1-9-2024

DDX173.1_UX-Report Example 2

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SAE University College

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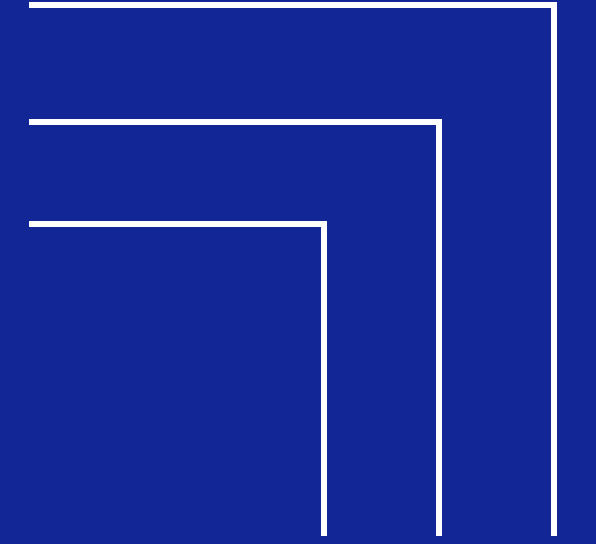
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User Experience Report

Content

"You can take your time and walk around, there is no set time to do things. All the exhibits are open most of the day. It's a really big historic building."

- Anonymous discussing the Art Gallery of NSW
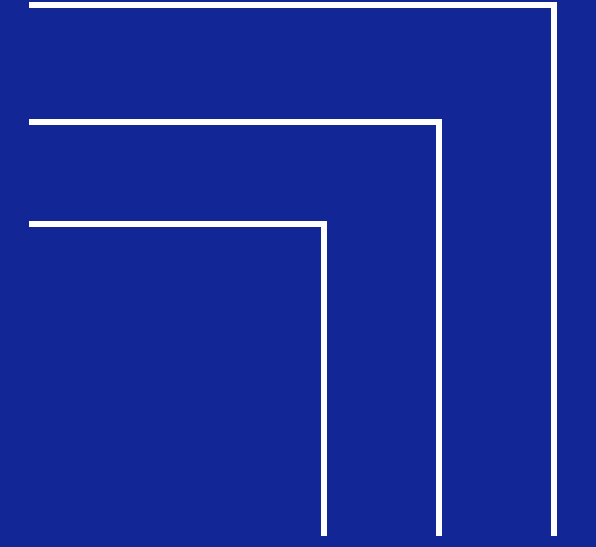
Site Visit

Observations

Observations

Art Gallery

The Art Gallery of NSW is houses a wide range of travelling and permanent exhibitions across their North Building and South Building.

Visitors

A diverse range of visitors attend the Art Gallery of NSW each day. There are groups of tourists, couples, families, students, school groups, and solo visitors.

Observations

Restaurant

Visitors can enjoy lunch and dinner at the Art Gallery Restaurant: Crafted by Matt Moran. The restaurant is situated on the ground floor of the South Building.

Cafe

Many users visit the cafe that is situated in the lower floor of the South Building. Visitors can have coffee, a fresh meal with friends, or work/study on their laptop.

Site Visit

Key Insights

1. Buildings

The art gallery features 2 buildings for visitors: the North Building, and South Building.

2. Exhibits

A large range of permanent and travelling exhibits. Free and paid exhibits. Tours and audio guides available.

4. Visitors

A diverse range of visitors. Students, school groups, tourists, couples, families, artists, and solo visitors.

3. Amenities

Excellent amenities across buildings: cafe, restaurant, library, gift store, study rooms, members lounge, and function rooms.
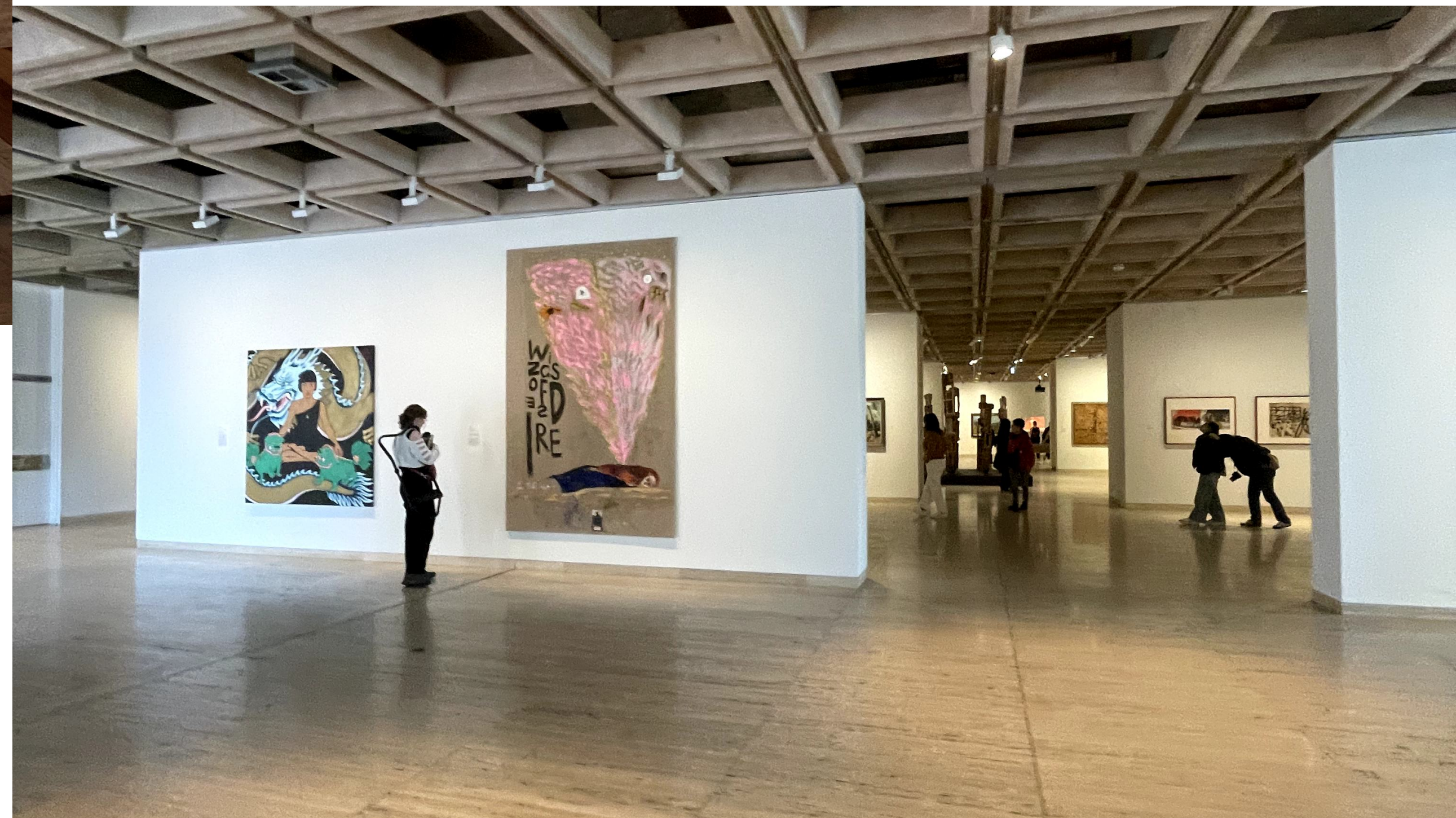
5. Staff

Staff are scattered throughout the entry, exit points, and at the help desk at both buildings, and between exhibits.
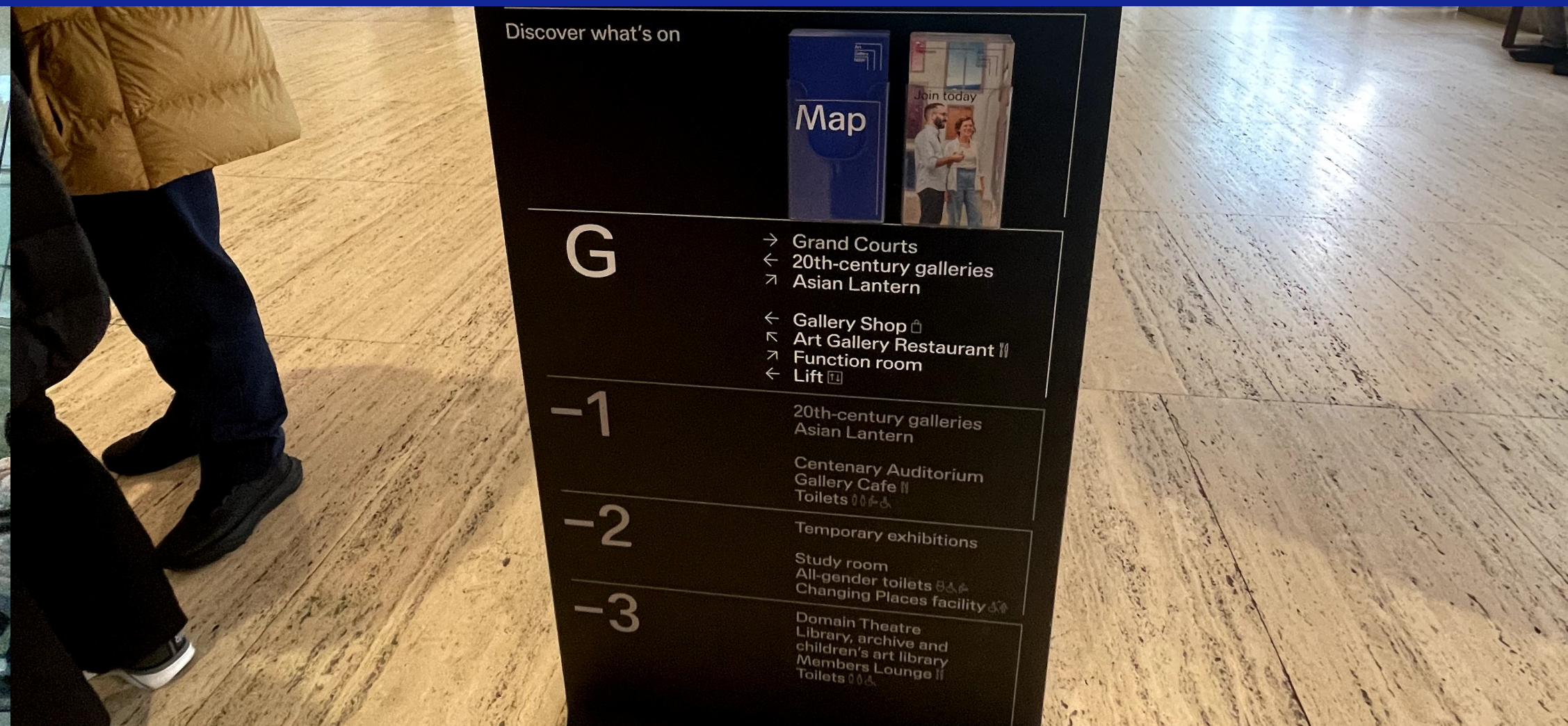
6. Accessibility

Both buildings feature clear signage, brochures with maps you can carry, helpful staff, lifts and ramps for accessibility, escalators, and gender-neutral bathrooms.

