

# MoPOP

MUSEUM OF  
POP CULTURE

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## Project Proposal for MoPop Mobile App

## BACKGROUND

The **Museum Of Pop Culture ( MoPop)**, formally known as EMP Museum, is one of Seattle's best-known museums. Located at Seattle Center nearby the Space Needle, the MoPop is a leading-edge nonprofit museum, dedicated to the ideas and risk-taking that fuel contemporary popular culture. It was founded by Microsoft co-founder Paul Allen in 2000 as the Experience Music Project, a name that was retained until November 2016, when the museum was rebranded into today's Museum Of Pop Culture, or MoPop.

The museum features both all-year-round and limited time exhibits, from science fiction, to horror cinema to videogames; the MoPop has organized dozens of exhibits, 17 of which have toured across the US and internationally. The museum has also founded many public programs including Sound Off!, an annual 21 and under battle-of-the-bands that supports the all-ages scene, and Pop Conference, an annual gathering of academics, critics, musicians, and music buffs. In collaboration with the *Seattle International Film Festival* (SIFF), the MoPop presents the *Science Fiction and Fantasy Short Film Festival*, which takes place annually every winter at Seattle Cinerama Theater.

### PROBLEM

MoPop features a mobile website with limited functionality, non-responsive design, illegible type and slow loading content. Visitors are faced with multiple challenges trying to navigate the site content, which provides an extremely poor experience to users. The lack of mobile responsiveness and the need to provide information easily accessible on mobile devices offer the opportunity to explore alternative solutions. How can users access information in a fast, efficient and user-friendly way?

### SOLUTION

Our solution is to abandon the mobile site in favor of a mobile application. The mobile app will retain the look and feel of MoPop's official website, color palette and font. It will feature key information about exhibits, events, museum history, membership, hours and contact information, easy-to-access direction to the museum, a museum's map and, possibly, an in-app ticket purchase feature.

The target audience for the app is male and females aged 25-60, specifically Seattle residents, young families and high school and college students between the age of 16 and 22.

After conducting a thorough market research, I have identified two main competitors who faced challenges similar to the ones of the Museum of Pop Culture. The **San Francisco Museum of Modern Art** and the **Metropolitan Museum** feature official websites with very limited flexibility on mobile devices; both institutions have, therefore, implemented and released their own official mobile app to overcome the obstacles of responsive design.

In the following pages I will analyze each mobile application and identify their areas of strenght and areas that offer room for improvement.

### **SAN FRANCISCO MUSEUM OF MODERN ART**

After a three-year closure, the newly renovated and expanded San Francisco Museum of Modern Art (SFMOMA) opened its doors to the public on May 14, 2016. With nearly three times more gallery space than before, the museum opened with 19 inaugural exhibitions and it now includes nearly 45,000 square feet of art-filled free public spaces. Upon re-opening its doors to the public the SFMOMA released their brand new mobile app.

The SFMOMA's mobile application was developed with the support of Bloomberg Philanthropies and in partnership with San Francisco's start-up Detour. Available exclusively on iOS, the app features a new breed of guided narratives that take visitors through the galleries and exhibits and out onto the streets of San Francisco.

### AREAS OF STRENGTH

The app's main focus is to compel the user to utilize their guided tours around the galleries, however, it also features some essential functionalities such as: exhibits list, special installations descriptions and location, membership login, tickets purchase, hours and contact information.

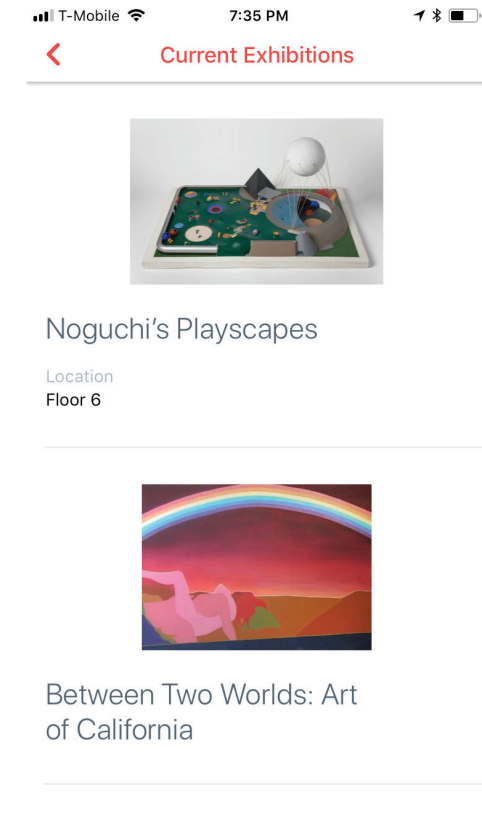
Because of the relatively small number of actionable links, the interface is easy to navigate, with clear instructions and quick access to essential functionalities.

**Clear navigation and look;**

**Quick access to essential information;**

**Established content hierarchy;**

**Proper organization of information.**



## AREAS OF IMPROVEMENT

While the overall look and feel of the interface is an obvious success, it's worth noting some usability shortcomings that might damage the overall user experience. While these usability issues do not necessarily represent bad design, they do offer a good starting point for improvement.

