

NAME

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Case Study

for the

Morgan Library & Museum

Background



THE MOCK-CLIENT

The Morgan Library & Museum (ML&M) is a 100+ year old institute with rare treasures of art, books, and manuscripts. It is located at 225 Madison Avenue, NYC.

SCOPE OF WORK

User Research, User Testing, and Med-fi prototyping

TEAM

A team of 3 students during the research and initial testing phases.
Solo work during wireframe testing & prototyping.

User Research: Introduction

DISCOVER



The first phase in any design project is the “discover” phase. The purpose is to uncover users’ needs, motivations, and mental models.

WHY WE DID THIS

To understand museum visitors’ perspectives and experiences, to gain insights.

We probe for context, stories, patterns, and unarticulated goals

Interview details



Hosted by
1 interviewer & 1 note-taker



On
40 minute zoom calls.



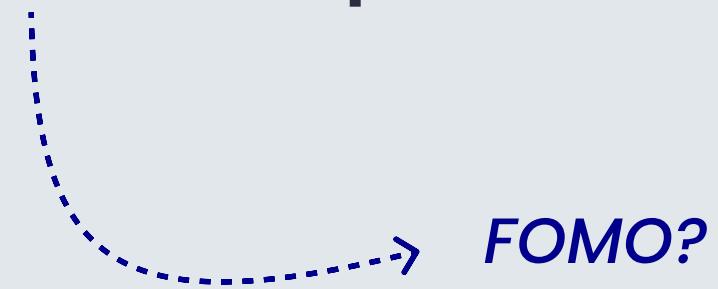
During
Sep 2025 12th - 15th

User Research: Highlights

Factors affecting the visit



66% users visit for **limited time**/seasonal **experiences**.



FOMO?



All users consider the museum's location and transport options.



66% users consider ticketing **discounts**.

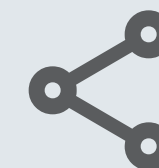


What's not working

5 out of 6 users do **not** intend to get museum **memberships**.

An interesting phenomenon

66% users share memories of their museum visit on social media.



"BTDT"

The Museum Visitor


Anita



 Jersey City
NJ

Museum visit frequency
Once a month 

Available free time
Weekends 

Primary Consideration
Transport time & options 

User Research: Persona

"I love art! I've heard good things about the Morgan Library & Museum"

Motivations

Personal Interests:

Art, creativity

Hears about museums

from friends

Hears about museum news

from museum newsletters

Goals

To know about

- Transport options
- Tickets
- Discounts
- Exhibit timings

Behavior

- Uses mainly a mobile device
- Shares memories like museum visits on instagram

Structuring Content

Card Sorting & Tree Testing

Card Sorting

11

participants

Tree Testing #1

15

participants

Tree Testing #2

36

participants

Tree Testing #3

12

participants

Card Sorting

54

Cards



34

User-generated groups



18

Merged Groups

Tree Testing - 1

15

Participants

6_{min}

Median Time

10

Tasks

40%

Success Score

Areas of Confusion:

- **Museum Floor Plan:** Unsure whether it belongs under Visit or About.
- **Press Room:** This had the lowest agreement in card sorting — people struggled to figure out where it should be located.
- **Kids' Educational Activities:** It was unclear whether these should live under **Events or Learn & Teach.**

Tree Testing - 2

36

Participants

8_{min}

Median Time

10

Tasks

49%

Success Score

Areas of Confusion:

After the first round of tree testing, we updated the IA with small adjustments in labeling and placement. We then ran a second round of testing with revised tasks that were clearer and easier for users to understand.

Tree Testing - 3

12
Participants

8_{min}
Median Time

6
Tasks

65%
Success Score

Areas of Confusion:

We conducted a third round focused on testing alternative labels to see if the new wording and industry standard could improve our task success rate.

Tree Testing - 3

12
Participants

8_{min}
Median Time

6
Tasks

65%
Success Score

Areas of Confusion:

We conducted a third round focused on testing alternative labels to see if the new wording and industry standard could improve our task success rate.

Key Improvements

After one round of card sorting and three rounds of tree testing, we refined the site structure to better reflect how users naturally look for information.