User Interviews

Question

What was your first impression when visiting the Art Gallery of NSW?

Answers

1. I was impressed by the wide range of artwork on display.

2. I thought it was very interesting. It's a really big historic building.

3. I love the grand building and beautiful grounds. I can't wait to explore the exhibits today.

4. Beautiful building!

Question

Answers

1. Yes.

2. Yes.

3. Yes.

4. Yes.

Have you visited
the Art Gallery of
NSW website?

Question

Answers

Was there anything that frustrated you about using the website?

1. It's confusing to find what you're after.

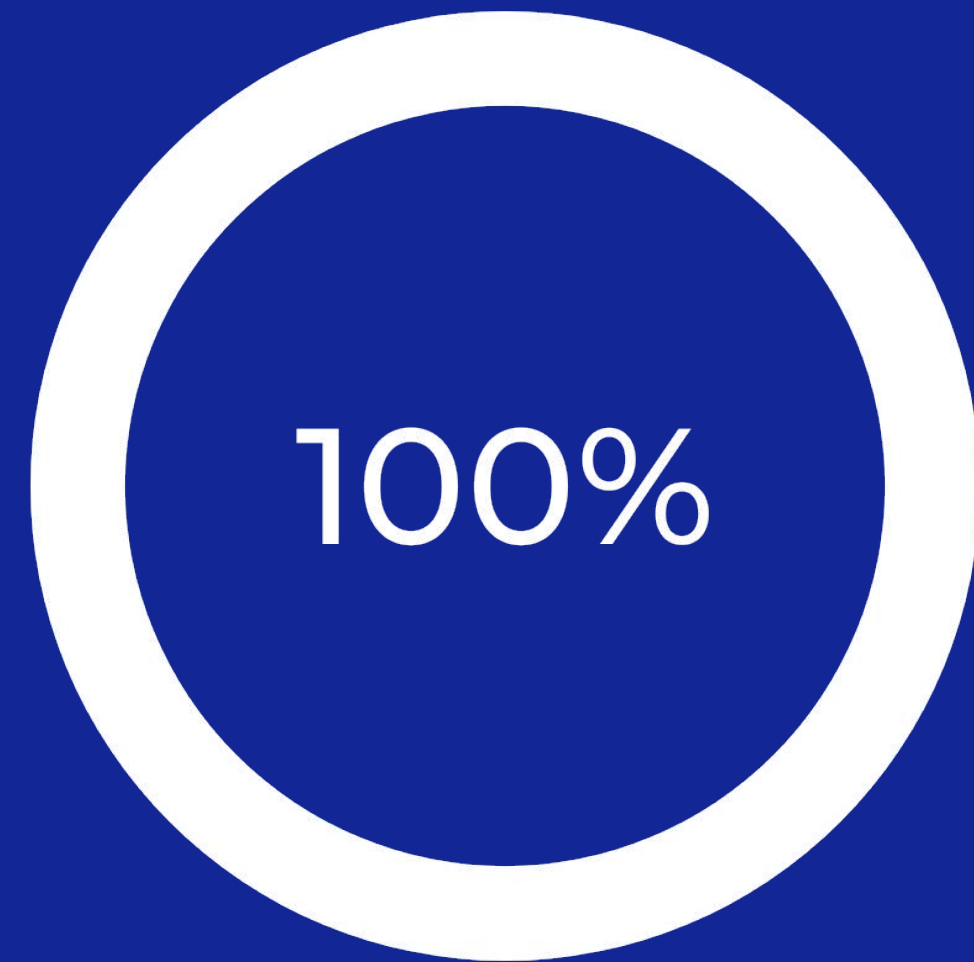2. It's really frustrating trying to figure out how to book tickets. Really unclear.

3. The booking process was clunky and payment options are hard to find unless you click all the way through.

4. I found it hard to find the information I needed.

User interviews | Key findings

100%

Website usage

All users surveyed said they visited the Art Gallery website to find out more information about the service. The website is an essential touchpoint for prospecting visitors.

75%
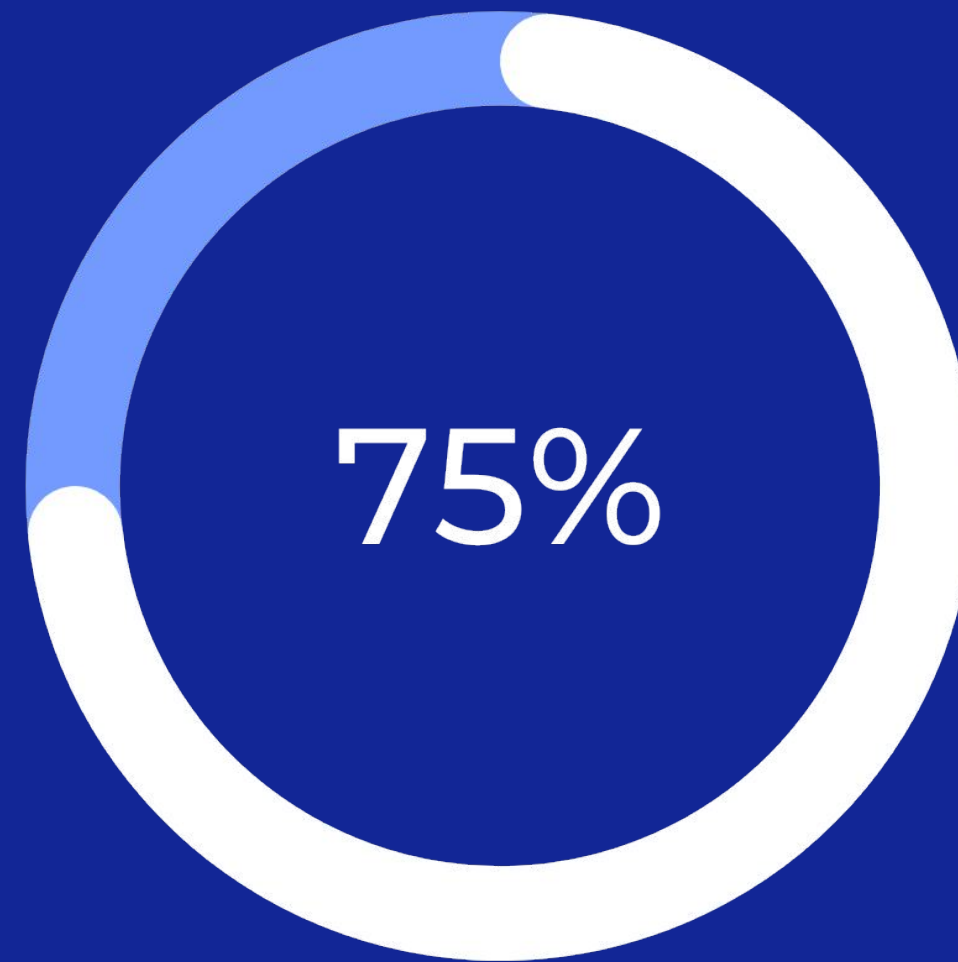
Free exhibitions

75% of users surveyed said they were attending the Art Gallery to see a free exhibition. The free exhibitions are a crucial aspect of the Art Gallery and help make it accessible for everyone.

50%
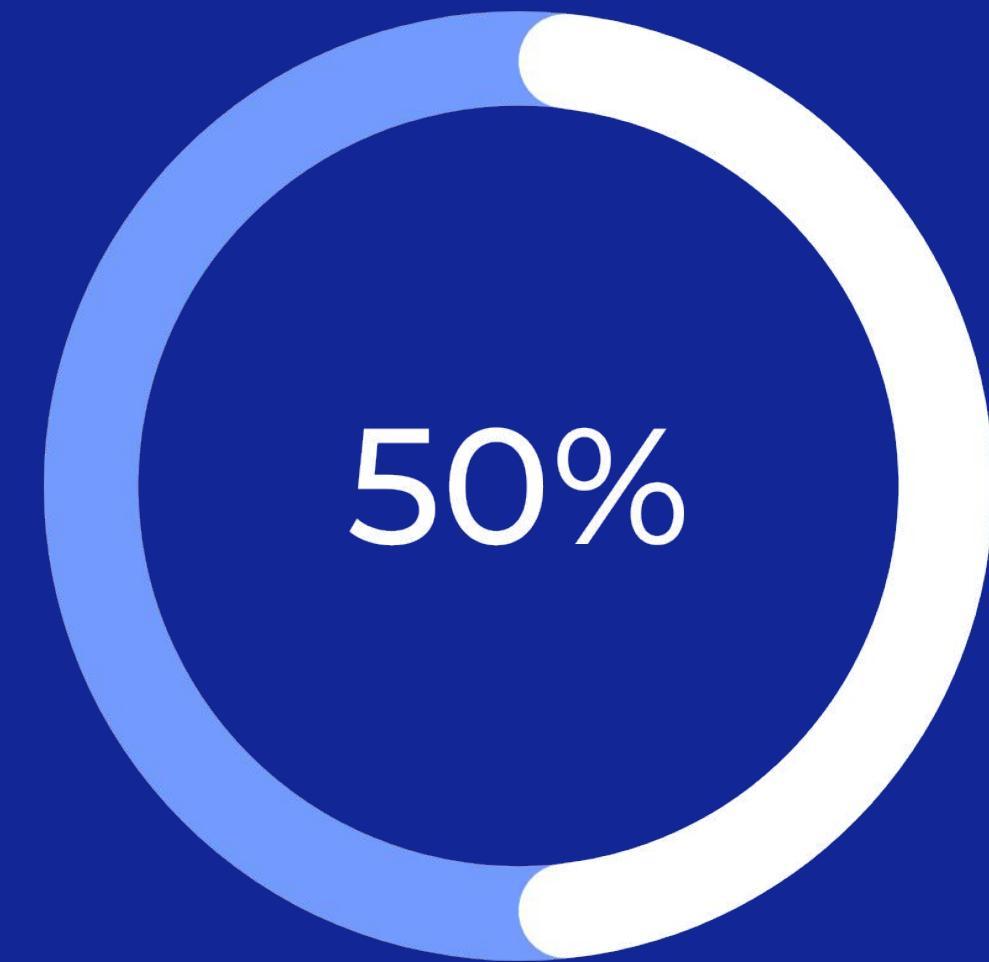
First-time visitors

50% of users surveyed said they were attending the Art Gallery for the first time. Highlighting the importance of a website with clear information for first-time visitors.

