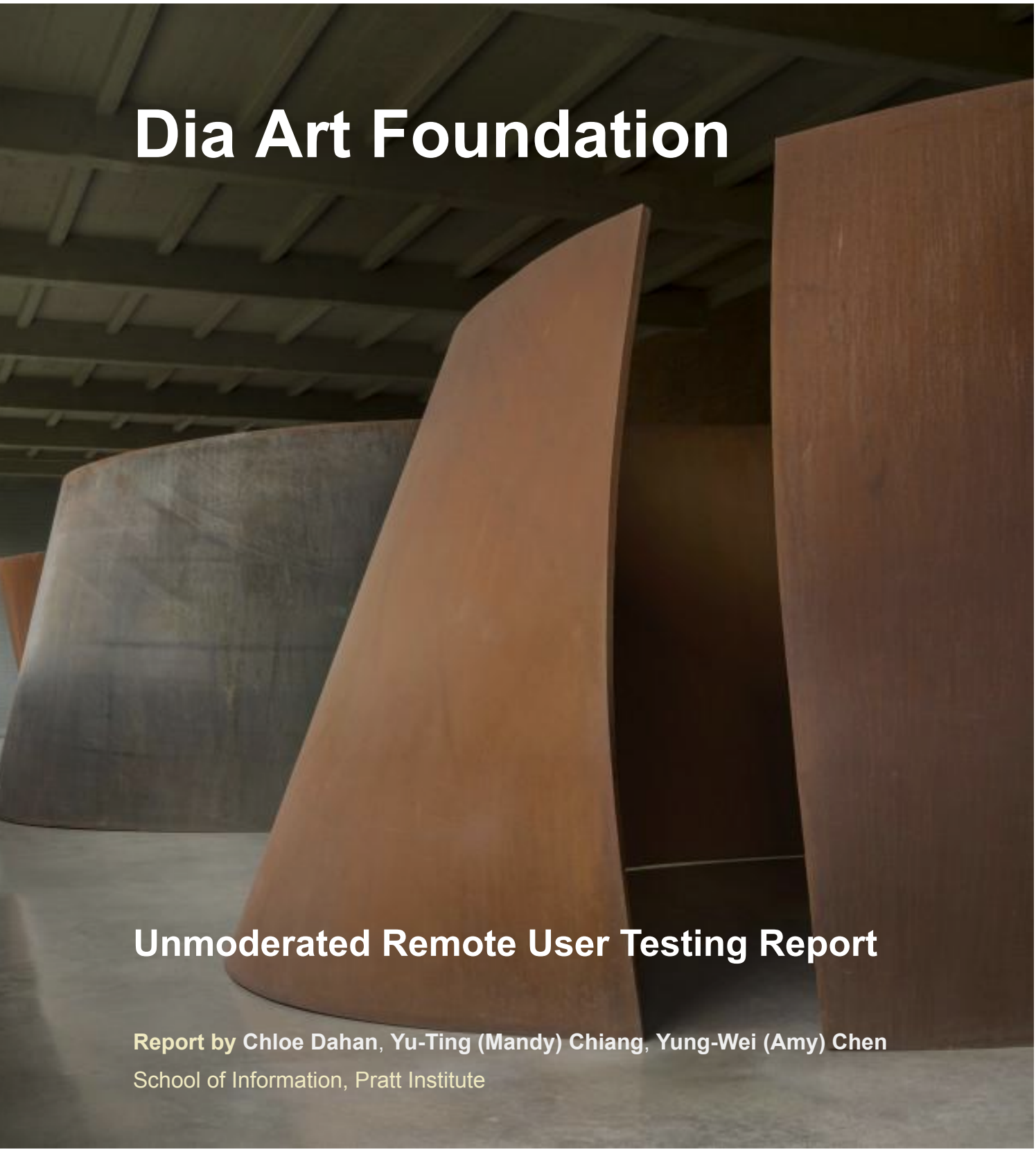
Dia:



Dia Art Foundation

Unmoderated Remote User Testing Report

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Executive Summary

This report presents the findings and recommendations from an Unmoderated Remote User Testing (URUT) study of the Dia Art Foundation website. Nine participants evaluated the site using the Userlytics.com platform to complete a series of pre-determined tasks. The goal of this evaluation was to examine the usability of the visitor experience when searching for information to prepare for a visit to the Dia Museum. The evaluation focused on a realistic scenario in which a prospective visitor attempted to plan a trip by locating wheelchair accessibility information, family event schedules, and specific artworks on view.

Based on these findings, four primary recommendations were developed to address the identified usability issues:

- **Recommendation 1:** Enhance Navigation Visibility and Exploration Possibility by Providing Noticeable Clues.
- **Recommendation 2:** Bridge the Information Findability Gap with Proactive Content Disclosure.
- **Recommendation 3:** Improving Information Transparency Through Descriptive Guidance.
- **Recommendation 4:** Improve Findability of Accessibility Information.

These recommendations prioritize fixing the most pressing information architecture(IA)[1] and Findability issues. By making these changes, Dia Art Foundation can reduce user frustration, align the digital interface with user mental models[2], and make the visit planning journey more seamless. Ultimately, this will encourage more people to visit the museum by building confidence and excitement through a better online experience.

[1] information Architecture(IA): The structural design of shared information environments that organizes, labels, and connects content; in the context of this report, it specifically refers to the organizational structure of the Dia Art Foundation website.
[2] Mental Models: Users' expectation of how something works based on their past experiences.

Introduction

The Dia Art Foundation stands as a powerhouse in the contemporary art world, renowned for its visionary approach to large-scale and site-specific installations. By pioneering unconventional exhibition spaces, most notably Dia Beacon in the Hudson Valley, Dia has historically redefined how audiences physically interact with conceptual and minimalist art.

In the modern cultural sector, a museum’s digital presence is just as critical as its physical galleries. The Dia Art Foundation website serves as the essential bridge between its monumental physical locations and prospective visitors. From exhibition discovery to crucial wayfinding, event scheduling, and accessibility planning, the digital interface is the first step in the visitor journey. For a destination museum like Dia Beacon, a seamless and transparent online experience is vital to ensure visitors can easily plan their trips and arrive feeling prepared.

While the website boasts a minimalist aesthetic that beautifully mirrors the foundation's physical brand, significant usability hurdles persist. A critical “Understanding Gap” often occurs when the site’s digital information architecture(IA) fails to align with standard user mental models. Hidden logistical details, ambiguous navigational cues for individual sub-sites, and deeply nested accessibility information create high cognitive load. This friction frequently leads to user frustration and “Search Fatigue,” causing potential visitors to abandon their planning journey when critical information is obscured.

To address these digital barriers, our team conducted an Unmoderated Remote User Testing (URUT) study of the Dia Art Foundation desktop website. By observing users as they navigated realistic scenarios, such as locating wheelchair accessibility and discovering family event schedules at Dia Beacon, we aimed to pinpoint exactly where the digital experience fails to support user goals.

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Ultimately, this report identifies the key usability “missing” that disrupts information discoverability and provides actionable recommendations to ensure Dia’s digital journey is as seamless, accessible, and inviting as the physical spaces it curates.



Methodology

This study explores how people find key visit information on the Dia website. We created a scenario and set of tasks based on anticipated common visitor goals (e.g., checking accessibility, finding events, exploring artwork on view).

Participant recordings were reviewed to measure task success and observed behaviors. Across participants consistent patterns began to emerge in both successful and unsuccessful paths. Many users followed similar navigation routes or relied on the same workarounds to find information. Others struggled at the same points in the experience. These behaviors helped us identify key usability issues and gaps between user expectations and Dia’s site structure.

Insights directly informed our recommendations which focus on improving information findability, clarifying content, and creating a more intuitive user experience overall.

Unmoderated Remote User Testing

Unmoderated Remote Usability Testing (URUT) is a synchronous or asynchronous research method where participants complete pre-determined tasks on their own devices in their natural environment, without a moderator present to guide them. As defined by Gray (2015), this approach allows researchers to gather qualitative insights from potential real-life users while they interact with the website in their actual daily settings.

The advantages of this method include:

- **Real-life Insights:** It shows how users naturally behave when they are not in a lab under researchers' observation.
- **Efficiency:** It reduces testing time and avoids the high associated costs of more laborious, in-person usability testing methods.
- **Flexibility:** Participants can complete the tasks whenever it is convenient and comfortable for them, without the need for scheduled appointments.

However, a main drawback of this method is the lack of real-time intervention. As mentioned by Gray (2015), because there is no moderator present to clarify misunderstandings or ask follow-up questions, researchers cannot guide a user back to the correct path if they get stuck. Furthermore, users may mistake a task for being complete when it is not, which can skew the successful completion rates and task difficulty ratings recorded during the sessions.



Scenario and Task

Participants were asked to imagine they are planning a visit to Dia Beacon for the first time. As prospective visitors they were interested in understanding key logistical information. Tasks involved clarifying accessibility information of the physical space, exploring available programs, and identifying artworks on view. The scenario and tasks were designed to reflect a typical visit planning journey. Below is a brief overview of the three tasks participants were asked to complete:

Task 1 (Topic - Accessibility)

Determine whether Dia Beacon is wheelchair accessible for visitors.

Task 2 (Topic - Events & Programs)

Find information about the next Saturday Studio program, including the date and time.

Task 3 (Topic - Artwork Discovery)

Identify if Richard Serra’s sculptures are currently on display at Dia Beacon.

Task performance was evaluated using participant-reported severity ratings. These metrics help highlight which tasks were most difficult for participants and where inefficiencies occurred throughout the experience.

Holistically, the tasks were designed to evaluate users’ ability to locate critical visit information. Specifically, navigating between general and location-specific content, as well as interpret program and exhibition details.

Tasks surfacing larger structural issues, requiring larger time and resources dedicated to remediating, fall beyond the scope of this report and will not include design recommendations. However the identified issues will be addressed as part of a longer-term roadmap.

Participants

To ensure the validity and reliability of our findings, we recruited 9 participants to complete the Unmoderated Remote User Testing (URUT). The participant pool was selected to represent the general target audience of the Dia Art Foundation website, which includes museum lovers, tourists, and general visitors.

Participants were screened based on the following criteria to ensure they matched our target demographic:

- **Age:** 18+
- **Location:** United States
- **Technical Proficiency:** Familiar with basic website browsing on Windows or MacOS
- **Behavioral Traits:** Visitors who look up information about a museum before visiting

By testing a diverse cross-section of general users, ranging from those who navigated effortlessly, like participant 1, to those who struggled with the site architecture, like participants 2 and 6, we captured a representative sample of how standard visitors experience the website of Dia Beacon.

