# Transforming EAl into an Intuitive Student-Learning Site: insights from 15 user tests

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Fantastic Content that's hard to find & hard to save





EXECUTIVE SUMMARY

Make EAI more usable by reducing user confusion and introducing new tools

# **Clarify EAI's goals** and mission

Users Do Not Understand EAI's Purpose or Mission

# Make navigation and information clear

EAI's navigation and interactions clashes with what users are familiar with

2/3 Users did not know what EAI was after the interview

2/3Users were lost when exploring the current EAI site

# Introduce educational tools

Users want more tools for engagement with the site, classmates, and their teachers

3/3 Users expected better ways to interact with videos



METHODOLOGY

# We interviewed 15 Pratt students to get insights

METHODOLOGY

# A targeted group of student participants

Out of the 15 students we interviewed:

- 15 are Pratt Institute students or alumni
- 8 are IXD or UX students
- 5 are MLIS students
- 2 have educational or professional experience in film

\*See Appendix for details

	100%		
		53%	
			33%
<b>13%</b> Film	Pratt Students or Alumni	UX Students	MLIS Students



BASELINE TESTING

EAI has great content...

QUOTES FROM INTERVIEWEES | BASELINE TESTING

"EAI is totally helpful for me. I think not just for film students, also for anyone who's working with historical footage or just old footage. Definitely documentary filmmakers **would benefit a lot from this** because they're always looking for old videos."

"I like the description section that explains the film a little bit, especially since it's indie film or avant-garde."

"The **bibliography is very helpful** for research."

"It's familiar but upgraded from the previous version. It has more **information** than I remembered."



BASELINE TESTING

...but it's difficult to find



# "I think it's very chaotic and it's overwhelming I think... Because it's a lot of information to process together, a lot of text."

"The website depends too much on reading and I don't want to read."

"Everything is also the same font size which makes everything look the same.

"I am still left with a few questions about **how exactly to use the information that I saw** on the webpages"

"As someone who is sight-impaired, I could use some bigger text."



# Issues & Recommendations

# ISSUE 1 | STRENGTHEN MISSION & BRANDING

# Users do not understand EAI's purpose or mission

## 

### EDUCATIONAL STREAMING SITE

About Artists Distribution Preservation Education Events Projects Logout

Sear

## **Electronic Arts Intermix (EAI): Education Home**

Welcome to EAI's Educational Streaming Site, a special subscription-access layer of the EAI Online Catalogue. Full-length streaming videos are available for th below. Click on the artist's name to access streaming titles, indicated by a play-button icon.

This site is in development, and artists and titles are being added on an ongoing basis. For questions or requests related to specific titles, please contact educ

Titles available to stream can also be searched in the Advanced Search tab in the top toolbar, by selecting "Available for educational streaming."

To access the complete EAI Online Catalogue, which includes artists and works not currently available for streaming, please click here.

Vito Acconci Peggy Ahwesh Lawrence Andrews Ant Farm Eleanor Antin Cory Arcangel John Baldessari **Phyllis Baldino** Stephen Beck Michael Bell-Smith Zoe Beloff Bernadette Corporation **Robert Buck Chris Burden** Robert Cahen Ellen Cantor Yau Ching Seoungho Cho **Jacob Ciocci Cecelia Condit** Merce Cunningham

**Jaime Davidovich Cheryl Donegar** Ed Emshwiller Forcefield General Idea **Dan Graham** Doug Hall Barbara Hamme Ilana Harris-Babou Frank Heath Julia Heyward Gary Hill Mako Idemitsu Ken Jacobs Ulysses Jenkins Joan Jonas Philip Mallory Jones Stanya Kahn Mike Kelley Shigeko Kubota **Tony Labat** 

Maggie Lee Kalup Linzy Joan Logue Chip Lord LoVid **Kristin Lucas Gordon Matta-Clark** Cynthia Maughan MICA-TV Peter Moore Shana Moulton Muntadas Takeshi Murata **Tony Oursler** Nam June Paik **Charlemagne Palestine** Paper Rad Sondra Perry **Pipilotti Rist** Martha Rosler

Andrew Lamper

Jacolby Satterwhite **Carolee Schneema Richard Serra** Willoughby Sharp Stuart Sherman **Trevor Shimizu Michael Smith** Squat Theatre T.R. Uthco Aldo Tambellini Leslie Thornton **Ryan Trecartin** Wu Tsang **Tommy Turner** TVTV Cecilia Vicuña William Wegman The Wooster Group C. Spencer Yeh Bruce and Norman

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the artists listed	
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# Website Purpose & First Impressions

**0/3 interviewees** read the [entire] home page introduction

# **Content Presentation**

2/3 users still did not know what EAI was after finishing the interview

"Even after exploring, I don't know what the website's main purpose is."



