

TOURISTY

- A New Audio Tour Experience

Updated August 5, 2022

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Study Details

Project Background

- Most audio tours are device-based or web-based
- Audio tour websites are made by individual museums/galleries
- Audio tours are not for everyone

Study Details

Research Questions

- What means do they use to navigate to their desired tours?
- Is the process of finding their target exhibition easy?
- How long do they spend on the app before starting to listen?
- Do they get stuck anywhere during the process?

Participants

5 participants

3 participants are college students or recent college graduates, 1 participant is in their 30s and 1 participant is in their 50s.

Methodology

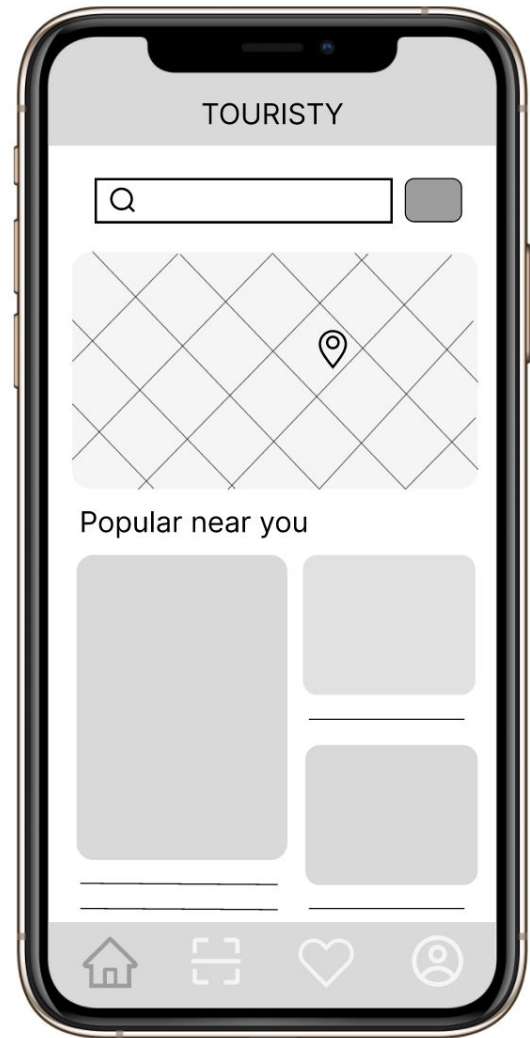
15-20 of minutes

Zoom

Moderated usability study

Prototype / Design Tested

View the TOURISTY low-fidelity prototype [here](#).

