LA BIENNALE

COMPETITIVE ANALYSIS

HEURISTIC EVALUATION

CARD SORTING

USABILITY TESTING

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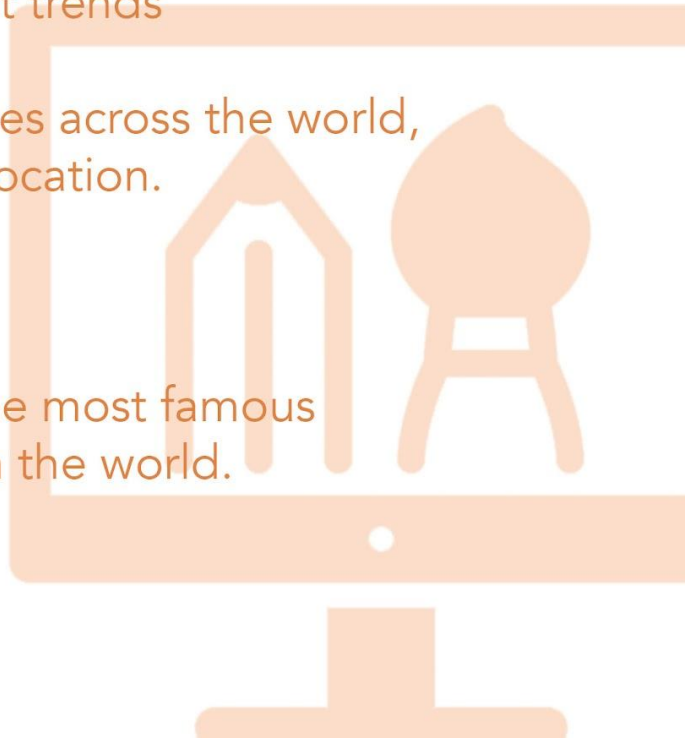
BACKGROUND INFORMATION

- 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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COMPETITIVE ANALYSIS

- 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/*)

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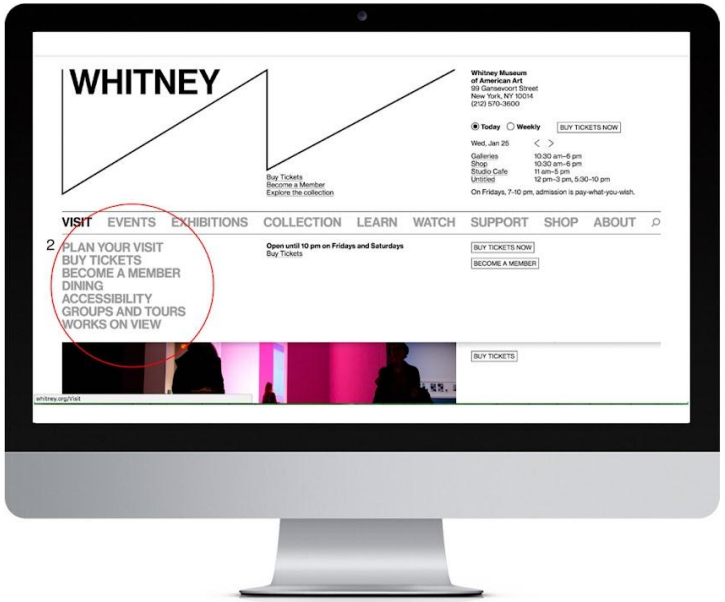
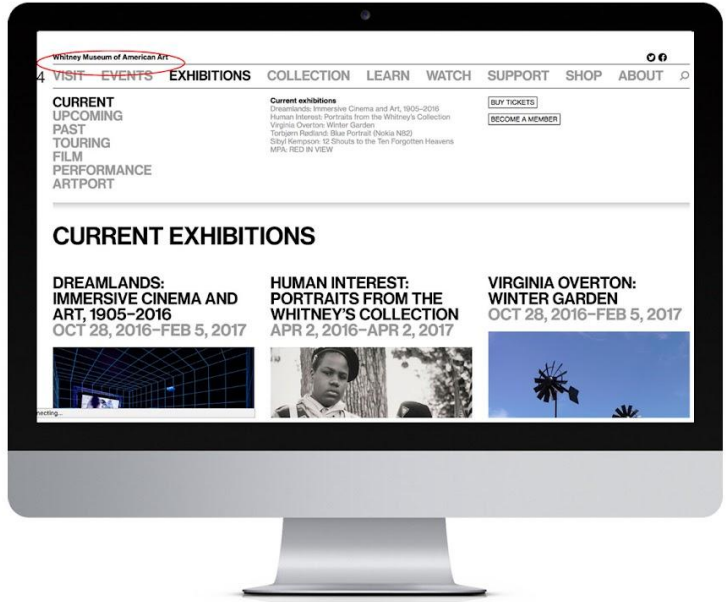
WHITNEY MUSEUM OF AMERICAN ART





