

Audio guide

Key Themes & Usability Report

September 2016

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Approach

Purpose & objectives

In December 2015, the British Museum launched a new audio guide, based on extensive generative user research, which provides multiple ways to engage with content, wayfinding, and object information.

The purpose of this research was to evaluate how well the new audio guide was meeting the needs of visitors who purchase one. This research included exploratory and usability research in order to provide recommendations for short and long term audio guide iteration planning.

Key research questions - overall

- Why do visitors decide to purchase a guide?
- How well does the audio guide desk messaging perform?
- Do visitors in different languages look at different content?
- Do visitors do any follow up after their visit to the museum? What do they do?
- Would visitors want to use their own device or pre-purchase an audio guide?
- What do visitors expect to get when they purchase an audio or family guide?
- Does the audio guide/family guide meet their expectations?
- What level of information are visitors expecting?
- What kind of information are visitors expecting? What types of content do they like the best?

Key research questions - usability

- Do visitors know where to begin?
- Does the guide's wayfinding improve the experience?
- How do visitors navigate the guide?
- How easy is it for them to access the content they are interested in?
- Do visitors understand how to use the guide?
- Is it obvious when a gallery is closed or object not available?
- Are there other ways visitors want to understand content?
- Are visitors able to accomplish what they want to accomplish when using the guide?
- What do visitors struggle to do when using the audio guide?
- What is missing (if anything) from the experience?

318 Participants

in 4 languages

Methodology

- Unmoderated surveys (in English, Italian, Russian, and Chinese)
 - 191 surveys completed on tablets on stands in queue (104 pre-survey) and at returns (87 post-survey)
- Moderated interviews (in English, Italian, and Chinese)
 - 127 moderated interviews conducted
 - 55 in-person pre-purchase interviews (3-5 minutes) with visitors in audio guide queue
 - 17 in-person interviews (30-40 minutes) which followed visitors on their journey through the museum with the audio guide
 - 55 in-person interviews (5-10 minutes) with visitors at audio guide returns desk
- Observations
 - Audio desk observations (numbers of visitors, types of guides, desk messaging)
 - Usability follow-alongs - observe visitors (with no interference) at some point in their visit using the audio guide

Participants

- Participants were intercepted at the audio guide desk during purchase or return. Participants in groups of 5 or less were targeted, as interviews with larger groups are difficult to collect feedback from
- Participants who participated in usability and post-purchase interviews were offered incentives of £6 souvenir guides or free tickets to the Sunken Cities exhibition

Unmoderated surveys

- Pre-purchase survey:
 - 47 English, 13 Italian, 40 Chinese, 4 Russian
- Post-purchase survey:
 - 37 English, 10 Italian, 36 Chinese, 4 Russian

Moderated depth interviews

- Pre-purchase:
 - 12 English, 23 Italian, 20 Chinese
- Usability:
 - 5 English, 6 Italian, 6 Chinese
- Post-purchase:
 - 14 English, 20 Italian, 21 Chinese

Executive Summary

Audio guide user research key findings










- The majority of awareness for the audio guide comes from on-site signage and visibility of the audio guide desk
- Many participants mentioned wanting to have more history, cultural context, and background of the objects on display. Many participants also suggested audio introductions to each gallery or room as being incredibly helpful in understanding the larger historical and cultural context of the displays
 - Specifically, they wanted to know about the time period and how the objects fit into the overall trajectory of that culture/history
- Participants struggled to use the map on the audio guide because there was a disconnect between the colours of the cultural areas on some maps (plinths, top 10 map, audio guide) and room numbers (in the room, donation map). This created confusion and made orienting themselves within the museum difficult
- It was very important to participants to be able to figure out where to go “first” from the audio guide desk
 - However, participants struggled with the wayfinding elements of following an audio guide tour - no wayfinding instructions to the first stop on the tour often led to an abandonment of using the tour functionality
 - They thought of tours as room to room rather than object to object and want to see everything in the room before moving on

Usability Recommendations

Location	Recommendation	User Priority
Homepage	Consider providing a quick introduction about how to use the guide from here	●
	Consider renaming the options on this page to better reflect what they do	●
	Consider consolidating “view highlights” and “take a tour”	●
Highlights	Consider creating a highlights tour with a structured route and wayfinding	●
	Consider consolidating the highlights option on the homepage to the tours section if creating a highlights tour	●
Notification	Consider creating a more obvious notification that a gallery is closed	●
	Consider providing notifications for closed galleries and off-display objects sooner in the user journey	●
Wayfinding	Consider providing instructions to the first gallery on a tour from the great court	●
	Consider providing audio wayfinding instructions from room to room	●








● = Prohibits action in some way ● = Confusing but does not prohibit eventual action ● = will make the experience better



Usability Recommendations

Location	Recommendation	User Priority
Map	Consider redesigning the map to better match the free map and signage (such as incorporating room numbers)	
	Make sure all devices can connect to wi-fi to allow map functionality to work	
	Consider providing a map with all plotted audio guide stops	
	Consider providing a link to the map with all plotted stops in the main menu	
Tours	Consider clarifying the time icon	
	Consider creating a tour for each culture area	
Tour Intros	Consider providing a room introduction with historical and cultural context for each room/gallery	
Object page	Consider renaming stops nearby to “other stops in this room” or “other stops in this gallery”	
	Consider making it more obvious in the design that the page has additional content available	

 = Prohibits action in some way
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Usability Recommendations

Location	Recommendation	User Priority
Main Menu	Consider adding a map with all stops in the main menu	
	Consider adding the keypad and a link to the 'my visit' page from the main menu	
My Visit	Consider redesigning the 'my visit' icon to make it clearer what the purpose of the 'my visit' section is	
	Consider only adding stops where the audio had been listened to, rather than all pages that the user had visited during use	
	Consider clarifying the graph to show that the colors represent cultural areas	
Keypad	Consider making it clearer that a room number can be keyed in to see all the stops in the room	
	Consider making the keypad easier to find from the homepage	






 = Prohibits action in some way  = Confusing but does not prohibit eventual action  = will make the experience better




Design Questions

Location	Recommendation	User Priority
Highlights	How might we make it obvious that objects or galleries are not available from the highlights/tours homepage?	●
Map	How might we make this map easier to read? Specifically, how might we make orientation on this map easy with available physical signage and other maps and tools commonly used in the Museum?	●
Tours / Wayfinding	How might we make tours gallery to gallery based rather than object to object based to accommodate user behaviour of exploring a room before moving to next room?	●
Wayfinding	How might we make it more obvious that wayfinding is available between objects?	●
Explore the collection	How might we surface the stops available in a room the visitor is currently in?	●
	How might we facilitate visitors using explore the collection as a way to see all of the content in a particular room or gallery?	●

● = Prohibits action in some way ● = Confusing but does not prohibit eventual action ● = will make the experience better

Design Questions

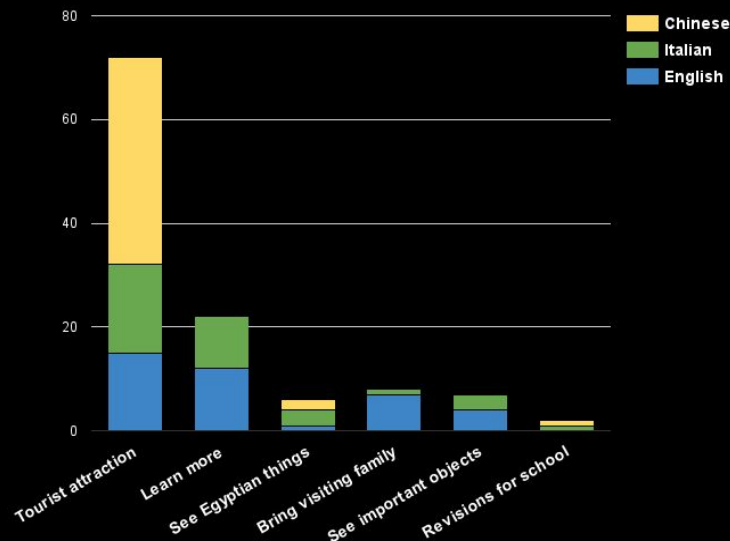
Location	Recommendation	User Priority
My visit	How might we facilitate groups or families sharing their visits with each other while at the museum?	
	How might we make it more obvious that emailing your visit is a functionality of the page?	
	How might we design the email form so visitors do not think it is signing up for a newsletter or marketing?	
Audio guide desk	How might we better utilise the mushroom tables to help visitors understand what they can get with an audio guide/how to use an audio guide?	
	How might we better design the messaging on the desk to make it clear to visitors how to return a guide?	

 = Prohibits action in some way  = Confusing but does not prohibit eventual action  = will make the experience better

The audio guide user

Purpose of visit to the British Museum

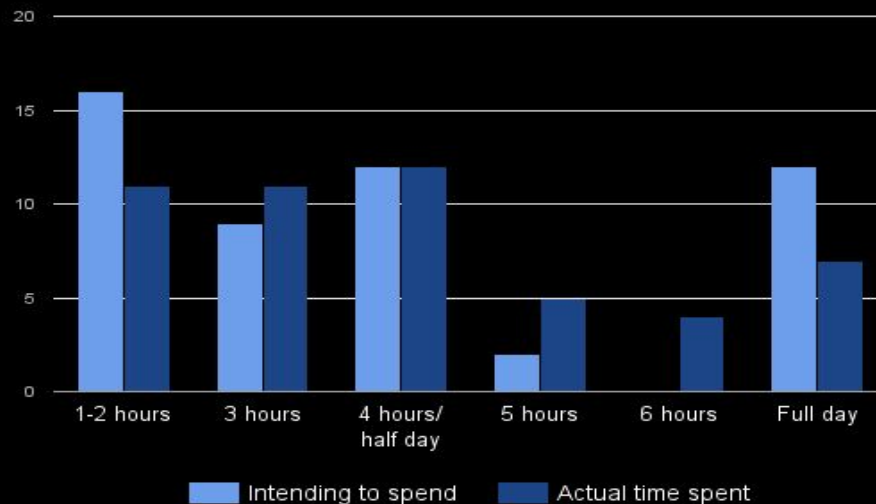
- Chinese visitors stated that their main motivation for coming to the British Museum was because it was a “tourist must-see”
- Italian visitors were more likely to state wanting to learn more as a main goal for visiting the museum
- English visitors were more likely to come to see important objects or bring visiting family



Question: What is the purpose of your visit to the British Museum?
Response rate: 117 responses

Average time spent in the museum

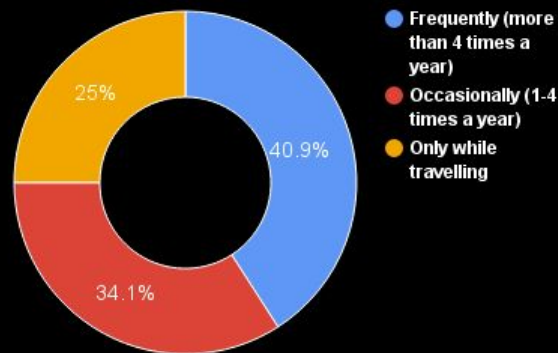
- While participants most often intended to stay only an hour or two or the full day, they were more likely to actually stay between 2-6 hours
 - They cited fatigue, overcrowding, and finishing their tour (with a guide or from the audio guide) as reasons for leaving



