EDG Case Study

Rose Weselmann
Glenview Cohort
1-31-2022

Individual Usability Review

Client Goal: Our users are clients and collaborators who want to view information about the exhibits and find services that the company offers.

The goal of the platform is to inform and connect users with the availability of services and exhibitions that EDG has to offer

> **THEMES:**
> - Help visitors **identify** which exhibition(s) they wish to have brought into their organization
> - **Communicate** critical information about exhibitions, including size, materials, and logistics
> - Facilitate a **connection** between an interested/current client and EDG staff
> - **Logistics-**Share the exhibition information and EDG services available to create leads for the sales-marketing team

Methodology:

Heuristic analysis leveraging Neilsen Norman groups 10 Usability Heuristics was used to assess the usability of EDG's current website by participating in tasks that address the goals of the client.

Usability Tasks:

1. Explore Homescreen: Initial impressions
2. View available exhibition for scheduling
3. Find a specific exhibition to display at institution
4. Identify the specs of an exhibition to see if it fits into desired space.

5. Sign up for Newsletter
6. Contact EDG for exhibition inquiries

TASKS

Task 1: *Explore Homescreen*

Initial Impressions:
- Navigation Options are a little unclear/vague
- Home page is also unclear, does not address what EDG stands for
- Portfolio is a Dropbox link- feels unprofessional and distracting
- All contact options go directly down to a form at the bottom of the screen
- Many options are linked to Dropbox- Including Portfolio
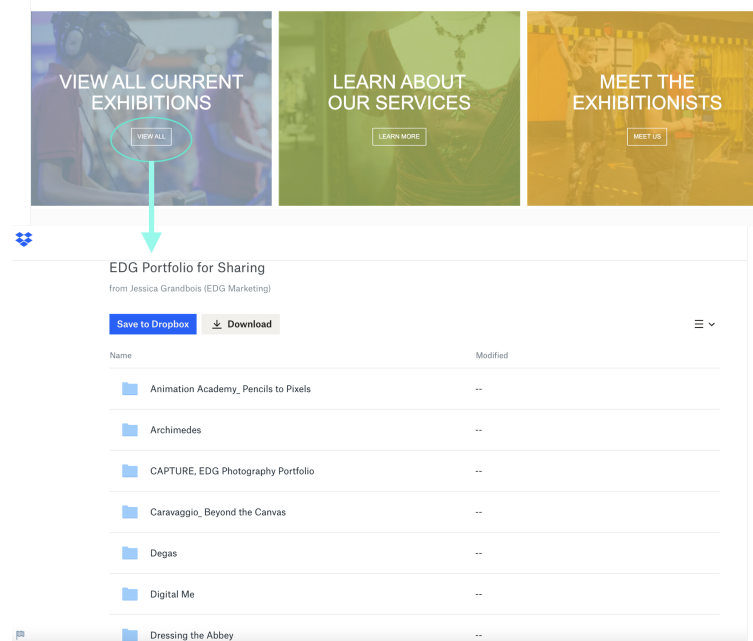
- What's the difference between Featured and Current Exhibitions?
- Clickable button to immediate exhibitions is noisey, but takes you straight to what is available
- "Learn More" button scrolls user down minimally to options rather than directing to another page
    - A. **Heuristic Violation**:
        - a. **Flexibility and Efficiency of Use:**

i. Button isn't necessary if the information is directly below it.
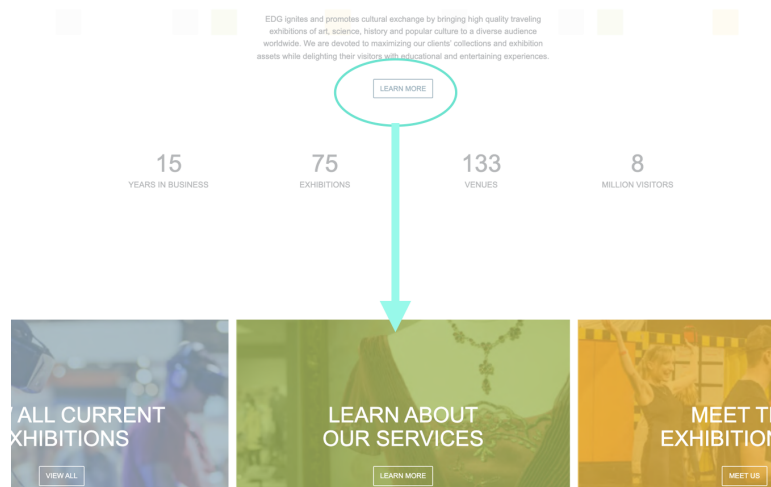
Task 2: *View available exhibitions for scheduling-*

