



The J. Paul Getty Trust
Office of Institutional Research

**J. Paul Getty Museum Handheld Evaluation
Conducted June 2008
at the Getty Villa**

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STUDY OVERVIEW AND DESCRIPTION OF THE DEVICES TESTED

The J. Paul Getty Museum owns a quantity of handheld devices (Dell Axim X5 PDA/Pocket PC with touch screen) that are not currently utilized. Janna Meyer, 2007 Graduate Intern in the Getty Museum's department of Collection Information & Access (CI&A), undertook a pilot project using the handheld. With a Web-based content authoring tool provided on a short-term trial basis by Antenna Audio, Meyer re-adapted existing Getty material to create four multimedia tours for families on the handheld. The material consisted of: audio recordings, images of works of art, schematic maps of galleries, and text. The multimedia tour was particularly oriented to children and their accompanying family members in order to test the perceived appeal of the handheld device (which is akin to a small games unit) to younger audiences.

Ten parent and child pairs were selected and paid a nominal fee to participate in a study of the Getty handheld device vs. the Getty-promoted GettyGuide™ audio player (Antenna Audio's Gallery X-plorer, a MP3 audio player). The audio player contained the same family-oriented audio recordings, as well as many more. The player uses a keypad selection system in contrast with the handheld's visual touch screen navigation. The study sessions lasted approximately 1 hour and included a very brief introduction to the project, and to the handheld and player as would be given at check out by Visitor Services staff. The evaluation was conducted by the J. Paul Getty Trust's Office of Institutional Research with Steven Gemmel, Digital Media Specialist in Collection Information & Access.

The primary objectives of the study were:

- To investigate whether having a multimedia tour, with content targeted to a family audience, made the handhelds more attractive than the traditional audio players currently offered
- To help inform us on the next steps we take with further evaluating the potential of the handhelds, and how we might use them in the future
- To observe the manner in which both the handheld and audio player are used in conjunction with the printed What to See guide

EXECUTIVE SUMMARY

We discovered no demand in our respondent group for an abridged audio player targeted at families (the handheld), and we were surprised to learn that nearly all of the children we interviewed preferred the audio player to the handheld because of its ease of use and variety of audio content. We had expected the children to prefer the handheld, akin to a small games unit.

The handheld requires users to touch text links for content and orient themselves in galleries using images of works of art; both of these features caused confusion. We repeatedly observed users of the handheld listening to audio stops in front of the wrong work of art, and rushing through galleries without looking at a single work of art because the content was not included on the abridged handheld audio.

Of the two devices tested the audio player was the more intuitive experience for in-gallery audio, and the tried-and-true method of entering an audio stop via keypad for the gallery or work of art of choice produced no confusion or disorientation among these users. The audio player functioned quite smoothly (with the exception of a few bad sets of headphones). Users preferred the keypad audio stop entry system, the simplicity of the device, and the greater variety of audio content. Nearly all users said they would rather pay for an audio player with all audio stops than receive a free handheld with only family audio stops.



At the conclusion of each session we asked each parent child pair how they would respond to a handheld if it had all of the same audio content that is currently on the audio player, and if the touch screen was converted to a keypad entry system with an improved on-screen map. There was near-universal approval of this strategy, with respondents telling us that a keypad audio stop entry system would solve the main problems with the current design.

RECOMMENDATIONS

When we consider the findings of this study a new direction is suggested: reconfigure the handheld to a keypad entry system, include all the audio stops that are currently on the audio player, and retest the devices side by side.

The key measures of success of a reconfigured handheld will be usability comparable to the audio player, user-expressed preference for the handheld, and comparable levels of engagement with the art.

If we can answer all of our visitors' complaints about the current handheld by making it more like the audio player the Getty could produce a handheld with a satisfying user experience.

However, in addition, a risk assessment should be conducted on the large-scale use of the handheld, as the manufacturer has discontinued it, and support may not be readily available. Alternative devices and platforms for presenting the same media should also be weighed in this assessment (e.g. the iPod Touch, and visitors own devices such as the iPhone).

DETAILED FINDINGS

The handheld, as tested, is not a suitable replacement for the audio player for the target family audience. However, users were enthusiastic about how the handheld could be improved.

All users wanted more content options and the ability to select content for themselves. In fact, many complained that the audio player should have stops for every object in the museum, and that they wanted more, not less, from both devices.

The audio player is preferred, even if the handheld is free. We asked users if they would choose an audio player for 5 dollars over a free handheld as tested. Few preferred the handheld and those who did had reservations. The audio player was preferred because it had more content, was far more usable, and allowed users to guide themselves through the galleries.

It had been hoped that the on-screen map would obviate the need for a What to See guide; in practice both were used. We did observe some of the more ambitious children using the handheld on-screen map exclusively but they touched the map repeatedly expecting individual galleries to have expanded views. Additionally, the What to See guide has important but easy to fix flaws including: users looking for family audio stops, and collection highlight audio stops tried to find the blue "burst" or gold "diamond" on the wall text and object labels (they are not there), the guide folds down the middle of the gallery map making it difficult to hold and walk at the same time (it has to be unfolded completely to be used), and users reported that information about gallery overviews was very important but treated in a graphically insignificant way on the guide.

With a few exceptions children did not prefer the handheld, much to our surprise. They disliked the restrictions of the tested version, complaining about the absence of a key pad for entering audio stops and the tour format.

What if we reconfigured the handheld to be used just like the audio player with a touch screen keypad and all of the audio stops? There was a great deal of enthusiasm for this strategy. If the handheld had only a keypad, an improved gallery map, and all of the audio stops it would be the



favorite choice of these users. This study recommends that we test a reconfigured handheld as described above.

USABILITY

The strap attaches to the wrong end of the handheld; it should attach so that it hangs upside down when worn around the neck like the audio player.

The rubber case used in this test was designed for handheld functionality we no longer use, and confuses users with the PDA hardware push buttons that do not function.

Navigating by visual cues (images of works of art) alone on a small handheld screen does not work. Users repeatedly stood in front of the wrong work of art (e.g. Greek vases) while listening to an audio stop.

Handheld tour audio does not adequately direct users from one gallery to the next. Users asked for clearer instructions at the end of each audio stop.

Touching text links is far more confusing than simply entering audio stop numbers, and making the situation worse the handheld, What to See guide, and gallery labels sometimes did not always match (e.g. Gods and Goddesses and Gods and Heroes).

