

Artist bio app for an art gallery

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Project overview



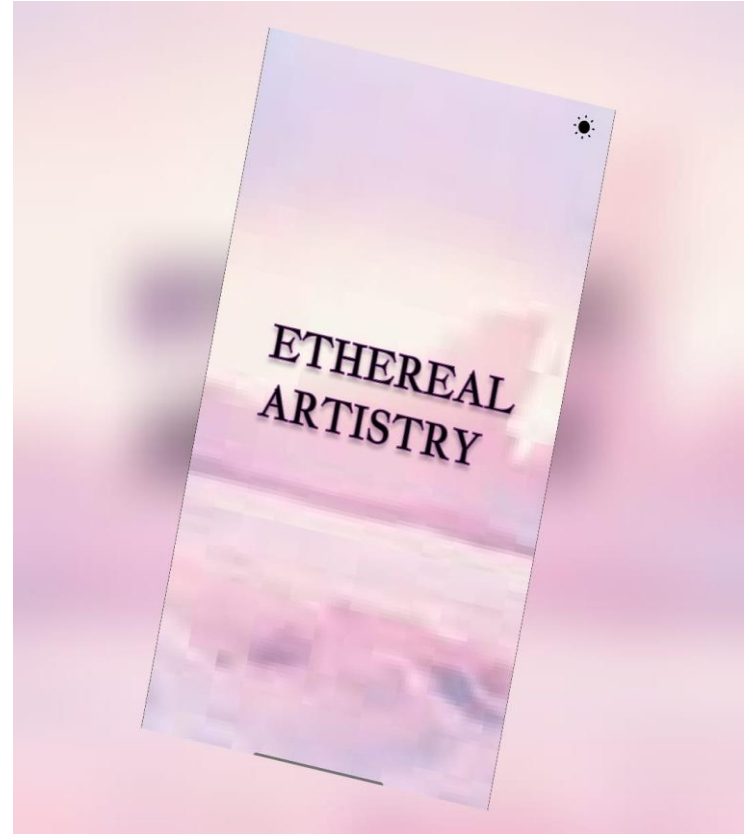
The product:

A mobile app that will make users visit to art gallery more interesting and knowledgeable. Art is more than a set of intertwined elements to form a final product; it is much more than a canvas, a sheet or a three-dimensional structure.



Project duration:

September 2022 – November 2022



Project overview



The problem:

People love visiting art galleries but often find it boring as they have to browse through the brochure [which is very difficult] and learn about the artworks & artist.

Sometimes they don't even get informed about events.

This leads the visitors annoyed & frustrated.



The goal:

Ethereal artistry wants to give chance to the visitors to enjoy visiting art gallery, learn & praise the artwork.

The goal is to design this app user friendly, easy to use by people of each age group.

Project overview



My role:

UX designer designing an app for ethereal artistry.



Responsibilities

User research, wireframing, prototyping, usability studies, iterating & designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



As I began working on this project, I first wanted to understand the problem space better so that it can be easier to empathize with users. I conducted interviews and created empathy maps & affinity diagrams to understand the needs of user. Users said that they couldn't see the information of artist because of tiny text on brochures, they feel the lack of tour guide, recommendations and process of artwork. Some users were disappointed as they missed out the information regarding upcoming event. Some find it difficult to browse through brochure and identify the artworks.

User research: pain points

1

Pain point

“I usually want to be left alone while hoing through artworks.”

2

Pain point

“The staff at the art galleries aren’t enough to attend all the guest.”
“Feels stupid for not knowing a lot about artist.”

3

Pain point

“Lack of enough information about the artwork & artists.”

4

Pain point

“I have weak eyesight, so I can’t read the information about art & artwork through brochure. I always need someone to read them for me.”

Persona: Lisa

.Lisa is an art enthusiast who requires more context on the artist's thought process. She wants to know about different kind pf artworks with the process of creating it.



Lisa

Age: 16
Education: 12th
Hometown: Haryana
Family: Lives in joint family
Occupation: Full time student

"I love spending my leisure time in watching artworks and it makes me refreshed."

Goals

- To know more about artist.
- To get fully endrosed in the artworks.
- To have an amazing time.

Frustrations

- Little to no information about artworks.
- Aimlessly gazing at artworks without tour guides.
- Had to Google each artwork many times.

Lisa is a high school student who's facing problem in getting to know about her favourite art and other artists. She visits art gallery around her whenever she gets time. The staff doesn't provide adequate information on artworks, events & artists. She finds it quite annoying and it ruins her experience.

Persona: Edward

.Edward wants an accessible experience inspite of his low vision without being accompanied by any person.



