* **Participant**: Dale Evernden
* **User Type**: Experienced

**Profession**: Interaction Designer / User Experience

**Museum Visitor Type**: First time / Infrequent

**Option 1 Usability test:**

**Wireframe 1: Demonstration Page**

*What would you do to continue?*

I’m looking at an animation? Ok. Well I would just touch it.

**Wireframe 2: Portal Page**

*First Impressions?*

I saw what on today… and the first thing I did was looked at the first three things in the middle, then I went to the top and saw the welcome message. Then I saw ‘Select a Language’. This language seems to be working for me so I would start to explore left to right my options.

I was compelled by this first thing (what’s on today) without looking at the other two… so I would click that right away and not even look at the other two.

*What do you think is in “What’s on Today?”*

I think it’s telling me what’s special that’s on at the museum today. Things like movies anything that’s going on today I would expect to be in that button.

*What do you expect the other two options would give you?*

Ok, planning your visit? That does two things for me. My initial feeling is that I don’t want to touch that cause it sounds very involved and at this point I just want to get into the museum and get going.

See a map of the museum… I would expect there would be some representation of the different galleries, but I wouldn’t want to plan my visit and view the galleries. So I probably wouldn’t touch that. I would look for other areas that would help me see different aspects of the museum and this

“view map of the museum” seems interesting.

*So what would be the priority of things you would touch on this screen and why?*

I feel like I would have just arrived at the museum and just move right into the experience. So I don’t think I would spend any time in the front end planning my visit necessarily. But I am curious if there’s something special on today and I should just keep that in the back of my mind as I move through all the static stuff… just explore things as they come. Unless there’s something that I should be aware of I would just like it to be on my radar, rather than plan it. That’s why I would click on “What’s on Today” rather than the other two options. I’d rather just explore in an ad-hoc way.

