

National Gallery Singapore

By: K2Z Studio

Get to know us!



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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.

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What we know about National Gallery Singapore

- The only museum in Singapore with a standalone app - Gallery Explorer
- Free general admission for Singaporeans and PRs.
- The Gallery showcases more than 8,000 pieces from Singapore's National Collection
- It also houses a range of art-inspired venues including a suite of specially curated 12 dining spaces

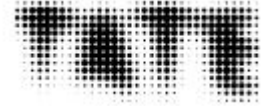
Secondary Research

1. Competitor analysis
2. App analysis

Primary Research

1. Online survey
2. Field Observation
3. User interview
4. Usability testing of existing app

Competitor Analysis (website and app)



- The homepage of NGS website is cluttered as compared to the others.
- Only 1 filter for exhibitions: past, present and upcoming.
- NMS has filters like “for, category, date, upcoming”; Tate has filters like “where, when, type, price”.
- NGS has the maximum interactive features out of all, like scan QR code, curate Art Journey, and games for kids.
- Apps performs better than website 👍

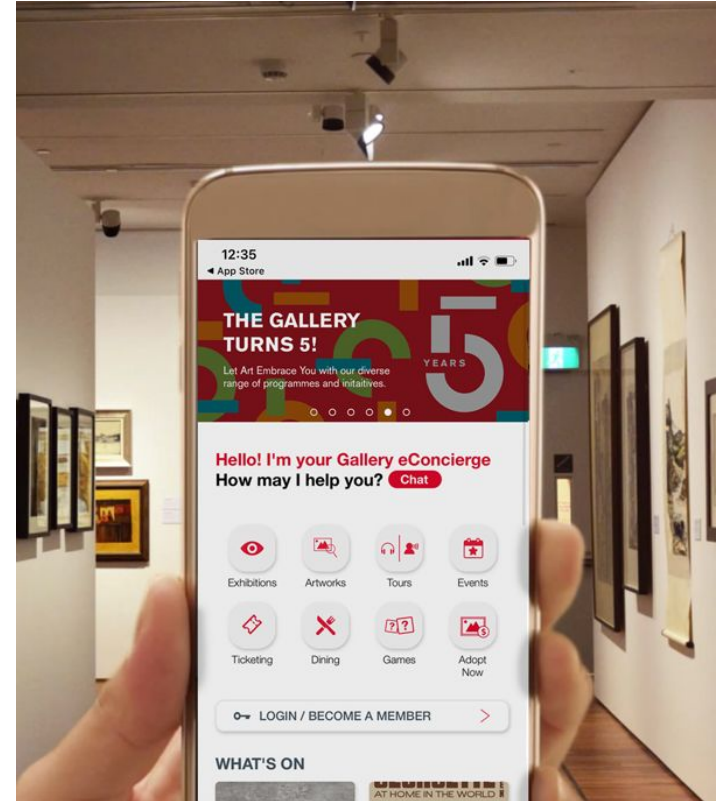
Analysis of Gallery Explorer

The good

- Clean Interface
- Clear Visuals

The could-be-improved

- Hamburger menu hidden under “Gallery Passes”
- No mention of Art Journey anywhere on home - nested under the hidden hamburger menu in Gallery Passes



Museum Observation

Insights

- Many tourists but also locals i.e. couples, friends
- Friendly staff stationed everywhere engaged in conversation with the visitors (tourists)
- Exhibitions and F&B spaces were decently filled with people
- Very slow paced



Online Survey

- 32 participants
- Largely 26-35 years old
- Visits museum a few times a year (67.7%)

Key insights

National Gallery (61.3%) **tops the list** of museums that users visit the most in past year

- 1) **Experience new exhibitions**
 - 2) Check out artworks
 - 3) Hang out with friends
-

Majority (24%) wants **interactive experiences** in exhibitions

Lack of awareness of exhibitions was mentioned as one of the top 3 challenges faced

