
Project Title: MyMu
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Background about the project

For people who are interested in art, a great art visiting experience does not only consist of preparation before they go or onsite feeling during their visit. According my research and user interviews, an easy way to relieve that memory after art visiting plays an important role. That's why I come up with the idea of MyMu, an app for art lovers to easily organise their art resources to relieve their memory.

Objective

The main purpose of this user testing is to see whether users can easily use the app and find it helpful to reinforce their art experiences. To realise this objective, the following aspects supposed to be elaborated:

- initial impression of the colour palette
- uncover usability problems in my red route
- impression of the design
- do people understand the steps in the red route
- do people easily figure out specific icons

Test questions and methods

Specific questions I hope to answer

- Can users create an exhibition folder to meet their needs?
- Can users import resources they need to enrich their exhibition memory?
- Can users easily find resources they need?
- Are users aware of where they are in the app?
- Can users make changes in the app according to their needs?
- How do participants respond to the organisation of the home screen UI?

Testing methods I will use

Because of the pandemic situation, I will conduct all the five usability test remotely. I will conduct one remote unmoderated study with one participant and moderated remote study with 4 other participants.

Participant characteristics

Participants are all interested in art or doing art related jobs. They visit museums or galleries quite often. They are aged between 18 to 35 and living in major cities. They all have smart phones and are comfortable using apps.

I will recruit these participants based on the screener survey I did for this project, who match the persona of the larger users. I will also recruit from art lovers's group on Facebook.

Schedule of the test

I will recruit participants starting from August 18th, 2020 and will conduct the first test on August 25th, 2020. Each test will be 40 minutes. The detail is as follows:

0-5 min: welcome and simple explanation of how the test works

5-10 min: pre-test interview

10-30 min: carry out the test tasks

30-40 min: post test question and interview

