

Table 1: MUSEF evaluation dimensions and criteria.

1. CONTENT
<p>1.1. Quantity (complete, unique, guides, references, links, etc.)</p> <p>1.2. Quality & Usefulness (accurate, current, etc.)</p> <p>1.3. Personalization (my favorite artworks, languages, special needs persons, kids, students, researchers, first time visitors, etc.)</p>
2. PRESENTATION – MEDIA – FORMAT- APPEARANCE
<p>2.1. Multimedia Quantity, Mix & Position</p> <p>2.2. Multimedia Quality (aesthetics, attractiveness, fidelity, etc.) & Usefulness</p> <p>2.3. Personalization (visual-verbal persons, special needs persons, etc.)</p> <p>2.4. Styles & Format, Colors, Fonts, Titles, etc.</p> <p>2.5. Right Spelling, Grammar, Syntax, etc.</p>
3. USABILITY
<p>3.1. User Interface (Home page, personalization, background, menus, toolbars, buttons, icons, frames, etc.)</p> <p>3.2. Site Structure & Organization</p> <p>3.3. Navigation (easiness, shortcuts, return to Home, Help, no page errors, link prediction, trail history, etc.)</p> <p>3.4. Orientation (current location, site map, indexes, directories, etc.)</p> <p>3.5. Search (complete, accurate and relevant results)</p>
4. INTERACTIVITY & FEEDBACK
<p>4.1. Asynchronous (e-mail, sms, alerts, newsletter, questions, suggestions, etc.)</p> <p>4.2. Synchronous (chat, videoconference, telephony, etc.)</p> <p>4.3. E-Communities (friends of museum, member, volunteer, forums, surveys/polls, etc.)</p> <p>4.4. Interactive Multimedia Applications</p>
5. E-SERVICES
<p>5.1. Quantity</p> <p>5.2. Quality & Usefulness</p> <p>5.3. Online Purchase & Payment (e-booking group tour, e-ticketing, e-shopping, e-membership, e-donation, etc.)</p> <p>5.4. Informational Services (what's new, calendar, upcoming events, recent acquisitions, highlights, opening hours, maps, FAQ, location, transportation, facilities, statistics, job openings, internships, etc.)</p> <p>5.5. Virtual Tours (virtual reality, 3D, multimedia, audio, etc.)</p> <p>5.5. Online Learning (e-classes, e-talks, e-books, e-multimedia, video on demand, advice, academic research, databases, about artists, arts, cultures, etc.)</p> <p>5.6. Online Amusement (e-postcards, e-games, e-music, wallpapers, etc.)</p> <p>5.7. Technical Services (downloading, printing, etc.)</p>
6. TECHNICAL

- 6.1. Reliability, Availability & Maintainability
- 6.2. Performance
- 6.3. Compatibility (browsers, multimedia, etc.)
- 6.4. Security & Privacy

Figure 1: Content scores' average and variance.

Figure 2: Presentation scores' average and variance.

Figure 3: Usability scores' average and variance.

Figure 4: Interactivity & Feedback scores' average and variance.

Figure 5: E-Services scores' average and variance.

Figure 6: Technical scores' average and variance.

Figure 7: Total evaluation scores' average and variance.