Question: How long do you plan to spend in the museum? / How long have you spent in the museum?
Response rate: 51 pre-visit responses / 50 post-visit responses

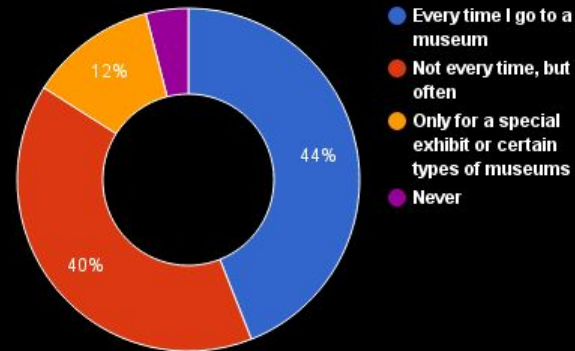
Museum visitation and audio guide use

Frequency of visits to museums



Question: How often do you visit museums?
Response rate: 44 responses

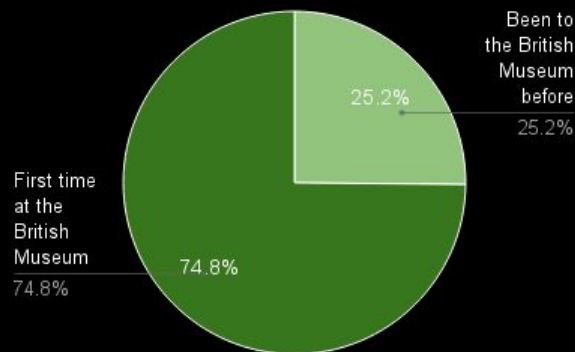
Frequency of audio guide use in museums



Question: In general, how often have you used audio guides in the past?
Response rate: 50 responses

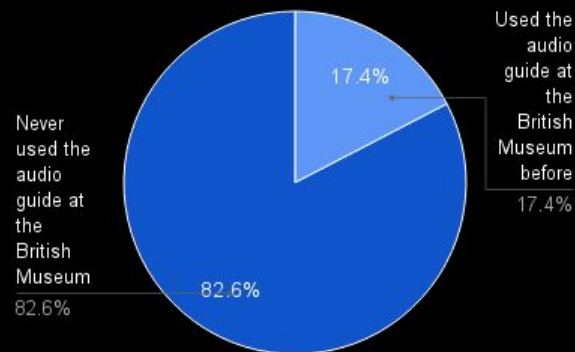
British Museum visits and audio guide use

Previous visits to the British Museum



Question: How often do you visit the British Museum?
Response rate: 151 responses

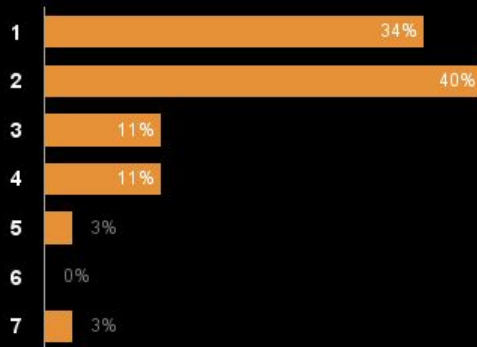
Previous audio guide use at the British Museum



Question: How often have you used an audio guide at the British Museum?
Response rate: 69 responses

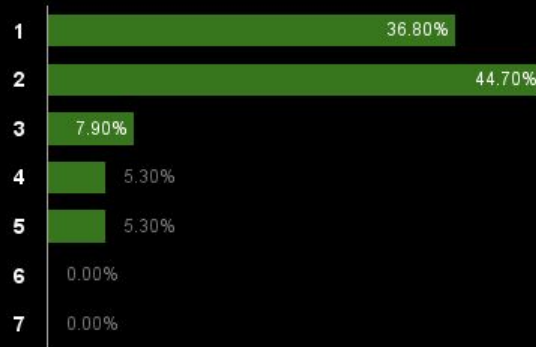
Audio guide group demographics

Number of people in your party



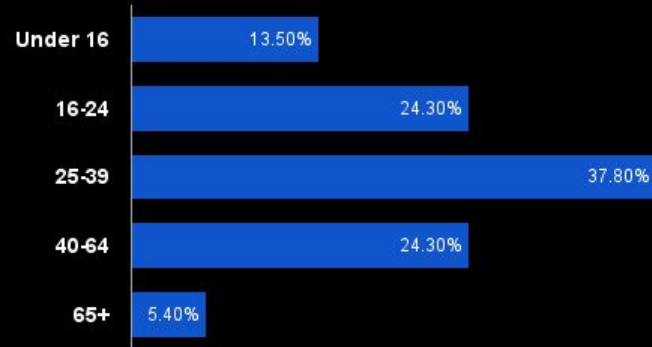
Question: How many people are in your party?
Response rate: 38 responses

Number of audio guides purchased



Question: How many guides do you plan on purchasing?
Response rate: 38 responses

Age range of those using audio guides

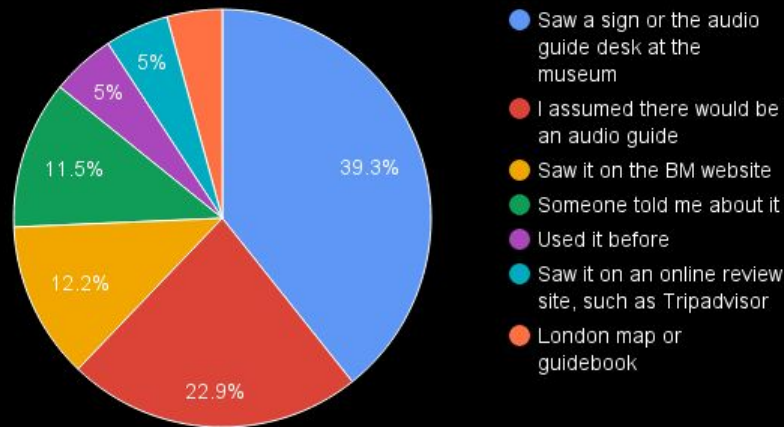


Question: What is the age range of those who will be using the audio guide?
Response rate: 37 responses

*Please note that low response rates to these two questions means that this only provides a snapshot and general guide but should not be taken as statistically substantial results

Awareness of British Museum audio guide

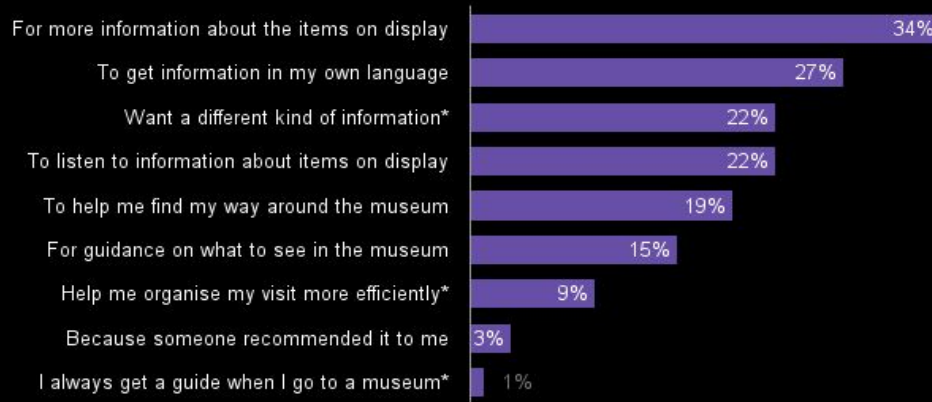
- Italian respondents more likely to look on the BM website for audio guide information (60% of all responses) than English (12%) or Chinese (29%) speakers
- Chinese visitors more likely to have the audio guide recommended by a tour leader, while English and Italian visitors are more likely to hear about it through a friend, if at all
- None of the 136 respondents were made aware of the audio guide through a magazine or online advert



Question: How did you find out about the British Museum audio guide? (choose all that apply)
Response rate: 136 responses

Decision to purchase audio guide

- One of the main factors people chose an audio guide was to get different kinds of information than what was available from the labels on the objects (i.e. stories, background of how an object was found/restored, historical context)
- Some participants mentioned wanting to use the audio guide to get a good overview of what was available at the museum in order to plan their visit more efficiently



Question: Why do you wish to/did you purchase an audio guide today? (choose all that apply)

Response rate: 220 responses

*Options were not offered in the unmoderated survey, as these reasons only came up organically during moderated interviews (based on sample size of 138)

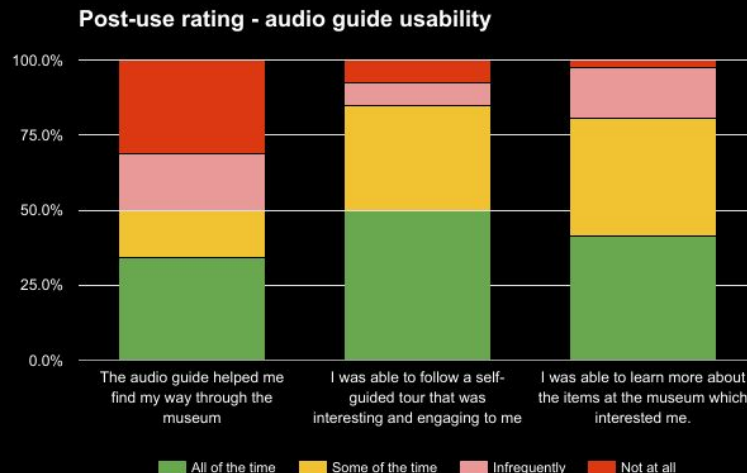
Expectations of audio guide

- The most common thing participants expected the guide to give them was a more detailed explanation of the objects they would encounter in the museum (44%)
- Chinese visitors expected to be able to hear the history behind the objects, such as the cultural and historical context, more about the time period it was from, as well as where and how it was found (40% of all chinese visitors)
- The third most common expectation of the audio was was that it would help participants find their way around the museum/provide an orientation of the museum
- Other expectations included overall information about galleries/rooms, recommendations on what to see, audio and video content about objects in the collection, and different types of information than what is found on the object labels

Audio guide performance & key themes

Performance of audio guide - overall

- Participants appreciated the information provided by the audio guide and felt that they were able to learn more about the objects they were interested in most of the time
- However, they struggled to follow the tours and either never found the wayfinding functionality or did not find it helpful
- Some participants felt that the tour options did not cover what they were interested in seeing while at the British Museum