Procedure & Tools

To ensure a structured and objective evaluation of the Dia Art Foundation website, the research team followed a standardized testing and analysis protocol:

1. Test Development

The research team collaborated to define the scope of the URUT study, identify the target audience, and establish a clear scenario. We developed three core tasks designed to test the site’s information architecture(IA), navigational affordances, and content discoverability.

2. Pilot Testing

Before the official launch, a pilot test was conducted to ensure the scenario was clear and the tasks were unbiased, natural, and achievable. The pilot confirmed that the estimated benchmark of 3-5 minutes per task was accurate and that the entire test could be comfortably completed within a 15-minute timeframe.

3. Test Launch & Data Collection

Following a successful pilot assessment, the unmoderated remote user test was launched via Userlytics.com. The platform automatically screened and recruited 9 participants matching our predefined demographic requirements. As participants completed the tasks in their natural environments, their screens and audio were recorded, allowing the team to capture their real-time “think-aloud” feedback and navigational choices.

4. Analysis & Synthesis

Once data collection was complete, the team reviewed the recorded sessions individually, tracking quantitative metrics (Task Completion Rate and Time on Task) and noting qualitative behavioral observations. The team then consolidated these insights to establish 4 common themes and pinpoint the primary areas of user friction.

5. Deliverable Creation

During the synthesis phase, the most critical usability issues were prioritized. These findings directly informed the actionable, illustrated recommendations presented in this report, which are designed to improve the overall user experience of the Dia Beacon website.

Severity Heatmap

Issue Category	P1	P2	P3	P4	P5	P6	P7	P8	P9
Navigation / IA Confusion	++++	————	————	++++	~~~~	~~~~	————	————	~~~~
Search Failures	```````	————	————	————	```````	```````	————	++++	————
Accessibility Findability	++++	————	————	~~~~	————	~~~~	————	~~~~	~~~~
Event / Calendar Discovery	++++	————	————	++++	++++	~~~~	~~~~	————	++++
Labeling & Terminology	```````	~~~~	~~~~	++++	```````	~~~~	~~~~	~~~~	++++
Scanability / Overscrolling	++++	————	————	~~~~	————	~~~~	~~~~	~~~~	++++

Color Severity Key	
High (3-4)	——————————
Medium (2)	~~~~~~~~~~~~
Low (1)	++++++++++++
None (0)	``````````````````````

Note: Symbols are included in the color severity sections for accessibility purposes to not rely on color alone to communicate findings.

The most critical usability issues involved Navigation/ IA Confusion, Scanability, Accessibility Findability, and Search Failures. All which appeared consistently across participants and directly impacted task success. This report prioritizes actionable usability improvements that can be implemented quickly. Broader system-level issues that require more extensive technical investment (e.g., search functionality) are out of scope but recommended for future consideration.



Recommendations

Recommendation 1: Enhance Navigation Visibility and Exploration Possibility by Providing Noticeable Clues

Problem: Failure to Distinguish the Individual Museum Sites' Entry Points

During unmoderated testing, many participants experienced significant friction when attempting to transition from the general Dia Art Foundation site to the specific Dia Beacon sub-site due to weak interactivity cues. While a minor hover effect exists on the museum location imagery of the current site, it is too localized to signal that the entire content block is interactive. 88% of participants[3] spent considerable time scrolling through general foundation info without realizing the specific museum site was just a click away.

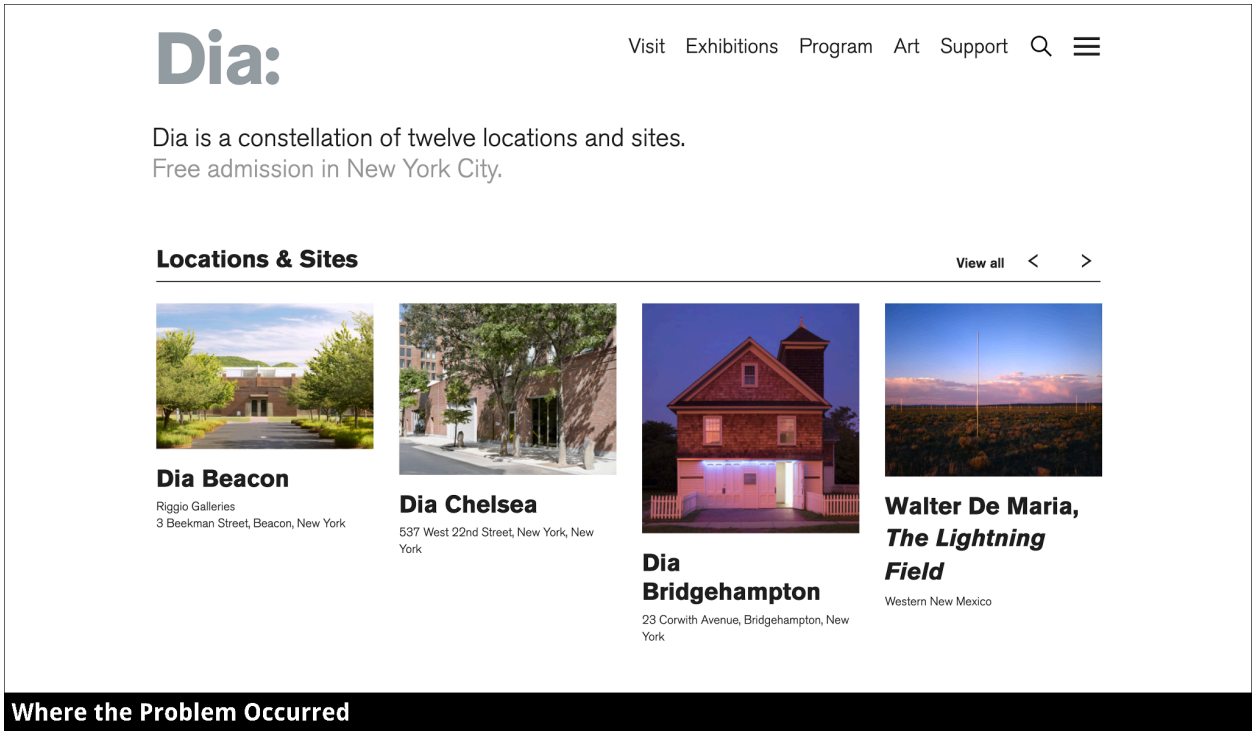


Figure 1-1. The original "Locations & Sites" layout featured subtle interaction cues that led to user navigational oversight.

[3] 8 out of 9 participants encountered navigation confusion, despite half of them having completed task 1.

Solution: Strengthening Entry Point Affordance via Explicit “More” Buttons and Global Hover States

To resolve the confusion at the “Locations & Sites” section, we recommend implementing a more robust visual hierarchy to signal clickability by integrating “More >” button and enhancing the hover state.

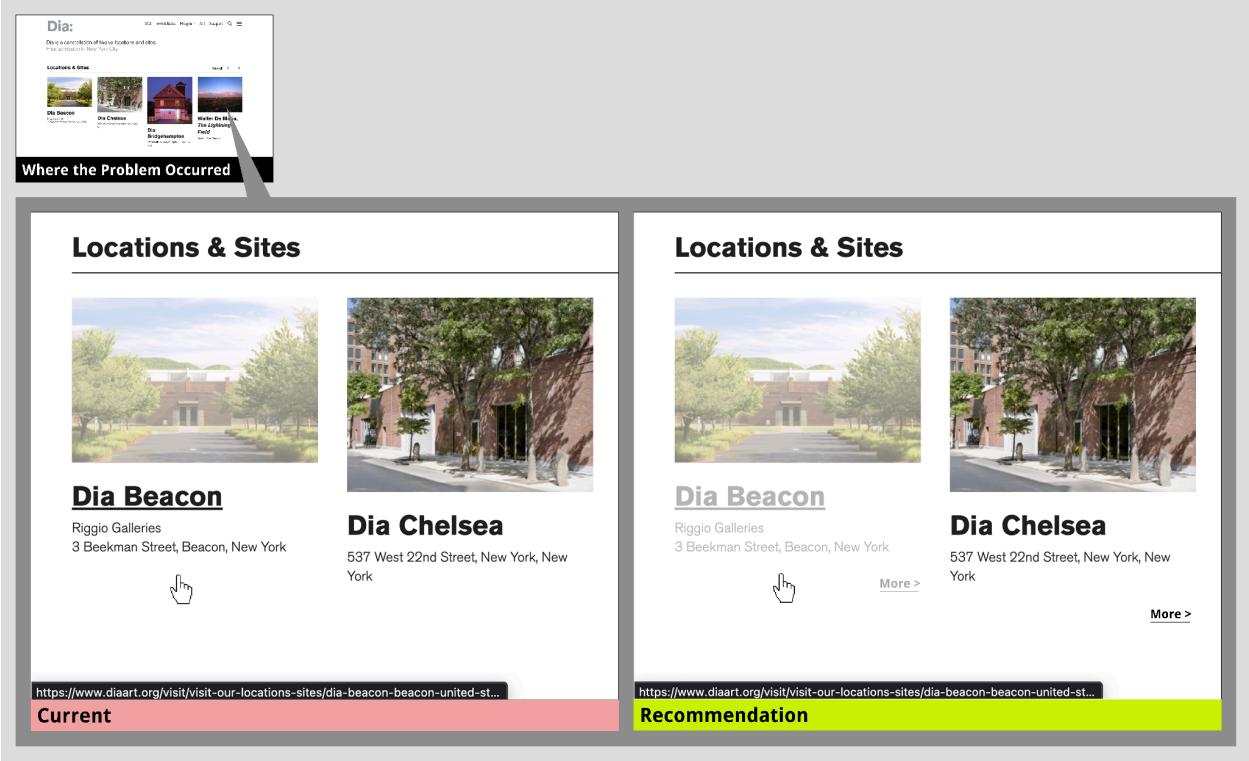


Figure 1-2. Comparison showing the addition of a “More >” button and a full-card hover animation to improve the discoverability of the museum sub-site.

Adding a clear “More >” button provides a standard web convention that users instantly recognize as a link to further details and a call to action. Hence, instead of a simple image overlay, the hover animation should trigger the “white-out”[4] or highlight effect across the entire content card. This provides a stronger signal and feedback of intent and clarifies that the description, title, and image all lead to the same destination.

[4] White-out hover effect: Where an element turns white or fades to white upon mouseover.

