

EVENTS  
ACCESSED ON DESKTOP

Heuristic	Score	Observation	Recommendations
<p><b>Findable</b></p> <ul style="list-style-type: none"> <li>-Can users easily locate the things they are seeking?</li> <li>-How is findability affected across devices?</li> <li>-Does the system support the multiple ways users look for information?</li> <li>-Does the search work the way users expect it to work?</li> </ul>		<ol style="list-style-type: none"> <li>1. The search bar on the events page does not prioritize events.</li> <li>2. Once on the event's page, users (1/4) found events by clicking through individual dates on the horizontal calendar or users 2/4) scrolled down the page and scanned the 'featured events. ¼ users accessed events by using the filtered search.</li> <li>3. ¾ users did not see the filter settings to look for events 'in September.'</li> <li>4. When using the date scroll function to find an event on September 12<sup>th</sup> or October 18<sup>th</sup>, users did not expect to do so many clicks through the scroll to reach their dates.</li> </ol> <p><b>Overall:</b> users were able to complete their tasks, but due to the size of the calendar scroll feature, users did not seek out other ways to find their events, even if the event was over a month away. Each user spent over 30 seconds seeking the event in October.</p>	<ol style="list-style-type: none"> <li>1. When on the search bar, ensure that site allows for approximate search terms and will prioritize results based on the page people are searching from.</li> <li>2/3. Eliminate or decrease the size of the scrolling calendar at the top. This draws the user's eye and decreases their engagement in other functionalities of the page.</li> </ol>
<p><b>Accessible</b></p> <ul style="list-style-type: none"> <li>-Can content and features be accessed via all expected channels and devices?</li> <li>-Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dyslexia)?</li> </ul>		<ol style="list-style-type: none"> <li>1. Accessing Event's Page: ¾ Users accessed the events page by clicking the primary navigation item and ¼ users found events by scrolling through the events listed on the homepage.</li> <li>2. ¼ users attempted first to find an event by using the search bar but this did not work as what she typed was an approximation of an event name not exact.</li> </ol>	<ol style="list-style-type: none"> <li>1. Change format of calendar.</li> <li>2. Increase size of the filter search option.</li> <li>3. Keep the upcoming events list but increase the percentage of the page they take up.</li> </ol>

		<p>3. There are multiple access channels, and each cater to different needs of the user (short term scheduling, far out, or just browsing). Users did not choose the search pathway that best suited their needs.</p> <p>4. The font of 'featured events' is small, and images are hard to discern due to small sizing. The hard of seeing and those with dyslexia would have difficulty accessing information.</p> <p>5. 8Kv0sVOJXF</p>	<p>4. Increase the sizing of icons and words to fit the desktop. Page seems set to fit to mobile.</p>
<b>Clear</b>			
<p>-Is it easy to understand (including uncommon terms or being purposefully unclear in language)?</p> <p>-Is the target demographics' grade and reading level considered?</p> <p>-Is the path to task completion obvious and free of distraction?</p> <p>-Would a user find it easy to describe?</p>		<p>1. Path to task: There are three ways to complete the task, all of which compete with each other. Users are drawn into the most visually dominant, the calendar, but this is not the most function when seek a date more than a week in the future or if you are not sure of the actual date you want to visit.</p> <p>2. <b>Describability:</b> User would be able to describe what the page does and provides, but they would have difficulty describing the navigation steps of how to get to their desired event. This is due to multiple steps.</p>	<p>Change the calendar feature so that it is not scrolling but presented in a grid like format that users are familiar with.</p> <p>When users are shown upcoming events, increase size of the date so they are aware the event is not on the exact date they are looking for.</p>
<b>Communicative</b>			
<p>-Is the status and location of the user obvious?</p> <p>-Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks?</p>		<p>1. The user is aware they are on the events homepage and this breadcrumb remains when a user clicks on a specific event.</p>	<p>2. Have a breadcrumb so user knows what their search filter currently is.</p>