## RECOMMENDATION 1 | STRENGTHEN MISSION & BRANDING

# Show users who EAI is and why they are here

About

Artists

Welcome to Electronic Arts Intermix's Educational Streaming Platform

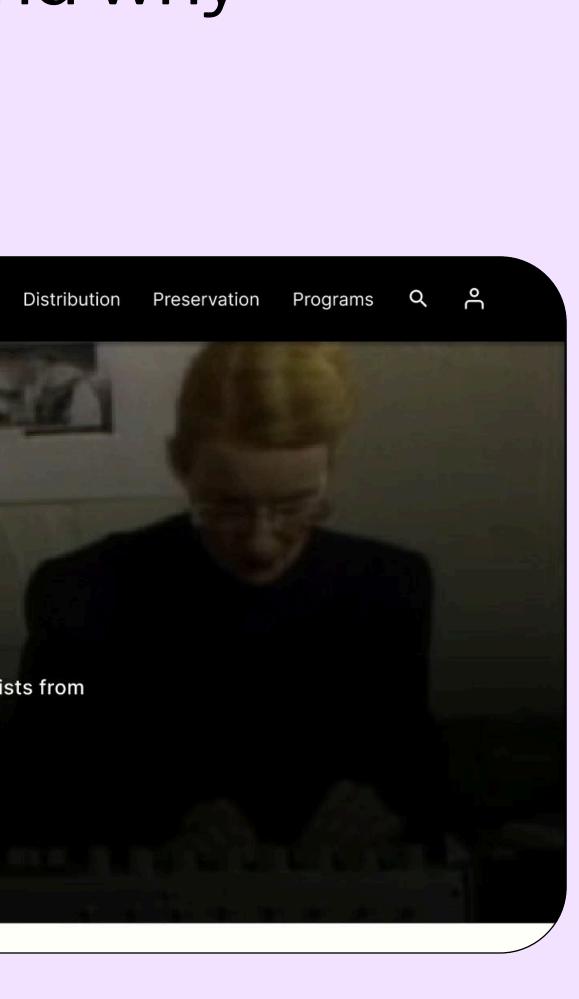
Institutions, educators, and students can access full-length videos of select artists from EAI's Online Catalogue for research or other purposes.

Explore Artist's Videos →

ELECTRONIC

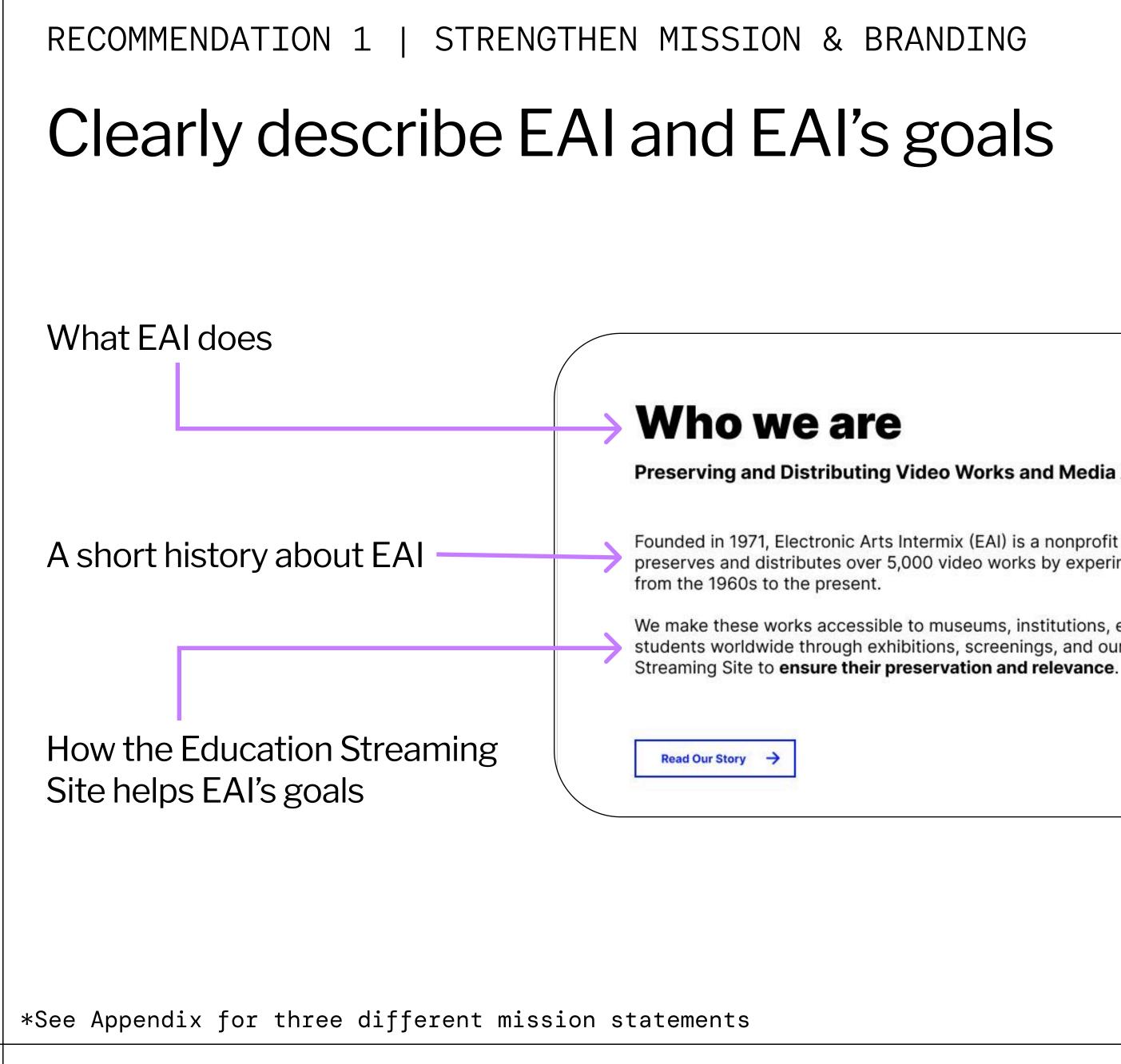
**ARTS INTERMIX** 

 $(\mathbb{R})$ 



Provide **quick glimpses** into what EAI offers

**Clear and concise** indication of why the users are on the site



### Preserving and Distributing Video Works and Media Art

Founded in 1971, Electronic Arts Intermix (EAI) is a nonprofit that preserves and distributes over 5,000 video works by experimental artists

We make these works accessible to museums, institutions, educators, and students worldwide through exhibitions, screenings, and our Educational



More snippets into what EAI has to offer



RECOMMENDATION 1 | STRENGTHEN MISSION & BRANDING

# Showcase the main services EAL provides

Read about the **educational resources and** access the streaming site from the home page

