

CLIENT GOALS, METRICS, AND METHODS

**OLD BARRACKS
MUSEUM**

Presented by Sabrina May

OBJECTIVE

GOALS OF SITE

Client: The Old Barracks

Museum (<https://www.barracks.org/>). The Barracks would like to redesign their website so that more people can interact with the museum online - by purchasing **tickets** and **signing up for events** and the **newsletter**.

Patrons are currently having difficulty finding these items online. Staff have said that the pages under **"About"** are **messy and could use simplification**. In general they want to better understand what visitors are looking for when they visit their site.



How can we track interactivity?

UX Metrics: the goal of HEART by Google:

Happiness, Engagement, Adoption, Retention, Task Success

UX METRICS: THE GOAL OF HEART BY GOOGLE



H

The rate of sharing & newsletter, brand perception (is the museum now more “on trend” “up to date” now that it is focused online). Increase in ticket sales?



E

Time on page, Frequency of return to account and clicks on newsletter, clicks on media, Feature usage, Click rate on different categories (and age if account is used). Inputs in the search box



A

New accounts, New subscriptions to newsletters, First Time purchase, Sharing links and codes, Increase in Event sign-ups.



R

Percentage of new subscriptions and unsubscriptions, Percentage of Event signups, Number of clicks on newsletter emails, Accounts opened by age, Ratio of time elapsed of people on website, and if there was a successful buy of ticket or newsletter sign up.



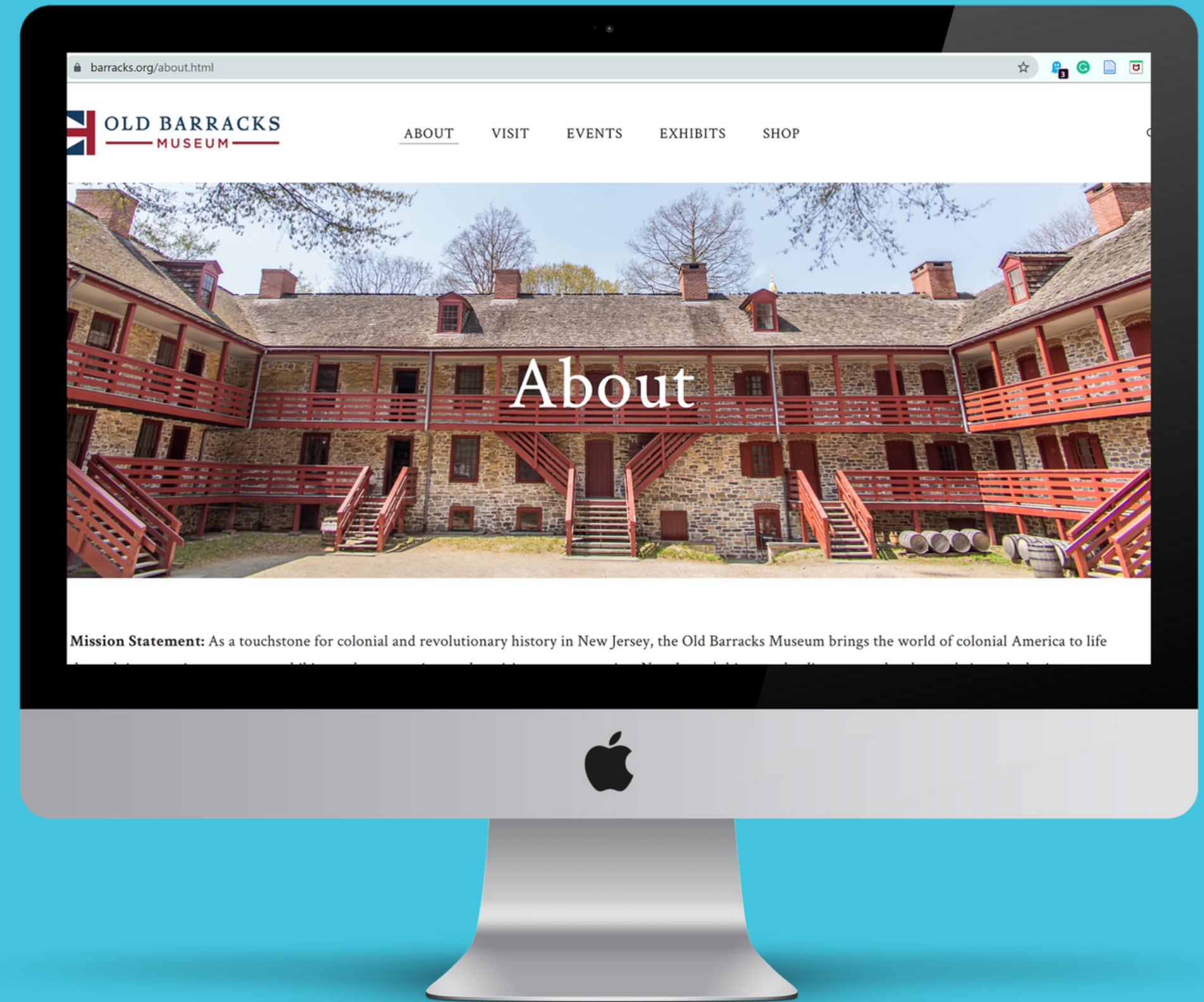
T

deletion of subscription, exiting about page, amount of searches in search bar.
Additional: Time elapsed on About page and purchase in ratio to old about page and purchases.

What are we working with?

This >>>>>>>>>>
is their current
website!

Lets dissect it with
good old KPI & metrics!