The handheld with a touch screen has become commonplace technology and many users compared it unfavorably to Apple's iPhone.

Even with the map on the handheld most continued to use the What to See guide, and they complained that the handheld on-screen map had no value if it was not clickable. One user suggested that the map would be a great way to access gallery overviews by clicking on the gallery outline.

APPEAL AND USE OF THE DEVICES

Which device is more of an attraction?

Initially users were drawn to the red case and touch screen technology of the handheld, but the attractive elements of the handheld were completely outweighed by its poor usability.

Which device does more to enhance the gallery experience?

Clearly, the audio player because of the keypad audio stop entry system. With the audio player in hand users browsed galleries for works of art of interest, often scanning an entire gallery. The handheld had the opposite effect; it created a "treasure hunt" situation where users searched the gallery for the displayed on-screen image, and tried, often unsuccessfully, to figure out which work of art the narrator was referring to.

Does either device do a better job of generating dialog between parent and child?

The study was inconclusive on this point. We observed that younger children needed more guidance and stayed close to their parents, and older children sought and found works of art of interest on their own. It was also noted that parents were interested in the bonding or "togetherness" of the experience, but neither device did a better job of facilitating this.

Are there comparative advantages for gallery label interaction with the audio player vs. the handheld?



Because the audio player required less of the users' attention, they were more likely to read labels while using it. The handheld required more effort to operate and in many ways interfered with users' ability or inclination to access other interpretive material in the gallery.

It is commonly observed that users can not share traditional audio players. What do respondents think of using a splitter?

Parents of younger children thought the splitter might be a good idea, and parents of older children for the most part thought it would cause tangles and be overly restrictive. When offered the option of using headphones with the audio player, the children preferred to use headphones, while the parents liked the option of holding the speaker to their ear like a phone.

CONTENT EVALUATION

How useful/interesting is the multimedia tour to these parent-child pairs?

There were mixed opinions about the appeal of the family content on the handheld, with some respondents saying they preferred the family audio stop narrators and information, while others said they felt talked down to. We heard repeatedly that more is better, and that users want to make their own choices about what they hear and not check out a device with limited audio stops.

If you have the What to See guide, do you also need a handheld and vice versa?

Yes, absolutely. The handheld on-screen map can not replace the What to See guide. It is possible that with improvements fewer users will need the What to See Guide (e.g. clickable galleries, better map access like a link that reads "map" instead of "find"), but the What to See Guide can not be replaced by the handheld on-screen map.

Which device do the parents and children feel does a better job of helping them look at works of art?

Several of our respondents strongly preferred the audio player as an aid to looking at works of art, and felt the handheld either interfered with their experience or was so abridged as to be nearly useless.

How appropriate is the content on the handheld to the device itself?

There was no suggestion of audio content being inappropriate to the handheld device. The images, of course, were not available on the audio player but they seem to bring no great advantage to the handheld.

If people really like the multimedia tours, what is the best device (do they have an interest in bringing their own)?

In this study we did not find a strong interest in multimedia tours; in fact, we found just the opposite. We heard repeated that the handheld was too much technology for the purpose, and that simpler was better.

How do they feel about the cost? What would they be willing to pay?

With the exception of one parent/child pair they felt that \$5 dollars for the audio player and no charge for the current handheld implementation was fair.



COMPLETE OBSERVER NOTES

June 23 – June 30, 2008

Note: The Getty handheld is referred to as the “Red one”, or just “Red”, and the Antenna audio player is referred to as the “Blue one”, or “Blue”, in the observer’s notes.

1. Monday June 23, 10 am

Tony (48) – parent

Spencer (8) – child

Observer 1

Museum Experience:

- Additional info – visited MOMA, Met, and Guggenheim in New York, each used an audio device, enhanced their experience and liked the stories
- Spencer plays PS2 and online computer games at home

Handheld General/Intro:

- Tony helps Spencer with increasing volume via touch screen
- Tony does not like handheld neck-strap
- Audio intro – stand and listen?
- Tours listing screen – “where do we want to go first, what am I going to do first”
- Map? – they pick up a map at the Info Desk in Atrium
- Spencer shows map to Tony
- Headset appears too big for Spencer

Handheld In-Gallery:

- Tony – what gallery are we in? (Gallery 104, Gods and Goddesses)
- Listen to Zeus and Aphrodite stops
- Tony prefers directional info – tell us where next gallery is, where do we start audio?
- Both not sure where to go next -> searching, and passing art in other galleries, Spencer finds Gallery 108 (Temple of Herakles)
- Spencer lost audio feed [note: class of kids with audio players appears to attract Spencer's attention]
- Handheld neck-strap looks bothersome
- Spencer leads Tony towards Gallery 109 (Mythological Figures), now talking and pointing together, were not earlier
- Listen to audio in 109
- Spencer leads to Gallery 110 (Stories of the Trojan War)
- Both referencing screen to make sure they are looking at the correct object (PARIS, Family Audio Stop 14), though went to wrong case
- Tony wants to know where to go in 110
- Spencer learned about the Trojan War in school (in 2nd grade), wishes he could see the object better (too high?)

Audio player:

- Head to the special exhibit, The Color of Life, on the 2nd Floor [note: June 23 is last day of exhibition]
- Start in Gallery 202 [note: walk past video touch screen kiosk], head to Gallery 203 -> they are looking for the blue-colored Family audio label in exhibition, though they do not exist
- Tony asks a Security officer where to locate a Family audio, pointing to map, though not able find



- Tony says VSA pointed out the blue-colored Family Favorites bursts on map, but didn't say they were not in special exhibition. Also, because this Family Favorites icon does not match what appears on the labels ("Family" in blue in small font displays next to GettyGuide™ play button logo & audio stop number), this can be confusing, unless VSA points to photo of label example in map/What to See guide.

