



INFO-645 Advanced Usability / UX Evaluation

THE MET **'Perspectives'** Usability Evaluation for Mobile

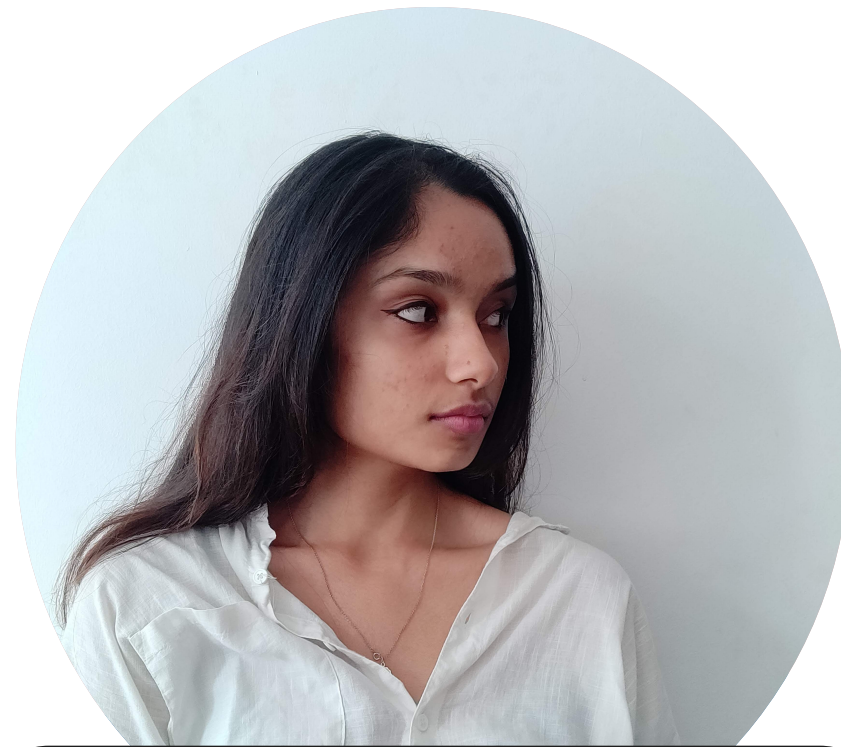
The Team

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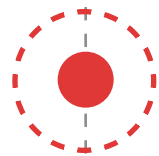
MS IxD Spring '23



Steven Haverlock

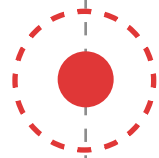
MS IxD Spring '24

Agenda



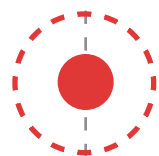
Introduction

Project Scope and Objective	4
Research Questions	5
Methodology	6



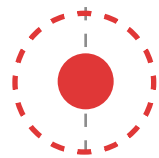
Findings & recommendation

Survey Feedback	12
1. Navigation on 'Perspectives' pages	15
2. Engagement with different content types	28
3. User interaction with Close Look articles	37



Wrap-Up

46



Appendices

49

Project Scope & Objective

Objective	Understand the current user experience and expectations of the Met 'Perspectives' mobile webpage to inform the Met's future product roadmap for this portion of the site.
Scope	Conduct 9 in-person eye tracking tests with retroactive thinkaloud sessions. Investigate findings with behavioral data. <i>Pages of focus: 'Perspectives' homepage and 'The Visual Games of Juan Gris.'</i>
Target Groups	Non-professionals in art history (eye tracking), general mobile audiences (Google Analytics / Hotjar).
Time Frame	3 months (February – April 2023)

Research Questions

1

Layout

How do users find the Information Architecture, Layout and Navigation of the Met 'Perspectives' page?

2

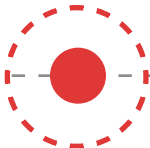
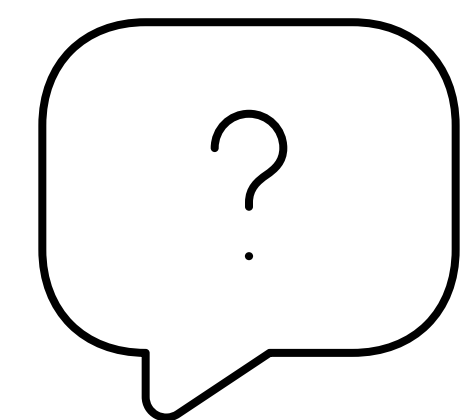
Motivation

What are the motivations and goals of visitors to the Met 'Perspectives' page?

3

Engagement

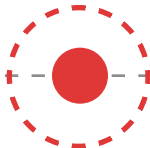
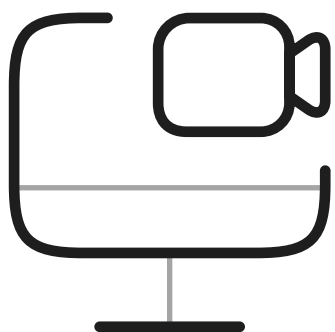
How do users engage with the content on the Met 'Perspectives' page?



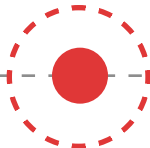
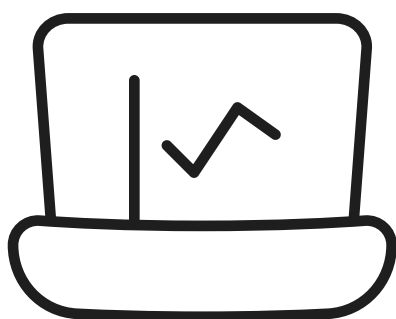
**Define
research
goals**



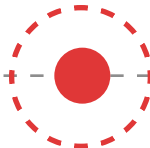
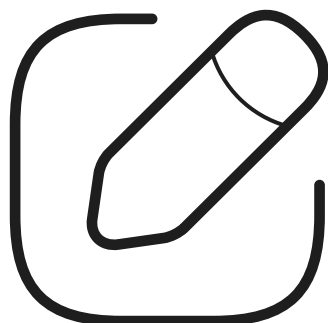
**Recruit & screen
9 participants
for eye tracking**



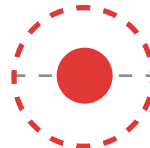
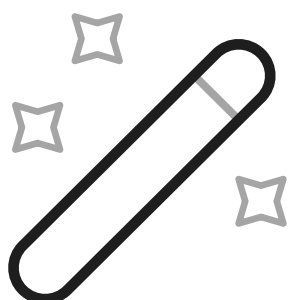
**Conduct eye
tracking in lab**




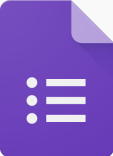


**Test findings
in GA / Hotjar**



**Analyse data
& find insights**



**Create
recommendations
& mockups**

Research Methods	Metrics	Data	Tools used
Eye tracking user studies	Task confidence Task duration Task completion rates	Think aloud (RTA) data Live user feedback Gaze plots Heatmaps Gaze replay videos	
Survey questionnaire	Self reported scores	SUS data Survey responses Participant demographic/ behavioral data	 Google Forms
Behavior analytics (Google Analytics & Hot Jar*)	Pageviews Bounce Rate Scroll Patterns	Site content performance Scroll-through patterns	 

*Limitation: HotJar data is based on a sample of <1% of users.

We asked users to perform the following tasks* on the Met Perspective website:

- Task 1:** Imagine you are a student deciding on a research topic for your Art History class. Please use the website to find where written and interactive content about topics related to Art and the Met are regularly published.
- Task 2:** Please spend some time scanning this page. Let us know when you are done. (moderator: limit the time to 23-30 seconds) [direct the user to the correct page if necessary]
- Task 3:** Using the website, please find where the Met’s podcasts are.
- Task 4:** Please find an article that discusses space planning in the library.
- Task 5:** Check out the article ‘The Visual Games of Juan Gris’ in the MET Museum website on your mobile. [Switch to the other tab in Safari]

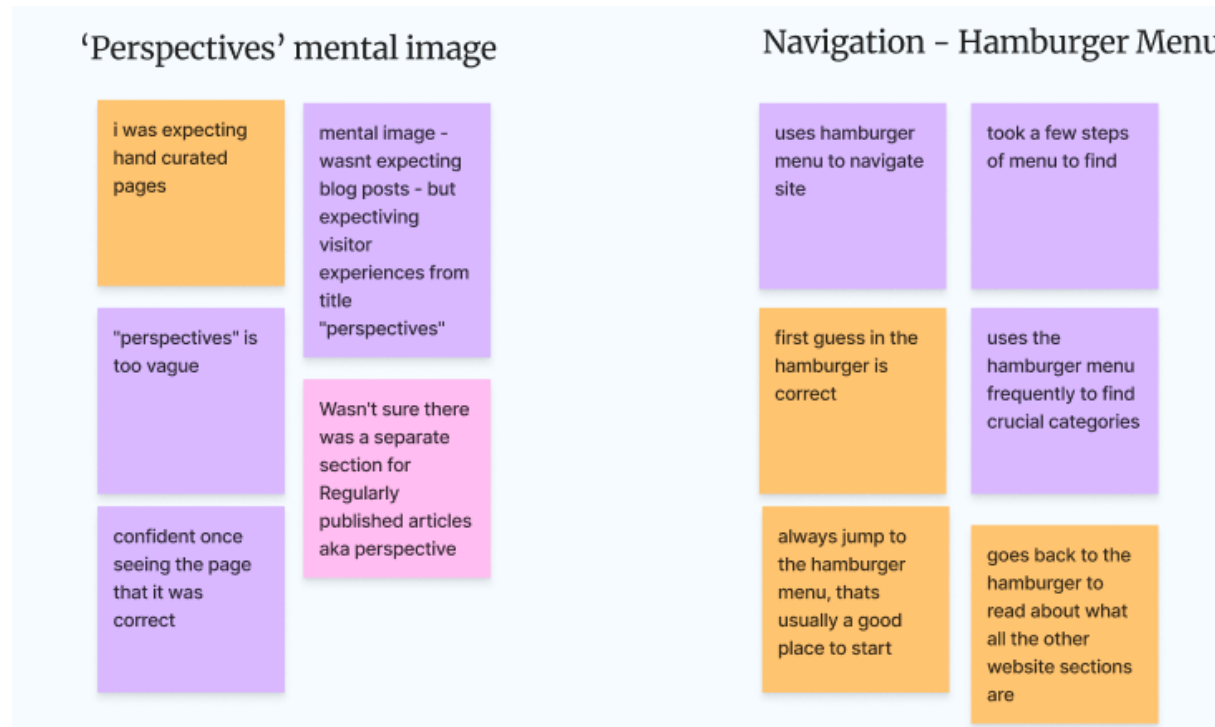
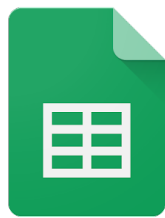
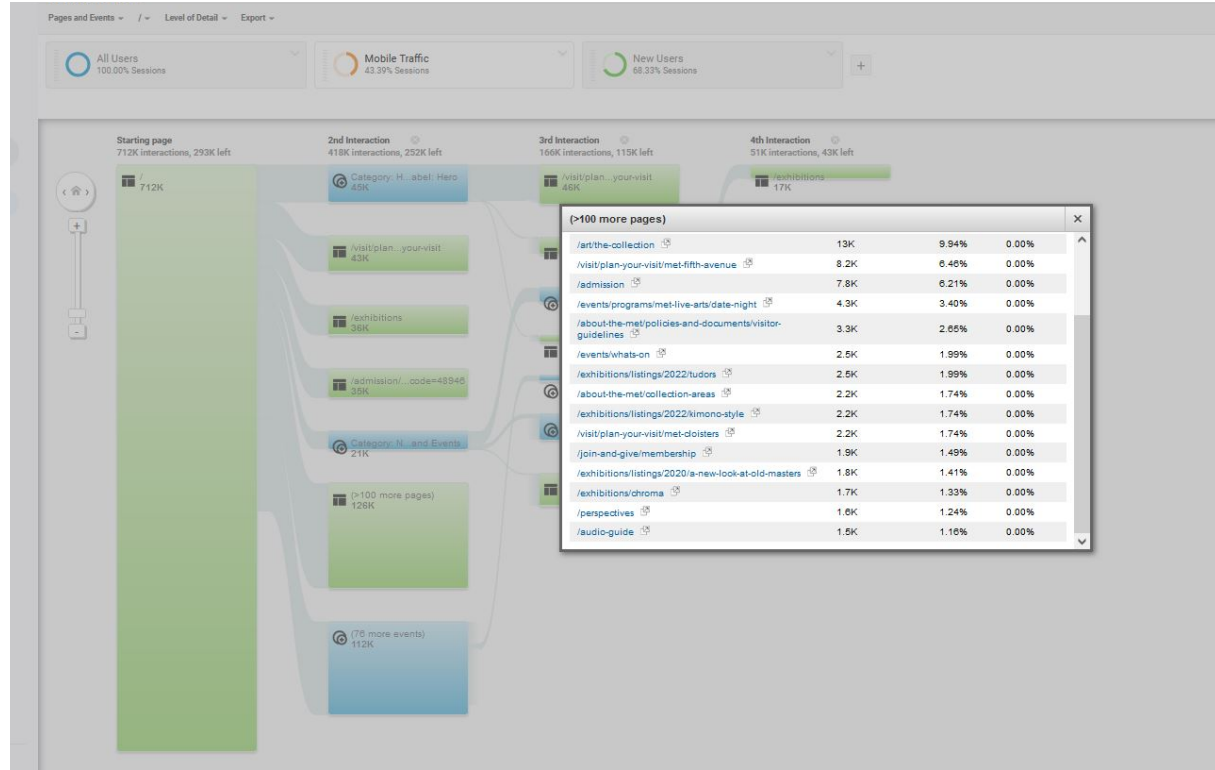
***Limitations:**

- Some tasks are oriented directly at content type and ask users to search by content type.
- Task wording of Task 1 and Task 4 limited meaningful data.

Methodology

Data Analysis

Task 1: Imagine you are a student deciding on a research topic for your Art History class. Please use the website to find where written and interactive content about topics related to Art and the Met are regularly published.	Task 2: Please spend some time on the Met Perspectives page. Let us know when you are done.	Task 3: Find the Met's podcasts.	Task 4: Please find an article on planning on space in libraries.	Task 5: Check out the article ' The Visual Games of Juan Gris ' from the MET Perspectives webpage on your mobile device.	Anything else?
SUCCESS-NO	perspective #expectation - writers views on various subject but Who is writing these articles? #Confusion; #Navigation; More trouble in understanding the text (ambiguity) rather than issues with navigation	Scrolls through the whole page to look for podcast keyword and then slides the horizontal menu; #Expected one of horizontal heading topics would have been podcast , articles. #Expect perspective page to be divided by content type rather than theme. #Expected 'podcast' to be at the bottom (footer) Found text link to the whole Spotify page.	Looks for keyword; Scanning for 'spatial planning'; Mostly looking at keywords and less at the pictures Go to one library article and was looking for more related ones. Load more to view similar articles podcast icon - helped me find podcasts but didnt notice other icons		
Begins: ~3:45	Begins: 5:25	Begins: 6:42	Begins: 8:28	Begins: 10:05	headings were not particularly confusing
uses hamburger menu to navigate site	explore: vertical scroll only	forgets that already on podcast page aka Perspectives	only vertical scroll	spends more time on visuals in the beginning	
#expectations - research means library	spent a lot of times on headings	vertical scroll until finds an icon for podcasts - not sure if it would have a complete list	frequently goese back to horizontal scroll menu at the top	described as a "fast reader"	
uses the hamburger menu frequently to find crucial categories	more focused on the headings and then the other text	a confusing ask because the podcasts were scattered	success	enjoyed the actions of 1) learning something 2) zooming in on the image	
i sec the homepage	begin at 2:25 spends a lot of time fixation on first item on page	begin at 3:05 uses hamburger menu to get to the same page	begin at 4:34 vertical scroll only	begin at 5:50 carefully reads first long texts	
onal scroll through images on the to find main navigation chroma in color	fixates back and forth on cover images	"It didnt change...?"		eyes focus on text only when long texts	
ssion? with the website i had to gh the exhibitions, it would be uld scroll [vertically] really attractive"	does not scroll far down	"just scroll through"... "oh ok"		eyes to not fixate on images when there is long text chunks	
ugh the exhibitions, it would be uld scroll [vertically]	expectations from perspectives? it was about exhibiting different times of exhibitions coming up\	sees the icon for video, fixates (first icon seen)		begin to fixate on images (not many) when textchucks are short	
really attractive"	"the dates were very helpful"	fixates, scrolls past, returns to the firts article with a podcast icon		looks at images between sentences during short text chunks	
if you scroll horizontally?" I articles	"the images were what were attracting my eyes"	if theres a symbol for articles and reading that would be really helpful...like how podcasts had one		after reading the text i was trying to locate what was in the image	
no	any confusing texts? "all of the text was helpful"			i think the overall length of the article was fine but these larger texts are too long and hide the image	
scrolls the homepage	does not fixate on images during slow vertical scroll	accidentally clicks through menu back to the same page	starts from main menu	fixates on image between text slides	
does not dcroll far down	most time on headings in bold and subtext	verbally confused "it says "podcasts, ..."	does not know where to start there	carefully reads long text	
begins in research tab in main menu (because of task wording)	only reads first 4 titles then quickly scrolls down and up	i dont think [i am able to find podcasts here....no"	types keywords into search bar	eyes leave screen completely between long text flows	
reads an article about library research	what did you expect to find on the perspectives page? i dont know	quickly scrolls vertically down and does not find a podcast	blog article does not appear after "space planning" is types in	spends more time looking at image when shorter text chunks appear	
success - no	any headings confusing? no	the title is a little misleading because it said podcasts but i could not find them there	does back to menu drop down	does not read more than first 2 sentences	
				does not finish the article - says she is done before the end	
				it got quite exhausting after a point	
				i liked that they tried to describe the art and had images	
				i needed to know the text to know what i was looking at	
				found things that they were describing his	



Methodology

9 Eye Tracking Participants

teacher
architecture
artist assistant
tech
medicine
data annotation manager
librarian
full time graduate student
receptionist
bookkeeper
tattoo artist

Ages ?

18-24	1
25-34	8

Comfort with Technology?

Very High	7
High	2

Expertise in Art History

Very High (5)	2
High (4)	5
Mid (3)	1
Low (2)	1
None (1)	0

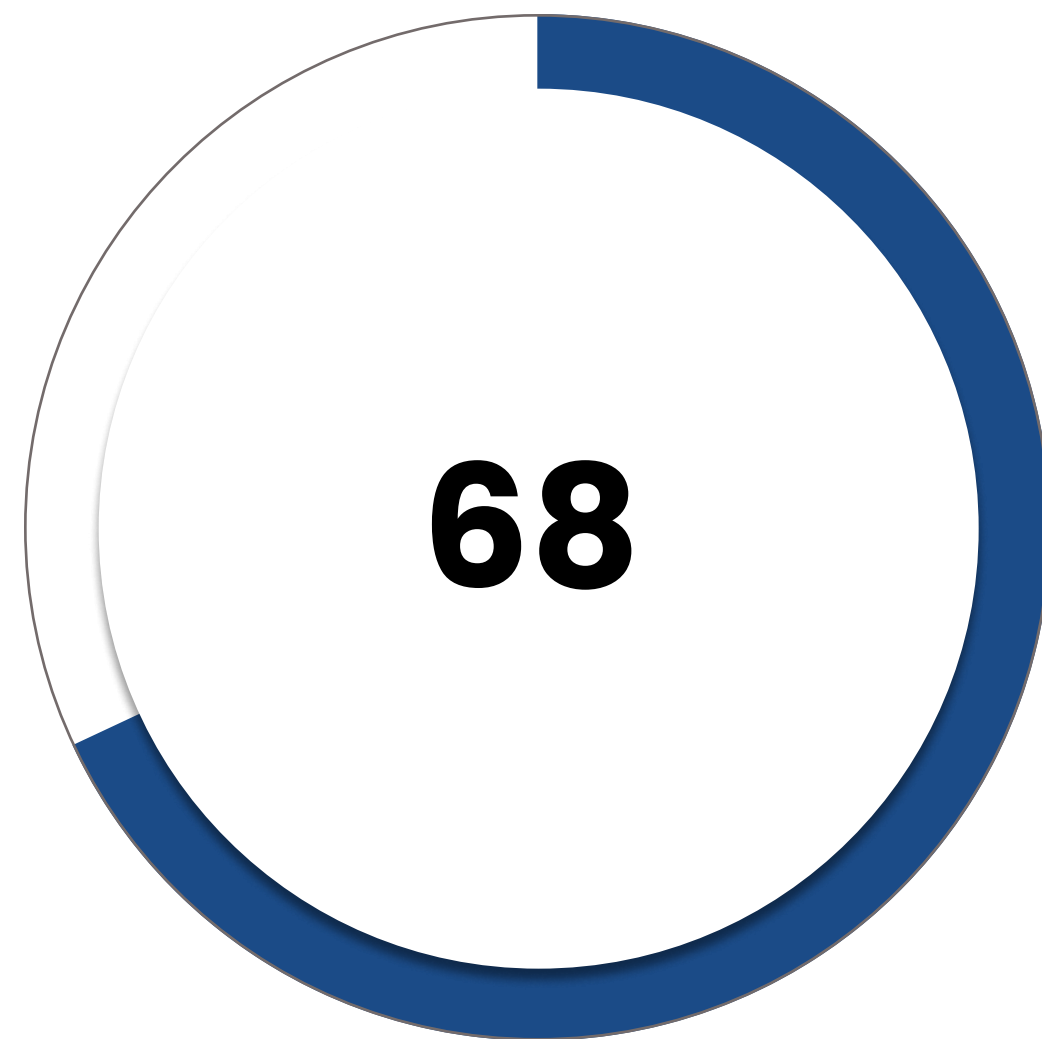
Findings & Recommendations

Findings & Recommendations

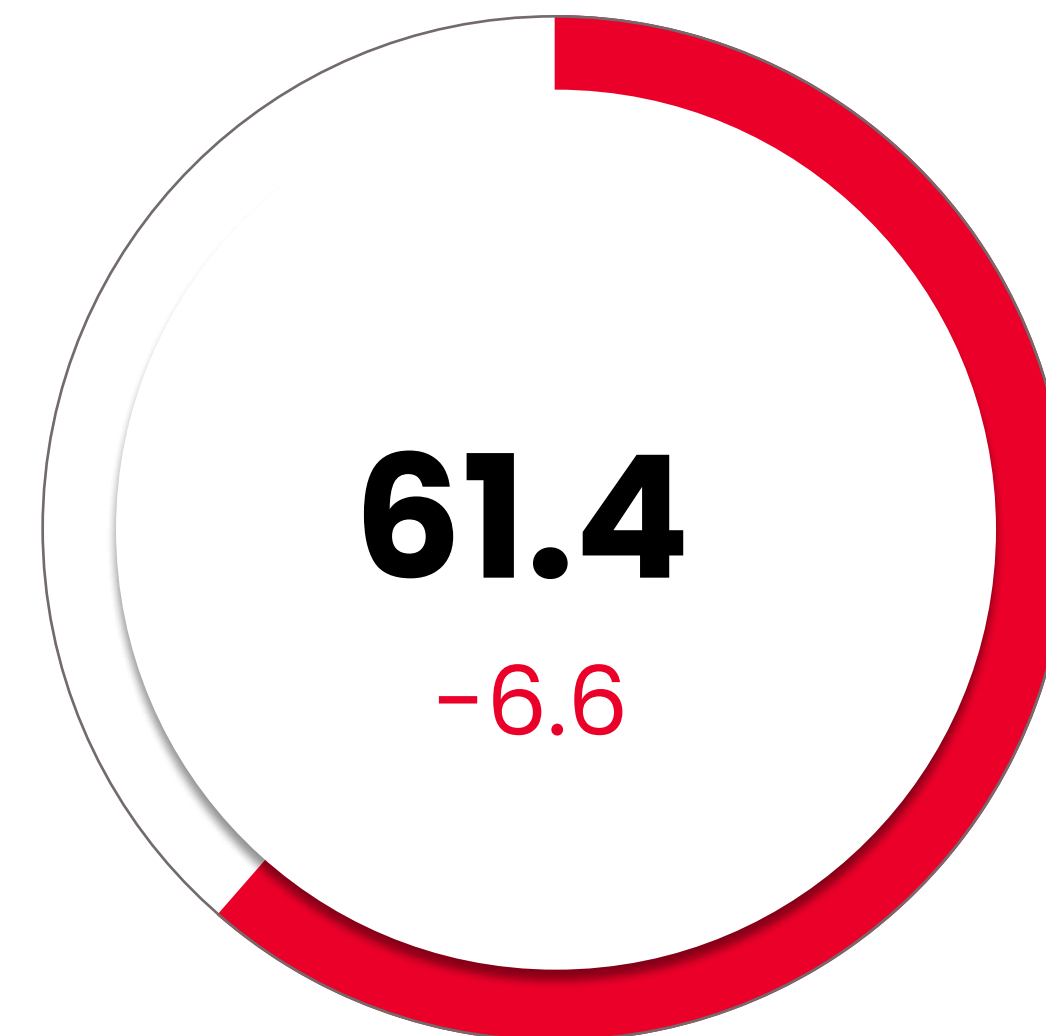
SUS SURVEY QUESTIONS

The System Usability Scale (SUS) offers a quick and reliable way to measure the usability of a website and compare it to relevant industry benchmarks.

