"This Kiss to the Whole World"

Klimt and the Vienna Secession

LIS 644-01
E4: User Testing on the Vienna Secession
Lauren Allshouse, Michael Beiser, Jordana Carlin, and Elizabeth Kaufer

Executive Summary

The New York Art Resources Consortium (NYARC) is a collaboration between the libraries of The Frick Collection, The Brooklyn Museum, and the Museum of Modern Art. NYARC's online exhibition, "This Kiss to the Whole World," showcases the involved institutions' extensive holdings of the work of Gustav Klimt. The website was developed to coincide with the Carnegie Hall's ongoing, citywide program, *Vienna, City of Dreams*, celebrating Vienna's artistic legacy.

Because this exhibition is intended to share valuable cultural heritage with a wide, diverse, and remote audience, it must feel usable and welcoming to first time visitors of the site. It is essential that users, with varying educational backgrounds and online skills, are able to successfully navigate the exhibition.

A team of 4 usability researchers used conducted tests on 8 participants to examine users' interactions with the site. Each user was observed conducting two tasks, and asked to use the think-aloud method to verbalize their thoughts and feelings throughout the test (Nørgaard & Hornbæk, 2006). While users found the website aesthetically pleasing, highly interesting, and were willing to visit the site again, number of usability issues became evident and recommendations were made to increase the usability of the site.

Recommendations include:
1. Bold or highlight important text to immediately grab users attention.
2. Add clear, English language labels to all images across the site
3. Change the layout of item lists so titles, captions, and images are clearly linked together and read in a natural order.
4. Make the main navigation, including the typeface, on the top of the page larger, and consider reorganizing the pages for material items.
5. Simplify the advanced search feature
6. Utilize consistent, more descriptive tagging.
7. Consolidate introductory text to create a more welcoming environment to a younger or non-academic audience.
8. Change the names of the paintings in the catalog from German to English.

Incorporating these recommendations into the "This Kiss to the Whole World" exhibit will make navigating the website easier for a diverse population of users.

Table of Contents

Introduction

The online exhibition, "This Kiss to the Whole World," showcases the works of Gustav Klimt and describes the history of the Vienna Secession. Like an exhibition in a museum, the online exhibition contains a number of unique items, such as digitized catalogs, and images of Klimt's artwork along with explanatory text. Users are able to view artwork, look at historical objects and read about the history of the Vienna Secession on an elegant website: it is a highly appealing way to digitally unite many interesting and beautiful art objects even if those items can never be physically brought together. However, after conducting a series of usability tests and examining the results, a number of usability problems were exposed. This report will discuss issues that hinder ease of use and will include recommendations on how to improve usability on the site.

Methodology

To best evaluate the online exhibition interface, we created a user test to directly observe how users interacted with the website. Evaluators recruited 8 participants to join in the study. The users were all asked to sign a consent form prior to beginning the study. The consent form stated the purpose of the study as well as the procedure and the estimated time that the usability test would take. It also stated the benefits or risks to the participant and gave contact information for anyone who may have questions.

The participants were asked to take a pre-test questionnaire which was administered by Google Forms and accessed online. The questionnaire asked for general information about the participant as well as his or her familiarity with the subject matter (see Appendix D). The results of the questionnaire were compiled into a spreadsheet and summarized in the chart in Appendix D.

Each user test was recorded using the usability testing software Silverback. This software simultaneously records video and audio of the participant, while also recording the screen. This software is helpful because it uses color to signify where the participant had clicked. It also helps as a reference during the data analysis portion of the user testing.

During the user test, the participant was asked to perform the following tasks:

1. Find out when the first Vienna Secession exhibition was.
2. Find the catalog for the Klimt exhibit and view it in full screen.
    a. Could you find this catalog a different way
    b. Looking through the catalog, can you find the artwork Judith and Holofernes? Could you find a color image of this painting?

The participants were asked to use the "think aloud" method, which allowed the tester to know what the participant was doing, thinking and feeling. The participant was asked to explain as best that they can exactly what they are doing during the test and any reactions they have towards the tasks. This method is well-established and used throughout usability testing to understand a user's perception of an interface (Nørgaard & Hornbæk, 2006).

After each the two tasks were completed, the participant was asked to fill out a post-test questionnaire that asked about his or her experience using the website (see Appendix E). This questionnaire had both scaled questions where the participant could rate his or her response and included two free response questions where the participant could write out his or her thoughts on the website.

Data from the questionnaires (see Appendices D and E) and recorded sessions were compiled, and analyzed by evaluators. We grouped similar problems together to create a list of insights and possible solutions to these issues. We prioritized the problems into three main groups and created a set of recommendations based on the findings.

Findings and Recommendations

Most participants were familiar with art and museums: 75% stated that they visited museums "sometimes" and had varying professional or personal experience with art and design. Only one user stated he or she did not have any experience with art or design. Additionally, almost all users (88%) had recently looked at art online. Users employed a variety of methods for looking at art online, including: museums/gallery websites (22%), blogs or social media (26%), artist websites (22%), and searching for images (26%). This suggests that users are have experience looking at and searching for images of artwork online, and would be able to use a website like "This Kiss to the Whole World" to learn about art.

Overall, users had positive feelings about the content and visual elements of the website, describing the website as "very pretty, well laid out" and "beautiful." Most users reported that the website was very interesting (88% gave it a 4 or 5 on a scale of 1 to 5) and 63% stated that they would visit the website again. However, users had trouble navigating the website and many felt it was not well organized. When asked what they would change about the website, users tended to mention changes regarding labeling/layout, navigation, and guidance about the content of the website.

I. Labeling and Layout

While users found the online exhibition to be highly visually appealing, they tended to experience problems understanding the website layout and how items were labeled. Users ran into difficulties trying to parse information from the text content of the introductory and exhibit pages. When asked to find the date of the first Vienna Secession, several users tried to find the information by reading through the introductory text, rather than using the timeline or search feature. However, they found it difficult to quickly pick out key points within the large blocks of text.

