

Museum Mobile Web App

Museum of Fine Arts Boston



Concept

Persona

Name: Jackie Burkhart

Age: 20

Place of residency: Boston, MA

Income: \$3,500

Education: Student at Northeastern

Marital status: Single

Children: None

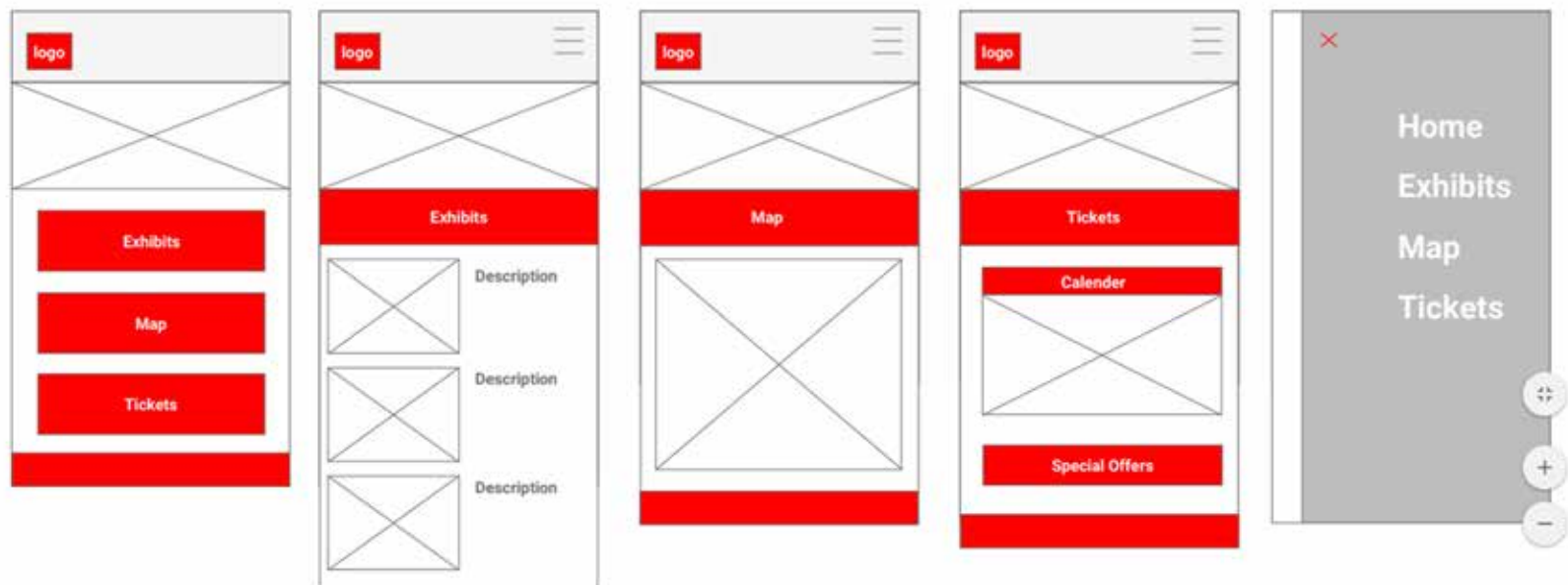
Automobile: Yes

Technology competency: Fluent with technology

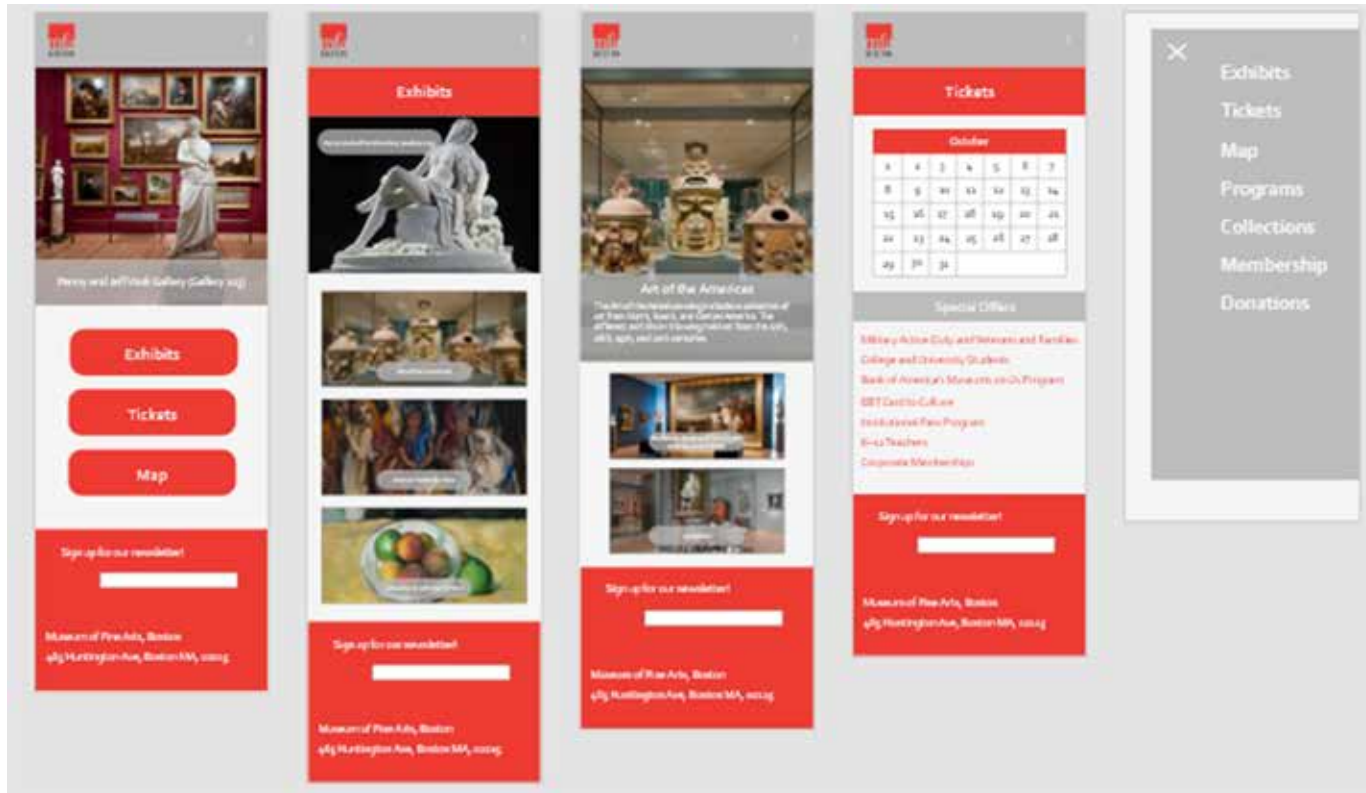
Scenario: Jackie is a sophomore at Northeastern and wants to take a trip to the MFA with a few of her friends. They download the app and walk there. They want to be able to go through all of the exhibits that the MFA has available.

This app is meant to serve people who want to learn about or visit the Boston Museum of Fine Arts. For example, Jackie, from the persona I have created, would use the app to learn about the exhibits before she visits and possibly navigate the museum with the map section. I used pictures from the website and ideas of different sections from the app the MFA Boston created.

Sketches



Prototype





Final Design



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Museum of Fine Arts, Boston
465 Huntington Ave Boston, MA 02115



Exhibits



Jeff and Penny Vinik Gallery (Gallery 223)



Art of the Americas



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Women Take the Floor



Cézanne: In and Out of Time

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Art of the Americas

The Art of the Americas wing includes a collection of art from North, South, and Central America. The different exhibits in this wing hold art from the 17th, 18th, 19th, and 20th centuries.



Boston on the Eve of Revolution and The New Nation

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Globalism

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Assessment

Positives

I think that the pictures work well in my app design. The fact that the pictures represent what the user will find in each section makes the app easy to understand and navigate.

Negatives

If I could change some things in this project I would change the titling on the heading pictures on each screen. The picture titling sits at the bottom of the picture but I wanted it to be on top of the picture with a lower opacity. There are also few areas where there are uneven spacing between the elements on the screen.