



Facilitators

## **User Experience Report**

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IMS 413 C

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# Introduction

## Objective

To analyze the Opening Minds Through Art website and make recommendations based on our analysis to improve the user experience.

## Analysis

- Our analysis began with a broad analysis of the Opening Minds Through Art webpage and became more specific as the semester progressed.
- We completed a Heuristic Analysis, a Card Sort Analysis, 4 In-Depth Interviews, and Usability testing to evaluate the entire user experience of the Opening Minds Through Art Facilitator's website.
- We developed a persona to help us create and evaluate our final recommendations for OMA.

## Comments

- We will expand on these analyses throughout our report and our recommendations. We enjoyed analyzing Opening Minds Through Art and we learned a great deal throughout this process. Thank you for the opportunity to explore your website and we wish you the best of luck!
- Please don't hesitate to contact us if you have any questions later on. Our contact information is listed below:
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# Heuristic Analysis

## **Approach**

### **Objective**

To evaluate the content, interaction, navigation, visual hierarchy, etc. of the OMA website.

### **Testing**

Our team examined the Opening Minds Through Arts website extensively, examining and rating the content in the following categories: content, labeling, navigation, interaction, visual hierarchy, and forms.

## **Findings**

### **Content**

- We observed that some of the information is not updated on the website and some of the links are broken.
- Some of the headings are not explicit with what content is in the section, which leads to some confusion.
- The OMA website is text heavy and lacks visuals to engage the user.

### **Labeling**

- The labels are hard to understand due to some of the content provided by them does not relate to it.
- The contact information is difficult to follow and may lead to some frustration for the user in finding contact information.

### **Navigation**

- The website lacks consistency within different pages and tabs which can be distracting for the user.
- The workflow of the site is not shown for the user which can make navigation difficult.

### **Interaction**

- Buttons lack alignment and convenience for users.
- Some of the features of the website seem to be misplaced.

### **Visual Hierarchy**

- The images on the top of some pages show the importance of art, and what they do in the program, but in some cases it makes it confusing to know where you are since the images might not be relevant to the search.
- The colors used are visually pleasing but they do not match the theme of the OMA logo.
- The webpage consists of a variety of fonts which are not visually pleasing and the users can have a feeling of disconnect with this variety.

### **Forms**

- Forms are difficult for the user to locate.
- The website lacks helpful instructions.

## **Recommendations**

### **Simplify Content**

- We recommend simplifying the website by reducing the amount of text and adding visuals. The home page should be clean and easy to navigate.
- Adding a calendar to the website will help when keeping track of current events and relevant content.

**User Friendly Navigation**

- Consistency with typography, color, and organization will increase consistency which will help the user comprehend and navigate the website
- Create buttons that appear to be buttons to eliminate the user guessing where to click.

# Card Sort Analysis

## Approach

### Objective

To obtain feedback on how to better organize categories of the OMA Facilitator website.

### Background

A card sort is used to help evaluate the organization of information on a website. We completed 27 open card sorts in this analysis. We chose an open card sort because this allows the participants to organize the cards into categories that make sense to them. We believe a closed card sort limits the user and instead of categorizing independently they are trying to conform to our way of thinking. We concluded that giving the freedom to the participant would give us more insight into how to better organize the OMA website for Facilitators.

### Demographics

It is important to note that 44% of our participants are from Oxford, 14% are from Taiwan, and the other 42% are from various places around the United States such as Houston and Cleveland.

## Findings

- 70% or 18 of the card sort participants included a Resources or References category in their card sort including book and academic references, as well as web links.
- 4 people had a “Contact Us” category including Facilitators and Executive Contact Information.
- The average number of categories in each card sort was 8.

## Recommendations

### Reorganization

<b>Training</b>	<b>Projects</b>	<b>Student Volunteer Information</b>	<b>Resources</b>	<b>Contact</b>	<b>News</b>
Overview	Activity Sheets	Handouts	Book References	Executives	Current Events
PowerPoints	Art Kit	Readings	Academic Journal References	2017 Facilitators	OMA Re-Start
Videos		Quizzes	Web Links		

- Since many card sort participants created a Resources or References category, we decided to add this section to the OMA facilitators website. It is important to have academic references for facilitators and we feel that this information is important enough to have a separate section.
- We recommend adding a “Contact” section that has Executive contact information and Facilitators information. This will help facilitators quickly and efficiently access contact information.
- Even though the average number of categories was 8, we only created 6 categories. We decided to limit the number of categories because the card sort participants were not OMA facilitators, therefore they might not have known what some of the categories were referring to. Even though this is a small drawback to our card sort, we still gained valuable information that helped us better organize the website.

