

**Good afternoon!**

Today The Central Art Gallery is open until 5 PM  
[See opening times](#)

Search

**Guides**

The Pre-Raphaelites  
🕒 120 min  
📍 21 stops

Heavenly Beings: Icons of the Christian Orthodox World  
🕒 70 min  
📍 15 stops

**Events**

Long Night of Museums  
📅 21.05.2022

Art Gallery for kids  
📅 27.05.2022

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The Pre-Raphaelites

🕒 120 min   🚚 21 stops   ⚖ 25 languages

Combining rebellion, beauty, scientific precision and imaginative grandeur, the Pre-Raphaelites constitute Britain's first modern art movement. This exhibition brings together over 30 works in different media, including painting, sculpture and photography. Led...

[Read more](#)

**Stops**

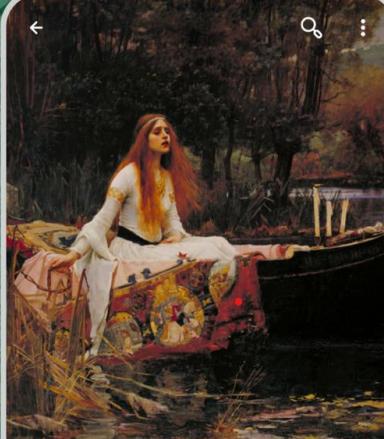
The Beloved 51

Monna Pomona 52

Lady of Shalott 53

Portia

**Start tour**



Lady of Shalott 53

The Pre-Raphaelites

0:25 4:54

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# 01

## PROJECT OVERVIEW

**The product:** an audio tour guide for The Central Art Gallery, that allows individual visitors and visitors in small groups to get an extra information about exhibits to make their visit more interesting and useful.

*This project was created as part of the Google UX Design Professional Certificate course*



## 02

### UNDERSTANDING THE USER

**User research  
summary:**

**Main topics of  
the interview:**

There were conducted 5 interviews. The respondents: 2 men, 3 women. Age: 25-60

How do you usually visit galleries/museums? (Why? When? With whom? Do you take a tour guide?)

What do you like in tour guide and what don't?

Have you ever used an audio guide?

What do you like on it and what don't?

# 03

## USER RESEARCH: PAIN POINTS



I wanted to go with a tour guide, but it turned out that I had to book an excursion in advance.



The record was horrible quality



An audio guide just doubled the information that were under the exhibit, so it wasn't very interesting and useful

# 04

## USER RESEARCH: PERSONA



**Inna Vertelko**

**Age** 58

**Education** Master degree

**Hometown** Minsk

**Family** Husband, adult son

**Occupation** Retired

*"It doesn't matter how old you are if you're young in your heart"*

### Goals

to be active, social and connected

to feel inspired

### Frustrations

I don't like to go with a guide because I don't like crowds. I want to decide what to see and how long to look at the picture, I don't like to rush.

Inna is retired. She used to work as an art teacher, so art is her passion. She is an active and independent person. She quite often goes to the cinema, theatre, museums, galleries. Usually with her husband or friend. She likes learning something new.

