



## User Research Brief

### **Summary of work**

To design and deliver user research for Museum of Colour during the delivery of their exhibition A Very British Rhythm, and to provide key insights into what our users want between January and March 2024.

This Museum of Colour is at the very start of its research journey. We are looking for a researcher to collaborate with us. The user research needs to be representative and inclusive, ensuring all visitor groups feel welcome.

### **Overview**

Museum of Colour CIC (MoC) is a heritage and creativity social enterprise company incubated at People's Palace Projects. It is building a digital museum to explore, celebrate and build recognition of the contribution made by people of colour to the nation's culture, specifically in film, television & the arts from 1766 – 2016: <https://museumofcolour.org.uk>

In July 2023, we started delivery on the digital content for our fifth exhibition, A Very British Rhythm (AVBR), celebrating the hidden heritage of dancers of colour in Britain. AVBR is creating a collection of photographic portraits and filmed interviews with some of the most significant figures in dance today. The project is taking a different look at culture, from the perspective of dancers of colour and those who have supported them.

We are commissioning user research to provide insights into our audiences as we build our digital and in-person offer, improve the current navigation of our site, inform the re-structure of our site, and enable us to work with our partners on systematic collection of data.

We want the user research to find out where pain points, journey blockers and opportunities lie.

Questions to ask will include:

- Who uses our website?
- How do they find out about Museum of Colour?
- What is it like to engage with Museum of Colour?
- How do they find the user journey?
- What would they like done differently?

This project will drill down to better understand the user journey and grow our visitor numbers, including people with disabilities and neurodivergent people. It is a vital first step to building our online community. Better data capture will afford opportunities for MoC to better understand its communities' interests and needs.

### **Methodology**

We will ask the researcher to shape the user research to meet the aims and objectives of Museum of Colour and would expect it to include some of the following principles:



1. Representative sample of those who will be included in focus groups.
2. Inclusive approach.
3. Focus groups and interviews.

We will share data with the researcher from our website, social media channels and in-person events and can help with recruitment to the focus groups/interviews.

The groups we want to include are:

- Group one: elders.
- Group two: artists of colour who are either involved in the project or known to MoC.
- Group three: artists and creatives not known by MoC.
- Group four: emerging artists of colour.
- Group five: group recruited through some of our upcoming live events; this group will not have had prior knowledge of MoC.

### **Outputs/deliverables**

The following outputs will be required:

- Recruit representative users to populate three focus groups and participate in in-depth interviews.
- Draft and provide discussion guides to be approved by Director, Executive Director and Communications Manager.
- Run all focus groups before mid-March 2024.
- Present findings and give key insights into what visitors want to senior staff and Advisory Board in PowerPoint and Word by end of March 2024.
- Provide a set of research data, to be stored in a readily accessible electronic format such as Excel, by end of contract.
- Advise on focus for user testing on navigation, taxonomy and information architecture by end of contract.

We expect the researcher to have the skills and knowledge to deliver this user research.

### **Contract management**

We expect the research commissioned to begin on 3rd January 2024 and be completed by 1st April 2024. The final report shall be submitted to Museum of Colour by 22nd March 2024.

The anticipated budget is £8,000 to include all expenses and VAT. The contract will be let by the Museum of Colour CIC.

The payment schedule will be:

- 40% following first meeting at start of contract.
- 40% on presentation of findings.
- 20% on completion of contract.



The research/evaluation will be managed on a day-to-day basis for Museum of Colour by Siobán Whitney Low, Executive Director.

### **Award criteria**

A proposal for shaping the work, which would include:

1. A detailed methodology for shaping and undertaking the research.
2. Allocation of days.
3. Daily charging rate.
4. A timescale, for example in the form of a Gantt chart, for carrying out the project.

Proposals submitted will be assessed by Siobán Whitney Low, Executive Director, against the following questions:

1. To what extent does the proposal demonstrate an understanding of the issues (including social values) related to this brief?
2. To what extent are the shaping, methodology and methods appropriate to the research aims and objectives?
3. What degree of experience does the researcher demonstrate to successfully complete the work?

### **Procurement process**

The procurement timetable will be:

- Proposal return deadline: 13th December 2023, 09.00.
- Interviews: 19th December 2023.

Museum of Colour will notify bidders of our procurement decision on 20th December 2023 by email.

Please email proposals to [s.whitney-low@qmul.ac.uk](mailto:s.whitney-low@qmul.ac.uk) by 09.00, 13th December 2023.