Users also experienced confusion when images or items were not labeled. When looking for the catalog on the Klimt Exhibit page, users were only able to guess what the correct item was because it was the only book object on the page. It was not labeled "exhibition catalog" and because the default view of the catalog opened to the table of contents rather than the cover page, users were unsure what they were looking at. One user looked across the entire Klimt Exhibit page before stopping at the catalog; she asked "I guess this is it?" and looked to the moderator for confirmation.
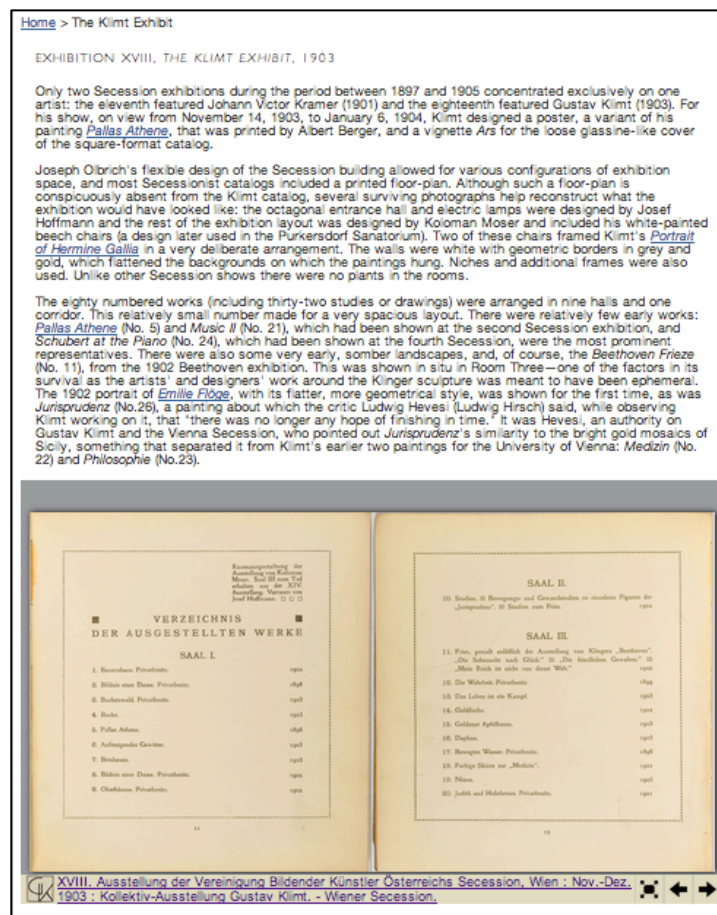

Figure 1. The Klimt Exhibit page showing the placement of the catalog.

Users had similar labeling and layout problems when looking at lists of items, such as the Catalogs page. They did not understand how items were labeled, often missing the title of an item because it was written in all capital letters and placed on the opposite side of the item image. Trying to find the catalog for the Klimt exhibition on this page, multiple users scrolled past it or never found it at all because of the way the titles, captions, and images were laid out. One user stated the list of items was "convoluted and confusing." Another user suggested that "Names of artists should be in bold and written before works on exhibition list" on the post-test questionnaire.
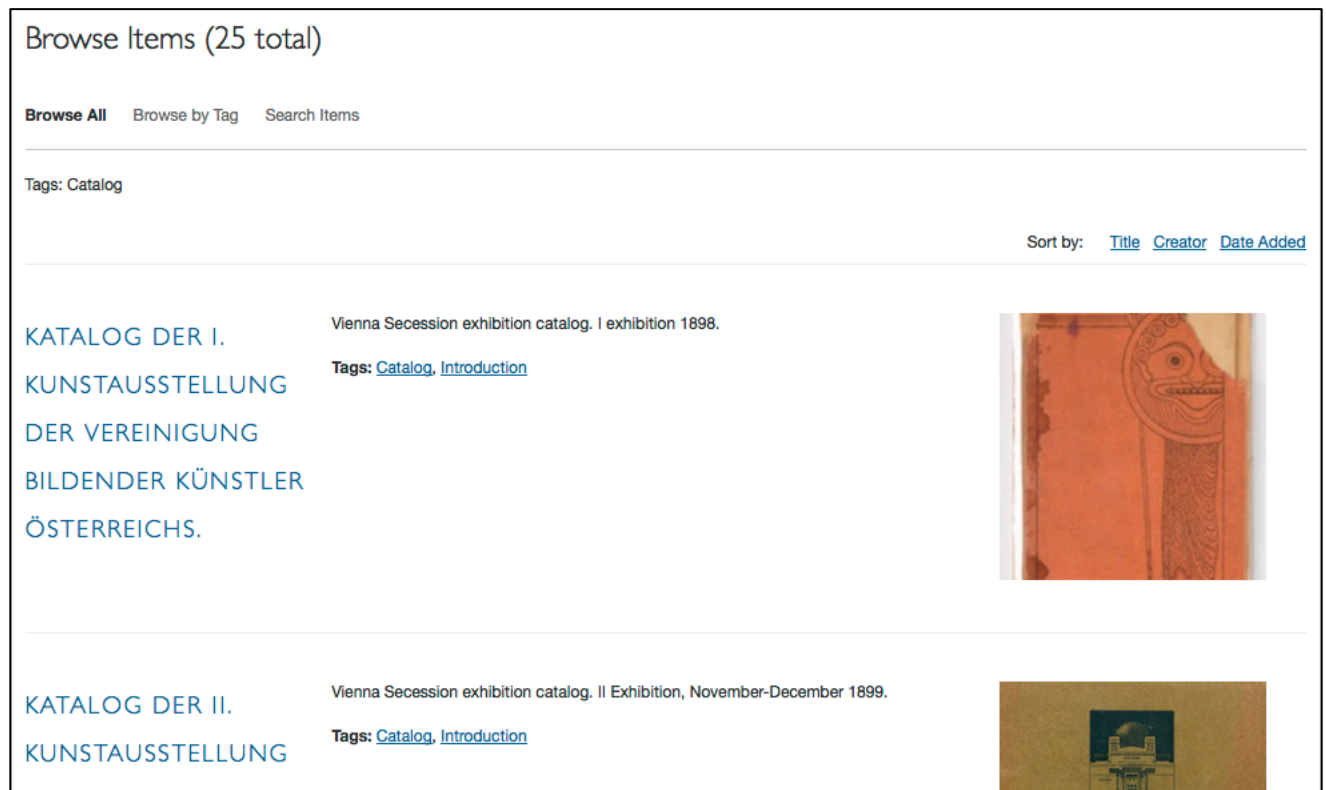

Figure 2. List of all items tagged "catalog."

