NYU SKIRBALL

Usability Testing Report

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Executive Summary

The NYU Skirball Center for the Performing Arts is NYU's premier venue for performances, hosting innovative dance, theater, music, and film that connect students, artists, and the public. We set out to conduct user testing on NYU Skirball's desktop website application. Our goal with this study was to identify and address usability issues patrons experience when using the NYU website, and to provide thoughtful, research-backed recommendations to help communicate NYU Skirball's ticketing process, membership information, and donation options to new users.

We decided to conduct moderated remote usability tests of NYU Skirball's site to begin our project. We created screener questions to ensure our test participants matched our target group: new users to NYU Skirball, live in or close to NYC, and with some interest in live performances. We recruited 8 participants through these screener questions. Our interview protocol was as follows: we gave them a pre-test questionnaire to gain information on their experiences, observed them go through three tasks on the website and speak aloud their process, answered post-task questions about their knowledge, and finally presented them with a post-test questionnaire that gathered the participants' overall thoughts about the NYU Skirball website and experience. Once we finished testing, we gathered all the insights users provided and developed four recommendations to improve the user experience.

#1 Restructure membership tier information

Simplify and redesign membership tiers to reduce user confusion.

#2 Include Membership Information throughout the check out process

To increase new user's understanding of the benefits of a membership.

#3 Reorganize the navigation bar

Reduce confusion on where users can locate the membership options.

#4 Redesign the "Select Different Events" section

Allow users more easily accessible flexibility when checking out.

These recommendations target the usability issues we uncovered during our remote user testing, specifically their difficulty navigating the site, understanding the different membership tiers, and understanding what the membership offers. We are confident that these solutions will significantly enhance the online user experience for new NYU Skirball users, with a focus on elevating the checkout process, the presentation of membership information, and the presentation of donation information.

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Introduction

NYU Skirball is a performing arts center in New York City where audiences can watch adventurous, transdisciplinary productions. Their website contains information on their various events, opportunities to donate and join, and insights into the shows and their artists.

Our group at Pratt Institute conducted eight remote, moderated usability tests to understand the usability issues new users may encounter on the NYU Skirball website. When testing, we placed specific focus on the ticketing flow and the membership and donation pages to understand why drop-off rates were high. Participants were asked to speak aloud as they navigated the website and answer questions based on their experience. From there, we analyzed the test results, conducted a competitive analysis, and developed four recommendations to improve the NYU Skirball website's usability and customer purchasing rates.

Methodology

The methodology used for this report was remote moderated user testing. User testing helps identify problems, uncover opportunities for improvement, and learn about the target user's behavior and preferences (Moran, 2019). We specifically conducted remote, moderated user testing due to its benefits, including the ability to adapt the script as needed, ask for clarification, and test efficiently (Moran & Pernice, 2020). It is only intensive to create the test plan, recruit participants, and set up the software needed.

For our report, we first made a test plan and a script to follow during the testing session. Then, we recruited participants based on a target demographic. From there, we scheduled Zoom sessions with our participants to conduct the tests, during which we learned more about them and observed how they reacted and navigated the website. Finally, we compiled our findings and developed insights and recommendations based on the sessions.

Test Plan

After talking with the NYU Skirball team and understanding their priorities for testing, we came up with the following questions and tasks to have participants go through as they navigate the website:

Pre-test questions:

1. Tell me a little bit about yourself.
   - What do you do for work?
   - What do you like to do for fun?

2. Do you like attending live performances like concerts or plays?

3. What type of live performances are you most interested in?

4. What usually motivates you to donate to or become a member of an organization like theater, museum, or performing arts center?

5. I noticed you mention that you purchased tickets online [x] amount of times over the past 12 months. I'm curious what platforms/apps you use?
   - What did you like/dislike about those platforms?
   - If a user purchased zero tickets online in the past 12 months, ask why not?

Scenario and tasks:

- Scenario: Imagine you recently heard about the NYU Skirball Center of Performing Arts from a friend. They told you that they have great live theater performances, and you, a new user, would like to visit their website to see what live shows they offer/will offer.

- Task 1: You would like to purchase a ticket for an upcoming live performance. Locate and add a ticket to your cart for a live performance anytime next week.

- Task 2: You are curious about the membership NYU Skirball offers. Locate where you would find information about the membership(s) and what they offer you.

- Task 3: You are feeling generous and would like to see if there is a way to donate to this center. Locate where you can donate, and what options are available.

Post-task questions:

- Rate how easy or difficult this task was for you on a scale of 1-5. (1 being easy, 5 being difficult.)

- Why did you give it this rating?

- Was anything confusing or frustrating about this process?

- What would you improve about this website?

Post-test questions:

- What were some good parts/elements on the website that helped you complete the tasks?

- What were some parts of the website that made it difficult or confusing for you to complete the tasks?

- If you were in charge of improving the site, what's the first thing you'd change?

- Would you recommend this website to a friend? Why or why not?

- Is there anything else you'd like to share about your experience today?

Refer to Appendix A for the entire testing script.

Participant Recruitment

Before conducting our tests, we created screener questions to recruit participants. Based on discussions with the NYU Skirball team, we decided to test new users, who lived in or near the NYC area. So, we came up with the following questions with a selection of possible answers:

1. Do you live in or near New York City? (Yes / No)

2. Have you ever used NYU Skirball's site before? (Yes / No)

3. In the past 12 months, how often have you purchased tickets online for live events such as theater, dance, music, or comedy? (Select One: Never, Once, 2-3 times, 4+ times)

4. Have you ever donated to or joined a membership program for a performing arts center, theater, dance, music, or comedy? (Select One: Yes, I have donated or been a member, No, but I've considered it, No, never)

People who answered 'No' to living in or near NYC or answered 'Yes' to having used NYU Skirball's website were rejected from participating in our study. We

used Dscout Private Panels to host the screener questions and send it out to possible participants. Due to time constraints, we used our own personal networks to recruit participants as well. We were able to recruit eight participants who fell within our targeted demographic.
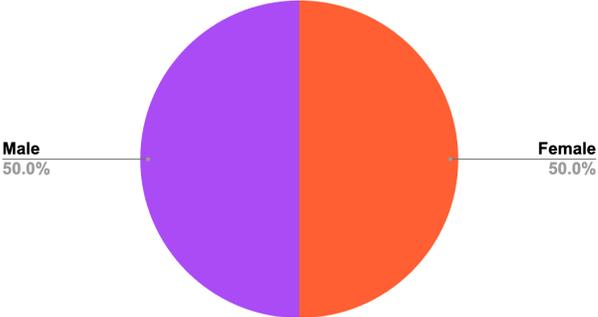
Participant Demographics

