The Reflection Framework to Enhance the User Experience for Cultural Heritage Spaces' Websites in Post-Pandemic Times

Authors : Duyen Lam, Thuong Hoang, Atul Sajjanhar, Feifei Chen

Abstract : With the emerging interactive technology applications helping users connect progressively with cultural artefacts in new approaches, the cultural heritage sector gains significantly. The interactive apps' issues can be tested via several techniques, including usability surveys and usability evaluations. The severe usability problems for museums' interactive technologies commonly involve interactions, control, and navigation processes. This study confirms the low quality of being immersive for audio guides in navigating the exhibition and involving experience in the virtual environment, which are the most vital features of new interactive technologies such as AR and VR. In addition, our usability surveys and heuristic evaluations disclosed many usability issues of these interactive technologies relating to interaction functions. Additionally, we use the Wayback Machine to examine what interactive apps/technologies were deployed on these websites during the physical visits limited due to the COVID-19 pandemic lockdown. Based on those inputs, we propose the reflection framework to enhance the UX in the cultural heritage domain with detailed guidelines.