# In-Depth Interview Analysis

## Approach

### Objective

To gain a deeper understanding of the facilitators' experience with OMA, the website, and their general web usage.

### Background

- Four in-depth phone interviews were conducted that focused on examining the facilitators' experience with OMA and the OMA website, as well as their general web use behavior. Three of these interviews were recorded and notes were taken for one of the interviews.
- We developed an in-depth interview guide (Appendix 11A) to help the interviewers gain relevant insight into the facilitators' experiences.

## Findings

### Involvement

- All of the interviewees believe that OMA training is valuable and they find the training helpful for their organization. One participant mentioned, "OMA information is the best! It is very helpful."
- Two of the facilitators mentioned how their patients benefit from the Opening Minds Through Art program. They also emphasized how much joy this program brings to patients as well as their family members. A facilitator said, "It is an amazing group" when referring to OMA.
- Interviewees also commented on how they promote the OMA program to their friends and other facilitators because of the positive experience that they have had while participating in the OMA program. Many facilitators heard about the OMA program through word of mouth communication in their social networks.

### Communication

- Most of the facilitators we spoke with depend on email communication. They use email for updates and relevant information.
- However, some also mentioned the importance of social media communication within their organizations, especially for young people. They use social media because they can share information that they received from OMA to other people.
- One participant sometimes disregards emails because "she is very busy and has too many emails per day."
- While facilitators are implementing the OMA program in their facility they often will email OMA staff and other facilitators with questions.
- All participants value OMA information and current updates. One participant would like to have a calendar to gain a cohesive view of OMA events and news.

### General Web Usage

- Facilitators commented on the idea of having more graphics and videos on the OMA website.
- Three interviewees classified themselves as visual learners.
- Only one interviewee identified herself as a text-based learner. She commented that people 45 and older might prefer text-based information. However, she also mentioned that young volunteers in her organization prefer visual-based sites.

- In the interviews, facilitators emphasized using Facebook for sharing information with other networks. One facilitator mentioned using YouTube for learning.

## **Recommendations**

### **Encourage interaction and innovation**

- One interviewee suggested an interactive hub to share ideas and innovate the program. I think this is a wonderful idea to further look into! OMA does have a forum but I think we can make this more user friendly and effective in promoting communication among facilitators. We believe this hub or forum could further word of mouth marketing and the sharing of ideas could immensely innovate the program.

### **Communication is key**

- OMA should stay active on social media, but send newsletters and updates more regularly through email. These emails can be engaging, fun to read, and have links to the OMA website to encourage site interaction. We think social media is important because the next demographic of people entering the facilitator position are Millennials who value social media and are very present on these platforms. However, email is still important because I do not see social media causing an email phase out any time soon.

### **Learning variation**

- OMA should put an emphasis on visuals such as video and graphics for people with busy lifestyles. I also believe the research and various projects/studies are important to show credibility and progress within the program. We are trying to accommodate different types of learners and try to find an even balance of materials for all people.



# Usability Testing Analysis

## Approach

### Objective

To analyze how users interact with the OMA website. Specifically, to observe how they go about completing tasks on the website and to gain insight into how users perceive the website.

### Background

During usability testing participants are asked to perform different tasks to test the ease of use of the website, gauge navigation time, and to understand the user's perception.

5 participants were tested. We used an eye tracking device to understand the user experience of the site both consciously and subconsciously. The test was performed on the main page with potential student volunteers since we were unable to get facilitators to perform the usability test.

## Findings

### Observations

- When we allowed the user to view the site for ten seconds, the participants initially focused their attention on the pictures on the OMA home page. They either began reading the text or did not begin reading the text. After the ten seconds we asked the user what the purpose of the OMA site is and not one user could recall the purpose. We confirmed with follow-up questions that the text was overwhelming for the user.
- Participants disliked reading through the subcategories on the homepage to get to their destination. This was frustrating for the users and took a lot of time. One user was efficient in using the website because she took the time to read through every category and subsection. However, many users were not efficient in navigating the website because they did not take the time to read through all of the text.

## Recommendations

- Emphasize visuals and icons to ease navigation
- Create concise but explicit categories and sub-categories to help the user find what they need.

## Persona Development

### Objective

To create a fictional persona of an Opening Minds Through Art facilitator to help us evaluate how user experience would apply to his or her needs and values.



### Meredith Baker

**Age:** 45

**Family life:** Married to Brock Baker, has 2 kids- Emily, Age 9 & Jacob, Age 14  
From Edison, New Jersey

**Profession:** Support Services Consultant at Cohen Alzheimer's Non-Profit Research Center

“Taking care of family is key”

She got involved with Alzheimer's Research because her father was diagnosed with Alzheimer's at age 60. She is very passionate about finding ways to improve therapy methods for people with neurological disabilities. She loves seeing patients benefit from this therapy as well as seeing the smiles on their family members faces when the patients improve.