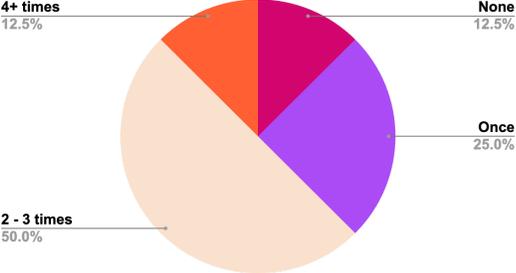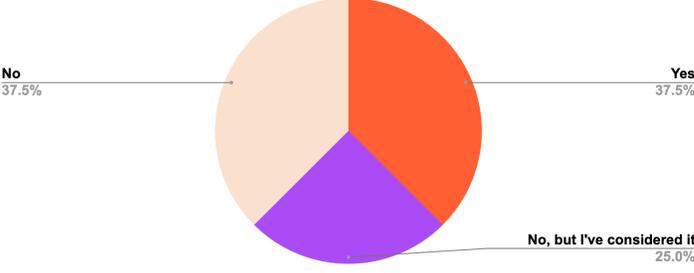Our participants came from diverse backgrounds:

Age

- 55 - 64: 12.5%
- 18 - 25: 37.5%
- 25 - 34: 50.0%

Gender

- Male: 50.0%
- Female: 50.0%
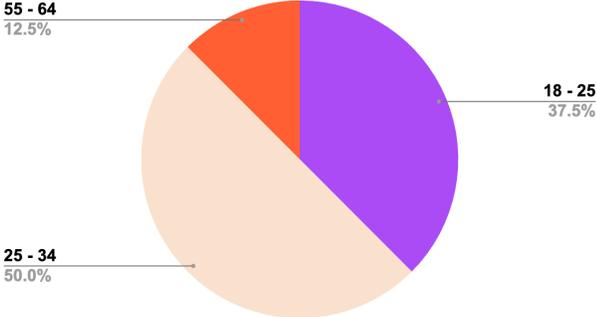
Their occupations included UX Designer, freelance artist, university chairperson, bakery assistant, magazine editor, technical manager, and unemployed.

In terms of their live performance purchasing habits:

Frequency of buying live performance tickets in past year

- 4+ times: 12.5%
- None: 12.5%
- Once: 25.0%
- 2 - 3 times: 50.0%

Ever donated or become a member?

- No: 37.5%
- Yes: 37.5%
- No, but I've considered it: 25.0%

Reasons that people gave for buying a membership or donating include: helping others, supporting and restoring art I care about, helping younger generations with education, high-quality services, and frequently updated benefits. The only reason that people gave for not buying are due to lack of funds.

Refer to Appendix B to see specific details for each participant.

Findings & Recommendations

Overall findings

Overall, participants had a positive impression of the website. Many complimented its strong visual design and branding. The hero images on the website are impactful, and some found the cool language and events a breath of fresh air. All participants who tested the desktop version of the website were able to complete the tasks and found most of the navigation straightforward.

However, we identified a few usability issues during the testing sessions.

When completing task one, buying an event ticket, some participants struggled with finding where to buy a ticket. In the ticket purchasing flow, others found several components confusing or frustrating, such as the seat map or the inability to update a seat.

On task two, finding the membership information, some participants were initially unable to locate the membership page. There was also confusion about the membership content, with some participants requesting more information on the different tiers and their benefits.

For task three, finding the donation information, participants were mainly able to navigate to the donation page and understand its information. However, there was some confusion around the "Designation" field on the "Give Now" page.

After analyzing the issues encountered, we came up with four recommendations to improve the website's usability, user retention throughout the ticketing flow, and the likelihood of donation or membership purchase.

Recommendation #1: Restructuring Membership Tier System

Problem:

During user testing we noticed many overlapping issues with the membership system among our tested users and restructuring it into a tier system. Based on user confusion and cognitive overload with the memberships we decided to change the names and structure.
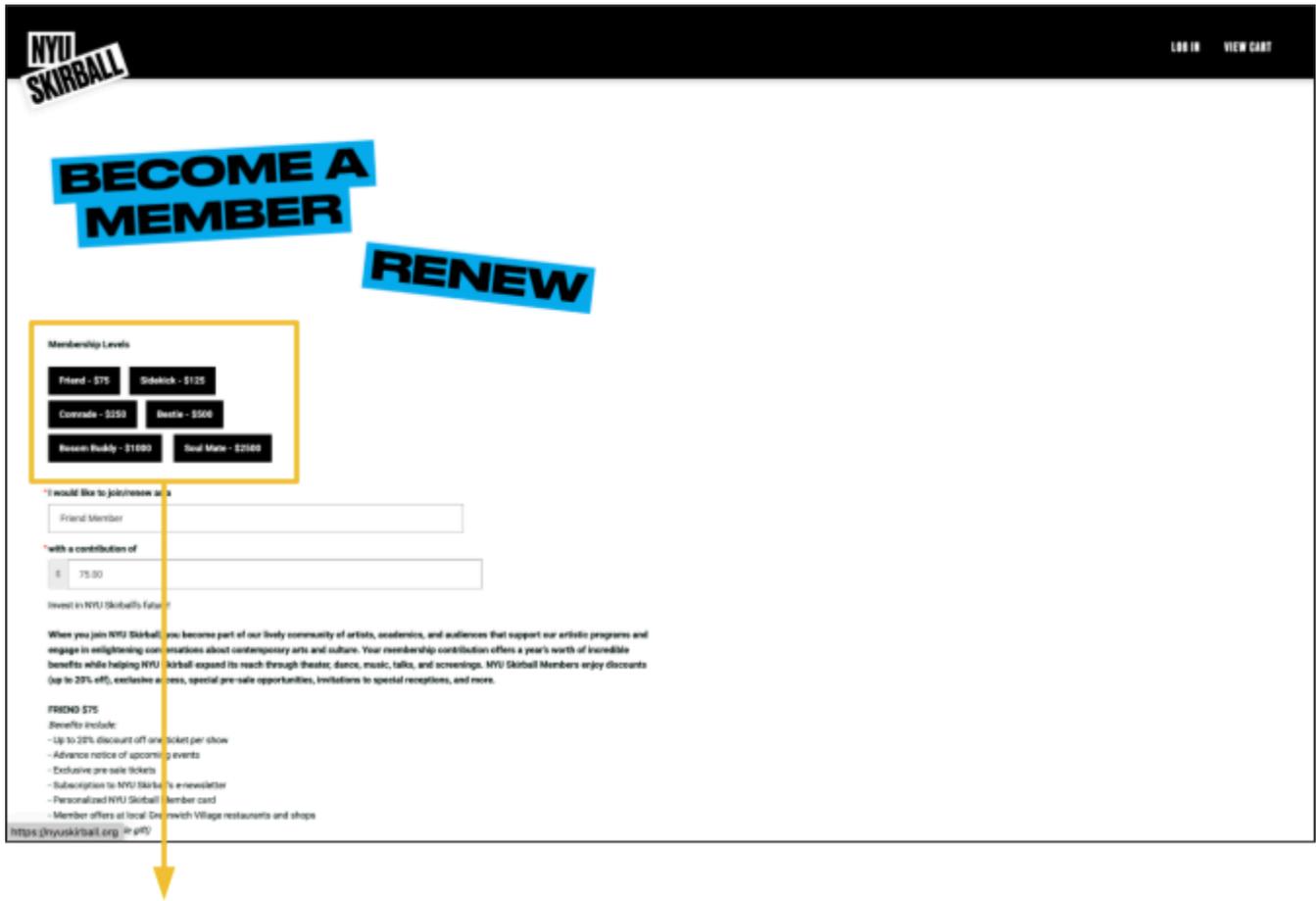
These Membership levels consisted of "Friend", "Sidekick", "Comrade", "Bestie", "Bosom Buddy", and "Soul Mate".