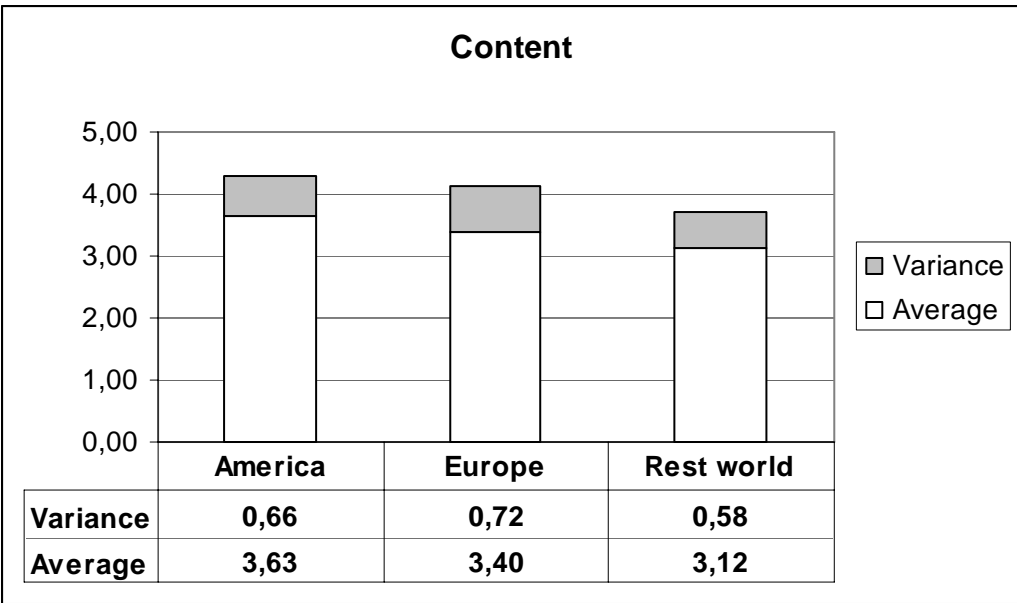


Figure 1: Content scores' average and variance.

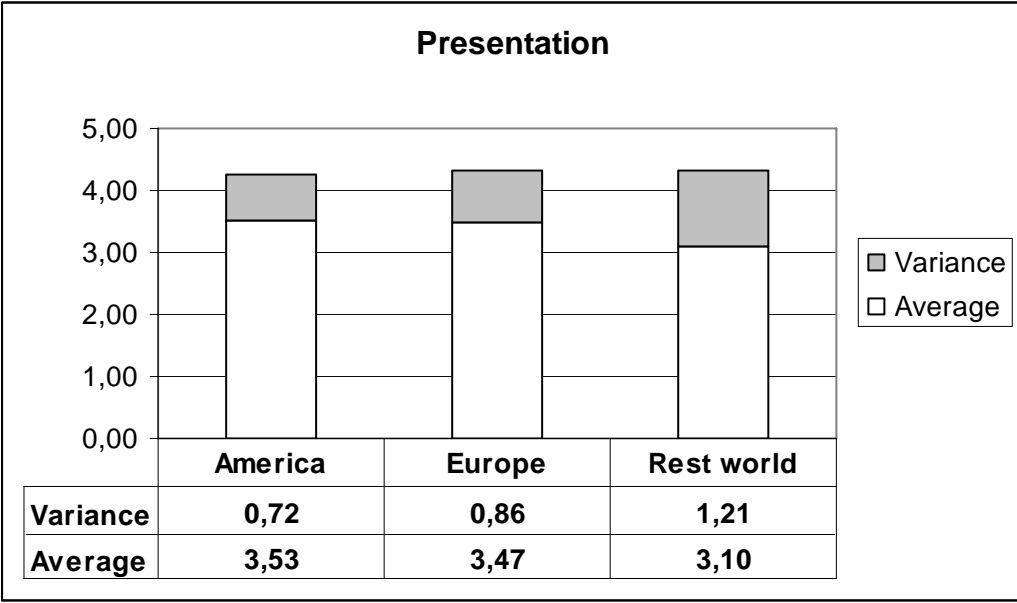


Figure 2: Presentation scores' average and variance.