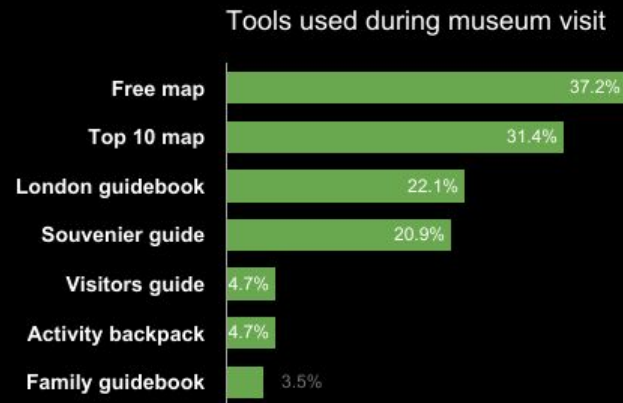


Question: How would you rate the following:
Response rate: 41 responses

*Please note that low response rates to these two questions means that this only provides a snapshot and general guide but should not be taken as statistically substantial results

Wayfinding & route planning

- Overall, participants did not have a clear understanding of what was in the British Museum and consequently struggled to figure out where to go or what to see
- Participants were most likely to use the donation map in conjunction with the audio guide while plotting their way through the museum
- There was an overall disconnect between the colours of the cultural areas on some maps (plinths, top 10 map, audio guide) and room numbers (in the room, donation map) that created confusion and made orienting themselves within the museum difficult



Question: What else did you bring or buy/plan to buy to use in the museum today? (choose all that apply)

Response rate: 86 responses

Overall guide performance - likes

- Overall, participants liked the audio for the objects - they felt that it was useful, what they expected to hear, and the right length and amount of information
 - Some participants mentioned liking the music and sound effects, while others said they liked the additional high quality images
- Participants thought the keypad was easy to use (when they found it) and liked that they could type a room number in to see all of the stops in that room (when they found that functionality)
- Some participants mentioned liking the different lengths of the tours so that they could choose a tour that matched their time needs

Overall guide performance - dislikes

- Participants struggled with the map and wayfinding
 - For many, the map did not work at all (as the device would not connect to the wi-fi)
 - For those that had functioning maps, they felt the map was not useful as it did not show the route they would take and was difficult to match up with the room numbers in the galleries or the donation map
 - Some felt that it was too difficult to use the tour from start to end as they worried about listening to other objects they found along the way and then losing their place in the tour
 - Many took the “highlights tour” and were confused once they realised it was not in any particular order

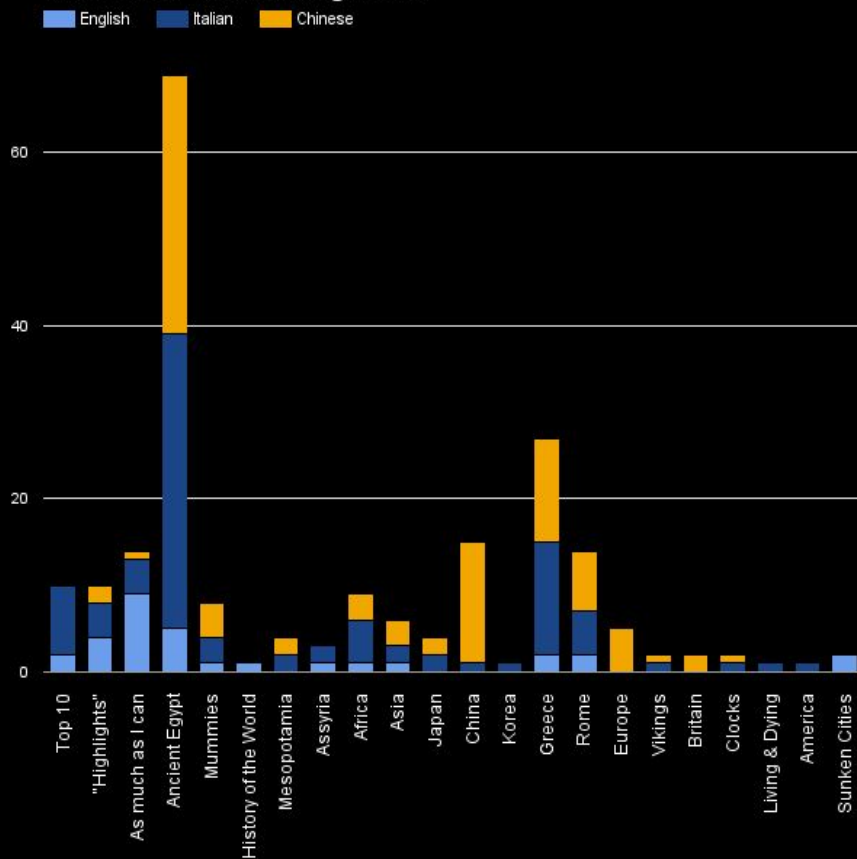
Overall - missing/perceived missing in the guide

- A few mentioned wanting a quick tutorial on how to use the guide
- Many suggested offering wayfinding instructions from the audio guide desk to the first stop on a tour
- Some suggested having more relevant images and videos that provide contextual information for the objects
- Many who did not find wayfinding instructions throughout their visit suggested a form of wayfinding to help them move between galleries on a tour

Popular content or tours

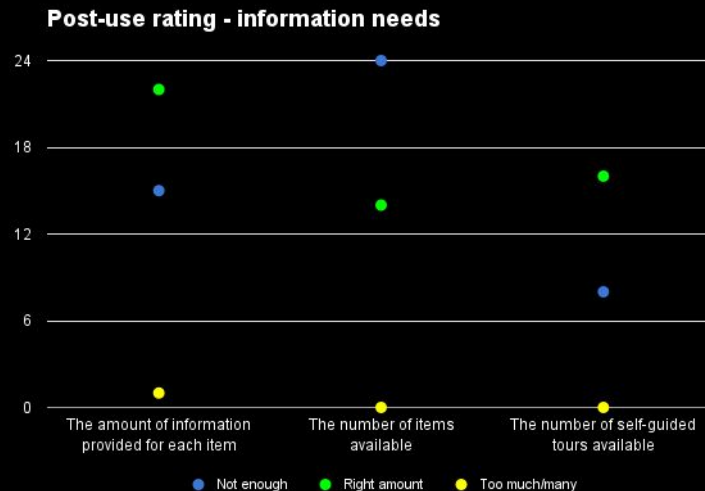
- The most popular tours, especially among Italian and Chinese visitors was Ancient Egypt and mummies, followed by Greece and Rome
- English visitors were more likely to not have something specific in mind, but to browse what the British Museum had or try to see as much as they could, regardless of cultural area
- Chinese visitors were also very interested in the China galleries
- Italian visitors were more likely to be interested in top 10 and highlights tours

Tours seen or intending to see



Information needs - overall

- Participants felt that the length of the audio guide stops was good
- Overall, participants expected to be able to see tours for each culture area, and were confused when the culture area they were interested in was not surfaced as a tour in itself but as part of a larger tour (which they could not always find or anticipate)
- Participants wanted more audio guide stops overall, as it often wasn't obvious that there were any stops in the room, or that there were only limited stops



Question: How would you rate the following:

Response rate: 38 responses

*Please note that low response rates to these two questions means that this only provides a snapshot and general guide but should not be taken as statistically substantial results

Information needs - missing content

- Overall, many participants mentioned wanting to have more history, cultural context, and background of the objects on display
 - They did not want longer audio to incorporate these elements, but instead wanted the audio to focus on more of a storytelling element as well as contextual understanding that complemented the labels on the objects
- Many participants also suggested audio introductions to each gallery or room as being incredibly helpful in understanding the larger historical and cultural context of the displays
 - Specifically, they wanted to know about the time period, how the objects fit into the overall trajectory of that culture/history, and how that related to other places at the time

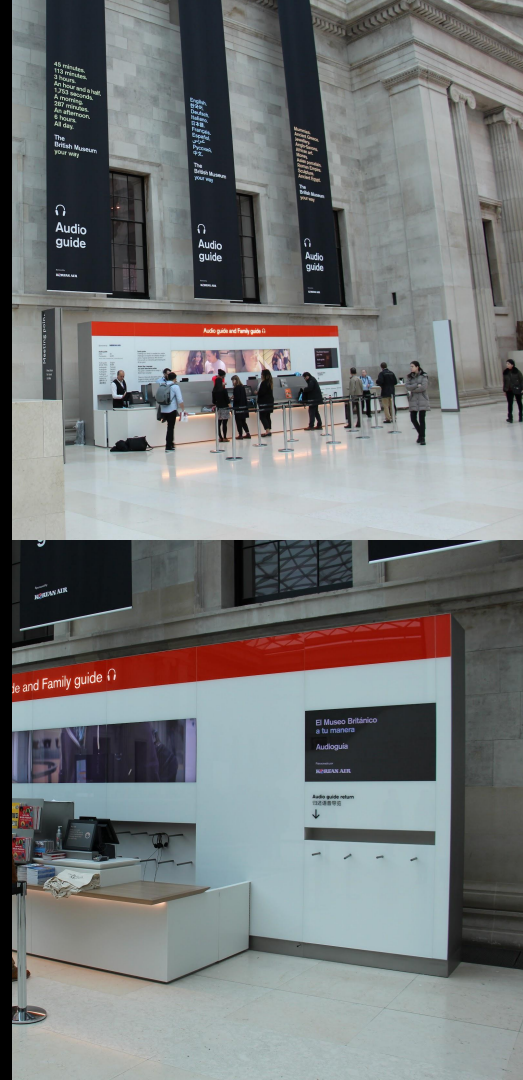
Using the guide in groups

- When groups of two or more people both tried to use the audio guide at the same time, they often struggled to find the same pages or would access the same content from different ways which created a lot of confusion later on
- Often, one would try to teach the others how they thought they could use the audio guide and would show them the functionality they had found
- How might we help groups use the guide simultaneously?



Audio guide desk

- The majority of awareness of the audio guide came from the desk and associated signs in the great court
- Participants did not know how to return the audio guides - they did not understand what they were supposed to do and often asked the staff to help them
- It was not clear to participants what the audio guide could do from the messaging at the desk and they would often ask questions to the staff working at the desk about what the audio guide did, how to use it, or where to go first
- How might we better utilise the mushroom tables to help visitors understand what they can get with an audio guide/how to use an audio guide?
- How might we better design the messaging on the desk to make it clear to visitors how to return a guide?



