INFO-645 Advanced Usability / UX Evaluation

Case Study Eye-tracking study for the MET Perspectives page for Mobile



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The Team



Consulting for Pratt's Center for Digital Experiences.



Four Master of Science in Information Experience Design (MS IXD) students.

Objective

Our objective was to understand the current user experience and future product roadmap for this portion of the site.

Target Groups

- 1. Non-experts in art history for eye tracking,
- 2. general mobile audiences for **Google Analytics.**

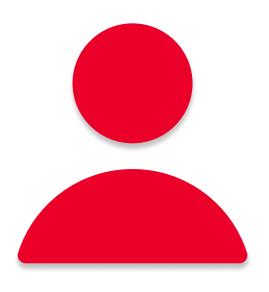
expectations of the Met 'Perspectives' mobile webpage to inform the Met's

Scope

- 1. conduct 9 in-person eye tracking sessions with retroactive think-aloud sessions.
- 2. Investigate findings with behavioral data.
- **3.** Pages of focus: 'Perspectives' homepage and 'The Visual Games of Juan Gris.'



My role



Usability Evaluator Eye testing Moderator & Observer Building Recommendations Designing Mockups

Duration



February - April 2023 (3 Months)



Tools



Tobii Google Analytics Hotjar Google forms





Screening Questions

¥

Here were our screening questions for recruiting participants. We wanted to make sure that they were not art experts and that they were comfortable using a mobile device.

ions	Questions Responses 9 Settings					
Ouestions Responses Image: Comparison of the second o	Section 3 of 12 Pre-Study Questionnaire Description (optional)					
Please rate your comfort level with using websites on a mobile de 1 2 3 4 Not at all Comfortable						

Scenario & Tasks

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 <u>'The Visual Games of Juan Gris'</u> in the MET Museum website on your mobile. [Switch to the other tab in Safari]

Eye Tracking and our participants



Conducting the eye tracking sessions using tobii pro software at the Pratt Usability lab

Ages?		
18-24		
25-34		

Comfort with Technology?