Average SUS:



Our Score:



Usability: 56.9

Learnability: 79.2

Findings & Recommendations

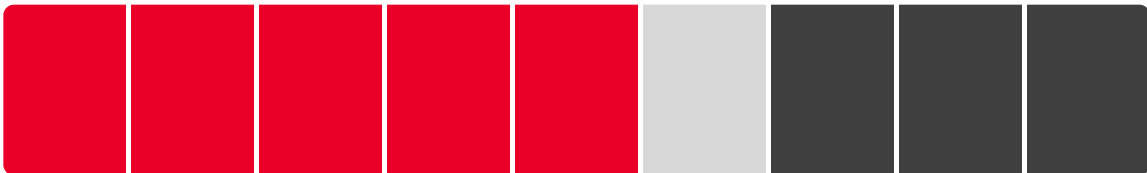
Our Question

OUR SURVEY QUESTIONS

Overall, how well did the Met Perspectives webpage meet your expectations? **44% Favorable**



How likely are you to recommend the Met Perspectives webpage to a friend? **55% Favorable**



After looking through these pages, how interested are you in continuing to explore the Met website? **67% Favorable**



After visiting the website, do you feel more inclined to visit the Met in-person? **100% Favorable**



#Based on 9 eye tracking participants

Findings & Recommendations

1 **Navigation** on 'Perspectives' pages

2 Engagement with different **content types**

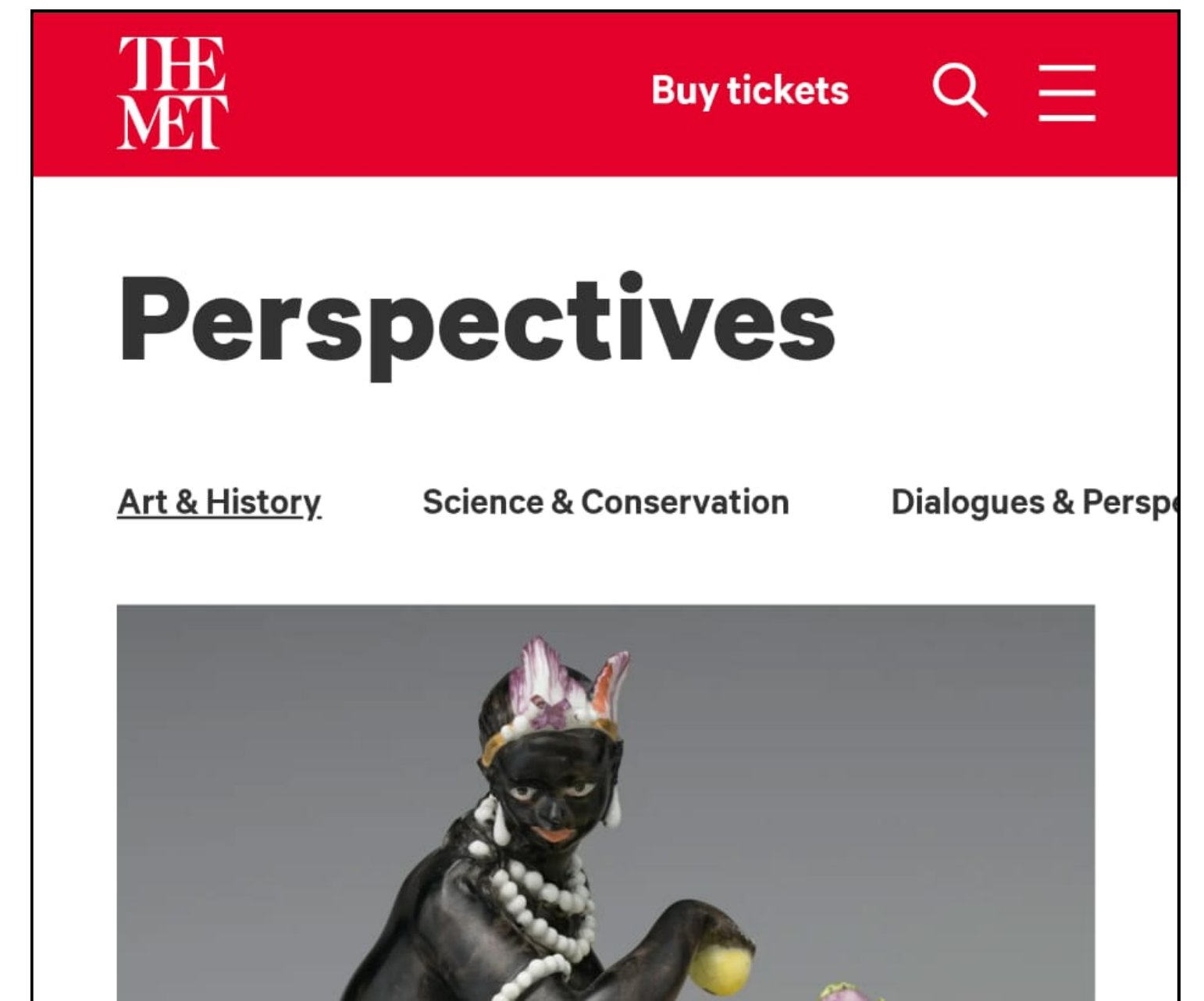
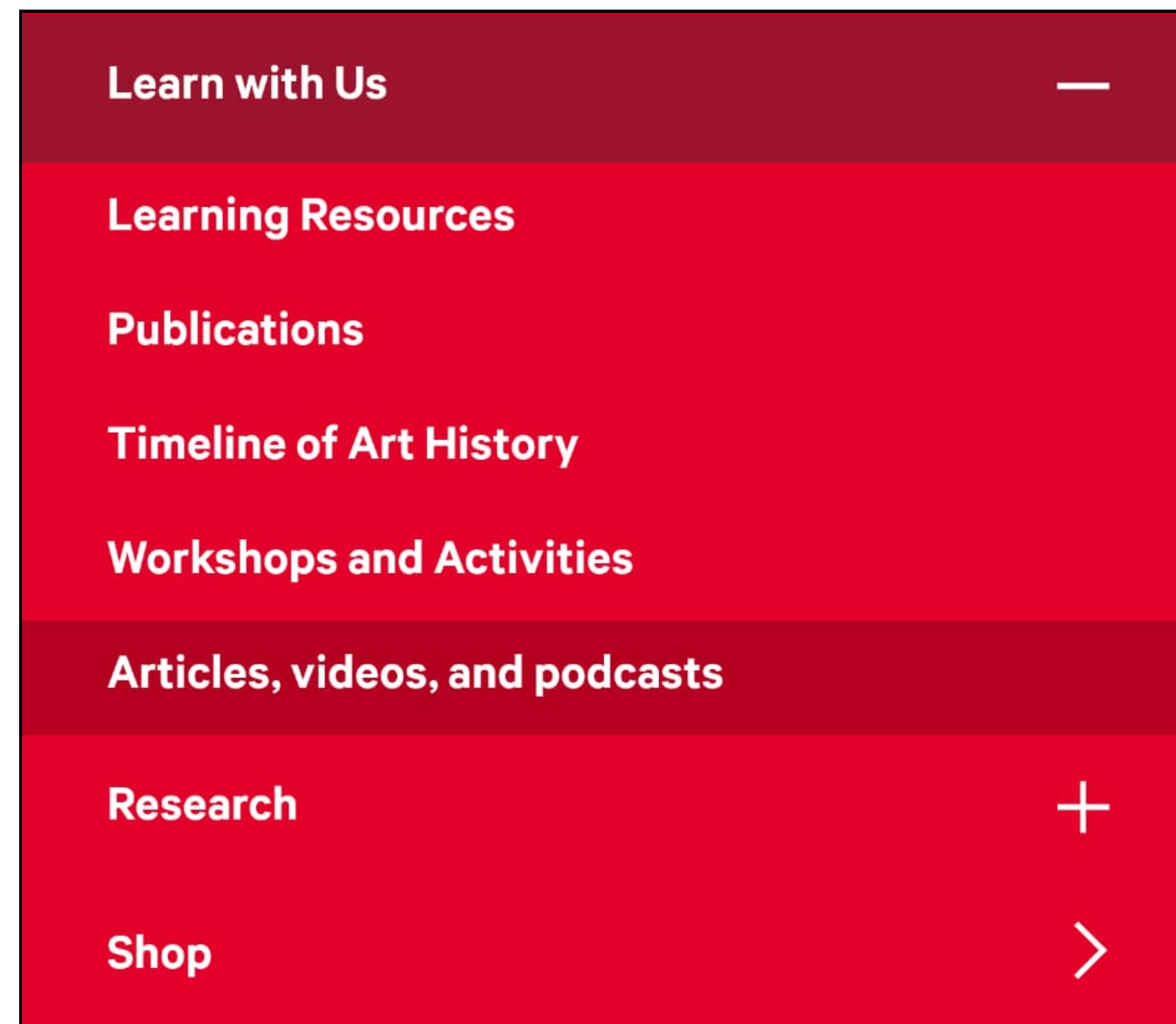
3 Interaction with **Close Look articles**

1 **Navigation** on 'Perspectives' pages

//

The **title is a little misleading** because it said podcasts, but I could not find them there.”

–P4, eye tracking study



NAVIGATION FINDINGS

Current page labels hinder wayfinding

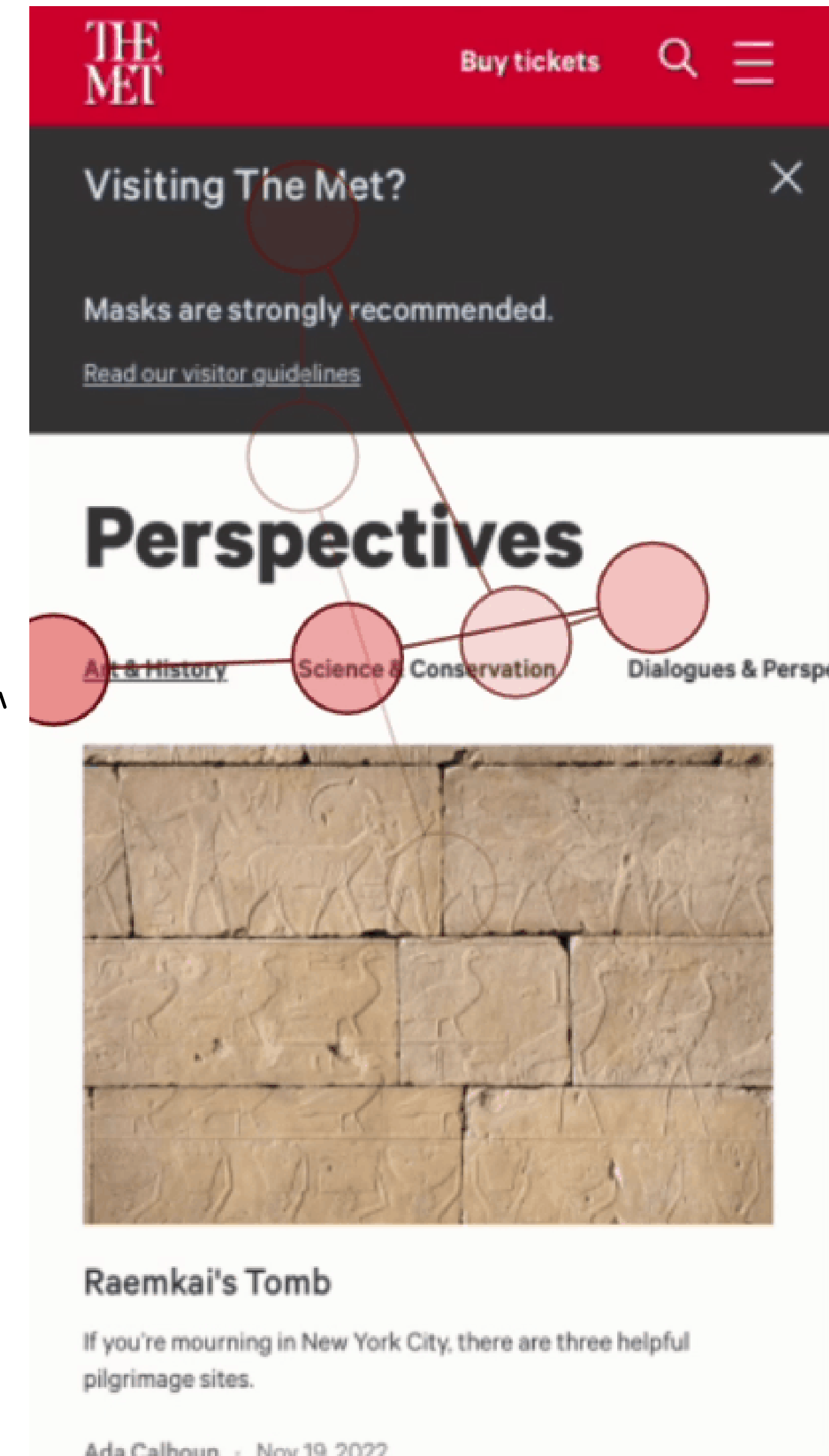
Users find 'Articles, videos and podcast' labels intuitive, but express confusion when landing on a page titled 'Perspectives' due to **inconsistency in labelling**.

#Eyetracking

6 out of 9 participants were seemed re-entering 'Articles, videos and podcast' menu while being in the Perspectives page indicating confusion.

#Behavior analytics

- a. 1.24% of mobile traffic is going from Home to Perspectives indicates that the page is not being found or is not attracting visitors.
- b. Users are approx. 10x more likely to go back to the homepage after going to the Perspectives page from the homepage than to any other page.



#RTA

6/9 eye tracking participants reported directly that the title "Perspectives" is too ambiguous to them

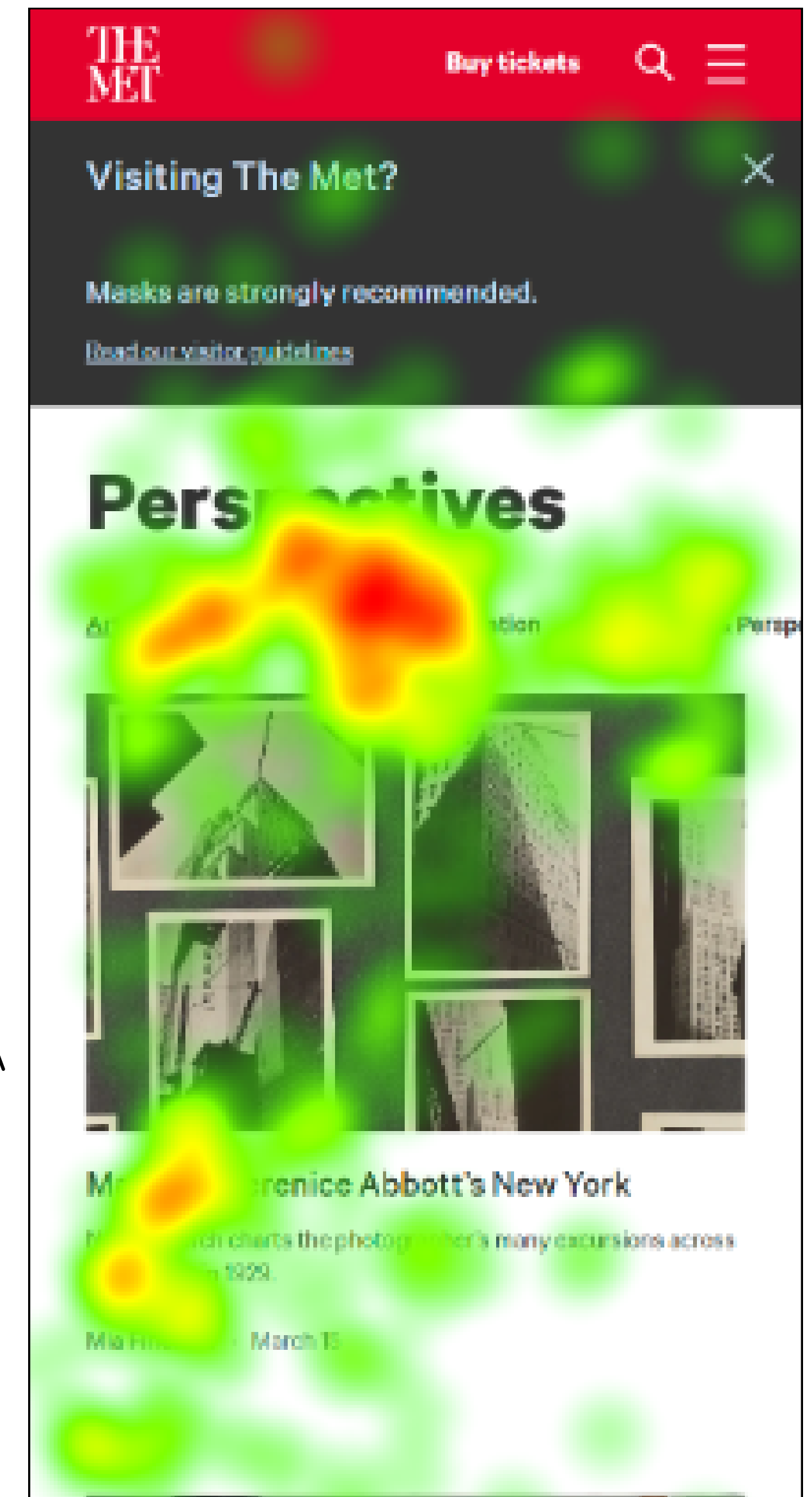
//

If looking for something specific... I would've
picked a category in the top horizontal menu
– then decided what fit.”

–P2, eye tracking study

#Eyetracking

Heatmap of First look at 'Perspective' page (All Participants)



NAVIGATION FINDINGS

Current secondary navbar is frequently leveraged by users but ineffective in helping them find and refine content quickly.

User expects additional categorizations like **content type and keywords** to quickly and easily refine and narrow down their search results.