Solution:

We emulated a similar structure to the websites we thought did an excellent job in our competitor analysis. It is easier for the user to understand and users can understand what level of support they get with each membership which reduces confusion compared to the previous tiered naming system.

The updated membership system is easier for users to understand because the tier names follow widely recognized membership labels.

Problem:

The membership information placement reduced visibility and made it harder for users to understand membership benefits at the right moment.
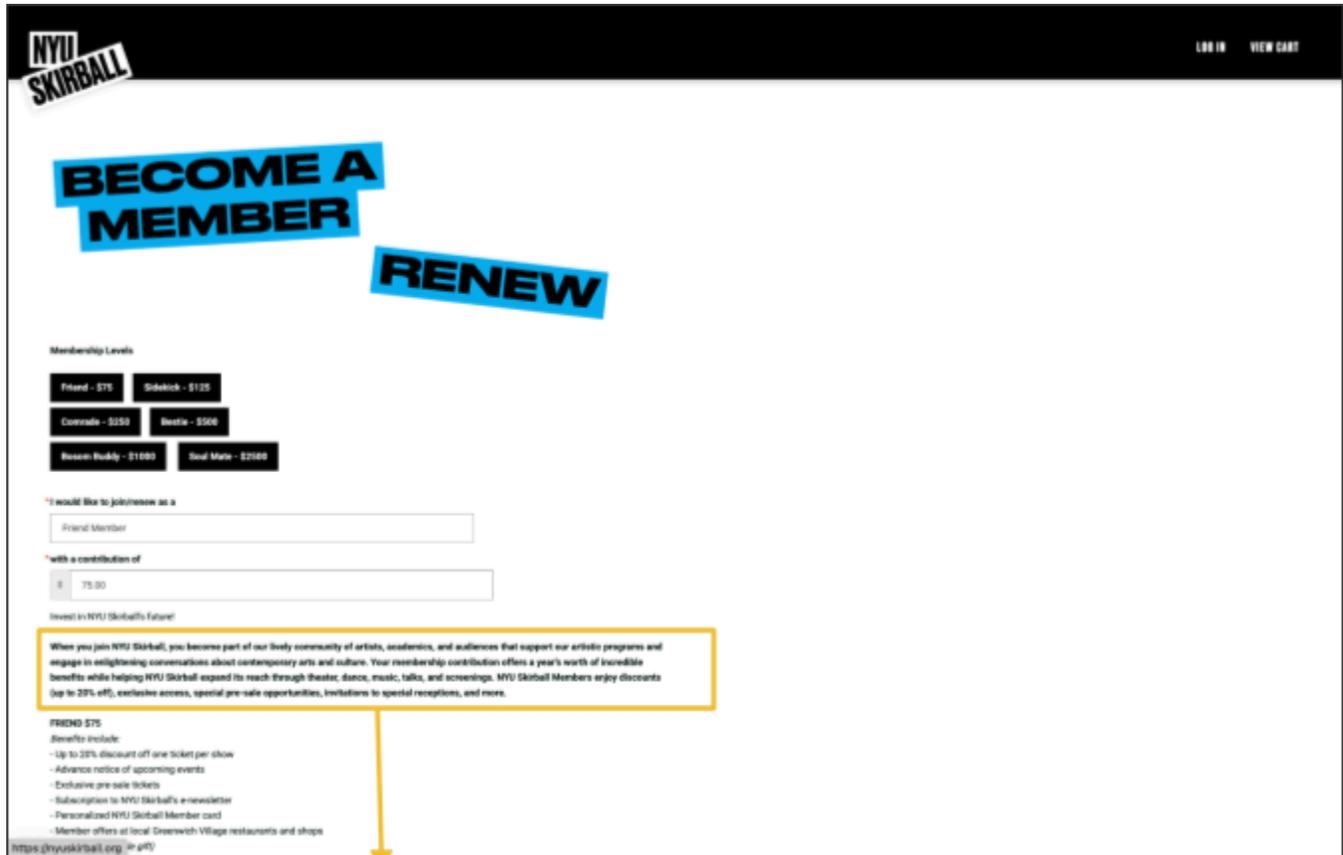
The membership information was positioned too low on the page, causing users to overlook it while scrolling.

Solution:

The membership information now sits at the top of the page clearly visible for the user. The benefits are clear right away and better supports their decision-making.

Placing the membership information at the top increases visibility and ensures users understand the value of becoming a member before exploring the tiers.

Problem:

The lack of a clear structure made it difficult for them to compare tiers or identify benefits that mattered most.

Users had trouble understanding the details of what the memberships offered in the descriptions because they were dense and not easy to scan.

Solution:

Making the membership descriptions clearer helps users quickly see what each tier includes.

When you join NYU Skirball, you become part of our lively community of artists, academics, and audiences that support our artistic programs and engage in enlightening conversations about contemporary arts and culture. Your membership contribution offers a year's worth of incredible benefits while helping NYU Skirball expand its reach through theater, dance, music, talks, and screenings. NYU Skirball Members enjoy discounts (up to 20% off), exclusive access, special pre-sale opportunities, invitations to special receptions, and more.

