated with COVID-19, we are closed temporarily through May 31. Click here for more information.

Colonial Williamsburg

Explore Visit Learn Give Tickets | Donate

Our Historic Sites are Closed

In the meantime, travel back in time from home

Learn More

THE MET 150

Visit Exhibitions Events Art Learn Join and Give Shop

[Buy Tickets](#) [Become a Member](#) [Make a Donation](#)

Search

Temporary closure

The Museum has temporarily closed its three locations.

[Learn more](#)

The First Monday in May

Take a look back and ahead

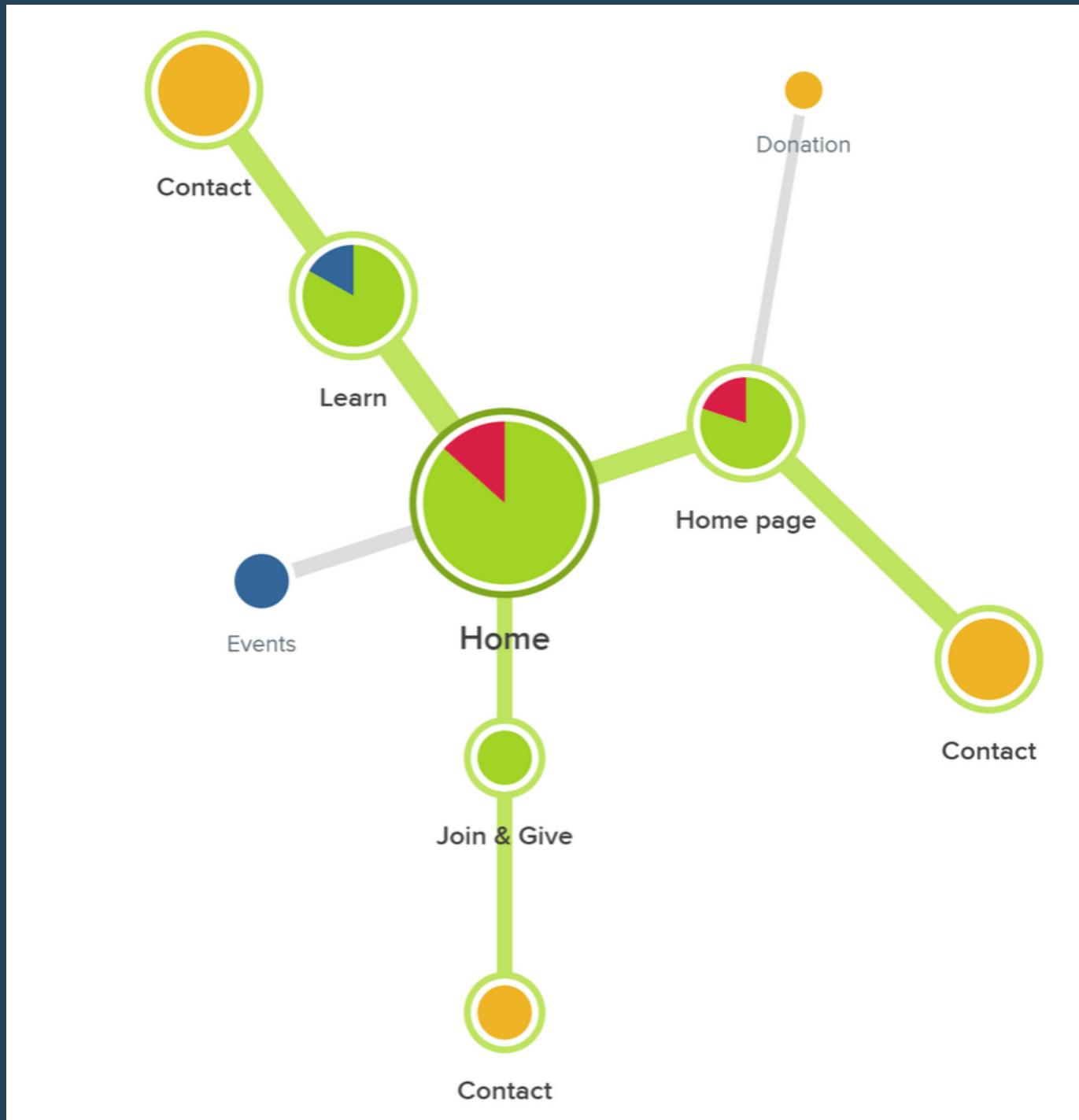


CHANGES

REVISED SITE

- Added: buy a ticket, newsletter sign ups, "join & give"
- removed: About Page
- Changed: "board" to " Faculty and Staff"
- Changed: "rent" to "host an event/rentals"

