

VIRTUAL ART GALLERY

CASE STUDY | Craig Carter

UX/UI Product Designer

App Features:

- Easy access to over 300 exhibits
- Audio commentary
- Gallery floor plan navigation
- Gallery gift shop
- Special offers to members

DESIGN THINKING FRAMEWORK

Five-Step Methodology

For this project, I used the **5-Step Design Thinking Framework** to create functional and affordable solutions for real user problems.

The steps included:

Empathise: Understand users' needs via surveys and interviews.

Define: Outline user needs based on research.

Ideate: Generate multiple design solutions.

Prototype: Build early models to demonstrate functionality.

Test: Evaluate the product with user feedback.



USER RESEARCH

Interviews

To begin my research, I selected a diverse group of art gallery visitors for interviews, including various age groups, genders, and socio-economic backgrounds. I focused on potential end-users of the app and included individuals with specific needs, such as a dyslexic visitor.

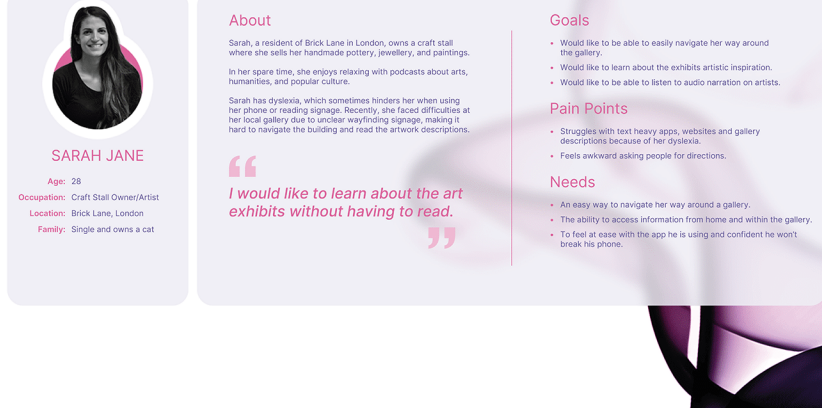
This approach helped me:

- Identify two age-based user groups with unique needs.
- Gain valuable insights for designing a product to enhance their art gallery experience.
- Address accessibility requirements.



EMPATHY MAPS

Empathy maps were formed using insights from UX research questions to understand users' needs and behaviours.



USER PERSONAS - SARAH

Two personas were created from research question answers and empathy maps.



SARAH JANE
Age: 28
Occupation: Craft Stall Owner/Artist
Location: Brick Lane, London
Family: Single and owns a cat

About

Sarah, a resident of Brick Lane in London, owns a craft stall where she sells her handmade pottery, jewellery, and paintings. In her spare time, she enjoys relaxing with podcasts about arts, humanities, and popular culture.

Sarah has dyslexia, which sometimes hinders her when using her phone or reading signage. Recently, she faced difficulties at her local gallery due to unclear wayfinding signage, making it hard to navigate the building and read the artwork descriptions.

“I would like to learn about the art exhibits without having to read.”

Goals

- Would like to be able to easily navigate her way around the gallery.
- Would like to learn about the exhibits artistic inspiration.
- Would like to be able to listen to audio narration on art.

Pain Points

- Struggles with text heavy apps, websites and gallery descriptions because of her dyslexia.
- Feels awkward asking people for directions.

Needs

- An easy way to navigate her way around a gallery.
- The ability to access information from home and within the gallery.
- To feel at ease with the app he is using and confident he won't lose his phone.

USER PERSONAS - DAVID

These two personas helped clarify target users' needs, goals, and behaviours for more user-centred experiences.



DAVID BAKER
Age: 75
Occupation: Retired Geography Teacher
Location: Manchester
Family: Wife, two grown children

About

David is a retired geography teacher who enjoys his retirement by visiting National Trust sites, art galleries, museums, and touring abroad.

Although he admits to lacking confidence with technology and sometimes relies on his grown-up children for help with computer issues or setting up his phone, he appreciates the benefits of technology when it's easy to use.

David's recent trip to a gallery left him wanting more detailed information about the artists he was looking at.

“I want a more accessible way to learn about art, both at home and in the gallery.”

Goals

- Would like to learn more about exhibits in his favourite gallery.
- To learn more about different art movements through history.
- Would like to be more confident with using apps on his phone.

Pain Points

- Disatisfied with information provided on display on exhibits.
- Struggles to find consistent detailed information about artists and art movements on the internet.
- Fears he will break something on his phone when using it.

Needs

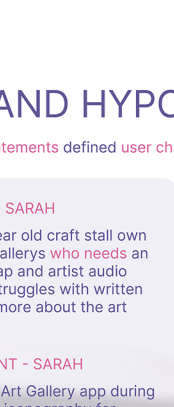
- Easy access to detailed information on exhibits.
- To access information both at home and in the gallery.
- To feel at ease using the app.

USER STORIES

User stories were created to define user goals and tasks, guiding feature development and prioritisation.

