

Findings & Recommendations Report

Exhibits Development Group

Rose Weselmann | UX Researcher | February 2022

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Executive Summary

Themes

- Navigation
- Readability
- Visibility
- Efficiency

Key Findings & Recommendations

- Participants encountered numerous unexpected behaviors when interacting with the website
- Participants desired more efficiency in navigating the website.
- Visual intrigue and contrast on the landing page would increase interest in exploring the site and organization.

Overview

Organization Goals

Exhibits Development Group

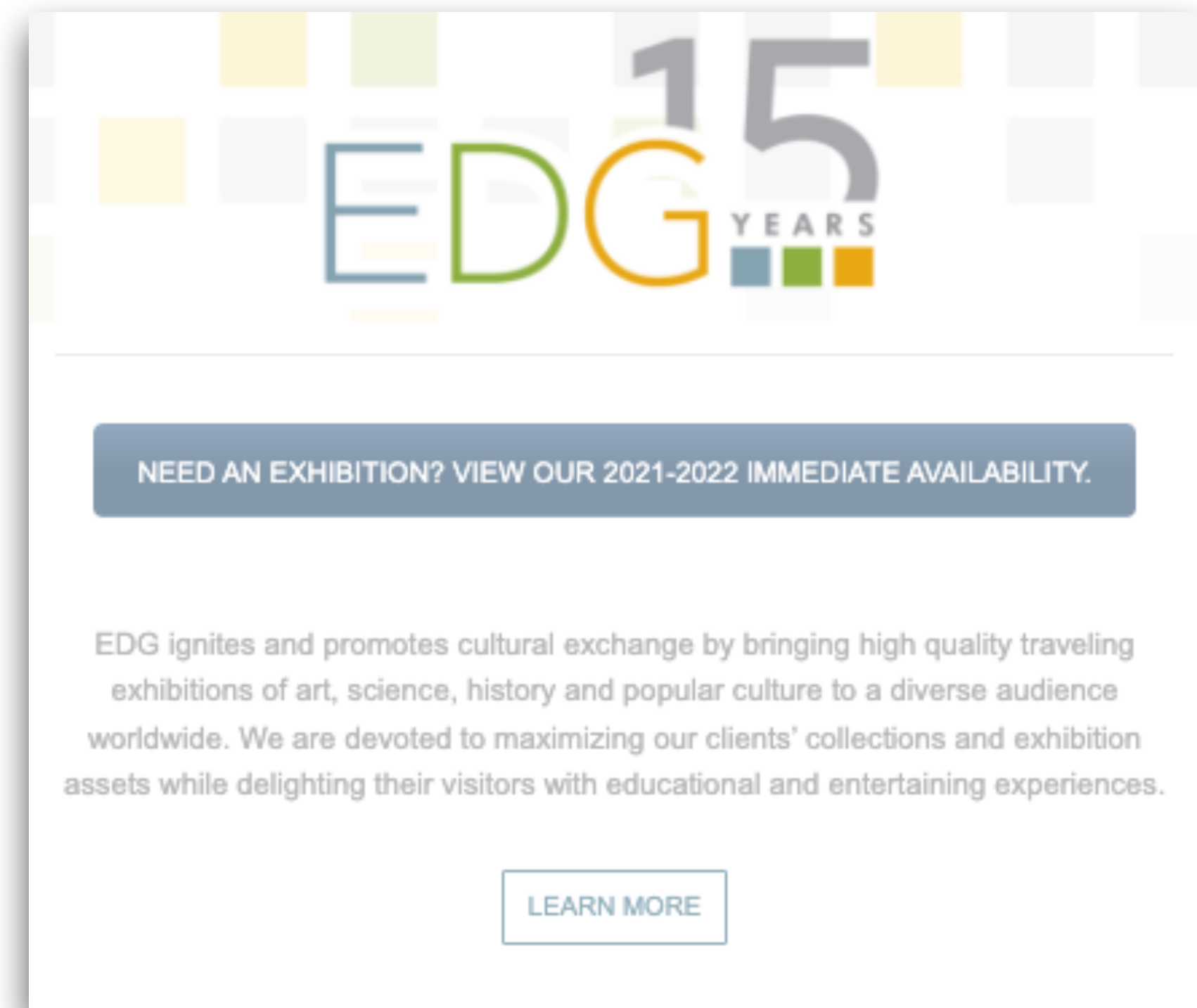
- Help visitors **identify** which exhibition(s) they wish to have brought into their organization
- Clearly **communicate** critical information about exhibitions, including size, materials, and logistics
- Facilitate a **connection** between potential or existing clients with EDG staff.
- **Share** available exhibition information and EDG services to create leads for the sales-marketing team