Edward

Age: 57
Education: MBBS
Hometown: Rajasthan, India
Family: Lives with her parents
Occupation: Doctor

"I hope I can draw for others and make them happy by looking at my art"

Goals

- To get artist info & their creative steps.
- To learn more about different art works
- To learn about different art style.
- To paint more often.

Frustrations

- Need someone to read info from brochures.
- Want to enjoy and learn without disturbance.
- Forgets information about artist & artwork.

Edward is an active art collector, he loves to visit art galleries & museums at least twice a month. At times he forgets information of his collections. Due to his impaired vision, he finds the art description and artist bio difficult to read through brochures and always finds others to help him. He do not like to be accompanied by tour guides As he wants to enjoy by himself.

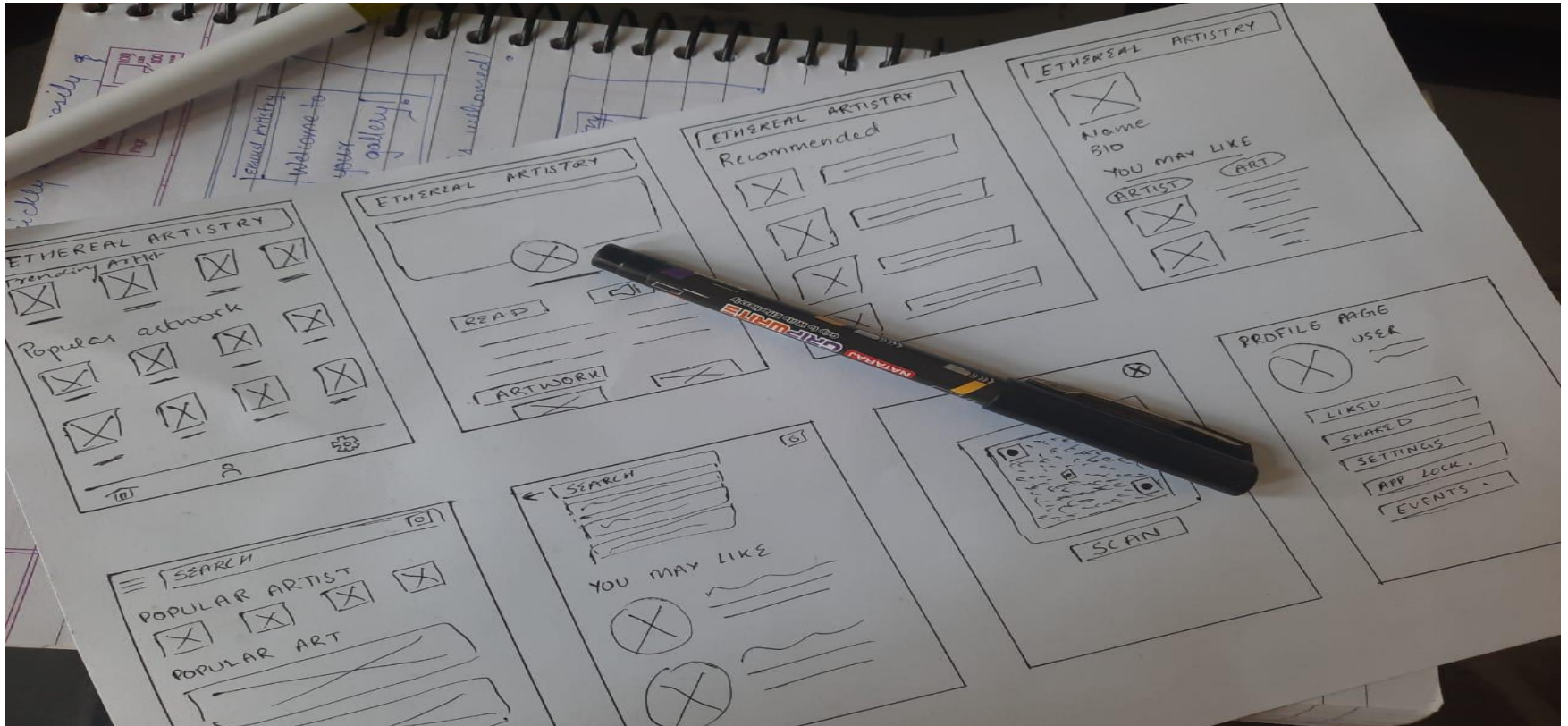
User journey map

Persona: Lisa

Art Gallery visitor

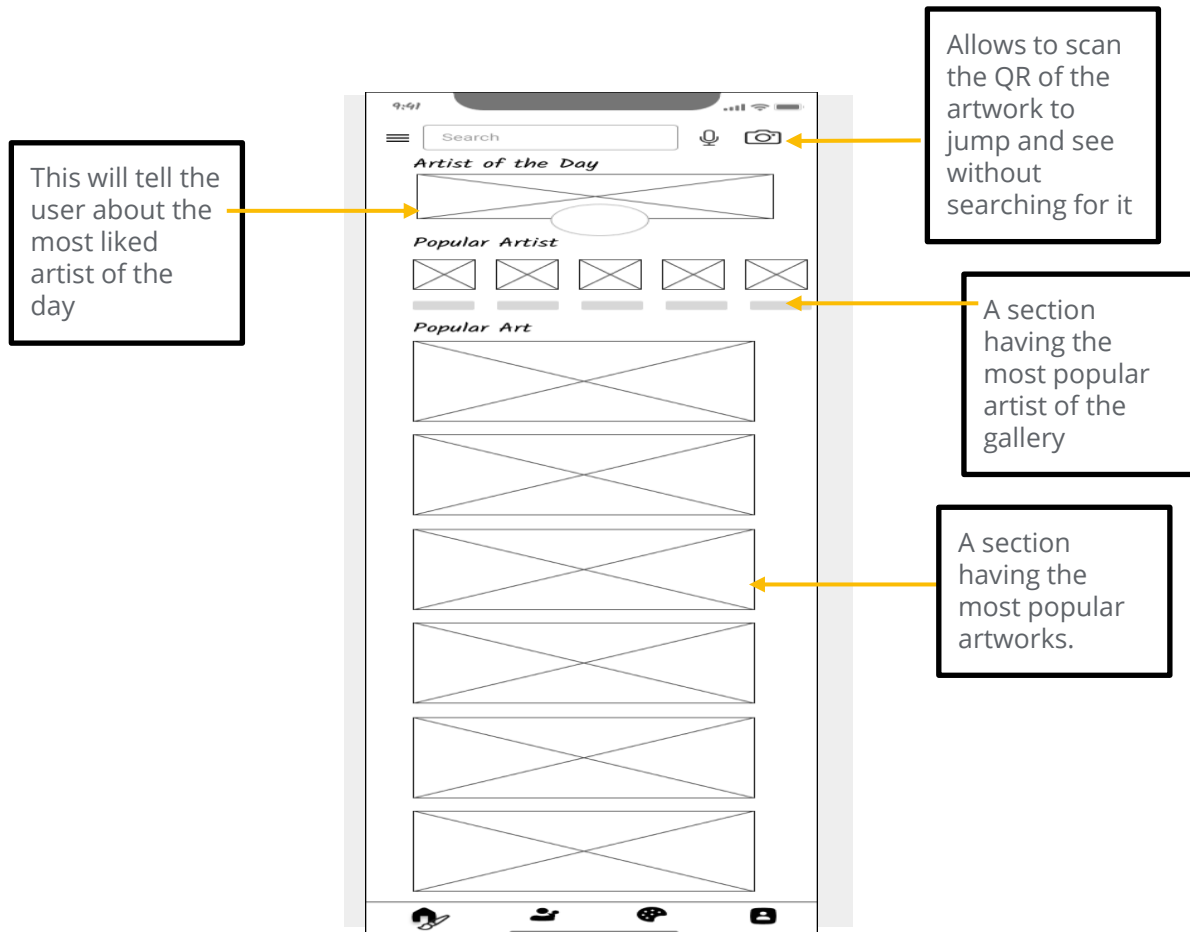
ACTION	Visit the art gallery & explore the works	Check out different artworks	Learn about artists	Details on next exhibition preferred by artists	Exit & feedback