MEASURING GOOD DESIGN

KPI

- Increase in ticket sales
- Membership subscriptions/newsletters,
- Increase in Event attendance
- Change in market value to different social groups
- Product of main attraction and revenue.

USER TASKS

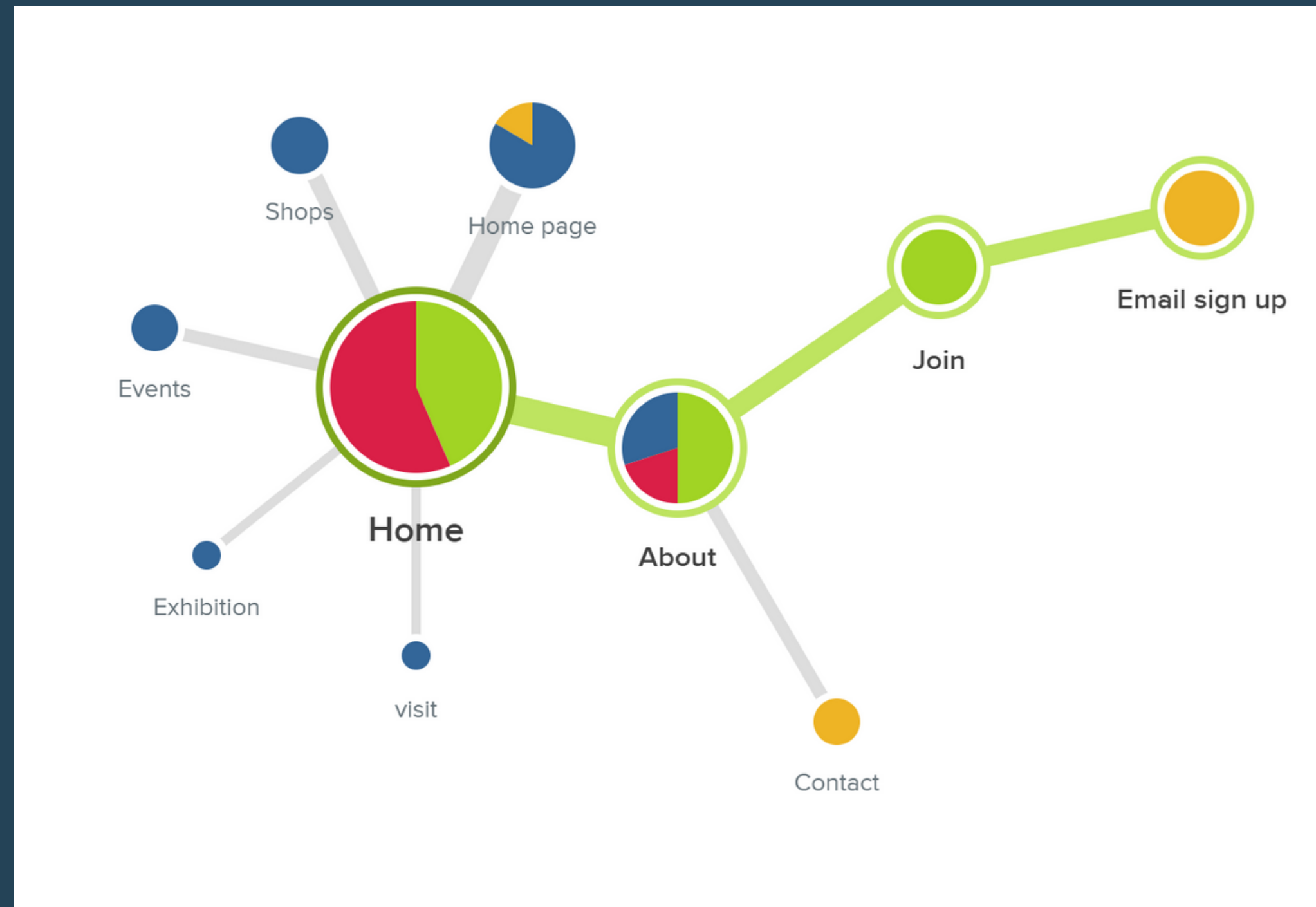
- FIND ITEMS ONLINE WITH NO DIFFICULTY (ESPECIALLY ON “ABOUT PAGE”) TO LOOK FOR ITEMS
- NAVIGATE “ABOUT PAGE” WITH EASE AND HEURISTIC INTUITION.
- SIGN UP FOR EVENTS

