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 ATHENS ERA
Research Report

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PRODUCT OVERVIEW

Average System Usability Scale Score

90.3

32.7% higher than the average according to [usability.gov](https://www.usability.gov)

The Athens Era Team conducted usability testing on the Athens Era site (athensera.com) with the goal of understanding user comprehension of the brand and website functionality. Athens Era is a website for Athens, GA artists to sell their art on. We chose to have two separate research studies completed for both artists and buyers.



GOAL 1

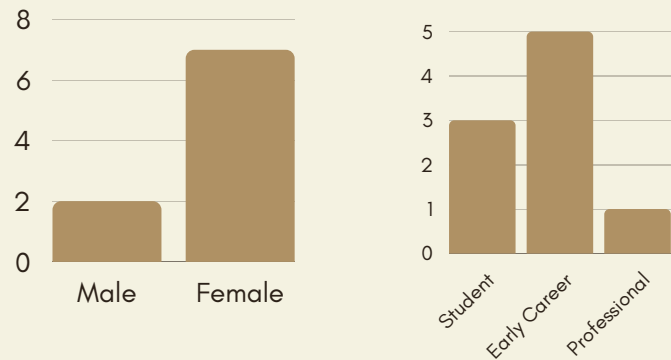
to gauge user comprehension and usability levels on first visit



GOAL 2

identify problems and their level of severity

PARTICIPANTS



PARTICIPANT FIT

- all participants fit into the age range being (16 - 65), however there was little representation on 50-65 yrs
- 7/9 participants strongly desire to support local art
- 8/9 participants appreciated community connection

4 ARTISTS

5 BUYERS

Interests



2

POSTIVE FINDINGS

APPEARANCE

Overall, user testing participants described their experience on Athens Era as:

Caring Helpful
Creative
LOCAL Professional

BRANDING

Participants were quick to notice the Arch iconography and its correlation to Athens.

"The Arch was instantly recognizable."

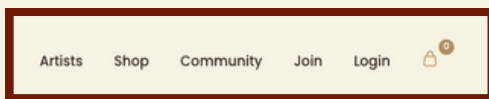
"I love the subtle arch in the logo!"

3

PROBLEMS

WEAK RECOGNITION OF WEBSITE FOR **ONLY ATHENS ARTISTS**

NO ABOUT PAGE - ONLY AVAILABLE AS A FOOTER LINKED PAGE



CONFUSION REGARDING THE **JOIN/LOGIN**

COMMUNITY PAGE AND FOOTER LINK ARE TOO DIFFERENT

60%

Success Rate



Buyer Task: find a specific community event

Participants would check one community source and not the other

4

SOLUTIONS

replace tagline with "the online art store to support art from Athens, GA local artists"

- include bolded phrases on various pages explaining that this is art from Athens, GA artists only

include an about page in the navigation bar

- transform the about footer link to a detailed information page that also links to the About Page on navigation bar
- consider removing/combining other navigation bar links

include brief messages during search part of the user journey

redesign the community page to house all community related info

- rename the community section from the footer link and also link to the community page to redirect users for more info

5 APPENDICES

*click the above link "Appendices" to view the items A-F

A Data Collection Instrument Links

Instruments consist of pre-test and post-test surveys for both types of users (buyers and artists). A universal System Usability Scale was also produced to be used by both audience types. All data collection was conducted via Google Forms.

B User Consent Forms

Prior to beginning any user testing, participants were asked to digitally sign a consent form to acknowledge and accept the practices being used to collect data.

C Task Table Data

Participants provided both qualitative and quantitative data by answering introductory questions followed by a series of tasks. These tasks were designed to test a variety of user flows and functionality across the Athens Era site.

D Product Reaction Cards

After completing the aforementioned task table, participants were asked to select five words from a universal, predetermined list that most align with their experience on the site.

E System Usability Scale Calculations

This resource was used to calculate the System Usability Score of the Athens Era site.

F User Research Plan

This plan outlines the practices and procedures that are to be followed during user testing.