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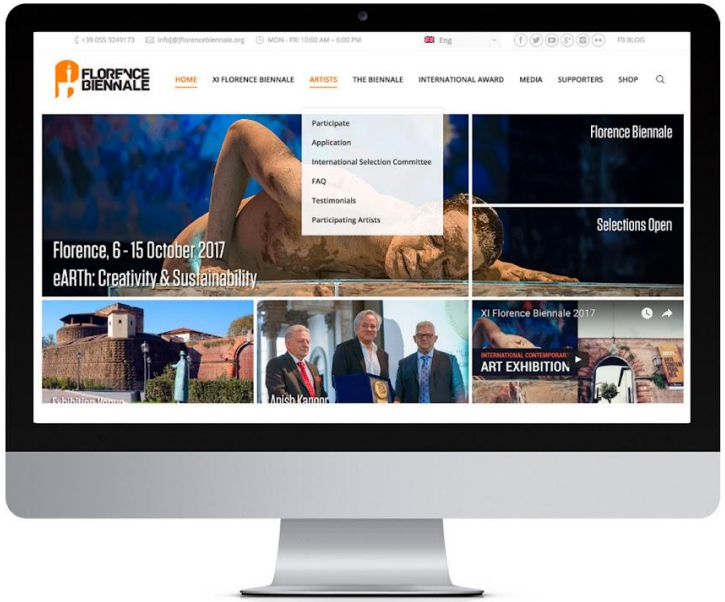
FLORENCE BIENNALE



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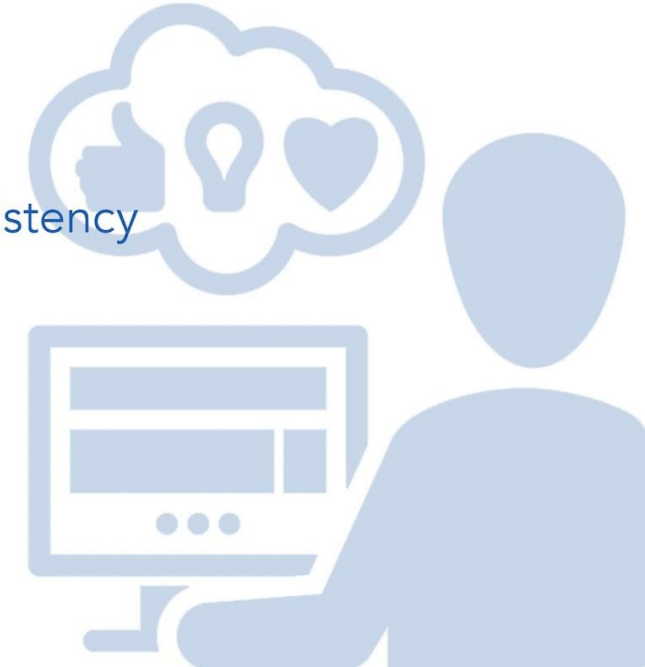
DESIGN RECOMMENDATIONS

