

# NATIONAL GALLERY SINGAPORE

## GALLERY EXPLORER APP

UX Case Study



# AGENDA

- 1 About National Gallery**
- 2 User Research**
- 3 Persona and Problem Statements**
- 4 Design Solution and Iterations**
- 5 Next Steps**



# MEET OUR TEAM



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**UI/UX DESIGNER**

K2Z Studio is a UX Design Consultancy based in Singapore.

We employ User Centered Approach to designing products and services that revolve around real people with real needs.



# ABOUT NATIONAL GALLERY

The gallery is housed in 2 iconic buildings of Singapore, spanning an area of **690,000 sq ft.**

It houses more than 8000 pieces of artwork, making it the **largest visual arts venue** in Singapore and Southeast Asia.

# IDENTIFYING CHALLENGES

01

## COMPETITIVE ANALYSIS

Understanding our Competitors

02

## FIELD OBSERVATION

Deeper Understanding

03

## SURVEY

User Attitudes and Challenges

04

## USER INTERVIEWS

Hearing our Users

05

## USABILITY TESTING

Behavioural Insights

06

## UX CHECKS

App Design Evaluation

# COMPETITIVE ANALYSIS



**MoMA**



National Gallery is the only museum in Singapore with a standalone app - **Gallery Explorer** that has many interactive features.

MoMA\* is more **personal** i.e. provides users with interactive map on its app, welcome guide, staff picks.

MoMA App presents their exhibitions **by levels** with succinct information.

National Museum of Singapore, Art Science Museum and Tate Modern use **extensive filters** for exhibitions.

\* MoMA app is part of Bloomberg Connects that houses other museums

# FIELD OBSERVATION



Have to **walk a lot** to go from one place to another and need to sit and relax after viewing an exhibition..

Long galleries, **don't have a single entry and exit**, one room leads to the other.

National Gallery was promoting their new feature, the "**Art Journey**".

# USER INTERVIEW & SURVEY

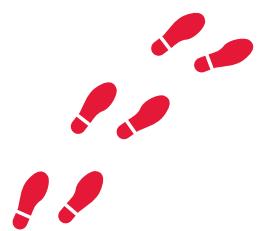
National Gallery Singapore (61.3%)\* tops the list of **most visited museum** in the past year

01



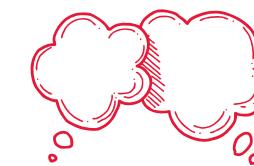
Dependent on **recommendations** via social media and friends

02



Likes to roam about and explore at their **own pace**

03



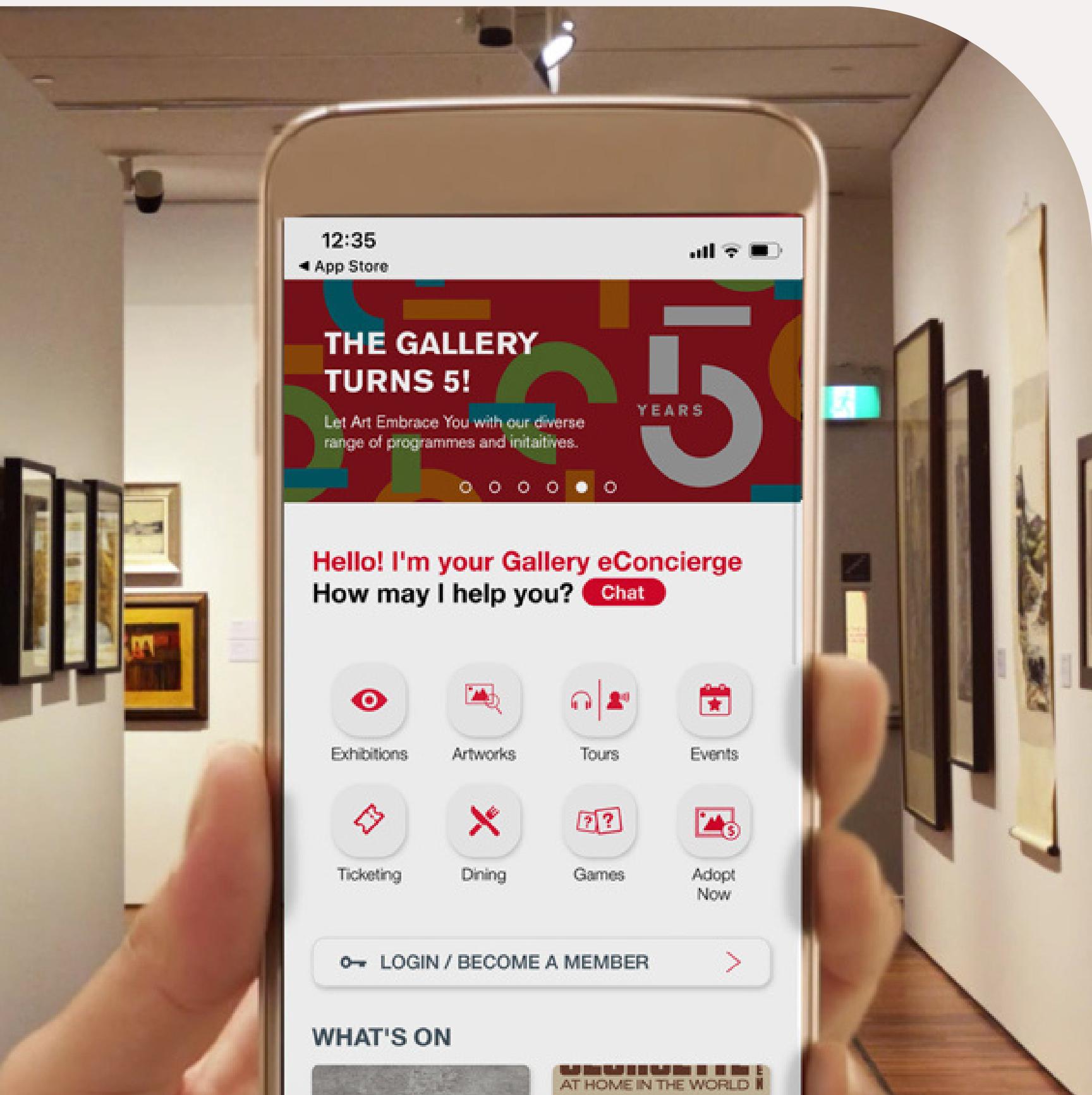
Usually **undecided** about what to visit next

04



Like to have a **clear indication / direction** of where and how to go from one location to another

# USABILITY TESTING



## Tasks:

- Locate Art Journey on the app
- Customise an Art Journey using the app with at least 2 activities

100% success rate, **BUT**

- Users\* **struggled** to locate and understand how it works
- Love the feature but needs more visuals and **information**
- Not sure how to **navigate** from one spot to another

\* Usability Testing was conducted with the same group of 9 users per the user interviews

# UX CHECKS

The screenshot shows the 'WHAT'S ON' section of the app. It features a grid of cards for different exhibitions. One card for 'LIU KUO-SUNG: EXPERIMENTATION AS METHOD' is highlighted with a red border. Another card for 'FAMILIAR OTHERS: EMIRIA SUNASSA, EDUARDO MASFERRE AND YEH CHI WEI, 1940S-1970S.' is also highlighted with a red border.

**WHAT'S ON**

- Scan a \$50 note and see two masterpieces come to life!
- Exhibition
- Special
- SCAN A \$50 NOTE
- LIU KUO-SUNG: EXPERIMENTATION AS METHOD
- ONGOING
- LIVING PICTURES: PHOTOGRAPHY IN SOUTHEAST ASIA
- Exhibition
- Tour
- LIVING PICTURES: PHOTOGRAPHY IN SOUTHEAST ASIA
- 04 NOV - 21 AUG 2023
- FAMILIAR OTHERS: EMIRIA SUNASSA, EDUARDO MASFERRE AND YEH CHI WEI, 1940S-1970S.
- 04 AUG - 14 MAY 2023
- Exhibition
- SIAPA NAMA KAMU? ART IN SINGAPORE SINCE THE 19TH CENTURY
- Special
- BETWEEN DECLARATIONS AND DREAMS: ART OF SOUTHEAST ASIA SINCE THE 19TH CENTURY
- Home
- Artworks
- Scan
- Profile
- Language

## Consistency & Standards:

- Fonts on 'What's On' cards differ

## Consistency & Standards:

- 'Map' and 'Book Now' doesn't appear on all pages

## User control & Freedom:

- Lack of ticketing information

The screenshot shows a floor map for 'UOB SOUTHEAST ASIA GALLERY, SUPREME COURT WING, LEVEL 3-5'. The map shows various rooms and wings, with orange lines indicating paths. Below the map are 'Share' and 'Book now' buttons. At the bottom are navigation icons for Home, Artworks, Scan, Profile, and Language.

UOB SOUTHEAST ASIA GALLERY, SUPREME COURT WING, LEVEL 3-5

Share

Book now

Home Artworks Scan Profile Language

This retrospective show traces Liu's creative evolution through more than 60 paintings and 150 items from the artist's personal archive, highlighting his significant innovations and contributions to the development of modern Chinese ink painting. His experiments in art go beyond the brush; Liu explores different materials and textures, and even invented the "Liu Kuo-sung paper." He continuously reconstructs tradition with the modern, enabling the creation of a new approach to the time-honoured practice of Chinese ink painting.

For more information, click [here](#).

