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Group 6 Project 3
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 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.

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. 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

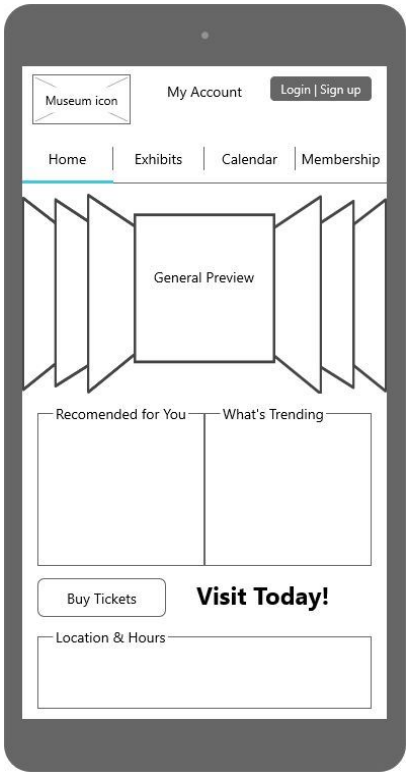
Wireframes and Scenarios

Individually we created various wireframes utilizing different methods of development based upon the agreed upon requirements from our personas [see Appendix]. From this exercise, we compiled a single design that encompassed aspects of each of our individual wireframes, which includes all of the requirements. This wireframe includes a navigation tool to flow through different main pages, the home page, an exhibits page, a membership page and a calendar. There are also capabilities to login and view your profile. These pages include personalized content and information based on the users interests and location. It is clean, minimal and includes large call to actions that ensure improved usability.

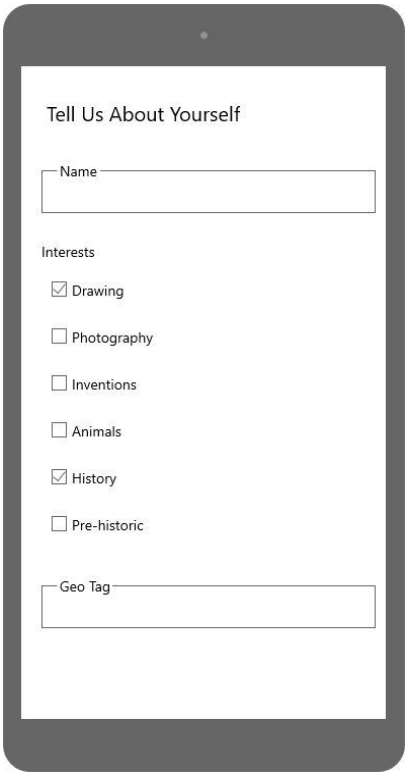
- The Homepage shows a slideshow preview of the museum and its features, it has an area that shows the upcoming events and any relevant news.
- The Sign-In | Register button allows the user to either log in to his account or register for a new one. Once the User has signed in, he can manage his account by going to the My Account page from the Homepage. There the user can manage his personal information, payment details, student status. He can also see all of his purchased tickets and their QR code, and any news/messages from the museum.
- The Exhibits page will show a video preview of the current major exhibits. It will also show information and pictures related to other upcoming or minor exhibits.
- The Calendar page is composed of a calendar that the user can interact with in order to get information related to upcoming events and exhibits for all the museums in the area.
- The Membership page contains all the information related to the Membership programs for this museum. It showcases all the different membership types, their cost and benefits.
- The Tickets page is accessed in order to purchase a ticket for the museum. It allows for the purchase of various types of tickets such as Regular, Student, Weekend, etc. Here you can get all the information related to the types of tickets, define the desired quantity and purchase them.

Design Scenario 1: Caryn Albo is looking to take her kids to the museum of science and industry this weekend. She completes sign up and is taken to the “tell us about yourself” page where she can select the types of activities and interests she has. Once she selects a certain museum, she is taken to that museums page. Here she can see a brief overview of what is happening at the museum and recommendations based off of her interests. She can get a better idea of what each exhibit has to offer through the exhibits page, and she can also check out the calendar where she may find that children are ½ price this weekend! Once a date is selected she can purchase tickets, and she can either select which ones she is sure she wants, or select a few to compare. The comparison page will show the differences between each ticket price and default to showing what the benefits of being a member would be as well. On the day of her visit, she can easily access her virtual tickets for her and all her children to scan at the entrance. She can use the map to select which exhibits she will be going to and plan the easiest route to avoid lengthy routes or hopping around from different sides of the museum. She can also use it to direct her to the nearest bathroom in case her kids have got to go!