TASK LIST	Tasks A. Check in to the art gallery. B. Explore different artworks.	Tasks A. Navigate through the gallery B. Finds an interesting art and read about the artwork.	Tasks A. Learn about the artist either from the google or gallery's guide. B. Bookmarks page for writing later.	Tasks A. Ask the guide or search google for next exhibition. B. Ask the requirements for exhibiting your work.	Tasks A. Explore more arts. B. Share your experience with others and give feedback.
FEELING ADJECTIVE	User emotions ➤ Excited to visit the gallery. Anxious. ➤ Overwhelmed by the no. of art.	User emotions ➤ Amazed, ➤ Confused	User emotions ➤ Irritated as the text on the pamphlet is too small to read	User emotions ➤ Frustrated ➤ Annoyed	User emotions ➤ Happy to be surrounded by art ➤ Satisfied ➤ Accomplished
IMPROVEMENT OPPORTUNITIES	Area to improve ➤ Online readings on the art gallery & the artists	Area to improve ➤ QR code displayed near the artwork to read out its details	Area to improve ➤ Get an app dedicated to the art & artist info. ➤ Text-to-speech should be there	Area to improve ➤ Different future exhibition and eligibility info section	Area to improve ➤ Option to like your favourite artist and sharing it ➤ Provide comments on the artworks

