

PG Laboratory - V
User Experience and Design Laboratory
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Experiment 5

Aim:

Museum of London: Visit the application on

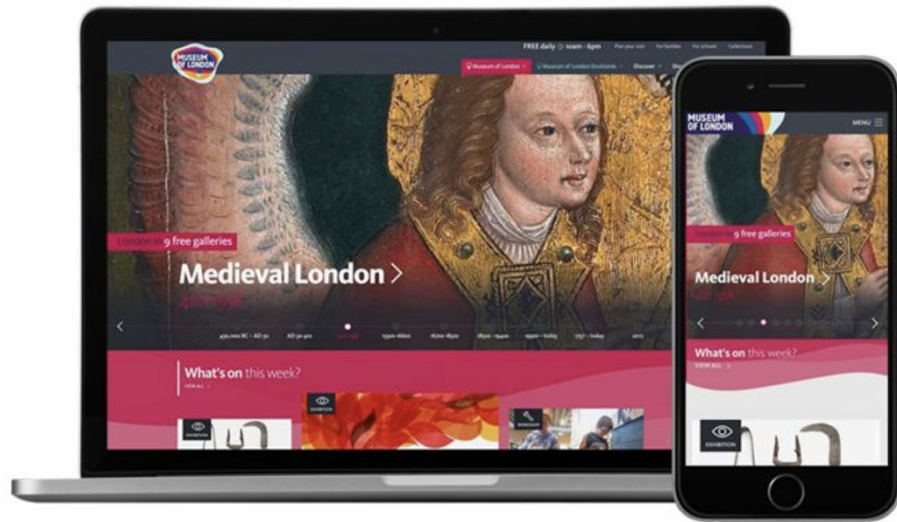
<http://www.webcredible.com/case-studies/non-profit/museum-london/>

Study and identify the challenges in design and evaluate UX principles applied for helping visitors to engage with the past, present and future. Suggest any such App design in Indian scenario for any one Museum in India. Explain usability testing for the same.

Literature Survey:

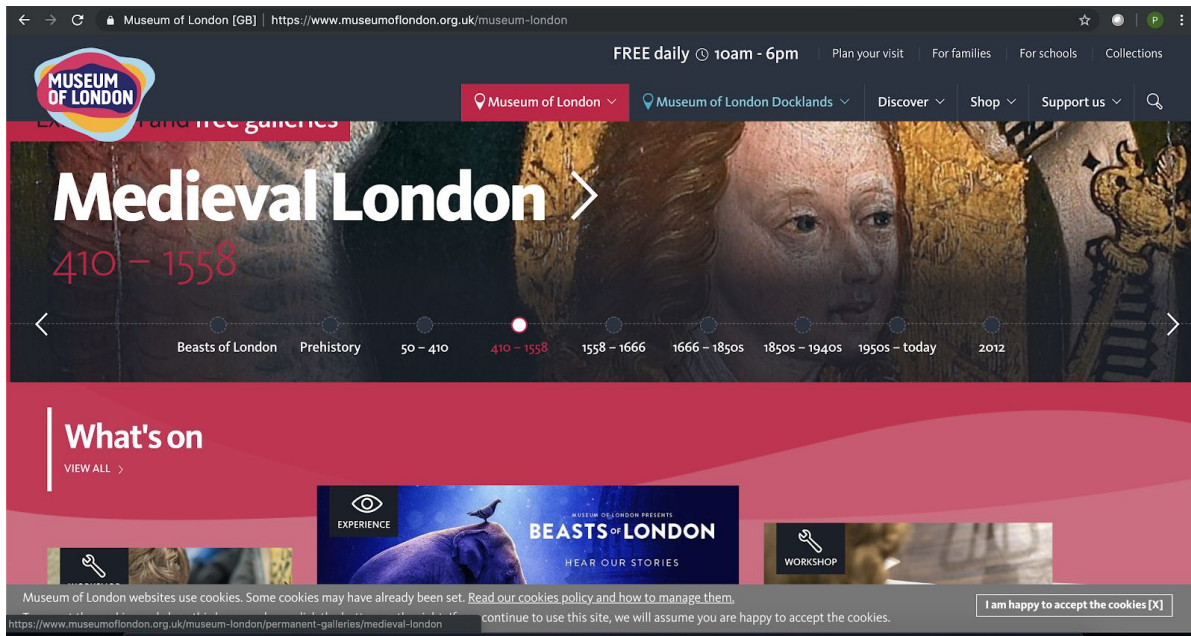
We have visited Museum of London on

<https://www.webcredible.com/case-studies/non-profit/museum-london/>



Webcredible helps businesses innovate, transform and succeed in digital world. They have helped the Museum of London to improve their existing website and move to a better platform. They added the following upgrades in the website:

1. Effectively serve multiple audiences with the right information, including families, teachers, researchers and other museum stakeholders
2. Create an online museum digital presence that rivals its physical locations
3. Align with the museum's long-term strategic objectives and leave room for future growth
4. Maximise exposure for the museum's commercial activities, without compromising on the visitor experience



In India we have a website for Museums of India. <http://museumsofindia.gov.in/>

Usability Testing:

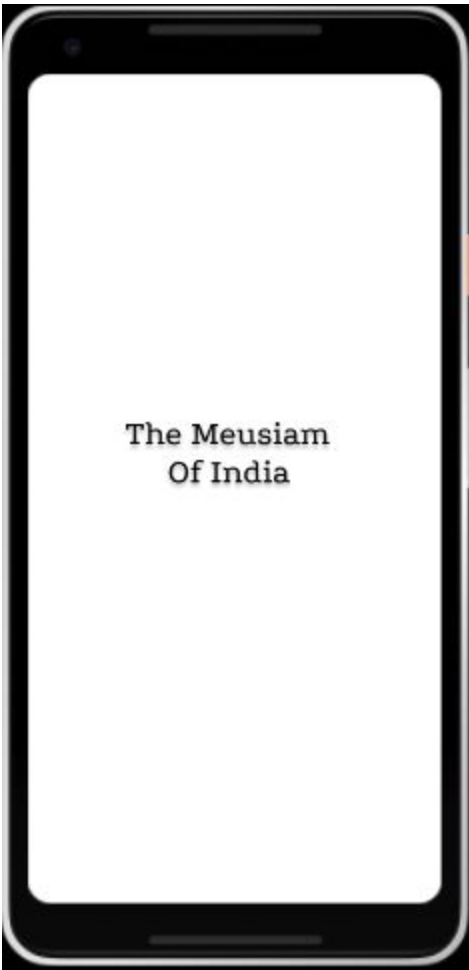
I have put the museums of india website through the following usability testing parameters:

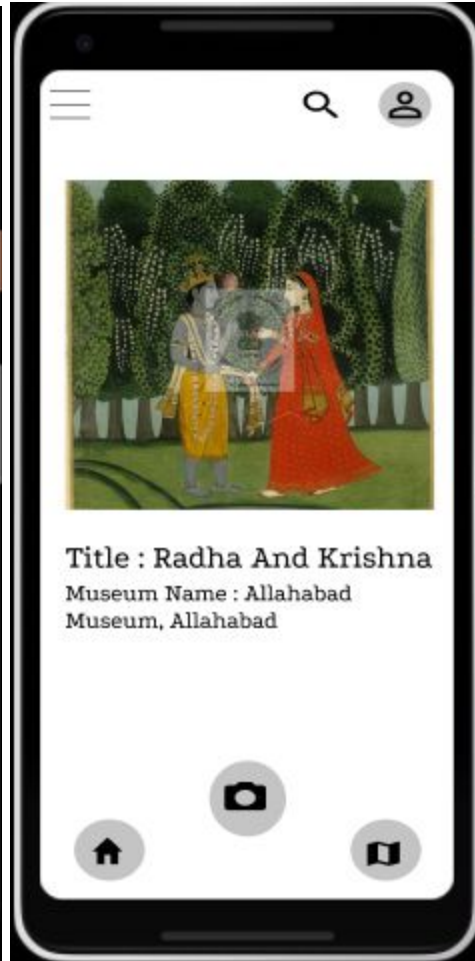
1. Useful: The website is quite useful as it gives an overview of the major museums of the country. This being said, nowadays people are switching to a mobile device and there is a need for the mobile application of the website.
2. Findable: The link comes up second on the list of searches in google. Although this is findable but the result should have shown it as first.
3. Desirable: The concept of having a one place information site for all the museums of the country is a sound idea. This makes the website very desirable. Having an application can help tourists to locate and find out about the local museums in a better way.

Museums of India App:

After going through the usability testing parameters, we are giving a conceptual idea of an mobile application of the Museums of India website mentioned above. In our conceptual mobile app there are three main features in bottom navigation and those are Home Feeds, Scan Qr code and mapview of all museums in india.

News Feeds shows the latest and updated news of all museums like what they recently discovered and if there is any event or public exhibitions etc. Unique thing in our app will be Qr code scanner. As we visit any museum we require a tour guide that shows us the entire museum and gives information about all the items. Instead of that every item will have unique Qr code and after scanning the Qr code their information will be displayed. Our last feature will display all the museums present in India in a mapview with a marker.





**Conclusion:**

Hence we have successfully studied and identified the challenges in London Museum design and evaluated the UX principles applied. We have also successfully implemented a mobile application design in Indian scenario for Museums of India website.