MBAS

MORNING BIRD ART STUDIO

UX FINAL REPORT:

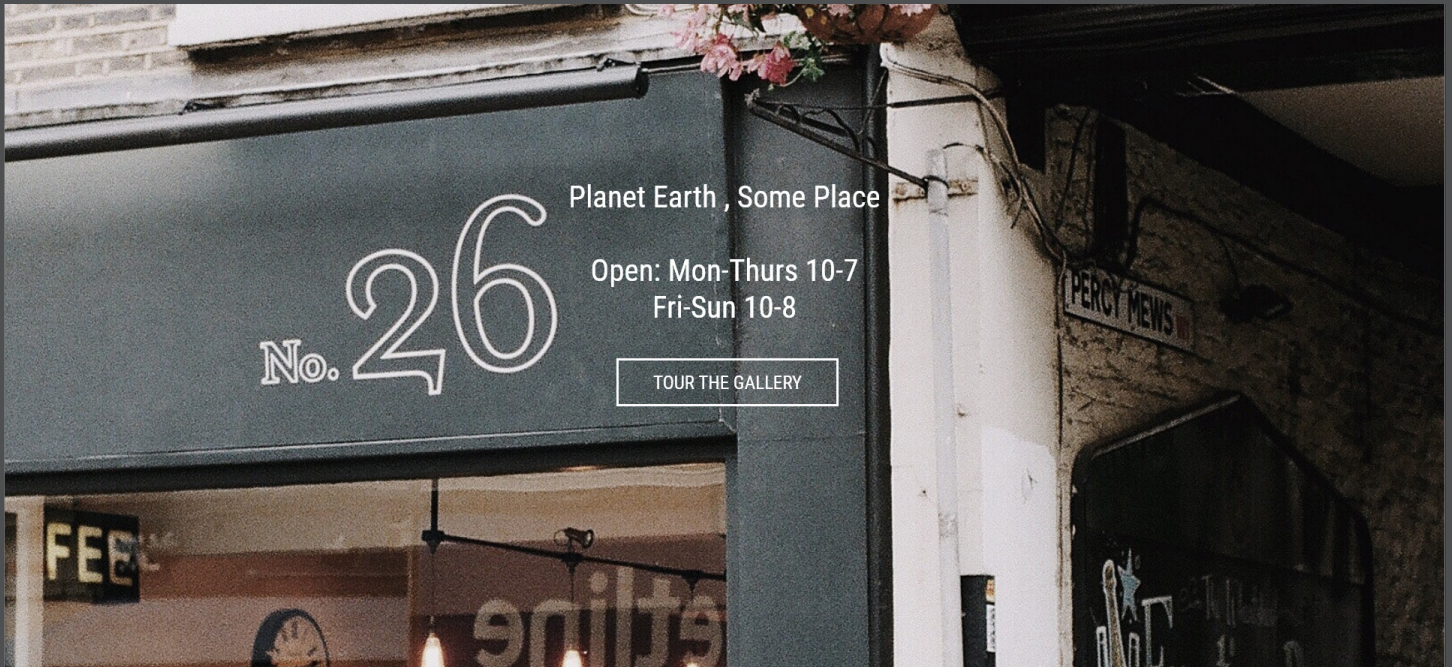Planet Earth , Some Place

Open: Mon-Thurs 10-7
Fri-Sun 10-8

TOUR THE GALLERY

Introduction

The goal of this study was to determine the usability, design, and if people trust the Moning Bird Art Studio Web page. Five users were selected to participate in a run-through of the webpage and then asked a series of simple questions in an environment they feel Comfortable. Each user's questions and responses were recorded over the phone or written down through email.

At the end of the testing, they were given five questions, two about the process of going through the webpage and three rating the experience. During the webpage walk-through, the users are asked a set of questions and assess the thoughts and actions of the user during the interaction

Each user gave their express written approval to use the data in this report.
Below are the users, questions, and data collected.

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THE USERS:

PAIGE   - *Librarian*
KERRY   - *Music Teacher/Photographer*
ANDREW   - *Artist/Retail*
Mariner   - *College Student*
AJA   - *Copy and Print Center*

THE QUESTIONS:

- How do you go about buying a class or renting a studio?
- What was the hardest task to accomplish?
- On a scale of 1 to 5 rate your experience (1= poor 5=awesome)
- I found the interface easy to understand.
- The web page was simple to navigate.
- I understand what this web page is about.