Paper wireframes



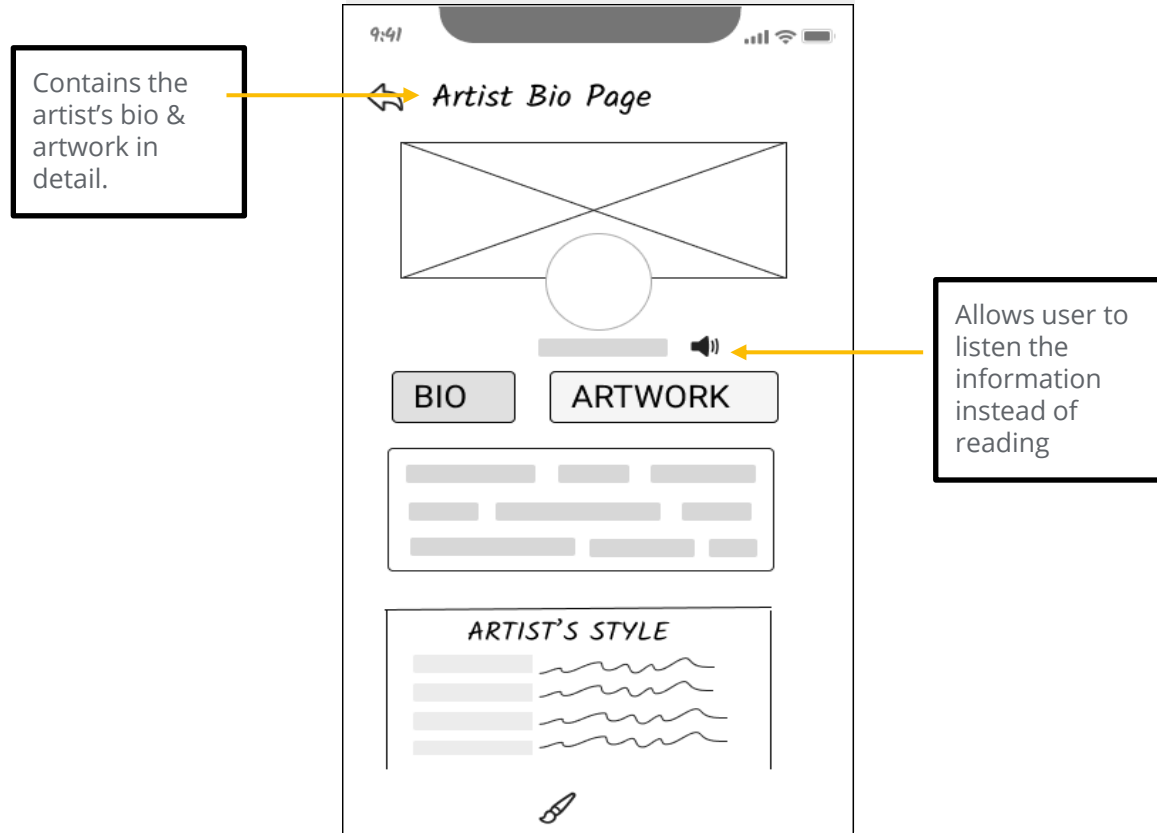
Digital wireframes

The home page of the app will get users excited to explore the popular artist and artworks in gallery.



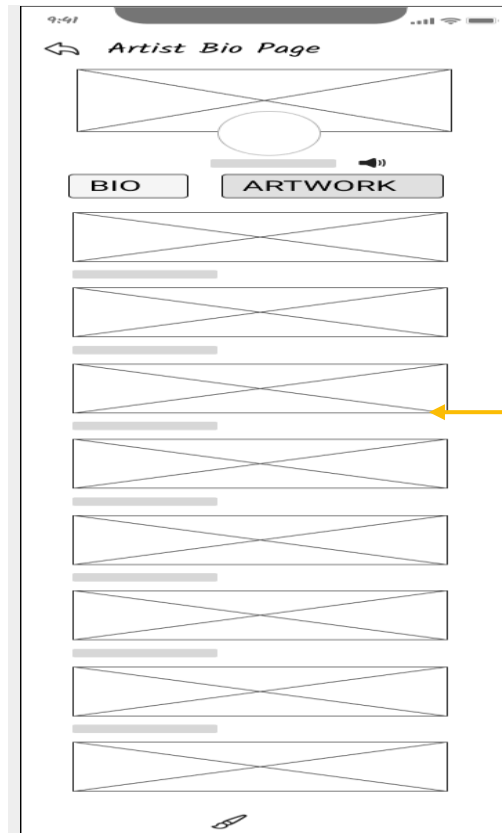
Digital wireframes

Artist Bio Page which contains the art style, process and all other information that a user wants to know.