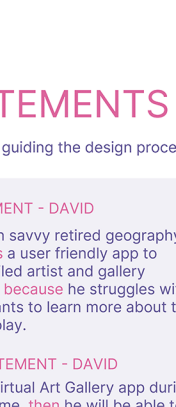
SARAH JANE

As a dyslexic 28-year-old craft stall owner who enjoys visiting art galleries, I want to have an easy-to-follow gallery map and artist/exhibit audio narration so that I can easily navigate around the gallery and learn about the artist without having to read detailed descriptions, making my overall experience of the exhibits much better.



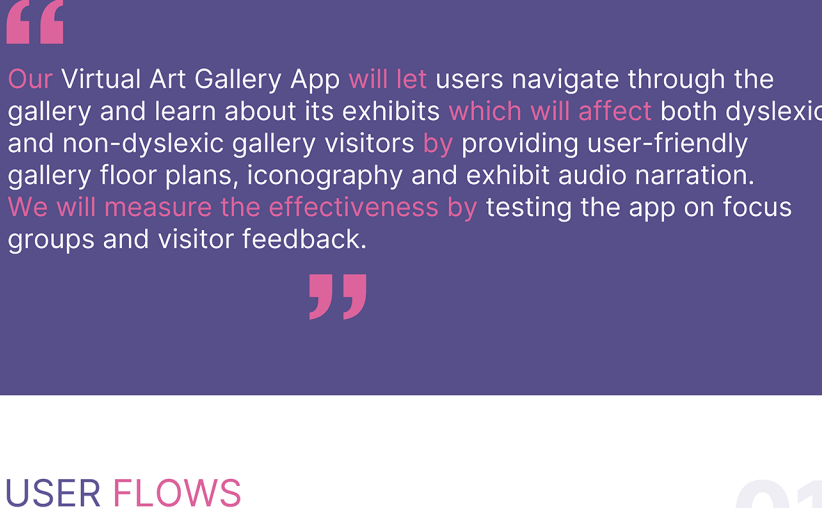
DAVID BAKER

As a non-tech-savvy retired geography teacher, keen traveler, and art gallery visitor, I want to easily access art exhibit information from both the gallery and home, so that I can deepen my knowledge about the artists and art history without struggling with complicated technology.



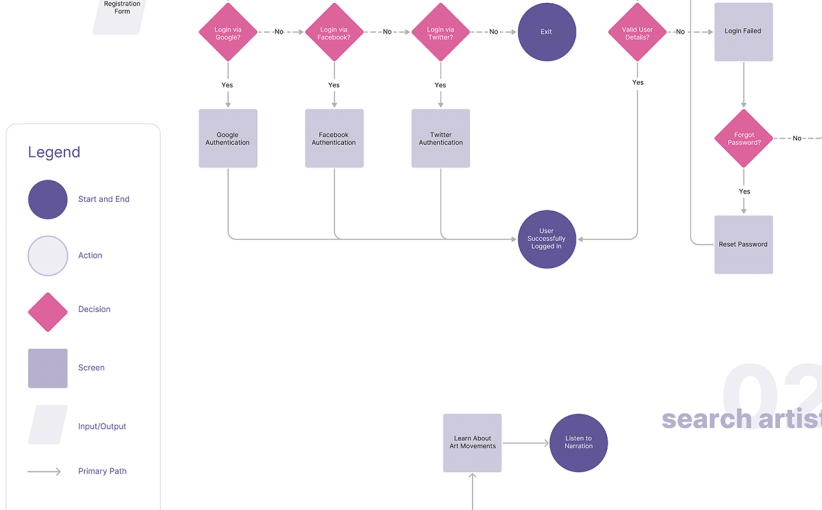
USER JOURNEY MAP - SARAH

User journey maps were created to visually represent the users' interactions and experiences of their gallery visit.



USER JOURNEY MAP - DAVID

These user journey maps identified pain points and improvement opportunities, enhancing the user experience.



PROBLEM AND HYPOTHESIS STATEMENTS

Problem and hypothesis statements defined user challenges and proposed solutions, guiding the design process.

PROBLEM STATEMENT - SARAH

Sarah is a dyslexic 28 year old craft stall own who enjoys visiting art galleries who needs an easy to follow gallery map and artist narration because she struggles with written text and wants to learn more about the art exhibits on display.

HYPOTHESIS STATEMENT - SARAH

If Sarah uses the Virtual Art Gallery app during her visit, which provides iconography for directions and audio navigation for exhibits, then she can easily navigate around the gallery and listen to audio on each art exhibit.

PROBLEM STATEMENT - DAVID

David is a non-tech savvy retired geography teacher who needs a user friendly app to easily access detailed artist and gallery exhibit information because he struggles with technology and wants to learn more about the art exhibits on display.

HYPOTHESIS STATEMENT - DAVID

If David uses the Virtual Art Gallery app during his visit or from home, then he will be able to access more consistent detailed information about each artist and art movement at his own convenience.

GOAL STATEMENT

The goal statement was created to clearly articulate the desired outcomes and objectives of the project.

