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Group 6 Project 2
Museum Member Application

Executive Summary

Our team has been investigating the opportunity to develop a mobile app for museum members to help enhance their visitation experience and communications with their favorite museums. Ideally this app would also increase satisfaction with museum experience, and increase visitation rates and membership rates. This app could potentially incorporate personalized notifications, digital membership cards, and access to special benefits in order to help enhance these aspects of visitation. After exploring our root concept, we then developed a set of questions that would highlight our participants experiences with museums as well as mobile devices and apps and how these have impacted their day to day and decision making. We then were able to formulate 4 different personas based off of our interviews. From that, we were able to create requirements for the application based on these personas.

Summary of Key Research Findings
1. A museum app would be an added benefit of becoming a member, not a driving factor.
2. Cost of membership is high and not seen as a necessity for those who have heard of museum memberships. Some younger participants do not even know about membership options or benefits.
3. An app would be appealing if it provides meaningful content (ie. special events, discounts or location based information) and is not another resource to collect spam.
4. Participants are interested in an app or mobile device that would make their experiences more simple and provide more "bang for their buck" (ie. one app that provides access to multiple museums).

Summary of Design Implications and requirements
1. Artifact must support internal needs to increase member engagement as well as user requirements of simplicity
2. Notifications must be personalized and incorporate targeted, pertinent information only, based on location, and interests. The app must help increase awareness about museums and their offerings.
3. Consider partnering with supporting institutions to allow one app to be used at multiple different museums.
4. Layout and design must be sleek, modern and usable for multiple age ranges and abilities with mobile apps.

Process Overview

Each team member selected 2-3 participants to participate in a 20 question interview. Our participants were a selection of museum members and non-members, some of which were people that we knew personally. We each asked our participants and potential users 20 questions on their knowledge, habits and interests in both museums and applications [*See*

Appendix for interview questions]. We received informed consent from all of our participants before capturing any data, by letting them know that their contributions would be utilized for this study, and we would remove any identifiable personal data. We went about our interview process in a few ways. Ferando, Alexis and Rebeka interviewed people in person or over the phone. Alexis included a person she knows, while Anna created a survey to gather a few extra responses [*See Appendix for link to survey*]. We then combined all of our answers and findings into one document and found 4 distinct personas that we identified as potential users of our application.

Requirements.

Based on the stories of our personas, we were enabled to establish a list of requirements for our mobile app:
1. The ability to purchase tickets and memberships to multiple museums in the area
2. Personalized information about upcoming events and exhibits based on preferences
3. Location services, maps and guided tours
4. Cool, modern design, functional, easy to navigate layout. Accessible for all types of users.
5. Price transparency along with a list of benefits and museum mission information

Personas and Design Scenarios

We came across a variety of personas who would be potential users of our app. We were able to personify a student, a young professional, a working mother, and an older male professional. Each of these individuals have different needs and expectations out of a museum application. We believe that for this application to be successful it needs to be able to successfully appeal to as many of these users as possible. This would secure the participation and continued usage from not just the current museum members but also from the younger and more technologically savvy generation.

Young professional

Fictional Name: Mark Gallegos
Job title/major responsibilities: Graphic Designer
Demographics:
· 24 years old
· Single
· Bachelor's degree in Graphic Design
Goals and tasks: Highly creative individual. Very concerned around aesthetics and user satisfaction.
Spends his time:
· Designing graphics for websites and publications
· Communicating with clients and team members through email and other electronic means of communication
· During free time enjoys exploring the city with friends and participating in current cultural or artistic events.
Environment: While he is reliant on computers and technology in order to perform his work duties, he does not have the need to be connected 24/7. He utilizes a computer and design software daily at work. He also enjoys gaming and is part of various social networking sites.

Accesses the web mainly through a PC but also utilizes his phone apps for convenience during the day. Most of his banking, shopping, and other menial interactions are handled online. He is in touch with current design and art trends and enjoys visiting museums from time to time.
Quote: "Let's try this out and see how it looks"

Requirements related to Mark Gallegos
Desired Features: Cool design, easy to navigate, personalization, variety of options for events and exhibits, price information transparency.

