

Research Report
User Trialling Rijksstudio
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Summary

A lot of websites are not fulfilling their users' needs or giving them pleasant experiences without web developers even realizing. It could be the websites' excessive text, lack of consistency or complicated navigation throughout the directory pages. These are just a few examples of the many usability problems visitors might experience while browsing through a site. They often lead to negative emotions and lack of enthusiasm in using the website again. In this report, a team of four UX Design students will be evaluating the different usability factors of the Rijksstudio digital environment and how it affects a user's experience.

In order to create a thorough evaluation, we will gather findings from four user trials. Each of us will conduct one trial individually and at the end we will compare our discoveries about the emotions people go through when they are using Rijksstudio, the usability problems they faced and what caused them.

Our final results suggest that the little information provided made the purpose behind Rijksstudio unclear and the lack of explanation led to complicated navigation. Those factors brought negative emotions to the users. However, when we weighted the negative and positive reactions we came to the conclusion that there is a balance between them.

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1. Introduction

The purpose of this assignment is to investigate how users interact with the Rijksstudio website. As a group of 4 students, we will evaluate different usability factors of the Rijksstudio in a digital environment, and how it affects the user's experience. In order to create a thorough evaluation, we will gather four participants to conduct user trialling. The user trials will proceed with an aim, formulating research questions, making a set-up for the participants, as well as collecting and analyzing data which we will communicate. Incorporating usability factors in a digital environment is important because it increases the value of the design to meet the needs of the users.

2. Rijksstudio

In 1798, the Rijksmuseum was founded in The Hague. However, ten years later, in 1808 it moved to Amsterdam. The move did not end there since it first was located at the Royal Palace of Amsterdam, then moved to Trippenhuis and later on, in 1885, at the Museumplein where it is located nowadays as well.

As for its collections, Rijksmuseum hosts around one million art works. However, only eight thousand of them are on display normally. Because of the amount of art that is displayed, Rijksmuseum wanted to create a platform in which some of their art can be viewed digitally in high resolution, downloaded for personal use and is copyright free. With this, they gave access to the public to view art pieces that otherwise would be hard to find.

Rijksstudio has many different functionalities to offer to the user. It is a platform that connects art lovers with their favourite art pieces as well as discovering new ones. Besides discovering new art or admiring some of your loved art works, you can also find whether the museum has specific works on display and where. This is a useful tool if you want to know what the Rijksmuseum has on display at the moment and whether or not you can find these art pieces.

There are a few different smaller mechanisms working to achieve its main function. Functionalities such as exploring other people's collections, sharing your own collection and creating a physical route that the user can send to their phone. Moreover, Rijksstudio also offers users high quality images that are freely accessible for artists to use and manipulate.

However, this report is going to focus more on how the user can find an artwork, add it to their collection and publish it to the Rijksstudio's public feed.

As our main point of focus, this report will talk about how the user can create their own studio and what the user can do with it. We believe that this seems like an appropriate focus for this research due to the fact that, in its essence, Rijksstudio was created as a way for its users to create, explore and share artworks that they adore. Therefore, being able to navigate and perform its main function which is adding artworks to their studio is an important aspect that we will be discussing in this report.

