摘要

题目：基于用户体验的历史类博物馆微信小程序界面设计研究

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本文研究目的是分析中国历史类博物馆五个微信小程序的界面设计，考察用户对于中国历史类博物馆五个微信小程序的使用情况并发现小程序存在的问题、总结用户需求，对中国历史类博物馆微信小程序的界面设计优化提出建议。本文研究方法采用问卷调查法，研究工具为调查问卷，调查问卷以 50 位用户作为研究对象，利用百分比、平均数($\bar{x}$)、标准差(S.D.)进行数据统计分析。通过分析得出以下结论：

在界面设计和用户体验上普遍存在着问题，主要有以下六点：1.整体页面布局不合理；2.字号偏小；3.颜色运用没有地域特色；4.图标不能直观地传达信息；5.界面的设计没有考虑到用户的操作习惯和使用便捷性；6.用户参与度不够。这些方面的问题均会导致了小程序用户体验满意度不佳、用户黏性不足，以上问题较大程度地影响博物馆微信小程序的传播与发展。

通过对用户体验调查问卷，结合文献分析、案例分析、用户调研、需求总结等方法，在广泛收集、归纳界面设计专业资料的基础上，深度阐述博物馆微信小程序界面设计原则，从"图标"、"文本"、"布局"、"色彩"、"导航"、"信息呈现"、"交互"七个层面对博物馆微信小程序的界面设计提出一系列优化建议。针对现有中国历史类博物馆微信小程序用户体验反馈不尽如人意，本研究致力于解决中国历史类博物馆微信小程序操作界面复杂且美观度不高、用户黏性不足、用户留存度不高、用户满意度不足的困局，为博物馆微信小程序的界面设计提供新的方法。

关键词：博物馆小程序，用户体验，界面设计，优化建议

Abstract

Title：The Interface Design of Wechat Applet for Historical Museums Based on the User Experience

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The purposes of this study are to analyze the interface design of the five WeChat mini-programs of the Chinese History Museum, to investigate users ' use of the five WeChat mini-programs of the Chinese History Museum, to find the existing problems of the mini-programs, to summarize the needs of users, and to put forward suggestions for the optimization of the interface design of the WeChat mini-programs of the Chinese history museum. The research method of this paper was a questionnaire survey so the research tool is a questionnaire. 50 users were the research objects, and the percentage, mean, and standard deviation (S.D.) were used for statistical analysis. The following conclusions are as follows;

There are problems in interface design and user experience, mainly in the following six points: 1.) The overall page layout is unreasonable, 2.) The letter size is too small, 3. The color is not reasonable, 4. The icon cannot convey the information intuitively; 5. The design of the interface does not take into account the user's operating habits and ease of use; 6. The user's engagement is not enough. These problems lead to low satisfaction of the user towards mini-programs, which greatly affect the dissemination and development of the museum's WeChat mini-programs.

From the user experience in the questionnaire, combined with literature analysis, case analysis, user research, demand summary, and other methods, this paper expounds the design principles of the museum's WeChat mini program interface in-depth and puts forward a series of optimization strategies for the interface design of the

museum's WeChat mini program from seven aspects: icon, text, layout, color, navigation system, information presentation, and interaction. From the unsatisfactory user experience feedback of existing WeChat mini-programs of Chinese history museums, this study is committed to solving the dilemma of complicated and unattractive operation interface, insufficient user stickiness, low user retention, and insufficient user satisfaction of WeChat mini-programs of Chinese history museums, and provide a new method for the interface design of WeChat mini programs of museums.

Keywords: Museum Applets, User Experience, Interaction Design, Optimization suggestion