LEVEL 4 GALLERY AND WU GUANZHONG GALLERY, LEVEL 4, CITY HALL WING

The screenshot shows a floor map for 'LEVEL 4 GALLERY AND WU GUANZHONG GALLERY, LEVEL 4, CITY HALL WING'. The map shows various rooms and wings, with orange lines indicating paths. Below the map are 'Share' and 'Book now' buttons. At the bottom are navigation icons for Home, Artworks, Scan, Profile, and Language.

LEVEL 4 GALLERY AND WU GUANZHONG GALLERY, LEVEL 4, CITY HALL WING

Share

Book now

Home Artworks Scan Profile Language

# MEET AMANDA



“  
Every visit to a museum  
is a new adventure, an  
opportunity to see the  
world in a new light.  
”

29 years old  
Senior Marketing Executive  
Into the arts scenes

- Learns of arts events through recommendations from friends & social media
- Visits National Gallery Singapore 2-3 times a year

## Goals

To not miss out on trendy art events or other special exhibitions or happenings

To fully enjoy her visit from start to end without having to worry about being confused with the directions

# MEET AMANDA



## Behaviour

Visits preferred exhibition as planned first, before searching for other happenings to check out later

Tends to get lost at National Gallery

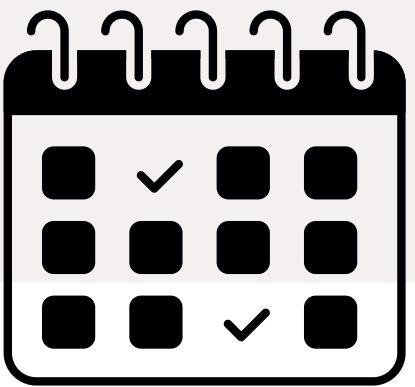
## Pain points / frustrations

Lack of information to know what else to check out in National Gallery while she's there

Unsure of how to navigate around as it is too big and she's not familiar

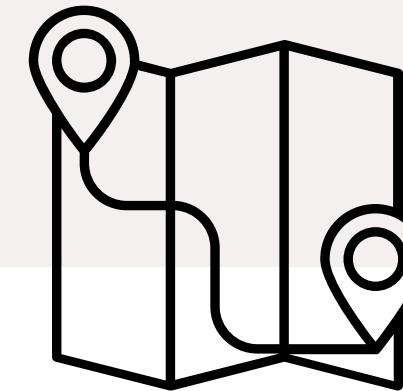
29 years old  
Senior Marketing Executive  
Into the arts scenes

# PROBLEM STATEMENTS



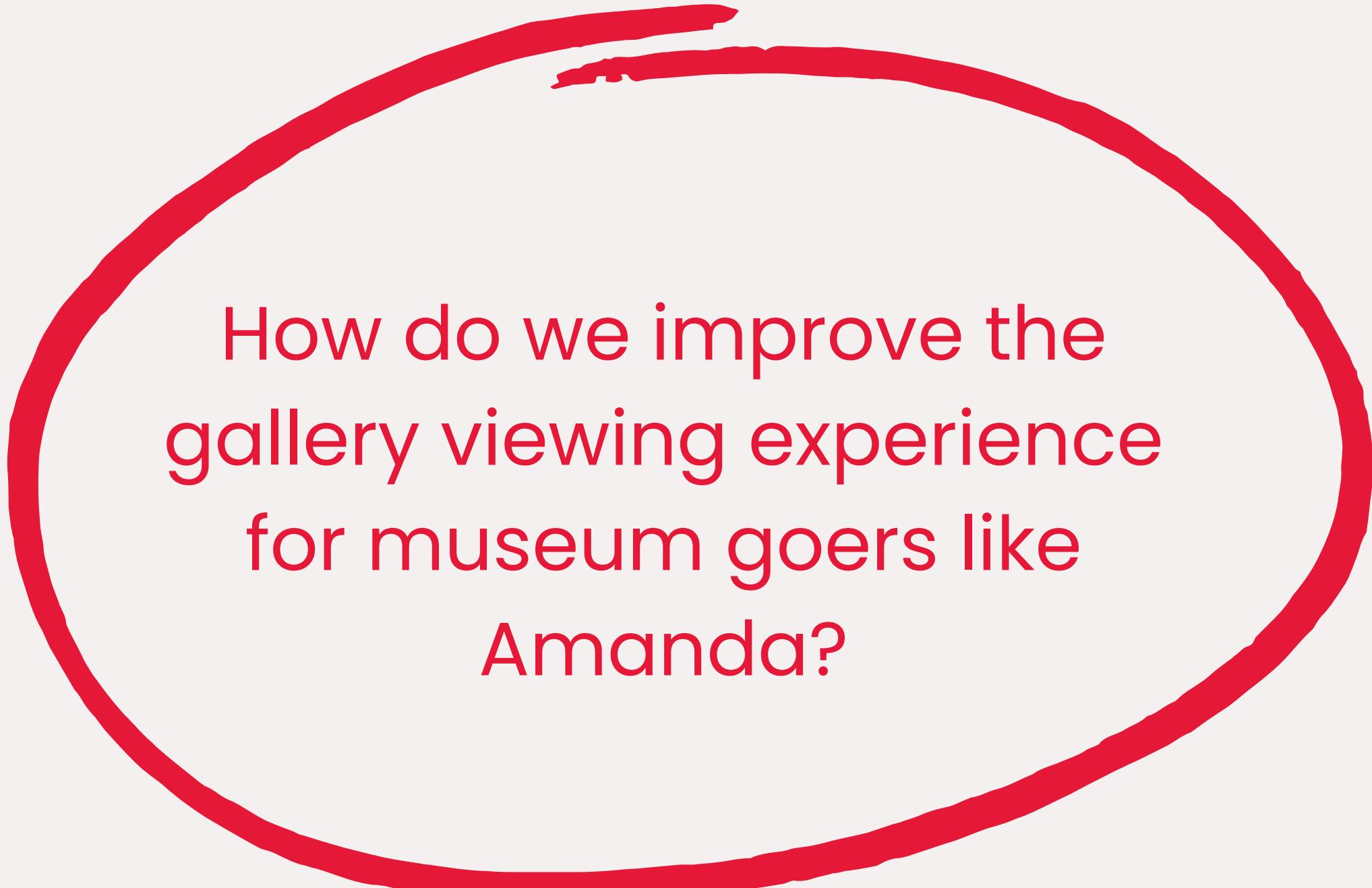
## What's Happening?

Amanda needs a way **to find out about happenings at National Gallery Singapore** so that she doesn't miss out on things she may be potentially interested in.



## How to Get There?

Amanda needs **a clear indication of directions** so that she can navigate around National Gallery Singapore at ease and make the most of her time.



How do we improve the  
gallery viewing experience  
for museum goers like  
Amanda?



# HOW MIGHT WE....

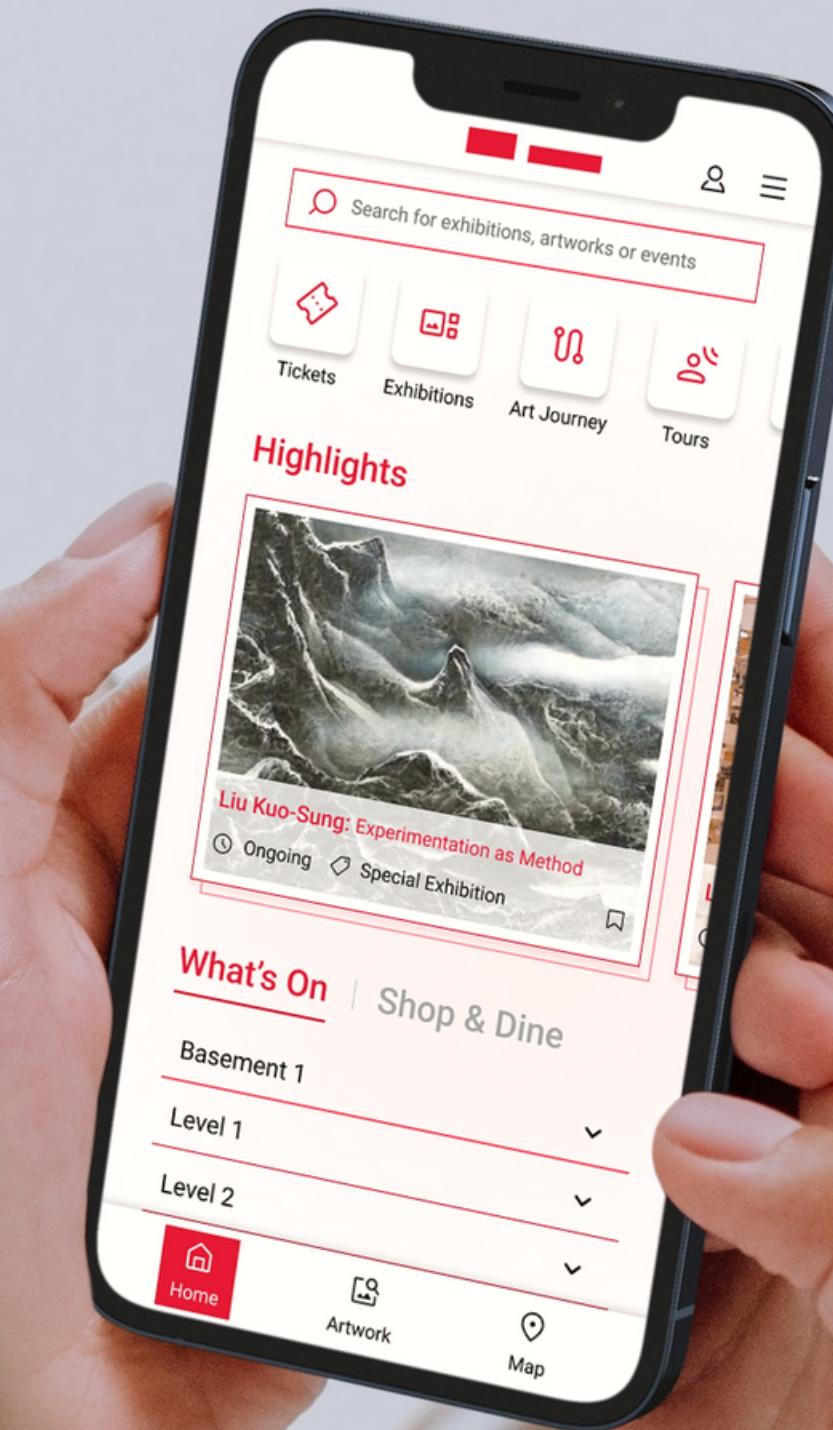


....provide information to Amanda so that she becomes aware of happenings at National Gallery?