### Missing CTAs

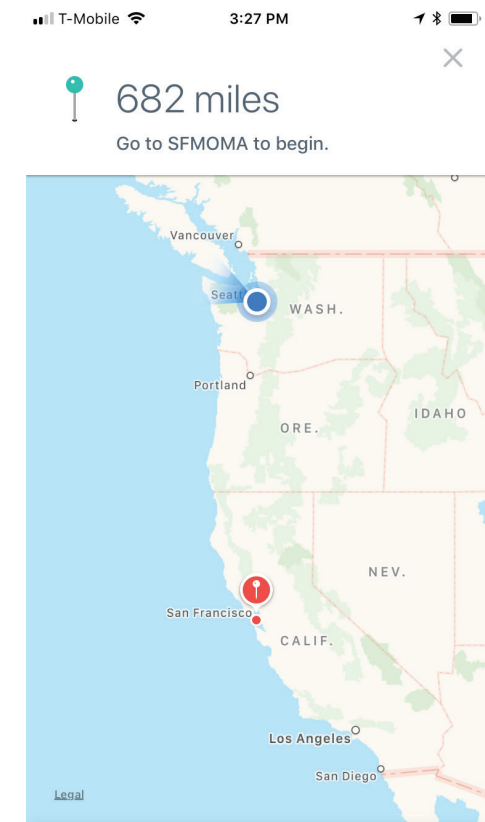
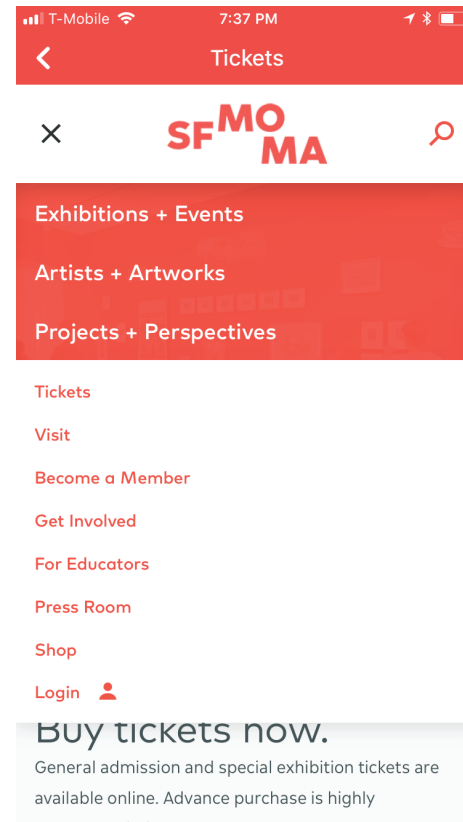
As the user navigates through the list of available exhibitions, there is no quick link to purchase tickets. One must circle back to the opening menu and scroll down to the “Buy tickets” option.

### Deep linking

Clicking on “Buy tickets” will activate the deep links that take users out of the app interface and into the mobile site. By doing so, the user is faced with the site's menu which lacks consistency with the in-app menu.

### Missing map

There is no feature for in-app viewing of the museum floor plan.



### THE METROPOLITAN MUSEUM

The Metropolitan Museum of Art of New York, colloquially “the Met,” is the largest art museum in the United States. With 7.06 million visitors in 2016, it was the second most visited art museum in the world, and the fifth most visited museum of any kind. Its permanent collection contains over two million works, divided among seventeen curatorial departments.

It comes to no surprise that the MET features its own very app, available on both iOS and Google Play. Targeted at both NYC residents and tourists the app, developed in collaboration with Bloomberg Philanthropies, features a beautifully and engaging interface that allows users to freely navigate among events and exhibitions, explore classic highlights, and discover fresh perspectives on the permanent collection.



## AREAS OF SUCCESS

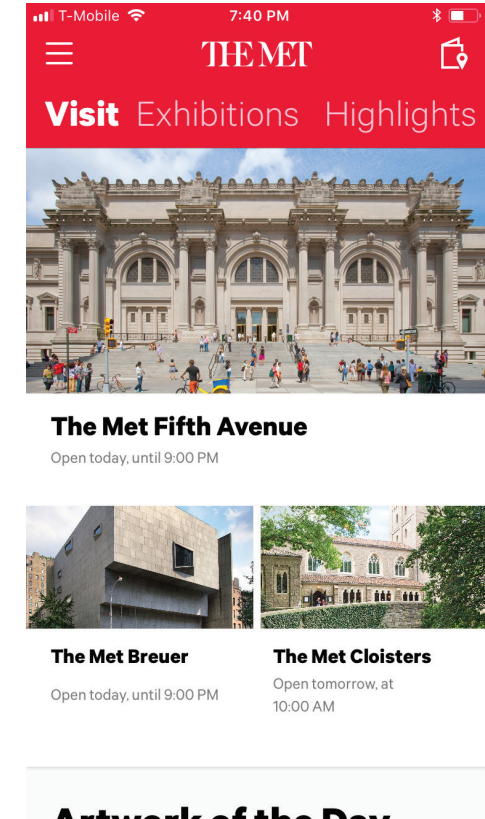
One area of undeniable success is the app's beautiful and elegant interface. Upon opening the app, the user is greeted with a highly engaging and visually stunning carousel menu that allows to navigate among all the museum has to offer. On the top left corner, users can access a secondary dropdown menu featuring all essential functionalities; first of all, the option of purchasing tickets. On the top right corner seats a link to the floor plan of the museum. The map showcases all exhibitions and floors and it includes a "search" bar to quickly locate areas and/or artwork of interest.