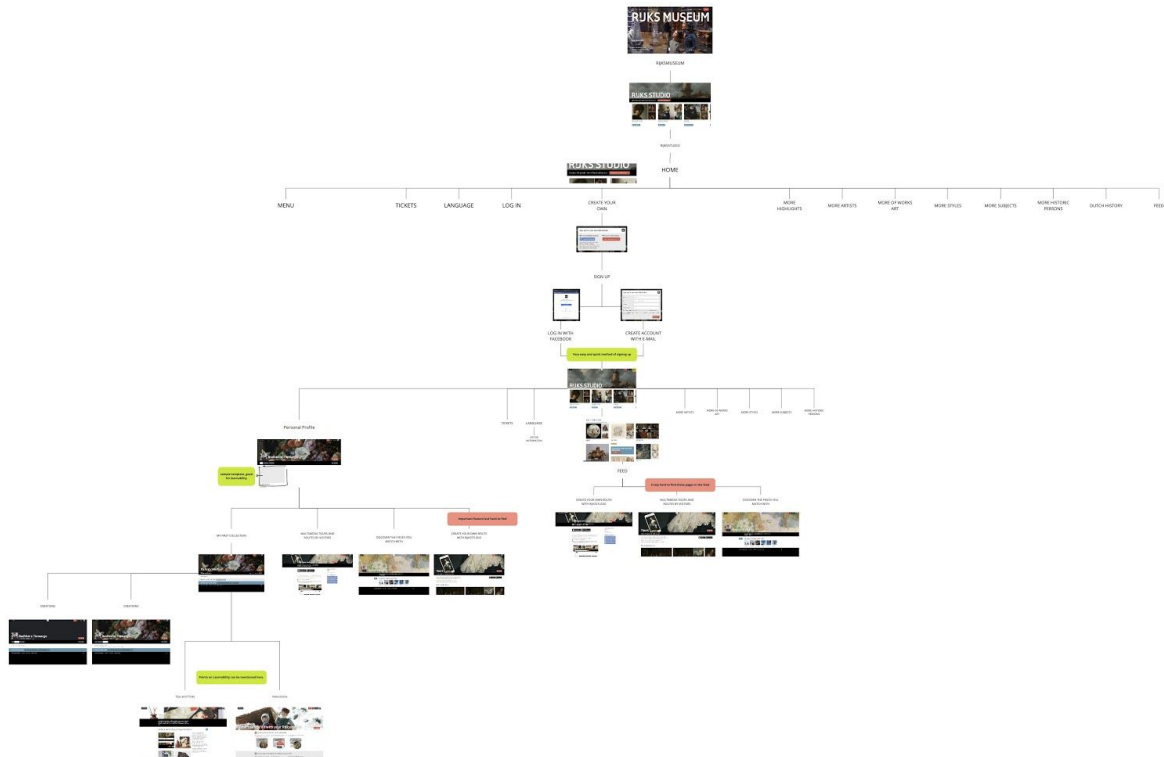


Figure 2.1 Wireframe of Rijksstudio

Since our focus is on the user and how they navigate their way through the website, we wanted to first put emphasis on a few things: (here's a [link](#) to the wireframes)

1. Finding the Rijksstudio within the Rijksmuseum website

That can be done by going to the top of the screen, on Rijksmuseum's page. There, the link to the Rijksstudio can be found which will directly send you on its page.

2. Creating an account on Rijksstudio

This can be done by clicking on the call-to-action button "Create your own Rijksstudio". By clicking on it, you are giving the option of either signing up with facebook or by creating your own account. However, in the end, both actions take you to the same place: the home page of Rijksstudio.

3. Exploring the feed

On the home page of Rijksstudio there is also the feed which has infinite scrolling. Deeply hidden within the feed, you can find three different pages you can go to besides looking at the artworks that Rijksmuseum has to offer. These three pages are:

- a. Create Your Own Route with Rijksstudio
- b. Multimedia Tours and Routes by Visitors
- c. Discover the Pieces You Match With

4. Personal Profile

Within the home page of Rijksstudio, on the top right corner, the symbol of the user's first name can be found. By clicking on it, the user is sent to their personal profile. Since it is a new account, they will see a blank template for their "First Collection". This also gives them a hint of what to do next. Within their personal account, again the three pages that were found in the feed appear. By clicking on this "My First Collection" template, they are given two different links which can be useful to learn how it works:

- Tips and Tricks
- Instructions

5. Adding artworks into your studio

After forming an artwork in their personal profile, there are 2 pathways that the user can follow to add artworks into their studio:

- The first pathway would direct the user to the explore page. Here, the user is able to look at a diverse amount of artworks and simply click on the heart icon to add it to their own collection.
- The second pathway would be to click on the search menu. Here, the user is able to search for pieces of art directly and similar to the first pathway, by simply clicking on the heart icon, they are able to add it to their studio.

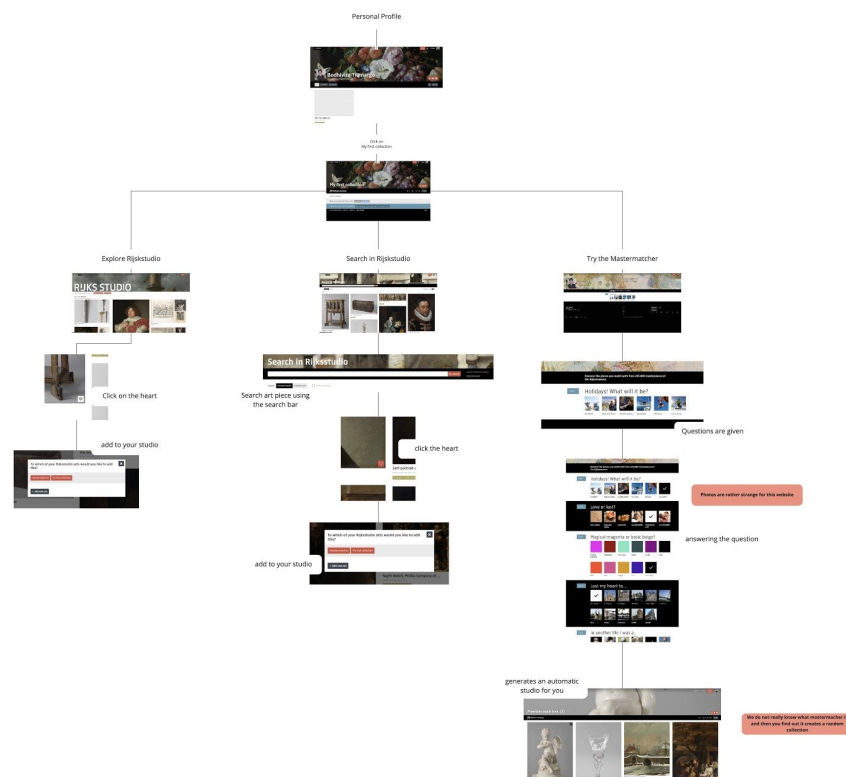


Figure 2.2 Wireframe of adding images to users collection

6. Matchmaker

The matchmaker is a feature in Rijksstudio which creates a studio tailored to the users' insights. This feature can be found in both the feed and also the users collection. This feature allows users to answer different questions in regard to their personality and generate a custom studio which is tailored to their interest.