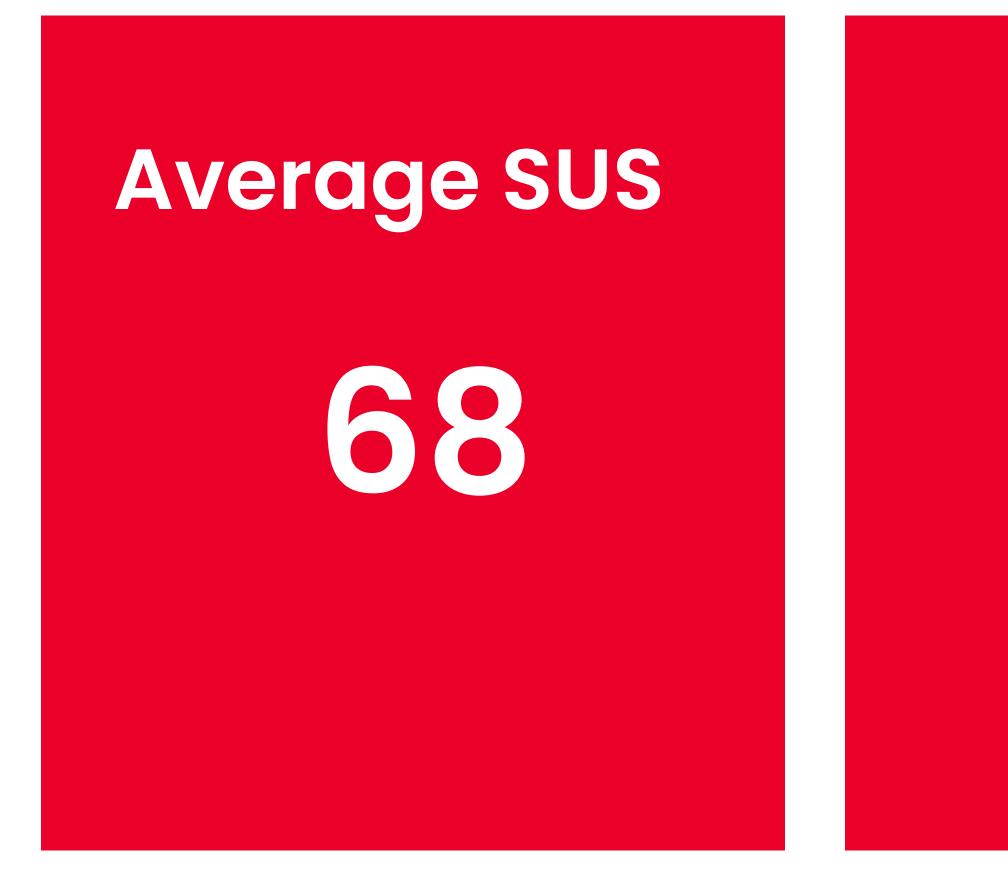
Very High	7
High	2

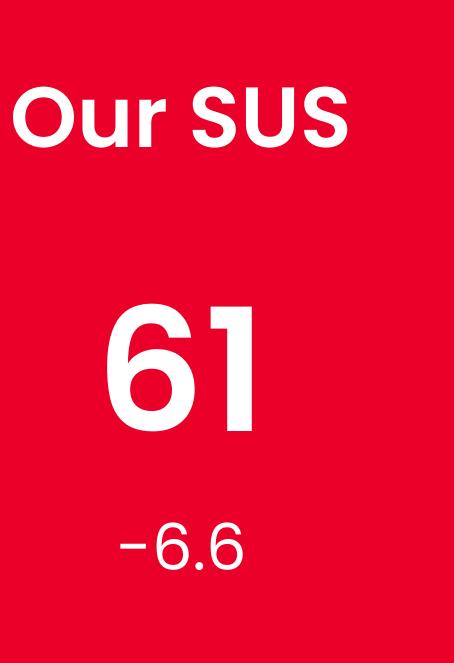
Expertise in Art History

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



Overall Performance





Usability 56.9

Learnability: 79.2

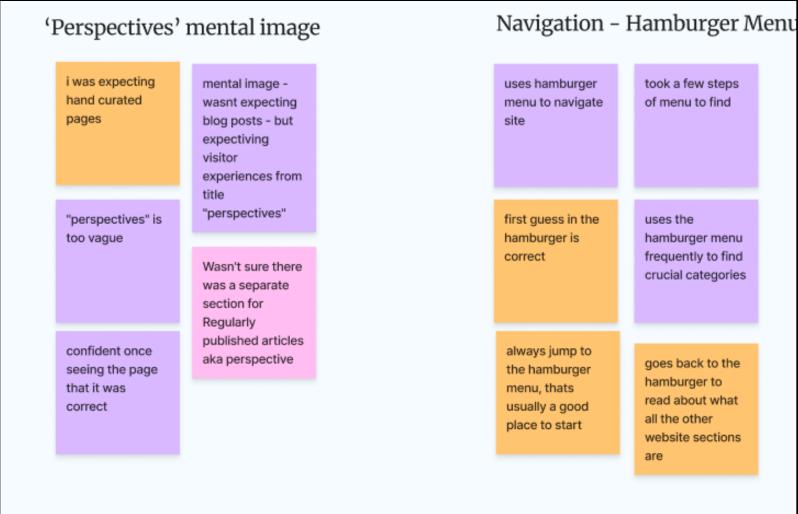


interactive content about topi related to Art and the Met are regularly published.								nobio de			
success-no		perspective #expectation - w on various subject but Who i these articles?		Scrolls through the wh podcast keyword and horizontal menu; #Exp horzontal heading top podcast, articles.	then slides the bected one of		rd; Scanning for 'spatial looking at keywords and es				
		#Confusion; #Navigation; Mo understanding the text (amb than issues with navigation		#Expect perspective p content type rather tha #Expected 'podcast' to (footer)	an theme.	Go to one library more related one					
				Found text link to the	whole Spotify page.	podcast icon - he didnt notice othe	elped me find podcasts but r icons				
Begins: ~3:45		Begins: 5:25		Begins: 6:42		Begins: 8:28		Begins: 10:	05	headings we	re not particularly confusing
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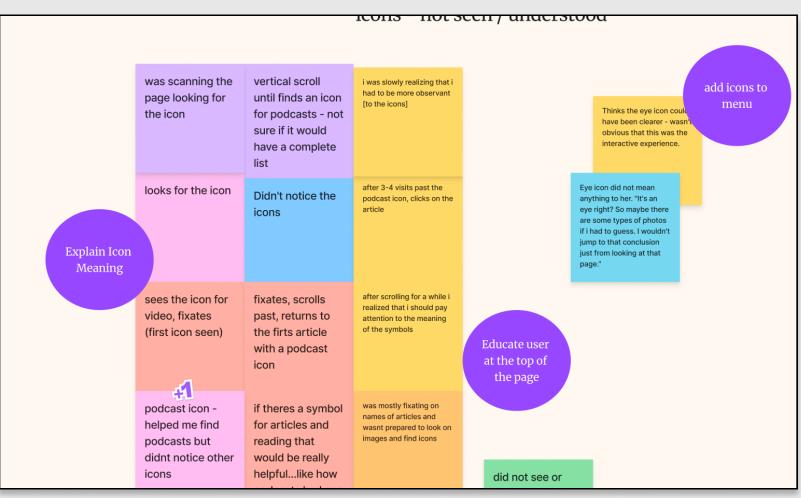
Once we finished the eye tracking tests we placed all out findings in an excel spreadsheet.

Each participants findings and sayings were color coded in order to differentiate.

100.005	% Sessions	43.39% Sessions		68.33% Sessions	+			
	arting page 12K interactions, 293K left	2nd Interaction © 418K interactions, 252K left		eraction O 4th Interaction nteractions, 115K left 51K interactions,				
	■ / 712K	Category: H., abel: Hero	II /	visit/planyour-visit JEK 17K				
				(>100 more pages)			_	×
		- Adattistana yayu yirit	-	/art/the-collection	13K	9.94%	0.00%	^
		Visit/planyour-visit 43K	TH	/visit/plan-your-visit/met-fifth-avenue	8.2K	6.46%	0.00%	
			1	/admission 🖄	7.8K	6.21%	0.00%	
			6	/events/programs/met-live-arts/date-night	4.3K	3.40%	0.00%	- 11
		/exhibitions 36K	1	/about-the-met/policies-and-documents/visitor- guidelines 岱	3.3K	2.65%	0.00%	11
			E BE	/events/whats-on 🖻	2.5K	1.99%	0.00%	- 18
		/admission/code=48948	-	/exhibitions/listings/2022/tudors	2.5K	1.99%	0.00%	
		35K	Ô	/about-the-met/collection-areas	2.2K	1.74%	0.00%	- 18
			1	/exhibitions/listings/2022/kimono-style	2.2K	1.74%	0.00%	- 11
		Catagons N. and Events	(C)	/visit/plan-your-visit/met-cloisters	2.2K	1.74%	0.00%	- 18
		Category: N and Events 21K		/join-and-give/membership 🖉	1.9K	1.49%	0.00%	- 18
				/exhibitions/listings/2020/a-new-look-at-old-masters	1.8K	1.4196	0.00%	- 18
		(>100 more pages) 126K		/exhibitions/chroma	1.7K	1.33%	0.00%	- 18
				/perspectives ^译	1.6K	1.24%	0.00%	- 18
			1	/audio-guide ₫	1.5K	1.16%	0.00%	



We created an affinity map via Fig jam and segregated the comments and findings of the participant based on the differences