#Behavior analytics

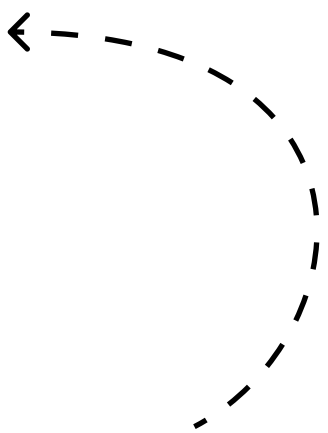
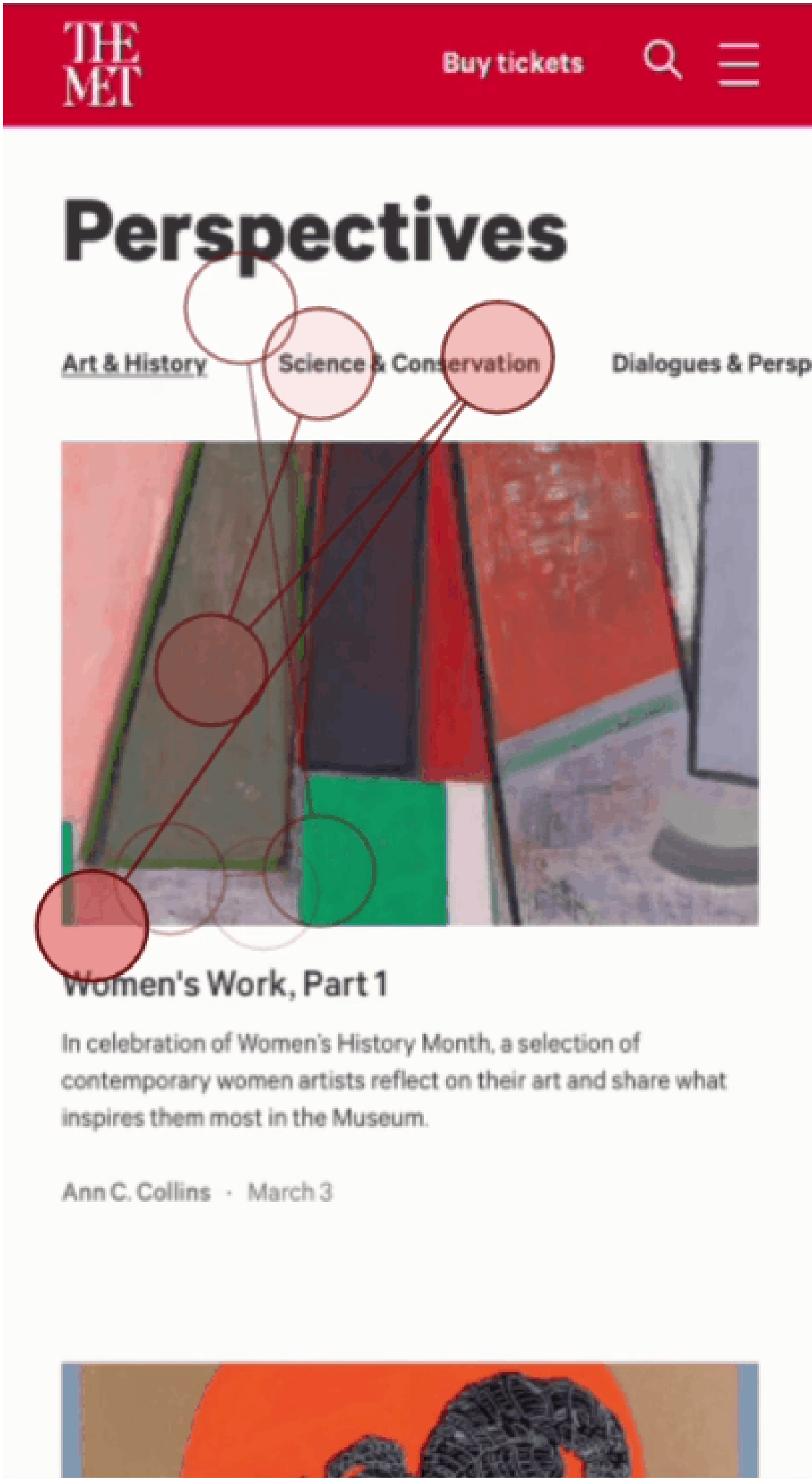
High bounce rate indicates that visitors are not finding what they are looking for quickly / easily.

All Visitors (Mobile)

Bounce Rate
69.85%

Perspective Visitors (Mobile)

Bounce Rate
75.86%



#Eyetracking

All 9 participants used the secondary nav in throughout their tests, but the current navbar never led directly to task success

This is an example of the trend we saw among all users.

//

I was looking for a **dedicated repository of podcasts** but there doesn't seem to be one."

-P7, eye tracking study

NAVIGATION FINDINGS

Pages hosting ‘All [media type]’ are hard to find.

Users do not realize there is a way to view a whole media type selection, and are more likely to settle for only clicking into one article one at a time.

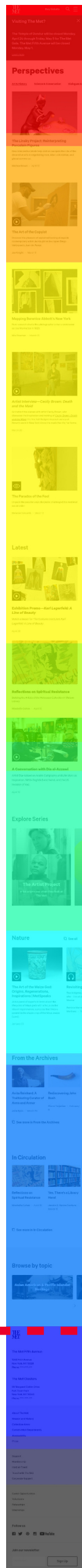
#Behavior Analytics

A scroll map shows that, of 16 randomly sampled users, most indeed scroll the length of the Perspectives homepage.

#Eyetracking

No eye tracking participant found the “All Podcasts” page when told to “Look for the Met’s podcasts.

75% of user



Primary Dimension: Page Page Title Other			
Plot Rows Secondary dimension Sort Type: Default			
	Page ?	Pageviews ?	Unique Pageviews ?
	All Users	84 % of Total: 0.00% (25,653,275)	84 % of Total: 0.00% (20,723,487)
	Mobile Traffic	21 % of Total: 0.00% (25,653,275)	21 % of Total: 0.00% (20,723,487)
<input type="checkbox"/>	1. /perspectives/all/audio		
	All Users	63 (75.00%)	63 (75.00%)
	Mobile Traffic	21 (100.00%)	21 (100.00%)

#Behavior Analytics all audio is almost never found by users

Primary Dimension: Page Page Title Other			
Plot Rows Secondary dimension Sort Type: Default			
	Page ?	Pageviews ?	Unique Pageviews ?
	All Users	356 % of Total: 0.00% (25,653,275)	314 % of Total: 0.00% (20,723,487)
	Mobile Traffic	251 % of Total: 0.00% (25,653,275)	209 % of Total: 0.00% (20,723,487)
<input type="checkbox"/>	1. /perspectives/articles/2022/11/revisiting-okeeffe-country-faraway-nearby		
	All Users	251 (70.51%)	251 (79.94%)
	Mobile Traffic	146 (58.17%)	146 (69.86%)

#Behavior Analytics when looking for podcasts, users are 3x more likely to click on a single (featured) podcast article

NAVIGATION RECOMMENDATIONS

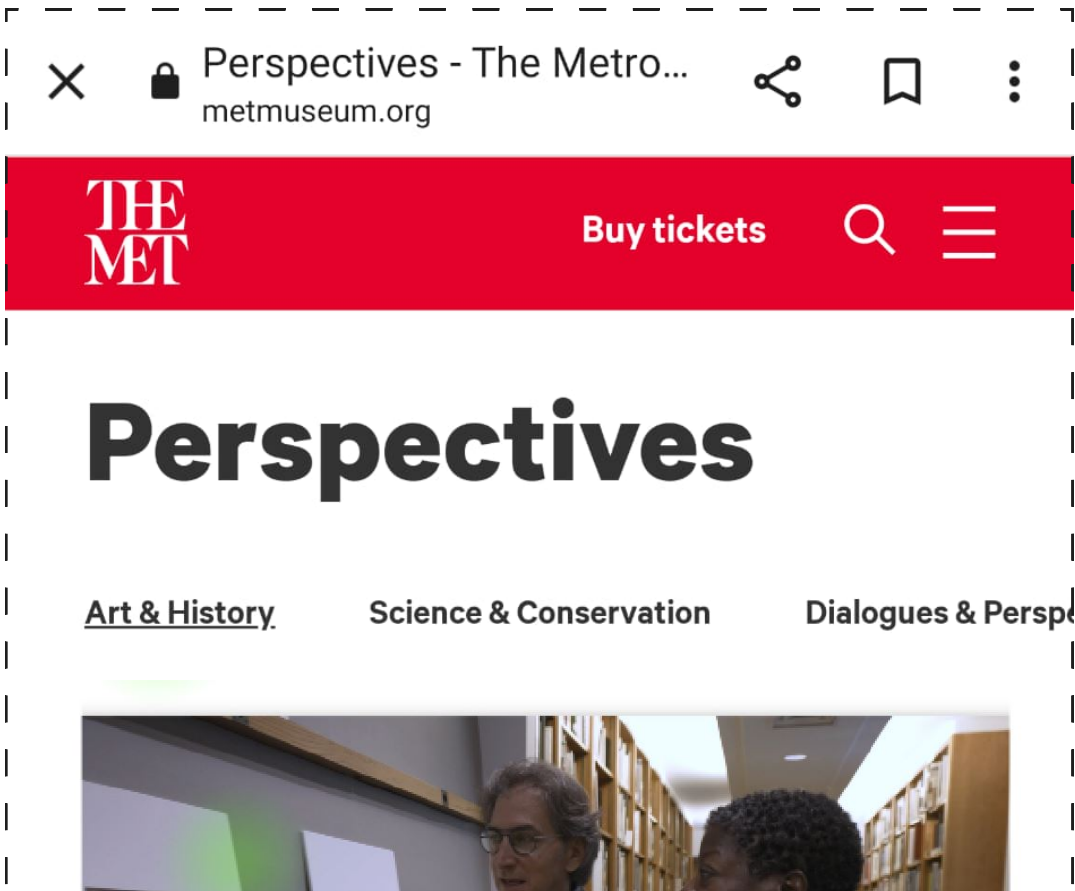
- 1 Switch to a mobile-friendly **drop-down menu** & **add content type filters** to the top of the page
- 2 Improve user location understanding by **highlighting page titles.**
- 3 Introduce **a refined search** for Perspectives content.

NAVIGATION RECOMMENDATIONS

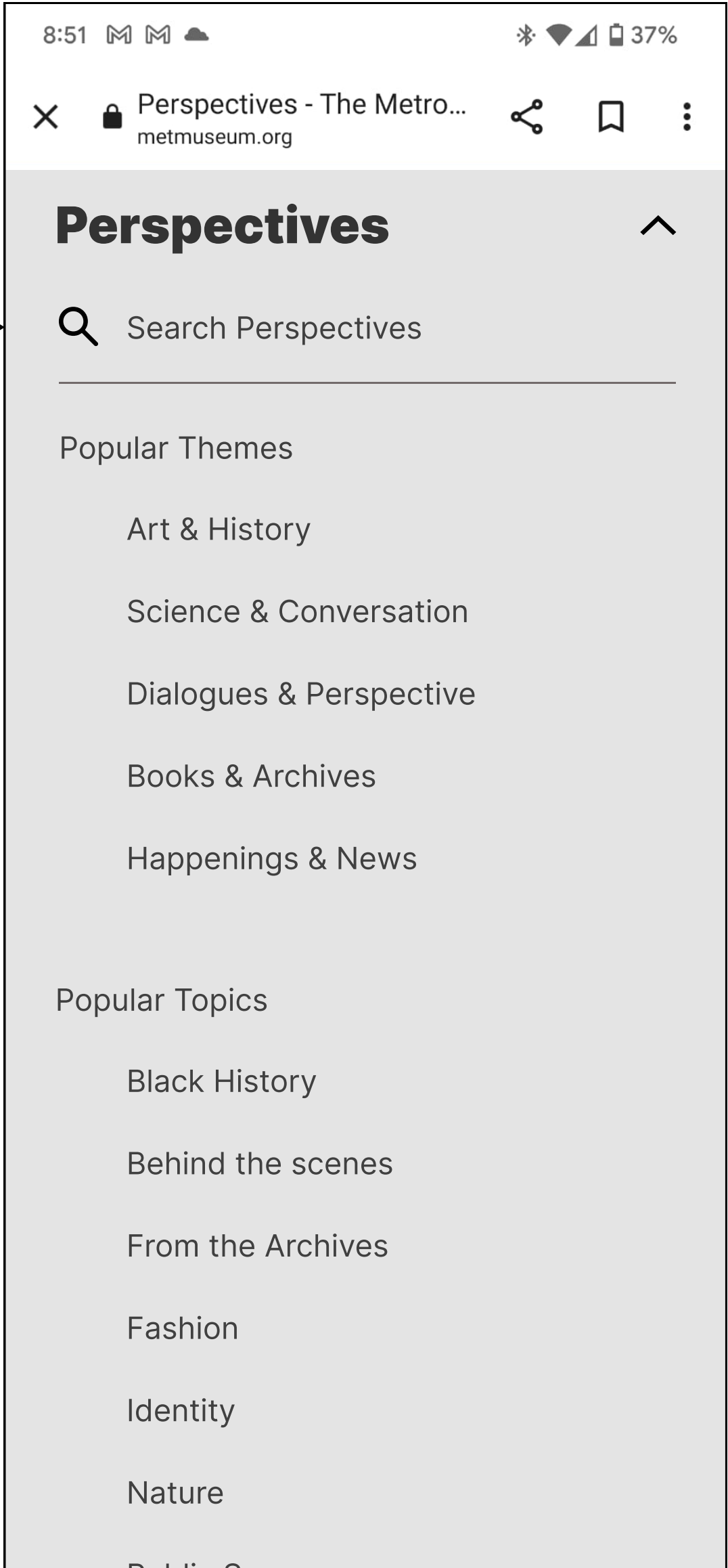
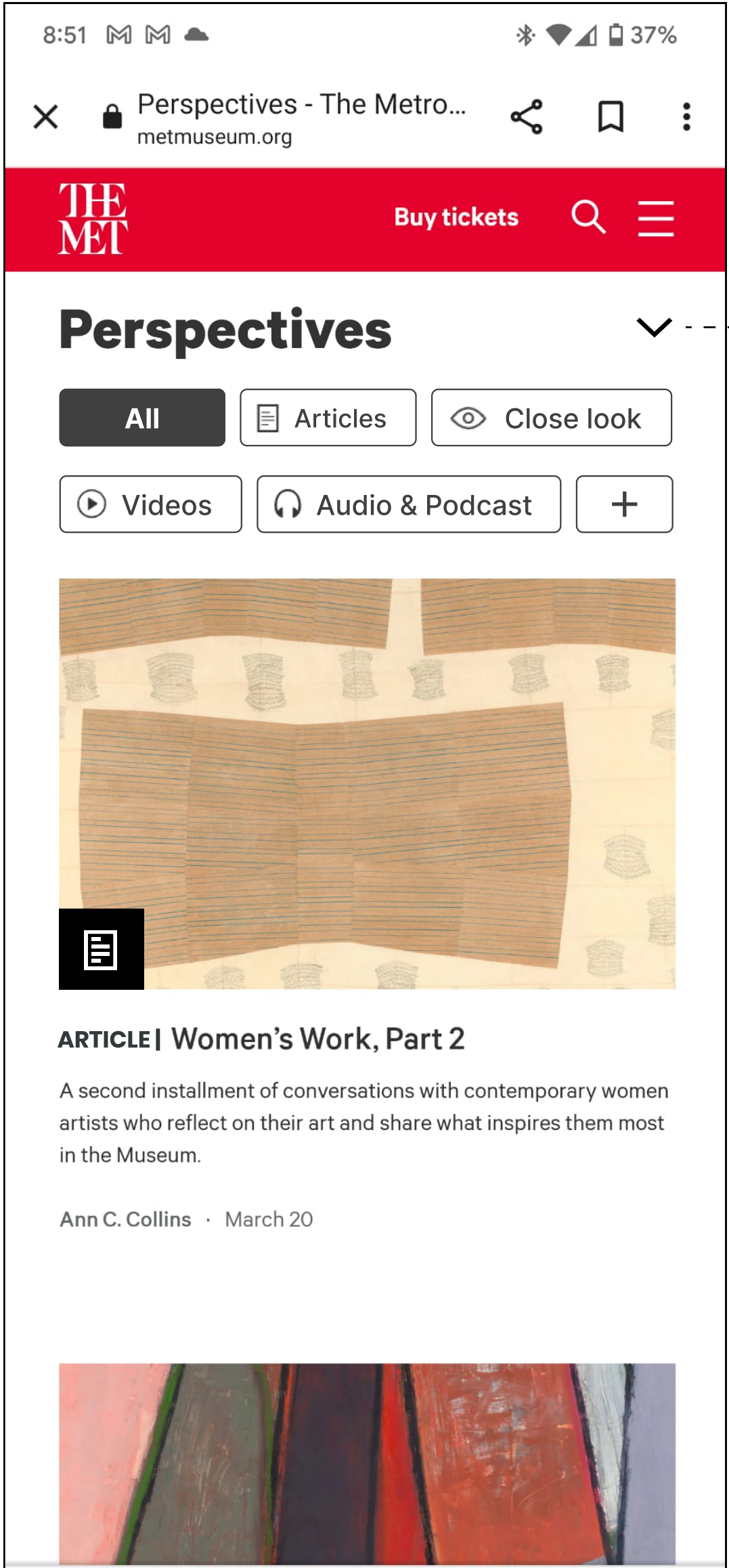
Switch to a mobile-friendly drop-down menu & add content type filters to the top of the page.

Content type filters : Chips like 'Articles' & 'videos' below the page title introduce page content and allow content refinement.

Existing 'perspectives' homepage top nav



Proposed 'perspectives' homepage



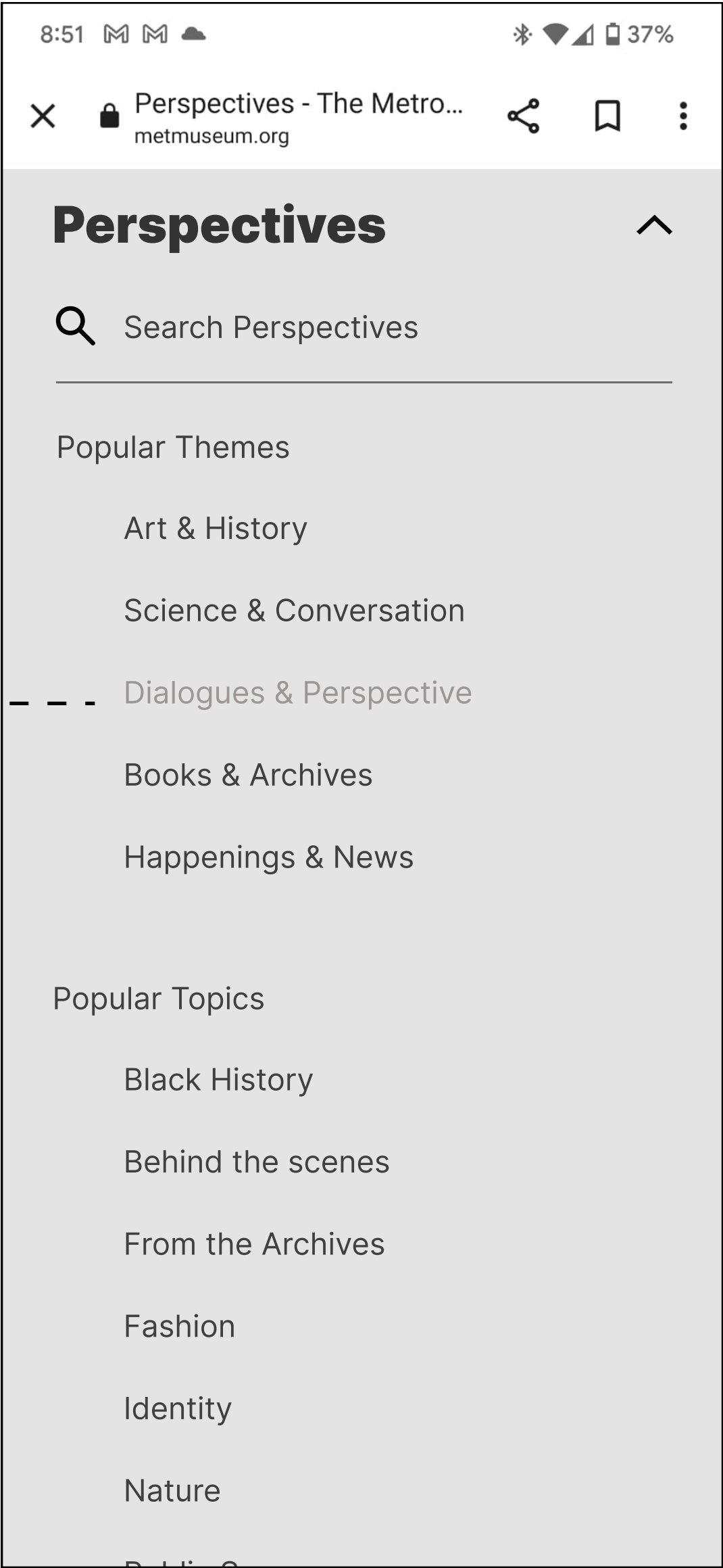
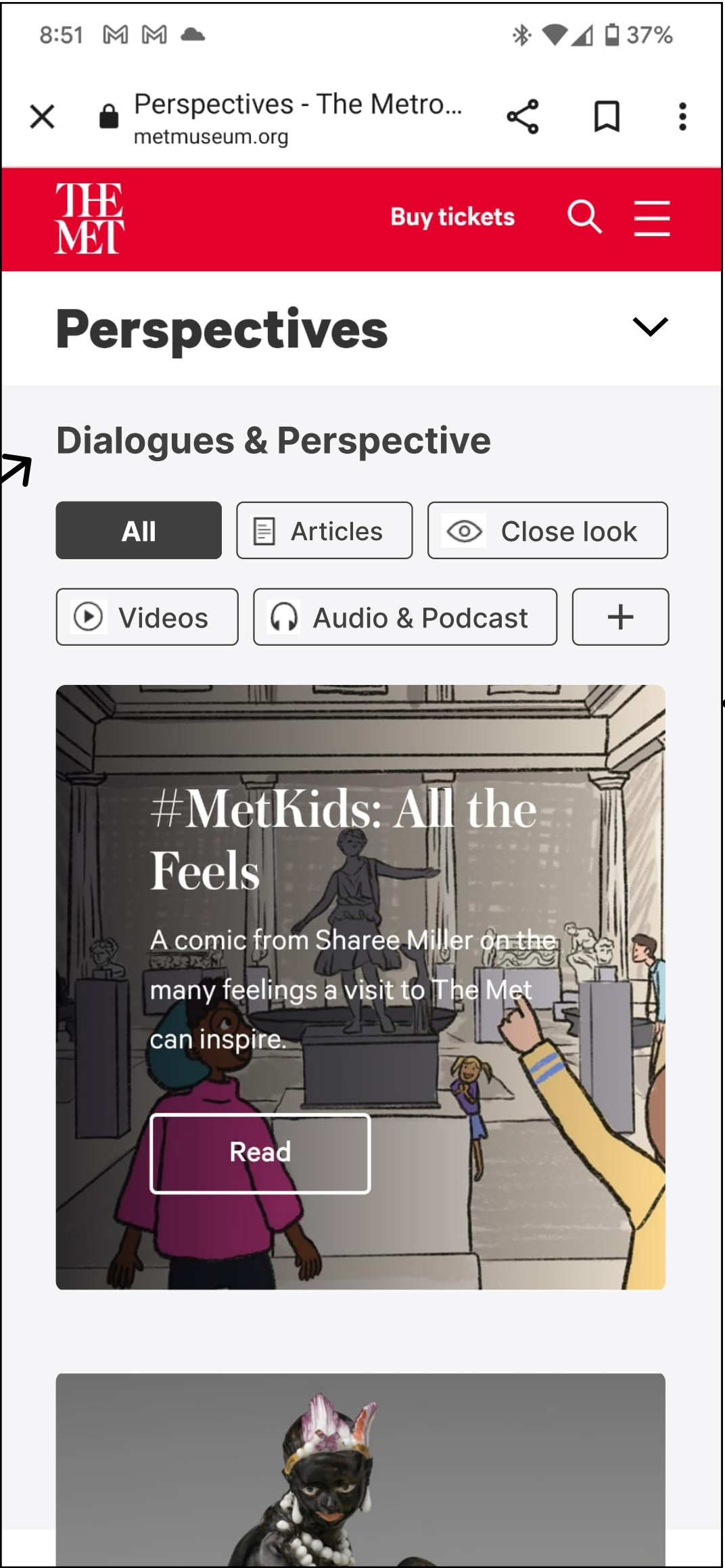
Mobile-friendly drop-down menu : Condensing horizontal top nav into dropdown navigation menu with additional content categorization for better interaction and easy search via mobile.