Bring your own device

- Pros:
 - Prefer own device
 - Do research before or after their visit
 - Help plan their visit
- Cons:
 - Concerns about battery life, and memory space (especially travellers from abroad)
 - Concerned it would use data (not clear there was wifi)
 - More 'professional' to use a BM device
 - Would only use once

66% Yes

33% No

1% Undecided

(based on 135 responses)

Most would pay for
the app

The price quoted
often fell between
£1 - £3

Pre-Purchase guide

- Pros:
 - Skip queue
 - To avoid selling out
 - Prefer to book online
- Cons:
 - Only if there was a discount/incentive
 - If there is no queue at the museum it is extra work

52% Yes

43% No

5% Undecided

(based on 106 responses)

Consistent findings
across languages

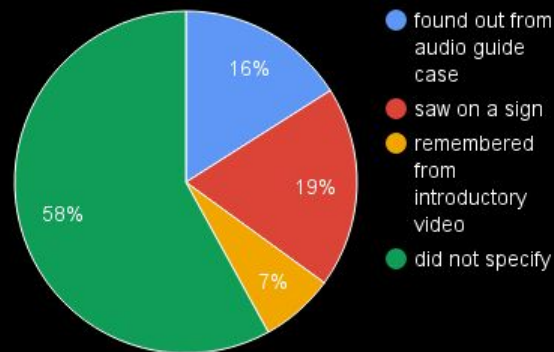
Korean Air Sponsorship

77% Knew

23% Did not know

(based on 70 responses)

Awareness of sponsor



Usability Findings

Navigating the guide

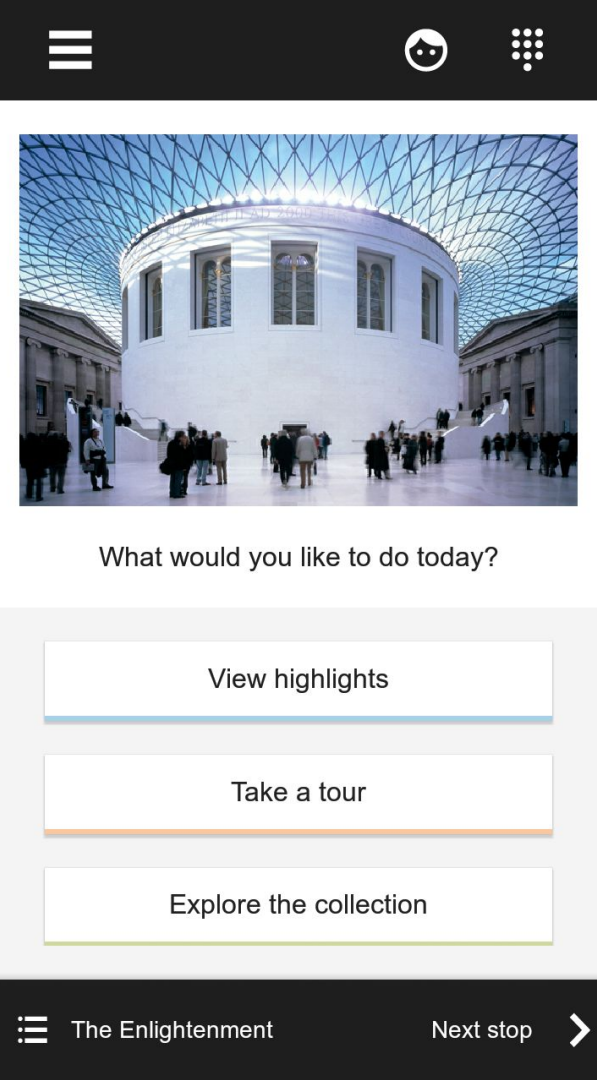
- Participants were not confident navigating the app
 - It was unclear to them what all the functionality options were in the audio guide
 - They were not sure where to find what they needed, as the icons were not clear enough to them
- Participants were generally afraid of losing their place once they got to a page they wanted so they would not explore the app further, often missing out on functionality they were looking for
- Some participants wanted to be able to navigate around the app while allowing the audio content to continue playing

Guide design

- The colours used throughout the app were not obviously meaningful or intuitive for participants
 - This may be because they were often using the audio guide in conjunction with the free donation map, rather than the £2 map
- The hamburger menu was familiar and easy to use for participants
 - However, they expected to see all elements (including the keypad and visit summary) to be located here as well

Homepage

- The majority of participants look at this screen while still at the audio guide desk
- Participants were unclear about the difference between the three options
 - They think “View highlights” is a highlights tour that included the ‘most important’ objects
 - They understand that “Take a tour” is a self guided tour using the audio guide
 - They did not know what to expect within “Explore the collection”



The British Museum

Participants want to know if there is a keypad and where to find it at this point

Participants want to know where they are right away and what is nearby within the museum

Participants expect some sort of tutorial about how to use the guide at this point



What would you like to do today?

View highlights

Take a tour

Explore the collection

Groups of 2 or more who each got an audio guide (which was common) would often navigate to different places on the audio guide then have to try to explain where they were once one of them got to a screen they found relevant to their visit



The Enlightenment

Next stop



Homepage Recommendations

- Consider providing a quick introduction about how to use the guide from here
- Consider renaming the options on this page to better reflect what they do
- Consider consolidating “view highlights” and “take a tour”



What would you like to do today?

View highlights

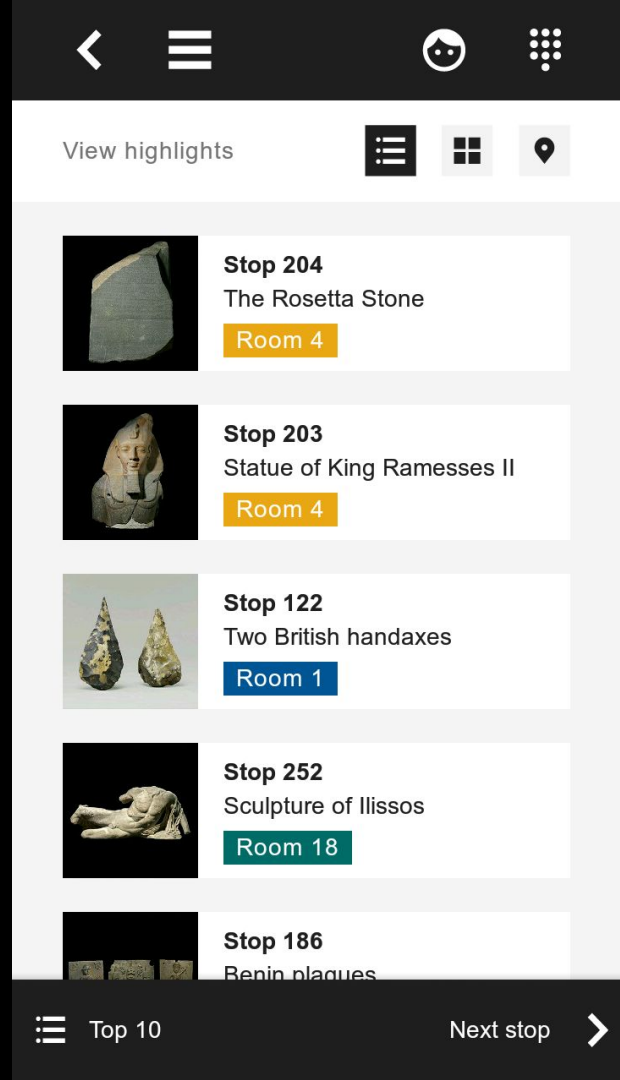
Take a tour

Explore the collection



View Highlights

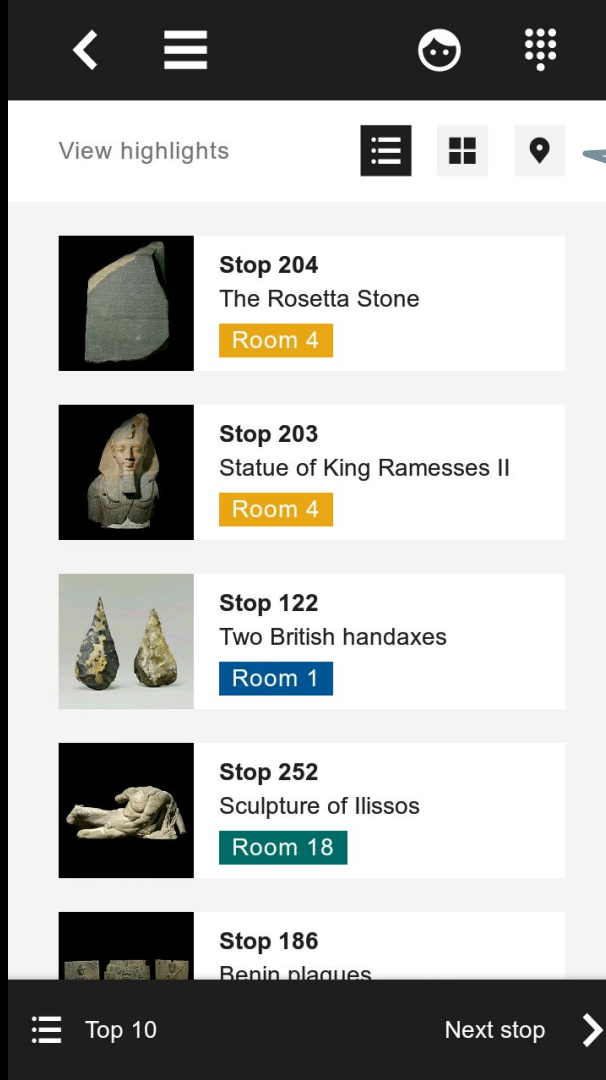
- The majority of participants thought that this was a highlights tour and tried to follow the tour in the order of how the objects are listed
- They would use this page as the main navigation for the tour and come back to it to see which object was next
 - Most did not realise that the objects were not in a specific order and would go to the different rooms
 - Subsequently, many abandoned this “tour” because they felt it was not a logical way to move around the museum



Participants wanted to see a visual cue of what objects were not on display at this point

Consider creating a highlights tour with a structured route and wayfinding

Consider consolidating the highlights option on the homepage to the tours section if creating a highlights tour

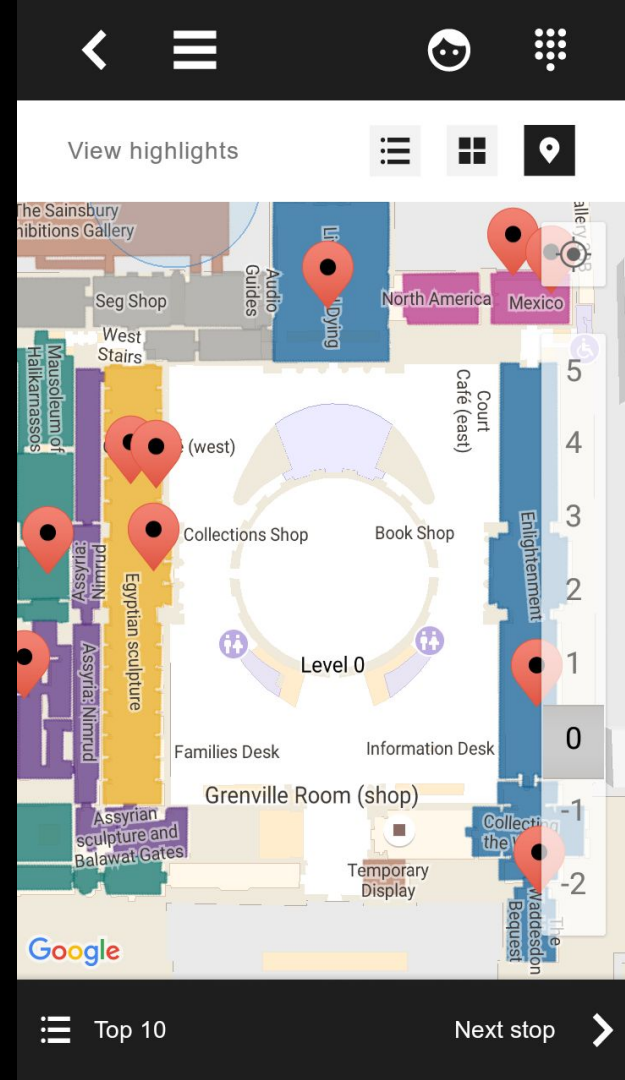


Only two people saw these icons and no one used the thumbnail view

How might we make it obvious that objects or galleries are not available from this page?