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



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HEURISTIC EVALUATION

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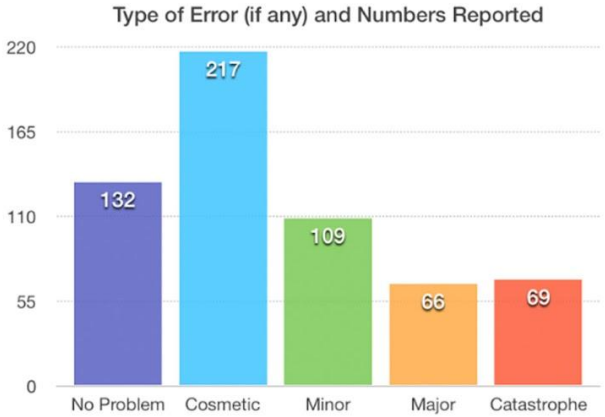
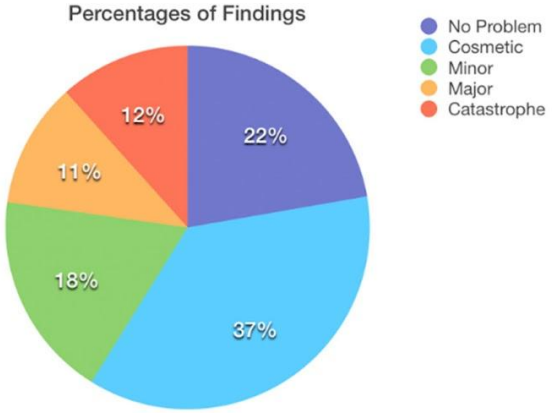
These two charts reflect the number of and type of errors that were reported during the completion of the **Heuristic Evaluation Scenarios.**

Errors on La Biennale Di Venezia

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





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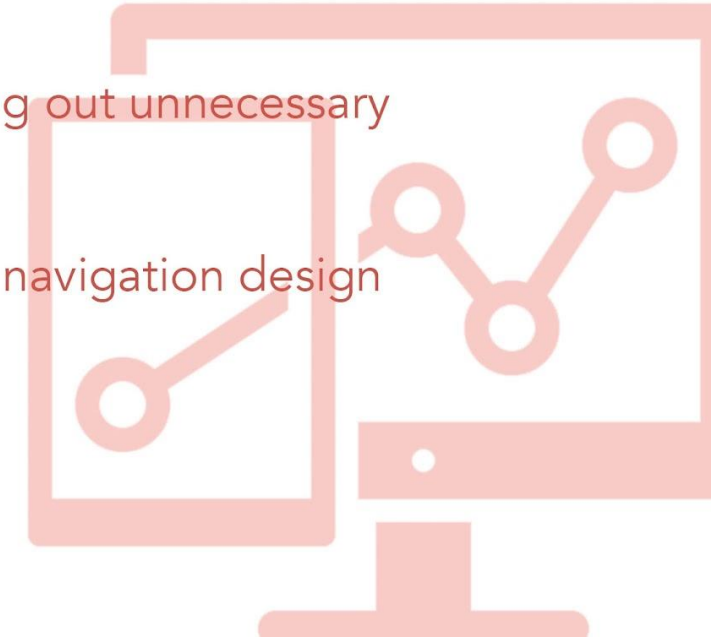
CARD SORTING