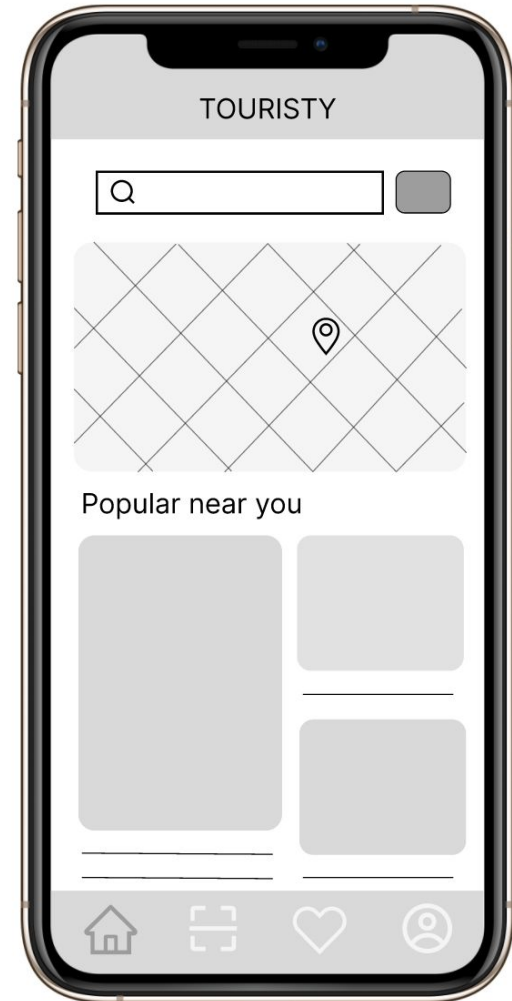


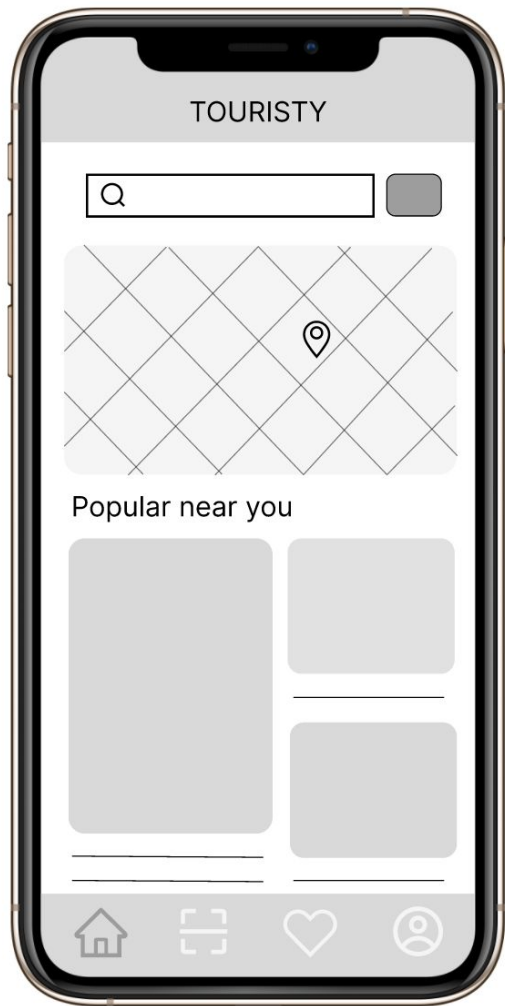
Themes

Theme #1 the purpose of the search bar is unclear

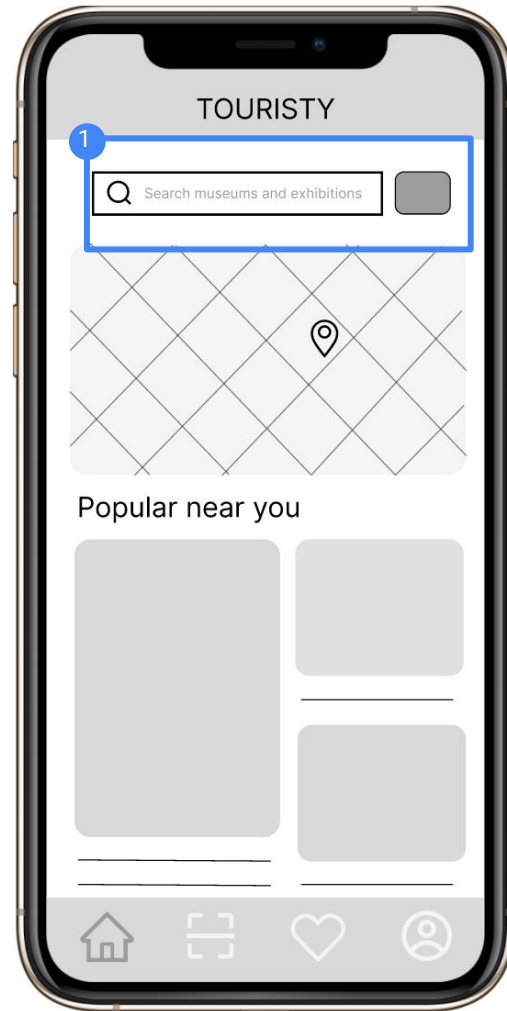
- **Before:** 2 out of 5 participants were not sure what they would get from the search bar

“I don't know if these [results] are actual exhibitions... let's go back actually.” (P4)





After: Added text cues to the search bar to indicate categories of potential results



Theme #2 users want to find tours by museums

- 3 out of 5 participants wondered if they could find tours based on museums, not exhibitions
- Currently, exhibitions are listed by themselves, but a single museum can host multiple exhibitions

“the recommendations on the main page looked like they could be museums. But once you click on it, this one says it's an exhibition”
(P4)





After: Added a separate museum introduction page as well as museum section in the search

result page so users can browse exhibitions by museum



Theme #3 users were confused about how to start a tour

- 4 out of 5 participants were confused about the difference between “select route” and “see collections”
- The process of starting a tour might be over-complicated

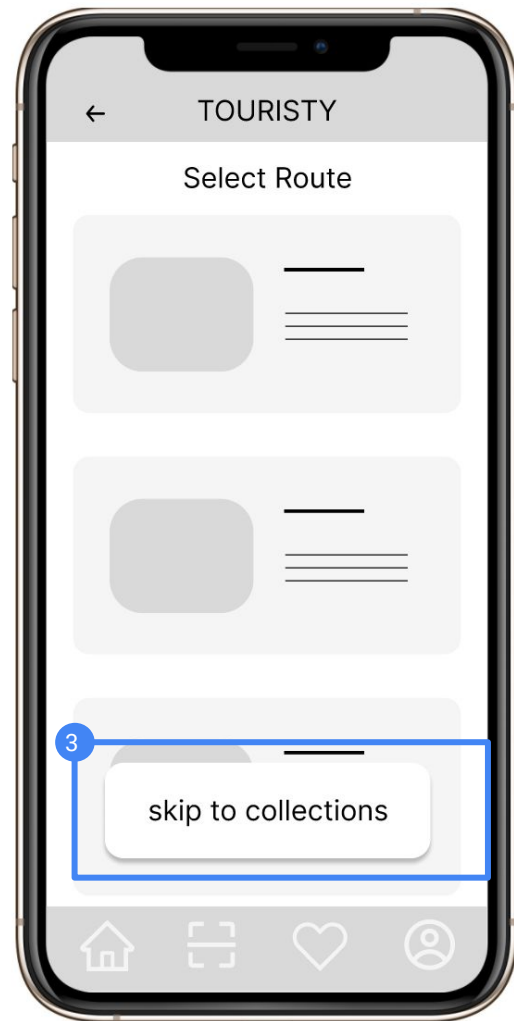
“I'm confused; does it mean I can skip choosing a route if I just clicked on one of these (collections)?”(P2)





After: instead of a potentially confusing right arrow, we changed the button to indicate the action

→
"skip" so that the hierarchy between "select route" and "see collections" are clearer



Insights & Recommendations

Research insights

Point 1

more guidance (such as a text clue) is needed to clarify what the search bar is used for

Point 2

there's a potential need for another unit (museums/galleries) to find specific tours

Point 3

more accurate icons are needed for clarity

Point 4

the flow and hierarchy need to be more straightforward for how to start a tour

Recommendations

- Add text cues to indicate search bar function
- Add a separate museum page with all the exhibitions offered in that museum
- Change the presentation of “select route” and “see collections” pages

Thank you!