

VIRTUAL TOUR APP FOR ART GALLERY

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Project overview



The product:

ArtTours is an app dedicated to all the art lovers who want to visit different art galleries around the world but are unable to travel due to various reasons. This is a an app which allows users to visit their favourite art galleries virtually.



Project duration:

January 2023 - March 2023

Preview of selected
polished designs.

Project overview



The problem:

Many users faced the problem in travelling to different art galleries in less time and less money.



The goal:

The aim is to design an app which can help users to visit every art gallery they wish to visit virtually. This will save a lot of time and money.

Project overview



My role:

UX Designer and researcher



Responsibilities:

- User research
- Designing
- Wireframing
- Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



During the research, I found out that users don't want to travel much just to visit an art gallery. Users want to visit their favourite galleries but they prefer doing it virtually. Users want an app which is easy to use and navigate throughout including information about each art galleries. Users also want different language and theme options to choose from. They want a calendar to keep a tab of their visits and a timer to notify them for their upcoming visits.

Persona: Ravi Kumar

Problem statement:

Ravi Kumar is a 75 year old retired professor who needs an app to visit art galleries with his wife virtually because he can't travel much due to his old age.



RAVI KUMAR

Age: 75

Education: Masters in Literature
Delhi, India

Hometown: Lives with wife

Family: Retired as a

Occupation: professor

“Old age will restrict us from travelling and going places we love, but technology can help us”

Goals

- Wants to visit art galleries with wife
- Live a comfortable life after retirement
- Not want to go out much because of old age

Frustrations

- Not able to visit art galleries due to old age
- Travel issues
- Want to get a tour at home with his wife

Ravi kumar is a retired professor who lives with his wife. His wife loves art and he wishes to visit art galleries with her. But due to his old age, he can't travel much and prefers to be at home rather than going out. He wants to visit every art gallery just by sitting in his house with his wife.

User journey map

ACTION	Make a list of art galleries	Deciding the art gallery	Making arrangements and travelling	Visiting the art gallery	Back from the visit
TASK LIST	<p>Tasks</p> <p>A. search on internet about galleries B. shortlist the art galleries</p>	<p>Tasks</p> <p>A. checking the dates and venue of the art gallery B. gathering information C. selecting the art gallery</p>	<p>Tasks</p> <p>A. booking tickets for travelling B. tickets for art gallery C. travelling to the destination</p>	<p>Tasks</p> <p>A. stand in queue B. walk around the gallery</p>	<p>Tasks</p> <p>A. getting back home from the visit</p>
EMOTIONS	<p>Overwhelmed Confused Excited</p>	<p>Excited Happy tired</p>	<p>Confused Excited</p>	<p>Happy Tired exploring</p>	<p>Tired Happy</p>
IMPROVEMENT OPPORTUNITIES			<p>If there was no traveling needed</p>	<p>If somehow there was no walking around needed</p>	<p>If there was a way to visit art galleries virtually</p>