1. You want to sign up for emails and updates from the website! Where can you find the newsletter?



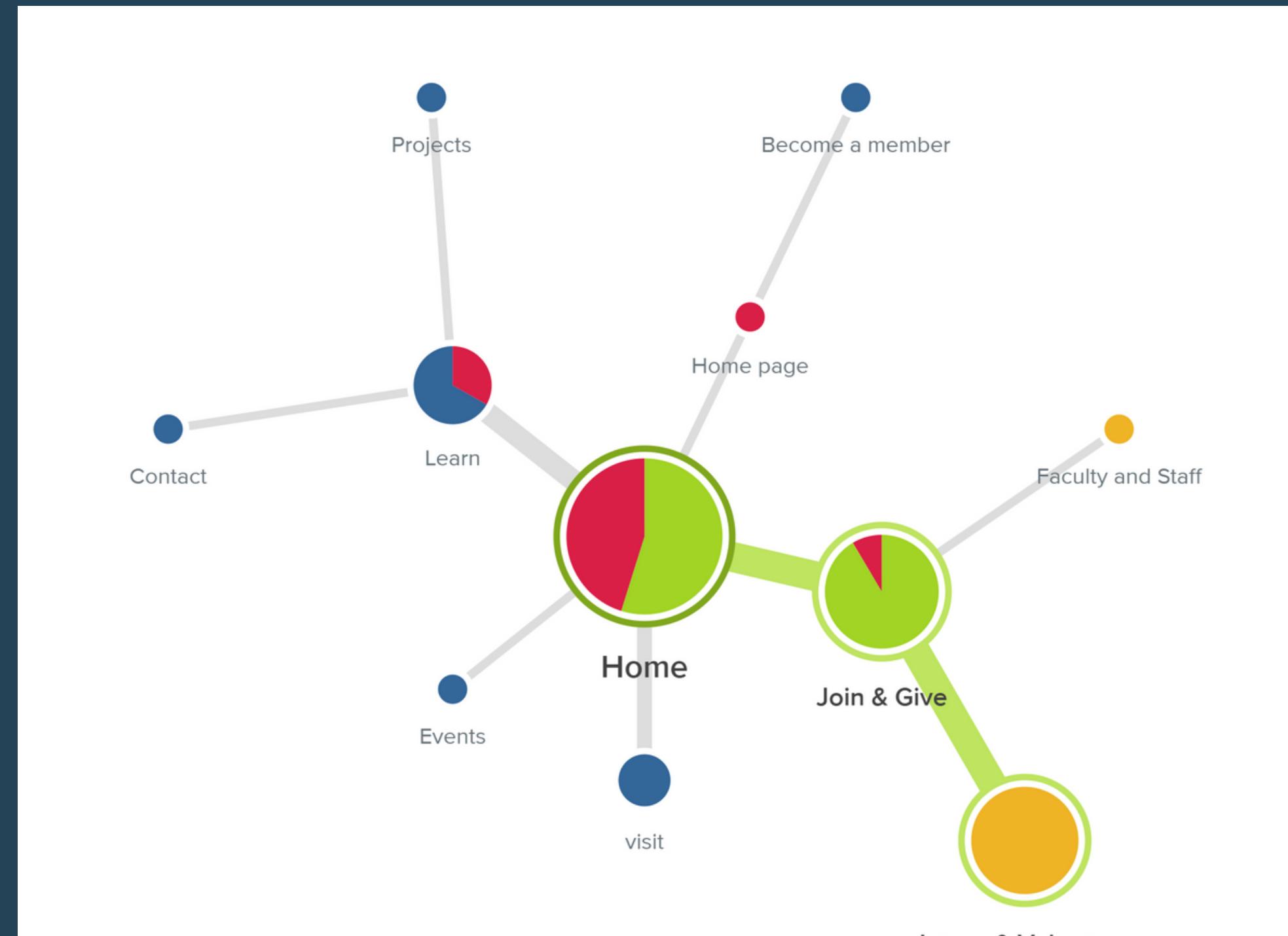
62%

original newsletter success rate

92%

revised newsletter success rate

2. You are looking for an internship here, where can you apply?



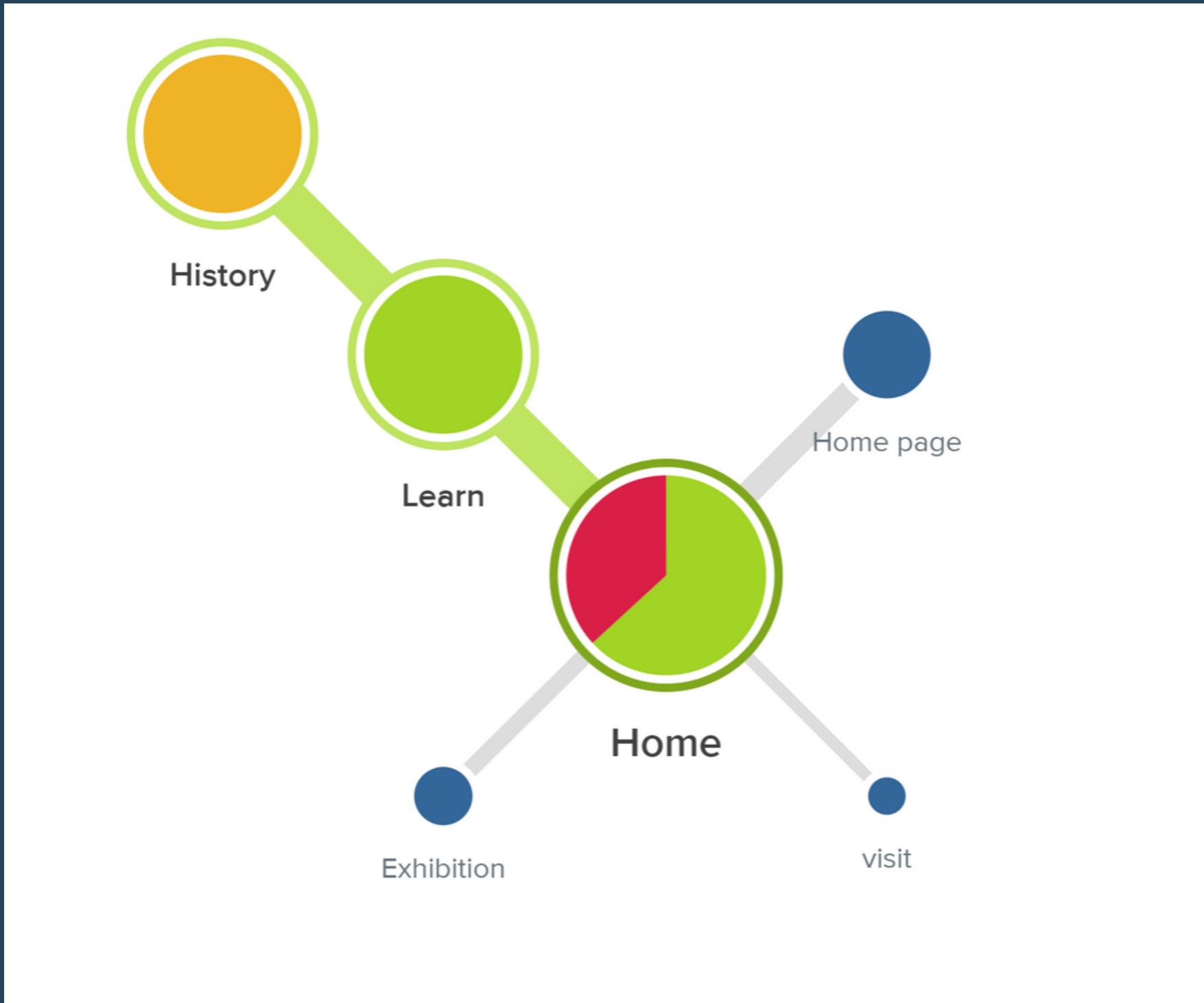
80%

