

# **Maecenarte User Testing Report**

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## Introduction

Maecenarte is an online platform connecting artists and art lovers. The site is intended to make art accessible to everyone who has a love for it. The site offers a patronage system where art lovers can support artists financially to produce the work they love. This model allows for a monthly contribution fee / subscription where art lovers can lease a piece of artwork, this fee goes toward eventual ownership.

A usability test is conducted with the intention of examining the usability of the site's current interface to perform routine tasks. Users are asked to perform routine tasks such as ordering an artwork (to the point of payment and stopping there), signing up for the site/ becoming a member and browsing different pages within the site. Sessions are audio recorded with the users permission and these recordings are used to transcribe notes after the fact. Session notes are analyzed after the testing sessions to identify potential pain points, features the users like or find useful and for improvements to the site.

The user tester for Maecenarte conducted remote usability testing via Zoom. The testers were asked to perform the tasks (as per the task list) as well as to give feedback on the site's interface and overall usability and attitudes towards the site. The participants shared their screen with the usability tester throughout the session. Audio recordings were obtained with the users permission of the session. Notes were recorded manually on their navigational choices, task completion rates, comments and overall satisfaction ratings, questions and feedback.

## Executive Summary

The usability testing sessions took place over the course of the week 03/05/2021 – 07/05/2021. As mentioned, these tests took place remotely via Zoom. The purpose of the test was to assess the usability of the web interface design, information flow, and information architecture. A total of five participants within this group were tested as is recommended (Nielson 2017). Users gave their time voluntarily and user tests were planned to take 15 minutes each. However, some participants gave more of their time and the longest session lasted 40 minutes.

In general, all participants loved the Concept of Maecenarte once they understood what it is and how it works. Users reported that there is a gap in the market for this kind of service and that, following some small improvements, they would love to use/recommend Maecenarte.

The test identified only a few minor problems including:

- Lack of clarity around the messaging of Maecenarte
- Confusion over combined terminology such as ‘monthly contribution’, ‘subscription’ and ‘patronage’
- Difficulties with the sign up process with verification emails going to spam
- Verifying account not refreshing / updating on used device and having to log in manually
- Lack of consistency once signed in including changes in the navigation menu and previous artwork selection being lost
- Lack of differentiation in artists on the artwork page with one artist featuring heavily for all users
- Lack of calls to action on some of the artworks page leaving users unsure of what to do next

This document contains the participant feedback, task completion rates, ease or difficulty of completion ratings, time on task, errors, and recommendations for improvements.

## Methodology

The test administrator contacted and recruited participants via Whatsapp from the User Experience Design Group at Dundalk Institute of Technology. The test administrator sent private messages to attendees informing them of the test logistics and requesting their availability and voluntary participation. Participants responded with an appropriate date and time.

Individual session times were planned to last fifteen minutes. However, some users offered more of their time voluntarily to allow for more in depth feedback.

Prior to the testing session, the test administrator explained the test session and asked the participant to fill out a brief background questionnaire (see Attachment A). During the testing sessions, the users were asked to answer questions (see Attachment B) and to complete items on the task list (See Attachment C).

After the last task was completed, the test administrator asked the participant to rate the website overall by using a 5-point Likert scale (Strongly Disagree to Strongly Agree) for eight subjective measures including:

- Ease of use
- Difficulty to keep track of location in website
- Learn ability - how easy it would be for most users to learn to use the website
- Information facilitation—how quickly participant could find info
- Look & feel appeal – homepage’s content makes me want to explore the site further
- Site content – site’s content would keep me coming back
- Site organization

In addition, the test administrator asked the participants the following overall website questions:

- What the participant liked most.
- What the participant liked least.
- Recommendations for improvement.

See attachments section to read the participant questionnaires.

## Participants

All participants were registered User Experience Design students at Dundalk Institute of Technology as well as having background qualifications in design.

Five participants were scheduled over the one week testing dates.

Of the five participants, four were male and one were female.