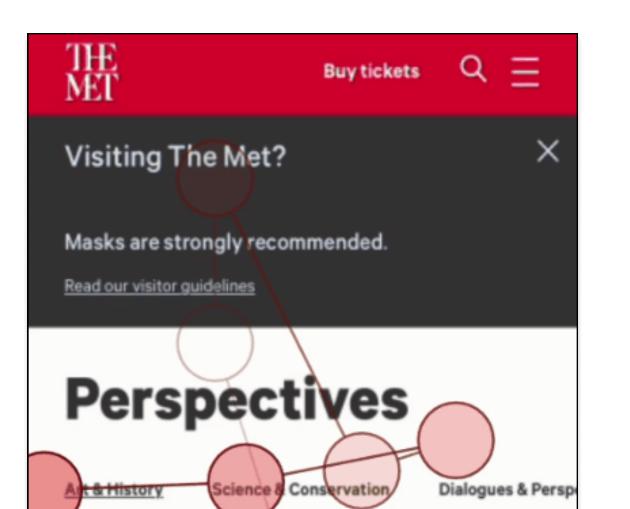


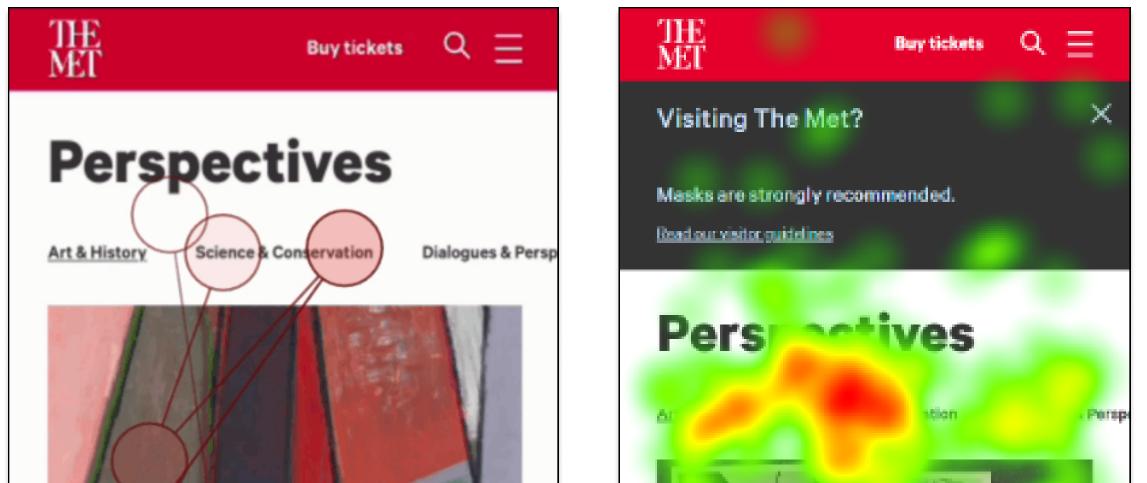


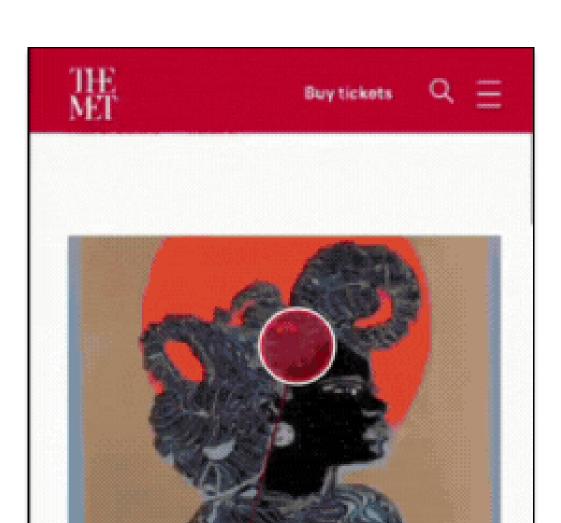
Implementing Solutions

The MET Museum 'Perspectives' page of the website offers users a great opportunity to browse through articles, podcasts and videos. The participants really enjoyed the ability to use the platform and 100% would visit the MET museum after going through the 'Perspectives' page .

However, there were some key concerns that may have brought confusion to its users and through our recommendations, we aim to rectify the same and provide a more intuitive browsing experience.







A broad view of our findings

000 Navigation on 'Perspectives' pages 02 Engagement with different content types

03

Interaction with Close Look articles

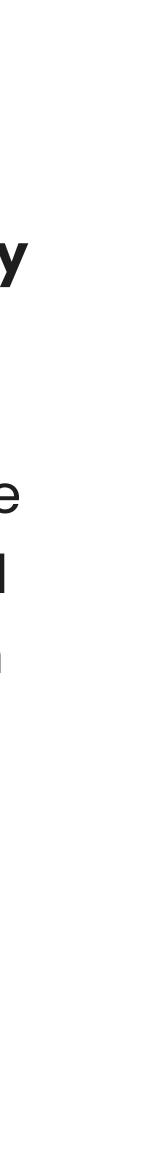


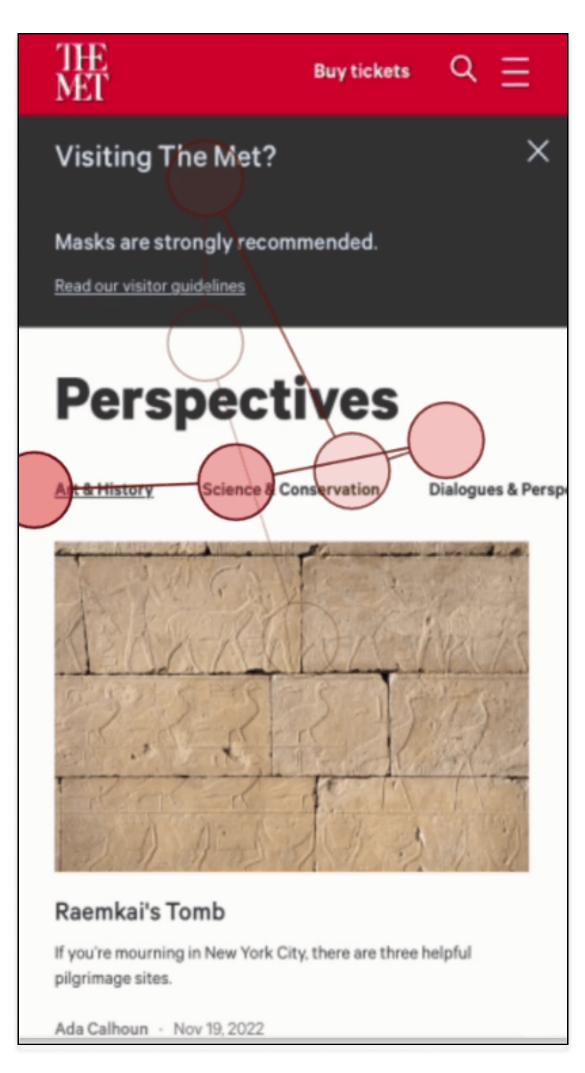
Finding 1 - Navigation on 'Perspectives' pages

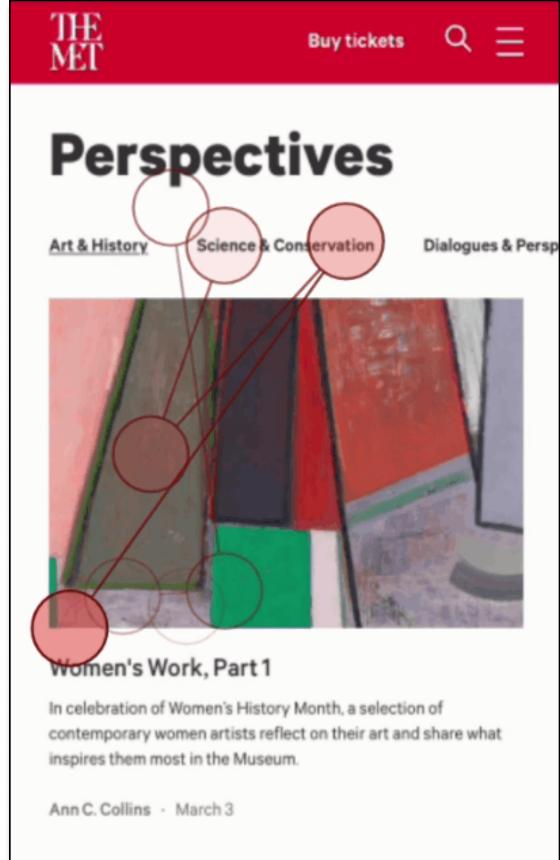
B Current secondary navbar is leveraged by **A** Current page labels hinder wayfinding users but is ineffective in helping them Users find 'Articles, videos and podcast' find and refine content quickly. labels intuitive, but express confusion when User expects additional categorizations like landing on a page titled 'Perspectives' due to inconsistency in labelling. content type and keywords to quickly and easily refine and narrow down their search results.

