SWCMA

We'll help you find your way.

Team: Casey Pelz, Ryan Schmidt, and Samuel Z. Grunebaum

Problems with Wayfinding, Discovery, and Remembering

1 to 12 of 16,045

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Baule People
Date: early 20th century
Medium: wood with black patina
Object number: RC.83.161

☆

Primary Maker Bio: American ; 1931-2006
#1 (from "Are You Rea")
Robert Heinecken
Date: July 1968
Medium: photo-offset lithograph
Object number: M.2002.11.2.2.A

☆

Primary Maker Bio: French; 1592-1635
1 of 6 prints from Les Caprices
Jacques Callot
Date: 1617 or 1621
Medium: etching
Object number: M.2015.7.17.A

☆

Primary Maker Bio: American ; 1931-2006
#2 (from "Are You Rea")
Robert Heinecken
Date: July 1968
Medium: photo-offset lithograph
Object number: M.2002.11.2.2.J

☆

Primary Maker Bio: American ; 1898-1954
2nd Avenue El
Reginald Marsh
Date: 1930
Medium: etching on paper
Object number: 84.24.2

☆

Primary Maker Bio: French; 1592-1635
2 of 6 prints from Les Caprices
Jacques Callot
Date: 1617 or 1621
Medium: etching
Object number: M.2015.7.17.B

☆

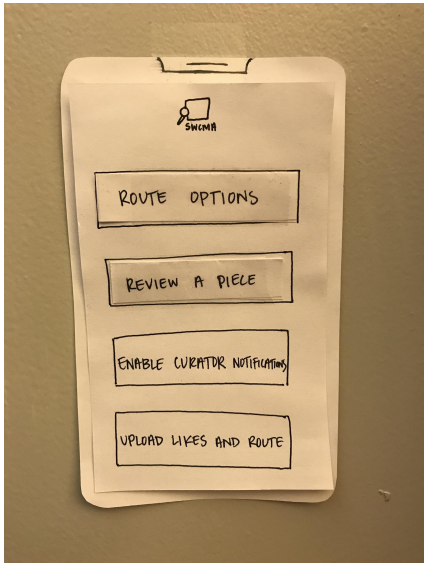
2 page newspaper clipping
The Philadelphia Inquirer

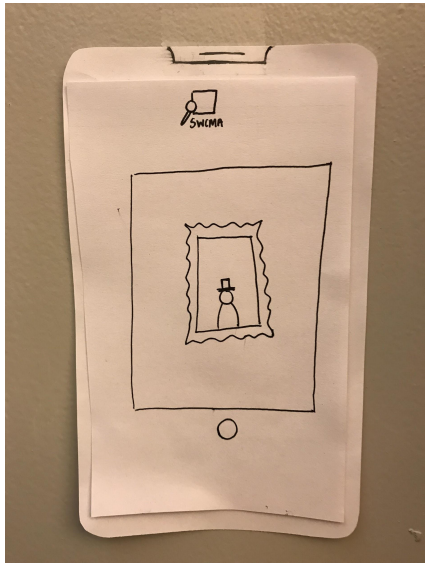
2-sided placque of one of the first Peace
Corps delegations: Upper Volta I

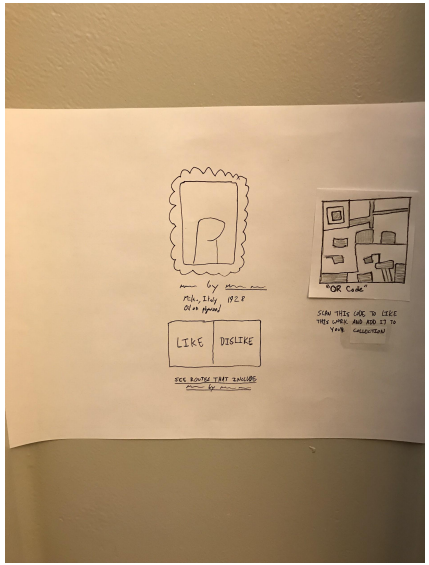
WCMA image sources: https://www.tripadvisor.in/LocationPhotoDirectLink-g41940-d108871-i171225844-Williams_College_Museum_of_Art-Williamstown_Massachusetts.html
http://egallery.williams.edu/objects/list