# 05

## USER JOURNEY MAP

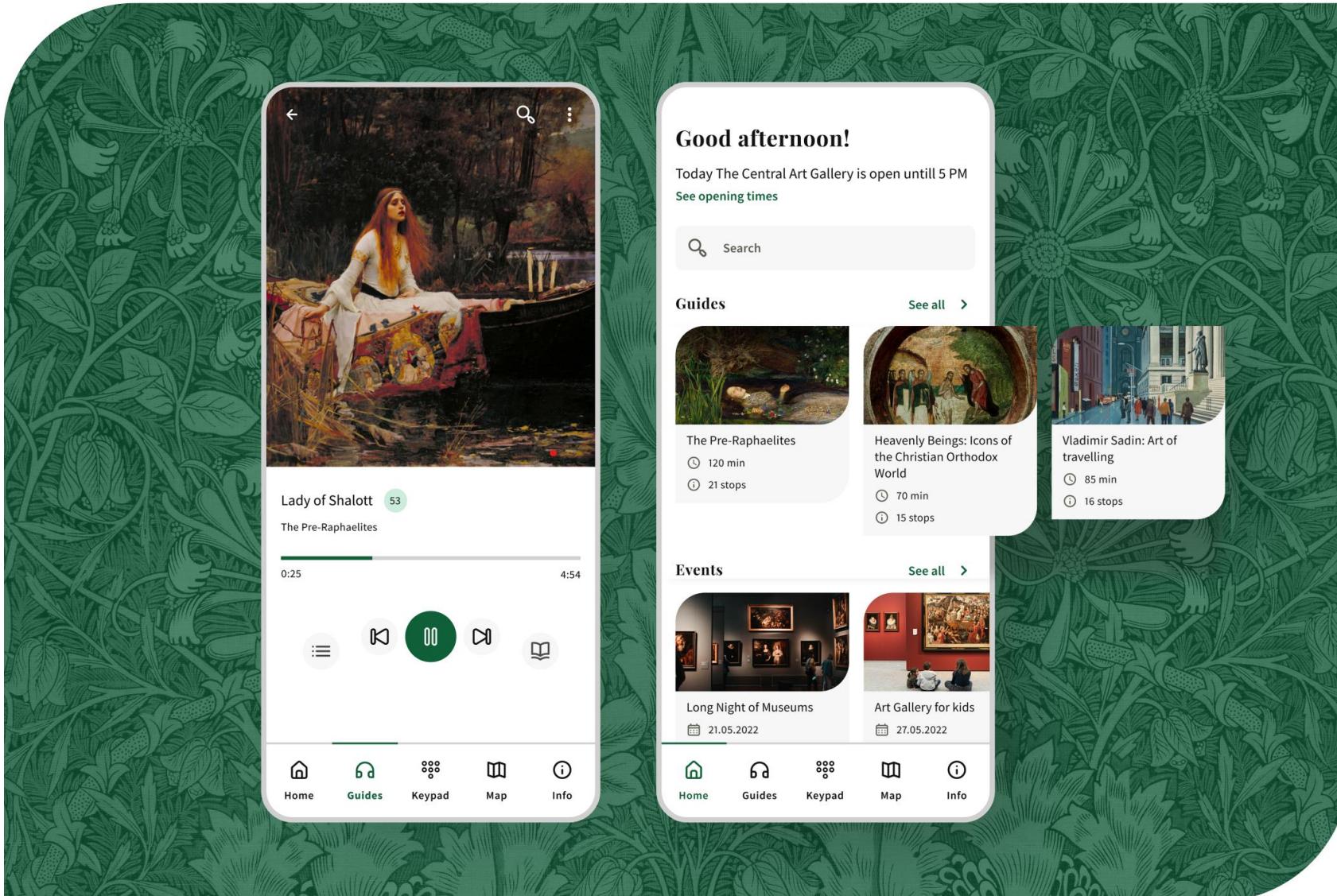
**Persona:** Inna