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.









6 out of 9 eye tracking participants reported that they did not understand the title "Perspectives".

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



Participants)

Recommendation 1 - Navigation on 'Perspectives' pages

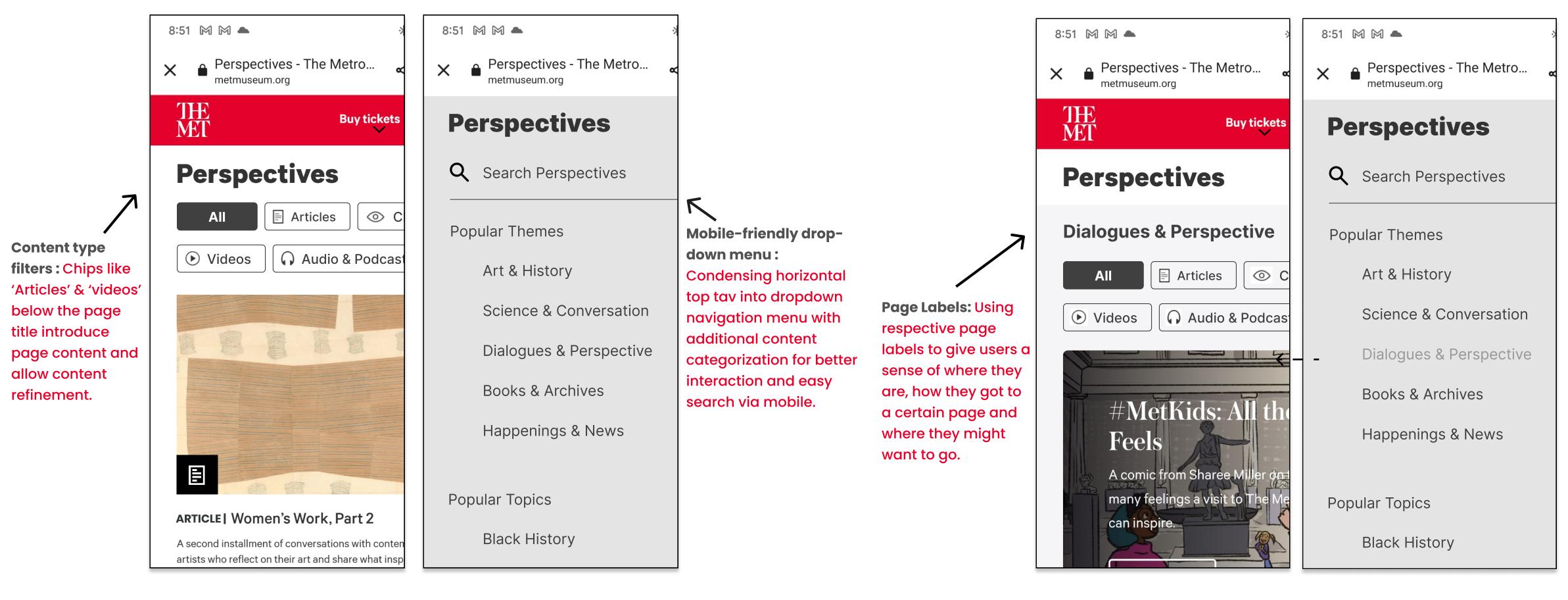
Switch to a mobile-friendly dropdown menu & add content type filters to the top of the page.



B Improve user location understanding by highlighting page titles.

Introduce a refined search for Perspectives content.

Mockup



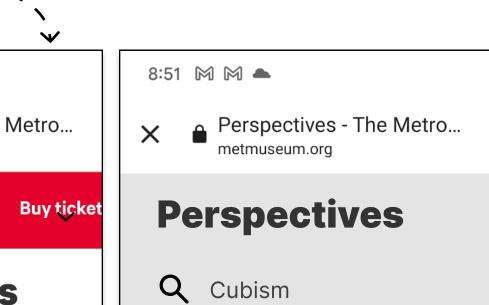
'Search Perspectives' - 🗕

sist
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*
Perspectives - The Metro...
metmuseum.org

Buy tic

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.

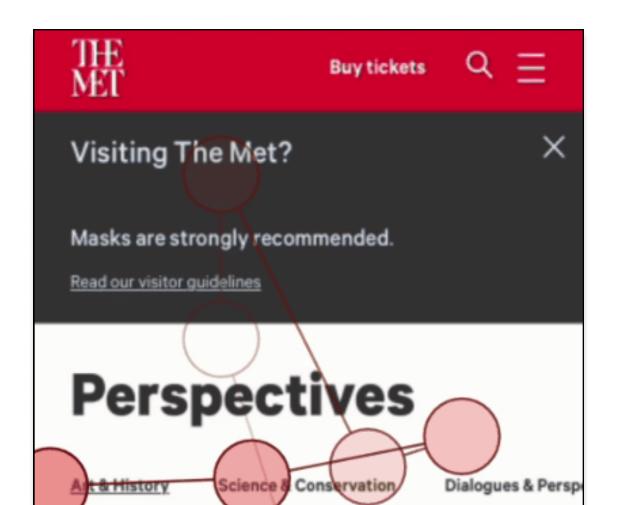


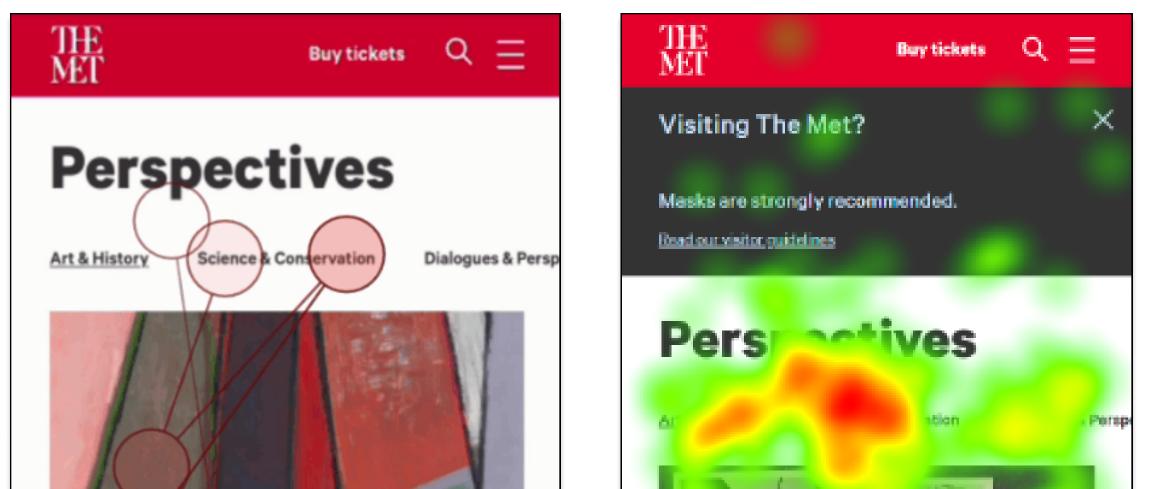
Finding 2 - Engagement with different content types

