

Case Study

Eye-tracking
study for the MET
Perspectives page
for Mobile

The logo for The MET, featuring the words "THE" and "MET" stacked vertically in a white, bold, serif typeface. The text is centered within a solid red square, which is itself set against a light gray background.

The Team



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Consulting for Pratt's Center for Digital Experiences.



Objective

Our objective was to 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.

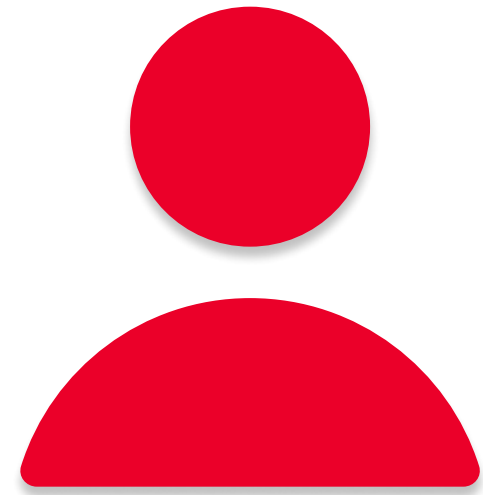
Target Groups

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

Scope

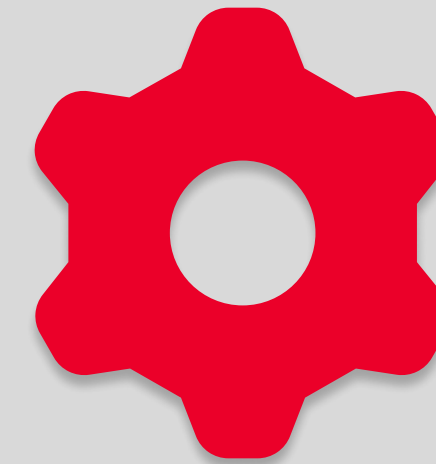
1. conduct 9 in-person eye tracking sessions with retroactive think-aloud sessions.
2. Investigate findings with behavioral data.
3. *Pages of focus: 'Perspectives' homepage and 'The Visual Games of Juan Gris.'*

My role



Usability Evaluator
Eye testing Moderator & Observer
Building Recommendations
Designing Mockups

My skills



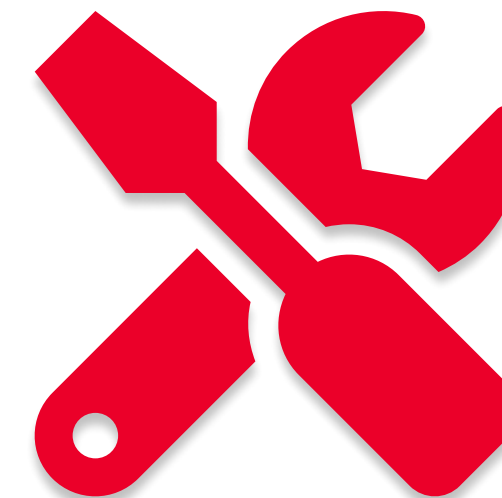
Usability
Evaluation

Duration

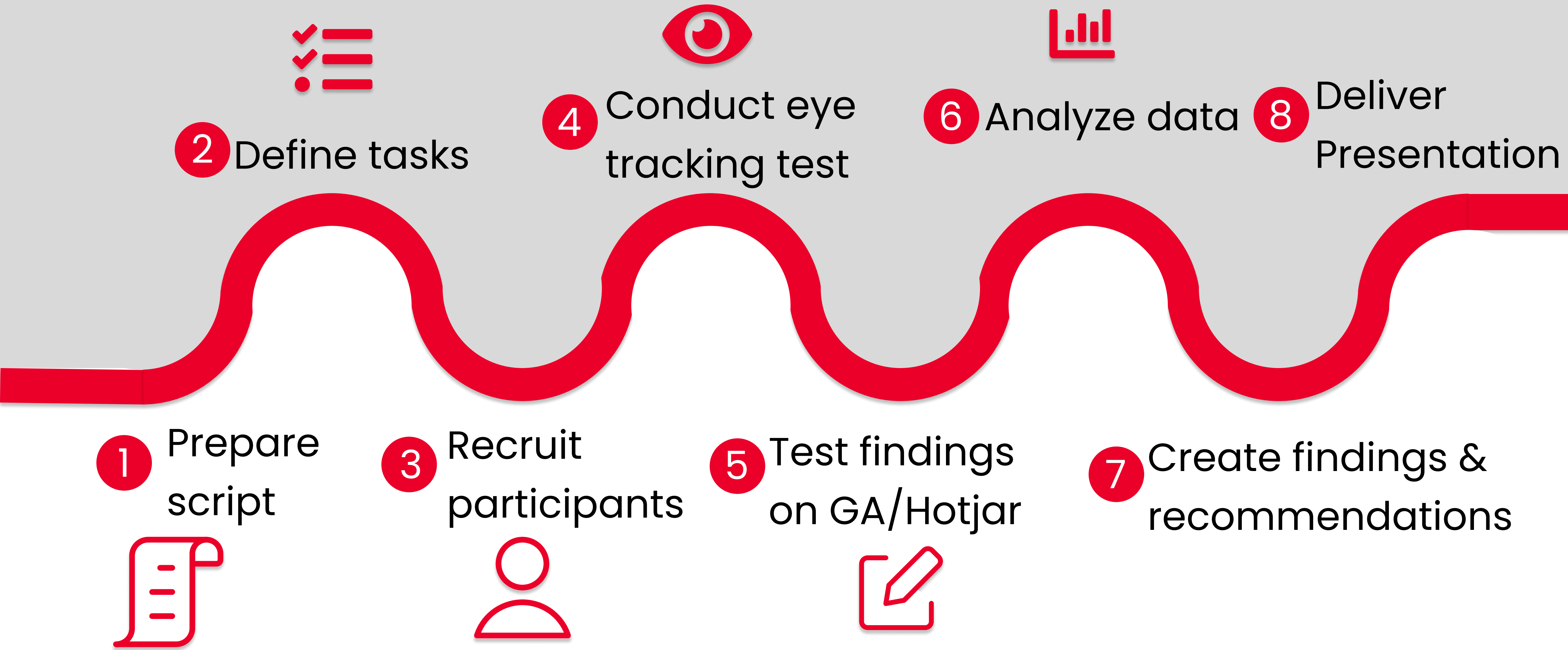


February – April 2023
(3 Months)

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.

☆

Questions

Responses 9

S

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

Section 3 of 12

Pre-Study Questionnaire

Description (optional)

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

+

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☰

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 'The Visual Games of Juan Gris' 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	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

Overall Performance

Average SUS

68

Our SUS

61

-6.6

Usability

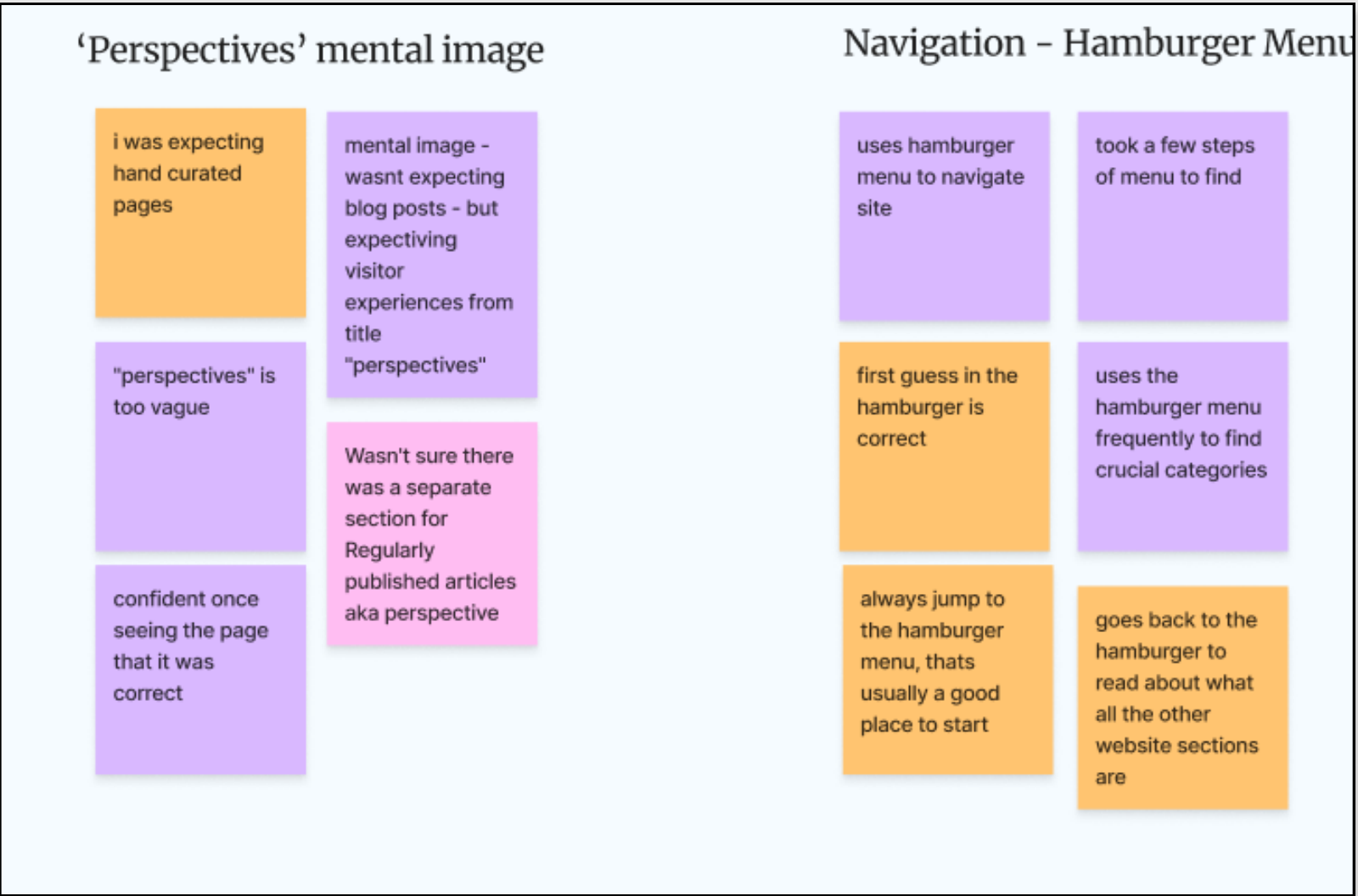
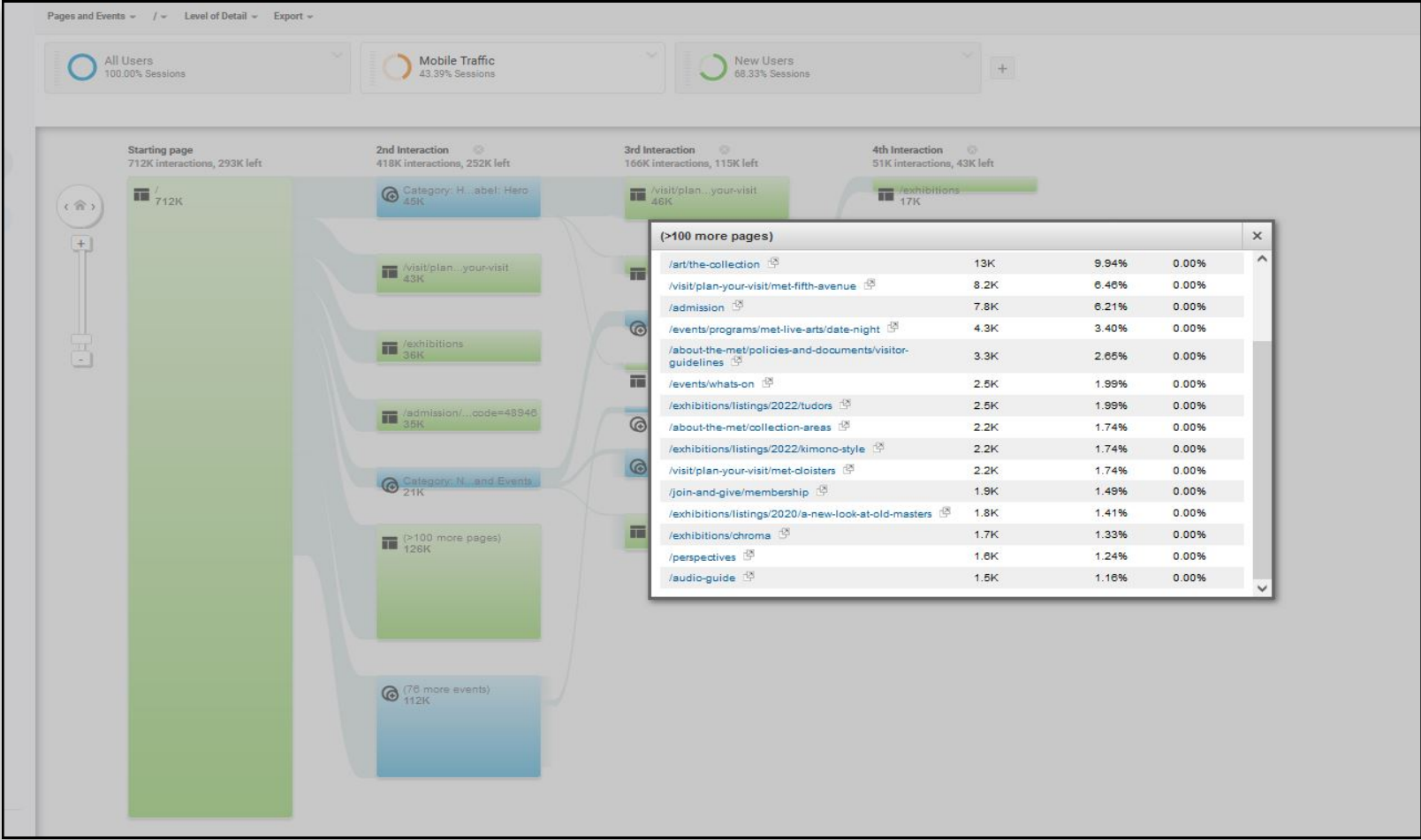
56.9

