Smithsonian

DaC
GRAPHIC
DESIGN

USABILITY TESTING

by dana cox

6.19.2014

When & Where

At residences & remotely
Week of June 16th

1 USABILITY PLAN

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OUR OBJECTIVES

- To get user feedback on proper wording for navigation for users to understand
- To understand what subtopics belong in the right menus
- To find out how to simplify the amount of information display on each page
- To see if it would make sense to put more links on each page verses putting all the information on one page

WHAT WE WERE TALKING ABOUT

- Planning a field trip
- Looking at details of the museums
- Buying and finding a membership
- Finding research for a paper
- Finding videos from the Smithsonian Channel
- IMAX movies and time playing
- Finding what kind of research the Smithsonian is working on
- Finding what jobs are available

DEMOGRAPHICS

2

1. You are a 3rd grade teacher and the principal of the school wants you to get information on a field trip to the museum. Try to do this.

2. You have never been to the Smithsonian museum before and are taking your grandma and two nephews with you. You want to know what different galleries there are so you can decide which would be of most interest to your group.

3. You are a nanny and were told by your boss, the kids mom, to get yourself and the kids a membership to the museum.

4. You are writing a paper for school and want to use the resources available on the website. Try to see what you can find regarding USA history so you can choose what to write about.

5. You want to purchase IMAX theater tickets as a present for your sister and her son. You want to find what is showing and the movie times available. How would you go about doing this?

SCENARIOS

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6. You just got done visiting the museum and would like to know more about what kind of research is being done there. Try to find this information.

7. You are visiting the D.C. area and would like to know what activities are available and the layout in particular museums so you know what to expect when visiting. You are trying to look for a map of the museum.

8. You are a scientist that is doing a speech on your lab's research and want to include a few videos for your Presi (like Powerpoint) presentation from The Smithsonian Channel on the website. You are looking for this information.

9. Your looking to work at a museum part-time while you are attending college for a science major. You feel working at the Smithsonian would look good on your resume'. Look for jobs available.

10. You want to know more about the zoo and its exhibits to see if it's worth visiting since your visit is limited.

SCENARIOS

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PERSONAS

DOUG SLAUGH • Spanish / English Teacher • 39 Years Old

"I want to be able find information that I can use for my students about U.S. histroy in a reasonable amout of time."

CONCERNS

- "Can I get easy and clear access to information for class lectures in a reasonable amount of time? "
- "Can I get easy updates from social media or emails without having to go to the website frequently? "

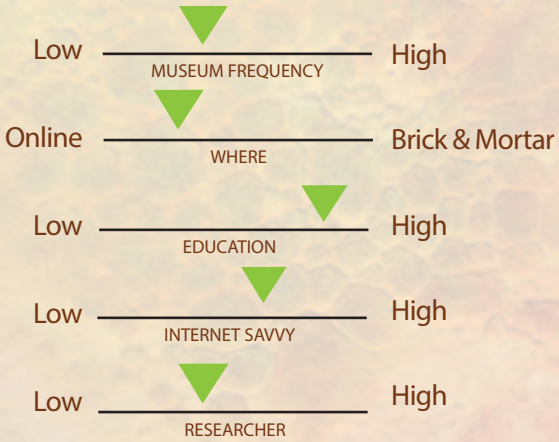
OBJECTIVES

- To find many types of research to use for his students
- To be able to find educational movies to make PowerPoint presentations
- To be able to get up-to-date information on the Smithsonian through social media
- To be able to see what new exhibits are going on from time to time

BACKGROUND

He is a naturalization English / Spanish instructor that needs to do history research for his studnets. Is interested in artifacts and paintings. He is a single guy that has time on his hands to do personal research as a hobby.

HABITS



3

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PERSONAS

HABITS

Low	MUSEUM FREQUENCY	High
Online	WHERE	Brick & Mortar
Low	EDUCATION	High
Low	INTERNET SAVVY	High
Low	RESEARCHER	High

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3

NIGEL BRANNAN • Business Owner • 53 Years Old

"I'm really into photography and sculptures and like to res each information on different photos and artifacts."

CONCERNS

- "Will I be able to find things that are entertaining for me and my girlfriend?"
- "Will I be able to find site maps, the current exhibits in addition to directions to the museums?
- "Does the Smithsonian have information on photography and sculptures that they both have on display and as research information?"