...give Amanda a clear overview of the exhibition locations?

...provide Amanda with navigation assistance at her finger tips anywhere during her visit?

# DESIGN SOLUTION



Redesign the Gallery Explorer App

01

Provide **accessible, consistent information** on home screen & exhibition detail screen.

02

Design a **map feature** to guide wayfinding and exploration of NGS.

# UI STYLE GUIDE

## Swatches



Interactive\_primary (7DA62A)



Interactive\_secondary (F29E7B)



Shading (CFCFCF)



Secondary (F29E7B)



Primary (FFFFFF)

## Font & Button

**Between Declarations and Dreams:** Art of Southeast Asia since the 19th Century

📍 UOB Southeast Asia Gallery  
L3 - L5, Supreme Court Wing  
Entry point: Level 3, Gallery 2

➡️ Free for SC/PR

**Direction** ↗



NATIONAL GALLERY SINGAPORE

Button:  
language of NGS logo



Font: **Roboto**  
High legibility,  
adaptable & modern

# USABILITY TESTING



## Task # 1

Show how to **check out** **happenings** on level 3. And read more on Exhibition A.



## Task # 2

Show how to **enter your current location** using the app's navigation feature.



## Task # 3

Show how to **check out the route and the list of directions** for Exhibition A.



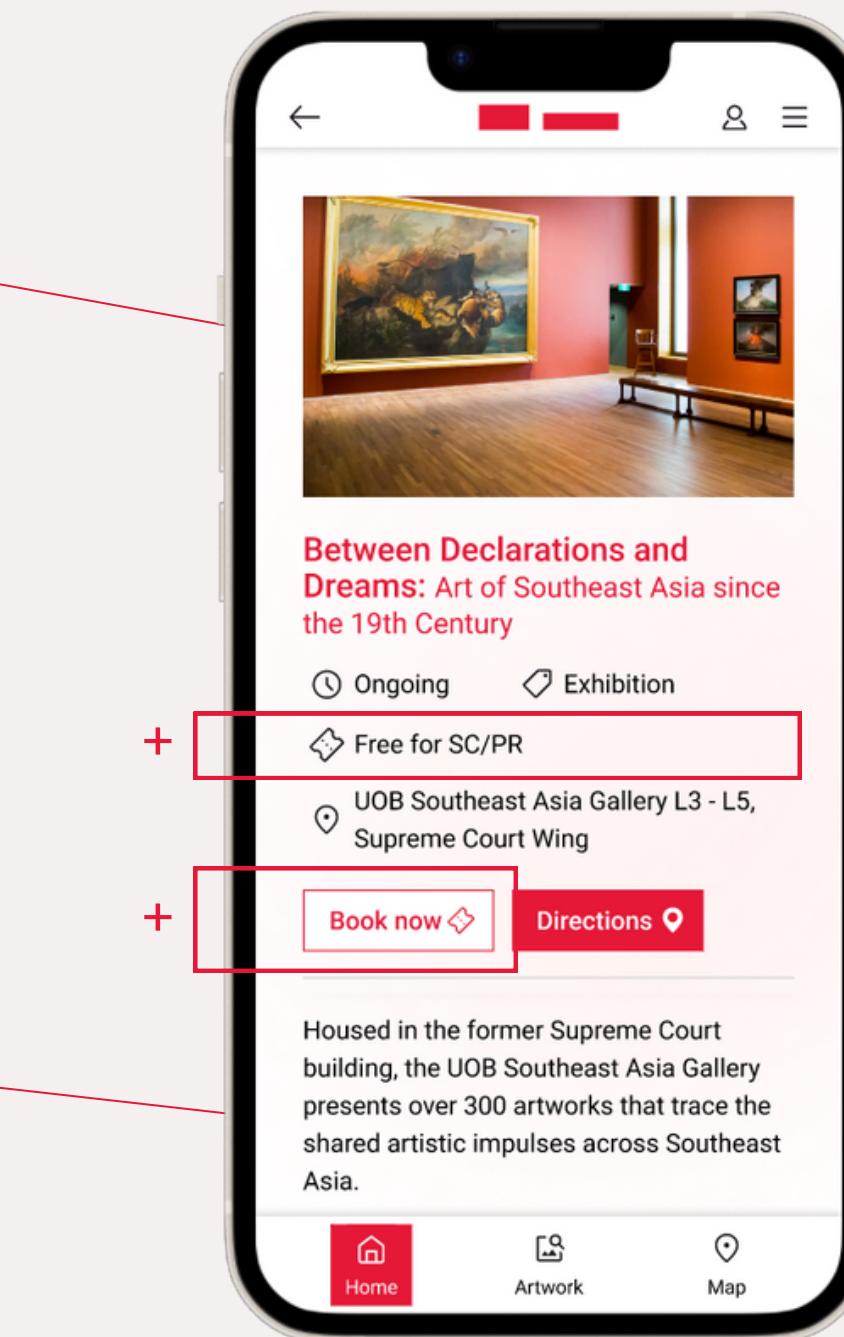
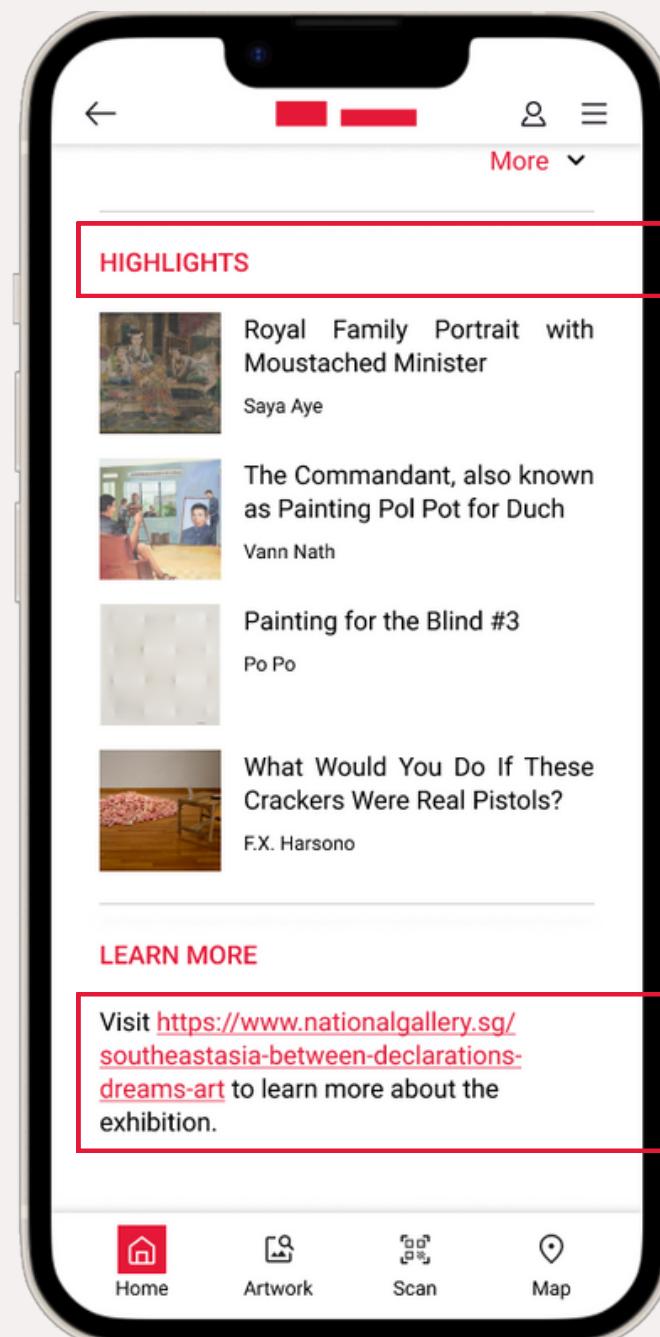
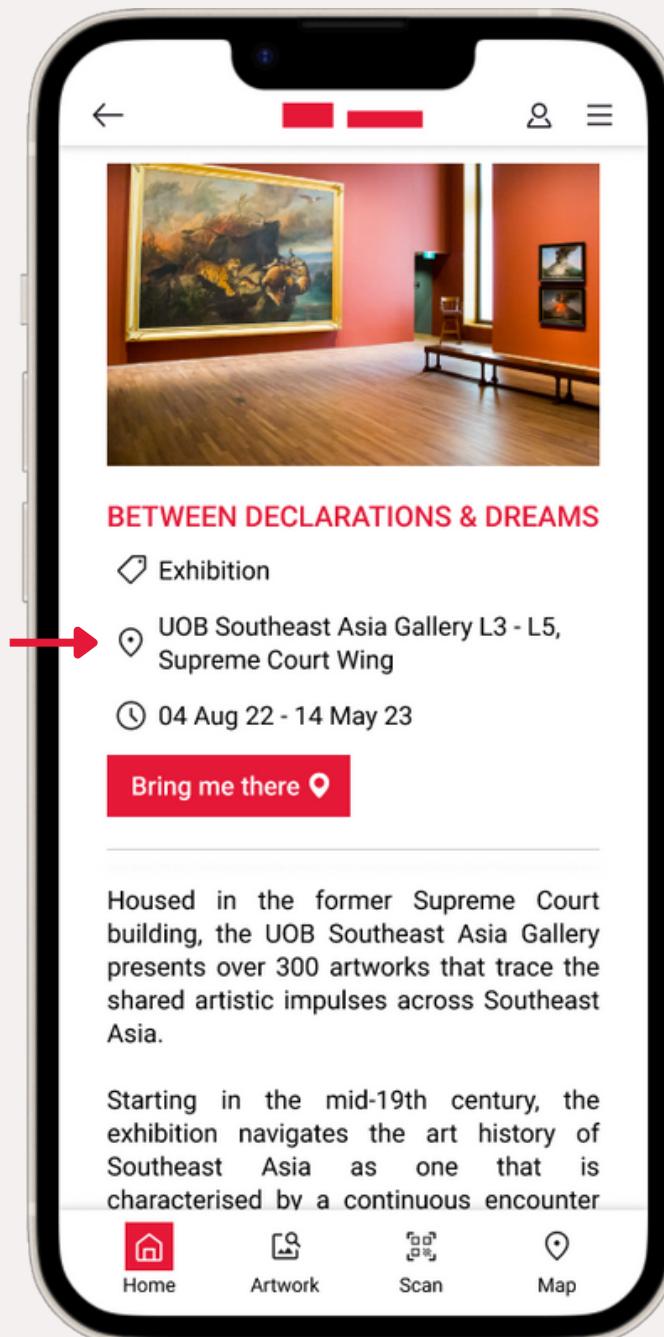
## Task # 4

