

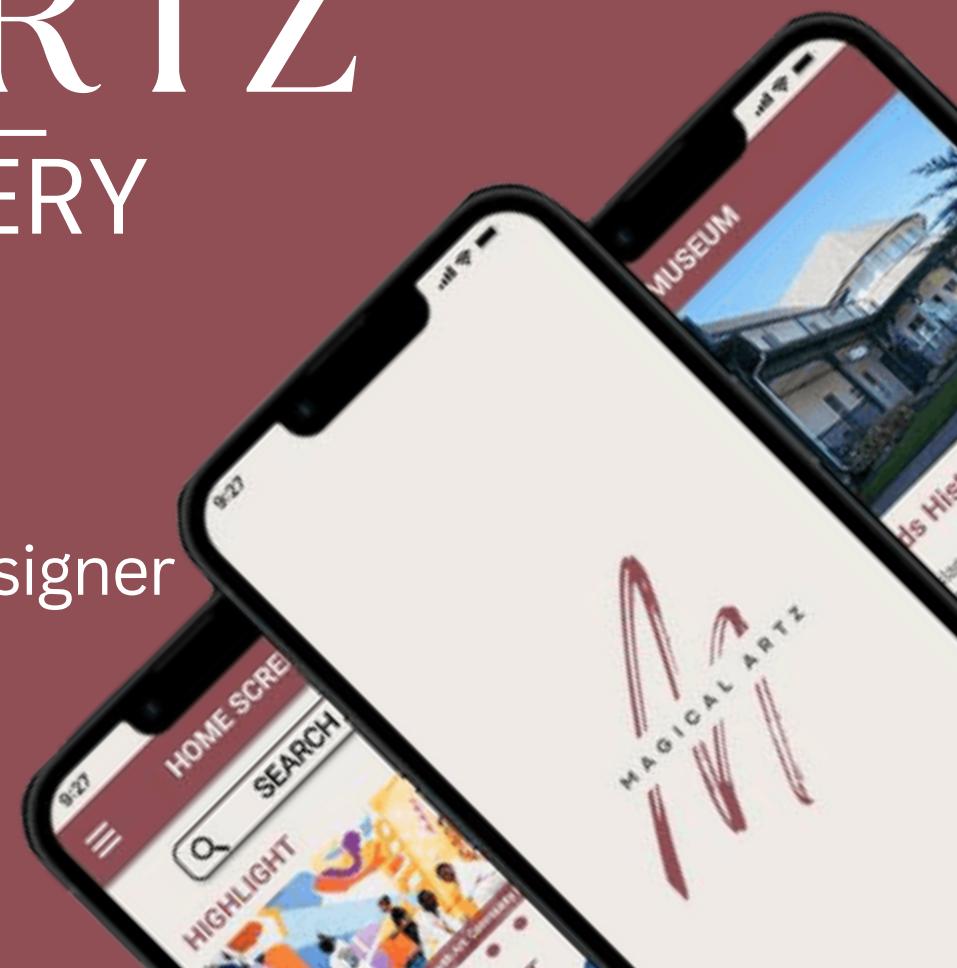
Welcome to Case Study

MAGICAL ARTZ

VIRTUAL ART GALLERY

Presented by : Dolly Modi, Ux designer

Scroll down



Whenever we visit an art gallery there is always a question which arises in the minds of visitors "what does this art work signifies?" or "Who created this artwork?"



I chose to take on this issue as a challenge as part of the UX design course and build a solution.

Project background: I'm constructing an app for an Art gallery letting visitors encounter and study art in the museum. This app has to offer a complete matrix of details about the art, aid orientation in the physical space, and store the users' preferred art. Users can additionally buy artwork, follow artists, and deliver feedback.

Research goals: Figure out if the app is simple to take advantage of and fulfill the stand-in needs of visitors in the physical and virtual space. What are the pain points when searching for a driven tour or utilizing a virtual tour? What other options are available to enhance the tour?

My Role

User Researcher

Information
Architecture

Wireframe

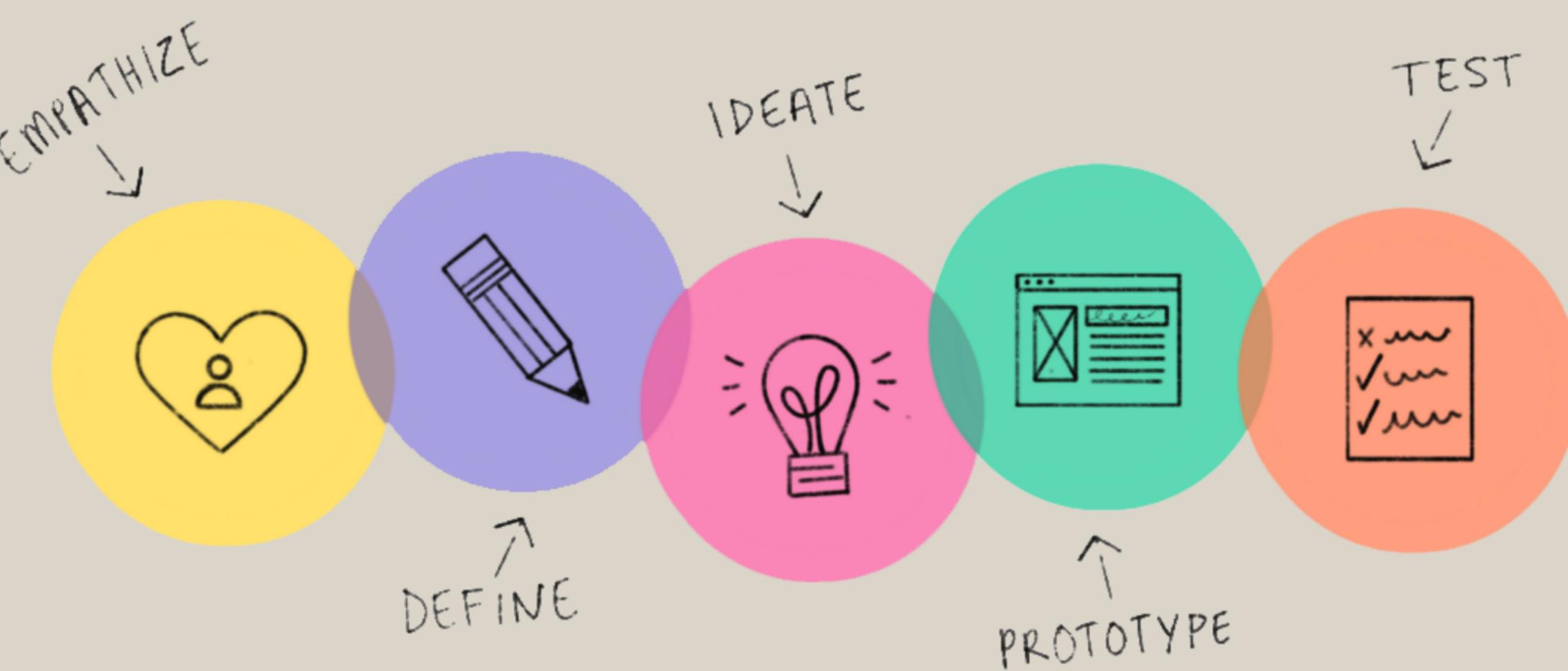
Prototype

Visual
design

Effective
communication



The Process



User personas 1



Selina

Age: 32
Education: Bachelor in Interior
Hometown: London, Canada
Family: Married, two children
Occupation: Interior Designer

"Your passion is waiting for your courage to catch up"

Goals

- Look for new artwork.
- Get notified when a new artwork is uploaded.
- Artwork from multiple artists will be available at one place.
- Buying artwork is easy and hassle free..

Frustrations

- Time consuming process to visit multiple art galleries.
- No guarantee for the availability of artwork in a physical location.
- Sometimes the place is crowded due to events going on.

Selina is an interior designer and as a part of her job role she needs to acquire art work for her clients. She needs to visit multiple art galleries and exhibitions for her clients. A virtual art gallery will make her life easy and hassle free.

User personas 2



Alina Rose

Age: 28
Education: Master in Arts
Hometown: London, Canada
Family: Single, Lives alone
Occupation: Freelancer Artist

"All our dreams can come true, if we have the courage to pursue them"

Goals

- Place where artists can sell artwork online.
- Collaborate with other artists.
- Make a living by selling online artwork globally.
- All artwork will be displayed online, so more reachability to customers.

Frustrations

- Already tried to collaborate with some art galleries where artists have to pay a hefty commission on a successful deal.
- Artwork is limited to showcase at only one location.

Alina is an artist who creates new art. She can show all her artwork online and can make her presence globally. Alina makes her living by selling artwork, and since the art gallery is virtual, she does not need to spend time and money on its preservation, display and security.

User journey map

This process helped me better understand the area for improvement, as the pain point here is the lack of information.

Persona: Alina

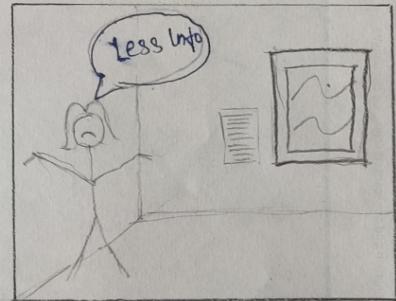
Goal: To reached and explore Art gallery with the visual art gallery application.

ACTION	Searching Art gallery near me	Reaching Art Gallery	Looking at different artwork	Information about Artist	Buying Art work
TASK LIST	Tasks A. Google for art gallery near me B. Searching for Exhibition Info C. Look for location	Tasks A. Search for the tickets. B. Searching for the time. C. Look for a guide.	Tasks A. Rome around for the artwork of my choice B. Read about the art work C. Collect info about price and availability	Tasks A. Read about artist B. Gather information	Tasks A. Search for contact information for artist and payment B. Give feedback to Artwork and Art gallery
EMOTIONS	Excited Irritated	Confused Frustrated	Happy Overwhelming	Confused	Satisfied Excited
IMPROVEMENT OPPORTUNITIES	- Application where all the info is provided at one place.	-Buying tickets online. -Info about opening and closing timing -Audio and video journey about info.	-Scan QR code for Artwork , price and artwork availability. - Available Location in App about all Artwork	-Scan QR code for Artist. -Audio and video available for Artist info. -All language option available.	- Option for buying artwork online. - Option for Secured online payment. - Option for Feedback.

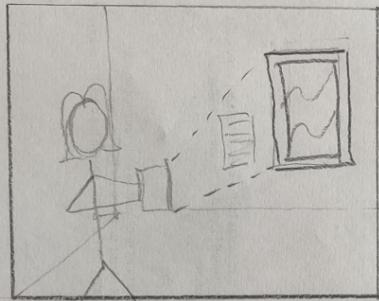
Crazy 6s

UX Design Storyboard

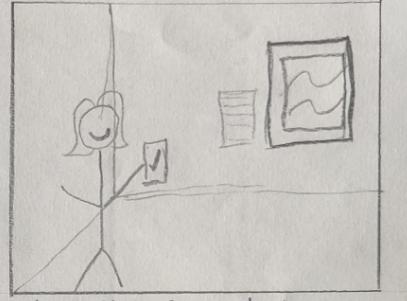
Scenario:- Use the app to get info about artist & artwork and how to buy the art work & feedback. - Big picture.



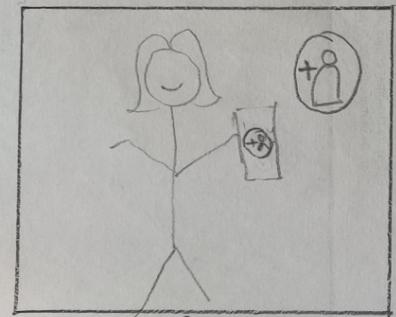
Salina can't find the artwork & Artist Info to buy artwork



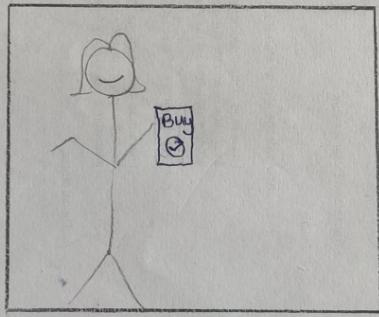
Salina Scans artwork using app



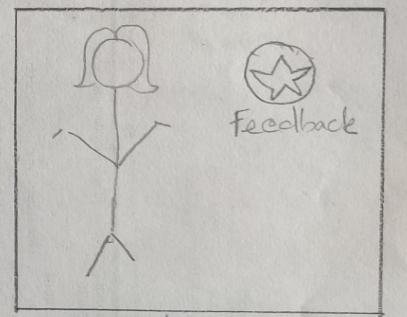
Now she found the right info about the artwork & How to buy



Salina Connect with artist



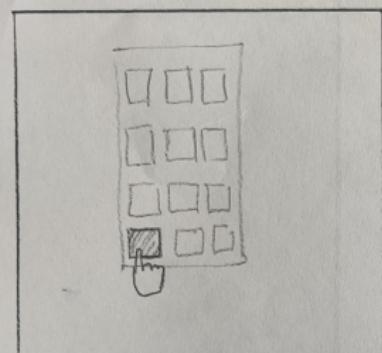
Salina buy the art work online



Salina shares her feedback

UX Design Storyboard

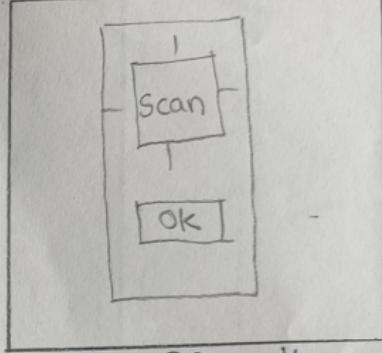
Scenario:- Use the app to get info about artist & artwork, and how to by the artwork & feedback - close Picture -



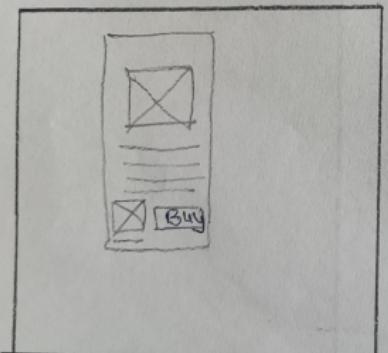
Salina open the app



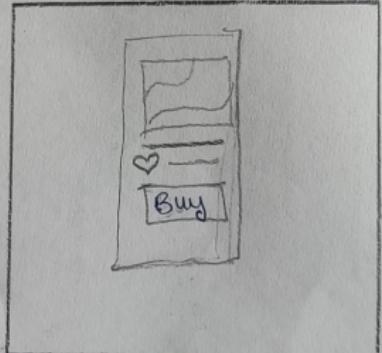
Salina is welcome.



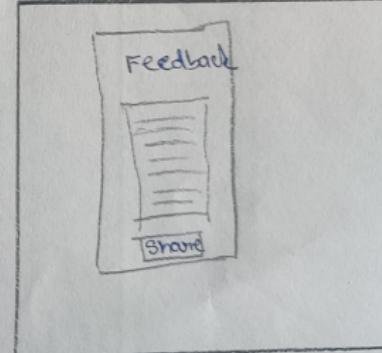
Salina Scan the artwork



Salina got the right info & option about artist & how to buy artwork



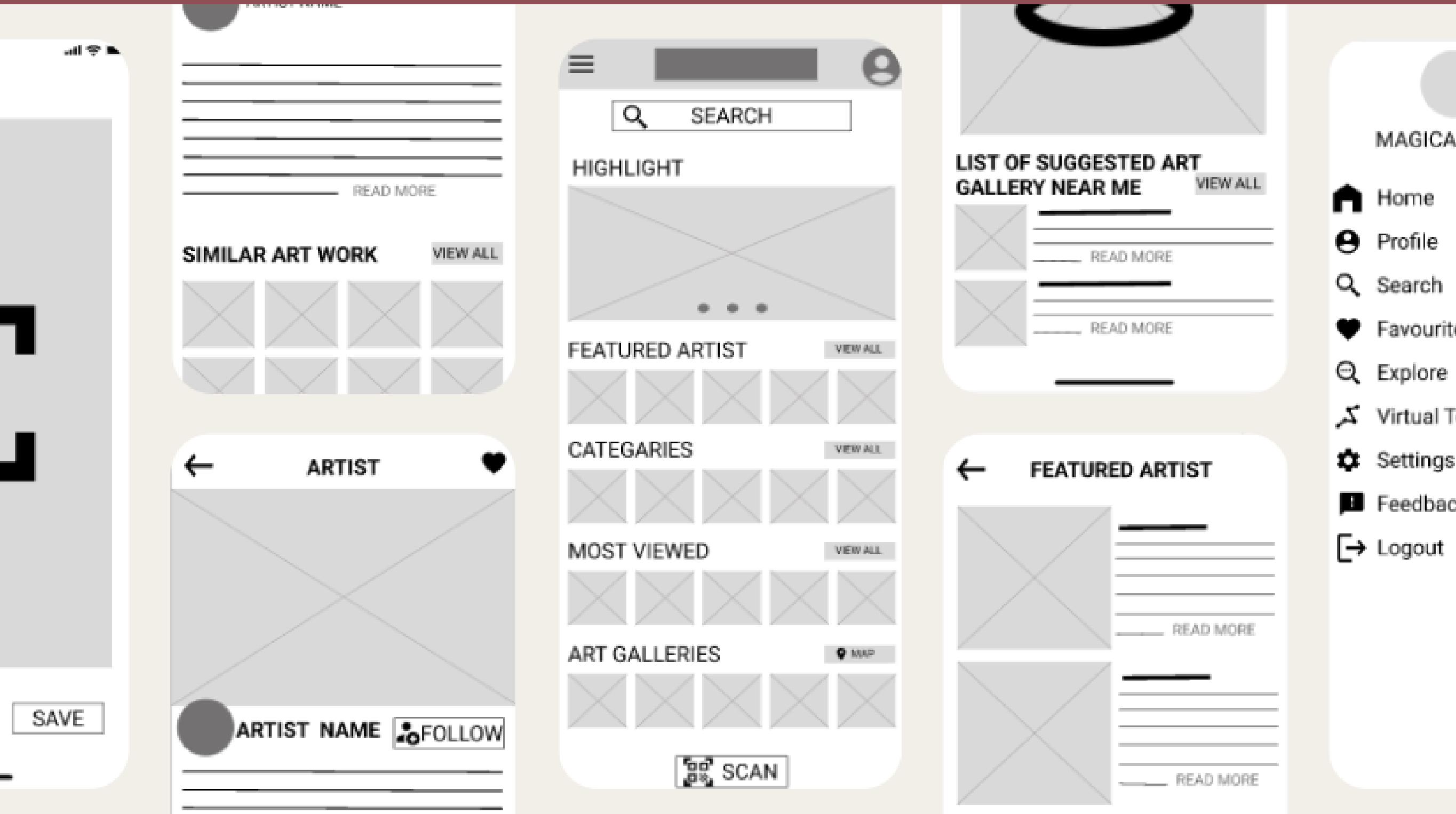
Salina buy the artwork



Salina share the feedback

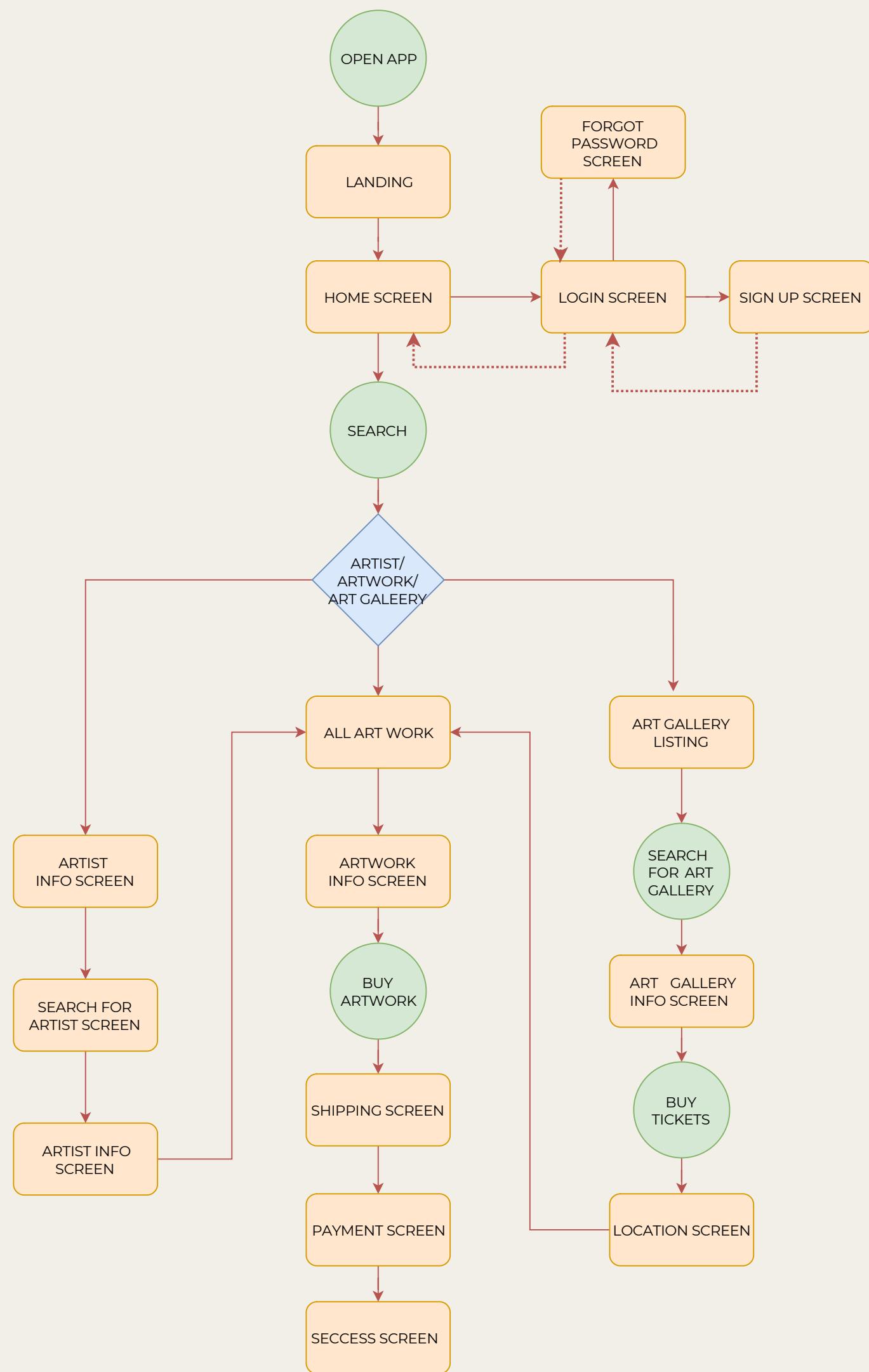
A storyboard is a great way to explain the overall process of using the application on a higher level. That's why I decided to share it

Wireframe Lo-Fi



Tested the wireframes and after several iterations, I was able to finalize an iteration that proved to be the base point for the final design!

User flow



Sticker sheet

Colour

904E55

F2EFE9

252627

Typography

H1 Roboto/semi bold/30px

H2 Roboto/regular/24px

H3. Roboto/regular/12px

Body Roboto/regular/17px

Botton

Labal

Labal

Icons



High-Fidelity



museum in Gananoque, Ontario, Canada, that interprets the history and ecology of Gananoque and the 1000 Islands.[\[1\]](#)[\[2\]](#)[\[3\]](#) It was once the site of a railway.[\[4\]](#)

Starting with an ancient mountain range and continuing to the present day, this [READ MORE](#)

OPEN DAYS AND TIMINGS

10 AM TO 7 PM • OPEN • CLOSE

18 19 20 21 22 23 24
Su Mo Tu We Th Fr Sa

[Book Tickets](#)

INSIDE TOUR

cess

ARTIST



Vincent van Gogh
1853-1890

[FOLLOW](#)

Vincent Willem van Gogh (Dutch: *Vincent Willem van Gogh*) was a Post-Impressionist painter who lived a short life but had a significant impact on modern art.

9:27

HOME SCREEN

[SEARCH](#)

HIGHLIGHT



Fighting Opiate & Addiction with Art: Community Mural in the Miami Valley

FEATURED ARTIST



[VIEW ALL](#)

CATEGORIES



[VIEW ALL](#)

MOST VIEWED



[VIEW ALL](#)

ART GALLERIES



[MAP](#)

 **Vincent van Gogh**
1853-1890

The Starry Night (Dutch: *De sterrennacht*) is an oil-on-canvas painting by the Dutch Post-Impressionist painter Vincent van Gogh. Painted in June 1889, it depicts the view from the east-facing window of his asylum room at Saint-Rémy-de-Provence, just before sunrise, with the addition of an imaginary village.[\[1\]](#)[\[2\]](#)[\[3\]](#) It has been in the permanent collection of the Museum of Modern Art in New York City since 1941, acquired through the [READ MORE](#)

SIMILAR ART WORK



[VIEW ALL](#)

9:27

MOST VIEWED

MOST VIEWED ART



The Starry Night
The Starry Night (Dutch: *De sterrennacht*) is an oil-on-canvas painting by the Dutch Post-Impressionist painter Vincent van Gogh.



Girl before a Mirror,
1932

Perhaps the most influential artist of the 20th century, Pablo Picasso may be best known for his

9:27

MOST VIEWED ARTIST



Pablo Picasso
1881-1973

Pablo Ruiz Picasso was a Spanish painter, sculptor, printmaker, ceramicist, and stage designer. He is often referred to as the father of Cubism.



Takeaways

Impact – By providing information at the touch of a button and increasing user connection to the art, the app.

What I learned – The first app concepts are just the start of the process, I discovered when creating the Art gallery app. Each iteration of the app's designs was impacted by usability tests and user input.

Feedback received

"The app is really simple to use and navigate. I especially like the screen reader feature that reads the information for you, and I can always share the information that I have with my friends and family."

Next steps

Conduct additional usability tests to confirm that the problems users encountered have been successfully resolved. Find out if there are any new areas that require updating by conducting more user research.

THANK YOU!

for reading this far

Any comments or suggestions are always welcome.

Lets connect : E-Mail Id : vda.dollyp@gmail.com