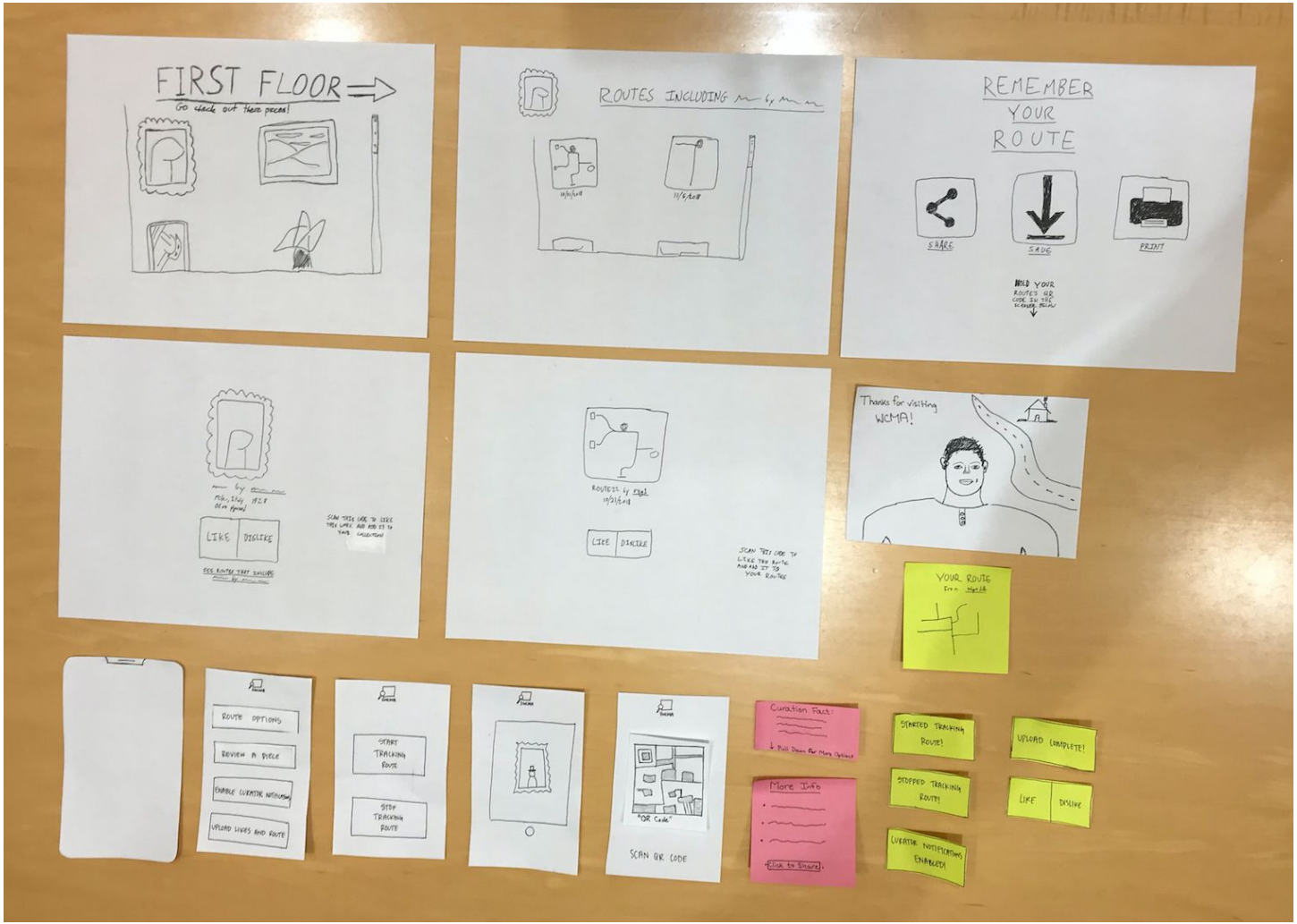
Initial Paper Prototype

- Task 1: Agency in one's museum experience
- Task 2: Learning about the curator's perspective and vision for the exhibit