Vertelko

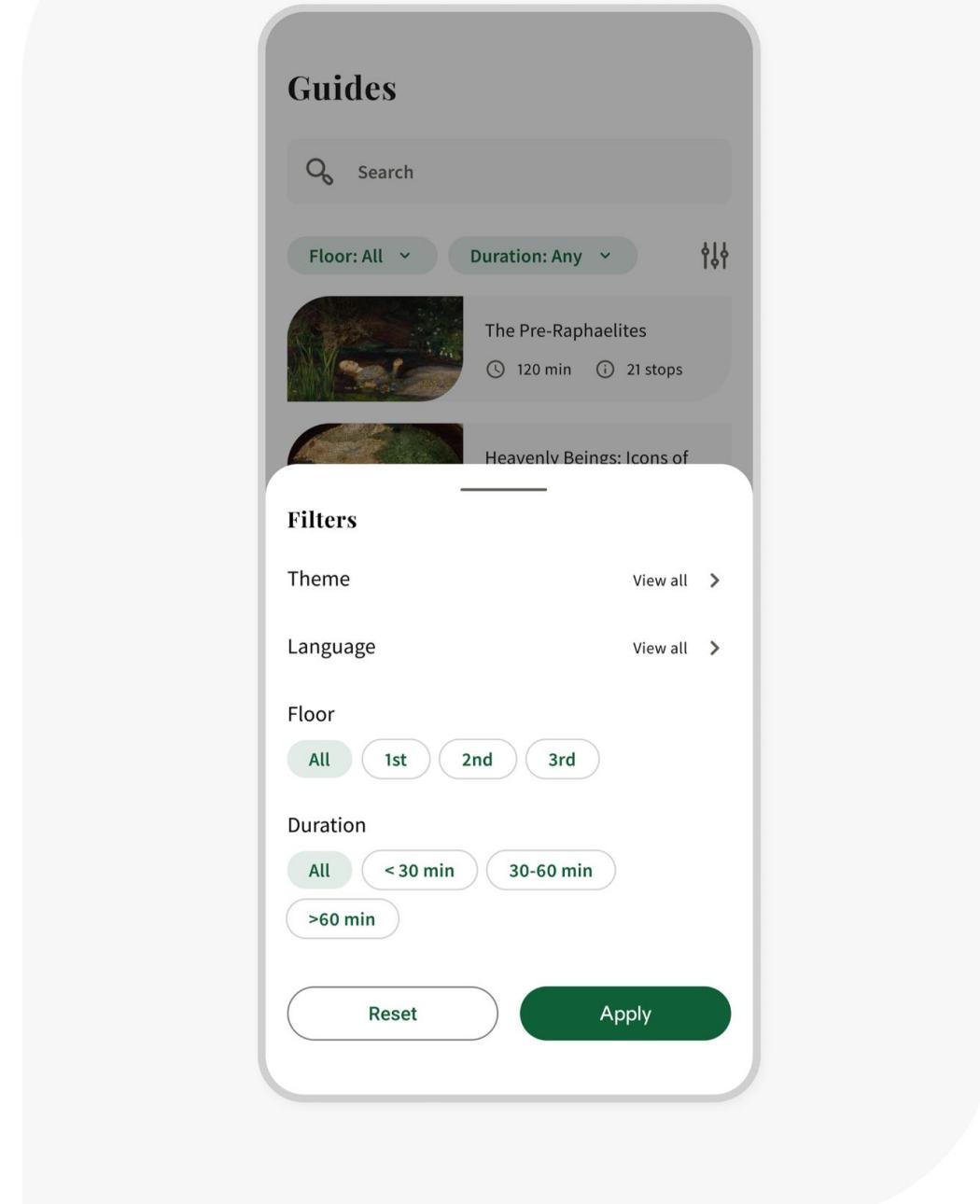
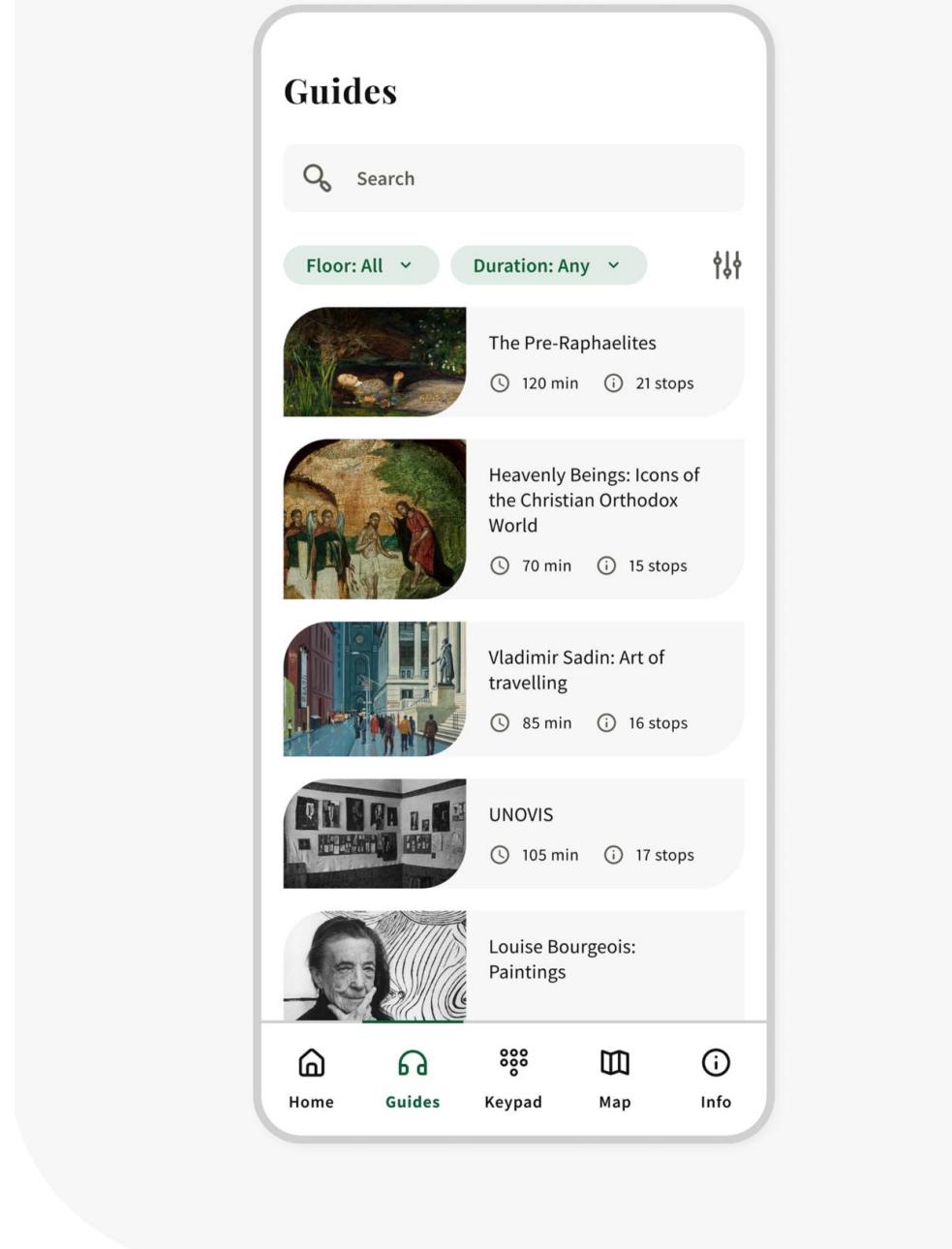
**Goal:** Visit an art gallery, learn more by listening a guide