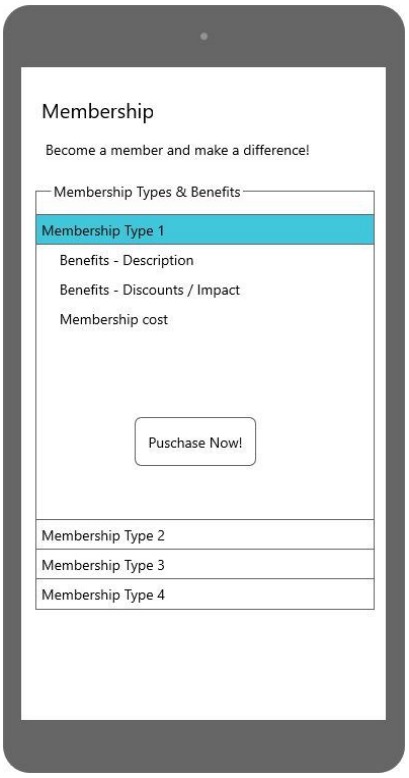
Design Scenario 2: Mark Gallegos spends much of his time playing video games or working on personal graphic design projects, and browsing the internet. He learns about our museum app through social media and is interested in the concept, and trying something new. He downloads the app to his phone and is familiar with the subscription type services offered and has grown to expect all of the necessary information to be in one place. Using our events page, he was able to learn about some of the museums in the area and was able to discover upcoming events near him such as beer tastings and live performances of local bands. He creates a profile and is able to add his interests and location, which he knows will create a more personalized experience for him. The calendar aspect of the app is really useful for him so he can plan his weekends and share information with his friends. He purchases tickets to events through the tickets page and is easily able to access them upon arrival of the museum.


Museum icon
My Account
Login | Sign up
Home
Exhibits
Calendar
Membership
General Preview
Recomended for You
What's Trending
Buy Tickets
Visit Today!
Location & Hours

Login | Sign up
Username/email
Password
Forgot password
Login/Sign up


Tell Us About Yourself
Name
Interests
Drawing
Photography
Inventions
Animals
History
Pre-historic
Geo Tag

Exhibits
Latest Exhibit Preview
Upcoming Exhibits
Exhibit 1
Exhibit 1.1 - Image & Description
Exhibit 2
Exhibit 3
Exhibit 4


Membership
Become a member and make a difference!
Membership Types & Benefits
Membership Type 1
Benefits - Description
Benefits - Discounts / Impact
Membership cost
Puschase Now!
Membership Type 2
Membership Type 3
Membership Type 4

Calendar
Mar
2014
S M T W T F S
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31
Event Information
Buy Tickets
Buy tickets for selected date!

Tickets

Ticket 1

Regular Ticket

Regular Price | Member Price

Number of Tickets:

Add to Cart | Compare

Ticket 2

Student Ticket

Regular Price | Member Price

Number of Tickets:

Add to Cart | Compare

Ticket 3

Weekend Ticket

Regular Price | Member Price

Number of Tickets:

Add to Cart | Compare

Become a member and get special discounts!

Become a Member!

Home > Tickets > Compare

Ticket Comparison

	Regular	Student	Half Member	Full Member
1/2 Price GA		☑		
1/2 Price Exhibits		☑	☑	
Free GA			☑	☑
Special Exhibits Included				☑
Member-Only Events				☑

