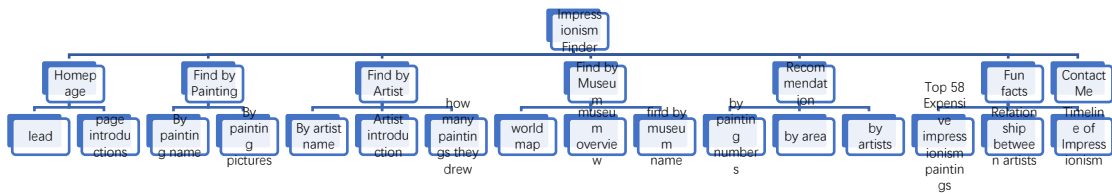


COMM5961 Assignment #9

Xin QI (1155128611)

Structure (Site Map)

Confirming my target user and problems to be solved, the structure is initially developed to attract impressionism lovers to use it find the museum they wish to go and plan their visit. What’s more, I also want to provide people who are interested in impressionism with some knowledge on impressionism paintings, artists and museums. Therefore, I adopt the multiple-page web template with a fixed navigation bar at the top. The website will be based on the site map (See Figure 1).

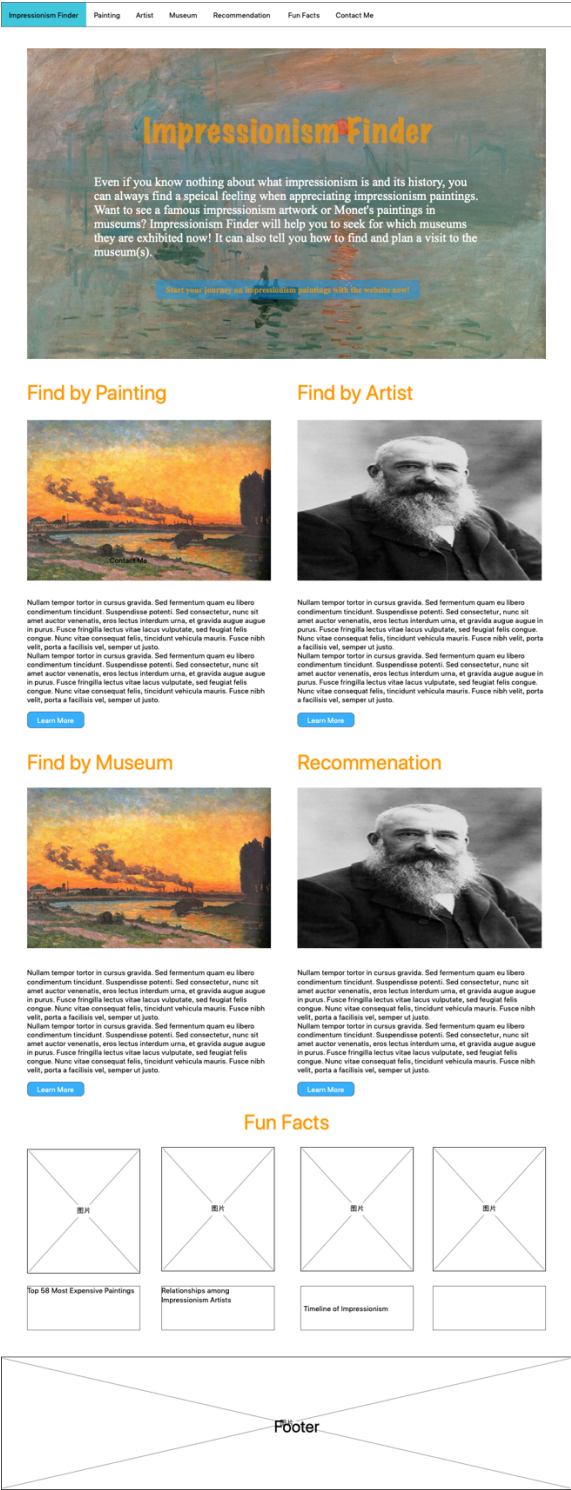


(Figure 1)

My web structure tries to match two types of users’ expectations and their habits separately. Details will be explained in the skeleton section. What this map emphasizes is a web structure that corresponds to different types of user journeys. I hope to use a clear guide on the homepage to direct users with different types of needs to the page which meets their demands perfectly. Users will find which section suits them most and are free to jump to it or other section they are curious about to focus on.

