

Artist Bio App for an Art Gallery

Diana Kadzo

Project overview



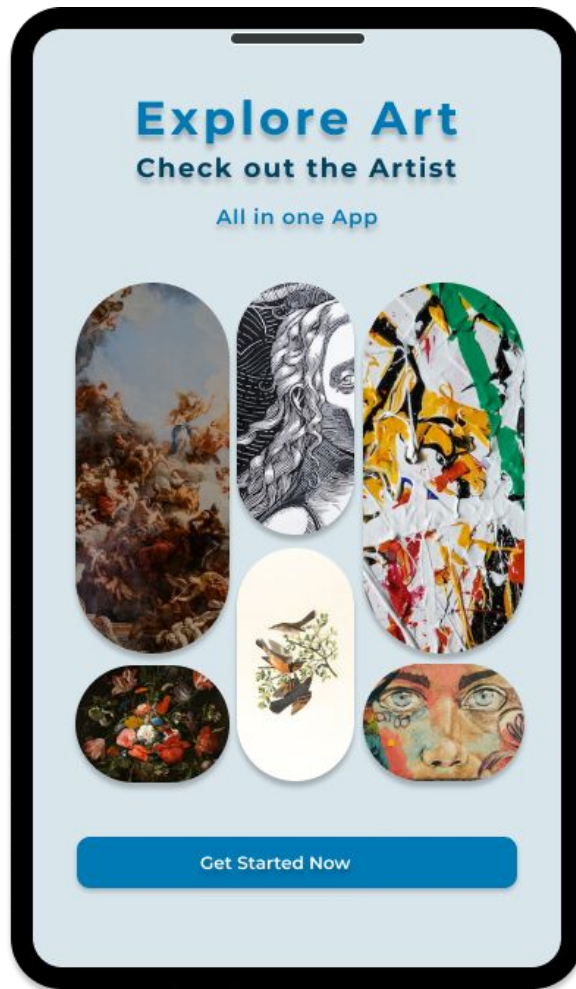
The product:

We are creating a new app to help people find and access artist bios for artists who exhibit in and whose collections are in Cooper's Art Gallery.



Project duration:

January 2023 - March 2023



Project overview



The problem:

Art lovers at an art gallery need a way to access information about the artist of an art piece without having to ask the attendees who may not be able to attend to and answer the questions of every single art gallery visitor. The art lover may also fail to keep up with or remember all the information all at once and more often than not have limited time at the gallery.



The goal:

Creating an app to help people find and access artist bios for artists who exhibit in and whose collections are in Cooper's Art Gallery.

Project overview



My role:

UX designer designing an app for the Artist bio app for an art gallery from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, 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'm designing for and their needs. A primary user group identified through research were adults in the academia, writing, art and research fields who for different reasons want to know more about the artist and art than what is presented during an art exhibition in Cooper's art gallery.

This user group confirmed initial assumptions about Cooper's art gallery, but research also revealed that some of the factors limiting users having an optimal experience at Cooper's art gallery are too little information than expected, too much information to recall after they leave the gallery or accessibility issues that prevent them from accessing the information they consider relevant to their experience.

User research: pain points

1

Time

Working adults are too busy to spend too much time at an art exhibition

2

Accessibility

Art galleries are not equipped with assistive technologies

3

Information Architecture

Text-heavy artist bios in an art exhibition are often difficult to read

Persona: Name

Problem statement:

Joseph is a physically disabled teacher who needs subcontext about an artist because it helps him understand the art and artist better.



Joseph Karisa

Age: 40

Education: History Major

Hometown: Kwale

Family: Married

Occupation: Lecturer

"You have to learn in order to teach. Show them an example of loving to learn."

Goals

- To instill motivation to learn.
- To be a good example to my student and my family.

Frustrations

- Limited physical infrastructure to support my mobility when trying to access information in physical archives and sources like museums and galleries.