User interviews | Key findings

100%
Visited the website

75%
Attended free exhibitions

50%
First-time visitors

User Persona 1

User persona 1 | Donna

Donna May
62 years old

About

Newcastle, NSW

She / Her

Married

Office Worker

Hobbies

Gardening Reading

Cooking Painting

Goals

- Book tickets online to the 2024 Archibald Prize exhibition.
- Discover what days and hours the exhibition is open to the public.
- Find out how much the exhibition tickets are going to cost.

Frustrations

- Struggles using the NSW Art Gallery website.
- Needs clear call-to-action buttons to easily understand where to click.

Bio

Donna saw a news report about the Archibald Prize exhibition and wants to book tickets to attend. She works 5 days a week and wants to find out what hours the exhibition is open of a weekend, and how much the tickets are going to cost. Donna has visited the gallery previously, but never attended a paid exhibition.

Personality

Introvert — Extrovert

Thinking — Feeling

Judging — Prospecting

Assertive — Turbulent

Intuitive — Observant

Technical Skills

Internet

Social Networks

Online Shopping

User journey map | Donna

Donna May

62 years old

About

- Newcastle, NSW
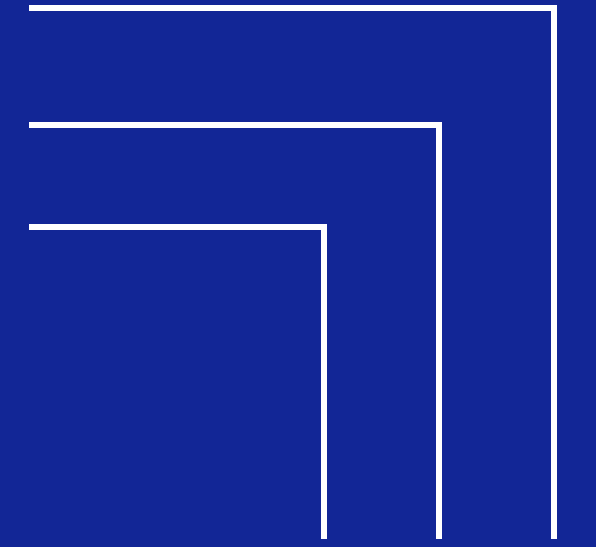- She / Her
- Married
- Office Worker

Hobbies

- Gardening
- Reading
- Cooking
- Painting

Scenario: Book tickets to the Archibald Prize 2024 exhibit.

	Awareness	Visit Website	Browse	Book Tickets	Confirmation
User Actions	Donna learns about the Archibald Prize exhibit while watching the news on TV.	She visits the Art Gallery website to learn more.	She browses the website but is having trouble finding where to purchase tickets.	She finds where to purchase tickets and books a suitable time.	Donna receives a booking confirmation.
User Thinking	*"That exhibition looks interesting!"*	*"I wonder how much tickets will cost, and what times will be available?"*	*"I don't know what page to visit to find information about the event..."*	*"Finally! I've found the event booking page!"*	*"I wish the website was easier to use."*
User Touchpoints	Searches Google on her computer to find the Art Gallery website.	Clicks on link via Google, and arrives on the Art Gallery homepage.	It's unclear where to purchase tickets. Donna spends a long time looking for the correct webpage.	Donna finds the event booking page, and pays for her tickets.	Donna is taken to the post-booking confirmation webpage, and receives a confirmation email.
User Feelings	🙂	🤔	😠	🤩	🙄
Pain Points	Needs to find the Art Gallery website.	Overwhelmed by the homepage design.	Struggles with the lack of clarity. No hierarchy on the website. No strong call-to-actions.	Unclear what payment methods are accepted.	That experience was too complicated.
Solutions	No solution needed for this phase.	Make the homepage design less busy.	Introduce hierarchy into the website design, improve navigation, and establish call-to-actions.	Ensure accepted payment methods are clearly displayed.	Streamline the booking process.

Donna

Donna is an art enthusiast who has just heard about the new Archibald Prize exhibition. She needs to organise a visit to the art gallery for this coming weekend, and book tickets online for a suitable time. Donna needs a website that is easy to use, and features strong call-to-action's so that she can achieve her goal of attending the exhibition.
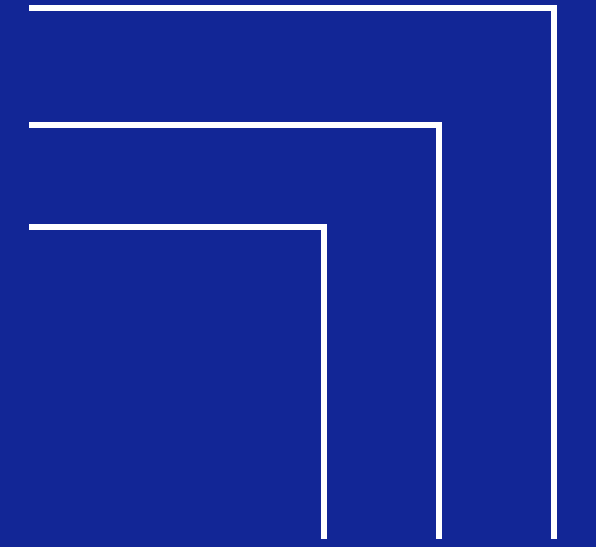
Donna

Donna wants to attend the Archibald Prize 2024 exhibition, but is struggling to understand where on the website to click so she can book tickets. This is a problem because Donna is having an unsatisfactory user experience with the Art Gallery of NSW website, and was left feeling frustrated due to the lack of clarity in the web design.

User Persona 2

User persona 2 | Lucy

Lucy Smith

23 years old

About

Sydney, NSW

She / They

Student

Defacto

Part-time Retail

Hobbies

Gaming

Music

Art

Cooking

Goals

- Attend the Art Gallery in her free time.
- Discover what free exhibitions are currently on display.
- Find out the location and opening hours.

Frustrations

- Can only attend free exhibitions due to limited budget.
- Unsure what the opening hours are.
- Unsure on the building location.

Bio

Lucy saw a post on Instagram about the Art Gallery and would like to plan a visit. She is a busy University student and only has a few hours of free time each week. She is an Art student and looking forward to attending the NSW Art Gallery for inspiration, and expand her knowledge.

Personality

Introvert — Extrovert

Thinking — Feeling

Judging — Prospecting

Assertive — Turbulent

Intuitive — Observant

Technical Skills

Internet

Social Networks

Online Shopping

User journey map | Lucy

Lucy Smith

23 years old

About

- Sydney, NSW
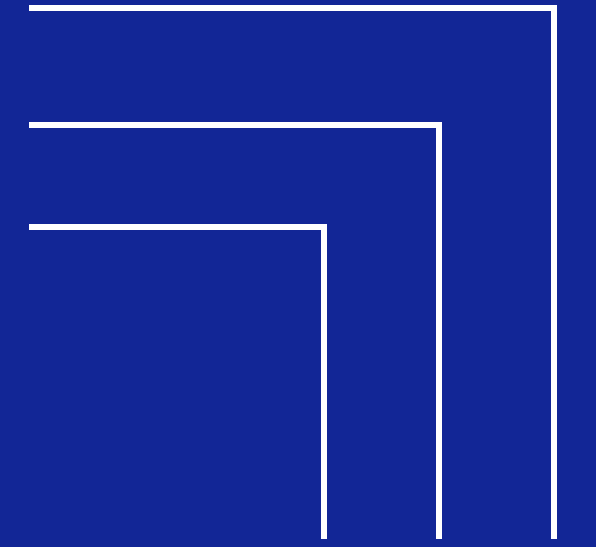- She / They
- Student
- Defacto
- Part-time Retail

Hobbies

- Gaming
- Music
- Art
- Cooking

Scenario: Planning a visit to the Art Gallery.