Learnability: 79.2

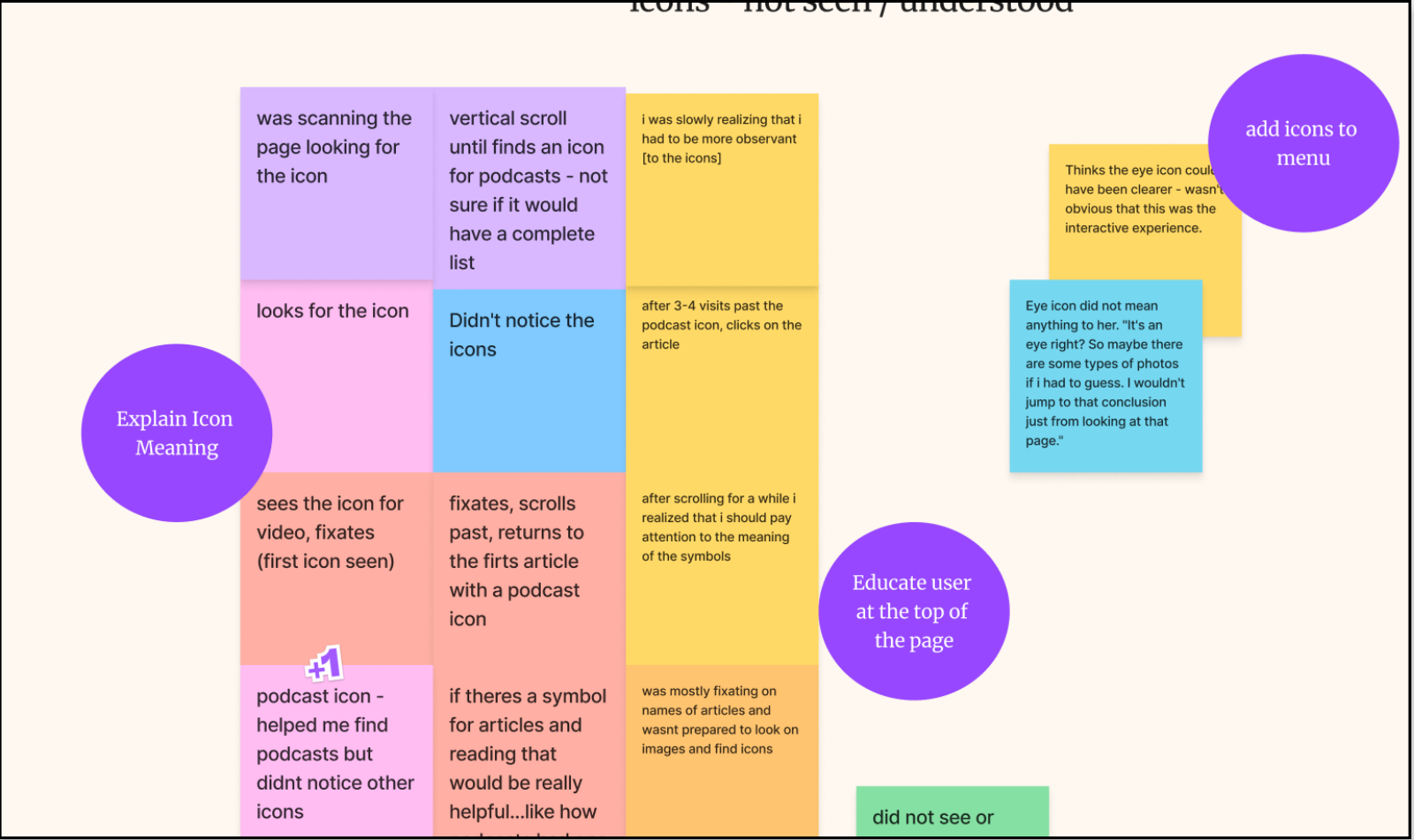
Interactive content about topics related to Art and the Met are regularly published.					
success - no	perspective #expectation - writers views on various subject but Who is writing these articles? #Confusion: #Navigation: More trouble in understanding the text (ambiguity) rather than issues with navigation	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) Load more to view similar articles podcast icon - helped me find podcasts but didnt notice other icons 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	only vertical scroll	spends more time on visuals in the	
examines the homepage	spends a lot of time fixation on first item on page flashes back and forth on cover images	uses hamburger menu to get to the same page "It didn't change...?"	vertical scroll only	carefully reads first long text page eyes focus on text only when long texts	
sees horizontal scroll through images on the homepage to find main navigation clicks on a chrome in color	does not scroll far down expectations from perspectives? it was about exhibiting different times of exhibitors coming up "the dates were very helpful"	"just scroll through?"; "uh ok" sees the icon for video, flashes (first icon seen)		eyes to not fixate on images when there is long text chunks begin to fixate on images (not many) when text chunks are short	
initial impression? with the website I had to scroll through the exhibitions. It would be good if I could scroll (vertically) think it's really attractive"		flashes, scrolls past, returns to the first article with a podcast icon if theres a symbol for articles and reading that would be really helpful... like how podcasts feel one		looks at images between sentences during short text chunks after reading the text I was trying to locate what was in the image	
why didnt you scroll horizontally? I think the articles	"the images were what were attracting my eyes"				
does not droll far down begins in research tab in main menu because of task wording) reads an article about library research success - no	vertical scroll most time on headings in bold and subtext only reads first 4 titles then quickly scrolls down and up what did you expect to find on the perspectives page? I dont know any headings confusing? no	same page verbally confused "It says "podcasts. ... i dont think (i am able to find podcasts here... no" quickly scrolls vertically down and does not find a podcast the title is a little misleading because it said podcasts but i could not find them there	does not know where to start there types keywords into search bar blog article does not appear after "space planning" is types in does back to menu drop down	carefully reads long text eyes leave screen completely between long text flows spends more time looking at image when shorter text chunks appear 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	

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.



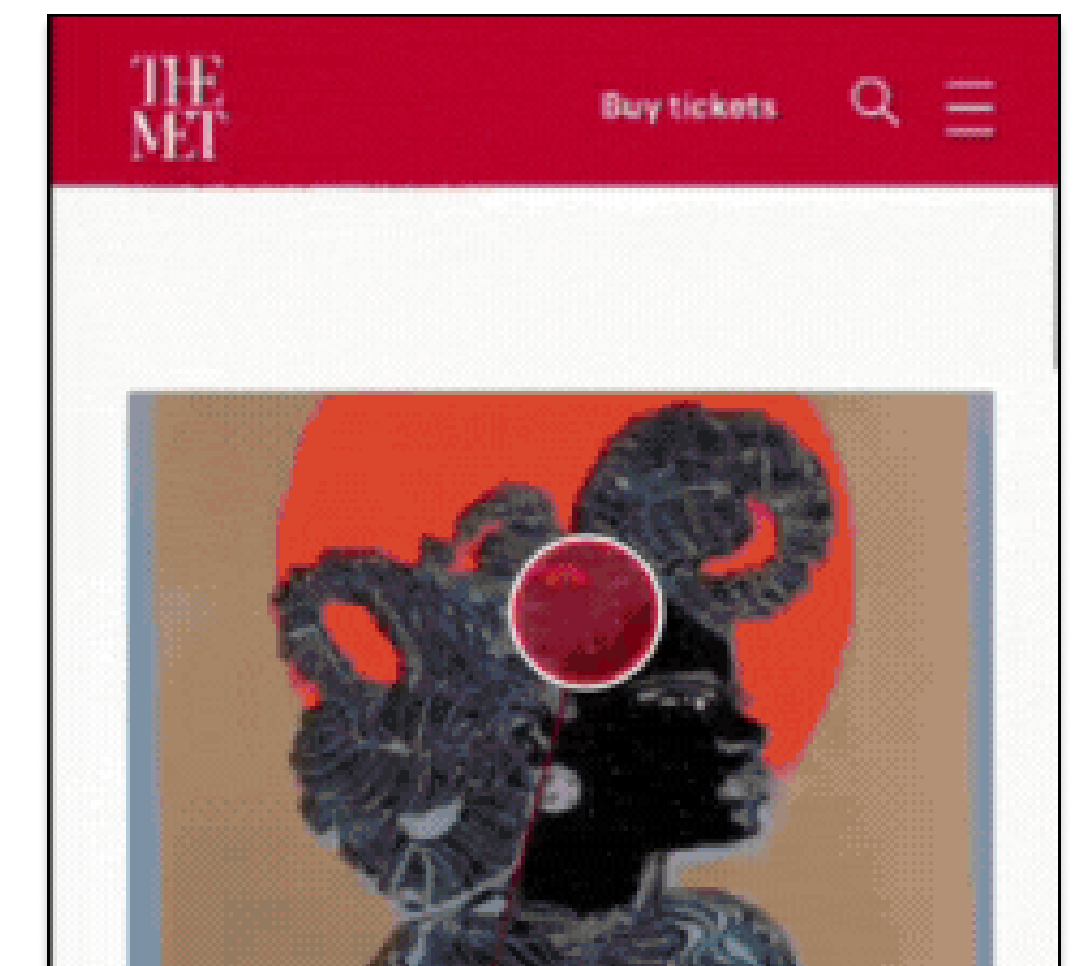
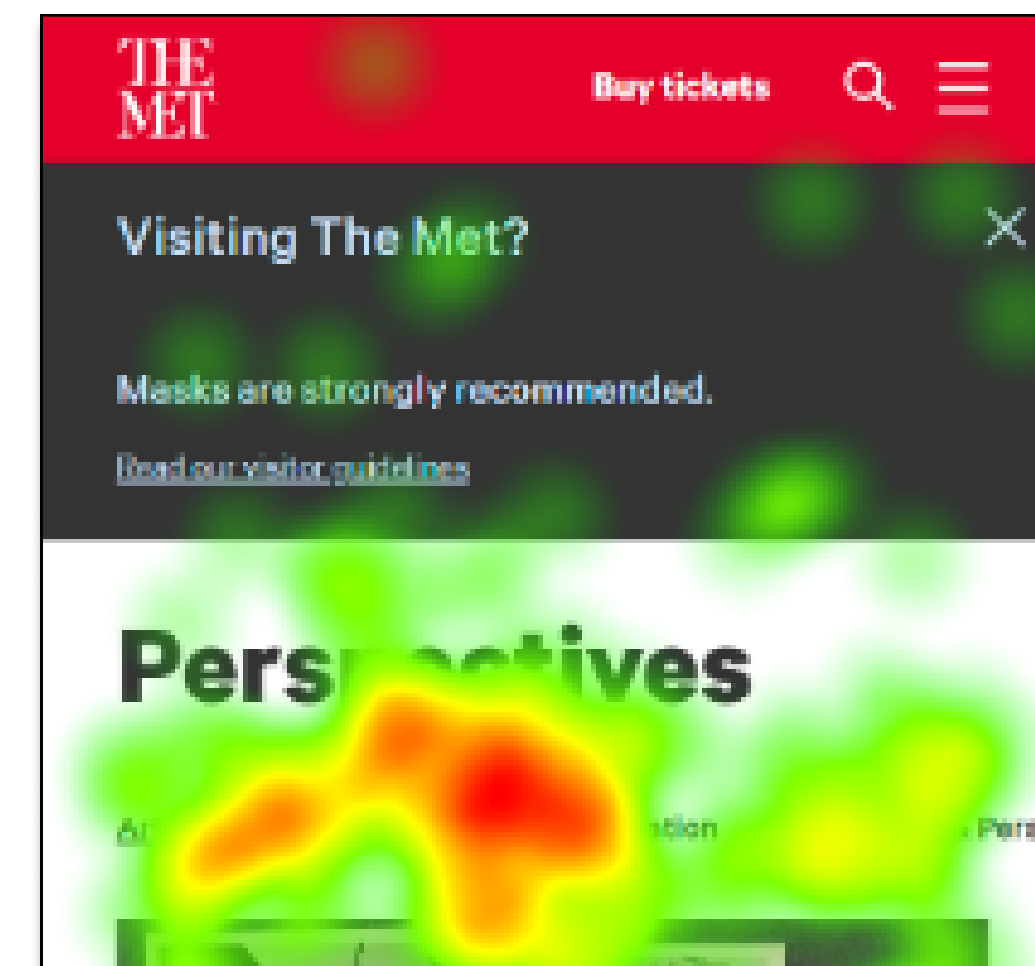
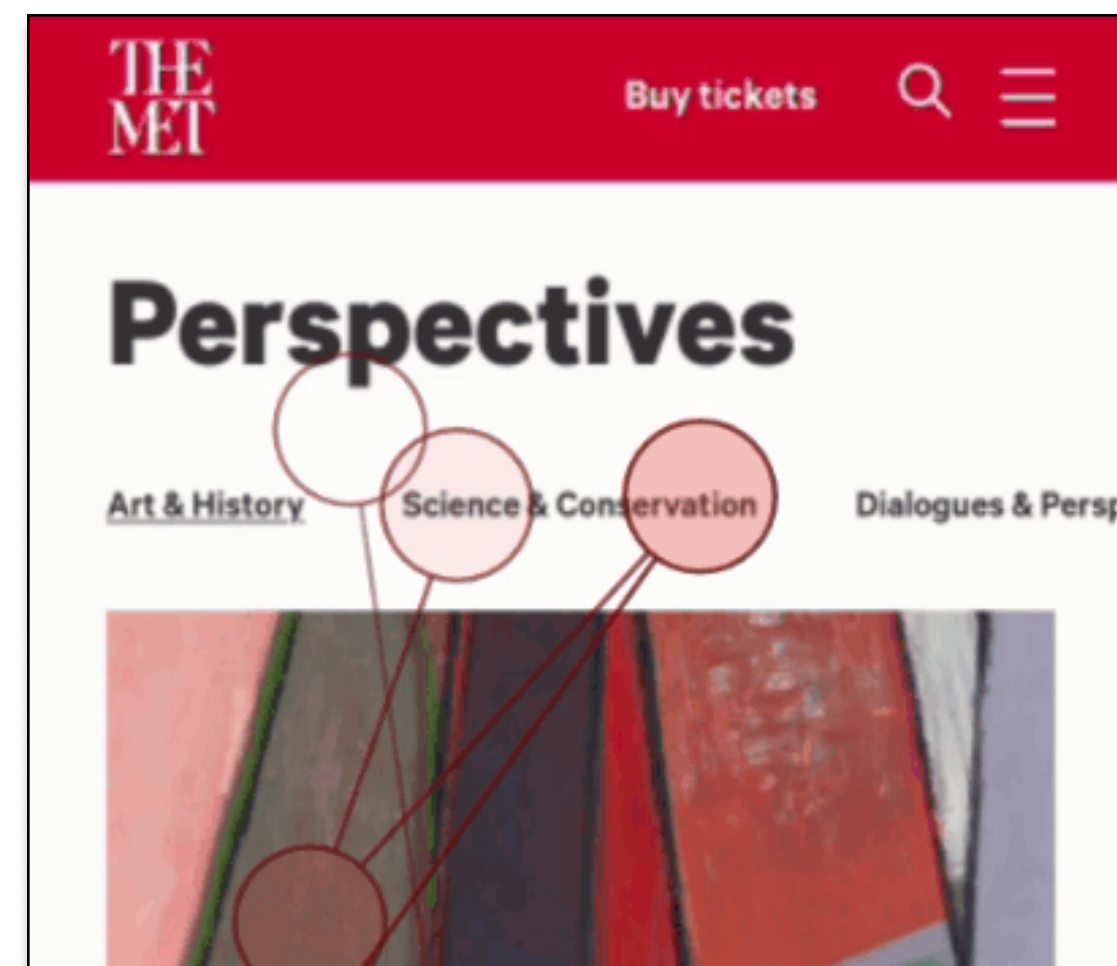
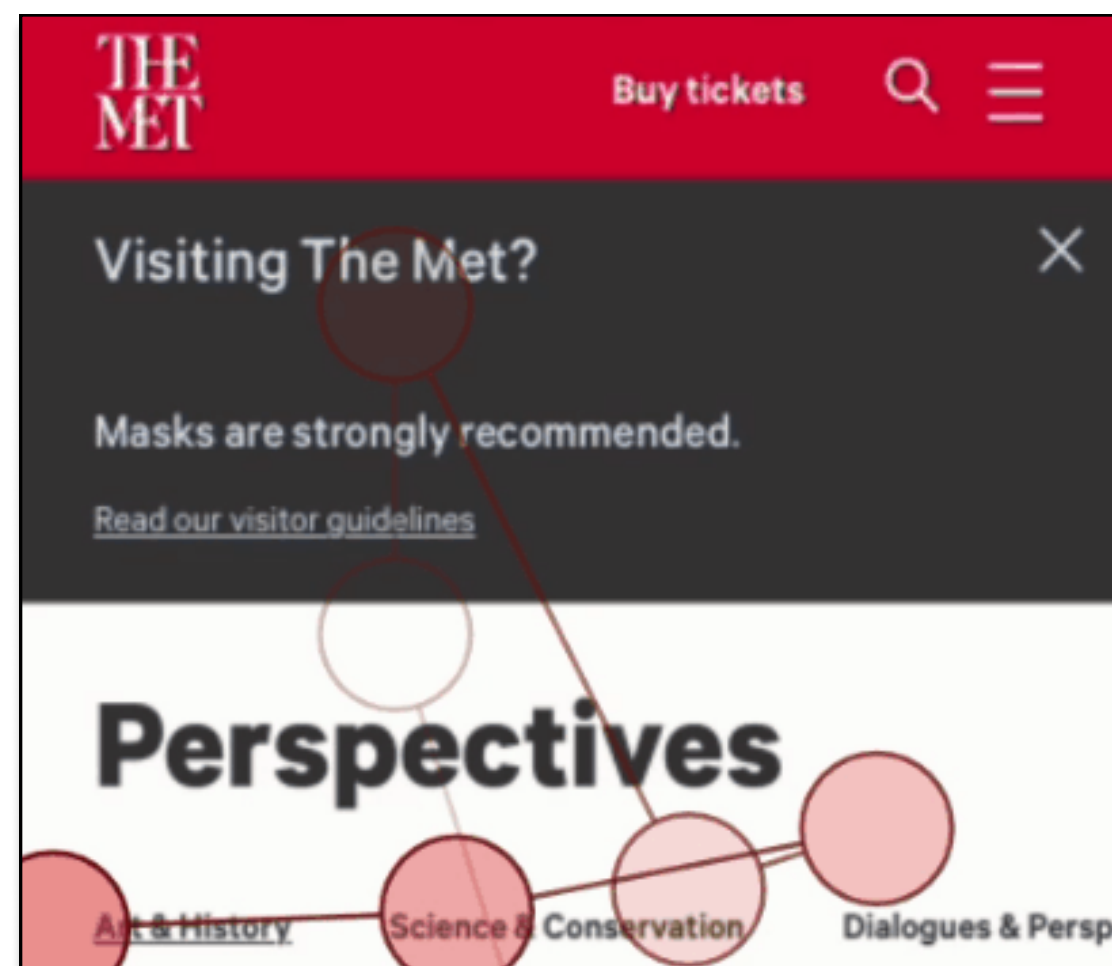
We created an affinity map via Fig jam and segregated the comments and findings of the participant based on the differences