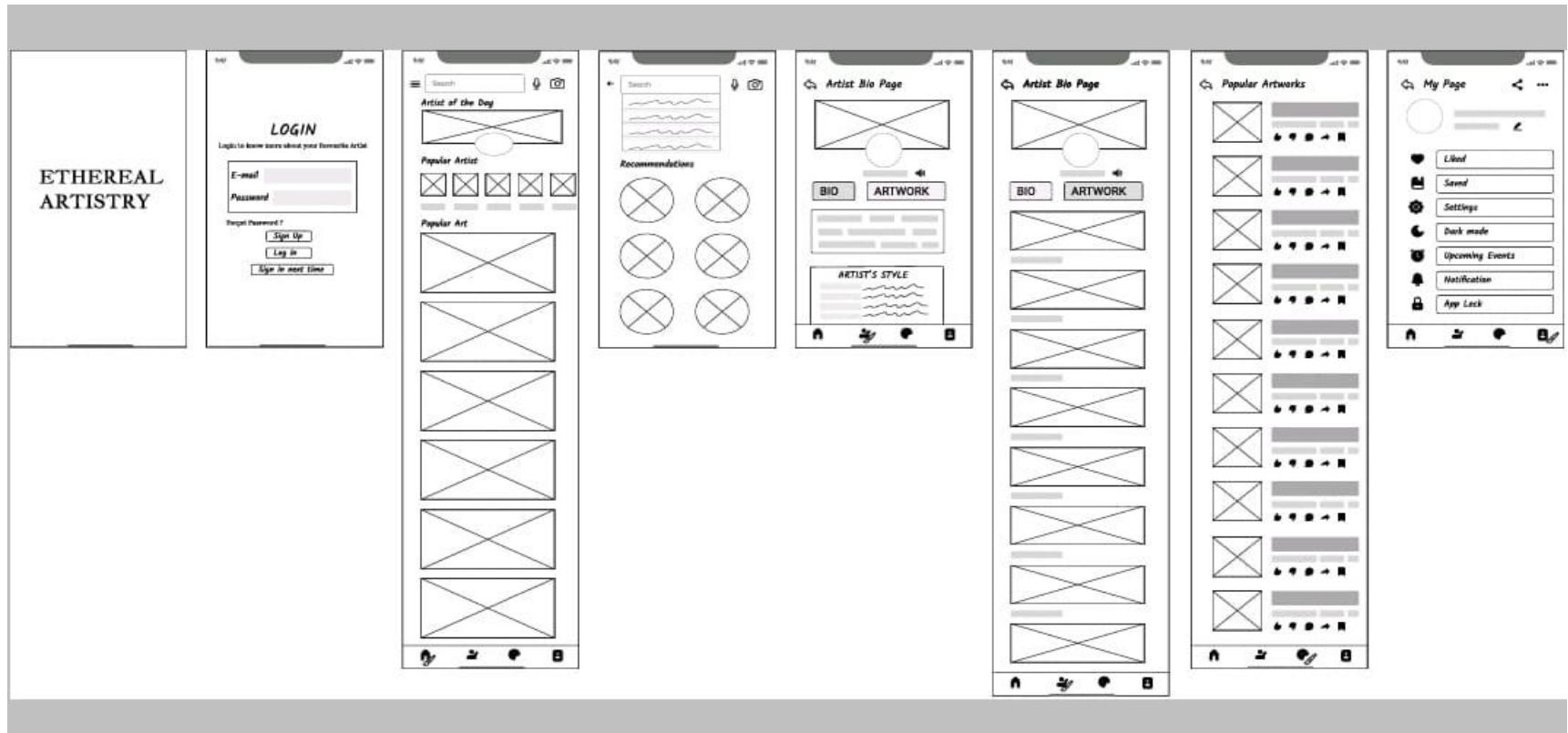
Digital wireframes

This page displays all the artwork that the artist has showcased in the gallery.