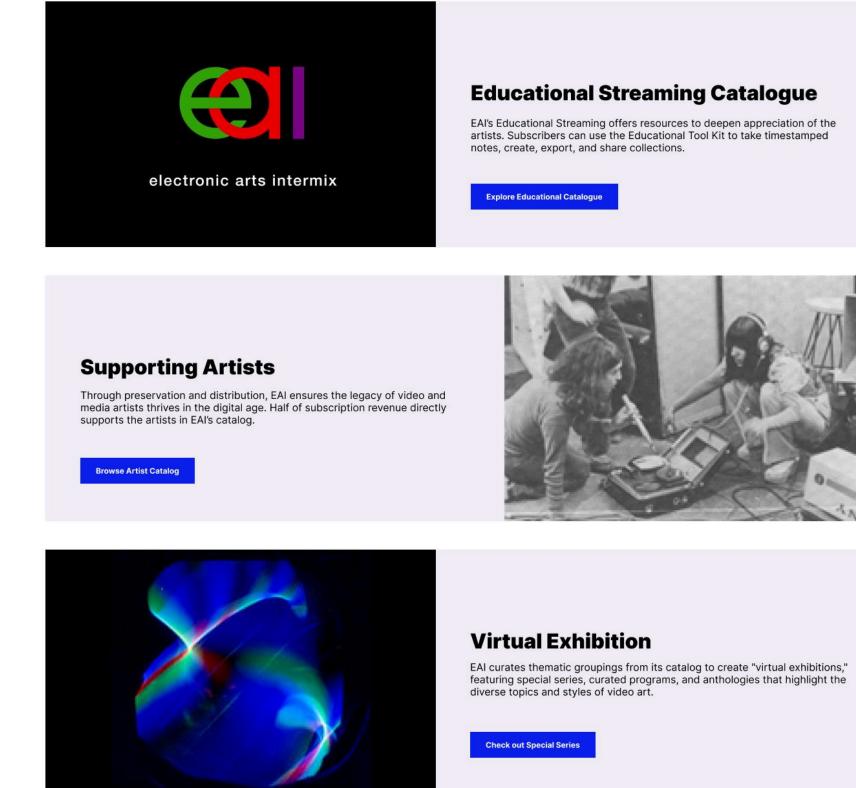
Read how EAI supports artists and checkout the full artist catalog

Highlighting virtual exhibitions for more user engagement



## What we do

EAI's work includes a diverse range of services to artists, institutions, and the public:





## ISSUE 2 | NAVIGATION & INTERACTION

# EAI's navigation and interactions clash with user familiarities



Overview

# Vito Acconci

## **Overview**

The influential, provocative and bodyworks, performance, film, remarkable body of conceptua dialogue between artist and vi

Under-History Lesson

Biography	Titles
Bibliography & Links	Three Attention Studies
Images +	Three Frame Studies
Documents +	Vito Acconci: Five Audio Wor
Related EAI Public Programs +	Running Tape
	The American Gift



## Overview Biography Bibliography & Links Audio + Images + Documents + Related EAI Public Programs +

## **Eleanor Antin**

### Overview

Eleanor Antin, who has worked characters, autobiography and performance-based video wor ballerina, a king, a nurse - in h

### Titles

**Representational Painting** 

The King

**Caught in the Act** 

The Ballerina and the Bum

The Little Match Girl Ballet

# **Navigation & Information Architecture**

2/3 interviewees were confused when going through the site

"I'm expecting to see something that will guide me to start exploring"



RECOMMENDATION 2 | NAVIGATION & INTERACTION

# Tailor content to student preferences

Add visual touches that students are looking for while keeping EAI's minimalistic look

Consistent navigation throughout the site

Clear hierarchy to direct the user through the site

Hover previews & auto play for video files

Video minimization so users can explore E watch simultaneously











ELECTRONIC ARTS INTERMIX

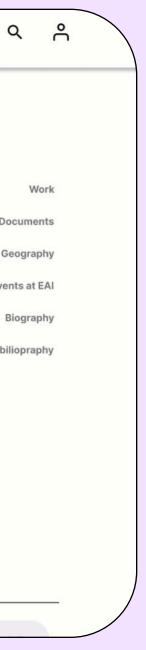
About Artists Distribution Preservation Programs Collections

### Educational Artist Catalog > Forcefield



	Forcefield	
	Go to artist's website	
	Forcefield, an artist collective from Providence, Rhode Island, has forged an interdisciplinary practice that includes music, performance, installation, textiles, printmaking, and video. Oscillating between humor and menace, their willfully crude videos employ vintage analogue signal-processors and defunct electronics, the anonymous artists shrouded in knit outfits.	Forcefie
G	Read artist biography	