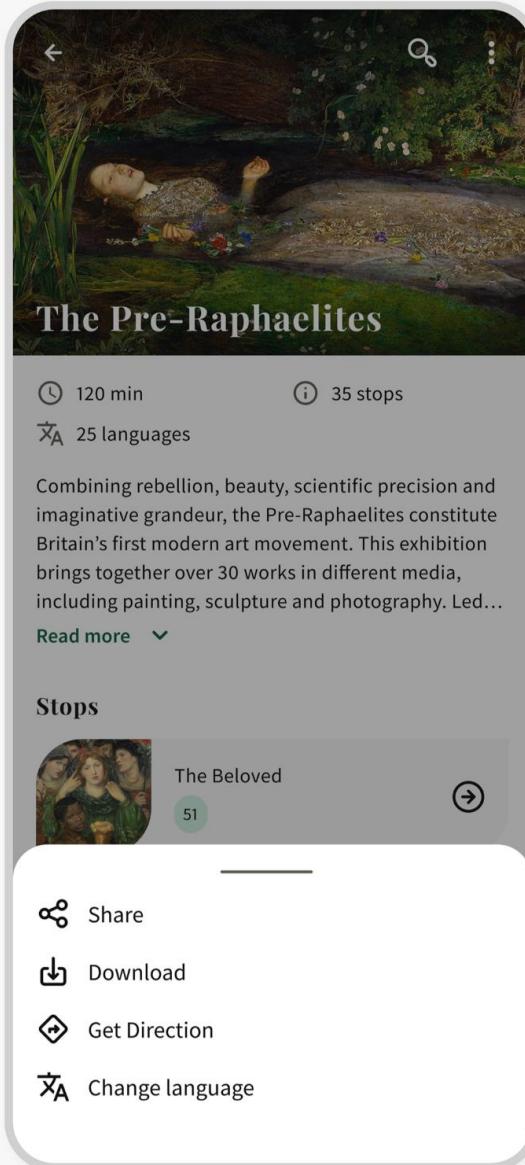
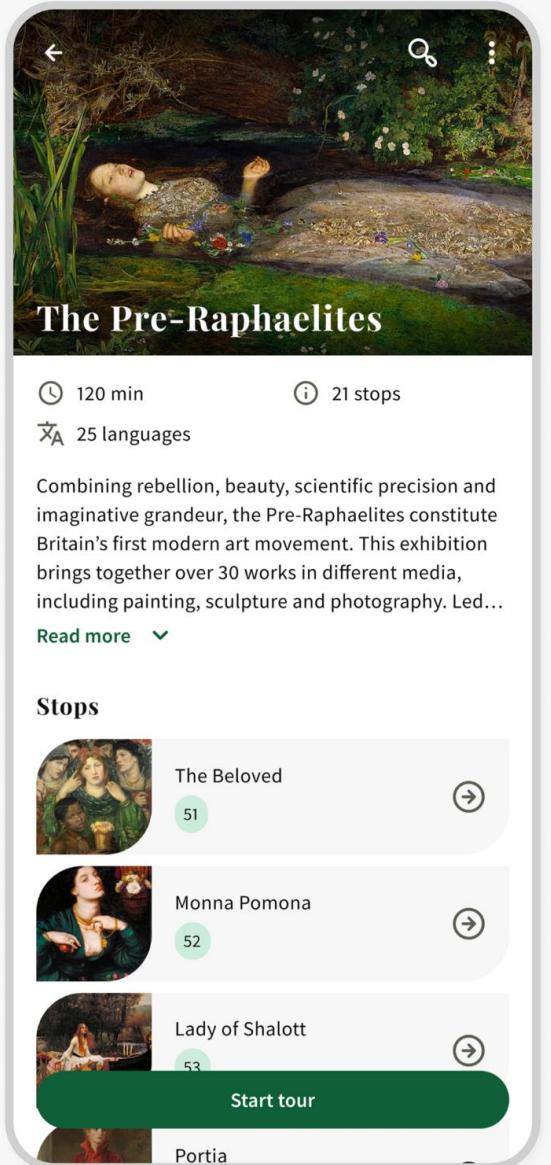
| ACTION                    | Plan a visit  | Go to the Gallery   | Listen to the guide   | Go to the Next Hall  | Finish the excursion   |
|---------------------------|---|---|---|--|--|
| ASK LIST                  | A. Find someone to go with<br>B. Decide on the date and time of visit<br>C. Book a guide for the chosen date                                    | A. Go to the gallery<br>B. Wait in line<br>C. Pay for a ticket and the excursion<br>D. Wait for the beginning | A. Go to the exhibit<br>B. Listen to the guide<br>C. Ask questions  | A. Follow the guide to the next hall<br>B. Ask the guide about navigation (where a toilet, a buffet or a souvenir shop is)                                 | A. Say thanks to guide<br>B. Share emotions and impressions with friends |
| FEELING ADJECTIVE         | Frustrated with inability to book a guide for the chosen date   | Pleasant anticipation of interesting excursion<br><br>Annoying about waiting in line                          | Interested, annoying if it's impossible to get closer because of the crowd<br><br>Interested, disappointed because sometimes it's hard to hear what guide says because of crowd                         | Confident, because the guide know where to go next so she (Inna) doesn't miss any exhibits   | Satisfied  |
| IMPROVEMENT OPPORTUNITIES | Create an audio-tour app for an art gallery with no need to book date of visit in advance<br><br>Provide language selection for the audio guide | Provide online ticket sales   | Provide textual description for the audio guide so that users who can not listen can read<br><br>Provide videos with sign language translation<br><br>User can repeat an audio record, pause it or stop | Provide a convenient map of the gallery, with navigation and search field<br><br>Provide markers on the gallery map that show what exhibits user have seen | Provide rating and review  |