NAVIGATION RECOMMENDATIONS

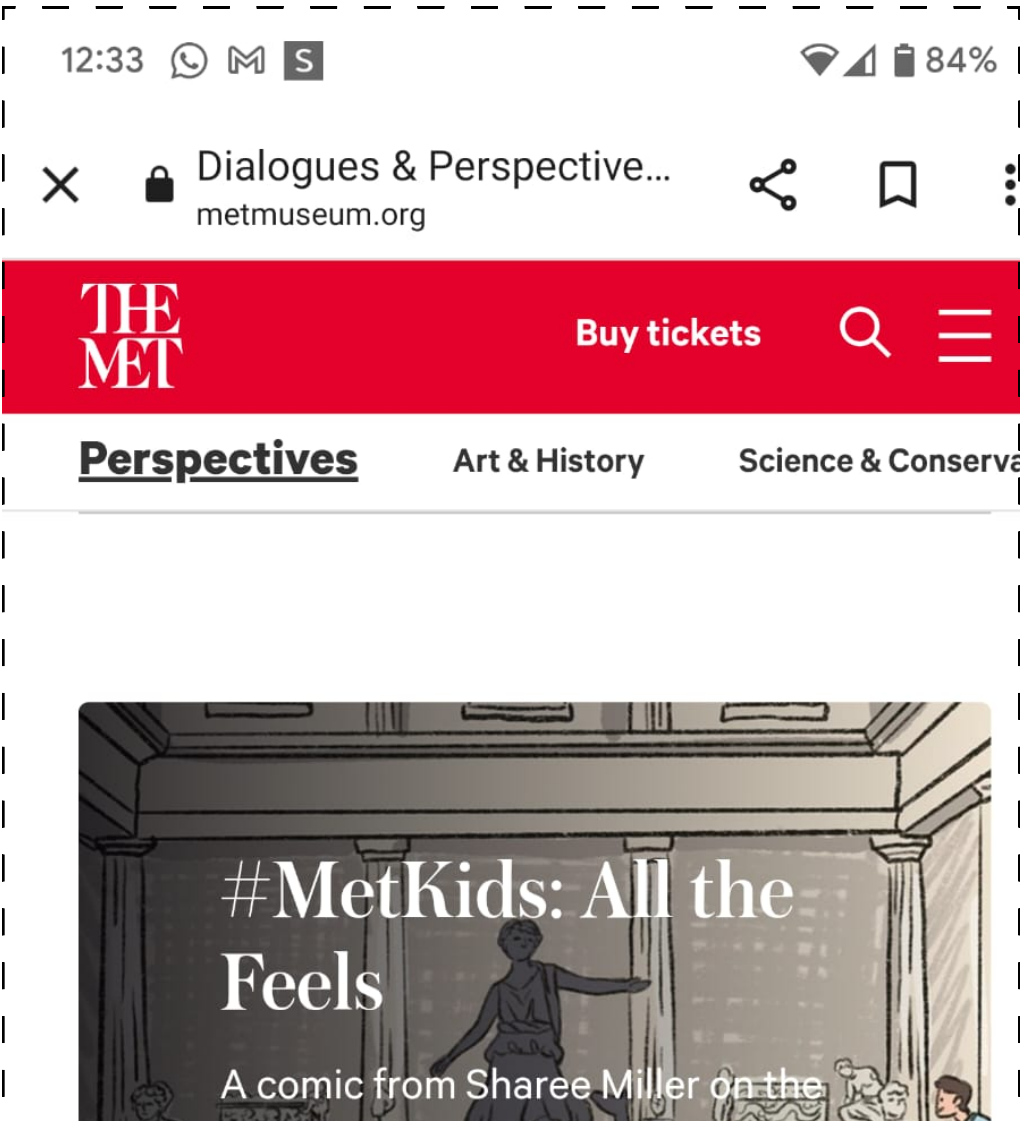
Improve user location understanding by highlighting page titles.

Page Labels: Using respective page labels to give users a sense of where they are, how they got to a certain page and where they might want to go.

Proposed 'Dialogues & Perspectives' page



Existing 'Dialogues & Perspectives' page



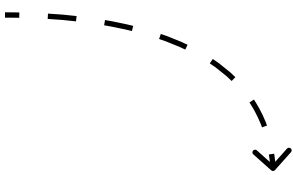
NAVIGATION RECOMMENDATIONS

Introduce a refined search for Perspectives content.

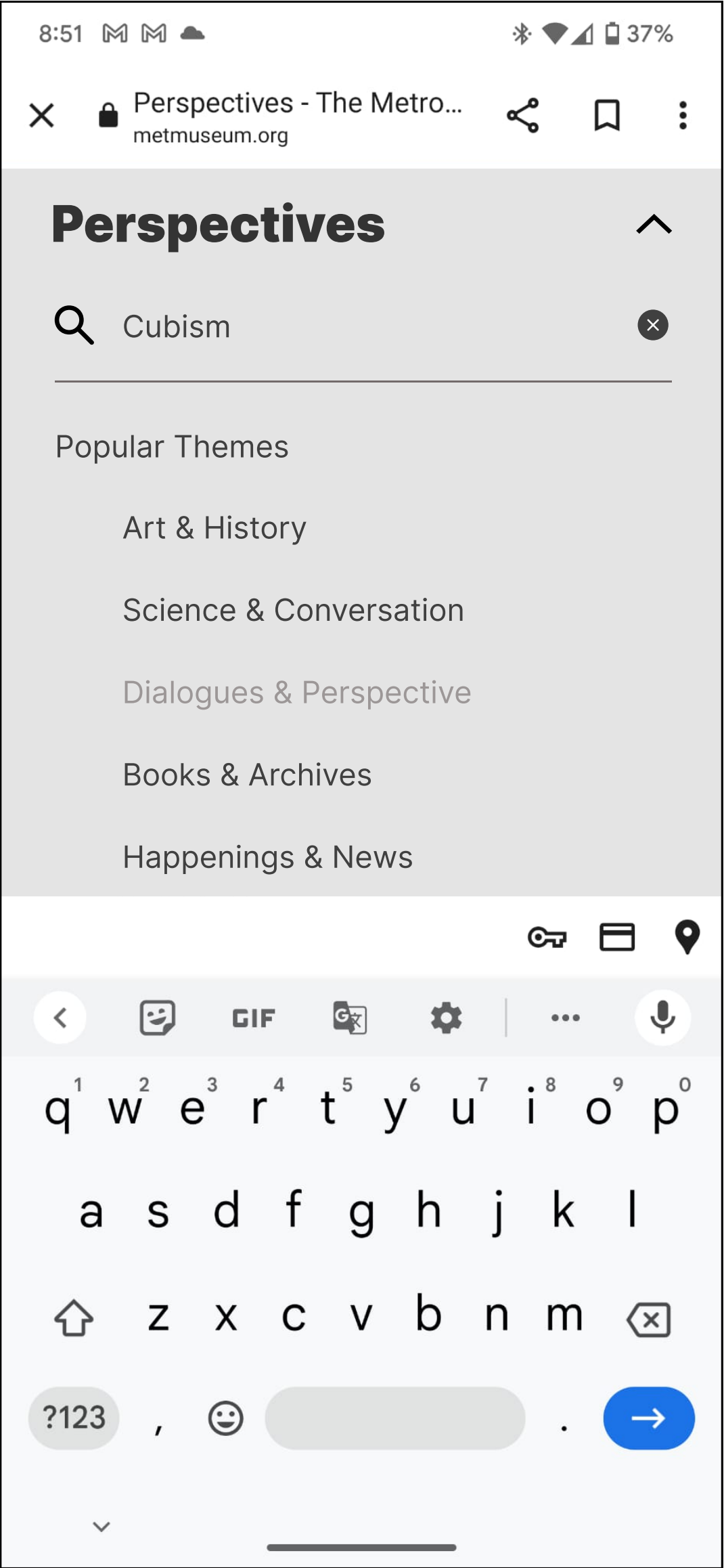
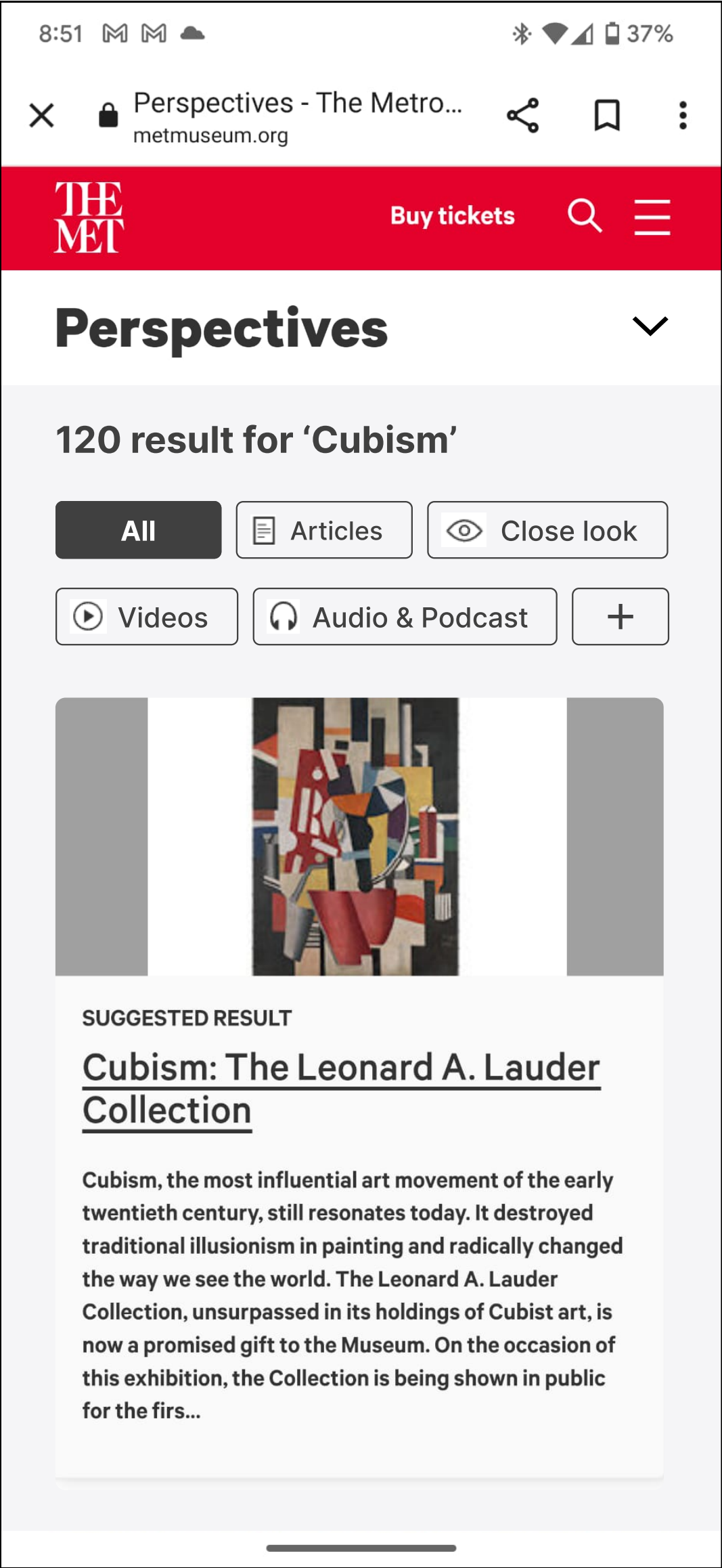
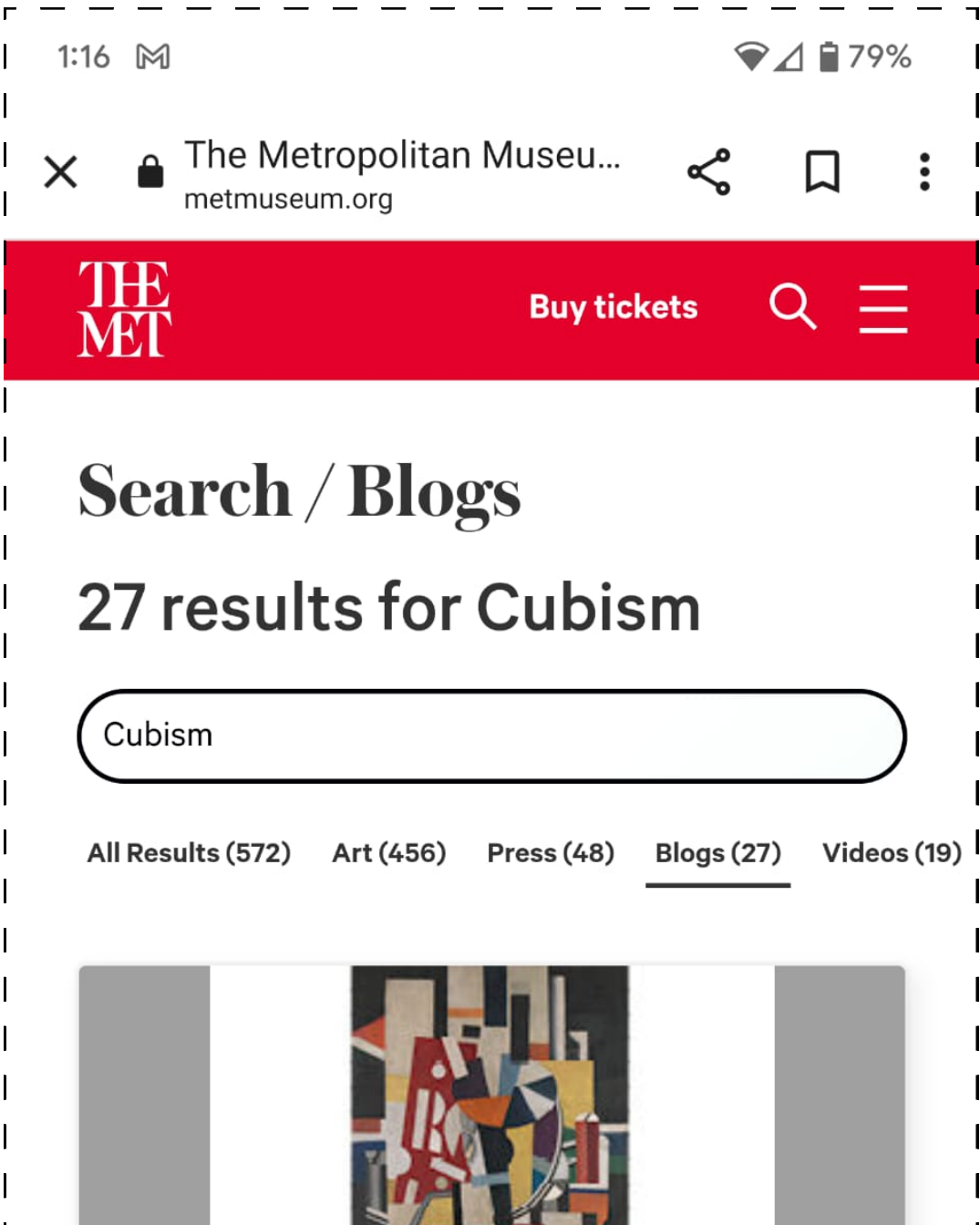
Search 'Perspectives': Showing results within 'perspectives' helps user to find and refine content easily and similar visual consistency of filter options can improve search efficiency.



Proposed 'Search Perspectives' page



Existing 'search' page



A/B TESTING NAVIGATION

Update Secondary Nav to Content Type Labels and Link to Respective Pages.

Goals:

Lower the drop off rate from the Perspectives homepage.

Have audiences engage with more **diverse media types** per session.

Metrics:

- Bounce rate
- Clicks
- Pages per session

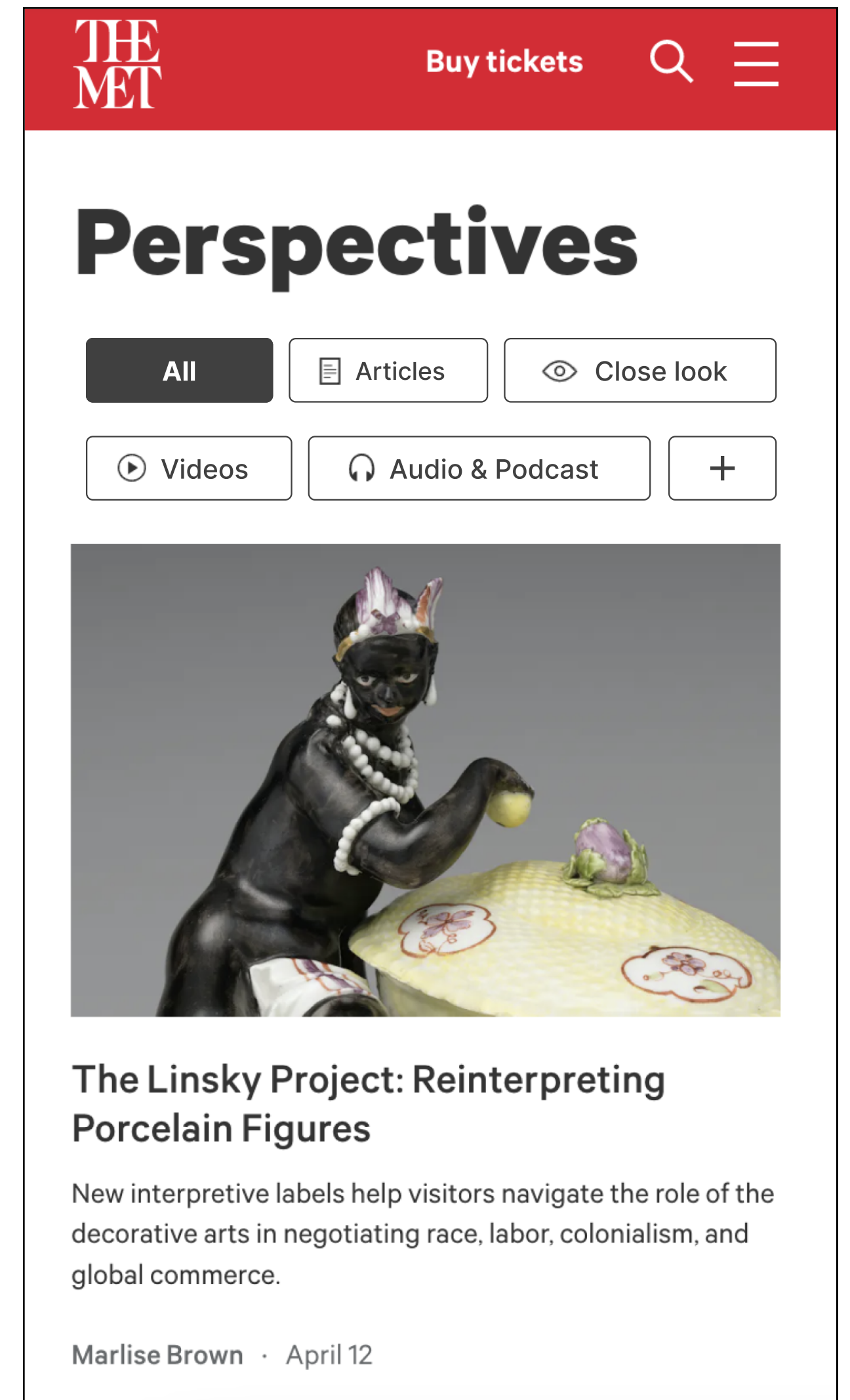
[Link to full test outline](#)