Joseph is physically disabled and uses a wheelchair. He is drawn to history and culture and enjoys learning more about it. He loves visiting museums and art galleries because he feels it helps him recognize other viewpoints. Joseph get sentiments of exclusion within exhibits due high counters, and his inability to reach for pamphlets or see labels and other examples of written information.

User journey map

Mapping Joseph's user journey revealed how helpful it would be for users to have access to a dedicated artist bio app for Cooper's art gallery.

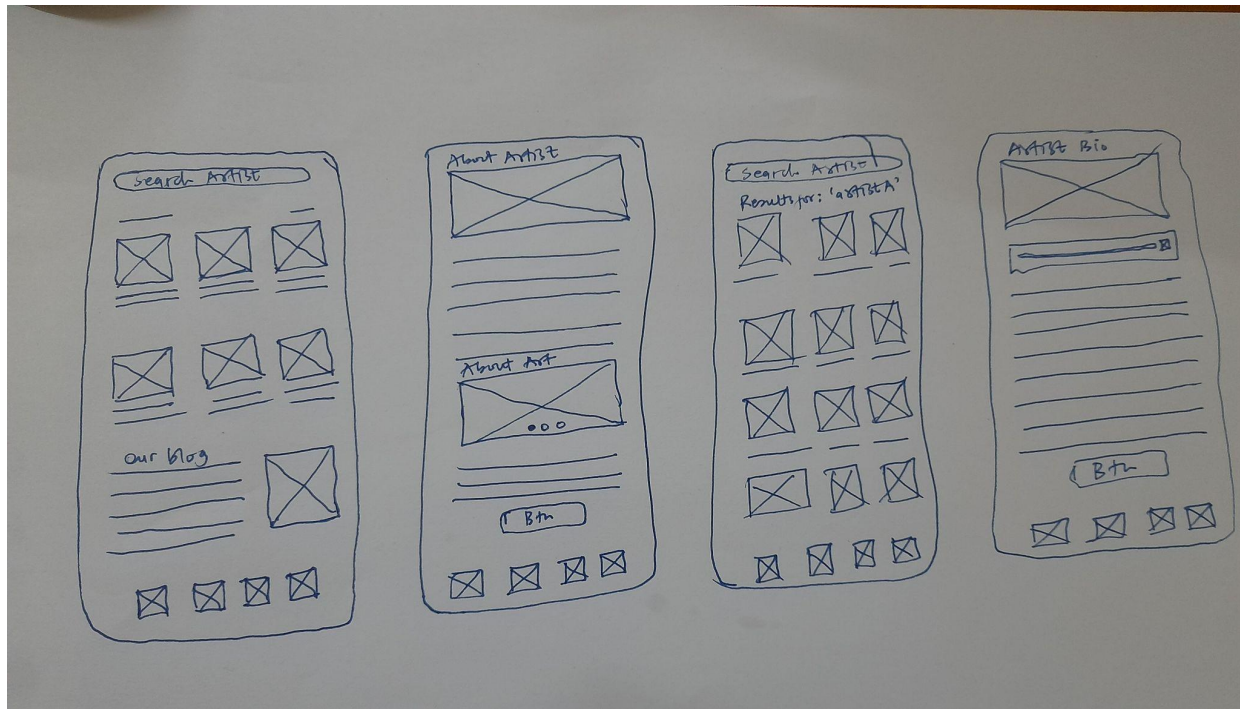
Persona: Joseph

Goal: To access contextual information about art and therefore artists that inspire him.

ACTION	Visit art gallery	View art	Identify inspiring art pieces	Find out more information	Do own research
TASK LIST	Tasks A. Decide on gallery to visit B. Arrive late for exhibition C. Go into art gallery	Tasks A. Move around art gallery B. Take time for each art piece	Tasks A. Recognize stimulating art piece B. Take more time experiencing stimulating art piece	Tasks A. Ask about stimulating art piece B. Ask for printed or written information	Tasks A. Use secondary research to learn more about art. B. Put together research and process it
FEELING ADJECTIVE	User emotions Excited to find a nearby art gallery. Frustrated by all physical obstacles that wasted time	User emotions Frustrated by physical elements that limit ease of movement with a wheelchair.	User emotions Inspired by the portrayal history and culture that integrate curriculum and technology	User emotions Intimidated and excluded due to the high counters, and unreachable written information and labels other people have access to.	User emotions Satisfied to be able to find some contextual information about stimulating art pieces and artists.
IMPROVEMENT OPPORTUNITIES	Area to improve Create an artist bio app for the art gallery	Area to improve Create simple navigation for the app	Area to improve	Area to improve Use of high colors and larger text to accommodate users with permanent, temporary or situational visual limitations like Joseph.	Area to improve Provide a comprehensive artist bio

