



# **Georgia O'Keeffe Collections Online**

**Moderated User Testing Report**

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# Executive Summary

## The Georgia O'Keeffe Museum Collections Online

This report aims to assess the usability of the desktop version of The Georgia O'Keeffe Museum Collections website and address any key concerns that may bring confusion to its users. Our team has conducted eight, remote, Moderated User Tests (MUT) using a series of six tasks to complete by navigating the website. The tests we conducted have provided great insights into the various usability problems that were encountered.

Based on the six tasks developed by our team to test general navigation and information accessibility of the collections website, we identified a total of 17 “Task-Related Usability Issues” as seen in Appendix D, and a detailed “User Feedback By Task” can be viewed in Appendix C. This report suggests the following recommendations to improve the website’s usability:

**Recommendation 1: *Modify the page in the navigation titled, “About” to “About the Online Collections” & add a short description about Georgia O’Keeffe to the homepage.***

**Recommendation 2: *Condense the filter bar in order to simplify filtering options and separating “Medium” filter from “Material” filter.***

**Recommendation 3: *Reorganize the artwork details pages to create a more intuitive browsing experience.***

**Recommendation 4: *Add an accessibility feature to the artwork page.***

**Recommendation 5: *Introduce a “Recently Viewed” bar and “Saved Items” feature to keep track of viewing history.***

While the Georgia O'Keeffe Collections Online website does an excellent job displaying O'Keeffe's artwork, photos and miscellaneous items, the results from our moderated user tests have revealed that there is room for improvement to enhance the experience each person has using the website. The recommendations above were developed to solve the five most severe problems out of 17 total usability issues. We provided a mock up of the proposed solutions and a description of how the solution will provide an improved experience for the user.

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## Introduction

Georgia O'Keeffe was one of the most significant artists of the 20th century, recognized for her contribution to modern art. The Georgia O'Keeffe Museum Collections Online website is the largest source of O'Keeffe's artwork, personal artifacts, photographs, home and belonging items, her correspondences as well as her collection of books and letters. The items documented on this website provide an in-depth context for understanding her art, life, and relationships. The website is categorized into various categories such as artwork, artist materials, archives, books and artist possessions, as well as people and organizations the artist was affiliated with. The website facilitates the search of these items through a filter and sorting section with a comprehensive ["About"](#) page on how to browse the repository.

Our team of usability experts were able to identify several target areas in order to improve the usability of the interface of this website using the Moderated User Remoting Testing method. Users were assigned six tasks, which takes into consideration a potential user's lack of experience navigating the website. From observing and analyzing the way our participants navigated the website, we were able to gain insight into the understandability, discoverability, and clarity of the site's interaction. Our suggestions will help make this large inventory of a website more functional and accessible for the website's users.

# Methodology

## OVERVIEW

The usability of a website is a very important factor because if a user cannot understand how the website is used or where they might find information they are looking for, it can likely turn the user away from the website. In a usability test, a group of assessors build tasks that test certain aspects of a given website. Participants are recruited to try and complete these tasks while being monitored by a usability expert. These users are not being judged on their ability to use the website, as this testing method is strictly testing for potential problems users may have while interacting with the site. These tests typically do not exceed 45 minutes and provide great insights into what exactly could be recommended in order to improve a website's usability.

In order to build this report, our team has conducted eight Moderated User Tests on the desktop version of the Georgia O'Keeffe Museum Collections Online website. We conducted all of our tests remotely over Zoom, which allowed the participants to seamlessly test from the comfort of their homes, simulating the experience users will have browsing the collections. We also used Zoom's built-in audio and video features to record these sessions for later review and reference.

For each test, we had one moderator and one observer monitoring the participant. We built six specific tasks to the Georgia O'Keeffe Collections Online website that test different aspects on the site for any usability issues in navigation, searching for specific items, and locating details of specific items. The moderator took the participant through the consent form, pre-test questionnaire, each individual task, and the post-test questionnaire while the observer took notes and recorded important insights as the participant went through each task. The participant completed each of the tasks vocalizing their thoughts aloud so that the moderator and observer could better understand their thought process while navigating the website. Upon completing their session, participants received compensation for their participation. Once the session was over, the moderator and note taker debriefed the session and organized their notes to help guide the development of our recommendations.

After completing all of the moderated sessions, we reviewed, analyzed, and prioritized the usability issues each participant faced and built recommendations that could ease the frustrations many of our participants had.

## TARGET USERS

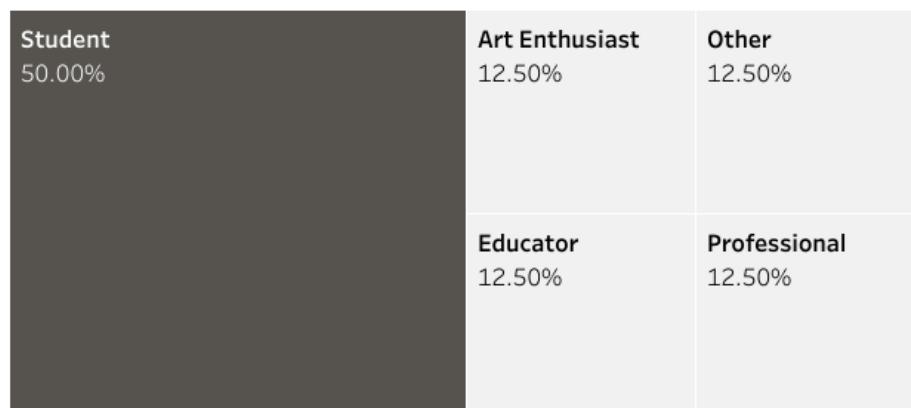
The intended user of the Georgia O'Keeffe Museum Collections Online website is someone who has an interest in the life and works of Georgia O'Keeffe and would like to use the website as a research tool to explore how the two intersect. Since this collection is a web-based platform, we felt a user profile requirement was comfortability using the internet, as well as some familiarity navigating an archival database. Major features of the collections website involve querying information either using filters or the search bar, as well as understanding the general structure of information tagging. These two requirements helped our team develop user profile classifiers within our pool. In this initial planning stage we hoped to capture a wide age range of users to address different accessibility issues. Even

though we knew a majority of our target users would likely have an academic or scholarly background, we felt it was important to widen the pool to anyone with an interest in art to ensure an intuitive navigation for all in our recommendations.

Our pool of participants consisted of a mix between researchers from the Georgia O'Keeffe Museum and individuals unaffiliated with the museum in various occupations including students, educators, and working professionals. We screened potential participants with two broad questions regarding their interest in art and their familiarity with art museums in order to capture a wide range of people who could potentially use the website, while still addressing the target audience. As shown in *Figure 1* below, 62.5% of participants were between the ages of 25 to 40, while 37.5% were 41 and older. The full interactive visualization can be viewed on [Tableau Public](#).

## About our participants

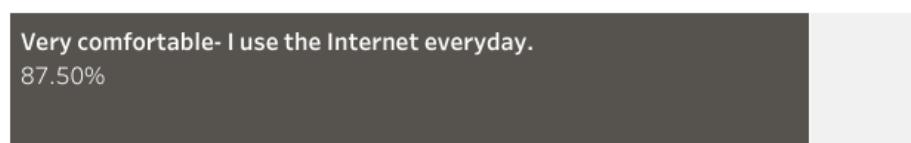
### Profession of Participants



### Age Range of Participants



### Participant Comfortability Using the Internet



### Participant Experience Browsing an Archive



**Figure 1: Visualization of General Participant Information**

## **TASKS & PROCEDURE**

To conduct our usability evaluation, we recruited participants to analyze their interaction with the Georgia O'Keeffe Museum Collections Online website. As a team of four, we each observed and moderated two user tests. All tests were conducted on Zoom. With the help of Zoom's built in audio and video feature, we were able to record the users and their screens as they were interacting with Georgia O'Keeffe's Collections Online website. Users were given the following scenarios and tasks to finish on their desktop devices:

### *Scenario:*

*Imagine you are interested in writing a research paper on the life and works of Georgia O'Keeffe, and want to use the collections website to find out more about her and examples of her work.*

1. *Find out what year O'Keeffe moved to New York.*
2. *Find the earliest dated letter from Georgia O'Keeffe to her husband Alfred Stieglitz*
3. *Find the oil painting of a pink flower from the 1950s and where it was retrieved from.*
4. *Find the most recent book that Georgia O'Keeffe's added to her library and a description of it.*
5. *Find the artwork, "Abstraction, Seaweed and Water" and locate an artifact the artwork could have been inspired from.*
6. *What type of animal is most common in her bone collection?*

Follow up questions were asked to the participants in case they wanted to elaborate on survey responses:

### *Post Test Questionnaire*

1. *Do you think we missed anything? What's one question we should have asked you during the test?*
2. *What did you like most about the website? What did you like least?*
3. *If you could change one aspect of the site, what would it be?*

We recorded sessions for each of our 8 screened participants and took notes on their experiences. After each test, the two evaluators present in that session debriefed on key take-aways and reviewed the video recordings with the website as required.

After user testing was complete, as a team, we compiled the usability issues encountered across all of our participants for analysis. We were able to organize all of our data into session notes outlining how each user interacted with the website for a given task. We recorded observations during each task, thoughts participants had while thinking aloud, and general critiques of the website, which helped us understand where the users encountered the most problems while interacting with the website, which can be viewed in detail in Appendix C. We then consolidated the data containing the list of problems and observed the ones that overlapped. We outlined the ones that either needed the most attention or the ones that were easy to modify accordingly. After brainstorming the solutions, we then moved onto implementing them into our mockups.

# Results

## KEY FINDINGS

The Georgia O'Keeffe Museum Collections website offers users a unique opportunity to browse a vast collection of her artwork, personal objects, photographs, books, and records of her correspondences. The participants really enjoyed the ability to use the platform and see all of Georgia O'Keeffe's items and artworks and how extensive the collection was. Many of our participants also really enjoyed viewing photographs of her. Most participants were able to find the information requested in the tasks by using some combination of the existing filters and the comprehensive search bar, but other tasks asking about specific details of a piece or object were challenging to other participants. Based on our moderated user tests, our team has identified 17 unique issues from the six tasks we developed, which can be viewed in the "Task-Related Usability Issues" chart in Appendix D.

### Post-Test Questionnaire Results

#### Percentage of Participants Who Felt Lost Navigating the Website



Figure 2A: Percentage of Participants Who Felt Lost Navigating the Website

#### Overall Participant Satisfaction with Website

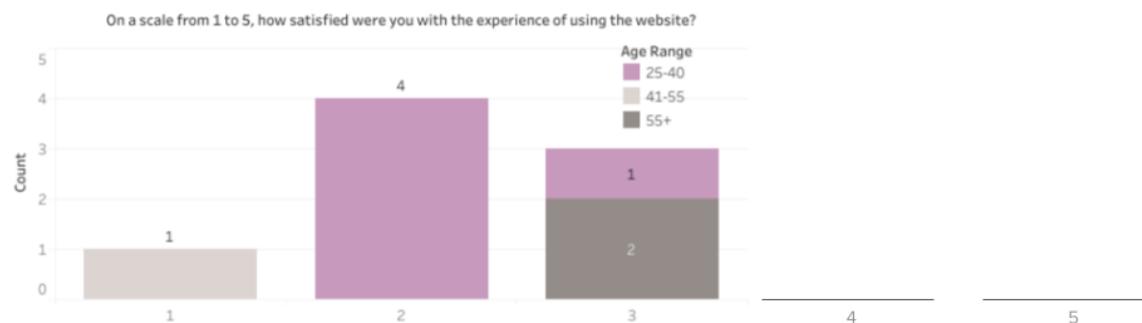


Figure 2B: Participant Satisfaction of Existing Website Experience

#### Overall Ease of Navigation of Website



Figure 2C: Overall Ease of Navigation of Website

While an overwhelming majority of participants were comfortable with using the internet and navigating an archives collection, the post-test questionnaire revealed that 75% of participants felt lost when navigating the website, as shown in *Figure 2A* above. Participants felt it was fairly easy to navigate from the home page, but the tasks revealed that the details within each section of the collections was challenging to find. The full interactive visualization can be viewed on [Tableau Public](#).

