COMPETITIVE ANALYSIS

HEURISTIC EVALUATION

CARD SORTING



BACKGROUND INFORMATION

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- Cultural organization that stands at the forefront of research and promotion of new contemporary art trends
- Exhibitions that take place in several cities across the world, with Venice as the central and original location.
- Educational activities and guided visits
- Founded in 1895 and it is now one of the most famous and prestigious cultural organizations in the world.

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PERSONAS

- A Patron of the arts
- Artists / Exhibitor
- Scholars
- Museum Curator : Art Director
- Members of the press / Art communnity



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- means of gauging the competitors within your given field
- Very popular method amongst businesses to improve upon points of weakness and identify possible areas of improvement
- Two competitors:

 Whitney Museum of American Art (http://whitney.org/)

 Florence Bienalle (http://www.florencebiennale.org/en/)

...

WHITNEY MUSEUM OF AMERICAN ART

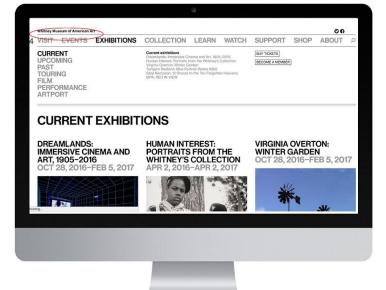
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FLORENCE BIENNALE

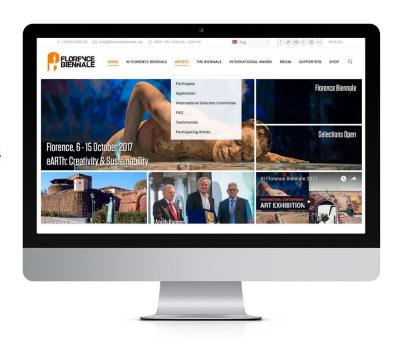
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Florence Biennale 2017 October 6th - 15th | Fortezza da Basso, Florence eARTh - Creativity & Sustainability artist can harness with that of organisations from and allowed new art forms to emerge different countries engaged in a wide range of The XF^h Florence Blennale, which will be held at the activities - from the production of eco-friendly Fortezza da Basso, this time in the light and spacious The Xith Florence Biennale aims at contributing to materials to land reclaiming and recycling projects. venue at the ground floor, includes digital art in their envision a future in which creativity and from the sustainable growth of organic produces to fair prize categories, along with Video Art, Photography, sustainability are inspiring principles of an artistic trade and manufacturing processes respectful of Installation Art, Performance Art as well as and cultural 'ecosystem' within a world that is human rights. Such a synergy ultimately means Painting, Drawing & Calligraphy, Mixed Media, respectful of nature and life forms on Earth. In this integrating creative, societal, environmental, and Sculpture, Ceramic Art, Textile & Fiber Art, and perspective cultural diversity and biodiversity do not: economic needs within a conceptual framework Jewellery Art. Along with the artworks of participating exist in separate and parallel realms, but are part of a envisioning art and culture as resources for artists with different cultural backgrounds and at kind of colevolutionary process that needs to be innovative approaches aimed at pursuing different career stages, special projects by a few guest sustainable development goals in harmony with artists of honour will be showcased in this fascinating including therein museums, art galleries, artist-run Indeed, art can play an active role in the mainstream societies, schools, publishers, and other organisations. sustainable growth debate fostered by the UNESCO. also be set up to present the guest artists who will be

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DESIGN RECOMMENDATIONS

- Responsiveness
- Make fonts bigger
- Add white space
- Redesign main nav to provide visual consistency



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- Mean of conducting usability research on a user interface, and the functionality of it.
- Intended to locate and isolate usability problem areas in accordance with the usability heuristics
- 5 different scenarios, each with 2 or 3 tasks



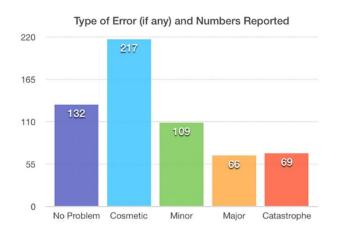
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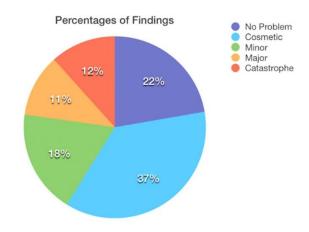
USABILITY TESTING

These two charts reflect the number of and type of errors that were reported during the completion of the **Heuristic Evaluation Scenarios**.



