INM315 Evaluating Interactive Systems 2025 Coursework:

Evaluating The Royal Ballet and Opera Website

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Executive Summary

Approach

This usability evaluation was conducted in response to a brief from the Royal Ballet and Opera (RBO), with the aim of understanding how effectively the organization's website supports users in locating key information, understanding the RBO's mission and charitable status, and navigating the donation and membership user journeys. This study was conducted with the live RBO website in March 2025.

A remote, moderated usability study was conducted with five participants, using a think-aloud protocol and six structured tasks aligned directly with the RBO's research objectives. The study explored users' ability to find general information about the RBO, navigate and comprehend the "About" pages, complete a donation journey, and sign up for membership. Data was collected through observation, and post-task feedback.

Key findings

While the RBO website was widely praised for its visual design and sense of artistic importance, users struggled to locate a clear and central explanation of what the RBO is. The "About" pages were experienced as fragmented and inconsistent, contributing to confusion about the organisation's structure and charitable nature. The donation process was generally smooth, though minor interface issues and lack of clarity about transaction fees affected user confidence. Membership sign-up was successful, but users found it difficult to compare tier options due to a vertically stacked layout.

Key Recommendations

1. Consolidate the "About" pages into a single destination with clearer structure and navigation.

2. Introduce consistent headers and summaries to improve clarity about the RBO's mission and charitable status.

3. Enhance the donation interface by providing clearer feedback and transparency around donation details.

4. Redesign the membership tier comparison layout to support quick scanning and confident decision-making.

Goals

This project was conducted in response to a brief provided by the Royal Ballet and Opera (RBO), which aimed to evaluate the usability and effectiveness of their website. Specifically, the RBO sought insight into four key areas:

1. How easy it is for users to find out about the organization, and where they typically look for that information.
2. How well the "About" pages are working—including clarity around what the RBO is, whether users understand that it is a charity, and the overall usability of those pages.
3. The findability and usability of the donation journey, including whether users have sufficient information to decide whether to donate.
4. The usability of the membership sign-up journey, and whether users recognise that becoming a Friend is a form of charitable giving.

This project was conducted in March 2025, using the live version of the RBO website available at that time. The evaluation focused on desktop usability and reviewed the live website experience as it would appear to first-time visitors.

Method

Participant Recruitment
Due to existing constraints such as timing and budget, I recruited participants from my personal network. I ensured that all five participants had similar levels of digital literacy and a baseline interest in the arts, to reflect the typical RBO audience. Participants were informed of the purpose of the study in advance and were asked to sign a consent form before the session, then verbally re-consented at the start of the recording. This was to ensure participants felt comfortable and that data collection adhered to ethical guidelines. After the fifth session, I determined that data saturation had been reached, as no new usability issues were emerging and I did not recruit additional participants (Nielsen, 2012).

Study Design
The study consisted of a series of six tasks, each designed to simulate a realistic user goal aligned with the RBO's research brief. A concurrent think-aloud protocol was used, in which participants were encouraged to verbalize their thoughts and expectations while interacting with the website. This method was chosen over retrospective think-aloud because it allows for real-time insight into user decision-making, expectations, and confusion. Since I was not concerned with measuring exact time on task (although noted if done quickly or past ideal amount), I felt this approach was appropriate and useful for uncovering user expectations and reasoning in real time despite potentially slowing users down. (Sauro & Lewis, 2024).

Sessions followed the following format:

- A short introduction inspired by Steve Krug's usability script (2010) to set participants at ease and clarify that the test was about the website, not them.
- A walkthrough of the process, with a reminder to think aloud.
- The six structured tasks followed by post-task reflection questions.

I conducted a pilot study with the first participant to confirm that all technology and materials were working correctly and that the data being collected would effectively serve the test's objectives. Upon completion of the pilot, I realized I did not need to make any changes to the test, so I kept the pilot as the first session.

In planning my tasks, I ensured they were verb-based to assess functionality by prompting the user to perform specific actions. Following best practices in usability testing, interface-specific language was deliberately avoided in certain tasks to prevent leading participants to the "correct answer" (Anderson, 2025). I applied various probing methods to either encourage more information if they fell silent, reflect on their statement for clarification or obtain an explanation if I didn't understand their statement or behaviour. I did so carefully, however, so as not to "influence the participant's response" and not introduce new concepts (Boren and Ramey, 2000).

Each task was mapped to one or more objectives outlined by the RBO brief:

- Objective 1: Understand how users look for general information about the RBO
  Task 1 asked participants to find information about the organization's mission and history and to summarize what they understood about RBO, providing insight into both navigation paths and comprehension.

- Objective 2: Evaluate the clarity and usability of the "About" pages
  In task 2, participants were directed to explore the three "About" pages: The Royal Opera, The Royal Ballet, and The Royal Ballet and Opera. They were asked to describe each page, followed by a self reported assessment of clarity on RBO's mission, and comprehension of whether the RBO is a charity.

- Objective 3: Investigate the findability and usability of the donation process
  Task 3 examined how users locate the donation page and what donation options they notice, followed by a self reported assessment on the ease of finding the donation page. Task 4 guided participants through the donation process (stopping before payment), capturing the usability of that journey and whether the site provides sufficient context for deciding to donate. They were asked whether they felt they had enough information to make a donation and then rate the level of ease or difficulty of the donation process.

- Objective 4: Explore the journey of becoming a Friend
  Task 5 focused on locating and understanding the benefits of membership tiers. Task 6 asked users to walk through the sign-up process for becoming a Supporting Friend, helping evaluate the clarity, usability, and perceptions of membership as a form of charitable giving. This task was followed by a follow up question on how easy they felt the process was and if they understood that becoming a member equaled a donation.

Logistics
Remote testing is well known to be a low-cost, time-flexible and location-convenient research method while still yielding a high quality research product (Moran and Pernice, 2020). These sessions were recorded and transcribed through Zoom, which allowed for a 40 minute maximum at a time (with the free version), and this time limit proved to be sufficient for each user. Prior to beginning the recording, I ran a "technology-practice session" with participants to ensure they were set up with the correct technology (Zoom) and had the ability to record themselves and their screen

activity (Moran and Pernice, 2020). After introducing the purpose of the test to the participant through the introductory script (Appendix B.1), I sent them a copy of the Participant Instructions Sheet (Appendix B.2) so that it was easily accessible to them in case they forget the instructions and ensure that they not read them ahead of the session (Experience, 2020). This sheet included the RBO website URL and the tasks they would be conducting, should they need to refer to them throughout the test.

Data Analysis

I took qualitative observation notes throughout the test, capturing positive feedback, user behaviour, and usability problems, while being mindful of problem extraction criteria (such as a user suggesting a change or expressing frustration) and performance metrics such as effectiveness (task success/completion rate) (Sauro, 2011a). These initial findings were documented in a spreadsheet (Appendix A.1) and labeled to a participant, the respective task, and website location. I then coded the transcriptions manually through the Delve Tool, which allowed me to highlight parts of the text where I wanted to note usability problems and positive findings that I may have also missed during my initial observations. During my first read through, I began with a deductive coding approach, where I had already defined the themes of "Positive Feedback" and "Frustrations". As I read through each transcript, new themes emerged that I also wanted to capture through inductive coding, and so I added new codes as I went along- such as "Navigation", "Content Understanding" and "User Recommendations". Sometimes these codes overlapped with the formerly defined ones, but I felt it was helpful to be specific about what kind of insights I was pulling. Through this coding process, I was able to add in more insights to my "Initial Findings" spreadsheet. To then narrow down my findings, I created an Affinity diagram (Appendix A.4), so that I could remove duplicates and group them into their own categories. I chose to categorize them around the research questions so that I could focus on the objectives of the brief when creating my Rainbow Spreadsheet. I also color coded each sticky note based on whether the insight was positive (green) or negative (red), for an additional layer of analysis.

