

# Salem Witch Museum Website Redesign

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# Website Questionnaire

## Current Business Goals

- Sell Tickets - 17.50\$
- Promote Education
- Awareness

## Future Business Goals

- Attract a younger audience
- Inspire people to contribute to the Witch Hunt Project and notice “Witch Hunts”
- Help people learn from history

## What should customers first see?

- Tickets
- Witch Hunt Project
- Museum Info

## Who is the user base?

- Tourists
- Students
- Historians

## Requirements/must-haves?

- History/Education
- Clear Museum Information
- Organized Education
- Witch Hunt Page that makes you think

# Brand Audit - Offering

## Strengths

- Witch trial sites online tour!
- A lot of cool information
- Call for action
- Resources for students and educators

## Weaknesses

- Poor information architecture
- Too many tabs in the menu
- Buying tickets has too many tabs
- Museum information seems hidden
- Generally poor design choices

## Brand Audit - Competition

## Local



Salem Museum of Torture | 15\$



Peabody Essex Museum | 25\$



The Satanic Temple | 13\$



International Monster Museum | 15\$



Lost Museum Gallows Hill | 22\$



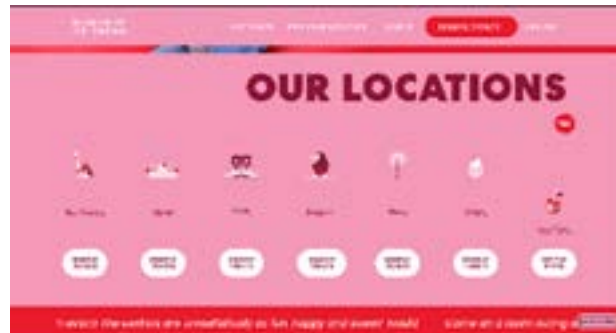
Witch House Museum | 25\$

# Brand Audit - Competition

## Global



Spyscape Museum | 39\$