## 07

## USER DESIGN INTERFACE







**Description**

The Lady of Shalott (1888), one of John William Waterhouse's best-known paintings, illustrates the tragic conclusion of Alfred Tennyson's 1832 poem The Lady of Shallot. Tennyson's poem retells a medieval Arthurian legend about Elaine of Astolat, who died of unrequited love for Sir Lancelot. According to the legend, she was cursed in a tower near King Arthur's Camelot.

In Tennyson's poem, the Lady of Shallot suffers from a curse that forbids her from leaving her tower: she sits in the tower and weaves, only allowed to look upon reality through a mirror. Defying her curse, she looks out the window and heads in a small boat to Camelot. Punished for breaking the curse, she dies before reaching her destination. Waterhouse depicts the Lady of Shallott in her final moments, as she lets go of the boat's chain: her mouth is parted as she sings 'her last song'. The tapestry she wove during her confinement is draped over the boat.

The artist hints at her near demise: in front of her is a crucifix and next to her are three candles, two of them blown-out. Candles were often used to symbolize life, and the two blown-out candles signify that her life will end soon.

Tennyson's poem was very popular among Pre-Raphaelite painters and poets, inspiring many works, such as The Lady of Shalott (1878) by John Atkinson Grimshaw, The Lady of Shalott (1857) by Dante Gabriel Rossetti and The Lady of Shalott (1905) by William Holman Hunt. Waterhouse, who was influenced by the Pre-Raphaelites in both style and subject matter, was also very fond of the poem. The Lady of Shalott became one of the artist's best-known subjects, and

Lady of Shalott 53  
The Pre-Raphaelites

0:25 4:54

■ ▶ ⟲ ⟳ 🔍

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A video player interface showing a thumbnail of the painting 'Lady of Shalott' by John William Waterhouse. The video is 53 seconds long, currently at 0:25. Below the video are control icons for play/pause, back, forward, and search. At the bottom are navigation links: Home, Guides (highlighted in green), Keypad, Map, and Info.

The Hedgerows street

Floor

3

2

1

Marston Lanes

Heron's Walk

UNOVIS

Cafe

UNO...