Now, we will be sharing the three usability factors we have chosen for this user trial:

1. The strongest usability factor of the Rijksstudio digital environment is its **Accessibility**. After creating your route through the museum, you can download their app and have the route on your phone. When you are actually at the museum you can easily follow it with your phone, so you don't need any additional devices. The app also features multimedia tours. Furthermore, the main menu is not cluttered and they are using clear and readable fonts.
2. One of the weakest usability factors of Rijksstudio is its **Learnability**. Often, visitors of the museum are tourists who come here just for a vacation. The Rijksstudio should allow them to become familiar with its features and make a good use out of them quickly. Visitors would not use the website daily so they should not learn more about it the more they use it; everything should be easy to learn and use upfront. The current design of the page does not allow them to achieve that as it is very overwhelming, and the features are not situated in one place.
3. Except Accessibility and Learnability, another important usability factor for the Rijksstudio would be **Ease of Use**. To make the experience of the users smoother, it is good to use a more simplified and similar to other platforms interface so you can find what you are looking for quickly and with no need of outside guidance. This would also make it easier to learn and remember.

3. Research Questions

1. What are the emotions that the user is going through while using the Rijksstudio?
 - a. What do they like/dislike?
 - b. Do the bad emotions outweigh the good emotions?
 - c. Do they gain a positive or negative outcome?
2. What usability problems are users facing when using Rijksstudio?
 - a. What causes these problems?

We have chosen these two questions and their sub questions as our main research question. The reason why we agreed on these two is because of what we have experienced as well while going on the Rijksstudio's website for the first time. We encountered problems while navigating the website which left us confused and frustrated. However, once we would understand or discover something interesting, we got enthusiastic about exploring more. In a sense, we were doing a user trial on ourselves since we never went on the website either. Because of that we realised that others could be facing the same problems as us or not. And that is where it can get interesting.

4. Research Setup

Our focus is on gaining a better understanding of the usability factors we have previously mentioned: ease of use, learnability and accessibility. Therefore, we have decided on tasks which take the user through a journey of the Rijksstudio while allowing them to explore it as much as they want. Because of the circumstances we are in, we have decided on conducting the user trials and interviews online through a video call. This way everyone feels comfortable. Therefore, we will be recording the call to later on look back at it. Since we want to do both qualitative and quantitative research, we found best to conduct these trials in pairs of two. That way, one person leads the trial while the other sits back and observes the user and their actions. Lastly, our targeted user group is art enthusiasts. We have chosen people who are part of the art scene and would normally use websites such as Rijksstudio.

4.1 Location

The user trials will be conducted online through the use of ZOOM. As ZOOM has all the features to accommodate our needs such as live video recording and a perfect view of the users' screen and facial expressions, we believe this tool is well suited to aid our user trials. We decided on that because we believe that it is much more safe and realistic for the interviewers and the users to have the trials online considering the current situation. Moreso, having the user trial done online, the user will be in the comforts of their own home which creates a much more natural environment for them. At least, two researchers will partake in the ZOOM meeting as well and the researchers will conduct the experiments. Therefore, the environment is not going to be manipulated since it will take place at home.

4.2 Participants

The targeted user group that we have chosen are art enthusiasts. We chose art enthusiasts in an effort to narrow down our target group and deliver a more specific and accurate real life data. The targeted user group is also accommodated with an age group of 18 to 25. We chose this age group due to the reason that at the time when this user trial is conducted, these age ranges are young adults who are part of a subgroup of the Millennial Generation. Therefore, they are the generation that grew up with access to modern digital technology and are the most likely to access online websites.

The criteria that we have selected for the participants are:

1. Ages 18 to 25
2. First-time users
3. Art enthusiasts

The participants that we have collected are of different nationalities, they are interested in different types of art, enthusiastic photographers, travellers and have studied art. They are well equipped and able to fulfill the criterias. Therefore, they are able to provide proper insight and suitable data for the research report.

4.3 Instructions/Tasks

By taking into account the research questions that were presented in section 3 of this report, we believe that the instructions which will be given to the participant of the user trials will be the following:

1. First task:
 - a. So, you are on the main page of the Rijksmuseum. Can you please look around and see what they have?
2. Second task:
 - a. Could you go to the Rijksstudio now please? (allow a few minutes for them to find it before telling them where it is)
 - b. Now, we are on the Rijksstudio's website. You can look around and familiarise yourself with the website and afterwards I want to ask you to create an account there.
 - c. Now that you have made an account, can you add an art piece that you like to your collection?
3. Third task:
 - a. Nice! So you now have your first collection made and also a nice art piece. Now, could you try and share this collection on?

We believe that these tasks are well suited for the research trials due to the fact that it is not too complicated and it is specific. These tasks help us identify and understand the problem better. Moreso, by conducting the user trials through video call, we can see the shared screen as well as watching them which makes things easy.

4.4 Eliciting cognitions and perceptions

The data that would be collected in the user trials to be conducted would be:

- a. Quantitative data - We would **time** how long it takes the user to perform different tasks and the **number of clicks** that they took to complete a task.
- b. Qualitative data - We would be observing the user's reactions when performing different tasks such as **positive or negative emotions**

The quantitative data relates to the research question because it would show us how well some of the usability factors are executed and if it is easy to learn how to interact with the website. Meanwhile, the qualitative data would help us understand if the website reaches the user's expectations and which reactions it provokes.

4.5 Interview

We will be doing the interview after the user trial is finished. The reason why we are doing it this way is because, with the user trial, we gain insights of the user which let us better understand the answers they would give us for the interview. We will be asking the following questions:

1. How was your overall experience with the website?
 - a. What did you find to be the most difficult or challenging?
 - b. What was the most intuitive task?
 - c. Why do you think so?
 - d. How did the feed of Rijksstudio make you feel?
2. If you could improve a feature in the website, what would it be?
 - a. Why do you think this should be improved?
 - b. How would you improve this feature?
 - c. What was the feature you enjoyed the most?
3. Would you use the website again in the future?
 - a. Would you recommend using the website to a friend?
 - b. Did the website inspire them to go to the museum?
 - c. Why?
4. Is there anything you would like to share with me that you didn't mention yet?