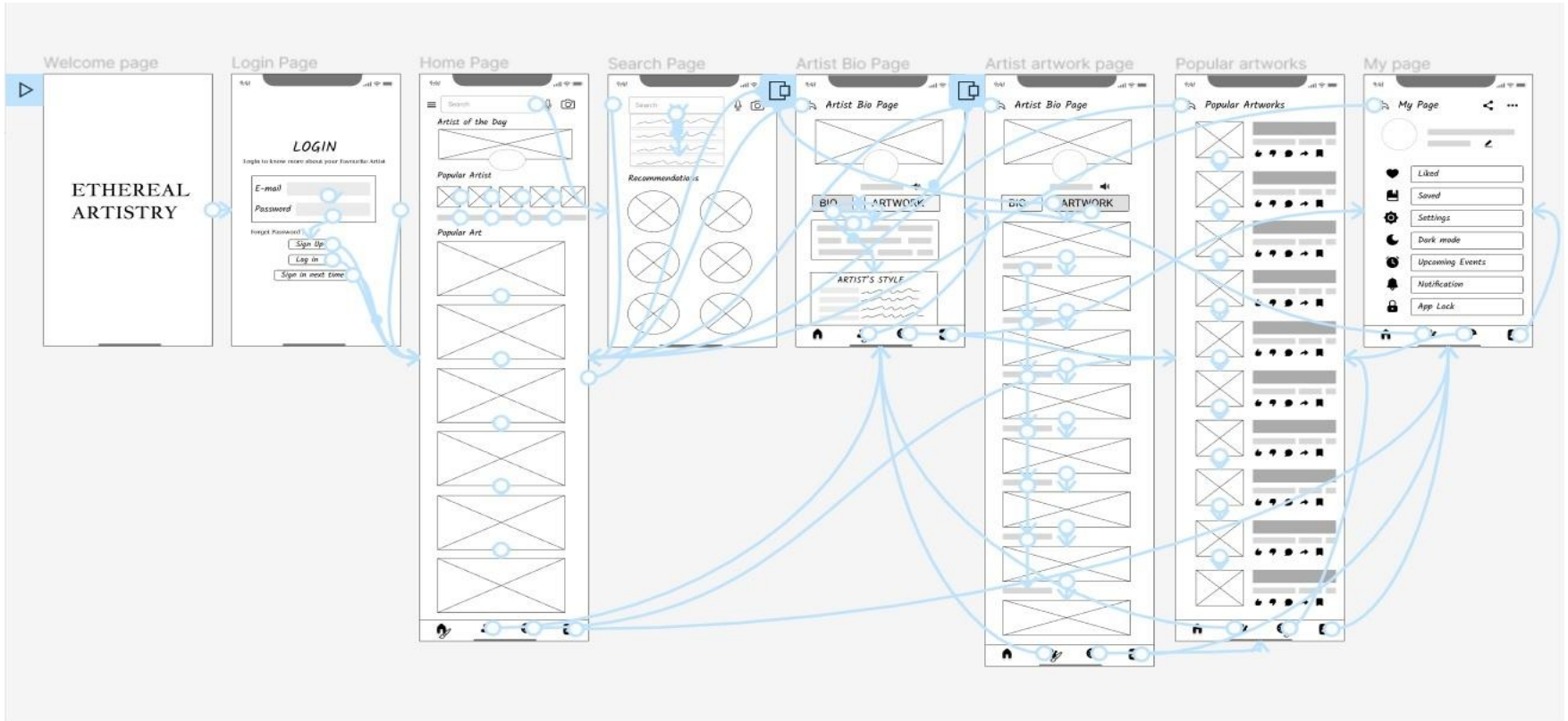


All the artwork
of the
particular
artist.

Digital wireframes



Low-fidelity prototype



Usability study: findings

Findings that users wanted & found interesting.

Round 1 findings

- 1 Artist of the day
- 2 Qr code scanner
- 3 Read aloud option

Round 2 findings

- 1 Recommendations
- 2 Information of art and artwork
- 3 Popular artist & popular artwork

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Insight 1# Make it possible to sign in later

BEFORE



9:41

LOGIN

Login to know more about your Favourite Artist

E-mail

Password

Forget Password ?

[Sign Up](#)

[Log in](#)



AFTER



9:41

LOGIN

Login to know more about your Favourite Artist

E-mail

Password

Forget Password ?