Overview

Evaluation Goals

- Evaluate the **accessibility of exhibition scheduling possibilities** to potential clients.
- Assess how the user accesses the navigation to **discover** and **understand** services EDG has to offer.
- Evaluate the comfort level the user has to **contact the EDG**



Methodology

Participants

- **5 of 6** participants had previous job experience working in galleries
- **5 of 6** participants have experience using exhibit websites
- **6 of 6** participants were female
- **3 of 6** participants have a UX design background

Usability Testing

- 6 participants were interviewed via Zoom
- Participants were directed to The Exhibits Development Group homepage
- Participants were asked to give their first impressions of the page
- Participants were given 6 scenarios and asked to complete a task associated with that scenario *

** See appendix for scenarios*

Methodology

Synthesis

- We gathered common themes and concerns addressing the participants' experiences and observations



Team Members

- Danielle Byers
- Stephanie Lenkert
- Ryan Thoemke
- Rose Weselmann



The background features a white space with several geometric elements: a large yellow triangle in the bottom right corner, a smaller light blue triangle in the top right corner, and a black triangle in the top right corner. Two thin black lines run diagonally across the upper portion of the slide.

Findings & Recommendations

Severity Scale



No usability
issues



Moderate
usability
issues, low
priority



High usability
issue, High
priority

Positive Findings



Users were able to understand the basic functions of EDG's website

- **6 of 6** participants understood what services EDG provided
- **6 of 6** participants found a way to contact EDG
- **5 of 6** participants enjoyed the exhibit visuals and option layout.

The background features a white space with a large yellow triangle in the bottom right corner, a smaller teal triangle in the top right, and a black triangle in the top right corner. Two thin black lines run diagonally across the upper half of the page.

