



Fitzwilliam Museum

Website User Review Summary Report

Delivered June 2021

ABOUT THIS REPORT

We were asked to carry out a website review for the Fitzwilliam, aiming to understand more about how well the Beta website performs against audience expectations.

We used a range of tests to build up an understanding, including:

1. Three website user surveys.
2. Six moderated usability tests.
3. A Treejack study identifying how intuitive the current navigation is.
4. A set of two design tests, one focusing on preference between the Beta and current site, and one asking participants to supply adjectives against the Beta site design.

Top-line findings from each of these studies are in this report, and the full reports for each are attached.

Our conclusions

The Fitzwilliam Beta site has a lot to commend it: in particular the design is widely preferred to the existing sites (<https://www.fitzmuseum.cam.ac.uk/>). The top line navigation is largely intuitive and people found institutional information easy to access and well presented.

The various tests we carried out revealed some areas that would pay dividends if addressed.

These primarily concern

- Ticket buying - there is currently no obvious route to entry for purchasing a ticket, we'd recommend having a large call to action above the fold on the homepage linking to 'book a ticket' and also prominent links and signposting within the 'Visit' section of the site.
- Membership - all users expected the price of Membership to be on the site. A number felt confused as there are currently two membership pages live (one of which is entirely blank), some mistakenly thought the Marlay Group was another type of membership and felt quite taken aback by the price that is quoted on that page ("from £1350").
- Visitors found it very difficult to locate family activities for use in gallery, many indicated they wanted to be able to download trails, but ended up on the 'Resources' page, quite confused about what content was designed for teachers versus parents, what age resources were targeted at and whether they were designed for in gallery use or for use at home / in a classroom
- Many casual visitors found the collections online search unintuitive, particularly as queries are not highlighted in the search results page, and many paintings are called 'painting' in the page title/search results, making it very difficult for users to know what they are clicking on from collections search results or how it relates to their query.

SUMMARY OF FINDINGS

1. Website surveys

We placed five surveys on different parts of the website and at various touchpoint of the user journey.

- **User intent survey:** this was used to find out who was coming to your site and why. It showed that most people (69%) came to the site for a collections orientated task - however this may be because the Museum was closed during some of the time the survey was live, and the current website (<https://www.fitzmuseum.cam.ac.uk/>) is more prominent in search, so most new users will arrive there instead. 58% found the site easy to use, compared to 20% who did not.
- **Exit survey:** 66% found the site visually appealing, compared to 15% who did not, 64% found what they were looking for easily, while 23% did not. The majority of problems reported were to do with ticketing.
- **Content engagement survey:** the majority of users in this survey (which was a measure of long content) found what they were looking for; 72% of respondents rated the content on the page they were on highly, compared to just 15% who rated it poorly.

2. Moderated usability tests

We conducted six usability tests looking at various different parts of the website including planning a visit, booking a ticket, becoming a friend, using the collections search, browsing learning and family resources, and looking for institutional information.

Key issues included:

- **No users looked to book a free timed ticket under 'Events':** the three users we tested with since the site navigation changed from 'Events and ticketing' to 'Events', found a route into booking a ticket inadvertently by realising that the small 'Book a ticket' text beneath the title was clickable. All users reported that this wasn't clear, was surprisingly difficult to find, and felt that they only managed to get onto the page by accident.
- **Users were put off by having to register an account to book a free timed ticket and were put off by the amount of information the Fitzwilliam wanted about them:** participants weren't sure *why* the Fitzwilliam needed so much information and felt that unless they were thoroughly committed to visit, they might abandon their attempt at this point
- **Users found it difficult to find the location of the Fitzwilliam,** preferring to have this information in the same place as 'directions'. They also reported frustration at the 'directions' icons taking them off to google maps with no warning, but the map itself not being dynamic/ clickable.
- **Users found the current information on the access page confusing:** since COVID there is an access paragraph on the 'Access' page about the one way system, but this seems to conflict with the information

for those in wheelchairs. All users ultimately concluded that they would have to call in advance as it wasn't clear if a wheelchair could leave the building (and if so, where) under the current one way system.

