

Usability of Art Travel App

Clarence

Project overview



The product:

Art Travel is an app which can help art lovers explore the world of art. Art Travel strives to make it easy for exhibition visit from finding interested exhibitions to book tickets. Art Travel targets art lovers who is in any age group such as students and workers.



Project duration:

April 2022 to June 2022

Project overview



The problem:

Art lovers such as students, workers and artists find it very difficult to gather exhibition information and it takes a lot to stand in line to buy tickets.



The goal:

Design an app for art lovers that allow art lovers to easily find exhibition information and book tickets.

Project overview



My role:

UX designer designing Art Travel app from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability tests, accounting for accessibility and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I am designing for their needs. A primary user group identified through research was working adults who do not have time to gather exhibition information.

This user group confirmed initial assumptions about Art Travel customers, but research also revealed that time was not the only factor limiting users from gathering information about exhibitions. Other user problems included

User research: pain points

1

Time

Working adults are too busy to spend time on gathering exhibition information.

2

Time

It takes a lot of time for visitors to queue to buy tickets.

3

Accessibility

Platforms for booking tickets for exhibition are not equipped with assistive technologies.

4

IA

Text-heavy menus in apps are often difficult to read and order from.

Persona: Joey

Problem statement:

Joey is a busy working adult and art lover who needs easy access to exhibition information because he has no time to gather information by himself.



Name: Joey

Age: 30
Education: Bachelor of Computer Science
Hometown: L.A.
Family: Single, lives alone
Occupation: Software developer

“Work is important as family”

Goals

- To get promoted in work
- To find a place to relax with family
- To enrich himself after work

Frustrations

- “Sometimes, I am so busy at work that I missed exhibitions”
- “It takes a lot of time to rent tour guide equipments when tons of visitors there”
- “Sometimes, it is difficult to find a good guide”

Joey works for a big company as a software developer for four years. His family likes to visit museums and art galleries on weekends in order to relax. However, when he works overtime, he always forgets to sign up for events organized by the art gallery. Renting wireless tour guide equipment also takes him a lot of time.

User journey map

Mapping Joey's user journey revealed how helpful it would be for users to have access to Art Travel app.