Paper wireframes

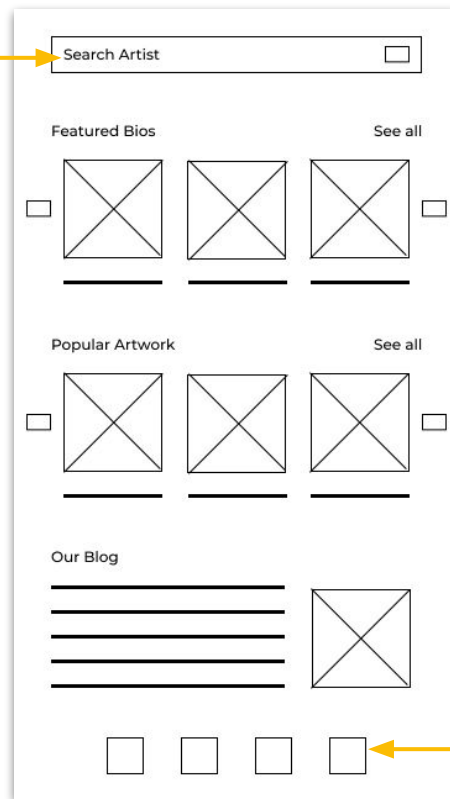
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

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

The search bar makes it easier for a user to find a specific user that may not be already highlighted on the homepage