In my final rainbow spreadsheet, I broke down each observation into a "Description" (to identify the cause of the problem/finding) and "Impact" (to identify the outcome of the problem/finding). I then provided a re-design recommendation and a severity rating (these are labelled with N/A for positive findings). I used the Dumas and Redish severity rating scale, as shown below (Figure 1.0):

Severity Scale Legend	
Severity Rating	**Description**
Level 1	Problems prevent completion of a task
Level 2	Problem causes significant delay and frustration
Level 3	Problem has a minor effect on usability
Level 4	Problem is more subtle and often point to an enhacement that can be added in the future

Figure 1.0

On the spreadsheet, each finding is coded in the order it is listed in and then tied to the location it was identified in with a column titled "Page". I then added a column for each participant, which is labeled with a number and its own color. If the observation occurred during that participant's session, I fill in their cell with their respective color (Sharon, 2013).

While five participants does not yield statistical significance and is not a large enough sample size to rely on quantitative data alone, I used a 5 point Likert scale to assess perceived ease and understanding after each task to support my findings (Nielsen, 2012). These were collected on a separate sheet, then averaged to a score per question (Figure 1.1).

Related Task #	Post-Task Question	Theme	P1	P2	P3	P4	P5	Average
1	On a scale of 1 to 5, how clear is RBO's mission? (1 = very unclear, 5 = very clear)	Mission Clarity	4	2	4	1	4	3
1	On a scale of 1 to 5, how clear is it that RBO is a charity? (1 = very unclear, 5 = very clear)	Charity Understanding	2	1	2	3	1	1.8
2	On a scale of 1 to 5, how easy was it to find the donation page? (1 = very difficult, 5 = very easy)	Donation Findability	5	5	5	5	5	5
3	Did you find you had enough information to make a donation?	Donation Information	Yes	Yes	Yes	Yes	Yes	
3	On a scale of 1 to 5, how easy or difficult was to make a donation? (1 = very difficult, 5 = very easy)	Donation Usability	5	4	4	4	4	4.2
4	On a scale of 1 to 5, how easy or difficult was it to find the membership page? (1 = very difficult, 5 = very easy)	Membership Findability	5	5	4	5	5	4.8
5	On a scale of 1 to 5, how easy or difficult was it to sign up for a membership? (1 = very difficult, 5 = very easy)	Membership Usability	4	4	3	4	5	4
5	Did you understand that becoming a member is a donation?	Membership Understanding	Yes	Yes	Yes	Yes	Yes	

Figure 1.1

Results

Each section below responds directly to one of the research questions, with references to the numbered observations in the rainbow spreadsheet (noted as "obs #").

<u>1. How easy is it for users to find out about the organization and where do they look to find that information?</u>

Participants responded positively to the overall aesthetic and layout of the website, describing it as "visually appealing," and "clean" (obs #1). This design fostered an initial sense of credibility and positive appearance to the user.

However, when trying to locate information about what the RBO is and does, all users experienced difficulty identifying a single, centralized page that clearly explained RBO's mission. Participants ended up migrating to the "About the Royal Ballet and Opera" page, but they were unable to find information on the organization as a whole without having to navigate to the other "About" pages (obs #2, figure 1.0). Users expressed confusion on why these pages were split and not obviously connected. One participant questioned whether they were reading about three distinct organizations or three departments within one. While most felt they had eventually found relevant

information, the process was longer and more fragmented than expected, indicating a lack of intuitive information hierarchy.
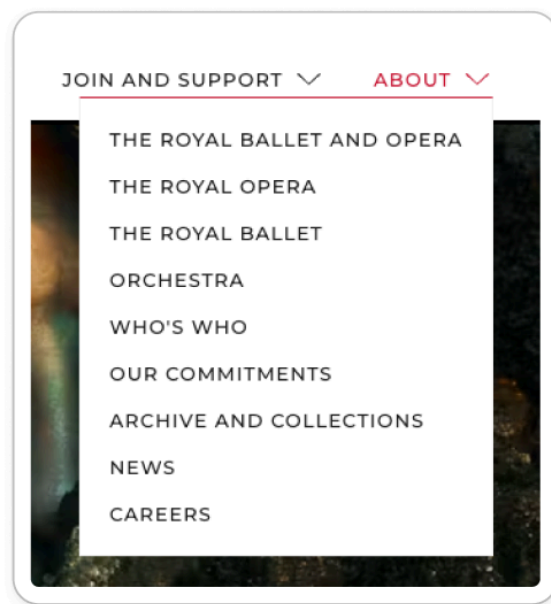

Figure 1.0

2. How well are the "About" pages working? Is it clear what the RBO is? Do users understand that the RBO is a charity? What is the usability and UX of the "About" pages?

While the design aesthetics were praised (one user watched the full video and thought it was a beautiful introduction in obs #6), the remaining page content comprehension was limited. All participants were able to access the three "About" pages (The Royal Ballet and Opera, The Royal Ballet, and The Royal Opera) quickly but found their structure and purpose unclear.

The lack of clear headings or introductory summaries on these pages caused limited comprehension (obs #3-5,8,9). The absence of a consistent visual hierarchy also made it difficult for the user to find relevant information. For example, the top section of the RBO about page begins with mention of the 2024/2025 season before the "About" header (obs #3, Figure 2.0), while the other two about pages do not have an "About" header, but have a "History" header at the very bottom of the page (also inconsistently sized across both pages).

As a result, I rated this issue with a severity of 1 (refer to Figure 1.0 in previous section) as only one of five participants understood that the RBO is a charity when asked after completing their task - and this was due to their own pre-existing knowledge of this domain.

AS WE LAUNCH OUR 2024/25 SEASON, WE WELCOME A NEW ERA FOR THE ROYAL BALLET AND OPERA

Our Covent Garden theatre has been at the heart of London and British cultural life for three centuries. We are home to two world-class Companies: The Royal Ballet and The Royal Opera. So to reflect that, we're changing our name. From the start of the 2024/25 Season we will be the **Royal Ballet and Opera**.