**Point out** on the map your current location and your destination. Show how to **check out other** interesting places on this route.

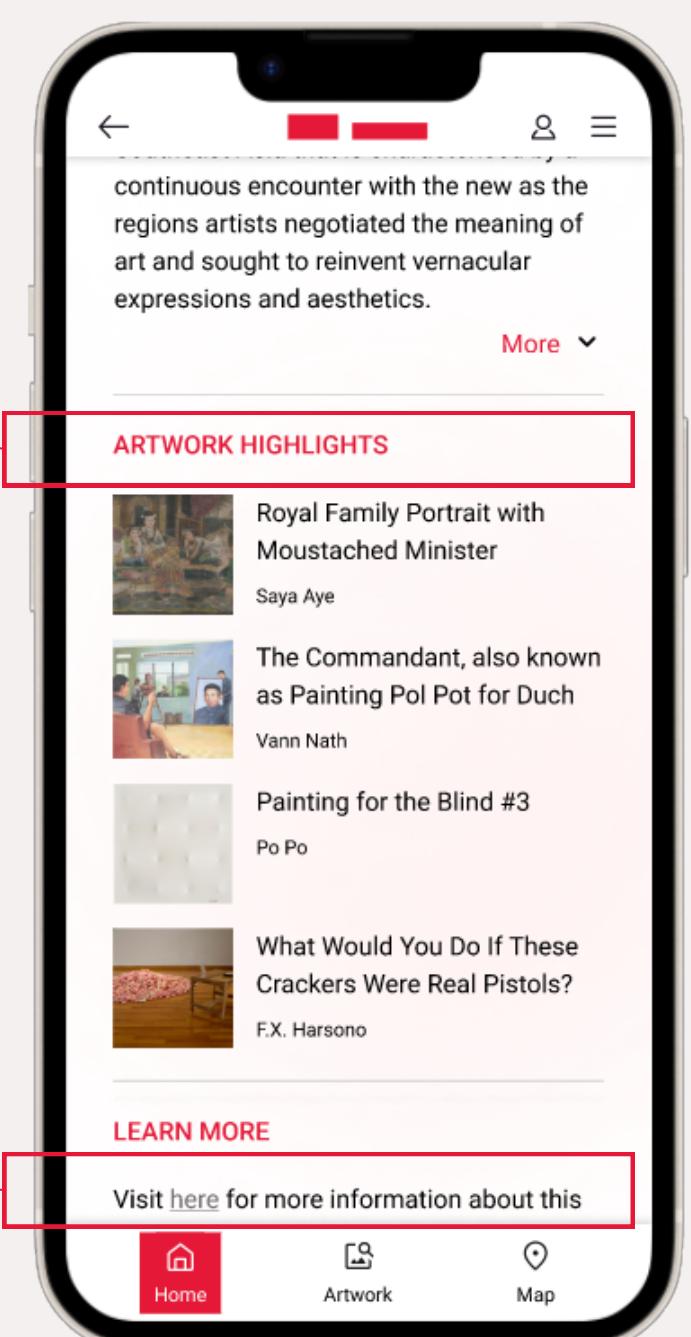
# ITERATIONS | exhibition detail

essential info & less confusing

## Before



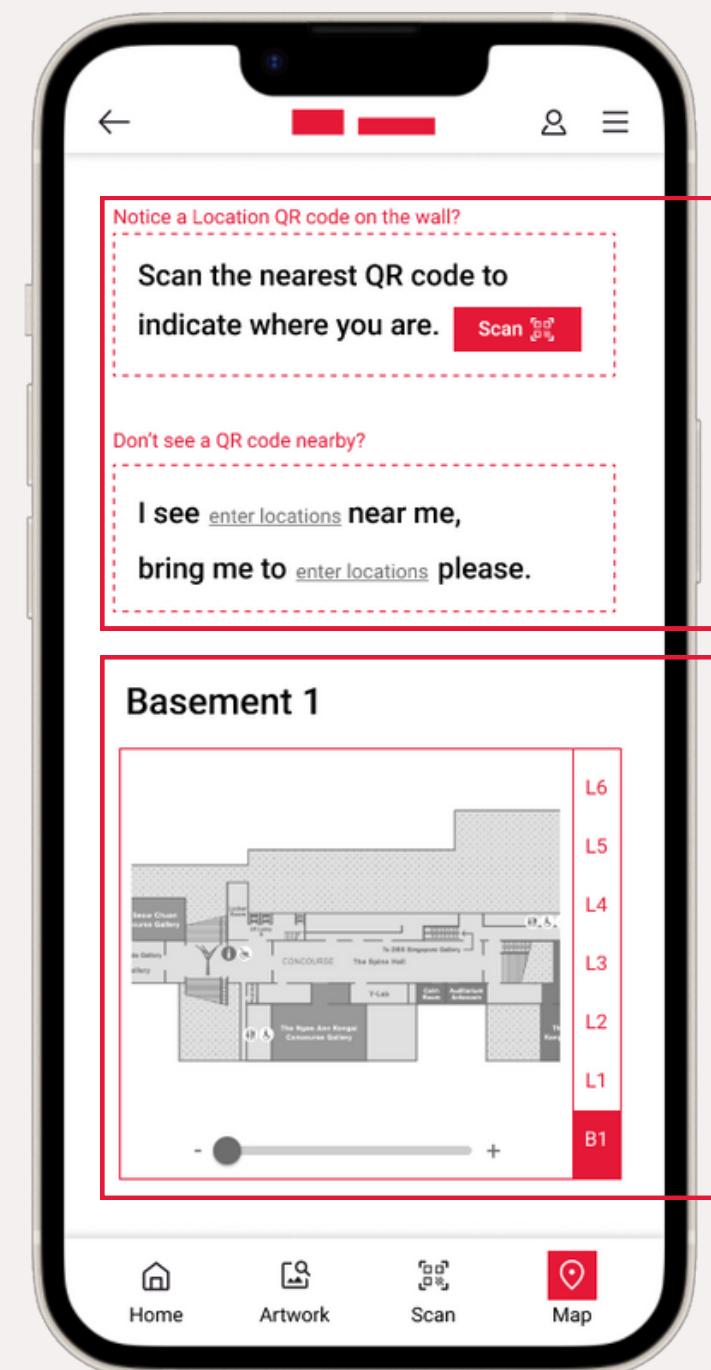