- **Users wanted to know how much Membership costed, and to be able to book online.** Some users currently got confused and thought the Marlay Group might be a type of Membership and were then quite horrified at the entry price point (from £1350). A number also commented on the type of people they could see in the Marlay Group as “not being like me” and felt alienated from supporting the Museum as a result.
- **In collections search and the main search, users wanted to be able to see their query in context,** often finding it disorientating to have a visual grid of page results, but with little context as to how it corresponded to their query
- **Users found it unintuitive that paintings were all called ‘painting’ in search result,** meaning it was very difficult for individuals wanting to browse the portfolio of a particular artist, to not feel like they were stabbing in the dark from each result they clicked on.
- **Users looking for in gallery resources to entertain their kids reported confusion and disappointment.** Most expected a quick and obvious link to family trails and/or information about explorer backpacks or similar. The current list of things to do in the gallery was uninspiring and the language about what kids are and aren't allowed to do felt quite accusatory.
- **Those looking for learning results were also confused,** wanting more detail on what age range resources were appropriate for and better signposting of what was designed for in gallery or classroom use.

3. Information architecture

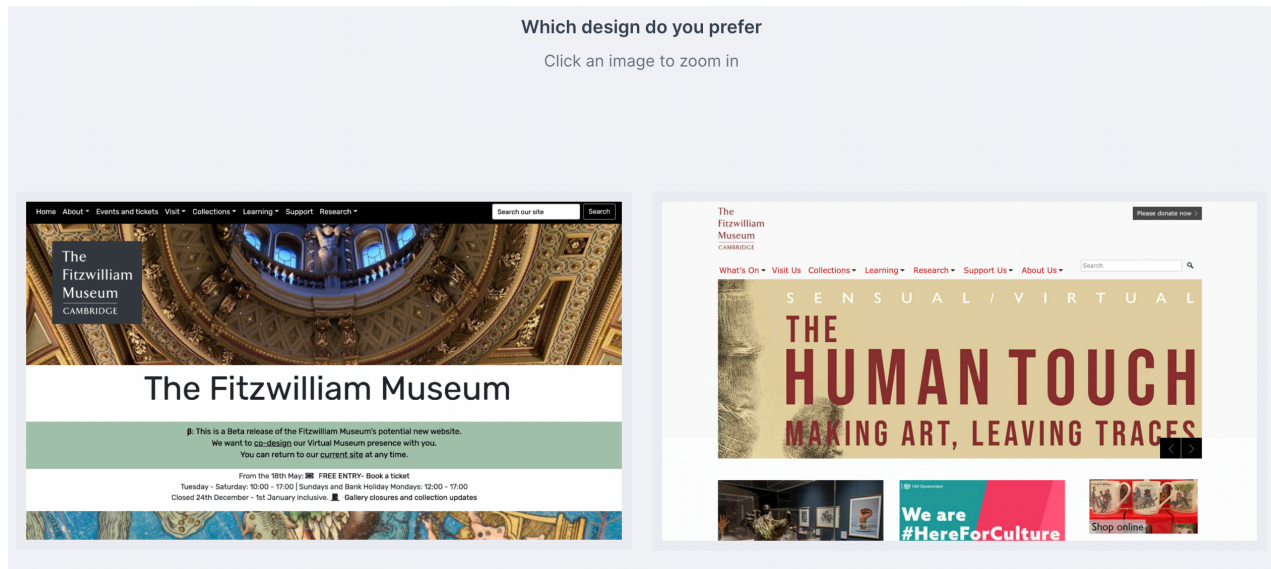
The Treejack study revealed that many sections of your site are intuitively structured and easily navigable, notably institutional information in the about section, locating the Membership page and information about parking.

Other sections had more substantial difficulties; including ticketing, exhibitions, in gallery teaching resources, image ordering, hiring the Museum and locating objects on display in a particular gallery.

#	Task	% success	Time to complete (seconds)
1	Where would you look for a list of current exhibitions and displays at the Fitzwilliam?	47%	8.6
2	Where would you look to book a free timed ticket to the Museum?	84%	2.5
3	Where would you look to find out where the nearest parking is to the Fitzwilliam?	99%	4.90

#	Task	% success	Time to complete (seconds)
4	Where would you look for resources that a teacher might use when taking a group to the Museum?	16%	7.8
5	Where would you look to find out what 19th century paintings the Fitzwilliam has?	85%	7.1
6	Where would you look to become a Friend of the Fitzwilliam?	98%	3.1
7	Where would you look to find out when the Fitzwilliam first opened?	96%	4.9
8	Where would you look to order a poster of 'the gust of wind' by Renoir?	34%	16.5
9	Where would you look to find out about how to hire the Museum?	48%	10.8
10	Where would you look for find out about the research output of a Fitzwilliam researcher?	63%	9.6
11	Where would you look to find out whether you can take pictures of work on display?	77%	8.8
12	Where would you look to find out what objects are on display in Gallery 8?	49%	11.6

4. Design preference



62% of respondents indicated that they preferred the design of the Beta website's homepage to the existing Fitzwilliam Museum homepage.

Adjectives used to describe the Fitzwilliam Beta site