- 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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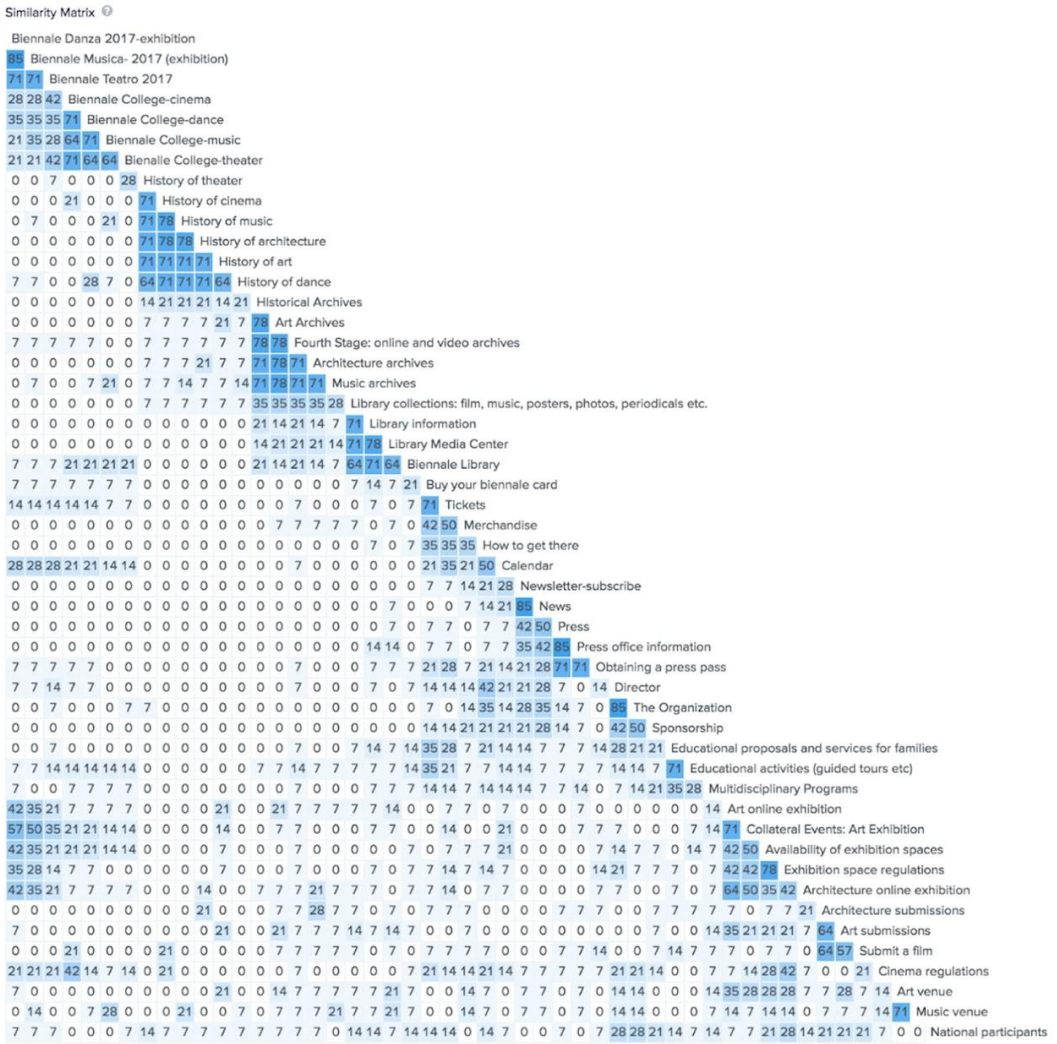
SIMILARITY MATRIX