Recommendation 2: Bridge the Information Findability Gap with Proactive Content Disclosure

Problem: User Frustration caused by Overscrolling and Unsearchable Hidden Content

Even if the users finally land on the Dia Beacon page, they face the “overscrolling” fatigue. Which means they have to scroll all the way down to locate the specific content they are looking for. Hence, the key details, such as looking for wheelchair accessibility for visitors in the first task, are nested within collapsed accordion-like dropdown sections, which the standard Control+F (Find) browser quick-finding feature cannot index the text.

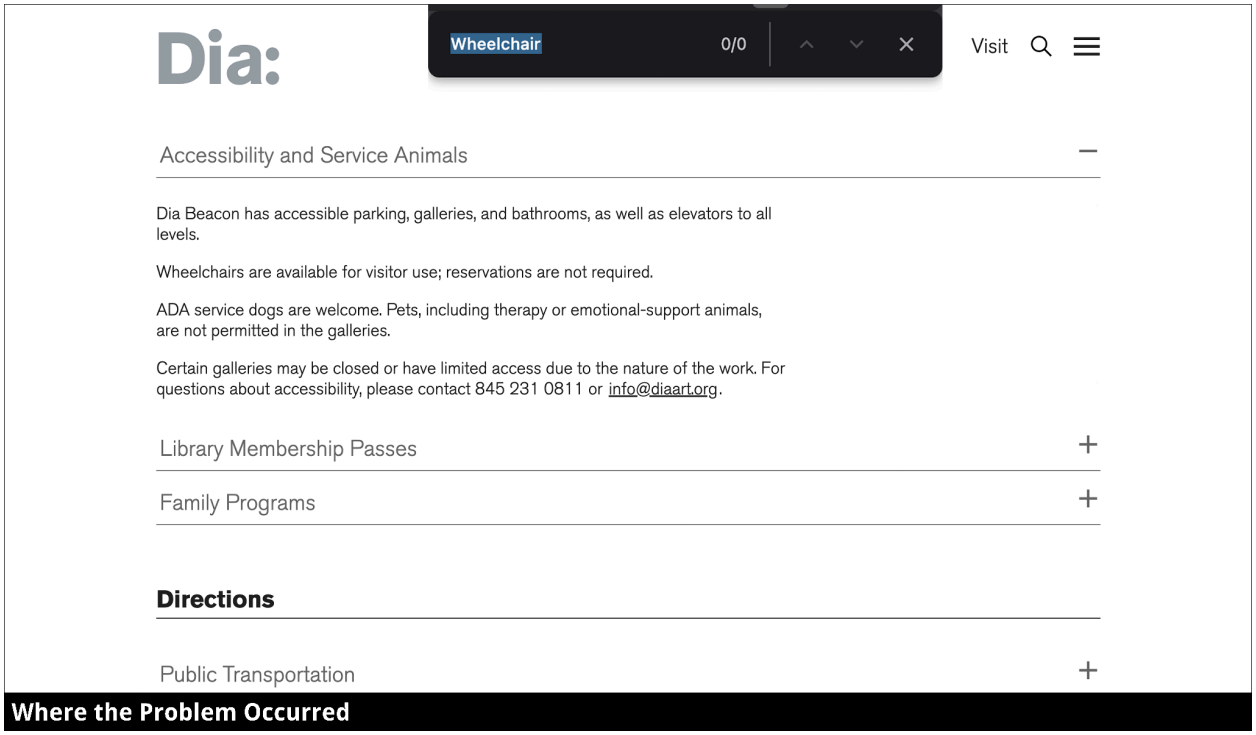


Figure 2-1. The Control+F feature is failing to locate accessibility information nested within a collapsed section.

This resulted in significant frustration, as 33% of participants resorted to using the Control + F key to locate the target content when the navigation clearance failed. Hence, 55% of participants nearly abandoned the task after failing to locate accessibility information despite scrolling through the entire page.

Solution: Streamlining Section Access through Contextual Local Navigation[5]

To bridge the gap in information discoverability and reduce the reliance on manual scrolling or Ctrl+F finding feature, we propose a “Local Navigation” as a side menu, which allows users to directly jump to a section and improve content access (Laubheimer, 2021).

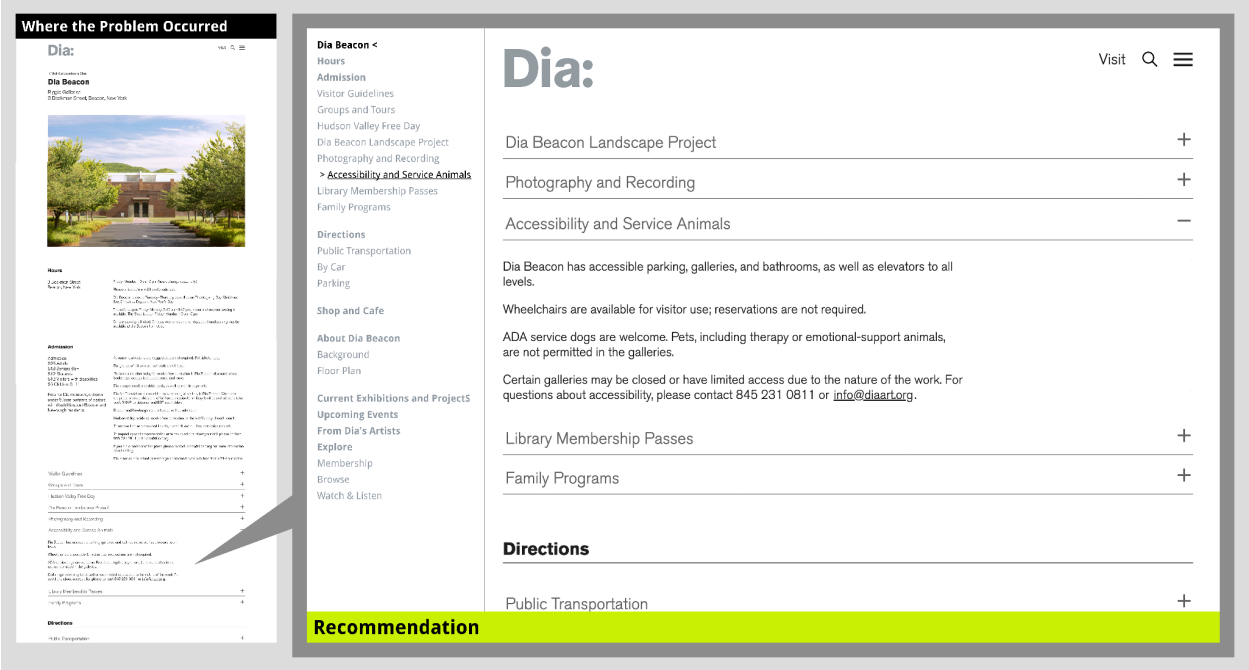


Figure 2-2. The contextual sidebar navigation provides direct "jump-to" links to improve wayfinding and reduce overscrolling.

By listing sections like “Admission”, “Accessibility and Service Animals”, and “Family Programs”, etc., in a persistent sidebar, users can immediately see the “what” information available on the page without having to scroll to the bottom.

[5] Local Navigation: A subset of website links that serve as a table of contents for a specific branch of the whole website. It offers contextual depth, section-specific orientation, and efficient wayfinding.

Recommendation 3: Improving Information Transparency Through Descriptive Guidance

Problem: Information Scarcity in Filter Options

The current Dia Museum calendar interface clearly displays each event and program's name, type, time, date, and location, while also providing filters to help users screen by location and type. However, some options in the "Type" filter do not directly use terms from different events and programs; instead, they use other categories such as Learning Program, Special Event, Poetry Reading, Dia Talks and Member’s Event. These terms are unfamiliar to users who have already adapted to the overall website’s information.

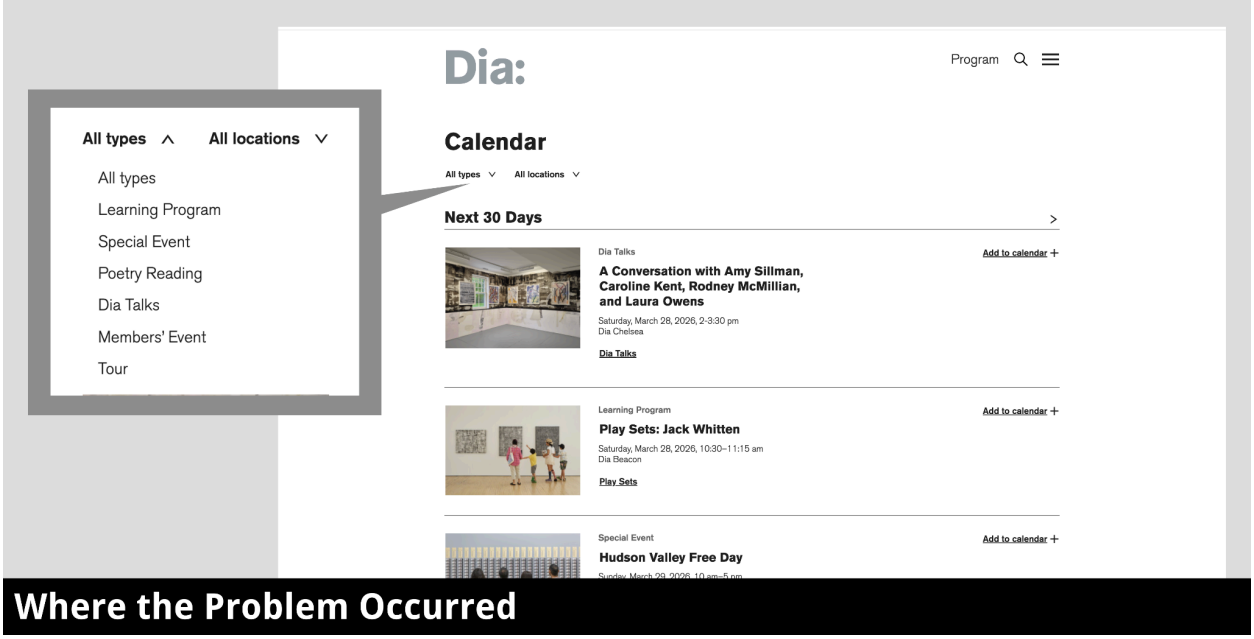


Figure 3-1. The current "Type" filter options on the Calendar page.

Specifically, for the "Dia Talks" program, the filter utilizes the exact program name as a category, which allows users to clearly understand what content they are filtering. In contrast, "Saturday Studio" and "Play Sets" are merged into a single category labeled "Learning Program." Users may struggle to understand what "Learning Program" represents because, on the website’s Families page, these are collectively referred to as "Family programs."