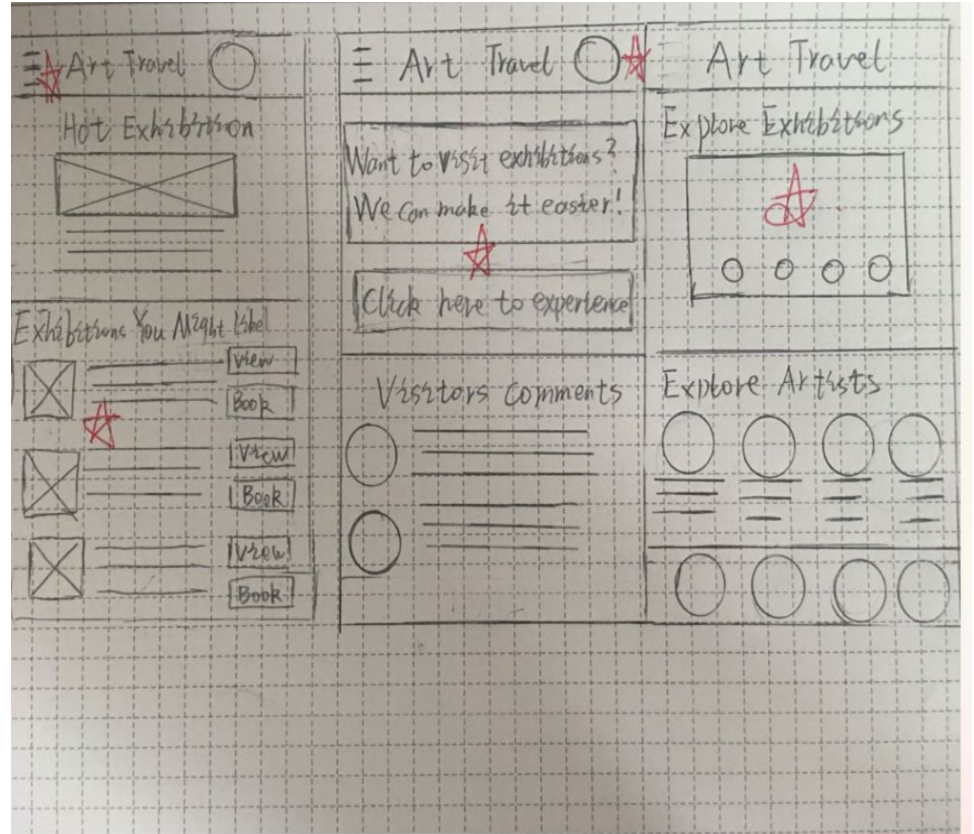
Persona: Joey

Goal: Visit an exhibition easily and quickly in time with his family

ACTION	Get the information about the exhibition	Determine visiting date	Rent tour guide equipment	Employee a tour guide	Visit
TASK LIST	Tasks A. Check the app regularly B. Filter exhibitions interested C. Choose one to visit	Tasks A. Write down the visiting date for the exhibition B. Go to the art gallery on that day	Tasks A. Arrive at the gallery B. Queue to rent equipment C. Pay deposit D. Get equipments	Tasks A. Check tour guides for disabilities B. Queue to employee a tour guide C. 'Interview' the tour guide D. Decide the tour guide	Tasks A. Visit the exhibition B. Pay the tour guide C. Give feedback
FEELING ADJECTIVE	User emotions A. Overwhelmed	User emotions A. Worried	User emotions A. Impatient A. Excited	User emotions A. Hopeful	User emotions A. Glad B. Relieved
IMPROVEMENT OPPORTUNITIES	Area to improve A. Better way to filter so much information	Area to improve A. Remind users when visiting date is coming	Area to improve A. Rent and pay deposit online	Area to improve A. Employee tour guides online B. Provide tour guides for people with a hearing impairment	Area to improve A. Review online

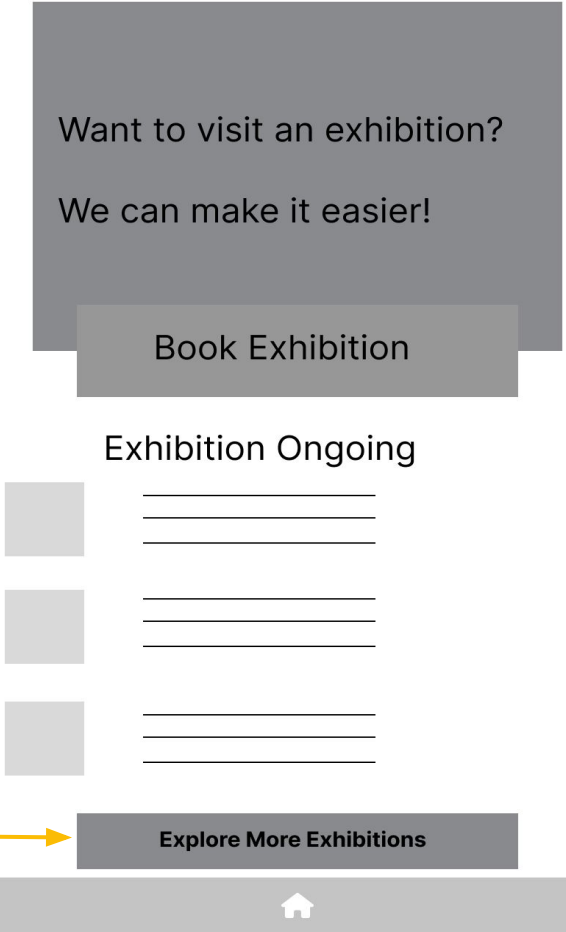
Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user paints. For the home screen, I prioritized a quick and easy ordering process to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