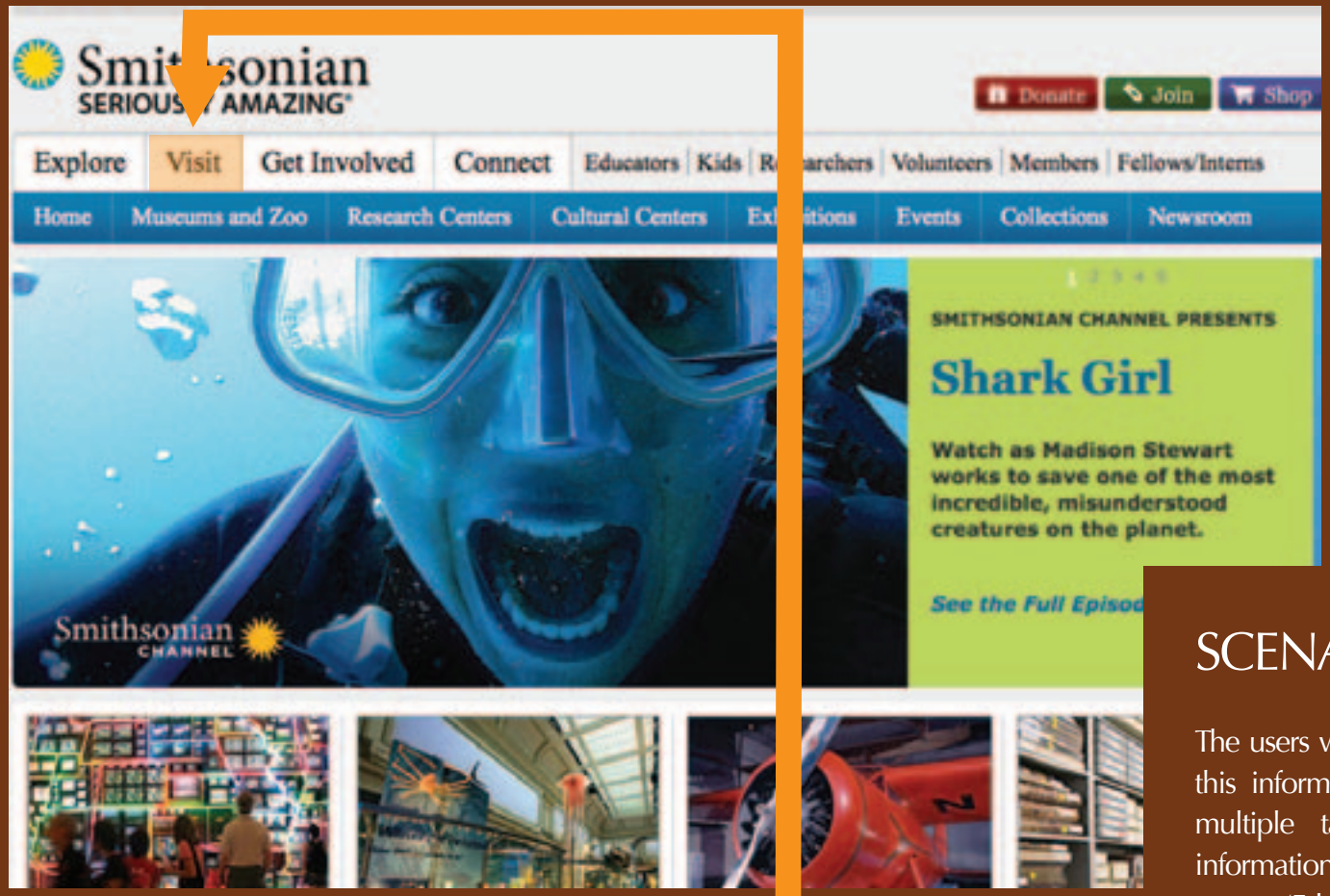
OBJECTIVES

- "To find information on photography and sculptures shown by the Smithsonian"
- "To be able to make my way around the museums with familiarity and to be able to know where they are located"
- "To enjoy researching a few hobbies from the website"

BACKGROUND

Is a hardworking wholesale business owner that needs to be able to take time off to relax and enjoy his interest of photography and sculptures. He is a divorced empty nester.

REPORT 4



SCENARIO 1

The users were confused on which menu this information was in. One looked in multiple tabs and couldn't find the information. Others looked under the menu, 'Educators' and 'Events' when the most direct route was under the menu 'Visit'. It took the users a long time to find this information.

Possible solution

Make the main menu labels clearer and with word choices such as 'plan your visit'.

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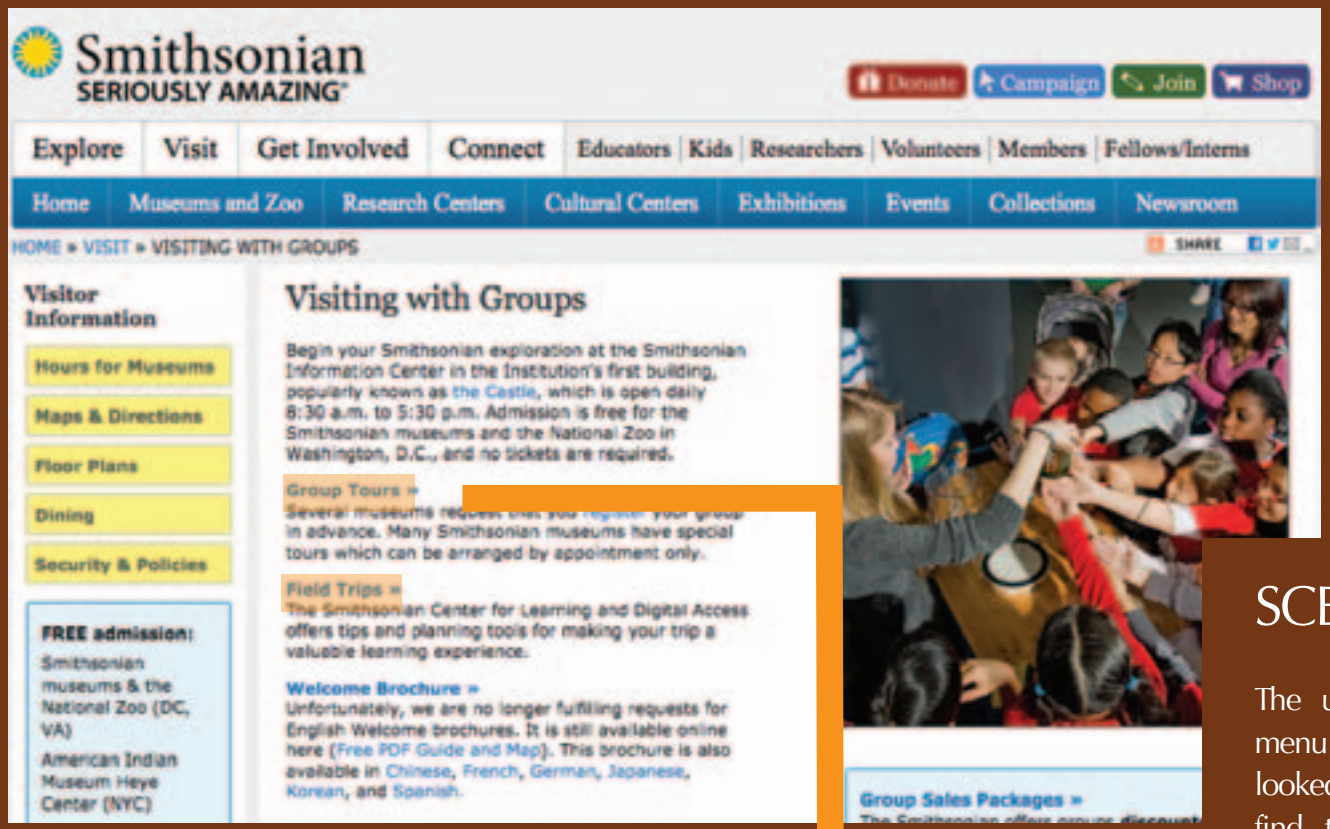
REPORT 4



SCENARIO 1

The users were confused on which menu this information was in. One looked up multiple menus and couldn't find the information. Others looked under the menu, 'Educators' and 'Events' when the most direct route was under the menu 'Visit'. It took the users a long time to find this information.