Choose Your Membership Level

General Membership   Patron Circle

Supporter - $75/year
Contributor - $125/year
Associate - $250/year

Benefits Include:
- Up to 20% discount off one ticket per show
- Advance notice of upcoming events
- Exclusive pre-sale tickets
- Subscription to NYU Skirball's e-newsletter
- Personalized NYU Skirball Member card
- Member offers at local Greenwich Village restaurants and shops
(Fully tax-deductible gift)

Join or Renew

Reworking the membership descriptions makes it easier for users to understand what each tier includes.

Problem:

Users had trouble understanding which membership tier they selected because the buttons didn't give strong visual feedback.

When buttons are clicked they don't show strong visual feedback for the users.

Solution:

By changing from blue to black to demonstrate they are selected it makes the selection clearer. When a user clicks a tier, the visual change is stronger and more obvious.

Stronger visual feedback with the button turning black makes the selected membership tier feel obvious for the users.

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Problem:

Scrolling down towards the bottom half of the page. The "Join or Renew Now" button looked like the final step in the process as it was designed to, but users were confused when they clicked on it and it led them to a cart.

Having the "Join or Renew Now" be the final button on the page before leading to the cart confuses the users.

Solution:

Repositioning the "Join or Renew" button helps users understand they're selecting a membership tier, not finalizing their purchase.

Moving the "Join or Renew" button up prevents users from thinking they've confirmed their membership too early.

Problem:

The review section was hidden in the text, some users missed it and didn't realize they should check their choices.

*I would like to join/renew as a

Friend Member

*with a contribution of

$ 75.00

Invest in NYU Skirball's future!

When you join NYU Skirball, you become part of our lively community of artists, academics, and audiences that support our artistic programs and engage in enlightening conversations about contemporary arts and culture. Your membership contribution offers a year's worth of incredible benefits while helping NYU Skirball expand its reach through theater, dance, music, talks, and screenings. NYU Skirball Members enjoy discounts (up to 20% off), exclusive access, special pre-sale opportunities, invitations to special receptions, and more.

FRIEND $75
Benefits Include:
- Up to 20% discount off one ticket per show
- Advance notice of upcoming events
- Exclusive pre-sale tickets
- Subscription to NYU Skirball's e-newsletter
- Personalized NYU Skirball Member card
- Member offers at local Greenwich Village restaurants and shops
(Fully tax-deductible gift)

*Benefits are subject to availability and certain restrictions may apply.

Join/Renew Now

The review section is easy for users to overlook when scrolling because it didn't stand out visually.

Solution:

To help users feel confident before committing, we created a clearer, more prominent review section. This gives them a moment to check their selections, make changes, and confirm details without getting lost in text.

A visually strong review section was added that helps users not miss it and give them time to reflect and decide before clicking "Add to Cart"

Problem:

While the final button was changed from "Join and Renew Now" to "Add to Cart"
It didn't clearly communicate what would happen next.

Clear button labeling helps users understand and give them confidence knowing
where the button will lead them.

Solution:

After all required fields are completed, the "Add to Cart" button provides clear visual feedback, letting users know they're ready to move forward.

The visual cue reassures users that all required steps are complete before they proceed.

Recommendation #2: Include Membership Information throughout the check out process

Problem:

During user testing, we noticed that users saw little information about the membership system throughout the checkout process. We saw this as a missed opportunity to include more relevant information about the membership tiers, so users could be better informed as they check out a ticket.
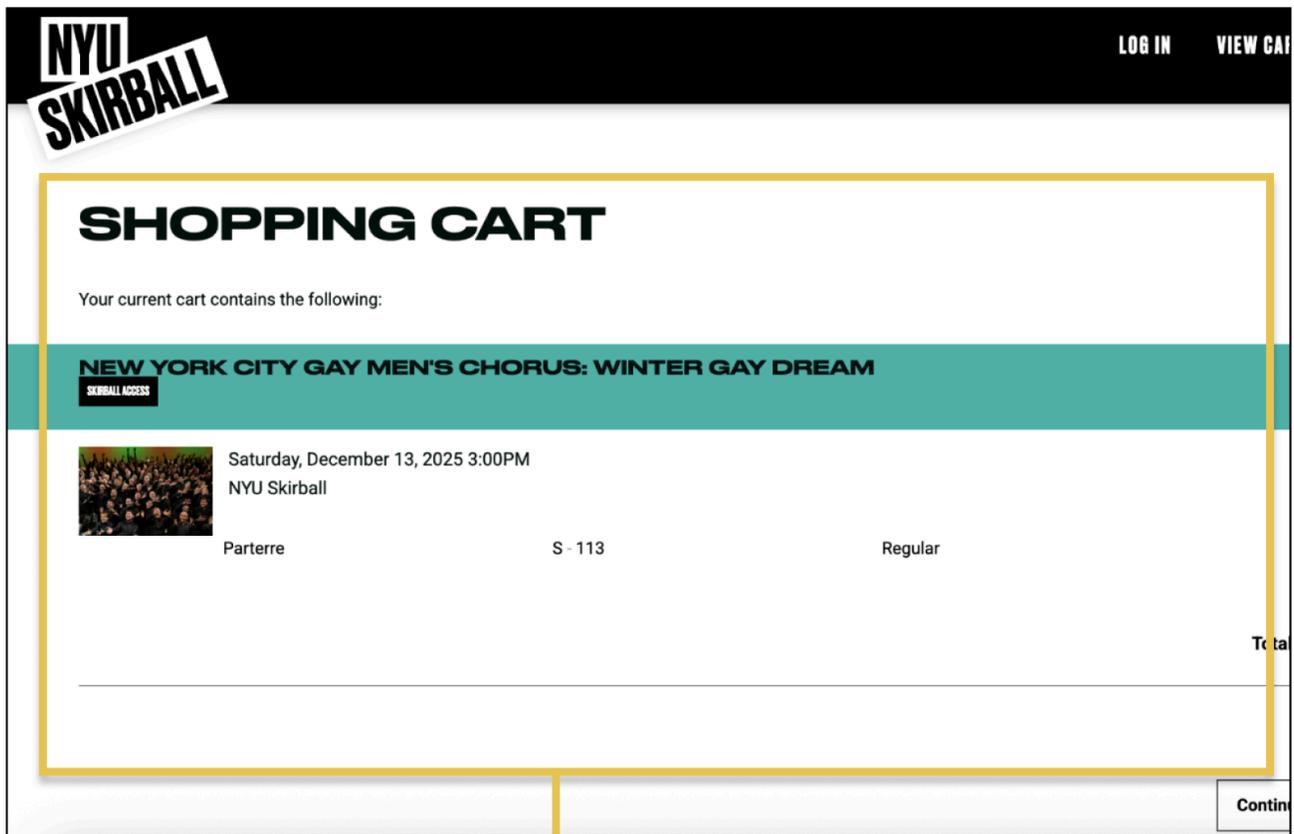
No information regarding memberships/donations. Missed opportunity to help new users gain benefits and % off their purchase, and gain a member.