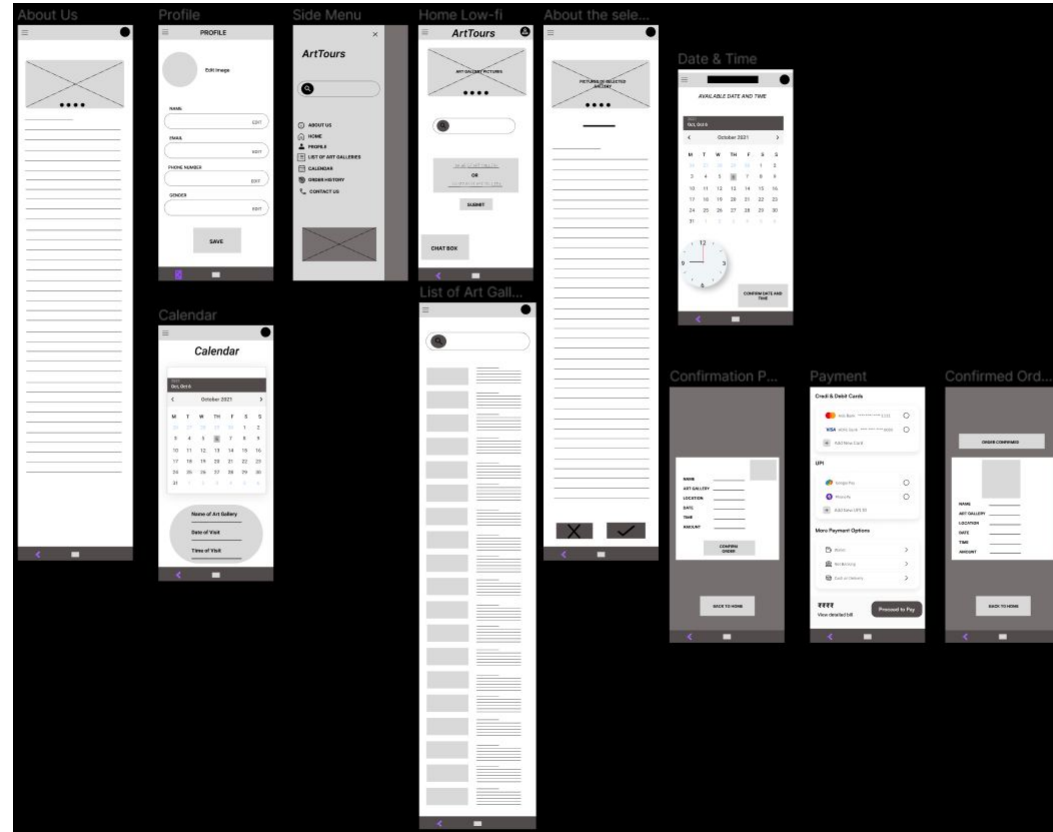
Paper wireframes

[Your notes about goals and
thought process]

Image of paper
wireframes including
five different
versions of the same
screen and one
image of the new,
refined version

Low-fidelity prototype

<https://www.figma.com/file/0jMksB0fXENJy8tQpxeVDv/VIRTUAL-TOUR-APP-FOR-ART-GALLERY?type=design&node-id=243%3A22&mode=design&t=8DRaE5ShsgmTu994-1>

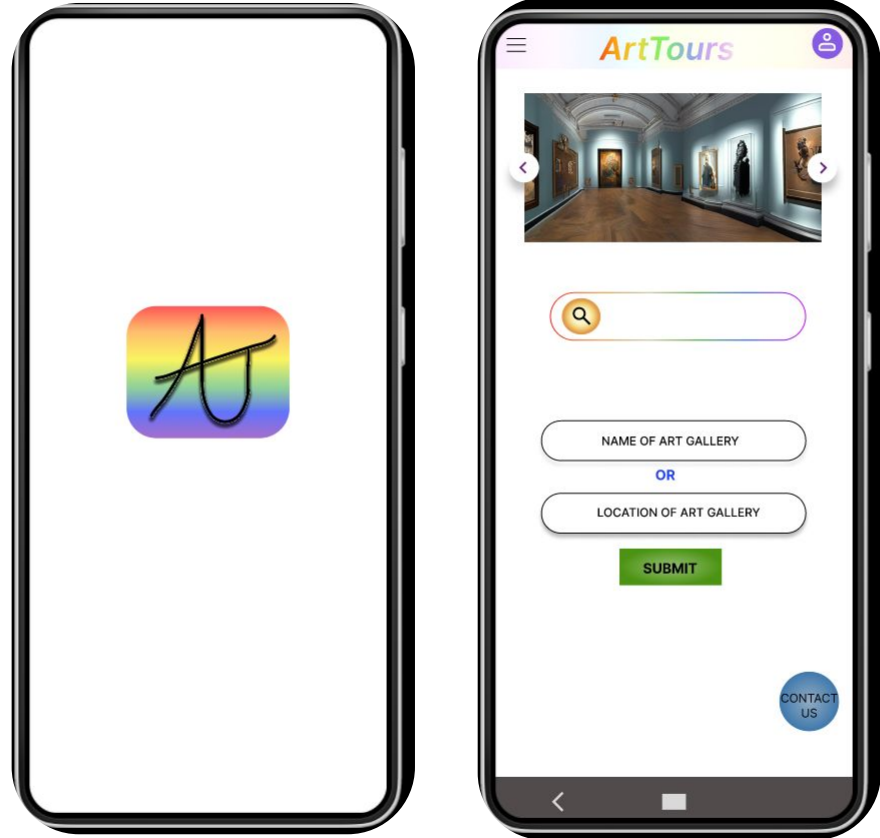


Refining the design

- High-fidelity prototype

High-fidelity prototype

https://www.figma.com/proto/0jMksB0fXENly8tQpxeV_Dv/VIRTUAL-TOUR-APP-FOR-ART-GALLERY?page-id=414%3A263&type=design&node-id=469-315&viewport=568%2C129%2C0.68&t=k6bLO8nxtqchIY6u-1&scaling=scale-down&starting-point-node-id=469%3A303&mode=design



Going forward

- Takeaways
- Let's connect!

Takeaways



Impact:

During this project, I was introduced to the way users think and what are the things they need in a particular product. I was able to see users Point Of View which gave me an insight about the needs of users.



What I learned:

This is my first UI/UX project. I was introduced to a new world of UI/UX. It brought me closer to the users Point Of View. I learnt various new concepts of designing which I implemented in the project.

Let's connect!