Ice Cream Museum | 28\$



MIT Museum | 18\$



Museum of Witchcraft and Magic |

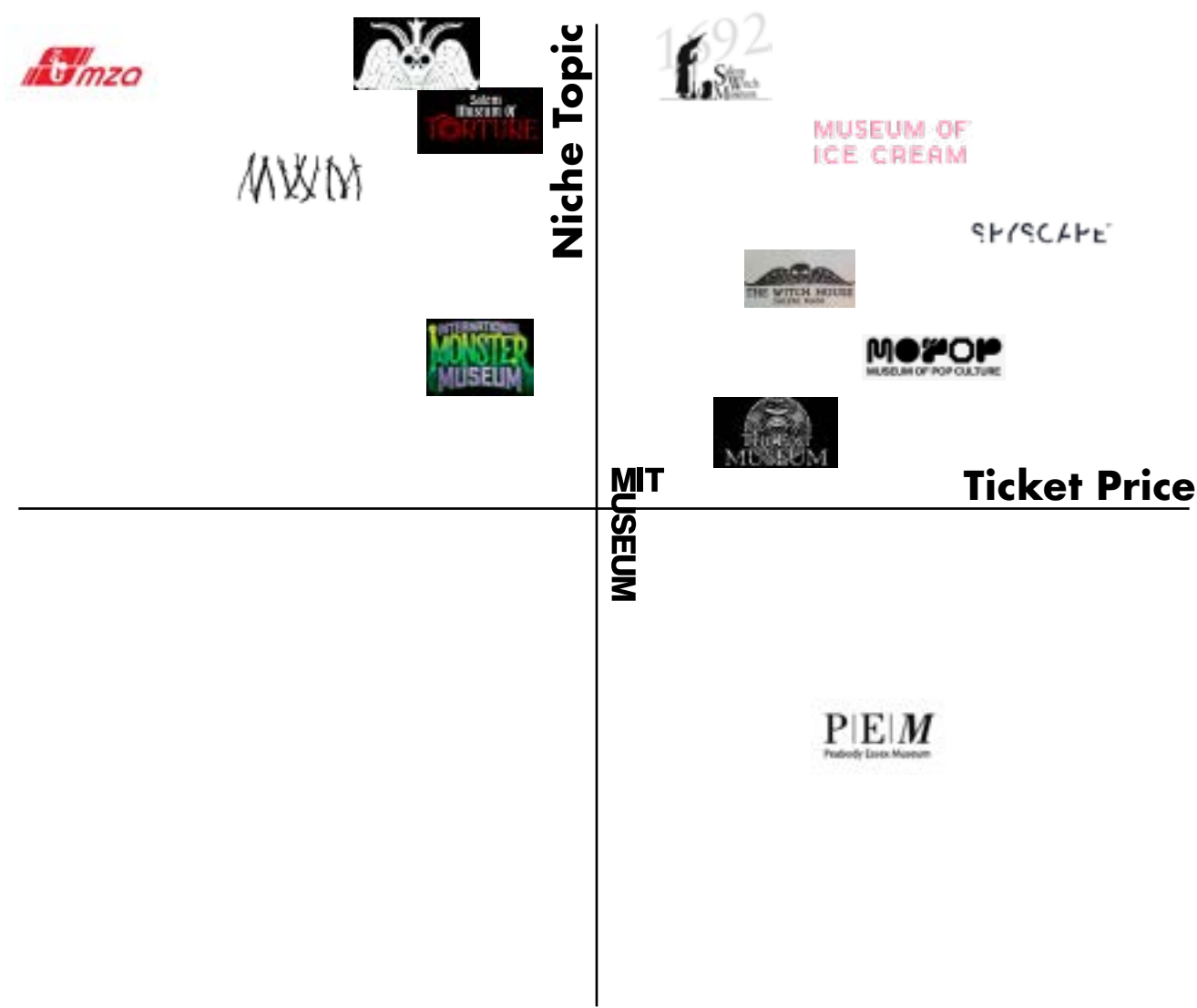


Muzeum MZA | Virtual



Museum of Pop Culture | 32\$

# Brand Audit - Perception Map



# **Brand Audit - Audience**

## **Tourists**

- People with little information about the history of Salem
- Families/Children
- People with an interest in witches
- Descendants of people accused during the trials

## **Students**

- Students looking for research materials
- History enthusiasts
- Students on a school trip

## **Historians**

- People documenting Salem History
- People studying patterns in history
- People looking for historical documents

# Brand Audit - Persona 1



## Sheryl Stanley

Sheryl is an upper-middle class white woman with 3 kids, two young boys and a teenage daughter. She is a housewife with her husband working in tech, and has travelled to Boston for her kids's spring break. As a way to entertain her kids they take a day trip to Salem where she wants to take them to the famous Salem Witch Museum.

## Values

Having to take care of 3 kids is a time consuming task, so Sheryl values efficiency. She also values family over everything else in her life.

## Media Use

Sheryl has a laptop and an iPhone, but on this trip only brought her phone.