USER MAPPING

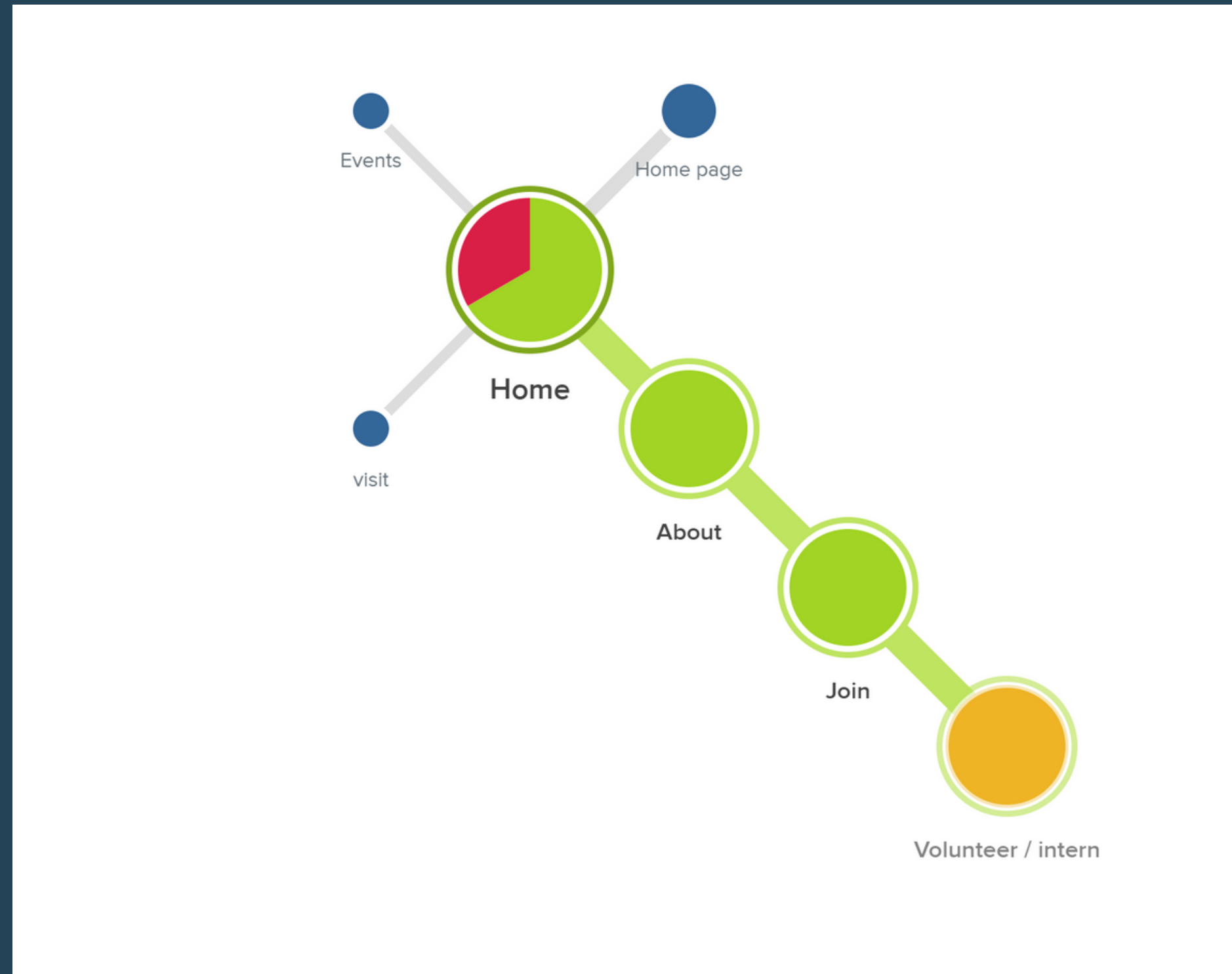
To perform user tasks, I've decided to use user journey mapping. Because of the pandemic, user tasks/testing cannot be performed in person. With that being said, I have asked the users to use a link which maps their journey on the website per task.

Here are the user journey results...

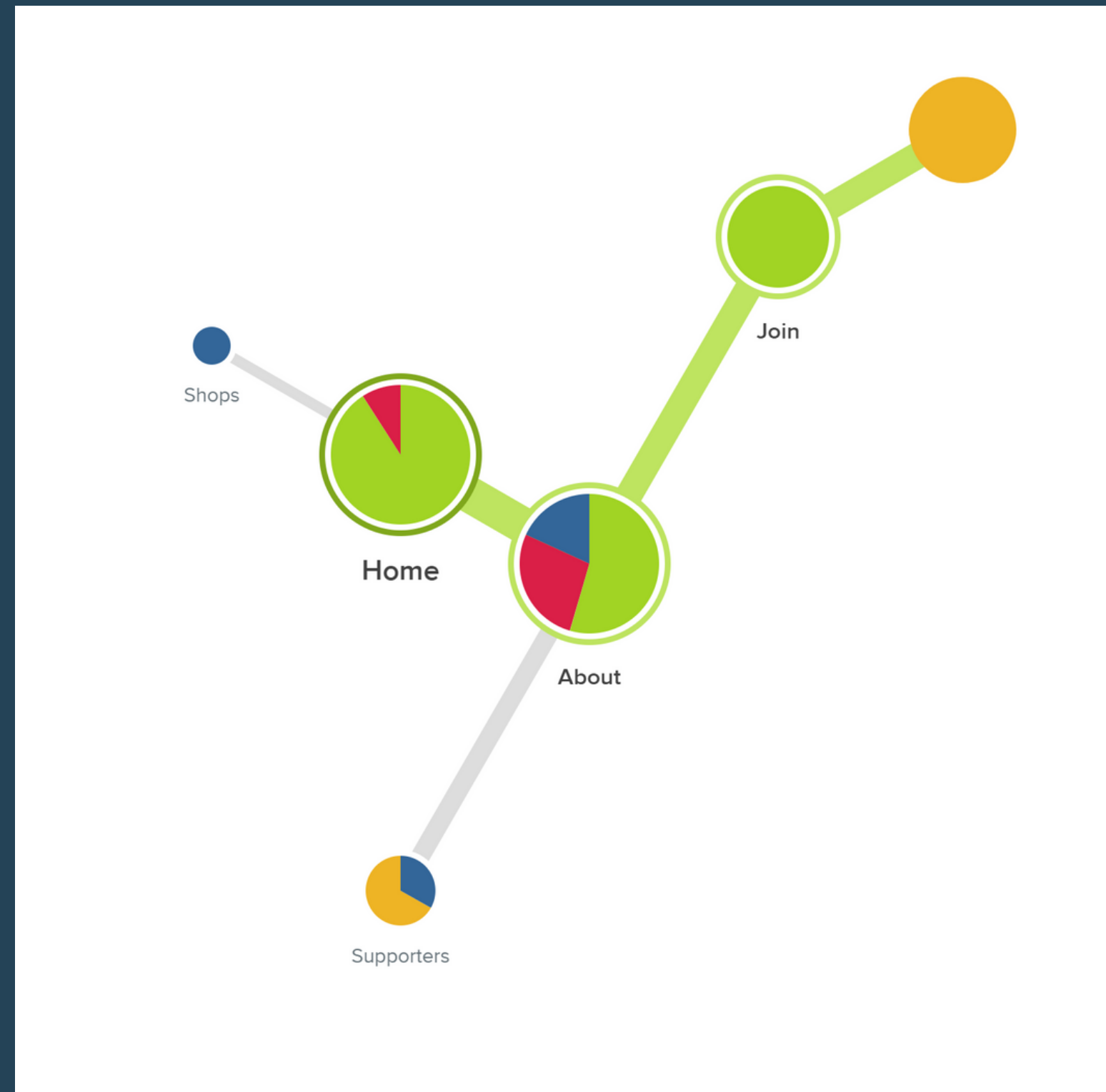
1) You want to sign up for emails and updates from the website! Where can you find the newsletter?