4.6 Registration

The data of the user trial would be collected by:

1. One person collecting quantitative data - Timing how long it takes the user to perform tasks
2. One person collecting qualitative data - Writing down notes about the user's reactions
3. The interview would be recorded and the audio recording would be transcribed so data can be extracted easily after the interview.

4.7 Protocol

The Protocol that would be kept constant throughout all the participants can be found in this [link](#).

4.8 Recommendations and changes after the Pilot Test

The pilot test was conducted by Daria and Catalina who consulted the lecturer for feedback on the protocol. Another student studying UXD from our class acted as our participant. However, we have to take into consideration that they are already familiar with the website.

Therefore, they were able to navigate through the website efficiently and their answers to the interview were not authentic.

The changes that we made were the order of the questions. It makes more logical sense for us to first interview the user about how the experience went for them, including how they felt and what problems they had. We decided that we wanted to start the interview with an open question of 'how did it go' instead of asking more specific questions straight away. The second half of the protocol was followed by the recommendations that the user has to offer.

During the pilot trial test, dividing the tasks in pairs was very effective and we did not encounter any problems. Catalina used the screen recording function using Microsoft Teams in full screen to see the user's navigation clearly. She used a notebook and pen to count the clicks and her phone to time how long each task was. Meanwhile, Daria had the protocol open on her MacBook to read from. We recommend that even though the participant who is reading the protocol also screen records in Microsoft Teams as a backup, in case the other person loses the recording. We also suggest using the laptop's screen recording function for the person who is recording the clicks in case Microsoft Teams has a malfunction.

Overall, the pilot test went rather smoothly for us and barely any changes had to be made. Therefore, there will not be an appendix for the pilot test since we do not have changes to add to it.

5. Data Collection and Analysis

5.1 Experiences Fieldwork

Bodhivira Tiomargo (User: Adria)

The user trial that me and Daria conducted went fairly alright. Although, the user was not as comfortable as I thought they were going to be. The user was quite awkward while doing the tasks but it went as well as it can be. The user was able to perform all the tasks with not too many complications and was able to give feedback and input from both the user trial and her post-trial interview. Major problems such as the purpose of Rijksstudio and locating the share button were 2 challenges that she faced. The post-trial interview gave more insights and reasoning and answers to more target questions that we had in mind. Overall, I felt like the trial went reasonably well.

Catalina (User: Shannis)

The user trial which I had conducted with Kristina went very smoothly. The participant which I recruited was a perfect fit since she is a digital creator with interests in art and photography. She did a fabulous job at being vocal about their thoughts and feelings while using the website. There were not many usability problems which she experienced throughout the experience, in fact, she enjoyed it so much that she is planning to visit the museum in real life when it is safe. Her terminology related to evaluating the web page design was very helpful for my data analysis. She expressed herself in many personal ways which I appreciate, so I was able to acquire several valuable insights.

Daria Decuseara-Brandenburg (User: Cynthia)

I have conducted the user trial together with Bodhivira Tiomarago. In itself, the trial went really smoothly. My user was always excited to see what she could find within the Rijksmuseum and Rijksstudio's websites. More so, I was glad that she really spoke out loud every thought she had. Because of that, it was easy to spot which difficulties she faced and what she found to be intriguing. Because of this excitement for the trial, she really spent time to do the tasks I asked her to do as well as explore what the website can offer. Hence why, many times, she would complete the tasks I had prepared without me even asking. However, I found that to be actually really nice because I gotta see her thinking process without her knowing she actually had to perform that specific task. All in all, the trial went really well and smoothly. I was really satisfied with the data I gathered and how it all went for me.

Kristina (User: Alexandra)

I carried out my user trial together with Catalina Mathews. Overall the trial went almost effortlessly. The participant was relaxed and seemed to have fun while browsing through the website, despite the few difficulties she faced. There were times when she would forget to talk about what she was doing, but she had very clear vocal expressions when she liked or disliked something, which made it easy for me to follow her emotions. Whenever I would give her the task, she would go write to it, so I was also able to track her clicks with no trouble. During the interview she stated her problems clearly, which was helpful for me when extracting the data later. Altogether, the trial went well and I was pleased with my findings and insights.

5.2 Processing Data

The data gathered from individual trials were assessed in a similar manner for all the user participants.

The data that was assessed is as follows:

Quantitative Data:

1. Time per task and creating an average.
2. Number of clicks per task and creating an average.

Qualitative Data:

1. Creating tables to assess the usability problems experienced.
2. Creating tables to assess positive emotions experienced.
3. Creating tables to assess negative emotions experienced.
4. Create Flow charts on where the user clicked to complete each task.

Each individual for each participant can be found in the links found in [Appendix E](#).

5.3 Data Analysis

The data analysis that we performed together was compiled inside a Miro board. The link for the miro board can be found [here](#).