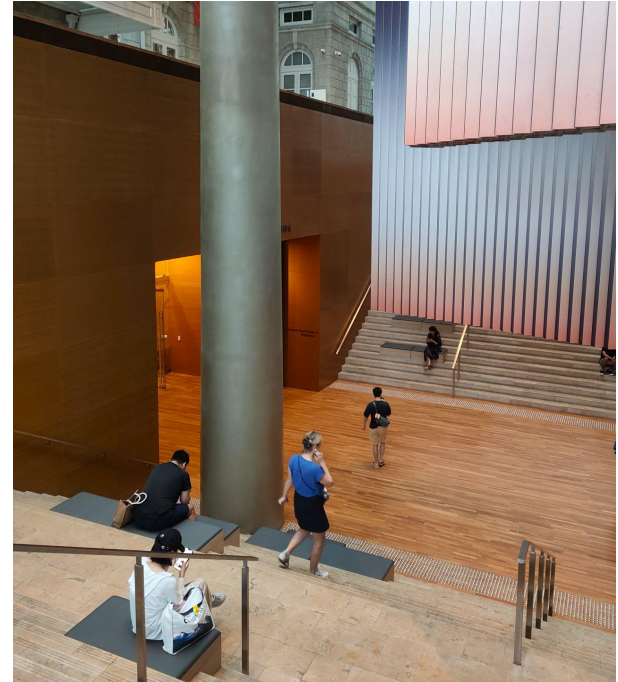
User Interview

User Interview (& Usability Testing)

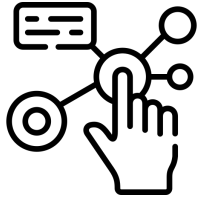
- 9 participants
- Age: between early 20s to early 40s
- Onground at National Gallery & remotely (those who go to museum often and have visited National Gallery)

Main objective:

- Understand their **behaviour** and **thought process** before arrival and at National Gallery



Insights from User Interview



Users want to interact with the art works in a **fun and engaging way** for an immersive experience



Users want to have **detailed information of the artworks** which they can understand at **own pace** (i.e. audio tours)



Users are okay to spend time roaming around in National Gallery but still want to have **clear indication** of where and how to go from one location to another

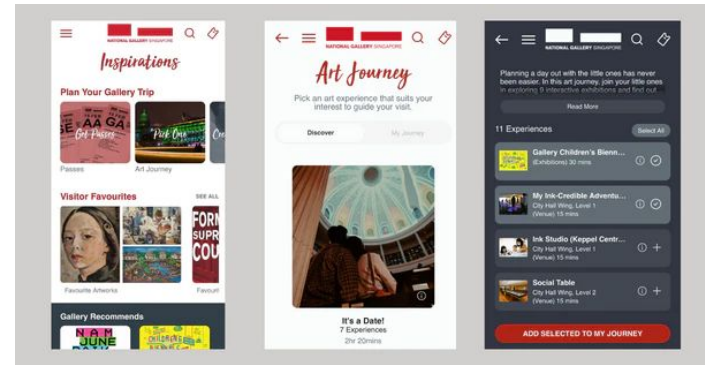
Usability Testing

Scenario:

- You would like to curate or check out some experiences you can enjoy at National Gallery Singapore using the Art Journey feature on the app

Task:

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



Results & Insights:

- 100% success rate but all users **struggled** to locate Art Journey & understand how it works
- Loves the feature but **needs more information and visuals**
- Would **prefer curated experiences** > to curate themselves

Persona



Amanda

"Always on-trend and in the know"

- 29 years old
- Senior Marketing Executive
- In a relationship
- Loves to check out new activities and places

Amanda is:

- Into the arts scenes
- Attends popular arts events through recommendations from word-of-mouth / social media
- Frequents National Gallery
- Likes exploring exhibitions at own pace

Goals

- To relax and catch up with loved ones but at the same time, to have something that she can take away at the end of day

Needs & Expectations

- Fun & engaging way to interact with the art works for an immersive experience
- Detailed information of artworks to have a clearer understanding