ABOUT THE ROYAL BALLET AND OPERA

The Royal Opera House describes the place we work, not who we are. The whole is always more than the sum of its parts – we may be a House, but three quarters of our audiences experience what we do outside this building. While our Covent Garden theatre is the nerve centre, the impact and influence of the organisation can be felt in every corner of the country, and around the world. This Season, the Royal Ballet and Opera will broadcast productions to 1,500 cinemas worldwide. Children in hundreds of schools across the country, who might otherwise not have access to the arts, will be offered opportunities, free specialist training and resources to inspire, educate and engage them in dance, music and design.
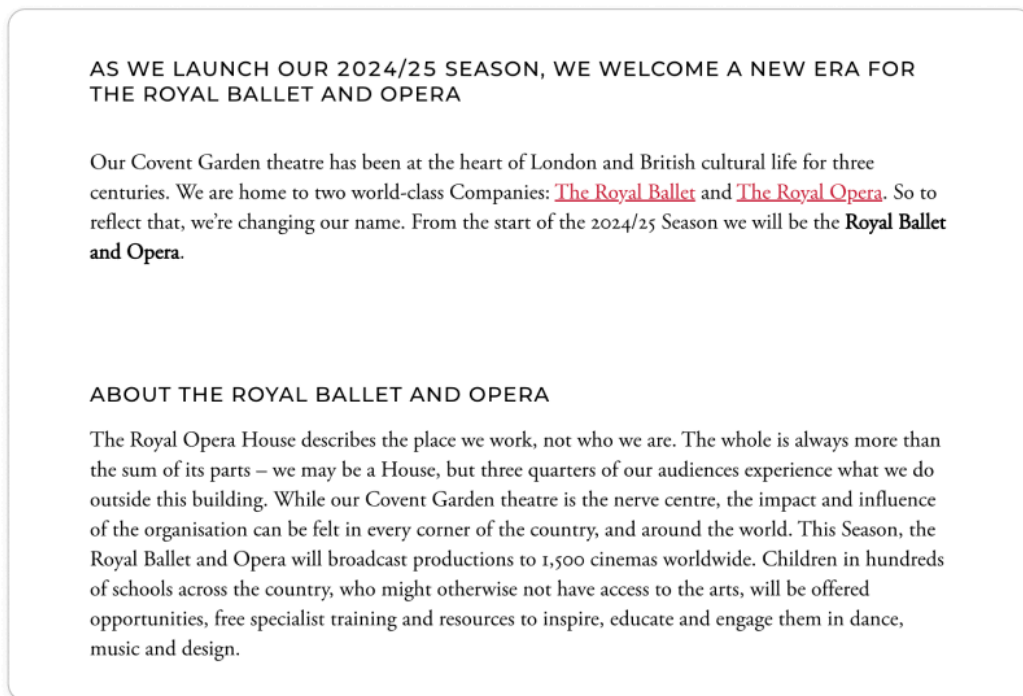
Figure 2.0

Additionally, the presence of a large Rolex logo on the Royal Opera page (obs #10, Figure 2.1) caused confusion about the RBO's affiliations, with one user wondering aloud why it was so large and how it related to RBO's mission commercially or culturally.
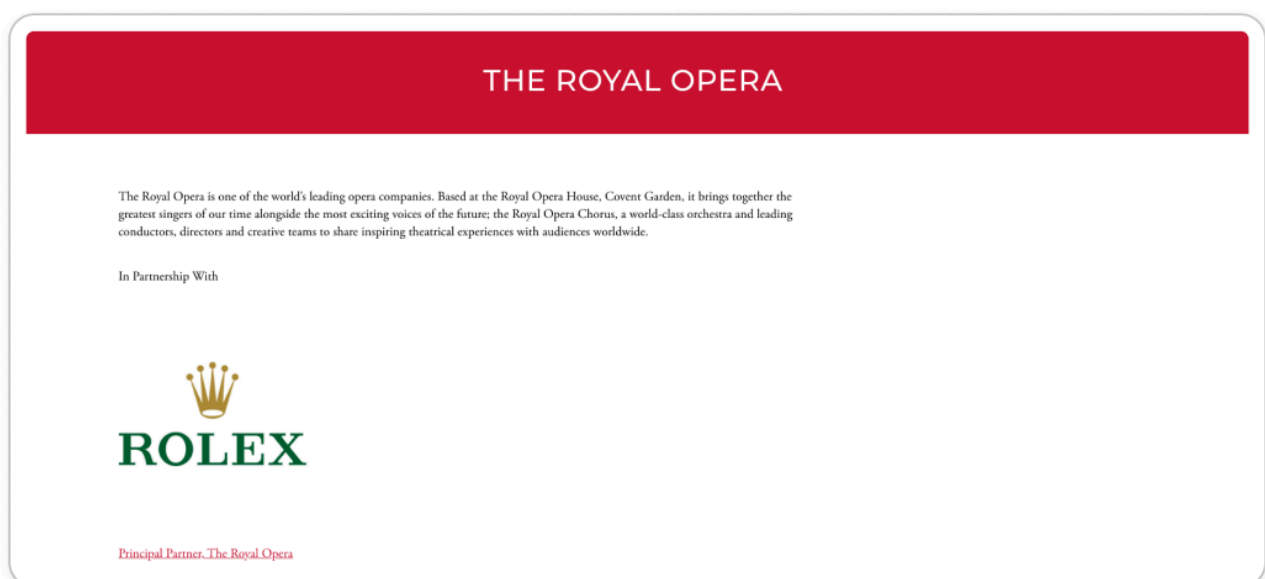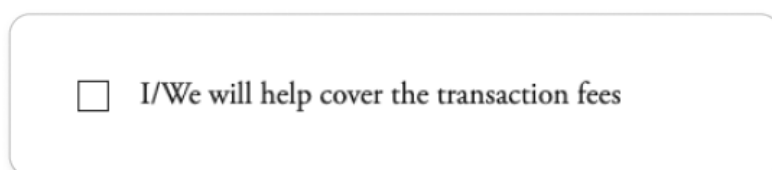

THE ROYAL OPERA

The Royal Opera is one of the world's leading opera companies. Based at the Royal Opera House, Covent Garden, it brings together the greatest singers of our time alongside the most exciting voices of the future; the Royal Opera Chorus, a world-class orchestra and leading conductors, directors and creative teams to share inspiring theatrical experiences with audiences worldwide.

In Partnership With

ROLEX

Principal Partner, The Royal Opera

Figure 2.1

3. How findable is the donation functionality and what is the usability of the user journeys for making donations? Do users have the information they need to decide whether they would like to make a donation?
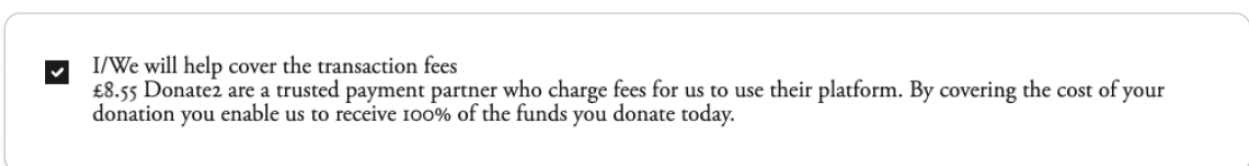
Participants were 100% successful in locating the donation page (obs #15). Once on the page, they found the layout simple and clear, mostly noting that it was very straightforward to locate and complete a donation. Participants were also 100% successful in identifying the different donation options (one-off vs. recurring donations) and found the user journey to complete the donation easy to follow.

When asked to make a donation (up until submission), most clicked through the "Donate now" button at the top of the "Donate" page, where they were taken to a new page and saw the two donation options. When asked if they felt they had enough information to make a donation, they felt positively on this but there were a couple of comments on the "transaction fees" checkbox (obs #18, severity: 3) where they hesitated to click on it because they weren't sure how much these fees were - but, once clicked, they said they would have felt comfortable covering that and suggested the website provide that information upfront (Figures 3.0 and 3.1).

Figure 3.0

Figure 3.1

Some selected a specific Appeal to donate to and appreciated the additional information of knowing exactly which program they were donating to. Upon scrolling down the page, there were a few users who expressed confusion with the functionality of pre-selected amounts and the lack of feedback when clicking the button aside from it changing color. One expected the page to automatically scroll down to the input fields, another expected another page to open, and another duplicated the preselected amount into the open field "Surprise us with any other amount" (Figure 3.2).

