# User Interview Report

**## Summary**. Summarize your interaction with your potential users, including anything relevant about the setting or existing help for them beside the app you are creating. Note something unique about each user you talked to as well as any common things that were noted by all or most users.

\* As a frequent visitor to the Nasher, one visitor spoke highly of the art she visited in the exhibit and appreciated the various exhibitions throughout the year. She definitely thinks the exhibits, however, could benefit from a digital component, especially for younger audiences who might not be as drawn to or excited by the art exhibitions. She would think it would be very unique and allow the art pieces to come to life for the viewer if a digital component were added. This particular user actually worked at the front desk, but would very frequently look at the collections as well and has thus developed a deeper appreciation for art in general.

\* The interactions with students on campus led to the impression that they generally preferred a more technological or digitized component to exhibits too--for example, the digitized Venice exhibit in the entrance to Perkins/Rubenstein not only captivates but keeps the visitor riveted for an extended period of time.

**## Process**. Describe the process(es) users currently have for solving this problem.

\* To find more information about an art piece if they were interested, many users currently would attempt to find context by looking at the gallery cards, searching up the pieces on the Nasher site or on google, or asking museum curators. However, it was slightly hard to visualize or contextualize certain aspects of the exhibit without an interactive element or information that could directly link pieces to how they may have been used in historical times. Sounds that pieces might emit, movable elements, or a better conception of the piece’s historical surroundings are completely lost on the user.

**## Assumptions**: What assumptions did you have before talking to the users and how did talking to the users help to inform your app design?

\* Some assumptions we had before talking to users included: that they were not forced to come to the Nasher and thus visited the exhibitions out of their own volition and driven by curiosity or interest.

\* Talking to the users helped to inform our app design because it allowed us to extricate what many actual visitors to the museum may have experienced or wishes exhibits could include to better inform them of historical contexts of certain pieces or allow for an enhanced auditory, visual, and otherwise sensory experience.

**## Personas**. Develop at least *three* [**personas**](https://www.interaction-design.org/literature/topics/personas) to represent potential users of this app and justify how your personas inclusively capture the wide variety of potential user traits.

\* Community visitors to the Nasher, with a wide range of ages from children to seniors, visiting the Nasher exhibits for purely entertainment and interest into the collection.

\* Students from Duke or other nearby colleges interested in viewing and exploring the different exhibits.

\* Curators at the Nasher who are content specialists charged with the museum’s collections and involved with the interpretation of heritage material, as well as in charge of adding new pieces and exhibits to the displays.

\* We’ve divided up the potential users of this app into these categories because we believe these primarily represent the two big groups of our user base: administrators/curators who are able to upload content to better give context to existing artifacts, as well as the individuals (whether they be students or community members) who visit the exhibits for a variety of purposes including research, entertainment, or artistic interest,

**## Impacts**. Describe the contrast between users of this app's current experience with what you expect it to be after this app exists. Refer to your personas and include justifications and comments from your user interviews where possible. Note, impacts can be both positive *and* negative, inclusive *and* exclusionary, so make sure to consider many possibilities beyond the goal values the client wants to encourage with this app.

\* The users of this app will definitely see their experience enhanced and some of the concerns they have with exhibits reduced. Our platform will hopefully create a more interactive, captivating space for visitors of the Nasher to more directly interact with and contextualize existing art pieces. Even for those visitors who frequently visit the Nasher, as they themselves admit, they would benefit and greatly appreciate a similar application which could really bring the pieces to life. The application could put pieces in the context of their surroundings, even if they know only a limited portion of the history in which the exhibit represents.