<p>-Is messaging effective and supportive?</p>		<p>2. When using the filtered search option, the user's preferences are not displayed. User may not remember what filters (category, month, date) they searched and will do repeat searches.</p>	
<p><b>Usable</b></p>			
<p>-Are users able to complete the tasks that they set out to without major frustration or blockers?          -Does it serve new users as well as loyal users in ways that satisfy their needs uniquely?          -Does the site or page follow usability best practices?</p>		<p>1. When users click on a day on the sliding calendar and they have clicked the filter below to include 'all events,' all events will appear, regardless if they occur on the date the user selected. User is confused and thinks that the date they selected has multiple events until reading further.          2. <b>If a user filters by category, and month, then when they choose a day, they have to rechoose the month on the calendar drop down.</b> ¼ users reset the calendar to the current month, September four times, when they clicked a day they had set for October.          3. Users were not satisfied (2.25) with this site.</p>	<p>1 Ensure that search results are split into 'date selected' and 'future events.'          2 Redesign the filtered search so that when users click a specific date in a future month, they do not have to adjust the month on the calendar.</p>
<p><b>Credibility</b></p>			
<p>-Is the design appropriate to the context of use and audience?          -Is the content updated in a timely manner?          -Is promotional content used with restraint?          -Is it easy to contact a real person?          -Is there help/support content where needed, especially when asking for sensitive personal data?</p>		<p>1. The user is wanting current art events and to increase knowledge base on events in the city. The site caters to this need.          2. There is a density of events in September, but users looking to plan ahead have little choice.          3. Minimal promotional content used.          4. There are contact numbers, however when you call, the operator is not informed about current and future events, nor how to direct you to a person who knows or an area of the website that has them.</p>	<p>Have credible people to reach out to when user calls with a question about the website/museum.</p>

<b>Controllable</b>			
<p>-How well are errors anticipated and eliminated?          -When errors do occur, how easily can a user recover?          -Are exits and other important controls clearly marked?          -Can the user tailor information or functionality to their need?</p>		<ol style="list-style-type: none"> <li>1. If there is a date on the calendar with no event, users are still able to click on it. This is the same when viewing the calendar via the filter tab.</li> <li>2. Users performed errors when clicking on an event that appeared based on their filters but did not match the date. ¼ users clicked on the event then realized the date did not match.</li> </ol>	<ol style="list-style-type: none"> <li>1. If there is no event on a specific day, the user should be alerted before clicking.</li> <li>2. When a list of events appears based on a date selected, those that are not on the exact date the user selected should have a signifier, so users do not click on event to find out more and then realize it is not on their selected date.</li> </ol>
<b>Valuable</b>			
<p>-Is this product desirable to the target user?          -Can a user easily describe the value?          -Does it meet the business goals?</p>		<ol style="list-style-type: none"> <li>1. When asked their satisfaction with process, user ranked it average a 2.25.</li> <li>2. Users found value in knowing upcoming events, however the value was decreased by the challenges they had, and errors made when acquiring information.</li> <li>3. The museum's mission is to <i>create inspiring encounters with art that expand the ways we see ourselves, the world and its possibilities.</i></li> <li>4. While navigating the event's page, encounters with the website were not inspiring. Users described it as 'clunky,' 'annoying' and 'jarring.' Users felt like the possibilities were limited when looking into October and beyond.</li> </ol>	<p>Recommendations need to be further explored with users being asked specific questions about how they used this site and felt afterwards, v's other museum event's pages.</p>
<b>Learnable</b>			