Meredith heard about OMA from a conference for neurological therapies in Cincinnati, Ohio. She found the research on art therapy interesting and felt compelled to bring Opening Minds Through Art to her organization. She is a trained facilitator and currently oversees 30 student volunteers from Rutgers University in New Brunswick, New Jersey. She is always looking for new projects and new ways to innovate at the Cohen Alzheimer's Research Center.

**Concerns:** Meredith is concerned that not enough people with neurological disabilities and their families know about the Opening Minds Through Art program and how this can help with therapy. She is concerned that people do not fully understand the opportunities that this program offers. She also does not know how to keep the OMA program updated at her facility. Meredith also worries that she is not always updated on OMA activities and news.

**Experience with training:** Overall, she had good experience with the OMA training. Meredith would like to have more opportunities to come back to Oxford and have more in-person training. She likes the OMA site but does not like the lack of networking ability, she specifically finds the forum section

difficult to navigate. Meredith wishes that the OMA facilitators website has a platform to ease the communication between her and her colleagues, she is a visual learner so she wishes for the program to have more media (videos, pictures, charts, calendars, etc.)

**Long term goal:** To spread awareness about neurological disability therapy, specifically art and music therapy to other facilities and higher education institutions.

**Short term goal:** To network with other OMA facilitators to learn more art therapy skills and to grow OMA at her research center.

### **Insights**

We found the persona development valuable when prototyping our website. We kept our persona in mind when restructuring and designing a new OMA facilitator website. Our design appeals to family values and the importance of creating an OMA community.

## Recommendations

### **Creating a Community**

- We propose having a page between the main Opening Minds Through Art website and the Facilitator's page that give the user two options. The first option is an application to be a facilitator and the other option is a secure log-in option for Facilitator's to gain access to their community. We want facilitators to feel important and valued and we believe this community will help accomplish this goal.
- Our homepage is a highlight of the Facilitator Community. We included photos that remind facilitators of the positivity that Opening Minds Through Art has in the lives of many people. This new mosaic homepage is the main feature of our website and we want facilitators to be excited to visit this website.
- An element that we added is the Featured Experience section. We want OMA facilitators to be recognized for their hard work in their professional lives. The "Share Your Experience" section allows the user to submit their experiences or accomplishments with the Opening Minds Through Art program in their facility. The executives of OMA can read through these and update the featured experience every week or so on the website.
- We recommend emphasizing the forum for facilitators to connect with each other. Facilitators discuss their experiences and suggestions for the program.

### **Why a Single Page Website?**

- We decided to make the Opening Minds Through Art Facilitator's website a single page to accommodate facilitators and their busy lives. Our homepage allows the user to easily access the information that they need if they are in a time crunch. However, if they have more time to explore the website and connect with other facilitators they can take the time to scroll through the website and enjoy the community.

### **Keeping Facilitators Updated**

- Throughout our research a common theme is that facilitators like being updated on the Opening Minds Through Art Program. We added a google calendar to the website that the facilitators could subscribe to and have OMA events and updates on their personal calendars if they choose.
- We also recommend continuing OMA email updates about twice a month to keep the facilitators engaged and updated. Even if there is not much going on in the OMA program, this email could contain interesting articles or research on dementia and maybe ideas taken from a shared experience submitted by a facilitator.

## Appendix

### A. In-Depth Interview Guide

- While our group members adjusted the In-Depth Interview guide for each interviewee, this is the primary source that we referenced for each interview.

#### **Facilitator IDI Guide**

##### **Opening/Communication**

- How did you hear about OMA?
- Why did you decide to get involved?
- Now that you're involved, what is your overall opinion of the organization?
- OMA works with people in different fields, such as artists, art therapists, staff at healthcare facilities, and volunteers. What field are you in?
- What are good ways that OMA could communicate with you?
- Do you prefer getting all your updates by email or do you delete emails from organizations?
- By which medium do you prefer to learn?
  - Follow up if confused- (i.e. videos, readings, combination)

##### **General Web Usage**

- What functions do you look for in a website that can't be satisfied through social media?
- Do you prefer information presented in lists or with graphics? Why?
- If you have trouble with accessing content on a website, what is the first thing you do?
- Talk about a website that you enjoy using.

##### **Closing**

- Thank you for your time. We really appreciate your feedback. Have a great day!

### B. Usability Testing Script #1

- This testing script was used in our original usability testing of the OMA main website.