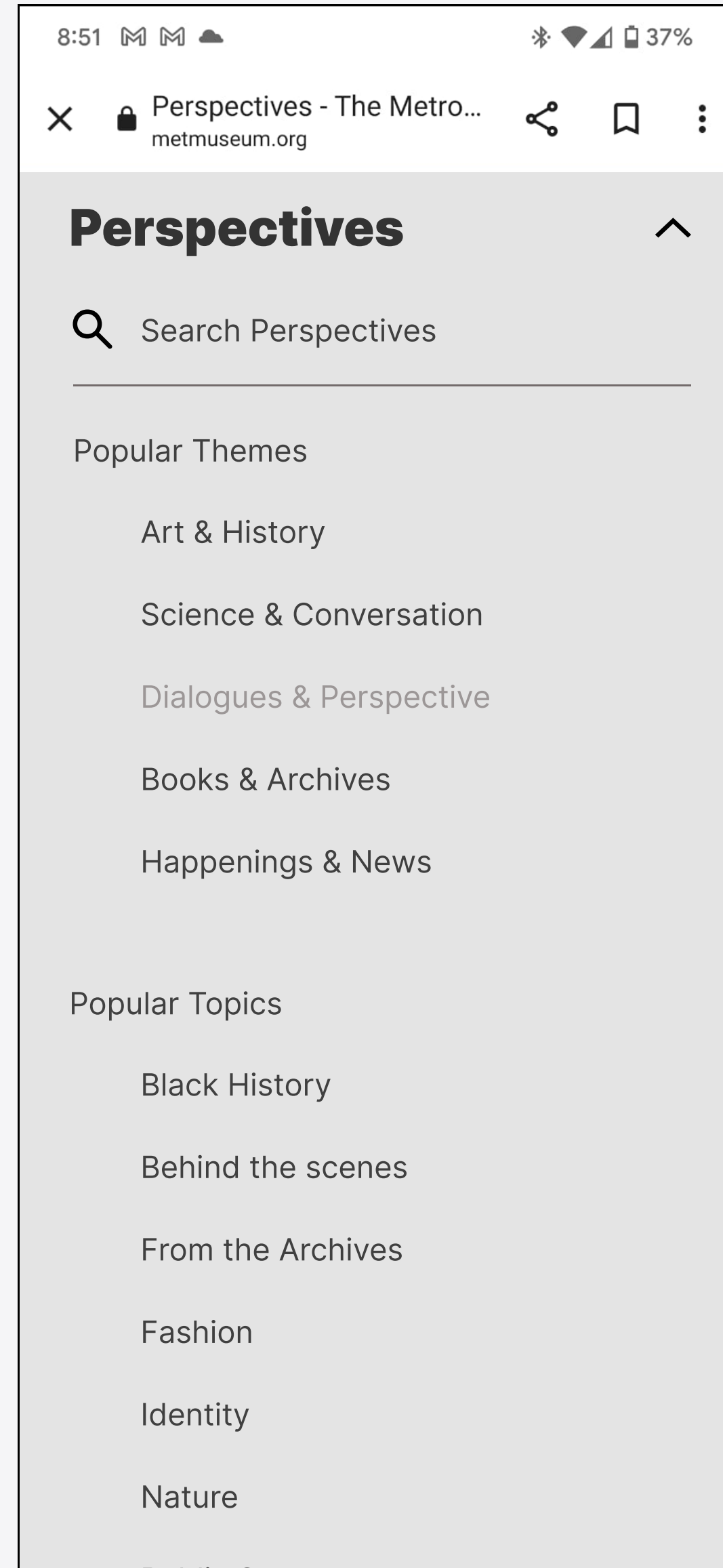
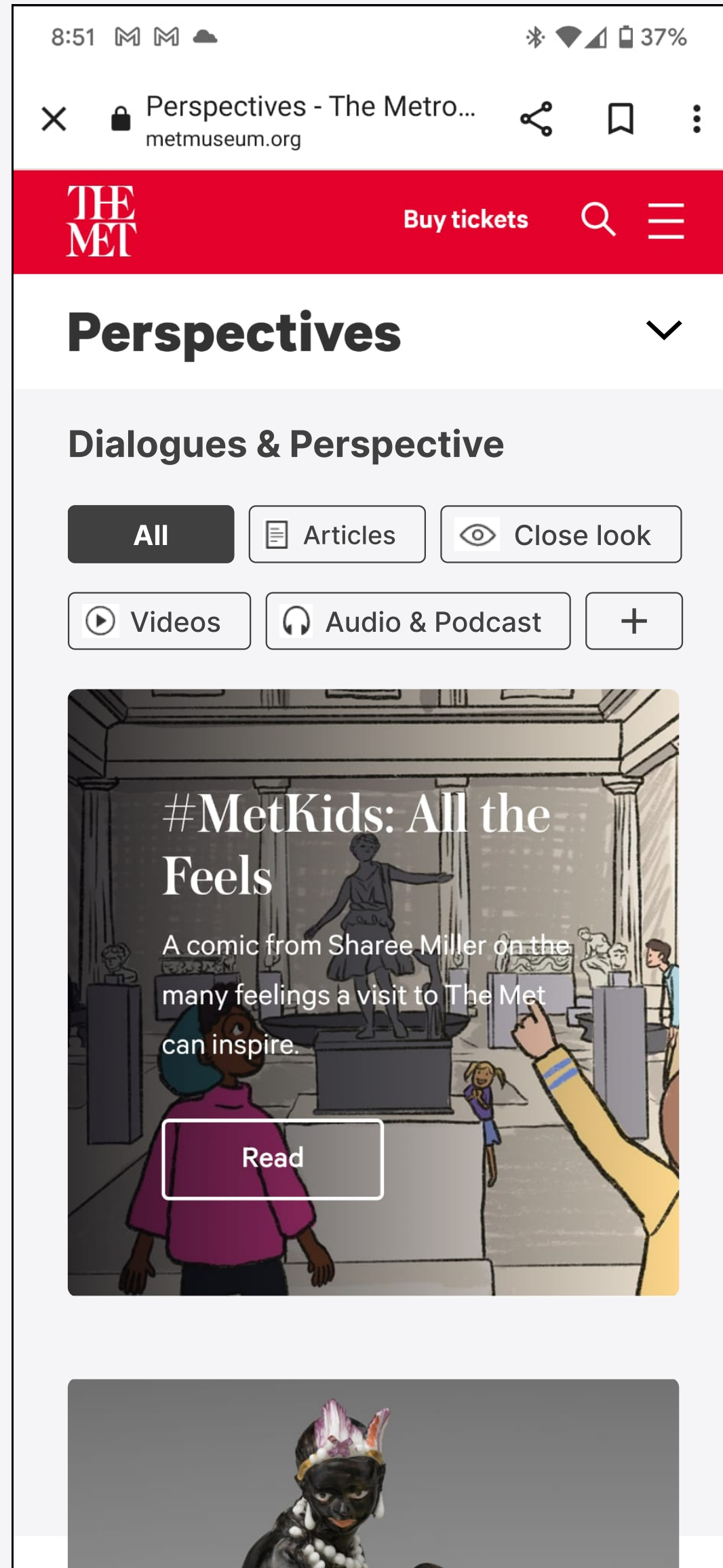
#RTA

"I guess my fingers are just too big" – P5, eye tracking

Proposed A/B Testing

Text labels can be buttons for stronger & more mobile-friendly signifiers





1. Navigation on 'Perspectives' pages

- Switch to a mobile-friendly drop-down & add content type filters to the top of the page.
- Improve user location understanding by highlighting page titles.
- Show content type chips in search results for consistency.
- Update Secondary Nav to Content Type Labels and Link to Respective Pages (A/B Testing)

2 Engagement with different content types

//

I just **breezed right past [the podcast icon]**. I guess at this point I was a little annoyed...so I was quickly breezing through and missed it."

-P8, eye tracking study

CONTENT TYPE FINDINGS

Users are not seeing or understanding icons by simply skimming.

Icons on images are often missed at first glance & users are not understanding them quickly enough.

#RTA

5/9 participants specifically called out not being able to find or understand icons.

#Eyetracking

No one fixated on icons when starting on the 'Perspectives' page to look for podcasts. Later glances landed on icons.



The James Van Der Zee Archive
James Van Der Zee, the world-renowned chronicler of Black life in New York City during the Harlem Renaissance and for decades thereafter, was a virtuoso of the camera and one of the most celebrated photographers of the 20th century.



Textile Conservation at The Met
Learn about the science, art, and exhibition techniques of textile conservation at The Met.



Digital Premiere: Matthew Evan Taylor's "Life Returns"
Listen to Matthew Evan Taylor's "Life Returns", a monumental work that encompasses bite-sized pieces of music, which explore African-American, South Asian, and Western European musical practices.



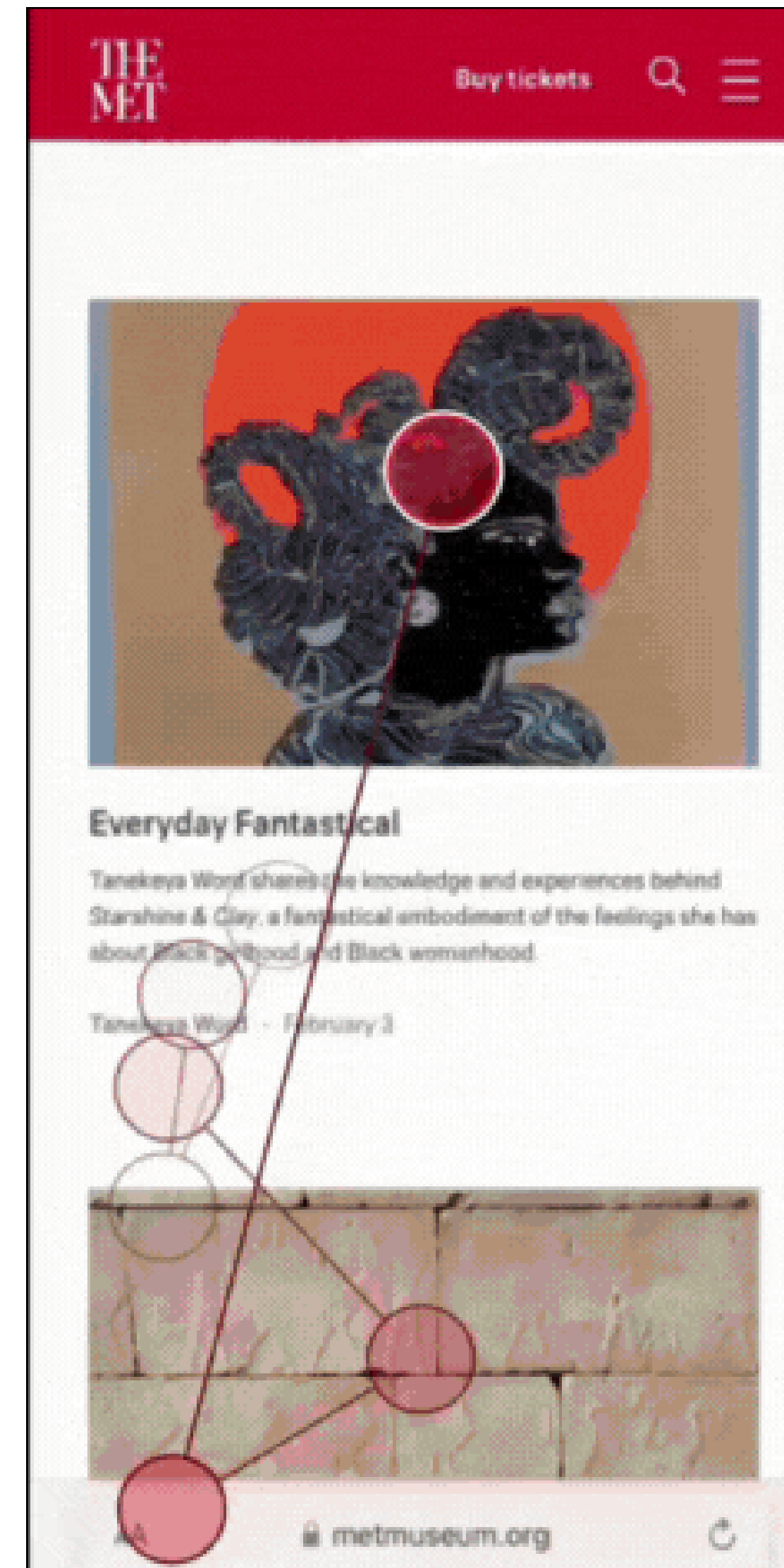
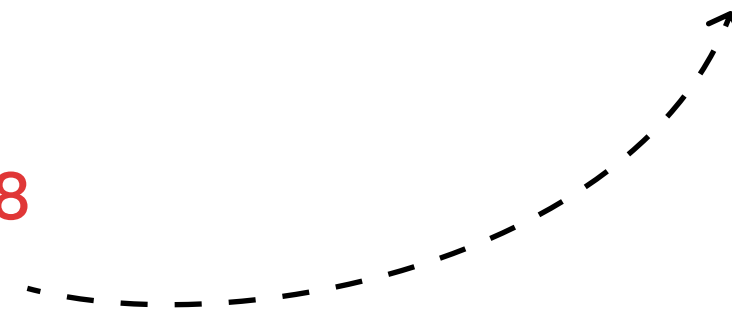
The Making of a Bronze Statue, 1922
How do you make a monument? Produced by the Museum in 1922, this short film follows the American artist Alexander Phimister Proctor's process of sculpting Theodore Roosevelt.

CONTENT TYPE FINDINGS

Users are not seeing or understanding icons by simply skimming.

#RTA

“Like...Is this a podcast?” -P8
(looking at a video icon)



CONTENT TYPE FINDINGS

Users are searching through text for content clues.

Text is the most viewed content when users skim through the page.

#Eyetracking
9 eye tracking testers searching for podcasts



A Snapshot of Black Photographers in Watson Library's Collection

Celebrating Black History Month in the Stacks

Angela Washington · February 22



Everyday Fantastical

Tanekeya Word shares the knowledge and experiences behind *Starshine & Clay*, a fantastical embodiment of the feelings she has about Black girlhood and Black womanhood.

Tanekeya Word · February 3



The James Van Der Zee Archive

James Van Der Zee, the world-renowned chronicler of Black life in New York City during the Harlem Renaissance and for decades thereafter, was a virtuoso portraitist and one of the most celebrated artists of the 20th century.

Dec 13, 2022



Rediscovering John Bush

Recent research sheds light on the life and work of a Massachusetts militiaman and influential horn carver.

Pierre Terjanian · February 8

CONTENT TYPE RECOMMENDATIONS

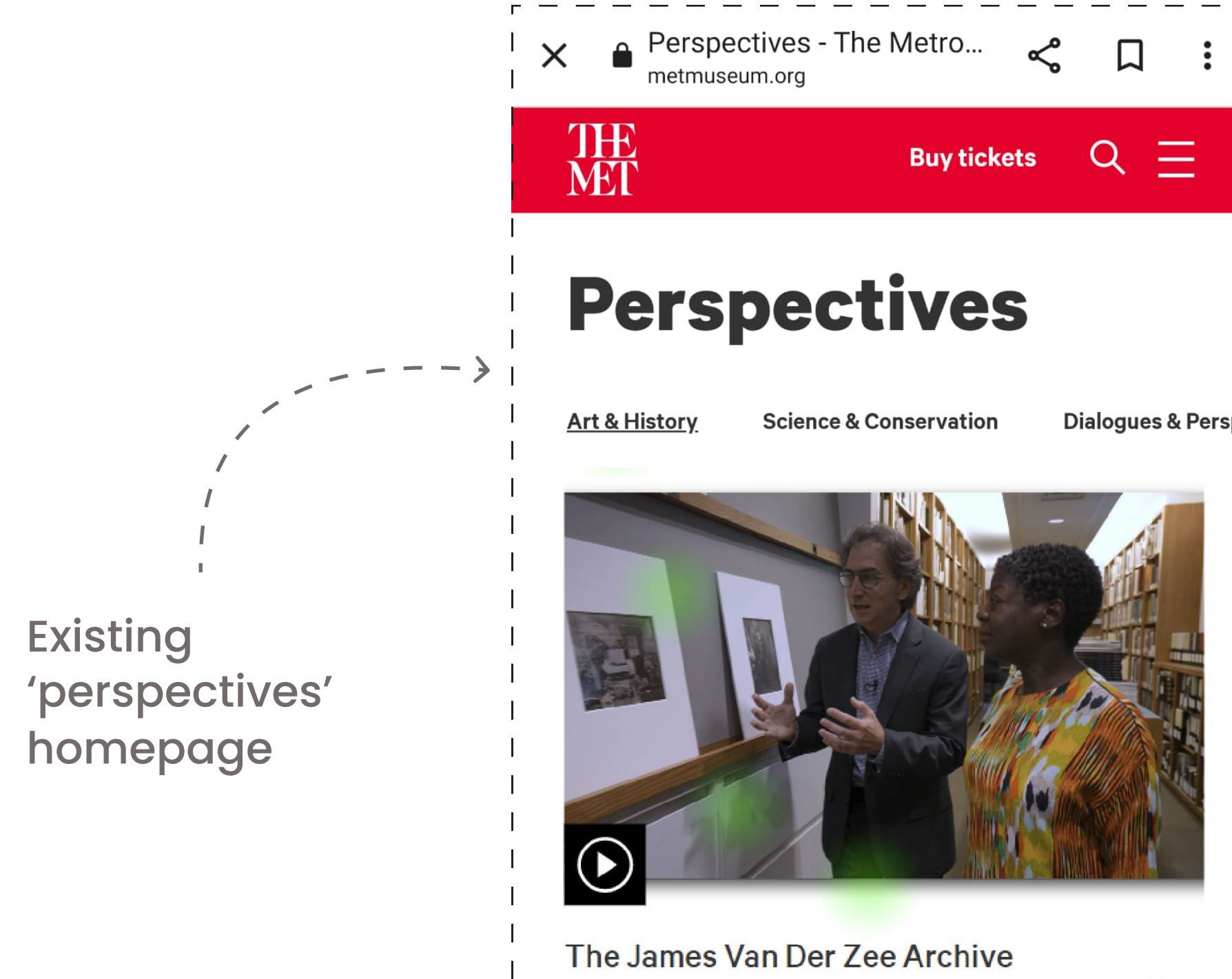
1 **Increase visibility & understandability** of icons.

2 **Consistency** in usage of icons.

CONTENT TYPE RECOMMENDATIONS

Add icons & their meaning to headers.

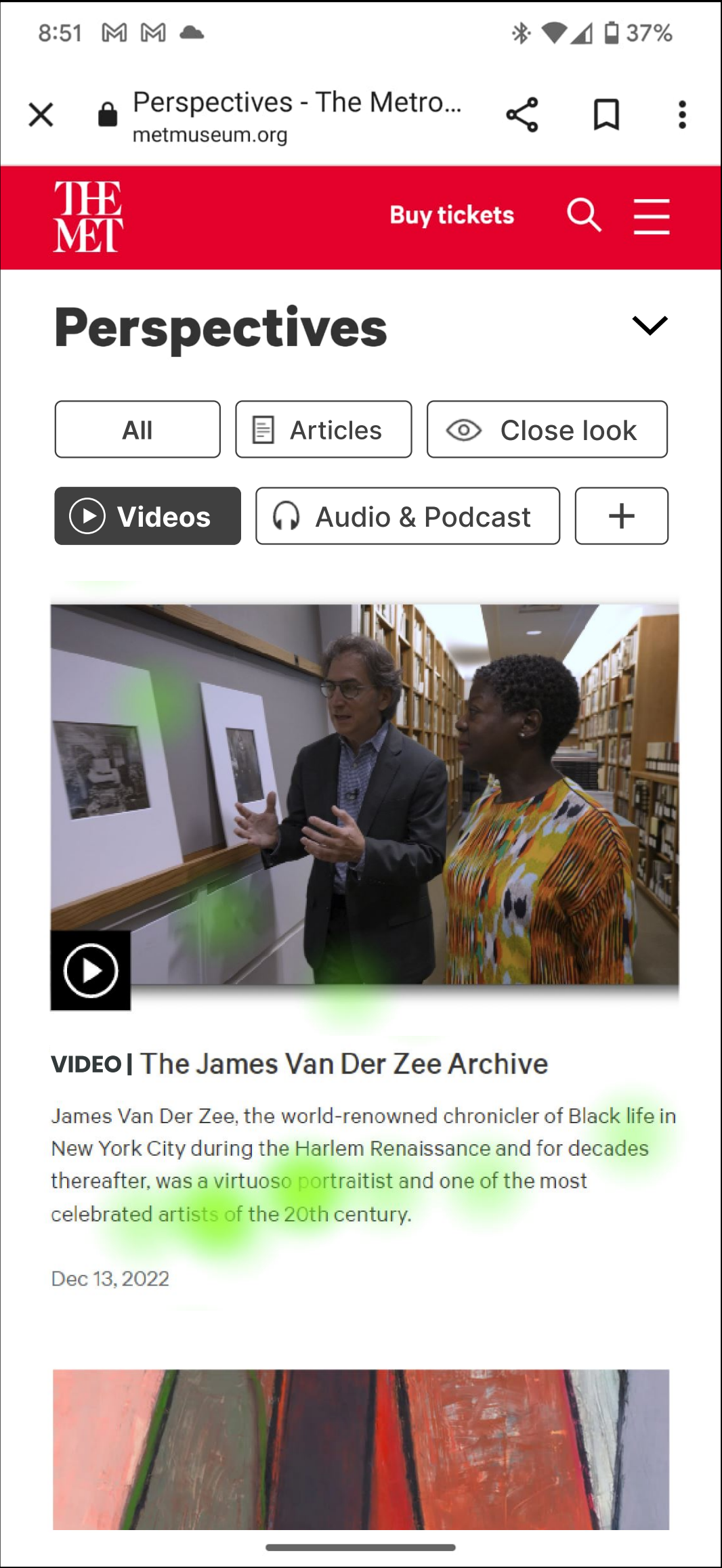
Describe content type in headers.
Introduce icons at the top of the page.



Proposed 'perspectives' homepage

Icons added to content type Chips at top of the page to improve visibility and understandability of icons & content type.

Ensure content type is understood by writing it in the heading.