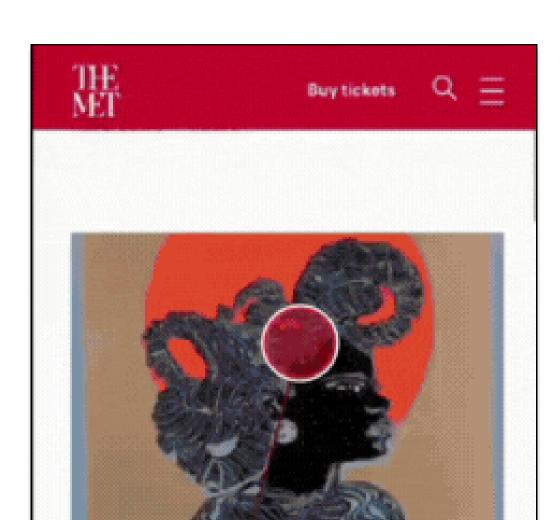
A Users do not see or understand icons by just skimming.

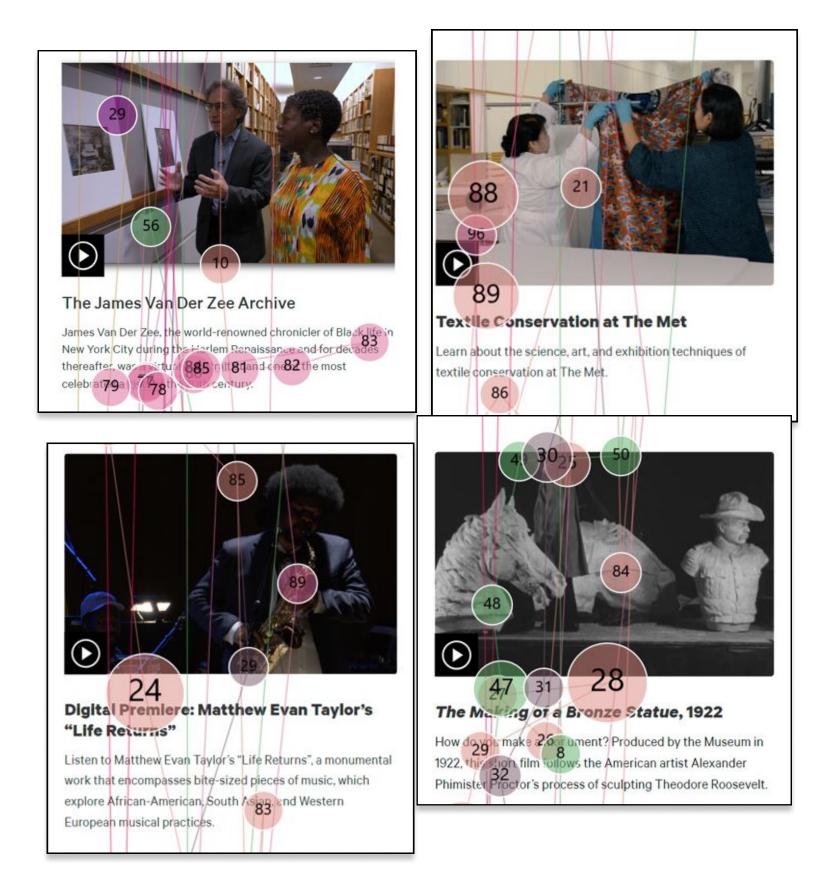
Icons on images are often missed at first glance & users do not understand them quickly enough.

Users are searching through text for content clues. 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.



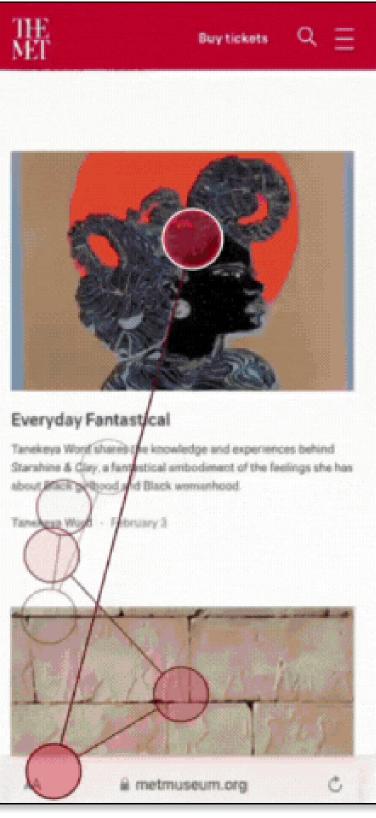






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5 out of 9 participants said they were not able to find or understand icons.

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

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



of Black F^rotographers in A Sna Watso orary's Collection lebrating Black History Month in the Stacks nington · February 22



y Fantastical Everyd 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 ir 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

9 eye tracking testers searching for podcasts





Recommendation 2 - Engagement with different content types

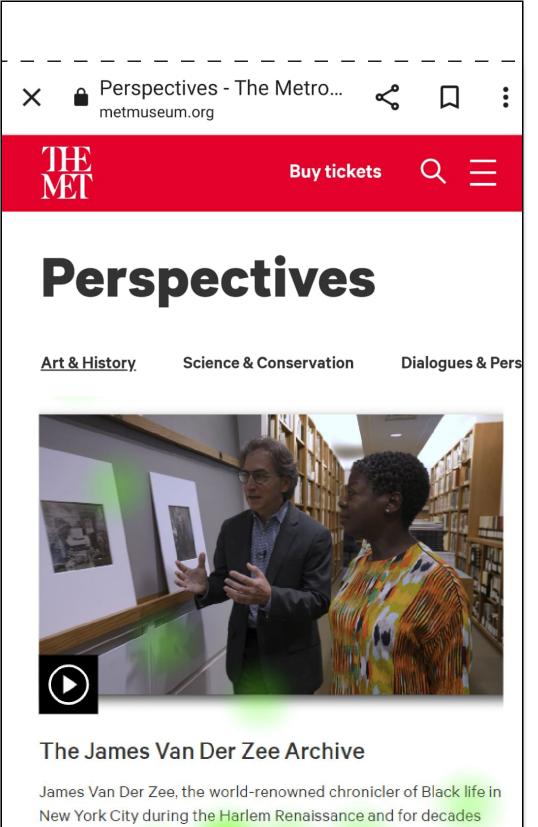
Add icons & their meaning to headers.