Based on analysis of our eight moderated user tests and our post-test questionnaire, this report provides recommendations and mock ups for 5 issues. Since there is a new website design that is currently in development, we showed the new website mockups to our participants and included a couple questions in our Post-Test Questionnaire to gain some preliminary feedback and insight into the new design. The comments were overwhelmingly positive, especially regarding the overall organization. One participant noted that the new design is “easier to scan and [is] grouped better. Visuals are a lot more impactful,” while another said that the “gray background blocks to help differentiate between elements and create clearer framing of objects, which gives better structure to the pages.” Given this feedback, we have chosen to include mockups using the style of the new website, with the intention that these changes could be adopted as the site is still in progress. Additionally, we have included mock ups in the current style of the website that we tested on, and are included in Appendix H.

## **PROBLEMS & RECOMMENDATIONS**

***Recommendation 1: Modify the page in the navigation titled, “About” to “About the Online Collections” & add a short description about Georgia O’Keeffe to the homepage.***

***Problem:***

Users misinterpreted the “about” section on the navigation bar as a link that led to the biography of Georgia O’Keeffe’s life when the about section links to a page that highlights instructions on how to use this collection website.

The Georgia O’Keeffe Museum Collections Online website resides inside the main artist website and focuses on the nature of the collections. The website is sectioned into various parts like home, collections, people & organizations and about. The about section refers to an instructional guide on how to use this collections website. However, during our user testing, when users were asked to find information about the artist itself, they navigated to the “about” section of the website. This problem was apparent during Task 1, “Find out what year O’Keeffe moved to New York.” when five of our eight users clicked on the about page to find information about the artist, while the other three navigated to the footer to find an “About Georgia O’Keeffe” section on the primary website. This left our users frustrated, since they were voluntarily navigating to the primary website, unaware of how to navigate back to the collections website.

***Recommended Solution:***

Modifying the term “About collections” to “About the online collections” on the navigation bar.

We recommended that the title of the button on the navigation bar that leads to the “about” page change to “About the online collections” as an indicator that this page is not about the

artist herself, but information about how to access, use and navigate this collections website. The title also corresponds to the title of the actual page, and therefore will help the user understand the functionality of the page. **Figure 3** shows the simple yet effective change on the collections website's homepage.

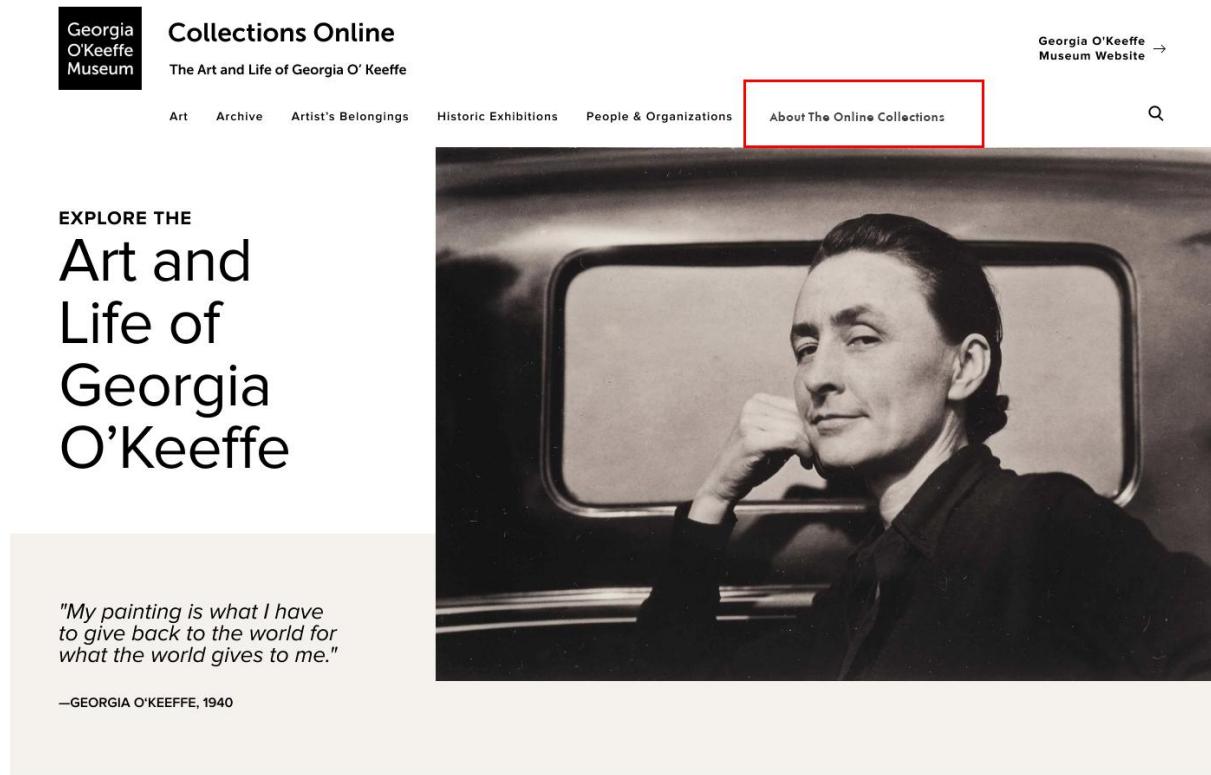


Figure 3: Mock up of Home Page with revised “About” title and added description

**Recommendation 2: Condense the filter bar in order to simplify filtering options by separating “Medium” filter from “Material” filter.**

**Problem:**

Too many options in the filter bar for “materials” & users had to click into multiple different filters to find the correct one in order to find a specific painting.

The use of the filter bar when exploring the collections is a critical aspect of the website. However, most of our users who used the filter bar to complete tasks had a problem when trying to filter to find a result. This problem was mostly apparent around **Task 3: “Find the oil painting of a pink flower from the 1950s and where it was retrieved from”**. In order to complete this task, seven of our eight users went into “O’Keeffe’s Art” and then attempted to filter by material. However, when trying to filter by Oil Painting, there were options such as “Oil on graphite”, “Oil on board”, “Oil on canvas” and so on. See **Figure 4** for the website’s current filtering options. The way the filter currently is set up makes it challenging for the user to try to find a specific piece of art. These options are two distinct categories of data

combined into one filter. Searching through multiple filters proved to be more frustrating to our users than actually scrolling through all of the art listed. Additionally, the filter bar itself is visually cluttered, requiring users to have to sort through the categories. Filtering should be a seamless process that helps the user efficiently navigate through the collections.

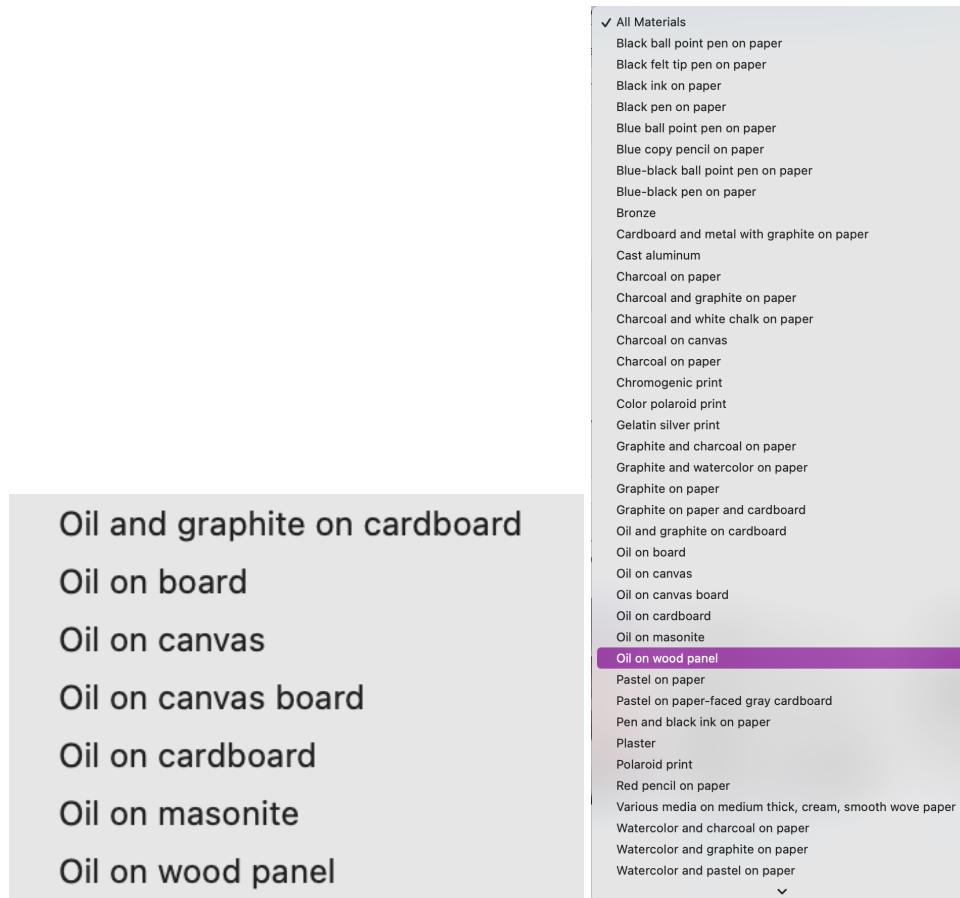


Figure 4: Existing filtering options for materials

#### **Recommended Solution:**

Breaking this up into two different filters, one for medium and one for materials. The medium filter will just include, “Charcoal, Graphite, Oil paint, Pen, Pastel, Photography, Pencil, Watercolor, & Various medium” while the Material filter will include, “Paper, Wood, Cardboard, Canvas, Print, & Various”.

We recommend condensing the filter bar and separating the medium used from the material the art was made on into two different filters as seen in **Figure 5**. This way, the user could filter just by the medium used or just by the material. This would ease the process of using the filter and users would not have to search through different filters in order to find a specific painting. Additionally, this solution enhances the visual aspect of the filter, making it easier to navigate seamlessly. We recognize that this recommendation involves back-end assistance in reconfiguring the database, however we did not see another, simpler option to solve this usability problem. See **Figure 5** for recommended solution mockup and see **Figure 6** for a closer look at new filter options.