Figure 3.2

4. How usable is the user journey for becoming a Friend and are users aware that membership of the RBO is a charitable donation?

All participants successfully navigated to the membership section without issue via the "Become a member" sub page under "Join and Support" in the global navigation. However, four out of five users made note of the sudden change in language from "member" to "friend" in large text at the top of the page (obs #14, figure 4.0).
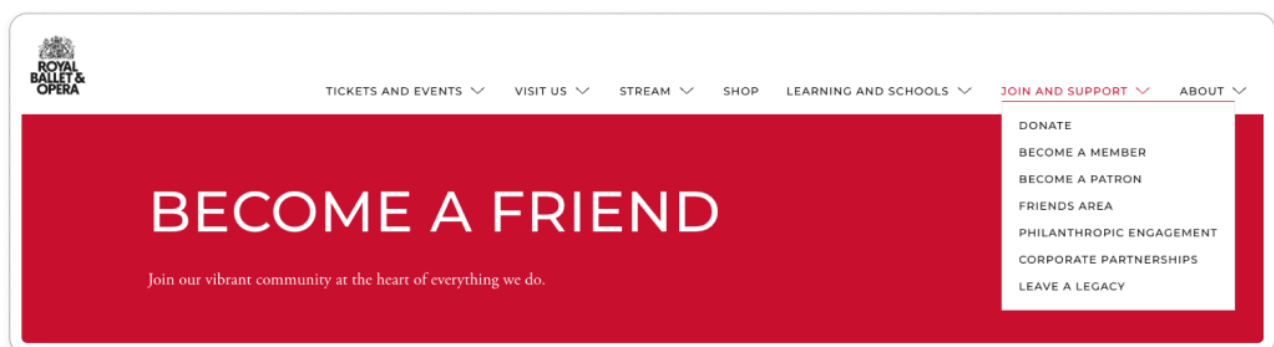

Figure 4.0

Users found the summary of information helpful and understandable, but once they began scrolling through the different options, they had a hard time comparing their options due to the vertical

layout, frequently scrolling up and down to remember what the previous tier offered (obs #12). One user noted that he was confused on which tier the CTAs "Join/Renew" and "Buy as a Gift" belonged to based on how they were spaced within each tier (obs #13, figure 4.1).
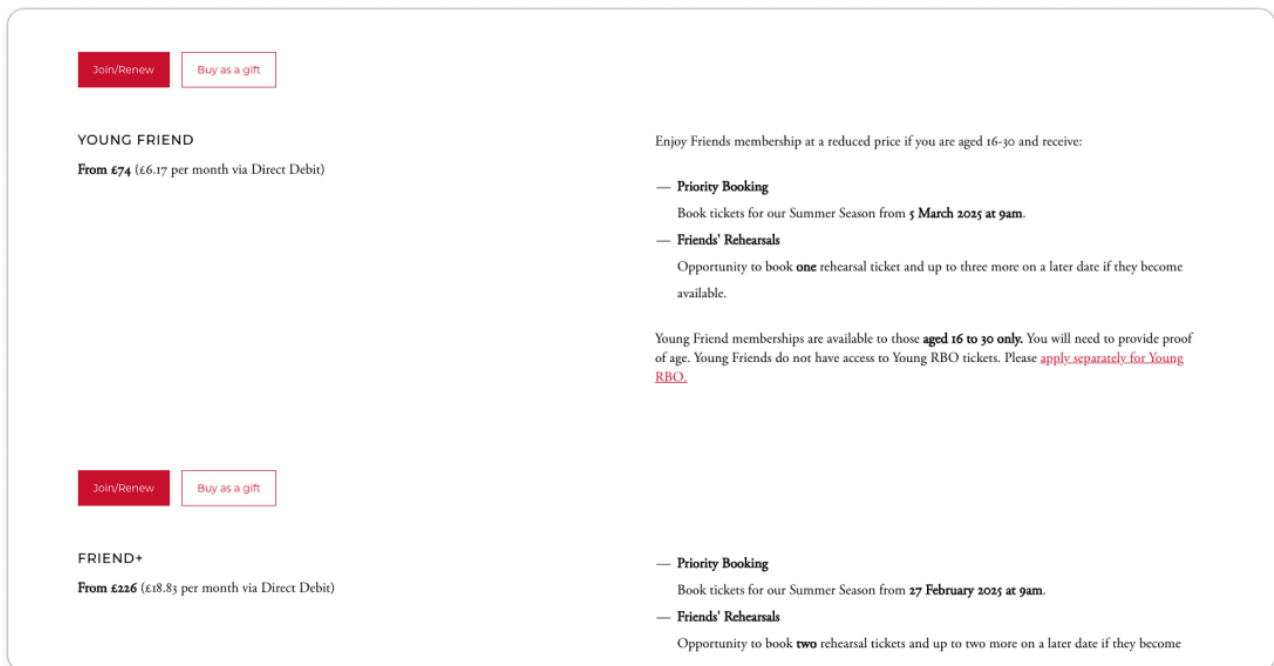

Figure 4.1

Recommendations

1. Consolidate the "About" Pages
Although participants enjoyed the visual appeal of each page (especially pertaining to the videos), they had difficulty identifying a single, centralized explanation of what the RBO is and what it does, taking a longer time to locate the information across each page.

Redesign: Remove the subpages "About the Royal Ballet" and the "About the Royal Opera" and move them to a single page in the "About the Royal Ballet and Opera" (Figure 1.0), then include a local navigation bar at the top of the page to allow the user to quickly locate and read more about each entity (Figure 1.1).