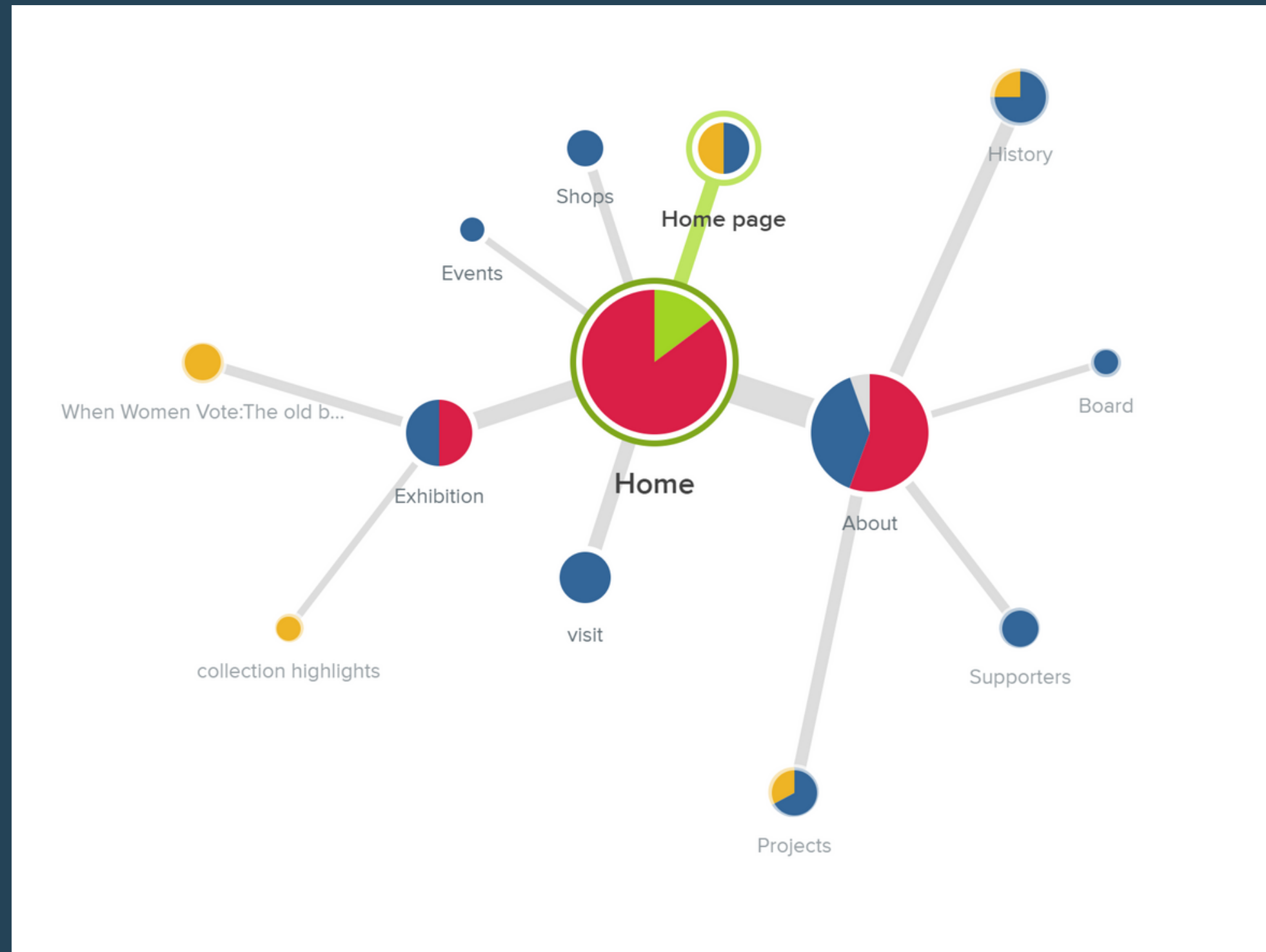
2) You are looking for an internship here and you are a Marketing major, where can you apply?



3) You want to volunteer here, where could you apply?



4. To see more on this museum, find the NJTV PBS video on Old Barracks Museum



SUMMARY

- Be more general with questions
- Always check the testers bias
- Reorganize "About Me"



NEXT STEPS:

—Redesign—

AND RETEST!