Pain points & Frustrations

- Unsure of how to navigate within National Gallery
- Unable to understand art works due to the short and small description
- Unsure of new exhibitions

Problem statements

#1

Users need a more **accessible way to navigate** around National Gallery so that they can be sure of where to start the exploration of new exhibitions

#3

Users need a way **to find out about happenings** at National Gallery Singapore so they don't miss out on the new exhibitions they're potentially interested in

#2

Users need a way to **conveniently get elaborated information** about the art pieces they're interested in so that they can have a clearer understanding of what they are viewing **at their own pace**

#4

Users need a way to have **interactive experiences** so they can be more engaged during the visit

Proposed Solutions



Navigation Incorporated
with 'My Art Journey'



Gamification on Gallery
Visit Experience



Redesign & Restructure of
the Official Website

Proposed Solution #1 | Navigation Incorporated with My Art Journey

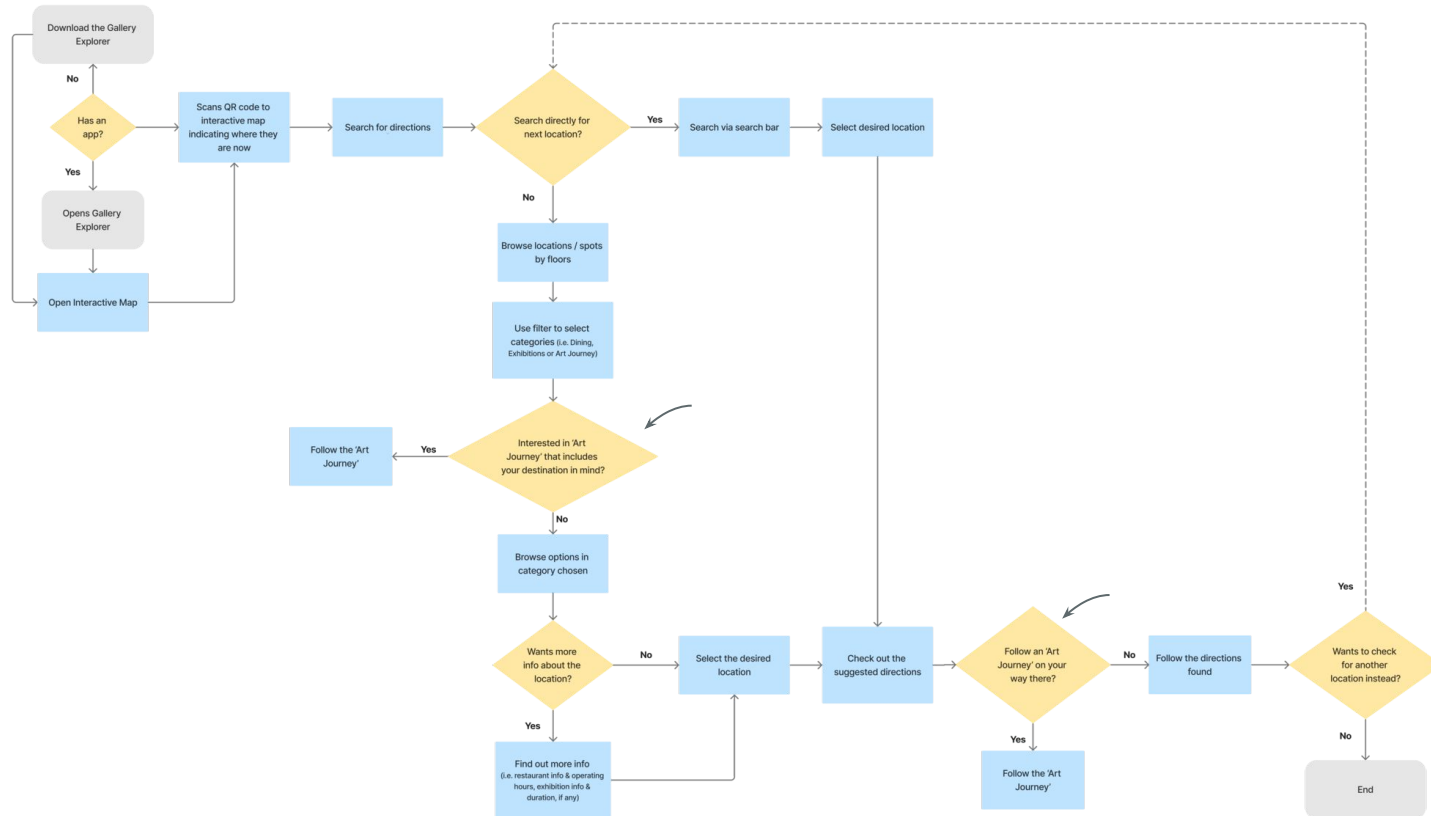
HMW provide users with navigation assistance at their fingertips anywhere during their visit?

