

Map Table (v.3): Formative Evaluation (Usability)

Sylvia de la Piedra

December 2022

THIS IS **NOT** A DEFINITIVE FINAL REPORT

FORMATIVE evaluation studies like this one often:

- **are conducted quickly**, which may mean
 - small sample sizes
 - expedited analysis
 - brief reports

- **look at an earlier version** of the exhibit, which may mean
 - a focus on problems and solutions, rather than successes
 - a change in form or title of the final exhibit

Summary

- Median holding time increased from 0:46 to 1:17
- Average interest rating: 4 (neutral) on a 7-point scale

Findings

- People wanted a big more guidance on what to do
 - o e.g. Questions
 - "Where else do you see grapes growing?"
 - Consider giving the stories titles in the form of questions
- Visitors wanted to find specific locations
 - o They wanted more zoom to be able to find specific places on the map
 - e.g. home, specific city, etc.
- Unclear plant categories/names
 - o "what is 'bush' and 'scrub'?"
- Visitors thought urban areas were "missing" their plants
 - o Rather than realizing there's too few plants to be picked up on satellite imagery
- Instructions area (bottom of screen)
 - o People don't seem to read it – will try to have more info on this from the naturalistic observations
- Signage
 - o People don't readily realize it's an exhibit unless they're standing right next to it
 - Glare
 - Completely flat touchscreen instead of tilted

Recommendations

- Rotate button should look more button-like
- Consider matching the background color to what mode the lens is in (stories orange, plant ID yellow)
 - o It wasn't always clear to visitors what mode they were in (e.g. if in stories and they clicked the book button in the orange section, the screen didn't change (because they were already in that section) – so consider making it obvious that that's the section you've selected
- Consider increasing zoom capabilities
- Consider adding a roads layer so people can find precise locations
- Consider adding information about why urban areas don't show plants on the map
- Show photos of all the plant categories and provide short description of each
- Remove 'instructions' area
 - o What if we had a broad legend with some swatches of color signaling where *some* of the different types of plants grow
- Signage
 - o Consider either moving the table to a more central location or adding a large sign behind to grab people's attention