## After



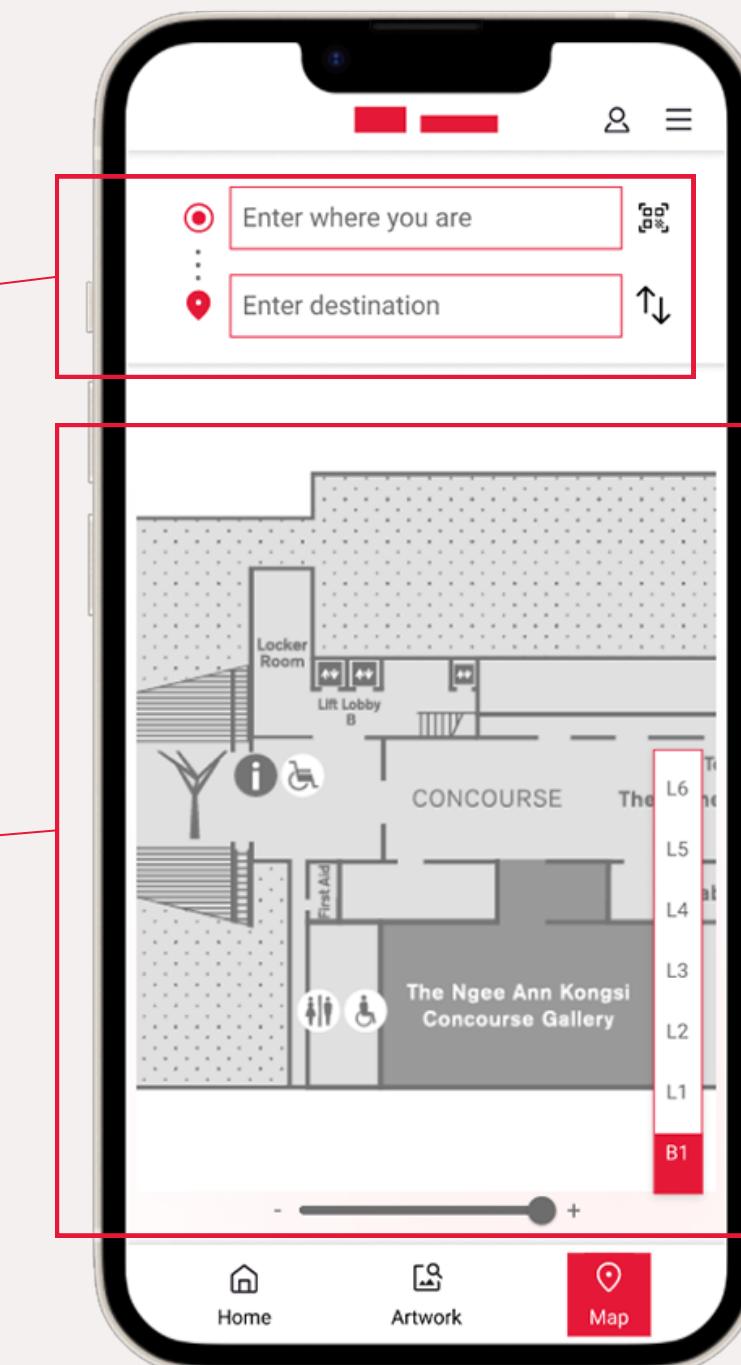
# ITERATIONS | map landing screen

simplify instruction to search, more prominent map

**Before**



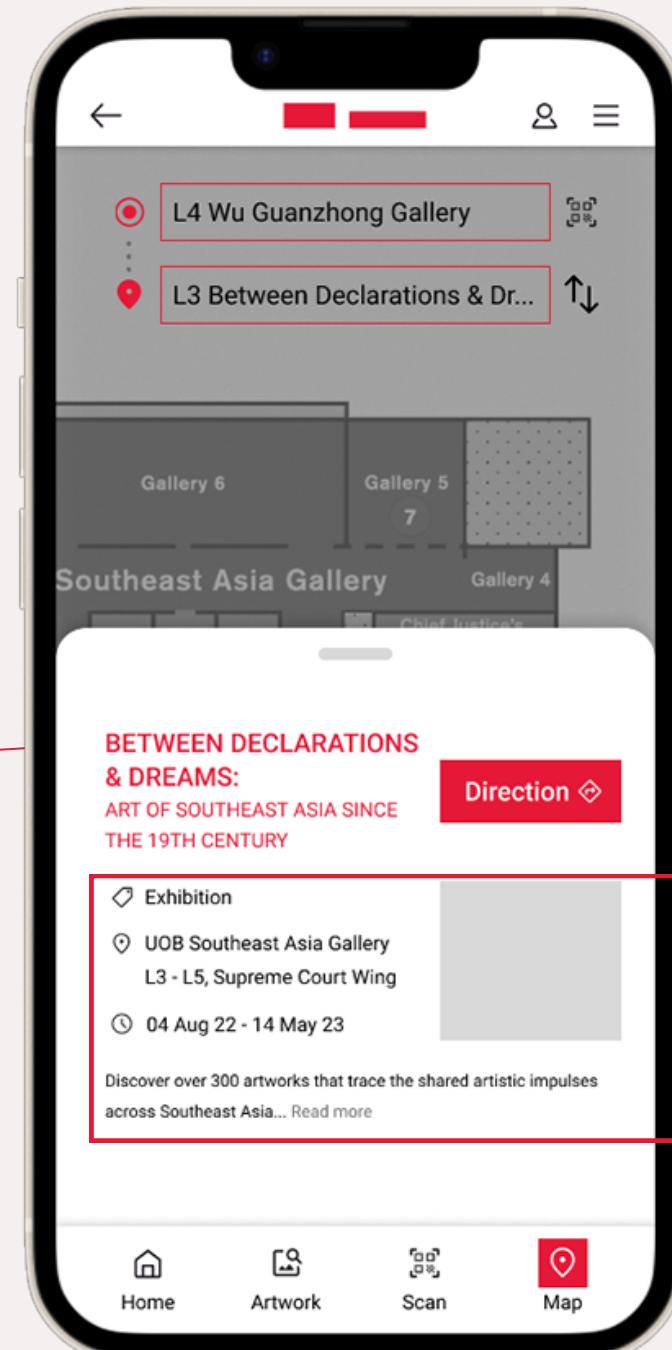
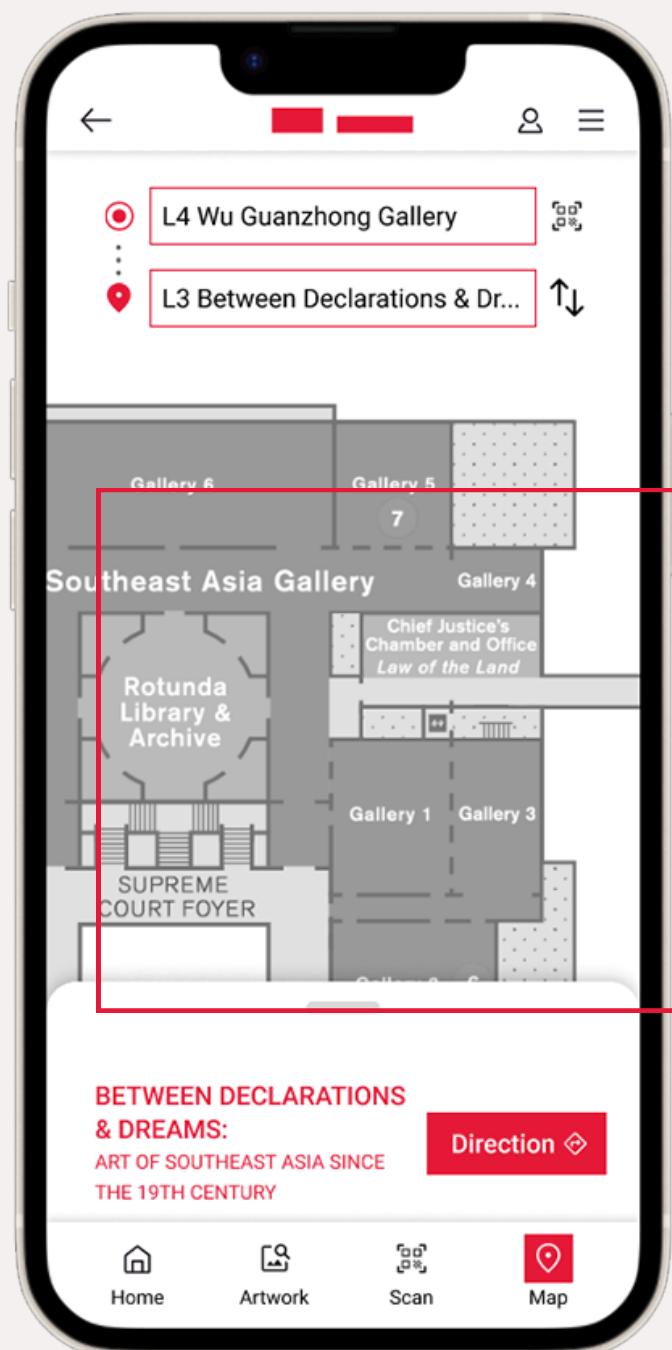
**After**