Work ^

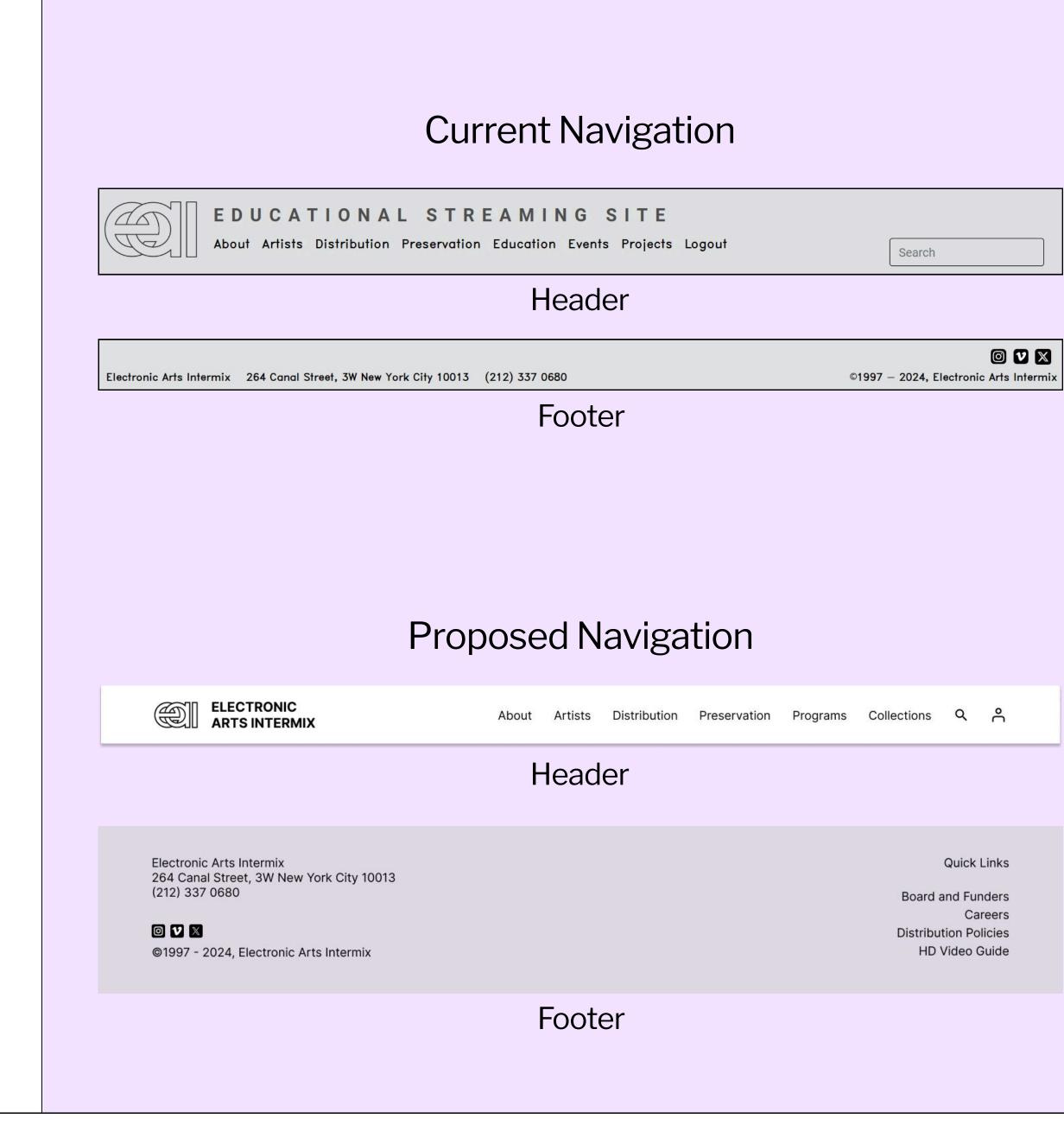


RECOMMENDATION 2 | NAVIGATION & INTERACTION

# Condense pages and make content easily accessible

Reduce the main navigations to make the header of the site look not as overwhelming

\*See Appendix for revised site map



# ISSUE 3 | EDUCATIONAL TOOLKIT

# Users want more ways to engage with videos



About Artists Distribution Preservation Education Events Projects Logout

Search



### Artist Information & Bio

View Video

**Description & Credits** 

**Exhibition & Distribution Conditions** 

Documents +

Titles by Vito Acconci +

Titles with or about Vito Acconci +

### **Three Attention Studies**

Vito Acconci 1969, 9 min, color, silent, Super 8mm film on video

### View Video



### Description

In Looking Around Piece, the performer stands before a fixed camera, which records his eye and head movements as he follows a moving object outside the frame. In Starting Piece, the performer walks down a hill, gradually entering the frame. In Catching Up, the performer and c..... more

### Credits

# **Video Player Experience**

3/3 users wanted better ways to interact with the video and a familiar video player experience

*"There needs to be something else"* on the video page to make it interactive"

RECOMMENDATION 3 | EDUCATIONAL TOOLKIT

# Foster interaction with EAI using new educational tools

To make the **educational platform more educationcentric**, we focused on the tools and features that users typically rely on for research.

Drawing inspiration from both the **physical world** and other **online research platforms**, we created an environment that enhances the research experience.



🔻 🧰 My Library				
Anime Effect Final Paper				
Pratt Info-601 Research Paper				
Religion in the Archive				
Senior Thesis				
My Publications				
A Duplicate Items				
Unfiled Items				
🗍 Trash				

Title	Creator	Ø
'America' as desire and violence: Americanizat	Yoshimi	-
🏮 American Armed Forces Radio No 155		
American Country Music in Japan: Lost Piece i	Furmanov	1
American Educational Influences on Japanese	Takeshi	1
Collection: MC90. Jim Grubbs Armed Forces a		0
• ERSATZ AS THE DAY IS LONG": JAPANESE POP	Perry	7
🏮 Far East Network (American Forces Radio Net		
Formations of Mass Culture	lvy	
▶ 📄 Gerald and Rella Warner Japan Slides // Lafaye		0
Honky-Tonk Tokyo		0
Japan Comes to Music City	McGraw	<b>1</b>
Looking Both Ways: GI Songs and Musical Exot	Waseda	
🕨 🗐 Made in Japan: studies in popular music	Mitsui	
📄 Postwar Japan As History	Andrew G	
🕨 🎓 The Far East Network Okinawa: Impact, influe	Aiken	1
The Gender of Nationalism: Competing Mascu	Karlin	
The Making of Black Ivy Style	Trebay	0
▶	Fehrenbac	
	AFN Iwakuni	
Y'All Come: Japan's Country Music Scene	Kitazawa	0