Questions	User 1	User 2	User 3	User 4	User 5
Age	30	32	40	28	42
Gender	male	male	male	female	male
Background	marketing	Graphic designer	Professional Photographer	Graphic Designer	Graphic Designer

Questions	User 1	User 2	User 3	User 4	User 5
How often do you visit galleries, museums or artfairs	Regularly	Sometimes	Sometimes	Regularly	Regularly
Are you an art enthusiast?	Yes	Yes	Yes	Yes	Yes
Do you purchase art online?	Sometimes	Sometimes (prints)	Almost never	Often, prints	Mostly prints
What is important to you when purchasing artwork?	Quality and price	Quality Price That the artist is getting paid for it	Likes to be able to trust where it's coming from and that the process is easy	Supporting The artist and that it suits my style aesthetically	Shipping- always afraid the artwork will be damaged
What are the barriers to you when buying art?	Price	Price and living on a budget	Location Price	Price	Price
Where do you usually buy art?	Online or randomly in shops	Online - Artsy	Pop up markets Gallery shops	Online	Online Graphic design studios I like or on specific artists sites

## Evaluation Tasks/Scenarios

Test participants attempted completion of the following tasks (see Attachment C for complete test scenarios/task list)

- Identify what this site is for. **(Task 1)**
- Identify the mission / goals / ethos of the company. **(Task 2)**
- Go through the sign up process **(Task 3)**
- Go through the process of ordering an artwork (until point of payment and stopping there) **(Task 4)**

## Results

The test administrator recorded the participants ability to complete tasks without prompting by watching their screen share, listening to their 'talk aloud method' feedback and by asking questions.

All participants (100%) successfully completed Task 2 (find info on mission / goals / ethos), although it did take some of them longer than expected. 60% of participants completed Task 4 (ordering a piece of artwork). Three of the five participants (60%) completed Task 3 (sign up to use the service).

Two of the five (40%) were able to complete Task 1 (identify what this site is for / how it works correctly). Other users made several incorrect guesses as to what Maecenarte is / how it works but ended up eventually asking for an explanation.

### Task Completion Rates

Participant	Task 1	Task 2	Task 3	Task 4
1	-	√	√	√
2	√	√	√	√
3	√	√	√	√
4	-	√	-	-
5	-	√	-	-
<b>Success</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>4</b>
<b>Completion Rates</b>	<b>20%</b>	<b>100%</b>	<b>60%</b>	<b>60%</b>

## Time on Task

The audio recordings were analysed to approximate time it took to complete each task for each participant. Some tasks were inherently more difficult to complete than others and is reflected by the average time on task.

Task 1 required participants to identify what the site is for / how it works, on average this took users 4 minutes 30 seconds. Task 2 required participants to discover the mission / goals and ethos of the site, on average this took 6 minutes 8 seconds. Task 3 required participants to sign up as a member, on average this took 2 minutes 8 seconds (however, some participants did not want to participate in this step and one participant asked to stop this part of the assessment). Task 4 required participants to go through the process of ordering an artwork, on average this took 1 -2 minutes.

Completion times ranged on average from 2 minutes to 6 minutes with longest tasks time to complete being task 1 & 2.

### Time on Task

	P1	P2	P3	P4	P5	Avg. TOT*
<b>Task 1</b>	<b>5:25</b>	<b>5:28</b>	<b>01:39</b>	<b>2:58</b>	<b>07:18</b>	4 mins 30 seconds
<b>Task 2</b>	1:39	<b>5:55</b>	08:30	08:23	06.00	<b>6 mins 8 seconds</b>
<b>Task 3</b>	1:40	5:00	3.00	-	-	3 mins 30 seconds
<b>Task 4</b>	1:30	2:00	1:47	-	-	1 – 2 minutes

### Colour coding for Task 1

<b>Orange</b>	<b>Green</b>
<b>Understands Somewhat</b>	<b>Good Understanding</b>



# Insightful User Quotations and Timestamps On Tasks

## TASK 1

- **Participant 1** – (05:25) *‘so... first of all if you virtually experience it, if you like it you buy it?’*. Approximate time of discovery noted on table, although participant still didn't really understand the concept.
- **Participant 2** – (1:16) *‘okay so this here is kinda confusing as to what this is .. membership – is it a membership like do you get the artwork or?’*  
(1:39) *‘if I was to guess it's supporting artists and they send you a copy of their work each month? Like... what do you call that ... like.. being a patreon of the arts?’* – Approximate time of discovery noted in table, however, user was not still not correct In his assumption regarding being a monthly recipient of artwork.

**Participant 3** – (5:28) *‘reserve an artwork for lease... I'm beginning to see what it's about now’*. (05:39) *‘I can rent artwork if I'm hosting an event?’*. (06.00) *‘it possibly needs a video explaining it’*. 06.14 *‘you can keep it indefinitely as long as you're a patron.. so you're leasing it the whole time.. but the option is there to buy it?’* This participant was the closest to understanding the concept.

