P7. Simple Evaluation

Team Experience Museums Project (EMP)

Participants were either really interested or not interested at all in the notes section.

Throughout most of the tasks, the participants varied in interest about the use of the notes page. When running our testing, we asked users to rate their interest level after each of the three tasks. During the second task, users were asked to find information about an art piece, and write a reflection on the piece they saw. Two of the participants mentioned that they would not be inclined to write reflections on their findings. Although several participants said they wouldn't mind reading information about the artwork, they wouldn't write notes often. Additionally, one participant said notes would only be used if they had homework or an assignment to do on the art.

Similarly, the notes page sparked confusion based on a lack of feedback. When each of the users were writing their reflections, many expressed that they felt uncomfortable without having visual feedback that indicated that their notes were saved. When writing these reflections, participants wondered about what would happen to their notes after the trip had been completed.

Future Design Considerations

Based on the interest levels from our participants when using the notepad, we realized that the notepad might not be best suited as our landing and home page throughout the application. One participant liked the idea of the notespage a lot so we decided to keep it as part of our product as a feature, but not our main page since the majority of participants said they would not use it too often. As some mentioned that they may use the notes page for research or homework purposes, we thought the function would be useful to keep in our application.

Apart from changing the location of the notes page on our navigation bar, the next design consideration concerns the feedback given to users on the notes page. This could be remedied by save and cancel buttons on the page, or by using auto updates and reflecting this to the user with 'saving' and 'saved' indications on the page.

Participants were confused about how to access trip review based on their location. Mixed emotions about trip review

Overall, our participants liked seeing diagrams for trip review. The main issue that came up in our test, was that our users had issues finding the exit of the museum to get to the trip review

page. There was a privacy concern that one of our users mentioned when entering their email to save the trip review. was entering their email to save their work. One of our participants expressed that they felt in a real art museum, the museum would ask for their email to send unwanted promotional emails to their visitors and would probably not enter his email in a real application of this product.

Future Design Considerations

Rather than expect users to find the exit in order to access their trip review, we plan to make this function another instance of tapping. Once users have finished exploring the art museum, they will be led to a wall with tapping icons to access their trip review page. After hearing the concerns of our participants, we decided that instead of asking for a user's email as the only way for them to access their trip review, we would provide a link that they could copy or send to their email. We also plan to add to the email option a statement that says that the museum will not use the email to send promotional emails if the user does not want them in the future.

Users needed more information on the map, as well as more detail on positioning.

Because of the low fidelity nature of our prototype, we had a lot of issues with our map function. In the first task, participant 1 was confused with her current orientation while on the map screen and wasn't sure which way she was facing. Through this test, we learned to prioritize interaction with the map beyond just pathways to different art pieces. One of our participants expected more interactivity such as clicking the starred destination for more information on location and art piece. It was interesting to notice that for our third task, when we asked users to go towards the exit for their trip review, 3 of our users clicked on the map function to find the exits. Because we did not anticipate this, the details of the map confused the participants in accessing the trip review page. Our third participant found the layout of the map to be a somewhat confusing representation of the space in which we ran the exhibit.

Future Design Considerations

As we move forward in our wireframes and high-fidelity prototype, we plan to add more details and functions to the map that we had not considered necessary for our low-fidelity prototype. In our design, we plan to make the map more involved and interactive for users to help them better navigate the museum to exits, art pieces, and other destinations. However, because we are not creating the physical product, it would be difficult to accomplish GPS tracking of users in the museum so we are left with assuming their locations.

Map function was received well by users for finding their way throughout the museum.

Our first participant thought the map function was helpful, especially for navigating the museum. Overall, there was a lot of positive response for the map function. The main issue with testing the map was that participants were not aware that tasks required them to stand and walk to an

art piece. However, we believe that in an actual museum setting where users are already walking around, they would know to walk towards the art pieces by following the path. We believe this because a more accurately reflected museum layout would better prompt users to understand that they are meant to follow the displayed path towards an exhibit. P1 also did not realize they had to physically move along with the tablet in order to complete the task. This was most likely due to the small layout of the room, and possibly because we had our participants sit down at a table before starting the evaluations. Another issue with the map function was the lack of details (exits, restrooms, search function, etc). This was a result of our low fidelity prototype since we had only identified the location of specific exhibit in relation to the exit door.

Future Design Considerations

Based on our usability evaluation, we believe having a feedback system in the map would be helpful. This function would mimic that of Google Maps, where a message appears once the user has reached his intended destination. By adding this function, users will know they have not reached the wrong exhibit, and will also be able to tell how close they are to their chosen art piece. Adding this will also compel users to follow the map's guide to another location, and minimize any confusion about walking towards an exhibit.

Regarding the map's lack of details, we would add a more detailed view of the museum's structure. An additional functionality of zooming into the map to see finer details may also help, especially if users have difficulty seeing small details.

Overall confusion about pen states and how to use different modes within pen

Participants were often confused on how to enter the 'tapping' mode in task 2 when asked to tap in order to gain more information on a piece of art. For example, many tried tapping on the directly on the wall icon with the pen at first, but our paper prototype design only allowed for tapping to occur after tapping mode had first been activated on the tablet. The icons provided both on the wall and on our prototype offer no indication of tapping as an interaction. Several participants indicated that the icons implied scanning and that the "tap" labeling was confusing as they weren't sure what it was supposed to suggest. For example, a couple of participants held the tablet up as if they were scanning the icon with a tablet camera instead of using the pen for the tapping interaction.

Future Design Considerations

A rework of the 'tapping' mode to make it universally available with the addition of a quick tutorial on device setup would allow for interactions which would be more familiar to users. This would mean that users could now tap their pen on an art piece at any time and be brought to an art information page without having to activate a 'tapping' mode first. These steps would be explained in a tutorial shown to users in the beginning.