## Pain Points

Non-intuitive navigation,

## Age:

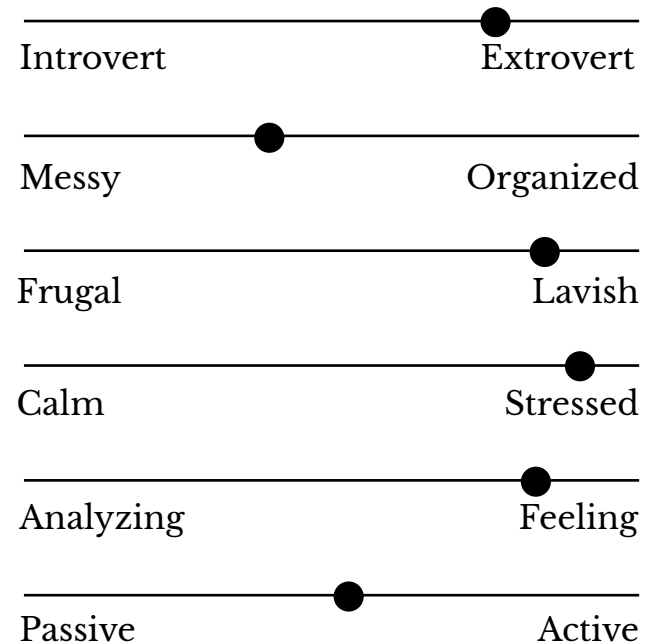
47

## Occupation:

Housewife

## Gender

Female





# Brand Audit - Persona 2



## Geo Benson

Geo is high school student who just recently went to the Salem Witch Museum as part of a school trip. They grew up 30 minutes from Salem, but knew very little about the history prior to their visit. They are also very interested in Wicca and want to learn more about those traditions and the history behind it.

## Age:

18

## Occupation:

Student

## Gender:

Non-binary

## Values

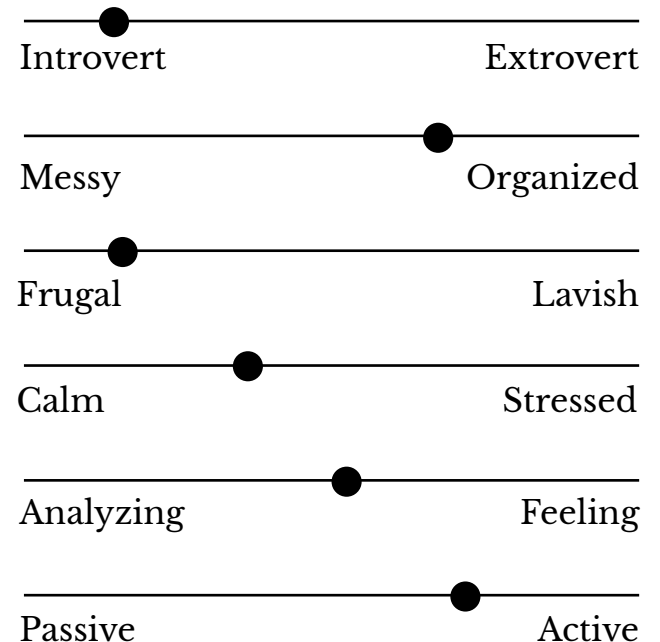
Geo values creativity and self expression.

## Media Use

Geo is pretty fluent when it comes to technology. They have a PC at home and an iPhone

## Pain Points

Low attention span



# Brand Audit - Messaging

## Education

- Educate people about the reality of the Witch Trials
- Clear up myths and misconceptions