- **Participant 4** – (2:58) *‘oh monthly subscription fee, so is it you get new artwork every month?’*. Approximate time of discovery noted on table, although participant still didn't really understand the concept.
- **Participant 5** – (07:18) *‘is this fee what I should be paying towards an artist for a month.. the messaging isn't very clear I feel like if you're coming to this website you're coming here with very specific expectations already of what this business or society is.’* Approximate time of discovery noted on table, although participant still didn't really understand the concept.

## TASK 2

- **Participant 1** – (05:18) *‘okay so it's about supporting artists... aims to democratize...I see’*
- **Participant 2** – (5:55) *‘now I understand it after reading the whole website but no one would actually do that’*
- **Participant 3** – (08:30) *‘ohh these are people to be a patron of?’*

- **Participant 4** – (08:23) *‘oh that’s so cool, I really love this idea, I didn’t really understand what they were all about before I read this’* – user has read the ‘for art lovers’ page in depth
- **Participant 5** – (06:00) *‘I get it, it’s to make art accessible but this information is hard to understand and it should be clearer before now’*

### **TASK 3**

- **Participant 1** – spent 1:40 mins trying to sign up (couldn’t find email) asked **can he stop this task due to frustration, task abandoned.** (discussed later in report)
- **Participant 2** – spent 5 minutes from first clicking sign up to actually logging in due to difficulties (discussed later in report)
- **Participant 3** – spent 2 mins logging in reported some difficulties (discussed later in report)
- **Participant 4** - did not wish to sign up / become a member task not completed
- **Participant 5** - did not wish to sign up / become a member task not completed

### **TASK 4**

- **Participant 1** – took 1:30 seconds, found the process straight forward
- **Participant 2** – took 2:00 mins, noticed no calls to action on Maya’s page and shipping not being available in his country
- **Participant 3** – took 1:47 mins, found the process straight forward
- **Participant 4** – task not completed due to person not becoming a member.
- **Participant 5** –task not completed due to person not becoming a member.

## Errors

The user test administrator observed the users via screen share as they navigated through tasks. The user tester captured the number of errors participants made while trying to complete the task scenarios.

The task with the highest error rate was task 1, Identify what maecenarte is / what its about

- All five users made incorrect assumptions about what Maecenarte is / how it works such as, “you become a member and get sent new artwork each month” and “you own the rights to the images digitally if you pay the monthly fee”

The task with the second highest error rate is Task 3, sign up to become a member

- Errors occurred for all three users who signed up to use Maecenarte including verification emails being directed to spam folder, button in email link not working/broken on email in mobile, computer screen not changing/updating once users had verified their account via email and having to manually sign in afterwards as well as changes to the navigation menu items once logged in and users not being able to find where they were i.e. which artwork they had been viewing.

### Summary of Data

The table below displays a summary of the test data. Low completion rates and high errors and time on tasks are highlighted in red.

#### Summary of Completion, Errors, Time on Task

Task	Task Completion	Errors	Time on Task
1	5	5	4 mins 30 secs
2	5	3	6 mins 8 secs
3	2	3	3 mins 30 secs
4	5	2	2 mins

## **Overall Metrics**

### ***Overall Ratings***

After task session completion, participants rated the site for eight overall measures. These measures include:

- Ease of use
- Frequency of use
- Difficulty of keeping track of where they were in the site
- How quickly most people would learn to use the site
- Getting information quickly
- Homepage's content facilitates exploration
- Relevancy of site content
- Site organization

Most of the participants (60%) agreed (i.e., agree or strongly agree) that the website was easy to use. Some of participants (40%) agreed they would use the site frequently and that the site's content would keep them coming back. 0% (due to 1 disagree and 3 strongly agree responses) agreed that "most people would learn to use the website quickly". 0% of users felt they got the information they needed quickly. 40% of users felt the homepage content made them want to explore the site more. 60% of users felt the site was well organized in that the layout and content organization was strong.

See table below.

## Post-Task Overall Questionnaire

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Percent Agree
Thought Website was easy to use	1	1		3		60%
Would use website frequently		2	1	2		40%
Found it difficult to keep track of where they were in website	1	1		3		60%
Thought most people would learn to use website quickly	3	1	1			0%
Can get information quickly	3	1	2			0%
Homepage's content makes me want to explore site		1	2	2		40%
Site's content would keep me coming back		1	2	2		40%
Website is well organized		1	1	2	1	60%

*\*Percent Agree (%) = Agree & Strongly Agree Responses combined*

### 4.6.2 Likes, Dislikes, Participant Recommendations

Upon completion of the tasks, participants provided feedback for what they liked most and least about the website, and recommendations for improving the website.

