

# Shedding light on the hidden barriers in **Shedd Aquarium's purchasing pathway.**

Team KelpDesk's Insights from 16 Eye-tracking Tests

May 07, 2025



# KelpDesk



Conor



Hridya



Iris



Saskia

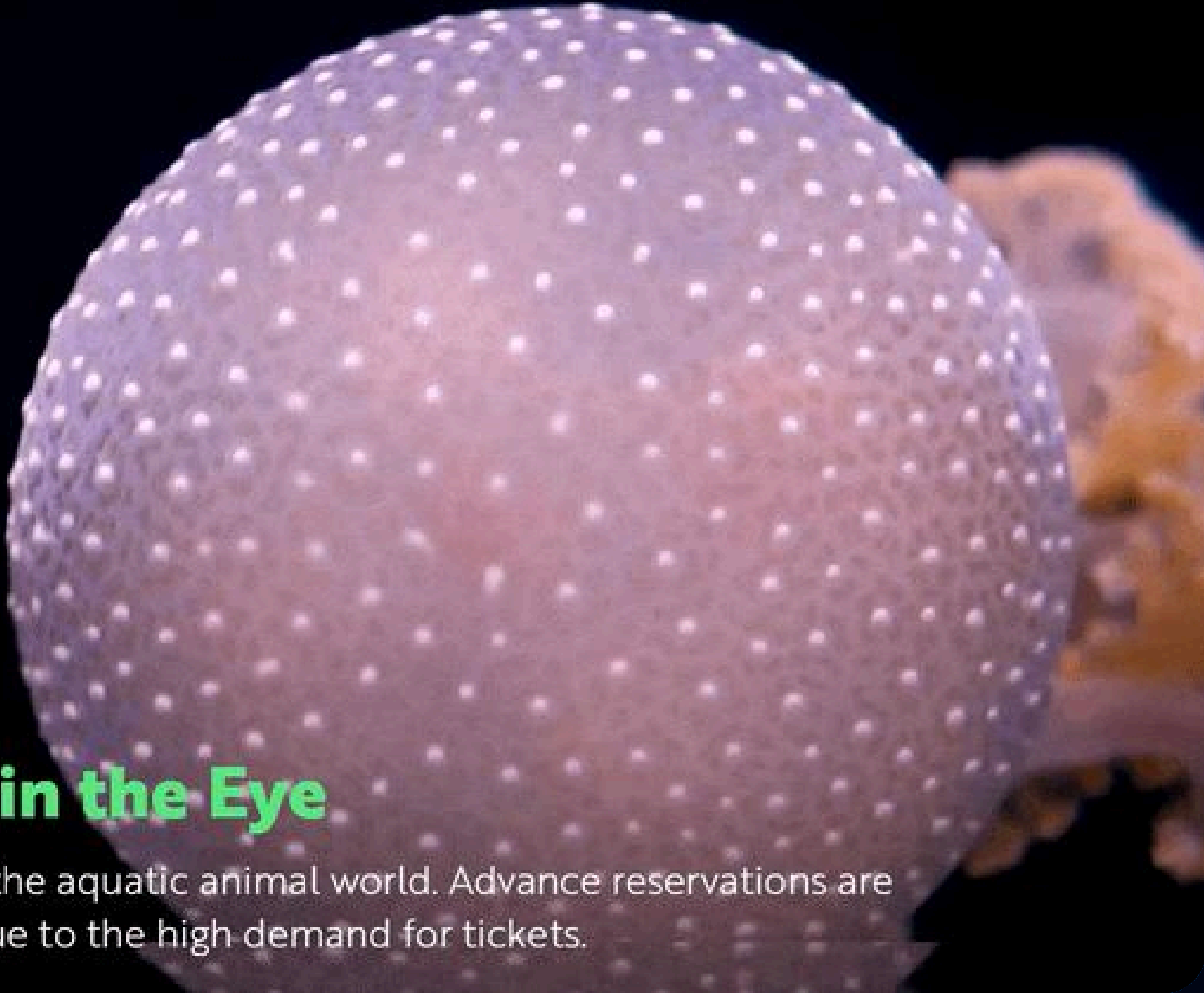
um tickets are SOLD-OUT until 4PM for today, Thursday, March 27. Please reserve online in advance.

Open 9 am - 7 pm (Late Close)

EDUCATORS | MEMBERS | DONATE

Plan a Visit | Animals & Exhibits | Programs & Events | Act & Advocate

BECOME A MEMBER



Look Nature in the Eye

Discover the wonder of the aquatic animal world. Advance reservations are highly recommended due to the high demand for tickets.

# Surface-Level Findings

A Quick Look at What We Uncovered and Our Solutions

**93.75%**

**Users Got Stuck  
Navigating the  
Payment Process**

**Solution:** Give users more autonomy to move back-and-forth and save their progress during these actions

**87.5%**

**Users Struggled  
to Make Decisions  
on certain screens**

**Solution:** Make the UI elements and text content more easily digestible to reduce cognition overload

**93.75%**

**Users Felt  
Confused With  
Pricing**

**Solution:** Display the prices upfront and highlight the prices visually so that they are easier to process

# Agenda

- 1 Defining the Journey

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- 2 Diving Into Research

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- 3 Surfacing Key Issues

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- 4 Anchoring What Comes Next





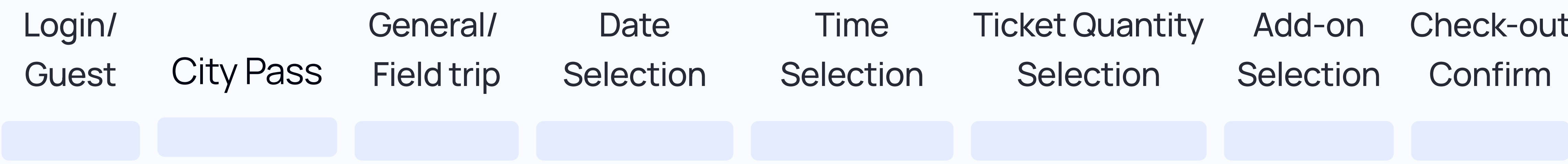
# Defining the Journey

Framing the problem and forming our direction

# Brief Intro

**Client:** Shedd Aquarium

**Focus:** User experience on ticketing purchase pathway for individual and family visitors



# Our Research Question

“

**How might we make a better Shedd Aquarium's ticket purchasing process for individual and family visitors to better support their visits?**

# Deconstructing the question



## Visual Design

How does the use of visual indicators impact the task completion?



## Content Clarity

Do users easily understand and differentiate ticket categories?



## Mobile Experience

How do mobile users interact with the system compared to desktop?



## Process efficiency

How does the number and sequence of steps impact decision-making?

Two belugas are swimming underwater. The one on the left is facing forward, while the one on the right is angled towards the viewer. A stream of bubbles rises from the beluga on the right. The entire image is covered with a semi-transparent teal overlay.

# Diving In

What we tested. Who we tested with. What we learned.

# Research Methodology

## Methods and Tools



### Eye Tracking Studies

#### 16 Eye Tracking Usability Sessions

- Pre-Test Demographic Survey
- 9 Desktop and 7 Mobile Eye Tracking Test
- Post-Test Feedback & Pattern Analysis



### Behavioral Data Analysis

#### Shedd Aquarium's GA4 Dashboard

- Analysed visit trends and user pathways
- Identified high-friction touchpoints
- Cross-referenced with observed behaviours



## Pre-Interview Analysis

# Audience Overview



Age Group  
**18-35**



Long-term Relationship  
**27%**



Parent or Caregiver  
**27%**



2nd Language English  
**18%**



Regular Cultural Site Visitors  
**80%**

Frequency of visits varied regardless of personal traits.\*

\*read more in [appendix](#)

## Post-Interview Analysis

# Ease of Use Score



69.4

Functional but with room  
for improvement

Our average System Usability Scale(SUS)  
Score of 69.4 suggests borderline usability\*

\*read more in [appendix](#)

## Interview Analysis

# What worked well

**14/16 users**

Easily found the  
“get tickets” button

📱 7/7

💻 7/9

---

“I was looking for where to  
buy tickets and it was right  
there on the homepage.”

**11/16 users**

Used green buttons to  
complete the task

📱 5/7

💻 6/9

---

“I clicked through(using the  
green button) just to get  
through this page.”

**10/16 users**

Found guest checkout  
useful and reassuring

📱 5/7

💻 5/9

---

“I didn’t want to give my  
information so I continued  
as guest”

\*read more in [appendix](#)

## Interview Analysis

# Where users faced friction

**15/16 users**

Got confused by  
inconsistent pricing

📱 6/7

💻 9/9

---

"I understood the pricing map a bit, but there's no key or labels to double-check anything."

**15/16 users**

Got stuck due to  
unfamiliar navigation

📱 7/7

💻 8/9

---

"If none of these dates work for me, I can't close the window. That's annoying."

**14/16 users**

Hesitated at calendar,  
time and add-on pages

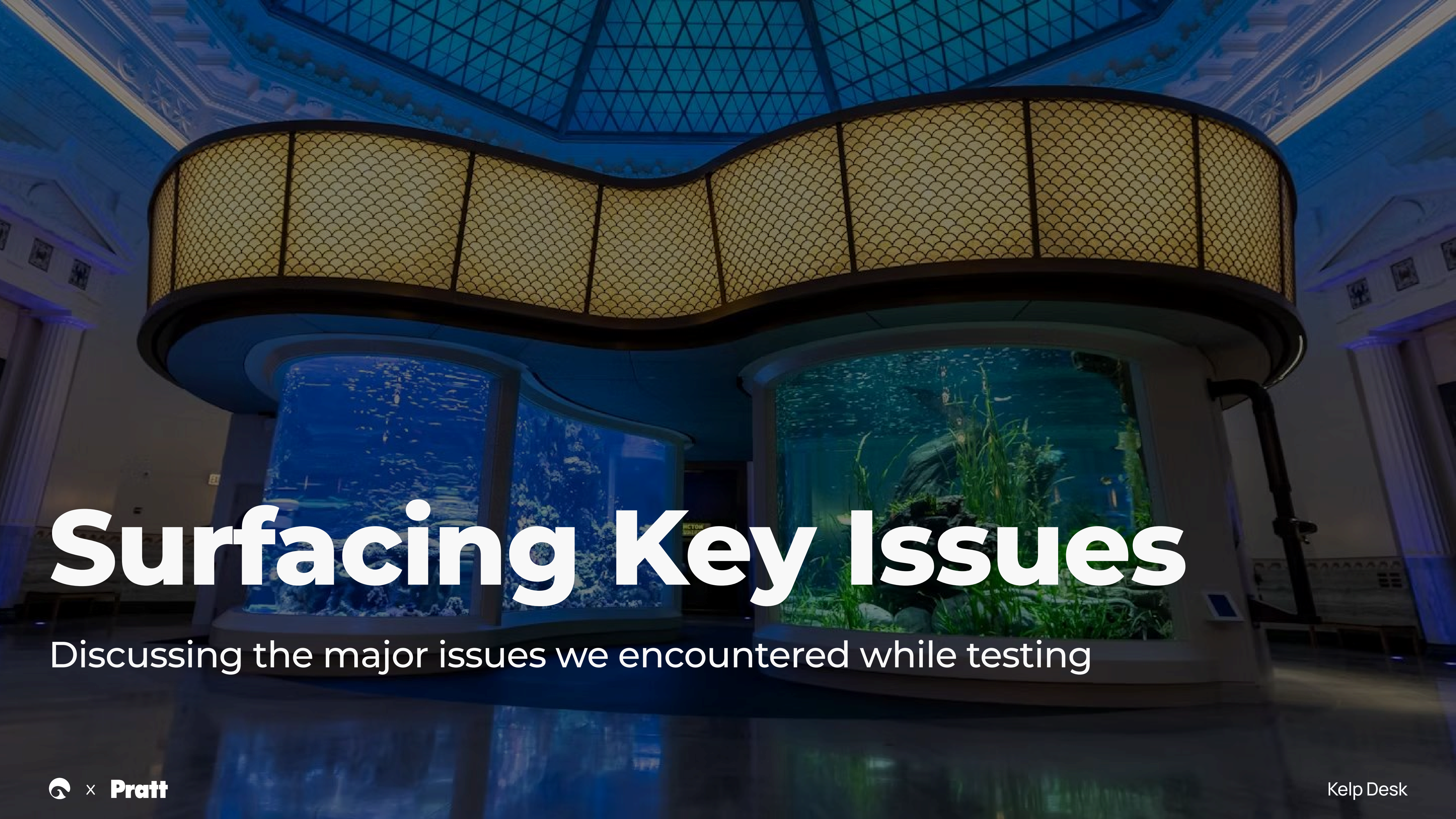
📱 7/7

💻 7/9

---

"There was so much information to scan and understand after selecting a day"

\*read more in [appendix](#)



# Surfacing Key Issues

Discussing the major issues we encountered while testing



# Users Felt Trapped in a Rigid Flow With No Autonomy to Navigate

Severity:  
◆ Medium

Lack of feedback, unclear buttons, and no way to move back led to frustration and drop-off, especially when information was dense.

43%

Tried to go back in the flow but couldn't

63%

Recommended to improve the visual and content hierarchy

SHEDD AQUARIUM

## Select Date

**Members:** Free General Admission every day

**Chicago residents:** \$19.95 Adult General Admission every day

Guests can save on Shedd Admission by booking in advance. [Learn more.](#)

Please note: Tickets for programs and events may still be available if general admission is sold out.