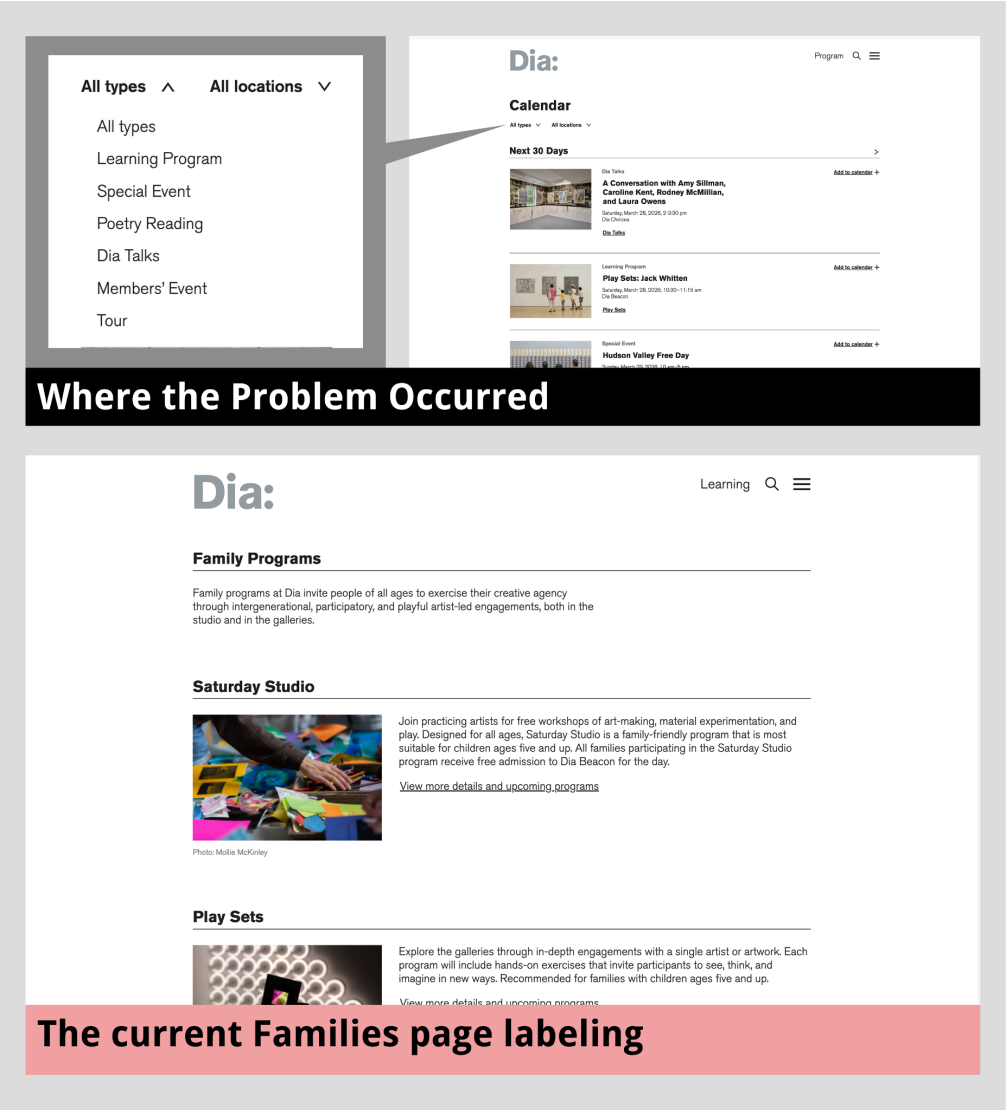


Figure 3-2. Labeling inconsistency between the "Type" filter in the Calendar page and the Families page.

This inconsistency creates a mental model mismatch[6], as the filtering system terminology does not align with specific event or program titles or the broader website information architecture(IA). Also, this Gulf of Evaluation forces users to select the filter one option first to confirm if it contains the content they are seeking, forcing a reliance on trial-and-error discovery rather than intuitive recognition. This friction can lead to frustration and a higher possibility of users abandoning their search for specific museum events and programs.

[6] Mental Model Mismatch: A gap that occurs when a user's expectations of how a system or product should work based on their past experiences do not align with the actual design, leading to confusion or errors.

Solution: Improve Information Access through Hover-State Tooltips

To reduce user confusion and friction while avoiding extensive changes to the website's original information architecture(IA) structure, Dia Museum should provide descriptions via hover states[7] for each category in the "Type" filter. This solution offers users immediate clarity regarding what each filter option covers, allowing them to quickly preview content without the need for repetitive back-and-forth clicking.

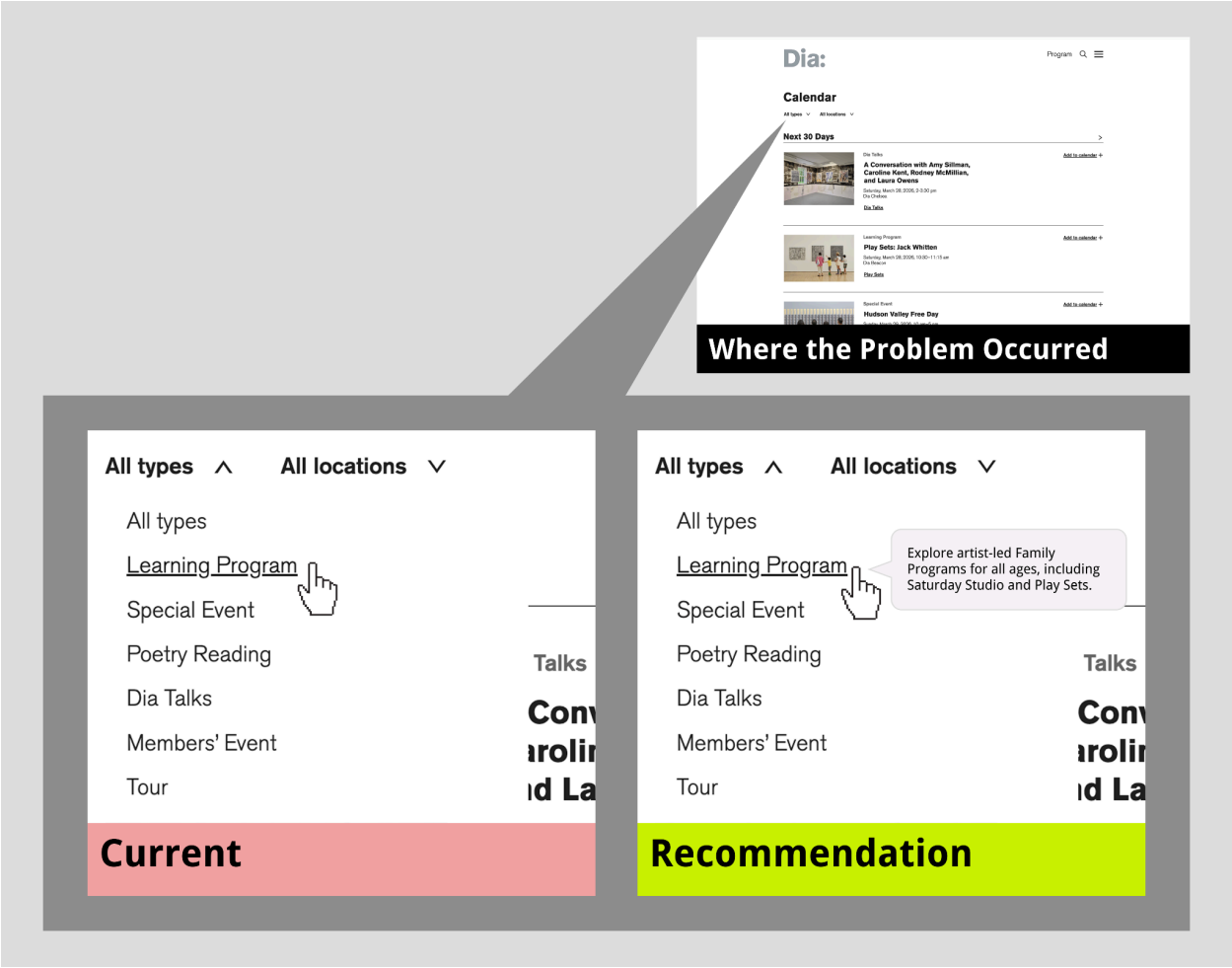


Figure 3-3. Proposed hover states providing descriptive guidance for each filter category.

The following table shows the recommended descriptions for each "Type" filter option:

[7] Hover States: A visual change that occurs when a user moves their cursor over a specific element, providing immediate feedback or additional information without requiring a click.

Filter Option	Recommended Hover Description
Learning Program	Explore artist-led Family Programs for all ages, including Saturday Studio and Play Sets.
Special Event	View one-time performances, seasonal celebrations, and unique museum highlights.
Poetry Reading	Experience contemporary poetry through live readings, performances, and literary engagements.
Dia Talks	Join scholars and curators for lectures and discussions focused on single artists currently on view.
Members’ Event	Access exclusive tours and programs reserved specifically for Dia members.
Tour	Guided walkthroughs and interpretive visits exploring specific exhibitions and installations.

This solution ensures those users familiar with the Dia Museum calendar can continue to interact with a clean interface without distraction, while users who are still adapting to the website's terminology or are unfamiliar with Dia Museum’s events and programs can simply hover to see a brief description. This helps ensure they select the correct option and complete their task without the frustration of interrupting their flow.

By providing this contextual help, Dia Museum can bridge the gap between internal terminology and user expectations, offering a more confident and seamless browsing experience. While this provides an effective immediate adjustment, we still recommend a long-term re-evaluation of the website’s overall information architecture(IA) to ensure complete terminological consistency and a more intuitive user journey across all digital touchpoints. This approach will reduce future friction and align the digital experience with the users' mental models.

Recommendation 4: Improve Findability of Accessibility Information

Problem: Accessibility Information is Difficult to Locate and Interpret

During the unmoderated testing participants consistently struggled to locate and confirm whether Dia (specifically Dia Beacon) is wheelchair accessible. Users followed multiple navigation paths based on their mental models of where accessibility-related information should live. Some common navigation paths included:

- *Home* > *Visit* > *Location Services*
- *Home* > *Visit* > *Visitor Guidelines*

None of these paths helped users find clear answers.