01 Redefine the **global navigation**

04 Move misplaced content

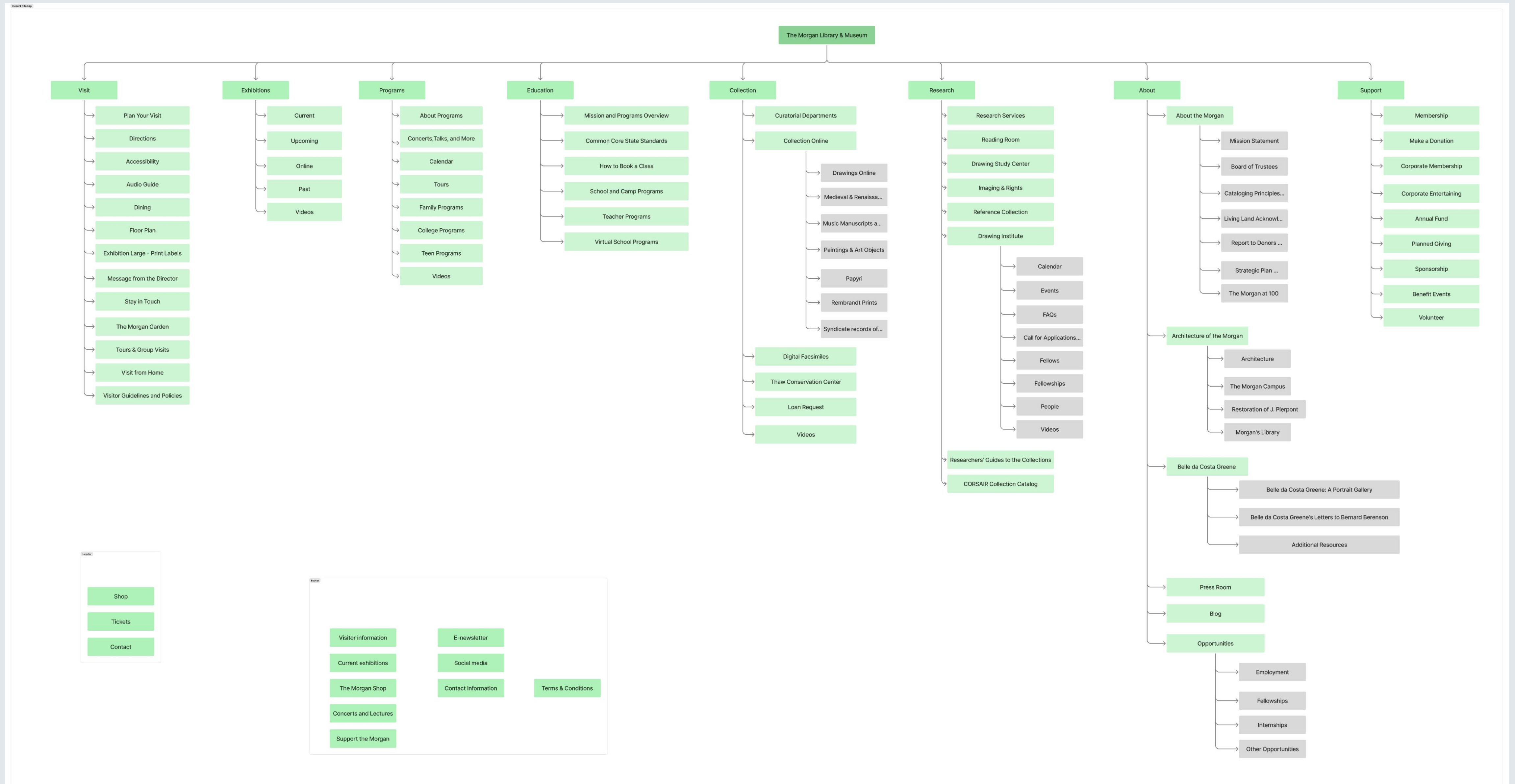
02 Reorganize “**Visit**” section

05 Merge duplicated “**Tour**” content

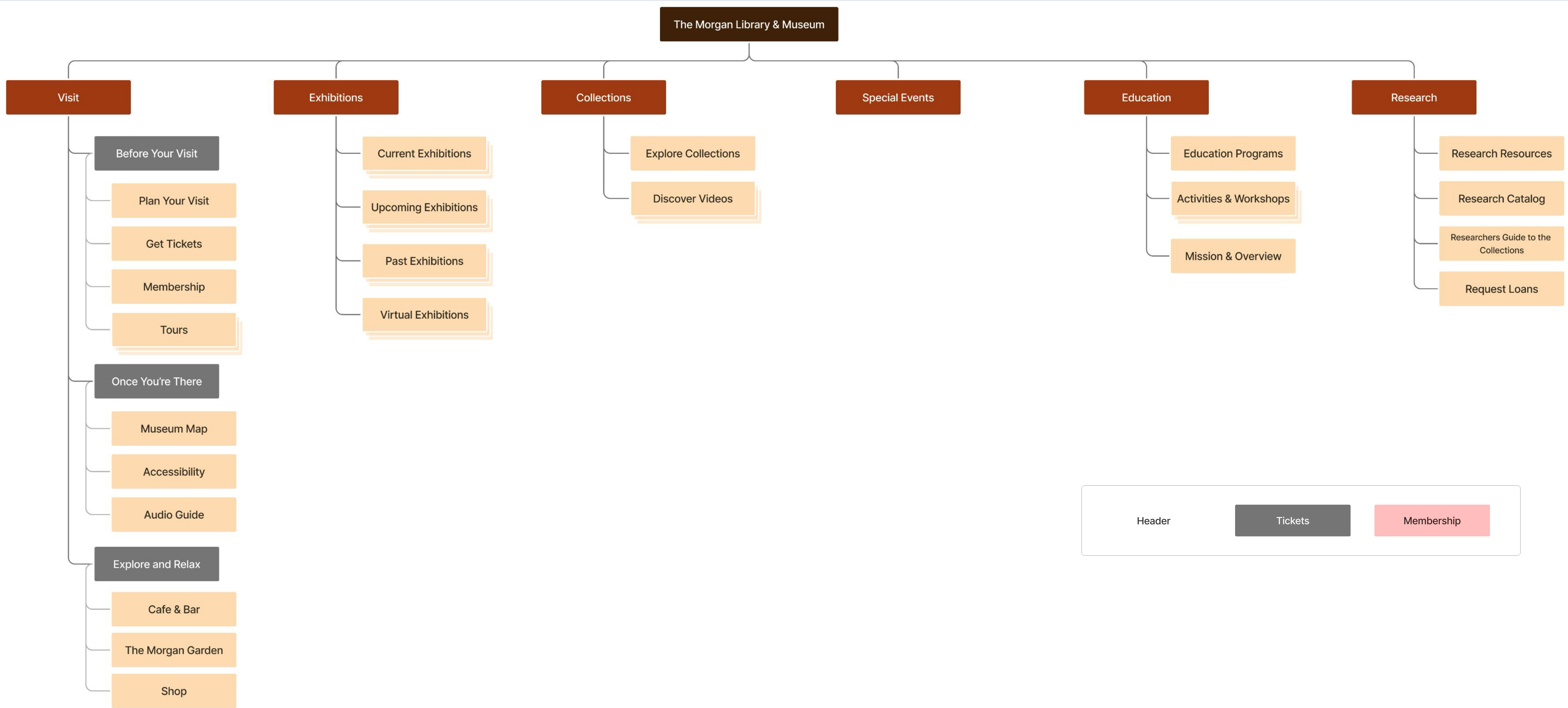
03 Rename labels

06 Merge all video content into “**Discover Videos**”