**Our building is under construction!**

[Click here](#) to learn more about our new exhibits coming soon and what's open now!

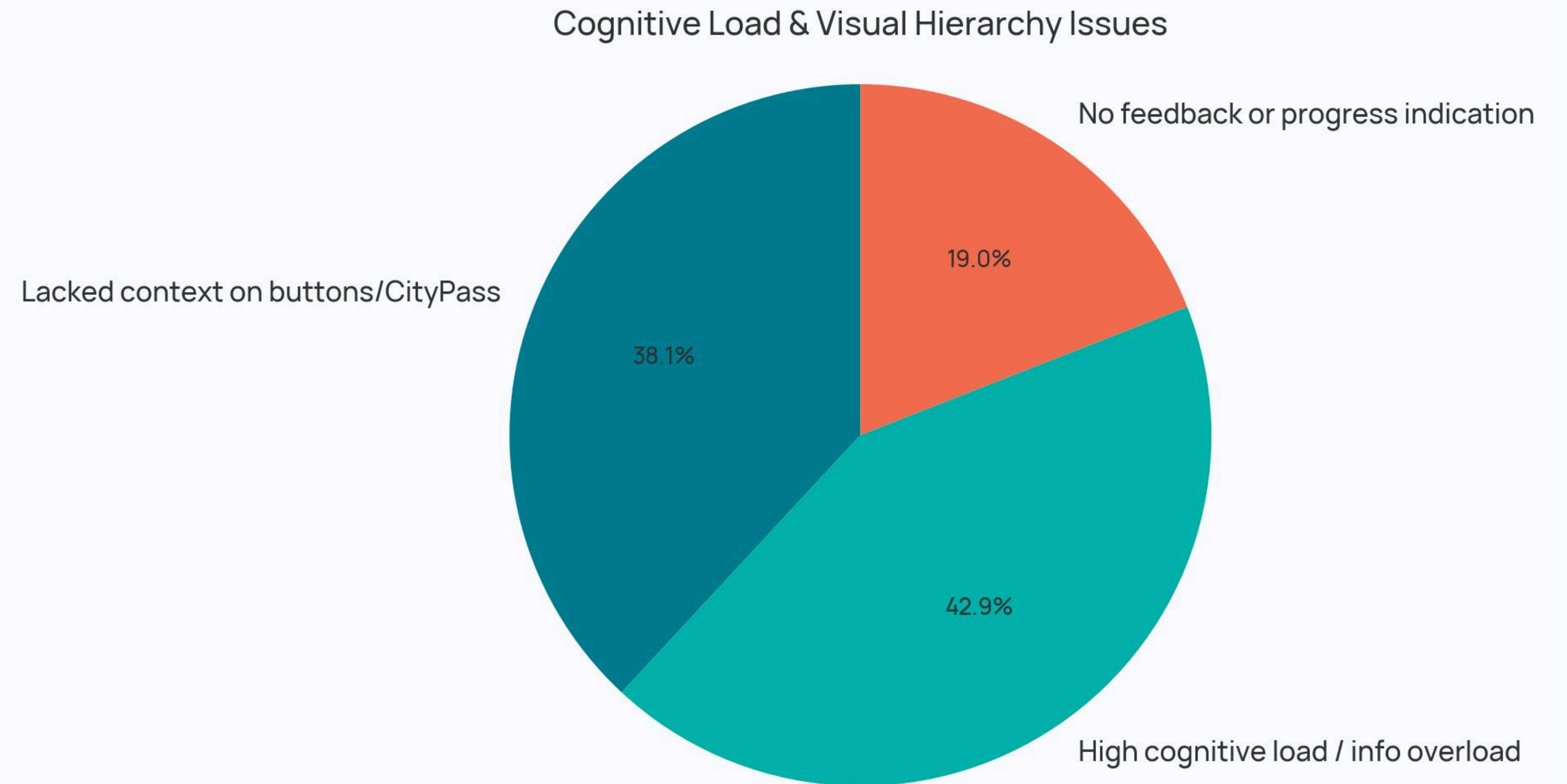
Looking for a discount? Please be aware of ticket scams. Shedd will not accept tickets sold by non-authorized sellers. Learn more about our [Discount and Free Days](#).



# Navigation

## Cognitive Overload

According to our interviews, around 42.9% of participants encountered information overload and 38.1% of them were confused by the lack of context of the CityPass



“

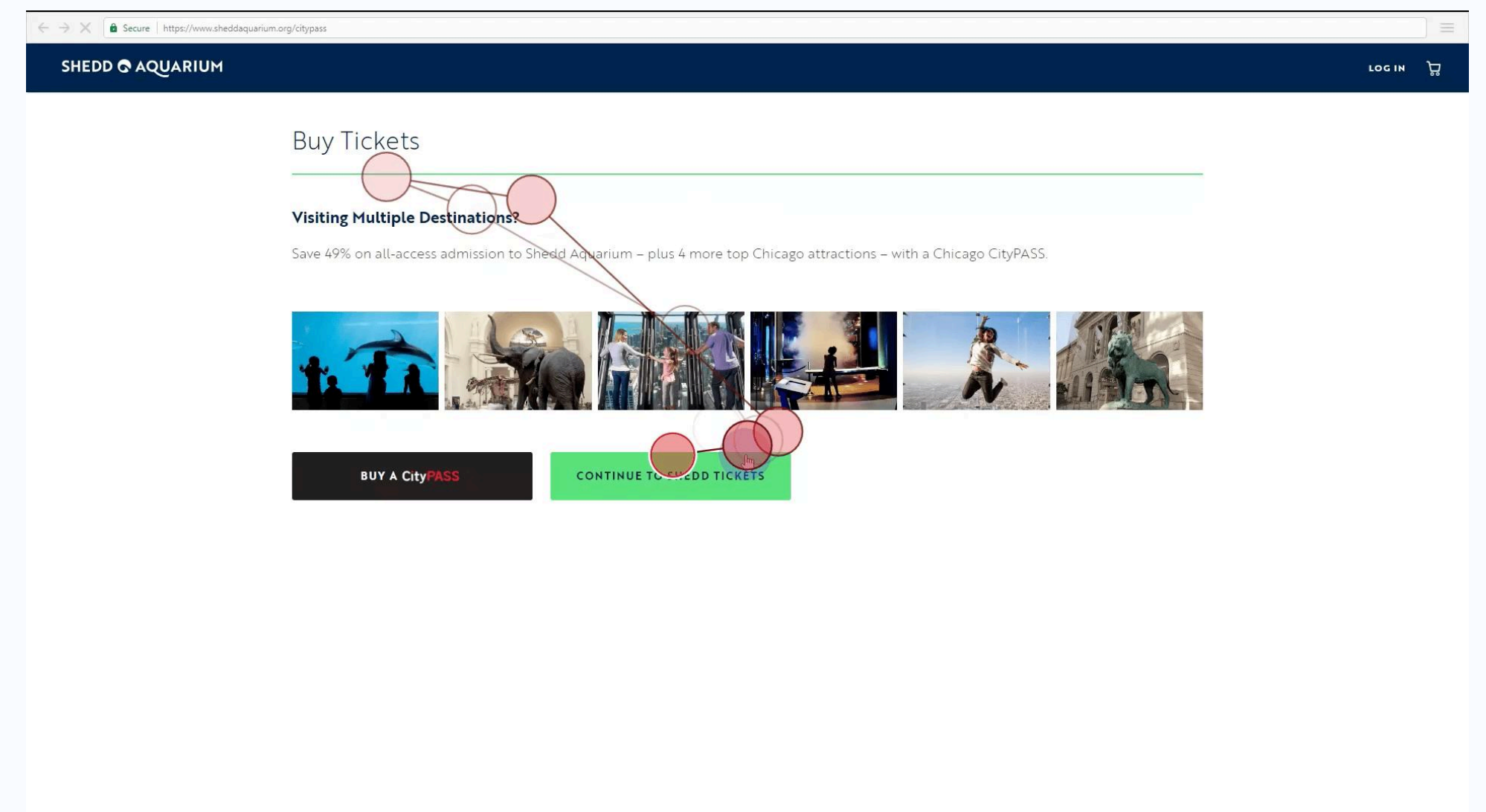
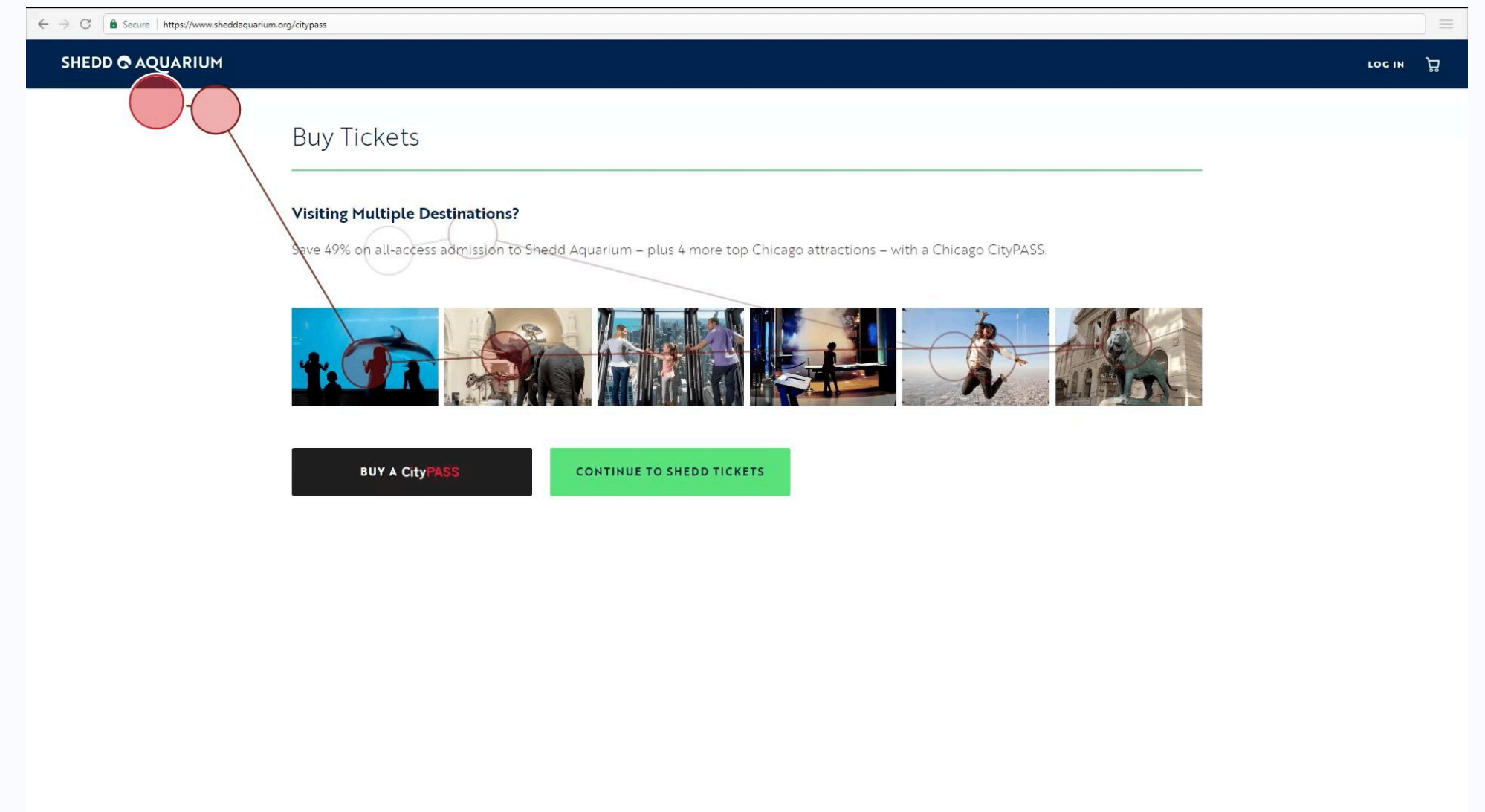
**“If none of these dates work for me, I  
can’t close the window. That’s annoying.”**

-Participant explaining frustrations with the lack of navigation buttons

# Navigation

## Freedom to go back-and-forth

Users want the freedom to go back and forth but find out that there isn't any navigation buttons.



# Navigation Recommendation

## Including Navigation Buttons

### What we saw:

Users actively relied on the “Back” button during the ticketing flow and got confused with the irregular positioning of the green buttons

Clear, consistent navigation reduces cognitive load and builds trust

- Consistent placement of next buttons
- Back buttons throughout the flow
- **Additionally:** An interactive sticky stepper with more information about the ticket, admission, etc.