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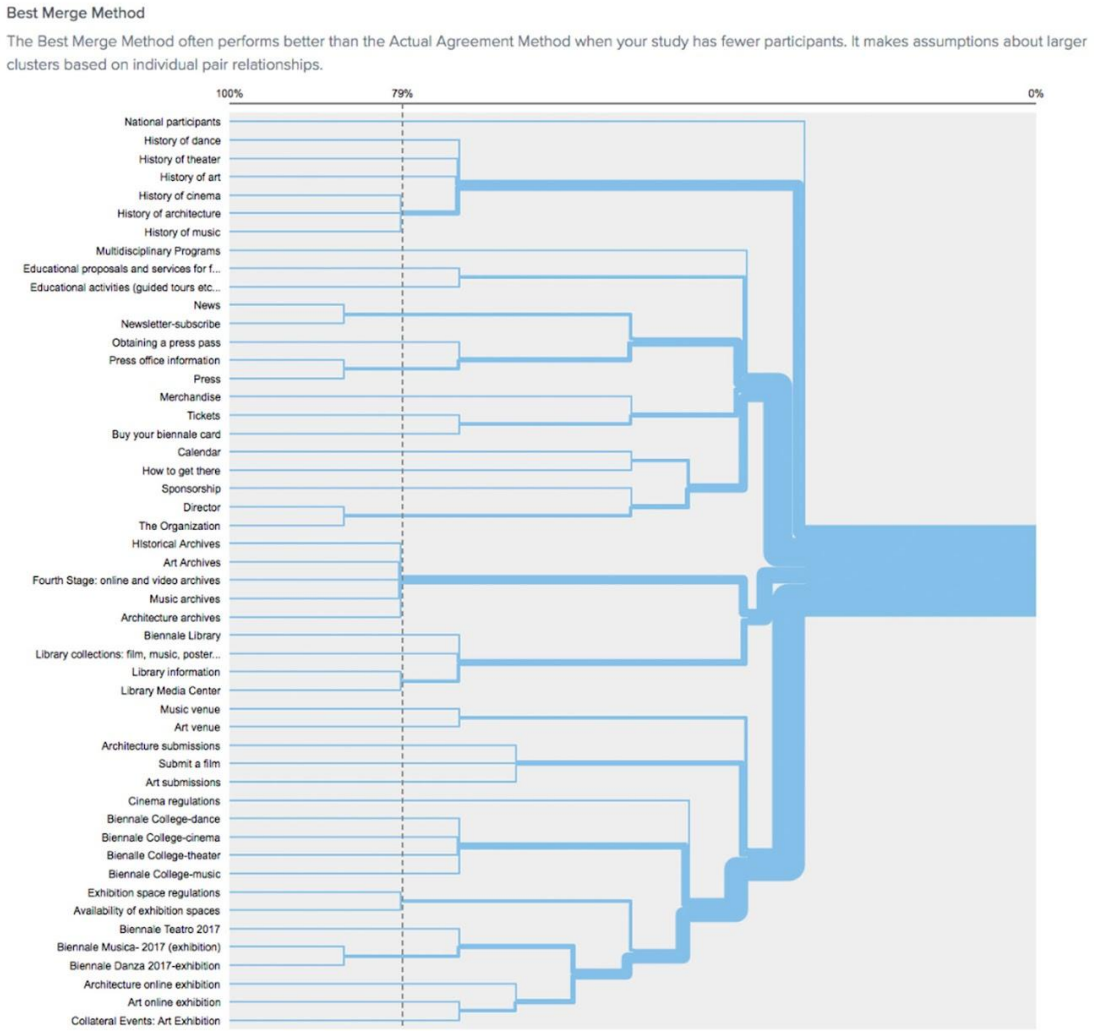
DENDOGRAM



