

2. B. When testing an augmented reality application, a cognitive walkthrough could be used. This is used to test whether new users are able to complete specific tasks within the AR application, assessing the usability of specific features. During the cognitive walkthrough, users should be provided with the latest app prototype and asked to explore the museum with the AR app. Testers should be monitored as they use the app, with any issues or sticky points being noted. The walkthrough may be recorded and testers asked to complete a Survey / Feedback form to further document their experience.

When conducting a cognitive walkthrough, it is important to ask if the user knows which actions they can take next, if the user knows every action that is available and if they understand the feedback they've received. If the answer to any of these questions is no, then significant usability issues are present.

All feedback should be acted upon, with the museum solving any usability issues that occur. Additional focus group and walkthroughs can be used to check the changes that are made and ensure all issues have been addressed.

This differs from static exhibits as a greater focus is placed on user freedom and seeing how users intuitively interact with the app on their own under realistic conditions, without specific criteria being set. This allows a greater understanding of user behaviour and issues that may arise from unexpected behaviours.

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