Recommendations:

    1. Bold or otherwise highlight important text, such as artist name or exhibition, in order to immediately grab users attention.

    2. Add clear, English labels to all images across the site if missing.

    3. Change the layout of item lists so titles, captions, and images are clearly linked together and read in a natural order.

When reading through large blocks of text, users tended to look for keywords and proper names, so if this content was bolded or otherwise highlighted (perhaps with a hyperlink to other relevant areas of the site), it would help improve reader comprehension. If users are unfamiliar with the Vienna

Secession or art history terms, indicating important people, places, or artworks will allow them to quickly grasp the scope of the exhibition and familiarize themselves with the history of the movement.

Figure 3. Proposed solution on The Klimt Exhibit page, showing a label for the catalog and changing the default view to the catalog cover page.

Furthermore, all items and images should have explicit, English-language labels so users can easily identify what they are looking at (see further discussion in section III regarding English-language labels). On the post-test questionnaire, one user wrote "Use more labels to identify what the content on the page is -- for example, the catalog on the main Klimt page was not marked." For example, on the Klimt Exhibit page, the catalog should be labeled and show the cover page, rather than on the table of contents, which will make it clearer to users exactly what they are looking at.

Figure 4. Proposed solution for list of items with more explicit labeling.

Along those lines, the layout of item lists should be reorganized so that the title of an item is spatially located closer to the item image. Multiple users did not see the title of the item because it was located on the far left side of the image, indicating that they are not expecting the title to be there and that the placement does not encourage reader comprehension. They also seemed to miss the English language descriptive text. By grouping these items together in a more natural reading order (top-down, left-right), users will be better able to read through item lists and find what they are looking for.

II. Navigation

Generally, users did not have a problem navigating the site and were usually able to find the information requested in the tasks. Several users observed that the menu items and buttons were rather small. One user initially missed the "Catalogs" choice on the top level menu, stating "The typeface is very small." Another user had trouble understanding the organization of the website, commenting that it was odd to have several pages on specific exhibits and have others just on material items like Postcards.
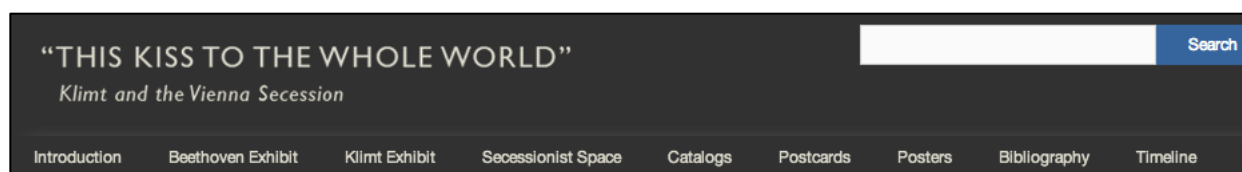

Figure 5. Top level navigation menu.

Many users encountered problems when trying to use the search features. Users were often frustrated by the search function and did not understand what happened if their search terms failed to return any results. In one instance, a user searched for "vienna secession exhibition" in the simple search but produced no results. He did not know why this happened and could not diagnose the problem. When searching for the Klimt exhibition catalog, several users looked at the Catalogs page and tried the "search items" option, expecting it to only search the items on the Catalogs page. However, the search actually looks across all the items on the site, which caused confusion when the results returned paintings, postcards and other items. Similarly, when users selected "Browse by Tag" within the Catalogs page, they expected it to only show tags within that page, not across the entire site. Users were frustrated that they could not limit searching or tags to items within a single page.

Users also found the advanced search very complicated, and several were too intimidated to even try using it. There were too many search options and interface-specific terms, such as Dublin Core fields, that they were unfamiliar with. Many of these options are specialized terms which have specific uses in the site, such as "Collection" or "Featured/Non-Featured." Users did not understand what these terms meant, and in several cases the drop-down options were very long and did not apply to the items actually found on the site.

Several users also tried using tags to browse, but found them too broad or vague to be particularly helpful and opted to try a different search tactic instead.

Figure 6. Advanced search option.

Recommendations:
>   1. Make the main navigation, including the typeface, on the top of the page larger, and consider reorganizing the pages for material items.
>   2. Simplify the advanced search feature so novice users will still be able to use it and 3. 3. Allow for searching within item pages.
>   4. Use consistent, more descriptive tagging.

Some users had trouble reading the navigational menu because the items were small. This would be relatively easier to fix by just making the typeface larger and the menu more prominent. It may also be accomplished by removing or consolidating some of the menu choices, such as "Catalogs," "Postcards," and "Posters." While it was helpful to put similar items into a single place, a few users did not understand why they had their own separate pages. All the items may be collected into a single page, perhaps called "All Exhibition Items," which could include a tag cloud to show the different types of items on the page (e.g. "catalog," "poster," etc.). If users were looking for a specific item type, they could use the tag cloud to filter for just those items.