Errors on La Biennale Di Venezia

DESCRIPTION	NUMBERS REPORTED		
No Problem	132		
Cosmetic	217		
Minor	109		
Major	66		
Catastrophe	69		



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CARD SORTING

- Useful UX/UI design tool to create a more streamlined information architecture
- Cheap and simple approach to weeding out unnecessary architecture
- Favor of minimal structural design and navigation design

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SIMILARITY MATRIX

Similarity Matrix @

```
Biennale Danza 2017-exhibition
85 Biennale Musica- 2017 (exhibition)
71 71 Biennale Teatro 2017
28 28 42 Biennale College-cinema
35 35 35 71 Biennale College-dance
21 35 28 64 71 Biennale College-music
21 21 42 71 64 64 Bienalle College-theater
0 0 7 0 0 0 28 History of theater
0 0 0 21 0 0 0 71 History of cinema
0 7 0 0 0 21 0 71 78 History of music
0 0 0 0 0 0 0 71 78 78 History of architecture
      0 28 7 0 64 71 71 71 64 History of dance
0 0 0 0 0 0 0 14 21 21 21 14 21 Historical Archives
7 7 7 7 7 0 0 7 7 7 7 7 7 7 7 7 8 78 Fourth Stage: online and video archives
0 0 0 0 0 0 0 7 7 7 21 7 7 71 78 71 Architecture archives
                  0 0 0 0 21 14 21 14 7 64 71 64 Biennale Library
57 50 35 21 21 14 14 0 0 0 0 14 0 0 7 7 0 0 0 7 7 0 0 14 0 0 21 0 0 0 7 7 0 0 0 7 7 1 Collateral Events: Art Exhibition
0 0 0 21 0 0 0 0 21 0 0 0 0 7 7 7 7 7 0 7 0 7 7 7 7 0 0 0 7 7 14 0 0 7 14 7 7 7 0 7 0 64 57 Submit a film
21 21 21 21 42 14 7 14 0 21 0 0 0 0 0 0 7 0 0 0 0 7 21 14 14 21 14 7 7 7 7 7 21 21 14 0 0 7 7 14 28 42 7 0 0 21 Cinema regulations
7 7 7 0 0 0 7 14 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 0 14 14 7 14 14 14 0 14 7 0 0 7 0 7 28 28 21 14 7 14 7 7 21 28 14 21 21 21 7 0 0 National participants
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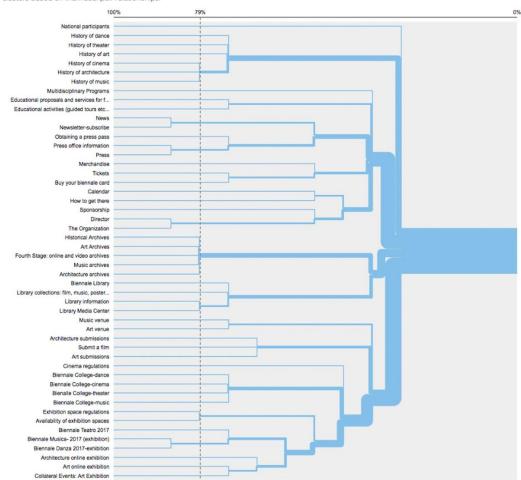
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DENDOGRAM

Best Merge Method

The Best Merge Method often performs better than the Actual Agreement Method when your study has fewer participants, it makes assumptions about larger clusters based on individual pair relationships.



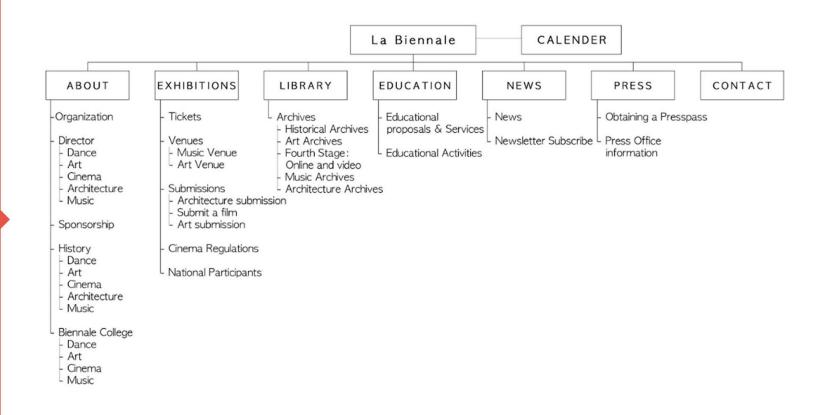
RECOMENDATIONS

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USABILITY TESTING

- Participants: perform a set of tasks and record user's impressions on the website, like its strengths and what aspects need improvement
- The goal is to improve our understanding about how users interact with the website, and how this interaction can be improved

COMPONENTS

- 1. Learnability
- 2. Efficiency
- 3. Memorability
- 4. Errors
- 5. Satisfaction

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TARGET AUDIENCE

- To achieve an optimal level usability testing, participants should be representative of the website's target demographic
- 10 participants from the students of ITC 298 at Seattle Central College
- The scenarios and tasks were designed based on broader interests