# Users have high cognitive loads to understand the different ticket options

Severity:  
◆ Medium

Different pages of add-ons and must-see tours, long information for each section

56%

Tried to go back to the general ticket page to double-check after finding add-ons on the next page

43%

Ignored the Must See Tour because of the hidden position

- ☐ **12 pm (Enter between 12 pm and 12:30 pm)**  
Non-Chicago resident: \$40.20 Adult, \$30.20 Children
- ☐ **1 pm (Enter between 1 pm and 1:30 pm)**  
Non-Chicago resident: \$40.20 Adult, \$30.20 Children
- ☐ **2 pm (Enter between 2 pm and 2:30 pm)**  
Non-Chicago resident: \$38.70 Adult, \$29.20 Children
- ☐ **3 pm (Enter between 3 pm and 3:30 pm)**  
Non-Chicago resident: \$38.70 Adult, \$29.20 Children

SELECT SHEDD ADMISSION

Must See Tour



Night Dives: Illinois Resident Free Evenings



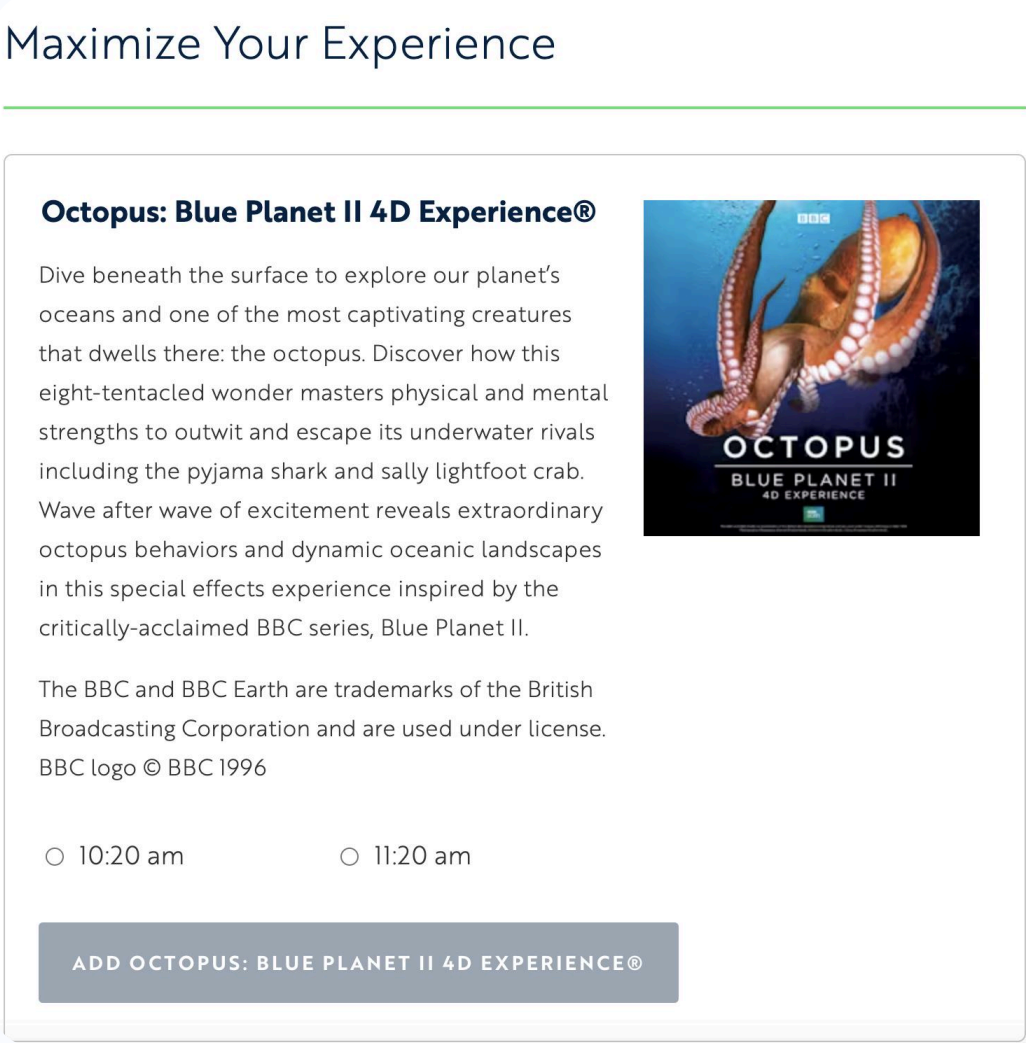
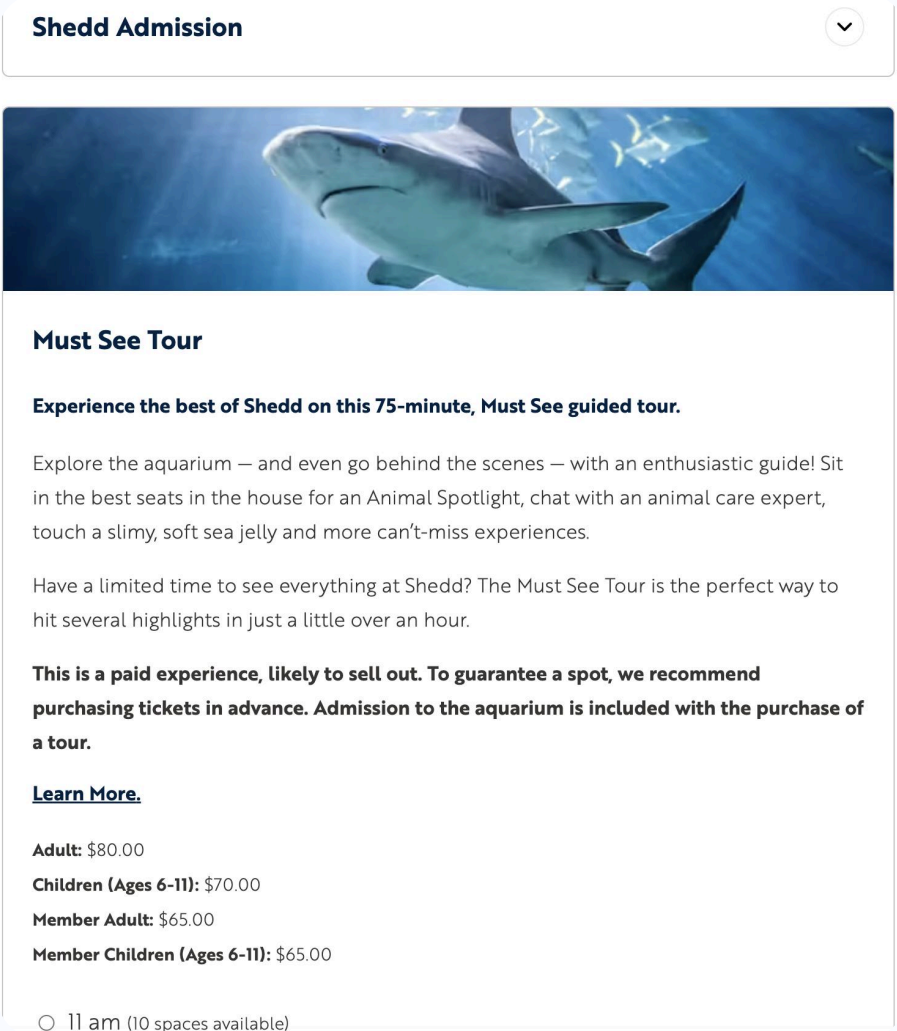
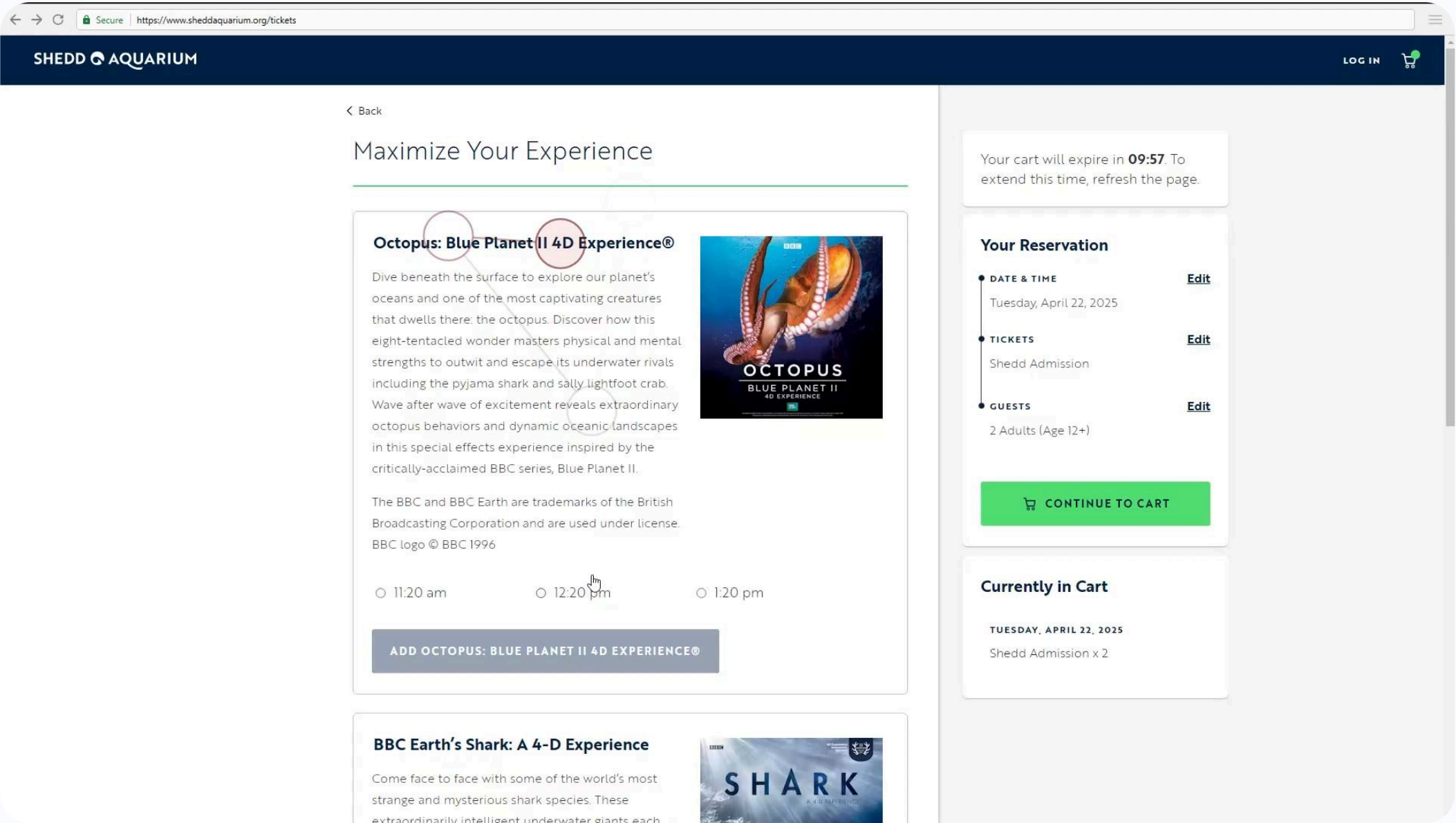


# Add-ons

## Confusing introduction of “Must-see tour” and add-ons

Placement of the add-ons: “Must see tour” is placed under the “General admission”, while the “add-ons” are placed at the next page.

Visitors ticketing flow got disrupted as they took time understanding the different options.





“

Actually when I saw the add-on page after seeing the general tickets and must see tours, I got confused. I don't clearly know the difference, it would be helpful if the website can show the info more clearly and effectively.


- Participant

# Add-ons Recommendation

## Rename and combine the sections to enhance clarity

- Rename “Must See Tour” as “General Tickets with Exclusive Tour” to let the visitors know what’s the difference between general tickets and tour tickets
- Combine the General Ticket page and the Add-on page, and use accordions
- Add a comparison sheet or short explanation on the different types of tickets

Shedd Admission



### Must See Tour

Experience the best of Shedd on this 75-minute, Must See guided tour.

Explore the aquarium — and even go behind the scenes — with an enthusiastic guide! Sit in the best seats in the house for an Animal Spotlight, chat with an animal care expert, touch a slimy, soft sea jelly and more can't-miss experiences.

Have a limited time to see everything at Shedd? The Must See Tour is the perfect way to hit several highlights in just a little over an hour.

**This is a paid experience, likely to sell out. To guarantee a spot, we recommend purchasing tickets in advance. Admission to the aquarium is included with the purchase of a tour.**

[Learn More.](#)

**Adult:** \$80.00  
**Children (Ages 6-11):** \$70.00  
**Member Adult:** \$65.00  
**Member Children (Ages 6-11):** \$65.00

☐ 11 am (10 spaces available)

Maximize Your Experience

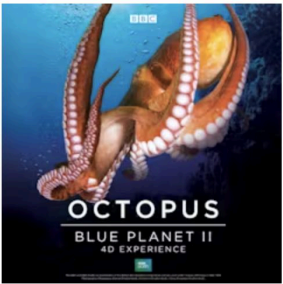
### Octopus: Blue Planet II 4D Experience®

Dive beneath the surface to explore our planet's oceans and one of the most captivating creatures that dwells there: the octopus. Discover how this eight-tentacled wonder masters physical and mental strengths to outwit and escape its underwater rivals including the pyjama shark and sally lightfoot crab. Wave after wave of excitement reveals extraordinary octopus behaviors and dynamic oceanic landscapes in this special effects experience inspired by the critically-acclaimed BBC series, Blue Planet II.