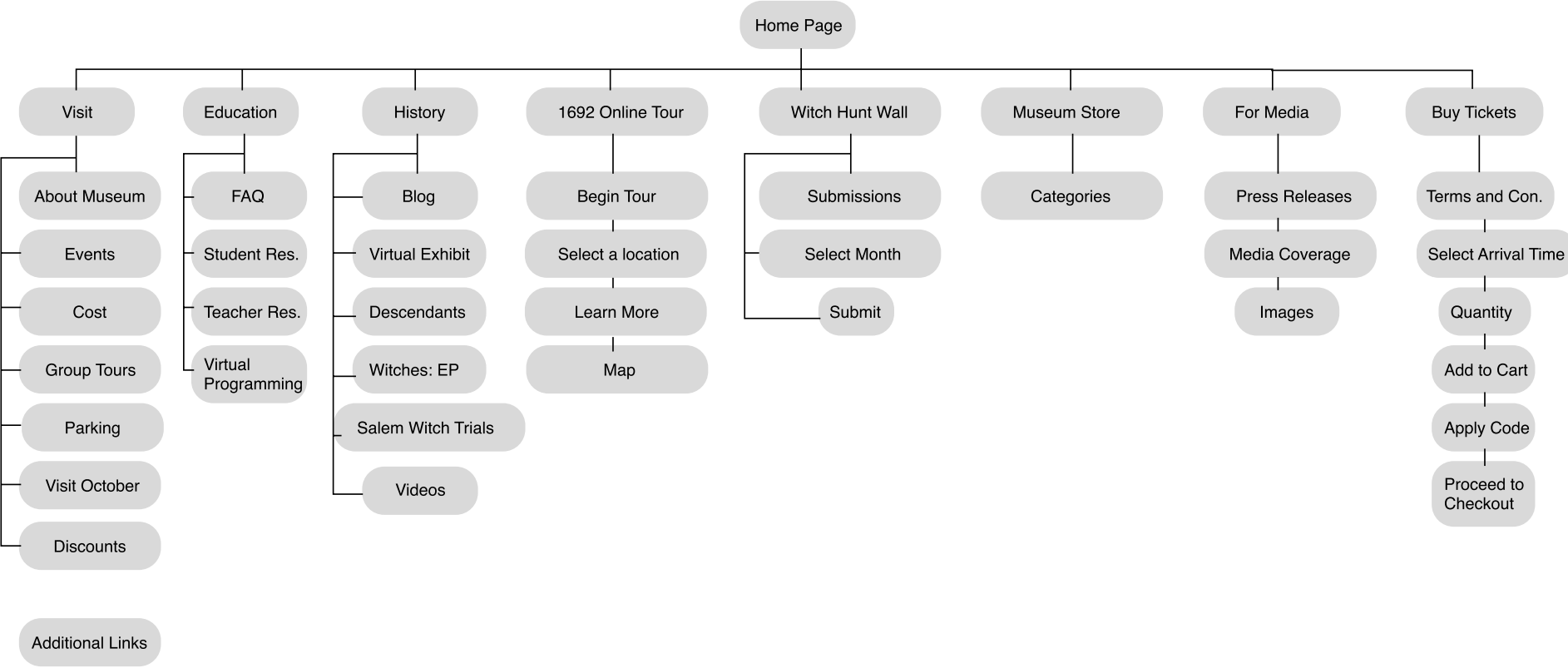
## Stand Out

- Keep up their reputation of being THE museum to go to in Salem

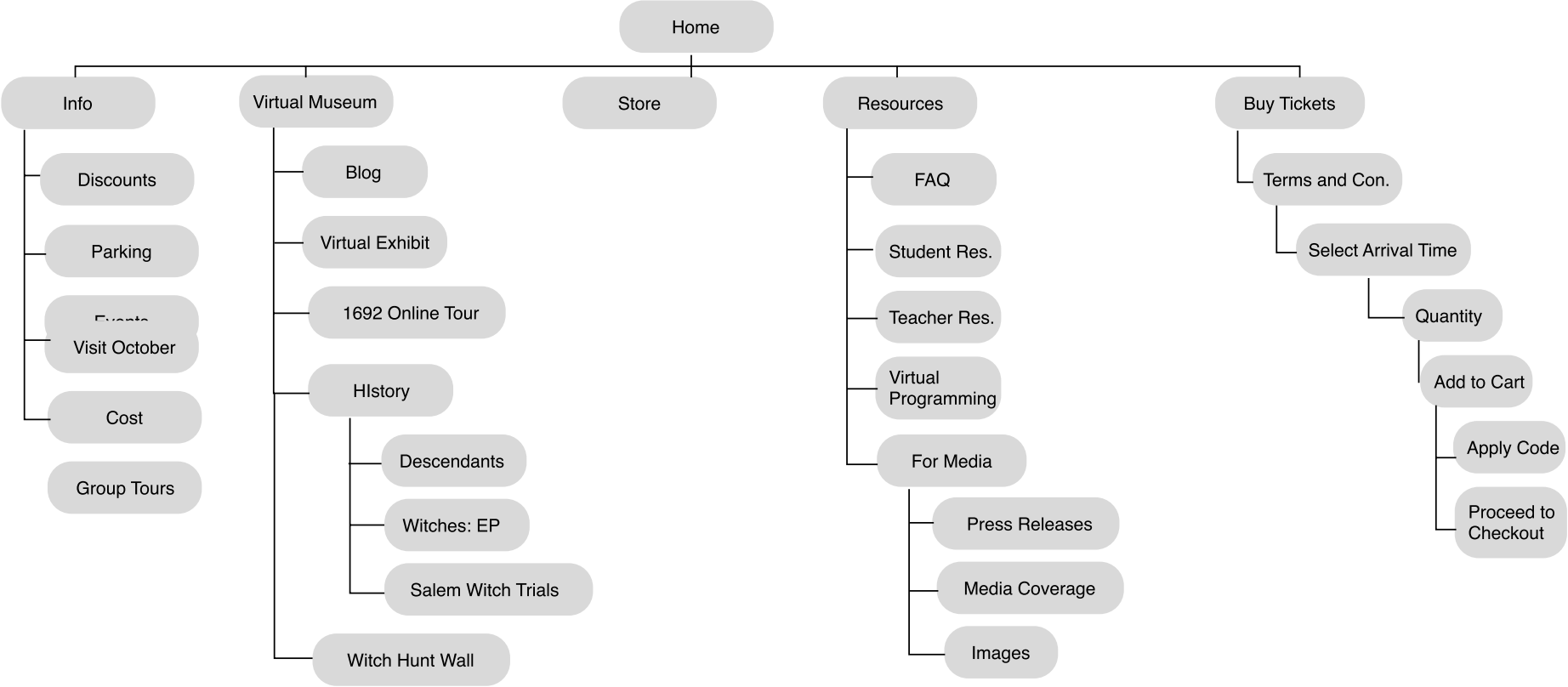
## Inspire

- Inspire people to learn from art and history

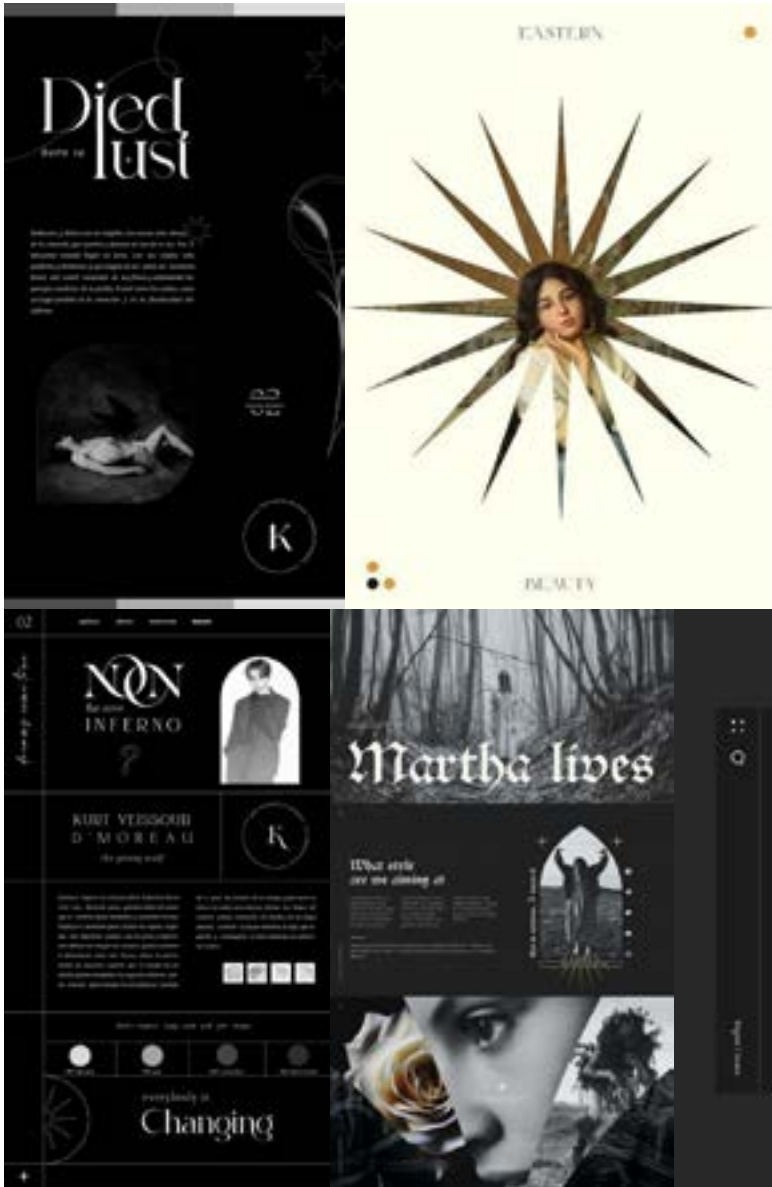
# Site Map



# Updated Site Map



Moodboard



# Chomsky

## Libre Baskerville Bold

## Libre Baskerville

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#ff7d52

#feffef

# Component Library

About

About

About

Buy Tickets

Discount Partners

Parking

Events

Group Tours

Virtual Museum

Virtual Museum

Virtual Museum

Virtual Exhibit

History

1692 Online Sites Tour

Witch Hunt Wall Project

Blog

Resources

Resources

Resources

FAQ

Student Resources

Teacher Resources

Virtual Programming

Media

Store

Store

←

9:00

Add to Cart

🛒

0

⬇️

🛒

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Buy Tickets

# Component Library 2



**"Witches Flight"**  
Francisco Goya  
Oil on Canvas  
1790

