

UX Research Study — VR Museum Tour and Event App


Google UX Design Certificate

Introduction	<ul style="list-style-type: none">● Title: Creating a VR Museum Tour and Event App that is user-friendly and allows users to interact with each other and partake in events in a VR space.● Author: Bobbianne Stambaugh, UX Researcher, designer, and coder at Bobbianne Stambaugh Studios LLC. Email: bobbiannestambaugh@gmail.com● Stakeholders: Museum users, museum administrative staff, museum board of directors● Date: 3/3/2022● Project background: The VR Museum Tour and Event App is being created to attract and retain museum users back to art centers during and after the COVID-19 pandemic. It has been noticed that by conducting competition research, museum users are looking for reliable, COVID-safe ways to interact with the arts community. The purpose of this app is to create a competitive product that increases the use of museums, increases museum sales, and increases customer satisfaction with highly entertaining, educational content.● Research goals: To figure out what specific difficulties users encounter when they try to complete the core tasks of the VR Museum Tour and Event App: tour/event selection and in-app navigation.
Research questions	<ul style="list-style-type: none">● How long does it take for a user to select a tour or an event?● Are users able to successfully either a tour or an event they want?● What can we learn from the steps users took to select a tour or event?● Are there any parts of the process where users are getting stuck?● Were users able to invite and interact with guests in the app?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task: how much time users spend choosing a tour or an event● Conversion rates: how many customers attend a tour or an event● User error rates: how often users get stuck trying to choose a tour or an event or have trouble inviting and interacting with other users● System Usability Scale: a questionnaire to evaluate customer feedback
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: United States, remote (participants will go through the usability study in their own homes)● Date: Sessions will take place between March 3-4.● 5 participants will choose a tour or an event through the app. Next, participants will then invite and then interact with their "invited guest." Each participant will then complete a questionnaire on their experience.



	<ul style="list-style-type: none"> ● Each session will last for 10-15 minutes
<p>Participants</p>	<ul style="list-style-type: none"> ● Participants are anyone who is a self-described art lover and/or art professional. ● Participants need to reside in metropolitan and suburban areas. ● Participants should be between 18 and 62. ● Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including: <ul style="list-style-type: none"> ○ 1 user of assistive technologies ○ 1 user with a visual impairment ○ 1 user with an auditory impairment ○ 1 user who isn't fluent in English ● Incentive: a \$5 electronic gift card to Starbucks.
<p>Script</p>	<ul style="list-style-type: none"> ● Prompt 1: From the home screen, sign in <ul style="list-style-type: none"> ○ Prompt 1 Follow-Up: How easy or difficult was it to sign in? Is there anything you would change about the process? ● Prompt 2: Choose a tour or a live event <ul style="list-style-type: none"> ○ Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process of choosing a tour or an event? ● Prompt 3: Invite a user to your chosen tour or event and then talk to them in the VR space <ul style="list-style-type: none"> ○ Prompt 3 Follow-Up: How easy or difficult was the process? Is there anything you would change? ● Prompt 4: Leave the VR space and log out <ul style="list-style-type: none"> ○ Prompt 4 Follow-Up: How easy or difficult was it to complete the process? Is there anything you would change? ● Have the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses that range from Strongly Agree to Strongly disagree: <ul style="list-style-type: none"> ○ I think that I would use this app frequently. ○ I found the app unnecessarily complex. ○ I thought the app was easy to use. ○ I think that I would need the support of a technical person to be able to use this app. ○ I found the various functions in this app were well integrated. ○ I thought there was too much inconsistency in this app. ○ I would imagine that most people would learn to use this app very quickly. ○ I found the app very cumbersome to use. ○ I felt very confident using the app.



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- I needed to learn a lot of things before I could get going with this app.
 - I found the payment system frustrating.
 - I found the ordering process cumbersome