UX Research Study — Virtual Art Gallery Google UX Design Certificate

| **Introduction** | * **Title:** Virtual Art Gallery for Online Art Exhibition * **Author:** Khadizatul Kubra, Graduated, and email- khadizatul.kubra@northsouth.edu * **Stakeholders**: Artists, Art student, Art Lovers, and Art House app CEO * **Date**: 4/8/2021 * **Project background**: We’re creating an Art House app to attract Artists, Art students and retain Art lovers in our online system. We noticed that our competitors offer dedicated mobile apps for their customers to order   through, and they have been very successful. We want to create a  product that can compete in the market, enjoy art exhibitions online, and increase customer satisfaction.   * **Research goals**: We’d like to figure out what specific difficulties users encounter when they try to complete the core tasks of the Art House apps: check location, watch virtual art exhibition, and in-app navigation. |
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| **Research**  **questions** | * How long does it take for a user to select and join an online art exhibition in the app? * Are users able to successfully select the location nearby? * What can we learn from the steps users took to join online art exhibitions? * Are there any parts of the joining exhibition process where users are * getting stuck? * Is the payment process easy for the customer to order art online? |
| **Key Performance Indicators**  **(KPIs)** | Time on task: how much time users spend joining in online exhibition  Conversion rates: how many art lovers are using to watch virtual exhibition  User error rates: how often users get stuck trying to locate the address  they want  Drop-Off rates: where users stop using the app  System Usability Scale: a questionnaire to evaluate customer feedback |
| **Methodology** | Unmoderated usability study  Location: Dhaka, remote (participants will go through the usability study in their own homes)  Date: Sessions will take place between September 22-25.  7 participants will watch art exhibitions online through the app. Each participant will then complete a questionnaire on their experience.  Each session will last for 25-30 minutes |
| **Participants** | Participants are anyone who joins art exhibitions online at least once a week.  ● Participants need strong internet connections to watch online streaming and VR Headset  ● Participants should be between 18 and 95.  ● Participants should include a fairly even distribution of genders across  the spectrum and people with different abilities including:  ○ 1 user of assistive technologies  ○ 1 user with a visual impairment  ○ 1 user with an auditory impairment  ○ 1 user who isn’t fluent in English  ● Incentive: a $25 discount gift card to buy the latest artists' artworks upon completion of the questionnaire. |
| **Script** | ● Prompt 1: From the home screen, create a profile  ○ Prompt 1 Follow-Up: How easy or difficult was it to create a  profile? Is there anything you would change about the process?  ● Prompt 2: Start searching for nearby location  ○ Prompt 2 Follow-Up: How easy or difficult was this task to  complete? Is there anything you would change about the  process of searching process?  ● Prompt 3: Choose a location  ○ Prompt 3 Follow-Up: How easy or difficult was the location searching process? Is there anything you would change?  ● Prompt 4: Confirm your location and join ongoing art exhibition  ○ Prompt 4 Follow-Up: How easy or difficult was it to complete the search location procedure? Is there anything you would change?  ● Have the participant complete the System Usability Scale. Participants  are asked to score the following 10 items with one of five responses  that range from Strongly Agree to Strongly disagree:  ○ I think that I would use this app frequently.  ○ I found the app unnecessarily complex.  ○ I thought the app was easy to use.  ○ I think that I would need the support of a technical person to be  able to use this app.  ○ I found the various functions in this app were well integrated.  ○ I thought there was too much inconsistency in this app.  ○ I would imagine that most people would learn to use this app  very quickly.  ○ I found the app very cumbersome to use.  ○ I felt very confident using the app.  ○ I needed to learn a lot of things before I could get going with  this app.  ○ I found the payment system frustrating.  ○ I found the online exhibition joining process cumbersome. |