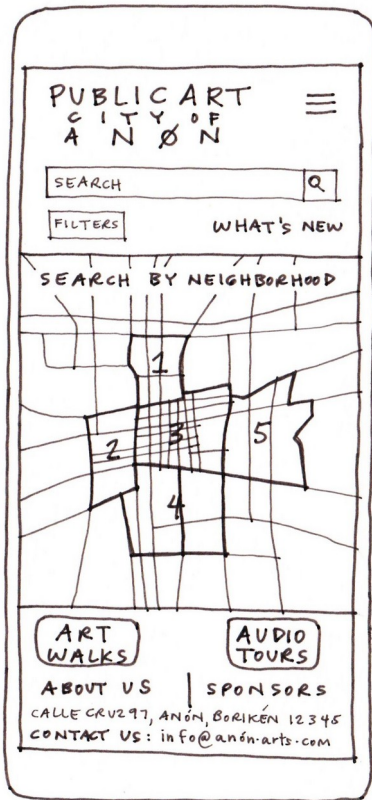


# Design Sketches

## Task Flow 1: Open a work of art's page (3 screens)



### Screen 1: Home Page

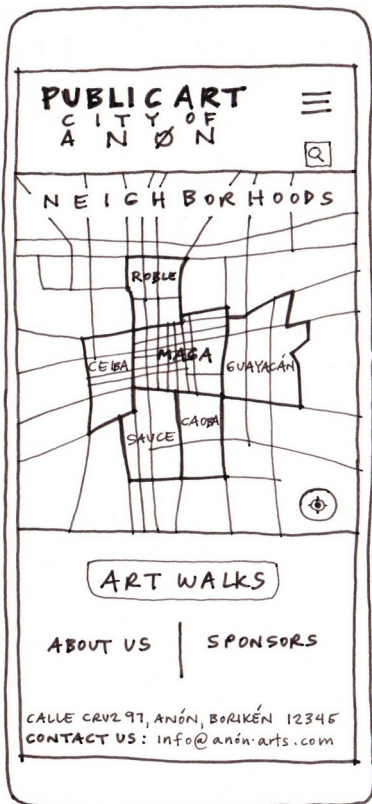
#### Iteration 1

**What is it about?** (Only the steps pertaining to Task Flow 1 are described here.)

The Home Page has a map that shows users the city neighborhoods that have public works of art. The boundaries of each neighborhood are outlined with a thicker line for easy recognition.

#### Actions for users to take

Users can choose a neighborhood by clicking on it.



### Screen 1: Home Page

#### Iteration 2

#### Design principle(s) applied

#### Thinking is hard

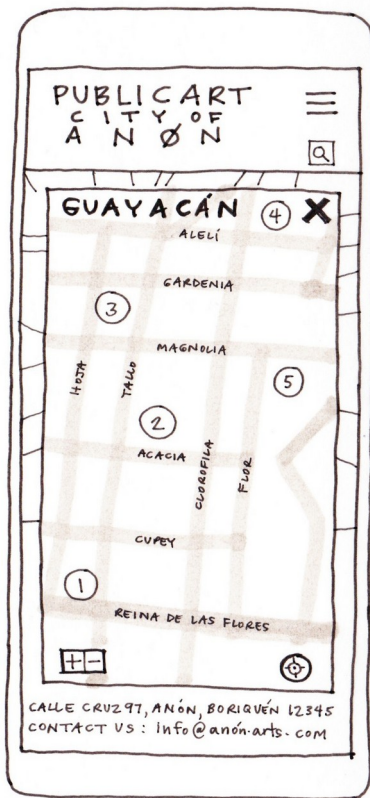
- Reduce burden on users.

#### Apply Gestalt principles in design

- Spacing affects the user experience.

#### Design rationale

- Replaced numbers with the names of the neighborhoods; not everybody is familiar with the city's neighborhoods. Added the GPS location symbol to the map, so people exploring in person can easily find where they are.
- Reduced the number of features surrounding the map. More white space equals better readability.



## Screen 2: Neighborhood Map

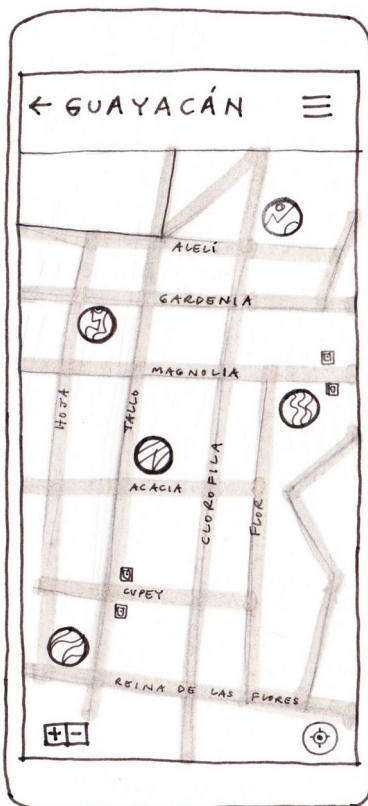
### Iteration 1

#### What is it about?

A pop-up window opens with the map of a specific neighborhood. Circles with numbers show the locations of public works of art.

#### Actions for users to take

Users can select a work of art by clicking on its circle. The users have the ability to zoom in and out to see more details of the area where the work of art is located. They can also use the GPS location symbol if exploring in person.



## Screen 2: Neighborhood Map

### Iteration 2

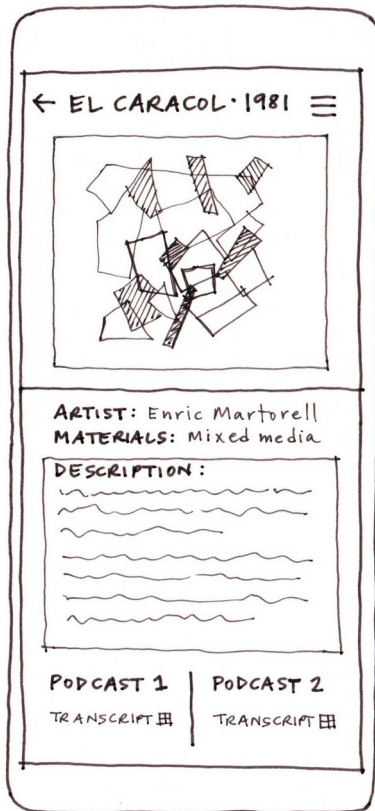
#### Design principle applied

#### Apply Gestalt principles in design

- Spacing affects the user experience.

#### Design rationale

- Discarded the pop-up window and added a page instead. The map now occupies the whole screen making it easier to read.



## Screen 3: Work of Art's Page

### Iteration 1

#### What is it about?

This page shows an image of the work of art. The heading includes the title, year and artist's name. Below the image there are links to two podcasts, one features a curator's point of view and the second one features the artist talking about their creative process.

#### Actions for users to take

Users can click on the word PODCAST to open the podcast window of their choosing. Each podcast includes a transcript that can be opened by clicking on the plus sign. Also, for a brief description of the work of art, users can click on the information icon.



## Screen 3: Work of Art's Page

### Iteration 2

#### Design principle(s) applied

#### Thinking is hard

- Reduce burden on users.

#### Apply Gestalt principles in design

- Spacing and grouping affects the user experience.

#### Design rationale

- Added the title, date, and length to each podcast. This information helps users choose based on their interest rather than having to click on the link to see what the podcasts are about.
- Grouped the materials and the description in a different page (not shown) that can be accessed by clicking on the information icon. More white space equals better readability.