USER INTERVIEWS:

- What are you thinking as you look at this?
- What is your (first) impression of this product/feature?
- What do you think this product/feature does or will do?
- Where do you start?
- When do you think someone would use this web page?
- What would keep you from using this Web page?
- Do you feel this product is similar to another one?
- Do you trust this product?

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PAIGE - A Librarian

How do you go about buying a class or renting a studio?
For classes, click on store, then class, then add/delete as desired. For studio rental, click on apply, then fill out the form and submit.

What was the hardest task to accomplish?
None of the tasks were difficult, most intensive was the form for studio rental, only because there is necessary amount of info needed. Nothing hard, just takes a bit of time as it should

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand.
5 All tasks accomplished easily

The web page was simple to navigate.
5 very easy to navigate

I understand what this web page is about.
5 I do, and found it lovely and welcoming

KERRY - A Music Teacher/Photographer

How do you go about buying a class or renting a studio?
From the home page click on store - class - pick the amount of classes you want - click on apply, then fill out the form and submit.

What was the hardest task to accomplish?
Easy- Needs more details about the classes

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand. 4

The web page was simple to navigate. 4

I understand what this web page is about. 4

ANDREW - Artist/Retail

How do you go about buying a class or renting a studio?
For renting a studio, under the Studio link in the header bar, there's a banner that reads Studio Rentals but it takes you to a "coming soon" page.

For buying a class, my first instinct was to click the "Class" link in the header bar. Afterward I went back to the "Store" page.

What was the hardest task to accomplish?
Took me a minute to figure out the items in the cart and how to edit them. Checkout was easy though

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand. 4

The web page was simple to navigate. 5

I understand what this web page is about. 5

Mariner - College Student

How do you go about buying a class or renting a studio?
Navigating to the proper page, entering appropriate information, and submitting it.

What was the hardest task to accomplish?
None,

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand.	5
The web page was simple to navigate.	5
I understand what this web page is about.	5

AJA - Copy and Print Center

How do you go about buying a class or renting a studio?
Go to the store, select the class you want, enter the info for billing, submit.

What was the hardest task to accomplish?
The cart and the class info page.

On a scale of 1 to 5 rate your experience (1= poor 5=awesome)

I found the interface easy to understand.	3
The web page was simple to navigate.	4
I understand what this web page is about.	5

USER INTERVIEWS:

What are you thinking as you look at this?

Tester 1 Paige:
Oh this looks nice.
Tester 2 Kerry:
Is this a gallery?
Tester 3 Andrew:
Seems like a small business and it's clear it is an art studio.
Tester 4 Aja:
Art studio with a gallery or a gallery with some studios.
Tester 5 Mariner:
Is this an art studio?

What is your (first) impression of this product/feature?

Tester 1 Paige:
This must be an art studio, is it for birds?
Tester 2 Kerry:
Clean Layout, yellow color mildly confusing for the theme of the page.
Tester 3 Andrew: Pages have white text over a photo, hard to read contacts on a smaller screen.
Tester 4 Aja:
Is hard to read at first but it's easy to find things.
Tester 5 Mariner:
I wish this place was real.

What do you think this product/feature does or will do?

Tester 1 Paige:
Can I apply to show art or have an event here?
Tester 2 Kerry:
Advertising studio space.
Tester 3 Andrew:
Reminds me of a small IGCA (*International Gallery of Contemporary Ar*t) or studio 223 webpage a combo of multiple places.
Tester 4 Aja:
Sell art and studio space.
Tester 5 Mariner:
I believe it is for a studio that has art shows and classes available for sign up online.

Where do you start?

Tester 1 Paige:
Umm the home page right, yea the home page.
Tester 2 Kerry:
Home page.
Tester 3 Andrew:
Why are you asking, is this a trap? Probability, artists
Tester 4 Aja:
Is that a trick question? The home page.
Tester 5 Mariner:
The nest gallery seems like a good place to start.

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When do you think someone would use this web page?

Tester 1 Paige:
When they want to sell, show or create art.
Tester 2 Kerry:
When local want to get involved with a studio.
Tester 3 Andrew:
Trying to see what events are scheduled or wants to buy some art of a local artist.
Tester 4 Aja:
ART SHOWS!
Tester 5 Mariner:
If people want to show art or chill out at a gallery for a little while.