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

BAdd icons & their meaning to headers.

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

Existing 'perspectives' homepage



thereafter, was a virtuoso portraitist and one of the most celebrated artists of the 20th century.

Dec 13, 2022



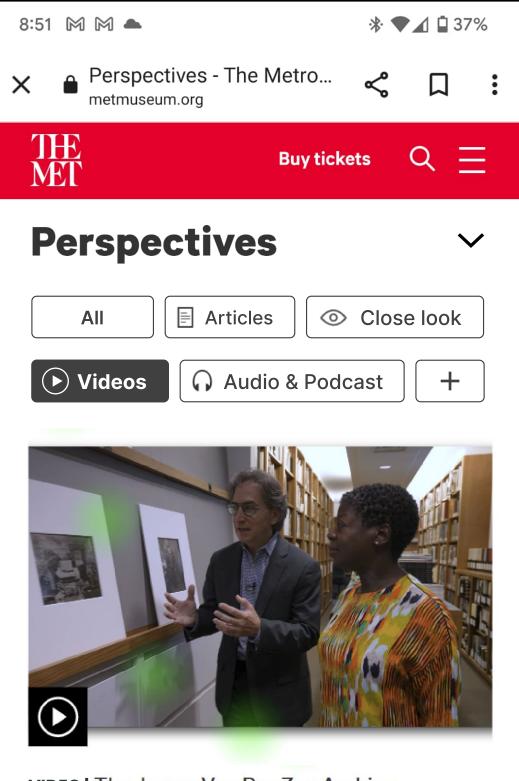


Proposed 'perspectives' homepage

Mockup.

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.

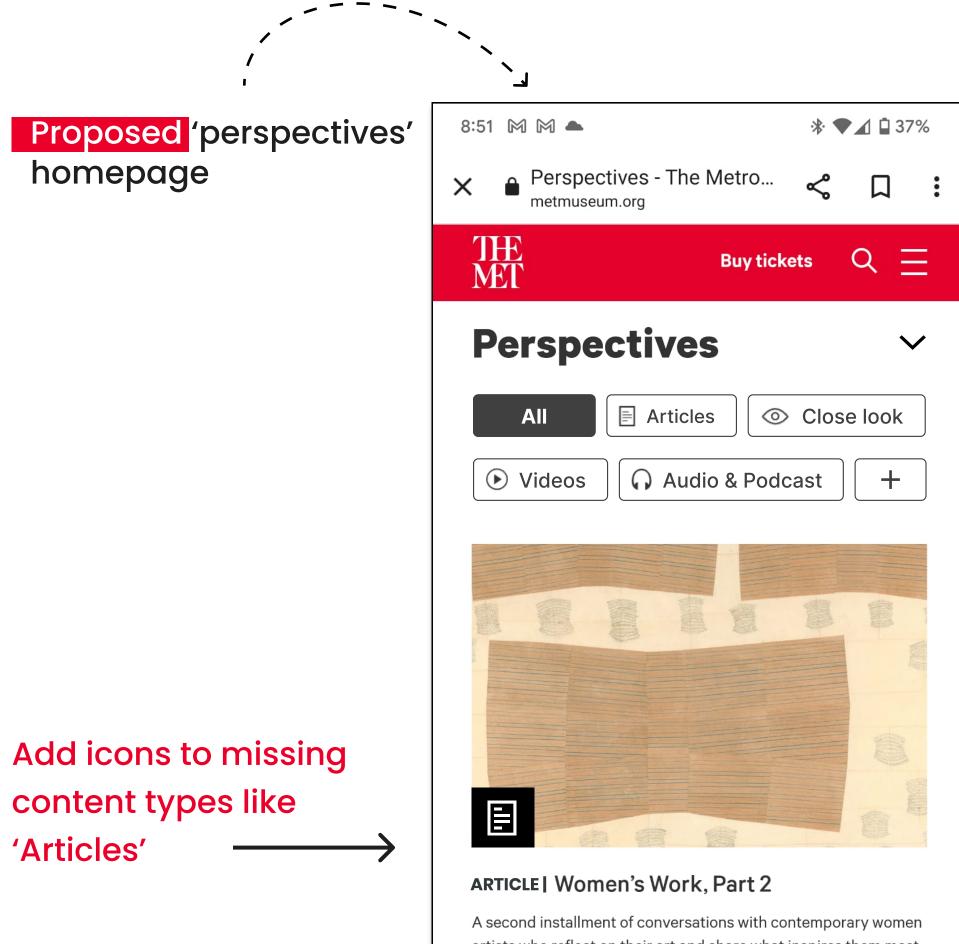


VIDEO | The James Van Der Zee Archive

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





A second installment of conversations with contemporary women artists who reflect on their art and share what inspires them most in the Museum.