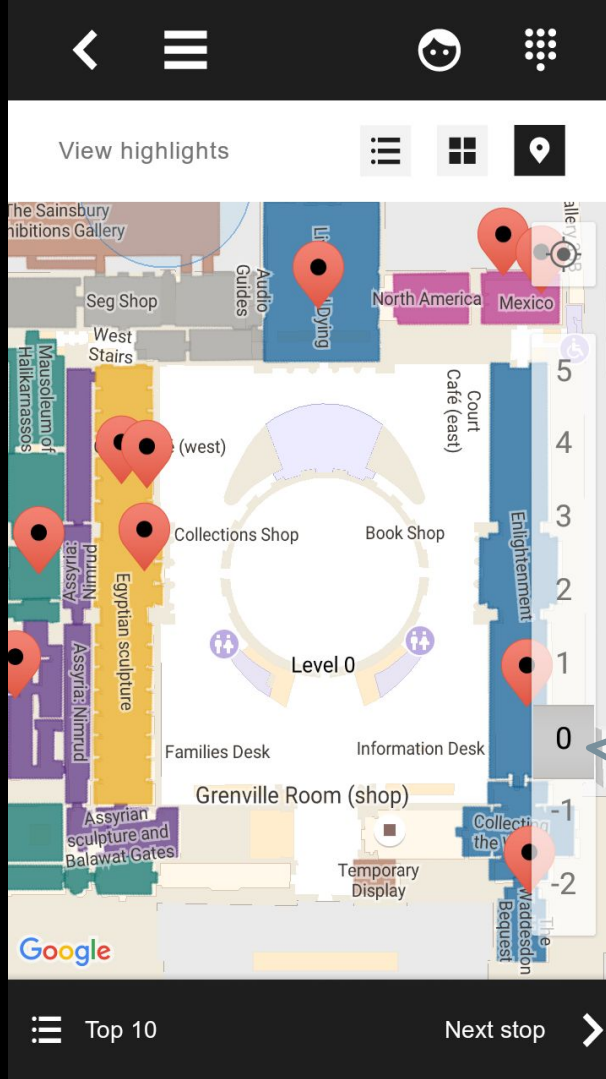
Highlights map

- Participants struggled to use this map because it did not match up with the free map and wayfinding signs in the museum, which are based on room numbers rather than cultural colours
- The map did not work for the majority of participants due to a wi-fi issue
- The audio guide was most commonly used with the free donation map to help with wayfinding



The British Museum

Some expected to be able to see the route between objects on the map (similar to google maps), especially from room to room when doing a tour

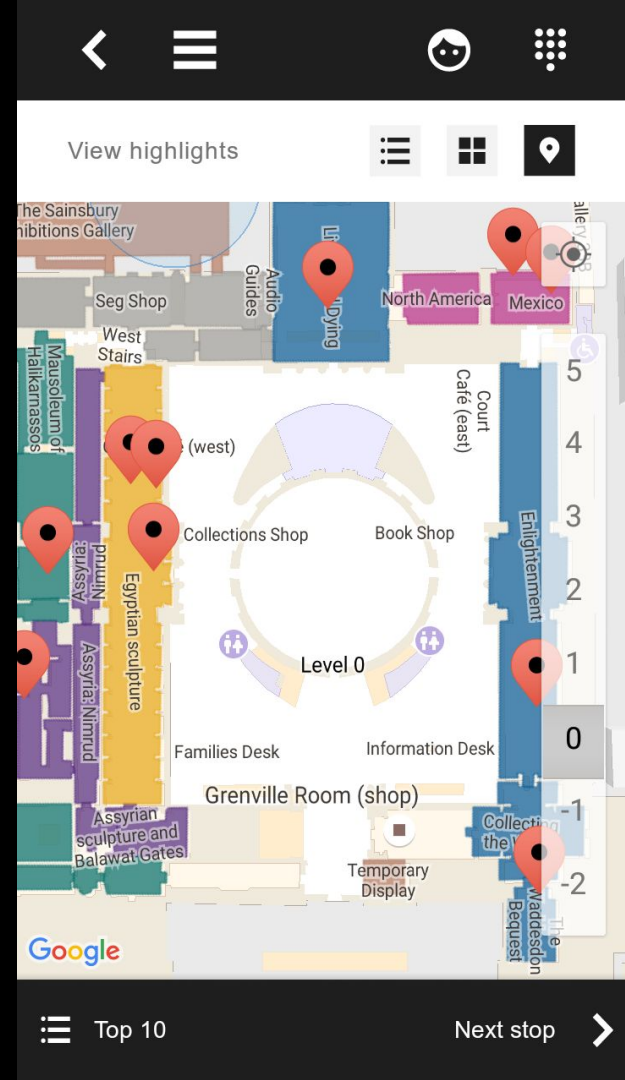


Most expected to see a map with all stops on it. Specifically, they wanted to see where all the stops were within a particular gallery

The levels were confusing to some, especially as they got to the upper floors, they were unsure which floor they were on based on the locator

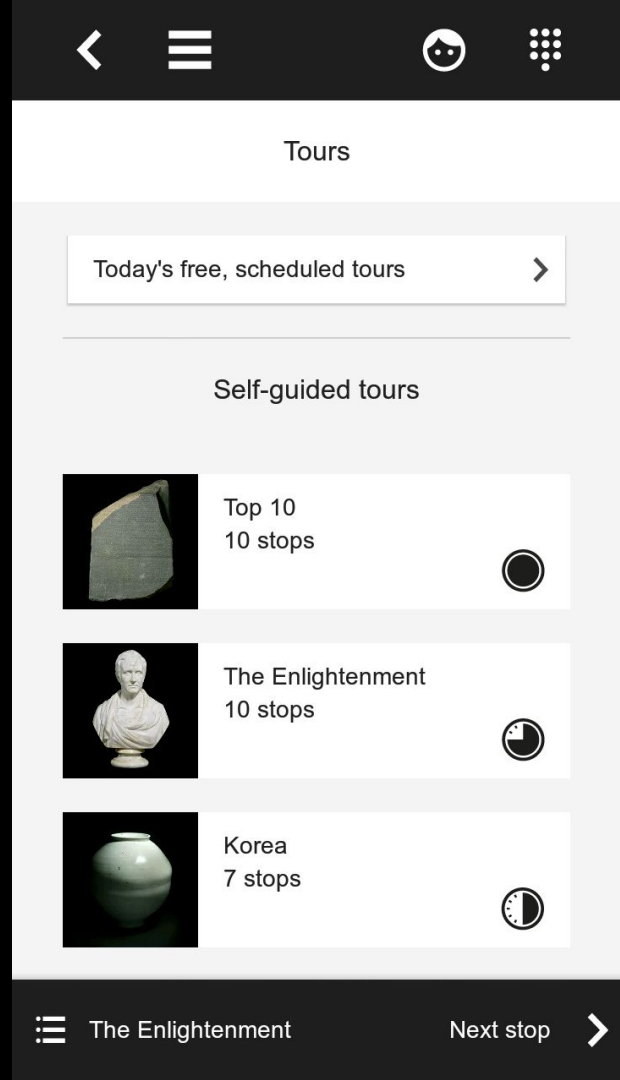
Highlights map recommendations

- Consider redesigning the map to better match the free map and signage (such as incorporating room numbers)
- Make sure all devices can connect to wi-fi to allow map functionality to work
- Consider providing a link to the map with all plotted stops in the main menu
- How might we make this map easier to read? Specifically, how might we make orientation on this map easy with available physical signage and other maps and tools commonly used in the Museum?



Take a tour

- The majority of participants wanted to see the highlights of the museum but wanted to see more than 10 things
 - Consequently they would often use “highlights” as a tour because they felt it met their needs for the amount of time they had and the number of objects they wanted to see
- They understood what the top 10 tour would be and felt assured that they would see the best objects in the museum once they saw that the tour started with the Rosetta Stone

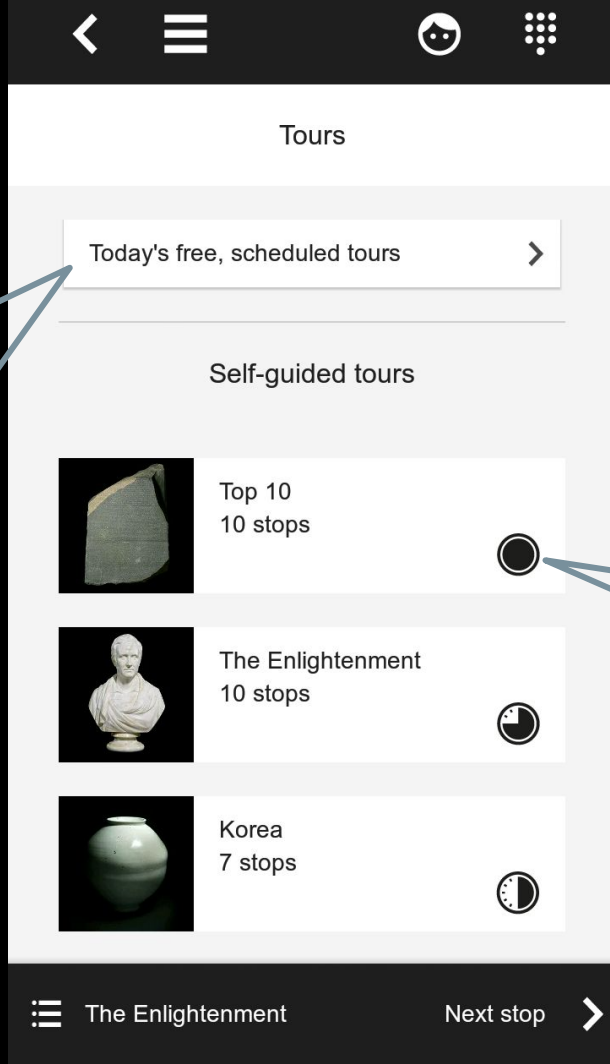


The British Museum

Only some saw this but most did not explore this option

For non-english speakers, they were unsure what language these would be offered in and assumed it was English only so did not explore this option