Figure 5: Mock up of condensed filtering options

**Collections Online**  
The Art and Life of Georgia O'Keeffe

Georgia O'Keeffe Museum →

Art Archive Artist's Belongings Historic Exhibitions People & Organizations About

Q

**Art**

The Art collection includes artworks by Georgia O'Keeffe as well as by other artists including those in O'Keeffe's circle; photographers of O'Keeffe and her surrounding landscapes; and contemporary artists illustrating a legacy of creativity in conversation with Georgia O'Keeffe's life and work.

**Art (1854)** **By Georgia O'Keeffe (1159)** **Photographs (907)**

Filter by: All Types ▾ All Mediums ▾ All Materials ▾ All Themes ▾ All Dates ▾ All Artists ▾ by Title ▾  Has image Sort ▾

Showing 1-100 of 1854 results (Page 1 of 19)

1 2 3 ... 18 19 > View:

GEORGIA O'KEEFE Back of Marie's No. 4 1931

GEORGIA O'KEEFE Banana Flower No. II 1934

GEORGIA O'KEEFE Banyan Tree 1934

JOHN LOENGARD Bedroom, Abiquiu 1966

Filter by: All Types ▾ All Mediums ▾ All Materials ▾ All Themes ▾

Showing 1-100 of 1854 results (Page 1 of 19)

1 2 3 ... 18 19 > View:

Figure 6: Mock up of condensed filtering options, enlarged

**Recommendation 3: Organizing the artwork details pages to create a more intuitive browsing experience**

**Problem:**

Many of our users found it difficult to read and understand the specific artwork page. It was overwhelming for them and there was a lot of unnecessary text being displayed. Four of our users were wondering why there were two different tabs being displayed under the artwork piece.

This problem was most apparent when testing **Task 5: “Find the artwork, “Abstraction, Seaweed and Water” and locate an artifact the artwork could have been inspired from.”** One user expressed their confusion by explaining that they were not sure where they could navigate to find an artifact the artwork was inspired from. It was clear to us that the user felt the information about the art piece and the art details as well as the image of the piece were not connecting, and it was difficult for him to find specific information on a busy interface that lacked organization. When asked to find specific information about a piece of art, all eight of our users were unable to do so successfully and were uncertain about where to find the detailed information. Users were unsure whether they were navigating the relationships correctly and felt unclear about the information they were looking for. **Figure 7** shows the current website before our recommendations are implemented.

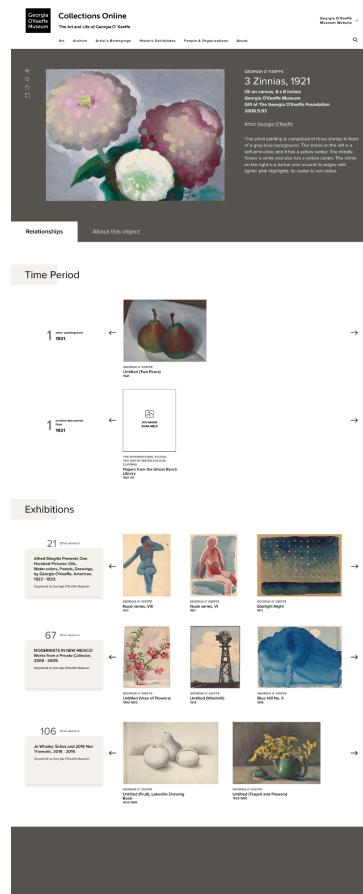


Figure 7: Current website before recommendations

### ***Recommended Solution 3A: Placing the Image Description Next to the Art Piece***

In order for users to better understand the relationship between the artwork and its specifics, we recommend further identifying titles, and organization of the details. This can be achieved by placing only the image description beside the image of the artwork in order to help the users understand the relationship or context of the archive, painting or artwork of any kind. As seen in **Figure 8** the description of the artwork has been moved beside the piece.

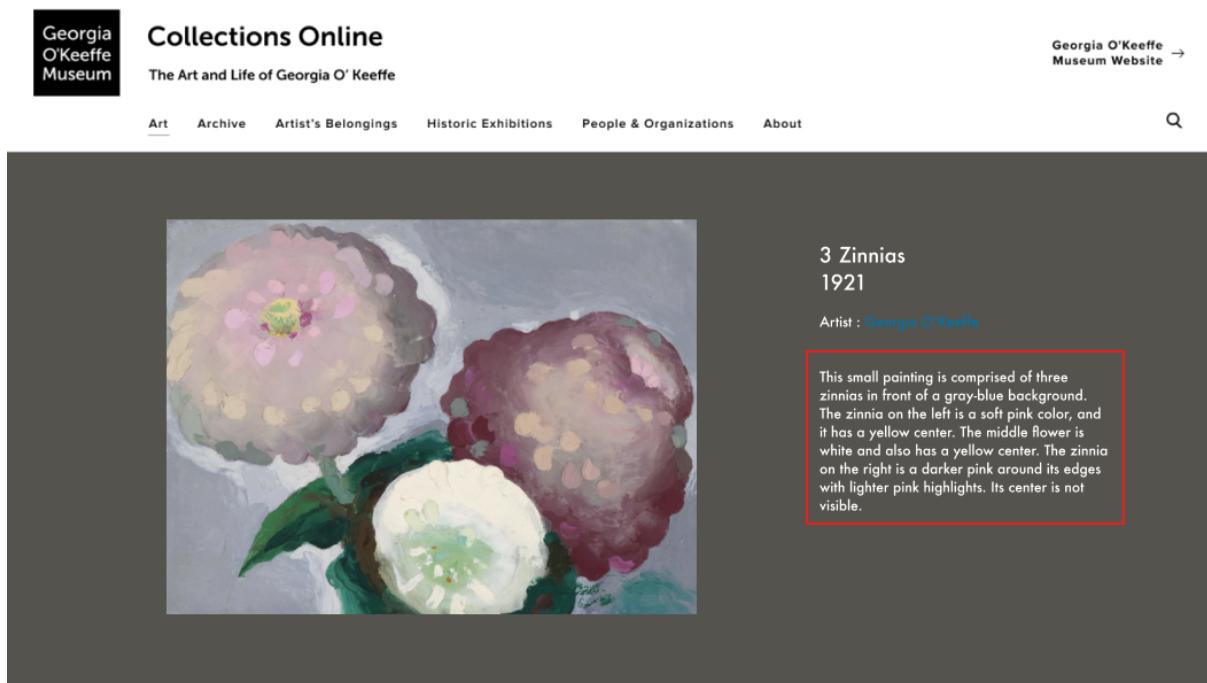


Figure 8: Description of the painting moved

### ***Recommended Solution 3B: Adding a drop down and moving the technical details***

Since the “Relationships” and “About this object” tabs frustrated and confused users, a scroll down format was suggested and implemented categorizing the artwork details into drop down options. In order to better structure the artwork details page, we suggest re-arranging artwork details into drop down boxes and providing clearer descriptions of artworks featured below the listed piece.

As seen in **Figure 9** we have provided drop down boxes to organize the previously listed out artwork details. The drop downs are categorized into four boxes consisting of, Exhibition History, Inscriptions, Provenance, and Technical details; which has been moved from beside the artwork photo. This change of adding a dropdown menu below the art piece allows for utilization of whitespace of the website by following a column structure. This gives users the flexibility to view the information as needed.

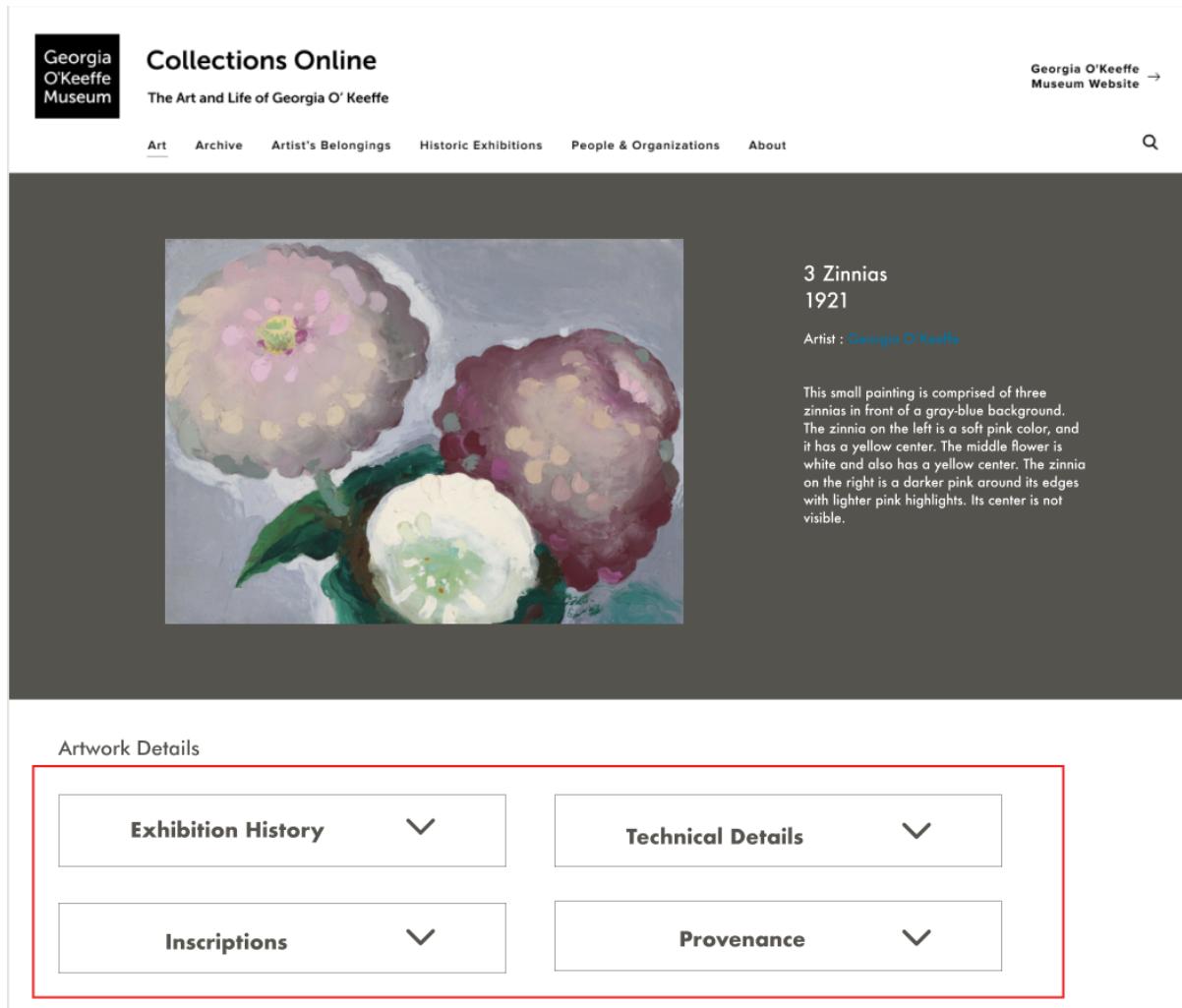


Figure 9: Added drop down menus

### ***Recommended Solution 3C: Adding Filters To Related Artwork***

To ensure the ease with which the user interacts with the application, pieces from the specific time period and archival objects were replaced by changing the title to “Related Artwork”. It was further refined into having two filters; artwork from the particular time period and archival objects for better descriptors, layout and organization. The number describing the amount of pieces from artworks present under exhibitions was eliminated as users felt frustrated and confused when they interacted. See ***Figure 10*** for filtering options.