Line Graph

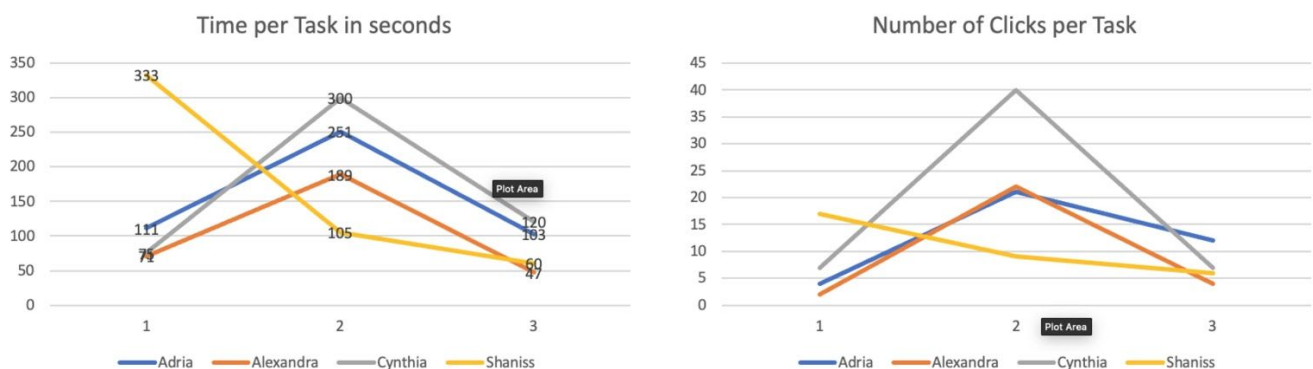


Figure 1. Line Graph of the Time per Task and Number of Clicks per Task

Cluster Creation

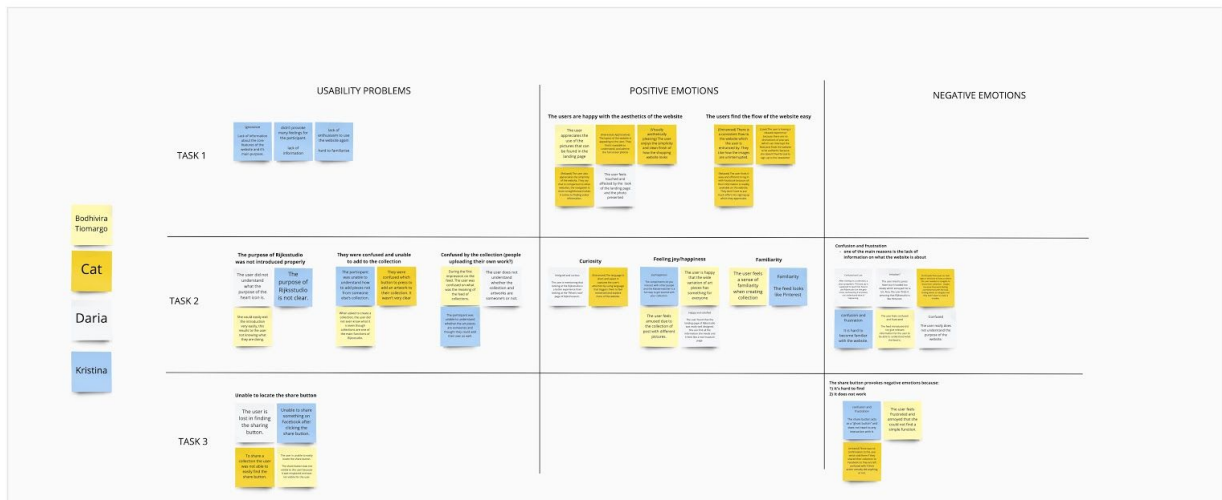


Figure 2. Cluster Creation of the different Usability Problems, Positive Emotions and Negative ones per Task

Flow Chart



Figure 3. Flow Charts Overview of Each Participant

The different type of data analysis that we did were:

1. **Figure 1** - Creating a line graph across all 3 tasks for each participant to see if there were similar trends between all 4 users for both time and clicks. We found out that for time per tasks, there can be seen a similar trend across 3 participants but 1 of them had a different trend. As for the number of clicks, there can also be seen that the same 3 participants had the same trend while the same 1 participant can be seen to have a different trend. The data for each time and clicks can be found in individual data per participant in [Appendix E](#). This analysis helps us answer one research question:
 - a. What usability problems are users facing when using Rijksstudio?
2. **Figure 2** - The second data analysis that we conducted involved creating clusters of similar opinions and observations across all participants. We decided to first attach our data as post-it notes in a Miro board and categorize them according to which task and the different quantitative data such as **usability problems, positive emotions and negative emotions**. As mentioned previously, we then started to create the clusters that show a similar concern / opinion across all the users. These clusters will then be able to identify a common problem that is relevant through all participants. This analysis can help us answer our research questions:
 - a. What are the emotions that the user is going through while using the Rijksstudio?
 - b. What usability problems are users facing when using Rijksstudio?
3. **Figure 3** - The third method we chose to use are also **flow charts** of where the user has clicked. This would give us an insight on why the user clicked where they clicked. It gives us insight on what works and what doesn't. We can also see from this which method they approached to perform the tasks. This analysis can help us answer a research question:
 - a. What usability problems are users facing when using Rijksstudio?

6. Conclusions and Recommendations

6.1 Conclusions / Answers to the Research Questions

The research questions are the following:

1. What are the emotions that the user is going through while using the Rijksstudio?
 - a. What do they like/dislike?
 - b. Do the bad emotions outweigh the good emotions?
 - c. Do they gain a positive or negative outcome?
2. What usability problems are users facing when using Rijksstudio?
 - a. What causes these problems?