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

01

**Navigation on
'Perspectives'
pages**

02

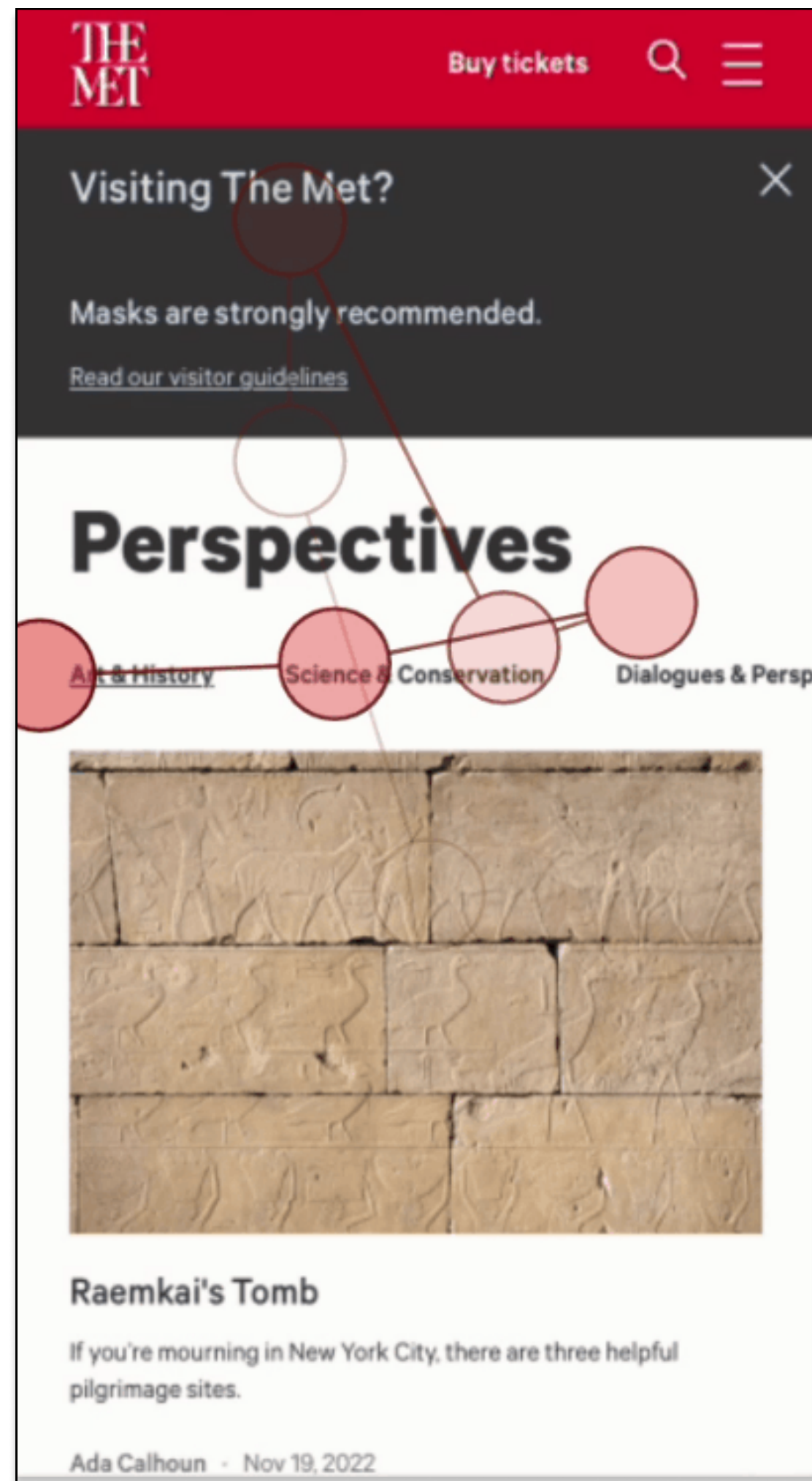
**Engagement with
different content
types**

03

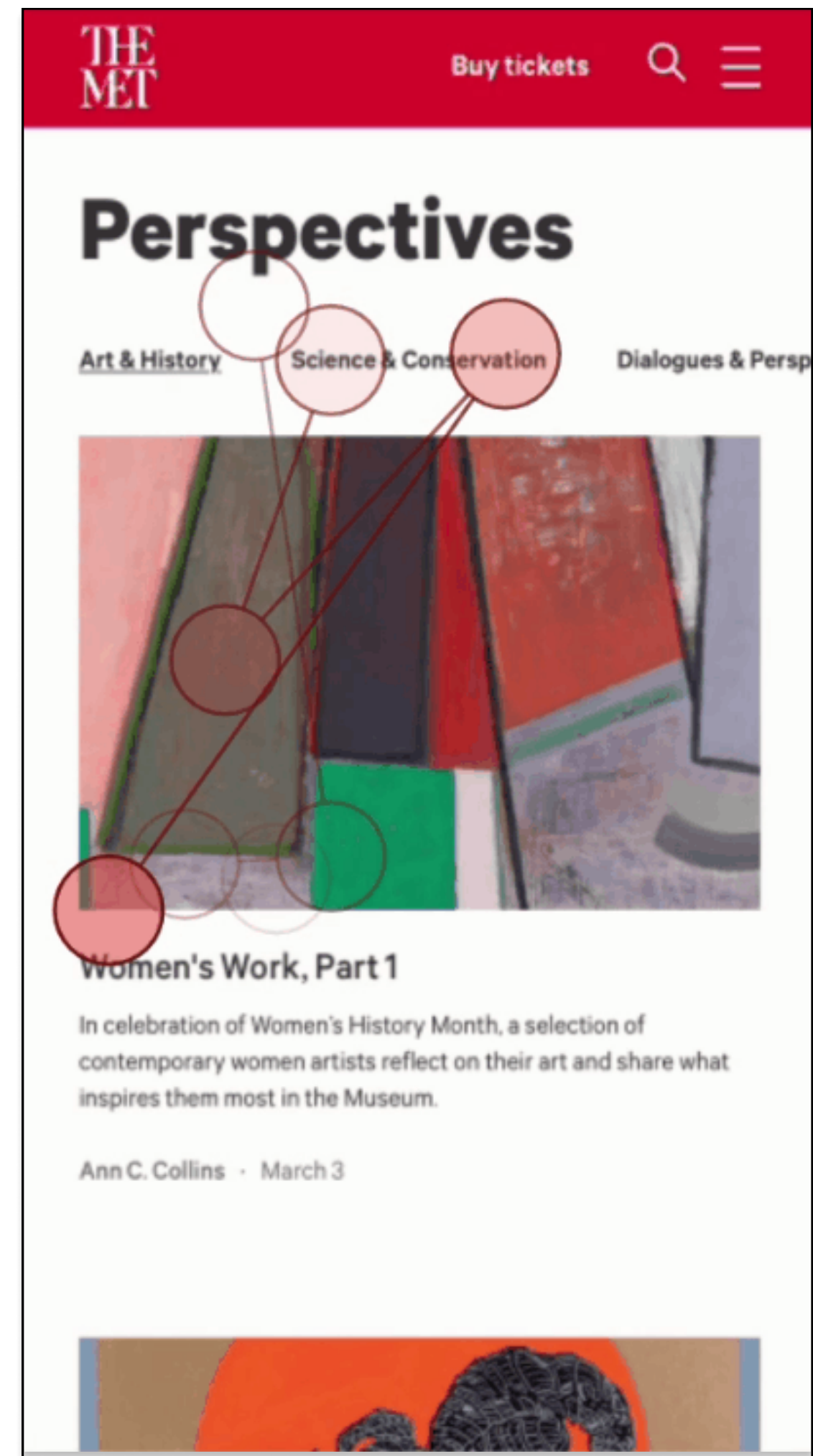
**Interaction with
Close Look articles**