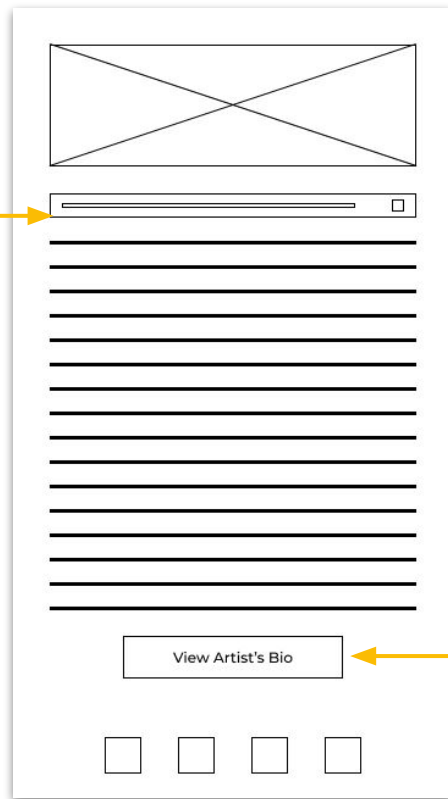


The tabs allow the user to easily navigate to the most commonly used pages

Digital wireframes

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

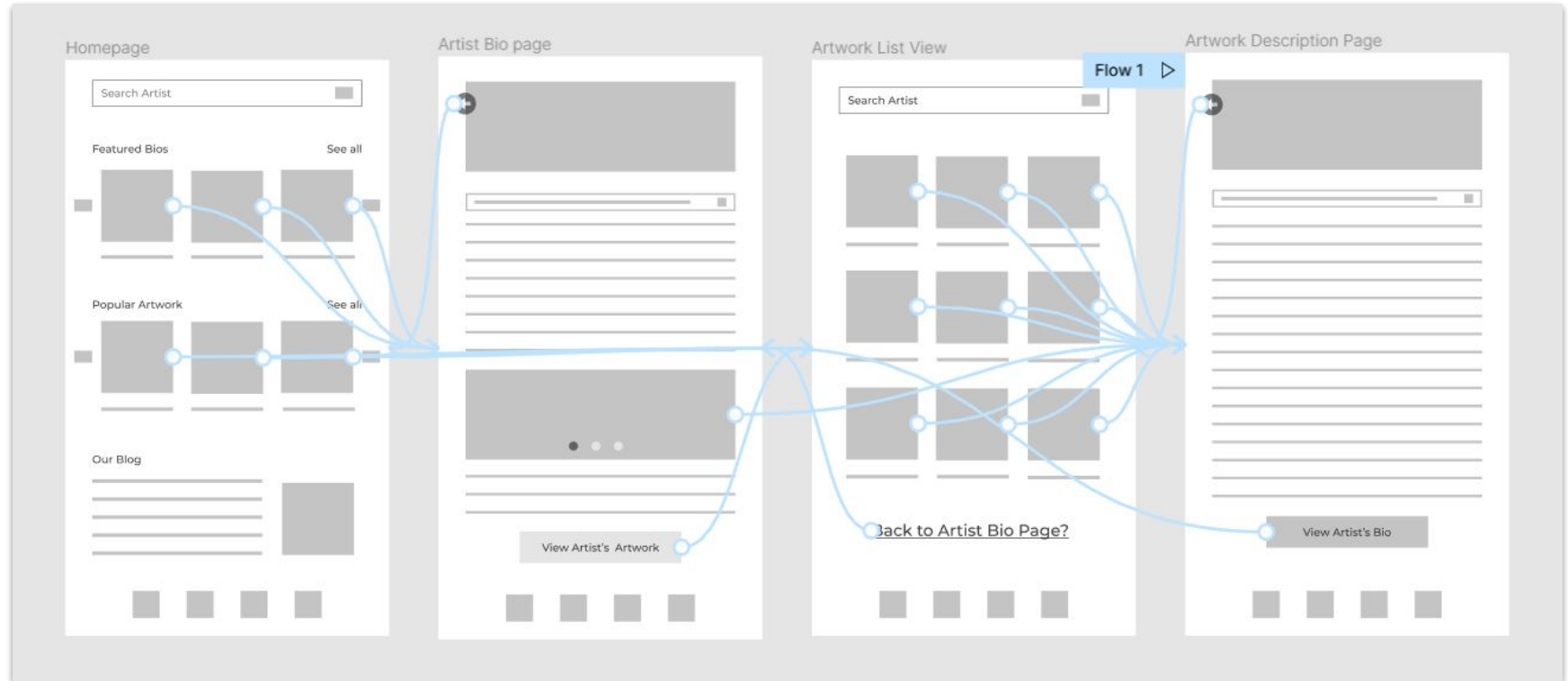
An audio version of the art description/ details that a user can listen to as they enjoy the art exhibition of a specific artist



A CTA proportion the user to see the artist bio for the art view on the same page

Low-fidelity prototype

[View Prototype Here](#)



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 needed refining.

Round 1 findings

- 1 Users want to access artist bios that are easy to read
- 2 Users want the app to have more than one language
- 3 Users want a save option

Round 2 findings

- 1 Users want an intuitive user flow
- 2 Users need to be able to go back and forth on every page

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Information hierarchy and text heavy display make it hard to read so I added more images and broke down the text into sections so the information hierarchy is clear and reading is easier