Francisco Goya (1746-1828) is considered to be one of the most important Spanish artists of the eighteenth and nineteenth centuries. Though he began his career painting for members of the nobility and royal commissions, after experiencing the bloodshed brought on by the Napoleonic wars, followed by the restoration of absolute monarchy and the Inquisition in Spain, Goya's later career primarily included dark, pessimistic, highly critical themes and imagery. These works of art, such as the print series *Los Caprichos*, utilized nightmarish images, including witches, ghosts and demons, as a way to symbolically criticize the sins and errors of human nature. A darkly satirical series, Goya pointedly criticized contemporary Spanish society. This work depicted issues surrounding class, marriage, gender and the corruption of the clergy and Inquisition.

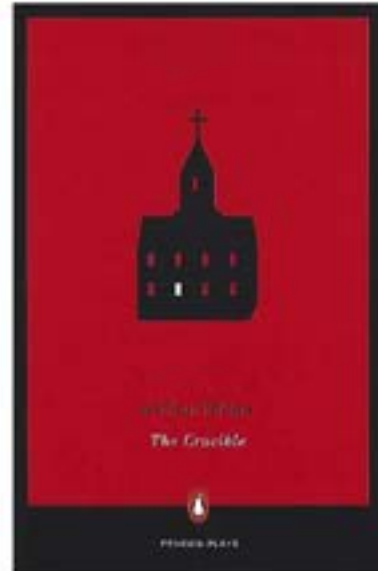


**"In Memory of Elizabeth Howe,**  
Salem, 1692"  
Alexander McQueen  
Fashion Show  
2007 Autumn/Winter

Lee Alexander McQueen was an English fashion designer born in 1939. McQueen drew inspiration from historical events on numerous occasions, including the collection "Highland Rape" and "Juno." His catwalk shows were known to be theatrical, and were occasionally provocative and controversial. This show was inspired by McQueen's family history, as he was an ancestor of Elizabeth Howe, a victim of the Salem witch trials. McQueen and his creative director visited our museum while conducting research for this show. Alison D'Amato, our former Director of Education, fondly remembered this visit for years to come. In one of her favorite anecdotes from the occasion, she recalled bringing McQueen to the Old Burying Point cemetery, a seventeenth century burial ground in the heart of downtown Salem. During this visit, McQueen was emotionally swayed on the grave of John Hathorne, one of the judges who presided over the Salem witch trials and was the son of the individuals