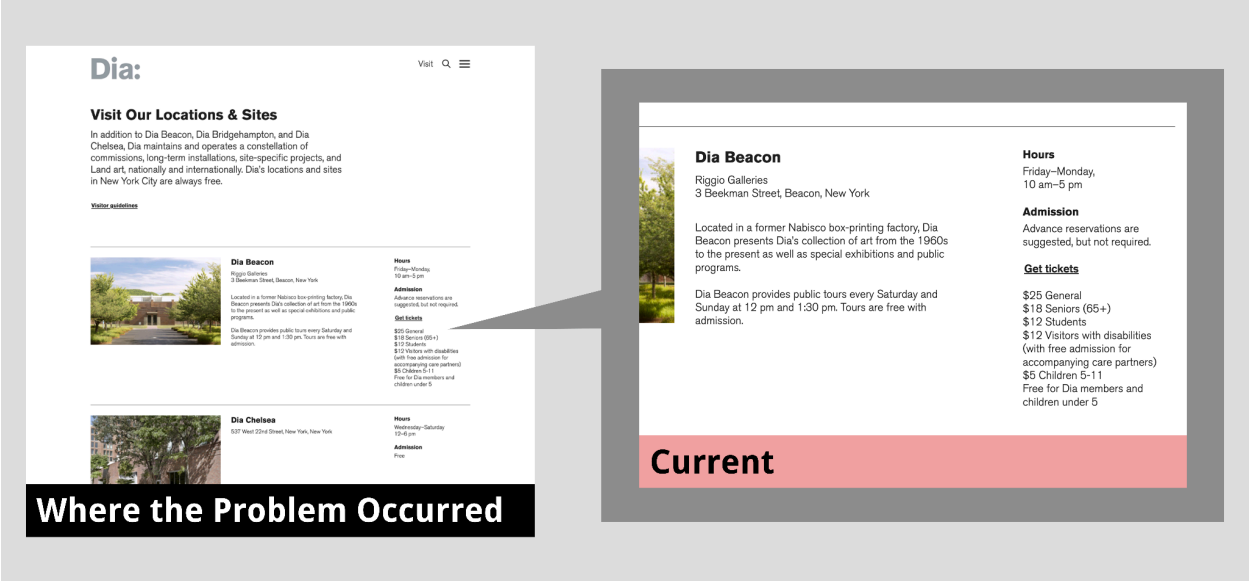


Figure 4-1. Information included about Dia Beacon on the *Visit* page.

Most users who navigated to *Visit* read aloud/ skimmed through the information displayed about the Dia Beacon location. While some noticed references to disability-related ticket pricing, there was no clear or immediate indication of physical accessibility, creating uncertainty.

Most ended up discovering ‘Accessibility’ in the Footer which provided answers on whether or not Dia Beacon was wheelchair accessible.

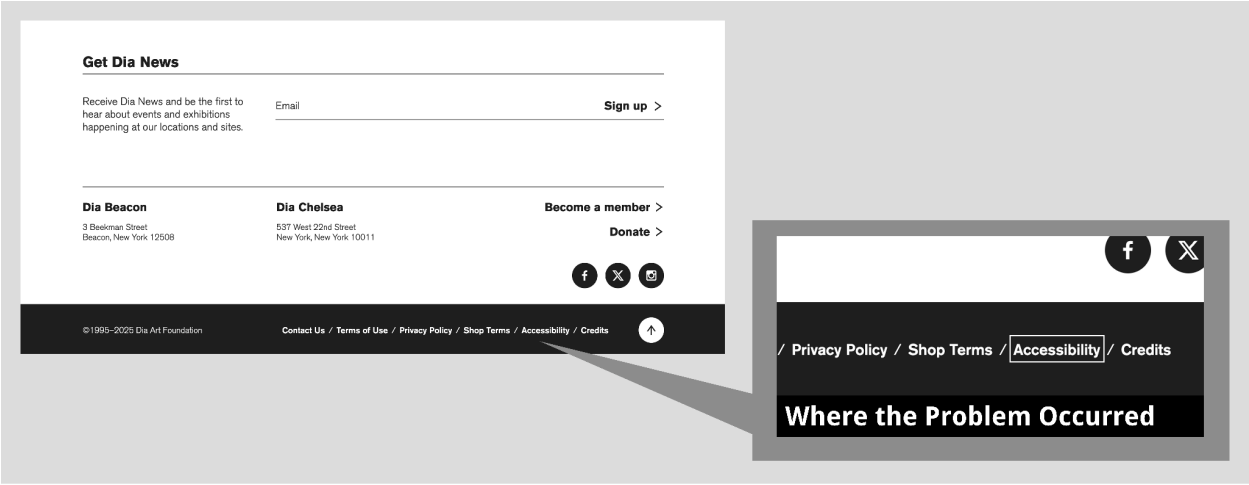


Figure 4-2. Accessibility linked in the footer of the site.

If the information wasn't discovered through the footer, participants discovered it on the Dia Beacon page. While accessibility information does exist on the Dia Beacon page, it is:

- Buried within collapsed accordion sections
- Labeled ambiguously ("Accessibility & Service Animals")
- Presented in dense accordion list without clear emphasis

One participant (P5) noted "Mostly very easy to navigate. Only content that was difficult to find was the info about accessibility. It seemed fairly buried in the [Dia Beacon] page."

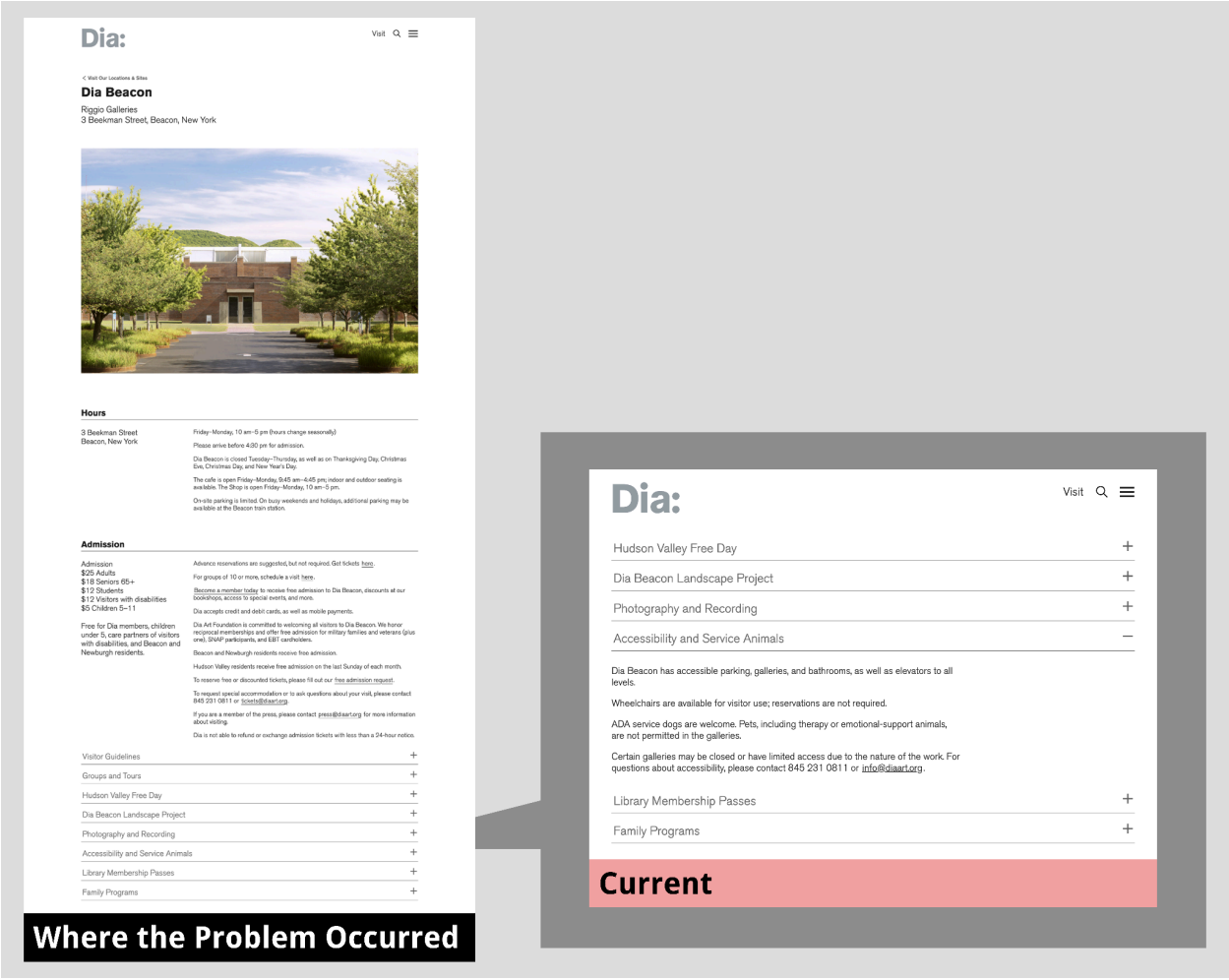


Figure 4-3. Dia Beacon page with accessibility information located in an accordion.

This feedback from users reflects a visibility and information hierarchy issue where critical visitor information regarding museum accessibility is present but not easily discoverable or scannable. As a result, several participants:

- Relied on trial-and-error navigation
- Used Command+F as a last resort
- Missed the information entirely or misinterpreted the museum as not accessible

This gap between user expectations and content placement significantly increased task difficulty and undermined user confidence in the accuracy of their findings.

Solution: Surface Accessibility Information Through Clear Placement and Hierarchy

To improve findability without requiring major structural changes we recommend making accessibility information more visible, explicit, and aligned with user expectations. Add a clearly labeled section “Accessibility at Dia [location]” to each location-specific page (e.g., Dia Beacon), positioned within the primary visit planning content.