HMW give users a clear overview of the exhibition locations?

HMW make navigating at NGS a fun and enjoyable process for our users?

- Incorporate the navigation assistance to the app
- Show the overview of the building with more intuitive visual
- Make the map interactive: QR code scanning, more viewing options-by floor, by wing, by 3D perspectives

Proposed Solution #1 | Navigation Incorporated with My Art Journey



Proposed Solution #2 | Gamification on Gallery Visit Experience

HMW help users find timely and relevant information about art pieces without having to look for help?

HMW provide information about art pieces in an interactive way so that users can gain more knowledge in an engaging way?

Gamify the experience of the audio tours and related activities so that:

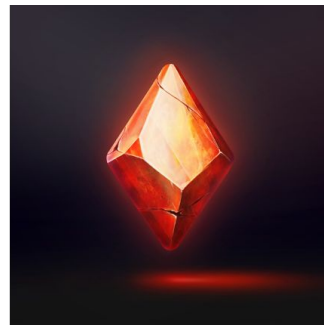
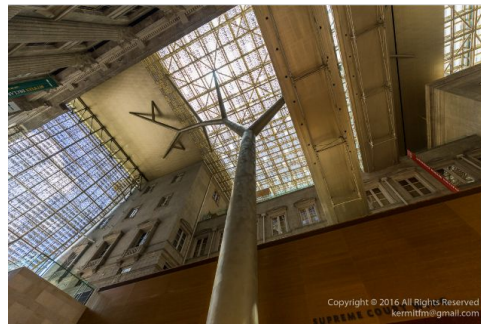
- Users are more involved in the exhibitions to gain artwork related knowledge (artist, medium, way of appreciating art pieces)
- Users are more engaged to understand the historical significance of artworks on display

Proposed Solution #2 | Gamification on Gallery Visit Experience

Gamification Storyline

In the parallel world of NGS, the tree like columns in atrium were infused with evil spirit by some mysterious power from the past.

- Hideous vines to invade the whole gallery
- The mysterious power grows by swallowing the artists' **creative energy** in the artworks
- Some artworks have grown **energy cubes** to defy the mysterious power from devouring them.
- The gallery curators form a team and choose you as their assistant.



Proposed Solution #2 | Gamification on Gallery Visit Experience

Gamification Mechanics

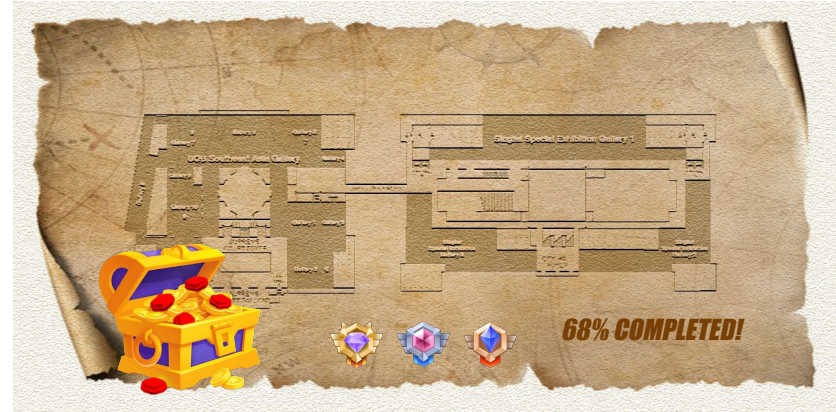
Energy Cube Counts:

The energy cubes collected from each challenge will be added up to unlock badges and disperse the hideous vines to save NGS.