Solution:

The best way to inform users about the membership option is to add a section in the checkout process with a short description of what it offers, using an eye-catching color. We saw this in our competitor research, and it is an effective way to build new users' interest in becoming members.

Highlighted, eye-catching section to inform new users what they gain by becoming a member. It gives them a short description and option to do so.

NYU SKIRBALL

LOG IN   VIEW CART   TIME REMAINING: 19:51

SHOPPING CART

Tickets are up to 20% OFF for Members this season! Plus, NYU Skirball Members gain access to exclusive online and in-person events offering behind-the-scenes insights into our artists and our productions.

MEMBERS LOG IN FOR TICKETS

BECOME A MEMBER

Your current cart contains the following:

NEW YORK CITY GAY MEN'S CHORUS: WINTER GAY DREAM $99.00 ✕
SKIRBALL ACCESS

Saturday, December 13, 2025 3:00PM
NYU Skirball

| Parterre | S - 113 | Regular | $99.00 |

| | Subtotal: | $99.00 |
| | Total Order Fees: | $8.00 |

| | Total: | $107.00 |

Recommendation #3: Reorganize the navigation bar

Problem:

When users were tasked with locating the different membership options, 62.50% found it challenging to navigate the site, especially for this task. The main issue was that "Membership" was found only after first clicking the "Donate" option in the Main Navigation bar. Unless users clicked on the "hamburger" Menu icon, they were unaware exactly where the memberships would be, and some clicked on "Explore" instead of "Donate."

Can be confusing for some users when curious about membership details. Missed opportunity to highlight membership tiers in the Main Navigation.
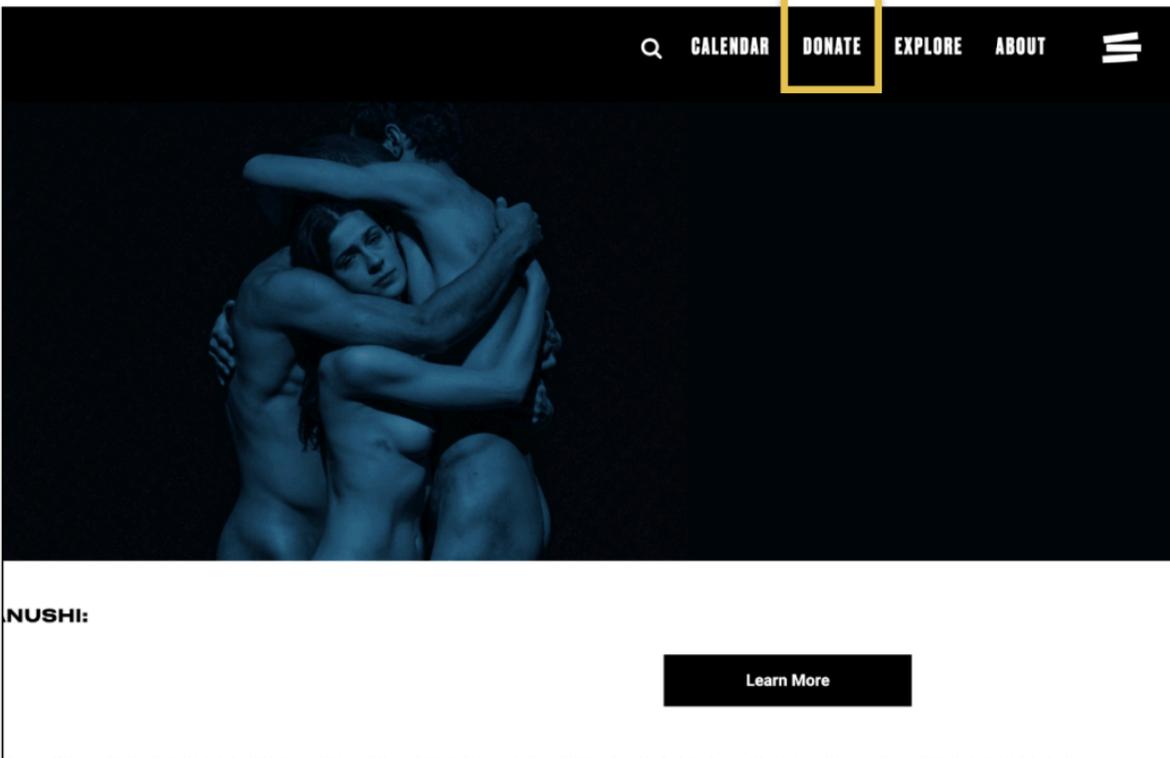
Solution:

The best solution we believe would fix this issue is to include "Membership" as an option in the Main Navigation. We are confident that this would help users understand Membership more effectively, as during our competitor research, we have seen other sites use this main navigation layout, allowing users to go straight to the membership tiers.