Summary:

- Spencer liked the "Blue one", easier (just enter #, better story, very direct)
- Spencer thought the "Red one" just showed what you were looking at, volume harder to hear
- Tony thought the digital map on the "Red one" was not really useful, and he'd prefer if the object thumbnails could directly go the object/audio
- They would return and each get the "Blue one" (wireless headsets for sharing a player would be cool)

2. Monday June 23, 12:30 pm

Colleen (52) – parent

Katy (8) – child

Observer 1

Handheld General/Intro:

- Intro audio – buttons too small

Handheld In-Gallery:

- Katy has oriented herself with digital map, using it to locate first objects
- At Herakles, Katy leading, talking about gallery with Colleen (not listening to the audio, just on map screen)
- Observer 2 prompts them about audio – Katy excited to hear a story
- Colleen appears to not be hearing audio (not loud enough?), hands over ears
- Katy thinks Herakles audio is sort of fun, sort of interesting
- They say they try to coordinate listening
- Using list & map for finding objects weighs equal
- Colleen confuses PARIS object title for the gallery name
- They both look at the wrong vase/case in Gallery 110
- Katy's height is not an issue for seeing vase
- Katy takes a seat
- Colleen thinks highlight audio are good
- They consult map to go to 2nd Floor
- Couldn't find Gallery 201 (Lion is in hallway, hallway is Gallery 201, Animals in Antiquity)
- Colleen says she would return solo to see more, Katy like to move around [note: different types of visits]

Audio player General/Intro:

- Colleen prefers no headset
- Katy likes player neck-strap
- In Color of Life, Colleen says we need to use the paper map now
- They listen to stop 604
- Katy likes the digital map on "Red one", prefers touch screen and the stories in audio

Summary:

- Colleen asks why Blue has more than Red
- For future visit, depends on type of visit if getting one device each or just one
- Headset is too big for Katy [note: kid-sized headsets?]
- They think it would be cool to have all in one on Red



- Red as is – Colleen would only get one for Katy since focus on child content
- Colleen asks about liability, as she thinks Red looks expensive
- Colleen thinks images on Red are good for planning
- Katy likes viewing the images on Red
- Katy asks what “Getty Villa item?” on audio player display means
- Colleen says when starting in a gallery, she likes to go clockwise left to right... audio directions would be helpful on Red

Observer 2

Colleen and Katy (started with handheld)

Katy explores the device and explains it to her mom. They’re having trouble with the intro, not playing all the way through.

Katy found the map and was able to use it on her own.

They have an easy time getting started, are talking to each other. Katy got embarrassed about Hercules being naked.

Turns out Katy was not even listening to the audio stops! She was just walking from gallery to gallery using the map.

The navigation on the device is not the same as the gallery labels

Colleen says there’s not enough information on every item for her, but good for use with a kid.

Uses the paper map to find the next gallery

Button is green on the player but orange on the wall (GettyGuide™ logo)

Colleen is not using headphones.

Switch to Audio player

“You only need the visual (on the handheld) because you get lost. With the Audioplayer you don’t get lost.”

Best idea for these two would be a combo of both devices.

3. Monday June 23, 2:00 pm

Gino (37) – parent

Joshua (11) – child

Observer 1

Handheld General/Intro:

- Gino is in 5th grade (11 years old)

Handheld In-Gallery:

- Gino says he’s looking for Gods & Heroes, paper map says Gods & Goddesses
- They are looking for audio 104 but that’s the gallery number
- Listening to Zeus, Joshua finds Aphrodite next using image
- Gino asks a Security officer where Gallery 108 is



- Joshua looking at Herakles and listening to audio, Gino reads the gallery wall info panel too
- Gino thinks a splitter would be an attractive function
- Gino refers to the visit as a bonding experience for father-son/parent-child, and discussing what they listened to afterwards is important
- Found PARIS vase in Gallery 110 though not intuitive (~30/40 seconds)
- They think the blue colored burst on What to See guide should match on object labels

Audio player General/Intro:

- They prefer no headsets
- Joshua likes images on Red, finds them helpful
- They listen to audio stops 10, 11 & 51, 314
- Gino's arm is a little tired from holding player to ear

Summary:

- Joshua likes Red, good visual references
- Gino says combine all audio choices with visual references, images help re-enforce the learning
- Gino likes highlight audio 52, prefers curator voice of character voice
- They listen to audio stops 320, 316, 13
- Joshua likes Blue for making own choice, Red guides you
- Gino likes Red, but provide choice, and then have control of family experience

Observer 2

Gino and Joshua

Looking for 104 inside the gallery. If you miss it on the way in you don't get a second chance.

Text on the player doesn't match the map and guide.

Some disorientation with finding the right statue.

Has to ask the guard to find the gallery

Talking about the object – listening to same stop together.

Says the narrators (tone) is more interesting on the audioplayer.

Likes the idea of a splitter because it keeps them together. "Bonding" is part of the experience.

Josh prefers the handheld because it has a picture and says that's important if you look at the wrong thing (but he never looked at the wrong thing with the audio player). At first he said he wanted a traditional player because "It has more stories."

Feels like you're on a cell phone without the headphones (this is a negative)

4. Wednesday June 25, 10:00 am

Michael (52) – parent

Olivia (9) – child

Observer 1



Handheld General/Intro:

- Neck strap is bothersome
- Suggest a single headset, and possibly no case
- A splitter would be nice

Handheld In-Gallery:

- They like to coordinate listening to audio
- Once seeing digital map it makes sense, though would be better if it was interactive, touch through to object
- Title it "Map" instead of "Find"
- Olivia leads wayfinding to Gallery 108
- Michael says there are too many items to carry when opening physical map (What to See guide)
- [note: school groups enter gallery using audio players with teachers]
- Michael thinks the content is sparse, low level, wants more objects and info
- Olivia asks if it can hold more (don't limit)
- Michael says while in Gallery 109, if we weren't here they would spend more time in the gallery for full experience
- Olivia says there should be info on each thing [note: every object has an object label, so there is at least textual interpretive material for every object]
- Michael picks up on the trend that the center piece in each gallery is the object featured on the Gods & Goddesses tour

Audio player General/Intro:

- Michael thinks the player is better already, strap better, smaller device, can hold up to ear
- Both would like one ear headset
- In Gallery 110 they listen to audio stop 343, 14, and Michael can tell that 343 is the adult/general audio
- Michael comments on audio stop 347 (mosaic on wall), he'd like to know the "how to" behind the making of the mosaic – He can tell that the trend is the story behind the art
- Olivia wants to hear more about the art
- In Gallery 114 they listen to audio stop 367, and Michael says it's the best audio he's heard –about art combined with story behind it

Summary:

- Michael likes Blue over Red , absent of menus
- Olivia likes Blue over Red, more choices, though would like Red if it had all the content, with one ear bud/headset, Red would be more attractive
- Michael would take the Blue one, simple to use, under \$5 is good
- Michael does say he would try the free Red one because of it's novelty
- Olivia comments on the Red's menu, use "Map" instead of "Find", and say what floor a tour is on ("Fl. 1 Map" ?)