Recommendation #1

Navigation Efficiency

Findings: Navigation Inefficiency

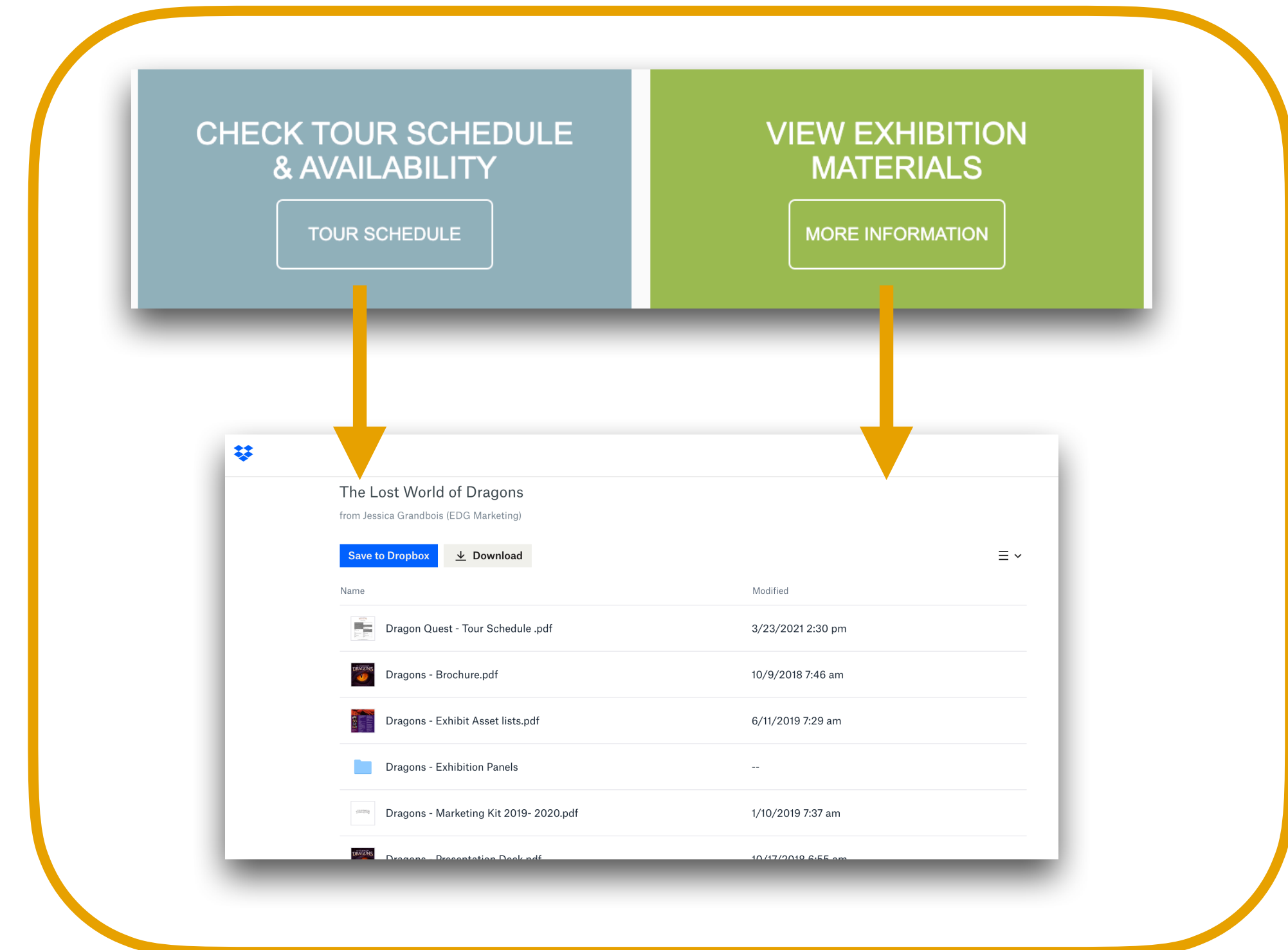
3

Navigation leads to surprise rather than efficiency

- **5 of 6** participants expressed surprise, confusion or frustration when redirected to Dropbox to further explore exhibit options.

“Oopsie, I shouldn’t be here”-p1

“This feels very internal facing”-p5



- **4 of 6** participants expected a calendar when selecting “Tour Schedule”