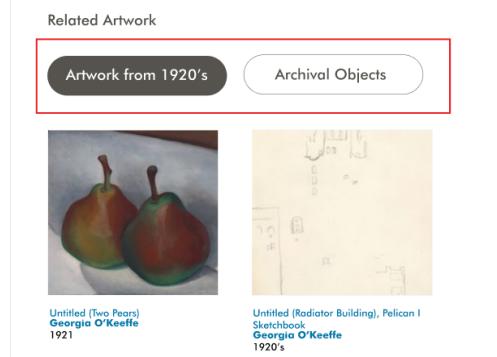


Figure 10: Added filters

### ***Recommended Solution 3D: Change In Title & Adding Sub-Heading.***

A change in title of 'Exhibition' to 'Related Exhibitions' is recommended to emphasize the relationship of the artwork to the exhibits. In addition to that, we recommend adding a sub-heading "Artwork also seen in" to ensure that users understand the relationship between the art piece and the exhibits listed. While testing, this was seen as a common issue amongst users. The exhibition description highlights a sense of visual hierarchy allowing the users to gain context before proceeding to the desired exhibit. See **Figure 11** for added headings.

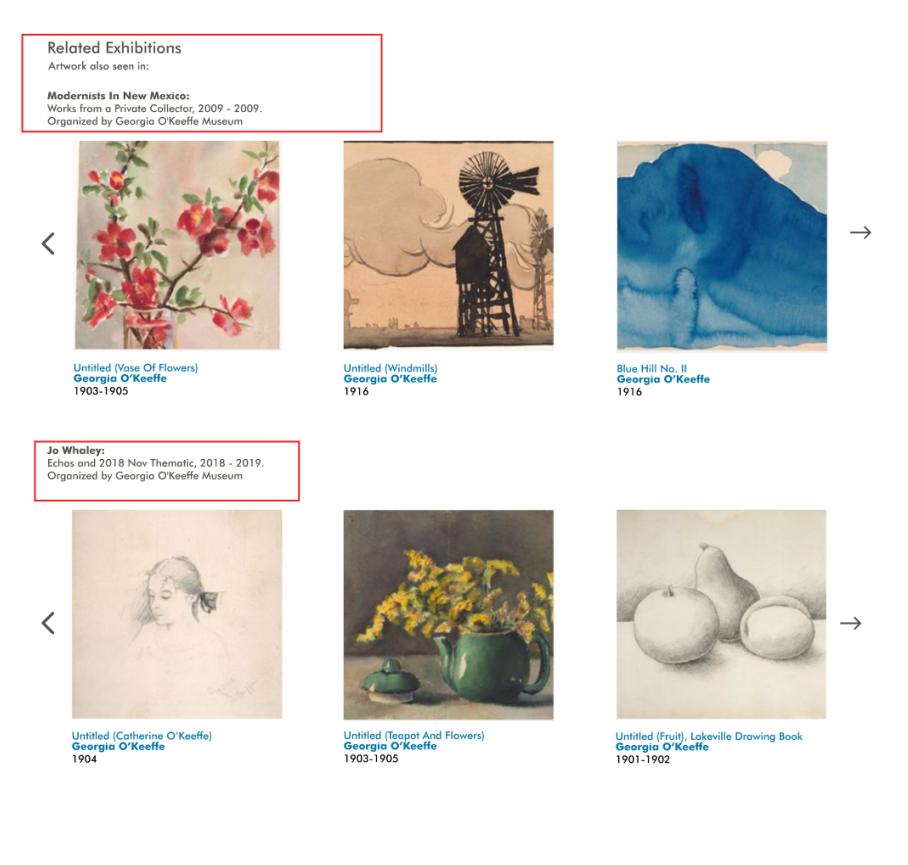


Figure 11: Titles that illustrate their relationship

### ***Recommendation 4: Adding An Accessibility Feature To The Artwork Page.***

#### **Problem:**

While conducting our moderated user testing, we found that several participants were of the older generation and had a more difficult time reading and finding information.

#### **Solution:**

As we conducted our user tests, we realized 25% of our users are 55 and older. We observed that our users fitting that age bracket browsed through the information swiftly instead of reading it in detail. They encountered issues such as legibility of text and prolonged screen time. In order to reach a wider audience and incorporate accessibility, a new feature has been provided which helps the users listen to artwork's story. This is highlighted by the icon below the description.

The addition of this feature supports accessibility of learning about a specific piece of artwork. This way people who have difficulty navigating the website or people of an older generation can easily listen to an audio recording that tells them about a piece of art without having to navigate through the entire page. See **Figure 12** for accessibility change.

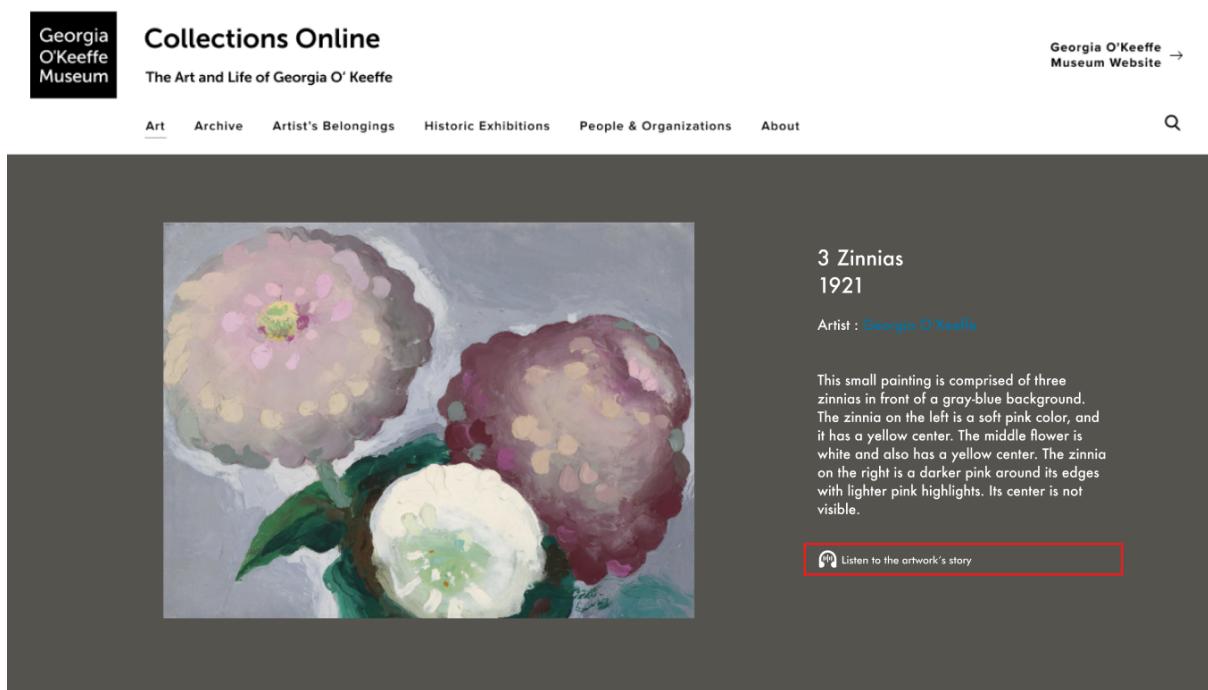


Figure 12: Added accessibility feature

***Recommendation 5: Introduce a “Recently Viewed” bar and “Saved Items” feature to keep track of viewing history***

***Problem:***

75% of users felt lost navigating the website and had a hard time reaccessing information found in previous tasks in the research scenario, which affects how the collections website can be used as a research resource.

***Recommended Solution:***

We recommend adding a new feature that displays recently viewed items along the bottom of the page, and a bookmark feature that allows to view saved items. While this would require more extensive development, we feel it will add to the overall experience of the website and allow users to discover themes and patterns within the life and work of Georgia O’Keeffe more easily. This feature can be implemented to track these items per session, but if there is enough interest, this could also be scaled up as a more permanent record by requiring a user log-in to allow users the ability to re-access saved items in the future.

Recommendations 2 and 3 will improve ease of use by making information easier to find from condensing the filters and reformatting object details respectively, but given the challenges that our participants faced trying to find specific information on the current website, being able to save viewed items within a session will also improve accessibility of information. Some of younger participants felt “it was easy to see all the relevant information...[and were] easily accessible”, but several older users remarked they were “[frustrated they] could not find information easily”, that information was “challenging to locate”, and that “in a lot of places the structure didn’t make sense”. Instead of attempting to recall specific search filters or haphazardly using the back button to relocate previously viewed information, both the “Recently Viewed” bar, as shown in ***Figure 13***, and bookmarking/“Save Items” feature, as shown in ***Figure 14***, will help alleviate these frustrations.

**Original Mock Up**

**Georgia O'Keeffe Museum**

**Collections Online**  
The Art and Life of Georgia O'Keeffe

Art Archive Artist's Belongings Historic Exhibitions People & Organizations About

Georgia O'Keeffe Museum

3 Zinnias, 1921

Oil on canvas, 6 x 8 inches  
Georgia O'Keeffe Museum  
Gift of the Georgia O'Keeffe Foundation  
2006.5.9

Artist: Georgia O'Keeffe

This small painting is composed of three zinnias in front of a light gray background. The flower on the left is a soft pink color and has a yellow center. The middle flower is white and also has a yellow center. The zinnia on the right is a darker pink around its edges with lighter pink highlights. Its center is not made.