The advanced search should be simplified so even novice users feel comfortable using it. Currently, it contains very specialized language and seems

to be geared toward a seasoned researcher. It also has a great number of options in both search fields and drop-down menus, which make it overwhelming for casual users to try and figure out what they need to select. The advanced search should only show options that apply to the items found on the site. For example, if a user looks at the drop-down menu for "Search by Type," there are over 10 choices but none of those item types can actually be found on the website. In contrast, the "Search by Exhibit" drop-down menu has no choices, which is puzzling since there are two pages labeled "exhibit" on the site. Therefore, these search options should be eliminated altogether. By narrowing the number of fields and using more natural language, more users will feel comfortable using the advanced search.

Furthermore, it would be helpful to allow users to search groups of items on the specific item pages, for example within the Catalogs page. One user observed, "It would be nice if there was a search [with-in] the catalog….that would be useful." If the site backend does not allow this, then the link "Search Items" should be removed from the Catalogs, Posters, and Postcard pages. Otherwise users think that selecting this link will only search on that specific page.

Additionally, the tags on individual items should be more descriptive and match the choices on the navigational menu. Instead of using the tag "Space," which is rather vague, use the term "Secessionist Space" so users link the tag to the Secessionist Space page. Users are interested in using tags to browse and search, so having more descriptive tags will help them better use the site.

Figure 7. Proposed solution showing a simplified advanced search.

III. Guidance

The majority of users indicated that they were interested in the arts and were experienced museum and gallery goers; however, users still felt intimidated by the website's content, which appeared to be geared towards a more scholarly population. Many items were labeled only using the original German title and multiple users mentioned that they found the frequent use of German language confusing and intimidating. While NYARC is associated the research libraries of leading art museums in New York City, of which the target user group is scholars, the website exists as a virtual museum and should be feel like a welcoming site for a wider audience with varying ages and levels of education, and without knowledge of German.
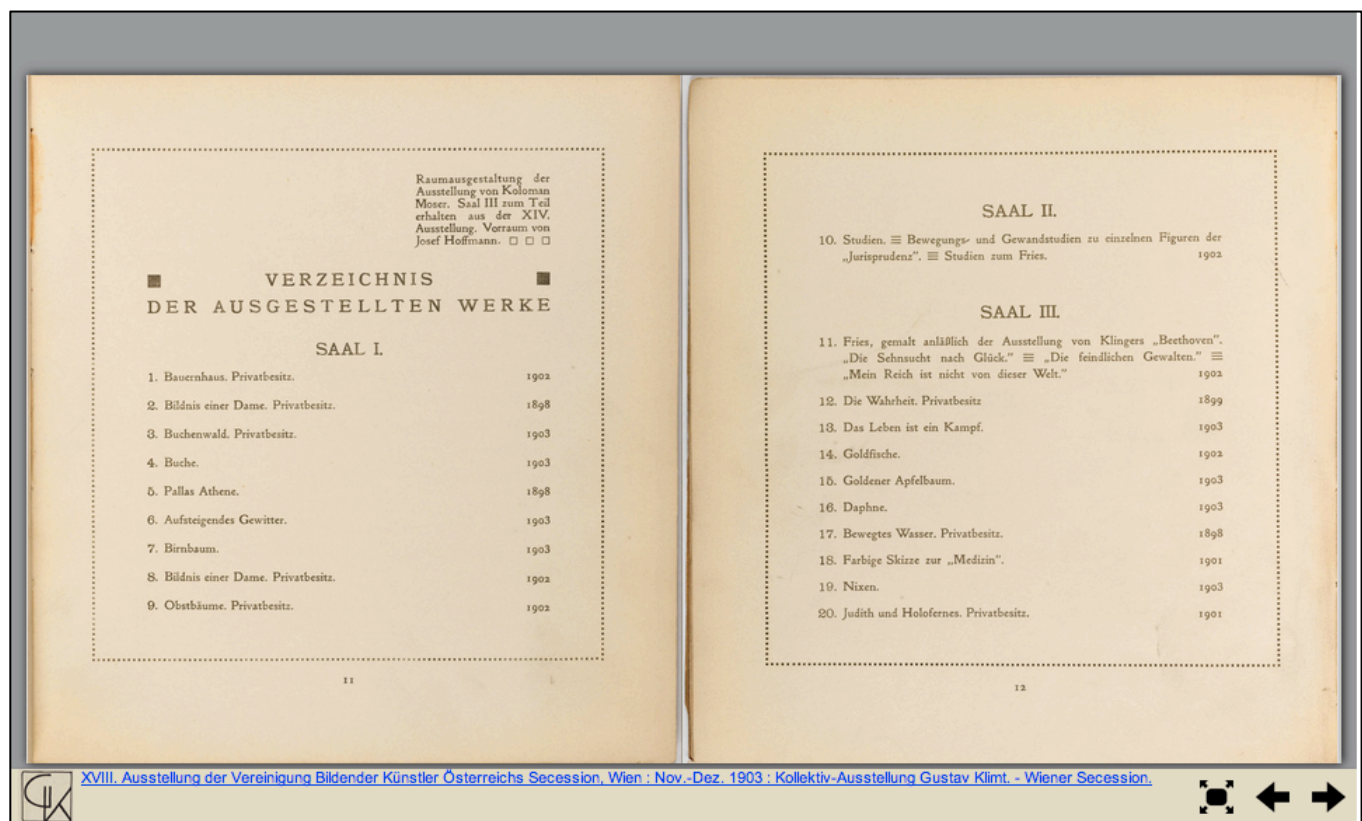
Figure 8. German language in the catalog. Displaying the English translation, which occurs in other areas of the website, would be a solution to this problem and would keep translations consistent throughout the website.

In addition, users were overwhelmed by the large blocks of text included before each exhibit. As mentioned earlier, users engaged with the text of text on the page, but were frustrated by having to do so and indicated that they wanted to

find information more quickly. Users frequently used the Control + F feature on the keyboard to find keywords they were looking for. Making keywords stand out and keeping introductory text concise could make the site appear friendlier to a non-academic audience.

Figure 9. Large blocks of text at the introduction to the Beethoven Exhibit. Consolidating text or utilizing an outline format could could be less intimidating to users.