Finding 1 – Navigation on ‘Perspectives’ pages

- 1A 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**.
- 1B Current secondary navbar is leveraged by users but is 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.
- 1C 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



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

Recommendation 1 – Navigation on ‘Perspectives’ pages

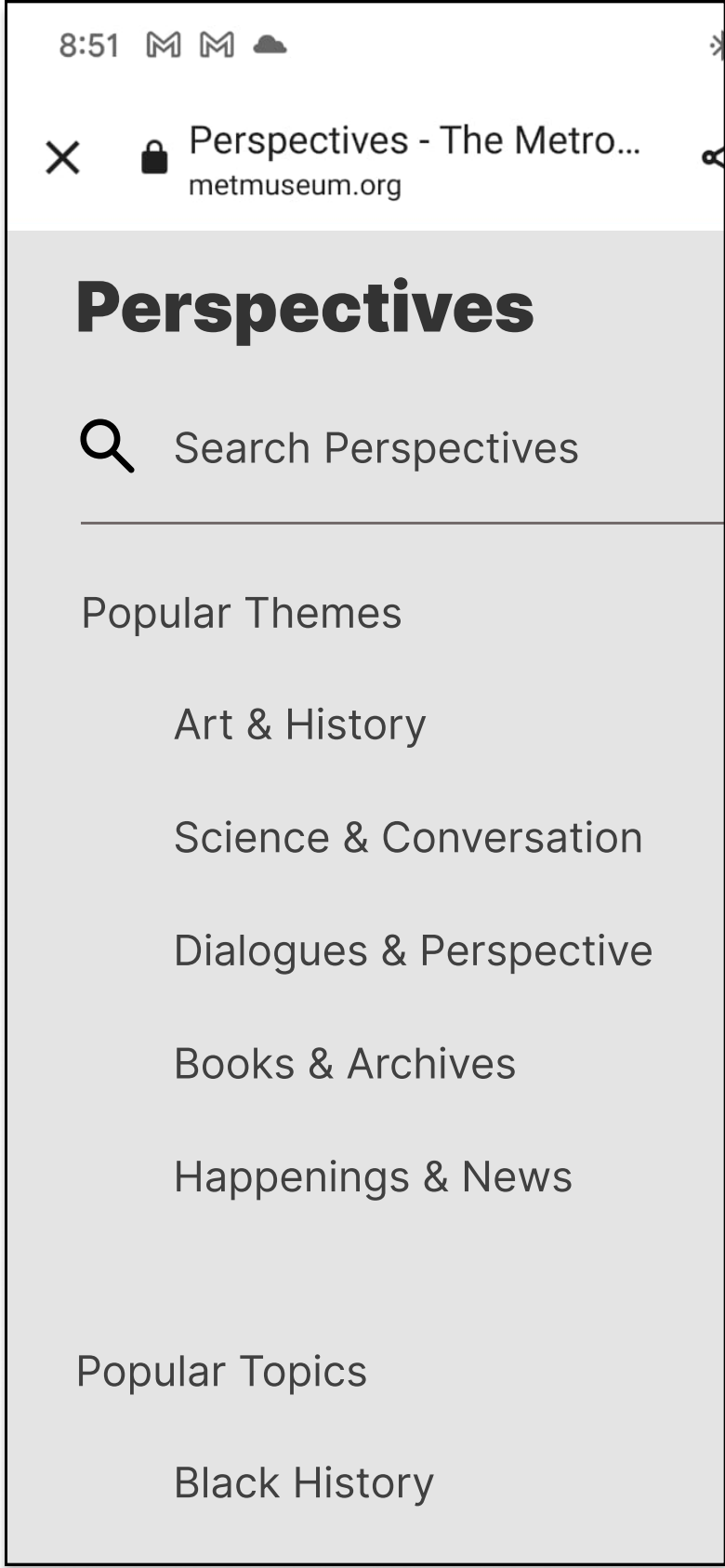
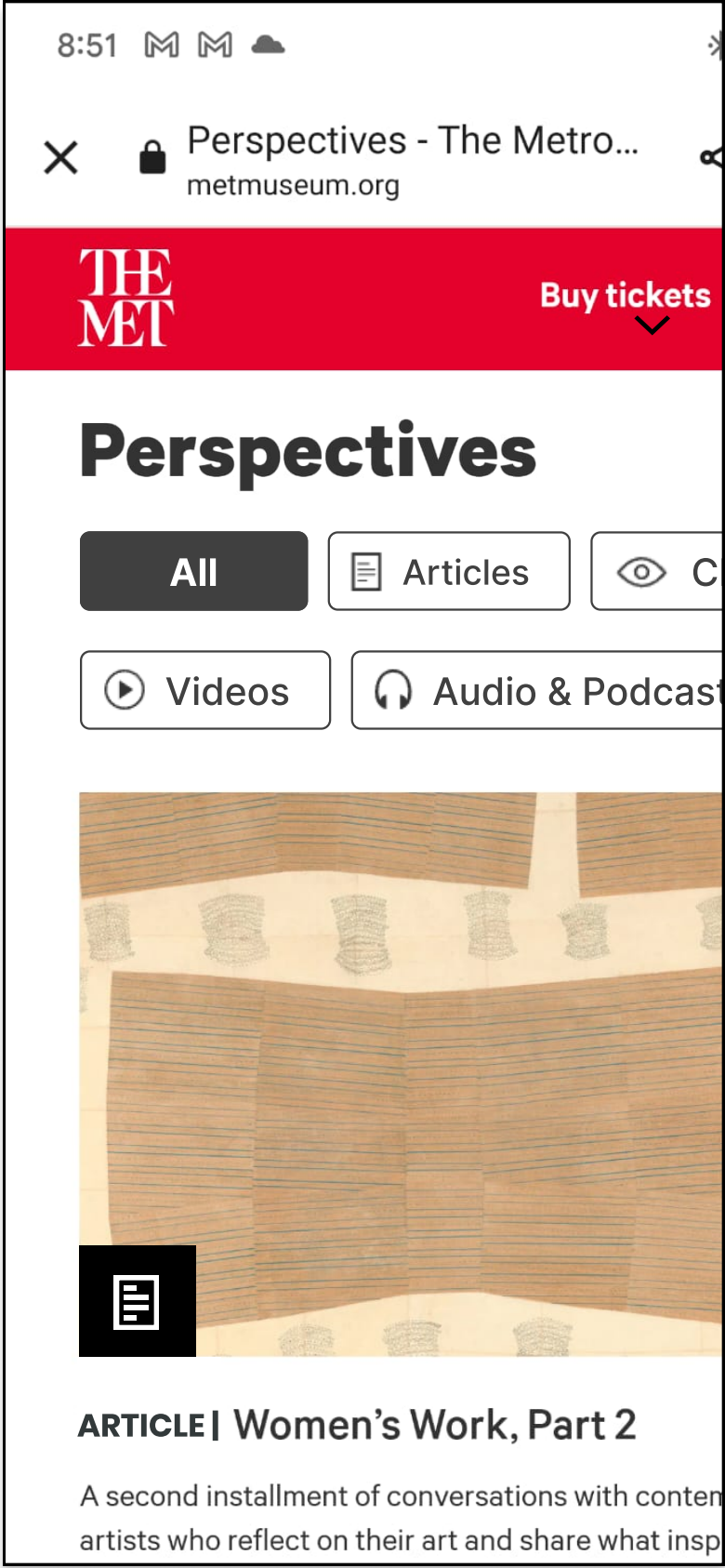
1A Switch to a mobile-friendly drop-down menu & add content type filters to the top of the page.

1B Improve user location understanding by highlighting page titles.

1C Introduce a refined search for Perspectives content.

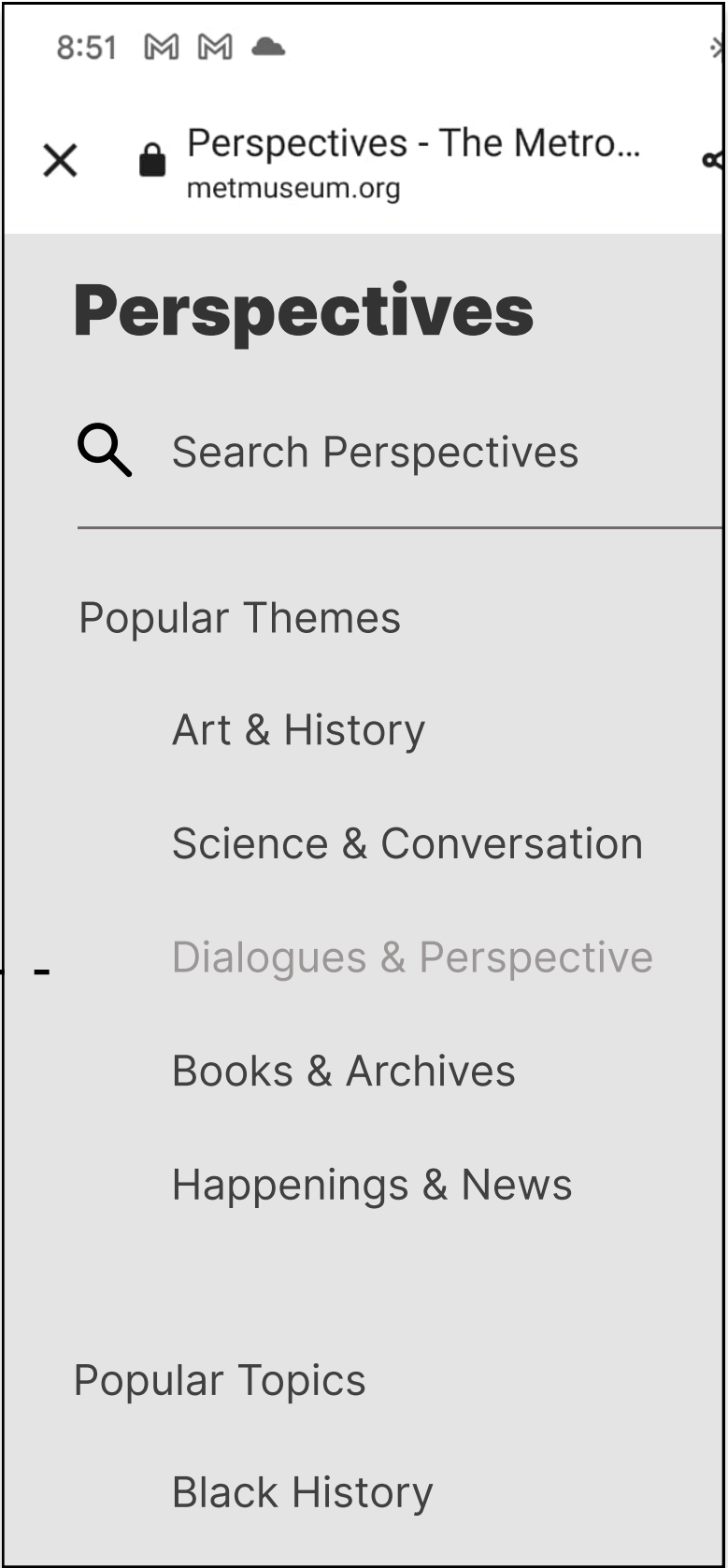
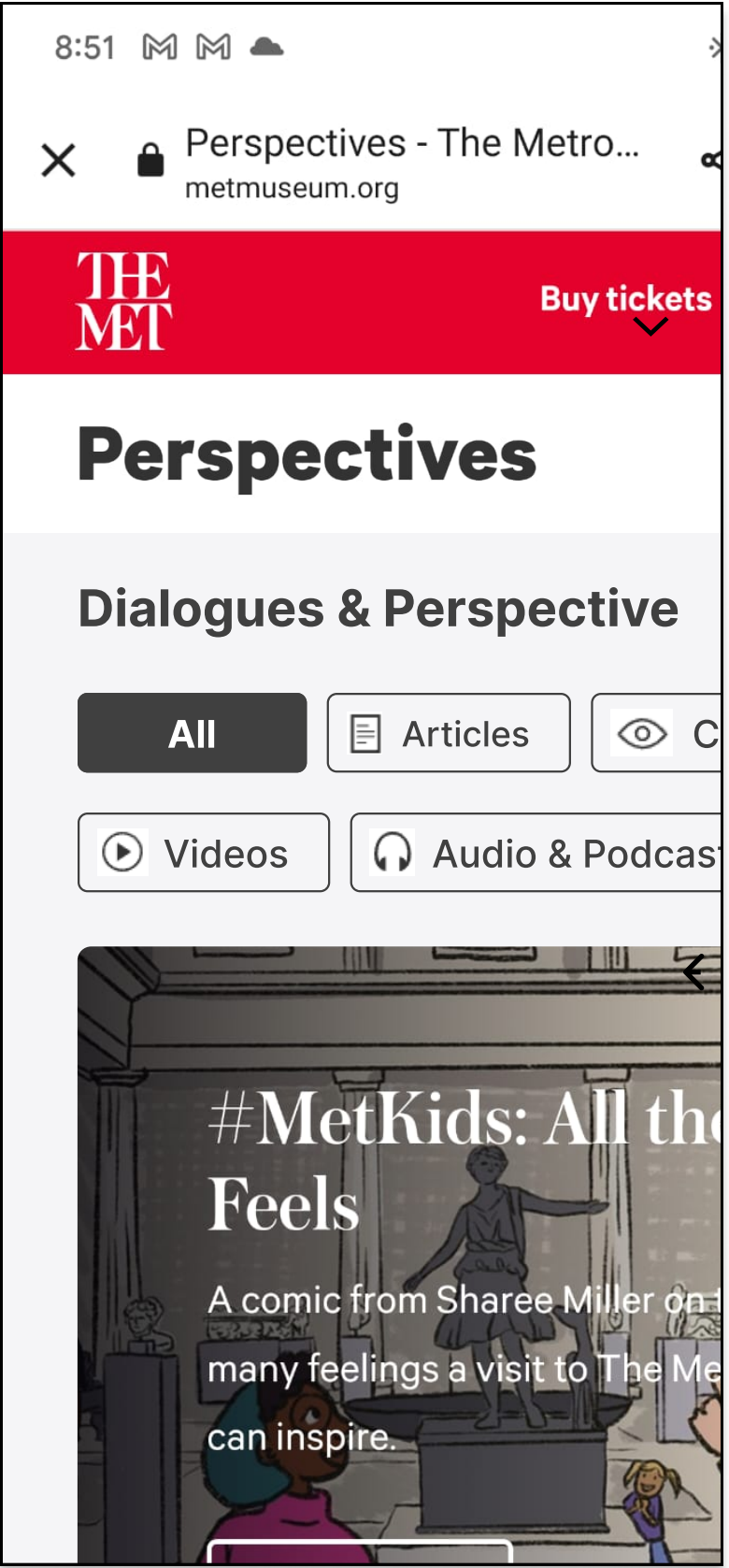
Mockup