Observer 2

Michael and Olivia (started with handheld)

Olivia used audio players and computer kiosks in museums. Noahs ark at Skirball. Has a cell phone and an iPod.

Straps on the wrong end. This is the third comment on straps.

Michael wants a single ear headphone.

Start

They discuss where they are and coordinate listening.



Looking at the audio stop on the wall text, trying to orient themselves.

"Oh, so it's these two (statues)!" A little lost at first.

Asked for a splitter

Too much information off the bat. Number punching? Has used devices before so wants to just put in the numbers.

Needed the image to orient themselves.

Wants a map on the device, doesn't see a way to find one. We show him the map "Yeah this would totally work for me."

He has trouble finding the next gallery (108)

Walks past every object on the way to 108 without looking.

Holding the map in his hand and the handheld is "too many things."

"Seems kind of sparse. This is clearly for children." "Has to be more sophisticated if everyone is going to get something out of it."

Olivia (child) wants more information for each object and more objects.

There is a lot of headphone removal a talking about the art and discussion of where to go next.

Gallery 110 searching for the vase, not finding it, finally, "It's always the thing in the middle of the gallery."

Content about the Trojan war was new information for Olivia.

Disorientation: "When you first choose something you see text, then you hear the audio and then you get the picture, but you're already up and running by the time you see the picture, and you might not be looking at the right thing."

With audio player

Likes the fact that it's smaller, wants to hold it to his ear, it's attached to the straps from the right end.

"I already like this better."

"Talking about the art is much easier without the headphones.

"The audio player is clearly adult content." The family stop is pointed out to him on the wall text, and he says "Oh, I get it."

Olivia "On this on I like the numbers because it has the numbers for "everything"

All of this is the story of the art image, needs to also have info about the mosaics, techniques, material, etc.

Olivia wants more about the method, etch, materials, etc too.

These two say the best audio stop so far is 367 because it includes information about the object and the art.

The menu on the handheld makes you go from gallery to gallery, even when they want to linger.

Olivia says again that she prefers the audio player. The touch screen is appealing, but it has to have everything on it. After the first gallery these two would have returned it.

"The touch screen is just more technology than you need."

The menu should just say "Map."

The orientation is extremely important to help people get off to a good start.



5. Wednesday June 25, 12:30 pm

Robert (32) – parent

Alyssa (12) – child

Observer 1

Handheld General/Intro:

- Robert prefers to hold handheld

Handheld In-Gallery:

- Alyssa follows dad holding device
- Robert listened to instructions before starting, entering gallery
- Alyssa signals to dad to move from Zeus to Aphrodite
- They are not talking to each other, very quiet, whispering
- Robert is looking for Gallery 108, using paper map
- Alyssa is browsing at case in Gallery 105, statues in Gallery 106
- Alyssa says audio for Herakles is just right, knew most of the material
- Robert uses paper map as a reference while browsing in Gallery 110, at first they look separately
- Robert says he sees a trend of the object in the gallery with the brightest spot light is the highlight family object
- Alyssa says PARIS family 14 audio is pretty interesting, Robert says it's an interesting connection the audio makes linking past to present
- Robert leads them into the Timescape Room
- Robert would expect that each gallery would have an audio component
- In Gallery 217, they listen to the harp player family 15 audio

Audio player:

- They browse the Hope Hygeia exhibition [note: no audio for show]
- Robert refers to the paper map
- They signal to each other and listen to audio stop 304 in Gallery 201, no vocal communication
- Robert in Gallery 109, likes the audio options, Alyssa like more choices with Blue
- Robert and Alyssa listen to separate audio [note: Alyssa being older than other kids at age 12 is more independent in the gallery]
- In Gallery 109, Robert likes family 13 audio over highlight stop 54, though wonders why audio is not combined into one

Summary:

- Robert likes Blue over Red, walk up to objects and see audio options, Red is more guiding
- Alyssa likes Red because of digital map and touch screen technology, though Blue is simple to use
- Robert prefers to choose what he wants to hear, and if devices had the same content, he'd still select Blue because of ease of use
- Robert comments that he has a PDA at home, and doesn't want to use one at museum, get away from it (away from technology?)
- Robert guesses that the Blue would rent for \$15, \$20/25 for Red
- \$5 for Blue currently is fine, and would choose over free for Red
- Robert says that with the audio player, it doesn't force on you, get info you like

Observer 2

Robert and Alyssa (Started with handheld)



Wanted a full intro before entering the gallery.

Coordination of the devices is something they wanted to do but found it difficult. Robert is looking around for Alyssa and waiting for her. They find Aphrodite with no problem.

These two don't talk at all.

Yet another group that has trouble finding gallery 108. They don't see the map on the player (the trouble is that it is behind a "find" link when it should be accessed via a "map" link.)

"There should be something about the map in the audio introduction.

Robert is spending a lot of time fumbling with the What to See guide. Alyssa says the family stops contain information she already knows.

In Gallery 110 they went to the wrong object

They split up, search, say there is not center to this gallery. 109 has a center, this one doesn't.

They think the biggest object should be the one on the player. They get confused about what to see. The Trojan war information was new for Alyssa, and she said she thinks the art comes to life in the description.

Robert is circling the galleries even though the device isn't telling him to do so. He's surprised to learn that the device doesn't have "everything". He says he doesn't want to miss anything and is afraid he will just by following this tour.

He comes to a gallery with no audio and this has to be explained to him. Says "It kind of throws you off that there's nothing for this gallery."

Alyssa uses the menu to find the Daily Life stop. Locates it on the map and heads upstairs.

Robert – prefers self-led tours

Alyssa – Agrees and wants information for all the pieces not just a few on a programmed tour.

With the red device they stayed together and with the blue one they separated.

Robert likes the family stop information better. But his daughter Alyssa says she wants all the information in a single stop.

Robert prefers the blue because it's easier to use. Alyssa agrees that it's easier, but says she wants the map so would choose the red.

Even with everything on the red Robert would choose the blue. "I would rather enjoy the surroundings than look at the screen." Would still choose the blue even if the red was free.