Participants wanted to see if any galleries were closed at this point



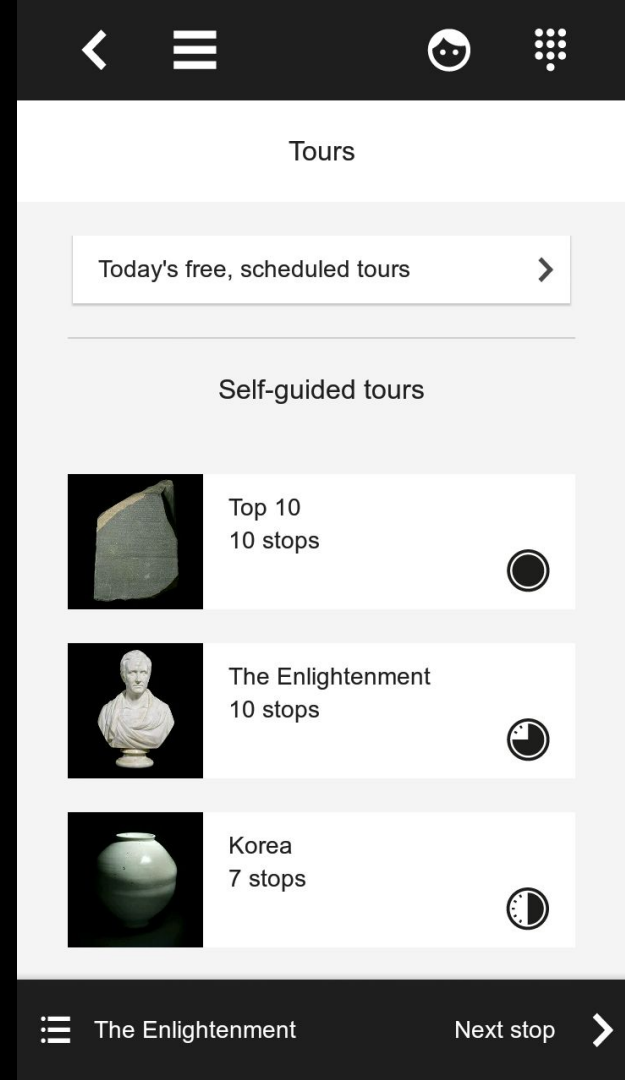
The most common first stop was the Rosetta Stone, as it was the first stop on many of the popular tours or one of the first rooms they find when they start exploring on their own

Most did not understand what this icon meant

Chinese visitors are often looking for the Chinese galleries but did not know which tour to take based on the options

Tour recommendations

- How might we make tours gallery to gallery based rather than object to object based to accommodate user behaviour of exploring a room before moving to next room?
- How might we make it obvious that objects or galleries are closed at this point?
- Consider clarifying the time icon
- Consider creating a tour for each culture area



Tour introduction

- Participants could not find the first object in the tour and often abandoned the tours at this point
- Those that continued on the tour would use the tour home page and just click on the next object
 - Therefore they were unaware that there was wayfinding in between stops

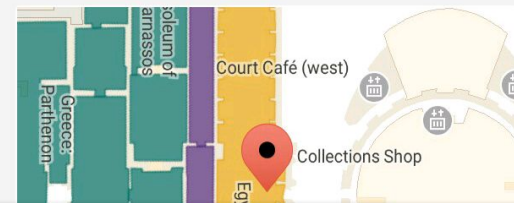


A gallery on this tour is closed

Top 10



INTRODUCTION



The Enlightenment

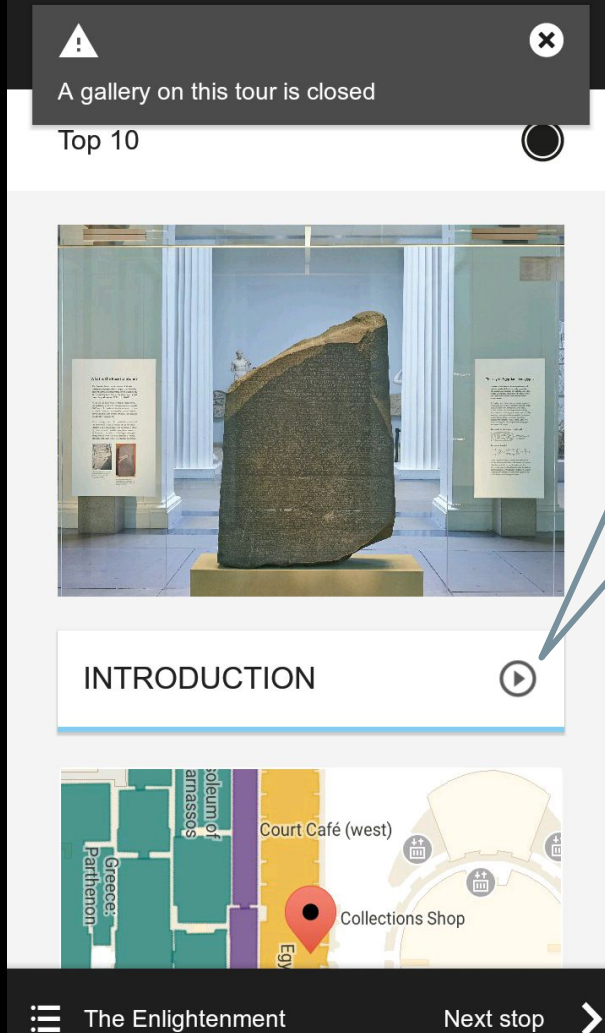
Next stop



The British Museum

One participant found a map of the geographical region when listening to the introduction and found it useful to understand the context of the tour

Consider providing a room introduction with historical and cultural context for each room on the tour



Participants would either:

1. listen to the introduction once they'd found the object in the image associated with the introduction
2. Listen to the introduction at the audio guide desk while deciding what tour to take

How might we make it more obvious that wayfinding is available between objects?

Notifications & off-display objects

- Most did not see the notifications that a gallery was closed or object was unavailable
- Most said they would want to see content from closed galleries or objects not on display so they could listen to the information regardless
- Consider creating a more obvious notification that a gallery is closed
- Consider providing notifications for closed galleries and off-display objects sooner in the user journey

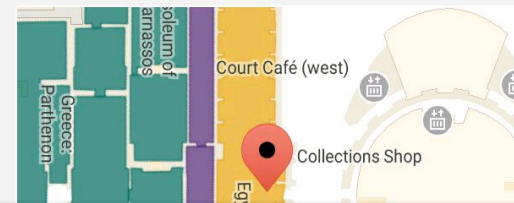


A gallery on this tour is closed

Top 10



INTRODUCTION



The Enlightenment


Next stop



Object page

- This page was most often accessed either through a tour homepage or explore the collection's carousel
- Participants struggled to get to the object page from the wayfinding instructions page

The Rosetta Stone204

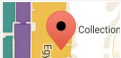


PLAY AUDIO

Room 4

Egyptian sculpture

Case 12



About this stop


Date:

196 BC

Found:

Fort Saint Julien, El-Rashid (Rosetta), Egypt, Africa

More information

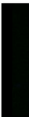




Cartouches and kingship

Audio

01:21

Stops nearby



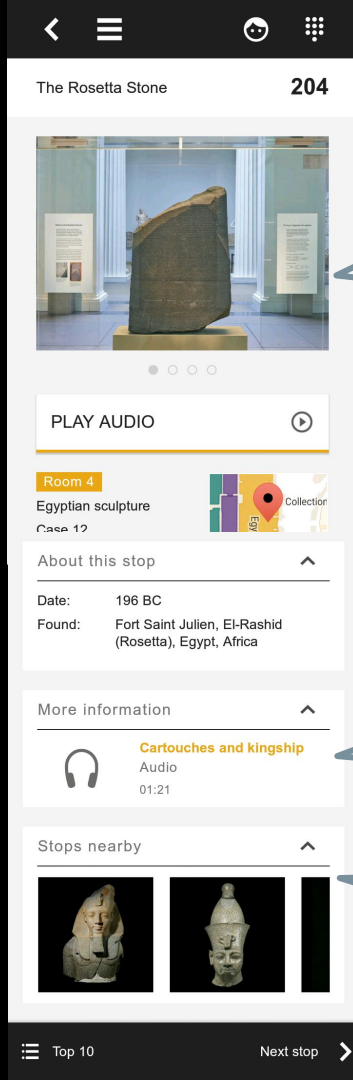
Top 10

Next stop

Most did not scroll down the page and consequently only saw the “play audio” and map

Consider renaming stops nearby to “other stops in this room” or “other stops in this gallery”

Consider making it more obvious in the design that the page has additional content available



Most would use the image of the object to find it in the gallery, using visual cues like the color of the wall behind the object, surrounding objects, or size and shape of the label

No one saw or listened to the additional content but many said they would be interested learning more if more was available

Only a few noticed the stops nearby but did not understand what it meant

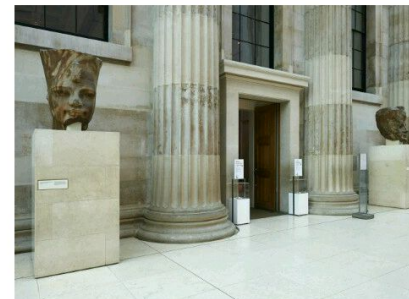
Wayfinding

- Participants wanted instructions between galleries and felt that this would be the most useful wayfinding directions (rather than object to object)
- Participants expected audio wayfinding instructions
- The majority did not find the wayfinding instructions while going through the tour
 - They would use the tour home page to navigate between objects
 - Consequently, they often struggled to find the next object on the tour

Our first stop is in Room 4:
Egyptian sculpture.



Access Room 4 by the door
next to the Audio Guide desk.



Directly ahead of you, in a
freestanding case is the
Rosetta Stone.



The British Museum

Participants struggled to find the object page from the wayfinding instructions

It was not always obvious to participants what room they were in

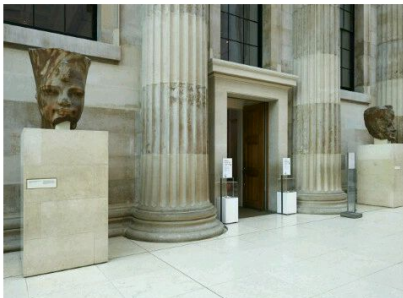
- Only a few found room number signs early in their visit
- Some thought that the room number indicated the next gallery, not the gallery they were currently in

☰ Top 10 Next stop >

Our first stop is in Room 4:
Egyptian sculpture.



Access Room 4 by the door
next to the Audio Guide desk.



Directly ahead of you, in a
freestanding case is the
Rosetta Stone.