Allows users to understand that they can donate in multiple ways. Allows users to explore membership tiers upfront.
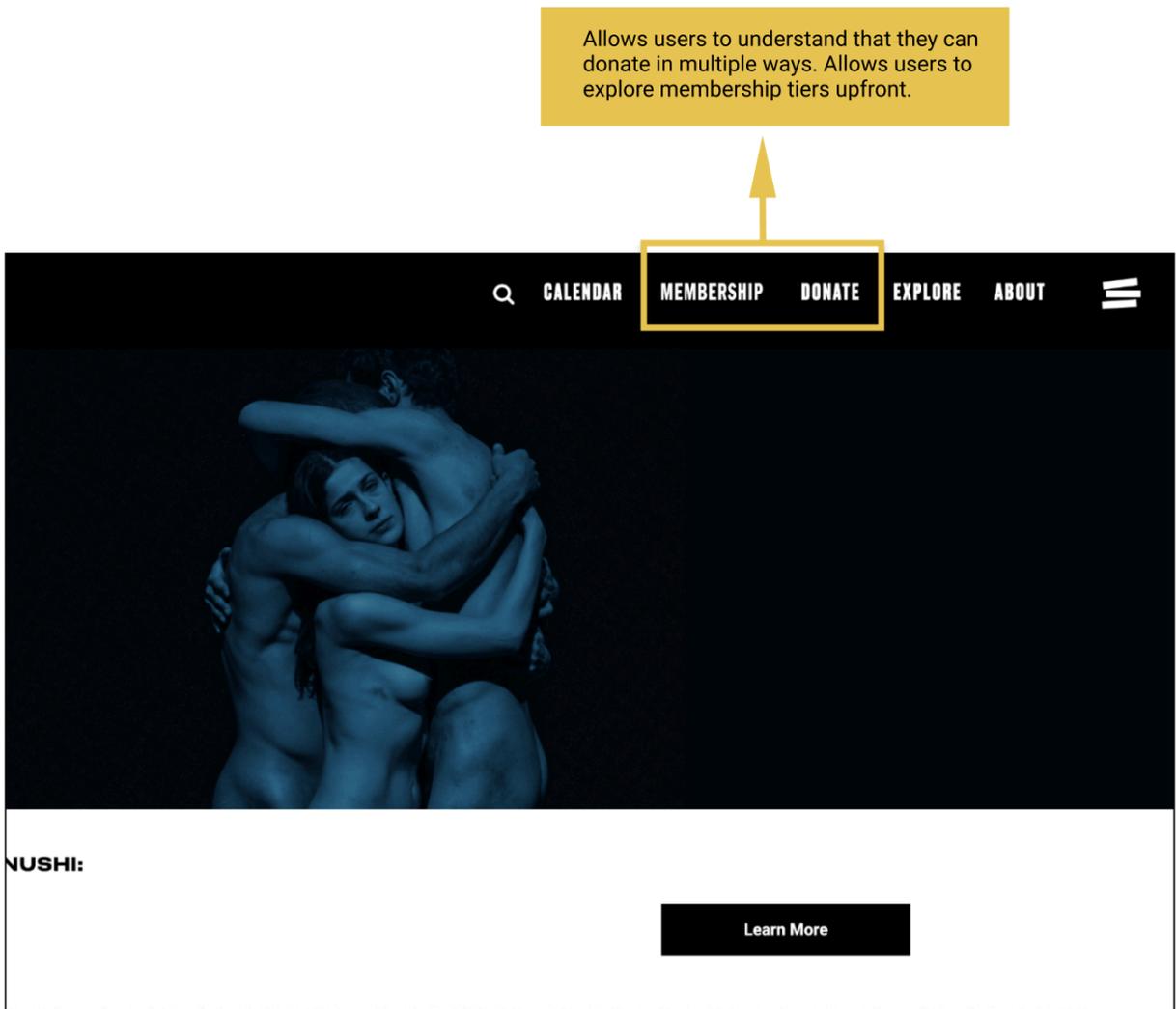
Recommendation #4: Redesign the "Select Different Events" section

Problem:

During the ticket purchasing process, we observed that users encountered difficulties when attempting to reselect different event sessions. Due to the webpage's design being divided into left and right halves, users' attention tends to focus on the larger right section, making it easy to overlook the session switching button located at the top left. In our user testing, we noted that users often navigated back to the previous page because they couldn't locate this button at first glance.

Solution:

Based on the results of our user testing results and competitor analysis, we have identified the changes we should implement. Our recommended change is to redesign and reposition the "Reselect Show" button next to the "Add to Cart" button.
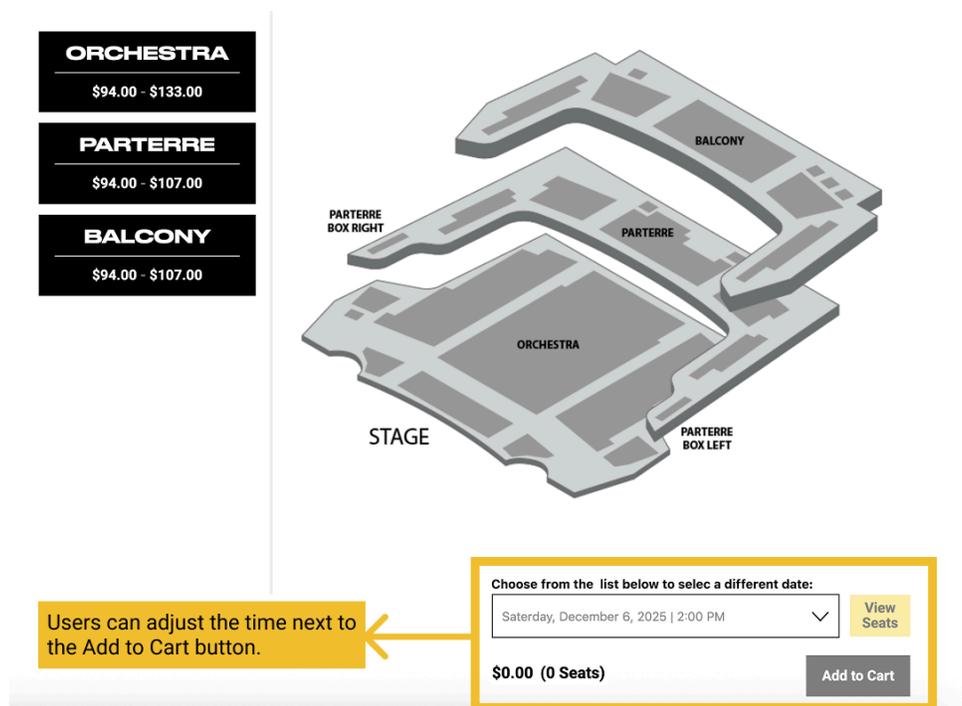
This minor adjustment allows users to more conveniently navigate the previously oversized seat selection interface while customizing their preferred show times. Additionally, enabling final adjustments before adding to cart aligns better with user habits, resulting in a smoother and more seamless ticketing experience.

Conclusion

Overall, our testing primarily focused on enhancing the ticket purchasing process and improving the display of information related to membership and donation. Through moderated testing with eight users, we identified several usability issues with NYU Skirball. While the website's design is visually appealing and well-liked by users, we still observed issues relating to information surrounding the membership, as well as the lack of editability in the ticket purchasing process.

To address these issues, we have developed four distinct recommendations to help users achieve better ticket purchasing outcomes and increase membership rates.

- **Recommendation #1**
  Restructure membership tier information

- **Recommendation #2**
  Include membership information throughout the check out process

- **Recommendation #3**
  Reorganize the navigation bar

- **Recommendation #4**
  Redesign the "Select Different Events" section

We believe that implementing a plan to address these four recommendations will solve usability issues identified in this study, as well as improve the retention of users throughout the ticketing flow and the likelihood of donation or membership purchase. Users find NYU Skirball's site to be bold and cool, and enhancing the user experience will emphasize that more.