User Account

Personal Information

Name, Address, Payment Method, Account Type

Purchased Tickets

Ticket 1 - 01/07/2019

Ticket 2 - 01/07/2019

My Museums

Messages/Communication

Museum messages, offerts, alerts

Home > Account > My Museums

My Museums

Museum of Science and Industry

Art Institute of Chicago

Recomended for You | Upcoming Events

Home > Account > My Museums > Art Institute

Art Institute of Chicago

About the Museum

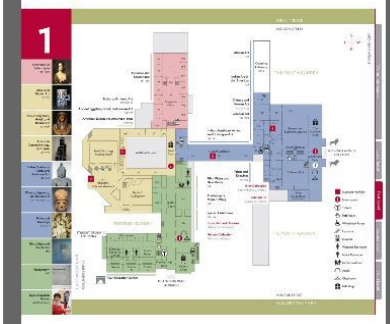
Current Exhibits

Museum Map

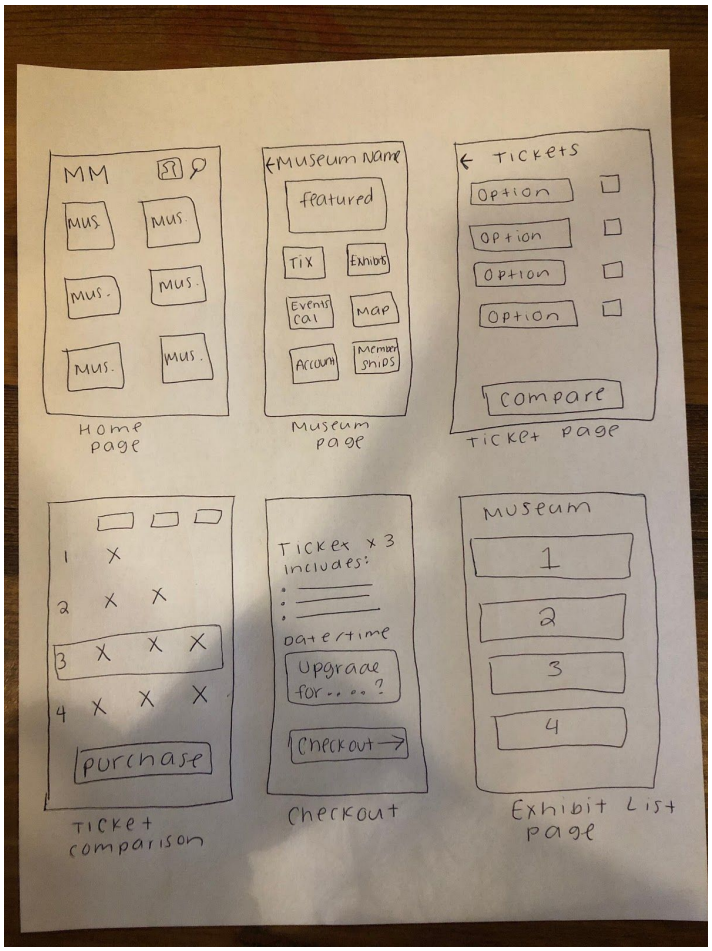
Recomended for You | Upcoming Events

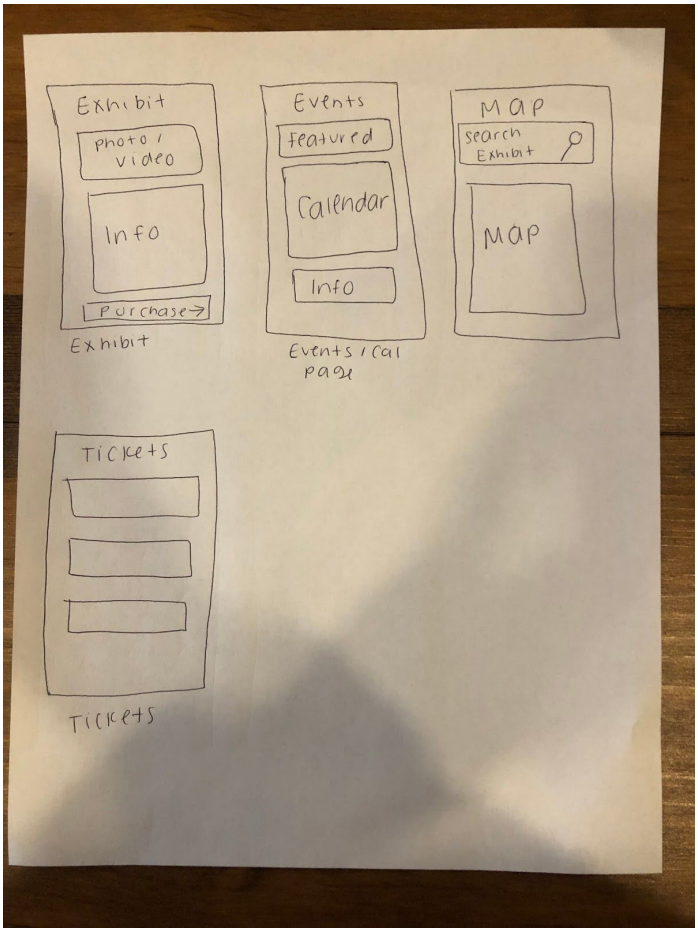
Home > Account > My Museums > Art Institute > Map