Impact: This would resolve confusion about the separation of entities, reduce time spent on understanding what RBO does, and make the site structure more intuitive.
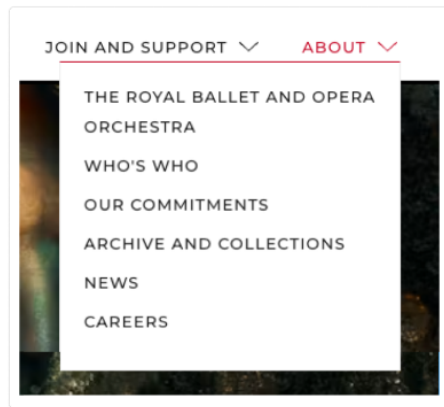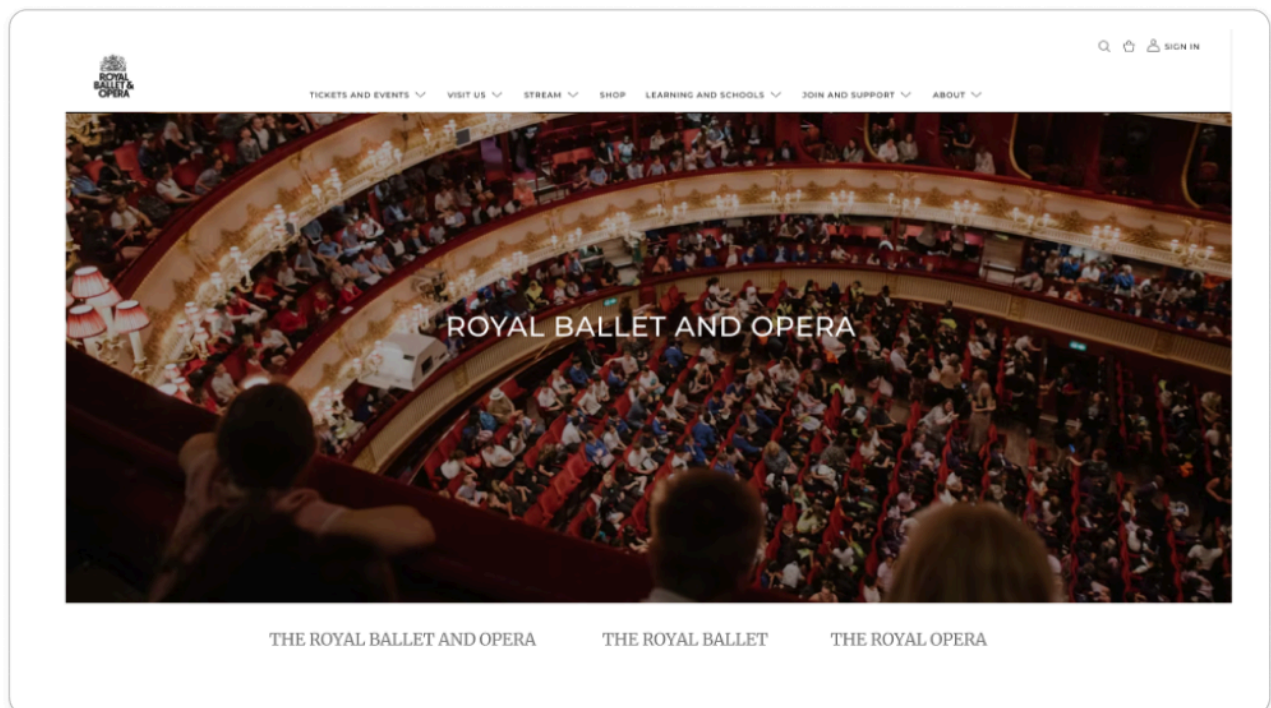
Figure 1.0

Figure 1.1

2. Add clear section headers with key content on the new, single "RBO About" page
Users spent a lot of time reading through staff biographies and upcoming season information before arriving at the "History" section, where they sensed the most relevant information on the organization was nested under. Although there was positive feedback on the use of imagery for the staff, conveying a sense of importance to the user, it is best to allow the user to first get a fundamental sense of the organization's purpose first.

Redesign: Building upon the previous recommendation, add headers for "About the Royal Ballet" and "About the Royal Opera", with subheaders describing their individual mission (clearly stating it is a charity), history, upcoming season announcements, and staff bios.

Impact: This ensures consistent formatting, header placement, and visual hierarchy along the page. It also addresses user confusion over the organizational structure, helping users orient themselves quickly when seeking key information about the RBO.

3. Improve functionality and transparency within the donation process
While 100% of participants were successful in completing the donation journey, the task could have been done more efficiently if there was clear feedback and transparent content incorporated.

Re-design: Provide feedback to the user that their donation amount selection is confirmed by:
a) automatically scrolling down to the personal information section,
b) graying out the "Enter a custom amount" field,
c) making the text which describes the amount selected under "Summary" larger for clarity (one user noted the font should be larger).

Impact: This improves task efficiency, preventing the user from waiting for something to happen and then duplicating information.

4. Enhance the membership page layout to support comparison efficiency and clarity
While the user journey for becoming a member was straightforward once initiated, users struggled to compare membership tiers efficiently due to the vertical layout and unclear spacing between CTAs and tiers.

Redesign: Create a table layout so that users can visually compare membership tiers in one single view, placing the CTAs within the table in each tier's respective column (Figure 4.0).

Impact: These changes would make the selection process more efficient and reduce cognitive load during comparison, increasing the user's confidence in their selection.

MEMBERSHIP LEVELS

	Young Friend (16-30 yrs) £74/yr	Friend £120/yr	Friend + £226/yr	Supporting Friend £540/yr	Premium 1 £1,440/yr	Premium 2 £2,700/yr
Priority Booking Open Date	5 Mar 2025	5 Mar 2025	27 Feb 2025	25 Feb 2025	20 Feb 2025	19 Feb 2025
Friend's Rehearsals	1 ticket + up to 3 more	1 ticket + up to 3 more	2 tickets + up to 2 more	2 tickets + up to 2 more	2 tickets + up to 2 more	Up to 4 tickets
Behind-the-scenes Content	✓	✓	✓	✓	✓	✓
Subscription to RBO Magazine & Season Guide	✓	✓	✓	✓	✓	✓
10% Shop Discount	✓	✓	✓	✓	✓	✓
Acknowledgement				✓	✓	✓
	Join / Buy as a gift	Join / Buy as a gift	Join / Buy as a gift	Join / Buy as a gift	Join / Buy as a gift	Join / Buy as a gift

Figure 4.0

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Rainbow Spreadsheet

No.	Page	Description	Impact	Recomendation	# Severity	P1	P2	P3	P4	P5
1	Homepage	Website image and content aesthetic	Users found the website colorscheme, layout, and image content visually appealing, clean and clutter-free while navigating through pages	N/A	N/A					
2	About pages	About pages are separated into three	User confused on why this was the case and frustrated by having to click through each page separately	Place content of Royal Ballet and Royal Opera about pages under the Royal Ballet and Opera about page, with possibility of leading to other sub pages if it becomes too dense	2					
3	About page: RBO	Top section begins with mention of 2024/25 season in the header before the "About the RBO" header	User unaware of what RBO actually is and its charity status	Include a clear header and decription of what the purpose and history of the RBO is at the very top and ensure to mention the word "charity"	1					
4	About page: Royal Ballet	No clear header at the top of content text, followed by large header of staff members and their bios (instead of mission)	User unaware of the difference between this entitiy versus the other entities and took a long time to scroll to the bottom	Add a clear header stating "About the Royal Ballet" including its mission	1					
5	About page: Royal Ballet	Large history header at the very bottom	Not all users scrolled to the bottom, but when they did, they questioned why it was at the bottom	Move the History header at the top of the page, followed by a clear header of Staff Bios						
6	About: The Royal Ballet	Video at the top of the page	User cliked play on the video before scrolling and was very interested in continuing to read more after enjoying its contents	N/A	N/A					
7	About: The Royal Ballet	Video at the top of the page	User wishes there was a time code for the video so that they knew how long the video was, and a description of the video for additional context	Add time code in video and short description of show title and potentially show date	4					
8	About: The Royal Ballet	Staff biography sections	User did not want to click "Read [Name] Biography" and be taken to a new page in order to learn more about that person, they wished that it was all on the same page or have an expandable effect	Provide an expandable version of staff biography to entice more users to learn more	4					
9	About page: Royal Ballet	No clear header at the top of content text, followed by large header of staff members and their bios (instead of mission)	User unaware of the difference between this entitiy versus the other entities and took a long time to scroll to the bottom	Add a clear header stating "About the Royal Ballet" including its mission	1					
10	About page: Royal Opera	Large Rolex partnership logo at top of page	User is confused by commercial affiliation and distracted by its purpose	Reduce the size of the logo so as not to distract user from purpose of the page	3					
11	About page: Royal Opera	History header at the very bottom (size is also inconsistent with history header in other about page)	User took a long time to find the header, if at all	Move the History header at the top of the page, followed by a clear header of Staff Bios	1					
12	Become a Member	Membership options layout is vertical with large space between each option	User having difficulty comparing membership options due to need for constant scrolling, unable to retain information for each to make a decision	Create a table layout so that users can visualize membership options side by side in one single view and make an informed decision more clearly and efficiently	2					
13	Become a Member	Membership CTA to proceed with option is too far down from title subheader	User is confused on which CTA belongs to which membership option	Place the CTA closer to the subheader, such as directly underneath, or within the previously recommended table	3					
14	Become a Member	"Become a Friend" header appears when user clicks on the sub navigational page "Become a Member"	User is confused by the different terms for becoming a member, unsure if beoming a friend is the intention or if it is a separate task to becoming a member	Avoid assuming the user understands that "friend" and "member" are interchangeable and use consistent language throughout the site for clarity and to prevent confusion	3					
15	Donate	"Donate" sub navigational page nested under "Join and Support" global navigation	User is successful in quickly finding the correct page to complete a donation, expressing that this task was very straightforward	N/A	N/A					
16	Donate	Local navigation bar under the Support Us banner	User found this helpful to navigate the page and obtain enough information on what donating to the RBO entails, rating this highly when asked to select a number 1-5 for how easy it was to make an informed decision before donating	N/A	N/A					
17	Donate Now	The donation options "One-Off Donation" and "Regular Donation" are clearly located within a logival heading structure for the user	User is quick to identify the available donation options provided by RBO	N/A	N/A					
18	Donate Now	The checkbox underneath personal details for transaction fees ("I/We will help cover the transation fees") do not provide upfront information on what the fees entail	User hesitates at first to select because they are not aware of amount, and they are unaware that clicking it will surface the information needed to make that decision. When clicked, the user says they would have more easily decided to select this option had it provided this information upfront.	Include the description upfront so the user can make a better informed decision, quicker	3					
19	Donate Now	The black pre-determined donation amount buttons turn red when selected but remains selected if user enters a custom amount in the field underneath	User seemed stumped on what is meant to happen when selecting these amounts; expressing that they expected either a new page to appear, or the page to automatically scroll down to information input portion. One user typed in the same amount selected again in the empty field.	Provide feedback to the user that their selection is confirmed by automatically scrolling down to the personal information section and graying out the "Enter a custom amount" field. Make the text which describes the amount selected under "Summary" larger	2					