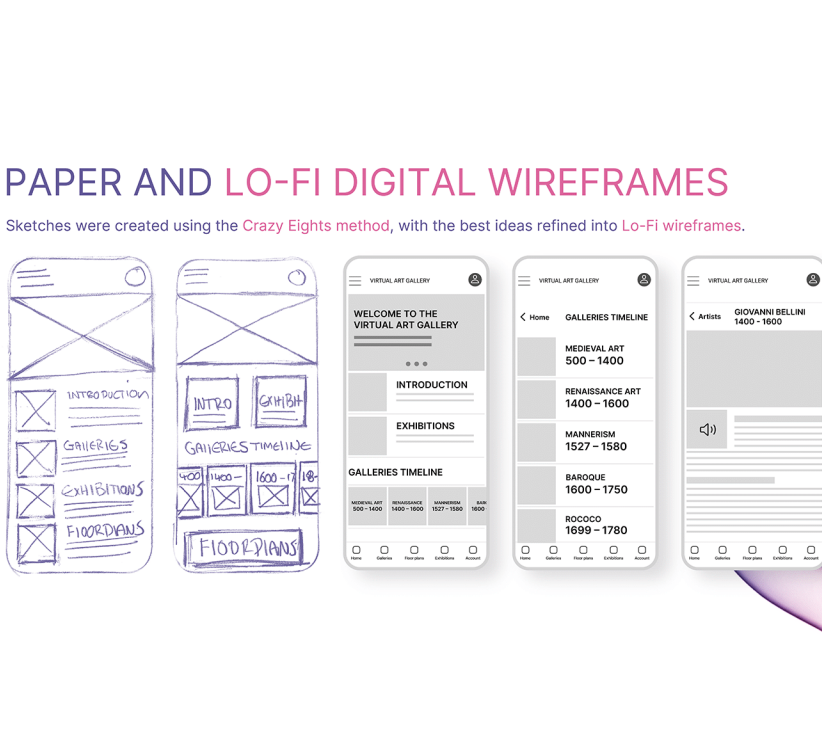
“Our Virtual Art Gallery App will let users navigate through the gallery and learn about its exhibits which will affect both dyslexic and non-dyslexic gallery visitors by providing user-friendly gallery floor plans, iconography and exhibit audio narration. We will measure the effectiveness by testing the app on focus groups and visitor feedback.”

USER FLOWS

01 User Login

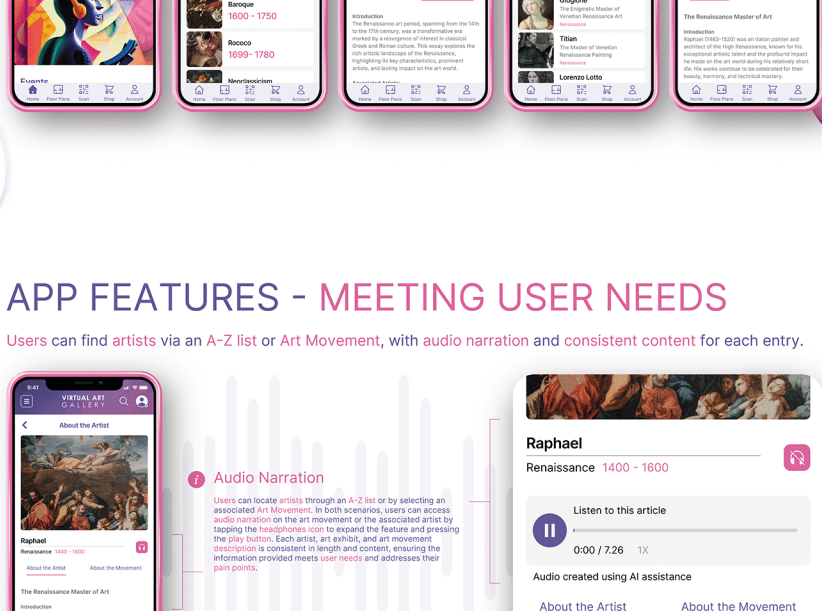
02 Search Artist A-Z

SITEMAP



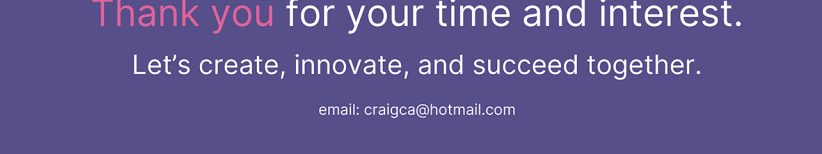
PAPER AND HI-FI DIGITAL WIREFRAMES

Sketches were created using the Crazy Eights method, with the best ideas refined into Lo-Fi wireframes.



HI-FI WIREFRAMES AND PROTOTYPING

Wireframes were refined in Figma using Atomic Design methodology, styles, and tokenisation to create prototypes.



Thank you for your time and interest.

Let's create, innovate, and succeed together.

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