Recommendations:
1. Consolidate introductory text to create a more welcoming environment to a younger or non-academic audience.
2. Change the names of the paintings in the catalog from German to English. The German title can still be included as further information.

Users were interested in the material on the website, but were often unsure how to begin using the website and sometimes had trouble understanding what the different menu items would contain. One user wrote, "I wish [the website] controlled or scripted my experience more, I didn't really know where to click next or which information to access first." Most users were not familiar or only somewhat familiar with the Vienna Secession, so having a more accessible introduction that both describes the content of the site and how to use the website would help users better engage with the exhibition. Additionally, adding English translations of German titles would make it easier for novice users to find and understand content. This is already employed on the website in the

titles for the postcards (e.g. "Ausstellung der Vereinigung Bildender Künstler Österreichs Secession. [Postcards with installation views of the Wiener Secession]--[picture]"), so this same format could easily be applied to the German titles of other items on the website.

Conclusion

Overall, users were very interested in the content of "This Kiss to the Whole World" and found the website beautiful to look at. However, after conducting a series of user tests, it was determined that there could be some changes made to the site to improve its overall organization and usability. These recommendations would further enhance the site and users' experience with it. The recommendations fell into these three categories: Labeling and Layout, Navigation, and Guidance. Once these recommendations are implemented, the site will be more user friendly and help users better engage with the online exhibition.

References

Nørgaard, M. & Hornbæk, K. (2006). What do usability evaluators do in practice? An explorative study of think-aloud testing. In *Proceedings of the 6th Conference on Designing Interactive Systems* (DIS '06). New York, NY: ACM. 209-218.

Appendix A: Checklist

CHECKLIST   **Date:** 04/___/14

"This Kiss to the Whole World" Klimt and the Vienna Secession.

Before participant arrives
O Computer is on
O Silverback is installed on computer
O Silverback is open and ready for use
O *"This Kiss to the Whole World" Klimt and the Vienna Secession* website is
   loaded
   properly and ready for Task #1
O Pretest and posttest questionnaire are loaded on computer
O Consent form is available
O Tasks are ready to be distributed
O Moderator has copy of script

Welcome
O Introduce yourself, thank participant for his/her interest in participating
O Escort participant to evaluation site
O Ask participant to sit at the desk
O Sit beside the participant

Consent form, pre-test questionnaire, instructions:
O Show participant the location of cameras, phone, microphone
O Explain the purpose of the test
O Go over consent form, allow time to read and sign
O Explain that you are an observer who is very interested in learning from the
participant about his/her experience
O Ask for questions, concerns
O Give participant pre-test questionnaire

Instructions
O Explain the process of using scenarios, one at a time, while the participant
   thinks out loud
O Review how think out loud process works. Give examples.

Post-test questionnaire
O Give participant post-test questionnaire

Appendix B: Moderator Script

MODERATOR SCRIPT
"This Kiss to the Whole World" Klimt and the Vienna Secession.

Welcome
Thank you for agreeing to participate in this usability test of the online exhibition, *"This Kiss to the Whole World" Klimt and the Vienna Secession.*

Purpose of study
The purpose of this study is to assess the online exhibition, *"This Kiss to the Whole World" Klimt and the Vienna Secession.* I am interested in everything you have to say and you should feel free to share your thoughts, be they negative or positive. I did not develop this website, I'm only an evaluator, so I'm open to hearing anything you might want to share to help improve your experience.

Provide participant with consent form
I'm now going to ask you to sign a participant consent form.

Describe the participant room
During this session I will observe you and you will be recorded. Observing and recording your behavior will help us gather information on how easy to use the website is.

Explain the testing process
I will be asking you to perform 2 tasks on the website, which I will explain to you in a few minutes. I will be sitting next to you while you're working on these tasks.

Describe thinking-out-loud
While you're completing these tasks, I'm going to ask you to think out loud to help me understand your thought process while you interact with the website. I realize its not "normal" to think out loud while working, but doing so will help me get insight into your experience when you share your thoughts this way. What I mean by sharing thoughts is saying "I like this because…" or "This is not at all what I expected to see when I clicked on that link…" or "I have no idea what this word means…" I may ask questions or remind you to share your thoughts if you fall silent.

Ask the participant to share any questions or concerns
Please feel free to share any questions or concerns. Let me know if you're feeling confused or if I can make anything more clear. If you're feeling uncomfortable, you can stop at any time.

I appreciate you agreeing to participate in this study. Are you ready to get started?

Begin the study
I'm going to ask you to fill out a short pre-test questionnaire. Please let me know if you have any questions.

Task #1
I'm now going to ask you to find out when the first Vienna Secession exhibition took place. Do you have any questions about this task?

Task #2
I'm now going to ask you to find the catalog for the Klimt exhibition and look at the catalog in full screen.

Task #2A
Could you find this catalog a different way?

Task #2B
Looking through the catalog, can you find the artwork *Judith and Holofernes*? Could you find a color image of this painting?

Post-Test
I'm now going to ask you to fill out another short questionnaire.

Thank participant for their time
Thank you for participating in this study.

Appendix C: Consent Form

Pratt Institute
School of Information and Library Science
144 West 14th Street
New York, New York 10011

CONSENT TO PARTICIPATE IN A RESEARCH STUDY

TITLE OF THE STUDY: Usability Assessment of "This Kiss to the Whole World" Online Exhibit

PURPOSE:

The purpose of this study is to assess usability of the online exhibition, *"This Kiss to the Whole World" Klimt and the Vienna Secession* (http://secession.nyarc.org/omeka/), created by the New York Art Resources Consortium (NYARC) in collaboration with The Frick Collection, Brooklyn Museum, and The Museum of Modern Art. The study is being conducted by Lauren Allshouse, Michael Beiser, Jordana Carlin, and Elizabeth Kaufer, students at Pratt Institute School of Information and Library Science under the supervision of Dr. Craig MacDonald.