**Visually stunning interface;**

**Quick access to key functionalities;**

**Optimized for iOS Accessibility feature;**

**Direct access to floor map.**



## AREAS OF IMPROVEMENT

Deep linking is probably the biggest flaw of this otherwise beautiful app. Users are often directed to the museum mobile site without warning. Clicking the “Get Tickets” tab on the side menu will automatically open a web browser page where tickets can be purchased.

### Missing CTAs

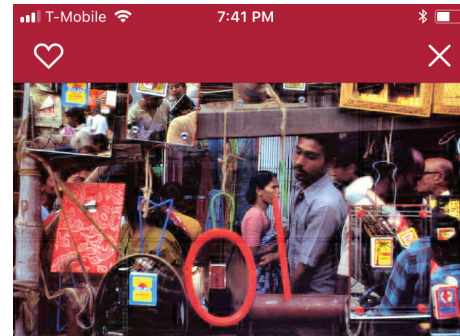
As the user navigates through the list of available exhibitions, there is no quick link to purchase tickets. One must circle back to the side menu.

### Deep linking

Many of the in-app features will direct users to the MET’s mobile site and abandon the app interface.

### Poor carousel usability

As users swipe through the beautifully designed and engaging carousel menu, they found themselves having to scroll all the way back to the default interface, rather than having quick access to a CTA that will automatically resets the interface.



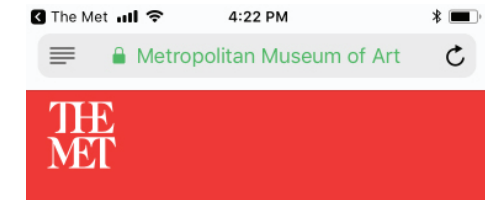
### Modernism on the Ganges: Raghubir Singh Photographs

Through January 2018  
at The Met Breuer

On view on Floor 2

 **Show On Map**

 **Save to Calendar**



## Admission Tickets

No matter where you buy them, all admission tickets include entry to The Met collection and all exhibitions. Tickets include same-day admission to [The Met Fifth Avenue](#), [The Met Breuer](#) (closed Mondays) and [The Met Cloisters](#). Tickets are valid

**Total: \$ 0.00\***

\*Online purchases include a \$1.00 service fee per ticket.

**Checkout**



Personas facilitate the conceptualization of human centered design that successfully engages and satisfies users' needs. In the creative brief, I specified that the audience in question is made of male and females aged 25-60, specifically Seattle residents, young families and high school and college students between the age of 16 and 22.

In the following pages, I will layout archetypes of likely users who would benefit greatly from a mobile application of the Museum of Pop Culture.

ADAM GRAY



**AGE:** 31  
**RESIDENCE:** Seattle, WA  
**HOMETOWN:** Las Vegas, NV  
**SALARY:** \$68,000  
**STATUS:** Single

Adam Gray is a Senior Concept Artist at 343 Industries, he graduated in 2008 from the Art Institute of San Diego. After completing an internship at Electronic Arts, he worked as a contractor for various game studios in the LA area. In 2012, he received a job offer from 343 Industries for full time employment. Upon accepting the offer, he moved to Seattle and lives in a one-bedroom apartment in Fremont.

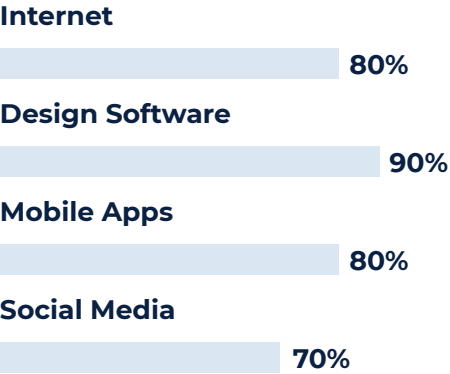
Adam loves his job and mostly hangs out with people from work. With them he has attended several events around Seattle, including PAX West and Emerald City ComicCon. Adam and his friends meet up every other Saturday for a night of Dungeons & Dragons and wine. Although, he works for Microsoft, when the time of buying a gaming console came, he settled on a Play Station 4. Adam is a big sci-fi fan, first and foremost, he loves the Star Wars saga, both the movies and video game series; he grew up playing Halo, which is why he decided to accept the job offer at 343 Industries.

Adam loves Seattle and everything the city offers, he is always on the lookout for local events and has visited the Museum of Pop Culture twice since he moved to the PNW. Plenty of times, Adam has found himself missing out on exciting events and exhibitions featured at the MoPop, he has repeatedly told himself he'll try to get more involved with what goes on at the museum, but inevitably forgets on checking its website.