[Relationships](#) [About this object](#)

**Time Period**

1 other artwork from 1921

Untitled (Two Pears) Georgia O'Keeffe 1921

1 archival document from 1921

The International, 1920: Drawings by Georgia O'Keeffe, 1920  
Paper from the Gandy Branch Library, 1920s

1 other artwork from 1920s

Georgia O'Keeffe Nude series, VII 1920

Georgia O'Keeffe Nude series, VI 1920

Georgia O'Keeffe Starlight Night 1920

Untitled (Vase of Flowers) 1903-1905

Untitled (Windmills) 1916

Untitled (Fruit), Lakeville Drawing Book 1900-1905

Untitled (Teapot And Flowers) 1903-1905

106 other works in

Jo Whaley: Echoes and 2018 Nov Thematic, 2018 - 2019  
Organized by Georgia O'Keeffe Museum

**Exhibitions**

21 other works in

Alfred Stieglitz Presents One Hundred Pictures: One Hundred Watercolor Drawings by Georgia O'Keeffe, Americana, 1921 - 1924  
Organized by Georgia O'Keeffe Museum

67 other works in

MODERNISTS IN NEW MEXICO: Works from a Private Collection, 2009 - 2010  
Organized by Georgia O'Keeffe Museum

**Related Artwork**

Artwork from 1920's

Archival Objects

Untitled (Two Pears) Georgia O'Keeffe 1921

Untitled (Radiator Building), Pelican I Sketchbook Georgia O'Keeffe 1920s

Related Exhibitions

Modernists In New Mexico: Works from a Private Collector, 2009 - 2010  
Organized by Georgia O'Keeffe Museum

Untitled (Vase Of Flowers) Georgia O'Keeffe 1903-1905

Untitled (Windmills) Georgia O'Keeffe 1916

Blue Hill No. II Georgia O'Keeffe 1916

Jo Whaley: Echoes and 2018 Nov Thematic, 2018 - 2019  
Organized by Georgia O'Keeffe Museum

Untitled (Catherine O'Keeffe) Georgia O'Keeffe 1904

Untitled (Teapot And Flowers) Georgia O'Keeffe 1903-1905

Untitled (Fruit), Lakeville Drawing Book Georgia O'Keeffe 1901-1902

**Recently Viewed**

Georgia O'Keeffe Abstraction 1976

Georgia O'Keeffe No 22 - Special 1916-1917

Georgia O'Keeffe Title of Inventory List 1916-1917

**Georgia O'Keeffe Museum**

**Collections Online**  
The Art and Life of Georgia O'Keeffe

Home Art Archive Artist's Belongings Historic Exhibitions People & Organizations About the Online Collection Searched Items

Georgia O'Keeffe Museum

3 Zinnias, 1921

Oil on canvas, 6 x 8 inches  
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Gift of the Georgia O'Keeffe Foundation  
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**Artwork Details**

Exhibition History Technical Details

Inscriptions Provenance

Credits & Rights: Georgia O'Keeffe Museum, Gift View copyright statement | License this image Catalogue Raisonnee Number: 35

Administrative Information: System ID 998 View as JSON-LD | Download

**Related Artwork**

Artwork from 1920's

Archival Objects

Untitled (Two Pears) Georgia O'Keeffe 1921

Untitled (Radiator Building), Pelican I Sketchbook Georgia O'Keeffe 1920s

Related Exhibitions

Modernists In New Mexico: Works from a Private Collector, 2009 - 2010  
Organized by Georgia O'Keeffe Museum

Untitled (Vase Of Flowers) Georgia O'Keeffe 1903-1905

Untitled (Windmills) Georgia O'Keeffe 1916

Blue Hill No. II Georgia O'Keeffe 1916

Jo Whaley: Echoes and 2018 Nov Thematic, 2018 - 2019  
Organized by Georgia O'Keeffe Museum

Untitled (Catherine O'Keeffe) Georgia O'Keeffe 1904

Untitled (Teapot And Flowers) Georgia O'Keeffe 1903-1905

Untitled (Fruit), Lakeville Drawing Book Georgia O'Keeffe 1901-1902

**Recently Viewed**

Georgia O'Keeffe Abstraction 1976

Georgia O'Keeffe No 22 - Special 1916-1917

Georgia O'Keeffe Title of Inventory List 1916-1917

**Proposed Mock Up**

Figure 13: Mock up of “Recently Viewed” Bar

**Georgia O'Keeffe Museum** Collections Online  
The Art and Life of Georgia O'Keeffe

Home Art Archive Artist's Belongings Historic Exhibitions People & Organizations About the Online Collections **Saved Items** 

### Saved Items



GEORGIA O'KEEFE  
Red Canna  
1919



GEORGIA O'KEEFE  
3 Zinnias  
1921



GEORGIA O'KEEFE  
Above the Clouds I  
1922-1923



GEORGIA O'KEEFE  
Starlight Night  
1927



GEORGIA O'KEEFE  
Ritz Tower  
1928



GEORGIA O'KEEFE  
Lake George  
1923



GEORGIA O'KEEFE  
Title of Letter  
1920



GEORGIA O'KEEFE  
Title of Inventory list  
1958



GEORGIA O'KEEFE  
Title of Inventory list  
1959



GEORGIA O'KEEFE  
Georgia O'Keeffe to Claudia O'Keeffe  
1966-02-21



GEORGIA O'KEEFE  
Portrait W - No III  
1917



GEORGIA O'KEEFE  
Horse Skull  
1940's



GEORGIA O'KEEFE  
Anything  
1916



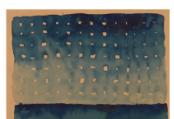
GEORGIA O'KEEFE  
Abstraction  
1946, 1979-1980



GEORGIA O'KEEFE  
Nude series, VII  
1917



GEORGIA O'KEEFE  
Nude series, VI  
1917



GEORGIA O'KEEFE  
Starlight Night  
1927



GEORGIA O'KEEFE  
Blue Hill No. 8  
1916



GEORGIA O'KEEFE  
Ghost Ranch Portal  
1922



GEORGIA O'KEEFE  
Courtyard Abiquiu  
1922



GEORGIA O'KEEFE  
Spring  
1928

### Recently Viewed



Georgia O'Keeffe  
Abstraction  
1976



Georgia O'Keeffe  
No 22 - Special  
1916-1917



Georgia O'Keeffe  
Title of Inventory List  
1916-1917

Figure 14: Mock up of “Saved Items” Page

## Conclusion

The goal of the Georgia O'Keeffe Collections Online website is to provide accessibility to archives related to Georgia O'Keeffe for researchers, enthusiasts and professionals to browse. With this goal in mind, the website does an excellent job displaying O'Keeffe's artwork, photos and miscellaneous items. The results from our moderated user tests have revealed that there is room for improvement to enhance the experience for all users. To improve the usability of the website, we make the following five recommendations:

1. ***Modifying the page in the navigation titled, “About” to “About the Online Collections” & adding a short description about Georgia O’Keeffe to the homepage.***

Since five of our eight users clicked on the “About” page to find information about the artist, only to find information about navigating the collections, we concluded that changing the title of this page would restructure the information architecture in a way that would ease frustration and confusion. The user would now notice that they may not find information about Georgia O'Keeffe on this page since it is titled “About the Online Collections” and would no longer click into it. Three of our eight users navigated to the footer to find an “About Georgia O'Keeffe” section on the primary website. Adding a description about Georgia O'Keeffe to the homepage may discourage users from navigating off of the collections page.

2. ***Condensing the filter bar in order to simplify filtering options and separating “Medium” filter from “Material” filter***

This would lessen the frustration a user may have of going into different filters and searching for the “right” one to find a specific art piece they are looking for. It also enhances the visual aspect of using the filter which makes it easier to navigate.

3. ***Organizing the artwork details pages to create a more intuitive browsing experience.***

Re-arranging artwork details into drop down boxes, filters and renaming headers allows for a simplified and structured page that is easy to access information and details in a way. This recommendation enhances discoverability and allows the user to find the information much more quickly.

4. ***Adding an accessibility feature to the artwork page.***

Over a third of users in our pool of participants were over 40 and we believe it is an important fix to add an accessibility feature. This would give someone the ability to view vast amounts of information in a timely manner. This added feature would help people who may need visual assistance and may not be able to read or see the text, giving them the opportunity to listen to the artworks story.

5. ***Introduce a “Recently Viewed” bar and “Saved Items” feature to keep track of viewing history.***

This feature would allow users to more easily discover themes and patterns within the life and work of Georgia O'Keeffe. Given the challenges that our participants faced trying to find specific information on the current website, being able to save viewed items within a session will improve accessibility of information.

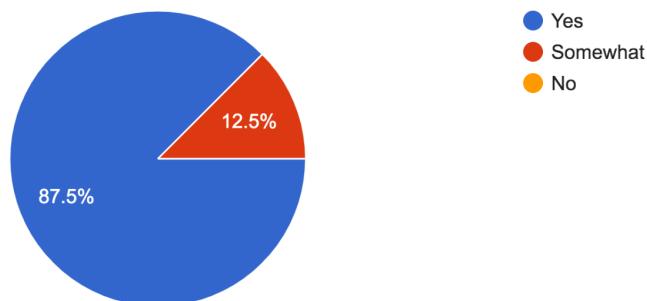
These recommendations we have provided are backed by testing potential users and we feel confident that the solutions we have provided will improve the experience of navigating your website for any given user.

## Appendices

### APPENDIX A: PRE TEST QUESTIONNAIRE RESPONSES

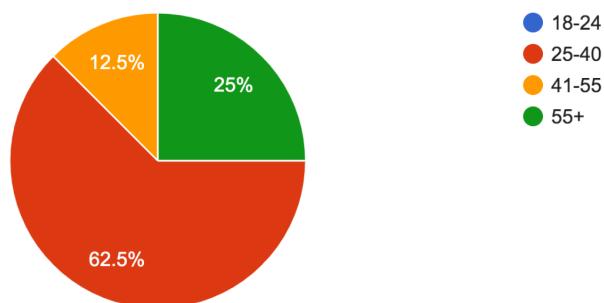
Are you interested in learning about the work and life of artist Georgia O'Keeffe?

8 responses



What is your age?

8 responses



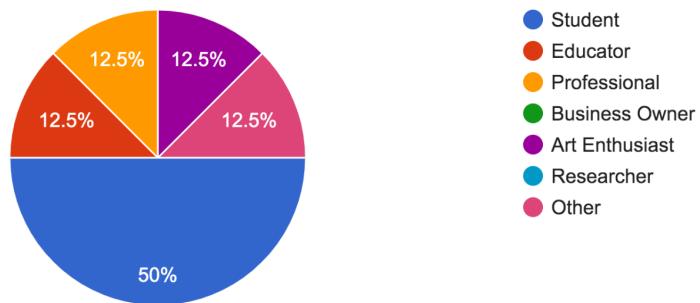
Which city are you located in?

8 responses



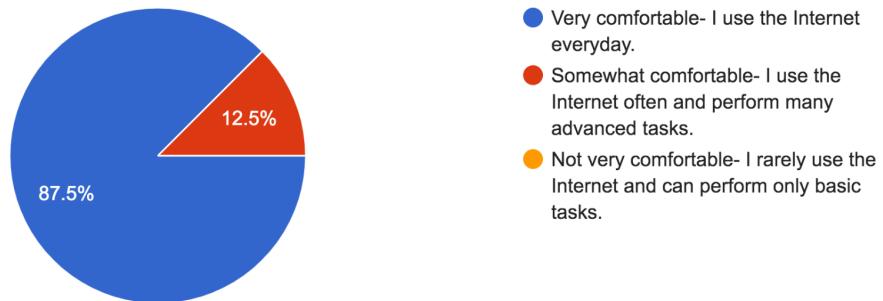
Please select the term that describes your current occupation.

8 responses



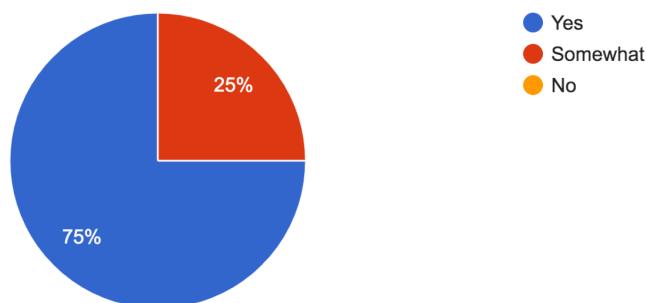
How comfortable are you using the internet?

8 responses



Do you have experience browsing an archive or a database?

8 responses



## APPENDIX B: TASKS AND SCENARIOS

### Scenario

You are interested in writing a research paper on the life and works of Georgia O'Keeffe and want to use the collections website to find out more about her and examples of her work.