Possible solution

When in the 'Visit' page, where you find the field trip information, make the subtitles such as 'Field Trips' and 'Group Tours' standout. They were not very noticeable to the users.

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REPORT 4

SCENARIO 2

Most of the users were able to find the different exhibits information but said it was confusing to find what they needed once on the right page.

Possible solution

Simplify the amount of data by putting the museum pictures with the title of each museum. The users mentioned that many of the pages are very cluttered which made it hard for them to find the information they were looking for.

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SCENARIO 3

The term 'Members' was confusing to the users. They thought this menu was for people that were already members and not for people that wanted to become members.

Possible solution

Change the term 'Members' to 'Memberships'.

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SCENARIO 3

When going on the 'Members' menu the users found it confusing and too cluttered. They didn't understand the wording of the different memberships and some figured that memberships were for Professors and Scientists only. They were also confused with the layout.

Possible solution

Have a better description of the different memberships in the 'Members' menu. Take out the 'National Associates' Information, shown in the circle and have it layed out like the other memberships.

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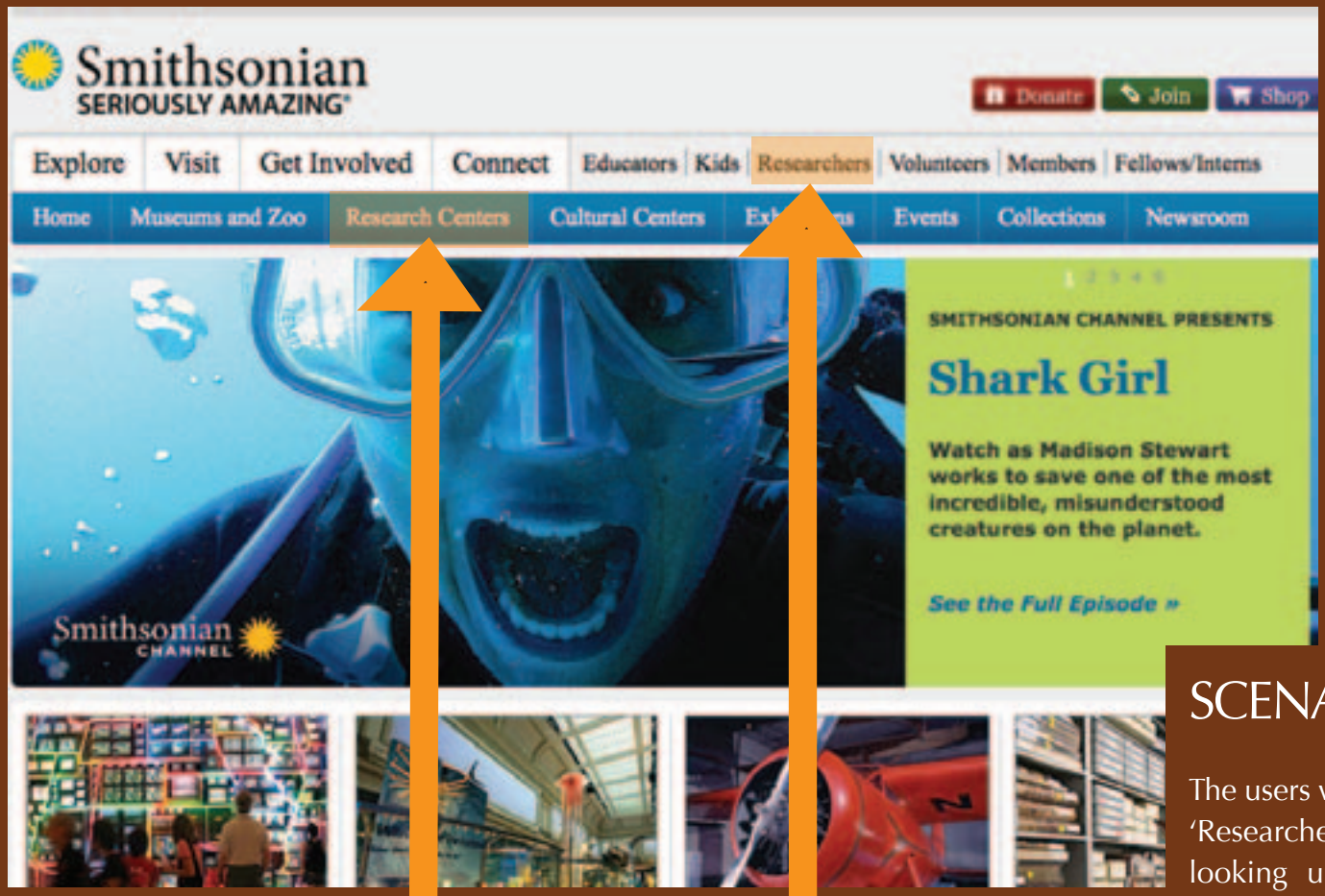

REPORT 4

SCENARIO 4

The users were confused between the terms 'Researchers' and 'Research Centers' when looking up research information for the general public.

Possible solution

Change the label 'Researchers' to 'Find Research' and 'Research Centers' to 'Smithsonian Research'. In the 'Research' page it needs to have more clear terms and phrases the general public understands.