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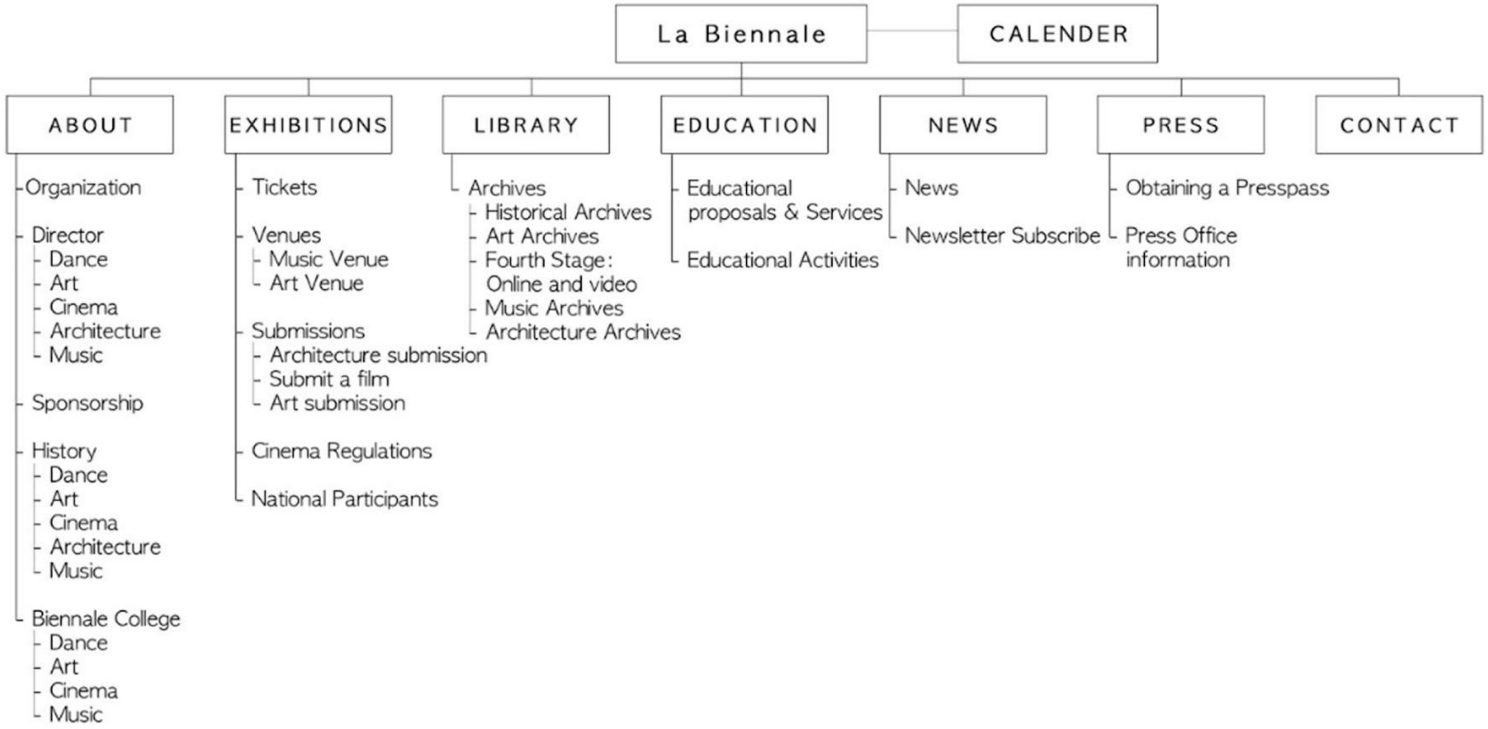
RECOMENDATIONS



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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

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Scenario 1

AMERICAN TOURIST

Scenario 2

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.