6. Wednesday June 25, 2:00 pm

Elaine (45) – parent

Trey (9) – child

Observer 1



Handheld General/Intro:

- Trey is browsing gallery
- Elaine needs access to intro audio again [note: going back is difficult], she makes sure Trey is listening

Handheld In-Gallery:

- Elaine leads
- Trey connects Gods & Heroes tour with gallery name sign Gods & Goddesses
- They confused tour titles for object titles
- They discuss after hearing Zeus and Aphrodite audio
- Trey knew to find Gallery 108 next
- They look and listen together at Herakles
- In Gallery 109, they walk around and discuss Sirens
- Elaine confuses case in 109 for next stop, and starts PARIS vase audio
- Elaine finds vase in Gallery 110 easily, informs Trey, she browses gallery while Trey finishes listening at PARIS vase
- Elaine says that images help, and audio directions would too
- Starting a second tour appears difficult, returning to tours list screen
- Trey reads map that tour is on the 2nd floor, search for Gallery 207
- Trey instructs Elaine how to listen to audio in Gallery 217
- Elaine points and looks while listening, then browses at other objects in the gallery

Audio player:

- Trey asks how do you find objects with player
- They listen to lion audio in Gallery 201/hallway
- Trey chooses next audio to listen to, stop 505
- Elaine holds to ear, Trey uses headset
- In Gallery 211, Elaine and Trey listen to separate audio, then Elaine joins Trey, and comment on audio
- Back in Gallery 109, they listen to both highlight and family audio for Sirens

Summary:

- Trey says if same audio on Red and Blue, he'd prefer Red because it has a map that tells you where to go
- Trey getting used to numbers, Red one was easier, actually thinks they were the same
- Elaine says Red was detailed, Blue was easier
- Elaine says Red looks more to rent, \$7-10
- If Blue is \$5, Red free, they'd try Red
- Elaine would get Blue for herself if alone, get Red for a kids visit
- Trey would get Red because it's a touch screen and has images
- Asked what they thought of including video on Red, and Elaine thinks it would be educational

Observer 2

Elaine and Trey (started with the handheld)

Got lost after they introduction. She was helping Trey and now she doesn't know where to go.

Can't figure out how to navigate back to the beginning.

They completely missed EVERYTHING in the first gallery! Didn't connect any content to any object.



"I don't see anything that matches what's on the device." We have to explain at this point how to use the device in greater detail.

The mom is STILL confused. She's looking at Hercules but that's the wrong object. Her son explains it to her.

Looking for gallery 108, they pass every other object along the way without stopping. The child finds the gallery but the mother had to be led.

Because gallery 109 is adjacent to 108 they found it much more easily. They're talking about the art with each other. The headphones keep falling off of Trey's head.

In 110 they found the vase quickly, but DID have to search the whole gallery.

"They didn't tell you to go to the next gallery from 109 to 110, or if they did I didn't hear it."

The picture helped them to find the right one. But they started the audio in the wrong gallery and raced around the room to find the correct object.

Trey says the Trojan war audio was interesting and he liked the sound effects.

Elaine can't figure out where to go next. Navigating the different "levels" very hard for her. She doesn't move up and down in the navigation.

On the 2nd floor she look at a wall – "I don't see Daily life". She's at the top of the stairs looking for directions. Trey figures it out and they play stop in gallery 217.

Audio player

Trey needed explanation, and by my mistake we started them in a gallery with no audio stops.

They "get" the audio player quickly. They're pointing and talking to each other, then they split up. We take them back to gallery 109 with the blue device and Trey sees the two different numbers by the Orpheus statue and asks what they're for.

Red vs. Blue

Trey says the red one was cool once you get used to it, but the screen is unfamiliar at first. He thinks the ease of use between the two is about the same, but he likes all the extra info that's on the blue.

Elaine thought the red was more detailed (in use) and the blue was much easier. They both think the red will cost more, and they don't grasp that the red has less content. When explained, they just don't understand why we would do that.

After explaining the differences Elaine says she'll take the blue for herself and the red for the kids.

7. Thursday June 26, 10:00 am

Vicki (48) – parent

Kevin (10) – child

Observer 1



Audio player:

- Vicki thinks the paper map is too big
- Head to Zeus (family 10 audio) first and listen, why? – first object they saw with number
- Move into Gallery 105, browse, choose stop 320, they like to coordinate listening, then move back into Gallery 104 [note: clockwise movement through gallery]
- Both listen to Aphrodite, family 11 audio first, then highlight 51 (Observer 2 asks them to listen to 51) – Kevin liked 51, didn't like the music, Vicki thought that 11 sounded young
- They use paper map to go to Gallery 106, decide to follow the 1st floor "dounut" in a circle
- [note: BCAM comment – writing or language style of wall and object labels was different than ours, she felt BCAM was being too difficult, not writing for everyone]
- In Gallery 108, Vicki listens to highlight 53, Kevin listens to family 12 audio, Vicki says she wouldn't listen to entire audio (too long?)
- In Gallery 109, they use the case object label thumbnails as a reference for viewing the correct object

Handheld General/Intro:

- Kevin says this one, "Red", looks difficult
- Vicki listening to intro says that nothing interesting is on the screen [note: we could have sent them into the gallery while listening], Vicki says the intro audio says don't look at the screen

Handheld In-Gallery:

- In Gallery 104, they are talking how and where to go
- Vicki thinks an interactive map would be better like the iPhone
- Vicki says to note which tour is on which floor up-front (in tours list?)
- Tour behavior is clockwise around "donut"

Summary:

- Vicki says Red changed the way she would move through the museum
- They say Red would be better if it had same functions and content as Blue, Kevin thinks the touch screen is cool
- Vicki would use the map/What to See guide beforehand, pre-visit to study, it doesn't fold well

Observer 2

Vicki and Kevin (started with the blue device)

Vicki hates the What to See guide saying the folds are in the wrong place and it's the wrong size.

They chose Zeus first because it was the first object with a number.

They pause at objects that have no stops, and discussing and listen at their own pace. This behavior is clearly different from the handheld.

They move in, out and back to galleries with the Blue device and don't feel the requirement of making "progress." They talk to each other between the stops.

At Aphrodite they listened to the family stops first then the adult. Kevin said he didn't like the kid version because it kept asking questions, and he didn't like the music. Liked the adult version better because of the explanation of the marble differences.

Vicki called the kid version "too young and patronizing."