RECOMMENDATION 3 | EDUCATIONAL TOOLKIT

# Introducing

# The Educational Toolkit

# Citations

Timestamped note-taking

Similar videos to aid in topical research

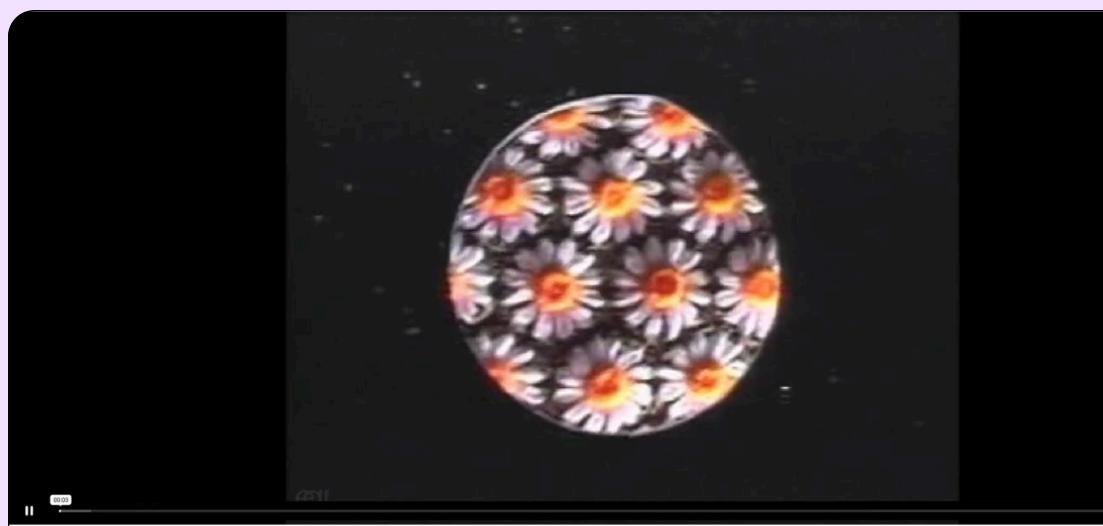
Personalized, shareable collections

Discussion boards to collaborate

# Citations

A button underneath every video and item on the EAI site that solves the problem of citing films and documents.

"I like the cite button. Citing films is difficult."



Educational Artist Catalog > Forcefield >

## **Forcefield Video Collection**

1996-2000, 19:44 min, color, sound

Forcefield Video Collection features the group's earliest videos. These loosely-wrought narrative vignette a range of evocative backdrops, brought together by hyperkinetic editing, video effects, and vivid electro

Read more ...

### Mini-videos



00:00 Video I



02:20 Video II



04:30 The Sad Robot



# How to Cite 📋

2 Cite

Forcefield. (2020). Forcefield Video Collection. In EAI. https://www-eaiorg.us1.proxy.openathens.net/titles/ forcefield-video-collection