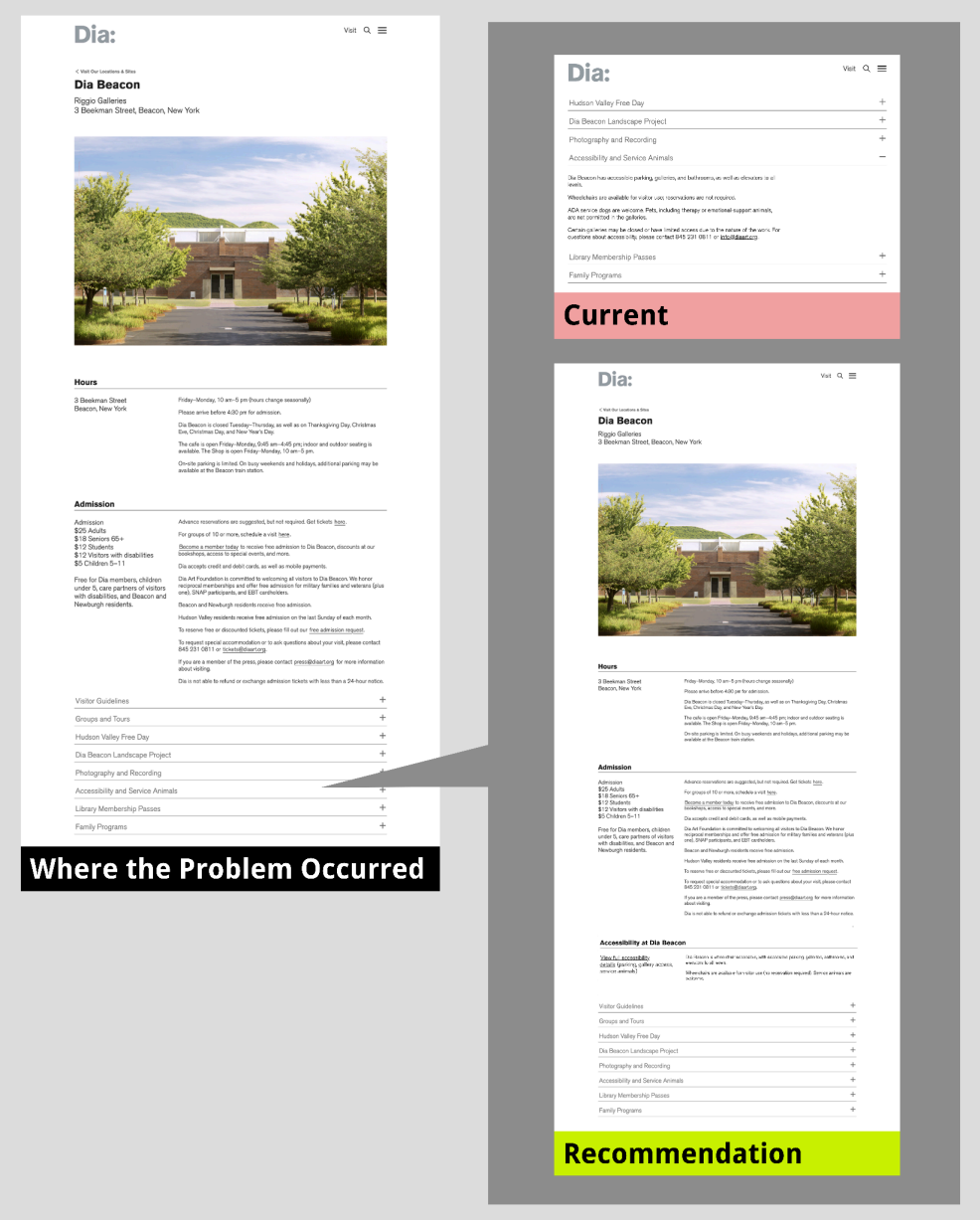


Figure 4-4. Dia Beacon page with accessibility information prioritized.

This section should:

- Provide a clear and immediate answer to whether the museum is wheelchair accessible
- Include a short, scannable summary of key accessibility features of the location
- Link directly to the full “Accessibility & Service Animals” section via an anchor link

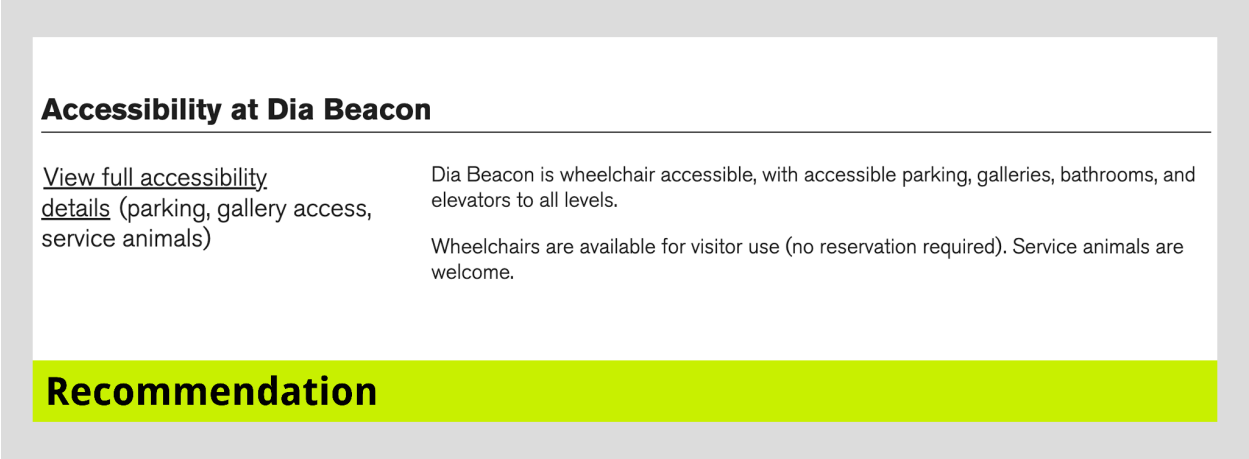


Figure 4-5. Zoomed in version of the prioritized accessibility information by location for Dia Beacon.

Surfacing this information upfront and reinforcing it through clear hierarchy will enable users to quickly locate and confirm accessibility details without relying on workarounds (e.g., Command+F).

On the *Visit* page, incorporate accessibility information into each location’s overview section.

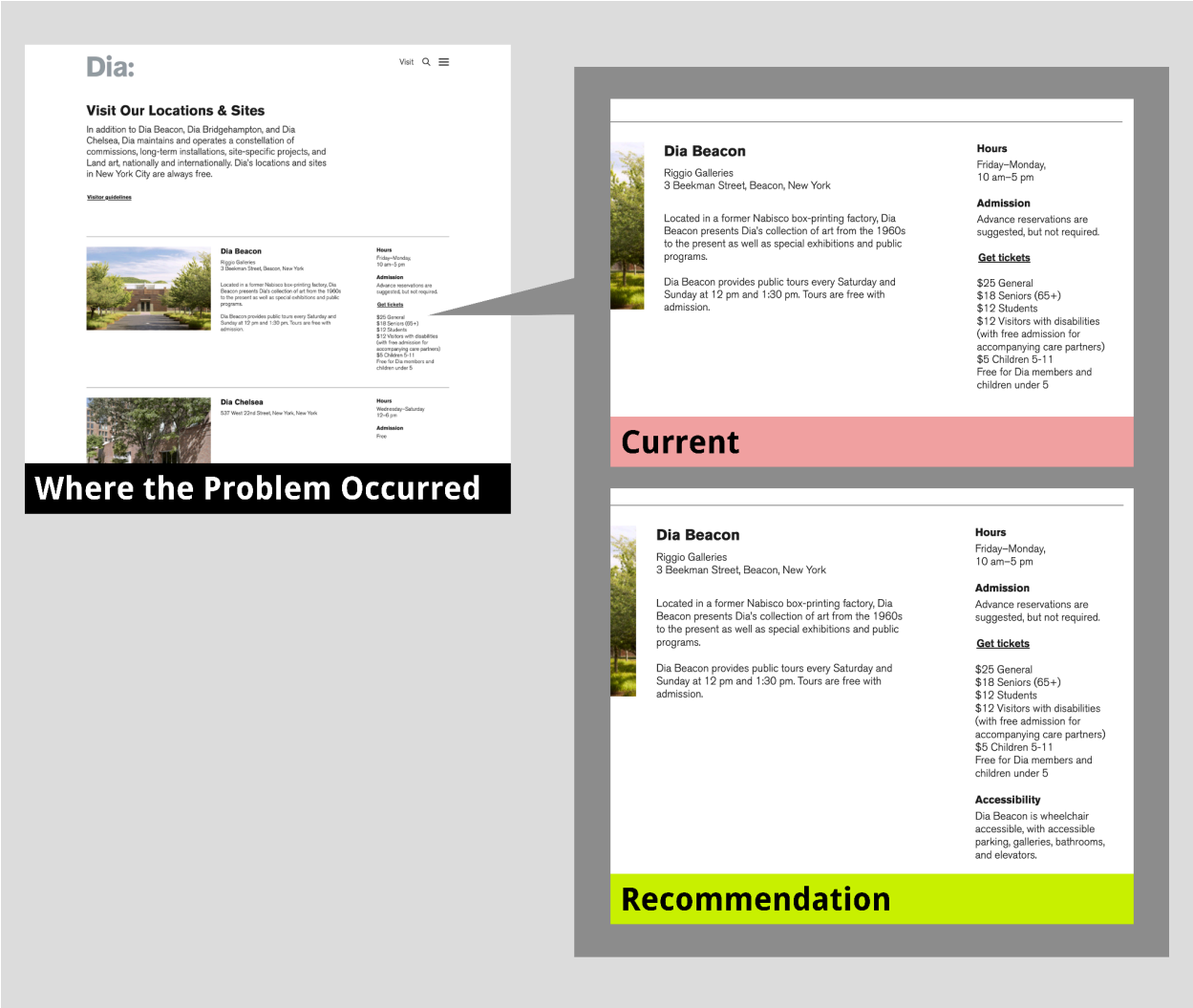


Figure 4-6. Accessibility information listed under location information on the *Visit* page.

Introducing accessibility cues on the Visit page and reinforcing them within each location page can help users quickly confirm whether a Dia location meets their needs with less trial-and-error navigation. This layered approach improves visibility of accessibility information and supports scanning. It will build user confidence through repeated consistent information placement, enabling users to quickly identify accommodations and reducing friction in the visit planning process.

Long-Term Roadmap

The recommendations in this report focus on improvements that can be implemented quickly and without major structural change. However, the URUT findings also revealed deeper system-level issues. These issues are out of scope for the report, since they require longer-term planning, technical resources, and cross-department alignment, but we wanted to mention them.

These issues surfacing repeatedly across tasks, participants, and severity categories should inform Dia's future digital roadmap. Based on the URUT data, the highest-impact long-term initiatives are:

Full Information Architecture (IA) Redesign

Reorganize the site's structure to create clearer navigation, reduce redundancies, and better align content with user expectations.

- 13 issue instances logged across 5 participants (P2, P3, P4, P7, P8)
- Average severity: 2.9/4
- Core pattern: Users consistently failed to distinguish the Dia Art Foundation site from individual museum sub-sites. Multiple participants navigated through "Location Service," "About," and "Support" based on mental models that didn't match the site's structure.