Wanted to go to the next object from here without scrolling through list of directions, but this took them back to original stop

A few clicked on this expecting to hear audio directions or go to the next direction (and were frustrated when it did nothing)

One participant suggested that the audio guide provide a pop-up notification when you enter a new room or gallery indicating the name and number of the gallery you've just entered

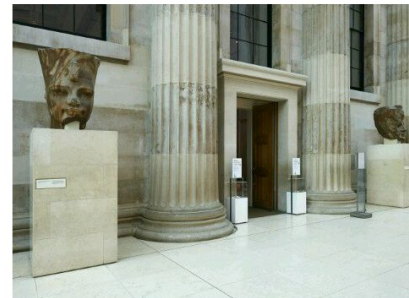
Wayfinding recommendations

- Consider providing instructions to the first gallery on a tour from the great court
- How might we make tours gallery to gallery based rather than object to object based to accommodate user behaviour of exploring a room before moving to next room?
- Consider providing audio wayfinding instructions from room to room

Our first stop is in Room 4:
Egyptian sculpture.



Access Room 4 by the door
next to the Audio Guide desk.

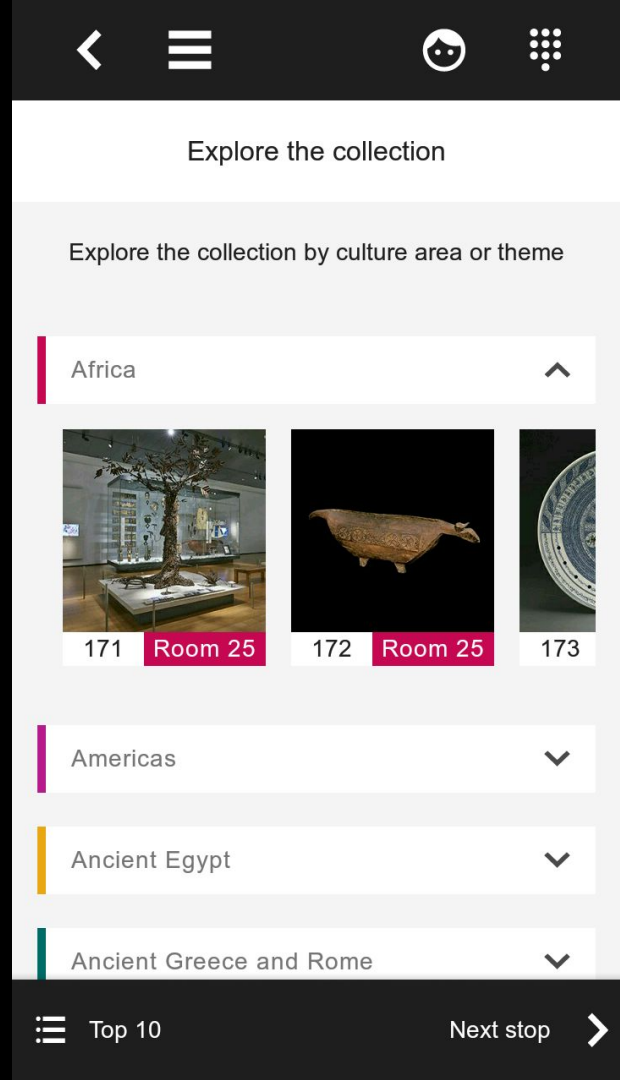


Directly ahead of you, in a
freestanding case is the
Rosetta Stone.



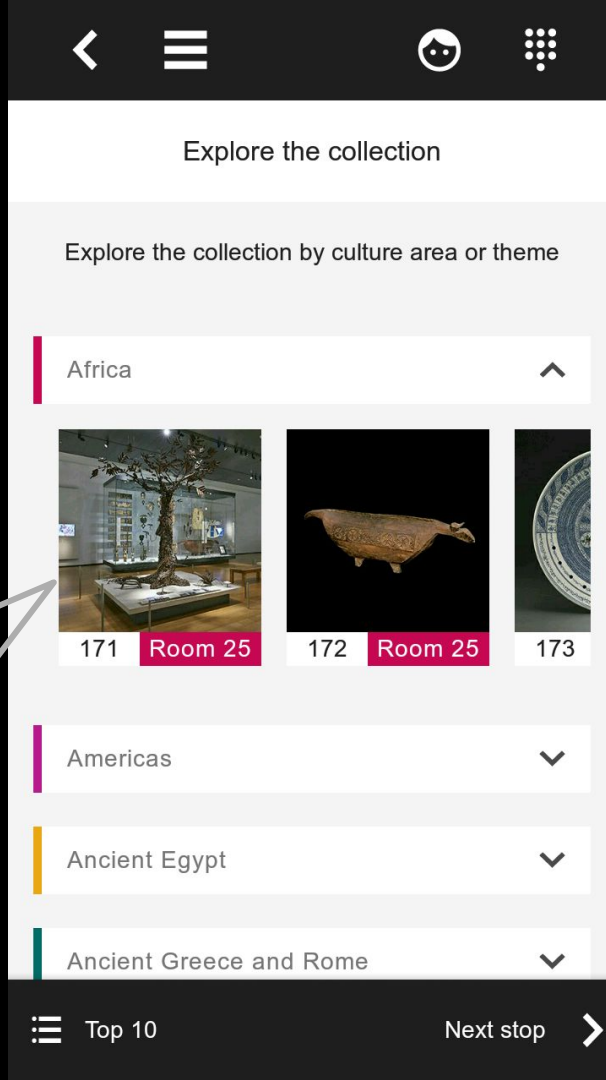
Explore the collection

- This was the least commonly used of the three options from the homepage (highlights, tour, explore)
- Of those that used this section, they often tried to “complete” the carousel in order
- Some participants thought that this option would show them the available objects for the room they were currently in



A few participants expected to see what was nearby to them if they went to the culture area they were in

Many who used this option looked at the items in the order they appeared in the carousel. A few wanted to do the whole list and would start with Africa



How might we surface the stops available in a room the visitor is currently in?

How might we facilitate visitors using explore the collection as a way to see all of the content in a particular room or gallery?

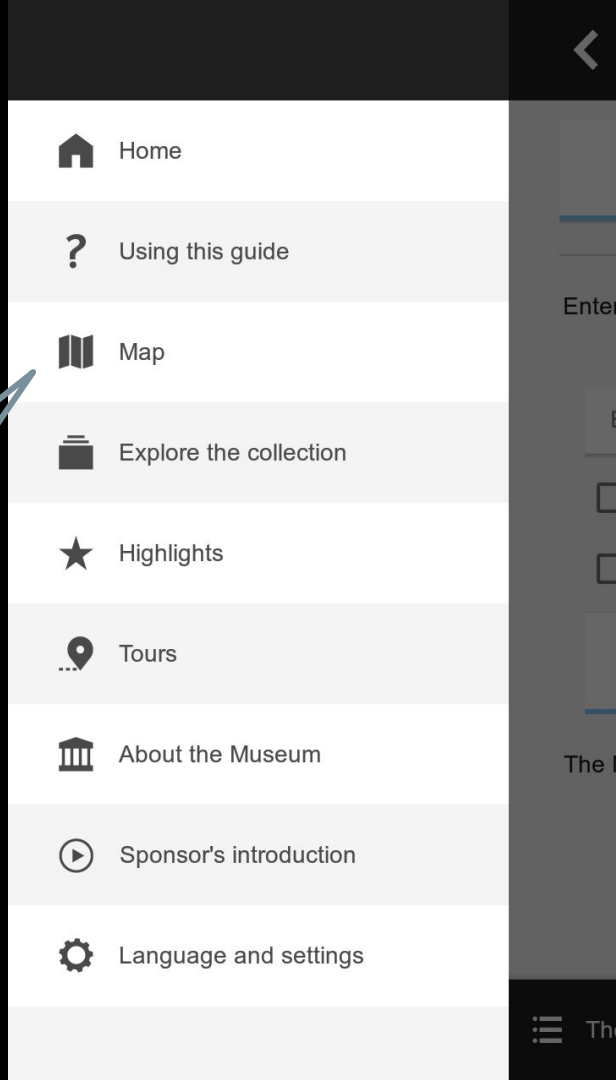
Main menu

Some participants expected to see a keypad to type numbers of audio guide stops as well as the “my visit” functionality

Some who went to this menu expected to see a map with all of the available objects here

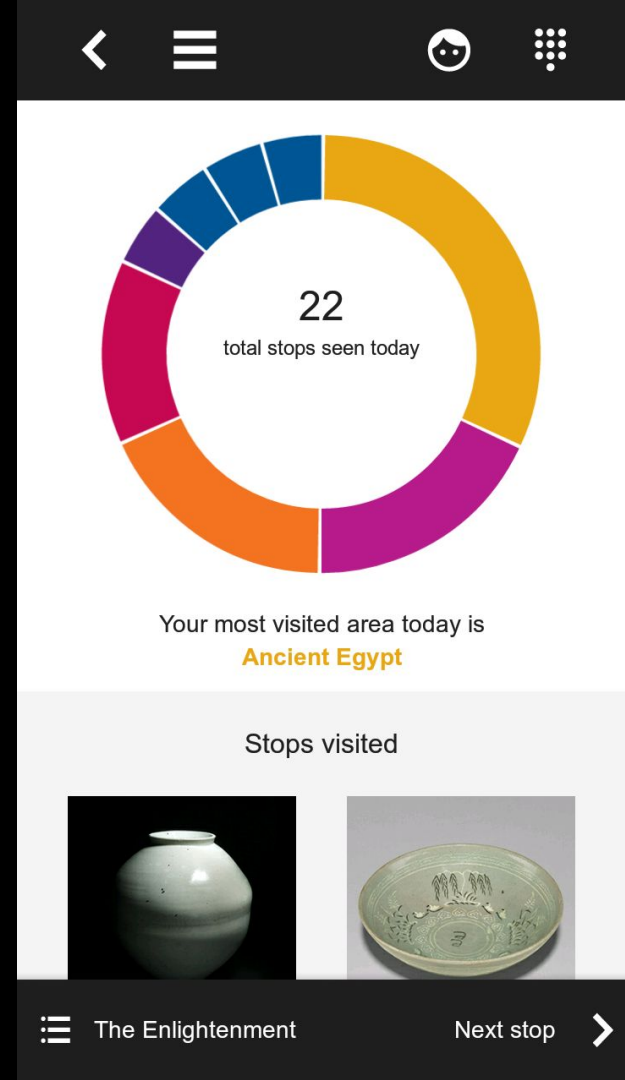
Consider adding a map with all stops in the main menu