Before usability study



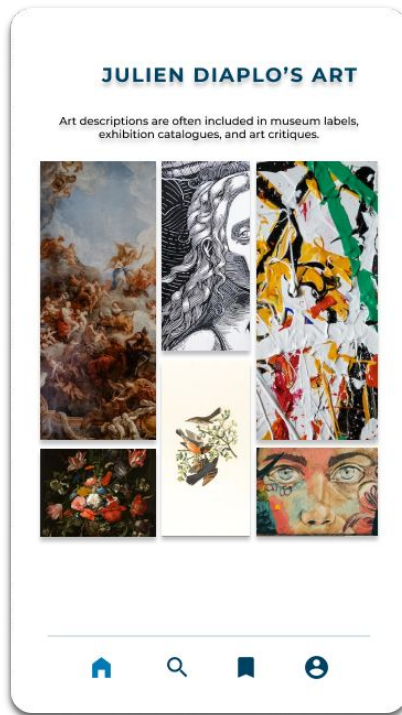
After usability study



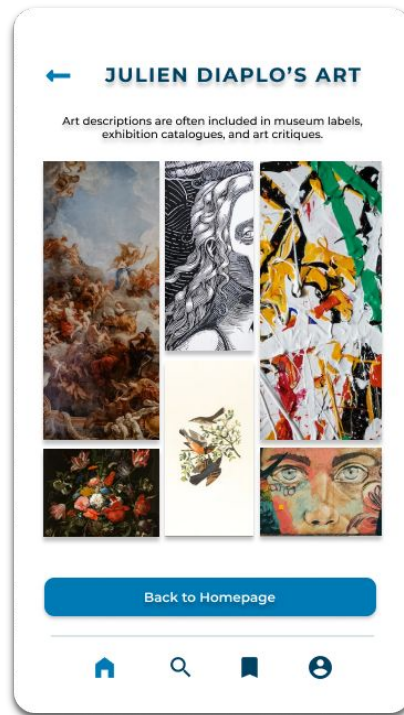
Mockups

Users needed to be able to go back and forth on every page so I added an icon and a button to make navigation easier and intuitive

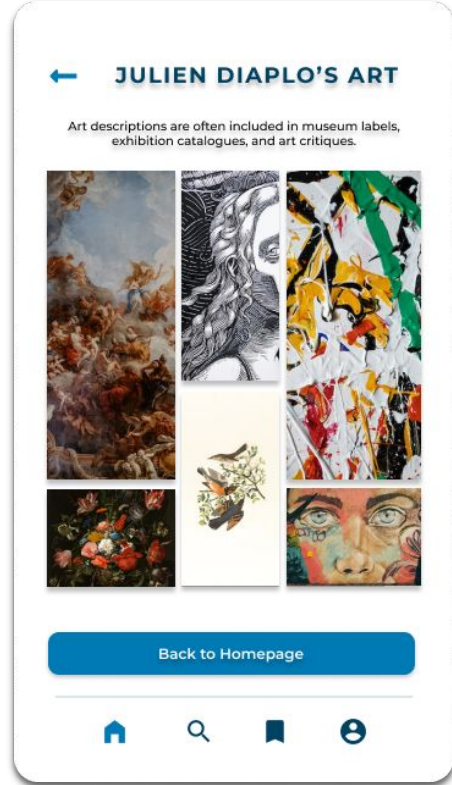
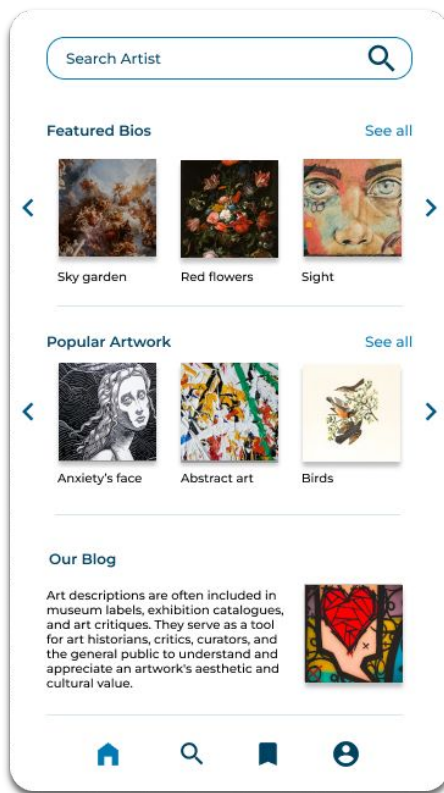
Before usability study 2