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

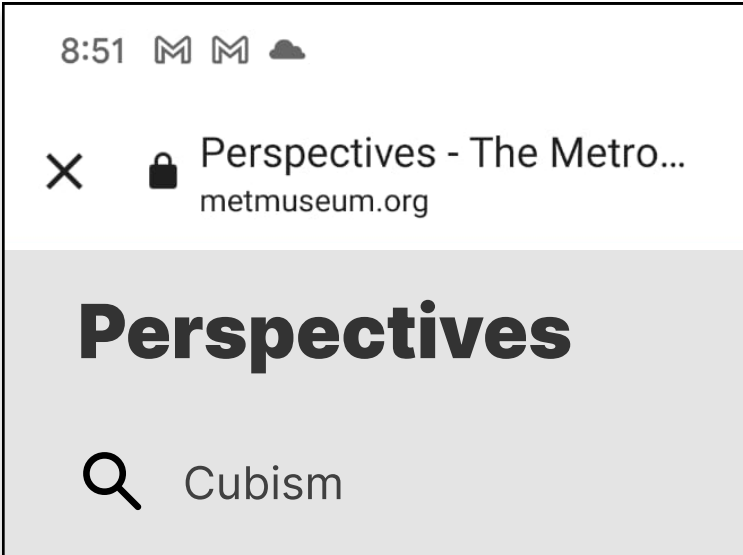
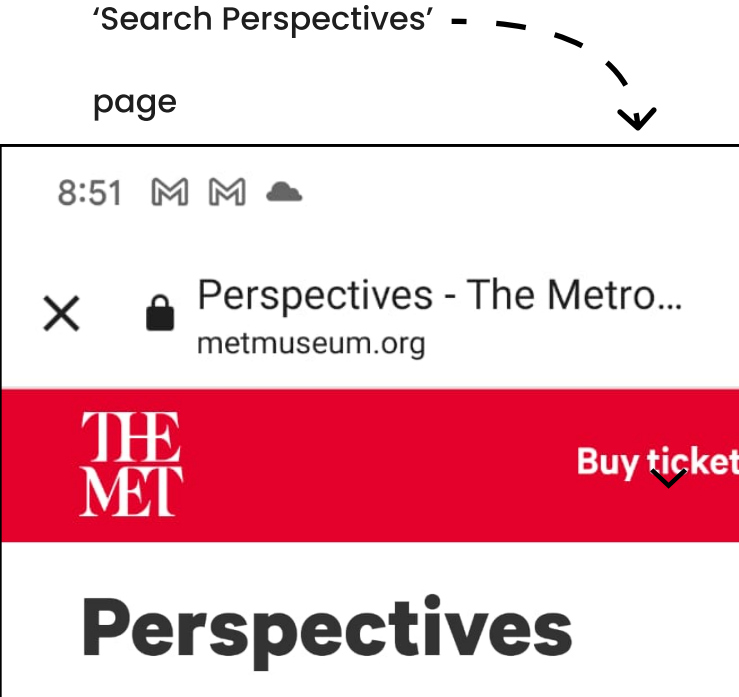


Mobile-friendly drop-down menu : Condensing horizontal top nav into dropdown navigation menu with additional content categorization for better interaction and easy search via mobile.

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.



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.



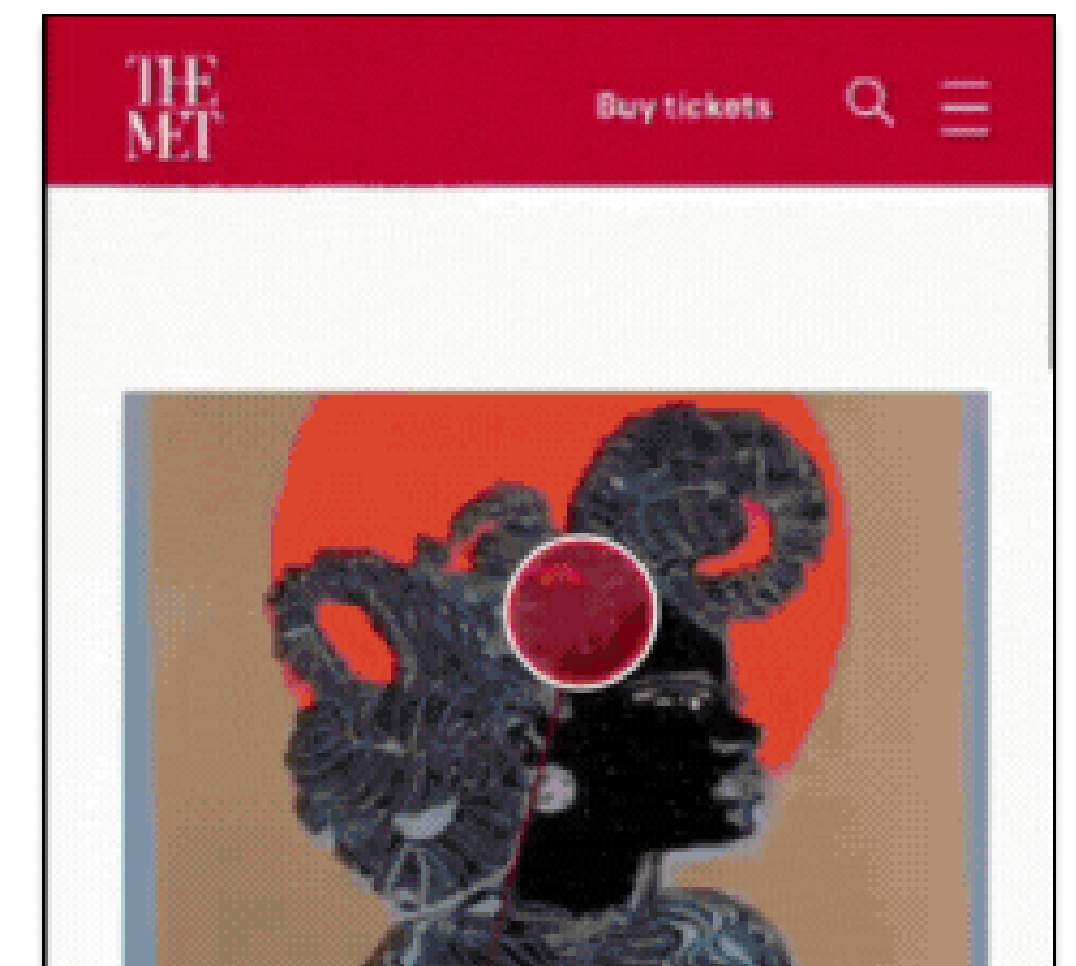
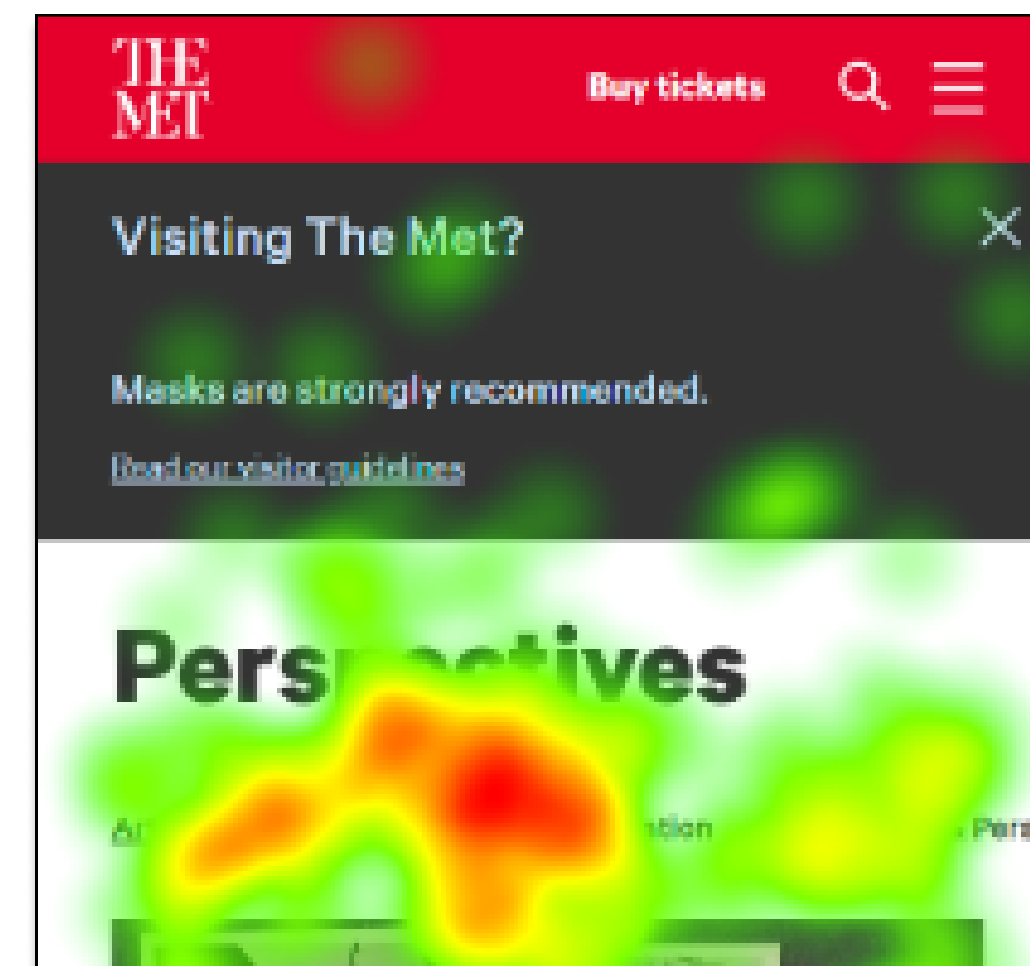
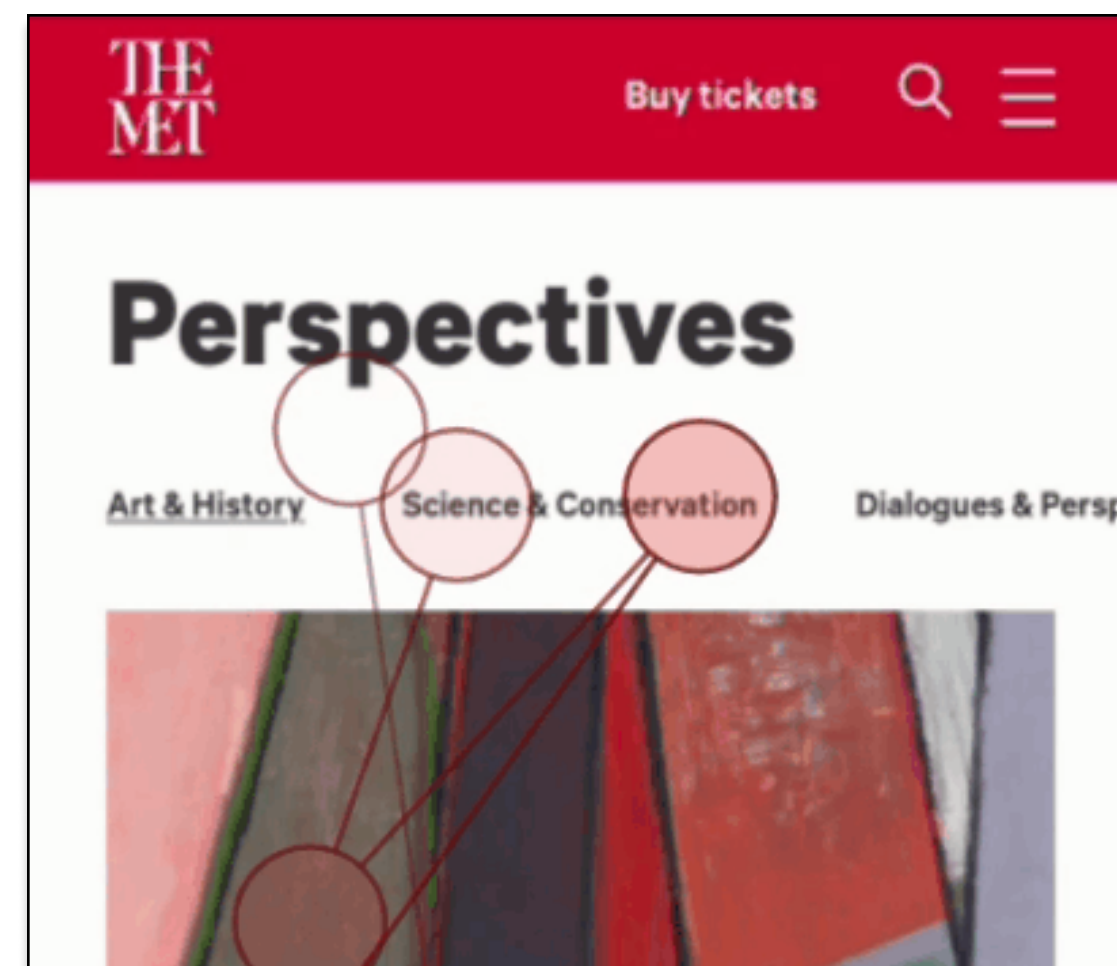
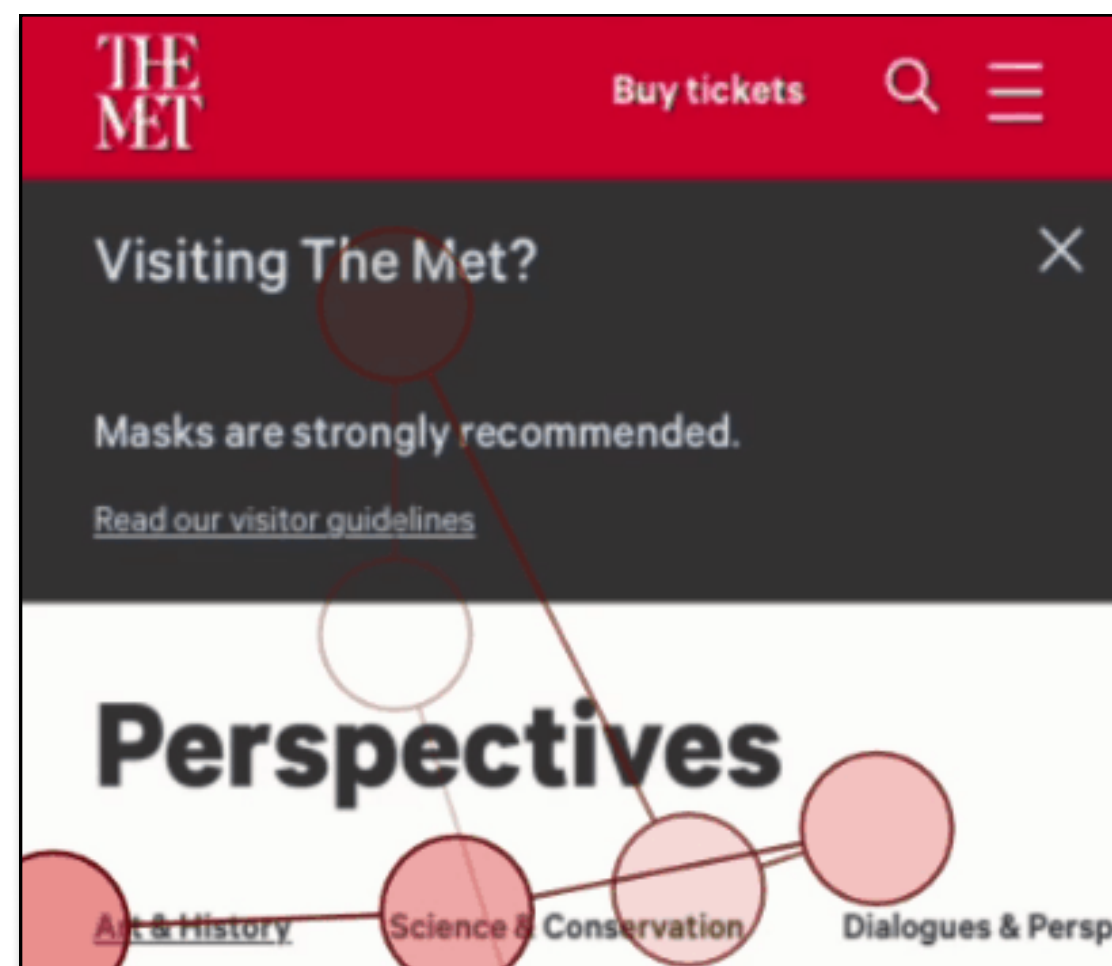
Finding 2 – Engagement with different content types