What would keep you from using this Web page?

Tester 1 Paige:
I don't buy that much online.
Tester 2 Kerry:
If I wasn't impressed with the art or the gallery space available.
Tester 3 Andrew:
Needs more information. The theme is not cohesive make the home in the yellow bar! Use the darker gray more.
Tester 4 Aja:
Not enough info on the classes.
Tester 5 Mariner:
Forcing me to create an account.

Do you feel this product is similar to another one?

Tester 1 Paige:
It seems like a mix of different shops mixed together.
Tester 2 Kerry:
Not really.
Tester 3 Andrew:
like I said earlier yes like the IGCA and Studio 223.
Tester 4 Aja:
The IGCA (International Gallery of Contemporary Art).
Tester 5 Mariner:
Any other gallery sorta.

Do you trust this product?

Tester 1 Paige:
YES.
Tester 2 Kerry:
YES.
Tester 3 Andrew:
MAYBE.
Tester 4 Aja:
YES.
Tester 5 Mariner:
YES.

EXPERIENCE CHART
(1 = POOR, 5 = AWESOME)

Legend: Paige, Kerry, Aja, Andrew, Mariner

Categories (bar chart):
- I found the interface easy to understand.
- The web page was simple to navigate.
- I understand what this web page is about.

COLLECTED DATA & PRACTICAL ISSUES:

This chart shows the collected data of the user's rating scale. Overall the marks are high but are lacking in a few key areas. "I found this interface easy to use" was the most mixed. This data indicates that there needs to have some areas updated.

"Is hard to read at first but it's easy to find things."

"Clean Layout, yellow color mildly confusing for the theme of the page."
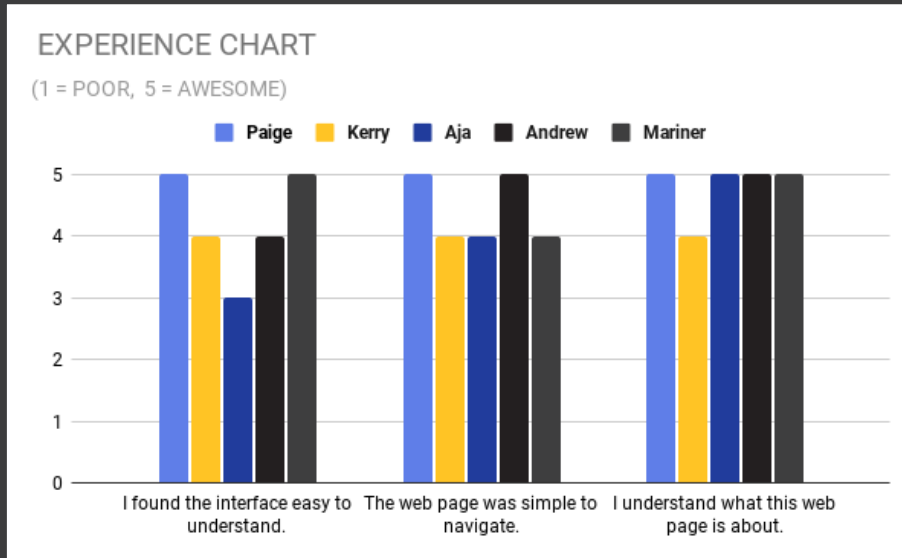
FRONTPAGE:
The front page needs an updated image or something that will help the text be more visible, integrating the image from the front page into the other areas of the site will help build a form of cohesiveness.