Appendix A.1: Initial Usability Findings

Participant	Task	Location	Finding	Rating	
P1	T1	Home	"Wow"! on 1500 cinemas	Positive	
P1	T1	About: RBO	Confused on broadcasting or is it movies or TV?	Negative	
P1	T1	About: RBO	Cool that its context of both	Positive	
P1	T1	About: RBO	Distracted by biography, "how do I get back?" would prefer short bio on page	Negative	
P1	T1	About: RBO	clicked through artist program, cool to see how long its been there	Negative	
P1	T1	About: RBO	answers what is RBO incompletely : gives artists the space, stronger branding	Negative	
P1	T1	About: RBO	not confusing didnt like bio being separate page	Negative	
P1	T2	About: Royal Opera	played videos on about pages	Positive	
P1	T2	About: Royal Opera	wants to see time code on video, wants context	Negative	
P1	T2	About: Royal Opera	clicked on red link under rolex, clicked right off , didnt have any use/interest	Negative	
P1	T2	About: Royal Opera	prefers more writing, less links	Negative	
P1	T2	About: Royal Opera	partnership header too big	Negative	
P1	T2	About: Royal Opera	no header that says team	Negative	
P1	T2	About: Royal Opera	says chorus needs proper header, not digestible	Negative	
P1	T2	About: Royal Opera	says not sure what opera house is	Negative	
P1	T2	About: Royal Opera	headers with expandable content wouldve been better	Negative	
P1	T2	About: Royal Ballet	prefers b/c didnt have to leave page to find what he wanted	Negative	
P1	T2	About: Royal Ballet	more engaging, more photos, more cohesive	Negative	
P1	T2	About: Royal Ballet	searching to expand info	Negative	
P1	T2		clarity of RBO mission: 4	Positive	
P1	T2		clarity of RBO a charity: 2	Negative	
P1	T3	Donation page	wants to know more about appeals before clicking through (find out more)	Negative	
P1	T4	Donation page	likes that it tells what donation amounts are and that its built in	Positive	
P1	T4	Donation page	prefix is too long	Negative	
P1	T4		post task q: 5 and 5	Negative	
P1	T5	Member page	doesnt like that its two words (friend/member)	Negative	
P1	T6	Member page	too many options, wouldve liked to see dropdowns	Negative	
P1	T6	Member page	spacing is weird	Negative	
P1	T6	Member page	confused on which CTAs to which options	Negative	
P1	T6		post task q: 4 because too cumbersome, too many options	Negative	
P2	T1	About: RBO	History: wants to see if theres history section under about "a lot of info"	Negative	
P2	T1	About: RBO	"wow lots to learn"	Positive	
P2	T1	About: RBO	impression is work is important	Positive	
P2	T1	About: RBO	user went to diff page to try and find out what they do	Negative	
P2	T2	About: RBO	separate sections weird - would be helpful to remove from navigation header and l	Negative	
P2	T2	About: RBO	a lot of pause to describe about pages	Negative	
P2	T2	About: RBO	no clear ability to distinguish btw pages	Negative	
P2	T2	About: RBO	lot of hestiation - called out just the header	Negative	
P2	T2		RBO mission clarity rating: 2	Negative	
P2	T2	Donation page	Charity: 1 - tried to look again still not clear	Negative	
P2	T4	Donation page	Found appeals page, confused by clicking and not going anywhere, gulf execution	Negative	
P2	T5		5: very easy to make a donation	Positive	
P2	T5	Membership	Straightforward, likes bullet points	Positive	
P2	T5	Membership	exhausted by page page	Negative	
P3	T1	RBO	Why 3 about pages? went straight to nav	Negative	
P3	T1		are they diff companies that changed to 1?	Negative	
P3	T1		too much info, lost interest	Negative	
P3	T1		clicked on nect thing	Negative	
P3	T1	About: RO	found history	Negative	
P3	T1	About: RO	weird tha ttext is split up on RB	Negative	
P3	T1	About: RO	RBO about is redundant	Negative	
P3	T1	About: RO	incorrect answer on what it is: "its a house"	Negative	
P3	T2	About: RO	RBO season, big themes, overview of what they do	Negative	
P3	T2	About: RO	RB and RO: would be helpful to have sub pages under RBO About	Negative	
P3	T1	About: RO	clarity of rbo mission: 4 bc itr has a lot of info tho mission statement header missin	Positive	
P3	T1	About: RO	charity: 2 only clue is whos who bc of words like patron, sees nothing about a char	Negative	
P3	T3	Donation page	fast, immediately sees options (always/once/monthly)	Positive	
P3	T4	Donation page	clicked schools at first when asked to donate to schools appear	Negative	
P3	T4	Donation page	confused on why button is red	Negative	
P3	T4	Donation page	number of training is confusing, but realzied theyre matching themes	Negative	
P3	T4	Donation page	found monthly finally	Negative	
P3	T4	Donation page	rating: 4 could be cleaner	Negative	
P3	T5	Membership options	navigated to become a member quickly	Negative	
P3	T5	Membership options	confused on "friend" being used interchangeably	Negative	
P3	T5	Membership options	went to sign in to friends area, super distracting	Negative	
P3	T5	Membership options	young friend age should be on the left	Negative	
P3	T5	Membership options	membership cost should be in descending order	Negative	
P3	T6	Membership options	design rec: make it a table	Negative	
P3	T6	Membership options	clarity: 3 - page is confusing/distracting	Negative	
P3	T6	Membership options	bold headers work well	Positive	
P3	T6	Membership options	overall: streamlined, nice imagery	Positive	
P3	T6	Membership options	dropdown lots of options (high cog load)	Negative	
P3	T6	Membership options	not clear enough on charity, there aare clues	Negative	
P3	T6	Membership options	suggestion: something about charitable foundation at the top instead of the bottom	Negative	
P4	T1	About: RBO	incorrect answer: its a theater	Negative	
P4	T1	About: RBO	no specific mission found	Negative	
P4	T1	About: RBO	straightforward but less obvious on mission	Negative	
P4	T2	About: RBO	just read the page	Negative	
P4	T2		clarity of charity? 1 did not see any mention	Negative	