Now, we will be answering each research question one by one.

1. What are the emotions that the user is going through while using the Rijksstudio?

	POSITIVE EMOTIONS	NEGATIVE EMOTIONS
TASK 1	The users are happy with the aesthetics of the website The user appreciates the use of the pictures that can be found in the landing page The user feels touched and affected by the look of the landing page and the photos presented Obviously, particularly offering the user a high level of engagement and clear links of how the engaging website looks Entranced: There is a consistent flow to the website which is maintained by the user's ability to navigate through the website and find what they are looking for Love: The user is looking for a consistent flow to the website which is maintained by the user's ability to navigate through the website and find what they are looking for	
TASK 2	Curiosity The user is curious about the content of the website and the way it is presented Feeling joy/happiness The user feels happy that the website is so easy to use and the way it is presented Familiarity The user feels a sense of familiarity when creating a collection The feed looks like Pinterest	Confusion and Frustration one of the main reasons is the lack of information on what the website is about The user feels confused and frustrated because it is hard to find what they are looking for The user feels frustrated and annoyed that the website is not as easy to use as they thought it would be The user feels confused and frustrated because it is hard to find what they are looking for
TASK 3		The share button provokes negative emotions because: 1) it's hard to find 2) it does not work The user feels frustrated and annoyed that the website is not as easy to use as they thought it would be The user feels confused and frustrated because it is hard to find what they are looking for

In the table above we can see an overview of all of the emotions that the users have felt throughout all four user trials. Before diving deeper into them and what they all mean, we would like to give a general list of all the emotions our users had:

- Happiness
- Interest
- Appreciation
- Relaxed
- Entranced
- Love
- Intrigue
- Curiosity
- Familiarity
- Confusion
- Lost
- Irritation
- Frustration
- Immersion

a. What do they like/dislike?

After having given a list of all the emotions the users have felt during their visit on the Rijksstudio's website, we will be explaining their reasoning behind this.

First of all, for both positive and negative emotions we have created different clusters. Within these clusters, we have gathered data that was more or less the same or related to each other.

When it comes to positive emotions, the users appreciated the visual aesthetics of the website as well as its consistent flow. This flow made them

feel immersed. Because the website had a lot to offer when it comes to exploring it, the users felt intrigued and curious by this. More so, they experienced joy and happiness because of the variety of art pieces they saw.

When it comes to the negative emotions, the strongest emotion was confusion. This is something that was rather common between each user during their experience of using the Rijksstudio. Some of them could not clearly understand the purpose of the website, particularly its main function and feed. More so, another emotion they faced was frustration. This frustration was created because they could not find the share on Facebook as well as the fact that the website did not provide any feedback to their actions when they attempted to share their collection. This created frustration because they could not complete a task which should be simple and straightforward.

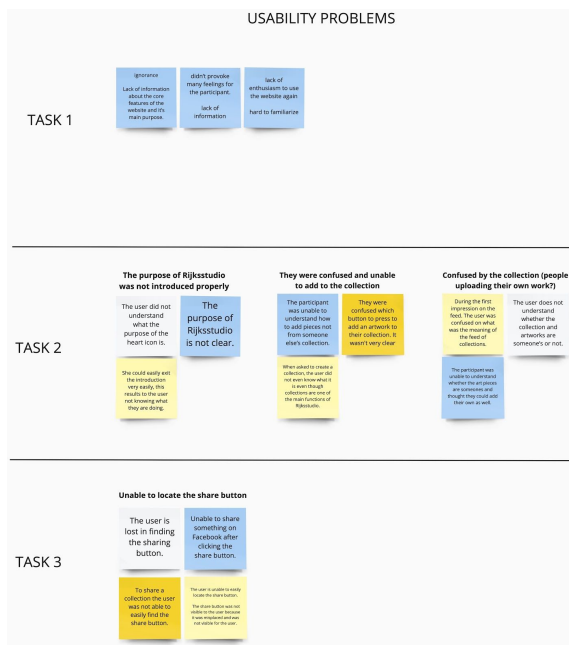
b. Do the bad emotions outweigh the good emotions?

During the user trials, all four users faced both positive and negative emotions when using the Rijksstudio website. After we have compiled all the user data together, it is noticeable that there is a balance between the positive and negative emotions. Therefore, one does not outweigh the other.

c. Do they gain a positive or negative outcome?

An interesting insight in our trial was that all users felt like Rijksstudio was a form of Pinterest. Therefore, this has brought them the feeling of familiarity. This gave them a positive outcome of the website. However, some users also did not understand why Rijksmuseum has created a version of Pinterest. Therefore, once again, the positive and negative outcomes balance each other.

2. What usability problems are users facing when using Rijksstudio?



In the table above, we can see an overview of the problems that the users have encountered. The way we have done this was by creating different clusters. Each cluster is made up of data that was more or less the same or related to the same problem in the end. In the end, there are three main usability problems that the users have faced. They are the following:

- The users had trouble with sharing their collection.
- The users felt confused about the purpose of Rijksstudio.
- The users had trouble with adding art pieces to their collection.

a. What causes these problems?

Now, let us dive deeper into these three problems by explaining what exactly caused these problems.