What the Moderator Says and Does	What the Respondent Says and Does
[Introduction]	

<p>The site should make sense to you and conform to your way of thinking and doing things. Not the other way around.</p> <p>We're testing the site, not you, so don't feel dumb if something isn't working, if you can't find something, or if it doesn't make sense, just tell us so the site creators can fix it. We didn't build this site so you won't offend us.</p>	
<p>[Familiarization]</p> <p>Now I'm going to show you the home page and then we will ask you some questions about it.</p> <p>[Minimize the home page]</p> <p>Do you recall the purpose of OMA?</p> <p>What is some information you can find on this site?</p> <p>[Reopen the home page]</p> <p>Without leaving the home page, take a moment to look at this site:</p> <p>Talk about this home page design. What do you like/what do you dislike?</p>	
<p>[Tasks]</p> <ol style="list-style-type: none"> <li>1. You need to register for training for the OMA program. LMWWYWD  Follow up: Now we will continue to repeat this process with different tasks.</li> <li>2. You need to contact a facilitator/members in your geographical area to meet for help. LMWWYWD</li> <li>3. You're starting an OMA program and you need funding to get a jumpstart on beginning this process. LMWWYWD</li> <li>4. You're planning on making a donation to the Opening Minds Through Art organization. LMWWYWD</li> <li>5. You want to purchase art or products with art made through the OMA program. LMWWYWD</li> <li>6. You're interested in finding photos from the OMA program. LMWWYWD</li> </ol>	

<p>7. You're planning on attending an Opening Minds Through Art art show and you want to know when and where one is. LMWWYWD</p> <p>8. OMA is an organization sponsored by the Scripps Gerontology Center. You want to know more about this parent organization. LMWWYWD</p>	
<p>[Post-Test]</p> <p>Thank you for taking the time to complete our usability test, we now have a couple of follow up questions for you.</p> <p>On a scale of 1-10 with 1 being a catastrophe and 10 being the best website you've ever been to, how would you rank the OMA site?</p> <p>Are there any major problems that stand out to you?</p> <p>Struggles during the task?</p>	

C. Usability Testing Script #2

- This script was used to evaluate the user experience of our new prototype. This usability script is catered more towards the facilitator persona.

<p>What the Moderator Says and Does</p>
<p>[Introduction]</p> <p>The site should make sense to you and conform to your way of thinking and doing things. Not the other way around.</p>

We're testing the site, not you, so don't feel dumb if something isn't working, if you can't find something, or if it doesn't make sense, just tell us so the site creators can fix it. We didn't build this site so you won't offend us.

[Facilitators Decision Process]

Tell me a little bit about your process for getting information from the site. What do you go to the site to do?

[Information that we expect them to say:

Register for training, Contact other facilitators, Donate, Buy art/art products, Find information about events/art shows, Find videos/photos, Subscribe to OMA, Find information about research projects]

Follow up: How did you hear about the Opening Minds Through Art organization?

Why did you get involved with OMA?

[Familiarization]

Now I'm going to show you the home page and then we will ask you some questions about it.

[Minimize the home page]

What is some information you can find on this site?

[Reopen the home page]

Without leaving the home page, take a moment to look at this site:

Talk about this home page design. What do you like/what do you dislike?

[Tasks]

1. You need to register for training for the OMA program. LMWWYWD

Follow up: Now we will continue to repeat this process with different tasks.

2. You need to contact a facilitator/members in your geographical area to meet for help. LMWWYWD
3. You're starting an OMA program and you need funding to get a jumpstart on beginning this process. LMWWYWD
4. You want to find art or videos related to the OMA program. LMWWYWD



5. You're planning on attending an Opening Minds Through Art art show and you want to know when and where one is. LMWWYWD
6. You want to share a highlight of your involvement with OMA. LMWWYWD
7. You would like to interact with other facilitators and discuss a project that you are struggling with in your facility. LMWWYWD
8. You recently have new student volunteers and want to find information to share with them. LMWWYWD.
9. You need to find contact information for OMA executives. LMWWYWD.

[Post-Test]

Thank you for taking the time to complete our usability test, we now have a couple of follow up questions for you.

On a scale of 1-10 with 1 being a catastrophe and 10 being the best website you've ever been to, how would you rank the OMA site?

Are there any major problems that stand out to you?

Struggles during the task?

[Remind him or her of the different functions of the website, Register for training, Contact other facilitators, Donate, Buy art/art products, Find information about events/art shows, Find videos/photos, Subscribe to OMA, Find information about research projects]

What would you define as the one most important reason you would visit this site?

Do you feel like any information is missing from the site?