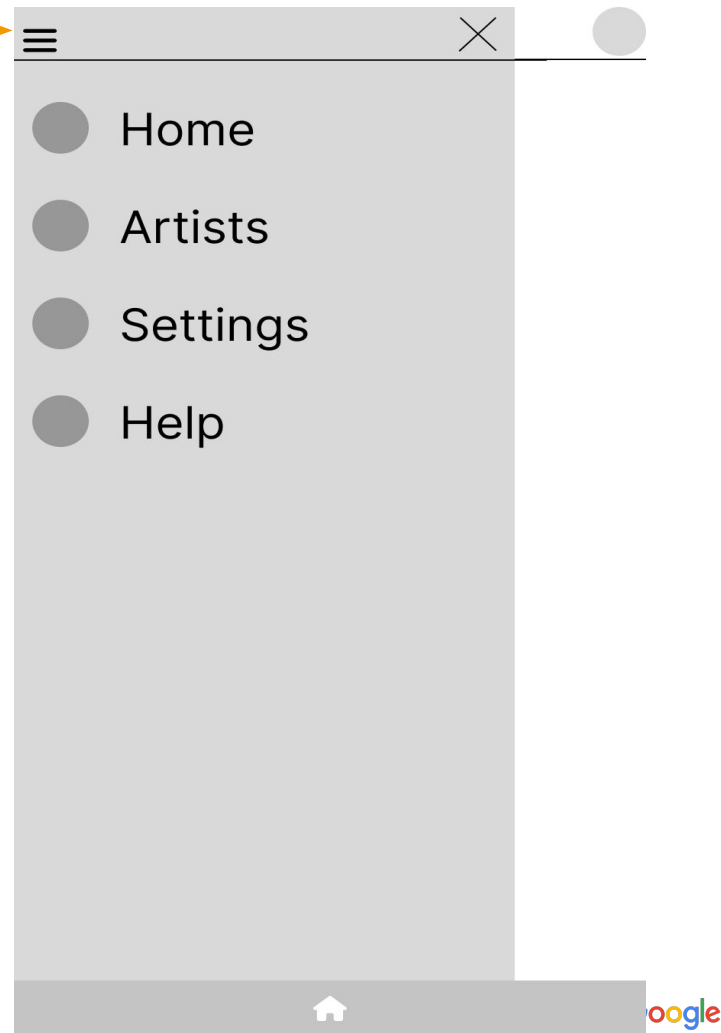


This button provides an easy option for users to explore exhibitions they like

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that is screen reader friendly.



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of finding and booking an exhibition, so the prototype can be used in a usability study with users.

View the Art Travel

[Low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups need refining.

Round 1 findings

- 1 Users want to sort search results by some options.
- 2 Users want to check shopping items when pay the order.
- 3 Users want to see reviews of visitors.

Round 2 findings

- 1 Users want to be reminded before the exhibition.
- 2 Users want to buy tickets for different age groups.


Refining the design


- Mockups
- High-fidelity prototype
- Accessibility


Mockups

After the usability studies, I added age group option which allows users to buy tickets for children and elderly at a discounted price. I also revised the design so users can book equipments based on their needs.

Before usability study



Book Tickets



Exhibition A

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley ofed it

Item	Num	Amount
Ticket	4 + -	\$20
Guide Equipment	2 + -	\$20
Total Amount		\$40


Cancel


Add To Cart


←

🏠

After usability study



Book Tickets



Exhibition A

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley ofed it

Tickets

Age Group	Price	Num	Amount
Adult	10.0\$	4 + -	\$40
Children	5.0\$	4 + -	\$20

Equipments

☒ Guide Equipment

2.5\$	2 + -	\$5
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Total Amount