Consider adding the keypad and a link to the ‘my visit’ page from the main menu



My visit

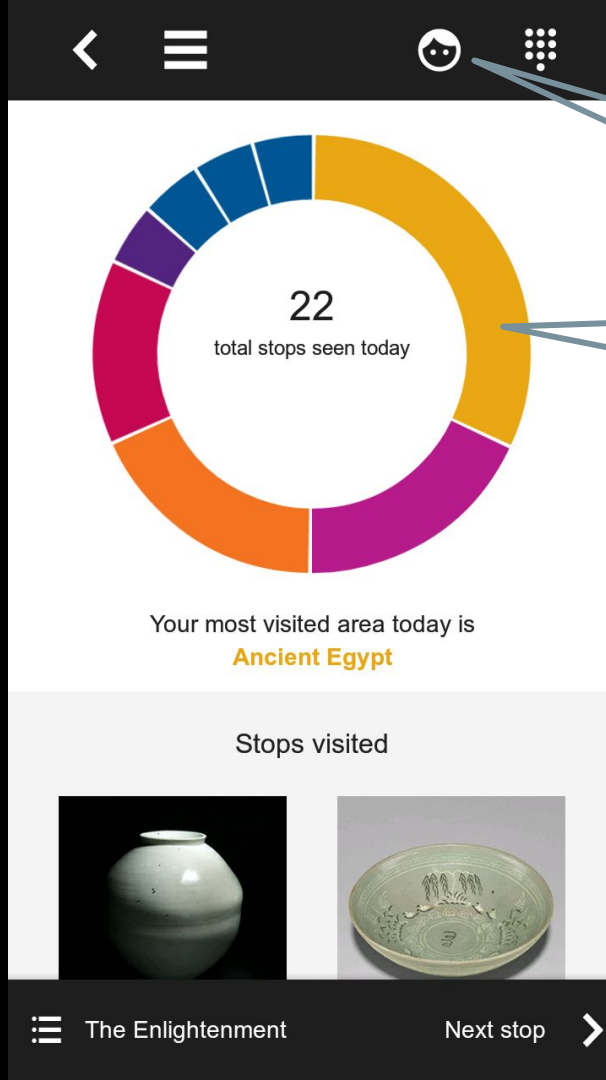
- Participants generally did not get to this page when using the audio guide
- They did not know what to expect from the icon and therefore would not go to this page
- Once prompted, they generally felt that this was an interesting page and liked the idea of emailing themselves the list of objects



The British Museum

One participant said that the summary would be very useful when her family went off in different directions that they could show each other the highlights of what they saw in order to determine if the family should go back as a group together to look at an object again

A few mentioned that they would rather see a list of stops they listened to, not ones they just visited the pages for



Participants did not know what this icon meant

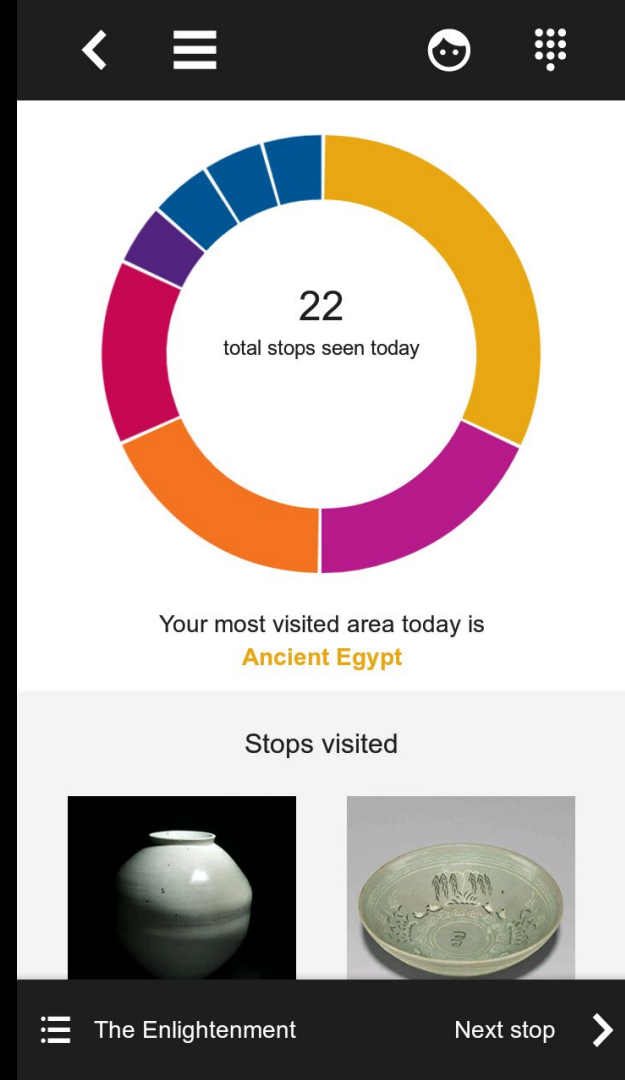
Participants were not sure what the colors meant or if they were meaningful

They did not think of this page as a profile page

They did not know that they could interact with the graph

My visit recommendations

- Consider redesigning the 'my visit' icon to make it clearer what the purpose of the 'my visit' section is
- Consider only adding stops where the audio had been listened to, rather than all pages that the user had visited during use
- Consider clarifying the graph to show that the colors represent cultural areas
- How might we facilitate groups or families sharing their visits with each other while at the museum?



‘My visit’ email summary

- Why:
 - Considered a souvenir to share with family and friends of their trip
 - Helpful for future revision
- Why not:
 - Assumed they were signing up for something (like a mailing list), not receiving a summary
 - Don't plan on coming back

15% Sent an email
23% Saw but did not send

62% Did not see

(based on 52 responses)

Would expect to see pictures, names and basic label information at a minimum

One woman found it near the beginning but forgot to resend at the end and expected a reminder

Most assumed the email was to sign up to the newsletter - they did not expect to get a summary email

Most thought that the email summary was a good idea and would be interested in receiving this email

Some expected to be able to access the audio or at least additional information of the stops they saw

171 Room 25 204 Room 4

SHOW ALL

Enter your email address to receive a summary of what you have seen today

Email

☐ Subscribe to our enewsletter

☐ I agree to the [Terms and Conditions](#)

SAVE

The Museum respects your privacy and will not share your details with third parties.

Top 10 Next stop

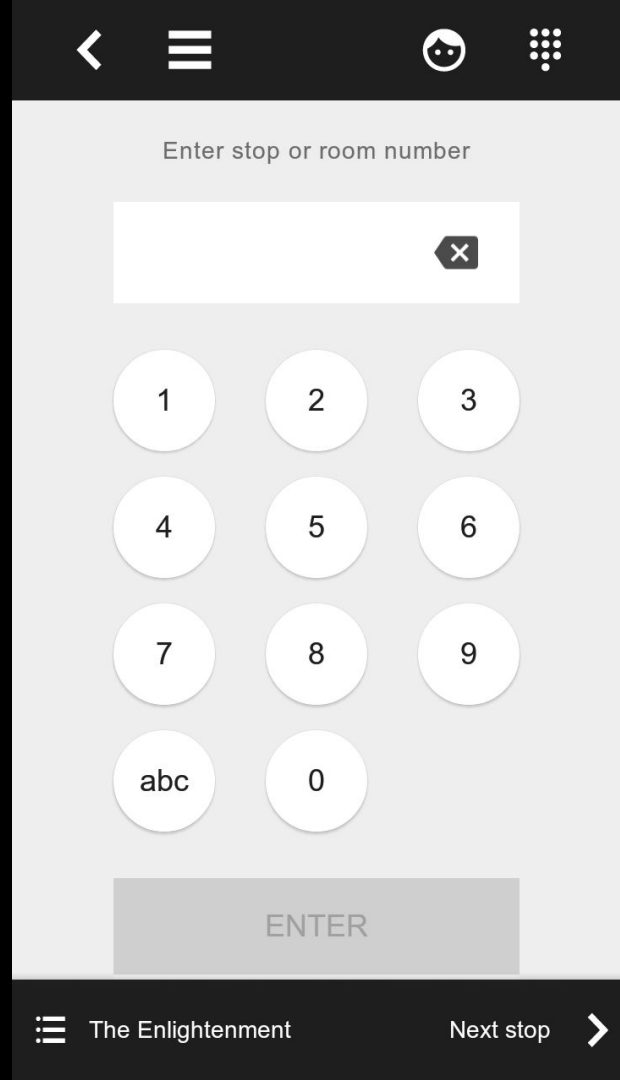
Participants did not scroll down the page past this point

How might we make it more obvious that emailing your visit is a functionality of the page?

How might we design the email form so visitors do not think it is signing up for a newsletter or marketing?

Keypad

- Only some understood that they could enter a room number to see all the stops in a room but those who did really liked the functionality
 - Once the ability to enter a gallery number was discovered, participants often switched to using this method for the rest of their session
 - Participants wanted to see everything in a room that had audio before moving on to the next room



The British Museum

Chinese visitors were more likely to understand that they could type in a room number while English and Italian visitors did not notice this functionality

Consider making it clearer that a room number can be keyed in to see all the stops in the room

Consider making the keypad easier to find from the homepage

< ☰ 👤 ⋮

Enter stop or room number

✕

1 2 3

4 5 6

7 8 9

abc 0

ENTER

☰ The Enlightenment Next stop >

This icon not clear for all that it would be a keypad that they could type in audio stops and consequently it was unclear to many that this functionality existed

Some wanted to be able to type in the name of an object in order to hear the audio for the object

- However, most who wanted this expected to get audio for any object

Appendix

How might we help people start off?

- Explain room number system and signage
- Physical signs pointing to top 3 objects/rooms
- Place for people to congregate to learn/discuss the audio guide, where we can add additional wayfinding messaging or how to use messaging
- Change mushroom tablets to be tutorial for audio guide
- Rename the family guide
- Create a mini guided tour
- Explain audio guide features to people in the queue (through signage, video, etc.)
- Position a donation map spot by the audio guide desk
- Put gallery closure notices at the beginning/clearer on the website
- Create introduction about the new audio guide and its multiple features on the website so people can read about it before their visit

How might we make this product easier to use?

- Tutorial video on how to use the guide
- Simplify top and bottom toolbars
- Option to enable an NFC function to show stops
- Embed tech on labels
- Use “nearby” to show nearby objects in the same room/improve messaging around this
- Improve headphone quality
- Reduce options on the homepage
- Get rid of repetitive content
- Get rid of highlights or make highlights into a tour
- Rename explore collection to make its use more clear
- Change home screen to a recommendations engine power by 3 questions (i.e. how much time? What culture is most interesting?)
 - Widget to help them decide/plan
- Wayfinding instructions to first stop from audio guide desk
- Clarify structure for returning guides
- Make room dial function more obvious
- Improve map
- Add map with all stops
 - Make all maps consistent with colors and room numbers

How might we improve content?

- Customise language content
- Create more stops, aim for % coverage of each room
- Room/gallery introduction for each room
- Keep audio playing whilst browsing their contents on the guide
- pause/placekeeping function on the audio player
- Make content more story based (IPOP model)
- Add more images
- Add “quirky” content that feels like a bonus/feels special
- Redesign stop pages so extra content, map, etc. are more obvious
- Re-organise order of content in objects’ sections
- Reduce scrolling on object page