Improved Search Infrastructure

Enhance search relevance, indexing, and filtering to help users reliably surface key information across locations, programs, and artworks.

- 15 issue instances across 7 of 9 participants (P2, P3, P4, P5, P7, P8, P9)
- Average severity: 2.9/4
- 18 entries tagged as "[larger usability issue]" in the synthesis data, the majority relate to search

- Recurring analyst note: "Struggle with search, it is frequently unreliable for users" and "Command + F used (this happened frequently across the site as a last resort)"
- Key failures: no spell-check tolerance (P2's "sculture" typo), irrelevant result ordering, inability to index collapsed/accordion content

Terminology and Labeling Standardization

Establish consistent labels and naming conventions so users can easily recognize and understand content across the site.

- 5 issue instances across 3 participants (P2, P3, P4)
- Average severity: 3.6/4 (the highest average severity of any category)
- Primary issue: "Learning Program" vs. "Saturday Studio" vs. "Studio Event" mismatch in calendar filters. P4 specifically noted that "Programs" doesn't connect with "Events" in user mental models.

Content Structure and Page Architecture Overhaul

Redesign how content is organized and displayed so essential information is surfaced clearly without unnecessary nesting.

- 18 issue instances across 7 participants (P2, P3, P5, P6, P7, P8, P9)
- Average severity: 2.4/4
- Collapsed accordion sections hid critical info from both scanning and Command+F. P5: "I am surprised I can't find this more easily."

Unified Accessibility Information Framework

Create a consistent system for presenting accessibility details across all locations to improve visibility, clarity, and user confidence.

- 18 issue instances across 8 of 9 participants (all except P1)
- Average severity: 3.2/4
- The most widespread issue (nearly every participant struggled). P3 concluded Dia Beacon was not wheelchair accessible despite the info being present.

Dia:

Integrated Event Discovery System Redesign

Develop a more cohesive way for users to browse, filter, and understand upcoming events across locations and program types.

- 13 issue instances (Task 2) across 7 participants
- Average severity: 2.5/4
- P8 ended up in the ticketing system looking for free events and eventually failed the task. P3 got stuck in ticketing and quit.

Please see the Appendix for the comprehensive dataset and detailed analysis of all participants.



Conclusion

Overall, the Dia Art Foundation website provides a visually modern platform that reflects its minimalist brand. Based on the results from 9 participants in this URUT study, the vast majority were able to complete all three tasks, which shows that the website provides a functional foundation for users. However, significant usability issues still exist. These findings show that while the design is aesthetic, the user experience is often frustrated by friction. This leads to user frustration during the visit planning process and, in some cases, causes them to abandon their search entirely.

The primary problems identified in this research include:

1. **Mental Model Mismatch in Information Architecture (IA)**
   This was the most prominent issue we found throughout this evaluation. In Task 1, 8 out of 9 participants did not realize that the general foundation site and the specific museum location sites were different. Due to a lack of Visibility in navigation cues, users frequently overlooked the main entry points to museum sub-sites. This mismatch also occurred in Task 2, where the "Type" filter options on the Calendar page did not align with the website's information architecture(IA), leading to confusion and a reliance on trial-and-error.
2. **Findability and Search Failures**
   Our study also highlighted severe Search functionality limitations. The current system does not include fault spelling tolerance or similar-word suggestions, leading to empty results for simple typos and forcing participants to abandon the search bar. Furthermore, because the site uses many collapsed accordion sections, critical information (such as Accessibility in Task 1) is unsearchable via standard browser "Find" (Ctrl+F) features. This "Information Scarcity" forces users into a frustrating cycle of discovery.
3. **Readability and Scanability**
   Since the Dia museum website covers a large volume of information, a clear text hierarchy is essential. However, the Dia website lacks effective scanability, which leads to "Search Fatigue". In many cases, users experience overscrolling fatigue

just to find basic logistical information.

From analyzing these primary issues, we developed four recommendations:

- **Recommendation 1:** Enhance Navigation Visibility and Exploration Possibility by Providing Noticeable Clues.
- **Recommendation 2:** Bridge the Information Findability Gap with Proactive Content Disclosure.
- **Recommendation 3:** Improving Information Transparency Through Descriptive Guidance.
- **Recommendation 4:** Improve Findability of Accessibility Information.

Ultimately, this report prioritizes actionable usability improvements that can be implemented immediately. While we focus on these quick adjustments, broader system-level issues, such as the search functionality and the overall information architecture(IA), require more extensive technical investment and are currently out of scope. However, we strongly recommend that these areas be evaluated and adjusted in the future to ensure complete consistency and an intuitive user journey.



Appendix

Task Results

Task 1: Find out if the museum is wheelchair accessible for your friend.				
Task Qualitative Data				
Participant ID	Brief Results	Completed	Difficulty Rating	Time Used
P1	Easy but Heavy Scrolling.	Yes	2 - Easy	03:09
P2	Encounter Navigation Confusion and technical issues with the Search features.	Yes	5 - Very Difficult	07:10
P3	Encounter Navigation Confusion and Mistakenly believed the task was completed.	No	5 - Very Difficult	03:58
P4	Encounter Navigation Confusion.	Yes	4 - Difficult	03:11
P5	Encounter Navigation Confusion.	Yes	4 - Difficult	04:53
P6	Encounter Navigation Confusion.	Yes	4 - Difficult	01:11
P7	Encounter Navigation Confusion.	No	3 - Moderate	02:05
P8	Encounter Navigation Confusion and Content Scanability Challenge.	Yes	4 - Difficult	02:39
P9	Encounter Navigation Confusion.	No	3 - Moderate	04:13
Task Quantitative Data				
Task 1 Completion Overall Rate		**6** / 9		
Task 1 Difficulty Overall Rate		**3.8** / 5		
Task 1 Completion Average Time		**03:36**		

Task 2: You want to find a free family-friendly event at the museum to plan your visit around. Find the date and time of the next Saturday Studio event at Dia Beacon.				
Task Qualitative Data				
Participant ID	Brief Results	Completed	Difficulty Rating	Time Used
P1	Easy but Heavy Scrolling.	Yes	2 - Easy	01:25
P2	Encounter Navigation Confusion and technical issues with the Search features.	Yes	4 - Difficult	04:06
P3	Mistakenly believed the task was completed.	No	5 - Very Difficult	05:45
P4	Encounter Navigation Confusion.	Yes	1 - Very Easy	01:42
P5	Smooth and Easy to complete.	Yes	2 - Easy	02:00
P6	Encounter Navigation Confusion.	Yes	4 - Difficult	01:33
P7	Encounter Navigation Confusion.	Yes	1 - Very Easy	00:48
P8	Encounter Navigation Confusion.	No	5 - Very Difficult	02:30
P9	Encounter Navigation Confusion.	Yes	2 - Easy	01:25
Task Quantitative Data				
Task 2 Completion Overall Rate		**7** / 9		
Task 2 Difficulty Overall Rate		**2.9** / 5		
Task 2 Completion Average Time		**02:21**		

Task 3: You would like to visit Richard Serra's sculptures, specifically the Torqued Ellipse I, 1996 sculpture. Find out if this sculpture is on display.				
Task Qualitative Data				
Participant ID	Brief Results	Completed	Difficulty Rating	Time Used
P1	Smooth and Easy to complete.	Yes	3 - Moderate	04:10
P2	Encountering a technical issue with the search features.	Yes	3 - Moderate	02:22
P3	Easy but Heavy Scrolling.	Yes	3 - Moderate	01:37
P4	Encountering technical issues with the Filter and Advanced search features.	Yes	3 - Moderate	01:43
P5	Smooth and Easy to complete.	Yes	2 - Easy	01:36
P6	Mistakenly believed the task was completed.	No	3 - Moderate	01:31
P7	Easy but Heavy Scrolling.	Yes	1 - Very Easy	00:45
P8	Smooth and Easy to complete.	Yes	1 - Very Easy	01:30
P9	Smooth and Easy to complete.	Yes	2 - Easy	01:49
Task Quantitative Data				
Task 3 Completion Overall Rate		**8** / 9		
Task 3 Difficulty Overall Rate		**2.2** / 5		
Task 3 Completion Average Time		**01:53**		

Post-Test Responses

Participant ID	***Q. Any additional thoughts you'd like to share about the website?***
P1	"It would be good to put the main topics in the initial landing page: ADA, Exhibits, timing, etc. Right now, it works, but you have to read through it all."
P2	"It was difficult to navigate. The search feature needs to be improved."
P3	"I think the search bar should help more than it did because that would make things much easier to find what you're looking for. I think the layout of the site is quite confusing. It would be better if it were easier to find things. I think things should definitely be made easier to find than what this was."
P4	"I really like the overall design of the website. The images and design feel modern and elevated. I just, I would just say, like, I generally enjoyed using this website."
P5	"Mostly very easy to navigate. Only the content that was difficult to find was the info about accessibility. It seemed fairly buried in the about page."
P6	"Overall, things were pretty difficult to find. You had to really click around and look for it. It was a little bit easier as I went through it after just getting familiar with the website, but things were really just not labeled well. And I'm going to put - especially finding out about accessibility. That should be easy to find and not buried in the menu, which I actually never found it in the menu. Or not all the way at the bottom of the page."
P7	"Overall, a very professional and modern site! Pretty much all tasks were very easy to do and find what I needed to find. Keep improving upon it, the layout, design, UI, and overall navigation of the site and make it even better than it is now!"
P8	"None."
P9	"Nothing stood out to me. Everything was pretty easily findable for me. Good site."