PROCEDURE:

If you agree to participate in this study, you will be asked to perform the following tasks:

1. Complete a pre-test questionnaire online.
2. Using the online exhibition website, complete two tasks as instructed and describe your actions by "thinking aloud." The two tasks will be a.) Find out when the first Vienna Secession exhibition was, and b.) Find the catalog for the Klimt exhibition and locate a color image from the catalog.
3. The session moderator will observe, take notes and film the session for future review.
4. Complete a post-test questionnaire online.

The total time to complete the study should be approximately 25-30 minutes. A small token of appreciation will be offered for your participation.

PARTICIPANTS:
The user study is a one-on-one session, and there will be no other participants in this session. The study will include eight participants overall.

BENEFITS/RISKS TO THE PARTICIPANT:
The participant will learn about the art movement called the Vienna Secession and will help determine the most usable template for all future NYARC online exhibitions. There is a possible risk of viewing unsettling or graphic images.

VOLUNTARY NATURE OF THE STUDY AND CONFIDENTIALITY:
You are voluntarily taking part in this study. At any point you are welcome to tell the moderator that you would like to discontinue your participation in the study. You may also ask the moderator any questions at any time during the study. Your name and personal information is completely confidential and will only be accessible to the members of the project. We will compile the results of the test into a usability report to present to other members of Pratt Institute and NYARC. This report may possibly be published on public websites. Your name will not be used in this report.

CONTACTS AND QUESTIONS:
You may ask any questions regarding this study and your participation at this time. If you have any questions after the study is complete, you may contact Elizabeth Kaufer at e.g.kaufer@gmail.com

STATEMENT OF CONSENT:
I have read this entire form, or it has been read to me, and I understand it completely. All of my questions regarding this form or this study have been answered to my complete satisfaction. I agree to participate in this research study. I confirm I am over 18 years of age.

Name of Participant: _____

Signature of Participant: _____

Date: _____

Appendix D

Pre-Test Questionnaire

Please enter your name

[   ]

What is your age?

[   ]

How often do you visit museums or art galleries?

◯ Very often

◯ Sometimes

◯ Rarely

◯ Never

Do you have any experience with art or design? Check all that apply

☐ I am a professional artist or designer

☐ I work in the arts

☐ I studied art or design in school

☐ I do art or design as a hobby

☐ I'm friends with artists or designers

☐ I don't have any experience with art or design

☐ Other: [   ]

How do you find out about art you are interested in? Check all that apply

☐ Looking at art images online

☐ Reading about it online

☐ Going to a museum or art gallery

☐ Reading about it in a magazine or book

☐ Watching a TV program or documentary

☐ Talking to other people

☐ I don't research art

☐ Other: [   ]

When was the last time you looked at art online?

◯ Within the last three weeks

◯ Within the last three months

◯ Within the last year

◯ Never

What places do you look at art online? Check all that apply

☐ Museum or art gallery website

☐ Blogs or social media

☐ Artist's website

☐ Image search (e.g. Google Images)

☐ Art databases (e.g. ARTstor)

☐ Other: [_____]

Are you familiar with the Vienna Secession or Austrian art?

○ Very familiar

○ Maybe

○ Not at all

[Submit]

Never submit passwords through Google Forms.

jordana.carlin@gmail.com
Edit this form

8 responses

View all responses   Publish analytics

Summary

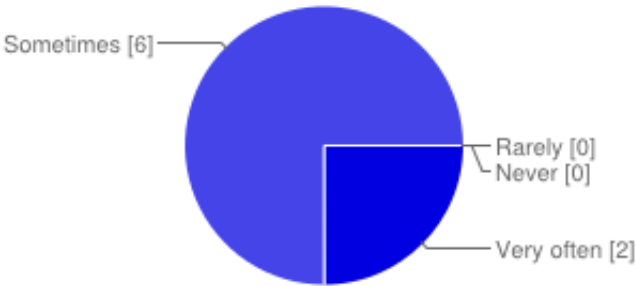### Please enter your name

Hannah   Daniel   Joey Pilmer   Casey York   Eric Reynolds   amy   JR   Chloe Brown

What is your age?

25   26   27   28   56

How often do you visit museums or art galleries?

Very often	2	25%
Sometimes	6	75%
Rarely	0	0%
Never	0	0%

Do you have any experience with art or design? Check all that apply
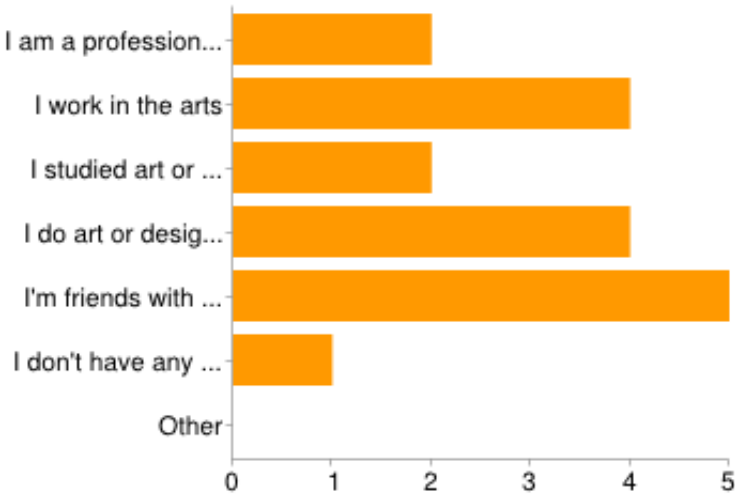
I am a professional artist or designer	2	11%
I work in the arts	4	22%

I studied art or design in school	**2**	11%
I do art or design as a hobby	**4**	22%
I'm friends with artists or designers	**5**	28%
I don't have any experience with art or design	**1**	6%
Other	**0**	0%

