

BrownGrotta Arts Design Audit

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browngrotta



“A leading contemporary art gallery
specializing in international art textiles, fiber
sculpture, ceramics, and mixed media.”
– BROWNGROTTAARTS.COM





ABOUT THE PROJECT

Auditing the new redesigns for the new **browngrotta arts** informational website based on best practices and WCAG and ADA accessibility guidelines..



1st Design Round Audit Highlights

OPENING SOON

Adaptation: Artists Respond to Change

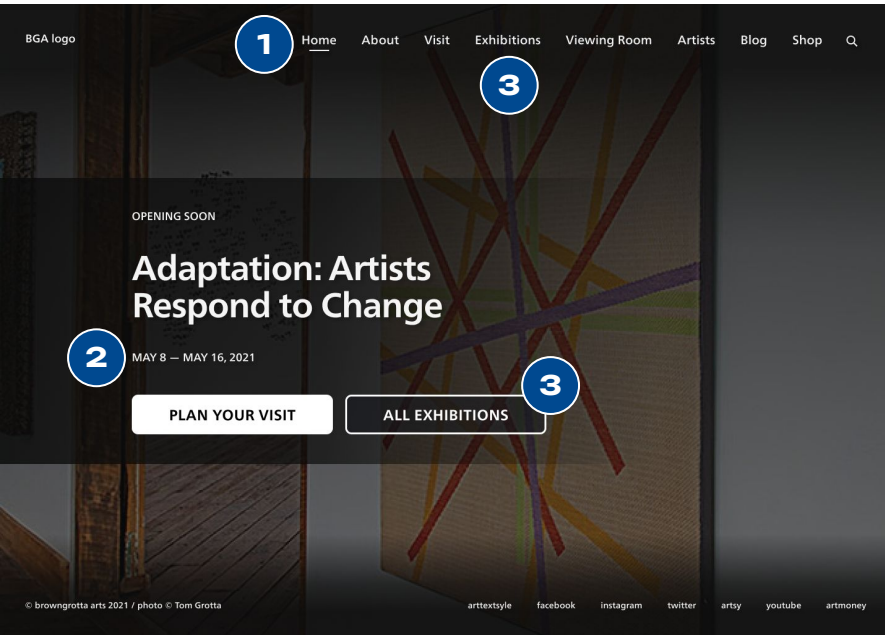
MAY 8 — MAY 16, 2021

[PLAN YOUR VISIT](#)

[ALL EXHIBITIONS](#)

Landing Page & Navigation

Landing Page & Navigation



1 Navigation View

With long navigation systems, users can get overwhelmed with decision fatigue.

Recommendation: Conduct card sorting tests of navigation items to bring some primary items to the secondary navigation.

2 Text Accessibility & Readability

Contrasting textures of text over images can make text difficult to read.

Recommendation: Increase opacity of overlay between text and image.

3 Exhibitions vs. Shows

BGA offers both shows and exhibitions, but the landing page only advertises one of these. Also, not everyone outside the art world knows the difference between the two.

Recommendation: Change “All Exhibitions” to “All Shows.”

Contact

This website contains some, but not all, of the available artworks by the artists featured on this website. To purchase artwork featured on this website or to obtain information about other available works, please contact browngrotta arts.

To contact browngrotta arts, please contact Tom Grotta:

email art@browngrotta.com

phone [203-834-0623](tel:203-834-0623)

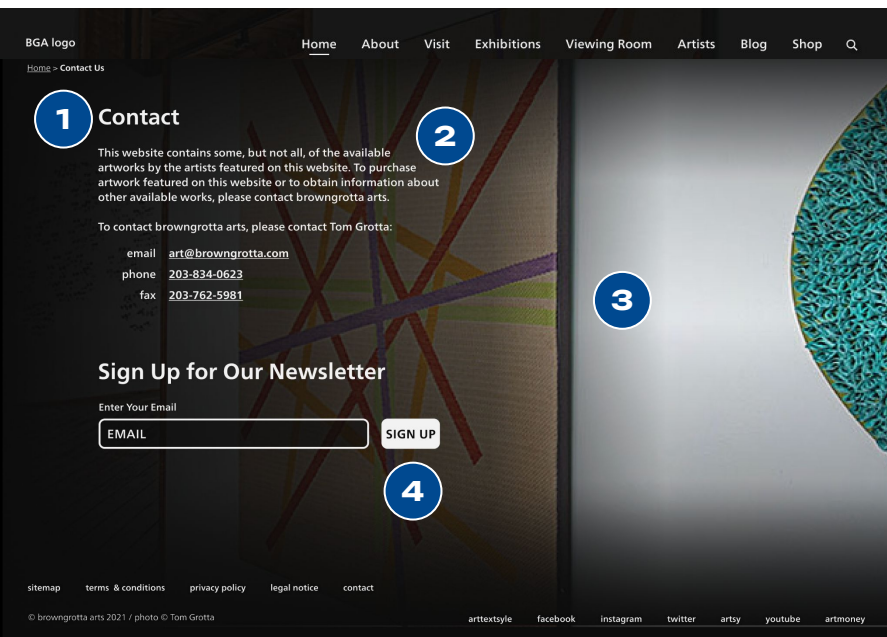
fax [203-762-5981](tel:203-762-5981)

Sign Up for Our Newsletter

Enter Your Email

Contact

Contact



1 Contact Form

Contact forms are a great way to allow users to more easily get in touch with you than it is to click on an email address link, plus not everyone is accessing this site from their personal devices.