Mark is a native user to technology and would comfortably navigate through an app, but would prefer one with a creative, modern design. This app would be fun because it will encourage users like mark to interact with the museum in a way where they will be able to learn about it before they even visit. Mark is very interested in technology and does not have time for content that doesn't relate to his interests, so our app will utilize software to learn more about mark as he uses the app to help bring forward pertinent information. Mark is interested in doing fun new things every weekend, and would utilize our app in order to learn about different museums events and exhibits in his area using our map and locator. Mark appreciates transparency and few obstacles in his process, so all of the important details including price will be clearly labeled.

College Student
Fictional Name: Hannah Gutierrez
Demographics:
· 18 years old
· Single
· Working on bachelor's degree
Goal and Tasks: Main goal is to make friends and pass her college classes. Enjoys spending time with friends and participating in various clubs such as dancing, hiking, etc. Seeks new experiences and is in touch with what is going on in the city through social media.
Spends her time:
· Working part time as a tutor to obtain some extra spending money
· Does not have much of a work experience before college
· Enjoys artistic events and opportunities to share a selfie online
Environment: She is surrounded by technically savvy friends and fellow students. Utilizes her phone 24/7 and has an active presence online in social media apps such as Instagram. Follows the lives and activities of various idols and enjoys sharing her life online. Does not own a laptop or PC, does all her schoolwork in her iPad or smartphone. While has utilized a smartphone for most of her life, she has no interest in the technical functionality of the machines. Instead, she enjoys the benefits and convenience that they provide.
Very interested in current fashion, idols, artists and follows current trends. As such, enjoys going to museums and taking pictures of and with interesting artwork.
Quote: "Why do I have so much homework?"

Requirements Related to Hannah Gutierrez:

Desired features: Easy to use, more information about museum membership benefits, centralized access to museum communications, shared schedule between museums, ticketing feature for buying electronic tickets

Our proposed design based on the creation of a museum app where visitors can conveniently access museum information, obtain details about the membership programs, and buy tickets will be a perfect fit for Hannah Gutierrez's lifestyle. Her personal needs of electronic communication, centralized scheduling and online ticket purchasing have all been taken into consideration when formulating the requirements for our design.

We believe that the convenience of a mobile app will match perfectly with Hannah's lifestyle as a student. Using this app, she will be able to effortlessly track the available exhibitions and purchase tickets with the tap of a few buttons. All the communications will be received electronically within the app, saving her time when trying to find out what exhibitions are being offered and if any interesting exhibitions are coming soon to a museum nearby. With the application she will also be clearly informed about all the details regarding membership and its benefits. This will make it easy for her to evaluate whether signing up for the membership is a good idea based on her budget as a student. Lastly, being able to access the calendar that showcases all the event being offered amongst the local museum, will encourage her attendance to not only her favorite museums, but also other museums that she may not have been normally interested in. The possibility of purchasing discounted tickets for shared exhibitions or a day ticket that covers multiple museums via the app will certainly be very useful for her, when taking into consideration her budget as a student and ample free time during her breaks.

Mother
Fictional Name: Caryn Albo
Demographics:
· 45 years old
· Married with children
· Teaches kids

Goals and tasks
· Main goals are to spend enough time with her kids as well as giving enough energy to her classroom children. She enjoys taking the kids out the movies, zoos, museums, anything that gets them away from the television.

Spends her time
o Teaching, doing yoga and Pilates, finding fun new recipes for the kids, and taking the kids on adventures.
o Does not have a lot of free time, also on a bit if a budget as a teacher with 3 kids.

Environment: Caryn is usually surrounded by children and utilizes her phone a lot. She uses Pinterest to find new creative ideas, google to find kid friendly events, food delivery apps to order food, and other services like dry cleaning apps that allow her to have as much free time as possible. She even uses it to let them play games during long car rides, etc, and considers it a lifeline. She is interested in finding new things to do with the kids.
Quote: "What would you kids like to do this weekend?"