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☐ 10:20 am ☐ 11:20 am

[ADD OCTOPUS: BLUE PLANET II 4D EXPERIENCE®](#)





# Add-ons

## High cognitive load for browsing add-ons descriptions

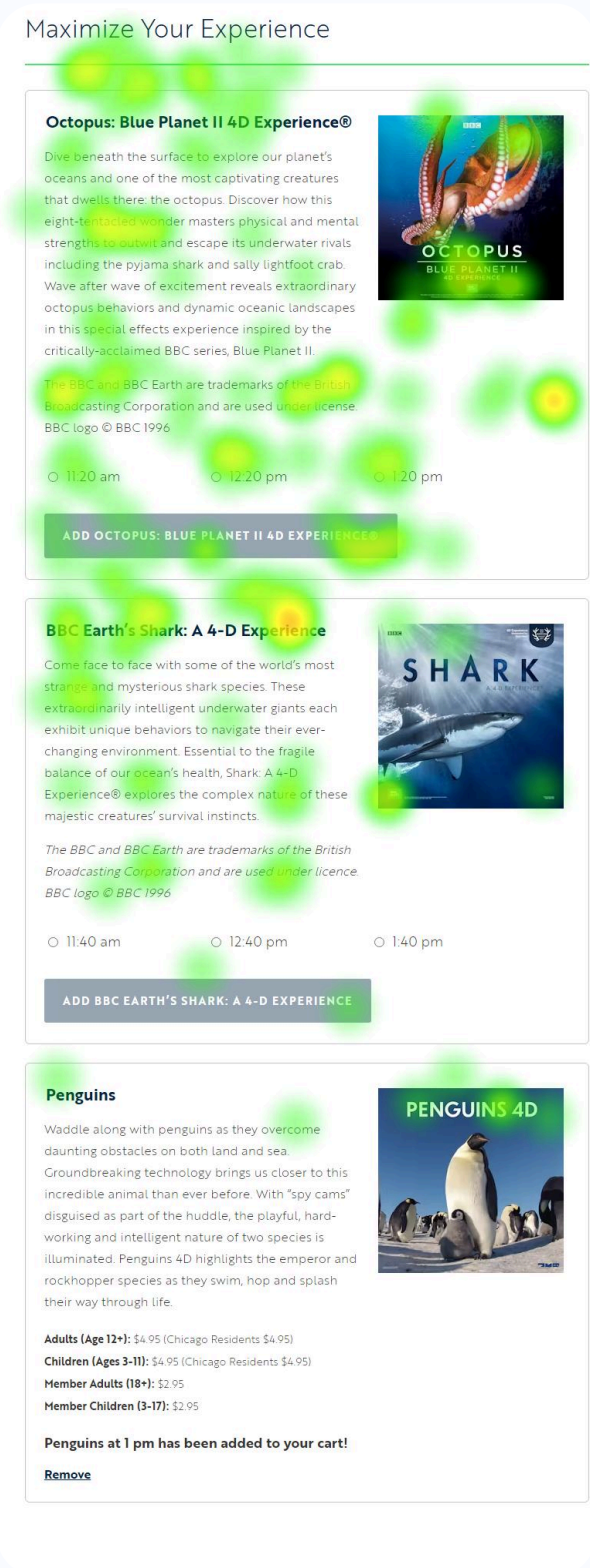
Too much information: Many users took a long time read through and process these information.

Extra scrolling down step: Users might fail to find the right add-on without scrolling down.

The high cognitive load plus with the additional process for users might cause a big business loss.



Too much info to read



Failure on finding add-on because of not scrolling down

## Add-ons Recommendation

# Using keywords and short descriptions on add-ons

- Shorten the descriptions to make all of the add-on options appear on the screen
- Using accordion on each add-on to make the users browse the options at one glance



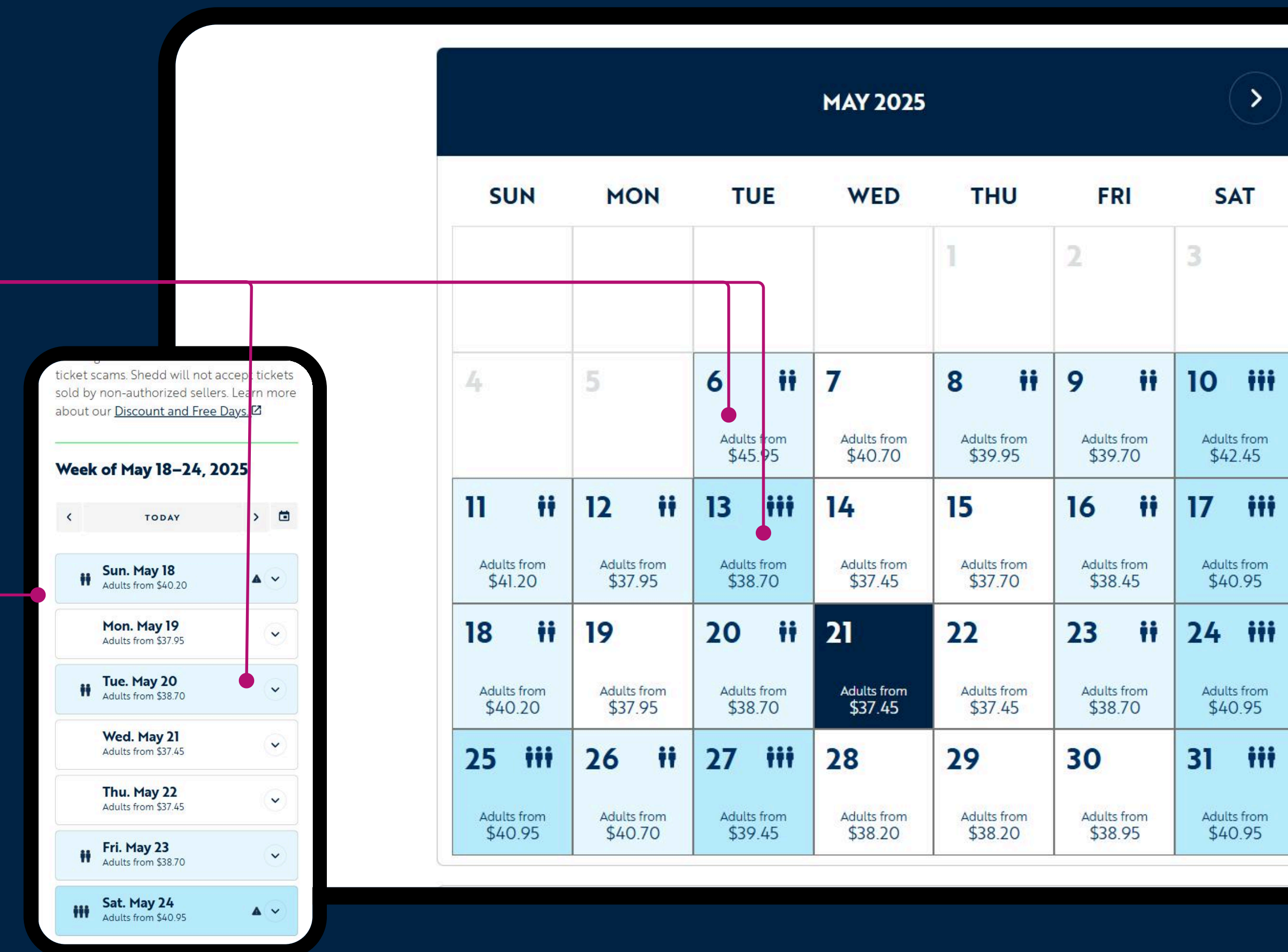
# Users Struggled to Make Confident Decisions on the Calendar & Time Pages

Severity:  
◆ Medium

This leads to decision fatigue and poor decisions

56% Confused by color and icon systems without a legend

43% Unfamiliar with Calendar UI on mobile devices



## Calendar & Time

Users didn't just glance,  
they lingered.



Time Slot screen had the

- **highest fixation count** (243,000ms)
- **total fixation time** (624 fixations)

### Must See Tour

Experience the best of Shedd on this 75-minute, Must See guided tour.

Explore the aquarium — and even go behind the scenes — with an enthusiastic guide! Sit in the best seats in the house for an Animal Spotlight, chat with an animal care expert, touch a slimy, soft sea jelly and more can't-miss experiences.

Have a limited time to see everything at Shedd? The Must See Tour is the perfect way to hit several highlights in just a little over an hour.

This is a paid experience, likely to sell out. To guarantee a spot, we recommend purchasing tickets in advance.

[Learn More.](#)

Adult: \$80.00  
Children (Ages 6-11): \$70.00  
Member Adult: \$65.00  
Member Children (Ages 6-11): \$65.00

☐ 11 am SOLD OUT  
☐ 1 pm (2 spaces available)  
☐ 3:30 pm (7 spaces available)

[SELECT MUST SEE TOUR](#)

### Sea Lion Encounter

▼

### Teacher Workshop: Exploring Climate Impacts on the Chicago River

▼

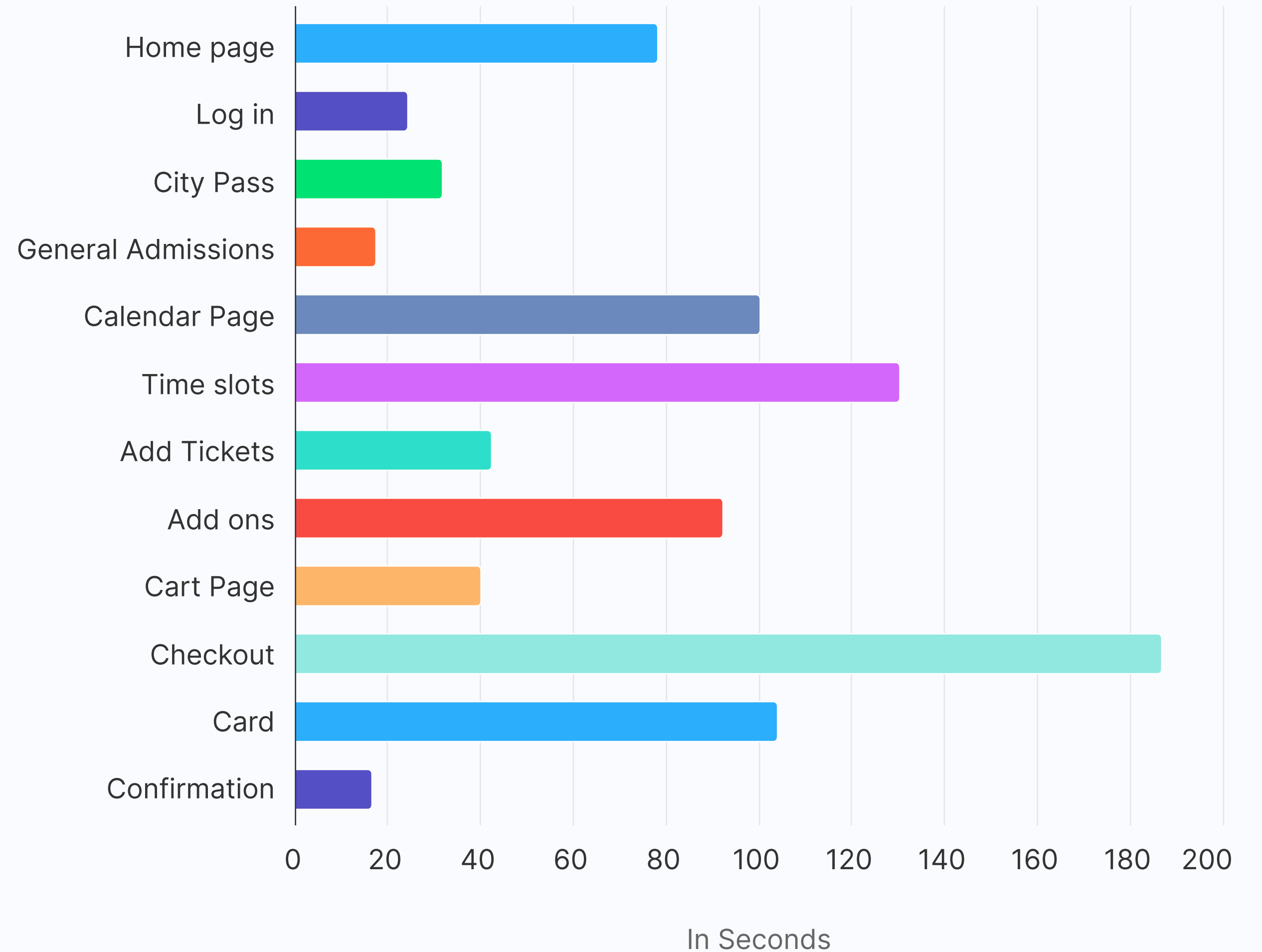


## Calendar & Time

Users didn't just glance,  
they lingered.



Calendar + Time Slots were the  
**2nd and 3rd longest time spans**  
in the flow.



“

“I didn’t understand what the colours were or what all the text about holiday period or discount periods were. It did not stand out.”

- Participant remarks post-interview after successfully purchasing ticket



# Calendar & Time

## Users Worked Hard Just to Understand the Calendar

Users were still figuring out what everything meant, which led to decision fatigue.

They are hesitating, circling, and checking

“I also didn’t look into any of this. It seems like too much.”

LOG IN

Select Date

**Members:** Free General Admission every day

**Chicago residents:** \$19.95 Adult General Admission every day

Guests can save on Shedd Admission by booking in advance. [Learn more.](#)

Please note: Tickets for programs and events may still be available if general admission is sold out.

**We are under construction!**

Click [here](#) to learn more about our new exhibits coming soon and what's open now!

Looking for a discount? Please be aware of ticket scams. Shedd will not accept tickets sold by non-authorized sellers. Learn more about our [Discount and Free Days](#).


This Week at Shedd

Apr 27 - May 3, 2025

<

TODAY

>



Sun. April 27

Unavailable

Mon. April 28

Adults from \$44.70

Tue. April 29

Adults from \$42.70

Wed. April 30

Adults from \$38.95

Thu. May 1



Adults from \$38.45

Fri. May 2

Adults from \$38.95

Sat. May 3

Adults from \$41.95

LOG IN

Select Date

**Members:** Free General Admission every day

**Chicago residents:** \$19.95 Adult General Admission every day

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Please note: Tickets for programs and events may still be available if general admission is sold out.


