My Notes

## Download Citation Export citation to Text Export citation to RIS

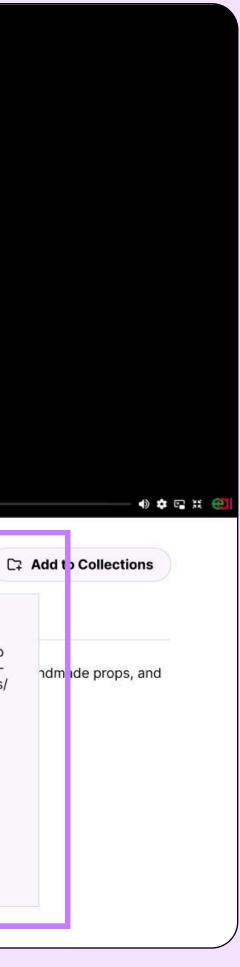
Export citation to EndNote

Export citation to BibTex

Export citation to RefWorks

0 3:30 Video III

11.66 Live 2000

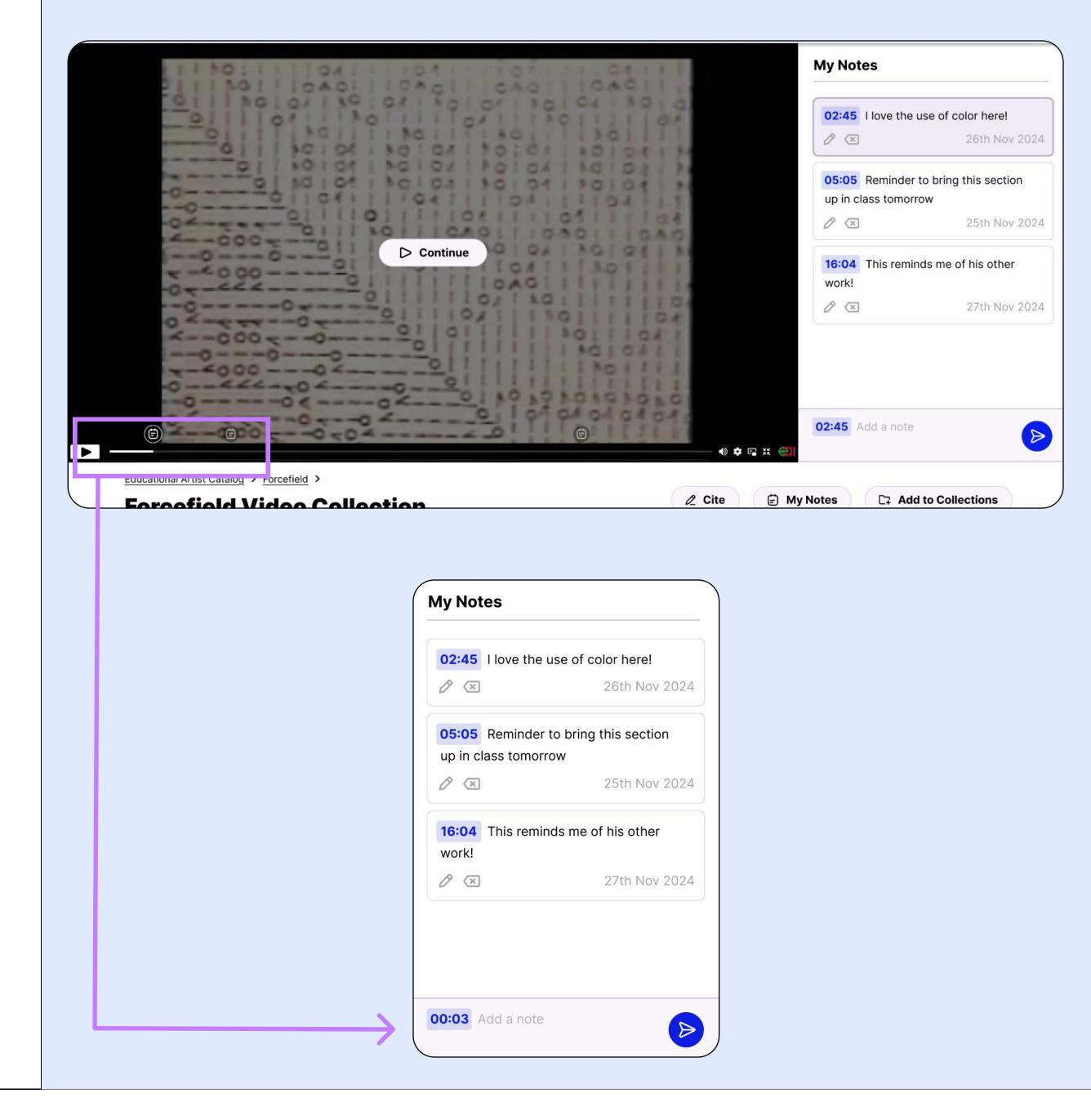


Timestamped note-taking

Timestamps that help users track their thoughts and the thoughts of other students.

"You can leave notes on certain time codes... it's something a lot of video editors and film postproduction people use."

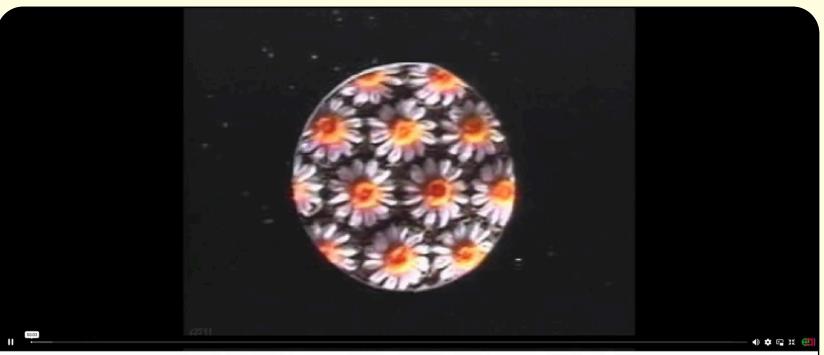
"I want to take notes async to watching the video."



# Similar videos to aid in topical research

Videos with similar themes and by the same artist laid out on the same page help aid with research.

"I like a new feature to this layout which is I can see more similar work which I think can be really useful as well."



Educational Artist Catalog > Forcefield >

**Forcefield Video Collection** 

1996-2000, 19:44 min, color, sound

Forcefield Video Collection features the group's earliest videos. These loosely-wrought narrative vignettes combine Forcefield's shrouded figures, handmade props, and a range of evocative backdrops, brought together by hyperkinetic editing, video effects, and vivid electronic soundtracks







Video III

2000, color, sound



Live 2000 2000, color, sound

C7 Add to Collection

Video I 1996, color, sound

Video II 1996, color, sound

The Sad Robot 1996, color, sound

### More from Forcefield



Third Annual Roggabogga 2002, 21:24 min, color, sound



 ZMTRX
 2002, 21:24 min, color, sound



Forcefield Assassir 2002, 21:24 min, color, sound

Al and I by Cecilia Condi 2002, 21:24 min, color, sound

### **Similar works**



Skin Matrix by Ed Emshwiller



Beneath the Skin by Cecilia Condit 2002, 21:24 min, color, sound 2002, 21:24 min, color, sound



● Documenta 6 Satellite Telecast by Joseph Beuys, Douglas Davis, and Nam June Paik 2002, 21:24 min, color, sound



# Personalized, shareable collections

- Customizable titles, descriptions, and tags
- Option to create collaborative collections
- "I like that you can create a collection of like, oh, these are the films that I want to use for this project; oh, these are films that have a similar vibe."

## Collections

My collections Shared with me

Q + Add Collection

🖃 Recently update 🛛 🛇 Tags



Favorites 12 videos Updated 3 hours ago



132 videos Updated 5 days ago



**Digital Abstraction** 26 videos Updated 6 days ago



VID 601 Week 3 9 videos Updated 2 weeks ago



VID 601 Week 7 6 videos Updated 3 weeks ago

70s art v 2 videos Updated 2



Collections





**Digital Abstraction** Created by me · 26 videos

@ Invite

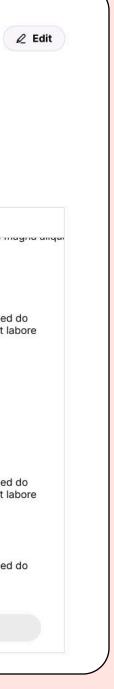
Digital Abstraction: Early Computer Art in Motion (1990-1995) This collection explores the emergence of computer-generated abstract...

Read more ...