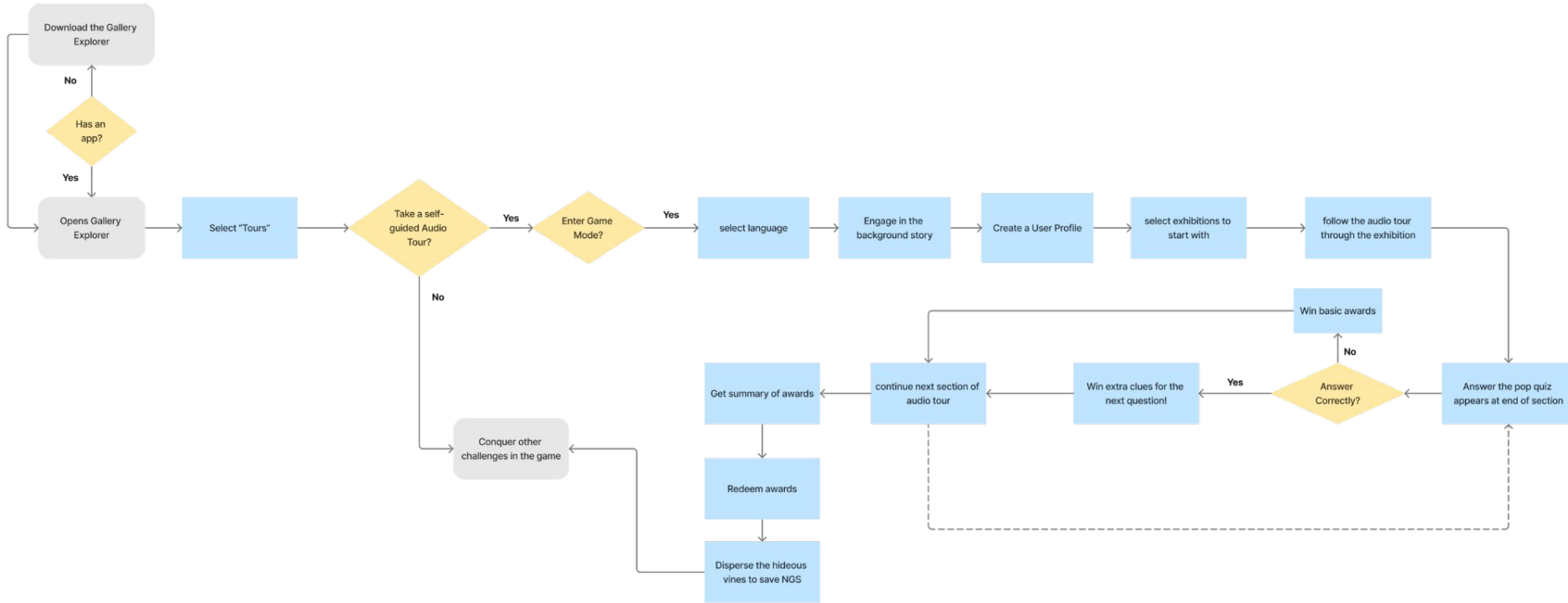
Certificate of completion: a map with the percentage of the vines cleared up in NGS

Possible Rewards:

- Vouchers at the NGS gift shop/restaurants/cafes
- Limited Edition Postcards
- Free museum tour