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MAY 2025

>

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6 	7	8 	9 	10 
11 	12 	13 	14	15	16 	17 
18 	19	20 	21	22	23 	24 
25 	26 	27 	28	29	30	31 


You have selected 30 May 2025

We expect low attendance on this date. Open 9 am - 5 pm

	General Admission	Chicago Residents	Members
Adults	\$38.95+	\$19.95	Free
Children (3-11)	\$29.20+	\$14.95	Free
Infants	Free	Free	Free

Open 9 am - 5 pm

SELECT FRIDAY, MAY 30

 x Pratt

Kelp Desk





# Calendar & Time

## Cognitive Exhaustion Hits by the Time Slot Page

After putting in all the effort on the calendar, users skimmed the time slot page.


Quick scrolls meant missed price changes, limited comparison, and little rechecking.

“That’s why it was a very quick scroll through.”

LOG IN

[< Back](#)

Select Tickets



**Shedd Admission**

Experience unbelievable animals from around the world! Admission includes all exhibits, animal presentations and Stingray Touch (open late-May to Mid-Sept.).

[See resident and member pricing >](#)

☒ 9 am (Enter between 9 am and 9:30 am)

Non-Chicago resident: \$40.45 Adult, \$30.45 Children

☐ 10 am (Enter between 10 am and 10:30 am)

Non-Chicago resident: \$40.45 Adult, \$30.45 Children

☐ 11 am (Enter between 11 am and 11:30 am)

Non-Chicago resident: \$39.95 Adult, \$29.95 Children

☐ 12 pm (Enter between 12 pm and 12:30 pm)

Non-Chicago resident: \$39.95 Adult, \$29.95 Children

☐ 1 pm (Enter between 1 pm and 1:30 pm)


Non-Chicago resident: \$39.95 Adult, \$29.95 Children

☐ 2 pm (Enter between 2 pm and 2:30 pm)

Non-Chicago resident: \$38.45 Adult, \$28.95 Children


☐ 3 pm (Enter between 3 pm and 3:30 pm)

Non-Chicago resident: \$38.45 Adult, \$28.95 Children

LOG IN

[< Back](#)

Select Tickets



**Shedd Admission**

Experience unbelievable animals from around the world! Admission includes all exhibits, animal presentations and Stingray Touch (open late-May to Mid-Sept.).

[See resident and member pricing >](#)

☒ 9 am (Enter between 9 am and 9:30 am)

Non-Chicago resident: \$41.45 Adult, \$31.20 Children

☐ 10 am (Enter between 10 am and 10:30 am)

Non-Chicago resident: \$41.45 Adult, \$31.20 Children

☐ 11 am (Enter between 11 am and 11:30 am)

Non-Chicago resident: \$40.70 Adult, \$30.70 Children

☐ 12 pm (Enter between 12 pm and 12:30 pm)

Non-Chicago resident: \$40.70 Adult, \$30.70 Children

☐ 1 pm (Enter between 1 pm and 1:30 pm)

Non-Chicago resident: \$38.95 Adult, \$29.20 Children

☐ 2 pm (Enter between 2 pm and 2:30 pm)

Non-Chicago resident: \$38.95 Adult, \$29.20 Children

☐ 3 pm (Enter between 3 pm and 3:30 pm)

Non-Chicago resident: \$37.70 Adult, \$28.45 Children

SELECT SHEDD ADMISSION

Must See Tour

Litter Cleanup and Coastal Habitat Restoration: 12th St Beach

**Your Reservation**

DATE & TIME

Wednesday 7 May 2025

TICKETS

GUESTS

Edit

Currently in Cart



# Calendar Recommendation

## Minimise Content To Reduce Processing Time

- Calendar appearing above the fold draws immediate attention
- Dynamic pricing on the Time Slot page is more effective than a static table
- Removed content should be displayed in the homepage and login pages

SHEDD

AQUARIUM

LOG IN

Select Date

Members: Free General Admission everyday

Chicago residents: \$19.95 Adult General Admission every day

Guests can save on Shedd Admission by booking in advance. [Learn more](#)

<

This week

>

May 4 - 10, 2025

Sun. May 4

Unavailable

Mon. May 5

Unavailable

Tue. May 6

Unavailable

Wed. May 7

Adults from \$44.45

☐ Chicago Resident Pricing (\$19.95)

My party includes Chicago residents. (Special pricing will be validated by billing zip code in checkout. **IDs will be validated onsite** upon your visit. Each adult ticketholder will need their own ID.)

SELECT WEDNESDAY, MAY 7

Thu. May 8

Adults from \$41.45

Fri. May 9

Adults from \$40.95

Sat. May 10

Adults from \$43.70

<

This week

>

May 4 - 10, 2025

Fold line

UARIUM

Select Date

Members: Free General Admission every day

Chicago residents: \$19.95 Adult General Admission every day

Guests can save on Shedd Admission by booking in advance. [Learn more](#)

MAY 2025

>

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7 Adults from \$44.45	8 Adults from \$41.45	9 Adults from \$40.95	10 Adults from \$43.70
11 Adults from \$41.95	12 Adults from \$37.95	13 Adults from \$38.70	14 Adults from \$37.45	15 Adults from \$37.70	16 Adults from \$38.45	17 Adults from \$40.95
18 Adults from \$40.20	19 Adults from \$37.95	20 Adults from \$38.70	21 Adults from \$37.45	22 Adults from \$37.45	23 Adults from \$38.70	24 Adults from \$40.95
25 Adults from \$40.95	26 Adults from \$40.70	27 Adults from \$39.45	28 Adults from \$38.20	29 Adults from \$38.20	30 Adults from \$38.95	31 Adults from \$40.95

☐ Chicago Resident Pricing (\$19.95)

My party includes Chicago residents. (Special pricing will be validated by billing zip code in checkout. **IDs will be validated onsite** upon your visit. Each adult ticketholder will need their own ID.)

Open 9 am - 5 pm

SELECT WEDNESDAY, MAY 7

Severity:  
▲ High

# Users Encountered Variable Prices Too Late in the Flow

This delays key decisions, contributes to drop-off, and creates a missed revenue opportunity.

94% Unclear about pricing between date and time steps

MAY 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	Adults from \$41.20				
18	19	Adults from \$37.95				
25	26	Adults from \$40.20				
		Adults from \$37.95				
		Adults from \$40.95				
		Adults from \$40.70				



## Shedd Admission

Experience unbelievable animals from around the world! Admission includes all exhibits, animal presentations and Stingray Touch (open late-May to Mid-Sept.).

[See resident and member pricing >](#)

- ☐ 9 am (Enter between 9 am and 9:30 am)  
Non-Chicago resident: \$47.95 Adult, \$35.95 Children
- ☐ 10 am (Enter between 10 am and 10:30 am)  
Non-Chicago resident: \$47.95 Adult, \$35.95 Children
- ☐ 11 am (Enter between 11 am and 11:30 am)  
Non-Chicago resident: \$47.70 Adult, \$35.95 Children
- ☐ 12 pm (Enter between 12 pm and 12:30 pm)  
Non-Chicago resident: \$47.70 Adult, \$35.95 Children

Pricing Transparency

# Chicago resident pricing vs variable pricing

- Visit more
- Pay more per ticket
- convert less

Fixed

Total revenue  
**600k**

Site Visitors  
**91k**

Conversion rate  
**4.7%**

Ticket Cost  
**\$19.99**

Variable

Total revenue  
**835k**

Site Visitors  
**145k**

Conversion rate  
**3.1%**

Ticket Cost (avg)  
**\$41**  
(range ~\$37 - \$46)