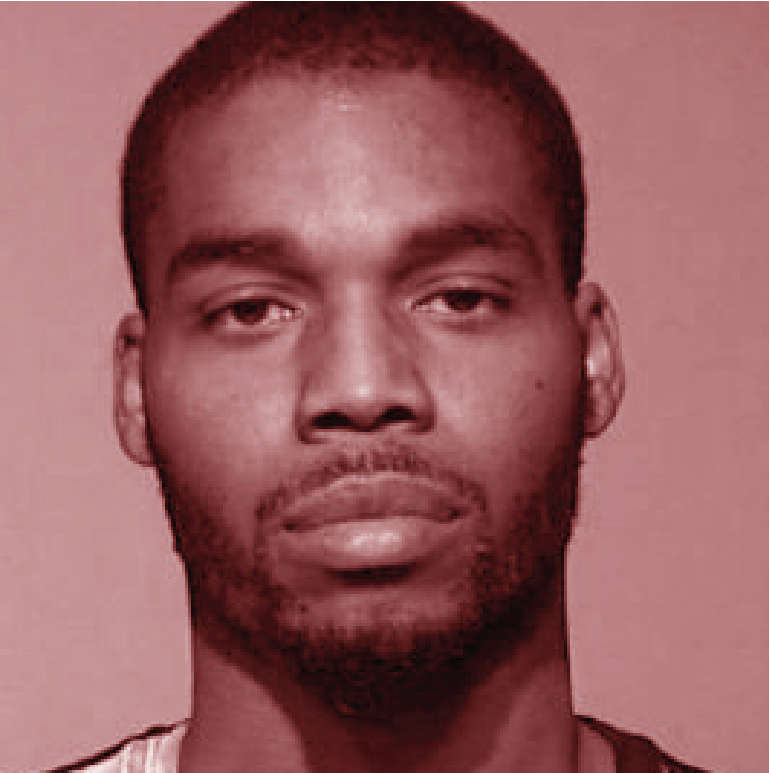
**NEEDS:** speed, accessibility, reliability, information, alerts  
**GOALS:** to get more involved with MoPop exhibitions and events; receive alerts on upcoming featured exhibits; to access information quickly and smoothly on advertised events and exhibitions.

**FRUSTRATIONS:** inability to quickly access the museum's website on the go; time consuming nature of the tickets purchasing process from his mobile device;

TECHNOLOGY USAGE



KEVIN ROY



**AGE:** 27  
**RESIDENCE:** Seattle, WA  
**HOMETOWN:** New York, NY  
**SALARY:** \$72,000  
**STATUS:** Single

Kevin Roy is a freelance photographer, born and raised in New York City, NY. In 2008, he attended the New York City University, where he pursued a Bachelor of Arts in Art History; while in college, he developed a passion for photography. After graduating in 2012, Kevin’s turned what started as a hobby, into a career. He quickly made a name for himself with his portraits of strangers. In 2015, he was awarded a Residency from Adobe Corporations, which brought Kevin to move to Seattle, WA.

Kevin loved New York, its museums and its culture. He found himself feeling a sort of skepticism towards Seattle. It took him a few months to familiarize himself with his new surroundings, and find a new circle of friends. He has come to appreciate the grungy and unapologetic attitude of the city; he spends many hours wondering around the city with his camera in hand. Some of his hobbies include hiking one of the many trails off I-90, he likes to find cozy coffee shops where he can quietly work on his photographs.

Someone told Kevin about the Museum of Pop Culture a few weeks after his arrival in Seattle. The vague description he was given aroused Kevin’s curiosity, but it took him a few more weeks before he resolved to plan a visit. He loved the museum and had half a thought of buying a membership. As a former art student and a professional photographer, Kevin would love to be constantly updated on current and

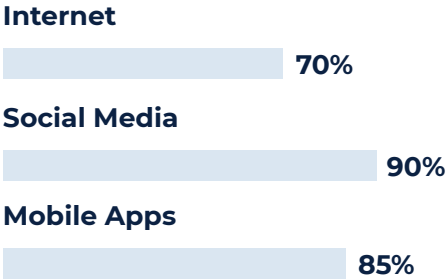
upcoming exhibitions, especially during those rainy gray winter days. He has browsed the MoPop’s official website and found plenty of events he plans to attend and possibly a contest or two.

**NEEDS:** speed, accessibility, information, alerts

**GOALS:** to receive alerts on upcoming events; to quickly and smoothly purchase tickets from his phone; to access information quickly and smoothly on advertised events and exhibitions.

**FRUSTRATIONS:** having to check MoPop’s website on a regular basis for upcoming events; inability to filter which emails and newsletters he receives.

TECHNOLOGY USAGE





LAURA VERDJEK



**AGE:** 42  
**RESIDENCE:** Seattle, WA  
**HOMETOWN:** Seattle, WA  
**SALARY:** \$57,000  
**STATUS:** Married

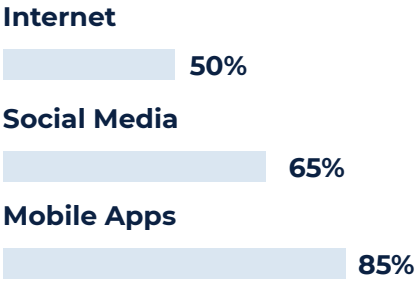
Laura Verdjek was born and raised in Seattle; she’s lived in the PNW her whole life and loves it with her whole art. She is a proud University of Washington alumni and works as a Financial Manager for a small start-up in Pioneer Square. Laura is married; she and her husband, Mark, own a town house in West Seattle. They two kids, Adele who is 5 and Eric who is 3.