Skeleton (Wireframes)

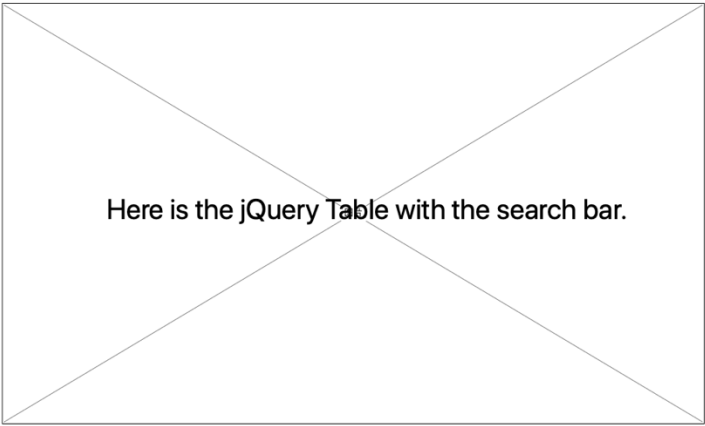
Once the map has been set up, the wireframe needs to be developed. The wireframe prototype is shown as following (see Figure 2-7).



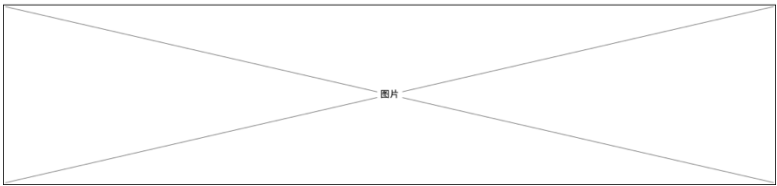
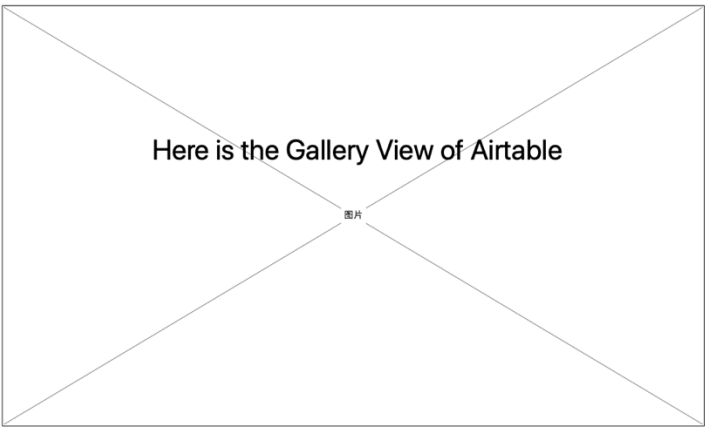
(Figure 2: Home Page- lead and introductions)

Find by Painting

If you know the name of painting, use the search bar on right corner of the following table.



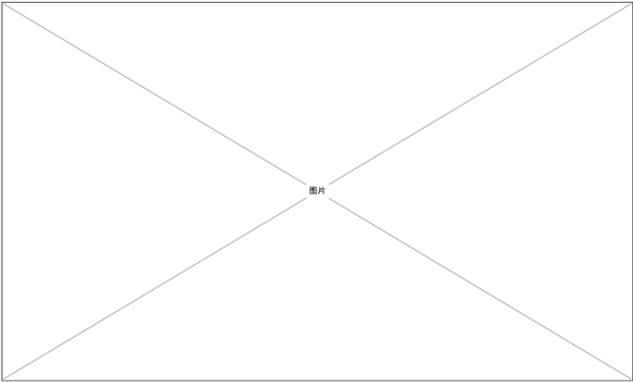
If you do not know the name of painting, have a look at the gallery and discover it. The gallery has collected XXX impressionism paintings.