[Sign Up](#)

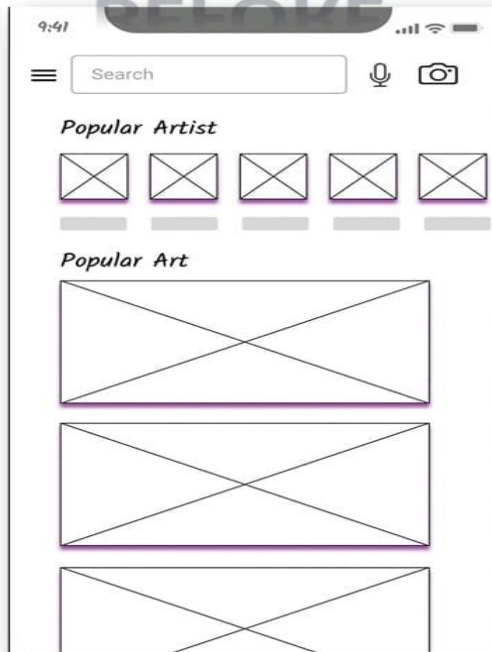
[Log in](#)

[Sign in next time](#)

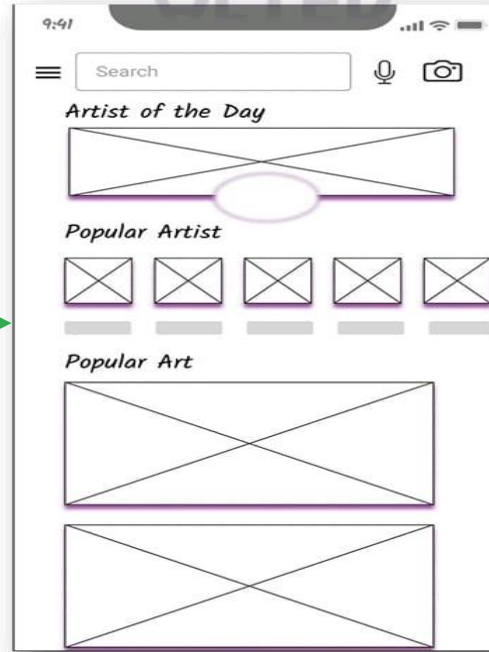
Mockups

Insight 2# Make it possible to see the artist of the day with the artwork

BEFORE

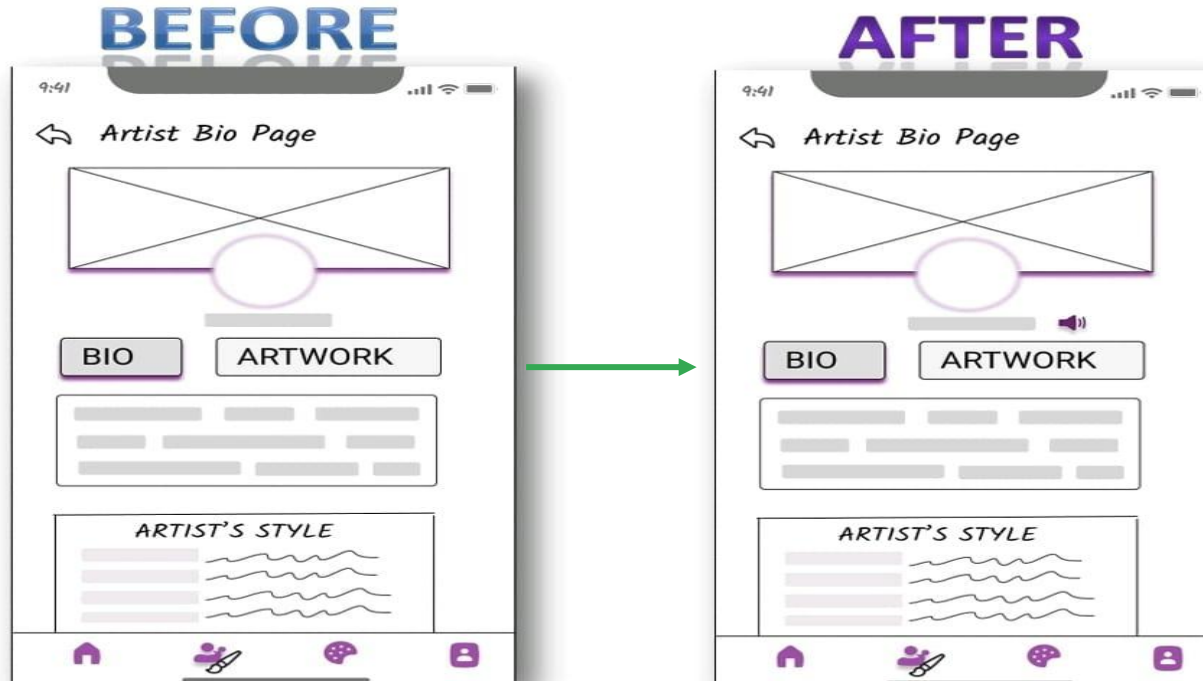


AFTER



Mockups

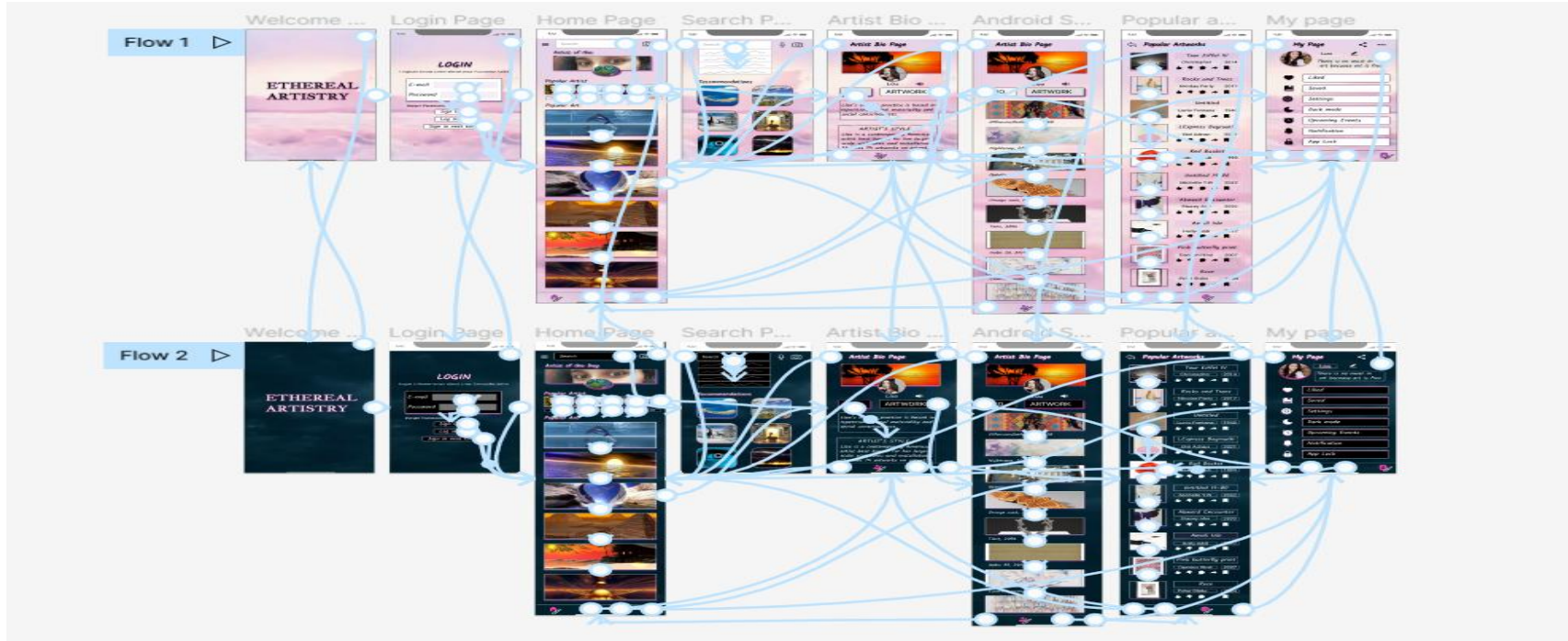
Insight 3# Add read aloud option on artist bio page



Mockups



High-fidelity prototype



Accessibility considerations

1

Added the search by text voice and scan for users with various temp, situational and permanent disabilities

2

Used inclusive imagery and read aloud button to get rid of reading long text.

3

Both dark & light themes are available according to different users different choices.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

- When users are looking for art information in art galleries, the app makes them feel welcome and informed.
- Users can chose to listen or read the information about art & artwork.
- The app makes users feel more connected with the art.



What I learned:

- The initial ideas that came to my mind while designing the art gallery app are only the beginning of the process. As soon as you start intracting with users, you'll know more about the wants & needs of users which influences the iteration of the app's design.

Next steps

1

Conduct more user research to determine the pain points that users are still facing.

2

Collaborate with curators from art galleries to provide valuable information about art.

3

Add more social media functionality including possibility to collaborate, follow users etc.

Let's connect!



I appreciate you listening to me all the way through. I hope that was enlightening for you. You are more than welcome to provide comments and recommendations regarding the design.

Thank you!