The Strategy Plane

What's culturally appropriate?

Users are going to be mostly millennial women, but also older people. They will have in common the passion for art and empowerment feminism.

What content type would be relevant?

The layout and the font used are going to be modern and at the same time sophisticated. Huge importance will have pictures, while the written content will be kept minimal. Informations are going to be essential, so users will reach easily important infos, but they will focus more on the emotional aspect that the graphic will suggest.

Why is this so special?

To reach new guests and entice people to come and visit the museum.

Why would a user want this?

Because it shows in a modern, minimal and joyful way what the concept of the museum is about. Users can get easily the basical infos they need before a visit.

What makes a good Museum experience?

● Knowing the upcoming exhibitions

● Be able to book the tickets

●Understand easily what the experience at the museum is going to look like

What does the user expect?

● *What is this?*

A sticky header with the name o the museum

- *Is this what I expected to see?*

Modern font and layout.

- *Does it offer what I want?*

Strong images will create emotional engagement.

- *Does it valuable enough to stay?*

The design and useful informations, with also a repeated call-to-action throughout the website, will encourage users to book a visit to the museum.

- *What actions can I take now?*

Follow the Museum's social media pages, contact the museum or book the tickets through a form, send a e-mail or make a phone call.

- *How do I contact someone?*

Using the form on the last page, sending a e-mail or making a phone call.

Opportunity/Problem	Importance	Viability/Feasibility
Create an online presence	5	5
Increase bookings	5	3
Show upcoming exhibitions	4	4
Connect on social medias	2	5
Display strong images	5	3
TOTAL	21	20

The project is quite balanced between Importance and Viability, so I will focus on all the aspects.