## Liked Most

The following comments capture what the participants liked most:

*"I love the artworks page"*

*"the search filter on the artworks page is very useful"*

*"I like that I can see the market value"*

*"I like the monochromatic colourscheme on the individual artworks page, it doesn't impede on the artwork and lets it speak for itself",*

*"I love the imagery of the artwork",  
"I think the overall design is well executed"*

*"I like the font"*

*"I like how they differentiate between the different sections on the homepage such as the areas with the grey background and tile layout and drop shadows"*

*"very clean minimalistic layout – I like it",*

*"I love the concept of maecenarte I think it's a great idea" "good type heirarchy in some sections – black, then grey",*

*"I love the logo, it feels very gallery-esque", "you can tell they put a lot of time and thought into the design choices overall, it feels very considered."*

## Liked Least

The following comments capture what the participants liked the least:

*"I was frustrated by some of the words used like maecenas and the membership thing... I just couldn't really understand it"*

*"I love the concept of Maecenarte but I just don't think the website explains it very well",*

*"There's too much text I wouldn't read explaining what it is.. like on the carousel... I'd like quick easy visual prompts"*

*"I think this website is very nearly there, it looks really well design wise it's just the messaging that they need to improve"*

*"the navigation bar annoyed me when I was signed in, the artworks tab disappeared and I couldn't find it"*

*"the homepage feels a bit unfinished to me.. the greyscale at the top and then suddenly the colour feels a bit disjointed"*

*"I love the homepage I just wish there was more colour at the top"*

*"I like the font choices I did notice a few different font versions at the bottom of the homepage though"*

*"one critique I did have was that it feels very industrial / masculine.. almost like a car website, there's a certain softness you'd expect from an art website that I don't see here",*

*"it's really weird when I click on the logo it doesn't take me back to the homepage? It just opens this side menu thing.. that's annoying",*

*"I love the website and the concept of Maecenarte, the sign up really pissed me off though, I didn't get an email and then it ended up being in spam so that's why I got frustrated and asked if we could end that task there".*

## Recommendations for Improvement

**The users kindly offered some recommendations for improvement that are as follows:**

*“a splash of colour at the top of the homepage could be very effective, it would definitely draw me in more as I was very drawn to the artworks as you scroll down”*

*“It’d be so good if when you clicked the logo, it redirects you back to the homepage, that’s what I’d normally expect on a website”*

*“it’s cool but there’s a lot going on on the homepage like the ‘behind the scenes’ could they make a tab like a blog page or something?”*

*“that sign up button that says sign in could be changed, it’d help”*

*“I almost missed the calls to action on the slider, could they make that bigger and the writing clearer?”*

*“the carousel moves way too fast I can’t read that text it’s too small”, “I’d like to see icons on the homepage explaining what maecenarte is / what its about.. like boom boom boom straight away so im not trying to figure it out”,*

*“some of those large hero sections should be above the fold.. I almost didn’t scroll down as there was no white space beneath it as it took up my whole screen.. I’d probably make that a bit smaller”*

*“those four boxes beneath the hero slider on the homepage are quite small, I missed them the first time I looked at it, they could probably be larger or in colour and then they wouldn’t be missed”*

*“I’d get rid of resources from the navigation bar, I’d put ‘about’ instead. I’d never have thought to look under resources for the about page. Maybe they could have ‘about’ and then a subnav menu that says ‘for art lovers’ and ‘for artists’ etc.”*

*“I’d make sure to sort out that sign in thing, that could really put off people if they don’t check their spam for the email.. also I didn’t like it when the nav bar changed once I signed in, the tabs were different, I’d put those tabs under profile”*

*“some of those large hero sections should be above the fold.. I almost didn’t scroll down as there was no white space beneath it as it took up my whole screen.. I’d probably make that a bit smaller”*



## Recommendations

The recommendations section provides recommended changes and justifications driven by the participant success rate, behaviors, and comments. Each recommendation includes a severity rating. The following recommendations will improve the overall ease of use and address the areas where participants experienced problems or found the interface/information architecture unclear.

### Identify what this site is for (Task 1)

Task 1 required participants to relay their understanding of what Maecenarte is, who it's for and how it works.