Overall easy to navigate to these options

Steps Taken:

- Navigated to Exhibitions-"Immediately available"
- Subcategories are listed along the top pertaining to themes of exhibitions in alphabetical order
    - All, Art, History, Popular Culture, Science
- What do they mean by "Stoplight Method" ?

STOPLIGHT METHOD CLASSIFICATION:
• Moderately interactive

What is the ranking system with this?
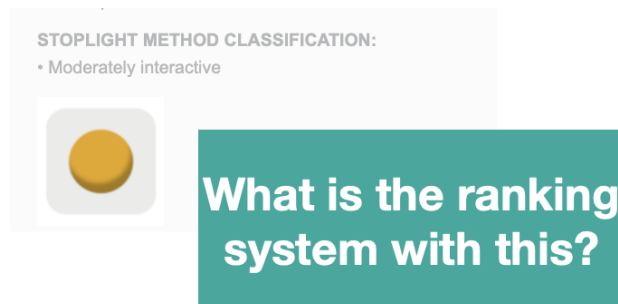
A. **Heuristics Demonstrated:**
   a. **Visibility of System Status:**
      i. Can see which exhibits are immediately available to schedule and can also break it down into categories depending on the type of exhibition.
      ii. Large images of each of the available exhibitions allows for an emotional response and curiosity.

        b. **Match between System and the Real World:**
           i.   Hover feature allows for clickability

B. Heuristics Violated:
    a. **Visibility of System Status:**
        i.   Can see which exhibits are immediately available to schedule and can also break it down into categories depending on the type of exhibition.
        ii.   Large images of each of the available exhibitions allows for an emotional response and curiosity.
    b. **Match between System and the Real World:**
        i.   Hover feature allows for clickability

    a. **Aesthetic & Minimalist Design:**
        i.   Light fonts are not necessarily accessible to all users.
    b. **Flexibility and Efficiency of Use:**
        i.   Buttons add additional steps to the same links. Think about simplifying user flow (i.e connections to the same links >> Dropbox)

Task 3: *Find a specific exhibition to display at institution*
GOAL: Inform

    Steps Taken:
        ○ Clicked on the Magical History Tour Beatles Exhibition
        ○ Hovering feature gives a sense of clickability
        ○ Scrolled down to find "Check Tour Schedule and Availability" and leads me to DropBox Files

    A. Heuristics Demonstrated:
        a. **Match Between System and the Real World:**
           i.   Hover shows intended clickability
    B. Violations:
        a. **Flexibility and Efficiency of Use/ Recognition Rather than Recall**
           i.   All the files are overwhelming and not laid out for the user to easily access.
           ii.   Lots of clicking where it could be benefited with shortcuts
        b. **Recognition Rather Than Recall:**

> i. Opening in a separate window. Need to have an understanding of Dropbox.
>
> c. **Aesthetic and Minimalist Design:**
>> i. All of the files in the Dropbox are not pertinent to "Schedule Tour". It is listed at the top, but competes with all the other folders and files.
>> ii. Most clickable buttons link to the same Dropbox

Overall Rating: Severe

> Dropbox files are noisy, and could be cleaned up. Reduce redundant steps and consolidate into one page of information

Task 4: *Identify Specs of an installation and determine whether it will fit into space*
GOAL: Logistics

> **Steps Taken:**
> - Located on each exhibition page.
>
> A. **Heuristics Moderately Demonstrated:**
>> a. **Match Between System and the Real World:**

> i. Per page, specs are labeled but buried within other information using a small font size. Hierarchy isn't used to its advantage here, but is included on the Exhibition information page.