“Guess I’ll have to click through all of this to find availability”-p4

Findings: Navigation

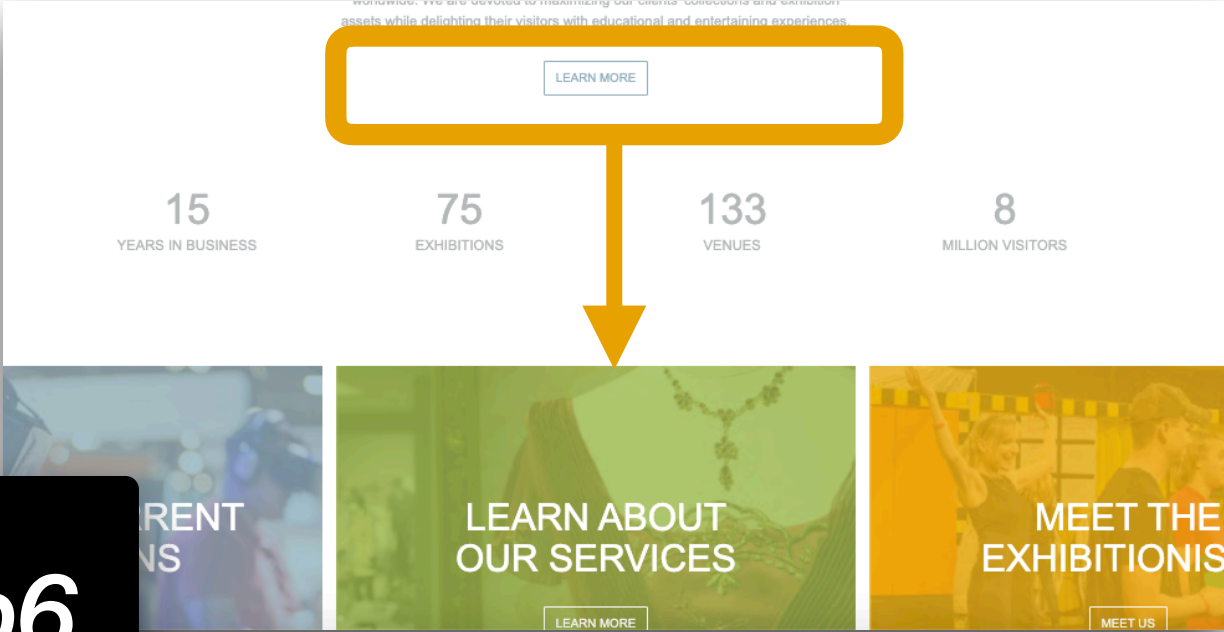


Inefficiency & Redundancy in buttons

Other navigational findings that are lower priority

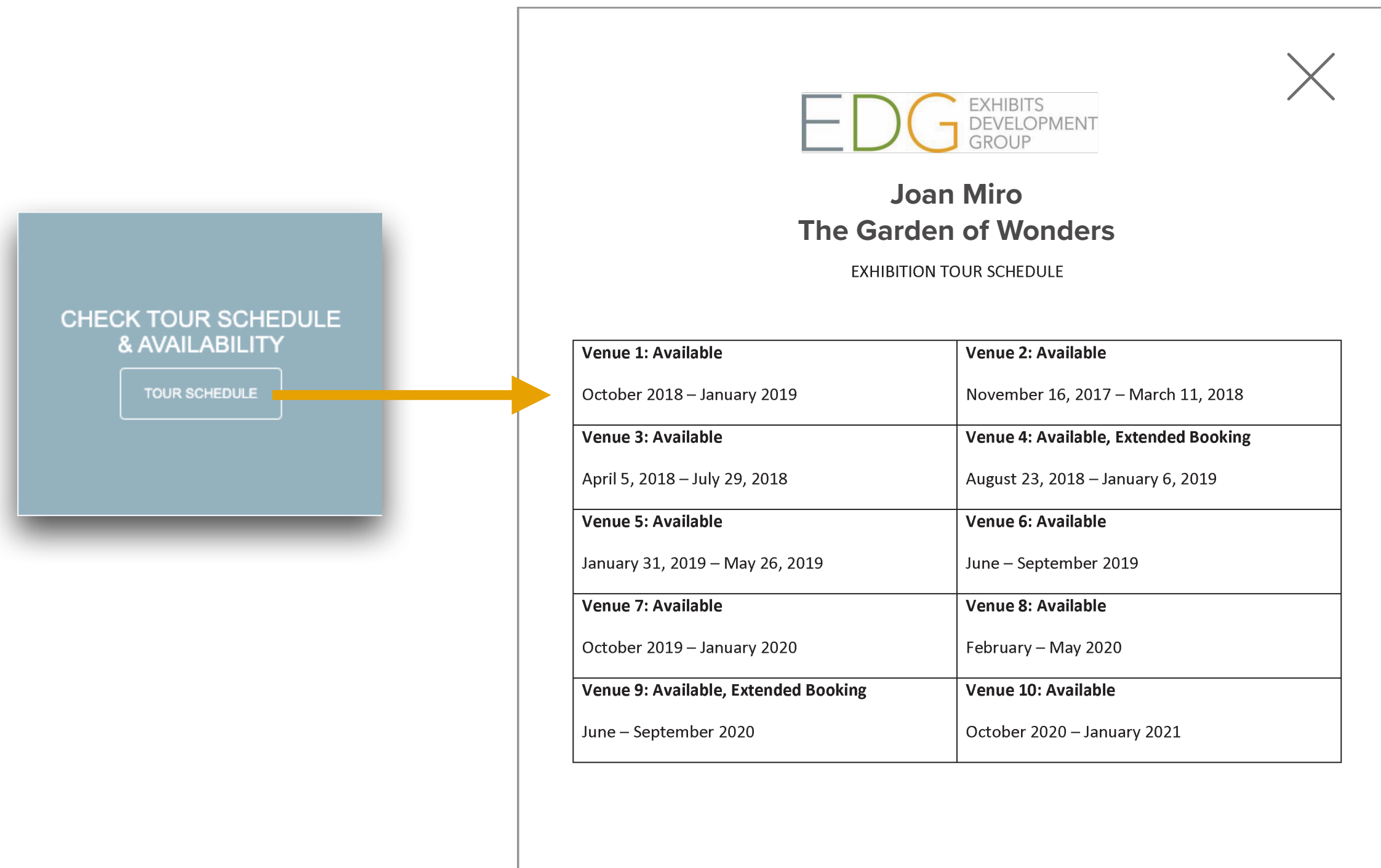
- **5 of 6** participants commented on the overuse of page-guiding buttons
- **3 of 6** participants overlooked the “View Exhibitions” button upon landing on the homepage