* *You don’t see yourself planning your visit at the museum?*
* No, I just think when I’m at work I plan stuff. I’m always planning at work and so when I go to a museum I go for entertainment. And so, *planning* sounds like and feels like work*.* I would rather just get in there and start experiencing what I’m seeing. If there was something specific that I wanted to see then maybe I would plan, but I’m kind of an ad-hoc, roll-with-the-punches kind of person when it comes to places like a museum. In short, if it were just me by myself then I would just jump into the experience.
* *Do you think it would different if you were with people?*
* Yeah, if I were with my mom or with somebody else I might pause and think about planning my visit just to see what their interests are. If it’s just me by myself then I don’t have to worry about anybody else. If I’m with other people then that when I would consider what they want to see too.
* **Wireframe3: “What’s on Today?”**
* *First Impressions?*
* Just trying to negotiate the elements on the screen and the hierarchy of information and it’s not reading very well. The blank boxes are throwing me a little bit. I’m looking for some kind of visual anchor. I’m overlooking the title of the screen and the other two titles are hard to see cause everything’s too close together. Whenever I’m at a website, for whatever reason I’ll ignore the header and move to the top left side then to the right. The right side seems to be swimming a little bit. I feel like the titles need to be at the same height on the page.
* Content wise I’m not making the cognitive links between what is an exhibition and what’s an activity. Right now I’m just looking to see if there’s anything of interest to me here and right now nothing’s jumping up at me. One of the first things I’m looking for is a title; as I’m processing these I’m seeing “Drop-in workshop” and that doesn’t mean anything to me. And then finally I see “Halloween Masks” and so now that’s kind of interesting. There seems to be a lack of a signifier rather than there being a problem of content. The entire left side… I’m not interested in cause I can’t make out what these titles mean.
* *If you were to go back to the home page, what would you press?*
* I’d press the back button.
* *Now we’re going to go through the actual exercise of viewing the galleries and planning your tour. So to start, what would you press?*
* Explore Galleries and planning your visit.
* **Wireframe 4: “Topics page”**
* *First Impressions?*
* I’m looking at the imagery and the title… that works. It’s interesting, this format is an interesting and good working format. So I would probably touch “Power and Politics” just to explore that.
* *If you wanted to see more topics, what would you press?*
* Well, I noticed this “see more topics” down here but as I was looking at the images I wasn’t aware of this at all. So it was basically these 6 items that I was focused on. And to be honest I like it because it’s 6 things I can process and get my head around. Right now I’m not really sure what I’m getting into. So I guess if I were planning something I was looking for something specific, I might click on that button.
* **Wireframe 5: “Power and Politics”**
* *So if you did press power and politics, you would be brought to this page. First impressions?*
* The first thing I’m thinking to be honest is “Have I really gone into Power and Politics”? The first thing I was looking for was a breadcrumb that says “yes, you gone into power and politics”. I wasn’t exactly expecting another level of choice, I was expecting something to consume. So the fact that there’s another level of choice makes me question whether I’ve really gone into power and politics and I’m looking at the same layout. I did see the title but I expect it to be at the top left hand side because again, I tend to overlook headers. I feel like at this point, I want something and I’m tired of choosing at this point. I need something to keep me interested. As soon as I’m bored, I’m gone. I’m looking for a reason to stay at the kiosk at this point.
* *What is it that you think you’re being offered at this point?*
* Choices.
* *For?*
* Galleries. I can see here it says “Exploring Galleries” so I guess these are different galleries. But at this stage I’m just eager to get into the museum. So for instances, “Art in the Service of the State”… I feel like I have to stop and think about what that means. I have no idea. I have to cognitively invest in that. If I was in the gallery and got a feel for what “Art in the Service of the State” is, I might come back to the kiosk and get more information about that. But right now there’s so many options. Surviving Traditions… that doesn’t mean anything to me. Art and the Cycle of Life, again that’s too high level. If feels like I have to invest too much to get anything of out this. I feel like I haven’t got anything of out this kiosk and I’m close to just leaving it altogether at this point.
* *On the bottom left hand corner, it says my itinerary. What does that suggest to you?*
* Well, that tells me I can probably build an itinerary. I would probably click on it just to see what else it does.
* *If you clicked on that you would get the following screen…*
* **Wireframe 6: “My Itinerary”**
* *The action of this would be that this would slide up to reveal what’s in your itinerary, but at this point all the boxes would be empty like boxes 3 and 4.*
* Ok so I’m looking at this… I can print, I can email… press here to see a map. So, I’d probably want a little bit more information on why I would use this and what I can do with this thing. The actions here tell me I can print or email this. But it definitely feels like I have to invest a lot of time to use this thing. It feels heavy.
* *Could you think of a scenario where this might be useful to you?*
* Honestly and personally? No. I’m not the kind of person who would go through and do this at a museum. I wouldn’t invest the time to put together an itinerary unless I was doing research or I was there as part of a study effort. But when it comes to entertainment I need instant gratification.
* *Ok, lets close the itinerary and go back to the page you were last at. Lets move forward and say you pressed Cultural Highlights. You go this next screen.*
* **Wireframe 7: “Cultural Highlights preview”**
* Ok I like this. I’m instantly interested. This looks cool. I’m trying to see what this is. I must admit, I’m on of those people who don’t read the didactic information at the exhibits. I just go and look at the thing. At the beginning of the museum I might pause and read stuff, but as I move on I get tired and my back starts hurting… I just start to take in stuff.