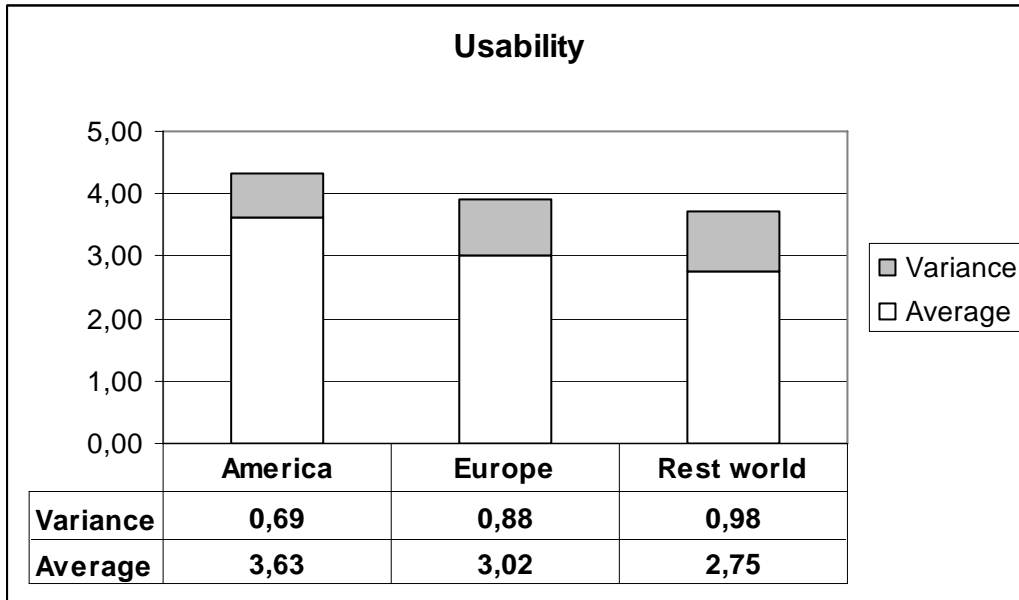


Figure 3: Usability scores' average and variance.

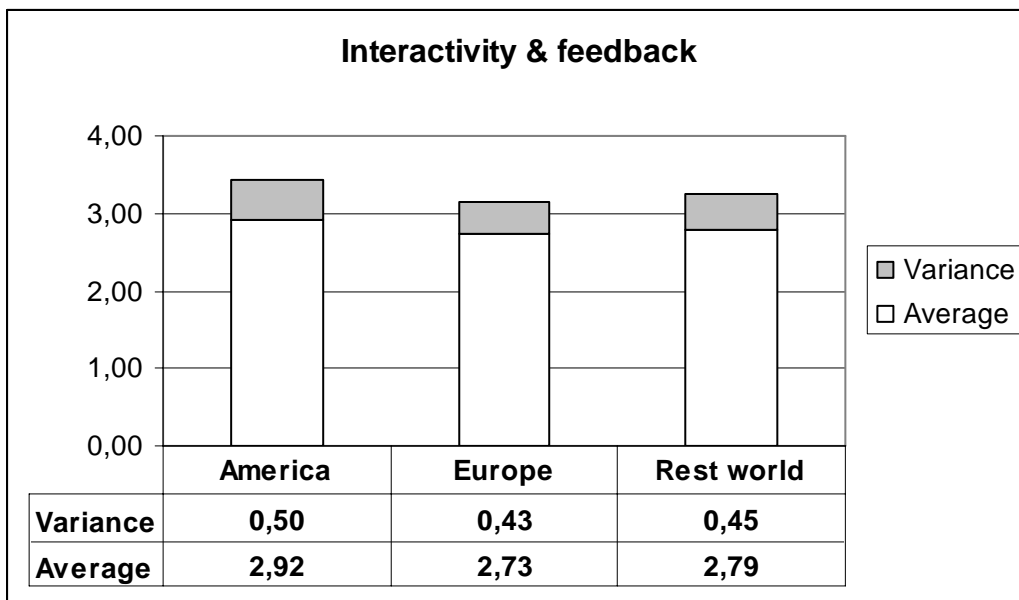


Figure 4: Interactivity & feedback scores' average and variance.

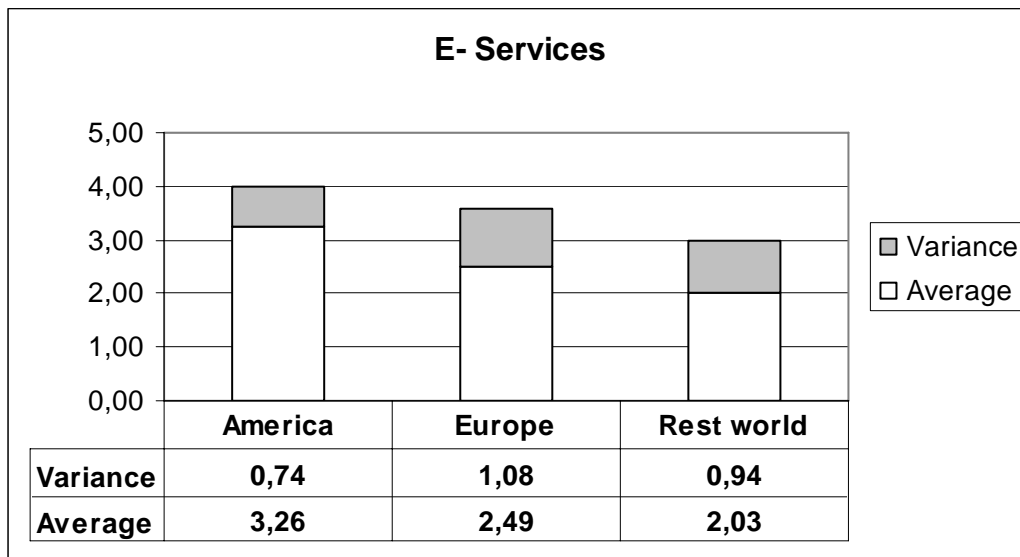


Figure 5: E- Services scores' average and variance.