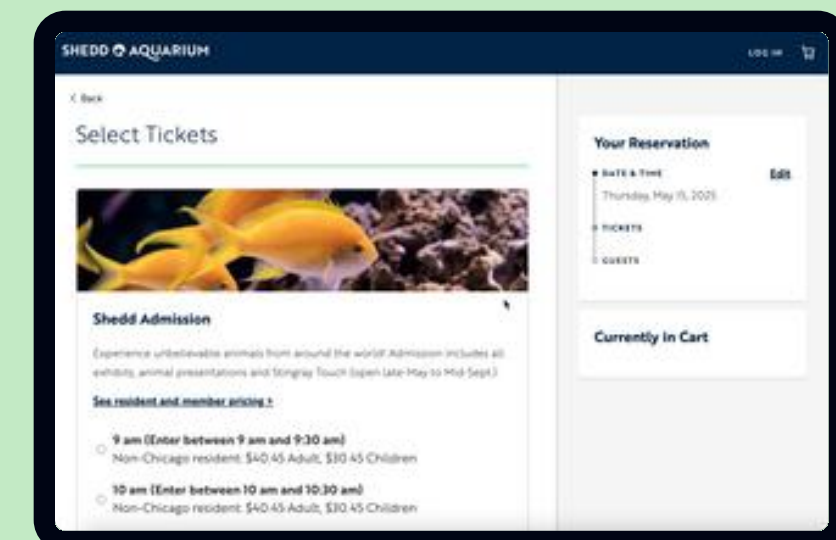
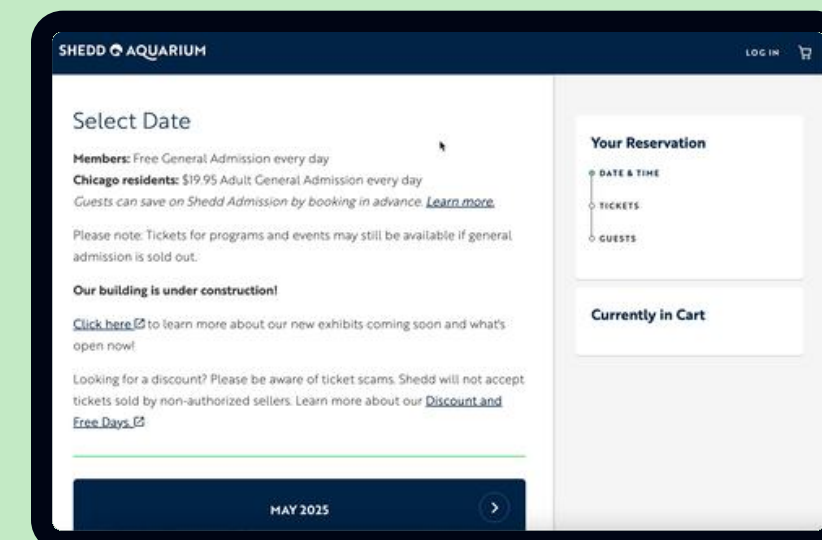
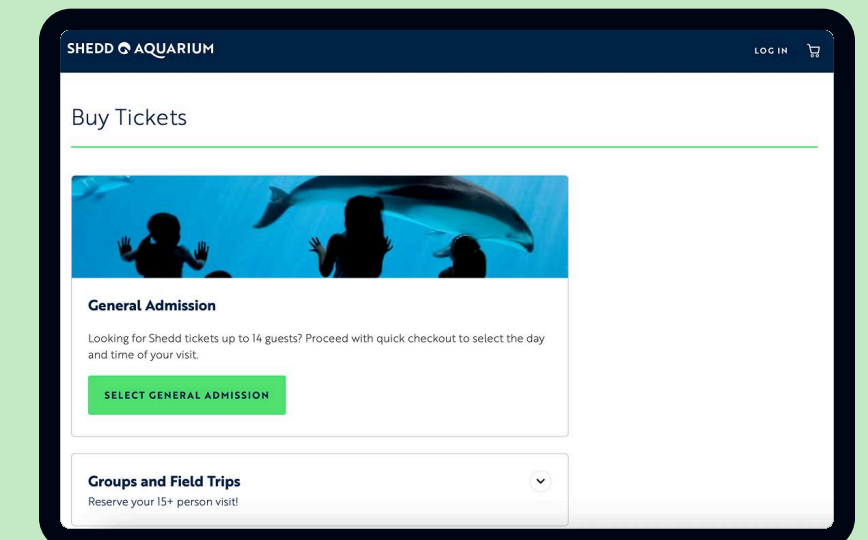
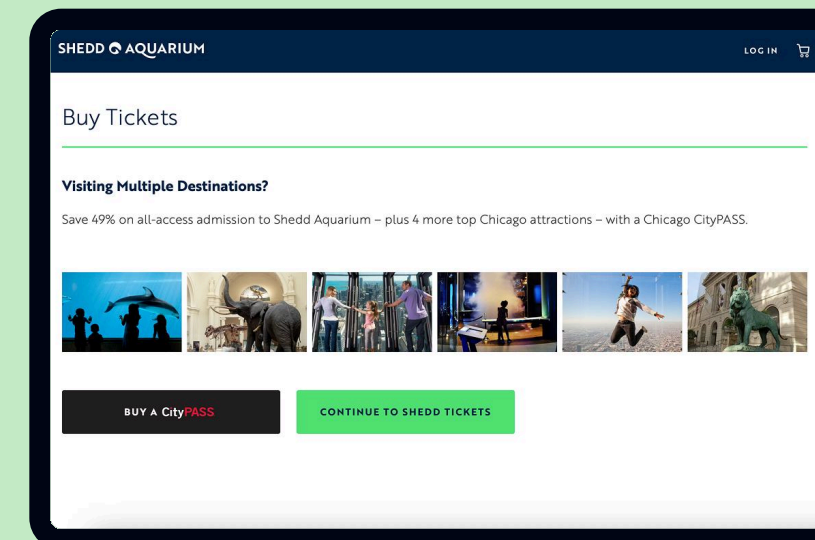
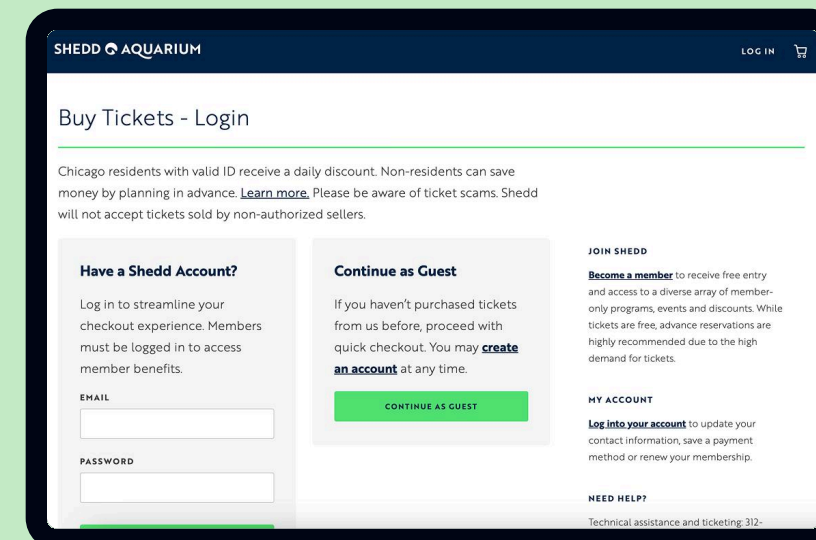
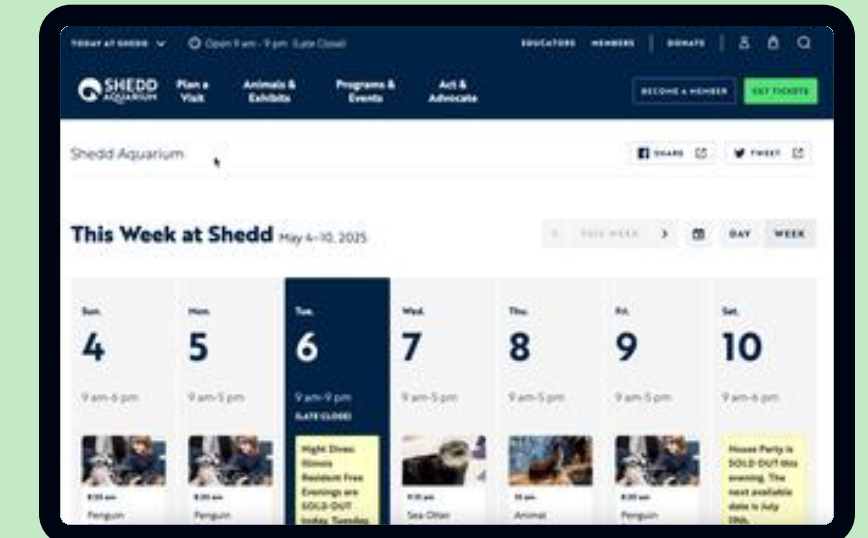
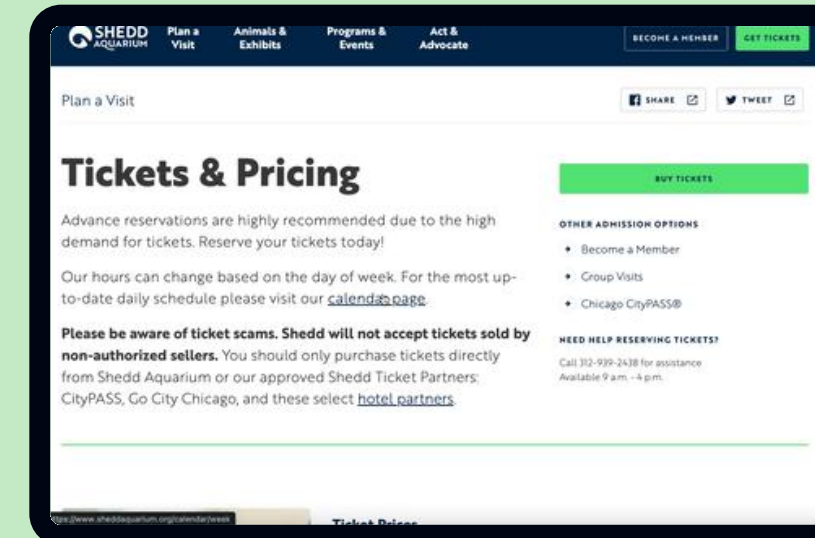
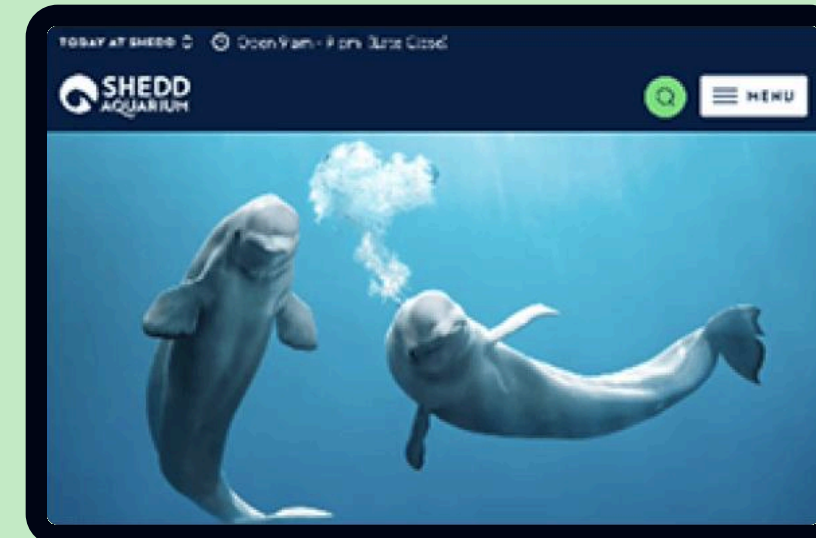
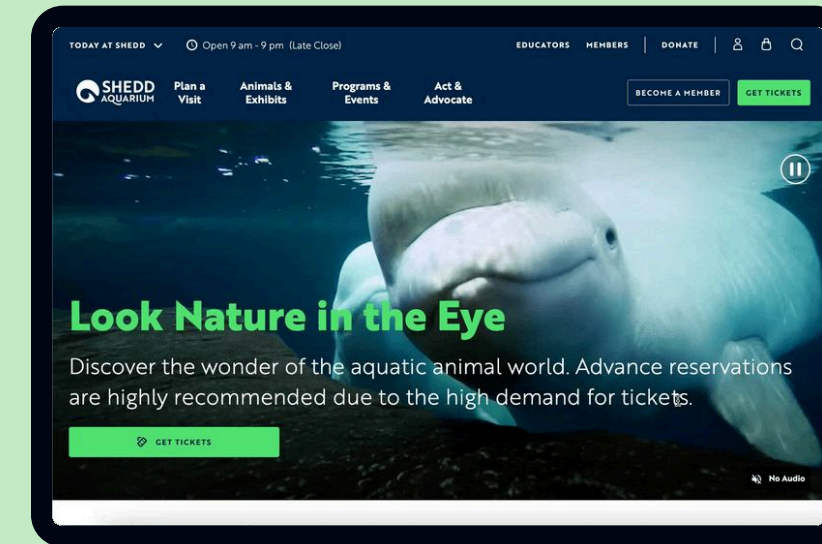
\*All data represents March 1 - March 31, 2025 from Google Analytics



# Pricing Transparency

## Too many clicks

Out-of-towners need to navigate 4+ more screens than Chicago residents. To these users, the cost of visiting Shedd Aquarium feels hidden and obscured.

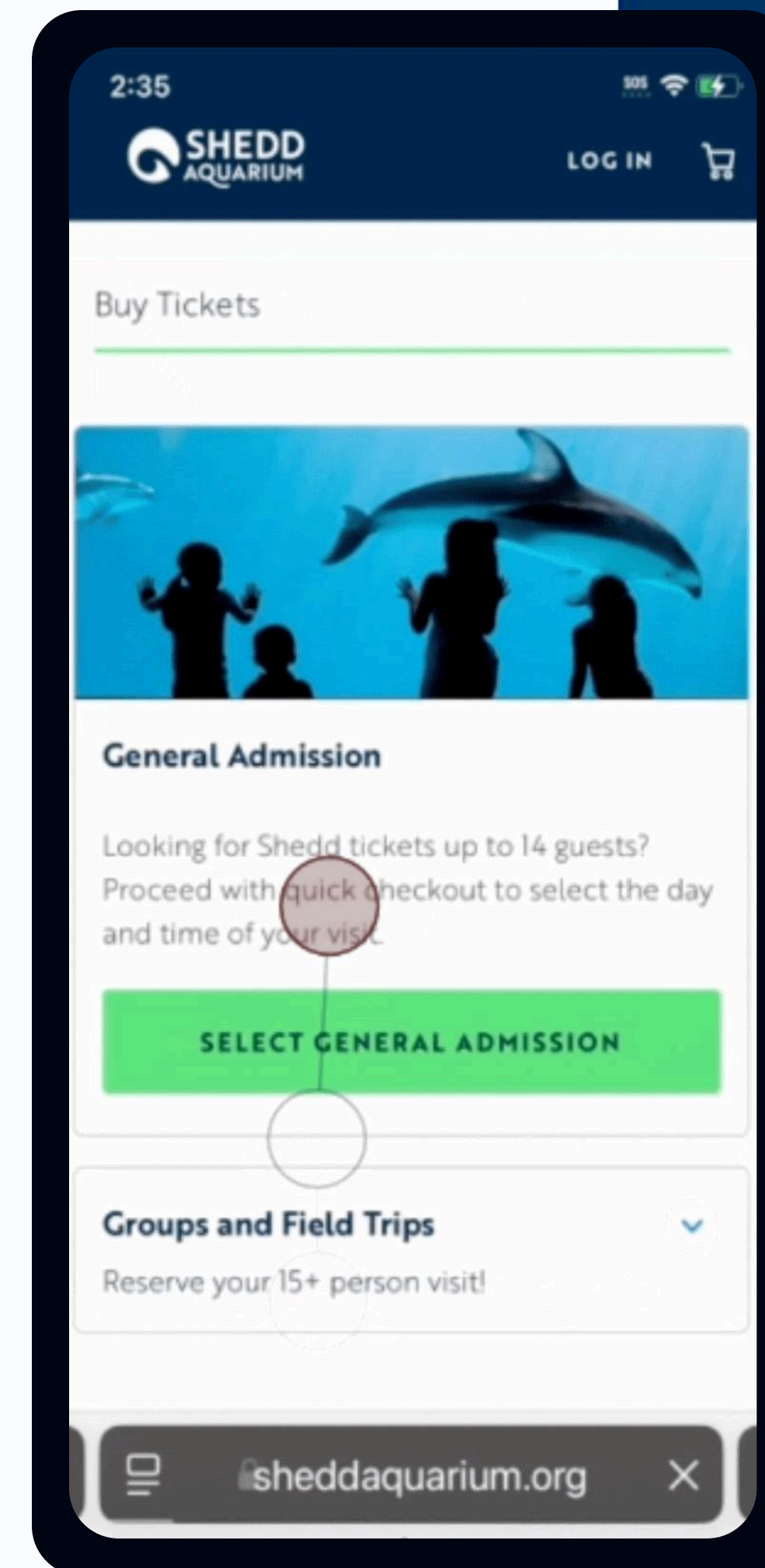




## Pricing Transparency

# When prices are shown but they aren't noticed.

Visual attention is scattered and attention is never focused on the various costs.