FIRST FLOOR
Go check out these pieces!
ROUTES INCLUDING
REMEMBER YOUR ROUTE
SHARE
SAVE
PRINT
HOLD YOUR ROUTES QR CODE IN THE SCANNER BELOW
LIKE
DISLIKE
SCAN THIS CODE TO LIKE THIS LIKE AND ADD IT TO YOUR COLLECTION
LIKE
DISLIKE
SCAN THIS CODE TO LIKE THIS ROUTE AND ADD IT TO YOUR ROUTES
Thanks for visiting WCMA!
YOUR ROUTE
ROUTE OPTIONS
REVIEW A PIECE
ENABLE CURATOR NOTIFICATIONS
UPLOAD LIKES AND ROUTE
START TRACKING ROUTE
STOP TRACKING ROUTE
"QR Code"
SCAN QR CODE
Curation Fact:
More Info
Click to Share
STARTED TRACKING ROUTE!
STOPPED TRACKING ROUTE!
CURATOR NOTIFICATIONS ENABLED!
UPLOAD COMPLETE!
LIKE
DISLIKE

Testing and Results

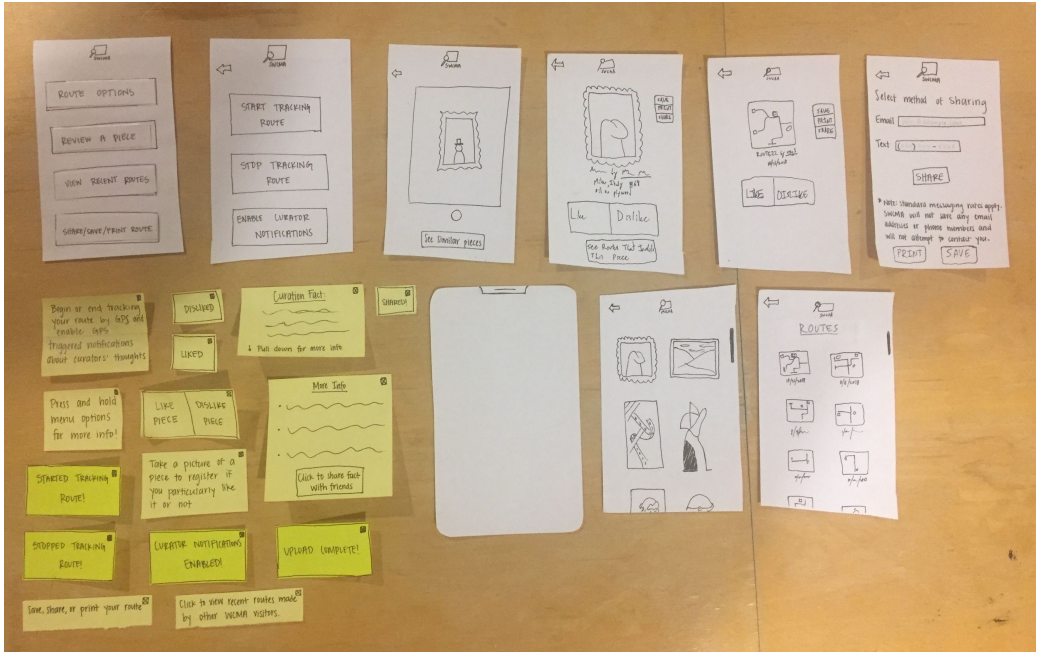
Process:

- Heuristic Evaluation, Usability Test, Cognitive Walk-Through
- Varying background with various knowledge
- Prompts became more specific over each test

Results:

- What we saw as clear was very complicated
- Lacked some simple functionality
  - Feedback and options to go back
- Put aside the kiosk and focus only on the app
- Change our second task

Final Paper Prototype



Changes:

- App instead of Kiosk
- New Functionality
  - “Review a Piece” to “Remember A Piece”
  - Holding down reveals help messages

New Tasks:

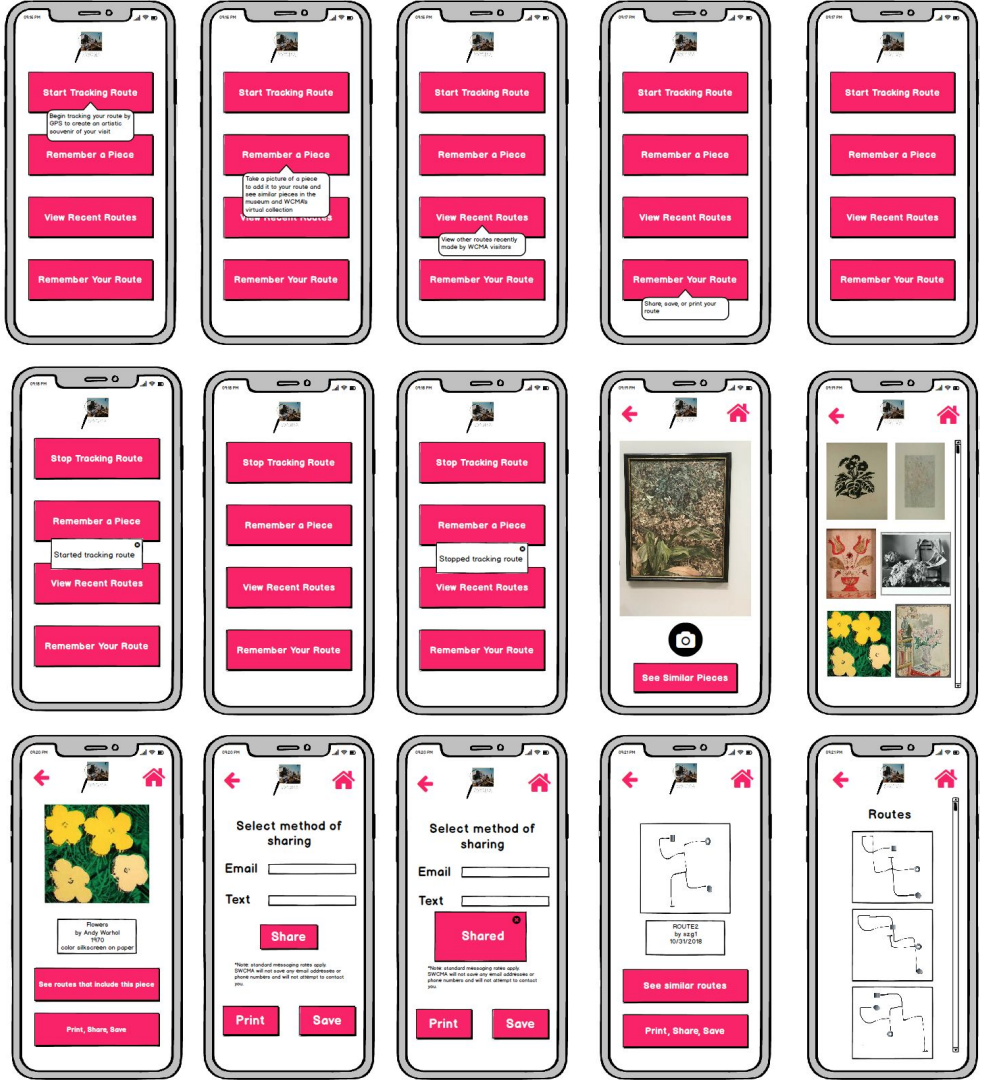
- Agency in one’s museum experience
- Continued engagement with the museum and/or with the user’s favorite pieces