Ann C. Collins · March 20

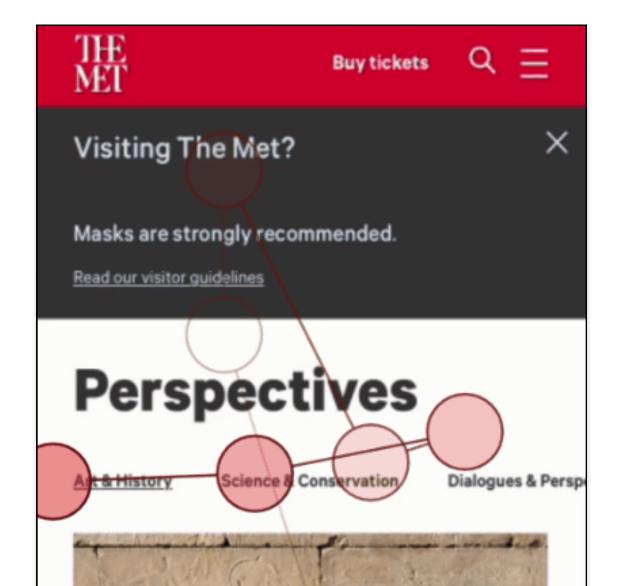


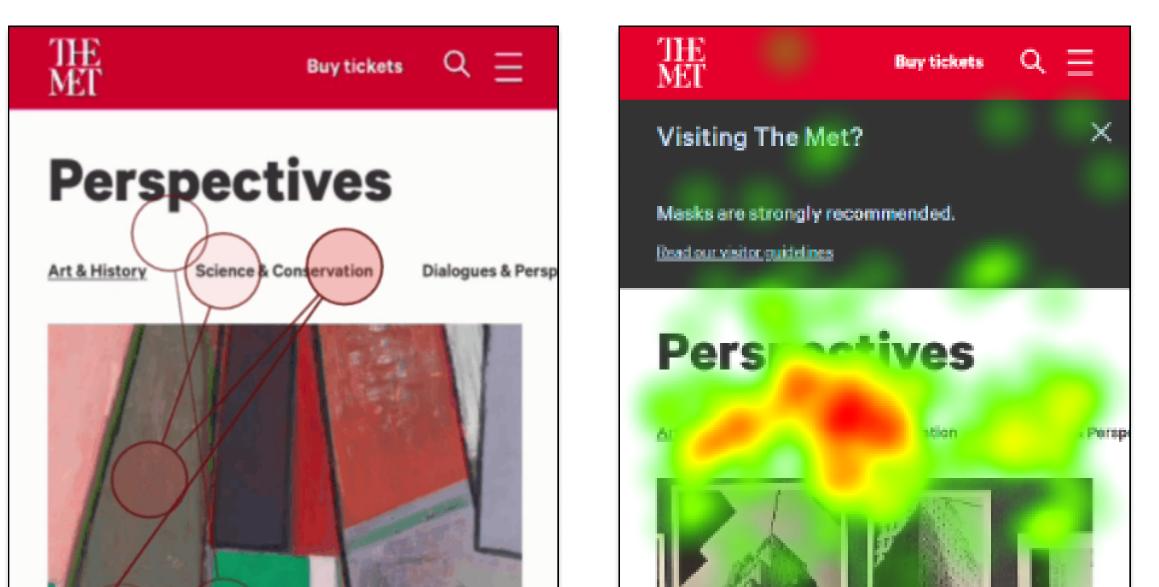
Finding 3 - Interaction with Close Look articles

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

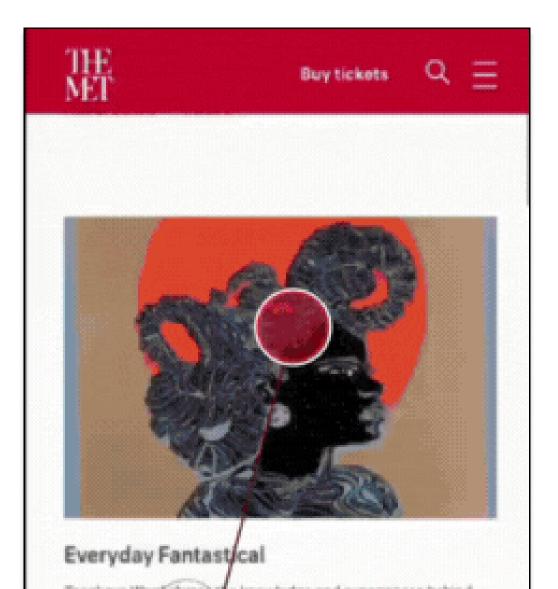
9 out of 9 RTA participants reported that they wanted a way to see the whole image.

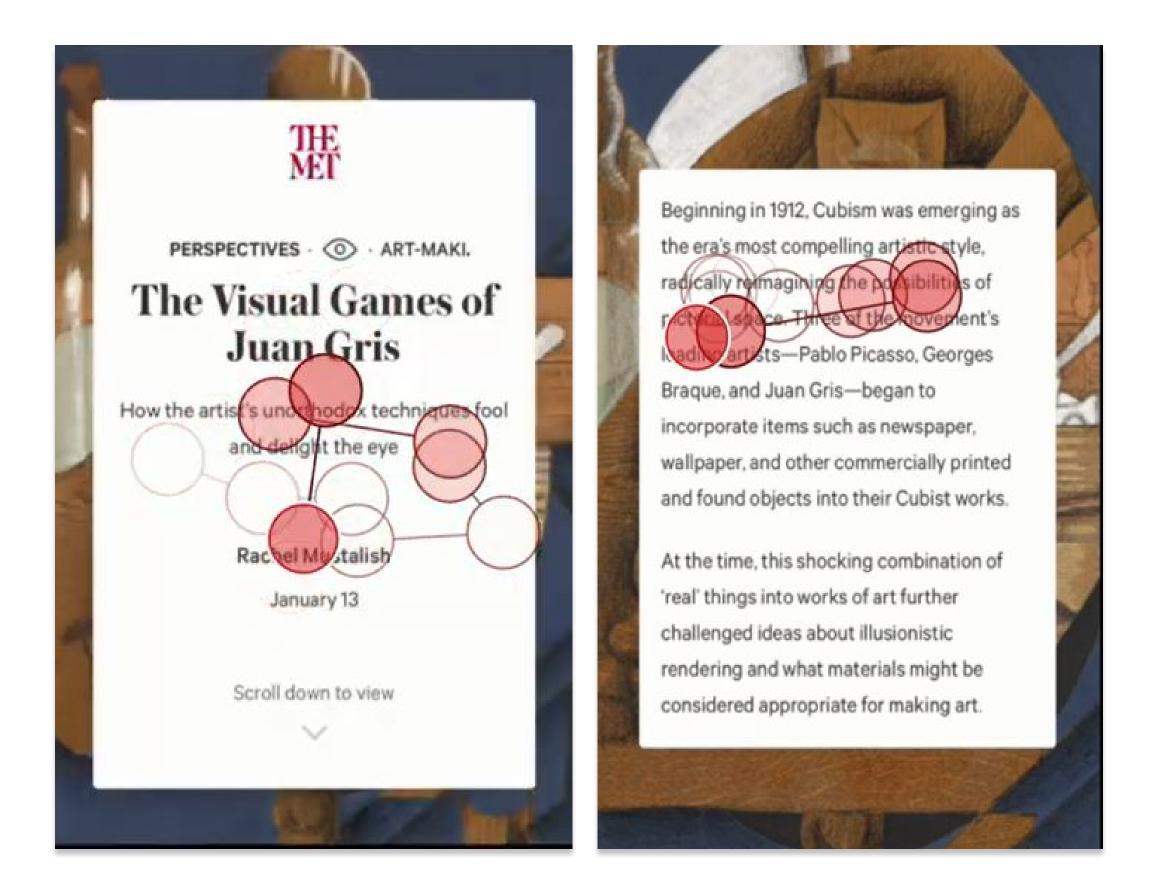
B Long text chunks detract the intended user experience. Short text chunks encourage engagement with images.