← → ↻ moma.org

MoMA [Make a donation](#) [Become a member](#)

[Plan your visit](#) [What's on](#) [Art and artists](#) [Store](#) 🔍

We have temporarily closed.
[Learn more →](#)

Stay connected and enjoy the #MuseumFromHome
[Sign up for our newsletters](#) ✉

**Virtual Views:
Dorothea Lange**

MUSEUM

← → ↻ colonialwilliamsburg.org

🚩 To limit health risks associated with COVID-19, we are closed temporarily through May 31. [Click here for more information.](#) ✕

Colonial Williamsburg [Explore](#) [Visit](#) [Learn](#) [Give](#) [Tickets](#) [Donate](#) 👤 🛒 🔍

← →

Our Historic Sites are Closed
In the meantime, travel back in time from home

[Learn More](#)

INSPIRATIONAL

← → ↻ metmuseum.org

THE MET 150 [Visit](#) [Exhibitions](#) [Events](#) [Art](#) [Learn](#) [Join and Give](#) [Shop](#) [Buy Tickets](#) [Become a Member](#) [Make a Donation](#) 🔍 Search

Temporary closure The Museum has temporarily closed its three locations.
[Learn more](#)

The First Monday in May

[Take a look back and ahead](#)

SITES



CHANGES

REVISED SITE

- Added: buy a ticket, newsletter sign ups, "join & give"
- removed: About Page
- Changed: "board" to " Faculty and Staff"
- Changed: "rent" to "host an event/rentals"

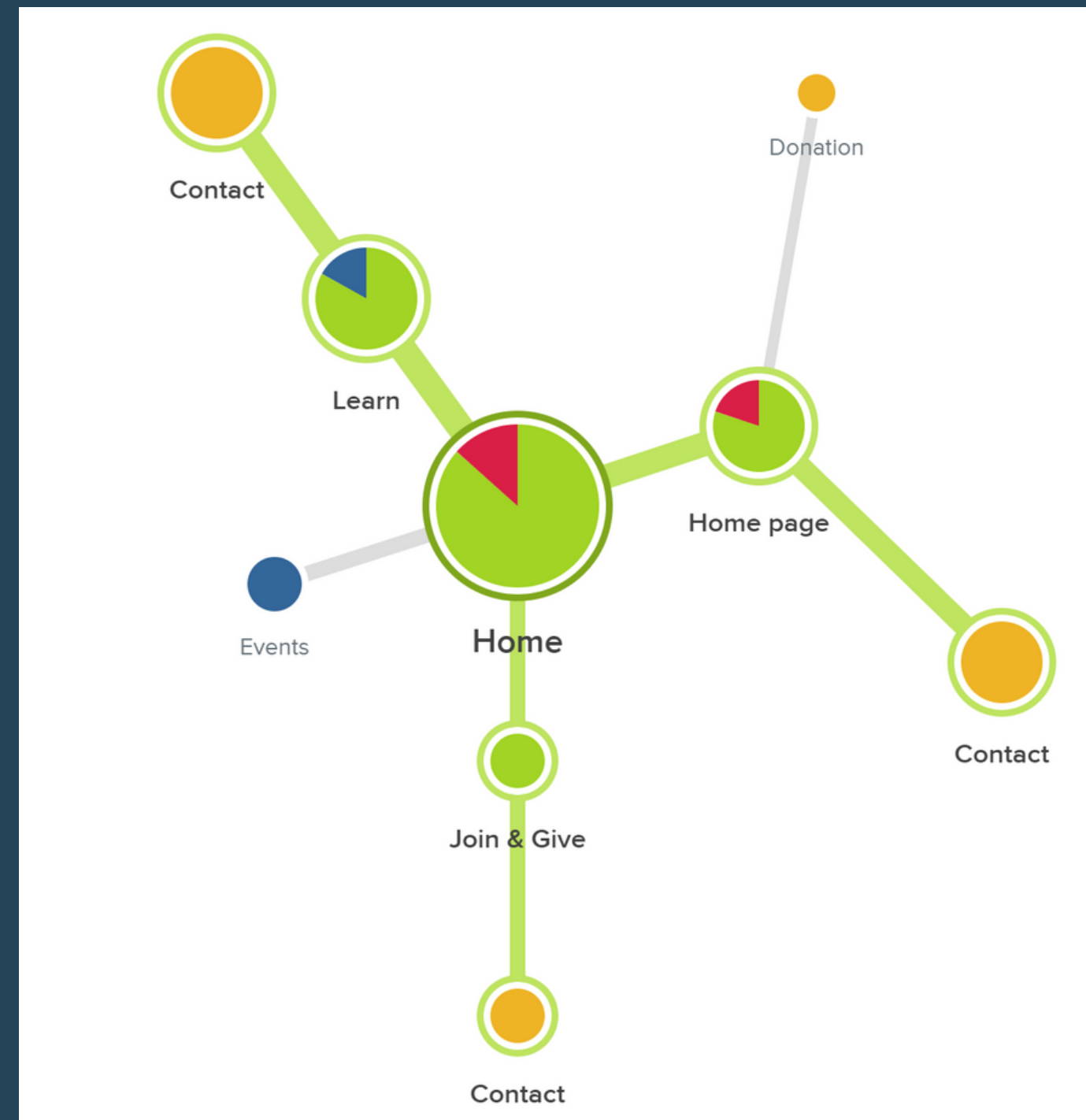


AFTER
REDESIGNING:

User Mapping

(USING THE SAME
CONTROLLED
QUESTIONS AS
BEFORE)