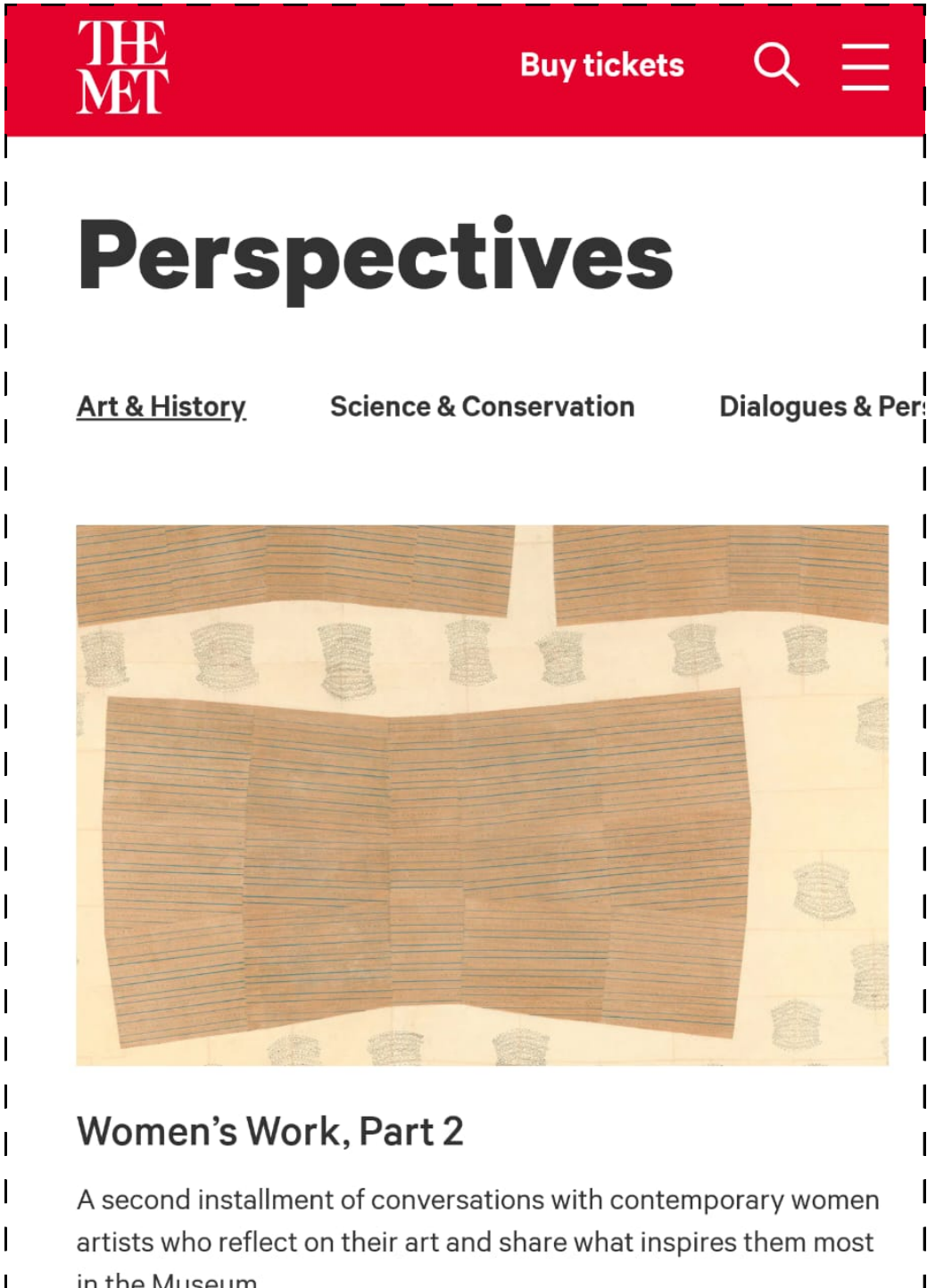


CONTENT TYPE RECOMMENDATIONS

Use icons consistently.

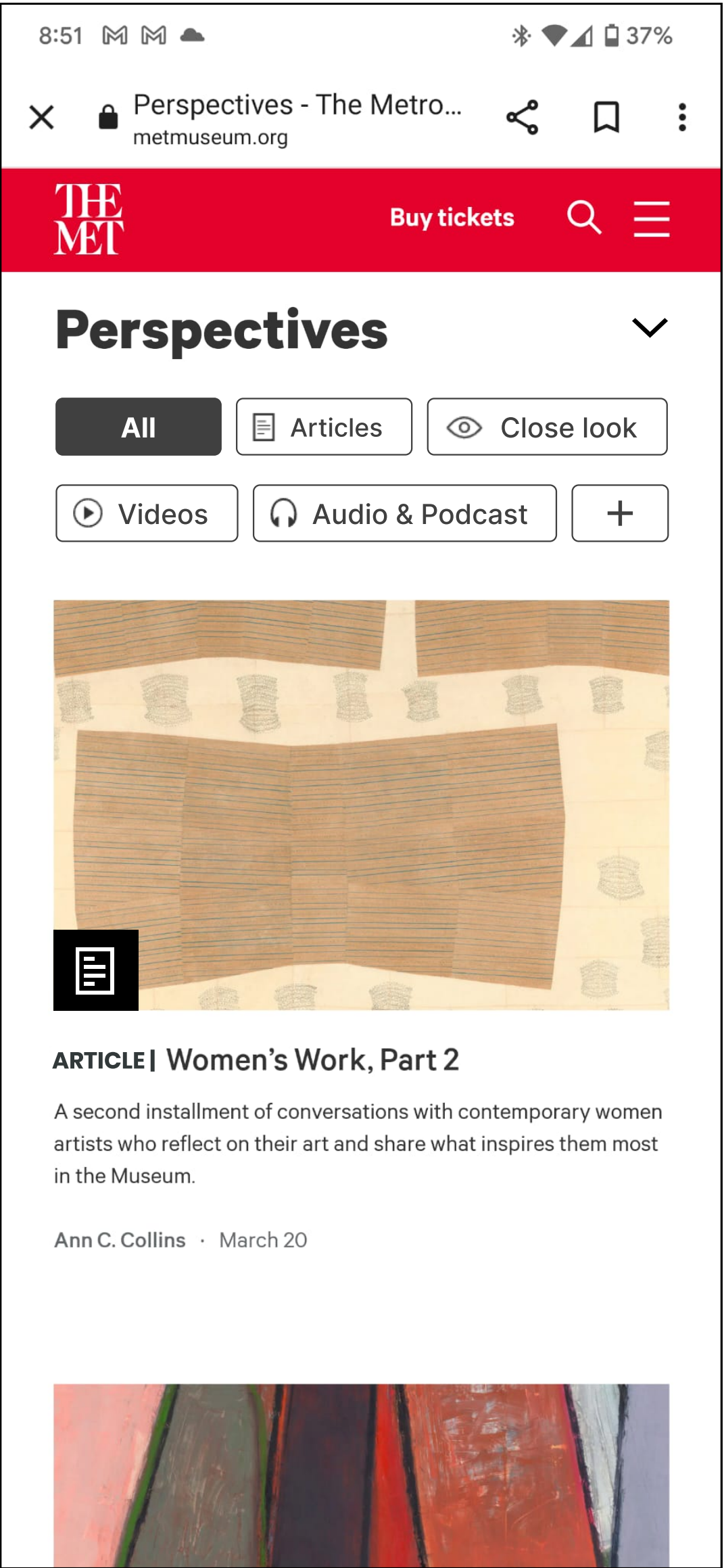
Prepare users to look for icons by including them on all content.

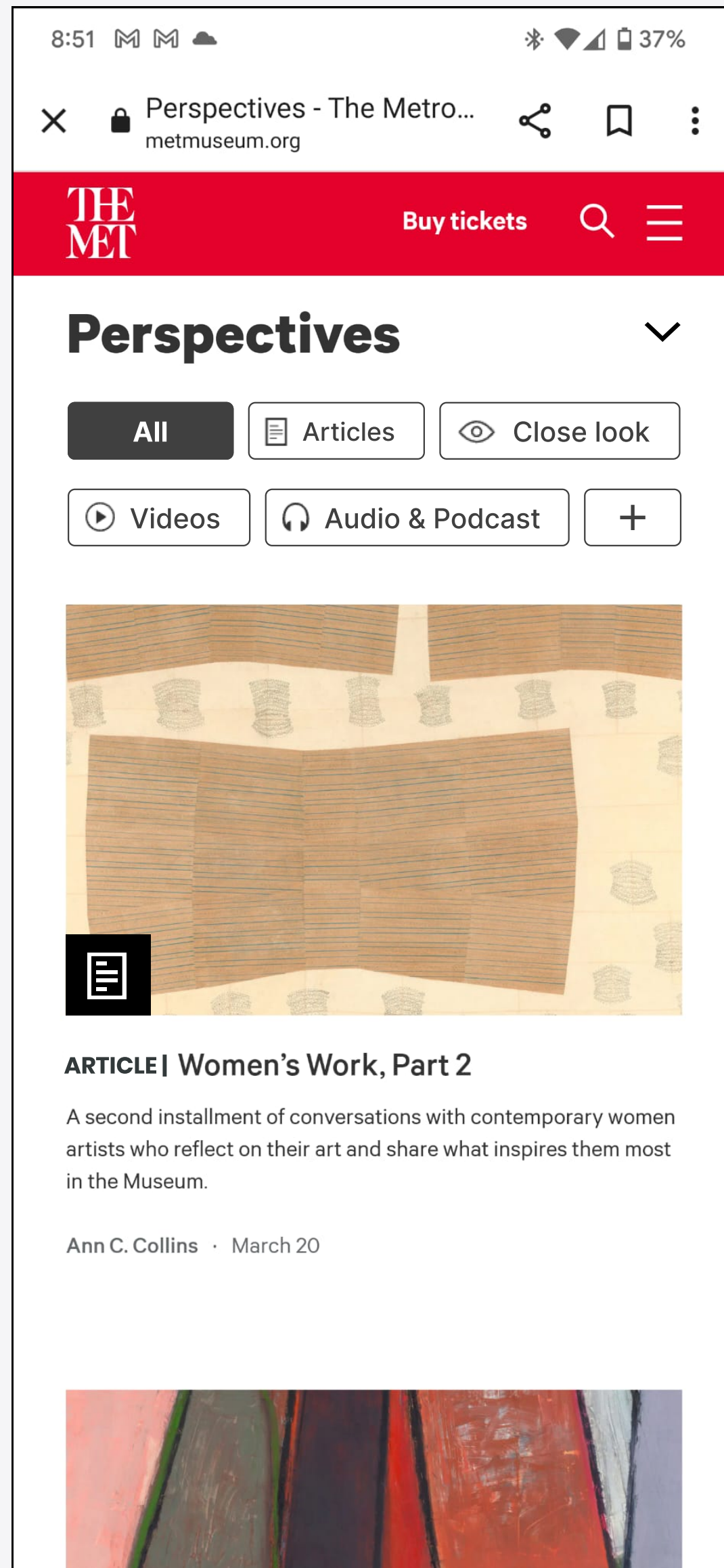
Existing
'perspectives'
homepage



Proposed 'perspectives'
homepage

Add icons to missing
content types like
'Articles'





2. Engagement with different content types

- Add icons & their meaning to headers.
- Use icons consistently.

3 User interaction with **Close Look articles**

//

“I liked that they tried to describe the art and had images...but it **got quite exhausting after a point.**”

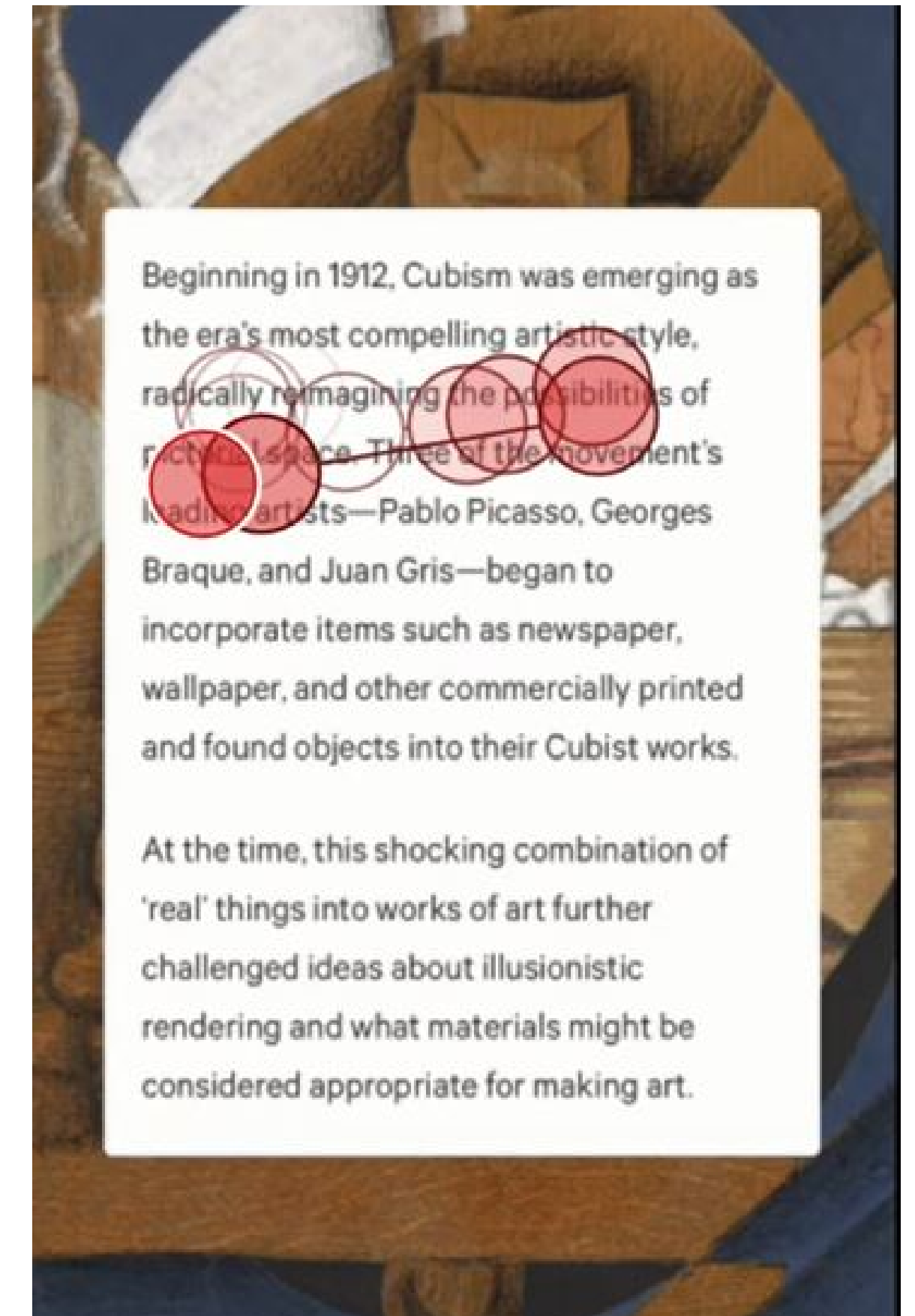
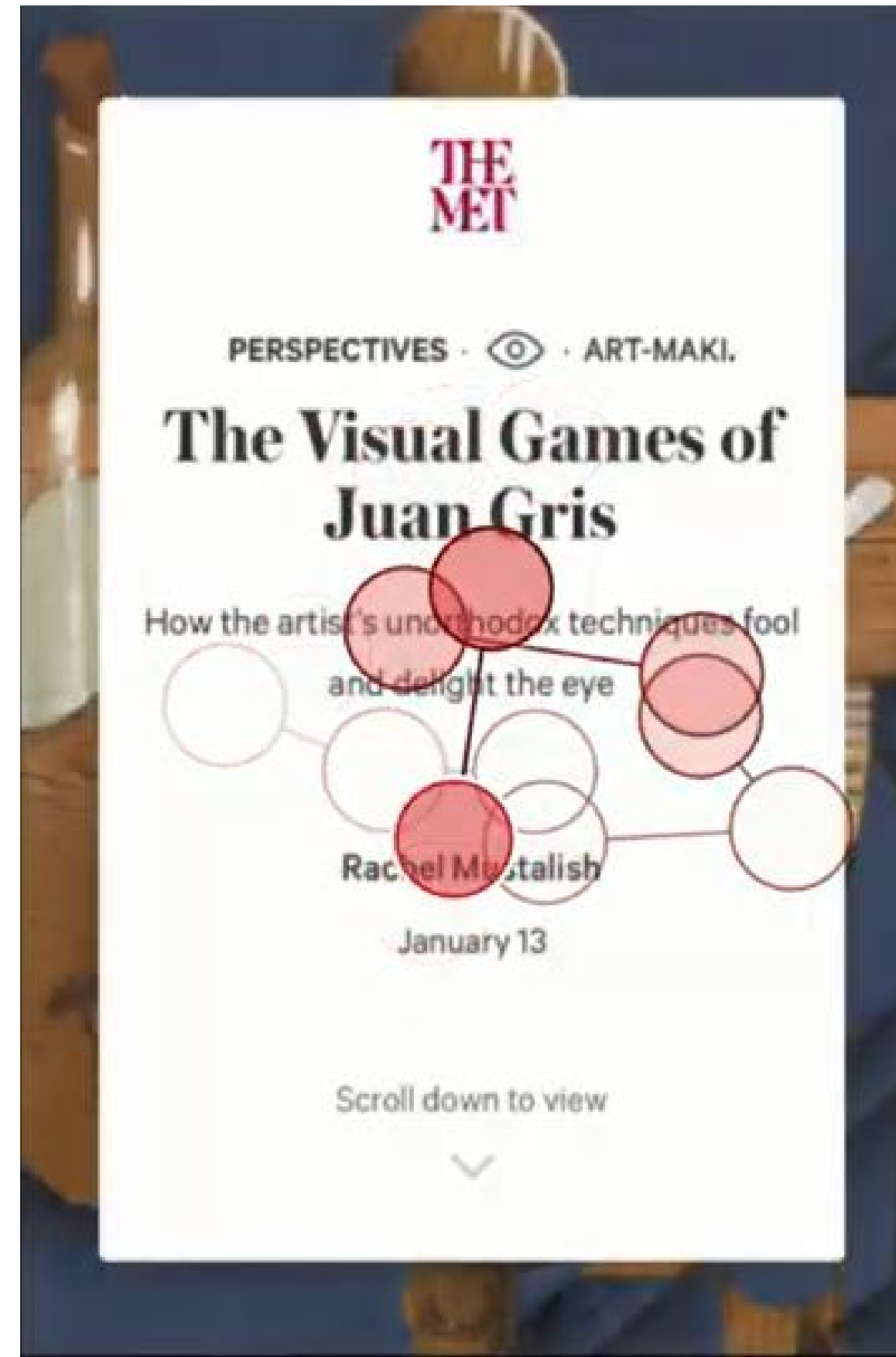
–P4, eye tracking study

CLOSE LOOK FINDINGS

Lack of embedded wayfinding tools can lead to user frustration with Close Look articles.

RTA participants reported that they wanted but couldn't find:

- 1) a way to see the whole image (9/9)
- 2) their progress in an article and how long it will take to read (5/9)



#Eyetracking

P3 carefully reads the introduction page and opening text, but doesn't connect the meaning of the article's text to its images.

#RTA

"At first I didn't know that the image goes with the text." – P3



I really **like the idea of small [amounts of] text** encouraging the user to zoom in and study a work in detail.