Change	Justification	Severity
<ul style="list-style-type: none"> <li>• Explain on the top header what Maecenarte is, who it is for, and what it believes in in very short basic text descriptions. (<i>This exists currently but is not readable / concise enough / easy to understand</i>)</li> <li>• Use of short, snappy sentences in large readable writing for ease of understanding</li> <li>• Big bolder simplified text to get message across</li> <li>• Use of icons to explain in the most basic simple terms for the user to understand</li> <li>• Less jargon and easier to understand terminology</li> </ul>	<ul style="list-style-type: none"> <li>• Information on how Maecenarte works, who it is for and why people should use it is not easily understood by users</li> <li>• Users did not understand the basic concept of what Maecenarte is / what it offers even after spending several minutes across the site</li> <li>• Users were especially confused with the terms 'maecenas' 'experience art fluidly' and 'patron'</li> <li>• Participant comments included that they love the concept of Maecenarte once it was explained to them after the testing session by the test administrator. Participants commented that they would have been more interested in the site / its service if this information had been clearer to them from viewing the website itself.</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>

<ul style="list-style-type: none"> <li>• Having a clearer explanatory section on the homepage about what a membership entails, for example step by step instructions 1) sign up to Maecenarte as a member of our community 2) select an artwork that you like and subscribe to the artist 3) pay a specific fee per month and eventually own the artwork 4) If you decide you do not like it, swap it or return it with ease</li> <li>• Make it clearer that they get to have the physical artwork in their homes with the purpose of 'trying it out' and experiencing it and seeing if they like to it / want to continue to pay monthly subscription to keep it and eventually own it.</li> <li>• To clear up confusion may wish to get rid of some of the terminology such as 'subscription' and 'monthly contribution' to 'monthly leasing fee'</li> <li>• Make it clear that this fee is for a specific artist and a specific artwork, not an overall membership fee to the site</li> </ul>	<ul style="list-style-type: none"> <li>• Users reported they did not understand what a membership plan is / how it works</li> <li>• Users reported that they didn't know whether or not they received the physical artwork</li> <li>• Users didn't understand whether they subscribed to the overall site or whether it is for individual artists</li> <li>• Users didn't understand if they subscribed to an artist, did they get sent new artworks every month (not that it is for one artwork on a rolling basis)</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>
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**Go through the process of signing up to use the service (Task 3)**

Task 3 required participants to sign up and become a member of Maecenarte

Change	Justification	Severity
<ul style="list-style-type: none"> <li>• Change sign in buttons to sign up</li> <li>• Ensure verification messages do not end up in spam folder; possible issue – imagery in verification email can sometimes cause emails to be sent directly to spam folder = remove imagery from this email</li> <li>• Find a way to connect the verification email with the device the user is using, once the user clicks the ‘verify now’ button, the user is redirected to the log in page where their details are auto filled or better yet, they are signed in automatically from this link</li> <li>• Fix this bug</li> </ul>	<ul style="list-style-type: none"> <li>• Users reported sign up buttons says sign in</li> <li>• Users reported they did not get a verification email after signing up, realized it was in spam after waiting several minutes</li> <li>• Users reported their computer / phone screen did not change after verifying email address and users had to manually sign in</li> <li>• Sign in box did not appear to remember users email address / autofill them. Users found this annoying.</li> <li>• Verify now button not working on mobile application / appears broken</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>

<ul style="list-style-type: none"> <li>• Once the user is signed in, the navigation menu items change from 'Home' 'Artworks' 'How it Works' and 'Resources' to 'Home' 'Profile' 'Settings' 'Invite'</li> <li>• Users were frustrated with this because they struggled to find the 'Artworks' page again.</li> <li>• One user reported he was frustrated as he had already selected an artwork and he had to then go and search for the artworks section which had disappeared from the top nav bar, root around to find that page, and then go through the entire process of finding that artwork again.</li> </ul>	<ul style="list-style-type: none"> <li>• Keep the menu items in the navigation bar the same once the user has signed in</li> <li>• Users need consistency in order to avoid confusion and to have a positive user experience</li> <li>• Place the tabs 'home' 'profile' 'settings' 'invite' under the user profile icon instead.</li> <li>• If it is possible, add some form of 'last viewed' feature so that a user can easily locate an artwork they had been interested in before going through the sign-up process <u>or</u> redirect them to this page once they have signed in</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>
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## Recommendations of secondary importance

Users were asked to give their feedback on the site’s visual aesthetics –  
typography, images, colourscheme