1. You want to sign up for emails and updates from the website! Where can you find the newsletter?



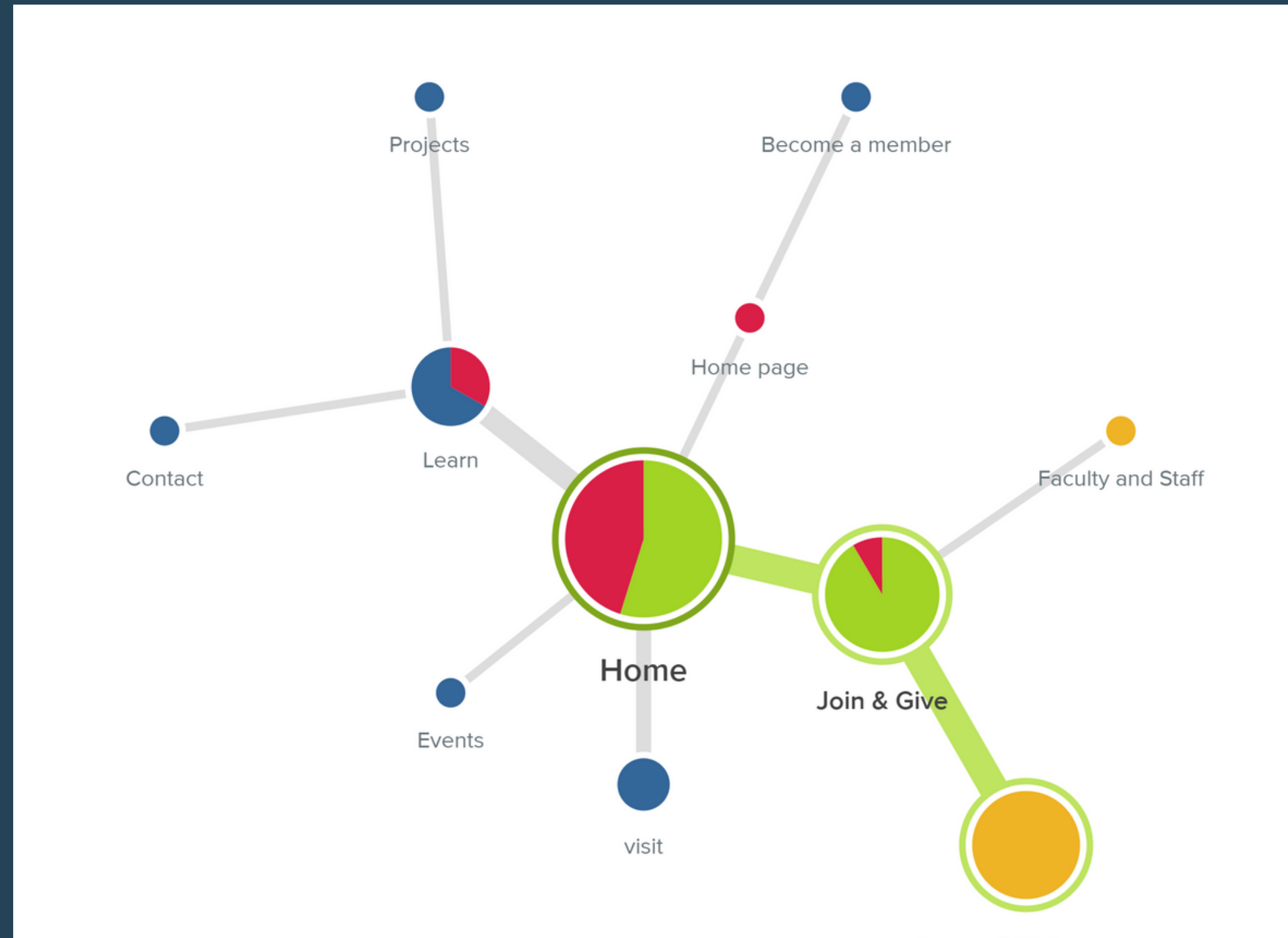
62%

original newsletter success rate

92%

revised newsletter success rate

2. You are looking for an internship here, where can you apply?



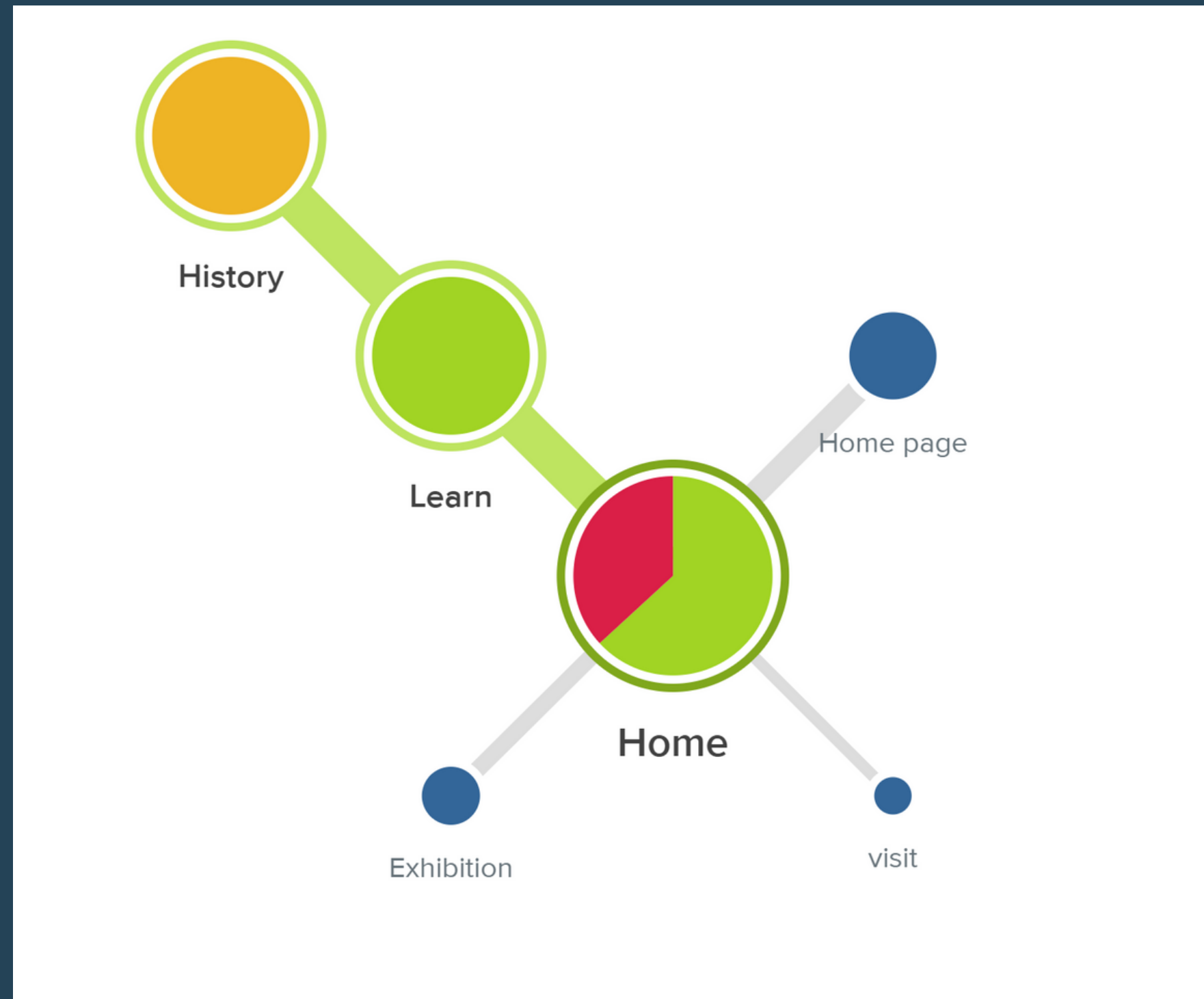
80%

original internship/volunteer success rate

92%

revised internship/volunteer success rate