Requirements Related to Caryn Albo

Desired features: Clear ticket prices and differences in cost, ability to purchase and keep tickets on her phone, more information on exhibits.

Our museum application would allow Caryn to conveniently look up what exhibits are currently open at various museums, purchase tickets on her phone with a clear understanding of what is and is not included in the ticket price, and to easily schedule her trip to one or more museums. As a mother who is always trying to do new things with her kids, she requires ease of use and a centralized place to keep all of her information. Notifications of new exhibits will keep her updated and give her clear prices, something that is important when budgeting for three children.

Middle-aged Professional
Fictional Name: Jeff Riebart
Job title/major responsibilities: University Biology Professor
Demographics:
·   46 years old
·   Single
·   Graduate degree
Goals and tasks: Highly creative as well as technical individual. Works in a university setting, but has a number of creative hobbies.
Spends his time:
·   Teaching Biology at a university
·   Participates in biology research studies at the university
·   Going dancing 1 night a week
·   Loves history
·   On weekends or other free time enjoys hiking and photography.
Environment: Jeff is reliant on technology for work purposes, and has social media accounts, but prefers to disconnect from technology as much as he can during his free time. He uses mobile apps for convenience, such as banking, scheduling, and keeping up with friends that have different schedules. He keeps a very busy schedule, both at work and on his days off. He loves learning new things, and enjoys going to museums for this purpose. He enjoys both the technical and creative and so would love a membership that would allow him to go to a few different museums a month.
Quote: "The more you're willing to ask, the more you're going to get out of it"

Requirements Related to Jeff Riebart:
Desired Features: Ability to purchase tickets, interaction with exhibits, information about exhibits, and location-based map of the museum.

Our museum app would allow Jeff to get notifications when exhibits he's interested in are open, purchase tickets on his phone with a clear understanding of all costs of the exhibit as a member and non-member.
While at the museum, the app would provide additional details about the exhibit of his choice while viewing it. Jeff likes to learn everything he can about exhibits he's interested in, so additional information outside of the posted signage would be extremely interesting to him. He normally researches aspects of the exhibit he finds interesting on the internet after leaving the museum. Not having to do this additional research separately would be very convenient for him. It would also include a location-based map of the museum to enable him to navigate the

museum easily to find the exhibit he's interested in, and to find other things on his route he might be interested in.

Jeff doesn't follow paper maps very well, and so an interactive, location-based map would be extremely helpful for him.

Appendix Materials

Appendix includes process details (e.g. questions, individual notes showing proposed solutions and other contributing materials. Also include how individuals contributed to the project.

Alexis: The biggest issue I believe would be the lack of knowledge behind the benefits of becoming a member. It seems customers aren't sure what the difference is between a regular ticket and a members ticket. My solution to this would be a clear visual of the added member benefits. Example Scenario: Someone is using the app to purchase a regular ticket. The ticket price is clearly listed along with bullet points of what features and exhibits are included with that ticket. As a pop up, or possibly below, would be something like "Would you like to become a member for +$X? Members can:" with more bullet points of the added benefits of being a member.

Rebeka: I think the awareness aspect is something that we all are interested in focusing on. Which would mean we aren't specifically focusing on current museum members- but potential members or visitors. So people who do not frequently visit Chicagoland museums but have an interest- their issue is not knowing which museums to attend, what the prices are, where they are etc. (I know this is more for the next project) but My idea would be to develop something similar to Class Pass for gym memberships - but for museums. Where you can have one subscription but access to multiple places- which then can provide more information about how to enhance your support to a specific place? There is something similar out there called City Pass but that is not a subscription, it is kind of like a one time thing focused on tourists. One big key in gaining membership is simply getting people in to visit- so we definitely want to consider options to drive visitation, and provide targeted, personalized information. So we would need something that would either geo track or have a nicely laid out profile setting where people can add in their location and interests.