<p>-Can it be grasped quickly?          -What is offered to ease the more complicated processes?          -Is it easy to recall?          -Does it behave consistently enough to be predictable?</p>		<ol style="list-style-type: none"> <li>1. The multiple pathways to access events impacted learnability. The calendar is provided to ease the process, but the multiple search choices actually confused users.</li> <li>2. The lack of breadcrumbs for what users had looked at and not encouraged repetition of searches.</li> <li>3. The mismatch of date and event made users distrust information and disregard it before committing it to memory. When users went to check out, the time and date of the event was not easily recalled, and this was required to checkout a ticket.</li> <li>4. The search features were not consistent, particularly the filter search.</li> </ol>	<ol style="list-style-type: none"> <li>1. Limit search pathways.</li> <li>2. Have consistency in how both calendars are displayed.</li> <li>3. Instead of users clicking an event and it is taking them to a new page, have them remain on this page with event information being anchored or provided in an overlay.</li> <li>4. Ensure users are notified when their search yields no results for a specified date and that the options given are outside of their search constraints.</li> </ol>
Delightful			
<p>-How are user expectations not just met but exceeded?          -What can you take that is now ordinary and make extraordinary?          -What are your differentiators from other similar experiences or competitors?</p>		<ol style="list-style-type: none"> <li>1. The interface did not leave the users feeling satisfied. It did not meet nor exceed expectations, and this was signified by user satisfaction and page/interaction descriptions.</li> <li>2. When looking at other NY museums, the events page is exciting and emulates the experience of walking through a gallery. BM's site is 'clunky' 'jarring' and sticky.</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase use of overlays. Have consistent boxing for primary headings. Use secondary headings so users have greater orientation. Ensure the aesthetics and transitions emulate a museum experience rather than a roller coaster built in the 20's.</li> </ol>

TICKETING  
ACCESSED ON DESKTOP

Heuristic	Score	Observation	Recommendations
<b>Findable</b>			
<p>-Can users easily locate the things they are seeking?            -How is findability affected across devices?            -Does the system support the multiple ways users look for information?            -Does the search work the way users expect it to work?</p>		<p>All users scrolled through page before clicking general admission.            Although there is a search bar, no users required it.            No users made errors when navigating through tickets.</p>	
<b>Accessible</b>			
<p>-Can content and features be accessed via all expected channels and devices?            -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dyslexia)?</p>		<p>Text is small with a lot of words on each page. There is little contrast for navigation boxes making it difficult for hard of site users to find clickable navigation tools.</p>	<ul style="list-style-type: none"> <li>• Decrease Words on page. Instead of the list of what is included in general admission, you can just say, all expeditions except for Studio 54.</li> <li>• Take out pricing and time as this will appear on the following page and will be user specific.</li> </ul>
<b>Clear</b>			
<p>-Is it easy to understand (including uncommon terms or being purposefully unclear in language)?            -Is the target demographics' grade and reading level considered?</p>		<p>Language is consistent with checkout pages.            Language meets target demographic.</p>	<ul style="list-style-type: none"> <li>• Use anchors and overlays to present</li> </ul>

<p>-Is the path to task completion obvious and free of distraction? -Would a user find it easy to describe?</p>		<p>The path to task completion has a lot of competing information and heavy prose impacting findability. User goes through five pages from tickets page to check out.</p>	<p>ticket information based on user needs</p>
<b>Communicative</b>			
<p>-Is the status and location of the user obvious? -Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? -Is messaging effective and supportive?</p>		<ul style="list-style-type: none"> <li>• The primary navigation of “Tickets” when user is on page. When user clicks to purchase tickets, they leave Brooklyn Museum and are linked to showclix.</li> <li>• User has difficulty navigating back to home from tickets page due to being taken to Showclix when selecting ticket. Back keys don’t work and there is now linked “Brooklyn museum header.</li> <li>• User is prompted to “reserve ticket” but this takes the user to payments. There is no option on the site to reserve, only to prepay.</li> </ul>	<ul style="list-style-type: none"> <li>• Have showclix open in a pop up so user has easier navigation from window tabs.</li> <li>• Activate a home link on the Brooklyn museum headline within showclix.</li> <li>• Copy of “reserve ticket” should be changed to “Purchase in advance”</li> </ul>
<b>Usable</b>			
<p>-Are users able to complete the tasks that they set out to without major frustration or blockers? -Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? -Does the site or page follow usability best practices?</p>		<ul style="list-style-type: none"> <li>• Users are frustrated with the number of links. They are able to complete the task, but due to being taken to an external site, showclix, and each click opening up a new page, users become frustrated with timeliness.</li> <li>• The site does not have usability best practices. Navigation tabs do not have enough contrast, there heavy chunks of information without visual support, there is poor communicative features, copy confuses the user and the site is ‘clunky,’ as one user said.</li> </ul>	<ul style="list-style-type: none"> <li>• Use overlays and anchors to avoid reloading new page with each click.</li> <li>• Explore customization for returning users.</li> <li>• Review best practices and make a detailed report on usability.</li> </ul>
<b>Credibility</b>			