Recommendation: Keep this information, but include a contact form for easier communication access.

2 Text Accessibility & Readability

Contrasting textures of text over images can make text difficult to read.

Recommendation: Increase opacity of overlay between text and image, or (see next bullet).

3 Negative Space

Contrasting textures of text over images can make text difficult to read.

Recommendations: Split page in half: 1 side is black with white text and fields for form, the other is an image. Or, have a black background with white text and fields, center aligned, with no images.

4 Newsletter & Updates

Users often don't like to be inundated with emails. Is there more that you're offering than a newsletter?

Recommendations: Include what the newsletter entails and whether you will be updating the subscribers with new event/exhibition details as well.

In Summary

Landing Page

- Text over images is not often accessible.
- Repetition of Exhibitions takes attention away from other events and shows.

Navigation

- Information Architecture of primary navigation may lead to decision fatigue.

Contact

- Text over images is not often accessible; negative space is key.
- Contact Form embedded into the page allows users to quickly and easily contact you right away.
- Newsletter subscription section could include what the emails entail.

Next Steps

Landing Page


- Increase opacity of overlay between text and image.
- Change “All Exhibitions” to “All Shows.”

Navigation

- Conduct card sorting tests of navigation items to bring some primary items to the secondary navigation.

Contact

- Keep contact information, but include contact form for easier access.
- Split page content in half (form and image), or just have the form on a solid background for better readability & accessibility, and for more simplicity.
- Include what the newsletter entails.