“This is unnecessary”-p6



Recommendation #1: Navigation

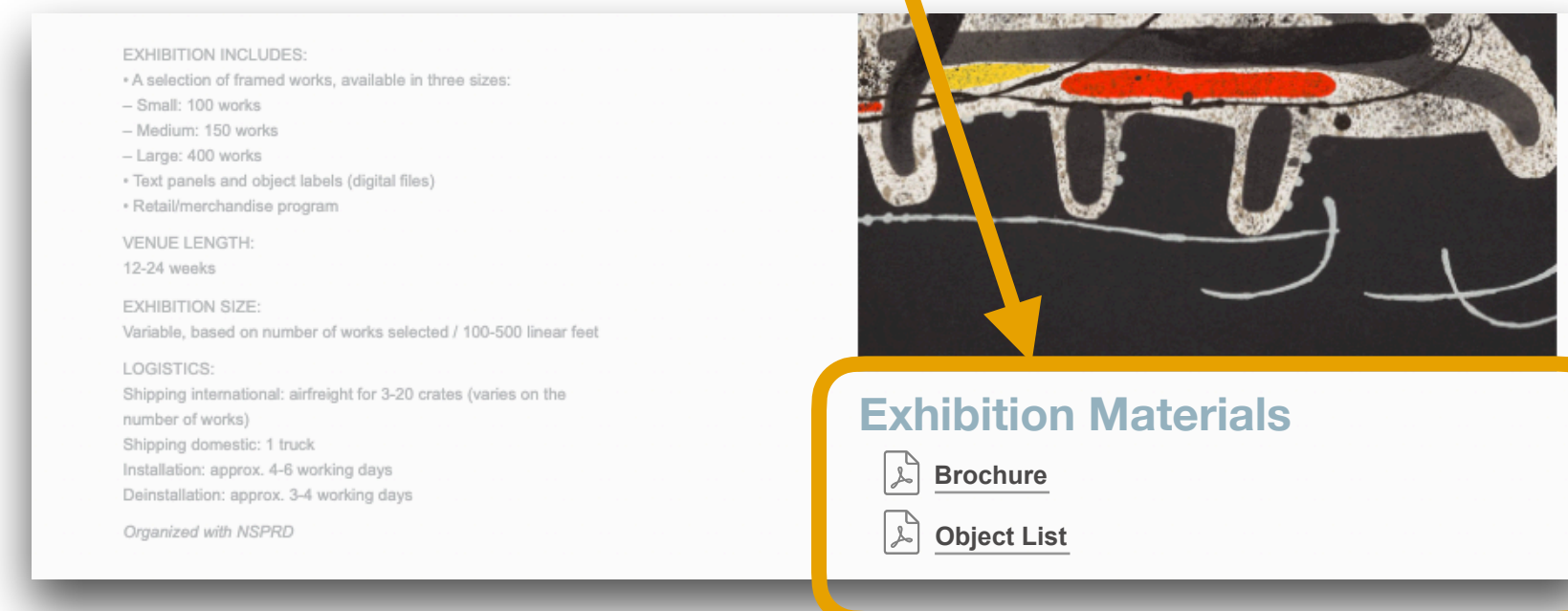
Provide users with clickable links for tour documentation and calendar pop up with calendar pertinent to each exhibit



The screenshot shows a pop-up window titled "EDG EXHIBITS DEVELOPMENT GROUP" with a close button (X) in the top right. The main title is "Joan Miro The Garden of Wonders EXHIBITION TOUR SCHEDULE". Below the title is a table with 10 venues, each with its availability dates. A blue box on the left contains the text "CHECK TOUR SCHEDULE & AVAILABILITY" and a button labeled "TOUR SCHEDULE" with an arrow pointing to the table.