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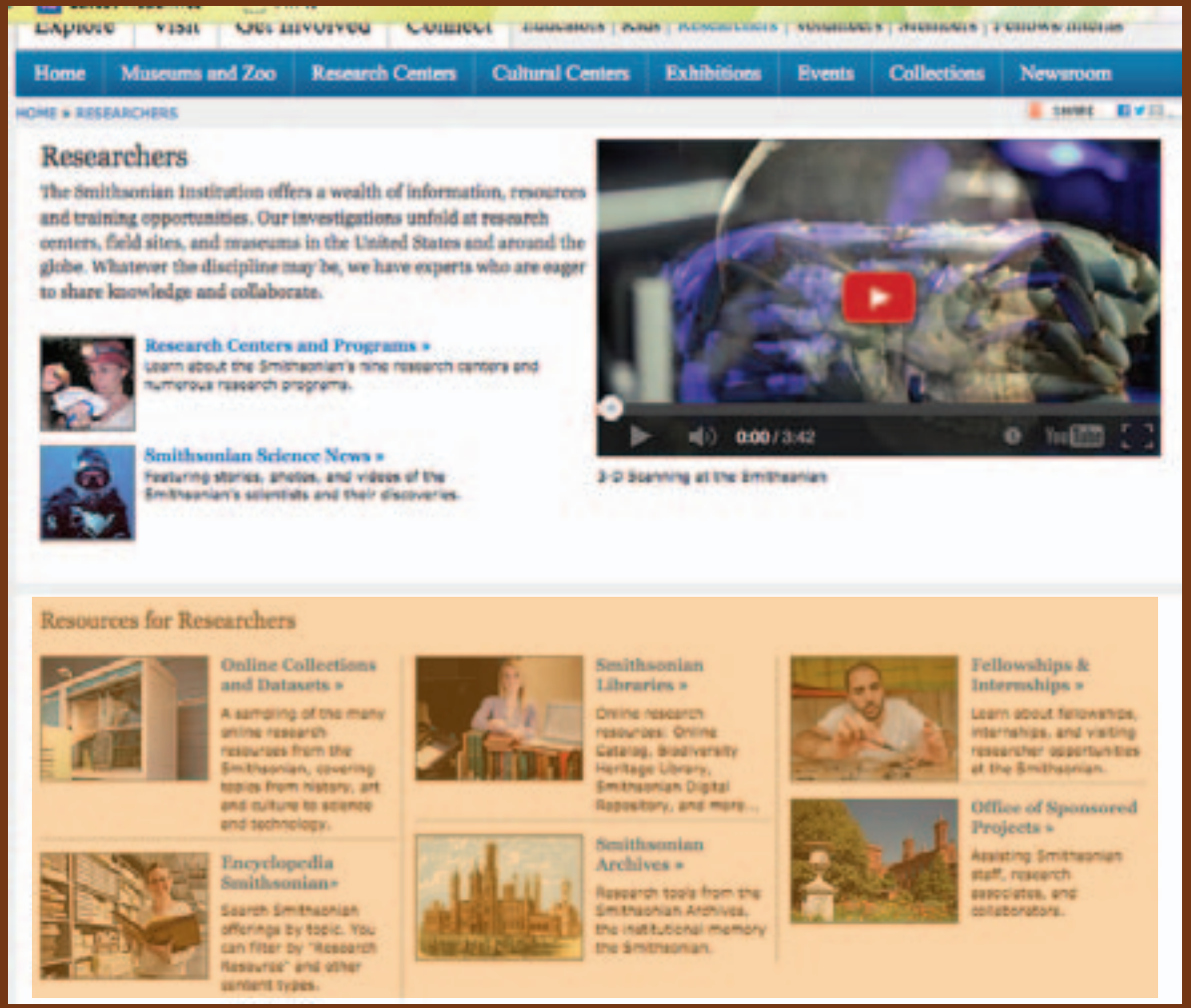

REPORT 4

SCENARIO 4

In the 'Researchers' page the users were confused on where to go to find their research and said they have too much technical jargon that isn't understandable.

Possible solution

Here in the 'Research' page it needs to have clearer terms and phrases for the general public. It was confusing for the users to differentiate between the different descriptions of the research resources.

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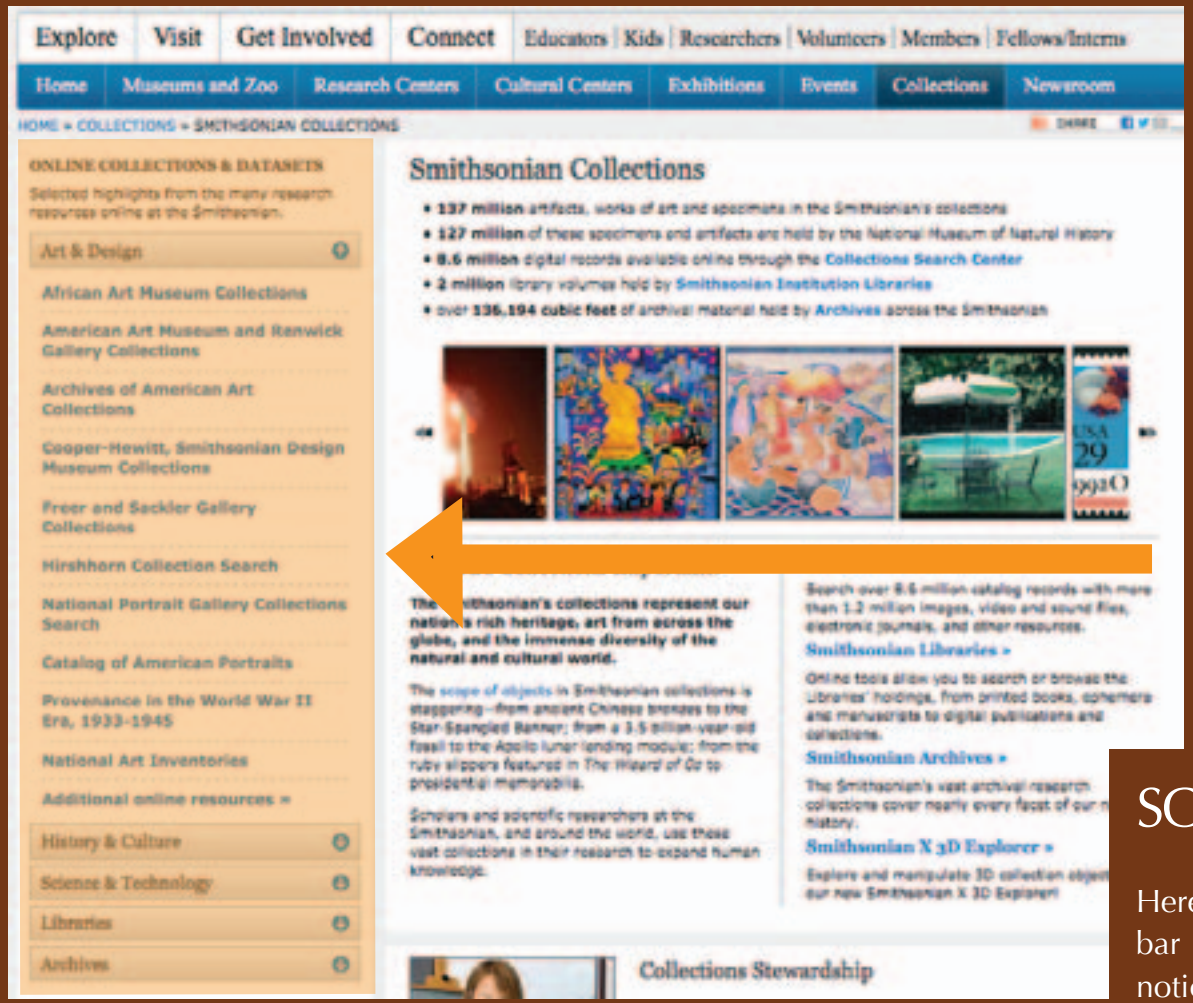

SCENARIO 4

Here under the 'Collections' page, the side bar needs to stand out more. One user noticed that the fonts are the same through out the website. The main information did not stant out o them.

