

Motivations for testing

What is usability for in our product?

- To get as many people to go to the Annexe or read about the mural as possible

Which user is it for?

- Passers by

Measurements:

- Number of passers-by on the side of the street where the mural is
- Number of passers-by who stopped to read
- Number of passers-by who followed the arrows to destination

Usability Test: Plaque with vs without arrows

Test Case 1	Test Case 2
Plaque with centrepoint at 1.37m, plaque with the arrow on it	Plaque with centrepoint at 1.37m, arrow on a separate sheet

■ **Mount wall labels at a height that is comfortable for both those seated and standing.**

Wall labels mounted between 1220 mm (48 in.) and 1675 mm (67 in.) are in a comfortable viewing location for both those seated and standing. Wall labels mounted with a centerline at 1370 mm (54 in.) above the floor are at optimum height for everyone (see Fig. 3).

Reference: [Smithsonian Guidelines for Accessible Exhibition Design](#)

Test details

30 minutes per test case, 5-6pm.

Debrief at the end:

- Give candy
- Thank them for participation, explain

- I'm a student from the University of Glasgow, working on a project together with the Annexe communities. We were tasked to look for ways to bring more people to this building, to raise awareness about what they do and give them the opportunity to sign up for some of the events to feel more connection with the community.
- Questions to ask while in conversation
 - Did they have hard time following the arrows
 - Why they followed the arrows in the first place
 - Did they read the plaque?

Hypothesis: Plaque with the arrow on a separate sheet will result in more people stopping by to view the plaque

Hypothesis: Arrow on a separate sheet will result in more people following the arrows

Results

	Plaque with arrow on it	Plaque, separate arrow
People who passed by without stopping	7	0
People who read but didn't follow the arrows	0	0
People who followed the arrows	0	0

Given the low footfall on this day, we considered the findings of this experiment to be inconclusive.