<ul style="list-style-type: none"> <li>-Is the design appropriate to the context of use and audience?</li> <li>-Is the content updated in a timely manner?</li> <li>-Is promotional content used with restraint?</li> <li>-Is it easy to contact a real person?</li> <li>-Is there help/support content where needed, especially when asking for sensitive personal data?</li> </ul>		<ul style="list-style-type: none"> <li>• The external booking agency reduces credibility as there are no return links to the website.</li> <li>• The formatting appears archaic, but the content is updated.</li> <li>• Contact numbers are available, but front desk is only able to answer simple questions, opening times, covid precautions etc.</li> <li>• The user is into art and culture, where the black white is generic and void of cultural uniqueness.</li> </ul>	<ul style="list-style-type: none"> <li>• Do payments onsite or have the payments site open in new window and have a link back to BM.</li> <li>• Depending on Budget, consider hiring a designer to work on aesthetics that match the culture and mission of the museum.</li> </ul>
<b>Controllable</b>			
<ul style="list-style-type: none"> <li>-How well are errors anticipated and eliminated?</li> <li>-When errors do occur, how easily can a user recover?</li> <li>-Are exits and other important controls clearly marked?</li> <li>-Can the user tailor information or functionality to their need?</li> </ul>		<ul style="list-style-type: none"> <li>• When checking out, 2 x users did not click a box when asked about insurance. When trying to check out, they were notified of their error.</li> <li>• There is no personalization of functionality.</li> <li>• When checking out, users have zero breadcrumbs or marking.</li> </ul>	<ul style="list-style-type: none"> <li>• If a person does not click to insure the ticket, mark that as a not interested in insurance.</li> <li>• Users cannot get back to homepage from ticketing without opening a new tab and typing in the website address</li> </ul>
<b>Valuable</b>			
<ul style="list-style-type: none"> <li>-Is this product desirable to the target user?</li> <li>-Can a user easily describe the value?</li> <li>-Does it meet the business goals?</li> </ul>		<ul style="list-style-type: none"> <li>• All users completed the task successfully, therefore their immediate goals were met. If value is a success metric, the site is valuable, but if it is knowledge based or informative leaving users with a desire to visit the museum, then value was not achieved.</li> </ul>	<ul style="list-style-type: none"> <li>• More usability testing to explore what the value is to the user.</li> </ul>

		<ul style="list-style-type: none"> <li>User satisfaction was a 3.75 due unpleasant experience.</li> </ul>	
<b>Learnable</b>			
<p>-Can it be grasped quickly?          -What is offered to ease the more complicated processes?          -Is it easy to recall?          -Does it behave consistently enough to be predictable?</p>		<ul style="list-style-type: none"> <li>There are little offerings to ease a complicated process. There are no perceived shortcuts. Due to competing information and information chunks, users cannot absorb/learn important information.</li> <li>Site is consistent in that every click takes you to a new page. The consistency of that interaction is unpleasant and therefore demotivates users to learn it.</li> </ul>	<p>Decrease visual clutter and prioritize based on task. Any information that is not task based should not be available on the page.</p> <p>Increase overlays and anchors to increase enjoyability when checking out. Use language that is positive and appreciative of purchase. This will be further explored with greater time allocation.</p>
<b>Delightful</b>			
<p>-How are user expectations not just met but exceeded?          -What can you take that is now ordinary and make extraordinary?          -What are your differentiators from other similar experiences or competitors?</p>		<p>The tickets page has no images and no encouraging copy. Transitions are 'clunky', and 'jarring' and users have to 'click, click, click, click, click' to get to their destination.</p> <p>Competitors experiences reflect the aesthetics and exhibitions of the museum where Brooklyn Museum feels like it is full of lithographs or charcoals.</p>	<p>Hire a designer to match the mission and museum aesthetic to the design. Use current exhibitions as design features and include mixed media to portray museum.</p>