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Scenario 1

Scenario 2

FILM MAKER

Scenario 3

Scenario 4

TASK

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

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Scenario 1

Scenario 2

Scenario 3

CHOREOGRAPHER

Scenario 4

TASK

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

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Scenario 1

Scenario 2

Scenario 3

Scenario 4

BLOGGER

TASK 1

Figure out how to obtain a press pass

TASK 2

Get a press-kit package

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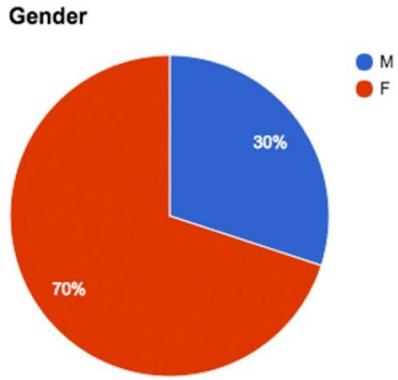
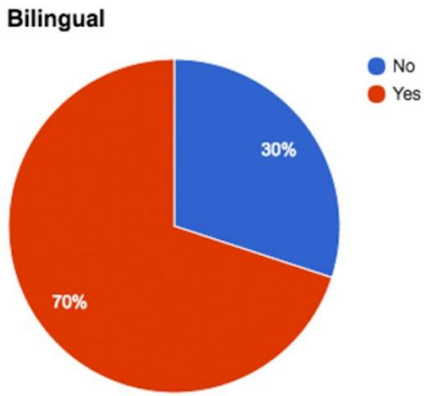
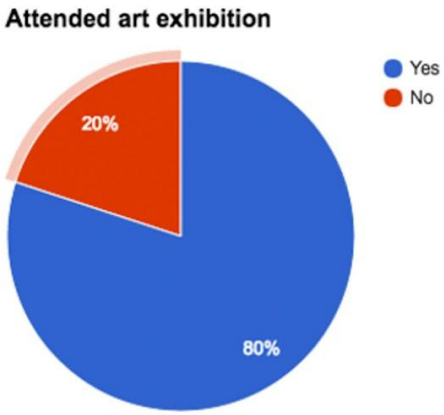
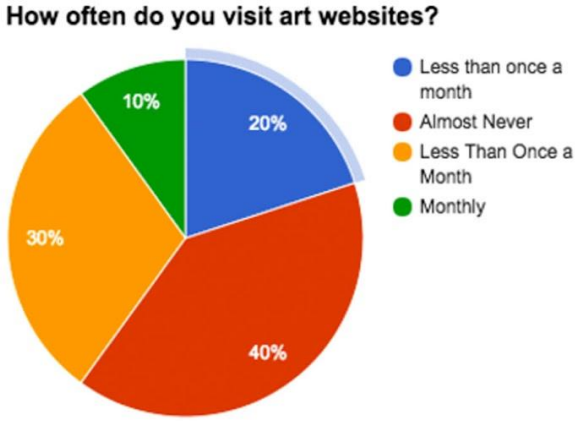
RESULTS
PRE TEST SURVEY









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%

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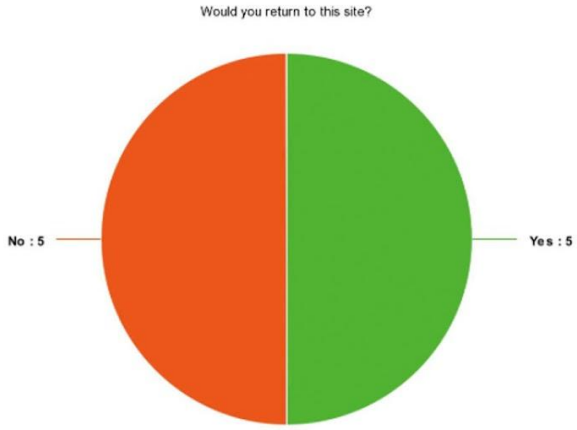
Easy or Difficult	Satisfying or Frustrating	Wonderful or Terrible	Easy to Navigate or Difficult to Navigate	Clear or Confusing	Pleasing or Dull
2.4	2.4	2.4	3	3.2	2.6
2.5	2.5	2.5	3.5	4	2.5

RESULTS
POST TEST SURVEY



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RESULTS: POST TEST SURVEY

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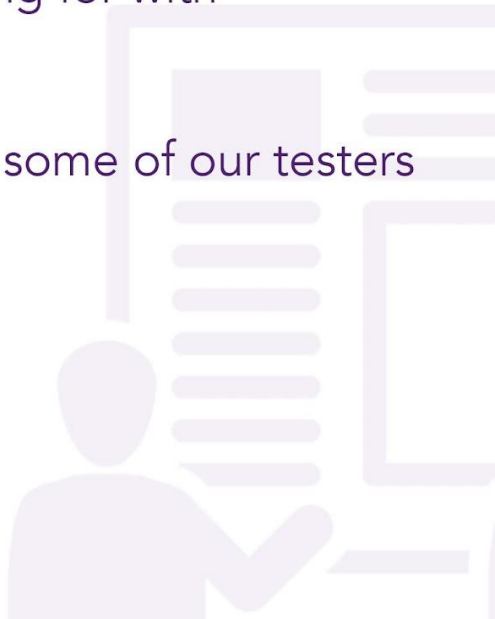
RECOMMENDATIONS

- 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