Possible solution

Make the side panel in 'Collections page' stand out with larger fonts, less words and have they box stand out in a different color.

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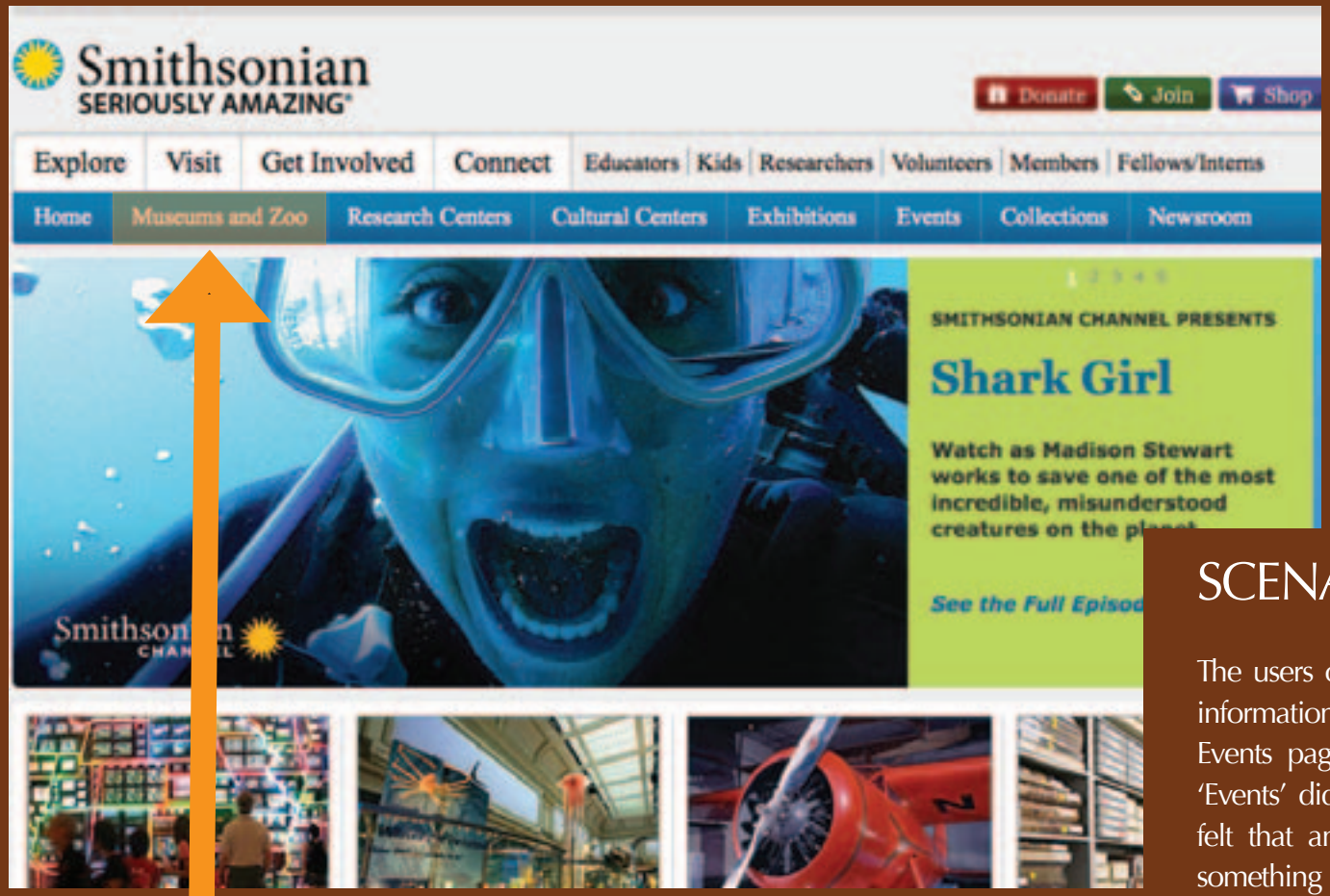

REPORT 4

SCENARIO 5

The users couldn't find the IMAX theater information. It was located under the Events page. All the users felt the label 'Events' didn't apply to a movie but instead felt that an event should be labeled as something that has a short duration. They looked under 'Visit', 'Museums and Zoo' and 'Exhibitions'.

Possible solution

Put the IMAX theater information under 'Museums and Zoos' and rename the term 'Museums and Zoos' to 'Museums, Zoo and More'.