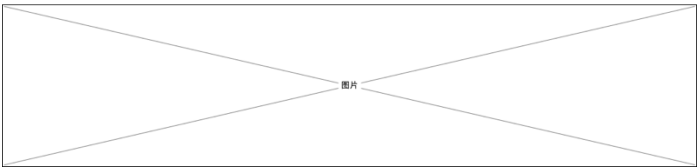
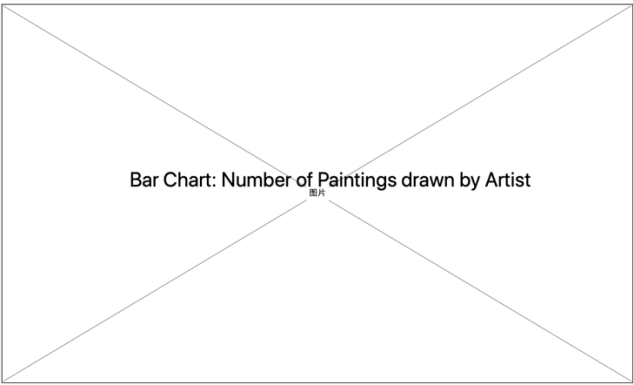
(Figure 3: Find by Painting)

Find by Artist

If you know the name of artist, use the search bar on right corner of the following table.



Do you know...
How many paintings did each artist draw?



(Figure 4: Find by Artist)

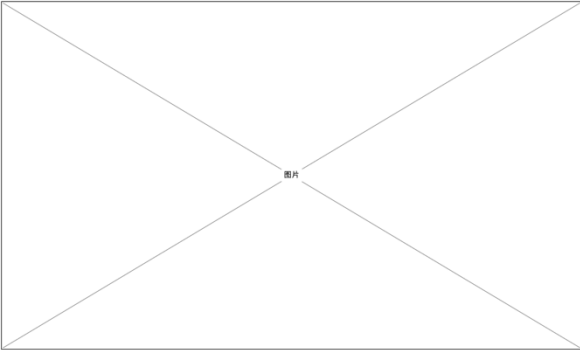
Find by Museum

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World Map on Museums with Impressionism Paintings

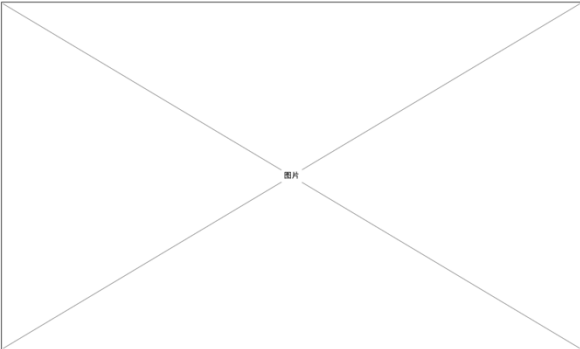
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Impressionism Museum Overview

Gallery view: all museums(name, picture, location + opening hours + ticket booking+official website+shops, has what painting)

Gallery view: all museums(name, picture, official website+shops, has what painting)

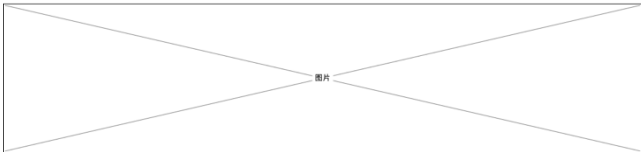
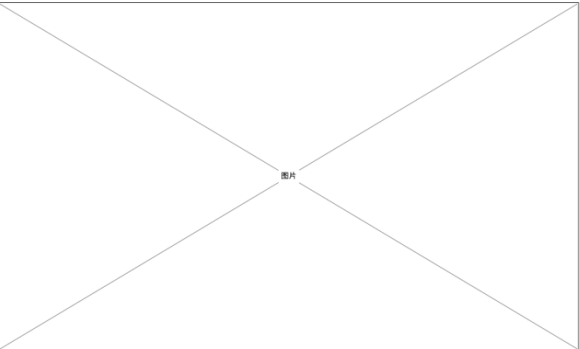


Find by Museum Name

jQuery Table: Museums name + Location + opening hours + ticket booking

jQuery Table: Museums name + Location + opening hours + ticket booking

jQuery Table: Museums name + Location + opening hours + ticket booking



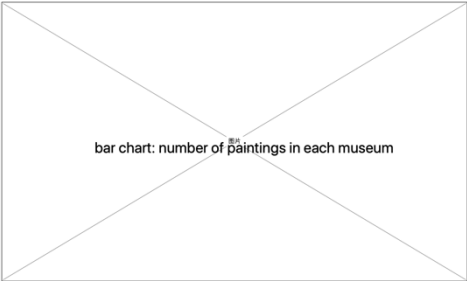
(Figure 5: Find by Museum)