- 5 out of 9 participants wanted to know their progress in an article and how long it will take to read



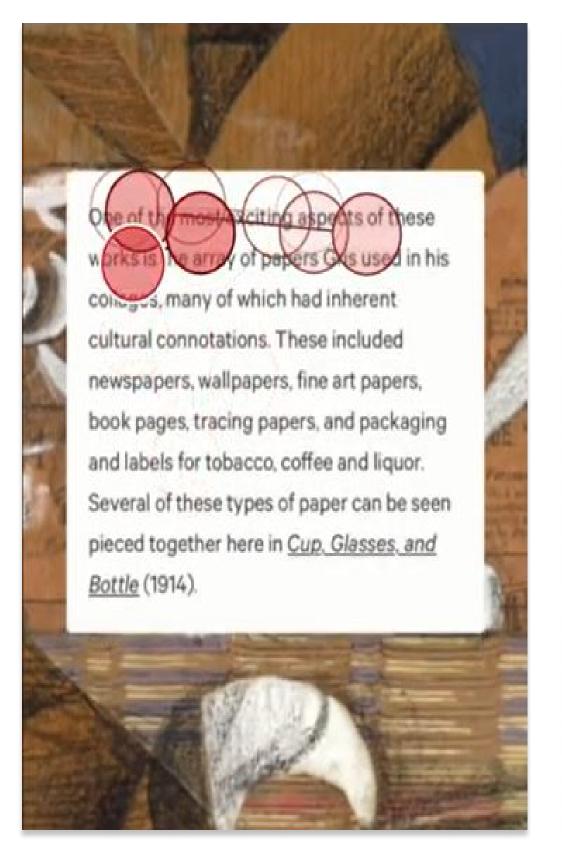


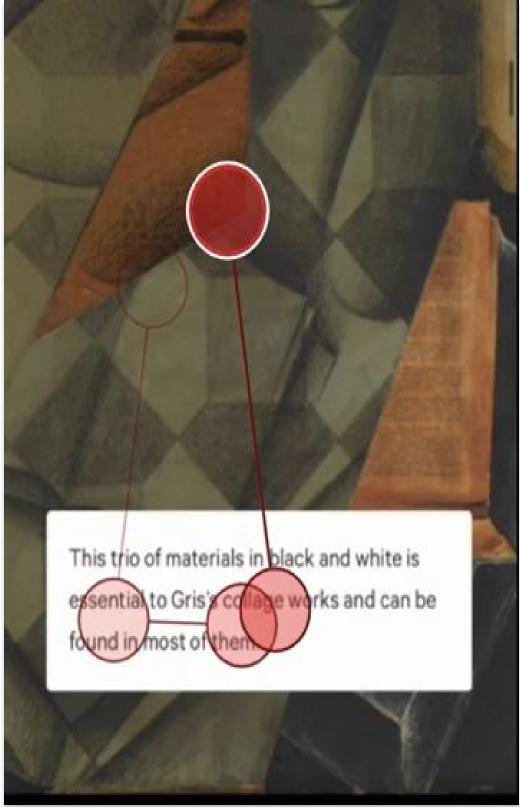
#Eyetracking

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





#Eyetracking

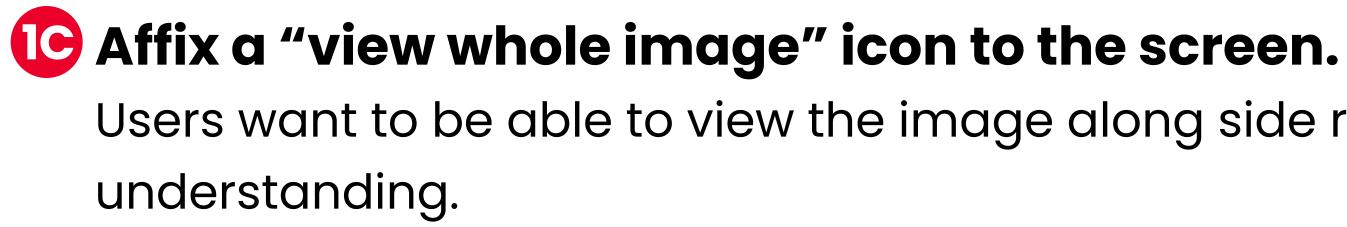
All 9 eye tracking fixated on the full-screen image between text slides. 5 participants expressed a wish to see the whole image.

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

Recommendation 3 - Interaction with Close Look articles

A Highlight article length and pin point B Limit all chunks of article text to 4 or 5 lines where possible. the location of the reader while they scroll.

Tell the reader how long it will take to read and add a progress bar as they scroll through the article.

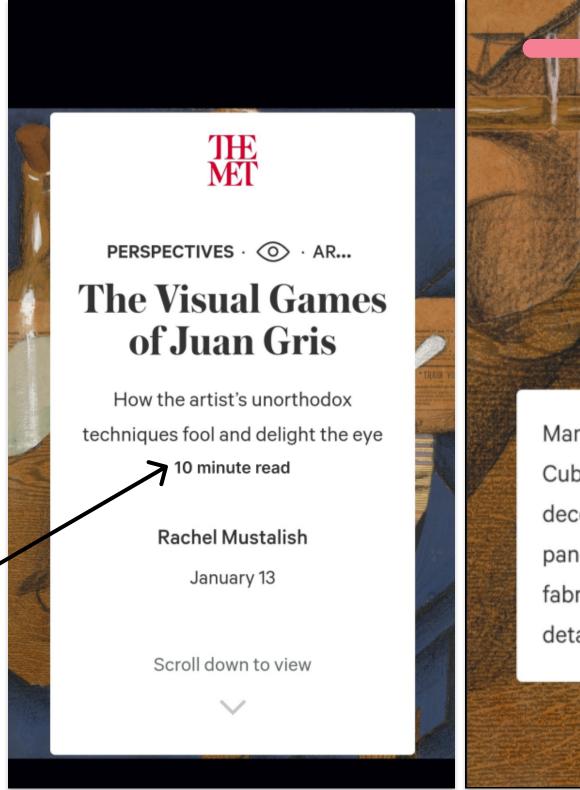


Users want to be able to view the image along side reading the text for a better

Mockup

Proposed 'close look article' page

Progress bar to pin point the location of the reader.





Many of the wallpapers found in th Cubist era were designed to mimic decorative surfaces such as wood paneling, marble, stone, and woven fabrics, as well as architectural details.

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

Current 'close look article' page

Beginning in 1912, Cubism was emerging as the era's most compelling artistic style, radically reimagining the possibilities of pictorial space. Three of the movement's leading artists -Pablo Picasso, Georges Braque, and Juan Gris-began to incorporate items such as newspaper, wallpaper, and other commercially printed and found objects into their Cubist works.

At the time, this shocking combination of 'real' things into works of art further challenged ideas about illusionistic rendering and what materials might be considered appropriate for making art.





Many of the wallpapers found in the Cubist era were designed to mimic decorative surfaces such as wood paneling, marble, stone, and woven fabrics, as well as architectural details.

the text

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

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

Conclusion

- By implementing these recommendations, the content engagement on the 'Perspectives' page could potentially improve.
- On one hand we found that users had issues with finding the perspectives page and understanding the use of the page
- However, on a positive note, 100% of the participants said they would visit the MET museum after going through the perspectives page ad 67% of them were interested in continuing to go through
- the website.
- These three recommendations were chosen as high impact and hopefully useful to make an improvement to The MET's Perspectives page.

Thank you for taking the time to view this case study