### Tasks

1. Task Goal - Can the user find O'Keeffe's biography by navigating to the museum page?  
 User End Goal - Find O'Keeffe's biography  
*Task - Find out what year O'Keeffe made her first of many trips to New Mexico.*
2. Task Goal - Use filters on "O'Keeffe's Circle/People & Organizations" page  
 User End Goal - Use filters to explore O'Keeffe's relationships  
*Task - Find the earliest dated letter from Georgia O'Keeffe to her husband Albert Stieglitz.*
3. Task Goal - Use filters on Collections page  
 User End Goal - Browse Collections  
*Task - Find the oil painting of a pink flower from the 1950s and where it came from.*
4. Task Goal - Explore the books section and use the filter bar  
 User End Goal - Explore and find a description of a book Georgia O'Keeffe had in her bookshelf that she may have drawn inspiration from.  
*Task - Find the most recent book that Georgia O'Keeffe's had in her library and a description of it.*
5. Task Goal - Explore "Relationships" between art piece to other art pieces/archival item in collection  
 User End Goal - Find artifact that may have inspired her artwork  
*Task - Find the artwork, "Abstraction, Seaweed and Water" and locate an artifact the artwork could have been inspired from.*
6. Task Goal - Explore the "Artifacts" section of the website.  
 User End Goal - Find a commonality in her Bones Collection.  
*Task - What type of animal is most common in her bone collection?*

## APPENDIX C: OVERALL USER FEEDBACK BY TASK

### Task 1:

*"Find out what year O'Keeffe moved to New York."*

Users/Task Notes	Task Rating	Notes
User 1	6/7	Did not expect to see how to use the website on the about page instead of information about the artist. Goes to the collections page but finds that it is again about the collection and not about the person. Goes to the footer to find a section about her personal life. Looks at photographs to see if a year could be found.
User 2	5/7	Took very long to find out. Navigated to the museum website and I had to redirect them back to the collections website. Navigated the header and footer to find an "about" page.
User 3	7/7	Thought the answer would be in "Homes and Belongings". About should ideally contain information about her timeline. Wanted sub-headings
User 4	7/7	Navigates to "About" page and skims Navigates to "About O'Keeffe" on museum website and finds an answer (incorrectly)
User 5	7/7	Navigated to collection, Navigates to "About" page and scroll, We ultimately skip because she doesn't know how to continue
User 6	7/7	Maybe wouldn't use the collections website to write a research paper. Went to about page, didn't see anything. Went to footer to go to georgia okeefe museums website and timeline. Would never look for this data on the collections site
User 7	4/7	Would try to find a bio Went to about initially and didn't see anything because it was about collections Looked in homes and belongings Went into archives - very confused on where exactly to find information Went into footer to the about georgia okeefe tab
User 8	2/7	Took her longer than expected, found answer on the museum website (NOT collections website)

## Task 2:

*"Find the earliest dated letter from Georgia O'Keeffe to her husband Albert Stieglitz."*

Users/Task Notes	Task Rating	Notes
------------------	-------------	-------

User 1	5/7	Image of letters on homepages drives participants to the archives. used filters to find Albert, but did not get results.
User 2	2/7	Took very long to find as well. Experimented with the sorting and filtering options. Directly hit the “letter from Alfred Stiglitz” in filter section and finished the task. Got confused with the sorting option.
User 3	3/7	Relationship is prioritized over object information. “I understand what archives have but not smooth enough for me to know how things are working.” Too many options under filter.
User 4	1/7	-Navigates to Archives “given the image” -filters “correspondence”, “letters to alfred” sets date filters but no results show us. Removes date filter and then sorts by date and finds earliest letter
User 5	7/7	Navigates to Archives and attempts to use filters, but no results were produced (seems like website server error) Need to double check recording to replicate filters she selected and why results weren’t produced
User 6	3/7	Likes the letter picture to find where the the task may be on the homepage. Could be confused though because it says husband to click okeeffes circle. “weird that its not set up in chronological order” Letters in general to stiegliz no organization at all. Tried to change view type. Even tried to use filter but was on a different page than the one we planned. “more difficult than it should be”, “should not have to search like this.”
User 7	3/7	Went into okeeffes circle initially Sorted by date Realized dates on sorted by year are out of order. Ran into challenges sorting by date. Confusing to find frmo her to him instead of letters from him
User 8	7/7	Did not complete task, initially thought she could find it on the timeline via the museum page, tired using search bar “letters to alfred steiglitz”, did not use filters

### Task 3:

*“Find the oil painting of a pink flower from the 1950s and where it came from.”*

Users/Task Notes	Task Rating	Notes
------------------	-------------	-------

User 1	2/7	Successful, very straightforward, the painting was the first one on the list. Confused about the relationship tab on the artwork page.
User 2	2/7	Took a while to the oil painting, could not figure out what exactly the pink flowers were supposed to look like. Eventually picked the first pink option displayed on the screen.
User 3	3/7	Relationship is prioritized over object information. “I understand what archives have but not smooth enough for me to know how things are working.” Too many options under filter.
User 4	2/7	Navigates to art, filters “painting”, unsure which material it’s on even thoughts he knows it oil so leaves materials filter blank, filters “flower” and year. Clicks on image and clicks on about this object
User 5	5/7	Searches in Archival Objects and sets 1950s as date, is prompted to search Art. Uses filters “oil on canvas”, “flowers”, 1950’s and produces no results. (oil on canvas) Finds it after being prompted to change materials filter. Would like to see more about history of painting itself.
User 6	2/7	Use filters to filter by paintings Tries to filter by oil but there are so many options oil on board, oil on canvas etc. doesnt know if she can select all oil paintings goes through each of them because she cant do multi select sorts by date and likes that , sorts by flowers Find the pink flowers, got nervous bc of back button and website button because she wanted to stay on site, didnt do it as seamlessly as she would have liked, does not know where to find where the flower was retrieved from
User 7	2/7	Filtered paintings Lots of oil painting options - difficult to figure out which category it is under. Thought filters were intuitive except for oil painting one
User 8	6/7	Scrolls through all art, only notices the drop downs in the navigation bar, uses the search bar, eventually finds through a search bar query

#### Task 4:

*“Find the most recent book that Georgia O’keeffe’s had in her library and a description of it.”*

Users/Task Notes	Task Rating	Notes
User 1	3/7	Goes to books through the navigation, the books aren't telling her the relationship between the artist and the books. "Task wasn't difficult, the interface confused me for no reason", and sorting options were not efficient.
User 2	2/7	Uses the filter options to find a "books" filter to navigate from, and adjusts the filters according to task to find the latest dated book.
User 3	3/7	Utilizes the filter function. Wanted to search out of the website for the same topic. No relation, images or description of the book.
User 4	3/7	Navigates to homes and belongings but doesn't see book in filters, looks at household accessories "oh it's definitely not household accessory...I'm not sure". Navigates back home and goes to artist library, filters 1990s and clicks on it, and finds description under "about this object" and on side of image. Previous task had information about object in "about object" but this description was on the side of image. Didn't register library was separate from homes and belongings, she was reading left to right, suggested hierarchy in homepage thumbnail
User 5	2/7	Navigates to library and sets filter to earliest date. Finds book and clicks into it, but doesn't really find description, just details
User 6	1/7	Goes into artists library, sorts by dates and does not see the ascending list but sorts by most recent date to find book
User 7	4/7	Sorted by date Didn't know if date was ascending or descending. Wasn't sure what he should look for for the dates
User 8	7/7	Types "most recent book in collection" in search bar, scrolls among drawings, navigates to archives, navigates to book, does not complete task

### Task 5:

*"Find the artwork, "Abstraction, Seaweed and Water" and locate an artifact the artwork could have been inspired from. "*

Users/Task Notes	Task Rating	Notes
User 1	2/7	Goes onto the bottom section, “I want to find out specific about the object”. “It is limiting because there is no story to the artwork so that users can connect to the work.” that would be my way of building a relationship with the artwork.
User 2	5/7	Uses the search bar to type in the title of the artwork, however does not see preferred results. Browses the artwork page, reads through description but could not find an artefact that could be an inspiration.
User 3	2/7	Makes use of the search function. Goes to “About this object.” Wondering what the relationship of the painting is.
User 4	6/7	uses search bar to search title and finds the piece, scrolls down to “relationships” and notices archival object “untitled object (leaf) but feels maybe not since it was a sketch by her and picks a different sketch “untitled (radiator building)” but unsure, navigates back to about objects and unsure, doesn’t think she found it, but she doesn’t feel like the relationships are obvious
User 5	6/7	Navigates to art, attempts to look through filters and explores themes to find art piece by title, looks at about object, navigates to archives, prompted to explores relationships further but doesn’t understand the archival object relation
User 6	2/7	sorted by title on the filter bar, did not think she could search artwork, did find search bar and used it to find the artwork, scrolls down but didn’t understand what an object it could have been inspired from might be, clicked on other works from the same era, thought another works inspired the painting, ultimately did find a leaf in the archival objects
User 7	5/7	Went directly to artwork, then just searched for the painting, found it easily with search, was confused about an artifact it could have been inspired from, confused what the stuff below the artwork is and how it is related
User 8	7/7	Types “Abstraction, Seaweed, and Water” into search bar, navigates to about this object but bypasses relationships, does not find the archival object that inspries painting

### Task 6:

“What time of animal is most common in her bone collection?”

Users/Task Notes	Task Rating	Notes
User 1	3/7	Used filters to click bone and see all the bones, effectively. Wished there were both categories to the filters to find specific animals.
User 2	5/7	Spent over 5-6 mins trying to look at all the bone collection artifacts, was not sure about the animal but eventually gave up and settled with an answer.
User 3	4/7	The user makes use of the search function. User is being speculative. Exploring filter options. More exploratory and less frustrating.
User 4	2/7	Navigates to home and belongings, filters “household accessories”, “bones”. Seems to be a lot of cattle. And a lot of horse”, eyeballing quantities and it wasn’t too bad because everything fit on one page, but it should be easier to find that information
User 5	7/7	Searches “Bones” in search bar. Notices only photographs, searches filters to see if she can access bone collection. Re-searches “types of bones” in search bar, Prompted to go to Home and Belongings and was able to filter to bone “i would initial think to input that into a search area and find the answer to” as someone who knows the research imagine how difficult it is to find the information
User 6	5/7	Doesnt know where to go to find this from home screen. not sure if she should go to homes and belongings or in art. finds question very difficult. clicked into home artists and possessions. goes to filter bar. weird that after filtering by bone, she can still filter by artist. would be nice to sort by animal. lots of unknown information
User 7	5/7	The user from homepage went into the homes and belongings category and clicked on skull and didnt see name of an animal just “bone”, found it weird that bone and bone & teeth are different categories
User 8	6/7	Uses search bar to look for “bone collection”, guesses cow based on knowledge

## APPENDIX D: TASK-RELATED USABILITY ISSUES CHART

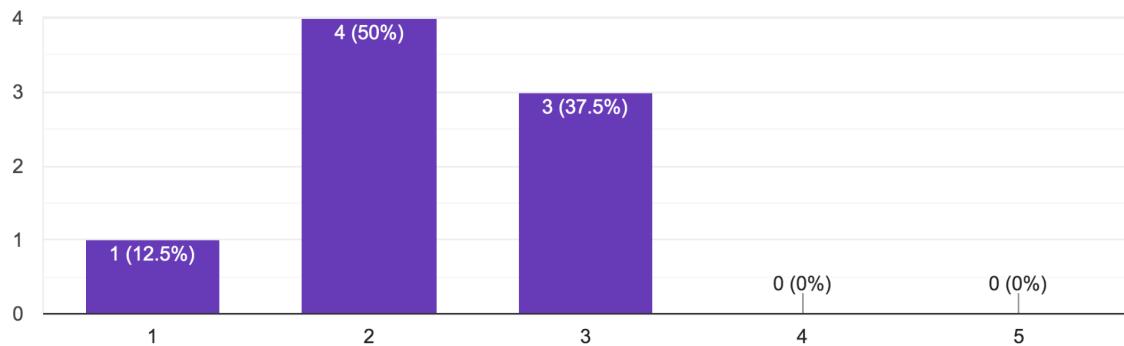
### Task-Related Usability Issues



## APPENDIX E: POST TEST QUESTIONNAIRE RESPONSES

On a scale from 1 to 5, how satisfied were you with the experience of using the website?