2nd Design Round Audit Highlights

LOGO



OPEN NOW

Adaptation: Artists Respond to Change

MAY 8 — MAY 16, 2021

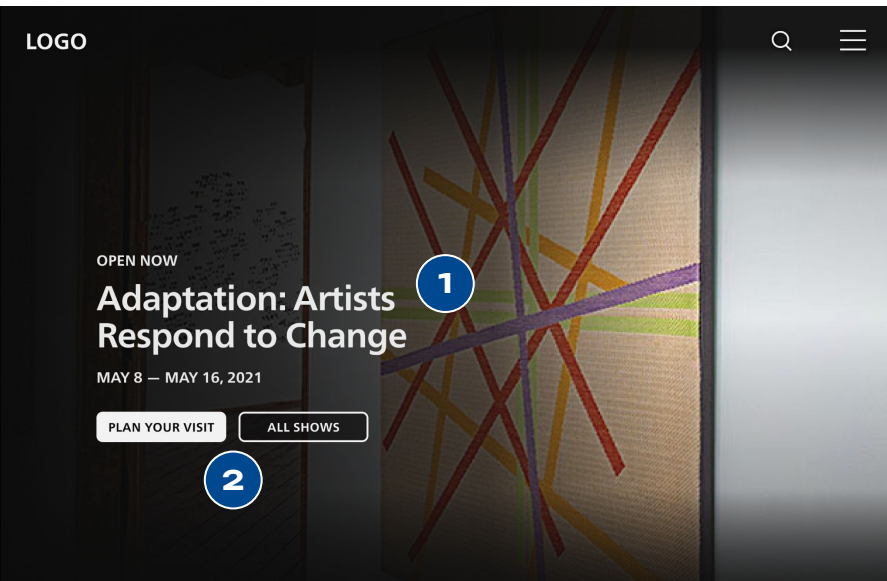
PLAN YOUR VISIT

ALL SHOWS

Landing Page & Navigation



Landing Page



1 Text Accessibility & Readability

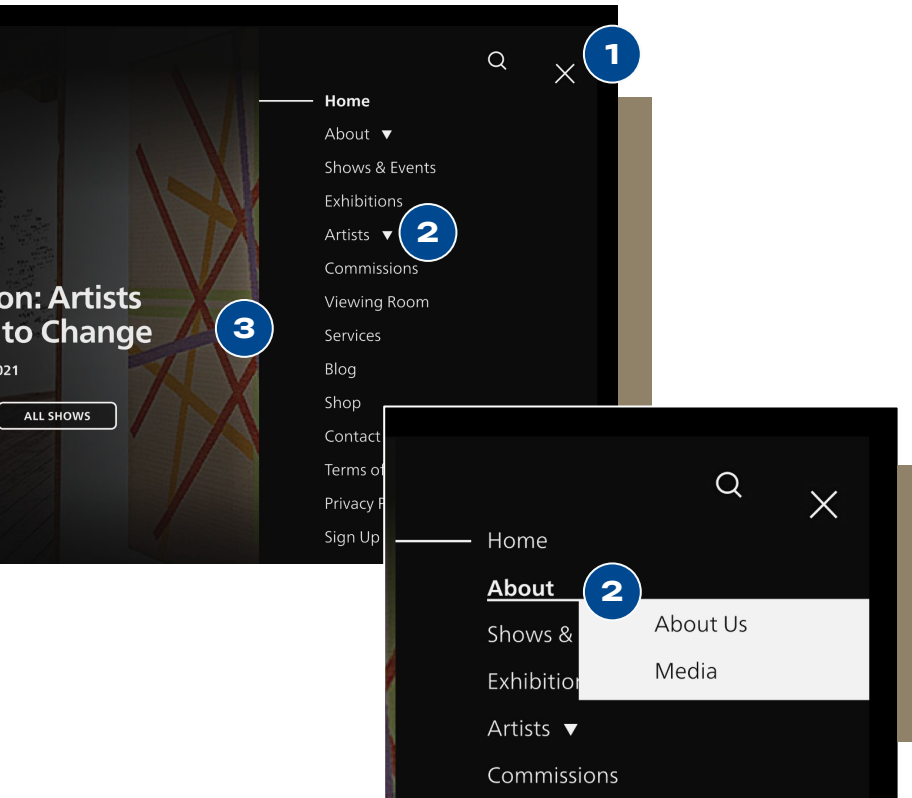
Great improvement!

2 Link Destinations

Both CTAs bring the user to the same page (All Shows).

Recommendation: Redirect the Visit CTA to the ticket purchasing page will allow the user to physically plan their trip vs. browsing shows from either decision.

Navigation



1 'X' Placement

The closing action is not aligned with the search icon, or the original placement of the hamburger button.

Recommendation: Bring the X further up on the page to align with these 2 icons.

2 Secondary Navigation

Arrows help make the secondary navigation more noticeable, but they still get lost in the long navigation list. It also makes the following primary navigation items look like secondary navigation.

Recommendation: Remove arrows; secondary navigation can pop up during hover state.

3 Decision Fatigue

With long navigation systems, users can get overwhelmed with decision fatigue.

Recommendation: Card sorting navigation items.

Contact Us

To purchase artwork featured on this website or to obtain information about other available works, please contact browngrotta arts.

Your Name

Email Address

Phone Number

Message

0/255

SUBMIT



EMAIL:
art@browngrotta.com

PHONE:
203.834.0623

📅 GALLERY IS NOT OPEN OUTSIDE OF EXHIBITION HOURS FOR VISITS

Sign up for updates on exhibitions, artists and events.

Email

Enter your email

SUBMIT

■ I agree to the [Terms & Conditions](#) and [Privacy Policy](#).



Contact

Contact

The screenshot shows a contact form titled "Contact Us" on a dark background. The form includes fields for "Your Name", "Email Address", "Phone Number", and "Message", followed by a "SUB" button. A secondary section for signing up for updates is also visible. Three numbered callouts are present: 1 points to the "Your Name" field, 2 points to the introductory text, and 3 points to the sign-up section.

1 Your Name

2 To purchase artwork featured on this website or to obtain information about other available works, please contact browngrotta arts.

3 Sign up for updates on exhibitions, artists and events.

EMAIL: art@browngrotta.com
PHONE: 203.834.0623
GALLERY IS NOT OPEN OUTSIDE OF EXHIBITION HOURS FOR VISITS

Enter your email

I agree to the [Terms & Conditions](#) and [Privacy Policy](#).

terms & conditions | privacy policy | shipping & returns | contact | powered by Galileo

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1 Contact Form

This form being present while still having contact information present is great for users to easily contact you from the site or call you directly.

2 Text Accessibility & Readability

The solid background improves accessibility and readability! The contrast of the text and the background passes AAA WCAG standards.

Recommendation: With type forms, make sure the prompt is still readable by both users and screen readers when the user is inputting information.

3 Newsletter & Updates

This is great! Very clear on what's included in the email subscriptions.

In Summary

Landing Page

- CTAs for “Plan Your Visit” and “All Shows” link to the same page.
- Designs meet WCAG and ADA guidelines.

Navigation

- Information Architecture of primary and secondary navigations may lead to decision fatigue.
- Current visual hierarchy of primary and secondary navigations can lead to confusion.

Contact

- Text field prompts should be shown while inputting information for accessibility.

Next Steps

Landing Page

- Change link addresses for the CTAs for Plan Your Visit and “All Shows.”

Navigation

- Information Architecture of primary and secondary navigations could benefit from tree testing or card sorting.
- Removing arrows will improve clarity of navigation items will aid in visual hierarchy and communication.

Contact

- Make sure text field prompts are still readable by users and screen readers when inputting information.

Thank you