* So I can see this is Africa: Cultural Highlights. That’s interesting to me. I’m looking at the image and I’m not sure what those buttons at the bottom would do but I would press them to see. I might take the time to read the text on the right side. I don’t know what “Bookmark this Gallery” means at this point. I might press it just to see what happens.
* *And if you wanted to close this down?*
* That’s easy. It’s really obvious I would just press the x.
* **Wireframe 8: “Power and Politics – gallery chosen”**
* *So after the gallery preview, you would be taken back to this screen. Any first impressions?*
* Well I can see that this is grayed out. So… I would probably try to touch that to see if I can do anything to again. My expectation is that it would open again and I could un-bookmark it.
* *Where did you expect your bookmark to go?*
* Oh ok, I can see down here that there’s something only because you’ve directed me to that earlier. I would have completely overlooked this down here though. I would expect rather than put that down there, why not put something on the card that says “this has been bookmarked” .. right on the thing because I’m not really looking down at the bottom of the page.
* *So in this scenario, would you go and look at another gallery?*
* Sure, now that I’ve invested a little bit more time in to this thing I would I might continue to go and explore. I liked that I got to something, it wasn’t just navigation for the sake of navigation. I liked that I actually got to see something. I can do this by just walking in the museum, so my patience for standing at a kiosk for a period of time is low if it’s not showing me stuff. Cause when I come to a museum I’m curious about things and I want to know what’s here. So if I were to continue exploring this I would click on the image next to it because it’s interesting to me.
* *You would get a screen similar to the Cultural Highlights page (shows page again)*
* Yeah, so I would give it a quick scan, and I’m talking quick, just to get a sense of what it’s about. I’d first look at the image, browse through the other images and if I really liked it, I would bookmark it.
* *Ok, lets say you went through this scenario three times and you choose three galleries to add to your itinerary. How would you finish your itinerary?*
* Well, because I was shown the ‘My itinerary’ page, I would click there. But that wouldn’t be obvious to me otherwise. But I would go to that page and see what’s there.
* *OK, so before we move onto that page… as a museum visitor, would you rather have the choice of bookmarking as many galleries as you’d like to see, or is ok to limit you to only 3 galleries per itinerary given that each gallery takes approx. 20 minutes to see?*
* I would like to choose as many galleries as I want. I wouldn’t like to be limited to only 3 galleries.
* **Wireframe 9: “My itinerary (second time)”**
* *So we’re back to the itinerary page. How would you proceed?*
* So I’ve chosen two galleries and I would probably… print it. Oh, I would probably look at the map first. But this option down here feels like it should probably be up here with the rest of the options (print and email).
* *What would you expect to get when you press “Print my Itinerary”?*
* I would expect to get a print out from the kiosk. I don’t know what I’d expect the print out to show me. I guess it would be a summary of what’s there.
* *Are there things you would like to have in the print out?*
* Perhaps where the galleries are in the gallery relative to where I am now. Also maybe a quick summary of what I’m going to see there again, with some sample images… like a little teaser or taster.
* *What about Email my Itinerary?*
* I don’t know if I would use this… unless I were to email this to myself. Yeah, to be honest I would probably just overlook that action.
* *The idea of emailing it to family members?*
* Doesn’t cross my mind. See, I wouldn’t email it to anybody because I don’t know what it’s going to be like. I might email it after I’ve had my experience but right now it’s about me and my experience.
* *So if you were to click “See a map of the itinerary”, this is what you would get. First impressions?*
* Ok, I don’t like this. Right now I don’t know where I am so I’m not sure where these all are in relation to where I’m standing. It’s cognitively heavy. If feels like I have to invest time to figure this out. It feels like I have to make the connect between the lower image and this image, and the map
* So these are the things I’ve chosen?
* *What do you think it is?*
* Well, what I would like to see is a bigger map and a way for me to select the things I’ve chosen and view where they are on the map. So if I want to know where this thing is I would just touch it and it would how up on the map, rather than try to make the connection between this image and that. I would rather just see that thing in and make the connection that way. Cause right now I want to see the map but right now it’s being crowded by all this other information and my options maybe all along the side. And perhaps a tab of the stuff I’ve chosen versus some other options that I might want to see.
* *How would you interact with the scroll bar at the bottom?*
* I would just scroll. If it’s single touch then this would need to look different. I would expect the two arrows to be much bigger without the middle button. I would just touch the arrows repeatedly to go through each item.
* *Ok, to print this Itinerary, you would?*
* I would press “Print my Itinerary”
* *You would then go to this screen*
* **Wireframe 10: “Printing Itinerary”**
* Makes sense…
* *And if you were to email your itinerary, this screen would show up.*
* **Wireframe 11: “My itinerary (second time)”**
* *The proposal is to have a touch screen keyboard show up so you can type in your email. Would you send multiple emails and how?*
* Well, I would make this bigger. And because I’ve already said I want to email this I don’t want to click it again to see the keys. I expect that this would all show up at once ready to go.
* *And this is the prompt telling you your email has been sent.*
* Ok.
* *Where would you expect to go from here once you’re done printing or emailing your itinerary?*
* Instead of having a close button I would have it say “ok” and then I would expect it to take me to the page where I chose to print my itinerary.
* *And to finish with the kiosk entirely, what would you do?*
* I would just leave.
* *Even after putting in your email?*
* Yeah. I would just leave. It’s an interesting point your bring up. I would expect to see a large button at every stage of this thing saying “I’m finished”.