Recommendation

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Recommended by number of paintings in each museum

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words for recommendation

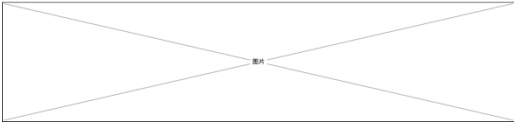
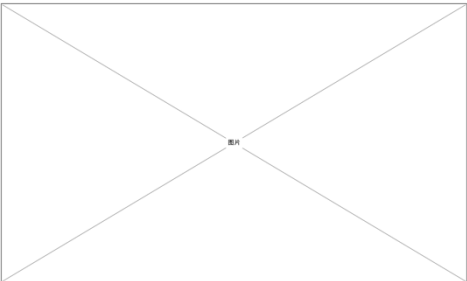
Recommendation by area

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Recommendation by artist(s)

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(Figure 6: Recommendation)

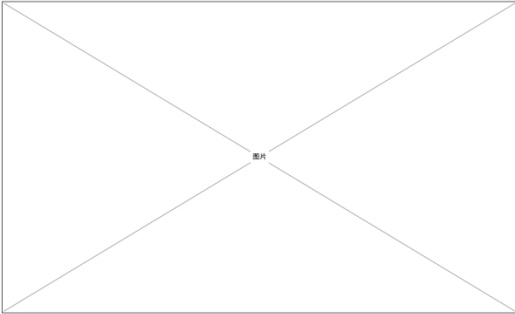
[Impressionism Finder](#)[Painting](#)[Artist](#)[Museum](#)[Recommendation](#)[Fun Facts](#)[Contact Me](#)

Fun Facts

Nunc a sagittis elit, eget vehicula ligula. Etiam consequat tristique metus, maximus condimentum tellus varius nec. Nullam eget urna eu risus condimentum semper. Donec dictum felis ut efficitur aliquam. Curabitur sollicitudin ligula sit amet euismod imperdiet. Etiam lobortis vitae turpis euismod gravida. Integer sit amet lectus nec mauris ullamcorper faucibus. Cras magna turpis, varius vel vestibulum id, aliquam ac felis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque vel finibus odio. Nulla maximus metus accumsan enim auctor consectetur. Integer a magna eget ipsum trisididunt congue a vel ex. Pellentesque vulputate, mauris fermentum finibus lobortis, orci dui dignissim elit, consectetur viverra ligula justo non est. Nam fringilla dictum nibh eu lacina.

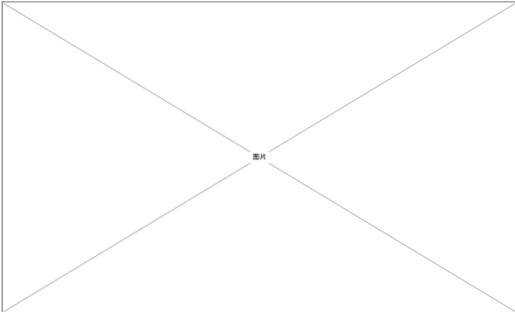
Fact 1: Top 58 Most Expensive Impressionism Paintings

Nunc a sagittis elit, eget vehicula ligula. Etiam consequat tristique metus, maximus condimentum tellus varius nec. Nullam eget urna eu risus condimentum semper. Donec dictum felis ut efficitur aliquam. Curabitur sollicitudin ligula sit amet euismod imperdiet. Etiam lobortis vitae turpis euismod gravida. Integer sit amet lectus nec mauris ullamcorper faucibus. Cras magna turpis, varius vel vestibulum id, aliquam ac felis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque vel finibus odio. Nulla maximus metus accumsan enim auctor consectetur. Integer a magna eget ipsum trisididunt congue a vel ex. Pellentesque vulputate, mauris fermentum finibus lobortis, orci dui dignissim elit, consectetur viverra ligula justo non est. Nam fringilla dictum nibh eu lacina.