Venue 1: Available	Venue 2: Available
October 2018 – January 2019	November 16, 2017 – March 11, 2018
Venue 3: Available	Venue 4: Available, Extended Booking
April 5, 2018 – July 29, 2018	August 23, 2018 – January 6, 2019
Venue 5: Available	Venue 6: Available
January 31, 2019 – May 26, 2019	June – September 2019
Venue 7: Available	Venue 8: Available
October 2019 – January 2020	February – May 2020
Venue 9: Available, Extended Booking	Venue 10: Available
June – September 2020	October 2020 – January 2021

Include the documentation on the exhibit page to alleviate unnecessary confusion and disorganization



The screenshot shows an exhibit page with a list of details and a callout box. The details include:

- EXHIBITION INCLUDES:
 - A selection of framed works, available in three sizes:
 - Small: 100 works
 - Medium: 150 works
 - Large: 400 works
 - Text panels and object labels (digital files)
 - Retail/merchandise program
- VENUE LENGTH: 12-24 weeks
- EXHIBITION SIZE: Variable, based on number of works selected / 100-500 linear feet
- LOGISTICS:
 - Shipping international: airfreight for 3-20 crates (varies on the number of works)
 - Shipping domestic: 1 truck
 - Installation: approx. 4-6 working days
 - Deinstallation: approx. 3-4 working days
- Organized with NSPRD

The callout box, titled "Exhibition Materials", contains two links: "Brochure" and "Object List". An arrow points from the callout box to a small image of a framed artwork on the page.

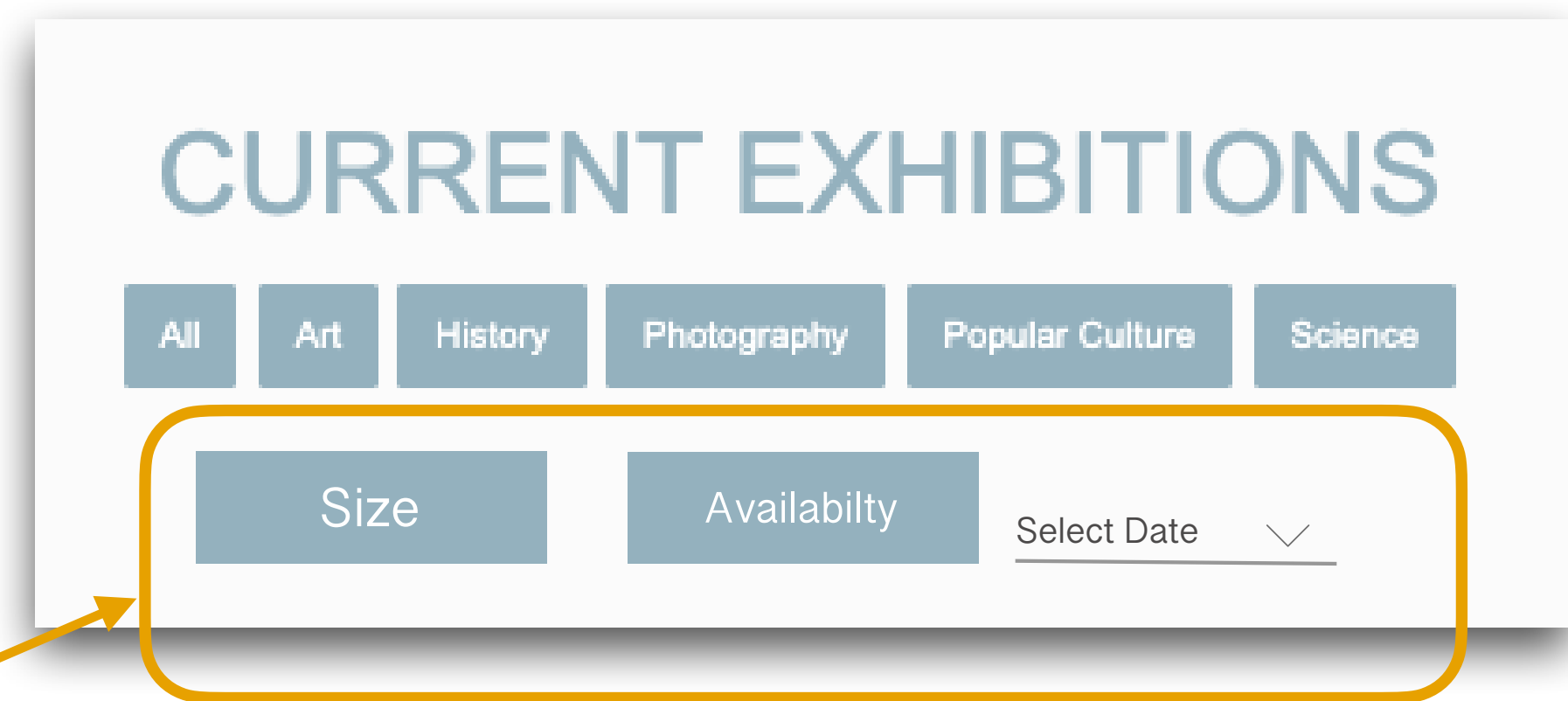
Recommendation #2: Filters

To address users expectations, provide size and date availability filters within the exhibit search