"At BCAM the wall text was pretentious and annoying. I'm educated but I had to use a dictionary."

Herakles: Listened to different stops and found this irritating because they weren't together - next time will choose the same stop.



Doesn't want a splitter because it's hard to move around together.

Gallery 109 – reading together and then listening. Talking about the art. Seem to be having a hard time telling which object goes with which audio in the case. The images next to the wall text are very small.

Handheld.

Kevin: "I think this is going to confuse me." Unsure what to do.

After pressing English Vicki is immediately lost.

"Why am I looking at this screen and not the art?"

In the first gallery they were more than a little confused. Looking at the second floor map they are lost.

"We already know we don't like this one" Both are unsure where to start. Finally found the audio for this gallery and Kevin exclaims "Oh here it is!"

They leave the gallery because they have heard this on the blue device.

They decide to walk from gallery to gallery and see what is offered.

Why isn't the map touchable? That's not clear If this was an iPhone it would just be happening."

Gallery numbers associated with menu items are not clear. This confuses them because they listen first but don't know where they're supposed to be.

Kevin says the red device is cooler but he wants the blue one. The red one would be OK if it had all the stops, but he still would prefer the blue.

Vicki "This is totally changing the way I would look through a museum" and she means that negatively. The red device highlights gallery numbers and makes me search for rooms and not the art. Skipping a lot of "stuff."

Kevin – like to just be able to walk around and see what I want to see.

If it had a keypad and everything on it that would be better because it also has the image and the map, and the paper map is hard to use.

Map folds are in the wrong place, but they don't really know if the touch screen map could replace the paper map.

Vicki "I wouldn't take the red one as it is even if it was free. Forget it, it's ruining my day." It isn't that hard to figure out but it's cumbersome to use.

8. Thursday June 26, 12:30 pm

Katherine (?) – parent

Nicolette (7) – child

Observer 1

Audio player:

- Listen to Zeus first
- Katherine uses the paper map to head to more appropriate content for Nicolette, what she is learning in school



- Katherine expects when she enters a gallery to see a Family stop
- Headset appears too big for Nicolette
- Nicolette drops player
- Katherine needs new headset
- In Gallery 114, they listen to audio stop 306
- Go to the Family Forum, and ask for help with map
- Pass through Gallery 110, and into Gallery 109
- In Gallery 109, they listen to family 13 audio on Sirens
- Katherine thinks the "Family" identifier is too small on label, and she was looking for the Blue burst from the What to See guide

- Nicolette needs new headset too

- In Gallery 110, Katherine has to help Nicolette with player, listen to family 14 audio (PARIS), Katherine looks at map while listening and Nicolette looks at Katherine

Handheld General/Intro:

- Katherine has problem with intro and getting to the tours

Handheld In-Gallery:

- Listen to Zeus and Aphrodite audio, touched both thumbnails in image
- The headset is an issue with Nicolette [note: louder volume needed for Handheld audio]

Summary:

- Katherine prefers to walk in the gallery and choose what you want to hear
- Nicolette liked the touch screen
- Katherine would choose one Blue (\$5) for family, plus one Red (free)
- In order of preference – 1. Red with everything (Katherine says this would be great, more modern with images and touch screen), 2. Blue as is, 3. Red as is
- Katherine suggests splitters with younger kids (~7), 10+ are more independent, device was a little heavy on neck for Nicolette, suggest a belt clip option [note: device on your belt appears problematic if needing to touch the screen]

Observer 2

Catherine and Nicolette (Start with Handheld)

Go straight to Zeus and then exit the gallery. They looking for something that Nicolette will like. Walks through two galleries and stops at... nothing.

Didn't really understand the blue vs. gold stops on the wall text. She's searching for the kid stops and she wants to find the same blue "burst" that's on the map.

Nicolette had trouble with the headphones. They stop in the family forum and ask questions. They're walking counter-clockwise around the first floor.

Map: not clear which stop is for which object. Searching the gallery... Looks at the map, not the objects. Nicolette just looks at her mom.

Family stops are age appropriate for 7 – 10 in this mom's mind. Says: Map is difficult. You have to read it first, not just enter the numbers. I didn't see the gallery numbers.

Gallery numbers are point out to her and we try again. This helps enormously but she wouldn't have done this on her own. Would only have used the object numbers.

As an adult I would rather hear the kids version. Not the content but the speaker is so much better..



Handheld

First gallery, at Zeus, some trouble getting the Intro to stop. Still struggling with the map.

Kids want to touch everything on the screen, and click the image, the map, etc. and say "mine's not working" when it doesn't respond.

These two turned right outside the gallery again, moving counterclockwise, and they had to be stopped because the tour just wasn't working.

Mom prefers blue because of simplicity, and would take it even if red was free.
Nicolette prefers red, even though she wasn't able to get it to work.

Red with everything and keypad would be first choice.
Blue second
Red as is third.

Suggests belt clip.
Splitter a bad idea for older kids but would work for a 7 year old.

9. Monday June 30, 10:00 am

Alisa (50) – parent

Andrew (12) – child

Observer 1

Museum Experience:

- They have been to Ellis Island, great device, punch in numbers, choose what you want
- Also been to Alcatraz, and like audio tour

Audio player:

- [note: thorough instructions provided by VSA at the audio desk, explaining many points using the What to See map & guide, mention garden & gallery overviews]
- In the Atrium, Alisa thinks the highlight 50 audio is too long
- In Gallery 104, listened to the gallery overview
- Alisa says its too difficult to coordinate listening together after the beginning
- Listen to Zeus and Aphrodite audio
- Alisa dropped the map
- Alisa prefers the adult audio 51
- Andrew likes to choose between general and family audio
- Alisa thinks they would be too confined if they only had one device between them
- As we move through the inner peristyle, Alisa is expecting garden audio when asked by

Observer 2

- They find way to Gallery 211 (Athletes and Competition) using map
- They listen to general 546 and family 24, laughing and chatting
- Andrew says that the general audio provides indepth info, and that the family audio is fun
- Alisa says that both audio gave her different info
- They find the map is pretty good

Handheld General/Intro:

- Getting strapped up and comfortable takes some time
- Volume is too low

Handheld In-Gallery:

- Andrew says the map is neat, he wants to touch on the map



- Andrew leads, in-charge, tour becomes a “treasure hunt” activity, linear
- They listen together
- From Gallery 207 to 217, they expect directions in audio

Summary:

- Andrew likes the images on Red
- Alisa finds Red a little frustrating, though loved touch screen
- Andrew likes Blue over Red, like to go where he wanted, then decide this looks interesting and hit play
- Alisa thinks Red has a limiting content choice, Blue has more choices
- With both the same, Andrew prefers Blue because simpler, Alisa prefers Red because map is helpful
- \$5 vs. free, Andrew prefers Blue, Alisa prefers Red
- Alisa says \$1-2 for Red as is now, likes free, but \$5 is max
- Alisa comments that she does not like big group guided tours, she likes the digital map of Red along with the gallery overviews
- Operational – how to wear with strap tip would be helpful, and they find Red not too heavy

Observer 2

Alisa and Andrew (Started with blue)

Have used audio players before. Like s tour at their own pace, says it brought the whole thing to life.