SWCMA: The App

Changes:

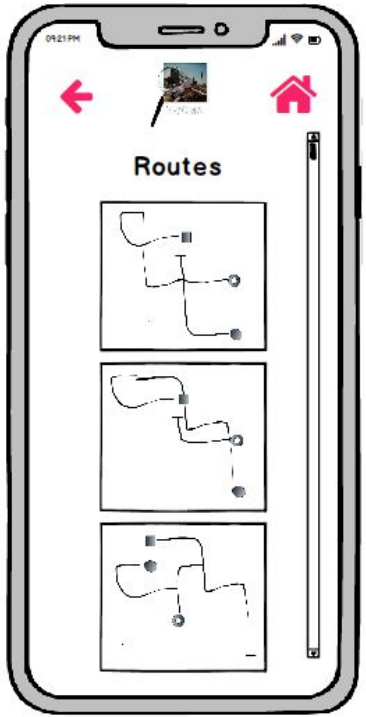
- Added Home button
- Use of white space and color scheme

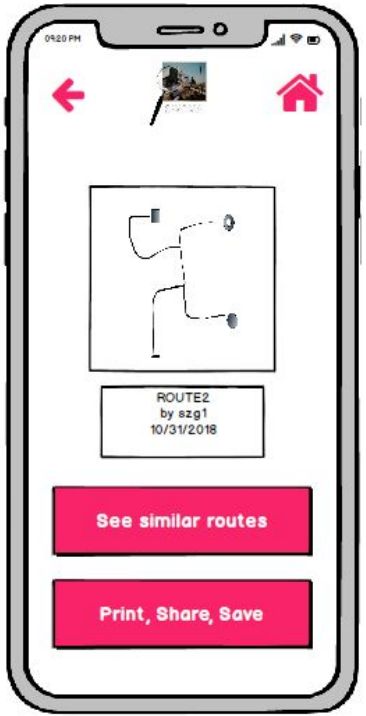
- Our two tasks remained the same



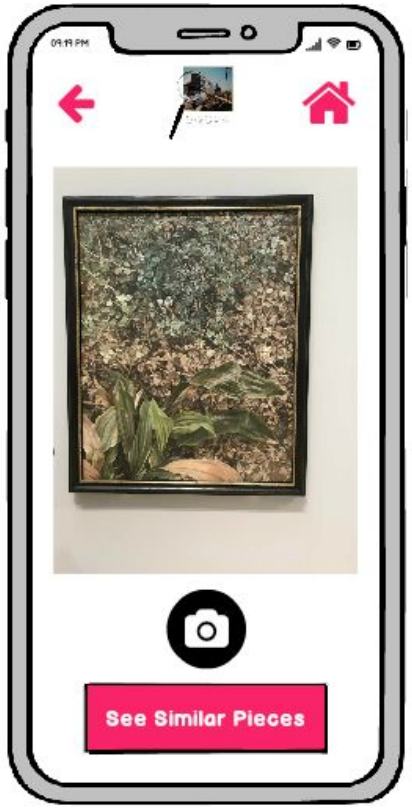
09:18 PM
Stop Tracking Route
Remember a Piece
View Recent Routes
Remember Your Route

Agency In One's Museum Experience





Continued Engagement with Exam or Favorite Pieces



Closing Remarks

- Overcomplicated designs confuse users

- Remove vestigial design components - sometimes what was right for a previous iteration no longer makes any sense!

- A diverse variety of participants who can be observed navigating a design as they would independently will tell you more about your idea than you could ever imagine