**Option 2 – Cover Flow Interaction**

* *Ok, if you were to start from the beginning using this Cover Flow interface… we would first start with the demonstration page.*
* I’d touch the screen to start.
* *And then you would be taken to this page with the 3 options. If you were to touch “Explore Galleries…” you would be then taken to this page.*
* **Wireframe 1: Cover Flow Topics Page**

I like this a lot better. I like this because it doesn’t feel so overwhelming. I can just focus on this one thing here and I can just kind of scroll through one item at a time. The layout of this interface is helping me to focus on one things whereas the other layout didn’t have a clear focal point.

*Do you find this more intuitive than the other interface?*

Yeah. It makes perfect sense to me.

*OK, so if you were to choose a gallery?*

I would click on the picture.

*And if you didn’t want this specific gallery you would?...*

First I would try to swipe and if that didn’t work then I would press on the arrows. But I would want this buttons to be bigger.

*OK, so if you were to touch that you would be taken to this screen…*

* **Wireframe 2: Cover Flow Topics Page**

Ok, so again I’m looking for some kind of interactive breadcrumb that tells me I’ve gone somewhere different. And maybe the animation of this tells me that but right now I’m looking for more indication of where I am. So maybe it’s a button at the top left corner in the shape of an arrow that says “Power and Politics” (draws on paper).

*You’d over look the title in the center?*

Yeah, I don’t look at headers. I need something more conspicuous than that.

* **Option 3 – Node Map Interface**
* *Ok, now we’ll move onto the 3rd proposal for the kiosk interface. You would start again with the demonstration page. If you touch it you would be taken to this screen.*
* **Wireframe 1: Node Map Portal Page**
* *First impressions?*
* Yeah, these would be things I would choose. I would probably click “Explore the Galleries” because it’s the biggest one.
* *Going through each option, if you were to choose language preferences, you would be taken to this page.*
* **Wireframe 2: Language preferences**
* I wouldn’t expect this to be an option. It’s a bit heavy handed and I would expect to see this as an option at the bottom left with a flag of my country showing. If I didn’t speak English then I wouldn’t know where to go from here. I don’t want to have to go to another screen to press English.
* *If you were to see a map of the museum, you would be taken to this screen.*
* **Wireframe 3: Map of the Museum**
* Makes sense to me.
* *How would you use this?*
* I would click on level one. I would expect to see a larger map.
* *Do you envision a scenario where this might be useful to you?*
* Yeah, just to orient myself. This seems like too many steps. I would expect it rather to show on the side here level 1, level 2, level 3 and then have a larger map to the left showing me a bigger scaled map. Going to another screen and having one more thing to close seems unnecessary. But that’s just me being an interaction designer.
* One thing I will say about this UI is that it’s very simple and very obvious.
* *If you were to go back to the home page and you wanted to explore “what’s happening today?” you would be taken to this page.*
* **Wireframe 4: What’s happening today**
* Ok, so the first thing I noticed was that this page is really square and the last one was really round. And this feels really closed in and that felt really open. So I’m just kind of processing that. This one is an improvement on the last one because the information hierarchy is clearer. So I can distinguish between titles and the different sections.
* *It can be improved …?*
* Well it’s funny because I feel more attracted to the cover flow interface because it had actual images in it. If this had images in it might be different. I can’t really compare the two because there’s no images. With the cover flow it felt like I was being shown something and I was consuming something. The images are what I’m looking for so I can see how this would work just the same way.
* *The Cover Flow is more engaging?*
* For whatever reason it just seemed more… I already know there’s going to be a lot of information in a museum and I’m always looking for ways to be entertained. There was something about the cover flow that seemed like the information was being managed for me in an entertaining way. So I was attracted to that. It wasn’t laborious. It was just cool, neat. It was more hedonic. More playful, unlike this which feels very interfac-y.
* That being said there’s something neat about the circles. It felt like a kiosk.
* *At this point if you wanted to go back to the home page?*
* I would press go back.
* *If we wanted to explore the galleries we would be taken to this page.*
* **Wireframe 5: Exploring the galleries, Topics page**
* *First Impressions*?
* Again, I’m looking for images… but again there’s something interesting about this to me. The fact there’s connections… I’m engaged, I’m not bored yet. The fact that there are big ones… I would probably press these and ignore the smaller circles. I’m drawn to them visually.
* *Do the connections mean anything to you at this point? Is there anything you expect from these connections?*
* No, I’m not really thinking about it at this point. I’m still kind of processing things still. I want to play with this a little more.
* *Because this is a basic wireframe, there hasn’t been any detail around what these circles would actually look like but we are trying to convey that the visitor is exploring different worlds at this museum, so these circles would be like globes. Would that metaphor help lead you through this interface?*
* No. Unless it were a globe that looked like a globe. And even then it would be reaching.
* *Ok, if you wanted to explore one of these topics?*
* I would touch a circle.
* *You would be taken to this screen.*
* **Wireframe 6: Exploring the galleries, Power and Politics**
* Ok, at this point I’m probably leaving. There’s too much text and it’s not really fun anymore. So it’s kind of lost my interest. It’s gotten cognitively heavy again. All the circles are at the same visual level. Cover flow was nice because it drew my attention to just one thing and I could process that and then click. Here I’m having to process everything all at once and as a result I probably won’t process this and it becomes too much. It’s kind of like choice fatigue, you know? The interface doesn’t help manage the choices you’re supposed to make. The cover flow does in that it gives you little hints on what other choices you might have and you can explore those individually and easily.
* What will keep me interested is, is it playful? Entertaining? Hedonic?
* *Ok, if you were to choose a gallery to look at?*
* I’d press the circle.