# 90s # ARTM +

Updated 6 days ago

st				Collection Discussion
Title 🔺	Artist	Year		7 replies
3 Mercer Street	Jaime Davidovich	1975		E Eric 10:17 AM
Alive!Artist!Model!Pleasure!	Cheryl Donegan	1998		Lorem ipsum dolor sit amet, consectetur adipiscing elit, se eiusmod tempor incididunt ut
An I For An I	Lawrence Andrews	1987		et dolore 10 replies
Artists + Models	Cheryl Donegan	1998		<b>S Sam</b> 10:25 AM
<ul> <li>Blue, Red, Yellow</li> </ul>	Jaime Davidovich	1974		Lorem ipsum dolor sit amet, consectetur ad
Cheryl Donegan: 1999	Cheryl Donegan	1998		E Eric 11:03 AM
<ul> <li>Classic and Recent Installations/Pavilion</li> </ul>	Dan Graham	2009		Lorem ipsum dolor sit amet, consectetur adipiscing elit, se eiusmod tempor incididunt ut et dolore magna aliqua.
Day-Long Screening of Video Works, Pr	Mako Idemitsu	1983		A Ally 12:12 AM
<ul> <li>If I Just Turn and Run</li> </ul>	Ellen Cantor	1998		Lorem ipsum dolor sit amet, consectetur adipiscing elit, se
<ul> <li>Inflatables Illustrated</li> </ul>	Ant Farm	1971-2003		3 replies
		< 1	2 3 >	Add a comment



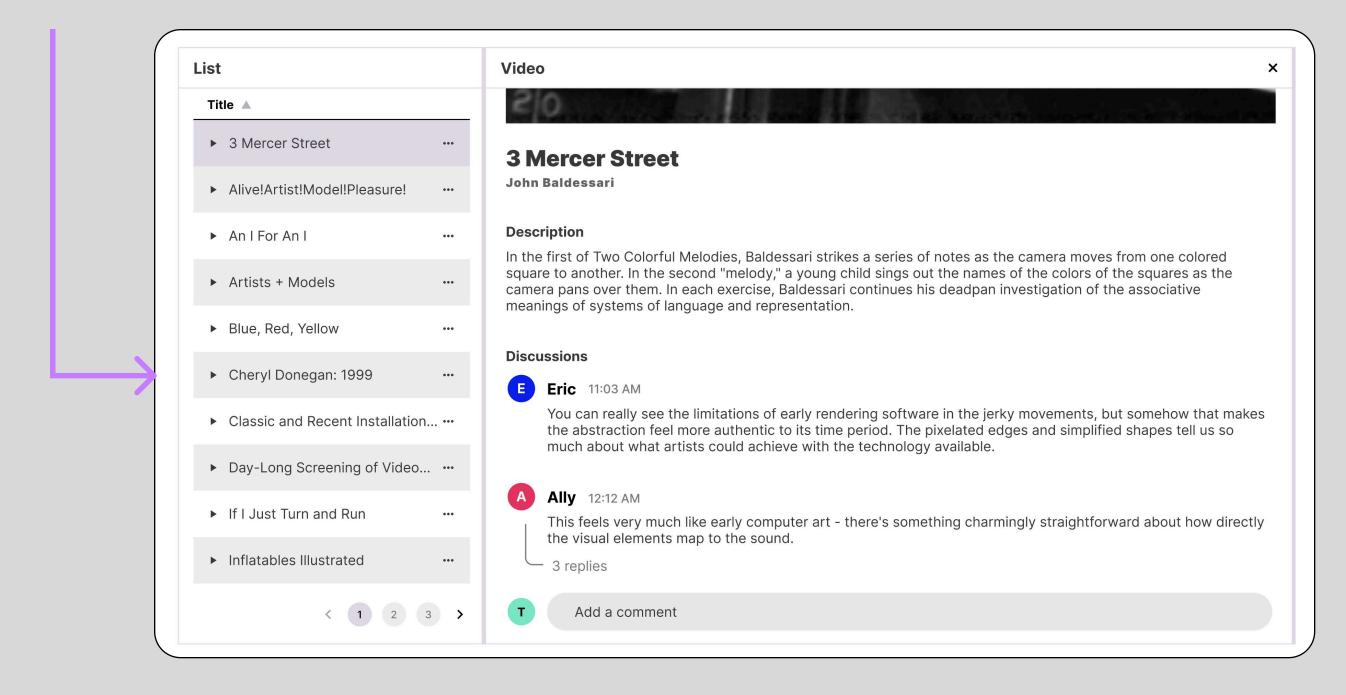
Discussion boards to collaborate

Discussion board on the collection & item level.

"I'm always curious about people's thoughts. So this is a nice way to get a summary of what everyone's thinking quickly."

<u>Prototype link</u>

list				Collection Discussion	
Title 🔺	Artist	Year		7 replies	
► 3 Mercer Street	Jaime Davidovich	1975		E Eric 10:17 AM	
Alive!Artist!Model!Pleasure!	Cheryl Donegan	1998	•••	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore	
An I For An I	Lawrence Andrews	1987		et dolore	
<ul> <li>Artists + Models</li> </ul>	Cheryl Donegan	1998		<ul> <li>Sam 10:25 AM</li> </ul>	
<ul> <li>Blue, Red, Yellow</li> </ul>	Jaime Davidovich	1974		Lorem ipsum dolor sit amet, consectetur ad	
Cheryl Donegan: 1999	Cheryl Donegan	1998	•••	E Eric 11:03 AM	
<ul> <li>Classic and Recent Installations/Pavilion</li> </ul>	Dan Graham	2009		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.	
Day-Long Screening of Video Works, Pr	Mako Idemitsu	1983		Ally 12:12 AM	
<ul> <li>If I Just Turn and Run</li> </ul>	Ellen Cantor	1998		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do	
<ul> <li>Inflatables Illustrated</li> </ul>	Ant Farm	1971-2003		_ 3 replies	
		< 1 2	3 >	Add a comment	