Existing Info Architecture: Wide & Deep



Redesigned Info Architecture: Narrow & Deep



Medium-Fidelity Prototype Evaluation

Findings from usability tests

Session details

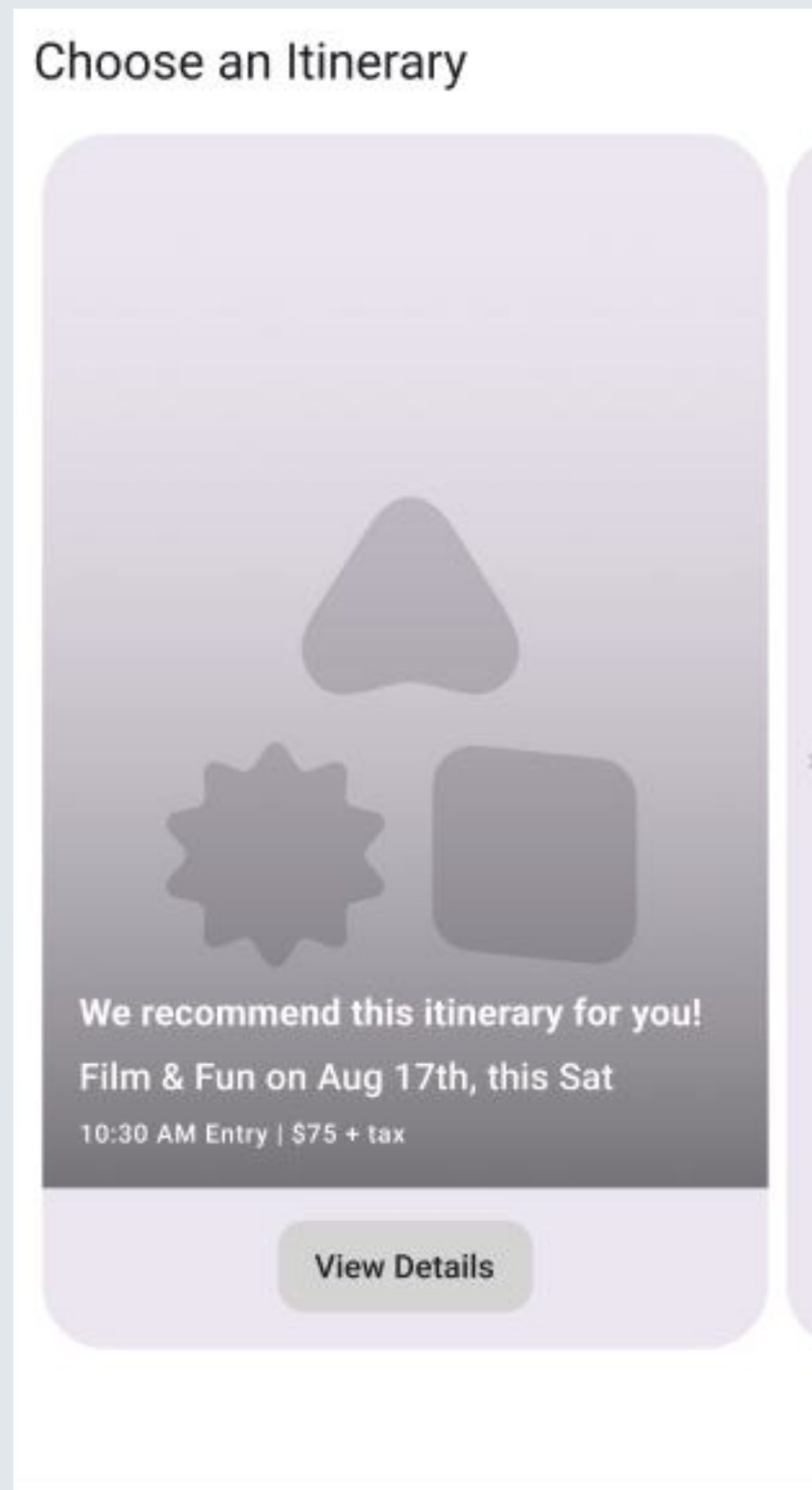


 Session Type
Moderated, Generative

 Over
15-20 minute zoom/Whatsapp calls.

 On
Nov 2025 24th

The Prototype: Highlight: The “Visit Planner”

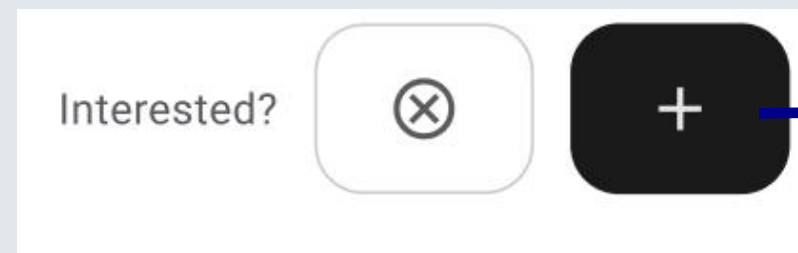


PRIMARY FLOW

The itinerary builder, or “Visit Planner” was the primary flow that was being tested. Different aspects being considered were:

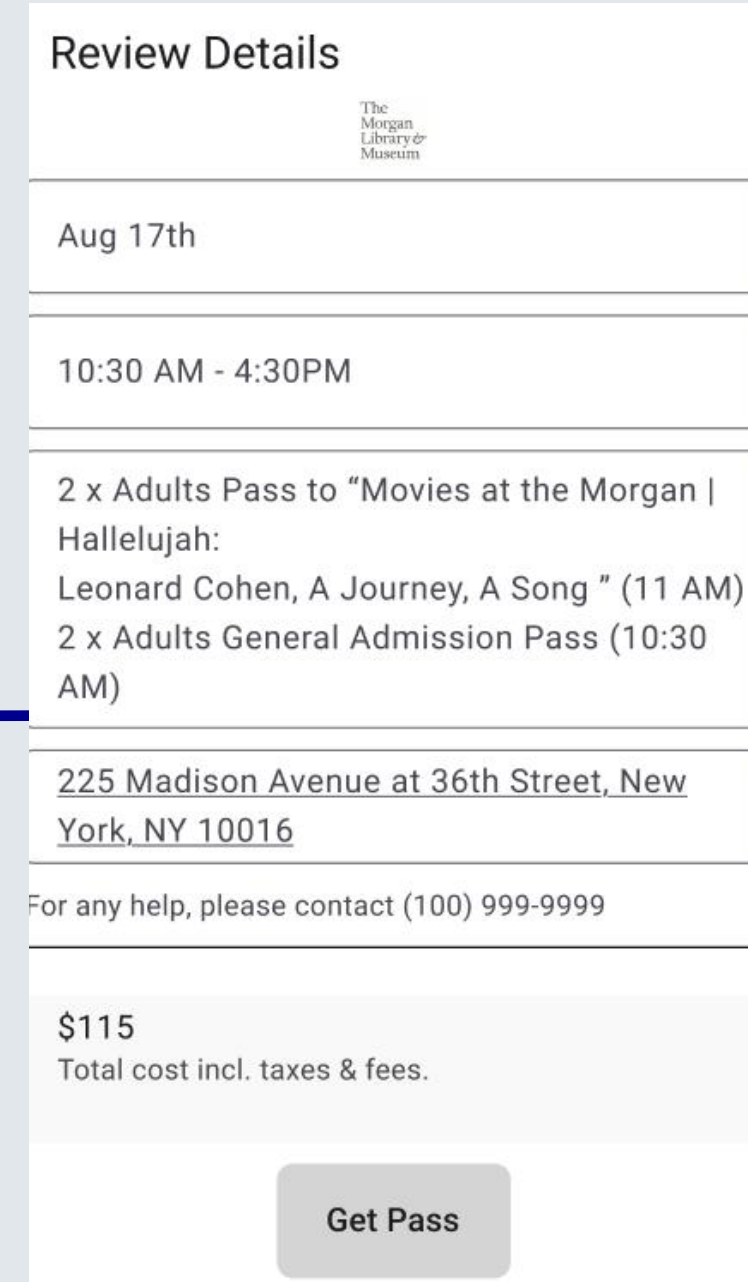
1. Whether users successfully navigate to it
2. Method of discovery
- 3, Ease of use