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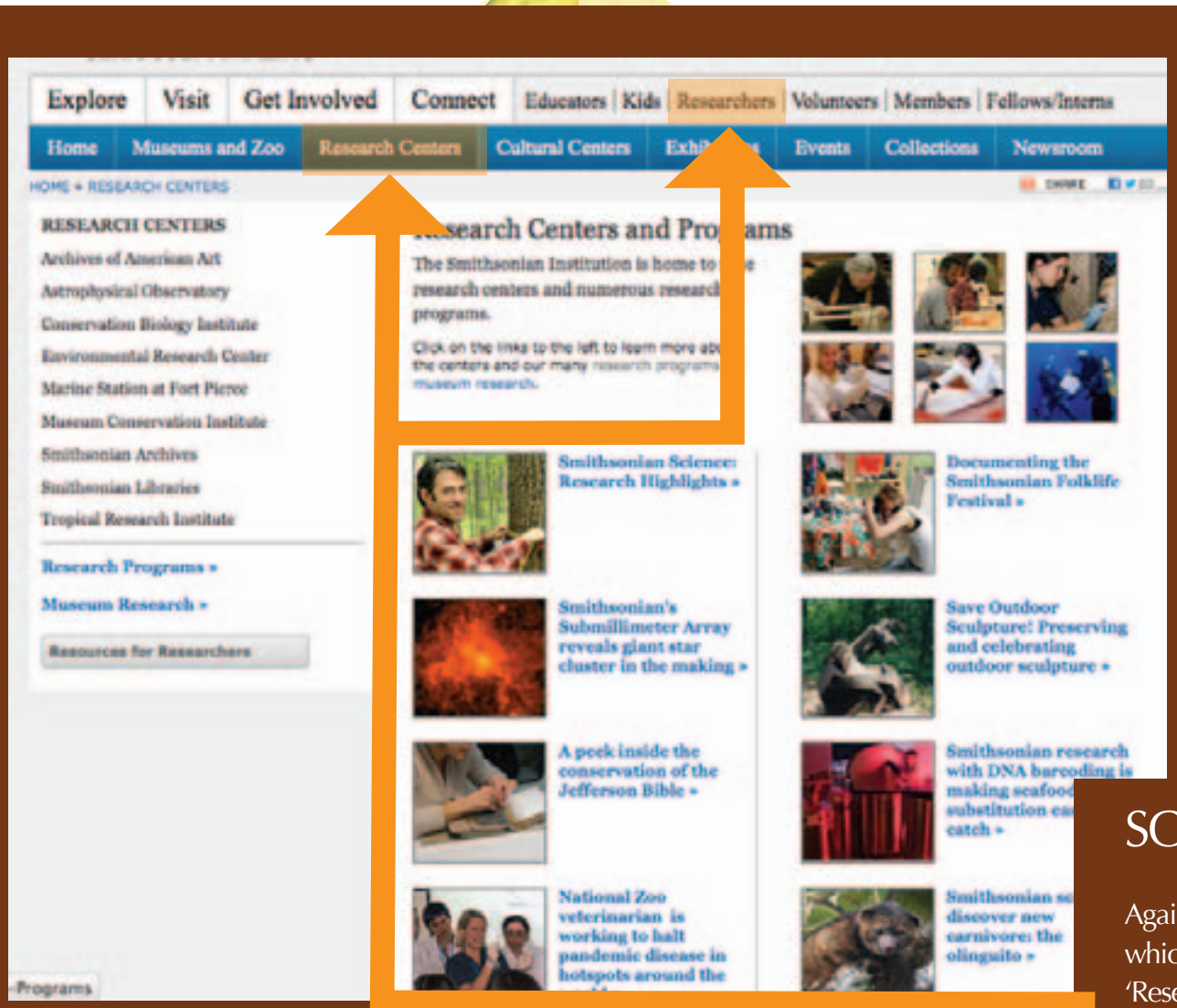

SCENARIO 6

Again the users had a hard time knowing which site page to go into, 'Researchers' or 'Research centers' to see what is going on at the Smithsonian institute.

Possible solution

Rename the terms, Research Centers to 'Smithsonian Research' and Researchers to 'Research Database' or "Public Database'.

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SCENARIO 7

When coming to this page to find out the layout of the museums, the users had a hard time finding the information.

Possible solution

Declutter the page by putting in a link of the map and omitting the map on this web page. Then the user's eye will automatically go to the information needed.

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SCENARIO 7

When the users went to the 'Museums and Zoos' page and clicked on the individual museum links they couldn't find maps or layout of the individual museums.

Possible solution

Include maps or layouts on each museums website.

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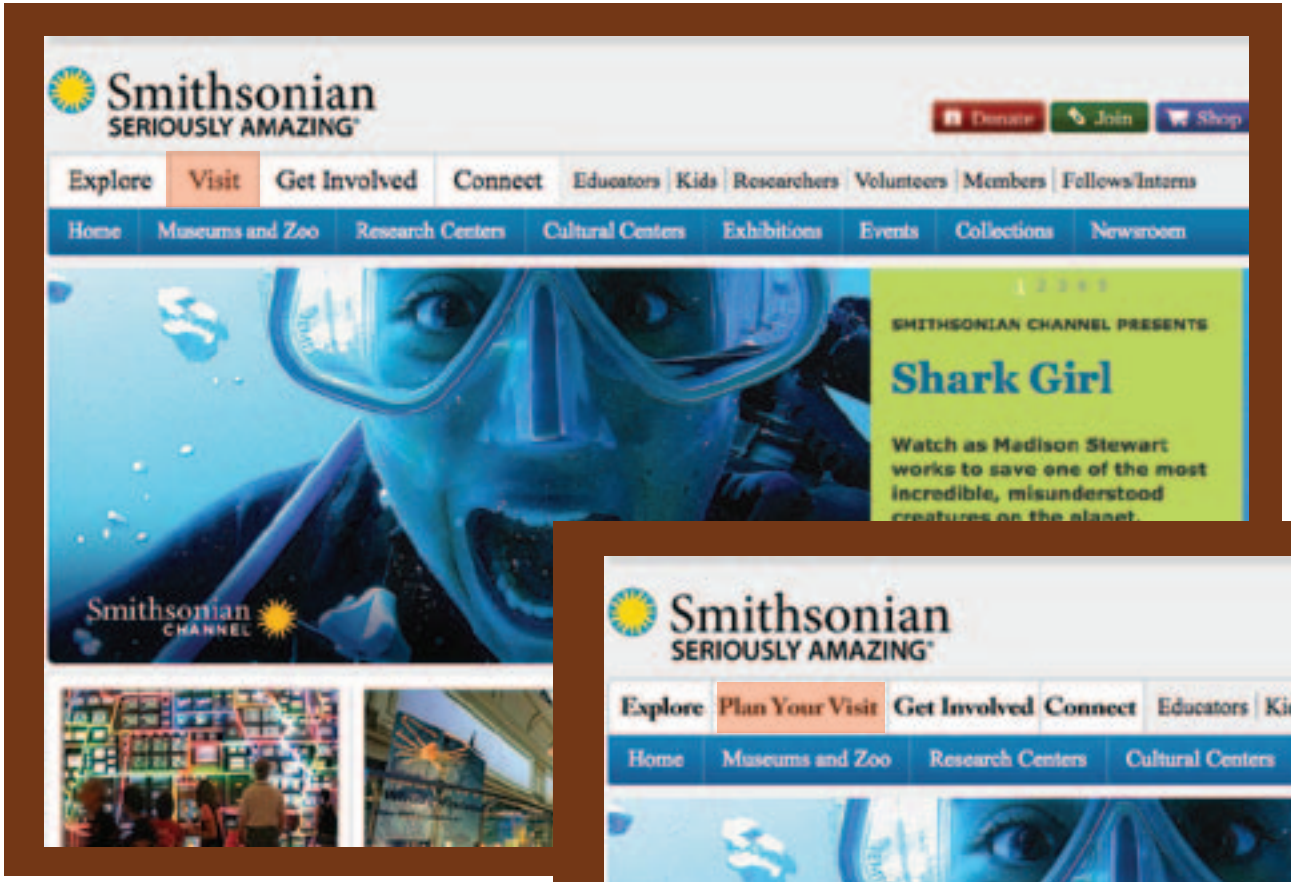
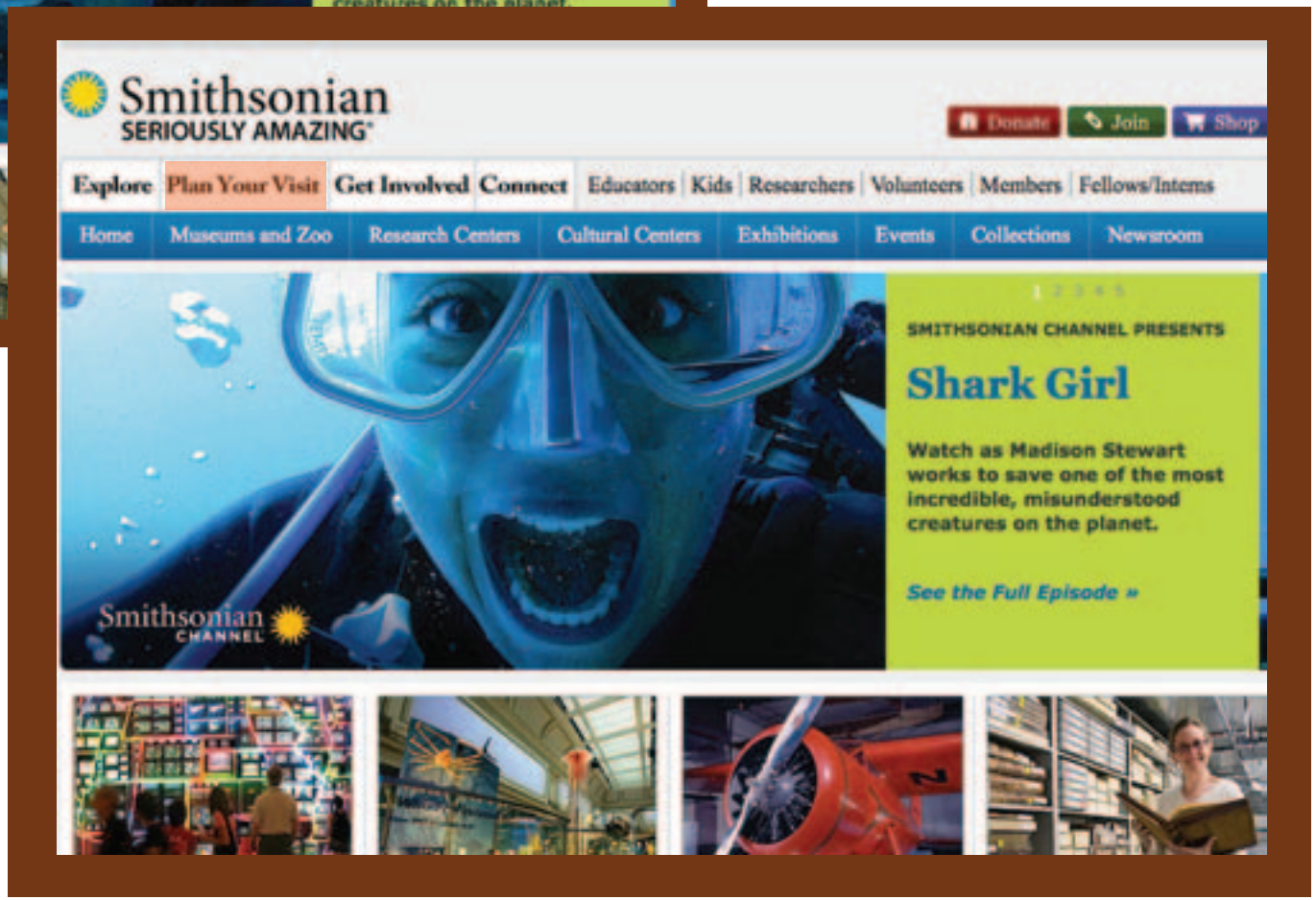
CURRENT