**THE HOME PAGE  
TESTED ON DESKTOP**

Heuristic	Score	Observation	Recommendations
<b>Findable</b>			
<p>-Can users easily locate the things they are seeking?            -How is findability affected across devices?            -Does the system support the multiple ways users look for information?            -Does the search work the way users expect it to work?</p>		<p>All users scrolled through page before clicking general admission.            Although there is a search bar, no users required it.            No users made errors when navigating through tickets.</p>	
<b>Accessible</b>			
<p>-Can content and features be accessed via all expected channels and devices?            -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dyslexia)?</p>		<p>Text is small with a lot of words on each page. There is little contrast for navigation boxes making it difficult for hard of site users to find clickable navigation tools.</p>	<ul style="list-style-type: none"> <li>• Decrease Words on page. Instead of the list of what is included in general admission, you can just say, all exhibitions except for Studio 54.</li> <li>• Take out pricing and time as this will appear on the following page and will be user specific.</li> </ul>
<b>Clear</b>			
<p>-Is it easy to understand (including uncommon terms or being purposefully unclear in language)?            -Is the target demographics' grade and reading level considered?</p>		<p>Language is consistent with checkout pages.            Language meets target demographic.</p>	<ul style="list-style-type: none"> <li>• Use anchors and overlays to present</li> </ul>

<p>-Is the path to task completion obvious and free of distraction? -Would a user find it easy to describe?</p>		<p>The path to task completion has a lot of competing information and heavy prose impacting findability. User goes through five pages from tickets page to check out.</p>	<p>ticket information based on user needs</p>
<b>Communicative</b>			
<p>-Is the status and location of the user obvious? -Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? -Is messaging effective and supportive?</p>		<ul style="list-style-type: none"> <li>• The primary navigation of “Tickets” when user is on page. When user clicks to purchase tickets, they leave Brooklyn Museum and are linked to showclix.</li> <li>• User has difficulty navigating back to home from tickets page due to being taken to Showclix when selecting ticket. Back keys don’t work and there is now linked “Brooklyn museum header.</li> <li>• User is prompted to “reserve ticket” but this takes the user to payments. There is no option on the site to reserve, only to prepay.</li> </ul>	<ul style="list-style-type: none"> <li>• Have showclix open in a pop up so user has easier navigation from window tabs.</li> <li>• Activate a home link on the Brooklyn museum headline within showclix.</li> <li>• Copy of “reserve ticket” should be changed to “Purchase in advance”</li> </ul>
<b>Usable</b>			
<p>-Are users able to complete the tasks that they set out to without major frustration or blockers? -Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? -Does the site or page follow usability best practices?</p>		<ul style="list-style-type: none"> <li>• Users are frustrated with the number of links. They are able to complete the task, but due to being taken to an external site, showclix, and each click opening up a new page, users become frustrated with timeliness.</li> <li>• The site does not have usability best practices. Navigation tabs do not have enough contrast, there heavy chunks of information without visual support, there is poor communicative features, copy confuses the user and the site is ‘clunky,’ as one user said.</li> </ul>	<ul style="list-style-type: none"> <li>• Use overlays and anchors to avoid reloading new page with each click.</li> <li>• Explore customization for returning users.</li> <li>• Review best practices and make a detailed report on usability.</li> </ul>
<b>Credibility</b>			