**"Arresting a Witch"**  
Howard Pyle  
Published in Harper's Magazine  
Illustration  
1883



**"The Crucible"**  
Arthur Miller  
Play  
1952

Arthur Miller was an American playwright born in New York in 1915. *The Crucible* is a dramatic retelling of the Salem witch trials focused primarily on the experience of John Proctor, one of the 19 individuals hanged for witchcraft in 1692. While *The Crucible* is a phenomenal piece of American literature, it is very much a work of fiction. Miller took significant dramatic liberties with this story and fabricated many of the major plot points, such as the romance between Abigail Williams and John Proctor and the supposed circle of girls who met in the woods to practice the occult with Tituba. Though set in the seventeenth century, this play was clearly an allegory for the contemporary actions of the House Un-American Activities and Senator Joseph McCarthy. As Miller's comparison was blatant, it is no surprise he was later accused of communism and called before HUAC. After refusing to incriminate any of his friends or coworkers as communist spies, Miller was cited in contempt of congress and blacklisted. This ruling was eventually overturned, but Miller lost most of the work he

# User Testing Feedback

## Home Page

- Make the virtual museum link hoverable
- Information hierarchy makes sense

## Buy Tickets

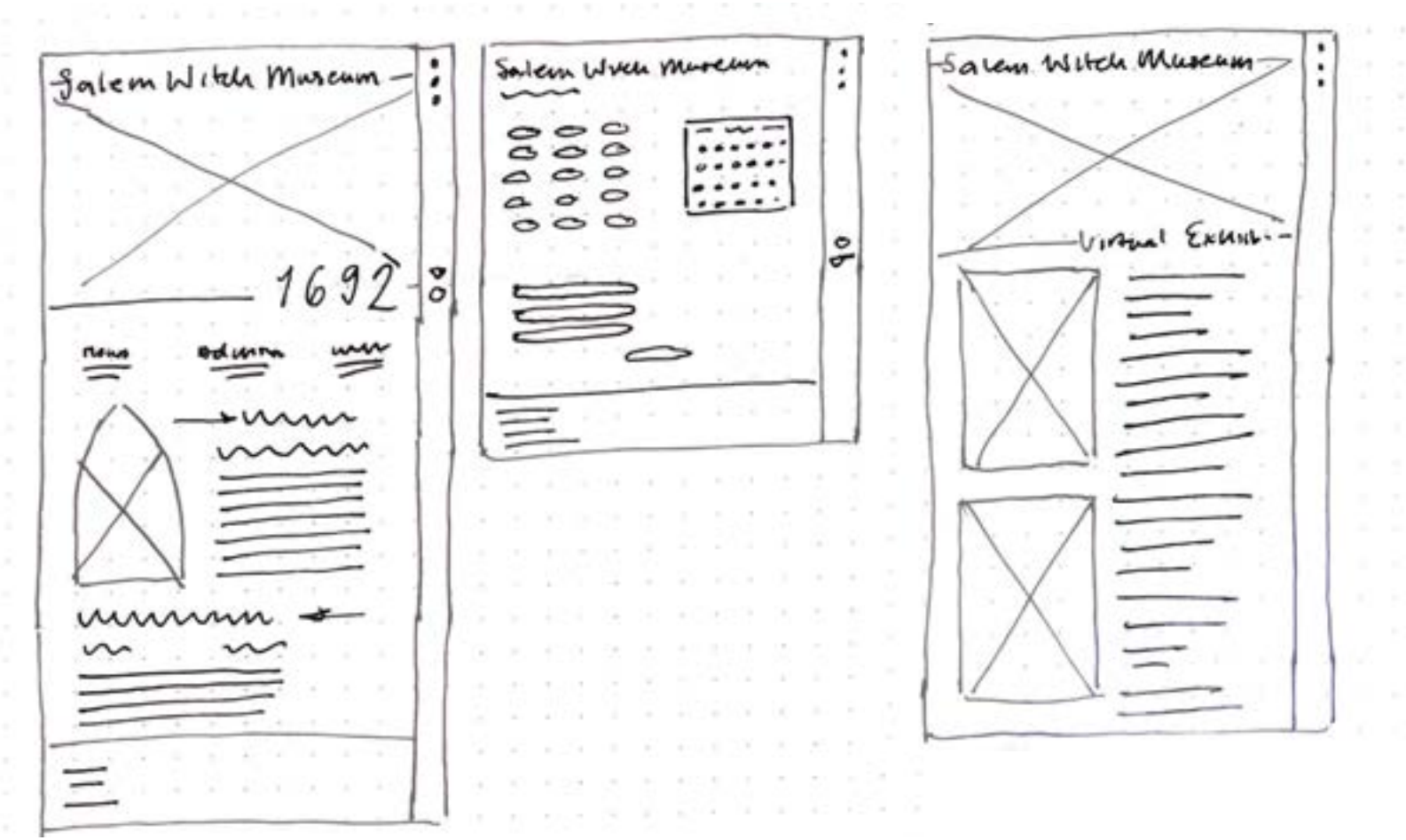
- Navigation is intuitive

## Virtual Exhibit

- Add text about the exhibit
- Stagger images and text



# Wireframes



## User Task

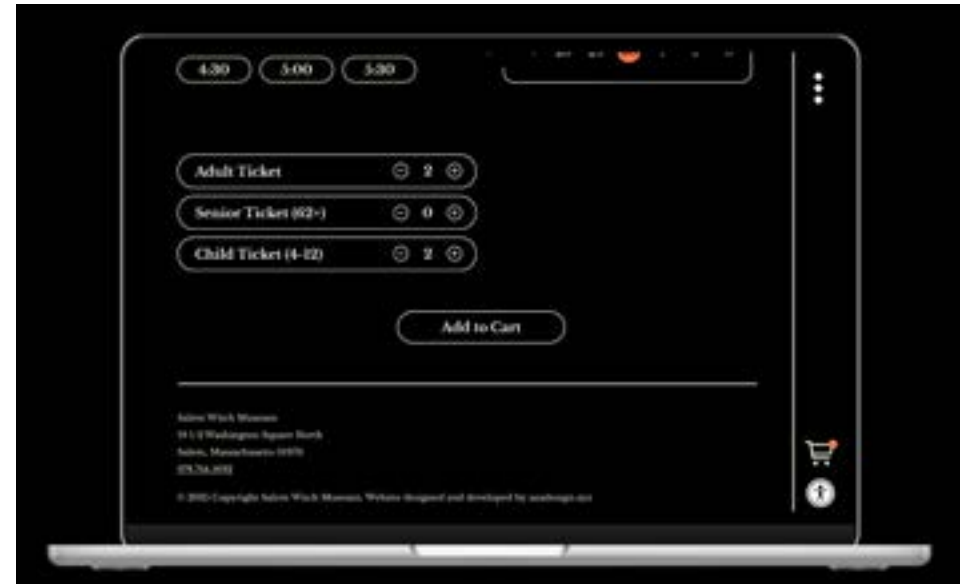