- To simulate a wide variety of users, parts of our scenarios and tasks required the participant to assume the identity of a particular subject

Scenario 1

Scenario 2

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AMERICAN TOURIST

Scenario 3





Scenario 4



TASK

From the main page: look for an art exhibition. Purchase 2 tickets if available. You don't have to enter any personal info to complete this task.

Scenario 1

Scenario 2

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Scenario 3





FILM MAKER

Scenario 4



TASK

From the homepage: find more information about the Biennale College Cinema VR.

Scenario 1 Scenario 2

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CHOREOGRAPHER



Scenario 4



TASK

Find out what is the required documentation and where to send it in order to apply for the dance festival

Scenario 1

Scenario 2

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Scenario 3





Scenario 4



BLOGGER

TASK 1

Figure out how to obtain a press pass

TASK 2

Get a press-kit package

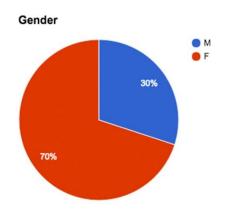
RESULTS PRE TEST SURVEY

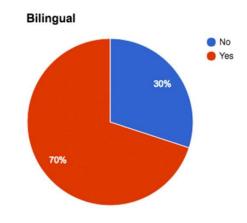
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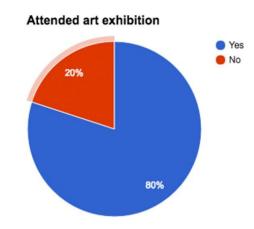
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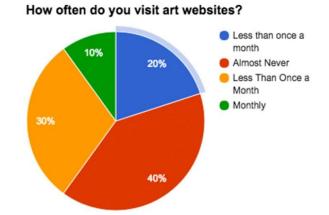
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RESULTS

Task	Average Completion Time	Average Errors	Completion Rate
Scenario 1/Task 1	2.8 minutes	1	100%
Scenario 2/Task 1	2.7 minutes	0.03	100%
Scenario 3/Task 1	2.8 minutes	0.5	100%
Scenario 4/Task 1	2.8 minutes	1	80%
Scenario 4/Task 2	1.8 minutes	0	90%
	Scenario 1/Task 1 Scenario 2/Task 1 Scenario 3/Task 1 Scenario 4/Task 1 Scenario	Scenario 2.8 minutes 1/Task 1 Scenario 2.7 minutes 2/Task 1 Scenario 2.8 minutes 3/Task 1 Scenario 2.8 minutes 4/Task 1 Scenario 1.8 minutes	Time Scenario 1/Task 1 2.8 minutes 1 Scenario 2/Task 1 2.7 minutes 0.03 Scenario 3/Task 1 2.8 minutes 0.5 Scenario 4/Task 1 2.8 minutes 1 Scenario 1.8 minutes 0

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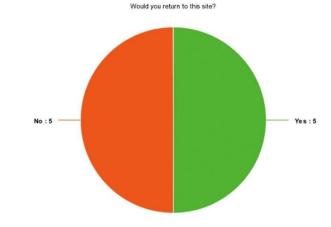
HEURISTIC EVALUATION

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			Easy to		
			Navigate or		
Easy or	Satisfying or	Wonderful or	Difficult to	Clear or	Pleasing or
Difficult	Frustrating	Terrible	Navigate	Confusing	Dull
2.4	2.4	2.4	3	3.2	2.6
2.5	2.5	2.5	<mark>3.5</mark>	4	<mark>2.5</mark>

RESULTS
POST TEST SURVEY



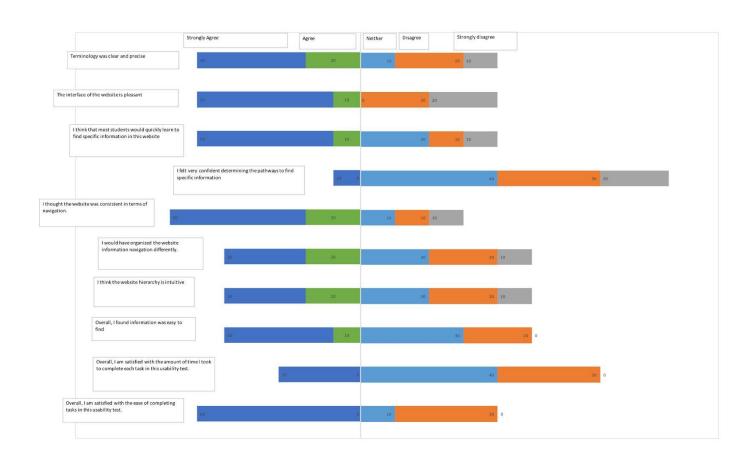
COMPETITIVE ANALYSIS

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USABILITY TESTING

RESULTS: POST TEST SURVEY



RECOMMENDATIONS

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CARD SORTING

- Update in both look and functionality should be priority one
- Improve information architecture user needs to be able to find what they are looking for with minimal effort and minimal error
- Make fonts bigger font is nearly unreadable for some of our testers
- Remove duplicate links on some of the pages, and the rename some links