CORRECTION



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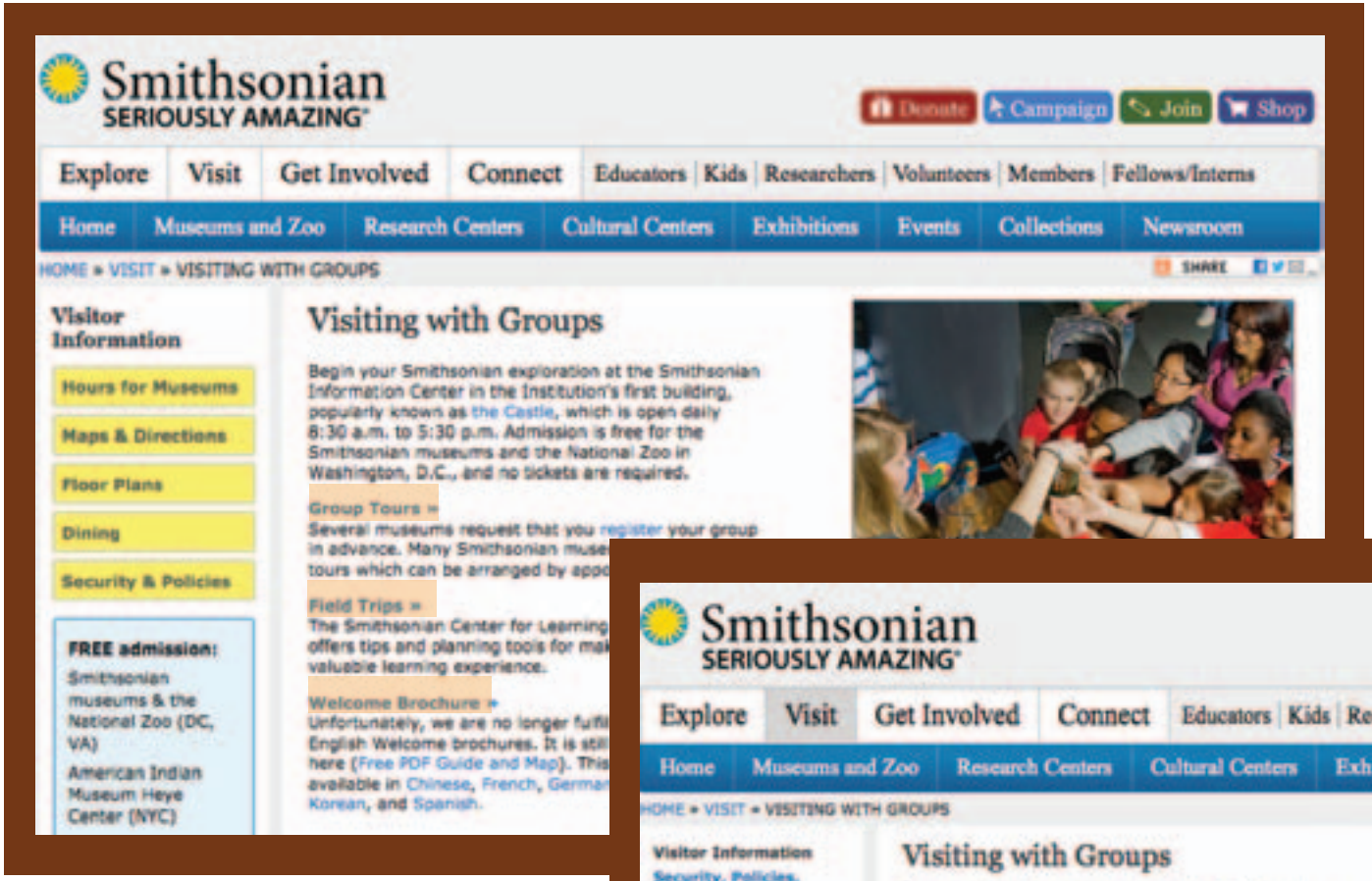
CURRENT



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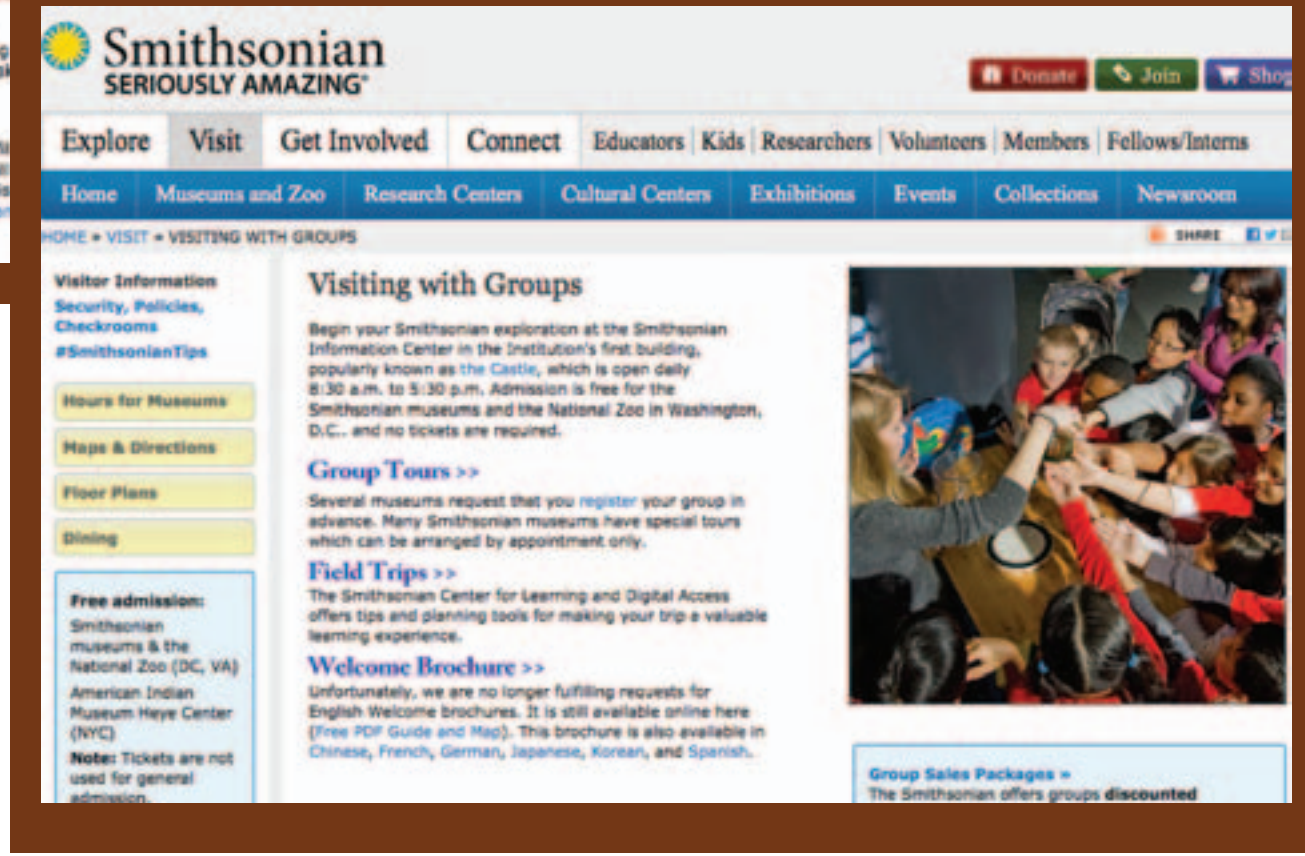

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