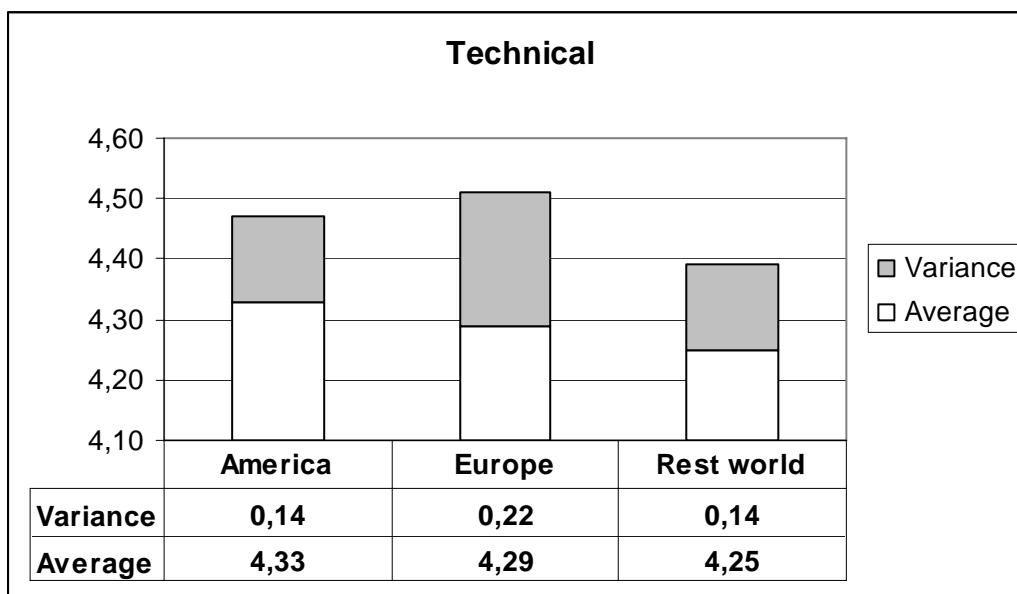


Figure 6: Technical scores' average and variance.

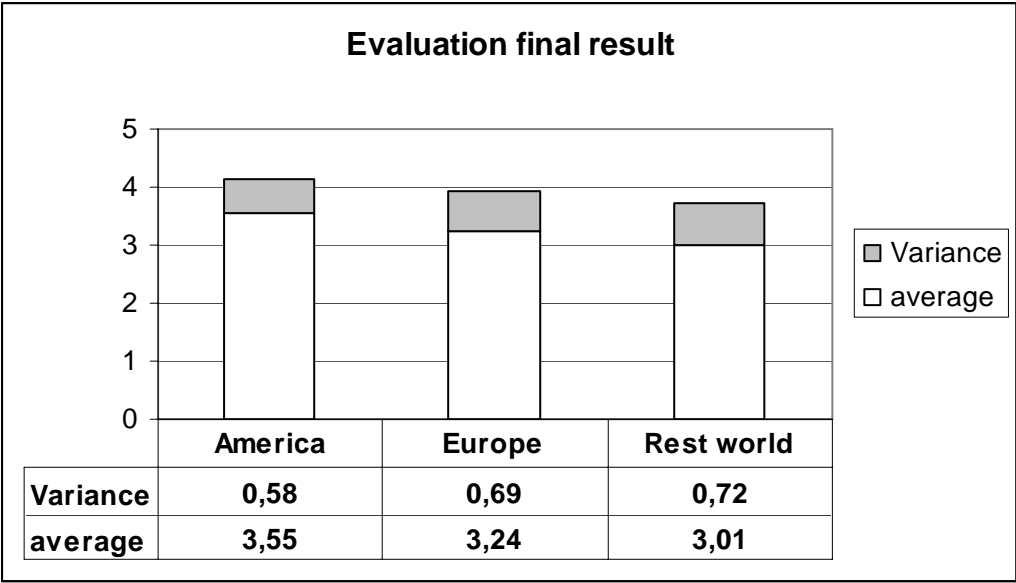


Figure 7: Total evaluation scores' average and variance.