Anna: At least half of the people I interviewed were aware of the benefits of becoming a member, but decided not to do so because they didn't feel that they visited one specific museum often enough to make it worth their while. This could be due to a lack of knowledge about all member benefits, but another suggestion was to create a hybrid membership they could use to access member-benefits at one museum of their choice each month.

I agree that a visual display of all benefits of membership would be helpful for this app, but I know I personally try to close pop-ups as quickly as possible.

We could display a ticket price, and what is included (exhibits, etc), then when a user clicks on the ticket for more detail, we could display that this ticket price is available to museum members, and becoming one entails: ...xyz, and these are all the other perks you get: "xyz"

Before adding the ticket to the cart, (if they selected a full price ticket) have the user check a box that says something like Yes, I'm sure I don't want to: "save $x off my ticket today", "get my ticket for free today", etc. with an option, "tell me more about how to get free tickets" that would link to the membership sign up page.

Another idea mentioned in user research was an interactive map linked to the users location to help them explore and find their way around the museum. If they are near a members-only exhibit they could get a push notification that "they are near 'x' exhibit, it has: 'xyz' would they like to upgrade to a membership now and skip the line to see it?"

Fernando:
Based on the interviews I conducted during the persona creation phase, I believe that there are two main issues that the subjects pointed out as part of our investigation. The first one is the lack of a centralized way of accessing information related to their favorite museums. While each museum does have a website and they advertise some of their upcoming exhibitions, there is no easy way to compare the dates between multiple museums. This makes it very difficult for visitors to plan ahead and schedule visits to their favorite museums and their exhibits.

There are multiple ways to address this issue, but the one that I recommend would be for museums to share their schedules with each other. Then, a combined calendar would be published online or via each of the museum's mobile apps. This would serve as cross-advertisement allowing for tourists and museum enthusiasts alike to know all the museums and exhibits available at a given time around the city. Having this information available in a centralized and easy to consume fashion would make planning a breeze.This calendar would contain each of the museum's individual exhibits and their genre. It would contain all the information in an intuitive fashion and would allow the visitor to filter by exhibit/museum type, nearby areas, price, etc. This centralized calendar could also be utilized by the museums themselves, to organize joint exhibits and discounts, further integrating the museum community and the experiences they offer as a whole.

The second problem that I noticed was the fact that many museums are not taking full advantage of today's technology with regards to ticket purchasing and validating. While some museums offer tickets via email and other do have their own ticketing apps, not all of them take advantage of this and a lot of people still today have to queue up to buy physical tickets. Even when ordering electronic tickets, the way in which the museums check the ticket validity is still very slow, requiring an employee to physically scan a ticket and therefore still creating long and slow queues. Embracing technology to the fullest would heavily alleviate this problem. Using automatic vending machines that sell physical tickets at the entrance of the museum, while at the same time encouraging electronic tickets by selling them at a discount through a mobile app would minimize queues on ticket purchase. A mobile ticketing app can even be used to validate student status for any student who wants to purchase tickets by gathering the student's information electronically via a picture of their student ID instead of requiring them to physically bring on every visit. Also, installing electronic gates or turnstiles that quickly validate both physical and electronic tickets would minimize queues on the entrance/validation side.

As an example, a young student's visit would go as follows: First the student would take a picture of his/her Student ID and purchase discounted student tickets electronically via the museum's app. Then, the student would arrive at the museum and without requiring any unneeded interaction he/she would proceed to scan the ticket at the electronic gates and enjoy their trip at the museum. Museum staff would still be positioned at key areas near the entrance in order to provide information or assistance to anyone who needs it. They will be willing to help instruct older visitors on the ticket purchasing process and provide exhibition information and recommendations to anyone who approaches them. This would create a more pleasant and

expedite experience that would skip most queues and cater to both young technology loving people and older customer experience minded people alike.

Individual Contribution: We each came up with a design solution and then consolidated them. Anna wrote the requirements and we each chose a persona to relate the requirements to.