**Tue. May 6**  
Adults from \$38.45

We expect medium attendance on this date. Open 9 am - 9 pm (Late close)

General Admission	
Adults	\$38.45+
Children (3-11)	\$28.95+
Infants	Free

Chicago Residents	
Adults	\$19.95
Children (3-11)	\$14.95
Infants	Free

Members	
Adults	Free
Children (3-11)	Free
Infants	Free

**SELECT TUESDAY, MAY 6**



“

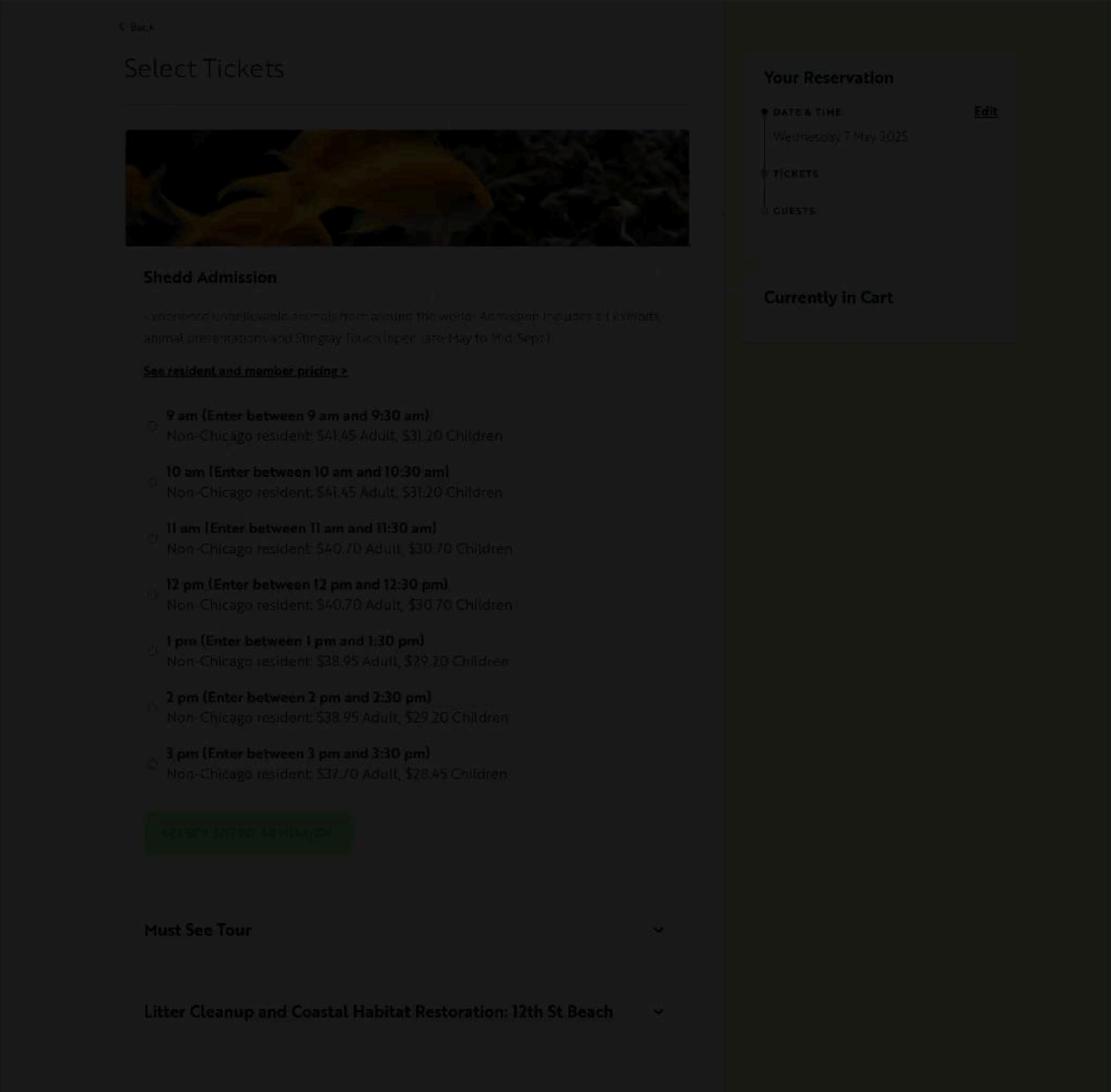
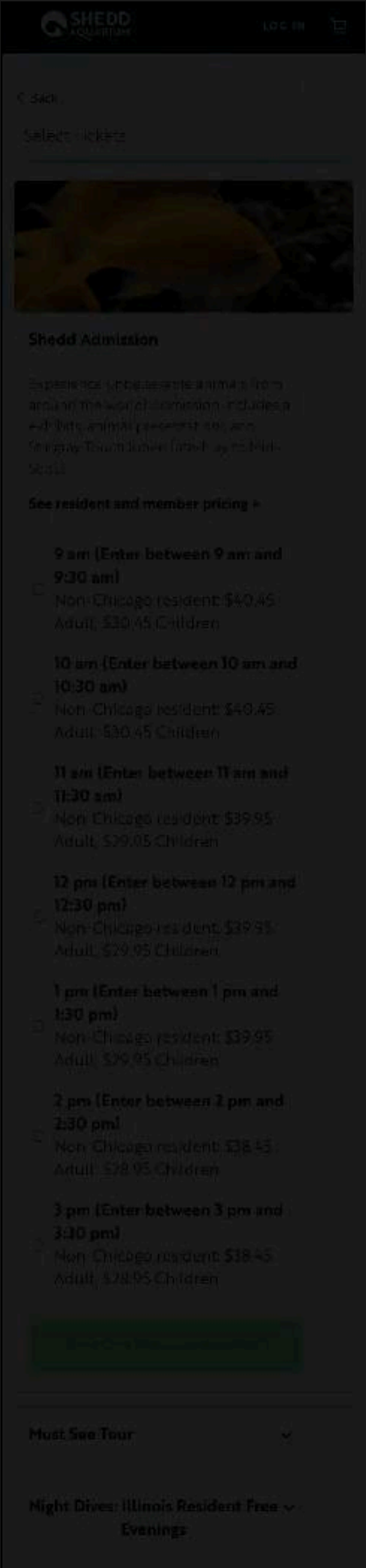
I picked \$38, but then the next screen says \$41. I'm like... wait, what's going on

– Out-of-state participant, Mobile

# Pricing Transparency

## Eye tracking shows users don't notice the prices

Most users scan the page but don't fixate on the price.



# Pricing Transparency Recommendation Visual & Content Hierarchy



There was so much information to scan and understand after selecting a day.

– Out-of-state participant, Mobile

## Shedd Admission

Experience unbelievable animals from around the world! Admission includes all exhibits, animal presentations and Stingray Touch (open late-May to Mid-Sept.).

[See resident and member pricing >](#)

- ☐ Non-Chicago resident: \$44.95 Adult, \$33.70 Children  
**9 am (Enter between 9 am and 9:30 am)**
- ☐ Non-Chicago resident: \$44.95 Adult, \$33.70 Children  
**10 am (Enter between 10 am and 10:30 am)**
- ☐ Non-Chicago resident: \$44.20 Adult, \$33.20 Children  
**11 am (Enter between 11 am and 11:30 am)**
- ☐ Non-Chicago resident: \$44.20 Adult, \$33.20 Children  
**12 pm (Enter between 12 pm and 12:30 pm)**
- ☐ Non-Chicago resident: \$42.20 Adult, \$31.70 Children  
**1 pm (Enter between 1 pm and 1:30 pm)**
- ☐ Non-Chicago resident: \$42.20 Adult, \$31.70 Children  
**2 pm (Enter between 2 pm and 2:30 pm)**
- ☐ Non-Chicago resident: \$40.70 Adult, \$30.70 Children  
**3 pm (Enter between 3 pm and 3:30 pm)**

**SELECT SHEDD ADMISSION**



# Anchoring What Comes Next

Recommendations and further testing suggestions



# What if we showed the price earlier?

Test whether placing a pricing calendar in the 'Plan Your Visit' page improves transparency and reduces low-intent funnel entry.



## Hypothesis

If dynamic pricing is visible earlier in the flow, fewer visitors will be entering the flow to price check.

This creates both a better user experience and further enhances and adds clarity to funnel analytics.

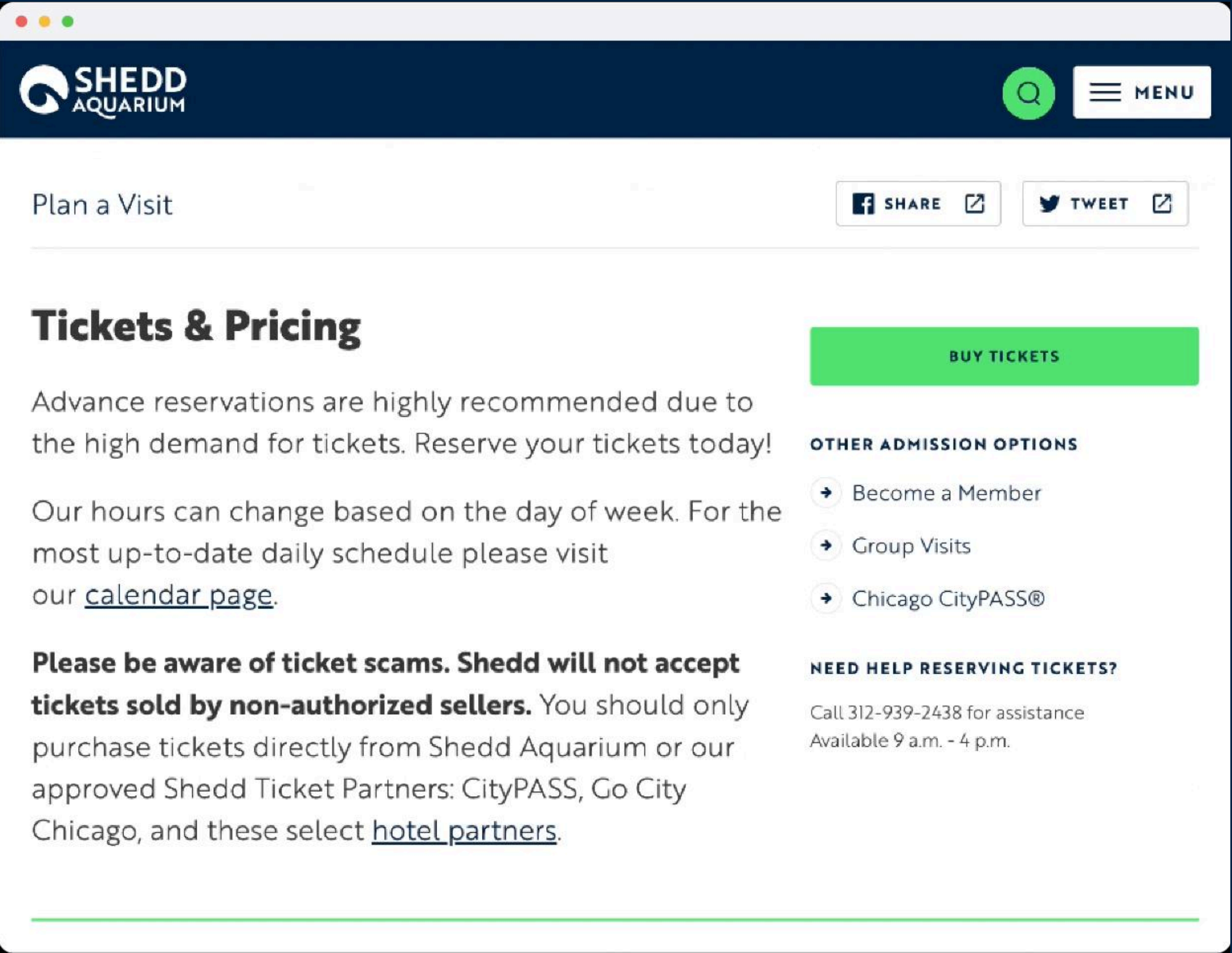
## Key Metrics

Reduction in funnel entry from “Plan Your Visit” page.

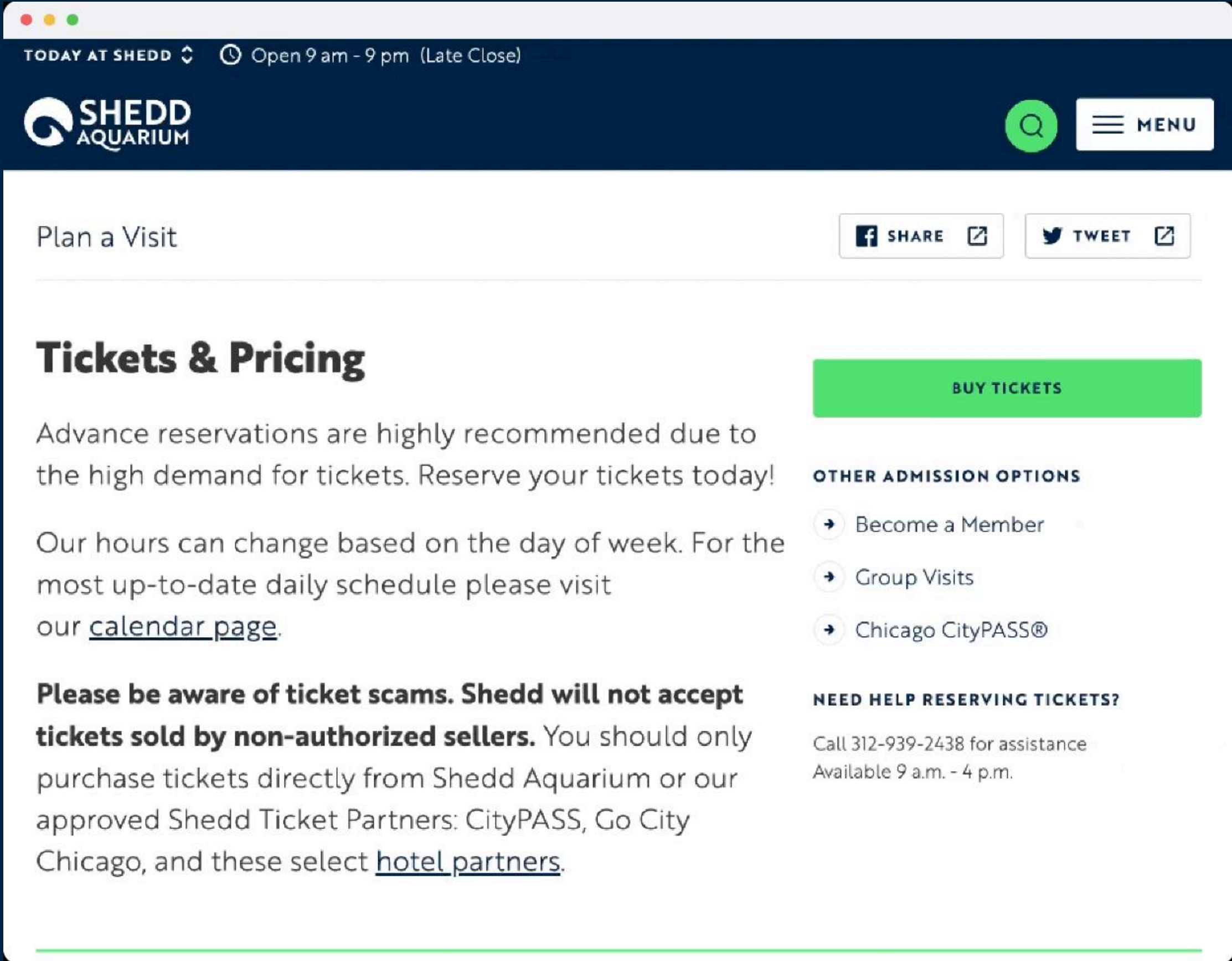
## Secondary Metrics

- Price calendar interactions (clicks, opens, scroll depth)
- Drop-off from calendar page (if still entered)
- Average session duration for non-IL users
- Bounce rate change on pricing section

# AB Testing



Control



Variant



# AB Testing

## Goal

Improve price visibility early in the journey to reduce funnel noise and increase purchase clarity.