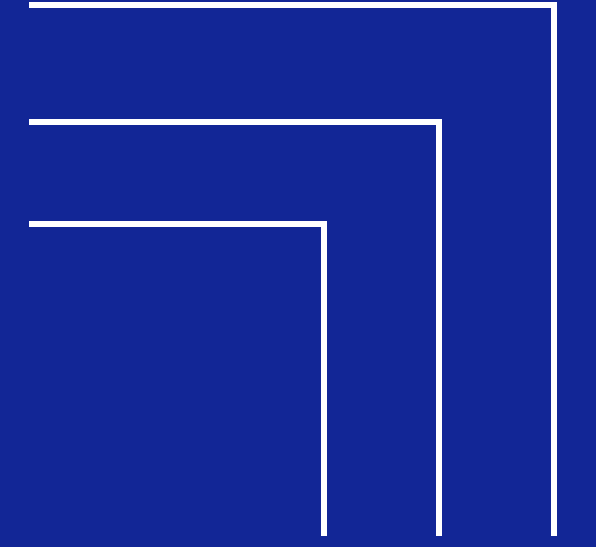|	Awareness	Find Website	Browse	Decision	Finalise
User Actions	Lucy saw an Instagram post from the Art Gallery and decides to plan a visit.	She visits the Art Gallery Instagram page to find the website link.	She browses the website on her mobile and takes a look at the exhibits webpage.	She decides to visit a free exhibition called 'Making Worlds'.	Finds the opening hours, and location details to finalise her plan.
User Thinking	*"I haven't been to this Art Gallery before, I want to plan a visit!"*	*"I'll visit their Instagram profile to find the website".*	*"I only want to view the free exhibitions that are currently on".*	*"That exhibition looks interesting! I want to go see that."*	*"I wonder what hours they're open? Where are they located?"*
User Touchpoints	Views Instagram post from the Art Gallery.	Visits the Art Gallery Instagram page.	Visits the Art Gallery website. Browses exhibits on mobile.	Browses the 'Making Worlds' webpage.	Finds the Art Gallery location in the footer. Visits the opening hours webpage.
User Feelings	🤩	🙄	🤔	🙂	🙄
Pain Points	None yet.	The Instagram page links to a Linktree page. The Linktree is very busy.	She wants to only view the free exhibitions, but there is no option to filter paid exhibits out.	She to scroll to find the exhibition dates.	The location is listed in the footer of the website, but she has to open a new page to view opening hours.
Solutions	N/A	Create a less cluttered Linktree-style page on the Art Gallery website to link people to instead.	Add a search filter to the website, or a 'Free Exhibits' section.	Implement hierarchy by prioritising the event details higher on the page.	Add the opening hours to the website footer.

Lucy

Lucy is an student who enjoys visiting art galleries in her spare time. She wants to easily discover free exhibitions, find the gallery location, and know the opening hours so that she can squeeze a visit to the gallery into her busy schedule.
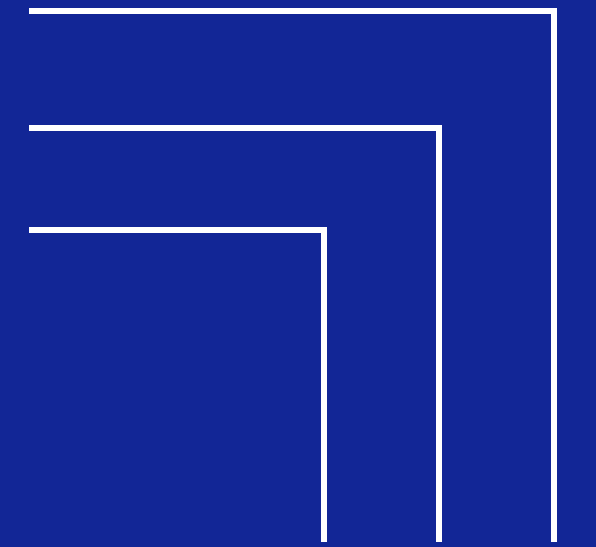
Lucy

Lucy wants to plan a visit to the Art Gallery of NSW, but is having a difficult time navigation the website to find the free exhibitions. This is a problem because Lucy is struggling to find information out about this service, and may end up cancelling her plan to visit the gallery.

Website Analysis

Art Gallery of NSW

Art Gallery of NSW website analysis

Mobile Observations

What works well?

The website design is very simple and clean, they have used the UX principle 'Occam's Razor' by having a website with a low level of complication (Memon, 2021).

Further, the hamburger button takes you to the navigation page which has been designed really well. The navigation page has implemented the Law of Common Region to visually separate the different navigation buttons for users (Memon, 2021).
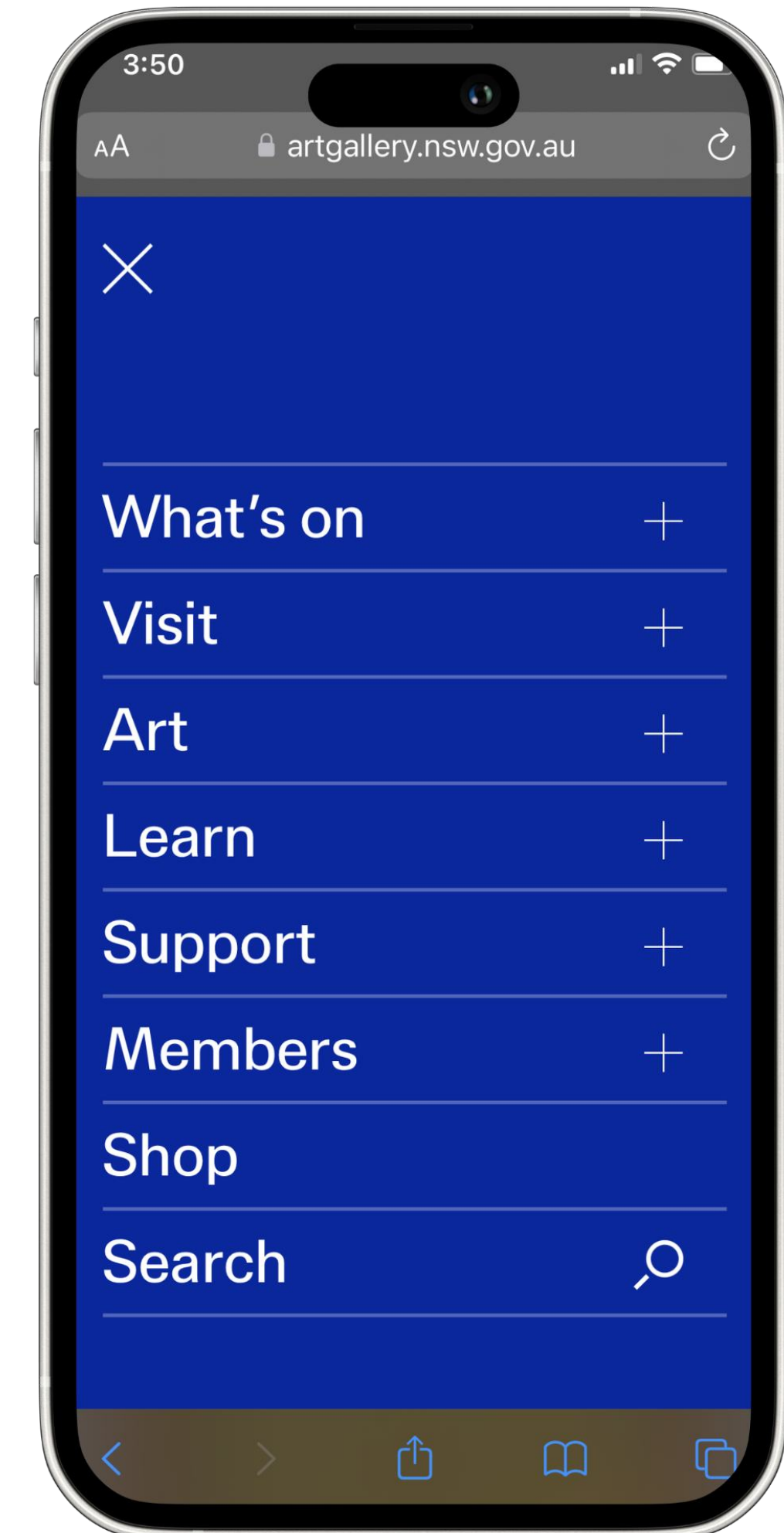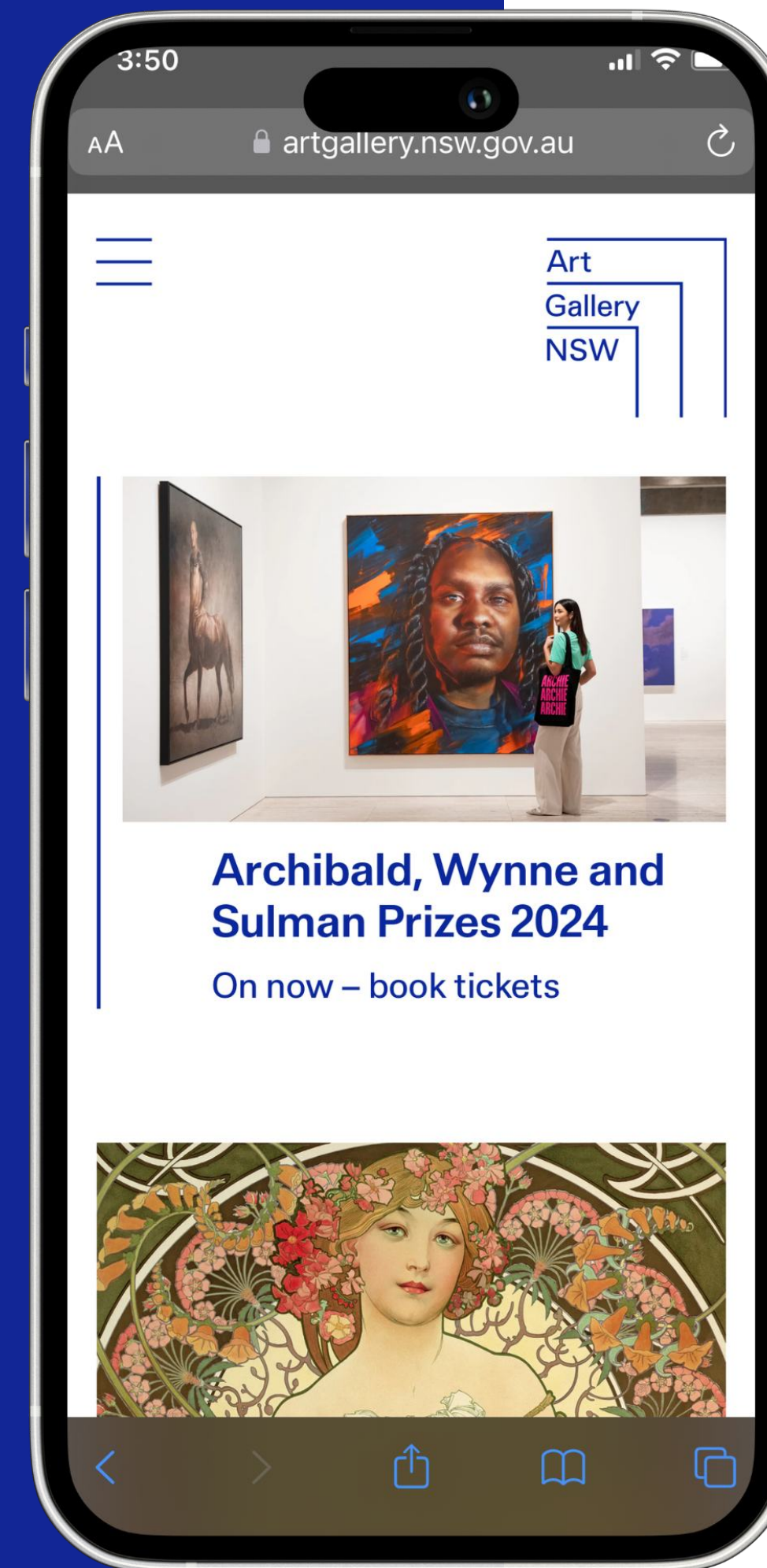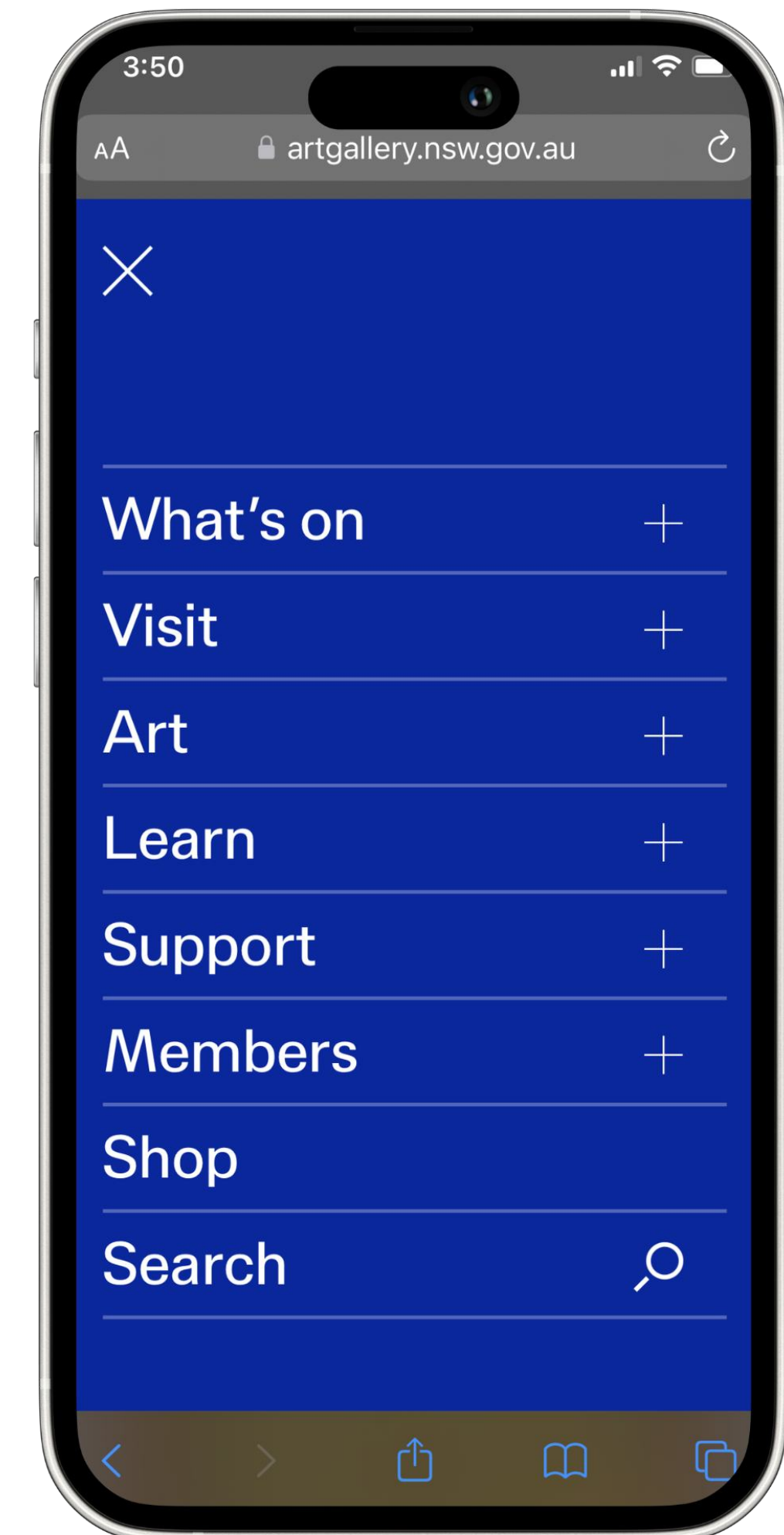
Mobile Observations