Changes made: post pilot-test

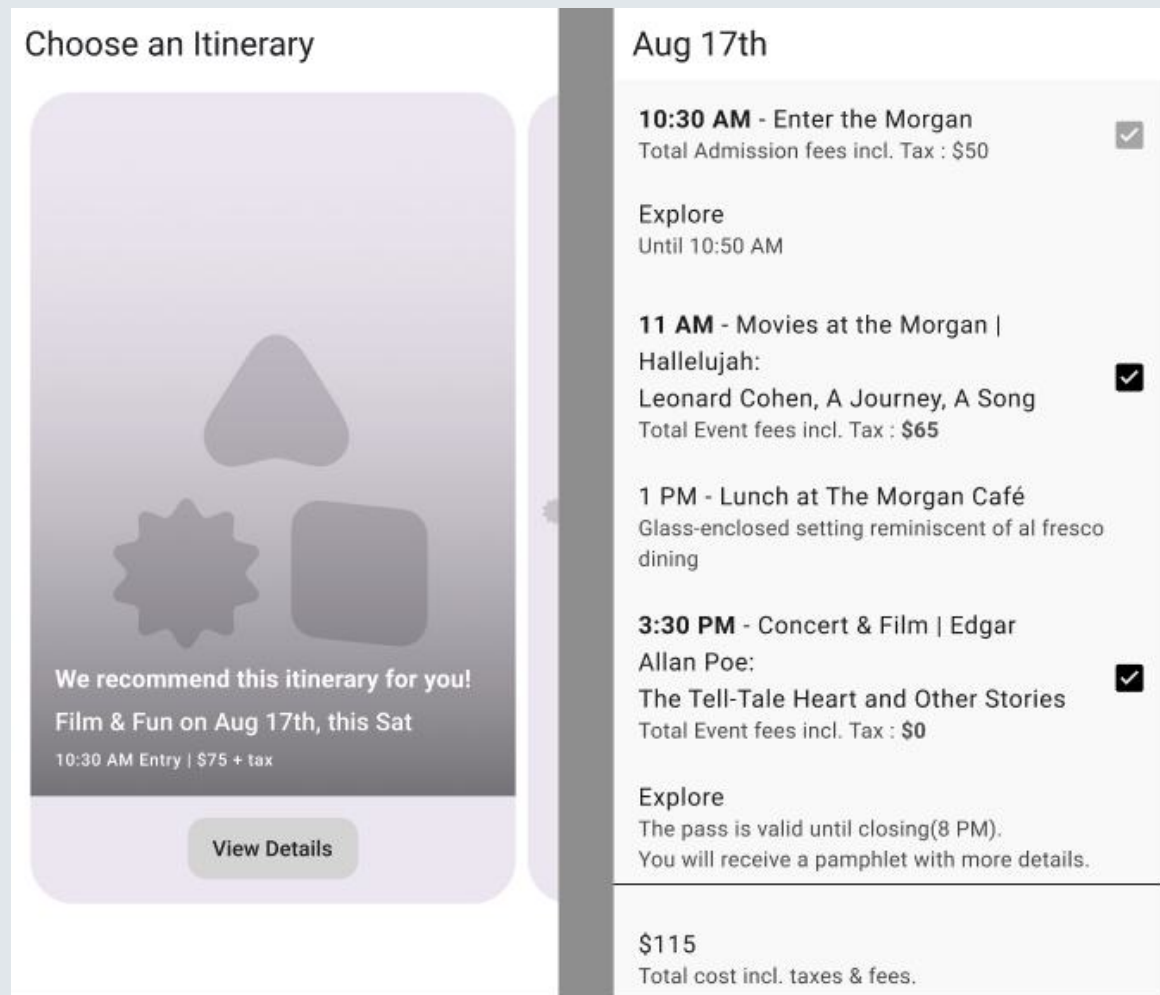


INSIGHTS

◆ The star icon changed to a "plus".



◆ Confirmation page added before payment



◆ Concept of the itinerary elaborated.
Actual itinerary shown.

◆ User now not sent abruptly to a payment page

User Testing with 5 users:

Insights – What went well

“Flow-state” flow?

Users went through the flow smoothly.

They intuitively and quickly went through the flow.

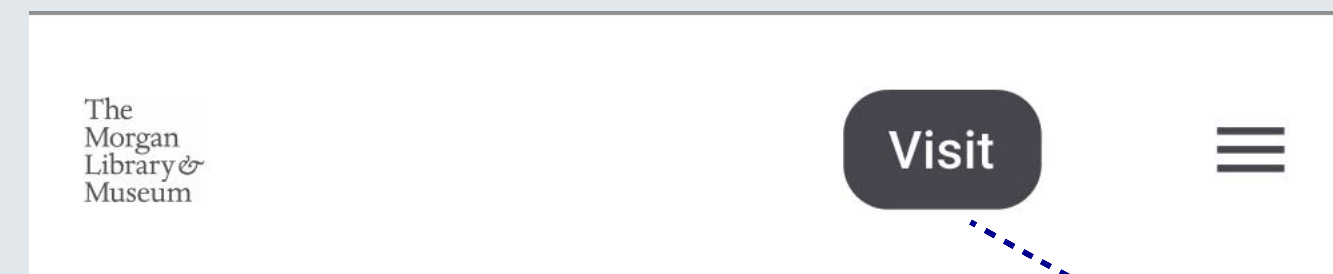
Too good to be true?

User Testing Insights

Finding “Visit Planner”

All users found the intended “Visit Planner” flow **first**, when given the task.

Most users found this by clicking the menu item **“Visit” > Visit Planner**



NO ONE USED THIS BUTTON

The updated prototype

Before:

Hours

The Morgan Library & Museum is open Tuesday, Wednesday, Thursday, Saturday, and Sunday from 10:30 am to 5 pm, and Friday from 10:30 am to 8 pm.

Closed on Thanksgiving Day, Christmas Day, and New Year's Day.

The updated prototype

*UX Writing:
After:*

Open Tue-Sun

Opens at 10:30 AM

Closes at 5pm except on Friday (Late closing at 8PM)

Closed on all Mondays, Thanksgiving, Christmas, & New Year's Day.

The updated prototype

Prototype

Parts of the “itinerary builder” flow are showcased in this video:

