



SWCMA



Finding your way, Your way



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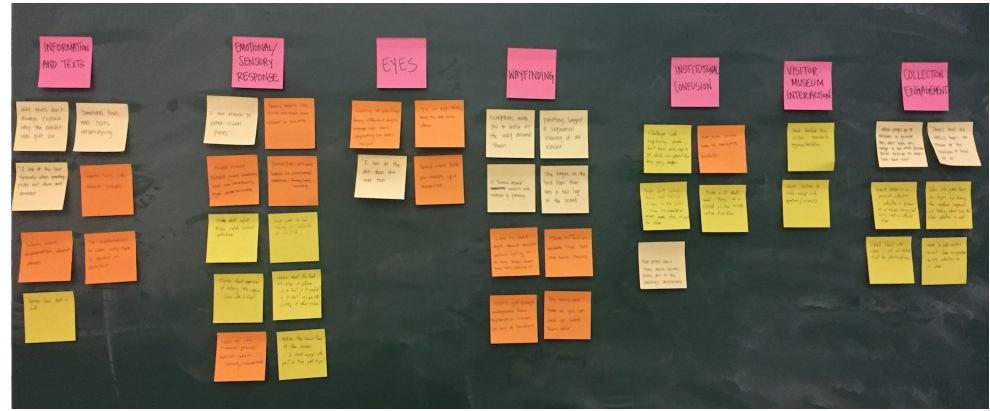
The Problem

When a visitor is confronted with meandering paths through a maze of galleries and no map to help them find the way, how can they chart their own journey through a museum in a way informed by their own tastes and interests?

What happens when an avid museum visitor and newcomer want to find a path through the museum that will interest them? How do they learn more about the ways in which the exhibition space is created and utilized?

Design Research

- 3 Contextual Inquiries at WCMA



- Wayfinding
 - WCMA has many possible paths from its entrance and infinitely more through its exhibits
- Institutional Confusion
 - A negative part of user experience where visitors become confused about where to go, what they can do, and/or what kinds of things are available at WCMA



Our Tasks

- Discovering works that otherwise would have been overlooked
- Conveying personal artistic preferences so the product can tailor itself to each user specifically
- Learning about the curator's perspective and vision for the exhibit
- Continued engagement with the users favorite or most memorable pieces
- Learning more about the collection as a whole, most notably introduction to the virtual collection
- Gaining agency in one's museum experience

Enter your ID to see your favorites

Today you liked

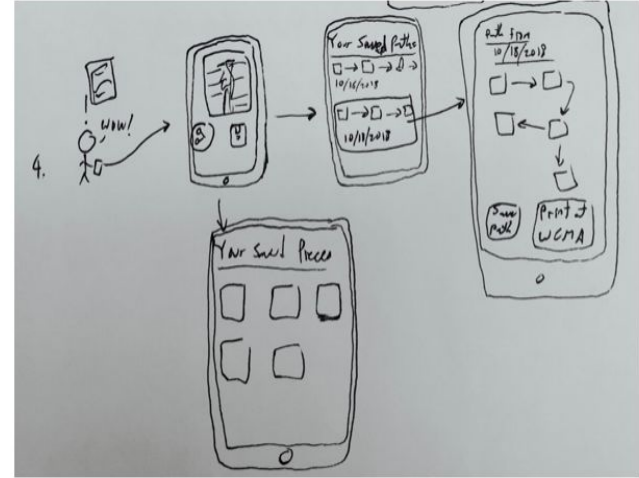
Email them to yourself!

SEND

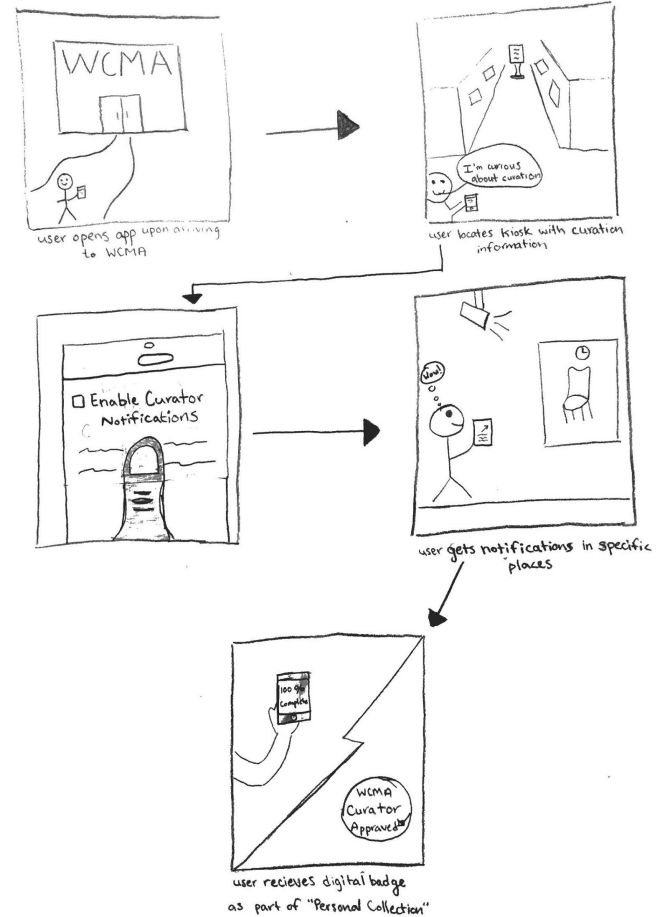
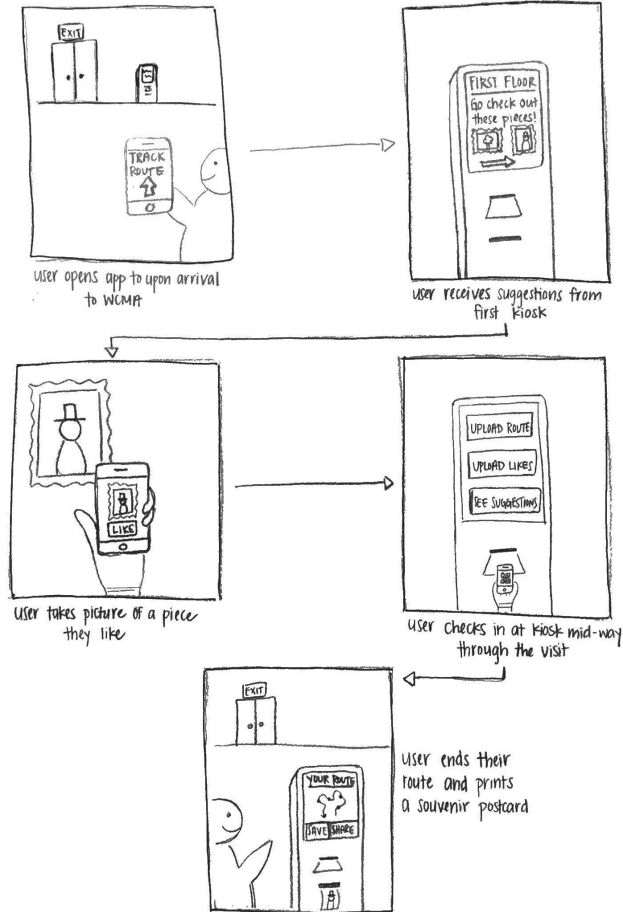
Pick one to print as a souvenir

EXIT

Time to leave!



Storyboards



Summary

Ultimately our design is focussed on addressing two tasks:

- Gaining agency in one's museum experience
- Learning about the curator's perspective and vision for the exhibit

It is implemented in a mobile app and a series of kiosks

At the end of the visit, the user can receive intrinsic and/or extrinsic rewards for using the design