What doesn't work?

The spacing between sections and objects on the website is too large. But mainly, there are no clear barriers between sections.

Law of Common Region needs to be implemented on the mobile view to help define the events, exhibitions and information on the website pages (Memon, 2021).

Art Gallery of NSW website analysis
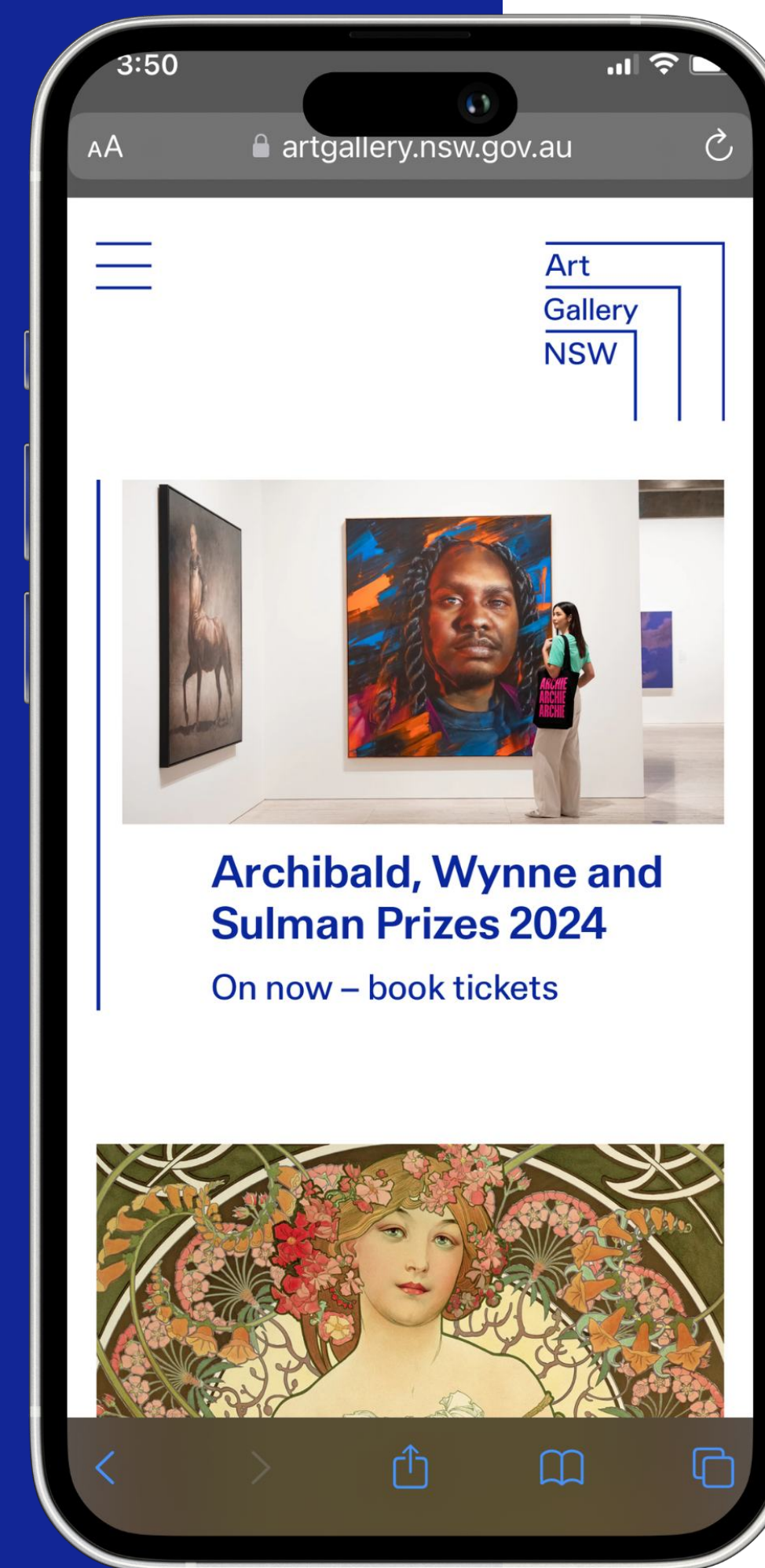
Desktop Observations

What works well?
The typography on the website is large, and clear to read. The colour palette also allows for easy readability. They have used 'Fitts's Law' to make sure the interactive elements (the website navigation bar) is easy to select, separate from other elements and sections, and within a users reach (Memon, 2021).