The first problem is about the fact that users had trouble with sharing their collection. An insight we got out of our data is the fact that users were expecting a button on the image of the collection. This button would therefore pop up and give them the option on sharing. This was the first reaction the users had when asked to share the collection. However, once they realised it is not possible to be done this way, they felt confused and took a long time to locate the share button. More so, the fact that the share on facebook had the icon of "like it" created more confusion since they thought it is about liking rather than sharing.

The second problem the users faced was that, once they arrived on the Rijksstudio's landing page, they were lost at what this page is about. Since there was no description, they started making assumptions such as: the page is a Pinterest lookalike, it is other people's art works or art works that Rijksmuseum has at the moment in their museum. Therefore, they were facing this introductory description about the purpose of Rijksstudio.

The third problem relates to the fact that the users had trouble with adding art pieces to their collection. The reason for that is that they were never really given an explanation of how Rijksstudio works. And if they did, the users skipped it. This says that a story of how to use the website does not entirely work for all users and a more practical approach works much better.

6.2 Recommendations

After having answered our research questions, we will be giving design recommendations for the following usability problems:

- Trouble with sharing their collection
- Confused about the purpose of Rijksstudio
- Trouble with adding art pieces to the collection

1. Sharing the collection

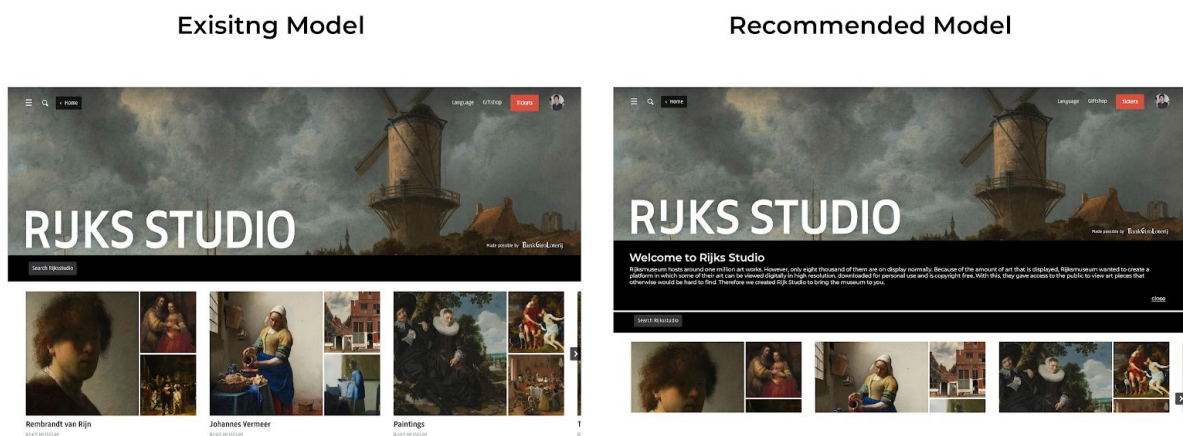
A common issue which the users experienced was complications with sharing their collection. In order to ameliorate this problem, we asked the users what recommendations they would give for a more enjoyable and functional experience.

Users suggested that the sharing function should be improved. Including a hover function over the sharing button would be more understandable for navigating how to share their collection. They said that on other social media apps such as Pinterest, there are three dots which mean they can press for more information to share their picture. This function is also used on other social media platforms such as Instagram and Facebook. Therefore if the same button would be used on the Rijksstudio website, users can make the association to use that button for sharing their collection.



2. Confusion about the purpose of the website

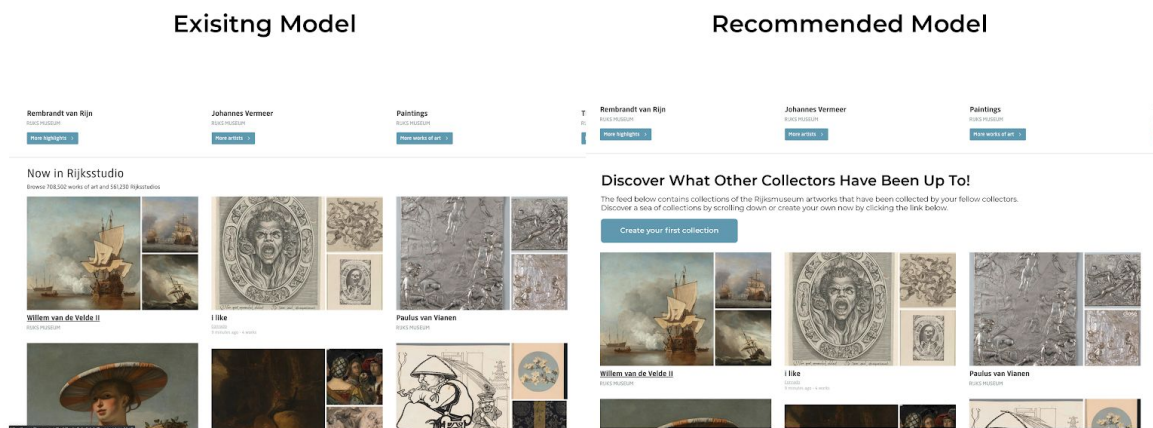
Since the users struggled with comprehending the purpose of the website, we have decided to improve this problem. The limitation of description left the users feeling confused.



3. Adding art pieces to the collection

One common issue among users was that they felt confused by what the meaning of the collections are in the feed. They could not identify the distinction between the artwork content being displayed and people's collections. Some users also could not understand the meaning of the collections at all, there were many misinterpretations from each user.