1A 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.

1B 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.



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)**

9 eye tracking testers searching for podcasts

Recommendation 2 – Engagement with different content types

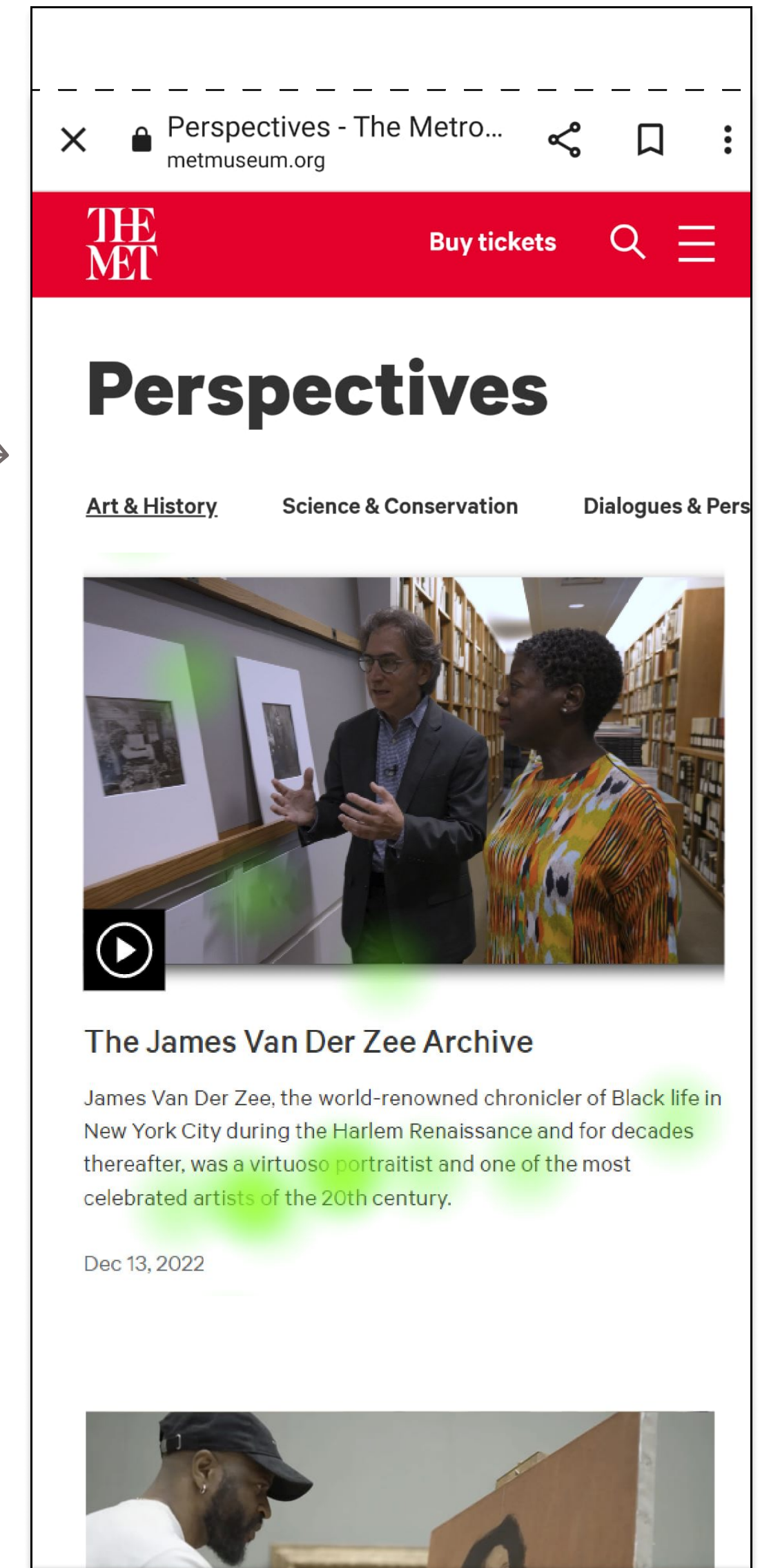
1A Add icons & their meaning to headers.

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

1B Add icons & their meaning to headers.

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

Existing
'perspectives'
homepage

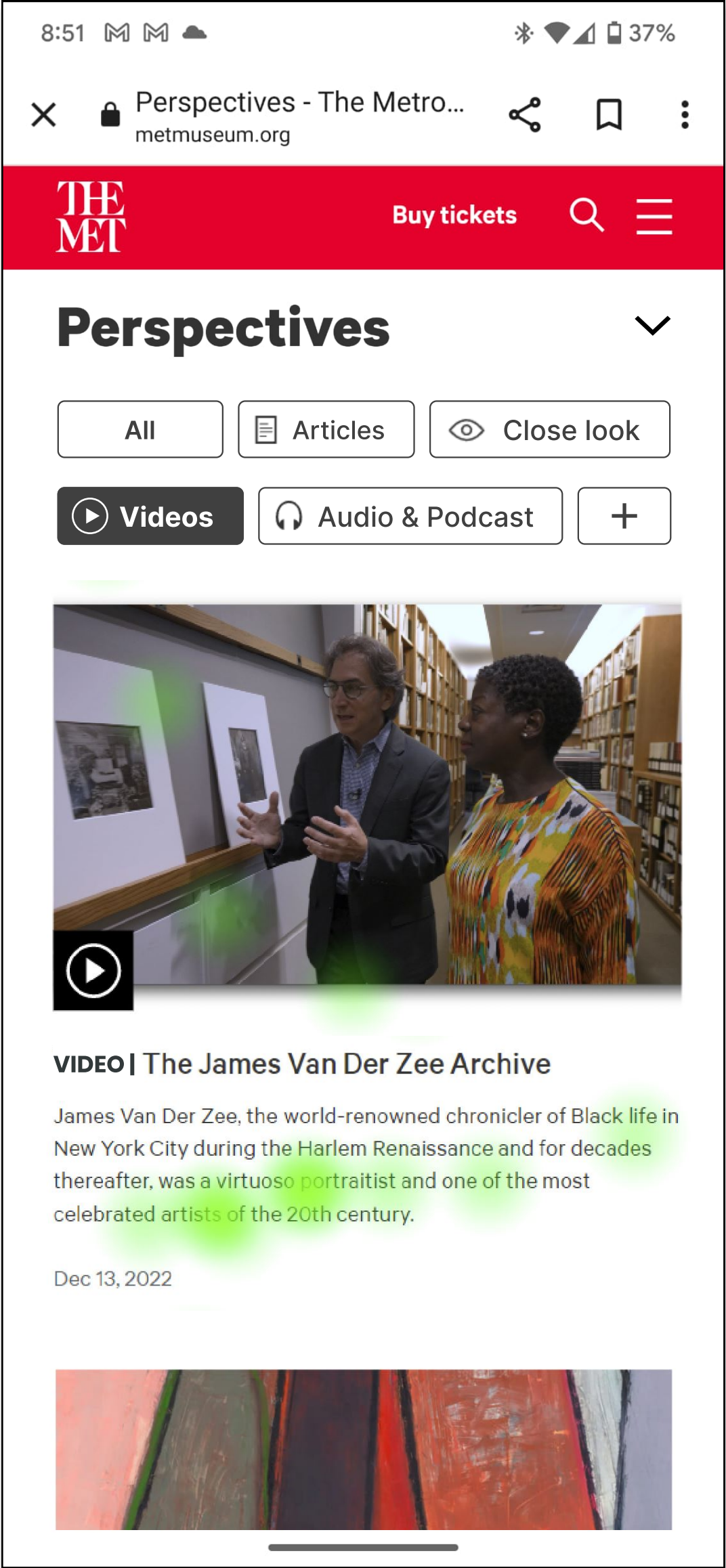


Mockup

Proposed 'perspectives' homepage

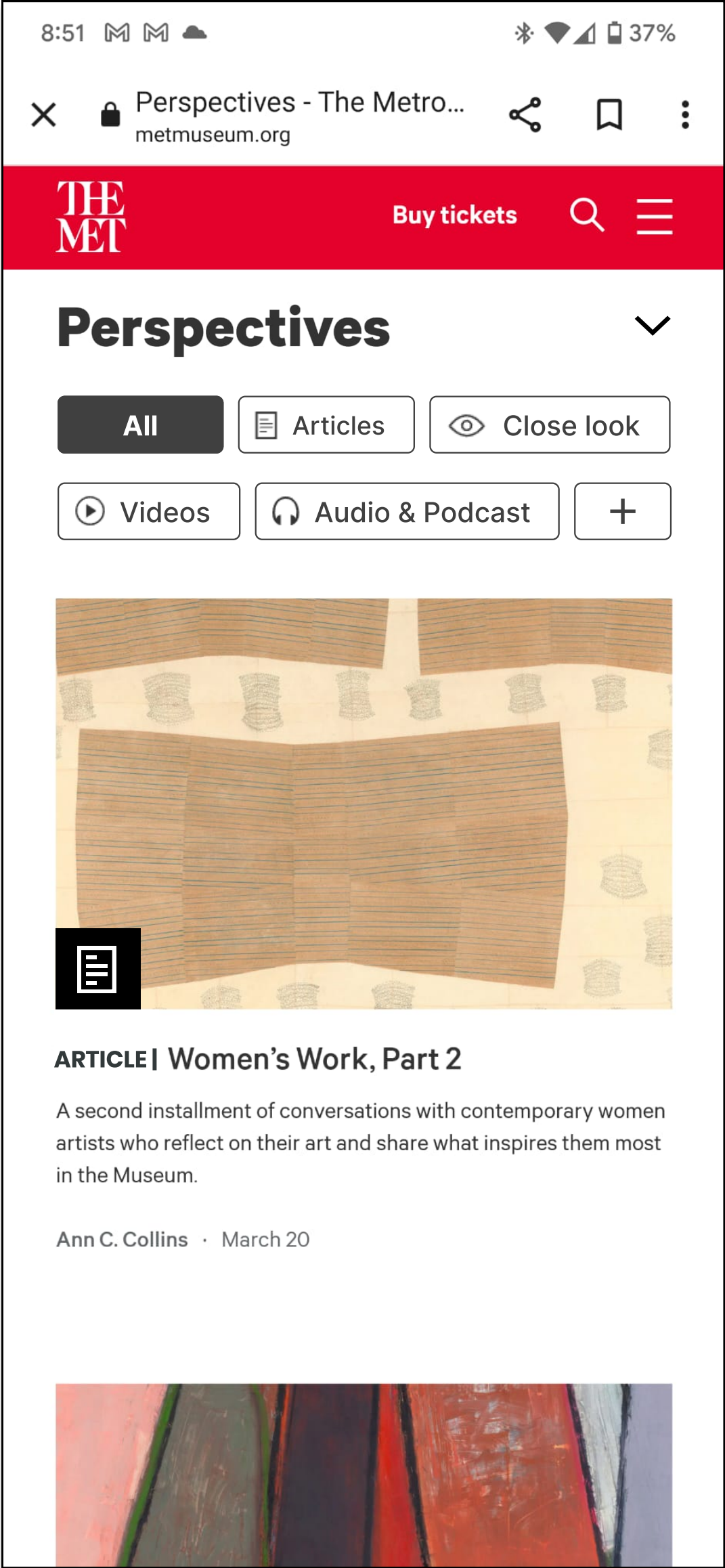
Icons added to content type Chips at top of the page to improve visibility and understandability of icons & content type.