## Timeframe

4 weeks

## Control

No changes

## Variant B

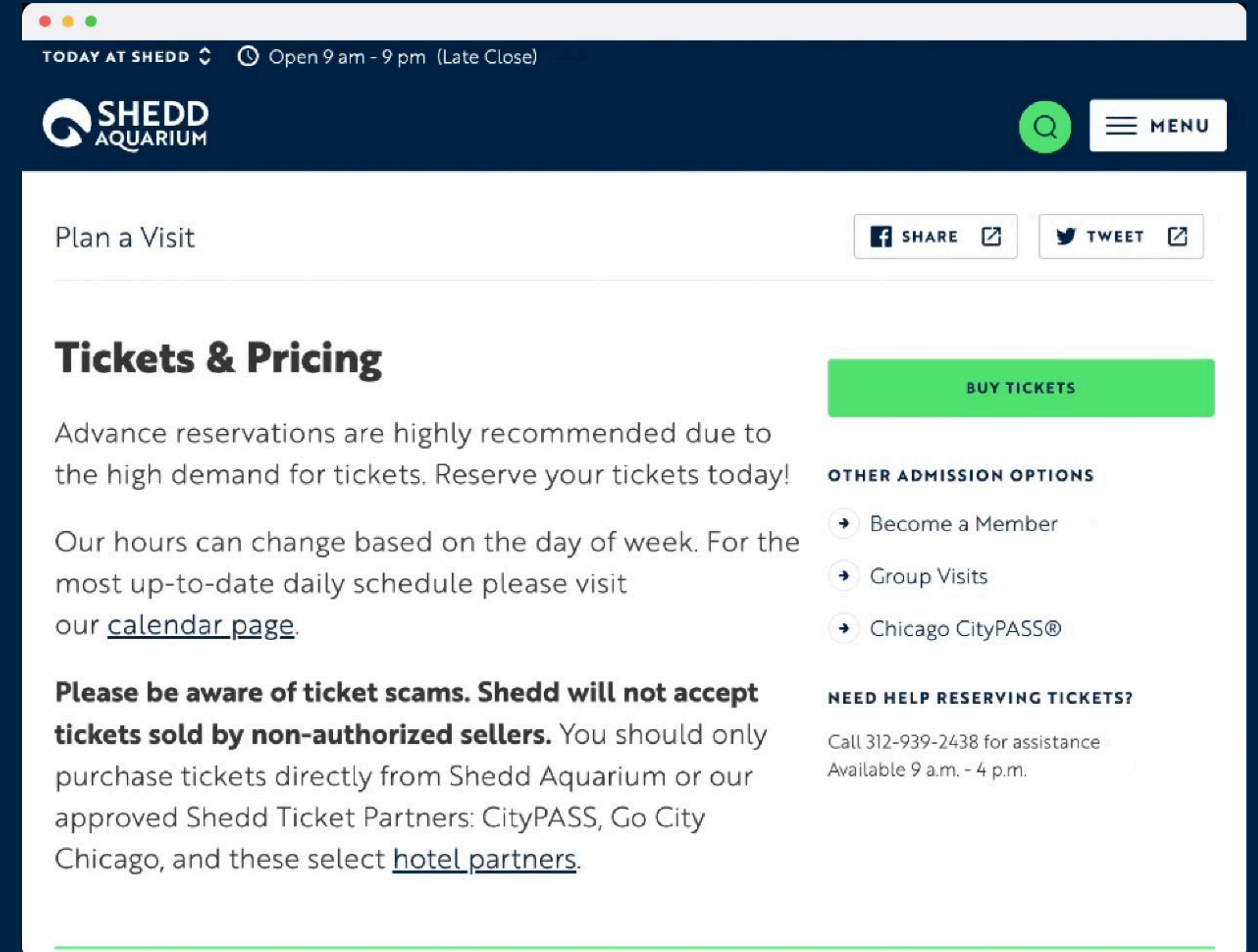
Add the dynamic price calendar to the “Plan Your Visit” pricing page.

## Audience

Tested Users: Non-Illinois visitors

A/B split within the out of state visitors only

Illinois visitors excluded as they represent fixed pricing.



Variant

# Continuing Research Strategy

Whether this A/B test confirms or challenges our hypothesis, it opens the door to more intentional, insight-driven optimization.



## Continuing Strategy

**If the variant improves clarity or conversion.**

A successful result signals that transparency drives both confidence and cleaner analytics.

- Price calendar interactions (clicks, opens, scroll)
- Drop-off from calendar page
- Average session duration for non-Chicago Residents
- Bounce rate change on pricing section

## Continuing Strategy

# If the test doesn't move the needle.

- Pricing transparency may still matter
- Explore other ways to address transparency:
  - tooltips, collapsible sections, simplified copy.
- Consider more testing:
  - both navigation, and the steps with high points of friction.
- Continue to use **qualitative data** to help identify blind spots.

# To summarize

A Quick Look at What The Solutions We Propose

Navigation Improvement

**Give users autonomy to move back-and-forth with their progress saved**

Calendar, Timeslot and Add on

**Make the UI and text content easily digestible to reduce cognition overload**

Price Transparency

**Display and highlight the prices upfront so that they are non-skimmable**

# Takeaways & “Thank you’s

## and some more “thank you’s! “Thank you”!

- Users often enter the flow to check prices, not to purchase, **distorting funnel** accuracy.
- The best user experiences give control to the user. **Clear navigation and progression indicators** are worth pursuing further.
- **The current system is doing its job well:**
  - green CTAs guide well
  - guest checkout eases friction
  - SUS rating of average (which is good!)
- **We aim to support, not overhaul.** Shedd has a strong UX foundation and we hope our research contributes and build upon further.



A family of four is shown from the chest up, looking into a large aquarium tank. The father, on the left, is wearing a grey sweater and has his hands pressed against the glass. The mother, in the center, is wearing a red top. Two young girls are on the right, one holding a small blue fish. The tank is filled with various colorful fish, including yellow and blue tangs, and large pieces of coral. In the background, a sign on the tank reads "Patterns help underwater animals". The text "Thank You" is overlaid in the center in a large, white, sans-serif font.

**Thank You**

# Appendix

# Research Findings

## Demographic Information

Pre-interview, we asked our participants to fill out a survey with basic details and behaviour related to visiting cultural sites.

Visit frequency didn't strongly correlate with age, relationship status, or whether someone worked with children, suggesting aquarium interest may cut across lifestyle types rather than being confined to specific personas.

Participant responses →

*We do not have all the participant data. This is data of 10/16 participants*

Participant	Have you ever lived or visited Chicago?	Do you currently live in NYC?	Complete the sentence (Click all that apply): “I like visiting aquariums so that I can _____ “	Have you ever purchased tickets online for a museum, aquarium, or other cultural sites before visiting?	How frequently do you visit museums, aquariums, and cultural sites?
P1	No	Yes	experience a relaxing environment, Have a unique experience with loved ones	Yes	Only during vacations or trips
P2	Yes	Yes	experience a relaxing environment, See a popular tourist site when visiting a city, Have a unique experience with loved ones	Yes	Several times a year
P3	No	No	learn about conservation efforts, Have a unique experience with loved ones	Yes	Several times a month
P4	No	Yes	experience a relaxing environment, See a popular tourist site when visiting a city, Have a unique experience with loved ones	Yes	Several times a month
P5	No	Yes	experience a relaxing environment	Yes	Several times a year
P6	No	Yes	experience a relaxing environment, Have a unique experience with loved ones	Yes	Several times a year
P7	No	Yes	See a popular tourist site when visiting a city, Have a unique experience with loved ones, Learn about ocean species	Yes	Several times a year
P8	No	Yes	experience a relaxing environment, Have a unique experience with loved ones	Yes	Several times a year
P9	No	Yes	experience a relaxing environment, Have a unique experience with loved ones	Yes	Only during vacations or trips
P10	Yes	Yes	experience a relaxing environment, See a popular tourist site when visiting a city, Have a unique experience with loved ones	Yes	Several times a year



Participant	Do you speak Spanish? And if so, what is your comprehension level?	What is your English Comprehension Level?	What is your relationship status?	Are you a parent, guardian, or someone who works with children?	What is your occupation?
P1	No; I do not speak Spanish	English is my first language	In a long-term relationship	Yes; I work with children	Creative at Apple
P2	No; I do not speak Spanish	I speak English fluently and it is my second language	In a long-term relationship	No, I do not work with or have children	Consultant
P3	No; I do not speak Spanish	English is my first language	Single	No, I do not work with or have children	student
P4	No; I do not speak Spanish	English is my first language	Single	Yes; I work with children	Research Asisstant and teaching assistant
P5	No; I do not speak Spanish	English is my first language	Single	No, I do not work with or have children	Student
P6	No; I do not speak Spanish	English is my first language	Single	No, I do not work with or have children	Graduate Assistant
P7	No; I do not speak Spanish	I speak English fluently and it is my second language	Single	Yes; I am a parent and/or guadian	Full time graduate student
P8	No; I do not speak Spanish	English is my first language	Single	No, I do not work with or have children	Student studying Illustration at the School of Visual Arts
P9	No; I do not speak Spanish	English is my first language	Single	No, I do not work with or have children	Designer
P10	Yes; I have beginner Spanish comprehension skills	English is my first language	In a long-term relationship	No, I do not work with or have children	Marketer

We do not have all the participant data. This is data of 10/16 participants

## Research Findings

# System Usability Scale(SUS) Metrics

Post-interview, we asked our participants to rate the usability of the site with a survey.

1- Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

Our participants told us the following →

I think that I would like to use this website frequently	I found the website unnecessarily complex.	I thought the website was easy to use.	I think that I would need the support of a technical person to be able to use this website.	I found the various functions/features of the website were well integrated.
1	3	4	1	3
2	2	4	1	4
3	3	4	2	4
5	2	3	1	4
5	1	5	1	5
3	5	4	1	2
3	4	3	1	4
1	1	5	1	3
3	2	4	1	3
2	4	2	1	1
4	3	4	1	4
3	2	3	1	2
2	4	4	1	2

I thought there was too much inconsistency in this website.	I imagine that most people would learn to use this website very quickly.	I found this website very awkward to use.	I felt very confident using the website.	I needed to learn a lot of things before I could get going with this website.	SUS score per participant
2	4	2	5	1	70
1	5	1	4	1	82.5
4	3	1	4	2	65
3	5	1	4	1	82.5
1	5	1	5	1	100
1	5	4	5	1	67.5
2	2	4	3	1	57.5
1	4	1	4	2	77.5
2	3	2	4	2	70
5	3	4	1	2	32.5
1	4	2	4	1	80
4	4	2	4	1	65
4	3	4	4	1	52.5






# Research Findings

## Rainbow Spreadsheet Analysis

Post-interview, we analysed the interview and feedback they provided and made a sheet of all the points that stood out and recorded the interviewee against the feedback

The results were as following →

## Legend

-  Navigation related issues
-  Calendar + timeslot related issues
-  Pricing related issues

These issues are looked at in a aggregate perspective in order to address it's severity





# Issue Analysis

## Prioritizing issues with RICE Scores

For each insight, we gave a score from 1 to 5 for:

- **Reach:** How many users will this impact if we fix it?  
(5 = affects almost everyone, 1 = very niche)
- **Impact:** How strongly will it improve the user experience if we fix it?  
(5 = huge positive change, 1 = barely noticeable)
- **Confidence:** How sure are you that fixing this will make a real difference?  
(5 = we have strong data/user quotes to back it up, 1 = pure guess)
- **Effort:** How hard would this be to fix or implement?  
(5 = very hard/complex, 1 = super easy)



Major Issues	<u>R</u> each	<u>I</u> mpact	<u>C</u> onfidence	<u>E</u> ffort	Score
<b>Issue # 1:</b> Price transparency	5	5	5	2	62.5
<b>Issue #2:</b> Navigational issues	4	4	5	2.5	32
<b>Issue #3:</b> Add ons	3	3	5	1.5	30
<b>Issue #4:</b> Calendar and Timeslot	5	5	4	3	33.3
<b>Issue #5:</b> General Admission accordion issue The general and group admission confuses the users as they cannot view it both at the same time	2	5	4	1.5	26.7
<b>Issue #6:</b> Log In page mostly skipped No incentive for people to log in which is a missed opportunity to keep Shedd on people's radars	4	2	1	0.5	16