original internship/volunteer success rate

92%

revised internship/volunteer success rate

3. You want to know the history of this museum, where can you find it?



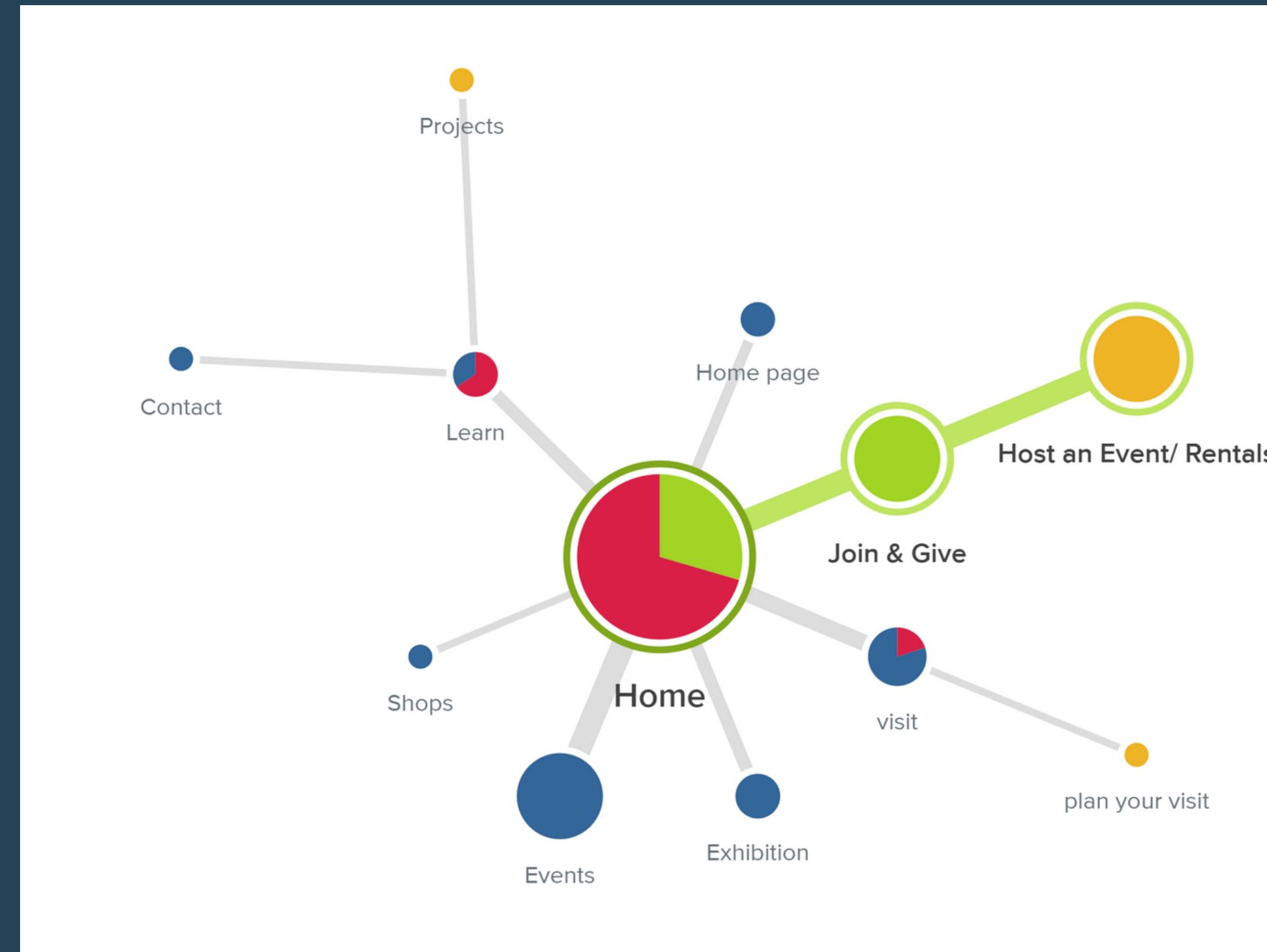
25%

original success rate

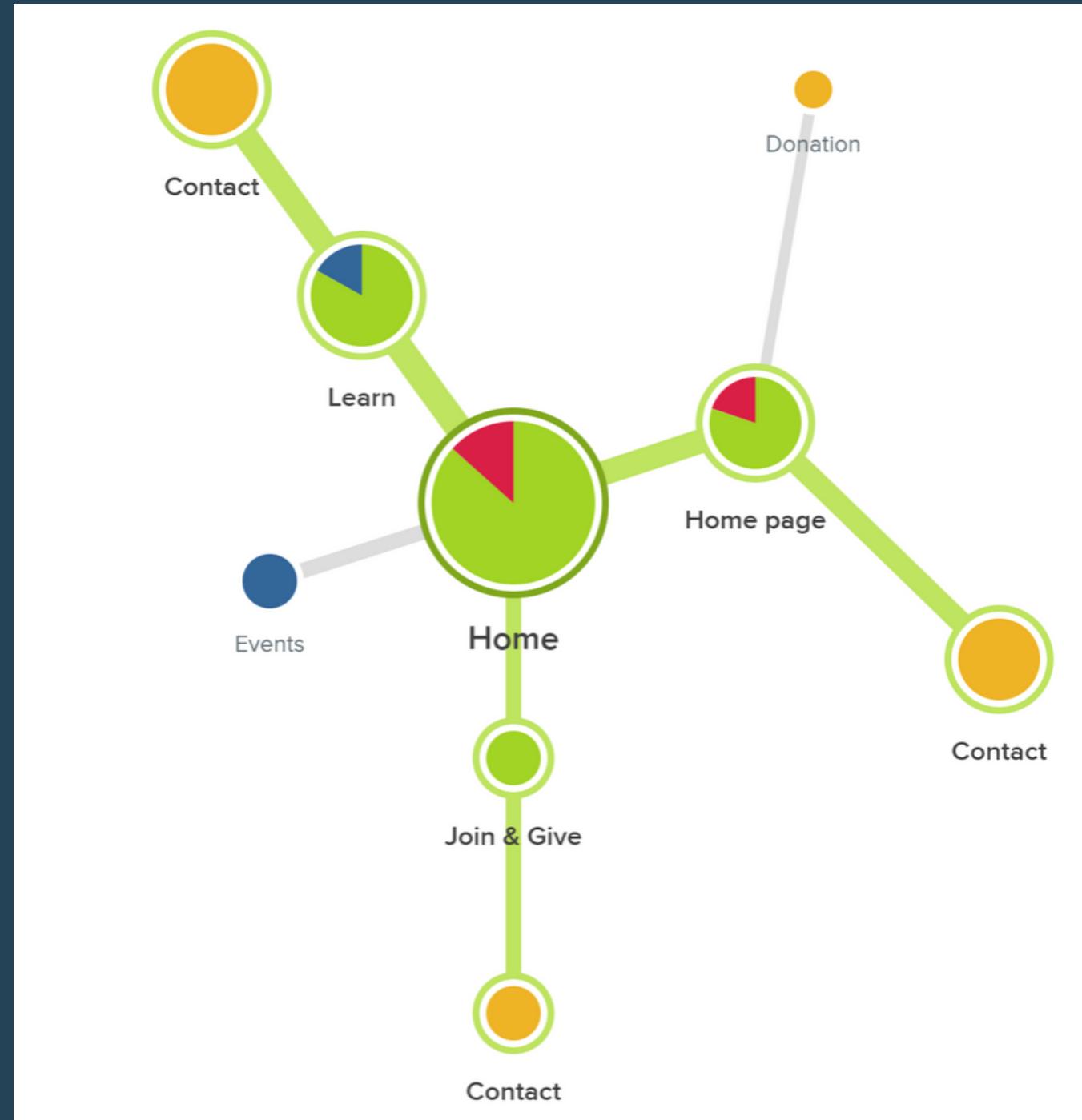
100%

revised success rate

4. You are exploring the page and want to rent a space and host an event



5. You want to contact the museum, either for general info, donations, or setting up an event.



80 %

origional nav

8/10 participants

1min41sec

86 %

new nav

12/14 participants

1min 44 sec

SUMMARY OF CONTENTS

FINAL REVISION?

- 1.) (+)newsletter in "Learn"
- 2.) rename "learn" to Learn more
- 3.) (+) "host event/rentals" to Visit & Events

Considered human errors: Participant 5 was one of the only participants that had errors with a success rate of 40%...

however they were also one of the quickest test takers, Their answers were also not relevant to the questions posed in the study.

55%

old success rate

95%

new success rate