Art Gallery of NSW website analysis
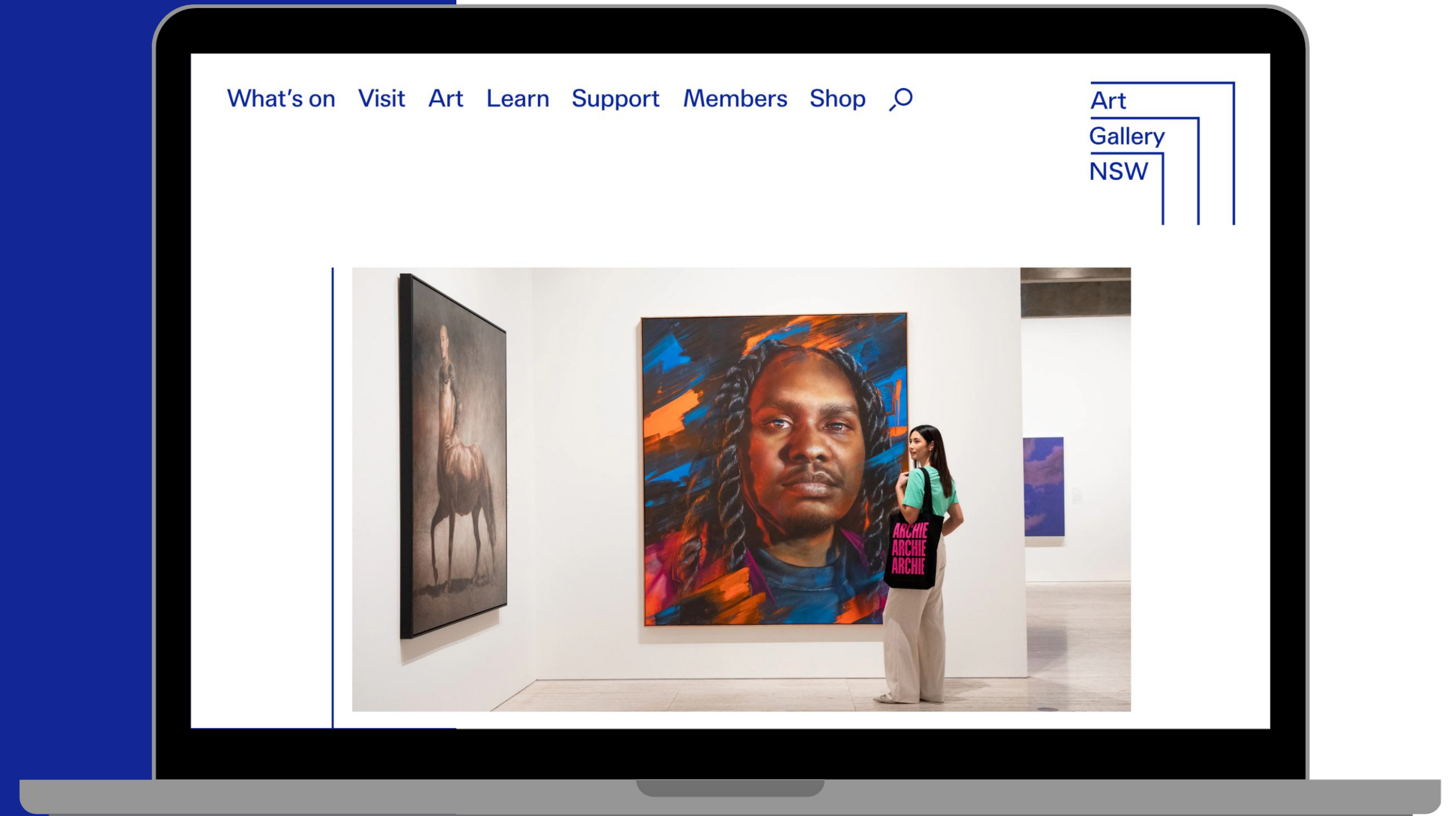
Desktop Observations

What doesn't work?

Throughout the website there is a lack of boundaries between the navigation bar, and website sections. This makes it difficult to differentiate between sections. They have gone for a very minimal design, but it does look untidy. It feels very unbalanced with the logo featured significantly larger in the corner.

What's on   Visit   Art   Learn   Support   Members   Shop

Art
Gallery
NSW
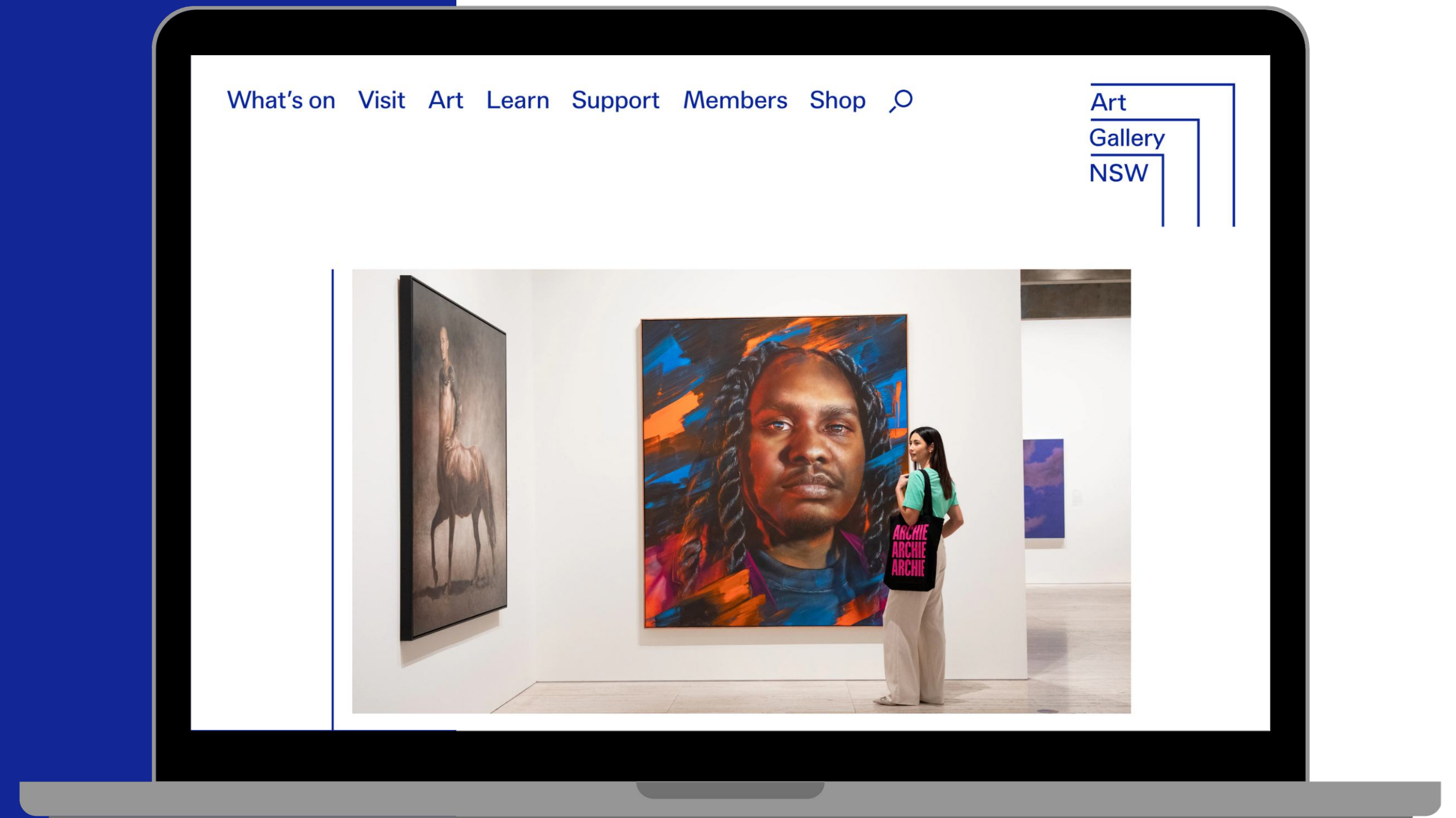
Problem identified

Problem analysis

Law of Common Region

The Art Gallery of NSW website could benefit from the implementation of the 'Law of Common Region' to help define and group areas of importance together (Memon, 2021). Both the mobile and desktop view of the website lack boundaries and separators between the navigation, and webpage sections (for example, the events and exhibition areas).

Grouping areas of importance together will allow website visitors to quickly understand which UI they should be interacting with and help clearly define key information visitors may be looking for (Memon, 2021). Definition could be easily added to the current website design by adding a different background colour, shading or border to these sections (Memon, 2021). This added definition will help website visitors find what they need faster, increase website accessibility, add hierarchy to website sections, highlight important call-to-actions, and break the website up so it isn't blending together.

Problem identified

Impact analysis

How it impacts usability?

Not implementing the Law of Common Region into website design can impact the usability of the website by creating clutter and confusion for users. This disorganised layout will make it difficult for the visitors to find information they need, and lead them to feel frustrated with the experience. Without the Law of Common Region implemented, it can make it difficult for users with visual impairments and disabilities to correctly identify interactive areas of the website.

This layout problem is affecting website usability by making it difficult for users to distinguish between various sections on the website. For example, on the desktop view of the website, the navigation bar has no clear lines or buttons to distinguish itself. Meaning it takes time for users to understand that this is a key area of the website that they can interact with to find more information about the service.

Problem identified

Impact analysis

How it impacts usability?

Further, important messages and call-to-actions can easily be overlooked, as there are no visual cue's to tell the user that this section is significant. This causes decreased usability for website visitors, as the information and layout is unclear. Users may leave the website if it is too difficult to understand and challenging to find the information they were after. This unsatisfactory experience can lead users to choose a competitors service instead.

In summary, by not implementing the Law of Common Region into the website it creates an unsatisfactory experience for the user. This unsatisfactory user experience is caused due to the confusing and disorganised design. Correct implementation of this UX principle will help enhance accessibility and overall user satisfaction.

Website Analysis

Competitive Landscape

Competitive UX analysis |
# The Metropolitan Museum of Art

Mobile Observations

What works well?

The MET website mobile design is very clear and easy to understand. The navigation bar is bright and stands out against the rest of the layout, and features a 'Buy Tickets' button directly at the top of the page.

Why does it work better?