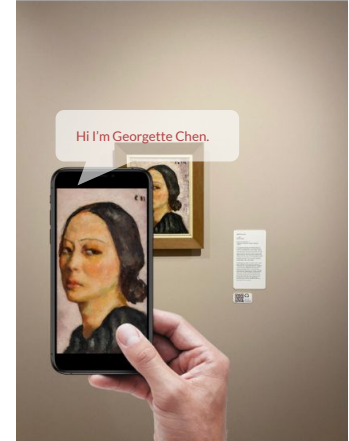
Proposed Solution #2 | Gamification on Gallery Visit Experience



Proposed Solution #2 | Gamification on Gallery Visit Experience

Other Proposed Activities

- Follow the audio tour for curated art journey to explore NGS
- “mark the spot” IG Trail: going to the locations indicated to take photos where an olden day filter is applied to the photo
- Take pictures by recreating a pose from the key artworks
- Use AR to have a conversation with the characters in the art works



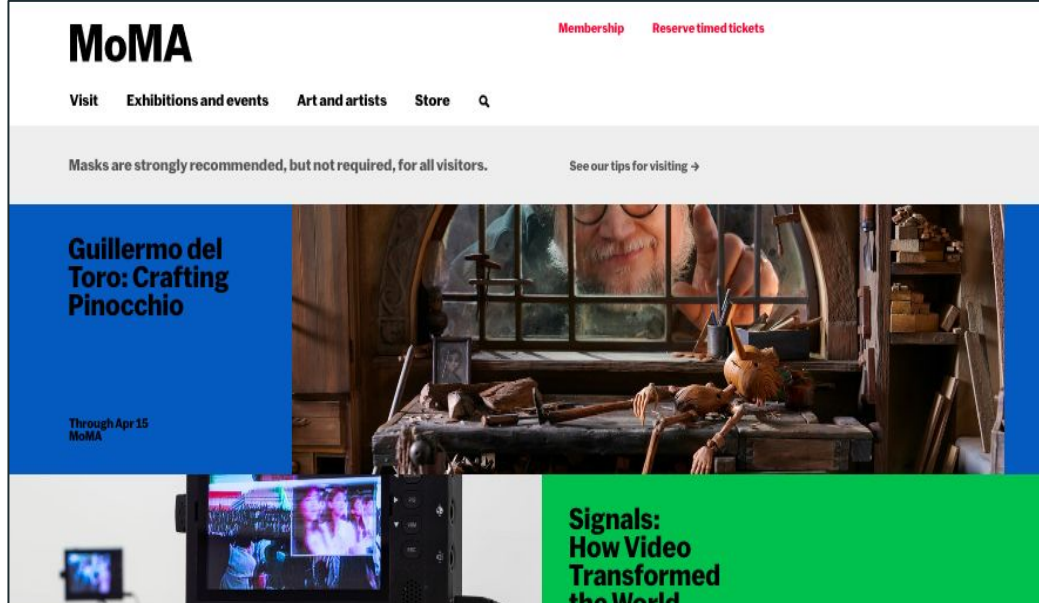
Proposed Solution #3 | Redesign & Restructure of the Official Website

HMW encourage users to keep track of the new exhibitions at NGS so they won't miss out on the ones they are interested in?

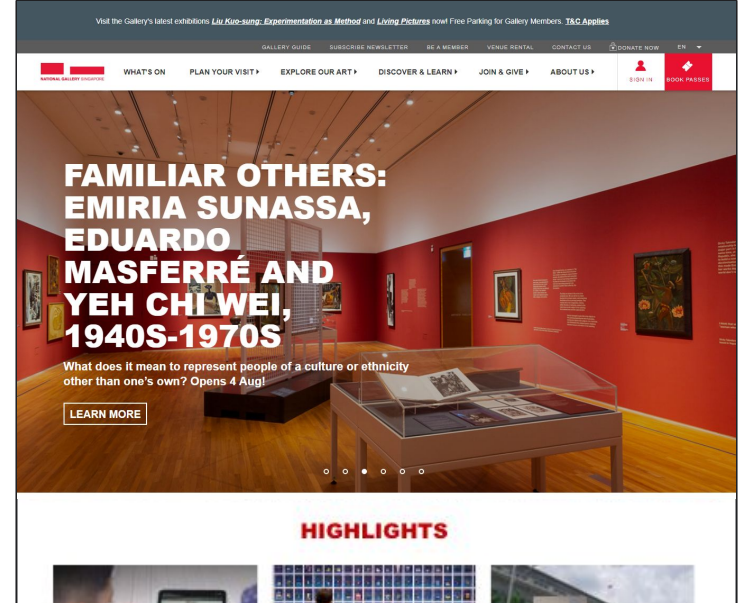
HMW improve users' navigation on the NGS website so that they don't get frustrated and leave the website?