P4	T2		clarity of mission? 3 not clear, should be at the top	Negative	
P4	T2		would look at "our commitments" for charity	Negative	
P4	T3	Donation	straightfoward and easy	Positive	
P4	T4	Donation	hard to find appeals,	Negative	
P4	T4	Donation	thinks red button opens something (it doesnt)	Negative	
P4	T4	Donation	no mention of transactoin fees, recommends adding "i" for information	Negative	
P4	T4	Donation	enough info to make decision? yes except for fee	Positive	
P4	T4	Donation	Rate 4: wouldve clicked donate now at top 1st before looking at appeals	Negative	
P4	T5	Membership	easy to become a member	Positive	
P4	T4	Membership	rating: 5	Negative	
P4	T4	Membership	understood its a charity	Negative	
P5	T1		left RBO about - didnt find history	Negative	
P5	T1		doesnt know why its separate	Negative	
P5	T1		went to whos who, our commitment	Negative	
P5	T1		abandoned task	Negative	
P5	T2	RO	read out headers	Negative	
P5	T2	RB	read out headers	Negative	
P5	T2		feels its divided should be together	Negative	
P5	T2		went to orchestra about too	Negative	
P5	T2		cant find history	Negative	
P5	T2		clarity of mission: 4, info is clear but shouldnt be separate	Negative	
P5	T2		charity: 1 didnt see any word on charity	Negative	
P5	T3		"logically" its join and support	Negative	
P5	T4	Donation page	wrote + also clicked donation amount - incorrect assessment of task	Negative	
P5	T4	Donation page	expected clicked on 40 pounds to automatically make the page scroll down - base	Negative	
P5	T4	Donation page	understood transaction fees but only checked off bc thought might as well, but plea	Positive	
P5	T4	Donation page	thinks fee info shold already be visible to motivate user to click it	Negative	
P5	T4	Donation page	feels like page gives enough info, how it helps, who it helps, what its about	Negative	
P5	T4	Donation page	easy/diff to navigate: 4 - make page auto scroll	Negative	
P5	T5	Membership	already saw join and support from before	Negative	
P5	T5	Membership	structure is ok, but hard to compare whats worth it, she wants to see all options sid	Negative	
P5	T5	Membership	becoming friend is confusing from member	Negative	
P5	Post task		very clean, positive,	Positive	
P5	Post task		about is confusing	Negative	
P5	Post task		too much scrolling, too much thinking would be faster if not as much content	Negative	
P5	Post task		should be able to donate without registering	Negative	

Appendix A.2: Post Task Questionnaire

Related Task #	Post-Task Question	Theme	P1	Comments	P2	Comments	P3	Comments	P4	Comments	P5	Comments	Average
1	On a scale of 1 to 5, how clear is RBO's mission? (1 = very unclear, 5 = very clear)	Mission Clarity	4	-	2	-	4	-	1	Did not see any mention of charity	4	Information is clear but it shouldn't be separate	3
1	On a scale of 1 to 5, how clear is it that RBO is a charity? (1 = very unclear, 5 = very clear)	Charity Understanding	2	-	1	-	2	-	3	Not clear, mission header should be outlined at the top	1	Didn't see the word charity	1.8
2	On a scale of 1 to 5, how easy was it to find the donation page? (1 = very difficult, 5 = very easy)	Donation Findability	5	-	5	-	5	-	5	-	5	-	5
3	Did you find you had enough information to make a donation?	Donation Information	Yes		Yes		Yes		Yes	Easy	Yes	-	
3	On a scale of 1 to 5, how easy or difficult was to make a donation? (1 = very difficult, 5 = very easy)	Donation Usability	5	-	4	-	4	Could be clearer, at the top not the bottom but once there its easy	4	Would've clicked donate at the top first before clicking appeals	4	Should make the page auto scroll	4.2
4	On a scale of 1 to 5, how easy or difficult was it to find the membership page? (1 = very difficult, 5 = very easy)	Membership Findability	5		5		4		5		5	-	4.8
5	On a scale of 1 to 5, how easy or difficult was it to sign up for a membership? (1 = very difficult, 5 = very easy)	Membership Usability	4	Too cumbersome, too many options	4	-	3	Page is confusing and distracting	4	Lots of steps but easy	5	-	4
5	Did you understand that becoming a member is a donation?	Membership Understanding	Yes		Yes		Yes		Yes	-	Yes	-	

Appendix A.3: Severity Scale Legend

Severity Scale Legend	
Severity Rating	**Description**
Level 1	Problems prevent completion of a task
Level 2	Problem causes significant delay and frustration
Level 3	Problem has a minor effect on usability
Level 4	Problem is more subtle and often point to an enhancement that can be added in the future

Appendix A.4: Affinity Diagram

Donation process
Rafaela Rossi

Easy to see donation options (One time vs Monthly)
Rafaela Rossi

Checking off "I would like to pay for fees" unexpectedly revealed info on what that means
Rafaela Rossi

Expecting feedback from donation amount button
Rafaela Rossi

Donation process very straightforward
Rafaela Rossi

Headings are distant
Rafaela Rossi

Beautiful video of ballet
Rafaela Rossi

Why are about pages separate
Rafaela Rossi

Don't like "Friend" terminology switch up from "Member"
Rafaela Rossi

General feedback
Rafaela Rossi

Impression is this work is important
Rafaela Rossi

Beautiful website aesthetic
Rafaela Rossi

Too much text
Rafaela Rossi

About pages
Rafaela Rossi

No idea it was a charity
Rafaela Rossi

Wow, a lot to learn
Rafaela Rossi

Straightforward content on about pages
Rafaela Rossi

Need clear header for mission
Rafaela Rossi

RB and RO about pages should be condensed into subpages of RBO
Rafaela Rossi

RBO about is redundant
Rafaela Rossi

Large image of Rolex logo as partnership at the top of page feels odd
Rafaela Rossi

Too much content to read
Rafaela Rossi

Wishes biographies had snippet readily available instead of making me click through
Rafaela Rossi

Membership experience
Rafaela Rossi

Straightforward information on how membership works
Rafaela Rossi

A lot of clicks to become a member
Rafaela Rossi

Membership CTA location confusing, too low on selection
Rafaela Rossi

Membership scrolling causing fatigue
Rafaela Rossi

Overwhelmed with all choices for membership, would have liked to see it as drop down to see more
Rafaela Rossi

Membership layout should be a table or side by side
Rafaela Rossi

Info popping up only after checking off "I would like to pay for fees" doesn't help make decision, would be helpful to have before so I would be more inclined because it makes sense
Rafaela Rossi

INM315 Usability Evaluation Test Plan

Brief Questions

1. The RBO would like to know how easy it is for users **to find out about the organisation and where they look to find that information.**

2. The RBO would like to know **how well their "about" pages** are working. Is it clear **what the RBO is**? Do users understand that the **RBO is a charity**? What is the usability and UX of the "about" pages?
   - https://www.rbo.org.uk/about/the-royal-ballet-and-opera
   - https://www.rbo.org.uk/about/the-royal-opera
   - https://www.rbo.org.uk/about/the-royal-ballet

3. **Investigate the findability of the donation functionality** and the **usability of the user journeys** for making donations https://www.rbo.org.uk/donate (but stop the journeys before making any donations). This should include exploring whether users have the information they need to decide whether they would like to make a donation.