\$65

Cancel

Add To Cart

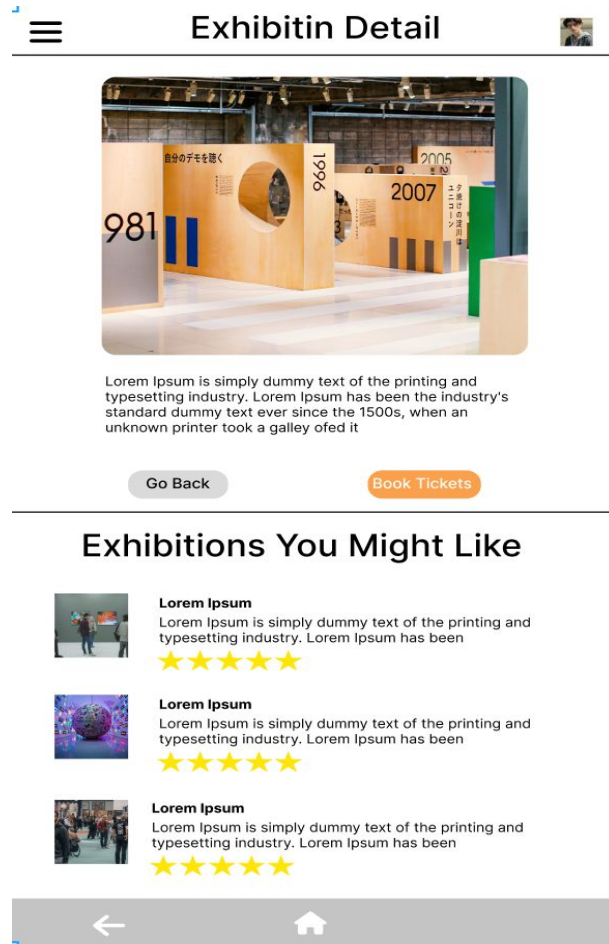
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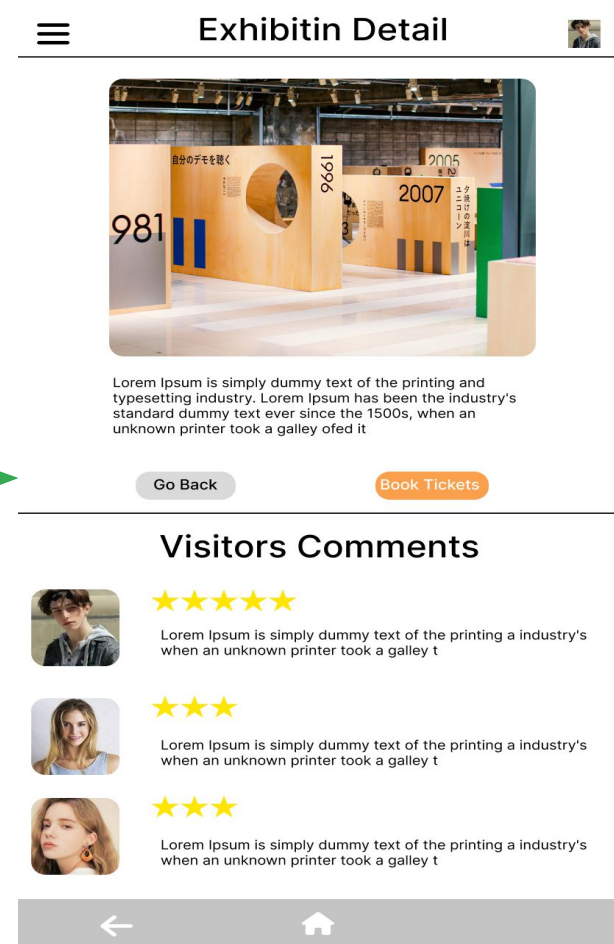
Mockups

The second user study, I replaced “Exhibitions You Might Like” with “Visitors Comments”, so users can decide book tickets or not based on comments.