This layout works better as the MET have implemented the Law of Common Region into the web design. They have used this UX principle by grouping together common regions (Memon, 2021), such as the navigation bar which features a red background. Other elements on the page have also been grouped together, such as the location and hours area, which features a grey background.
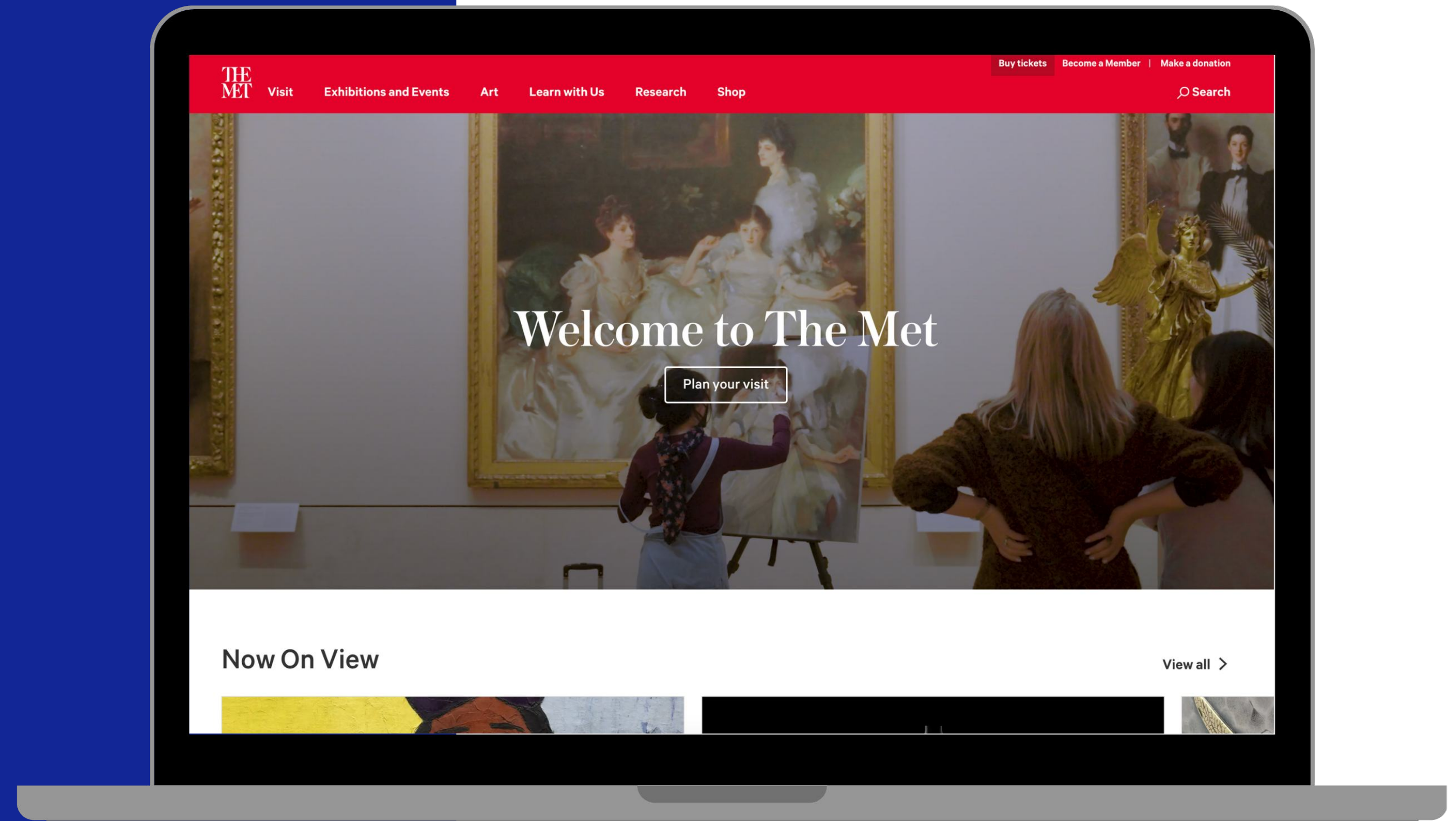
Competitive UX analysis |
The Metropolitan Museum of Art
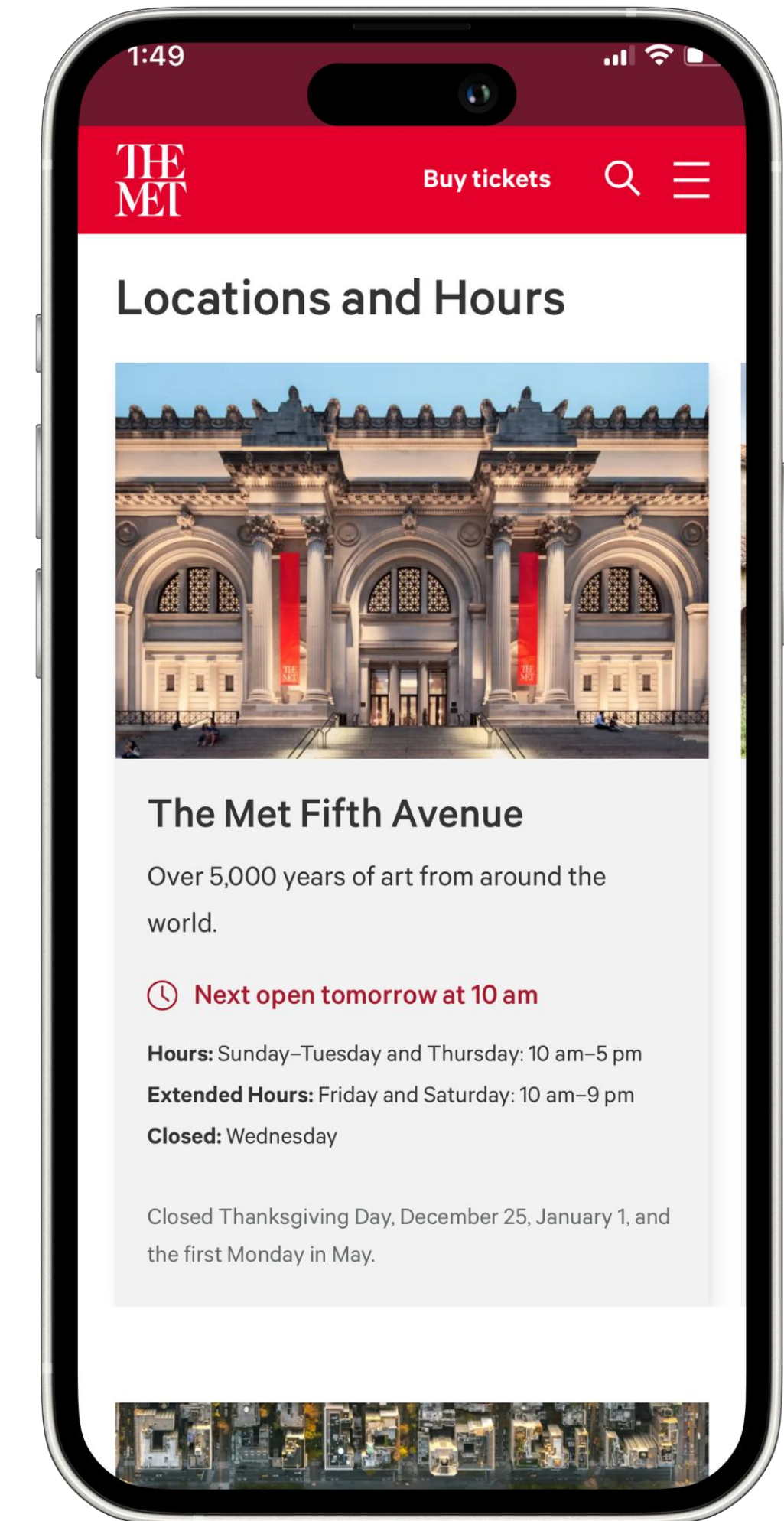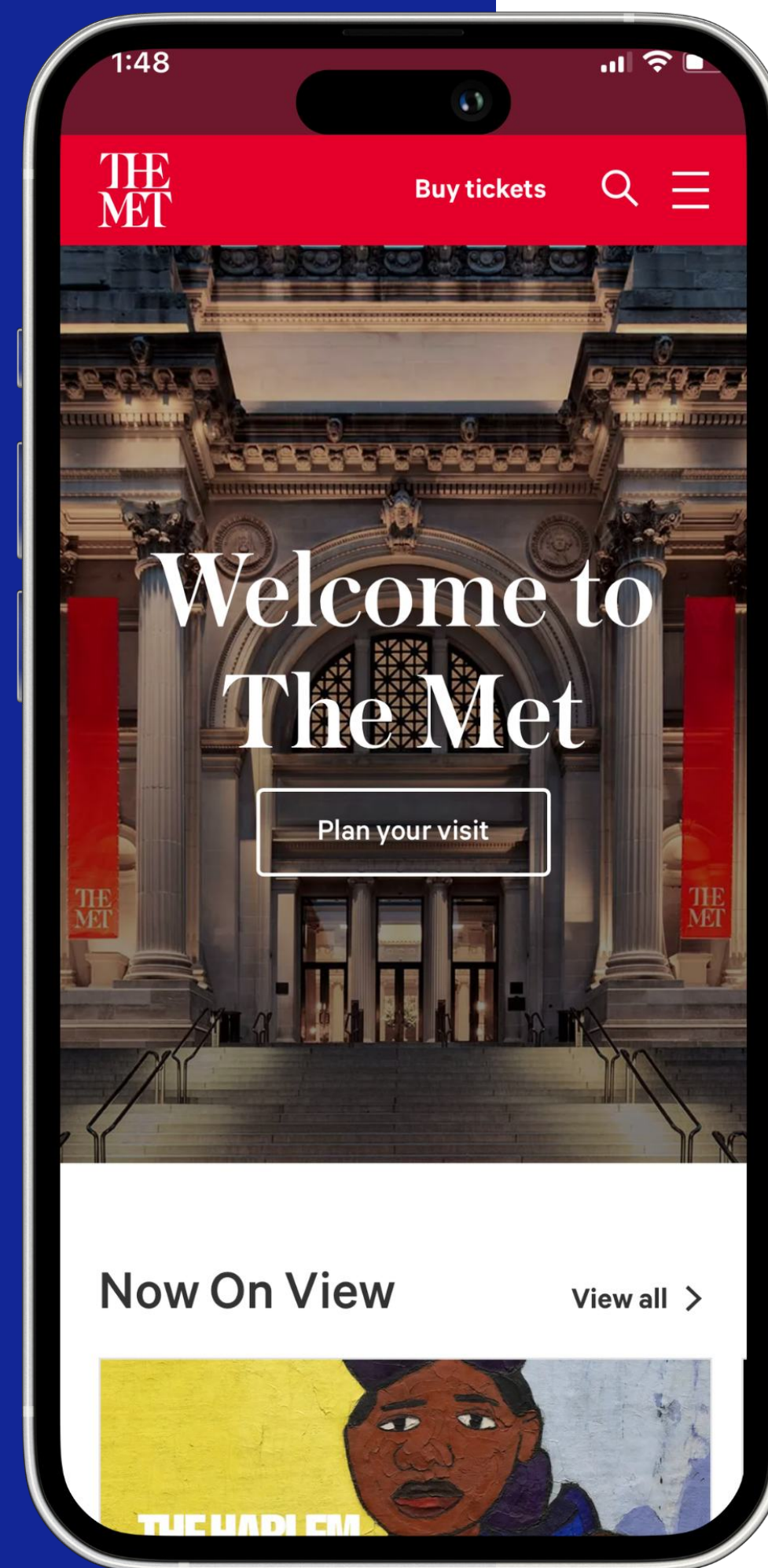
Desktop Observations

What works well?

