Introduction	**Title:** Create a check-in app for art gallery **Author:** Jie-Yu, Wei, UX researcher at Gallery 1140. Email: jieyu@1140gallery.edu **Stakeholders**: 1140 Art Gallery visitors, 1140 Art Gallery CEO and CFO **Date**: 11/08/2022 **Project background**: I am creating a check-in app for Gallery 1140 to let the visitor's check-in, get to know the artwork and environment, and find artworks more efficiently. I noticed that our competitors offer dedicated mobile apps for their gallery visitors to view artworks and buy tickets. I want to create a product that satisfies the needs of the gallery visitor and improve reputation and attracts more visitors to come see the arts displayed in the gallery. **Research goals**: I would like to figure out what specific difficulties users will encounter when they try to navigate the gallery check-in app through the process of logging in, look up artworks, and how accessible the navigations are.
Research questions	- How long does it take for the users to sign-up and login to the app? - Are users able to successfully find the artworks they are looking for? - Are there any parts that is slowing down the process of the users looking up artworks? - Are the navigations accessible for users? - What can we learn from the steps users took to look up artworks?
Key Performance Indicators (KPIs)	- Time on task: How much time would the users spend on looking up artworks. - User error rates: How often would the users get stuck trying to find the artworks they are looking for. - Drop-off rates: How many users will exit out of the app. - Conversion rates: How many artwork searches will users do. - System usability scale (SUS)
Methodology	- Unmoderated usability study - Location: Chicago, Illinois, remote (participants will go through usability study on their own time and location - Date: Session will take place between November 10-15 10 participants will navigate the app by looking up artworks from specific category. They will each complete a questionnaire based on their experience. - Each session will take around 30 minutes.
Participants	- Participants are anyone who visits a gallery at least once a week. - Participants should be between 12-70 years old - Participants should be evenly distributed of genders and people will different abilities including: 1 user whose work associates with art 1 user whose work associates with technologies

	o 1 user whose native language isn't English o 1 user who knows nothing about art o Incentive: Free admission ticket to 1140 Gallery upon completion of the questionnaire.
Script	o Prompt 1: From the home screen, create an account o Follow-Up: How easy or difficult was it to create an account? Is there anything you would change about the process? o Prompt 2: Answer some multiple questions about personal information. o Follow-Up: How easy or difficult was it to answer multiple questions of your personal information? Is there anything you would change about entering your personal information? o Prompt 3: Choose an exhibition that you are interested in o Follow-Up: How easy or difficult was it to choose an exhibition that caught your interest? Is there anything you would change? o Prompt 4: Choose an artwork from the exhibition that you are interested in. o Follow-Up: How easy or difficult was it to choose an artwork that caught your interest? Is there anything you would change? o Prompt 5: Read and scroll the descriptions and photos of the artwork you chose. o Follow-Up: How easy or difficult was it to read the descriptions? Is there anything you would change? o Prompt 6: Leave a review of the artwork and rate your experience of visiting the gallery. o Follow-Up: How easy or difficult was it to leave a review of the artwork and rate experience of visiting the gallery? Is there anything you would change?