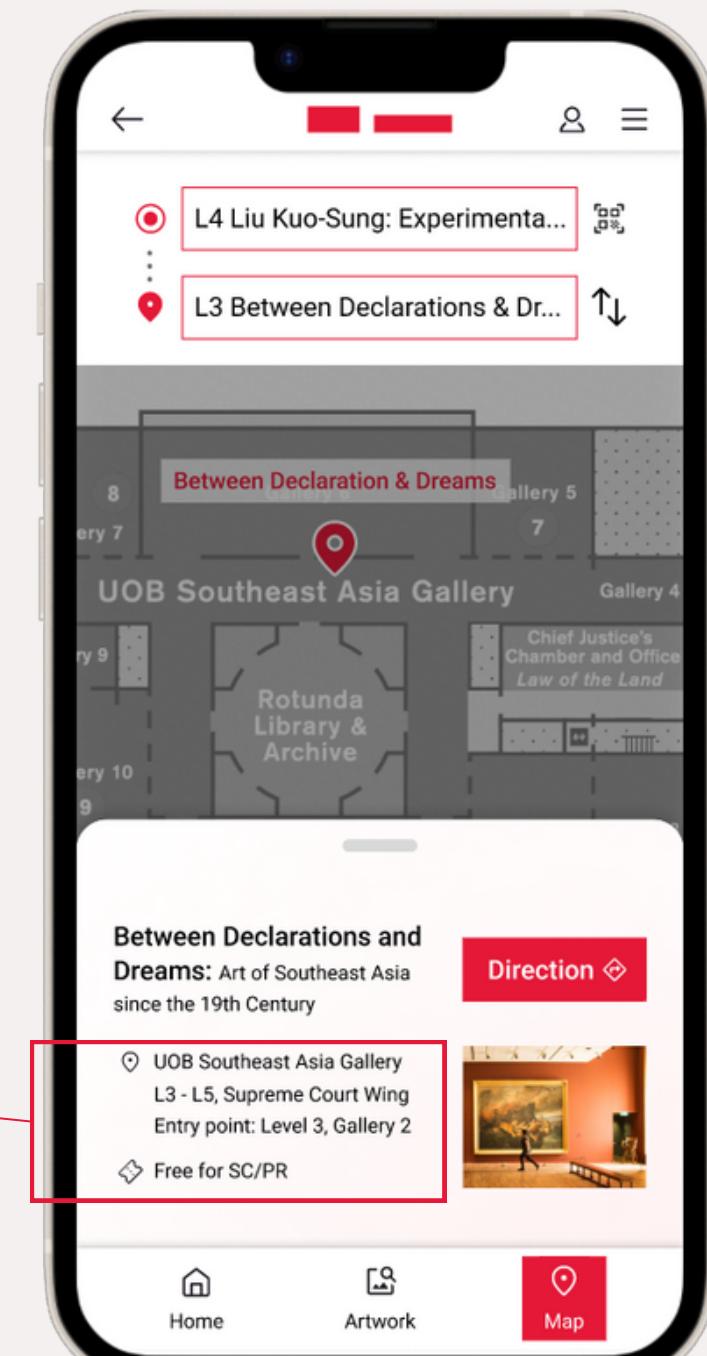
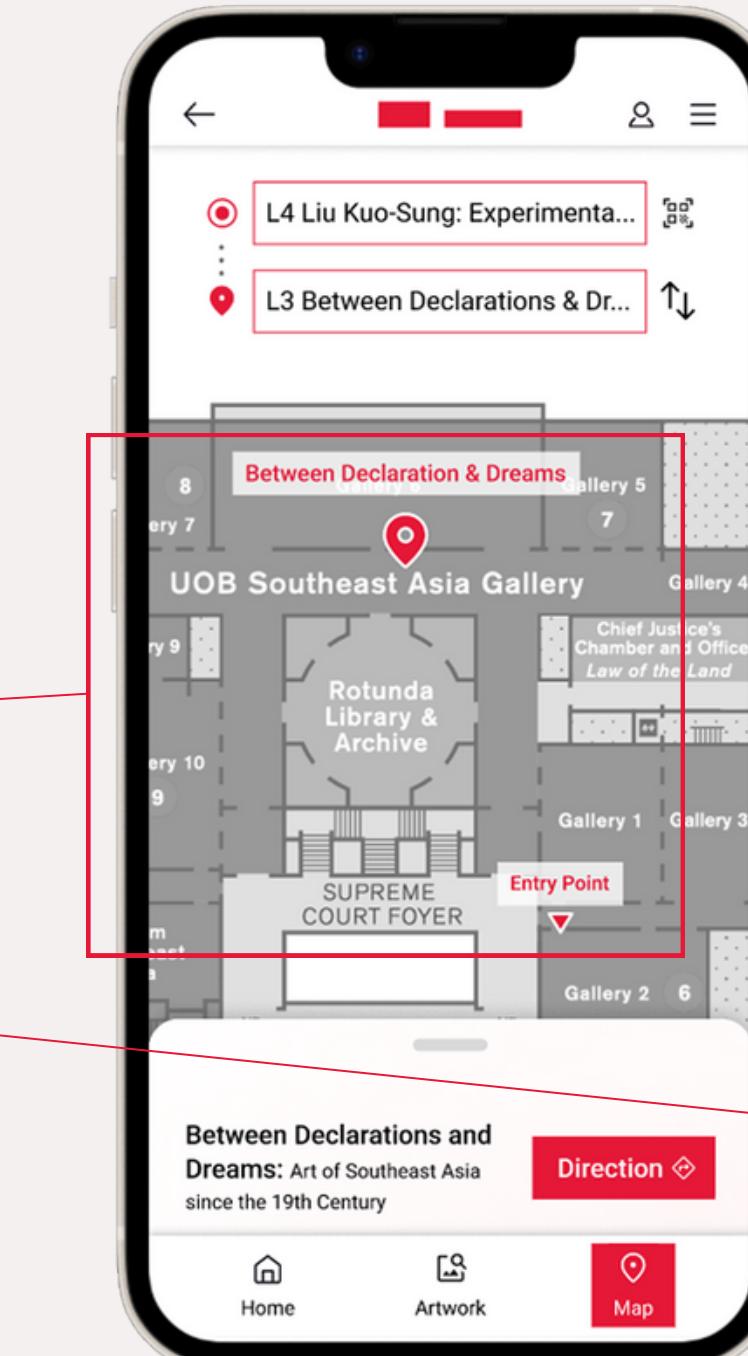
# ITERATIONS | confirmation