- 5 of 6 participants desired filters pertaining to Exhibit availability

"Guess I'll have to click through all of this to find availability"-p4

"Adding filters would be helpful"-p2



The background features a white space with several black lines sloping downwards from left to right. On the right side, there are overlapping geometric shapes: a light blue triangle at the top, a yellow triangle below it, and a black triangle at the very top right corner.

Recommendation #2

Homepage Visibility

Findings: Homepage

3

Participants expected more visual interest & contrast on the homepage

- **6 of 6** participants did not find the homepage immediately visually stimulating
- **4 of 6** found the font difficult to read
- **4 of 6** participants had to scroll or re-navigate to determine the purpose of EDG

“I have no idea what I’m looking at, it feels kind of like a template”-p3

“The text contrast is very poor”-p6

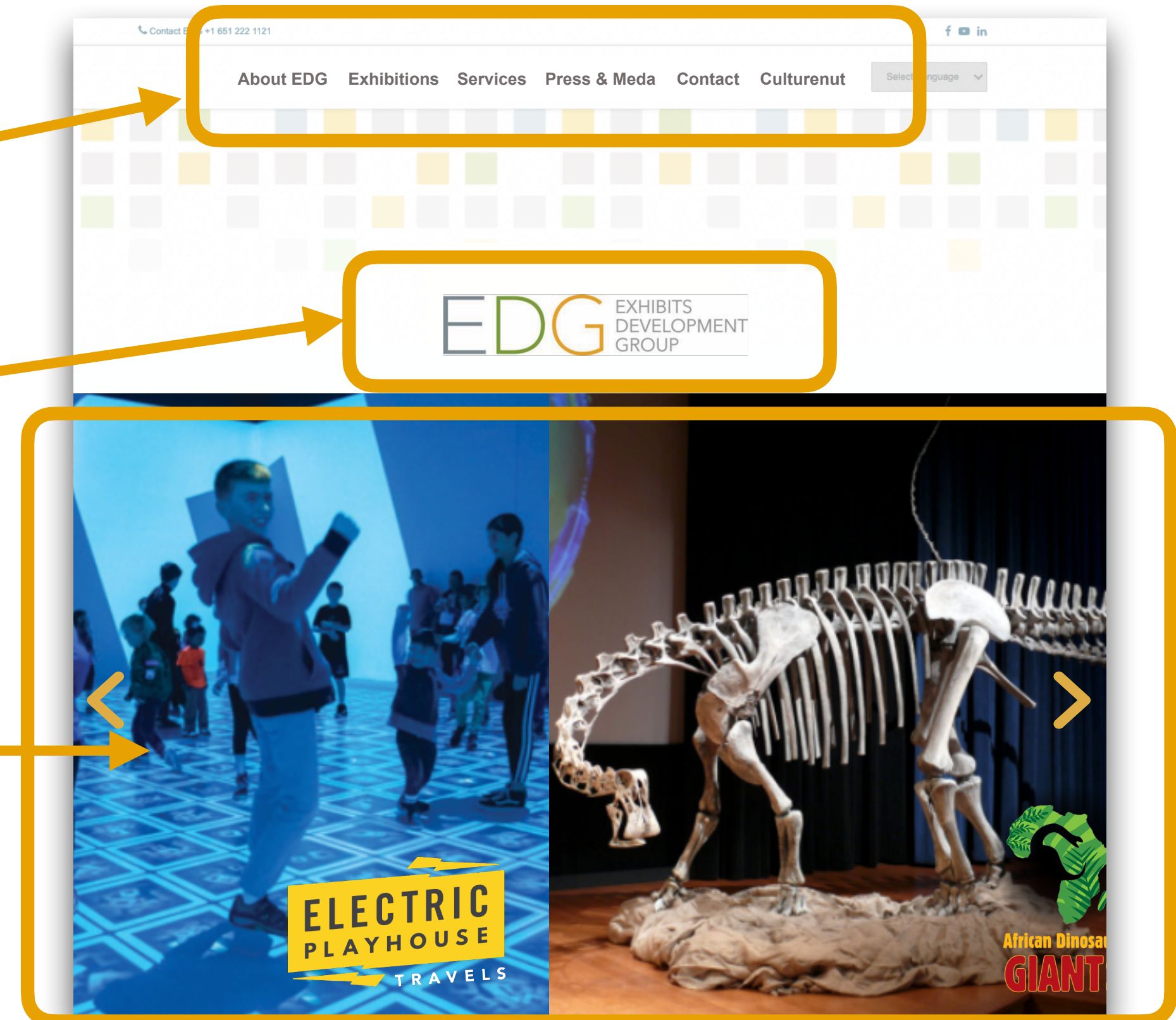
“The logo doesn’t tell me what EDG has to offer”-p4