-P7, eye tracking study

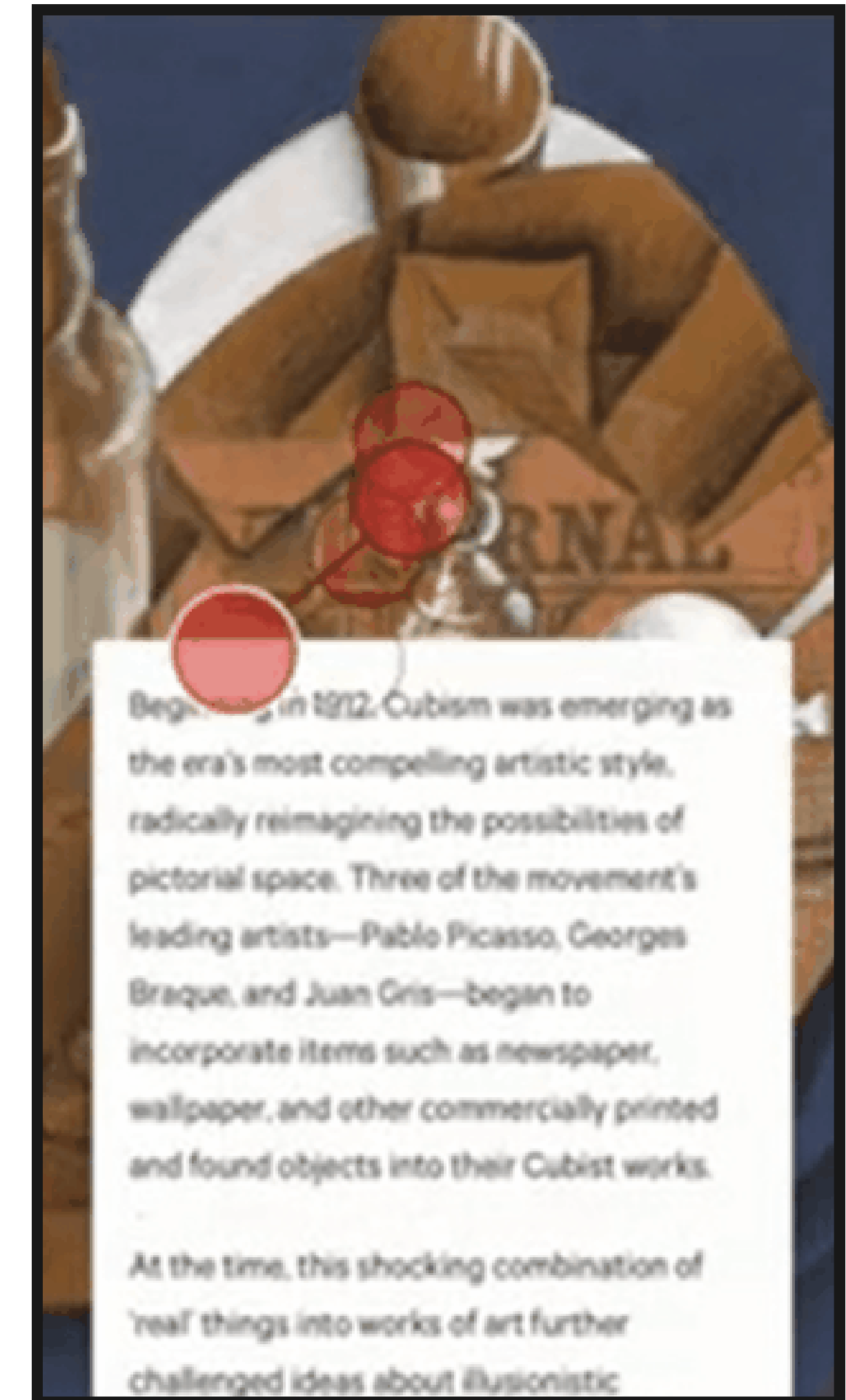
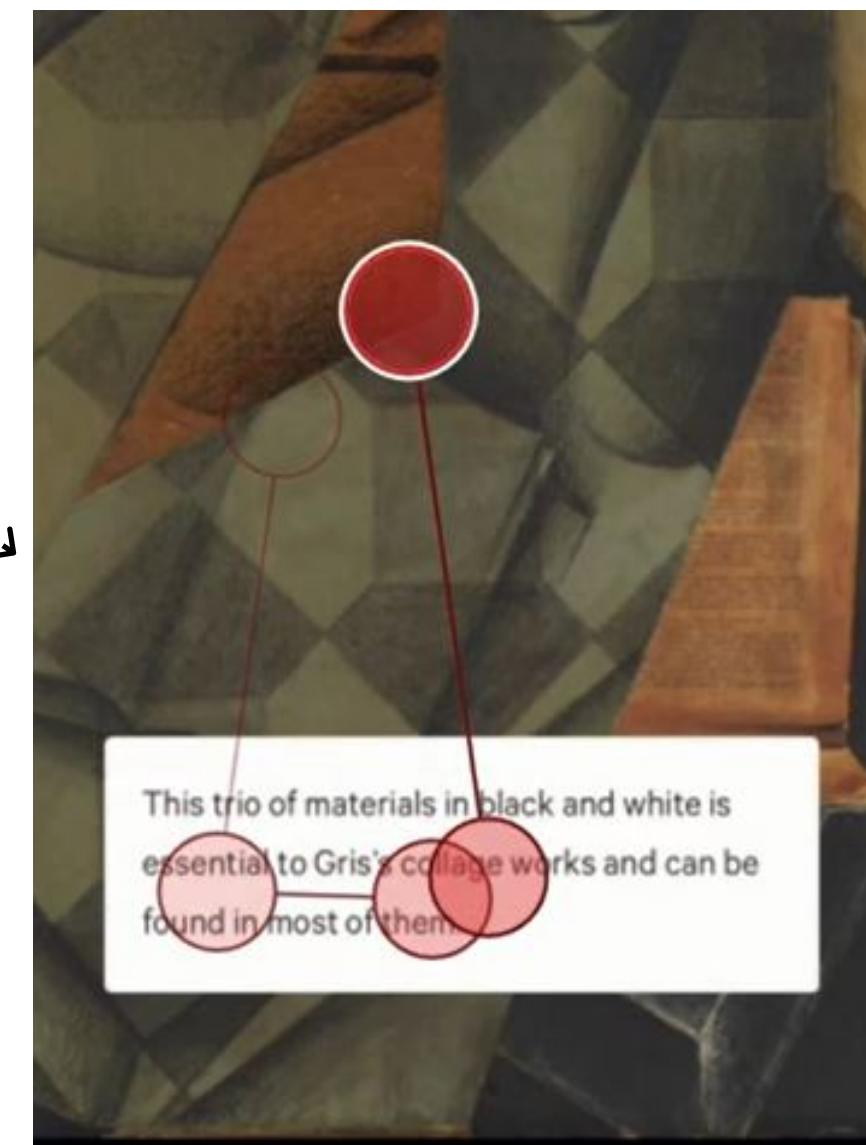
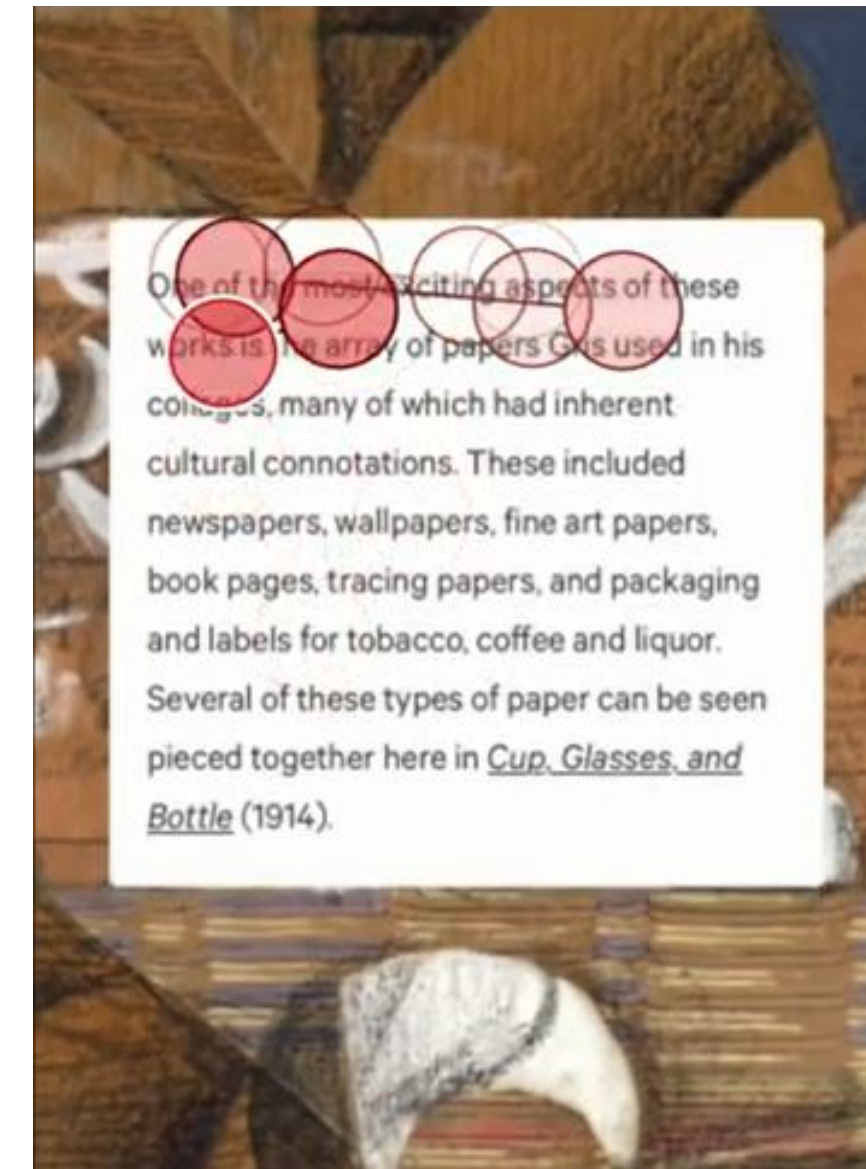
CLOSE LOOK FINDINGS

Long text chunks detract the intended user experience.

Short text chunks encourage engagement with images.

#Eyetracking

All 9 eye tracking fixated on the full-screen image between text slides. 5 participants expressed a wish to see the whole image.



#Eyetracking

Gaze patterns of all 9 eye tracking participants show that their eyes bounces between text and image details equally with short text chunks

CLOSE LOOK RECOMMENDATIONS

- 1 Highlight article length and pinpoint the location of the reader.
- 2 Limit all chunks of article text to 4 or 5 lines where possible.
- 3 Affix a “view whole image” icon to the screen

CLOSE LOOK RECOMMENDATIONS

Highlight article length and pin point the location of the reader while they scroll.

Proposed 'close look article' page

Progress bar to pin point the location of the reader.

Average time of read highlighted so the user is aware of the length of the article



CLOSE LOOK RECOMMENDATIONS

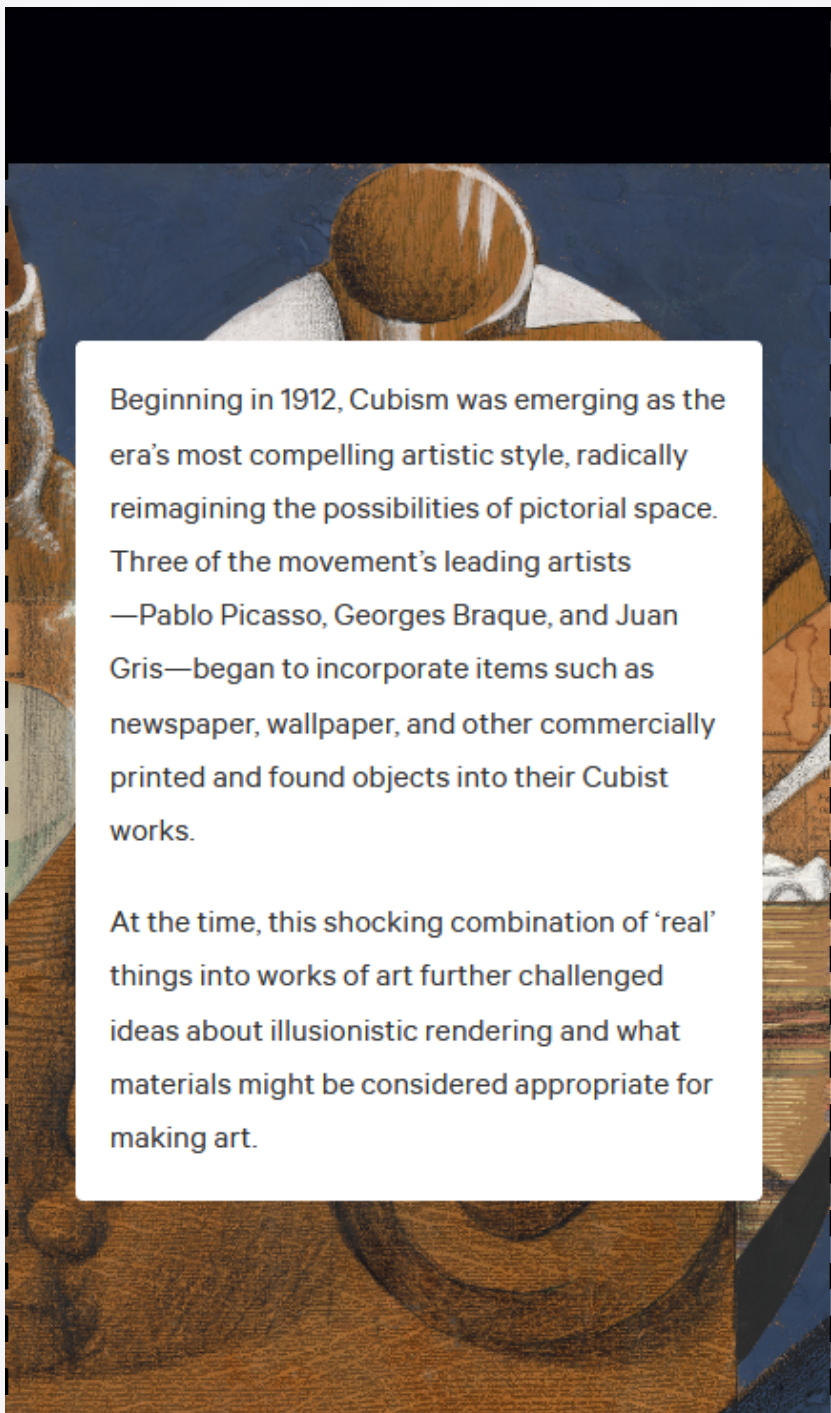
Limit all chunks of article text to 4 or 5 lines where possible.

Make sure that the text box only takes up a small portion of the screen.

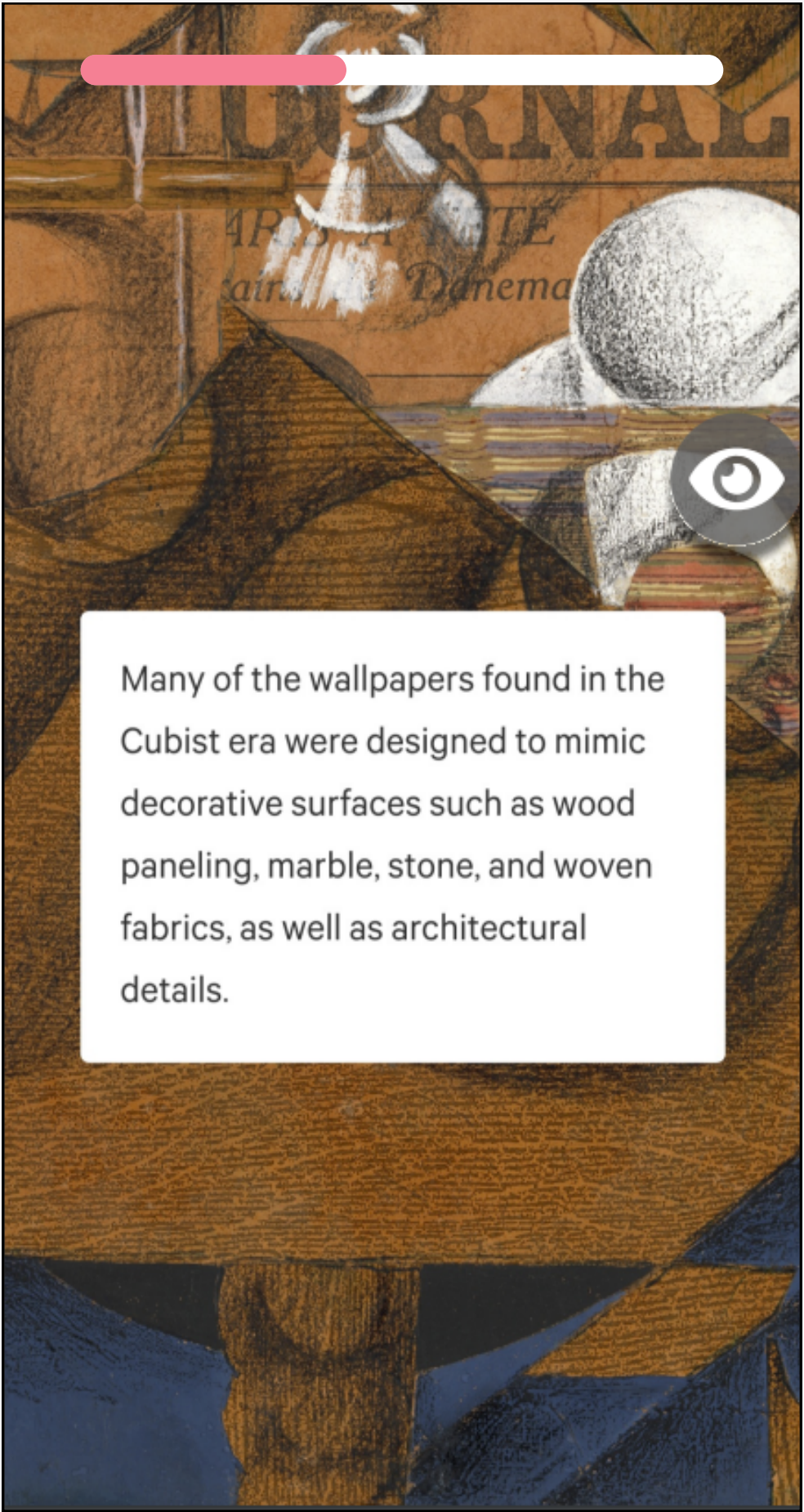
Affix a “view whole image” icon to the screen.

Users want to be able to view the image along side reading the text for a better understanding.

Current ‘close look article’ page

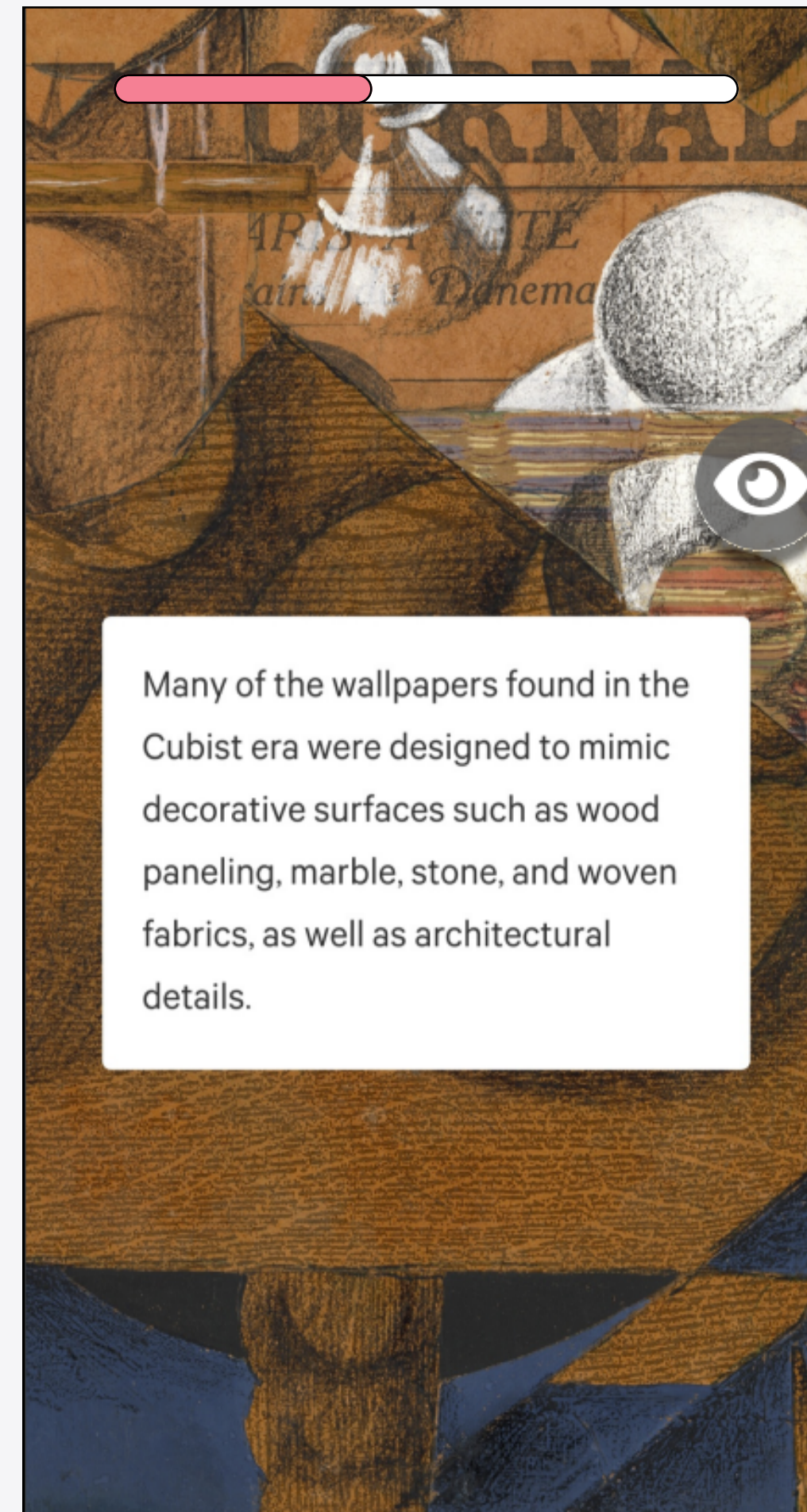


Proposed ‘close look article’ page



Fix a floating icon so users can view the whole image while reading the text

Limit the amount of text on the page to small chunks that only take up a small portion of the screen.



3. User interaction with Close Look articles

- Highlight article length and pin point the location of the reader while they scroll
- Limit all chunks of article text to 4 or 5 lines where possible.
- Fix a “view whole image” icon to the screen.

Wrap Up

Wrap Up

The Met Perspectives webpage boasts high user engagement and encourages visitors to continue exploring the Met.

67% of our participants were interested in continuing to explore the MET website.

100% would like to visit in person after viewing 'Perspectives'.

Our proposed recommendations are designed to improve the user's experience with **navigating** the Perspectives pages and promote higher levels of **content engagement**.

Based on the SUS survey feedback, eye-tracking and web analytics, there are opportunities to improve the overall usability of the platform.

1. Navigation on 'Perspective' pages.

- Current page labels hinder wayfinding
- Current secondary navbar is frequently leveraged by users but ineffective in helping them find and refine content quickly.
- Pages hosting 'All [media type]' are hard to find.
 - Switch to a mobile-friendly drop-down & add content type filters to the top of the page.
 - Improve user location understanding by highlighting page titles.
 - Show content type chips in search results for consistency.