References

Moran, K. (2019, December 1). Usability (User) Testing 101. Retrieved December 7, 2025, from https://www.nngroup.com/articles/usability-testing-101/

Moran, K. & Pernice, K. (2020, April 12). Remote Moderated Usability Tests: Why to Do Them. Retrieved December 7, 2025, from https://www.nngroup.com/articles/moderated-remote-usability-test-why/

Appendix

Appendix A: Testing script

Introduction/Summary

Hi, nice to meet you, my name is [name]. [if there is anyone else, introduce them too] Thank you for taking the time today to help us with our project, we really appreciate it. I'm a graduate student at Pratt Institute, and we're working with a company to help improve their website.

So, let me outline how this session will go. I'd like to start by asking you some questions about who you are, your background, and your relevant experience. Then I will ask you to perform some tasks on the website. Once the tasks have been completed, I'd like to get some feedback from you about your experience with the site. It should take less than 45 minutes to complete this session.

We're doing this usability test to see how users interact with the website, and to hear their thoughts on it. We're trying to make this the best it can be, so your honest thoughts are really important to us. Don't worry about offending us! Whatever you do during our session is incredibly valuable.

We would also like to record the session, but only with your permission. This will help us make sure we didn't miss anything important. So, can I record the session?

[start session recording if agreed]

Thank you! Before we begin, do you have any questions for us?

[answer questions if applicable]

So, before we get started with actually testing the website, I just want to get to know you.

Pre-test Questions

Tell me a little bit about yourself.

- What do you do for work?

- What do you like to do for fun?
- Do you like attending live performances like concerts or plays?
- What type of live performances are you most interested in?
- What usually motivates you to donate to or become a member of an organization like theater, museum, or performing arts center?
- I noticed you mention that you purchased tickets online [x] amount of times over the past 12 months. I'm curious what platforms/apps you use?

(If a user purchased zero tickets online in the past 12 months, ask why not?)

- What did you like/dislike about those platforms?

Thank you for your answers! We're now ready to start the test.

Here's the link to the website: https://nyuskirball.org/. I'll give you a scenario to help you get in the mindset of a user, and three tasks to do. So once you get the website up, can you share your screen?

Scenario & Tasks

Scenario: Imagine you recently heard about the NYU Skirball Center of Performing Arts from a friend. They told you that they have great live theater performances, and you, a new user, would like to visit their website to see what live shows they offer/will offer.

[Now we will start the tasks. Remember to please say aloud every thought you have as completing the task!]

Task 1: You would like to purchase a ticket for an upcoming live performance. Locate and add a ticket to your cart for a live performance anytime next week.

[post in chat dummy account once they get to the log in page]

[Post Task Questions]

Task 2: You are curious about the membership NYU Skirball offers. Locate where you would find information about the membership(s) and what they offer you.

[Post Task Questions]

Task 3: You are feeling generous and would like to see if there is a way to donate to this center. Locate where you can donate, and what options are available.

[Post Task Questions]

[Post Test Questions]

Post Task Questions

- Rate how easy or difficult this task was for you on a scale of 1-5. (1 being easy, 5 being difficult.)
- Why did you give it this rating?
- Was anything confusing or frustrating about this process?
- What would you improve about this website?

Post Test Questions

- What were some good parts/elements on the website that helped you complete the tasks?
- What were some parts of the website that made it difficult or confusing for you to complete the tasks?
- If you were in charge of improving the site, what's the first thing you'd change?
- Would you recommend this website to a friend? Why or why not?
- Is there anything else you'd like to share about your experience today?

Thank you so much for your responses, that's the official end of the test. Do you have any questions for us?

We will reach out to our supervisor to provide you with details for your incentive, so you will receive that shortly. Thank you again for your participation, your feedback is going to be super helpful when we redesign this site.

Alright, I'm going to go ahead and end the recording now, looks like we are all set.

Have a great day!

Appendix B: Participant information

User Demographics

Demographics

User ID	Age (Range)	Gender	Occupation
1	26	F	Self-employed artist
2	26	F	UX designer
3	60	M	University Chairperson
4	28	F	UX designer
5	22	F	Bakery Assistant
6	22	M	Unemployed
7	28	M	Magazine Editor
8	22	M	Technical Management

Screener Questions

User ID	How often have you bought tickets?	Have you donated or become a member?
1	Once	Yes
2	2-3 times	Yes
3	Many times	Yes
4	2-3 times	No
5	Once	No
6	Never	No
7	2-3 times	No, but I've considered it
8	2-3 times	No, but I've considered it

Pre-Test Questions

Pre-Test Question(s): Do you like attending live performances like concerts or plays? What types?

User ID	Answer
1	Yes, concerts
2	Yes, concerts, plays, and comedy shows.
3	Yes, musicals, concerts, live performances
4	Yes, musicals
5	Yes, movies and concerts
6	Just music concerts
7	Concerts of course, and plays
8	Yes, concerts

Pre-Test Question(s): What usually motivates you to donate to or become a member of an organization like theater, museum, or performing arts center?

User ID	Answer
1	Donated in the past, doesn't have the funds right now. But I would donate.
2	Donated in the past, doesn't have the funds right now. But I would donate.
3	Yes, he enjoys helping others. Organizations he has donated to include, Community-based organizations, political causes, Food Banks, Volunteer firefighter company, Children's Health organization, Educational endeavors.
4	Hasn't donated because of current funds, but would.
5	If it's supporting art I care about, restoring it
6	I would if it helps fun educational purposes for younger generations to visit
7	Quality of the services they provide for sure.
8	Benefit price and the frequency of how they update their services.

Pre-Test Question(s): I noticed you mentioned that you purchased tickets online [x] amount of times over the past 12 months. I'm curious what platforms/apps you use? What did you like/dislike about those platforms?

User ID	Answer
1	Eventbrite. I don't like how complicated it is to get a ticket out on the phone.
2	Usually uses venue sites. Doesn't like the pressure and is overwhelmed with information.
3	Ticketmaster, Stubhub a couple of times and is not a fan, described Ticketmaster as "seedy and unclear during the purchasing process". With Stubhub he found it confusing and untrustworthy
4	Eventbrite, Partiful found eventbrite complicated while partiful had more freedom to design and coordinate events which she appreciated more.
5	I don't remember, like Ticketmaster?
6	Didn't ever use
7	Ticket master, first time comes to mind.
8	DaMai, it's a platform from China.