The MET website design has implemented the Law of Common Region by grouping areas of the website together into clear sections by changing the background colour (Memon, 2021). For example, the navigation bar is a different colour to the rest of the website, and when you scroll down further, events and news are featured in a grey box. This helps distinguish interactive areas for users.

It is excellent that the MET website features a specific 'Buy Tickets' button in the top right hand corner of the website, as this is a main usability issue impacting the Art Gallery of NSW website.
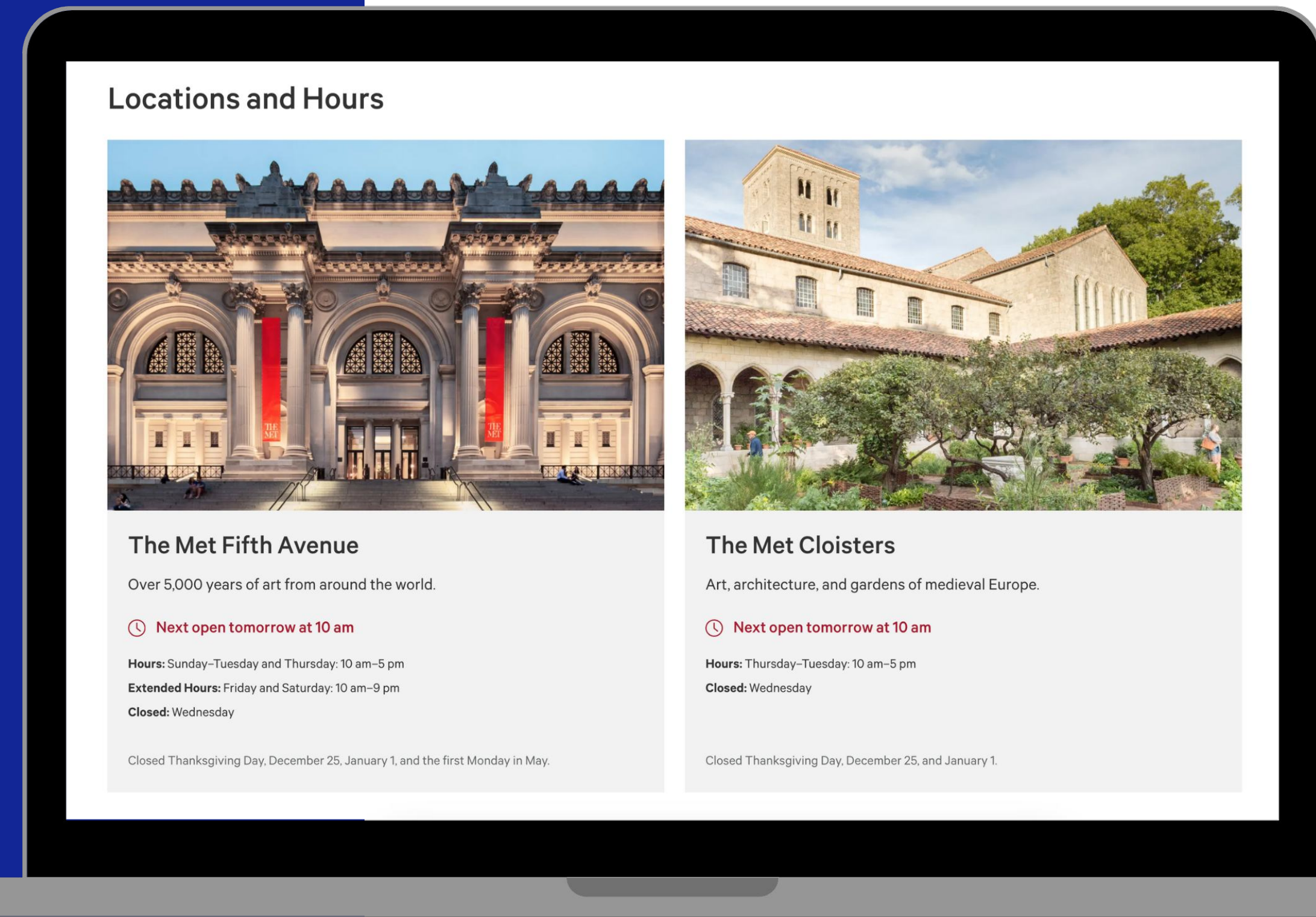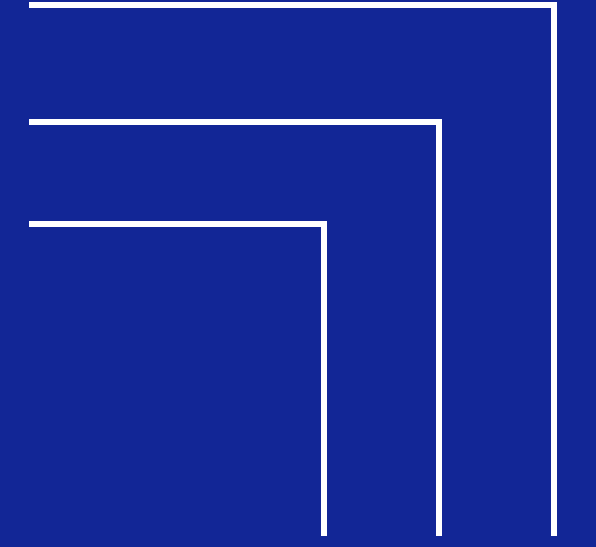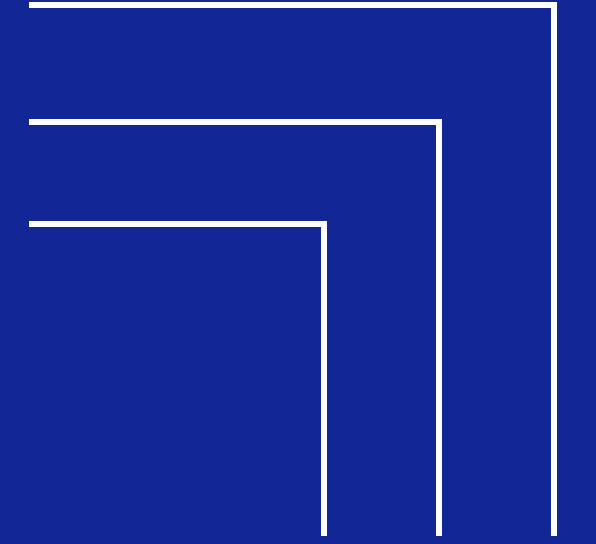
Impact Analysis

How it impacts usability?

This implementation of the Law of Common Region helps users make quick judgements when visiting the website, as target interactive areas are easier to understand (Memon, 2021).

This design helps speed up the user experience, allowing users to find the information they need faster, improves user accessibility, and promotes a positive user experience.

Locations and Hours

The Met Fifth Avenue
Over 5,000 years of art from around the world.
🕐 Next open tomorrow at 10 am
Hours: Sunday–Tuesday and Thursday: 10 am–5 pm
Extended Hours: Friday and Saturday: 10 am–9 pm
Closed: Wednesday
Closed Thanksgiving Day, December 25, January 1, and the first Monday in May.

The Met Cloisters
Art, architecture, and gardens of medieval Europe.
🕐 Next open tomorrow at 10 am
Hours: Thursday–Tuesday: 10 am–5 pm
Closed: Wednesday
Closed Thanksgiving Day, December 25, and January 1.

Next steps

Conclusion

Based on the findings from this report, below you will find the recommended adjustments for Art Gallery of NSW website design.

1.

Common regions

Group together common regions of the website with different colour backgrounds or borders. This will make the layout clear and easy to understand for users.
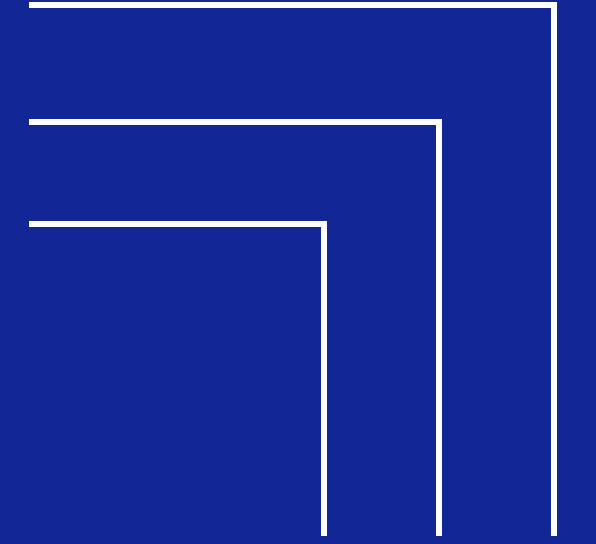
2.

Online booking

The online booking tool is a common feature that visitors to the Art Gallery of NSW website use on a daily basis. Ensure the visibility of this feature by including a 'Buy Tickets' button within the navigation bar.

3.

Call-to-action

Ensure that any call-to-actions on the website visually stand out. This can be implemented with a contrasting coloured button, text, border, or background.

Conclusion

Based on the findings from this report, below you will find the recommended adjustments for Art Gallery of NSW website design.

4.

Searching

Improve website exhibition search functions, so it is easier for users to filter between the paid and free exhibits.

5.

Payment methods

Display payment methods before the user arrives to the checkout when booking tickets. This will help fix any confusion users may have regarding accepted payment methods.

6.

Balance

Ensure the website design is well balanced. For example, balance the size of the logo so that it doesn't look so large next to the navigation bar.

References

Memon, M. (2021, June 10). The 21 Main UX Laws Every Designer Must Follow + Examples. Maze. https://maze.co/collections/ux-ui-design/ux-laws/