4. **Investigate the usability of the user journey for becoming a Friend** https://www.rbo.org.uk/join-andsupport/become-a-member and find out whether users are aware that membership of the RBO is a charitable donation.

Script

Usability Test Introduction Script

Hello and thanks for joining me today! My name is **Rafaela** and today I'll be guiding you through this session.

Before we begin, I want to go over a few important details to make sure everything is clear. Today, we're evaluating a website to see how well it works for users like you. This session should take about 45 minutes, and it will entail you completing a series of tasks. The instructions for these tasks will be given to you as you go through each task.

I want to emphasize that we're testing the **website**, not you. There's no right or wrong way to do things, and you can't make any mistakes here. Any difficulties you encounter are really valuable because they help improve the site.

As you navigate through the website, please **think out loud as much as possible**—describe what you see, what you're trying to do, and any thoughts that come to mind. This will give us deeper insight into your experience. And please don't hesitate to share your honest feedback—we're here to learn what works and what doesn't, so there's no need to hold back.

If you have any questions during the session, feel free to ask, though I may not be able to answer right away, since we want to observe how users interact with the site naturally. However, I'll be happy to answer any remaining questions at the end. If at any point you need to take a break, just let me know.

With your permission, I'll be recording your screen activity and our conversation, but this will not be shared outside of this project.

Do you have any questions before we begin? (Wait for questions)

Great! Before we begin, I just want to give you a brief overview

Tasks

📄 Participant Sheet - Usability Evaluation Instructions Sheet

https://www.rbo.org.uk/

Task 1: Finding General info about RBO

Scenario:

You are interested in learning more about the Royal Ballet and Opera. Find information about the organization, including its history and what it does.

Instructions

1. Find where you can learn about RBO's mission and history.
2. Summarize in your own words what RBO is and what they do.

Task 2: Evaluating the About Pages

Scenario:

You are interested in learning more about the Royal Opera and Royal Ballet separately. Find out what these pages are about.

1. Find the 3 "About" sections and click through each of them:
    - The Royal Opera
    - The Royal Ballet
    - The Royal Ballet and Opera *(unless you already have clicked through in the first task)*

2. As you browse, answer this questions aloud:
    - What does each of the three "About" pages describe?

Metrics for Evaluation

- **Navigation Success Rate**
- **Time on Task**
- **Comprehension Accuracy**
- **Self-Reported Ease of Use**

Task 3: Finding the Donation Page

Scenario:

You want to make a one-time donation to support RBO. Find where you would go to make a donation.

Instructions:

1. Locate the donation page on the RBO website.
2. Describe what donation options are available.

Metrics:

- **Time on Task**
- **Navigation Patterns**
- **Self-Reported Ease of Task**

Task 4: Evaluating the Donation Process

Scenario:
You have decided to make a one-off donation to the Schools Appeal. Walk through the donation process but stop before submitting your payment.

Instructions:

1. Select a donation option.
2. Go through the process up to the payment screen.

Post Task Questionnaire:

Did you find you had enough information to make a donation?

Rate how easy or difficult it was to make a donation (1 = very difficult, 5 = very easy)

Metrics:

- **Completion Rate**
- **Usability Issues**
- **Errors Encountered**

Task 5: Finding Membership Information

Scenario:
You're considering becoming a member of the RBO. Find out what benefits the different memberships offer and what they cost.

Instructions:

1. Find out where the membership sign up page is.
2. Summarize in your own words what benefits membership includes.

Post task questionnaire:

Rate how easy or difficult it was to find the membership page (1 = very difficult, 5 = very easy)

Metrics:

- **Success Rate**
- **Clarity of Membership as a Donation**
- **Navigation Behavior**

Task 6: Testing the Membership Sign-Up Process

Scenario:
You've decided to become a Supporting Friend of RBO. Walk through the sign-up process, stopping before submitting payment.

Instructions:

1. Select the membership tier.
2. Navigate through the sign-up steps.

Post task questionnaire

Rate how easy or difficult it was to sign up for a membership (1 = very difficult, 5 = very easy)

Did you understand that becoming a member is a donation?

Metrics:

- **Completion Rate**
- **Usability Issues**
- **Self-Reported Ease of Task**

Post-Test Interview

1. **General Impressions**:
   - How would you describe the overall experience of the RBO website?
   - Was there anything particularly frustrating or confusing?
2. **Understanding its a charity**:
   - Before today, did you know RBO was a charity?
   - Do you think this is clear from the website?

Participant Instructions Sheet

Introduction:

Welcome and thank you again for participating in my usability test for the Royal Ballet and Opera!
You may open the following link and we will get started: https://www.rbo.org.uk/

Tasks:

Task 1: Finding General info about RBO

Scenario:
You are interested in learning more about the Royal Ballet and Opera. Find information about the organization, including its history and what it does.

Instructions

1. Find where you can learn about RBO's mission and history.
2. Summarize in your own words what RBO is and what they do.

Task 2: Evaluating the About Pages

Scenario:
You are interested in learning more about the Royal Opera and Royal Ballet separately. Find out what these pages are about.

3. Find the 3 "About" sections and click through each of them:
   - The Royal Opera
   - The Royal Ballet
   - The Royal Ballet and Opera *(unless you already have clicked through in the first task)*

4. As you browse, answer this questions aloud:
   - What does each of the three "About" pages describe?

Task 3: Finding the Donation Page

Scenario:
You want to make a one-time donation to support RBO. Find where you would go to make a donation.

Instructions:

1. Locate the donation page on the RBO website.
2. Describe what donation options are available.

Task 4: Evaluating the Donation Process

Scenario:
You have decided to make a one-off donation to the Schools Appeal. Walk through the donation process but stop before submitting your payment.

Instructions:

1. Select a donation option.
2. Go through the process up to the payment screen.
3. Did the page give you enough information to make a donation?

Task 5: Finding Membership Information

Scenario:
You're considering becoming a member of the RBO. Find out what benefits the different memberships offer and what they cost.

Instructions:

1. Find out where the membership sign up page is.
2. Summarize in your own words what benefits membership includes.

Task 6: Testing the Membership Sign-Up Process

Scenario:
You've decided to become a Supporting Friend of RBO. Walk through the sign-up process, stopping before submitting payment.

Instructions:

1. Select the membership tier.
2. Navigate through the sign-up steps.

Appendix C: OneDrive Link

One Drive link containing test session recordings, marked up transcripts, signed consent forms

INM 315Evaluating Interactive Systems 2025 Coursework