If the users had a better understanding of the Rijksstudio, they would be able to navigate with more confidence and intention.



Implementing these recommendations for first-time users of the Rijksstudio may enhance the user experience for other people who use the website for the first time. The underlying issue in these problems is the lack of clarity in the website. Users need to feel certain about their actions and intentions when using the website to have a positive experience.

6.3 Reflection

During the course of this report our main goal was to evaluate how users interact with the Rijksstudio website, determine any difficulties that might occur during their experience and find suitable solutions for the most distinctive problems they faced.

In order to do so, each of us has conducted at least one user trial, during which we asked participants from a specific target group to perform a set of tasks on the Rijksmuseum website along with giving them time to explore the webpage on their own. Following the trial was an interview, during which we asked them questions about their experience with Rijksstudio. All of the trials were recorded so we can look back at them after and extract any important data.

The information we focused on retrieving was:

- Number of clicks to perform a task
- Time taken in seconds to perform a task
- The participants pathway for each task
- Usability problems they faced and what caused them
- Positive emotions brought from the experience
- Negative emotions brought from the experience

After each of us extracted the data from their own trial, we compared our findings, found the most common problems and came up with appropriate solutions.

Our decision of approaching the topic in this manner was mainly based on our first experience and impression of the website. Counting the clicks and time and looking at the participants' pathways when performing a task came from the difficulties we had in finding some basic functions or information. Those difficulties led to frustration or confusion, which made us look into people's emotions while browsing on the website. Of course, we did not only experience negative emotions as some of the functions and the whole idea behind Rijksstudio were captivating, so we decided to split them into two sections – negative and positive. Finally, we wanted to evaluate the participants' usability problems in order to find proper solutions for them and improve users' experience with the website – meet their needs quickly and with ease and enhance their satisfaction and positive emotions.

We faced two main problems during our user trialing. Firstly, three of us had problems with the recording of the trials. During Daria's trial, the video cut for a few minutes so she couldn't see her participant's screen, but luckily the audio was still there so she managed to put her information together. Half of Kristina's recording of the trial was missing, and she only had the interview part and for Tio, it did not record any of it. Both of them had to find new participants and conduct new trials. The second problem was that the participants would often forget to think out loud or express their feelings when using the website. It was hard to remind them to do it, without interrupting their experience as we wanted it to be as natural as possible.

Our team can solve the problem with the recordings by taking a few precautions during the trials like recording on our laptops and not relying only on the recording on Microsoft Teams. Moreover, we should double check if the recording has started and make sure it's continuing to record throughout the process.

For the second problem, we should emphasize hard on the importance of them thinking out loud when we are giving them instructions at the beginning. During the interview we can ask them subtle questions about what they see or think about something. This will show them we have interest in what they have to say and could make them more relaxed to continue thinking out loud further in the process.

Literature

We did not use any external help when it came to our research journal. However, the one time we did was when we needed to understand better the purpose of Rijksmuseum and Rijksstudio. For that, we informed ourselves from the following source:

- Rijksmuseum, 16th November 2020, retrieved from [\[https://en.wikipedia.org/wiki/Rijksmuseum\]](https://en.wikipedia.org/wiki/Rijksmuseum)

Appendix

Appendix A - Overview Participants

	Participant	Contact	Age	Interest	Team Member	How We Approached Them
1	Shaniss	Phone Number: +44 7521 662644	20	Art, Photography, Design	Mathews, C.O.	Shaniss is a digital creator. Her interests are photography and art. She also defines herself as a visual consumer and appreciates simplicity when it comes to viewing a website.
2	Alexandra	Phone Number: +40 769 897 699	21	Music, Painting, Art	Vasileva, K.	Alexandra is a friend of mine and she works in the business industry, but is interested in art and painting and music and does them as a hobby in her free time.
3	Adria	Phone Number: +40 757 888 885	18	Painting, Art, Museum	Tiomargo, B.P.	Adria is Daria's sister who is also one of our team members. I actually had another user before Adria but the recording was not there so I decided to replace it with Adria. Luckily Adria is a creative person who really enjoys art.
4	Cynthia	Phone Number: +31626669 945	23	Architecture, Photography, Art, Design	Decuseara Brandenburg, D.	She is a friend of mine and also studies at an art academy. Therefore, she is into art, so I asked her if she would be interested in testing a website related to that. Then, she became curious to know more.

Appendix B - Research Protocol

This is a [link](#) to the research protocol.

Appendix C - Transcripts

Data per participant.

1. Here is a [link](#) to the transcript of Daria Decuseara-Brandenburg.
2. Here is a [link](#) to the transcript of Bodhivira Tiomargo.

3. Here is a [link](#) to the transcript of Kristina.
4. Here is a [link](#) to the transcript of Catalina.

Appendix D - Data Per Participant

Data per participant.

1. Participant: **Cynthia**; Data Collector: **Daria Decuseara-Brandenburg (20123744)**

Graphs, Data and Charts can be found in this [link](#).

2. Participant: **Adria**; Data Collector: **Bodhivira Timargo (20103891)**

Graphs, Data and Charts can be found in this [link](#).

3. Participant: **Alexandra**; Data Collector: **Kristina Vasileva (20177844)**

Graphs, Data and Charts can be found in this [link](#).

4. Participant: **Shaniss**; Data Collector: **Catalina Mathews (20109326)**

Graphs, Data and Charts can be found in this [link](#).