How do you find out about art you are interested in? Check all that apply
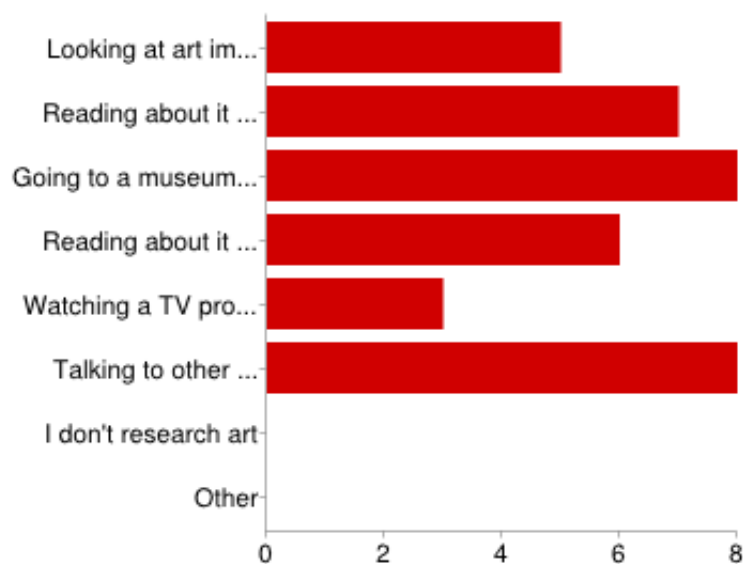
Looking at art images online	**5**	14%
Reading about it online	**7**	19%
Going to a museum or art gallery	**8**	22%
Reading about it in a magazine or book	**6**	16%
Watching a TV program or documentary	**3**	8%
Talking to other people	**8**	22%
I don't research art	**0**	0%
Other	**0**	0%

When was the last time you looked at art online?
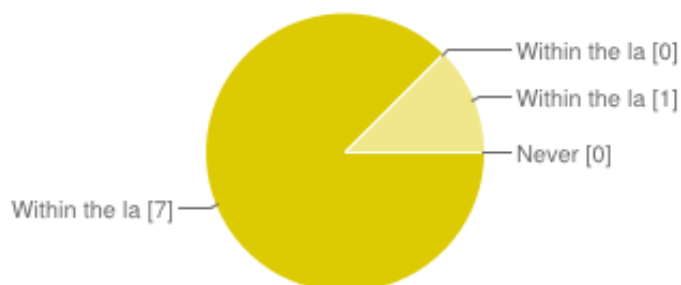
Within the last three weeks	**7**	88%
Within the last three months	**0**	0%
Within the last year	**1**	13%
Never	**0**	0%

What places do you look at art online? Check all that apply
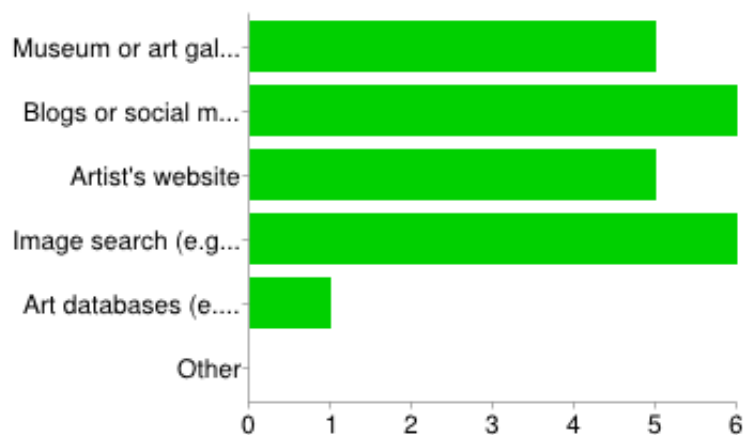
Museum or art gallery website	**5**	22%
Blogs or social media	**6**	26%
Artist's website	**5**	22%
Image search (e.g. Google Images)	**6**	26%
Art databases (e.g. ARTstor)	**1**	4%
Other	**0**	0%

Are you familiar with the Vienna Secession or Austrian art?
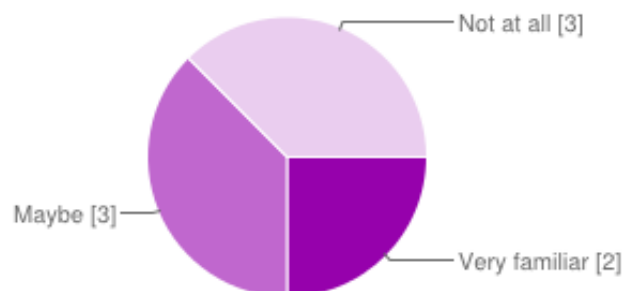
Very familiar	**2**	25%
Maybe	**3**	38%
Not at all	**3**	38%

Number of daily responses
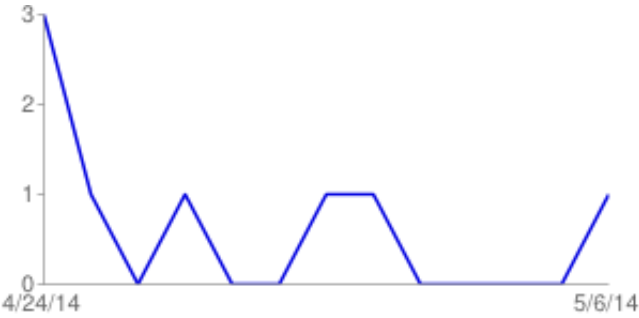
Appendix E

Post-Test Questionnaire

1. **Please enter your name**

   ....

2. **Overall, navigating "Klimt and the Vienna Secession" was:**
   Mark only one oval.

	1	2	3	4	5	
Very difficult	◯	◯	◯	◯	◯	Very easy

3. **How well organized did you find the website?**
   Mark only one oval.

	1	2	3	4	5	
Very poorly organized	◯	◯	◯	◯	◯	Very well organized

4. **How interesting did you find the exhibition?**
   Mark only one oval.

	1	2	3	4	5	
Not interesting at all	◯	◯	◯	◯	◯	Very interesting

5. **How visually appealing was the website?**
   Mark only one oval.