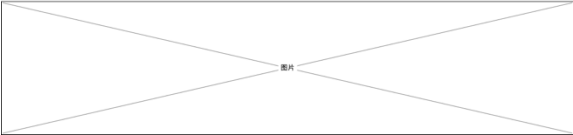
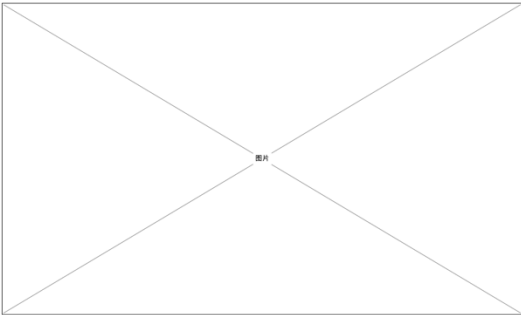
Fact 2: Relationships among Impressionism Artists

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Fact 3: Timeline of Impressionism Paintings

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(Figure 7: Fun Facts)

When users firstly come to my website, my first aim is to catch the attention of users and make them stay longer. To accomplish the goal, I use one of the most famous and impressive impressionism painting, Impression Sunrise as the background picture and write a brief lead on the center to tell users what this website is about and introduce the functions of it. A motivated sentence “Start your journey on impressionism painting with the website now!” follows the lead to encourage people to click. When it is pressed, the page will automatically jump into the next section, which is an introduction of the whole website. In this stage, if users can choose to find (a) painting(s) by three methods: by painting’s name, by artist or by museums. If the user has no idea and want some suggestions, he or she can press the recommendation section and will be directed to the recommendation page. The navigation bar fixed on the top also allows them to browse my website as they wish. In the “Find by Painting” section, a jQuery table with a search bar on the top right corner, which enables users to search by the name of painting(s) and find out the museum with its location, ticket booking, opening hour. Since some users may forget the name or remember it wrong, this page also offers an Airtable in gallery view with the pictures of paintings as well as other relevant information. In the “Find by Artist” section, the logic and skeleton is just as the former page, with a jQuery Table and an Airtable in gallery view. In the “Find by museum” section, there is a world map which is marked with the locations of all museums with impressionism paintings, an Airtable in gallery view presenting the information of all these museums and a jQuery table with searching bar. In the “Recommendation” part, there are three types of recommendations, using a bar chart to recommend based on number of paintings in each museum, three maps in Europe, North America and others to give suggestions based on the area users interested in, a table showing a

certain artist's painting can be seen in which museum(s). The "Fun Facts" section contains interesting facts based on data analysis. Finally, there will be "Contact Me" section at the last page, where users are free to send me suggestions and requirements for further improvement of my website.

Usability Test (Usability study with 5 target users)

To test the usability of my website, five volunteers were invited, among which two are experts in impressionism paintings, two know something about impressionism and one is just curious about these artworks. Three questions were asked:

Q1. What do you think the website is about?

Q2. Is it easy to find what you are looking for?

Q3. Are there any other functions or contents you expect to see on the website?

For the first questions, all interviewees knew the website was about impressionism and try to provide them with some information on the paintings and museums. However, some of them, especially those three knew little or a little about impressionism, did not consider the website a finder for seeking for which museum(s) is/ are exhibiting (a) certain impressionism painting(s) and how to visit it/ them.

For the second question, the participant who does not know much about impressionism is confused by what to look for, since they do not have a specific thing to search for. The two experts can find their aims easily, but they consider there are too much information on the pages.

For the third question, all participants thought that the pages contain enough information on impressionism, which is comprehensive and there is no other functions or contents to add. However, two of them complained that the existing functions and contents should be organized in a clearer

way and some similar contents should not be repeated in different pages. Advice was given that the homepage can contain options with different functions for users to choose from. For example, users with impressionism knowledge can click the button “Find your favorite paintings/ artists” to search for which museum exhibits the painting and how to visit the museum. Those who just want to see nearby impressionism paintings, any famous paintings drawn by well-known artists or need recommendations can click another button with the words “Not sure what to see?” and be directed to a recommendation page.

Therefore, I will continue improving my website to meet the two types of expectations in terms of aesthetics and usability. And my future plan is as follows:

Firstly, divide the lead of homepage into two parts, one for those knowing what, who to find and where to go (experts and impressionism lovers), one for those just want to know more about impressionism and visit museums with this kind of paintings (tourists and newcomers).

Second, I will re-organize the pages based on the new lead, mainly focusing on the two types of needs, adjust the contents to two parts: finding museums and providing recommendations.