They are the first pair to start at the fountain. They interrupt the overview, using the map to find something to see. Says “with kids you can’t linger too long on one thing.”

Nice to listen together but usually split up after a while because its too hard to coordinate.

They split up in the first gallery.

Andrew using the device on his own, Alisa looks for him and punches in his stop, wants togetherness.

Older kid, more independent. Andrew like 11 and didn’t try the other stop. Alisa liked both, but preferred 51.

Andrew wants to be able to choose, not be kept together. Alisa – wants to separate and then come back together.

Likes the freedom to look at and see what we want. Stopped the overview because it was too long. But listened to most of the audio stop, if not all of it. Zeus was too long so came back to it.

Leaves the first gallery – wants to find a vase they’ve seen before. Heads upstairs. Says the gardens should have stops too. Didn’t hear that explanation in the intro.

They find the prize vessel from the Athenian games. Listen and laugh together. Both of the listened to both stops.

Andrew – adult more information and more in depth. Family stop funny and interesting.

Alisa – loved both and says info is different and gained from listening to both.



What to see: cumbersome but I can find my way around easily.

Andrew found stop number 1 and said it was great. Said intro should still be verbal but should remind people about stop number 1.

Red device

strap tangles , trying to turn it around, strap attached to the wrong side. Alisa's didn't start, Andrew's started with Spanish.

Alisa – loves the fact that there's a map on the device because she thinks she won't have to carry the paper map.

Andrew moving through the screens effortlessly. Says the volume is too low.

Andrew it's really cool the way you can find things with the map.

Going straight to gallery 217 Daily Life. Andrew wants to know what the third button on top is – can you just punch in the numbers like the other one?

In gallery 207 trying to find the button for the 207 overview. Looking at vessels... "What, this isn't it?" Takes a while to find the right object.

Bust of Boy was right in front of them but didn't see it – went out into the gallery and came back to the case.

Searching again... scanning the gallery... Andrew finds the next stop.

This searching was very frustrating for them. The device is not hard to use, but wanted more instructions in the audio to tell them where to go next.

Andrew – likes the blue because it has everything – wants to find things of interest to him. Found the red a bit limiting.

Alisa – If the red had ALL the stops it would be more appealing. But Andrew says either would be OK but he STILL thinks the blue one is simpler to use.

Current price points are right, strap on the wrong way.

Alisa "I'm almost walking into the art looking at this screen."

10. Monday June 30, 12:30 pm

Vera (45) – parent

Andrea (10) – child

Observer 1

Museum Experience:

- They have visited LACMA, rented device for \$15, liked that they didn't have to read a lot, and felt the audio was precise, though a bit expensive
- Andrea has had a cell phone since 7
- Andrea has been to the Getty Center, Skirball, Science Museum in San Diego – used a computer kiosk



Audio player:

- [note: thorough instructions provided by VSA at the audio desk, explaining many points using the What to See map & guide, mention garden & gallery overviews]
- In Gallery 104, listen to gallery overview, like it
- Listen to audio 51 and 11 for Aphrodite
- Rewind/FastForward appears to not work for Vera, she wants to rewind as she missed something in the audio
- Gallery 105 overview – Vera wanted it, but didn't know how to find, having problems with map
- Andrea picks what she wants, Vera asks Andrea if she wants to move on to another gallery
- Listen to audio in Gallery 106
- Listen to audio in Gallery 197, Vera points to details
- Through Inner Peristyle to Gallery 110, Vera leads, Vera likes to listen to the gallery overviews first, then move around the gallery while listening and take time to think and digest

Handheld In-Gallery:

- Vera says the volume is too low
- Head to 2nd floor
- Vera mentions that an intro to the new Getty would be helpful [note: the History of the Villa film in the Atrium covers this]
- In Gallery 209, map doesn't respond while Vera touches it, Andrea showing Vera how to navigate
- Vera wants to access content by gallery number, too many steps, "I hate this", I guess I'll "Learn it eventually"
- Listen to harp player in Gallery 217

Summary:

- Andrea used the map on Red, Vera wanted to press the map to go to things
- Both liked Blue
- Andrea says if touch screen had other functions and all audio, then she would choose it
- Vera would choose Blue, and pay since the museum is free
- So, if equal functions and content, Vera chooses Blue, Andrea chooses Red

Observer 2

Vera and Andrea (started with blue player)

Mother and child are tri-lingual but not interested in Spanish language version

Has used an audio player before and paid 15 dollars, says that was expensive.

Start types in gallery number for the overview... They're listening together. Vera likes the overview of the gallery when just starting. Then enters stop by stop.

Looking at the object and saying "I don't see it" wanted to rewind to listen to the stop over but not hear all of it. Having problems with rewind function.

Wants overview number for 105 but couldn't figure out what the gallery number was or where to look.

Child is listening to audio stops at each object, mom is listening to overviews.

They seem to be walking around the 'donut.'

Sees the griffin appliqués and comments "They don't have information about that" because she doesn't see the wall text that goes with them.



Her expectation is that everything will be on the handheld. Deciding where to go by using the What to See guide. Vera wants time to think and digest/process what she's hearing.

The problem with Vera's handheld is that volume is low and can't be turned up higher.

Touches the map on the screen expecting it to respond.

Goes straight to the second floor, still using the paper map even though she's seen the map on the device.. Wants audio for the gardens because its her favorite part.

Is wondering where the paintings are, why they're not here. Says we should have this in the What to See guide (explanation of where the paintings went).

Very frustrated with this device "I was just assuming I could use it like the other one."