Laura loves her job as much as she loves her family, she spends most of the day at work, but happily comes home to her husband and kids. Both Laura and Mark are movie enthusiasts; each Sunday night, after dinner, the whole family sits down and watches an iconic movie.

When it was announced that the EMP would be rebranded into the Museum of Pop Culture, Laura felt a vague sense of betrayal; she grew up knowing and loving the EMP and did not want it change. After her first visits she realized the MoPop offered the same exciting and engaging experience it did before, while adding new and exciting activities, events and exhibits to its repertoire. Laura is always on the look out for activities and places she can take her family to. The MoPop is just what she needs with its variety of events and interactive experiences. She’d love to be more connected with what goes on at the museum.

- NEEDS:** accessibility, information, alerts
- GOALS:** to receive alerts on upcoming events; to quickly browse through events and exhibit information; to share information quickly across devices
- FRUSTRATIONS:** having to check MoPop’s website on a regular basis for upcoming events; inability to filter which emails and newsletters he receives.

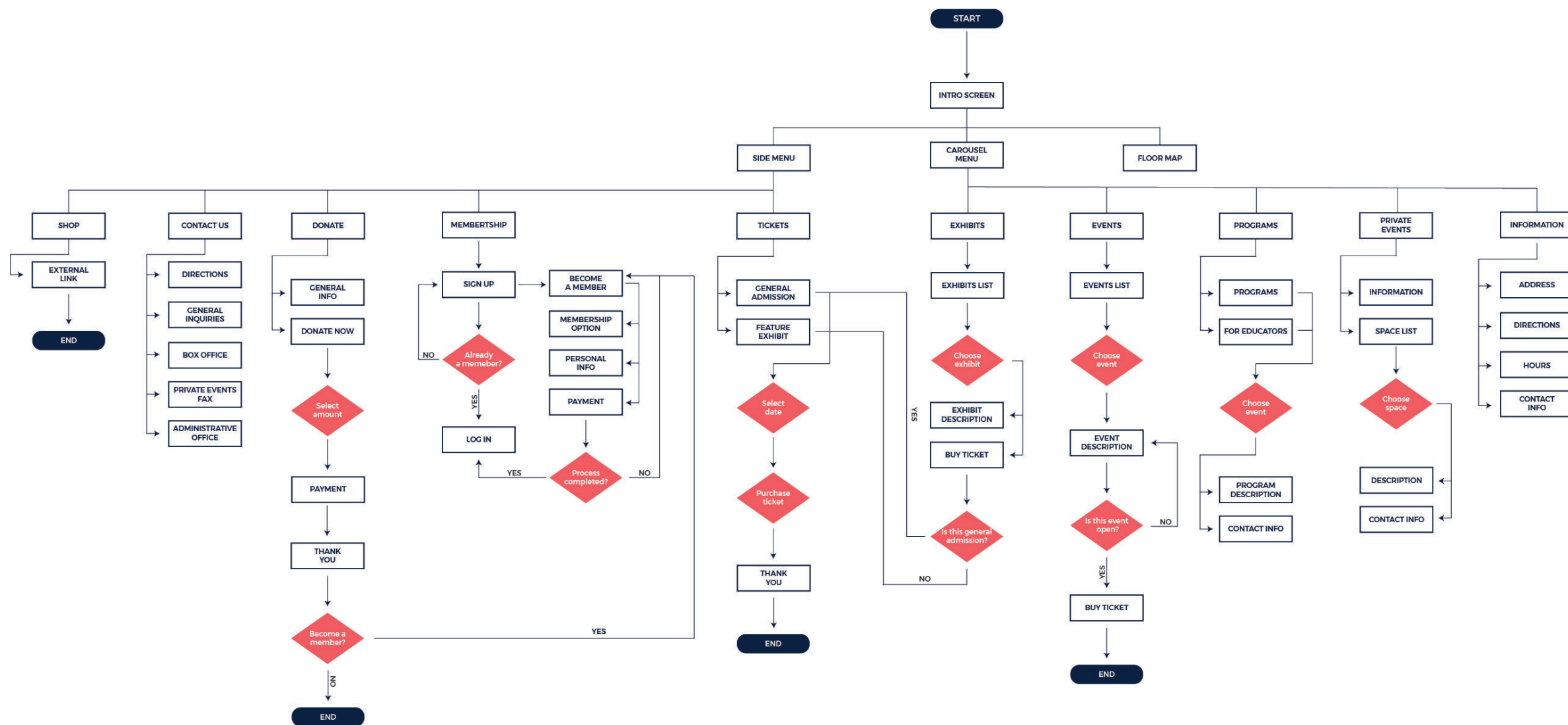
TECHNOLOGY USAGE



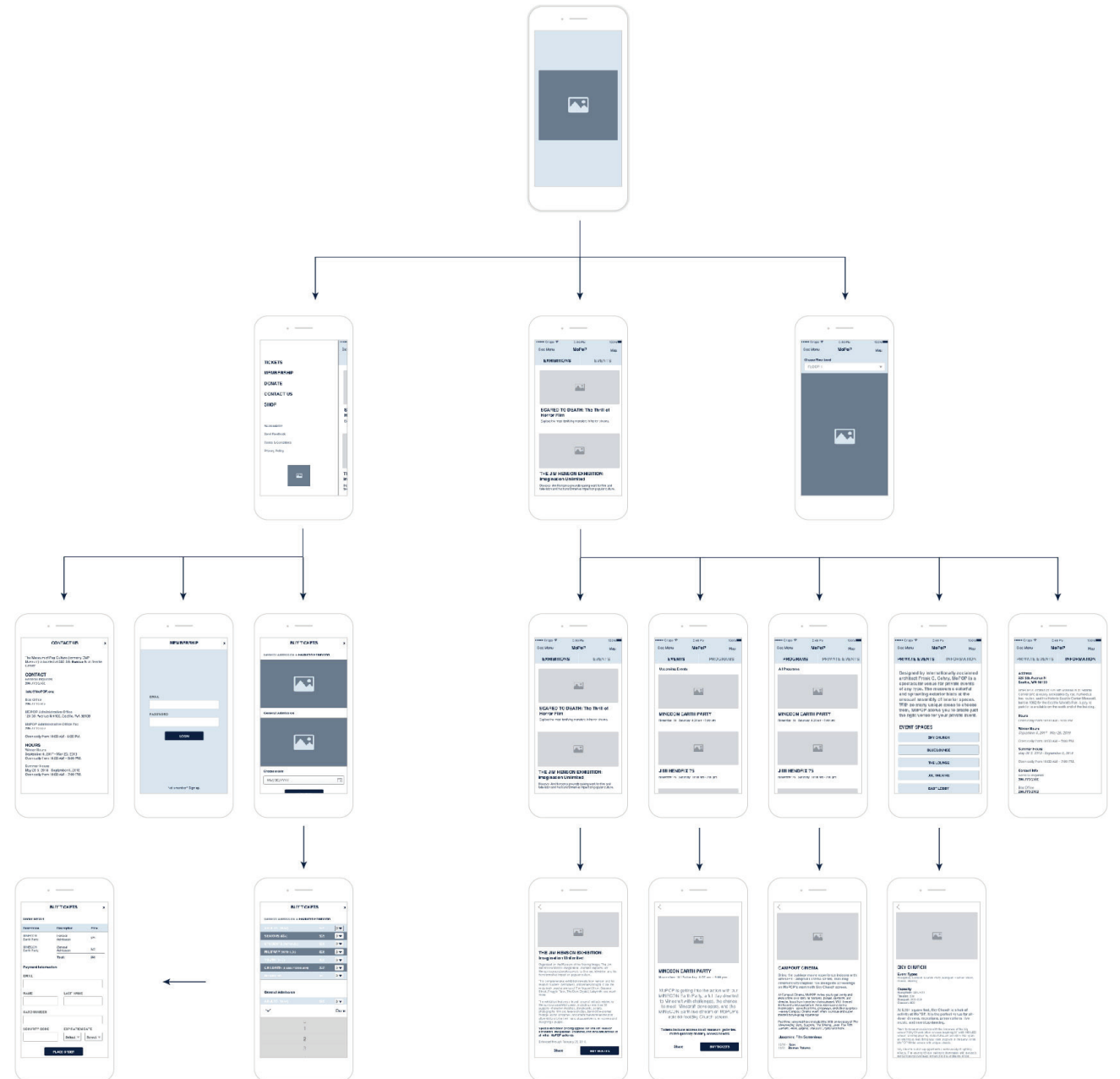
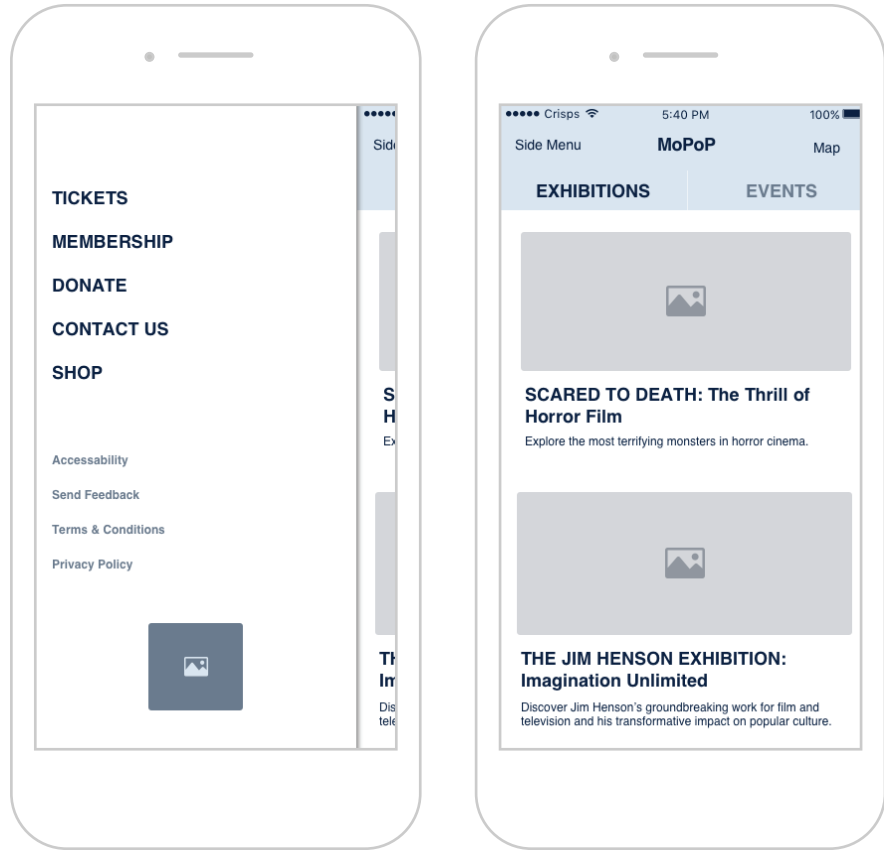
In the following pages, I will showcase the concept and design process behind the MoPop mobile application. Said process includes user flow charts, wireframes and interface design.

