

UX Research Study — Vera

Introduction

- **Title:** Audio tour app for an art gallery
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- **Stakeholders:** Art gallery visitors, Art gallery social and design heads
- **Date:** 13th June, 2022
- **Project background:** A new app to help people book tickets for art galleries and access their audio tours. We need to find if the app is easy to use and the basic tasks are completed smoothly.
- **Research goals:** Figure out if online bookings are easier and preferred over offline bookings and if audio tours are likely to be taken or not

Research questions

- What do people do when they visit the gallery?
- How often do people visit art galleries?
- What is the general process of gaining entry to an art gallery and how different is the app's process?
- Difference in the experience of visiting the art gallery with and without the app

Key Performance Indicators (KPIs)

- Time on task—How much time does it take to book a slot to visit the gallery?
- Conversion rates—How many users are able to book tickets and access the audio tours?
- User error rates—How often do the users get stuck or make errors while using the app?

Methodology

- Unmoderated usability study
- **Location:** India, remote (each participant will complete the study in their own home)
- **Date:** Sessions will take place on June 14 (normal business hours) and June 15 (after hours)
- **Length:** Each session will last 10 to 15 minutes, based on a list of prompts
- **Compensation:** Gift vouchers for participating in the study

Participants

- Participants are all art gallery visitors who want more information about the art on display
- Two males, two females, and one nonbinary individual, between the ages of 16 and 65. One participant is a person with a speech impairment.
- The study is accessible for use with closed captions and a switch device

Script

1. Introduction

- a. Welcome to the product study.
- b. We are grateful that you could take out time and help us out.
- c. Before we begin, do I have your consent to take both audio and video recordings of this interview?
- d. I would introduce myself
- e. I would ask the person their brief introduction like their name, age and their occupation
- f. Remind them that they are not being tested. There are no right and wrong answers to any of the questions.
- g. If you have any questions, please do not hesitate to ask them
- h. This data is being collected to help create an app that provides audio tours for art galleries and makes bookings easier. Your answers will help us to make the app easier for people to use
- i. Basic questions
 - i. How often do you visit art galleries?
 - ii. Could you describe your experience in gaining entry to the art gallery?
 - iii. What do you do once you enter the art gallery?
 - iv. Do you visit the gallery by yourself or in a group?
 - v. Can you talk me through your previous art gallery experiences?
 - vi. What could be changed in this experience?
 - vii. Can you tell me why you visit art galleries?

2. Usability tasks

A list of prompts appears on the device screen

- **Prompt 1:** Sign up and create your profile
- **Prompt 2:** Select an art gallery you want to visit
- **Prompt 3:** Pick a date and time you want to schedule a visit or the display you would like to see
 - Did you find the show you were looking for or any other details you would like to know about the art gallery?
- **Prompt 4:** Confirm the booking and head towards the audio tours
 - How easy or difficult was it to book a ticket?


- **Prompt 5:** Select an audio tour
 - How easy or difficult was it to access the audio tours?
 - How was the user flow while accessing the audio tours?
- **Prompt 6:** Change the date and time of the booking
 - How easy or difficult was it to change the date and time of the booking?
- **Prompt 7:**
 - How did you feel about the audio tour app overall?
 - What did you like and dislike about it?
 - Did you find any particular task which you like to perform with more ease?
 - Did you hit any roadblocks during the task?
 - How was the process of navigating through the app?
 - How was your overall experience while using the app?

3. System Usability Scale

- Participants will complete the System Usability Scale
- Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”
 - I think that I would use this app frequently.
 - I find the app unnecessarily complex.
 - I think the app is easy to use.
 - I need the support of a technical person to be able to use this app.
 - I find the app easy to navigate.
 - There is inconsistency within the app.
 - I imagine that most people would learn to use this app quickly.
 - I feel confident using the app.
 - I need to learn a lot of things before I can start using this app.
 - The main user flow is clear.

4. Conclusion

- The recording has been stopped
- The immediate team working on this project will have access to this data
- It will be stored on a cloud server which can only be accessed by the immediate team
- It will be used to analyze how the app was used and how could the experience be made easier and better for the users

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- The data will be deleted in 14 days
 - We are really thankful to you to share your experiences,provide your reviews and answer our questions.