Art Institute of Chicago Map

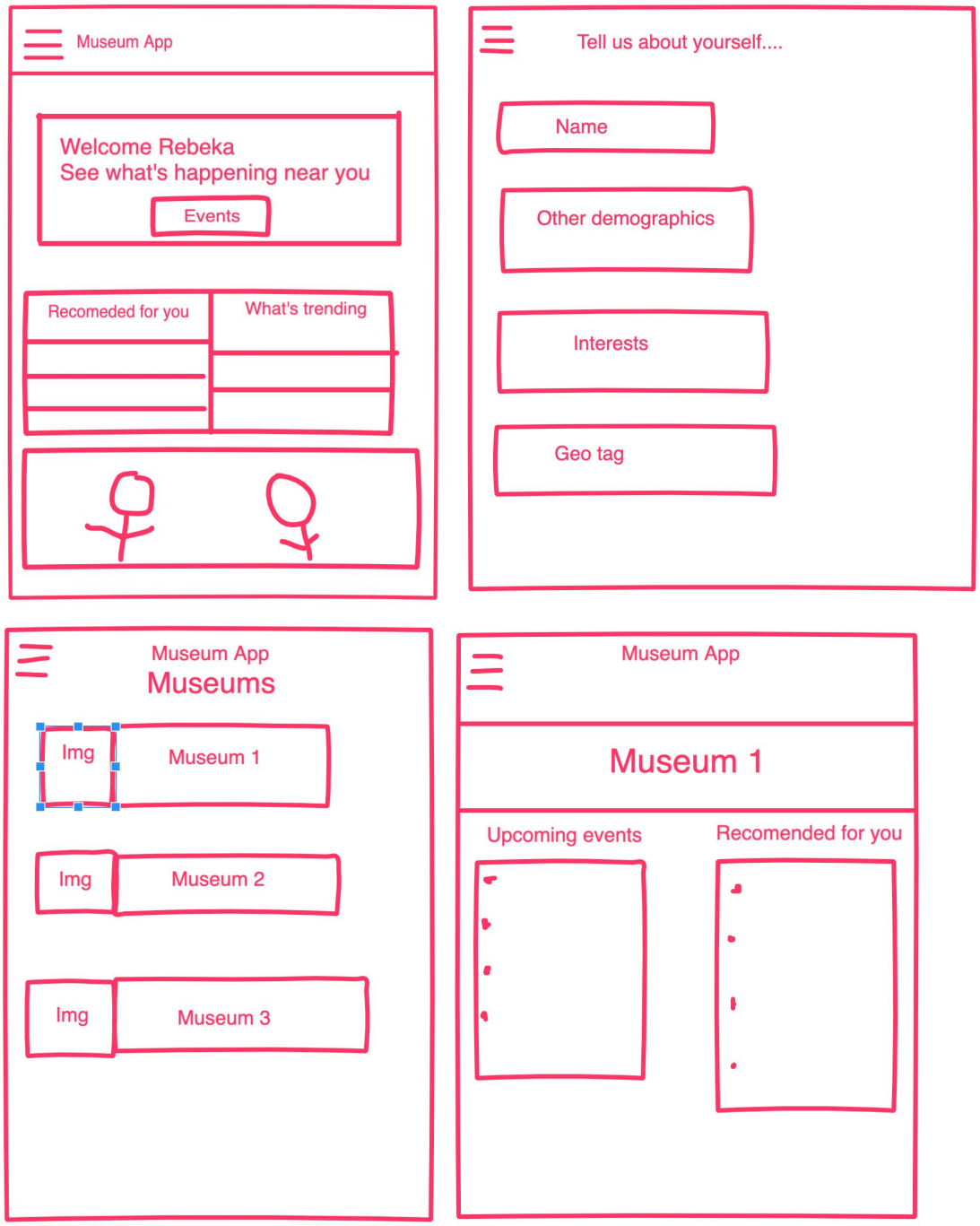


Appendix:
Alexis:





Rebeka:



Anna:
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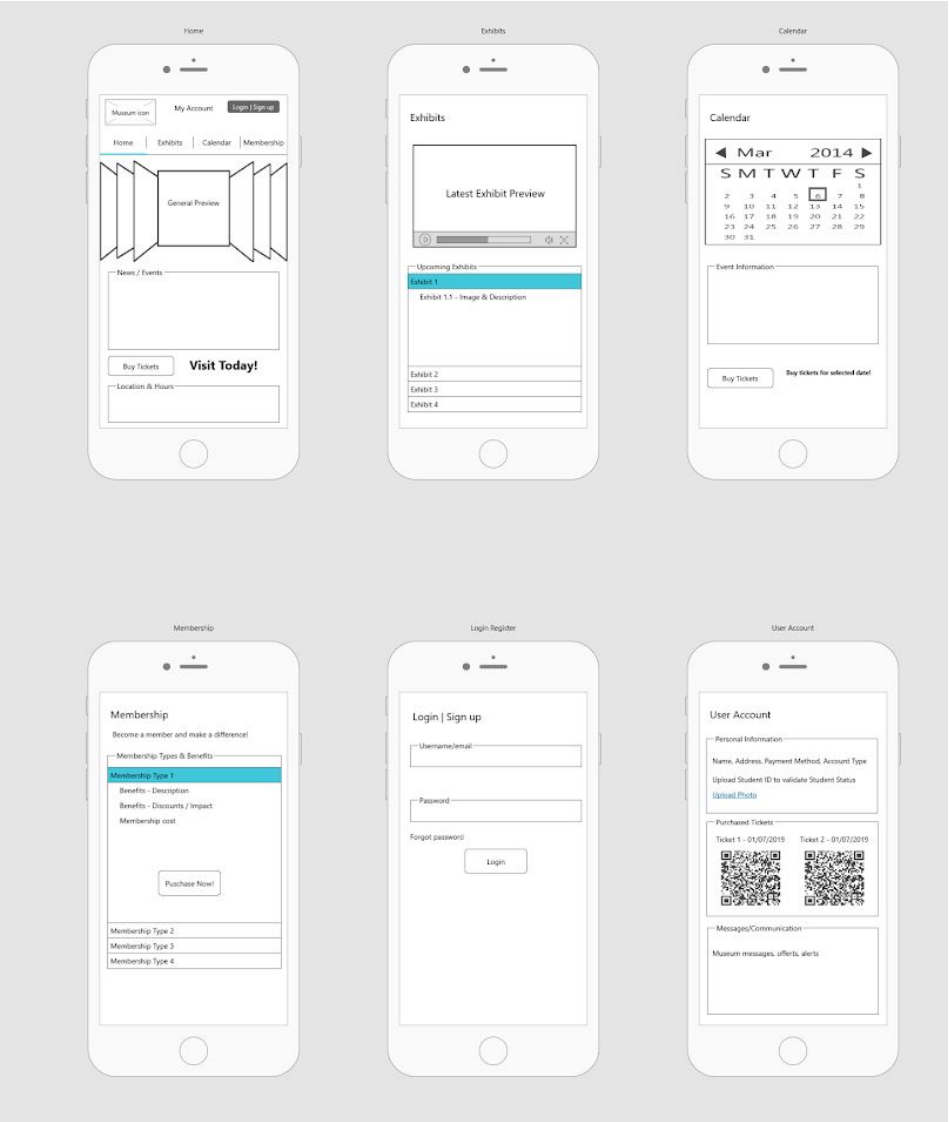
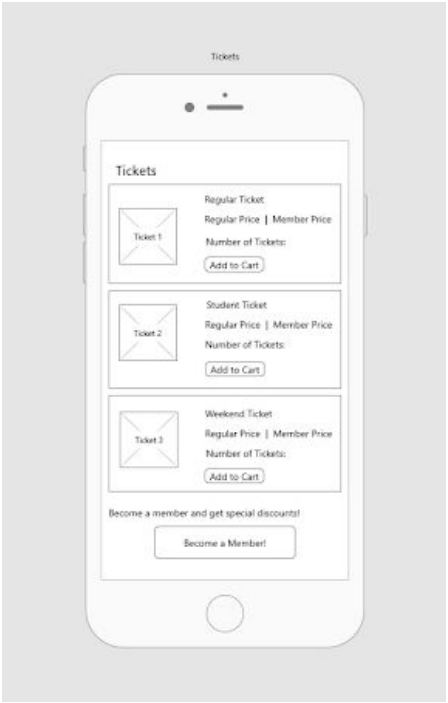
Fernando:





Individual Contribution: We individually created wireframes based off of the requirements decided upon by our personas. To develop the wireframes we individually utilized different methods including pen and paper and various online softwares. After this, Anna consolidated our similar designs into a single wireframe. Rebeka finalized the report. Fernando discovered a free software for us to use and helped improve the final design. Alexis organized communications between team members, set deadlines, consolidated the report and wrote a design scenario.