Recommendations: Homepage

Provide clarity and visual intrigue to the landing page

Suggestions:

- Increase contrast between font and background
- Use a logo that includes the name of organization
- Pull imagery from listed exhibitions and bring to the top of the homepage. (Consider using a carousel here to highlight featured exhibits)



The background features a white space with several thin, parallel black lines sloping downwards from left to right. On the right side, there are large, overlapping geometric shapes: a light blue triangle at the top, a yellow triangle below it, and a black triangle at the very top right corner.

Recommendation #3

Contact Form

Finding: Contact Form

2

Participants desired a point of contact and field varieties depending on service being requested

- **4 of 6** users would like a more personalized form for contact.
- **4 of 6** users expressed interest in requiring more information to provide on the contact form (i.e booking form)
- **3 of 6** users preferred to call rather than email
- **5 of 6** users desired more contrast in the form itself

"I would like to know who I am contacting"-p2

"I feel like I wouldn't hear back with this form"-p1

The screenshot shows a contact form titled "CONTACT EDG" with a subtitle "about exhibition availability, bookings, development, tour operations, and any other traveling exhibition services." The form contains the following fields: "Your Name (required)", "Your Email (required)", "Company Name", and "Your Message". A "Send Now!" button is located at the bottom right of the form.

Recommendations: Contact

Create a more customizable template that helps address specific inquiries.

Suggestions:

- Include a subject field or dropdown of service topics
- Use grey background and white text fields for the form to increase contrast and visibility

The image shows a contact form titled "CONTACT EDG" with a grey background and white text fields. The form includes the following fields: "Your Name (required)", "Your Email (required)", "Company Name", "Subject" (a dropdown menu with "Booking" selected), and "Your Message". A "Send Now!" button is located at the bottom right. Two orange arrows point from the text suggestions on the left to the form: one points to the "Subject" dropdown, and the other points to the "Send Now!" button.

Conclusion

Conclusion

Themes

- Navigation
- Readability
- Visibility
- Efficiency

Concluding Thoughts

- Participants were able to discover necessary information pertaining to exhibits, services, and contact but found the site to be less intuitive than expected.
- Improvements in contrast, navigation, and contact can better strengthen **trust** between client and service relations. Visibility in services and immediate engagement will further delight the users and improve their **understanding** of EDG.

Next Steps

Further Suggestions for Improvement

- Users noticed excessive copy. Consolidate and update all press updates, especially in the newsletter section.
- All users found everything less intuitive than expected. Reorganizing the main navigation to have more concise categories in the dropdown would begin to address this issue
- Address hierarchy of information on each exhibition page to increase scan-ability for efficiency of understanding logistics.
- All users were confused about CultureNut. Moving information about CultureNut into the About section and into the About Dropdown Navigation will help with this issue.

Appendix

Appendix

Scenarios:

Scenario 1: You are an event coordinator at a city center looking for a company to partner with. Figure out what services this organization offers.

Scenario 2: You are a curator for a museum and you are planning your venue's upcoming exhibitions.

- Figure out what exhibitions EDG offers and select one.
- Your gallery is 6,000 square feet and you need a show for the summer. Find if this exhibition fits your space
- Book the exhibition for this venue.

Scenario 3: You are someone who has a questions about the company and you want to get in contact with EDG. Show me how you would do this.

Scenario 4: You are an employee at a company that wants to pitch an idea for an exhibition. How would you go about doing this?

Scenario 5: You are a publicist that was assigned to write a story on upcoming exhibitions in the Midwest. Show me where you would look for this information

Scenario 6: You are an independent artist who wants to find props to use for an upcoming art fair. Where might you look to see if you can buy these?