*Ok, you would be taken to this screen.*

* **Wireframe 6: Exploring the galleries, Power and Politics**

Ok, again the jumping from squares to circles is odd. Perhaps it’s because there are no other images for me to process? But it’s visually interesting.

First thing I do is scan over the images, then I go to the top left. Then I seen I’m in Cultural Highlights, I start to read and then when I get to the bottom I’m bored and then I start jumping around again. This “Related Galleries” thing is kind of neat. I would explore that. And then I’m kind of processing the images.. I would spend most of my time here. And then I would eventually go to “Add this to my itinerary”

One thing also is that all your buttons are different… some are circles, some are rectangles. They’re different sizes so you may want to make them all the same, it’s hard to know what is a button and what is not.

*If you were to add this to your itinerary you would?*

I would press the button and see what happens.

*Ok, in this scenario we have limited your choices to 3.*

Yeah, I don’t like that.

*If you were choose 3 galleries you would see the screen display your choices like this…*

* **Wireframe 7: Exploring the galleries, Power and Politics with 3 galleries chosen**

*And if you were to finish your itinerary you would press?*

Finish Itinerary.

* **Wireframe 8: Itinerary Preview**
* Ok, this is very clear. This is clearly my itinerary and this is clearly my options on what I can do. So this layout clearly works, I like this layout better than the other one. I don’t think you need this inductive UI, I think all it needs to say is “Print”, “Email”, “Cancel.”

Ok, so if you were to click printing your itinerary, you would see this screen.

* **Wireframe 9: Printing Itinerary**
* Ok, makes sense.

*If you were to email, you would see the following…*

* **Wireframe 10: Emailing Itinerary**
* *In this proposal we’ve kept in mind that some people may not know how to send several emails at once via comma, so we’ve put 6 different input boxes here. Thoughts?*
* I think I would just have one email address with an “Add Email button” at the bottom.

*Ok, and if you were to click send this is the next screen you would get.*

* **Wireframe 11: Email sent**

*Once you click close, where do you expect to go from here?*

Back to the last page where I had the option of printing or emailing my itinerary.

* **DESIGNER’S NOTE** – High Level Considerations
* 1) The usefulness of a kiosk at the initial stage of the museum visit needs to have the following attributes and considerations:
  + Fast, immediate feedback and display of materials
  + To the point
  + Engaging
  + Short
  + Playful
  + Entertaining, Hedonic
* Anything that requires “planning” or is seemingly work related may negate people from using a kiosk at the front end of their museum visit. Therefore, the functionality of the kiosk and content displayed needs to:
  + Lead the user easily in way that’s managed clearly and that doesn’t require them to have to make sense or re-interpret information. Information isn’t overwhelming
    - Keywords: Cognitive load, choice fatigue
  + Cover Flow interface does this well in that it leads user from viewing one item at a time, as well as hint at more content for browsing.
* 2) For an individual visitor, it seems more relevant for he/she to look at “What’s Happening Today,” rather than to make an itinerary. Creating an itinerary seems more plausible if:
  + The visitor is with other people, in which case one might need to consider the interests of everyone in the group
  + The visitor is conducting research or is a student researching a particular project
  + If the visitor has a specific interest in a theme or object in mind

3) Emailing Itinerary function: this option is more relevant if a visitor has already been through the museum and has had the experience. This affordance may need to be rethought as an affordance offered later in the visit.

4) Use of Language: It is important when naming galleries that the titles and names are easy to interpret. Participant found names like “Art and the Cycle of Life” and “Surviving Traditions” cognitively heavy and hard to interpret. It didn’t engage participant to explore these further. Also, it is important to foreground titles more as a lot of the information hierarchy was difficult to read.