Problem Document and Data Consolidation

Participant ID	Task #	Description of the Issue	Area of the Site
P2 **P3** **P8**	Task 1	Participants couldn't find the Dia Beacon Museum's website. He was scrolling through the general information about the Dia Art Foundation and didn't realize there was a separate website for the Dia Beacon.	Dia Art Foundation (Homepage)
P1 **P2** **P3** **P8**	Task 1	***Overscrolling + Fail Control F Issues.*** e.g., By using the global navigation, the participant was able to find the target content under the "Exhibits" section, but it took her some time to scroll down and locate the information she needed.; After navigating through the entire side menu, the participant finally found that the Dia Beacon's museum website, which is actually a separate, clickable website, when he is looking for the ticket information. Although he noticed that the website provided a ticket category for people with disabilities, the Control+F search feature couldn't scan the dropdown information under the Accessibility & Services Animal sections, which users generally had to scroll all the way down through the Dia Beacon website to find that section and locate the wheelchair information in the description. Eventually, the participant overlooked the Accessibility & Service Dog section, he said he was gonna give up on this task, and kept mentioning how frustrating it was.	Dia Art Foundation (Homepage), Search Result, Side Menu, Dia Beacon (Homepage)

P2	Task 2	The participant eventually finds the calendar screen and attempts to filter the event type to locate Saturday Studio. However, the filter doesn't directly use the term from different events; instead, it uses other categories, such as Learning Program, Special Event, Poetry Reading, Dia Talks, Book Lunch, Member's Event, which are not familiar to the user, who has already adapted to the overall website's information.	Calendar / Filter
P3 **P4** **P6**	Task 1	The participant struggled to find if dia beacon is wheelchair accessible. Participant starts by navigating to the Visit section, expecting to find visitor logistics like accessibility information > then navigates to location Services because it sounds like it might include information about building accommodations > opens Visitor Guidelines expecting practical information for visitors > notices an Accessibility link in the footer, but hesitates to navigate there because it might refer to website accessibility, but clicks due to lack of other options. Finally finds information confirming wheelchair-accessible parking, galleries, bathrooms, elevators, and wheelchairs available for visitors at Dia Beacon. Recommends putting physical accessibility information in Location Services.	footer/accessibilit y
P2	Task 1	Since the participant couldn't find the Dia Beacon's website, he used the search feature on the upper right side (global navigation) of Dia Art Foundation's homepage. He typed "Wheelchair" and expected to find related information, but the search results were empty.	Dia Art Foundation (Homepage), Search Result

P2	Task 1	Since the participant couldn't find any information related to wheelchairs under the research results, he used Control+F to search for any "wheelchair" information across the entire website. However, he didn't find any results. He then went to the hamburger menu and tried to find the answer through the support section. Unfortunately, there was no accessibility information section below the support section. He then tried typing "Q&A" in the search bar and found the Dia Beacon Ticket FAQ page, but he still couldn't locate any information related to wheelchairs on that screen.	Dia Art Foundation (Homepage), Search Result, Side Menu
P2	Task 1	However, when he re-read the task instructions and briefly verbalized his experience, he realized that the Accessibility & Service Animal section is right close to his cursor. By opening the drop-down description and using the control + F key, he was finally able to find the wheelchair information. It took him a total of over 5 minutes. This suggests that there may be an issue with the discoverability of the information in this section.	Dia Beacon (Homepage)
P2 **P7**	Task 2	[p2]: Every time a participant clicks on the global navigation, they are directed to a page that provides an overview of the Dia Art Foundation, rather than a specific museum. Consequently, if users follow the flow, they may miss out on the sub-information or programs that are only available under a particular museum. [p7]: The participant did not notice that the homepage provides separate entry points based on locations. He first checked the navigation bar and then scrolled through the homepage for exploration.	Global Nav

P2	Task 2	When looking for the Saturday Studio program for next Saturday, the participant used the search bar, but the results didn't provide accurate information. Instead, the layout of the event was not based on the time closest to or the theme, it randomly included all content that contained the word "Saturday," which made it difficult for the user to directly find the nearest Saturday event.	Search Result
P2	Task 2	The participant linked the "Saturday Studio" with the "Studio Event" as the same category because both include "Studio." However, he found that program information was not under that group. So, he removed the filter and turned back to look for all event information from the calendar. He used Control + F to locate "Saturday Studio" and found the target content there. He realized that it was actually below "Learning Program" rather than "Studio Events."	Calendar / Filter
P2	Task 3	The participant used the search bar to find all sculpture information. However, he didn't realize there was a typo in his search query, as he had typed "sculture" instead of "sculpture." Since the search bar didn't have a fault spelling tolerance, he couldn't find any related information for sculpture.	Search
P2	Task 3	By changing the keywords in the search bar from "sculpture" to the exact artist's name, "Richard Serra," the user can directly find the content they are looking for.	Search
P3	Task 1	She navigates through "Location Service," "About," and "Support," but neither section provides the wheelchair information she seeks. Similar to participant 2, both representatives share a common mental model that associates the wheelchair with keywords like "Service" and "Support."	Side Menu
P3	Task 1	The participant searched for wheelchair information using the search bar, but didn't find any relevant results.	Search

P3	Task 1	After reading through all the accessibility information provided for the Dia Museum, she missed the description of the wheelchair and concluded that “Dia Beacon is not wheelchair accessible.” The inconspicuous wheelchair-accessible information, presented in plain text without an accessibility category, led her to overlook the information she was seeking.	Accessibility
P3	Task 2	The participant finally managed to access the Dia Beacon’s separate pages, but she couldn’t locate the family program and ended up spending a significant amount of time stuck in the ticket-buying system, which made her decide to quit the task.	Dia Beacon (Homepage) / Ticket Purchase System
P3	Task 2	While explaining the reason for the quick response, the participant finally noticed the “Family Program” section and found the “Saturday Studio” in the dropdown menu.	Dia Beacon (Homepage)
P3	Task 2	She navigated to the “Saturday Studio” intro page but couldn’t locate the precise date and time for the next Saturday Studio program. After searching the page for a while, she eventually found the link to the calendar page in the Saturday Studio description and clicked on it. However, she overlooked the specific content she was looking for and mistakenly assumed that all the events listed in the calendar were part of the Saturday Studio program. Consequently, she provided an incorrect answer to the question.	Saturday Studio Intro Page
P4	Task 2	Completed the task but found the language used for the navigation (“Programs”) doesn’t necessarily connect with events. Thinks “Events” as the navigation item instead of “Programs” would be more clear.	program/calendar

P4	Task 3	User could not operate the advanced search due to technical difficulties. The search results only say “An Error Was Encountered The action you have requested is not allowed.” Thought it would be better if the advanced search + it’s filtering abilities worked	collection/collection/search-type/advanced
P5	Task 1	Participant didn’t see any accessibility info on the Visit section which they immediately navigate to > navigates to Location Services and doesn’t find anything there > navigates to About and then leaves back to the homepage immediately > navigates to the Dia Beacon page and scrolls past the accessibility accordion a bunch of times and says “I am surprised I can't find this more easily.” They then do command+F to reverse search the word “accessibility” and find the accordion, completing the task	visit/visit-our-locations-sites/dia-beacon-beacon-united-states
P6	Task 2	It was not easy to find the family programming for this participant even though she started on the Dia Beacon page. Says “actually I'm going to put that one as difficult too, because it's just not. You had to really look around”	visit/visit-our-locations-sites/dia-beacon-beacon-united-states
P7	Task 1	Next, he clicked into the "Visit" section. Again, he did not click the dedicated entry point for Dia Beacon and instead jumped back to the homepage.	Visit Page
P7	Task 1	He used the search feature at the top right of the homepage. He typed "Wheelchair accessible" and expected to find relevant information, but the search yielded no results.	Homepage / Search Result
P7	Task 1	The participant entered a loop of clicking through multiple primary navigation links (Exhibitions, Programs, Support, About) and the side menu. He repeatedly returned to the homepage to refresh and restart, but did not find the information he needed.	Global Navigation / Side Menu

P7	Task 2	Since the participant ended Task 1 on the Dia Beacon homepage, he began by scrolling down to review the content on that same page. He clicked through several collapsed accordion menus, including "Visitor Guidelines," "Groups and Tours," and "Dia Landscape." The wording on these menu labels seemed unclear to the participant, leading him to repeatedly click and re-examine each section to find information.	Dia Beacon homepage
P7	Task 3	The participant located the "Upcoming Public Programs" section at the very bottom of the homepage and clicked "View All." He entered the Calendar page and continued to scroll down until he found the "Exhibitions & Projects On View" section. From there, he located Richard Serra's page and clicked to view the sculpture details. He finally found the display information within the "Torqued Ellipses Checklist" menu at the bottom. Although the participant said, "That was very easy to find," he spent most of the time continuously scrolling and scanning through a large volume of information to locate the target content.	Homepage / Calendar page / Richard Serra Exhibition detail page
P8	Task 1	He finally found the "Accessibility and Service Animal" section. He only found one sentence about wheelchairs and felt uncertain. He scrolled down and said, "So I guess yes. It doesn't say specifically that every feature is open... It seems like the answer is yes."	Dia Beacon Homepage (Accessibility and Service Animal section)
P8	Task 2	The participant expected that a reservation would be required for an event, so he went to the "Admission" section on the Dia Beacon homepage and clicked "Get tickets here." On the ticketing page, he tried to find information for the next Saturday event through the calendar, but only general admission tickets were available.	Ticketing page

P8	Task 2	After re-confirming the task was for a "free event," he returned to the Dia Beacon homepage. He tried to open the "Dia Beacon Landscape Project" collapsed accordion, but it did not contain the information he needed. He remarked, "I'm not sure exactly what a family free event is. Looks like nothing is free." He eventually failed this task.	Dia Beacon Homepage
P9	Task 1	The participant scrolled to the footer on the homepage and tried to click on "Dia Beacon," but found it was not a clickable link.	Homepage (Footer)
P9	Task 1	After entering the Dia Beacon homepage, she reviewed sections like "Hours" and "Visitor Guidelines" but found no relevant information. She guessed the answer might be in the "Floor Plan" collapsed accordion, but realized it was incorrect after clicking it.	Dia Beacon Homepage
P9	Task 1	She used Command+F to search for "handicap" but got no results. She then tried the global search bar with the same keyword, but it also returned no results.	Dia Beacon Homepage / Search bar
P9	Task 1	She found "Disabilities" mentioned under the "Admission" section and guessed it was wheelchair accessible. She said, "If there are reduced price tickets for visitors with disabilities, I'm gonna say it's likely that it's wheelchair accessible."	Dia Beacon Homepage (Admission Section)
P9	Task 2	On the Dia Beacon homepage, the participant expected to find the answer inside the "Hudson Valley Free Day" collapsed accordion because it contained the word "Free."	Dia Beacon Homepage

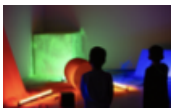
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Image Sources

Thumbnail	Caption from Original Image Source at Dia Beacon Website
	*Richard Serra*, installation view, Dia Beacon, New York. © Richard Serra/Artists Rights Society (ARS), New York. Photo: Bill Jacobson Studio, New York
	Photo: Mollie McKinley
	Photo: Don Stahl
	Senga Nengudi, *Untitled* (detail), 2023. © Senga Nengudi. Photo: Don Stahl
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	*Renée Green: The Equator Has Moved*, installation view, Dia Beacon, New York, 2025–26. © Renée Green and Free Agent Media.