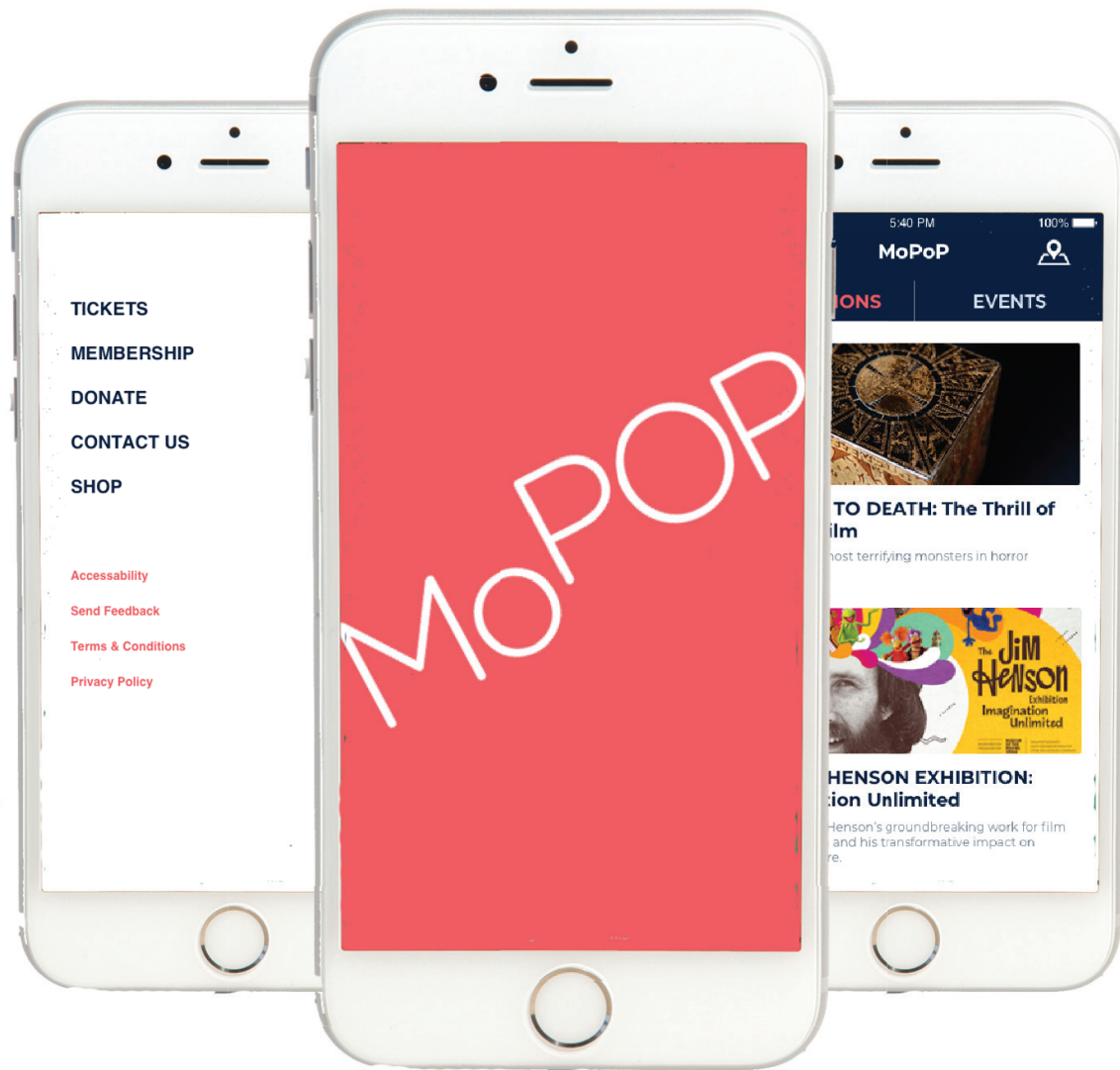
The objective was to design an application that retained the look and feel of the MoPop branding while providing a much better user experience to those who wish to access information on the go.