The figure to the right shows a new front page with an adjusted image and a gray menu bar containing the menu links and the updated location of the Morning Bird logo.
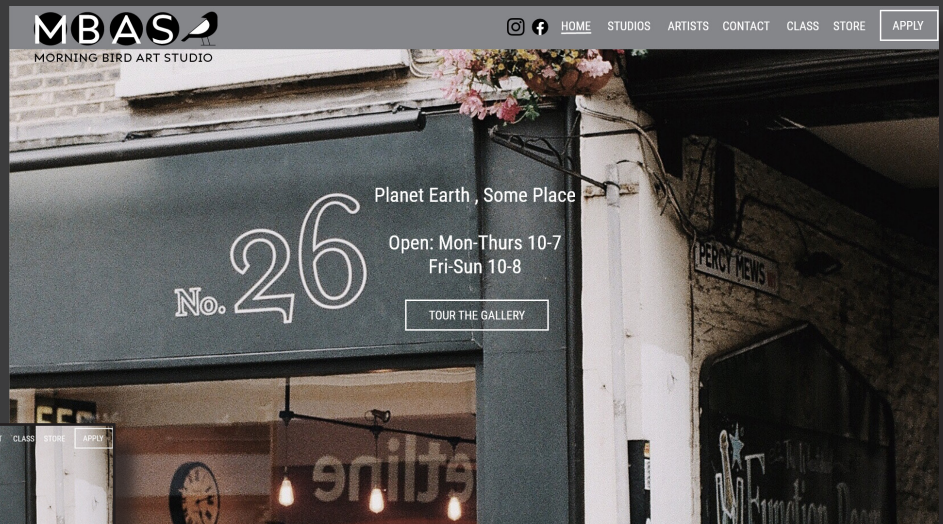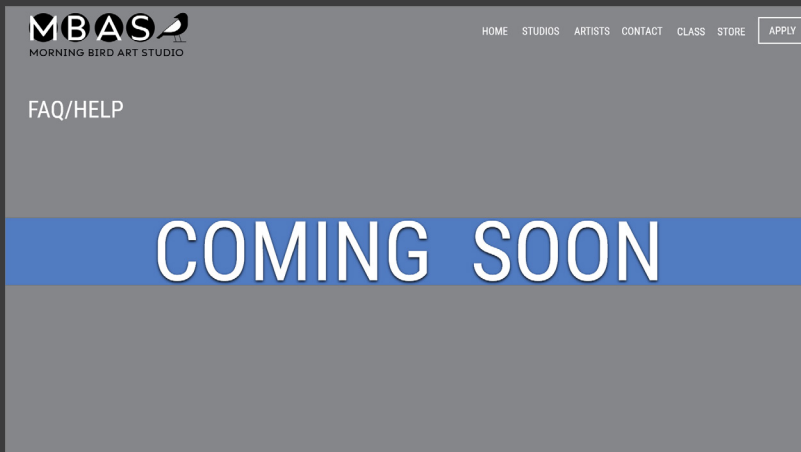
OLD LAYOUT:
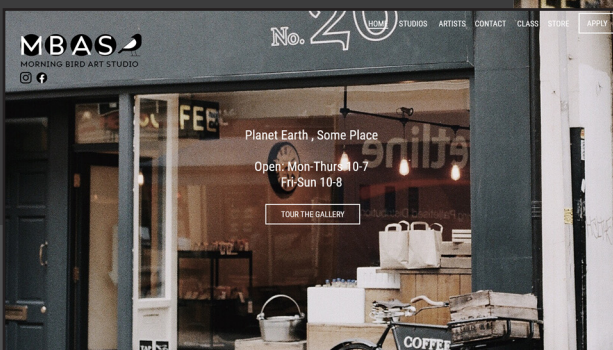
NEW LAYOUT

COLLECTED DATA & PRACTIAL ISSUES:

THE CLASS/STUDIO PAGE:
More information needs to be provided on the classes and studios, the who, what, and when will be the most relevant.

THE STORE:
A tester did a second run of the web page looking at the store, they indicated that the buttons that add or subtract the amount are too small. By increasing the size of the arrow it will help other users with that option.

The Icons in the store's proper page can be simplified. Paper can be classified as a supply and has no need for an icon of its own unless it's in a new page of just supplies, for example, paper, pencils, ink, ETC.

NEW LAYOUT

Item 1	+ 1 -	0.00
Item 2	+ 1 -	0.00
Item 3	+ 1 -	0.00
TOTAL		**0.00**

OLD LAYOUT

Item 1	◀▶ 1	0.00
Item 2	◀▶ 1	0.00
Item 3	◀▶ 1	0.00
TOTAL		**0.00**

EVALUATION/CONCLUSION:

The data collected has shown an overall positive response to the usability and design of the webpage. With updates made to the store allow an easier addition and subtraction to the amount of a product, more information about the product or class, and making the home page easier to read and navigate will promote an even better response from user testing.

The questions and run-through that the testers were given can be easily replicated. The testers need an environment that they are comfortable with little distractions the same set of questions can be given and a completely different data set should be collected.

With the updates that were suggested the process can be streamlined and less confusing allowing a faster and more enjoyable experience. During the next round of user tests it would be recommended the number of testers be increased, the data collected will be very valuable.