- Improve the primary navigation of the NGS website for an intuitive experience.
- Have exhaustive filters for finding exhibitions/tours/events of interest.
- Rearrange content using content strategy and ux writing skills so that information is succinct, navigation is straightforward and the website does not look cluttered.
- Make Art Journey more findable.

Proposed Solution #3 | Redesign & Restructure of the Official Website



Clear navigation on MoMA



Crowded navigation on NSG

Proposed Solution #3 | Redesign & Restructure of the Official Website

WHAT?

☐ Exhibitions
 ☐ Workshops
 ☐ Festivals

☐ Collection routes
 ☐ Private views
 ☐ Access

☐ Collection displays
 ☐ Courses
 ☐ Online events

☐ Films
 ☐ Food and drink

☐ Tours
 ☐ Lates

☐ Talks
 ☐ Performances

WHERE?

☐ Tate Britain
 ☐ Tate Modern
 ☐ Tate Liverpool
 ☐ Tate St Ives
 ☐ Online events

WHEN?

☒ On now and coming soon
 ☐ Today
 ☐ This weekend
 ☐ Next week

Show calendar

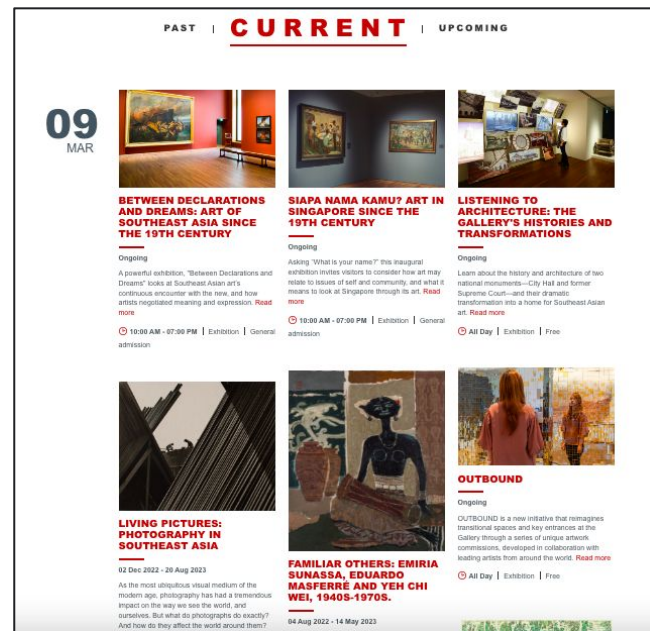
PRICE

☐ Free

AUDIENCE

☐ Access
 ☐ Families
 ☐ Groups
 ☐ Tate members
 ☐ Schools and teachers
 ☐ Young people

Exhaustive filters on Tate Modern



Only 1 filter: Past, Current and Upcoming

Our Recommendation

Gamification on Gallery Visit Experience

- Helps provide users who are looking for memorable, fun and interactive elements when visiting exhibitions, an experience to bring home.
- Increase user engagement with the Gallery Explorer app (something which other museums might not have)
- Longevity:
 - Can release the audio tours routinely to keep users coming back onto the app
 - Can be further expanded to gamify the whole app experience if we have supporting insights to this



Thank you