Vladimir Sadin: Art of travelling

The Pre-Raphaelites

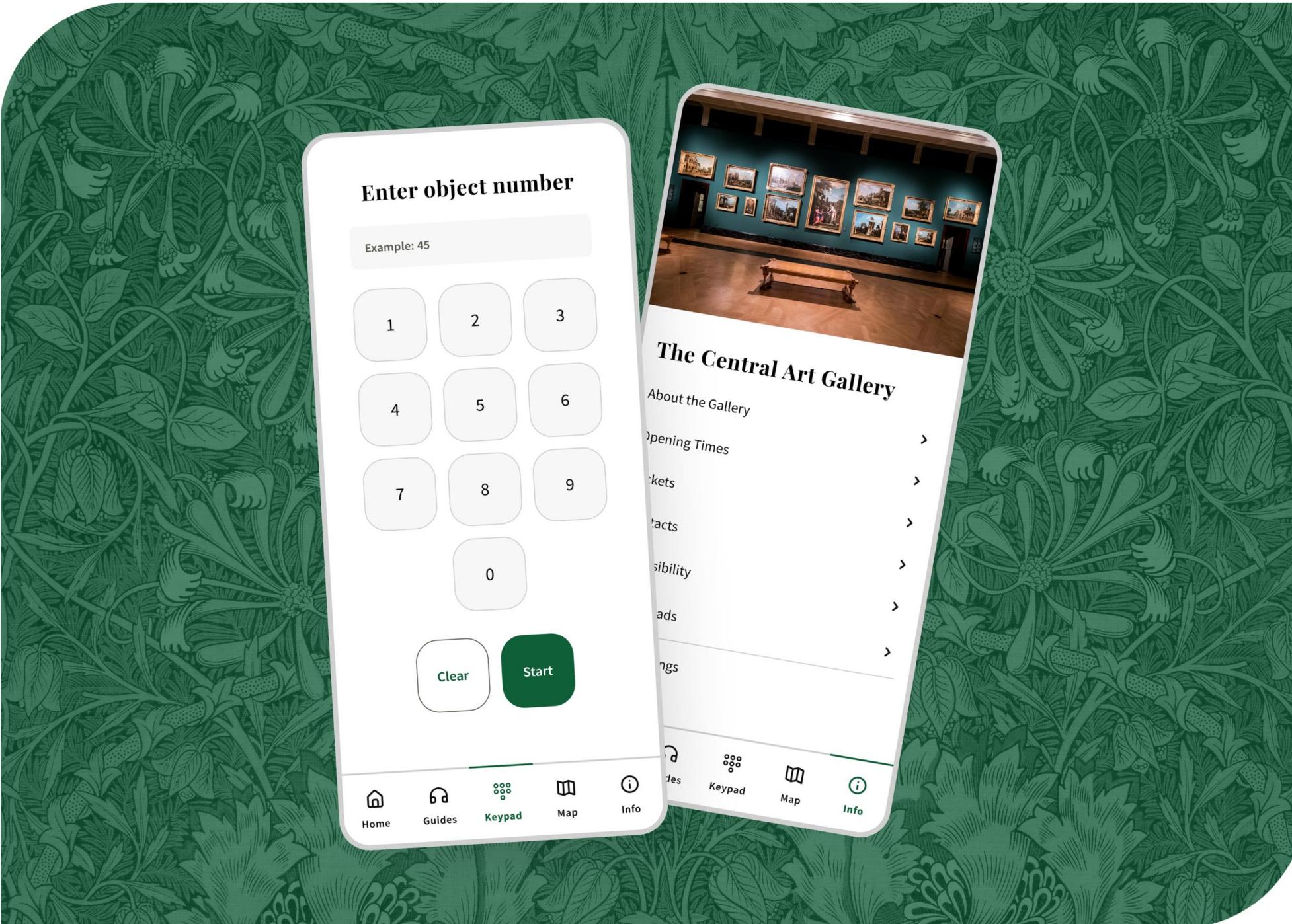
Marston Cedars

Exhibition: The Pre-Raphaelites X

01.05 - 01.09

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A floor plan of the building. The ground floor (Marston Lanes) contains 'The Pre-Raphaelites' exhibition space, 'Marston Cedars', and an 'Exhibition: The Pre-Raphaelites' from 01.05 - 01.09. The first floor (Heron's Walk) contains 'The Hedgerows street', 'UNOVIS', 'Cafe', 'UNO...', 'Vladimir Sadin: Art of travelling', and 'The Pre-Raphaelites' exhibition space. A vertical column on the right shows the floors: 3 (green), 2 (white), 1 (white). Navigation links at the bottom include Home, Guides (highlighted in green), Keypad, Map, and Info.



# 08

## UI-KIT

### Typography

**Title Large - Playfair Display Bold 24/30 + 3**

**Title Medium - Playfair Display Bold 16/24 . + 0.6**

**Title Small - Playfair Display Bold 14/20 . +0.3**

**Body Large - Source Sans Pro Regular 16/24 . + 0.15**

**Body Medium - Source Sans Pro Regular 14/20 . +0.25**

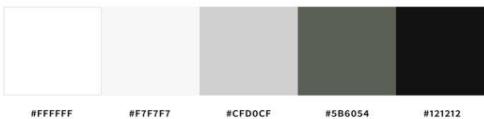
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**Label Large - Source Sans Pro SemiBold 14/20 . +0.1**

**Label Medium - Source Sans Pro SemiBold 12/16 . +0.5**

**Label Small - Source Sans Pro SemiBold 11/16 . +0.5**

### Colors



### Navigation Bar



### Chips



### Top App Bars



### Buttons



### Search field



### Icons





Thanks for watching