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



Proposed 'perspectives' homepage

Add icons to missing content types like 'Articles'



Finding 3 – Interaction with Close Look articles

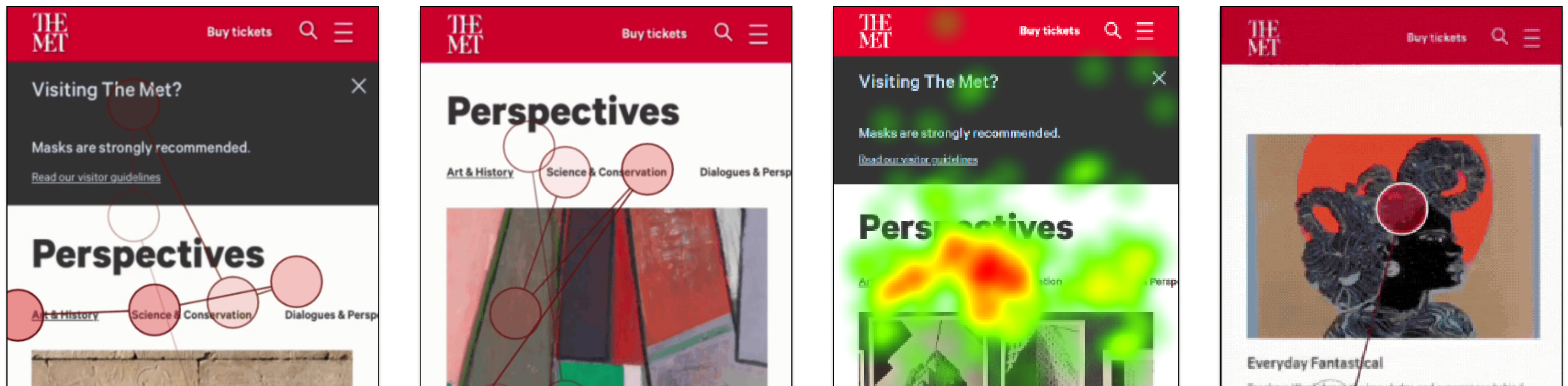
1A Lack of embedded wayfinding tools can lead to user frustration with Close Look articles.

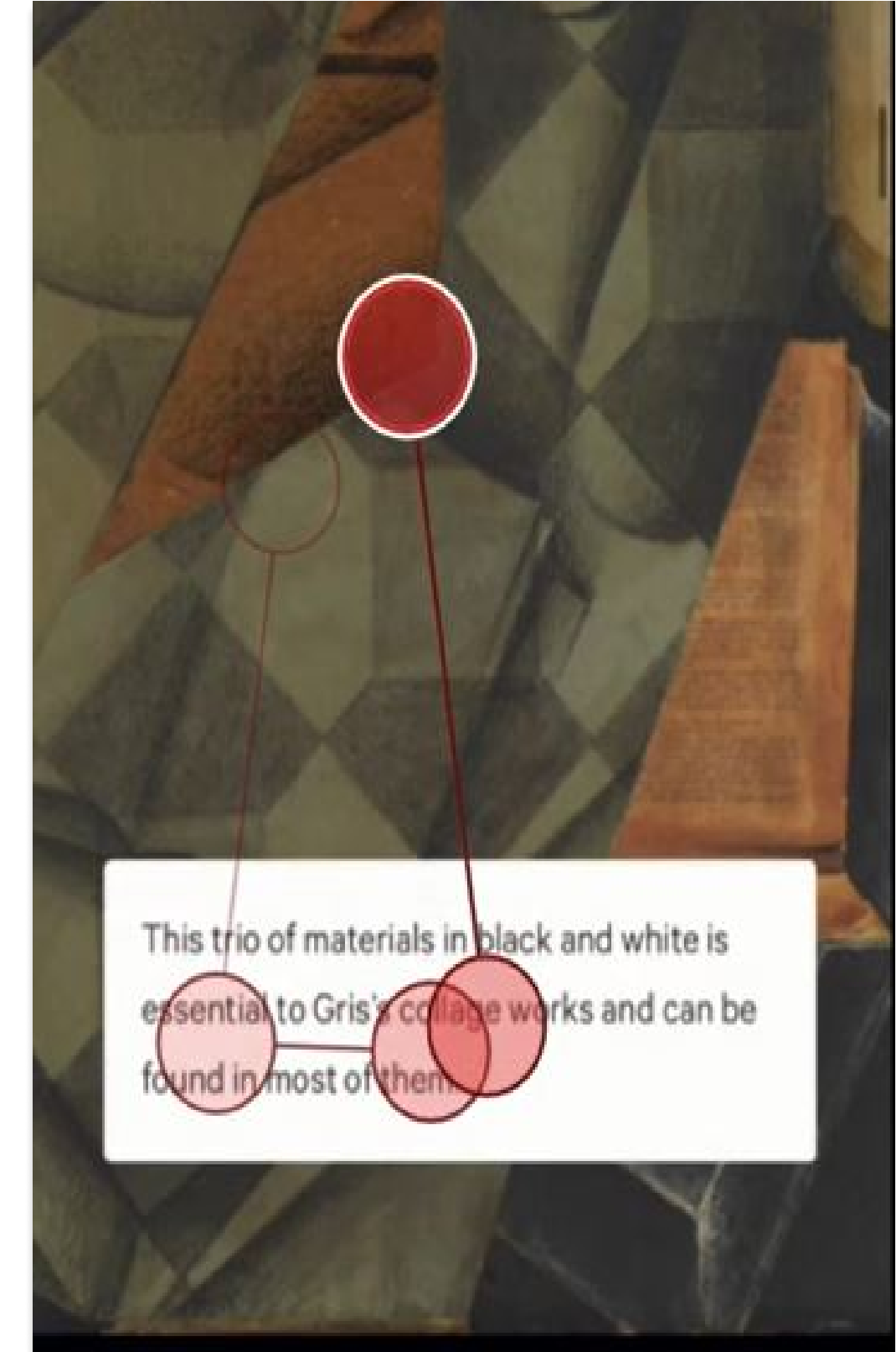
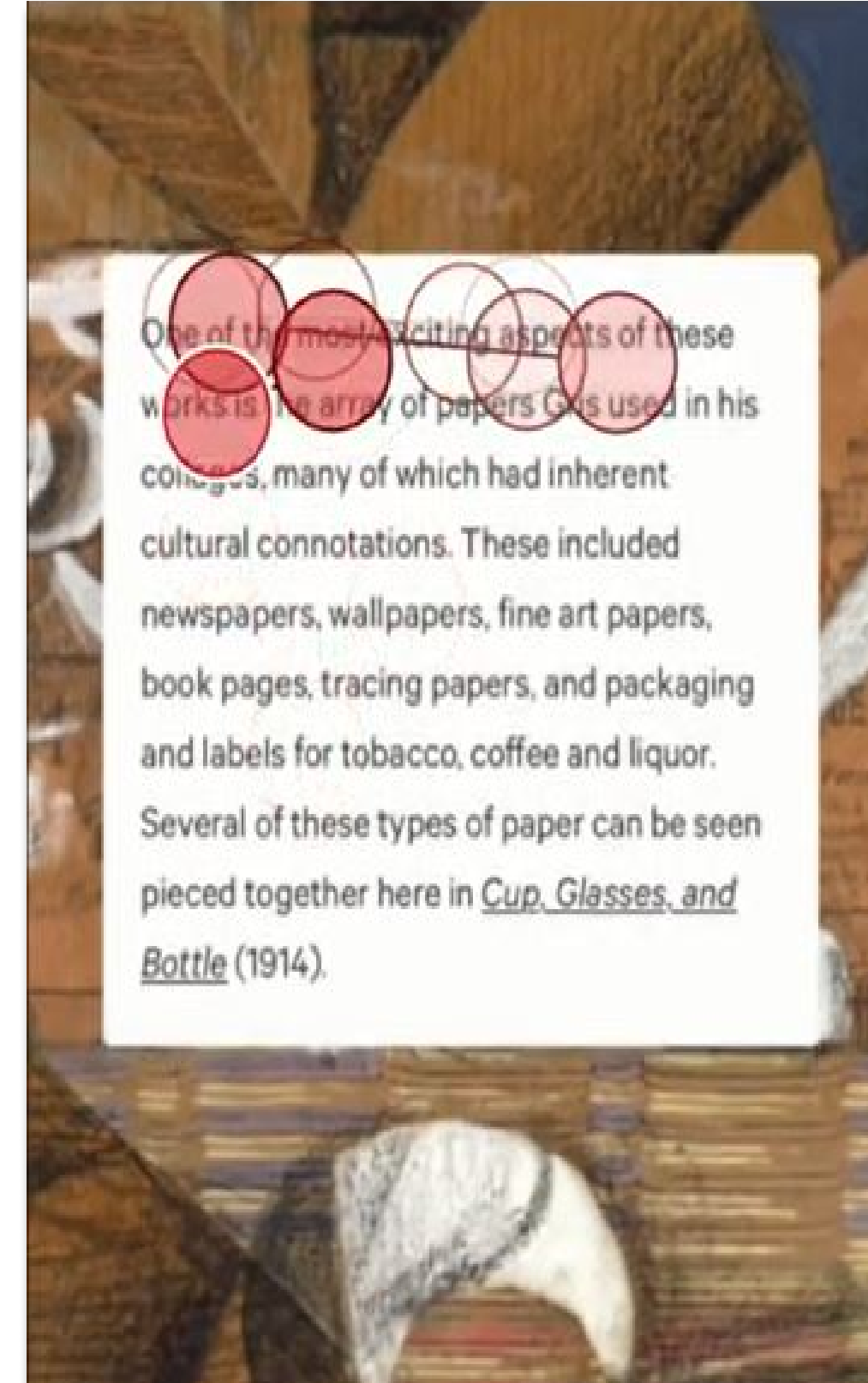
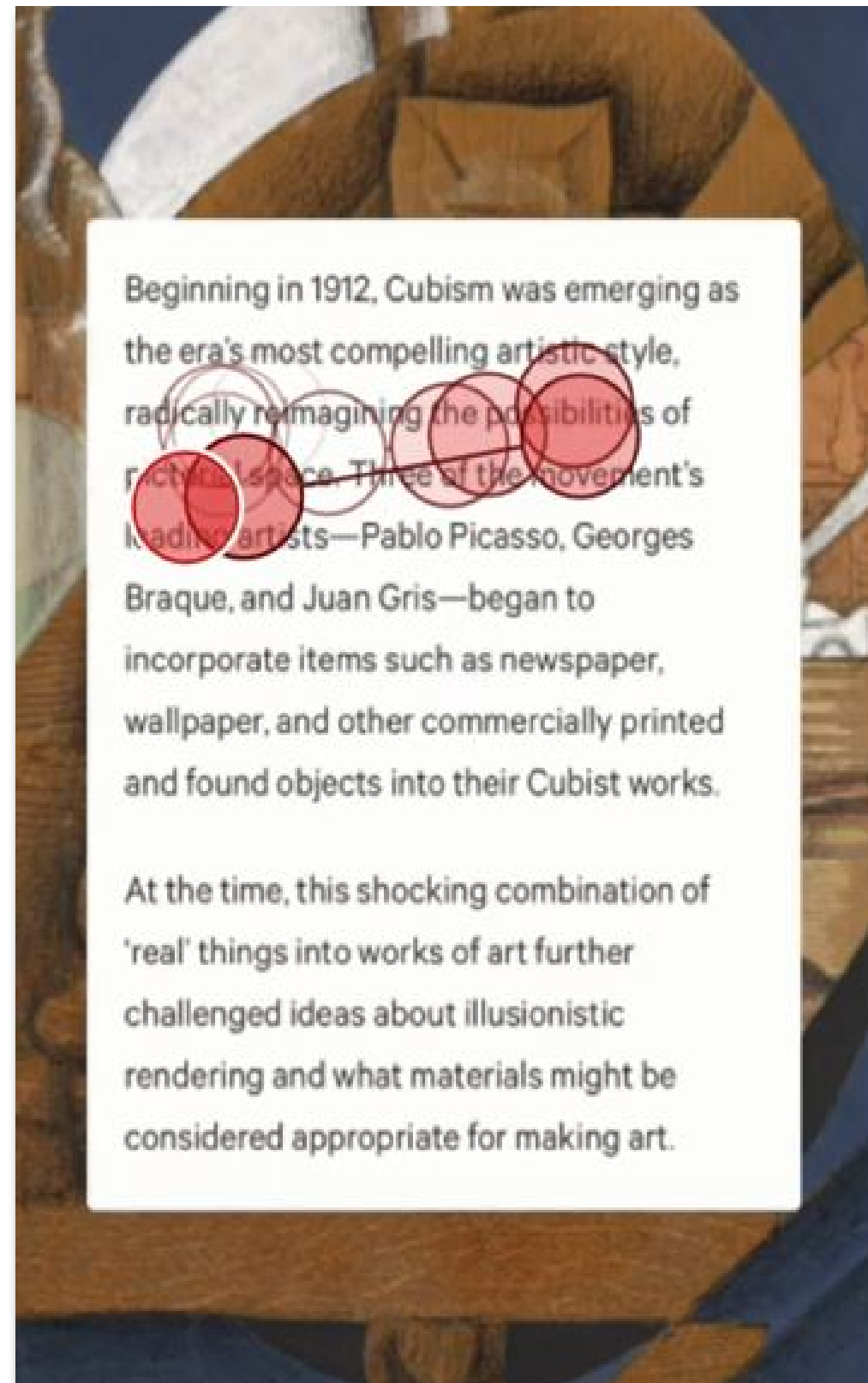
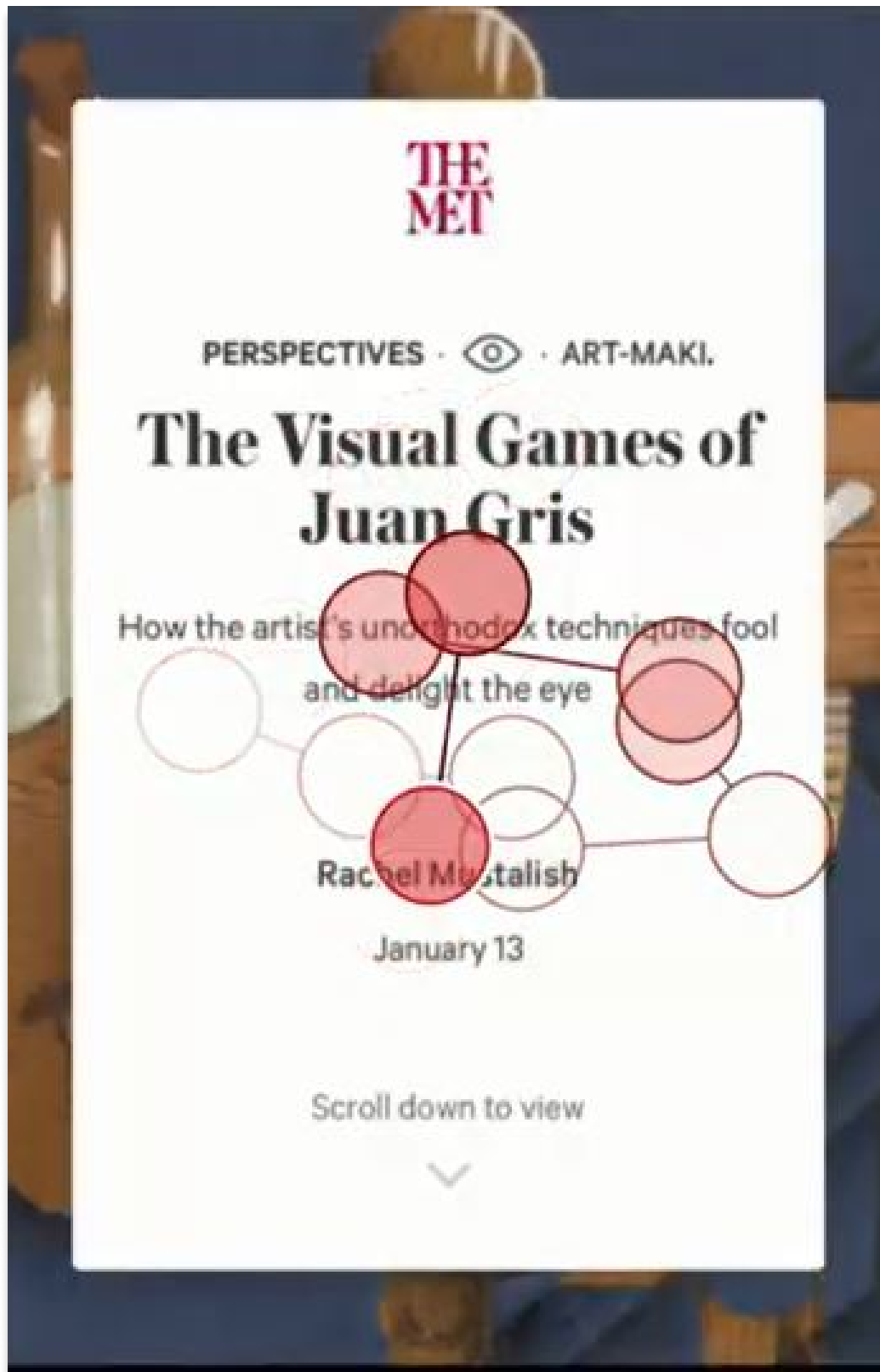
9 out of 9 RTA participants reported that they wanted a way to see the whole image.