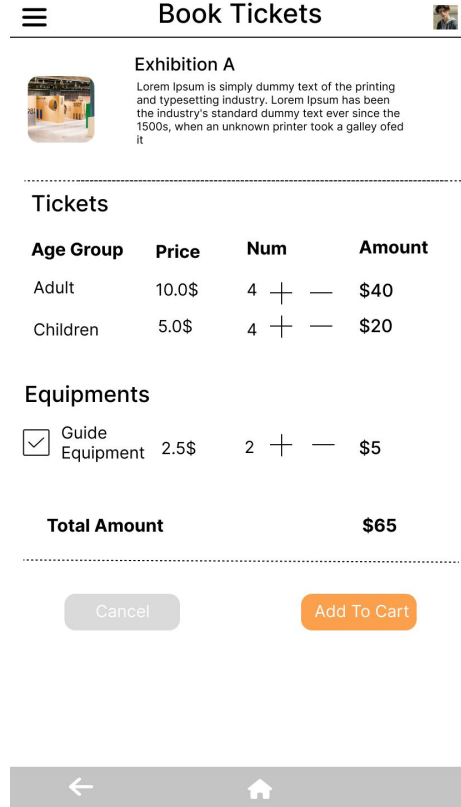
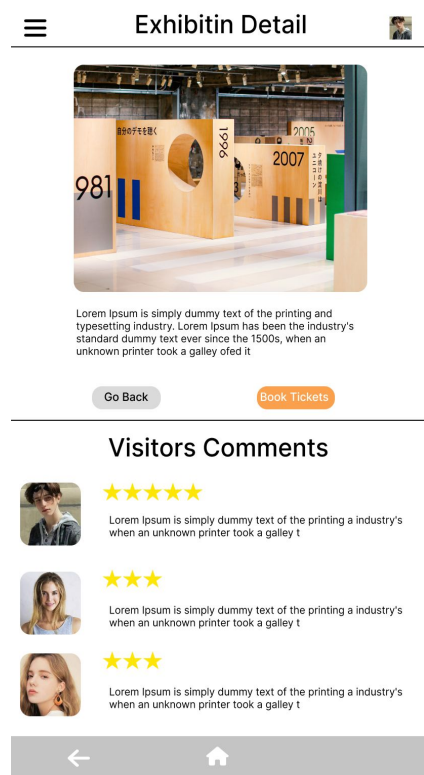
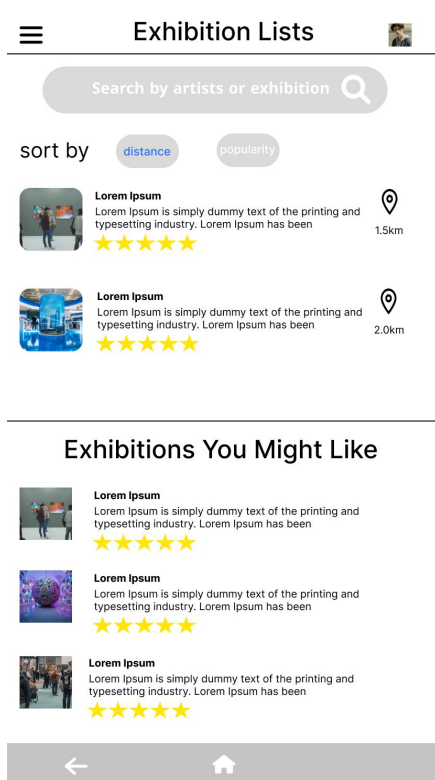
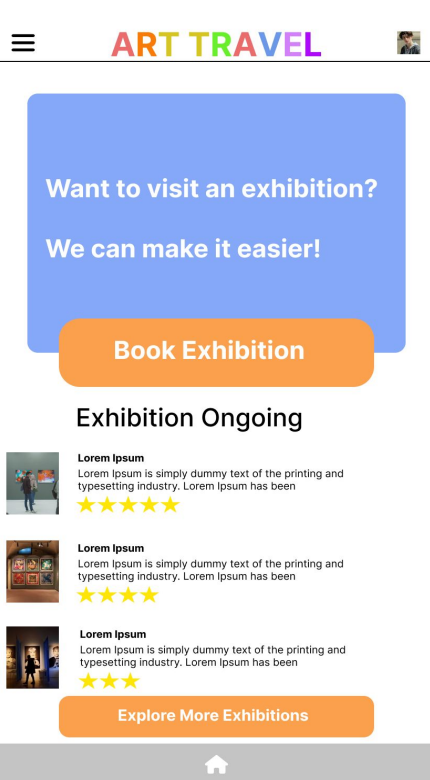
Before usability study 2



After usability study 2



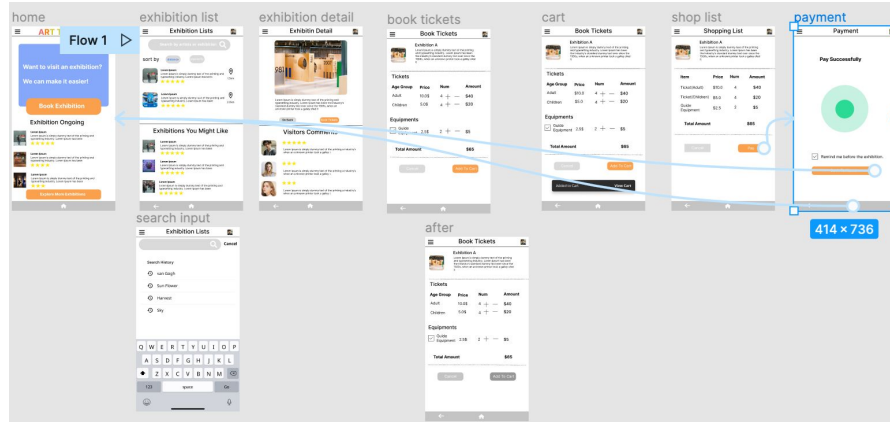
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for finding an exhibition, booking tickets and making an payment.

View the Art Travel App [high-fidelity prototype](#)



Accessibility considerations

1

Use icons to help make navigation easier.

2

Provide access to users who are vision impaired through adding alt text to images for screen readers.

3

Use detailed imagery and ratings for exhibitions to help all users better understand the design.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like the Art Travel App really thinks about how to meet users' needs.

One quote from peer feedback:

"The Art Travel App make it really easy and convenient to visit an exhibition. I would definitely use the app to enjoy the world of art"



What I learned:

While designed the Art Travel App, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Art Travel app! If you would like to see me more or get in touch, my contact information is provided below.

Email: 18721801848@163.com.

Website: <https://calarence.github.io/about/>