prominent destination icons, simplify destination info

Before



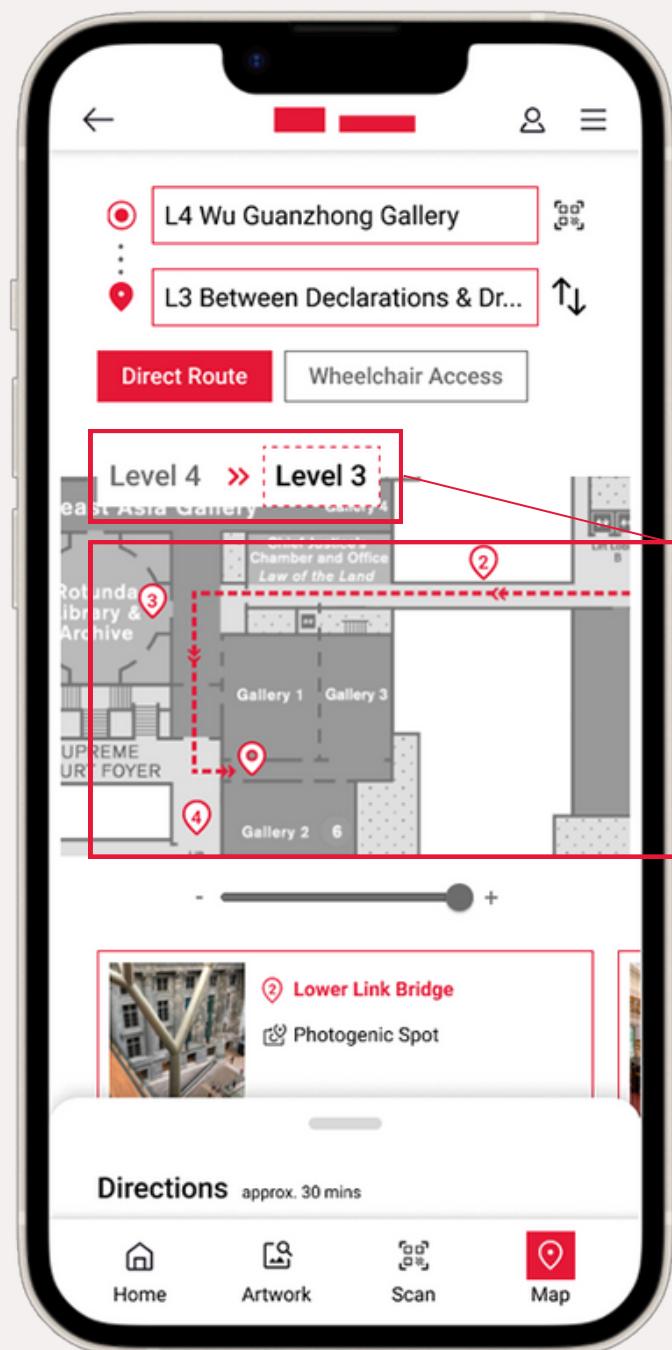
After



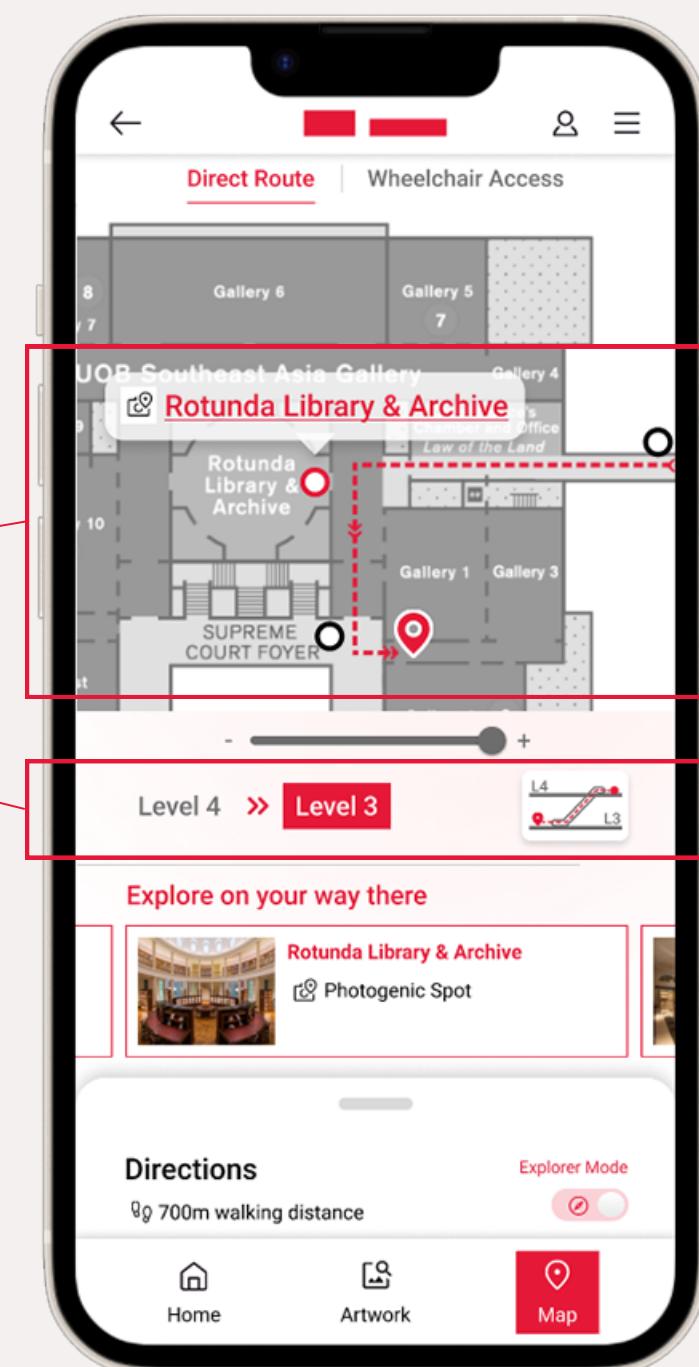
# ITERATIONS | route display

more intuitively indicate route across levels, attraction point interaction

**Before**



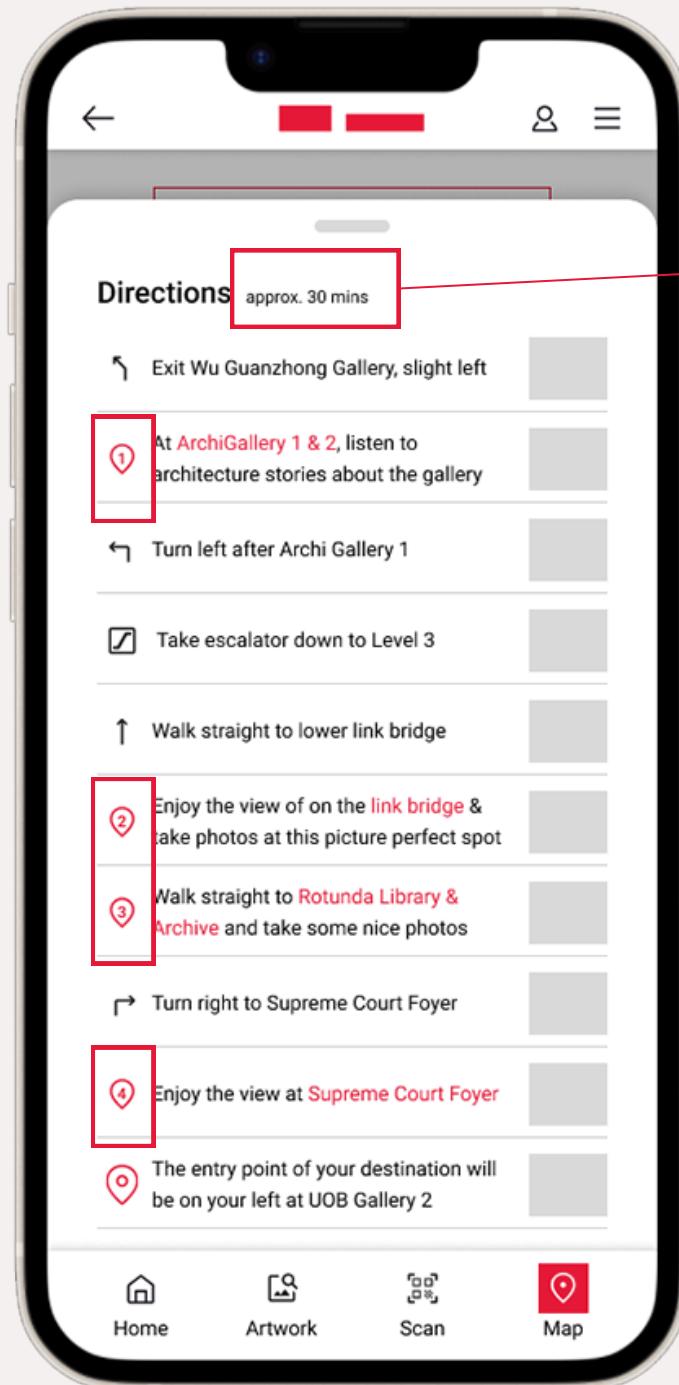
**After**



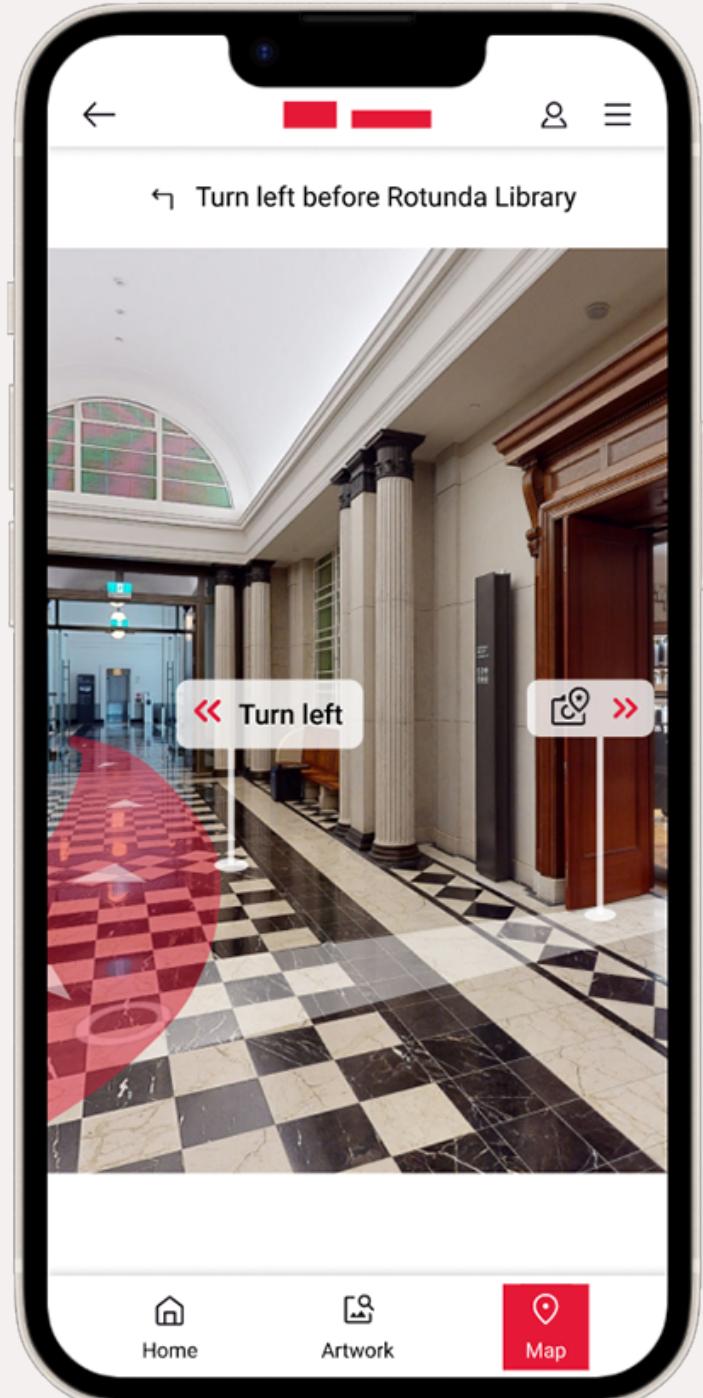
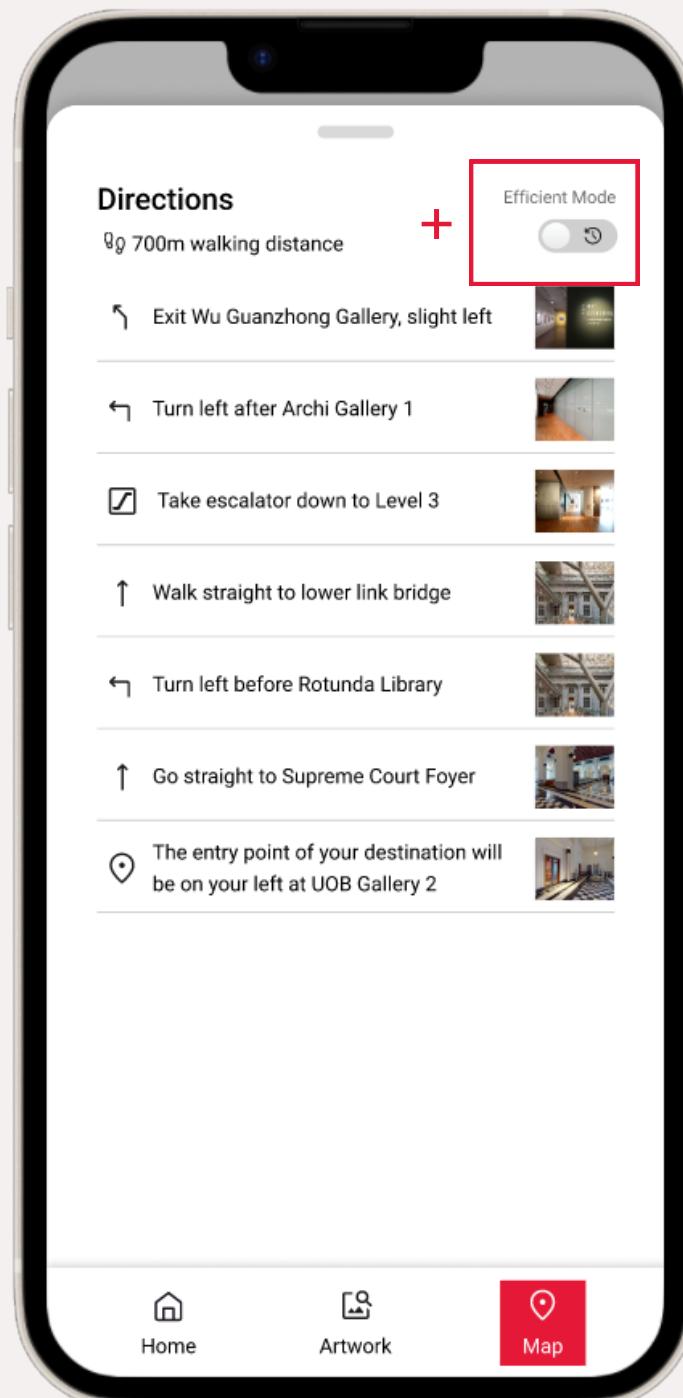
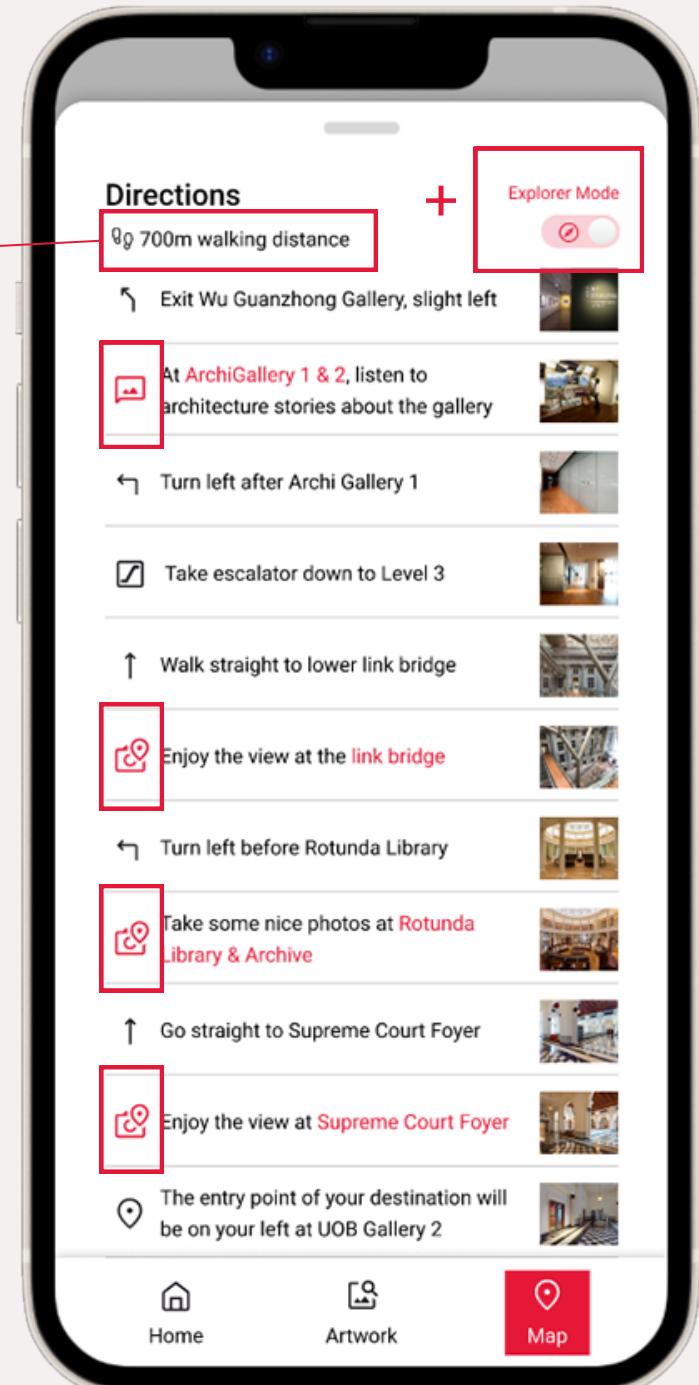