Sheryl wants to visit the Salem Witch Museum while on Spring Break with her kids. While visiting the website, she wants to see if the museum is worth her time, then purchase tickets.

# Home Page



With this homepage design, I wanted to catch the viewers attention with a dramatic frontpage with all the necessary information about the museum. Here you can see the hours, the admission charges, and the address. As you scroll, you can see what else the museum offers with a brief intro and link to the virtual museum, as well as all upcoming events the museum is offering. I also included a bright orange color that is carried sparringly throughout the website, and here is used for a fixed “buy tickets” icon to make the process easily accessible.

# Buy Tickets



On the original website, prior to buying tickets you were taken to an incredibly long terms and conditions page, which I decided to turn into a pop up when you first open the page. I redid the ticketing system so that you are able to book tickets in advance, rather than just same-day tickets. Because the museum is structured around 30 minute tours, it made sense for you to be able to buy tickets for a specific time slot.

# Virtual Exhibit



With this virtual museum I strived to reduce visual clutter and create a gallery-like structure to the website. I condensed written pieces into scrollable chunks, and added artists statements as a hover mechanic to the visual pieces. Similar to the home page, I started with a dramatic image to draw the viewer in and for cohesion's sake. The slightly different color palette on this page helps create an immersive experience while maintaining its relation to the museum.