3. You want to know the history of this museum, where can you find it?



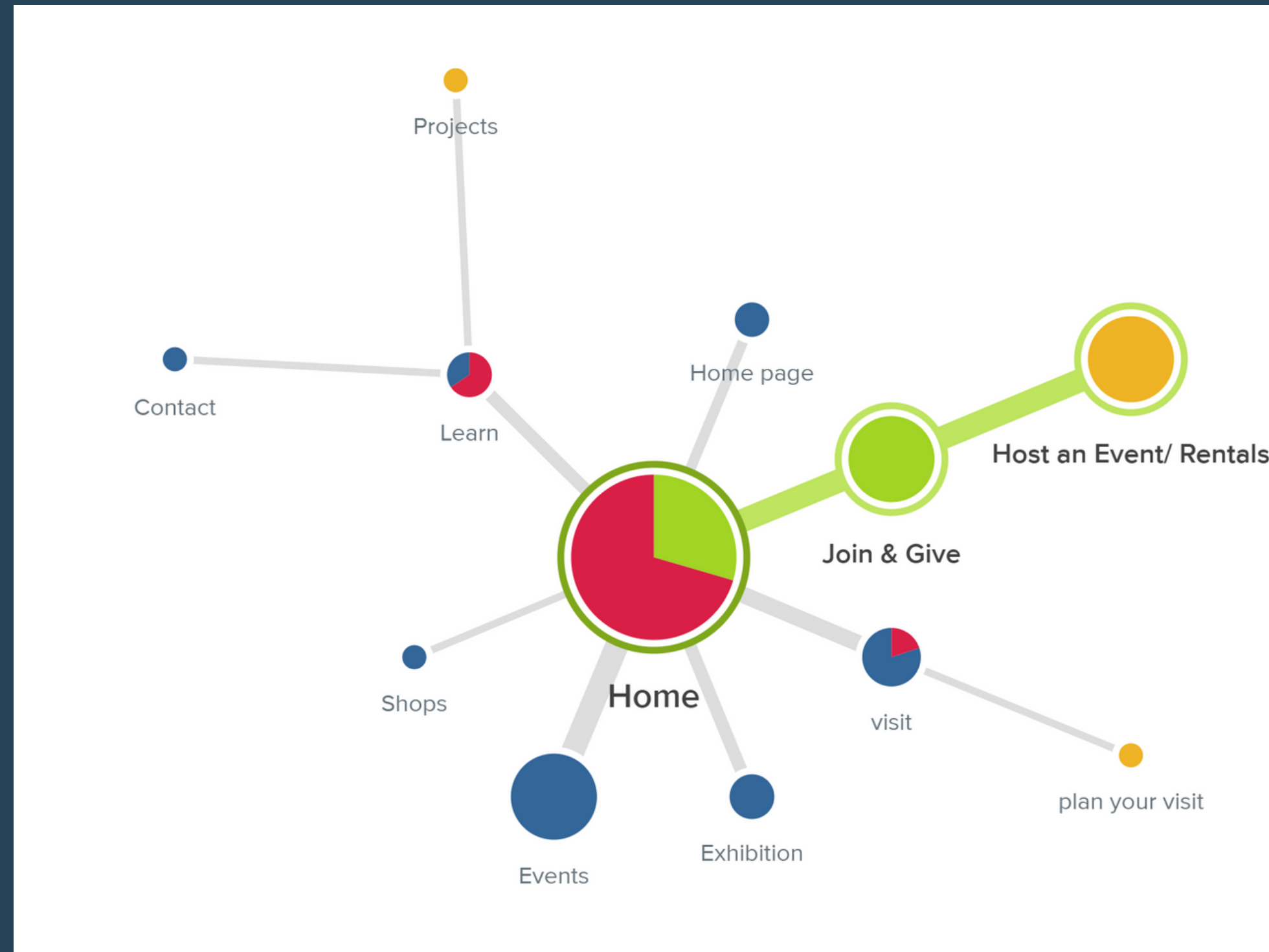
25%

original success rate

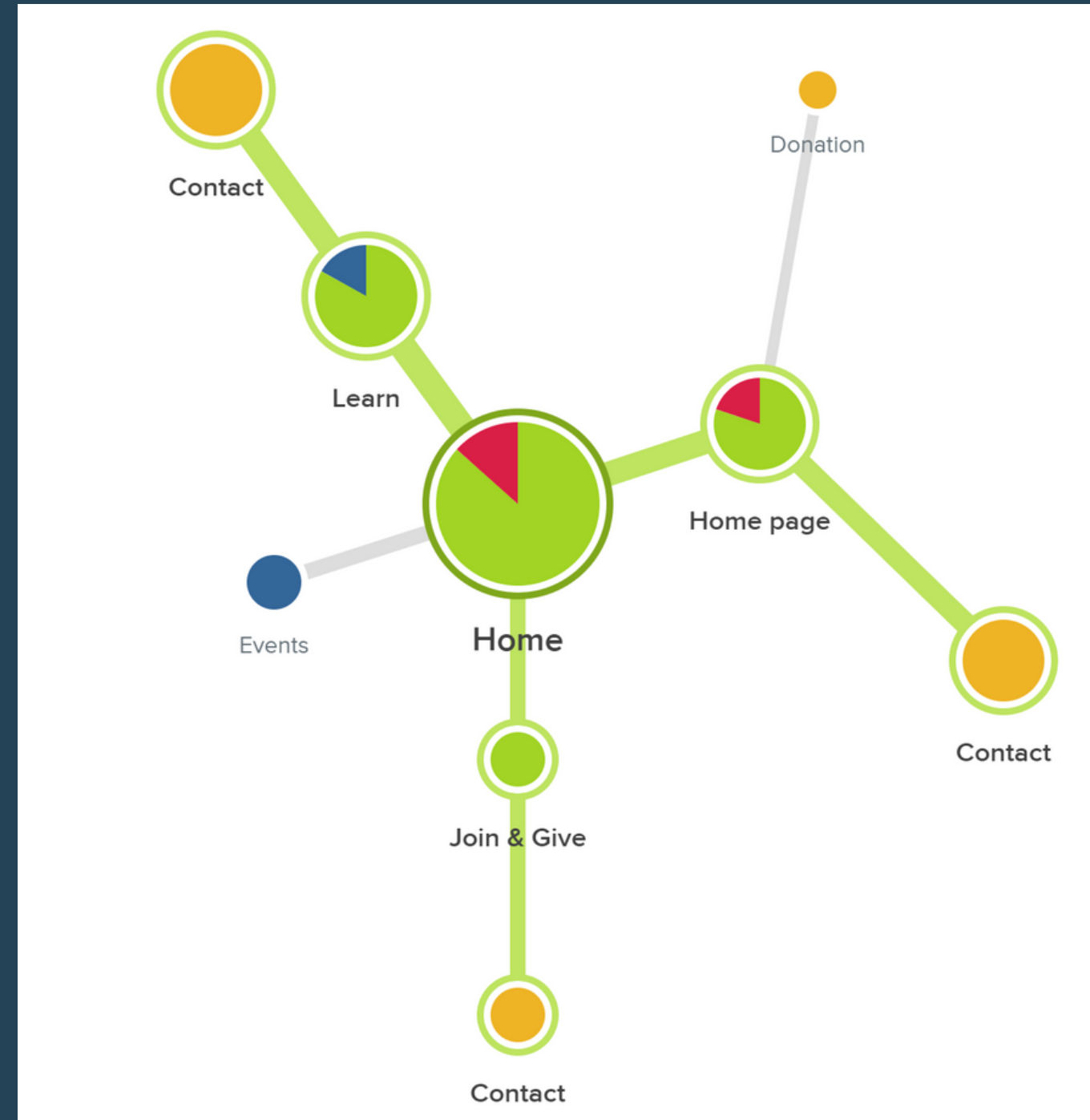
100%

revised success rate

4. You are exploring the page and want to rent a space and host an event



5. You want to contact the museum, either for general info, donations, or setting up an event.



80%

original nav
8/10 participants
1min41sec

86%

new nav
12/14 participants
1min 44 sec

SUMMARY OF CONTENTS

FINAL REVISION?

- 1.) (+)newsletter in "Learn"
- 2.)rename "learn" to Learn more
- 3.)(+) "host event/rentals" to Visit & Events

Considered human errors: Participant 5 was one of the only participants that had errors with a success rate of 40%...

however they were also one of the quickest test takers, Their answers were also not relevant to the questions posed in the study.

55%

old success rate

95%

new success rate