# ITERATIONS | directions

clearer instructions, add wayfinding modes

## Before

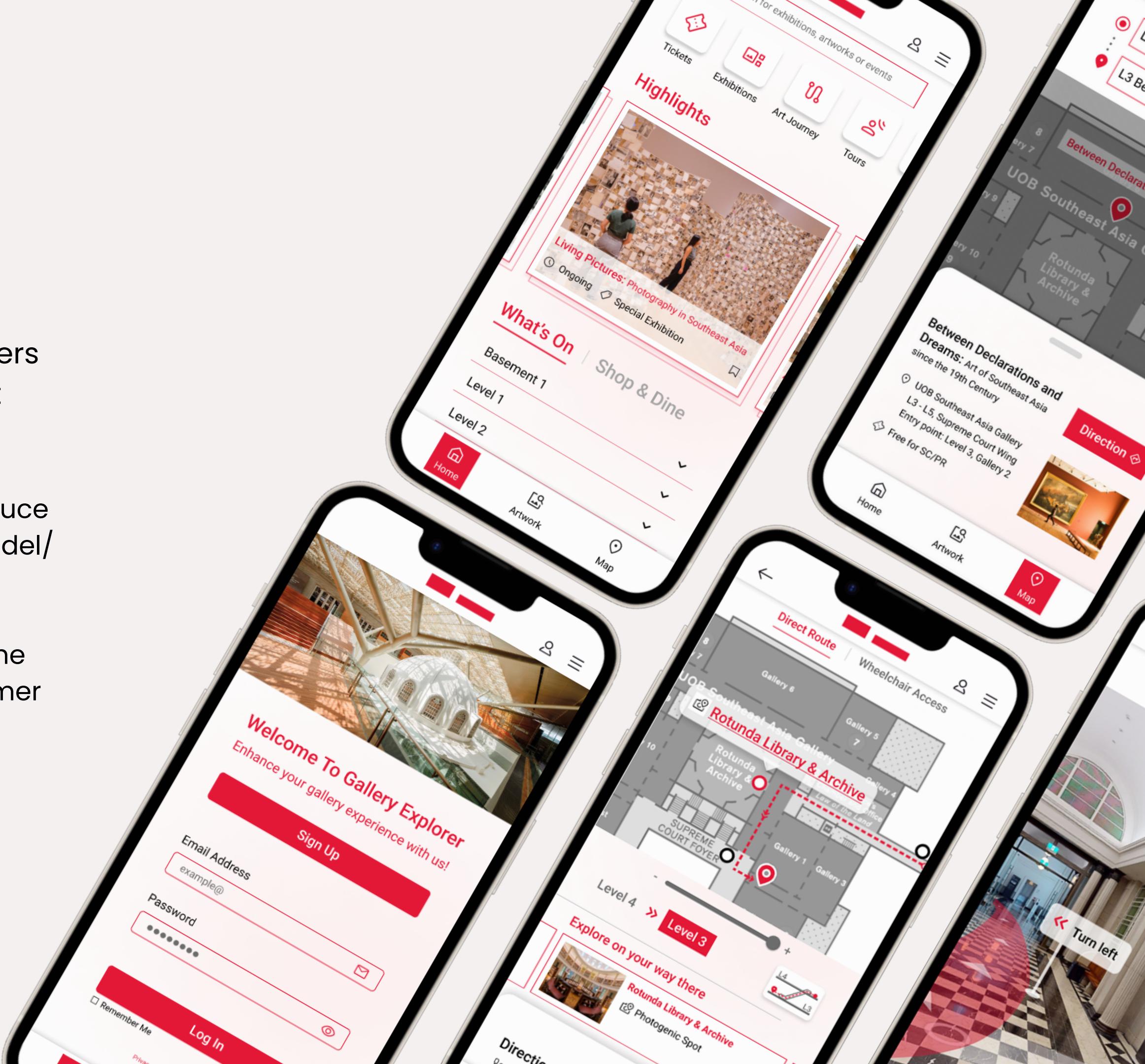


## After



# NEXT STEPS

- **Make the map more interactive:** users can pinpoint different areas and get more information at one glance.
- **Improve on the gallery overview:** introduce more visuals on the map such as 3D model/3D tours
- **Tracking and Measurement:** optimise the map feature to deliver enhanced customer experience.





# THANK YOU

## Q&A