After usability study 2

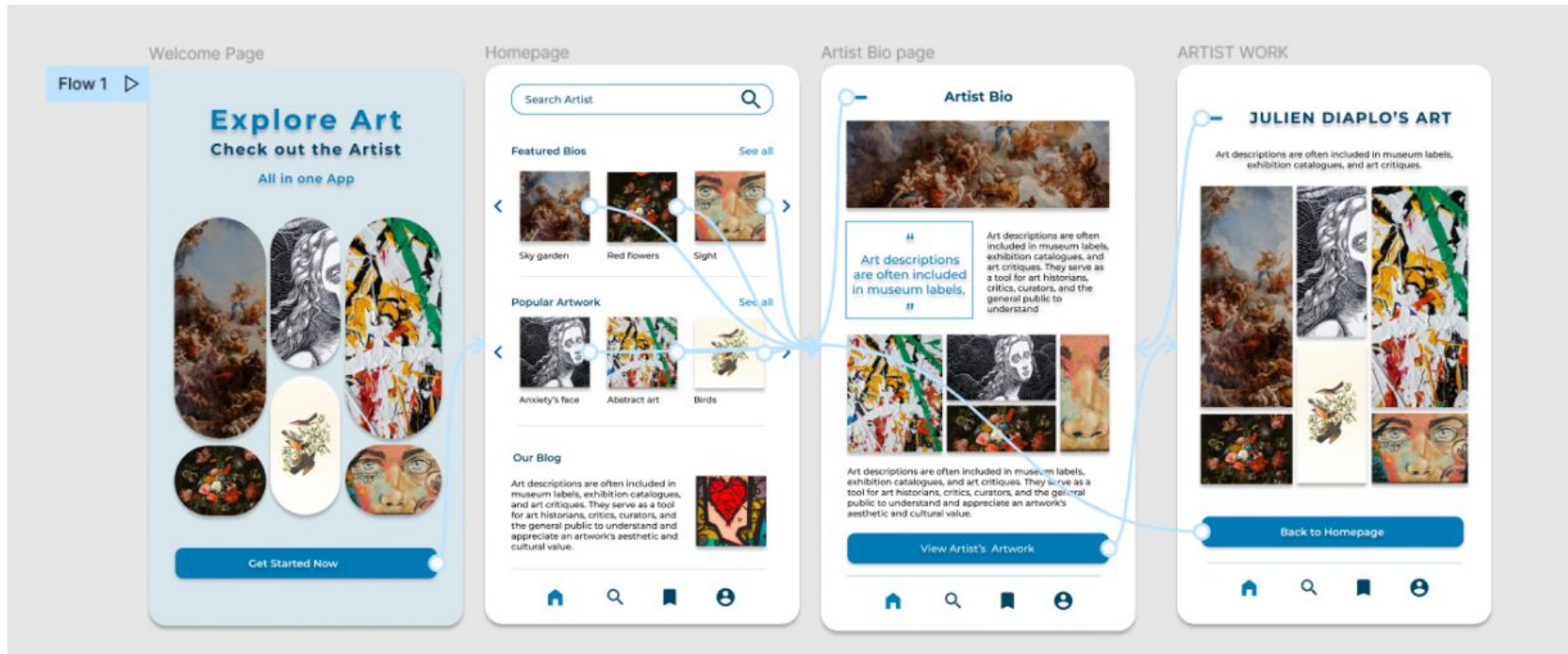


Mockups



High-fidelity prototype

[View Prototype Here](#)



Accessibility considerations

1

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

2

Used icons to help make navigation easier.

3

Used detailed imagery for the art and artist to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Cooper's Art gallery really thinks about how to meet their needs.

One quote from peer feedback:

"The app made me feel like I had the assistance of an empathetic friend as I experienced an art exhibition at Cooper's art gallery. "



What I learned:

While designing the **artist bio app for Cooper's art gallery**, I learned that the I should design the app for the user and not for myself by taking their needs and experiences into account. 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 **artist bio app for Cooper's art gallery!** If you'd like to see more or get in touch, my contact information is provided below.

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