8 responses



Can you explain your rating from the question above?

8 responses

It was frustrating not being able to find the information easily.

It wasn't complete, and there wasn't a lot of contextual information about her work.

Fun but some of the questions were a little confusing

It was challenging to locate much of what was required to find.

There were things I was looking for that I could not find and there were some quirks/inaccuracies, such as sorting by date only sorting by year and not month&day.

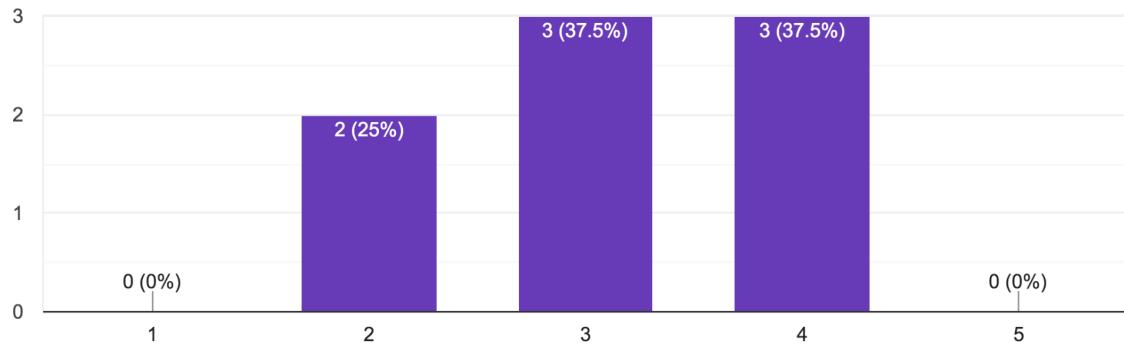
I feel like the website could have been designed better. The filters weren't working and in a lot of places the structure didn't make sense, I do like the content and the artist so I wish it was more intuitive

The content is not structured well. Hard to navigate given so many drop down list items. Search bar would have been great.

I'm not confident I was able to answer the task questions successfully.

On a scale from 1-5, how easy was it to navigate the website from the navigation menu?

8 responses



Can you explain your rating from the question above?

7 responses

There are too many images to sort through, the ability to type in a questions and use the search capability would make an enormous difference.

The navigation menu wasn't very helpful -- the cards, search, and footer seemed to be better tools for navigation.

I am not sure I used the navigation menu

More simplification

It was easy to see all the relevant information like artworks and collections very easily accessible.

It had all the components but I was hoping that the people tab would also show a dropdown so I don't have to open the page to know more

When asked to find a book in her personal library, I at first went to the "Homes and Belongings" before I noticed the Library was separated from this.

Can you explain your rating from the question above?

7 responses

There are too many images to sort through, the ability to type in a questions and use the search capability would make an enormous difference.

The navigation menu wasn't very helpful -- the cards, search, and footer seemed to be better tools for navigation.

I am not sure I used the navigation menu

More simplification

It was easy to see all the relevant information like artworks and collections very easily accessible.

It had all the components but I was hoping that the people tab would also show a dropdown so I don't have to open the page to know more

When asked to find a book in her personal library, I at first went to the "Homes and Belongings" before I noticed the Library was separated from this.

Can you explain your rating from the question above?

7 responses

There are too many images to sort through, the ability to type in a questions and use the search capability would make an enormous difference.

The navigation menu wasn't very helpful -- the cards, search, and footer seemed to be better tools for navigation.

I am not sure I used the navigation menu

More simplification

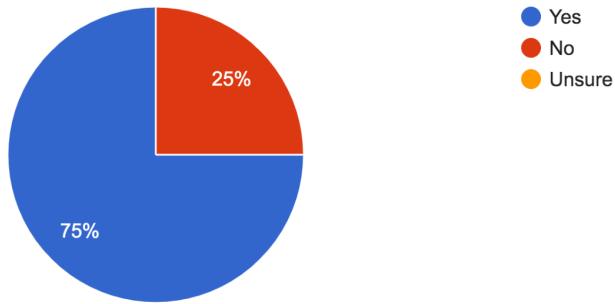
It was easy to see all the relevant information like artworks and collections very easily accessible.

It had all the components but I was hoping that the people tab would also show a dropdown so I don't have to open the page to know more

When asked to find a book in her personal library, I at first went to the "Homes and Belongings" before I noticed the Library was separated from this.

Did you find that you got lost on the website?

8 responses



Can you explain your rating from the question above?

7 responses

There are too many images to sort through, the ability to type in a questions and use the search capability would make an enormous difference.

The navigation menu wasn't very helpful -- the cards, search, and footer seemed to be better tools for navigation.

I am not sure I used the navigation menu

More simplification

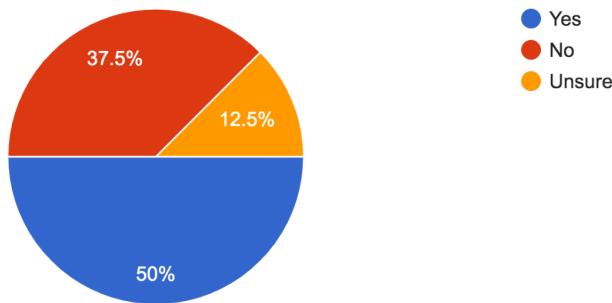
It was easy to see all the relevant information like artworks and collections very easily accessible.

It had all the components but I was hoping that the people tab would also show a dropdown so I don't have to open the page to know more

When asked to find a book in her personal library, I at first went to the "Homes and Belongings" before I noticed the Library was separated from this.

Would you be interested in viewing this website in another language?

8 responses



#### **APPENDIX F: MODERATOR'S SCRIPT**

Good afternoon, my name is [name] and this is [second moderator's name].  
[moderator acknowledges and then turns video off?]

Thank you for agreeing to take part in our study, the feedback we gather today will give us valuable information which will be used to evaluate the usability of the Georgia O'Keeffe Collections website.

We will be using a Google Form in conjunction with our usability test today.

Please open a new window in your preferred web browser and click on the link that I will pass in the chat:  
<https://forms.gle/Wigt61fdyKmcAAR7A>

Would you please read and sign our consent form in the first section of the form?

Feel free to ask any questions you might have regarding the form or the test if you have any concerns.  
When you are done please click next and let me know when you are ready to continue.

[Wait for the consent form to be signed & for the participant to click 'Next']

### Introduction

I am a graduate student from Pratt Institute School of Information in New York City. I am part of a team of four students who are currently working with the Georgia O'Keeffe Museum to help guide their collections website redesign project. Your feedback will provide valuable information for us to build intuitive recommendations.

### Permission

I wanted to get your permission and ask if you are comfortable with us using Zoom's built in audio and video features to record your screen.

These recordings will allow us to review specific elements of the website that aren't working well, in detail. Please note that the recordings from today will only be shared with my team members, and may be reviewed with our client if needed. If at any point during the test you feel uncomfortable we can stop recording.

Please go ahead and complete the pre-test questionnaire as well. Let me know when you have finished and if you have any further questions or concerns about the form. I will give you a few minutes to review the questions.

[Answer any questions or concerns the participant might have. Ask the participant to turn on their video if they haven't done so already.]

### Session Outline

Before we start, I'd like to go over the general outline for today's session. The remaining session will take around 30 minutes. It will include task completions and a post-test questionnaire. During this session, I will be asking you to perform the tasks while thinking aloud and sharing your thought process with me. I will be observing your screen while you complete the tasks using Zoom's built-in audio, video, and screen recordings. Please note that I will be asking you to switch back to the Google Form in between tasks as a written reminder of the current task, and you may return to it at any point during the task.

I am sending you the website link now

[send <https://collections.okeeffemuseum.org/> to user]

Do you have any questions before we begin?

[Answer any questions]

### Task Instructions

Let's move on to the tasks. We have six tasks prepared for you today. This test is in no way a test of you or your ability to perform the tasks. We are strictly testing the Georgia O'Keeffe Collections website for potential usability issues.

Please give us your honest opinion in your feedback, and remember to think aloud when completing the tasks. This means letting us know your thoughts as you go through each task. For example, it can be your thought process as you navigate through a task, what you find easy, what you find difficult, what you like, and what you dislike.

Verbalising your thought process and explaining your decisions will allow us to gain better insight into how we can improve the usability of the website.

After each task is completed, either successfully or unsuccessfully, I may ask you a few follow-up questions before moving on to the next task.

Can I have your permission to begin recording now?  
[start zoom recording]

Great, let's go ahead and get started. Please share your screen with me by clicking the "share" button tab. Please return to the Google Form and click 'Next' if you haven't already. The first task should be displayed at the top of the form.

#### Task scenario

For these tasks, imagine you are interested in writing a research paper on the life and works of Georgia O'Keeffe, and want to use the collections website to find out more about her and examples of her work.

Task 1:  
"Find out what year O'Keeffe moved to New York."  
[Answer: 1918]

Please try to complete the task to the best of your ability and remember to think aloud as you perform.  
[participant performs task. 7 minute time limit]

#### Post-Task Questionnaire

Great work.

On a rating scale of 1 to 7, with 1 being very easy and 7 as very difficult: How difficult or easy was the task to complete?

5

Great, let's move on. Switch to the Google Form and click 'Next'. Please return back to the home page for our second task.

Task 2:  
"Find the earliest dated letter from Georgia O'Keeffe to her husband Alfred Stieglitz. ?"  
[Answer: 1933]

Again, please try to complete the task to the best of your ability and remember to think aloud as you perform.

[participant performs task. 7 minute time limit for task]

#### Post-Task Questionnaire

Great work. On a rating scale of 1 to 7, with 1 being very easy and 7 as very difficult: how difficult or easy was the task to complete?

*Can ask any of the below questions depending on participant*

- Ask participant to clarify any thoughts or actions. Exp. I also noticed you \_\_\_\_.
- Can you explain the reasoning behind your decision? Or did you notice \_\_\_\_? Why didn't you use it to complete the task?

Great, let's move on. Please return back to the home page for our third task.