Appendix C: Task notes

Task 1: Buying a ticket

User ID	Time spent on task	Usability issues encountered
1	8 minutes 37 seconds	Couldn't find where to buy tickets on event page
2	4 minutes 10 seconds	Confused about date range on top of page Ticket banner at the shopping cart page makes information seem disjointed Can't update ticket
3	7 minutes 35 seconds	Navigation and Info architecture problems in relation to membership. Had trouble with seat map clarity. Unclear terminology like "parterre," inconsistent icons, and confusing ticket delivery options.

4	5 minutes 23 seconds	The user had similar usability issues to Christopher. It was unclear if having an account meant being a member or paying extra. She mentioned it felt like picking an airplane seat without knowing what you'll actually see, and the "View Seat" preview didn't match the seats she chose.
5	Around 4 minutes	Didn't really have any issues with the task, said it was very easy.
6	Around 3 minutes	Didn't have a lot of issues, said it was understandable.
7	Around 4 minutes	Users find it counterintuitive that the login interface displays an announcement instead of a ticket purchase button.
8	Around 7 minutes	Because he did not log in initially, he needs to select his location again after logging in.

Post-task #1 questions

User ID	Difficulty (1-5)	Why?
1	3	It was difficult to find the entrance to ticketing flow
2	2	Easy flow, layout of page just felt confusing at times
3	4	Clear flow, confusion with calendar, seating, and ticket delivery
4	2	Navigation colors smooth while the seat view was unclear, donation pre-selection added more confusion for the user/accessibility issues
5	1	Very easy. No issues.
6	1	Very easy, no issues.
7	3.5	Confusing UI design
8	2	Frustrating logging in issue

User ID	Anything confusing or frustrating?	Anything to improve?
1	Finding where to buy the tickets	Nothing
2	Not being able to update seat, membership banner feels disruptive	Should add options to update seat
3	Calendar/seating/ticket delivery	Make the calendar clearer so you can

		easily see what's happening each week. Add a quick explanation for terms like "parterre." Make it clear whether digital or mobile tickets are available
4	Seat view/accessibility issues	She said accessibility settings should be easier to choose or automatically set based on what the user needs.
5	Nothing.	Nothing.
6	Nothing.	Nothing.
7	Confusing UI design	Moving the upcoming and buying a ticket button to the first sight of the landing page.
8	Frustrating logging in issue	Don't make the user re-select everything again after logging in.

Task 2: Getting a membership

User ID	Time spent on task	Usability issues encountered
1	3 minutes 10 seconds	Confused on where to find membership information Confused on the differences between the different options
2	5 minutes 23 seconds	Content about membership is confusing: How often are you charged to get membership? Become a member / renew Why are you able to give a higher contribution? Why would someone do that without receiving the benefits?
3	5 minutes 17 seconds	Membership location not intuitive "I wasn't sure if these memberships were one-time or annual."
4	6 minutes 24 seconds	She felt the membership section lacked essential information and didn't fit naturally into the site's overall flow, especially since it wasn't clearly linked to any events.
5	4 minutes	Said it was confusing how the "Membership," was under "Donate" in the main menu.
6	5 minutes	Said it was confusing to see the different kinds of membership/donation options.

7	3 minutes	Pretty easy, bold and clear.
8	6 minutes	Didn't find membership as an individual button at the top right bar.

Post-task #2 questions

User ID	Difficulty (1-5)	Why?
1	2	It was difficult to understand where the membership information was.
2	2	It was difficult to understand the membership content.
3	3	Membership confusion "I would like to know if this is one-time or annual."
4	3	She rated the task a 3 because the term "membership" was difficult to locate, and she noted that the Donate button would benefit from a hover menu or additional navigation cues to guide users more effectively.
5	1	Easy to locate through the main navigation.
6	2	Difficulty locating on the main menu, confused about the options.
7	1	Pretty easy, find it at the landing page.
8	3	Membership should be an individual button at the navigation bar.

User ID	Anything confusing or frustrating?	Anything to improve?
1	Where to find the membership information.	Make it more obvious the membership information is under the donate page.
2	The structure of the membership information is frustrating.	Make it so I don't have to scroll up and down to view the membership content.

3		
	He said the task wasn't hard but definitely confusing.	He thought membership should be clearly placed in the top navigation, not buried under Donate.
4	Her biggest struggle overall was adding membership to the cart	Redesign for simplicity
5	Why the Membership options were under the Donation option on the menu.	Move it to its own place on the Menu bar.
6	Just locating the membership options on the homepage.	Maybe make it more obvious on the homepage.
7	Nothing	Maybe make it into an individual button?
8	Membership should be an individual button at the navigation bar.	Move it out from donation or make sure the drop down menu pops up when the mouse is hovering on the donation button.

Task 3: Donating

User ID	Time spent on task	Usability issues encountered
1	1 minute and 30 seconds	None
2	1 minute and 24 seconds	No information about the designation field.
3	2 minutes and 57 seconds	He found the membership page easily but felt it could be more direct. He also liked that "Name a Seat" clearly signaled a major donation option.
4	3 minutes and 13 seconds	For the donation task she noted that "Name a Seat" communicated a clear, higher-tier donation system option
5	2 minutes	None
6	2 minutes	None
7	4 minutes	As the user is using a mobile version website, he didn't know that there's a drop down menu he can click on.

8	2 minutes	None

Post-task #3 questions

User ID	Difficulty (1-5)	Why?
1	1	Easy to find donation page
2	1	Donation page is straightforward
3	1	He felt that "Name a Seat" clearly signals a major donation level, which he appreciated for its clarity.
4	1	She described the experience as choosing between a short-term versus long-term relationship with Skirball. She liked "Name a Seat" and thought it felt like a special, legacy-level contribution.
5	1	Very easy, obvious selection on the main menu
6	1	Easy to locate on top of the page.
7	4	User didn't know the icon lead to a drop down menu
8	1	Right at the top right, pretty clear

User ID	Anything confusing or frustrating?	Anything to improve?
1	No	Nothing
2	Designation field is confusing	Add a little blurb about designation field
3	Thinks it could be more direct as previously stated	He suggested adding a dedicated Membership tab in the navigation or placing membership info on the homepage
4	Pretty straightforward	She wished pricing and details were grouped more clearly. She also

		wanted a photo showing the theater seat levels and a clearer sense of how her contribution supports the community.
5	No	
6	No	
7	User didn't know the icon lead to a drop down menu	Make sure there's text even if it's on the phone, or just change the icon design
8	No	