Change	Justification	Severity
<ul style="list-style-type: none"> <li>• Potentially add some colour to the hero section</li> <li>• Possibly add images of the artworks on top of the hero section</li> </ul>	<ul style="list-style-type: none"> <li>• A lot of black &amp; white on top of homepage “dead”, “sterile”</li> <li>• Users would love a “splash” of colour on top of the homepage</li> <li>• Users LOVE the artwork and were very drawn to these</li> </ul>	<ul style="list-style-type: none"> <li>• Low</li> </ul>
<ul style="list-style-type: none"> <li>• Keep the font choices</li> <li>• Have one type of font for the headings (current sans serif) and one for the main body text (courier font) – keep only one version of this no variations of it</li> </ul>	<ul style="list-style-type: none"> <li>• Overall positive responses to the font choices / pairings</li> <li>• Several different fonts noticed by users on homepage (different versions of the same font)</li> </ul>	<ul style="list-style-type: none"> <li>• Low</li> </ul>

## Conclusion

Most of the participants love the concept of Maecenarte once they understood it. Participants however, did struggle to grasp the concept mostly due to jargon-like descriptions such as ‘maecanas’, ‘patronage’, ‘subscription’ and ‘monthly membership’. It is evident, from the research findings, that simplifying the explanation of the concept of Maecenarte is needed to improve users understanding. This is a good result as this is easily fixable. Other data supports this conclusion such as feedback from the users that it took them too long to understand what Maecenarte does. Other issues such as difficulties with the sign up ais also very valuable information as we can now see some painpoints for the users that can also be addressed. Implementing the above recommendations will likely solve these issues for users and can aid in the next stages: ideation to solve problems, prototyping and user testing. Continuing to involve all members of the team input as well as our users can ensure that Maecenarte’s website becomes more user-centred.

## **Attachment A – Background Questionnaire**

### **Biographical Questions**

- Q.1 What is your age?
- Q.2 Where are you from?
- Q.3 What is your gender?
- Q.4 What is your level of education?

### **Case Specific Questions**

- Q.1 Are you an art enthusiast?

Yes / Somewhat / No

- Q.2 How often do you visit galleries / museums / art fairs?

Regularly (4-5+ times/ year)  
Sometimes (2-3 times/year)  
Almost never (0-2 times/year)

- Q.3 Do you ever purchase art online?

Yes  
No

- Q.4 How often do you purchase art online?

- Q.5 What is important to you when purchasing an artwork?

- Q.6 What do you look for when buying art?

- Q.7 What are the barriers to you purchasing artwork?

## **Attachment B – User Testing Session Questionnaire**

- Q.1 (Biographical Questions / Case Specific Questions as above)
- Q.2 – What are your first impressions of this site? (homepage)
- Q.3 – Do you know what this site is for?
- Q.4 – Who do you think this site caters to / is for?
- Q.5 – Can tell me the company's mission / goals / ethos?
- Q.6 - Are there any specific features that you like?
- Q.7 – Are there any specific features that you dislike or would change?
- Q.8 - What do you think of the information hierarchy / layout?
- Q.9 – What do you think about the aesthetic of the site? (imagery, typography, colour scheme)
- Q.10 – How likely would you be to use / recommend this site? Why or why not

## **Attachment C – Task List**

1. Please navigate to the website using the link provided <https://www.maecenarte.com/>. Take a minute peruse the homepage of this site.
2. Feel free to scroll around, but please stay on this page for now.
3. You wish to know more about the company's missions / goals / ethos, tell me how you go about finding this information.
4. You wish to peruse different artworks, tell me how you go about this process and what it is like.
5. You have read a small bit about an artwork that you like on the artworks page, you still have some questions regarding how Maecenarte works such as how do monthly subscriptions work and how do I have my artwork delivered, how do you find such information?
6. Go through the process of becoming a member to procure a piece of artwork from start to finish and tell me about the process



## Attachment D – Post Task Questionnaire

After participants undertook each task on the task list, they were asked to rate their experiences in terms of these items:

- Ease of use
- Frequency of use
- Difficulty of keeping track of where they were in the site
- How quickly most people would learn to use the site
- Getting information quickly
- Homepage’s content facilities exploration
- Relevancy of site content
- Site organization

The users had the opportunity to rate each item ranging from strongly disagree – strongly agree.

The test administrator later added these score for analysis

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Thought Website was easy to use					
Would use website frequently					
Found it difficult to keep track of where they were in website					
Thought most people would learn to use website quickly					
Can get information quickly					
Homepage’s content makes me want to explore site					
Site’s content would keep me coming back					
Website is well organized					