<ul style="list-style-type: none"> <li>-Is the design appropriate to the context of use and audience?</li> <li>-Is the content updated in a timely manner?</li> <li>-Is promotional content used with restraint?</li> <li>-Is it easy to contact a real person?</li> <li>-Is there help/support content where needed, especially when asking for sensitive personal data?</li> </ul>		<ul style="list-style-type: none"> <li>• The external booking agency reduces credibility as there are no return links to the website.</li> <li>• The formatting appears archaic, but the content is updated.</li> <li>• Contact numbers are available, but front desk is only able to answer simple questions, opening times, covid precautions act.</li> <li>• The user is into art and culture, where the black white is generic and void of cultural uniqueness.</li> </ul>	<ul style="list-style-type: none"> <li>• Do payments onsite or have the payments site open in new window and have a link back to BM.</li> <li>• Depending on Budget, consider hiring a designer to work on aesthetics that match the culture and mission of the museum.</li> </ul>
<b>Controllable</b>			
<ul style="list-style-type: none"> <li>-How well are errors anticipated and eliminated?</li> <li>-When errors do occur, how easily can a user recover?</li> <li>-Are exits and other important controls clearly marked?</li> <li>-Can the user tailor information or functionality to their need?</li> </ul>		<ul style="list-style-type: none"> <li>• When checking out, 2 x users did not click a box when asked about insurance. When trying to check out, they were notified of their error.</li> <li>• There is no personalization of functionality.</li> <li>• When checking out, users have zero breadcrumbs or marking.</li> </ul>	<ul style="list-style-type: none"> <li>• If a person does not click to insure the ticket, mark that as a not interested in insurance.</li> <li>• Users cannot get back to homepage from ticketing without opening a new tab and typing in the website address</li> </ul>
<b>Valuable</b>			
<ul style="list-style-type: none"> <li>-Is this product desirable to the target user?</li> <li>-Can a user easily describe the value?</li> <li>-Does it meet the business goals?</li> </ul>		<ul style="list-style-type: none"> <li>• All users completed the task successfully, therefore their immediate goals were met. If value is a success metric, the site is valuable, but if it is knowledge based or informative leaving users with a desire to visit the museum, then value was not achieved.</li> </ul>	<ul style="list-style-type: none"> <li>• More usability testing to explore what the value is to the user.</li> </ul>

		<ul style="list-style-type: none"> <li>User satisfaction was a 3.75 due unpleasant experience.</li> </ul>	
<b>Learnable</b>			
<p>-Can it be grasped quickly?          -What is offered to ease the more complicated processes?          -Is it easy to recall?          -Does it behave consistently enough to be predictable?</p>		<ul style="list-style-type: none"> <li>There are little offerings to ease a complicated process. There are no perceived shortcuts. Due to competing information and information chunks, users cannot absorb/learn important information.</li> <li>Site is consistent in that every click takes you to a new page. The consistency of that interaction in unpleasant and therefore demotivates users to learn it.</li> </ul>	<p>Decrease visual clutter and prioritize based on task. Any information that is not task based should not be available on the page.</p> <p>Increase overlays and anchors to increase enjoyability when checking out. Use language that is positive and appreciative of purchase. This will be further explored with greater time allocation.</p>
<b>Delightful</b>			
<p>-How are user expectations not just met but exceeded?          -What can you take that is now ordinary and make extraordinary?          -What are your differentiators from other similar experiences or competitors?</p>		<p>The tickets page has no images and no encouraging copy. Transitions are 'clunky', and 'jarring' and users have to 'click, click, click, click, click' to get to their destination.</p> <p>Competitors experiences reflect the aesthetics and exhibitions of the museum where Brooklyn Museum feels like it is full of lithographs or charcoals.</p>	<p>Hire a designer to match the mission and museum aesthetic to the design. Use current exhibitions as design features and include mixed media to portray museum.</p>