	1	2	3	4	5	
Not appealing	◯	◯	◯	◯	◯	Very appealing

6. **Would you visit "Klimt and the Vienna Secession" again?**
   Mark only one oval.

   ◯ Yes

   ◯ Maybe

   ◯ No

7. **What was your overall impression of using the website?**

....

....

....

....

....

8. **If there was anything you could change about the website, what would it be and why?**

....

....

....

....

....

Edit this form

8 responses
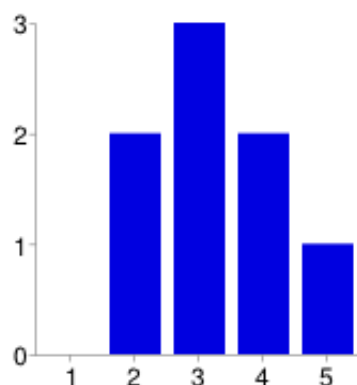
View all responses   Publish analytics
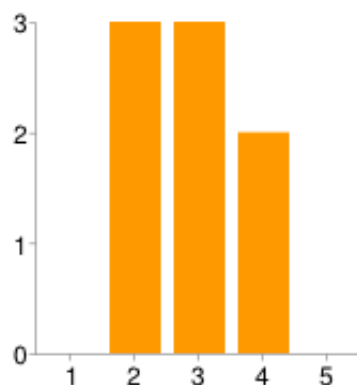
Summary

Please enter your name

Hannah   Daniel   Joey Pilmer   Casey York   Eric Reynolds   amy   JR   Chloe Brown

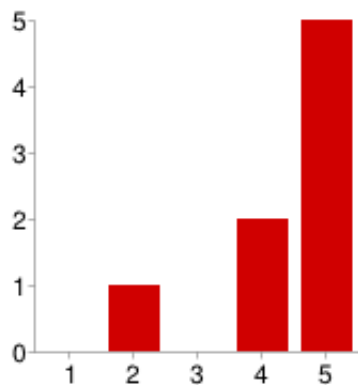### Overall, navigating "Klimt and the Vienna Secession" was:

1	**0**	0%
2	**2**	25%
3	**3**	38%
4	**2**	25%
5	**1**	13%

How well organized did you find the website?

1	**0**	0%
2	**3**	38%
3	**3**	38%
4	**2**	25%
5	**0**	0%

How interesting did you find the exhibition?

1	**0**	0%
2	**1**	13%
3	**0**	0%
4	**2**	25%
5	**5**	63%

How visually appealing was the website?
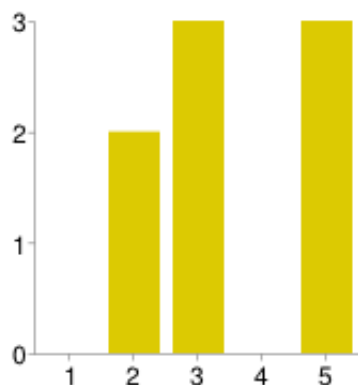
1	**0**	0%
2	**2**	25%
3	**3**	38%
4	**0**	0%
5	**3**	38%

Would you visit "Klimt and the Vienna Secession" again?
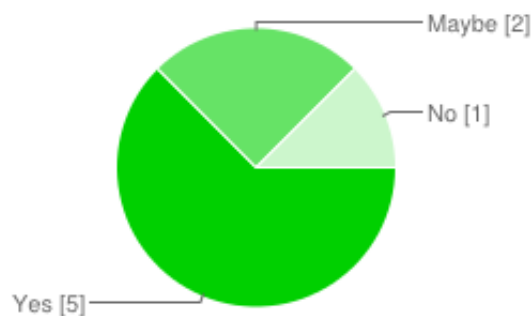
Yes	**5**	63%
Maybe	**2**	25%
No	**1**	13%

What was your overall impression of using the website?

 Pretty good -- lots of great images and the full catalog was nice to browse through… except I wasn't able to see page 20, which was the task so that's a major problem. It's strange that almost all of the catalog is reproduced.   It seemed geared towards users that already know about the subject matter and what they're looking for, and also probably that understand other languages. It was tough to navigate without a previous knowledge of the topic.   The overall site layout is a little odd. Not terrible but not always easy to use.   Navigating for specifics content or offerings was difficult. Didn't really have the feeling that I was participating in an exhibition. Catalog system worked well, but was missing even numbered pages at the time of the test. Should possibly consider user interaction of an actual exhibition as the starting point in

the design of the website.　　Some navigations problems and the typeface seems small to me.　　The website was visually appealing, but had a confusing interface.　　It was very pretty, well laid out, and nicely organized. It was especially helpful the way the main menu bar was organized. It was broken down into the main categories of things I needed to know, which made it really easy to toggle back and forth between tasks.　　The website itself was very visually appealing but the organization and placement of text and images was lacking.

If there was anything you could change about the website, what would it be and why?

My main critique is that the small subsections "Introduction, Beethoven Exhibit, etc..." are too small with too much information. Might be better as a dedicated sidebar, or visually distinct in some way. Even just in a box.　　I had trouble within the catalogue file finding the Judith image, because the page numbers in the catalogue didn't match the page numbers in the document. That could totally be user error though!　　-Font needs to be changed -Search bar wasn't helpful -Names of artists should be in bold and written before works on exhibition list -pieces of art next to exhibition page would be helpful -search bar search bar search bar　　If choices had clearer buttons and larger typeface　　Add a more basic introduction with a short succinct description and a suggestion of where to browse to learn more.　　I wish it controlled or scripted my experience more, I didn't really know where to click next or which information to access first, which I found took away from experiencing the works themselves. Should maybe rely more heavily on imagery if it's trying to replicate the experience of visiting a gallery or museum space.　　To include all the pages of the catalog. Use more labels to identify what the content on the page is -- for example, the catalog on the main Klimt page was not marked. The timeline was easy to use, but I had to go through a lot of items before getting to the right information -- all of the items are smushed at the bottom so I couldn't scan and look ahead.

Number of daily responses