CONCLUSION

# EAI is filled with amazing content that users found too hard to find, save, and share.

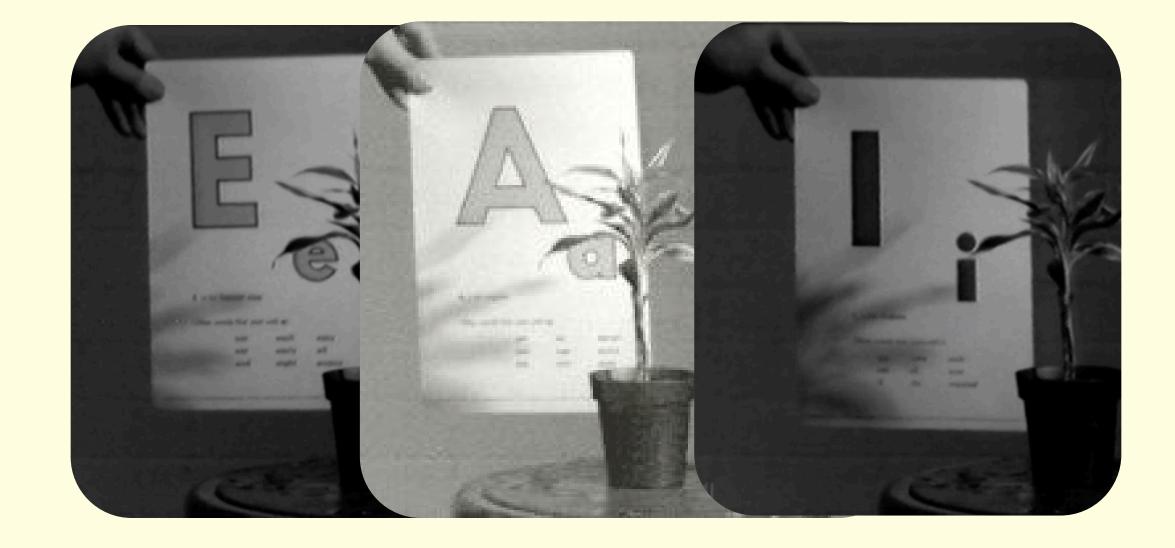
Our recommendations enhance the usability of EAI both as a site and an educational tool, reducing the friction between content and users.

# Clarify EAI's goals and mission

Helps users understand EAI's mission and the Educational Streaming Site's purpose

# Make navigation and information clear

Makes users feel more comfortable using EAI's interface and reduces the learning curve



# Introduce educational tools

Transforms EAI into an educational learning site that can easily be incorporated into schools and classrooms



Appendix

# Appendix | Methodology

3 users completed **baseline interviews** of the current website by completing a series of 5 tasks

From there, we came up with **three different recommendations** and created multiple prototypes for

- 2 users tested two different prototypes of the first site
- 2 users tested two different **video page** prototypes
- 2 users tested three different collection page prototyp
- 4 users tested two different **MVP page** prototypes
- 2 users tested the **final flow iterate**

EAI		15 users tested
or each te iteration	3 users	baseline interviews
	2 users	first iteration interviews
	2 users	video page interviews
	2 users	collection page interviews
	4 users	MVP page interviews
	2 users	Final flow iterate

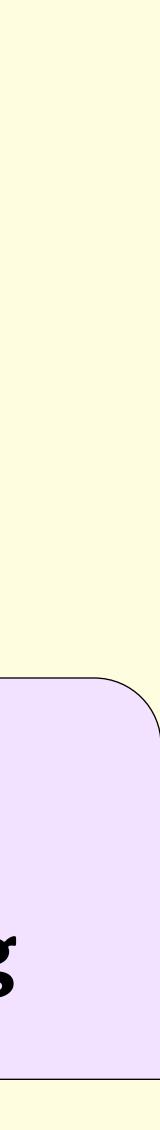
# Appendix | Methodology

# 3 users Baseline interviews and testing of the current EAI website.

# 10 users **Iterative testing** of both current and future Educational Streaming Service features and tools.

# 2 users

**Usability testing** of our recommendations for EAI.



# Appendix | Mission statements

# **First Person**

Founded in 1971, Electronic Arts Intermix (EAI) is a nonprofit organization that supports the creation, sharing, and preservation of media art, primarily experimental video art. We manage one of the world's largest video art collections, with over 5,000 works spanning from the 1960s to the present. Our collection includes influential artists like Joan Jonas, Nam June Paik, and Martha Rosler, as well as new works by contemporary artists like Shana Moulton and Cory Arcangel.

We are committed to making these works accessible to museums, cultural institutions, educators, and students worldwide through exhibitions, screenings, and our Educational Streaming Site to ensure the preservation and relevance of media art. On this site, users are able to interact with our catalog through the Educational Tool Kit by taking time stamped notes on videos, creating personal collections, and exporting collections to share with other subscribers.

# Appendix | Mission statements

# Standard

Electronic Arts Intermix (EAI) is a nonprofit organization dedicated to making media art more accessible through our Educational Streaming Site. Founded in 1971, EAI preserves and manages an extensive collection of over 5,000 video works by over 200 different influential and contemporary artists. Our online catalog, which is available on this site for streaming, consists primarily of experimental video art from the 1960s to the present. Additionally, 50% of revenue made from subscription fees goes directly to the artists.

The main goal of EAI's Educational Streaming Sites is to provide educational resources that enhance the appreciation and relevance of media artists and their artwork. Subscribers can interact with the videoworks using our Educational Tool Kit, which offers the ability to take time stamped notes on videos, create personal collections, and export collections to share with other subscribers.

# Appendix | Mission statements

# Short

Founded in 1971, Electronic Arts Intermix (EAI) is a nonprofit resource that preserves and distributes a major collection of over 5,000 new and historical video works primarily created by experimental video artists.

The purpose of EAI's Educational Streaming Sites is to provide educational resources that enhance the appreciation and relevance of media artists and their artwork. Subscribers can interact with the videoworks using our Educational Tool Kit, which offers the ability to take time stamped notes on videos, create personal collections, and export collections to share with other subscribers.

# Appendix | Refining the Site Map

The current site map of the website features many links which lead to users losing their way on the site. A **clear, intuitive structure** is crucial to help users navigate effortlessly.

After going through the information and condensing menus, we suggest a refined site map for the website

As **most users wanted to be guided to video streaming** as soon as possible, this is the primary focus of the site

The secondary focus is accessing other parts of the EAI website that is vital to EAI's works

# Appendix | New Site Map