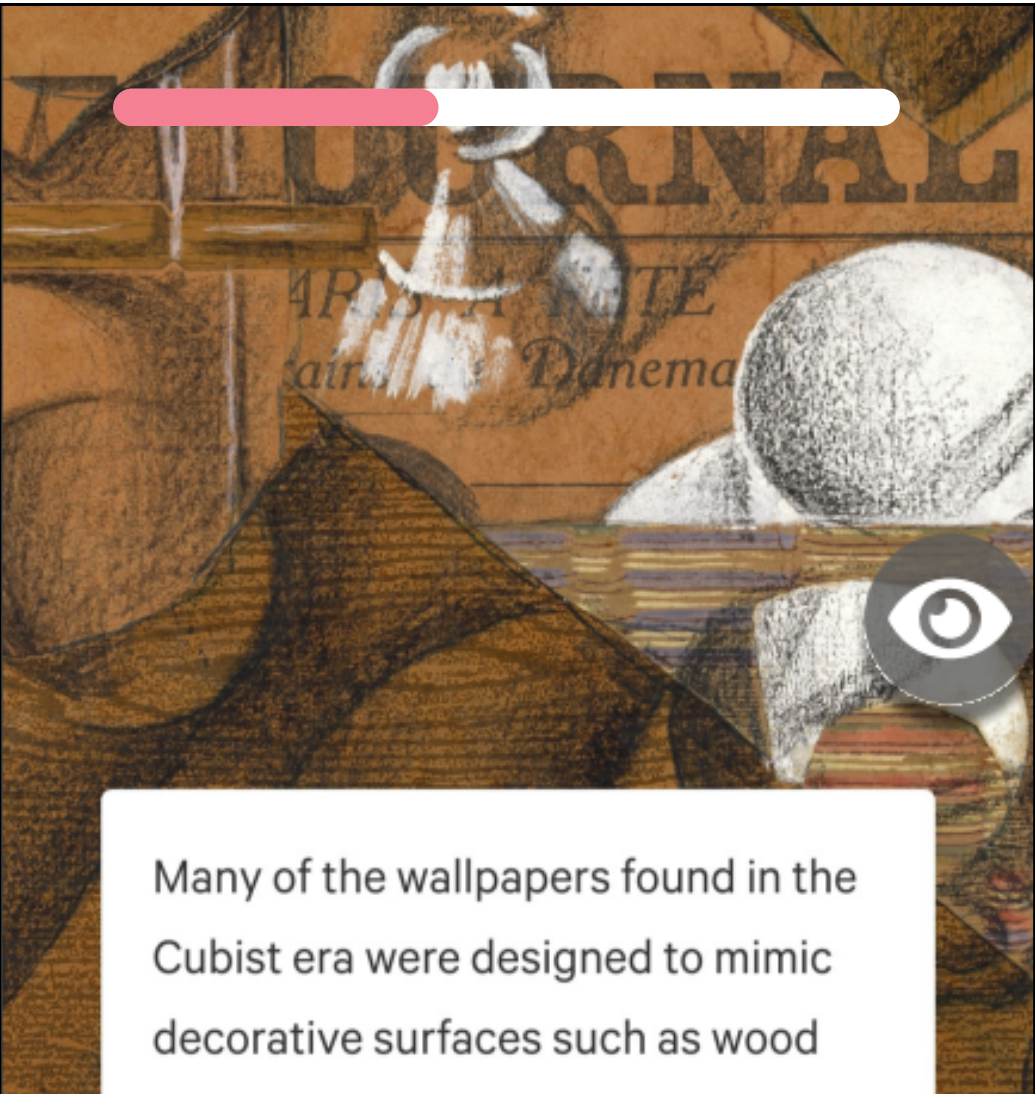
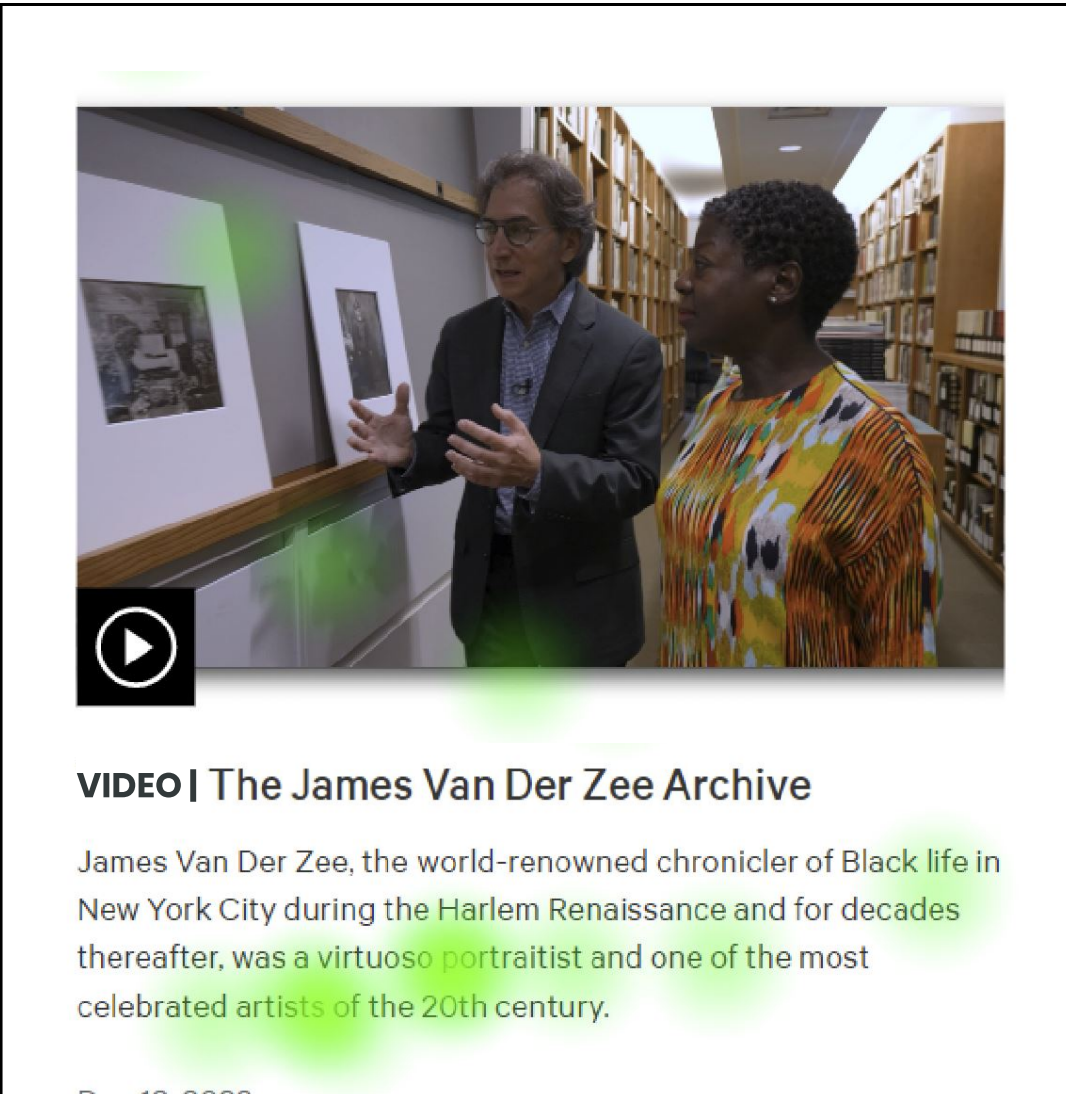
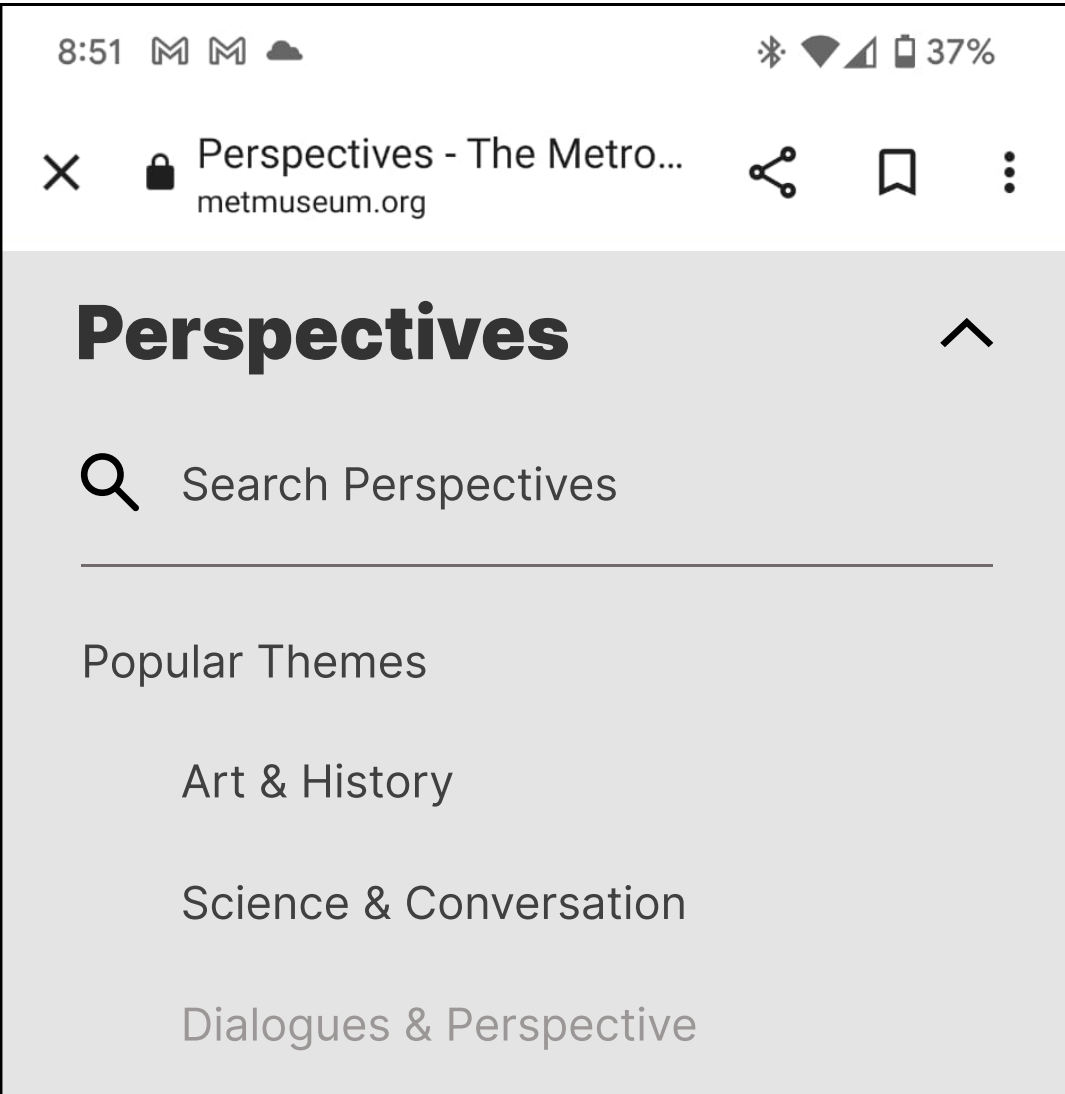
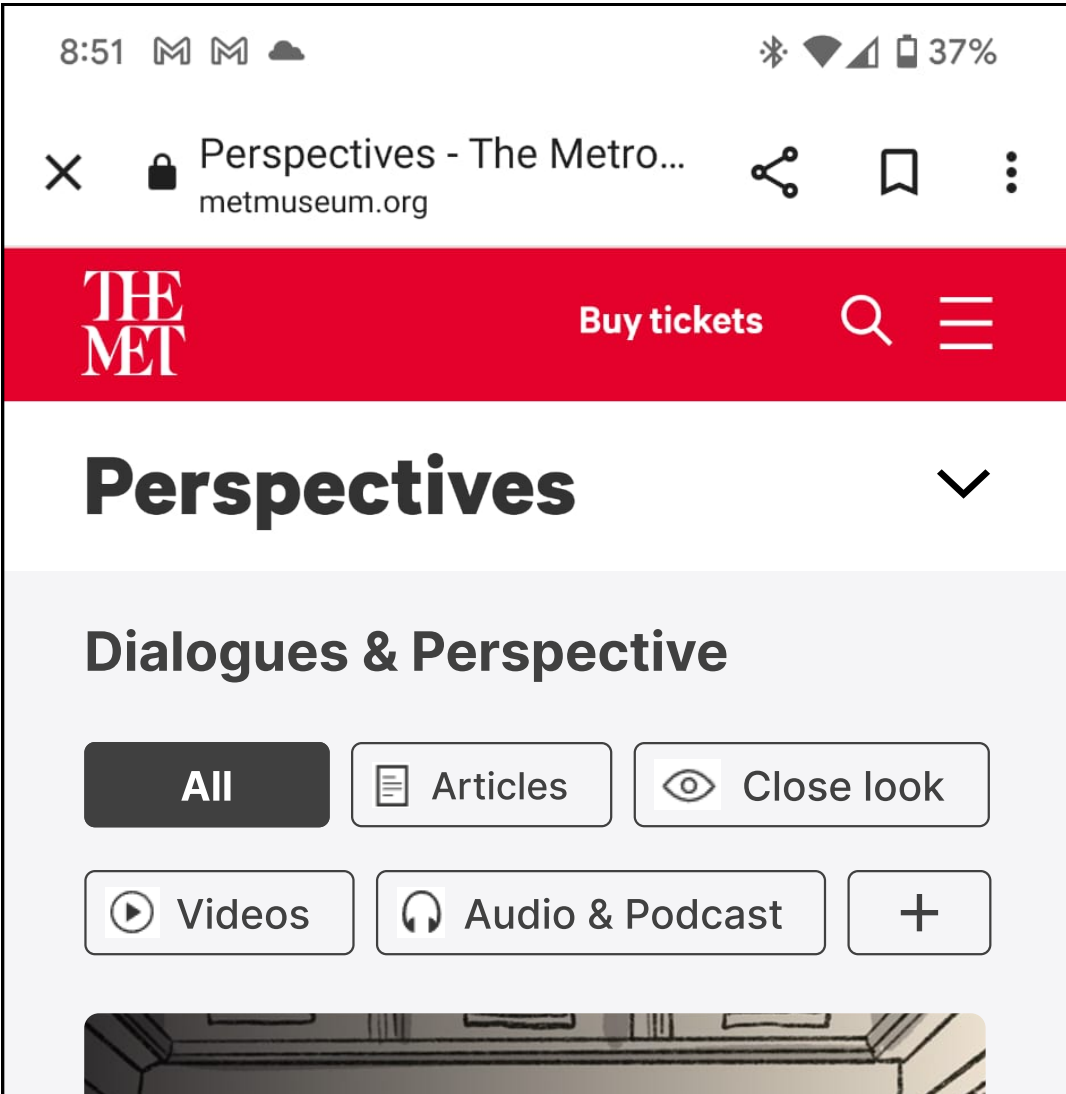
2. Engagement with different content types.

- Users are not seeing or understanding icons by simply skimming
- Users are searching through text for content clues.
 - Increase visibility & understandability of icons.
 - Use icons consistently.

3. User interaction with Close Look articles.

- Lack of embedded wayfinding tools can lead to user frustration with Close Look articles
- Long text chunks detract user from the intended experience.
 - Highlight article length and pinpoint the location of the reader while they scroll.
 - Limit all chunks of article text to 4 or 5 lines where possible.
 - Affix a "view whole image" icon to the screen.

Thank you!



Appendices

A Eye Tracking **Moderator Script**

B Eye Tracking **Pre-Study Questionnaire**

C Eye Tracking **Post-Study Questionnaire**

D Eye Tracking **Problem List**

E Eye Tracking **Note Sheet**

Met Eye-Tracking Test Script

Device: Mobile; Webpages: www.metmuseum.org/perspectives; <https://www.metmuseum.org/perspectives/articles/2023/1/cubism-visual-games-juan-gris>

1. [introduction]

Hello, my name is _____. I am studying User Experience at Pratt’s School of Information. We are conducting this study as part of our Advanced Usability / UX Evaluation course at Pratt, where we are helping the Met uncover how user-friendly their website is.

2. [session orientation - permission and structure]

This study is focused on the website’s performance from mobile user’s points of view. For the session today, we will be using Tobii Pro eye-tracking software and our usability lab’s iPhone. The eye-tracker will require you to sit a certain distance from the phone and keep your movements to a minimum so that we can accurately record your eye movements. The session should take about 45 minutes.

3. [Test begins]

Task 1: Imagine you are a student deciding on a research topic for your Art History class. Please use the website to find where written and interactive content about topics related to Art and the Met are regularly published.

Task 2: Please spend some time scanning this page. Let us know when you are done. (moderator: limit the time to 23-30 seconds) [direct the user to the correct page if necessary]

Task 3: Using the website, please find where the Met’s podcasts are.

Task 4: Please find an article that discusses space planning in the library.

Task 5: Check out the article ‘The Visual Games of Juan Gris’ in the MET Museum website on your mobile. (Switch to the other tab in Safari) (<https://www.metmuseum.org/perspectives/articles/2023/1/cubism-visual-games-juan-gris>)

3. [Direct user to Post-Test Questionnaire - Google Form]

4. [Begin video replay - verbal interview]

*Must-Ask

- Give us your overall impressions. How would you describe the overall look and feel of the "Perspectives" page?
- What did you expect to find on the ‘Perspectives’ page?

Suggested Probes / Questions During Video Replay:

- Why do you think you spent more time here (based on data)?
- Why do you think you left this page sooner?
- What, if anything, was missing [here]? What are some things that you think would help alleviate confusion?
- Were there any times during the site navigation you found it difficult to use?
- Were there any headings that you found unhelpful or confusing while searching the page? Any other elements?

Appendix B

Eye Tracking Pre–Study Questionnaire

Thank you for participating in this usability study of the Metropolitan Museum of Art’s (Met’s) website (<https://www.metmuseum.org/>). This study is being conducted on behalf of the Met by the Center for Digital Experiences at Pratt Institute (<https://prattdx.org/>), under the supervision of Craig MacDonald, Ph.D.

Purpose of Study

The purpose of this study is to evaluate the usability and design of the Met’s website. We are interested in determining how mobile users browse their site, and if they can accomplish common tasks and easily find information using the site. This session will not ‘test’ you or your ability, rather the session will test the site’s current design in order to provide information on areas that might be improved. Please be advised that there are no risks associated with participation in this session.

What is your age? *

- ☐ 18 - 24 years old
- ☐ 25 - 34 years old
- ☐ 35 - 44 years old
- ☐ 45 - 54 years old
- ☐ Over 55
- ☐ Prefer Not to Say

What is the highest level of education you have completed? *

- ☐ Some High School
- ☐ High School
- ☐ Some College
- ☐ Bachelor's Degree
- ☐ Some Graduate School
- ☐ Graduate Degree
- ☐ Prefer Not to Say

Please tell us about your job function or specialty:

Short answer text

Please rate your comfort level with using websites on a mobile device. *

1

2

3

4

5

Not at all Comfortable

☐

☐

☐

☐

☐

Extremely Comfortable

Appendix C

SUS Questions

I think that I would like to use this website frequently. *

12345

Strongly DisagreeStrongly Agree

I found the website unnecessarily complex. *

12345

Strongly DisagreeStrongly Agree

I thought the website was easy to use. *

12345

Strongly DisagreeStrongly Agree

I think that I would need the support of a technical person to be able to use this website. *

12345

Strongly DisagreeStrongly Agree

I found the various functions in this website were well integrated. *

12345

Strongly DisagreeStrongly Agree

I thought there was too much inconsistency in this website.

12345

Strongly DisagreeStrongly Agree

I would imagine that most people would learn to use this website very quickly. *

12345

Strongly DisagreeStrongly Agree

I found the website very cumbersome to use. *

12345

Strongly DisagreeStrongly Agree

I felt very confident using the website. *

12345

Strongly DisagreeStrongly Agree

I needed to learn a lot of things before I could get going with this website. *

12345

Strongly DisagreeStrongly Agree

Eye Tracking Post-Study Questionnaire

Our Questions

Overall, how well did the Met Perspectives webpage meet your expectations? *

12345

Did Not Meet ExpectationsExceeded Expectations

How likely are you to recommend the Met Perspectives webpage to a friend? *

12345

Not at all LikelyExtremely Likely

After looking through these pages, how interested are you in continuing to explore the Met website? *

12345

Not at all InterestedExtremely Interested

After visiting the website, do you feel more inclined to visit the Met in person? Why or why not? *

Short answer text

Can we contact you in the future with follow-up questions if needed? *

Yes

No

Appendix D

Eye Tracking Problem List

Problem	Severity Rating	P1	P2	P3	P4	P5	P6	P7	P8	P9	Total (Count)
Does not remember what they are scrolling past (vertical scroll)*	1										1
icons - not seen / understood	3										8
Within perspective page - Uses Top Horizontal Tab to explore	0										8
Searching for keywords (on page)	1										8
long text does not encourage viewing image while reading [close look]	3										9
'Perspectives' title is ambiguous / does not match user mental model	3										9
"Articles" is not a specific enough content type	1										6
Perspectives vs Articles / Videos / Podcasts - confusing mismatch of titles	3										6
no content type breakdown	3										6
Has to pause close look progress to view image as whole-size of screen [Close Look]	1										5
Trouble with basic wayfinding [Close Look]											5
no preview of whole image at the beginning of the artwork in interactive	5										5
'Learn with us' in hamburger menu is confusing for users	4										4
Related articles lack keyword organization	3										3
page Layout changes with tabs (Sometimes requiring side scrolling)	2										2
album cover style is hard to browse through (too many images)	1										1
content below the fold is not looked at [perspectives - home]	3										

- The frequency with which it occurs
- The impact of the problem if it occurs
- The persistence of the problem

0 = I don't agree that this is a problem
1 = Cosmetic problem only
2 = Minor usability problem
3 = Major usability problem
4 = Usability catastrophe

Appendix E

Eye Tracking Note Sheet

A	B	C	D	E	F	G
Keywords: #Expect #Fixation (spent time in a spot) #MissingElement #Interest #Confusion #Navigation #Headings #Sidescroll #Verticalscroll #Pagelayout	Task 1: Imagine you are a student deciding on a research topic for your Art History class. Please use the website to find where written and interactive content about topics related to Art and the Met are regularly published.	Task 2: Please spend some time on the Met Perspectives page. Let us know when you are done.	Task 3: Find the Met's podcasts.	Task 4: Please find an article on planning on space in libraries.	Task 5: Check out the article ' The Visual Games of Juan Gris ' from the MET Perspectives webpage on your mobile device.	Anything else?
Participant 4						
	scrolls the homepage	does not fixate on images during slow vertical scroll	accidentally clicks through menu back to the same page	starts from main menu	fixates on image between text slides	
	does not dcroll far down	most time on headings in bold and subtext	verbally confused "it says "podcasts, ..."	does not know where to start there	carefully reads long text	
	begins in research tab in main menu (because of task wording)	only reads first 4 titles then quickly scrolls down and up	i dont think [i am able to find podcasts here....no"	types keywords into search bar	eyes leave screen completely between long text flows	
	reads an article about library research	what did you expect to find on the perspectives page? i dont know	quickly scrolls vertically down and does not find a podcast	blog article does not appear after "space planning" is types in	spends more time looking at image when shorter text chunks appear	
	success - no	any headings confusing? no	the title is a little misleading because it said podcasts but i could not find them there	does back to menu drop down	does not read more than first 2 sentences	
					does not finish the article - says she is done before the end	
					it got quite exhausting after a point	
					i liked that they tried to describe the art and had images	
					i needed to know the text to know what i was looking at	
					"once i knew that they were describing his art..."	
					participant didnt realize at first that there were relevent images that went with the articles at first	
Particiant 5 - Philip G.						
		1:04 - 2:48	3:06 - 3.17			
		1:04 - 1:27--- 1:33 - 1:36 ---1:53 ---2:11 - 2:22	3:06 - 3.17			
	Spent some time looking at few of the initial images	Scrolled back up to the perspective page and clicked on 'Science & Conversation and Dialogues & Perspectives in the navigation bar	Struggled to find podcasts in the navigation bar and searched for it in the home page	Did not know what exactly space management was"What is space management? Is that just like exhibitions?"	as the text boxes got smaller, looked at the image more	
	It was an art history paper so he assumed that he would be writing it about an article or movement and assumed that this would be in the collections page	Viewed an article called 'Indigenizing Fashion with Amber-Dawn Bear Robe'	Did not find it in the end	Went to visit and museum maps	Reached all the way to the end	
	success - no	Zoomed in and out of the screen while reading showing that the text might have been small	"I was so overwhelmed! I didn't know where it was!"	"the only spacial planning I could think about was a map"	Spent more time on the images in the end	
		Overall impression: "the images were big enough for me to identify what each article is going to be about"	"Podcasts and the MET are never something i put together"		"I thought it was an interesting way to preset an article"	
		"I was trying to look at the words but didn't absorb much of it"	Didn't notice the icons		Was frustrated that he couldn't see the image separate from the text	
		Didn't have an expectation of the perspectives page			The reduction of text as you scroll down the article made sense to him as some parts did not require a lot of information	
					"I started rushing through it. It felt a little bit	