#### Task 3:

*“Find the oil painting of a pink flower from the 1950s and where it was retrieved from.”*

[Answer: Rose, ca 1957; Estate of the artist, 1986 Georgia O'Keeffe 1986 Abiquiu/New Mexico]

[participant performs task. 7 minute time limit for task]

#### Post-Task Questionnaire

Great work. On a rating scale of 1 to 7, with 1 being very easy and 7 as very difficult: how difficult or easy was the task to complete?

- Ask participant to clarify any thoughts or actions. Exp. I also noticed you \_\_\_\_.
- Can you explain the reasoning behind your decision? Or did you notice \_\_\_\_? Why didn't you use it to complete the task?

#### Task 4:

*“Find the most recent book that Georgia O'Keeffe's added to her library and a description of it.”*

[Answer: Juan Hamilton: selected works 1972-1991 ; February 11-April 19, 1992 ]

[participant performs task. 7 minute time limit for task?]

#### Post-Task Questionnaire

Great work. On a rating scale of 1 to 7, with 1 being very easy and 7 as very difficult: how difficult or easy was the task to complete?

- Ask participants to clarify any thoughts or actions. Exp. I also noticed you \_\_\_\_.
- Can you explain the reasoning behind your decision? Or did you notice \_\_\_\_? Why didn't you use it to complete the task?

#### Task 5:

*“Find the artwork, “Abstraction, Seaweed and Water” and locate an artifact the artwork could have been inspired from.”*

[Answer: Untitled (Leaf) by Georgia O'Keeffe]

[participant performs task. 7 minute time limit for task]

#### Post-Task Questionnaire

Great work. On a rating scale of 1 to 7, with 1 being very easy and 7 as very difficult: how difficult or easy was the task to complete?

*- Ask participants to clarify any thoughts or actions. Exp. I also noticed you \_\_\_\_.*

*- Can you explain the reasoning behind your decision? Or did you notice \_\_\_\_? Why didn't you use it to complete the task?*

Task 6:

*“What type of animal is most common in her bone collection?”*

[Answer: anything with antlers, prairie animals]

[participant performs task. 7 minute time limit for task]

#### Post-Task Questionnaire

Great work. On a rating scale of 1 to 7, with 1 being very easy and 7 as very difficult: how difficult or easy was the task to complete?

*- Ask participants to clarify any thoughts or actions. Exp. I also noticed you \_\_\_\_.*

*- Can you explain the reasoning behind your decision? Or did you notice \_\_\_\_? Why didn't you use it to complete the task?*

#### Post-Test

Thank you for your participation! The last thing I'd like you to do is click 'Next' so you may complete the post-test questionnaire. You may now stop sharing your screen and I will give you a few minutes to fill out the form.

#### Debriefing

This concludes our session. I hope you enjoyed your experience today. Thank you again for taking the time to participate. Your feedback has been greatly valuable.

Again, I would like to remind you that the information provided today will remain anonymous and confidential.

Do you have any final questions or thoughts you would like to share?

[Answer questions]

On that final note, please fill out this form so we can send you the Amazon Gift Card. Even if you aren't interested in the Amazon Gift Card, please fill out this form without your email address.

<https://docs.google.com/forms/d/e/1FAIpQLSfEFeX8tlvFCxDsiCXBKs4nx6XauuaiGgYhiWcS5a52yT2Bfw/viewform>

[send google form in chat]

I will give you a few minutes to fill out the form.

[Wait for participant to finish].

Thank you again. Please feel free to reach out and feel free to send me an email if you have any other thoughts or questions. Bye!

[End session and save the recording. Make sure to immediately consolidate a list of the issues/problems encountered, any interesting quotes, anything insightful or valuable].

#### **APPENDIX G: CONSENT FORM**



#### Participant Consent Form

Title of Study: Georgia Okeeffe Collections Website Usability Study

The purpose of this usability study is to evaluate the design of the Georgia Okeeffe Collections website. We are interested in determining if people can accomplish common tasks and easily find information using this site. The session will not test you or your tech abilities. Instead, the session will test the site to provide information on areas that might be improved.

During this session, you will be asked to complete some tasks using the Georgia Okeeffe Collections website and fill out a pre and post-test questionnaire. As you complete the tasks, one or more members of our team will observe your screen and take notes. In addition, the session will be captured on Zoom's audio, video, and screen recordings for future review by our team members. The recording will not be shared with anyone outside of our team. The session will take approximately forty minutes.

If for any reason you are uncomfortable during the session and do not want to complete a task, you may say so, and we will move on to the next task. In addition, if you do not want to continue, you may end the session and leave at any time.

Approximately 8 people will participate in this study. Results from all sessions will be included

in a usability report to be presented to Craig McDonald from Pratt Institute School of Information and the Georgia Okeeffe Museum. Your name will not be included in the report nor will your name be associated with any session data collected. There are no risks associated

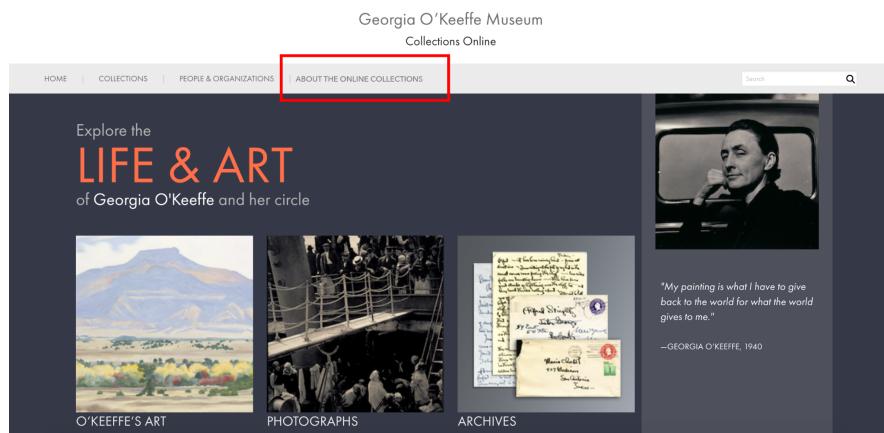
with participating in this session.

If you wish to speak with someone about your participation in this study, or if you feel you were not treated as described, please contact our advisor Craig McDonald at [cmacdona@pratt.edu](mailto:cmacdona@pratt.edu).

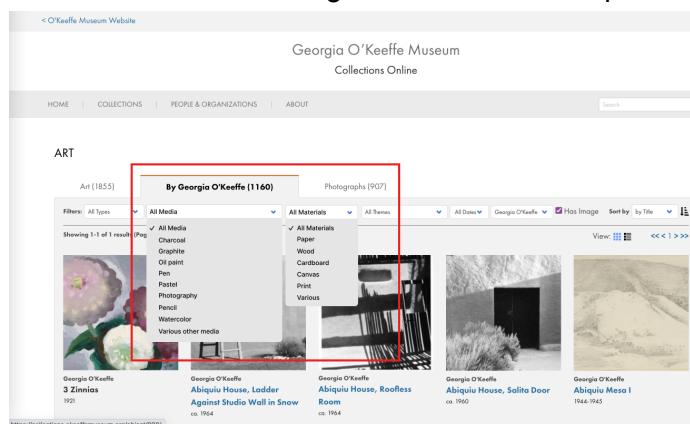
I \_\_\_\_\_ have read and fully understand the extent of the study and any risks involved. All of my questions, if any, have been answered to my satisfaction. My e-signature acknowledges my understanding of the information provided in this form and indicates my willingness to participate in this user testing session. I have been given a blank copy of this consent form for my records.

## APPENDIX H: RECOMMENDATIONS ON THE ORIGINAL WEBSITE

### Recommendation 1 Using Old Website Mockup



### Recommendation 2 Using Old Website Mockup\*\*



### Recommendation 4 Using Old Website Mockup: Recently Viewed Bar\*\*

< O'Keeffe Museum Website

Georgia O'Keeffe Museum  
Collections Online

HOME | COLLECTIONS | PEOPLE & ORGANIZATIONS | ABOUT | **SAVED ITEMS**

Search



Georgia O'Keeffe  
**3 Zinnias, 1921**

Oil on canvas, 6 x 8 inches  
Georgia O'Keeffe Museum  
Gift of The Georgia O'Keeffe Foundation  
2006.5.99

Artist: Georgia O'Keeffe

This small painting is comprised of three zinnias in front of a gray-blue background. The zinnia on the left is a soft pink color, and it has a yellow center. The middle flower is white and also has a yellow center. The zinnia on the right is a darker pink around its edges with lighter pink highlights. Its center is not visible.

**Relationships** [About this object](#)

TIME PERIOD

1 other paintings from 1921



Untitled [Two Pears]  
Georgia O'Keeffe  
1921

1 archival objects from 1921



NO IMAGE AVAILABLE

The International Studio: The Age of Water-Color, clipping  
Papers from the Ghost Ranch Library  
1921.09

EXHIBITIONS

21 other works in Alfred Steiglitz Presents One Hundred Pictures: Oils, Water-colors, Pastels, Drawings, by Georgia O'Keeffe, American, 1923 - 1923.  
Organized by Anderson Galleries (The)









67 other works in MODERNISTS IN NEW MEXICO: Works from a Private Collector, 2009 - 2009.  
Organized by Georgia O'Keeffe Museum









106 other works in Jo Whalen: Echos and 2018 Now Thematic, 2018 - 2019.  
Organized by Georgia O'Keeffe Museum









**Recently Viewed**







## Recommendation 4 Using Old Website Mockup: Saved Items Page\*\*

< O'Keeffe Museum Website

Georgia O'Keeffe Museum  
Collections Online

HOME | COLLECTIONS | PEOPLE & ORGANIZATIONS | ABOUT | **SAVED ITEMS** | Search |

**SAVED ITEMS**



GEORGIA O' KEEFFE  
Red Canna  
1919



GEORGIA O' KEEFFE  
3 Zinnias  
1921



GEORGIA O' KEEFFE  
Above the Clouds I  
1962-1963



GEORGIA O' KEEFFE  
Starlight Night  
1917



GEORGIA O' KEEFFE  
Ritz Tower  
1925



GEORGIA O' KEEFFE  
Lake George  
1923



GEORGIA O' KEEFFE  
Title of letter  
1959



GEORGIA O' KEEFFE  
Title of inventory list  
1959



GEORGIA O' KEEFFE  
Title of inventory list  
1959



GEORGIA O' KEEFFE  
Georgia O'Keeffe to Claudia O'Keeffe  
1966-05-23



GEORGIA O' KEEFFE  
Portrait W - No III  
1917



GEORGIA O' KEEFFE  
Horse Skull  
1940's



GEORGIA O' KEEFFE  
Anything  
1916



GEORGIA O' KEEFFE  
Abstraction  
1946, 1970-1980



GEORGIA O' KEEFFE  
Nude series, VIII  
1917



GEORGIA O' KEEFFE  
Nude series, VI  
1917



GEORGIA O' KEEFFE  
Starlight Night  
1917



GEORGIA O' KEEFFE  
Blue Hill No. II  
1916



GEORGIA O' KEEFFE  
Ghost Ranch Portal  
1952



GEORGIA O' KEEFFE  
Courtyard Abiquiu  
1952



GEORGIA O' KEEFFE  
Spring  
1940

**Recently Viewed**