Overall Rating: Moderate

> Rework the hierarchy of the page in order to address the size specs. This could include darkening the font and adjusting the sizes.
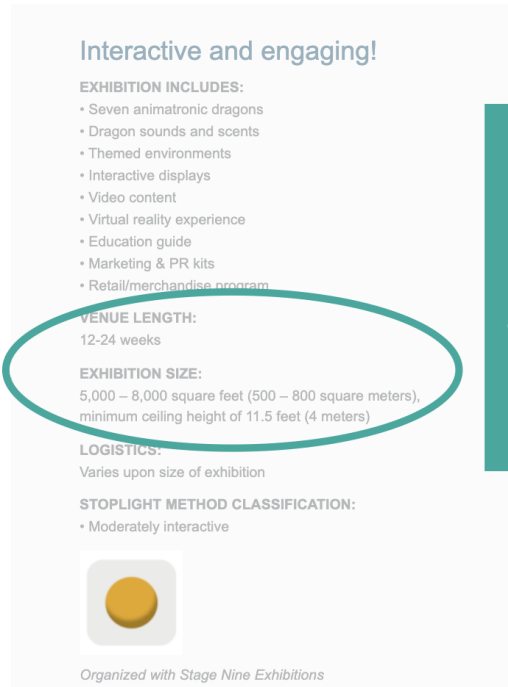
Task 5: *Sign up for Newsletter*
GOAL: Connection

Steps Taken:
- Looked under Contact tab in navigation
- Looked under About and Press Coverage
  Where do I go to find the Newsletter option?

A. **Heuristics Demonstrations:** N/A
B. **Heuristics Violated:**
  a. **Help and Documentation**: No indication of where to go to find Newsletter.
  b. **Recognition Rather Than Recall:**

   i. Remembering that these options are typically located near the bottom of the screen. You are not taken to this option if you click on "About" or "Contact"

  c. **Error Prevention:**

   i. No way to close out of the Subscribe window once you are in it- Missing a "cancel" button.

Overall Rating: Severe

  No clear user path to access this information. Suggestion would be to include in the "About" Dropdown as a way to connect with users. Reconsider "submit" button formatting for aesthetic purposes

JOIN OUR NEWSLETTER

Receive the latest news from EDG and be the first to hear exhibition announcements.

✉ Subscribe

Task 6: *Contact EDG for Exhibition Inquiries*

GOAL: Connection

  Steps Taken:

- Scroll to the bottom of the homescreen
- Found at the bottom of nearly every page, except for **Services Page**
-

A. **Heuristics Demonstrations:**

  a. **Consistency and Standards:**

   i. Contact option is at the bottom of nearly every page, easy to find. Have to click through a few more pathways to get to the contact option on the Services page though. *Slight Violation: Visibility and System Status.*

  b. **Recognize, Diagnose, and Recover From Errors:**

   i. Ensures you are including necessary information in order to submit your email inquiry. Won't allow you to send without filling out required fields.

B. **Moderate Heuristic Violations:**

  a. **Visibility and System Status/ Consistency and Standards**

   i. Missing from the Services page. The only way to get more information about the services is to contact them.

Overall Rating: Moderate

> Although connection is available and easily accessed, the consistency lacks in places where it should intuitively be available.

Conclusion:

Overall, EDG does a good job presenting the available exhibitions that the organization offers but exhibits several pain points. The goal of the platform is to *inform* and *connect* users with the availability of services and exhibitions that EDG has to offer. While important usability traits are effective in the user flow of EDG's platform, in its current state, the website violates numerous Usability Heuristics over a multitude of tasks.

    A. **Possible Project Goals:**
- a. Address User flow- Eliminate unnecessary buttons that create for an inefficient interface
- b. Attend the hierarchy of information on exhibition pages.
- c. Reword and organization Navigation based on EDG goals and user interactions
    - i. Simplify Homepage, Consolidate sections and minimize noise of repeating information
    - ii. Edit categories in Dropdown navigation