Navigation by theme is confusing as she wants to have content by gallery.

She doesn't understand at all why some galleries aren't on the device, not to mention most of the objects. She goes all the way back to the intro because she's so confused.

Vera: I don't like this device

Andrea: I like the other one better

They find the head of a young boy after much searching. The Harp player had to be pointed out to them.

Blue: easier to use

Red: didn't hear the introduction until the end. Wanted the map on the red one to be touchable.

Daughter: Would prefer the red if it had all information and the touch screen keypad. If the red is free in it's current design she would prefer the blue.

Mom: wants the blue no matter what.

The audio sound is better on the blue.

The only wanted the gallery overviews for a short visit.

SCREENER

We would like to recruit 10 respondents. All will have enjoyed a recent visit to an arts museum with a child between 7 - 12, and all will be users of museum self-guided tours.

Getty Villa Handheld Test Participant Screener

Name: _____

Home number: _____

Work number: _____

Home or work fax: _____

Address: _____

Where do you work? _____
(NO MUSEUM EMPLOYEES)

What is your age?

2. Male/Female (RECRUIT 6 MOMS 4 DADS)

3. Do you have children between 7 – 12 years of age?

Yes Boys and/or Girls? (RECRUIT MIX OF BOYS/GIRLS)
No (TERMINATE)

If yes, please tell us their recently completed grade and name of school. _____

4. Do you plan on visiting any of the following during the next 6 months with your child between the ages of 7 - 12?

Amusement Park	Yes/No
Sporting event	Yes/No
Theater performance	Yes/No
Museums like LACMA/MOCA/The Getty Center	Yes/No
Other arts museum _____	Yes/No

(Circle response - yes to at least 1 arts MUSEUM (not science/history museum) or terminate)

4a. When, if ever, has your child visited an arts museum?

Date:

Museum:

(If never, TERMINATE)

5. How does your child between the ages of 7 – 12 feel about arts museums like the ones mentioned above?

I'm not sure (TERMINATE)

He/she isn't really interested, but I take him/her anyway (TERMINATE)

He/she enjoys them.



(If they have multiple kids in this age range ask if there is one of the kids who enjoys museums more than the others. This is the child we would like them to bring.)

6. How likely are you to use the following free services at an arts museum when visiting with your child between the ages of 7 – 12?

MUST SELECT “LIKELY” FOR AT LEAST ONE OR TERMINATE

Printed museum map and guide	Not likely	Unsure	Likely
Audio player (with head set)	Not likely	Unsure	Likely
Museum computer kiosk	Not likely	Unsure	Likely
Self-guided tour materials	Not likely	Unsure	Likely

Which of the following does your child own/use frequently? (AT LEAST ONE OR TERMINATE)

iPod or other handheld music player

Cell phone

Blackberry

Personal computer

Pocket PC (handheld personal computer)

Video game system (Playstation, Wii, Xbox, etc)

Invitation to Participate in Screening

I would like to invite you to participate in a discussion and self-guided gallery tour at the Getty Villa for the purpose of developing the Getty's art information systems. We are interested in observing you and one child between the ages of 7 – 12 as you use art information systems, and in hearing your opinions about the experience.

The discussion will be held June 23rd – 30th at the Getty Villa in Pacific Palisades, accessed from Pacific Coast Highway (Highway 1). These discussions will be recorded (audio only) for later internal analysis. The recordings will not be made public but will be reviewed by the developers. The discussion will last approximately 1 hour and we will give you a cash gift of \$100. Will you be able to participate with one of your children?

Yes (CONTINUE) No (TERMINATE)

CHILD'S NAME _____
CHILD'S AGE _____

Thank you for your help today. We look forward to seeing you on:

Monday, June 23rd, 10 – 11 or 12:30 – 1:30 or 2:00 – 3:00

Wednesday, June 25th 10 – 11 or 12:30 – 1:30 or 2:00 – 3:00

Thursday, June 26th, 10 – 11 or 12:30 – 1:30

Monday, June 30th, 10 – 11 or 12:30 – 1:30



Address

17985 Pacific Coast Highway
Directions and parking reservations to follow.



SCREENER RESPONSES

PARENT NAME GENDER AGE	PARENT'S OCCUPATION	CHILD NAME GENDER AGE	PLANNED ACTIVITIES	LAST ART MUSEUM DATE ENJOYMENT	LIKELY SERVICES	DEVICES CHILD OWNS & USES FREQUENTLY
Male 48	Confidential	Male 8	Amusement Park Sporting Event Theater Performance Art Museum	Getty 1 month ago enjoys them	printed map computer kiosk tour materials	iPod personal computer video game system
Female 52	Confidential	Female 8	Amusement Park Sporting Event Theater Performance Art Museum	Getty last week loves them	printed map computer kiosk tour materials	personal computer
Male 37	Confidential	Male 11	Amusement Park Sporting Event Theater Performance Art Museum	LACMA 12/2007 enjoys them he is into art	printed map audio player tour materials	iPod cell phone personal computer video game system
Male 52	Confidential	Female 9	Theater Performance Art Museum	LACMA 5/2008 goes a couple times per month enjoys them	audio player	cell phone personal computer
Male 32	Confidential	Female 12	Amusement Park Theater Performance Art Museum	Getty 4/2008 enjoys them	printed map audio player computer kiosk tour materials	iPod cell phone personal computer video game system
Female 45	Confidential	Male 9	Amusement Park Sporting Event Theater Performance Art Museum	LACMA 12/2007 enjoys them	printed map audio player computer kiosk tour materials	iPod cell phone personal computer video game system
Female 48	Confidential	Male 10	Amusement Park Sporting Event Art Museum	LACMA 2/2008 enjoys them	printed map audio player tour materials	iPod cell phone personal computer video game system
Female 36	Confidential	Female 7	Amusement Park Sporting Event Theater Performance Art Museum	Skirball 4/2008 enjoys them	printed map audio player computer kiosk tour materials	iPod personal computer video game system
Female 50	Confidential	Male 12	Amusement Park Sporting Event Theater Performance Art Museum	Getty Villa 4/2008 enjoys them	printed map audio player computer kiosk tour materials	iPod cell phone personal computer video game system
Female 45	Confidential	Female 10	Amusement Park Theater Performance Art Museum	Getty 1/2008 likes a lot	printed map audio player tour materials	iPod cell phone personal computer video game system

