

## Introduction

## Summary of Results

### Overall impressions

- All five respondents stated that they liked the look of the homepage, especially the feature photo area
- International visitor extremely pleased to see Google Translate option
- Criticisms
  - Photo highlight area could be even bigger
  - Less gray
  - Text towards bottom of homepage too small

### User Tasks

#### Task 1

- All five users were able to locate the museum hours and location with relative ease
- Users took one of two paths for hours
  1. Visit in universal navigation – Hours
  2. Museums and Zoo in universal navigation – museum content page
- Users looked for location of museum under Museums and Zoo, on Hours page and under Maps and Directions
- Problem areas:
  - Users cannot click through to museum websites from hours page
  - Users cannot see museum locations on Hours page and have to go to another page for this info

#### Task 2

- All five users scrolled around very briefly and then did a keyword search; one used the site-wide search instead of the Exhibitions search
- None of the users clicked “Current Exhibitions” on main exhibition page

#### Task 3

- Four of the five users went directly to the donate button in the header
- Wayne Baldwin of Texas said “Well that looks pretty easy!”

#### Task 4

- Problem areas:
  - Four out of five users clicked “Cultural Programs” in search of lectures on Asian Art

- Only one out of the five users was able to complete this task

## Action Items

- Increase font size – this is a common complaint about our current site, according to Foresee survey
- Improve usability of Hours page
  - Suggested changes:
    - Make names of museums links to museum website (make sure style is consistent with rest of site, meaning kill the all caps font)
    - Consider adding addresses to each museum listing
- Make events link easier to find
  - Suggested changes:
    - Reorder navigation so that Collections comes after Exhibitions and Events
    - Make sure there is a link somewhere on the Cultural Programs page that leads to culture events and exhibitions.
- Make navigation more clear by replacing “Overview” with descriptive links—or, better yet, replace drop down menu with roll-over button describing what information and features can found in each section.