

2. A, For new museum exhibits, heuristic evaluations can be extremely effective. This allows exhibits to be tested independently by a group of potential users, finding usability issues and gathering feedback on the interactive interface. Nielsen recommends 3 to 5 evaluators, estimating that this will find up to 75% of usability issues. Each evaluator should be asked to use the new exhibit and rate each criteria out of 10, with 10 meaning there are no usability issues and 1 meaning there is a significant problem. ~~Nielsen recommends the~~ ~~other~~ parts of Nielsen's recommended criteria include:

- Usability of system status
- User control and freedom
- Flexibility
- Recognition not recall
- Aesthetic design
- Consistency
- Error prevention
- Help and documentation
- Error recovery
- System and real world matching

After feedback is gathered on each of these areas, the ratings should be analysed and changes to the interactive interface made based on the feedback. Additional focus groups and heuristic evaluations could then be used to evaluate the changes made and identify for new usability issues. All usability issues should be addressed before the exhibit is deployed to the ^{British} museum. Accessibility for those with impairments should also be addressed.