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.

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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.

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Project overview

My role:

UX Designer and researcher

Responsibilities:

- User research
- Designing
- Wireframing
- Prototyping

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Understanding the user

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

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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.

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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.

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

RAVI KUMAR

Age: 75
Education: Masters in Literature Delhi , India
Hometown: Lives with wife
Family: Retired as a
Occupation: professor

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
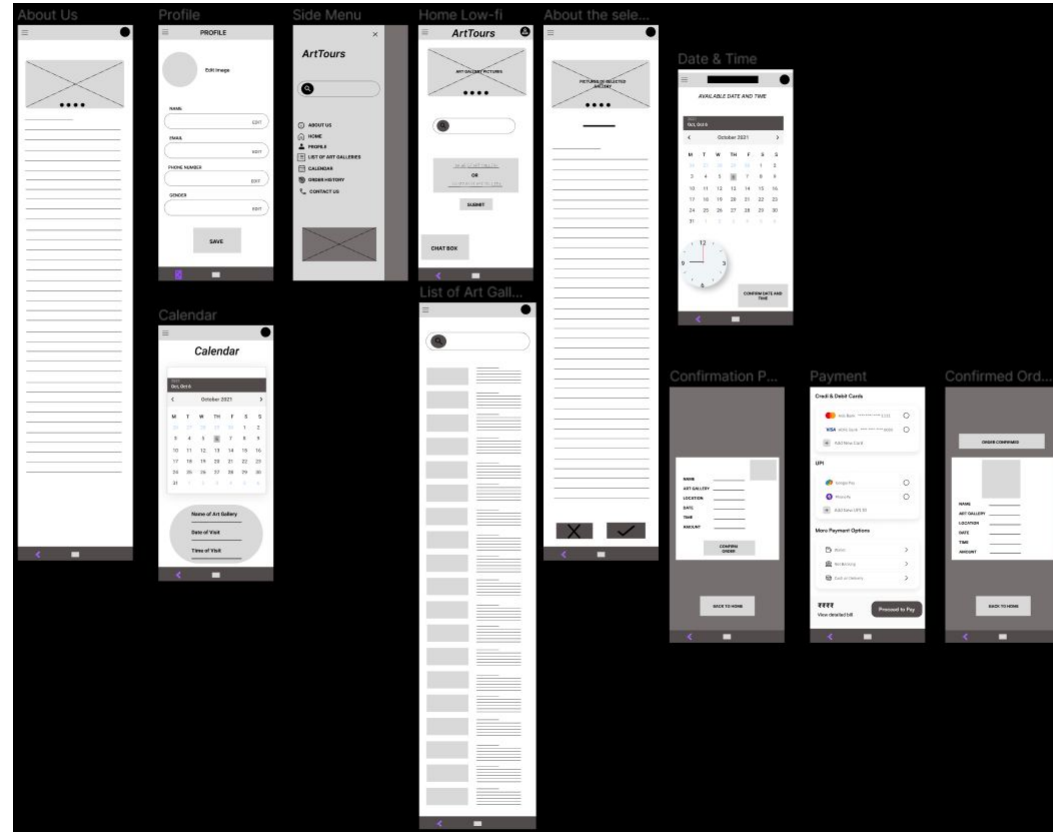- Travel issues
- Want to get a tour at home with his wife

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.

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

Starting the design

- Low-fidelity prototype

Low-fidelity prototype

https://www.figma.com/file/0jMks
B0fXENJy8tQpxeVDv/VIRTUAL-TO
UR-APP-FOR-ART-GALLERY?type=
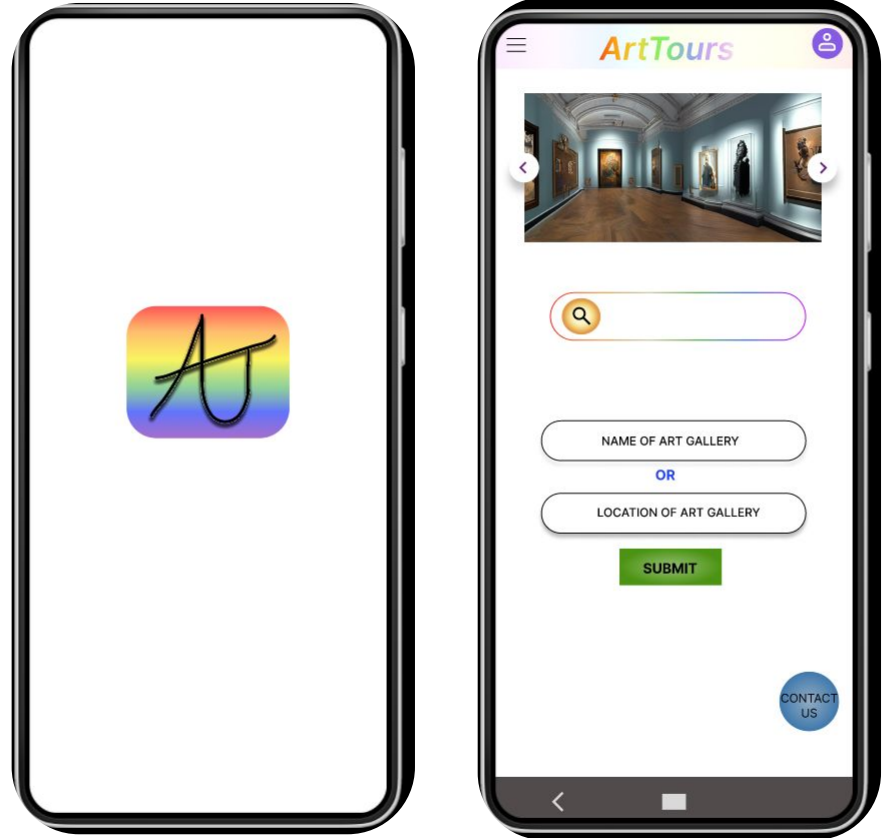design&node-id=243%3A22&mod
e=design&t=8DRaE5ShsgmTu994-
1

Refining the design

- High-fidelity prototype

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High-fidelity prototype

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Going forward

- Takeaways

- Let's connect!

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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.

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Let's connect!

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