My goal is to deliver intuitive, reliable and visually compelling technology suited to the users' needs.









## COLOR PROFILE



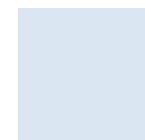
#ee5d62



#6a7a8d



#0c2242



#dae4ef

## FONT IDENTITY

MONTERRAT - Bold (700), Light (200)

TICKETS

MEMBERSHIP

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SHOP

Accessibility

Send Feedback

Terms & Conditions

Privacy Policy

CONTACT US

The Museum of Pop Culture (formerly EMP Museum) is located at **325 5th Avenue N** at Seattle Center.

**CONTACT**  
General Inquiries  
206.770.2700  
[info@MoPOP.org](mailto:info@MoPOP.org)

Box Office  
206.770.2702

MoPOP Administrative Office  
120 5th Avenue N #100, Seattle, WA 98109

MoPOP Administrative Office Fax  
206.770.2727

**HOURS**  
Open daily from 10:00 AM - 5:00 PM

Winter Hours  
September 6, 2017 - May 25, 2018  
Open daily from 10:00 AM - 5:00 PM

Summer Hours  
May 26, 2018 - September 5, 2018  
Open daily from 10:00 AM - 7:00 PM

EXHIBITIONS

EVENTS

**SCARED TO DEATH: The Thrill of Horror Film**

Explore the most terrifying monsters in horror

**THE JIM HENSON EXHIBITION: Imagination Unlimited**

Discover Jim Henson's groundbreaking work for film and television and his transformative impact on popular culture.

MEMBERSHIP

EMAIL

PASSWORD

LOGIN

Not a member? [Sign up](#)

PRIVATE EVENTS

INFORMATION

BUY TICKETS

Order Details

Description	Description	Price
MINECON Earth Party	General Admission	\$25
MINECON Earth Party	General Admission	\$25
Total:		\$50

Payment Information

EMAIL

NAME LAST NAME

CARD NUMBER

SECURITY CODE EXPIRATION DATE

PLACE ORDER

PROGRAMS

PRIVATE EVENTS

All Events

**CAMPOUT CINEMA**

Get the outdoor movie experience year-round

**SOUND OFF**

The Northwest's premier 21 and under battle of the bands

PRIVATE EVENTS

INFORMATION

Designed by internationally acclaimed architect Frank O. Gehry, MoPOP is a spectacular venue for private events of any type. The museum's colorful and sprawling exterior hints at the unusual assembly of interior spaces. With so many unique areas to choose from, MoPOP allows you to create just the right venue for your private event.

EVENT SPACES

Sky Church

Blue Lounge

The Lounge

3BL Theatre

East Lobby

BUY TICKETS

General Admission • Featured Exhibition

ADULTS (18-64)	\$25	0 ▼
SENIORS (65+)	\$25	0 ▼
STUDENTS (WITH ID)	\$25	0 ▼
MILITARY (WITH ID)	\$25	0 ▼
YOUTH (6-17)	\$25	0 ▼
CHILDREN (4 AND YOUNGER)	\$25	0 ▼
MEMBERS	\$5	0 ▼

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Discover Jim Henson's groundbreaking work for film and television and his transformative impact on popular culture.

EXHIBITIONS

EVENTS

**CAMPOUT CINEMA**

Bring the outdoor movie experience indoors with MoPOP's Campout Cinema series, featuring cinematically-inspired fun alongside screenings on MoPOP's mammoth Sky Church screen.

At Campout Cinema, MoPOP invites you to get comfy and relax under LED star on blankets, pillows, cushions, and sleeping bags from home (no chairs please). Warm themed drinks and photo ops before the screening and during intermission—as well as trivia, giveaways, and other surprises—every Campout Cinema event offers a unique and super themed movie-going experience.

Real films screened have included the 50th anniversary of *The Neverending Story*, *Supino*, *The Shining*, *Jack*, *The Fifth Element*, *Alien*, *Legend*, *The Dark Crystal*, and more.

**Upcoming Film Screenings**  
1210 - *Week*  
1220 - *Return Returns*

**THE JIM HENSON EXHIBITION: Imagination Unlimited**

Organized by the Museum of the Moving Image, The Jim Henson Exhibition: Imagination Unlimited explores Jim Henson's groundbreaking work for film and television and his transformative impact on popular culture.

This comprehensive exhibition reveals how Henson and his team of builders, performers, and writers brought to life the enduringly popular worlds of *The Muppet Show*, *Sesame Street*, *Fraggle Rock*, *The Dark Crystal*, *Labyrinth*, and much more.

The exhibition features a broad range of artifacts related to Henson's unparalleled career, including more than 20 puppets, character sketches, storyboards, scripts, photographs, film and television clips, behind-the-scenes footage, iconic costumes, and interactive experiences that allow visitors to try their hand at puppeteering on camera and designing a puppet.

**Special exhibition pricing applies for The Jim Henson Exhibition: Imagination Unlimited, and includes access to all other MoPOP galleries.**

Share

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