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

1B Long text chunks detract the intended user experience.

Short text chunks encourage engagement with images.





#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

- 1A Highlight article length and pin point the location of the reader while they scroll.**
- 1B Limit all chunks of article text to 4 or 5 lines where possible.**

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

- 1C Affix a “view whole image” icon to the screen.**

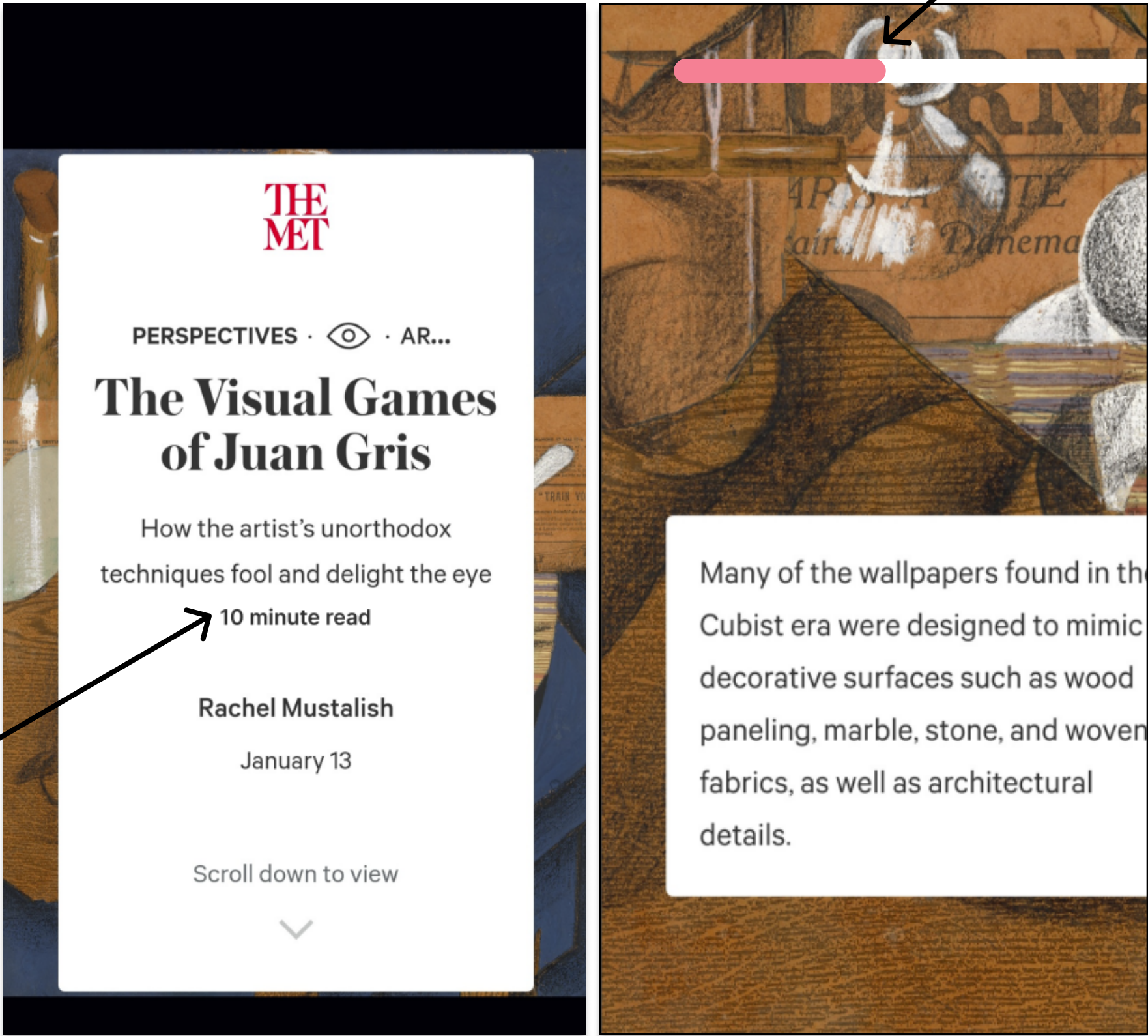
Users want to be able to view the image along side reading the text for a better understanding.

Mockup

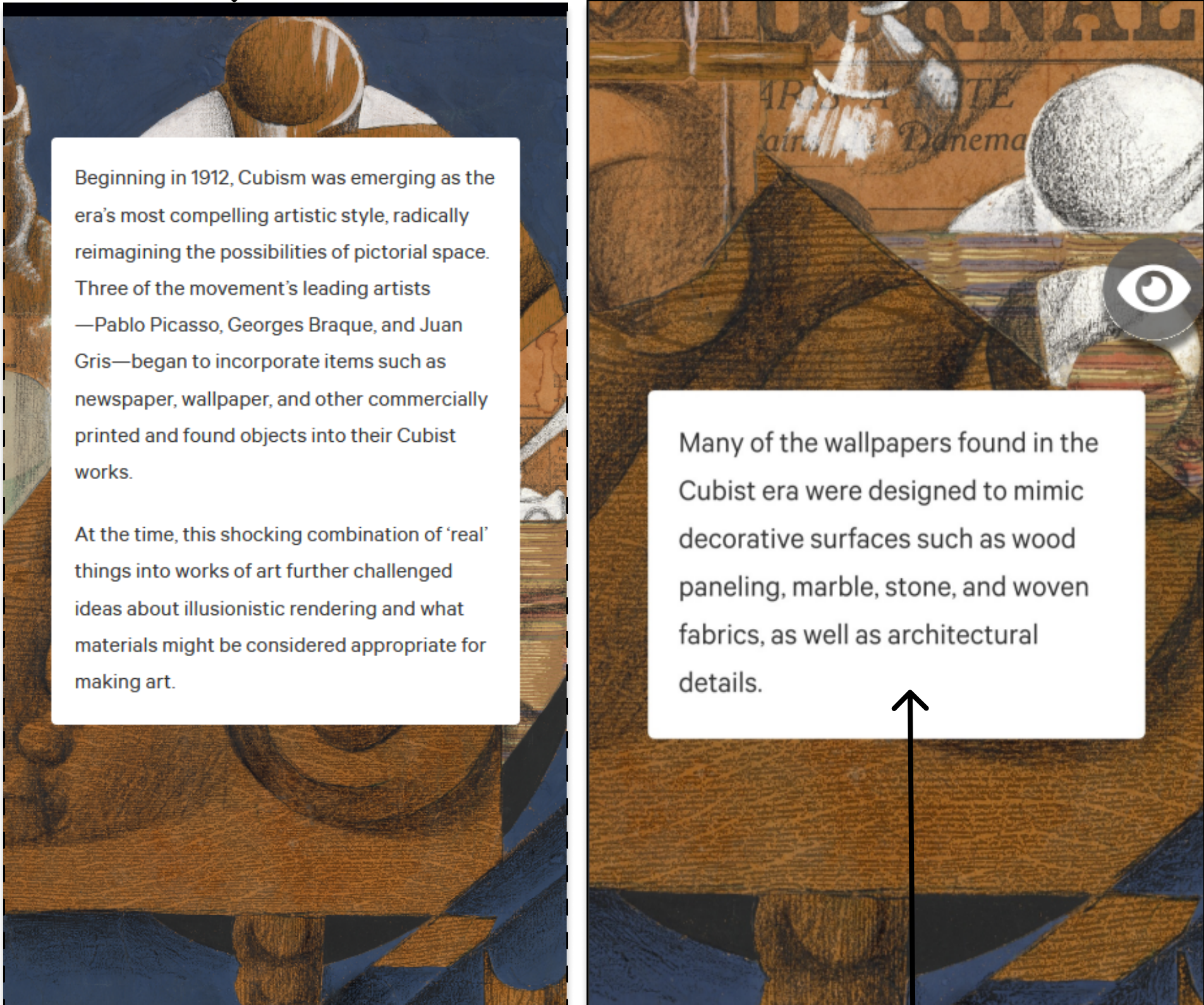
Proposed 'close look article' page

Progress bar to pin point the location of the reader.

Current 'close look article' page



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



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.

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 and 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