

Blurate (blur-ATE)

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Project overview



The product:

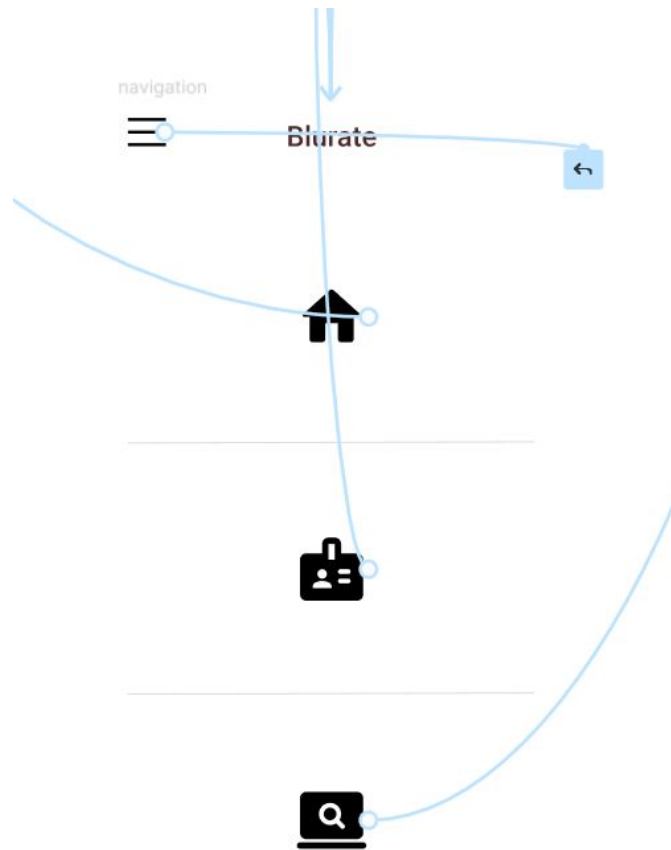
This design is an interface between critics or bloggers, and, museum or gallery curators. Critics will receive content for their site while curators will receive press for their exhibit, that is, a win-win scenario.

BLOG + CURATE → BLURATE



Project duration:

July 2022 - August 2022



Project overview



The problem:

Hypothetically, problems would occur to different personas, as to creating content for their blog or organizing their line or work. This design is an interface meant to 'blur' the line between critics and curators alike. Stakeholders might mean a government official operating a city museum or gallery curators, each seeking press.



The goal:

This interface will set a clean line of communication between two party sets, streamlining creation of content as to a blog or article. With this line of communication, critics can prepare their research and an ultimate goal of asking a curator for a private walkthrough, OR utilizing Google virtually (<https://artsandculture.google.com/project/streetviews>).

Project overview



My role:

lead UX designer



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, ideating, iterations, affinity diagramming, accounting for accessibility, and storyboarding.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Narrowing the user:

Initially, a given Sharpen.design prompt ask for a very broad demographic as a generic 'art history app for a gallery'. However, user research lead me to narrow particular personas, being the indie blogger or media critic interacting with curators.

User research within this design meant developing personas, journey mapping, affinity diagramming and storyboarding.

User research: pain points

1

Responsiveness

Will museum or gallery curators respond to the idea of giving free private walkthroughs or interviews to indie bloggers or media critics alike?

2

Community

Is there enough of an indie blogger or media critic community to justify implementing this interface?

3

Trust

What level of credentials will each user set trust?

4

Common ground

Are exhibit curators afraid of negative press that may occur from a blogger or critic?

Persona: Rosa Taleggio

Problem statement:

Rosa is a media critic and reporter of museums and exhibits who needs a direct line of communication to curators with a simple interface because she would like to organize her line of work.



Rosa Taleggio

Age: 43
Education: PhD, Art History
Hometown: New York City
Family: 2 cats
Occupation: Critic

"I need the public to be well-informed."

Goals

- To skillfully critique and inform the public regarding historical or modern art exhibits, while organizing her line of work.

Frustrations

- Sometimes finding a direct line of communication with a specific curator can be troublesome; I need an interface, not scattered email threads.

Rosa is a media critic and reporter throughout the urban area. She seeks to be a utility for public good and yet be lucrative through her line of work. She is well-versed in art theory and will post an utmost honest critique to the masses. She is an urbanite, art historian and reporter.

User journey map

Persona: **Rosa Taleggio**

ACTION	find exhibit	seek curator	critique works	take notes/photos	create blog post
TASK LIST	A. decide most recent museum B. search browser C. find curator name	A. ask if curator would like promotion for her museum/gallery exhibit B. exchange critique services for admission	A. find quiet area B. have a network device to search internet for reference C. converse or interview other visitors	A. bring utensils if handwriting B. bring a device with a notes app C. ask permission to take photographs	A. create outline B. transfer notes C. read feedback
FEELING ADJECTIVE	Investigative	Negotiative	Social	Intensive	Complete
IMPROVEMENT OPPORTUNITIES	Sort by most recent in the browser	Create a 'Critic Society' that advocates for free admission	Create more open space in the museum/gallery, i.e. curb-cut effect	Find most optimal notes app	Create a notification set for data

Persona: Stanley Rubric

Problem statement:

Stanley is an undergraduate and indie blogger who needs to generate content because he wants to humanize the college experience while monetizing.



Stanley Rubric

Age: 21
Education: Undergraduate
Hometown: Boston, MA
Family: Dormitory-like
Occupation: Student

"A side hustle I have is indie blogging as my website is lucrative through advertisements."

Goals

- Museum or gallery exhibits can create blog posts as critiques while inspiring other content or find meaning in contemporary issues.

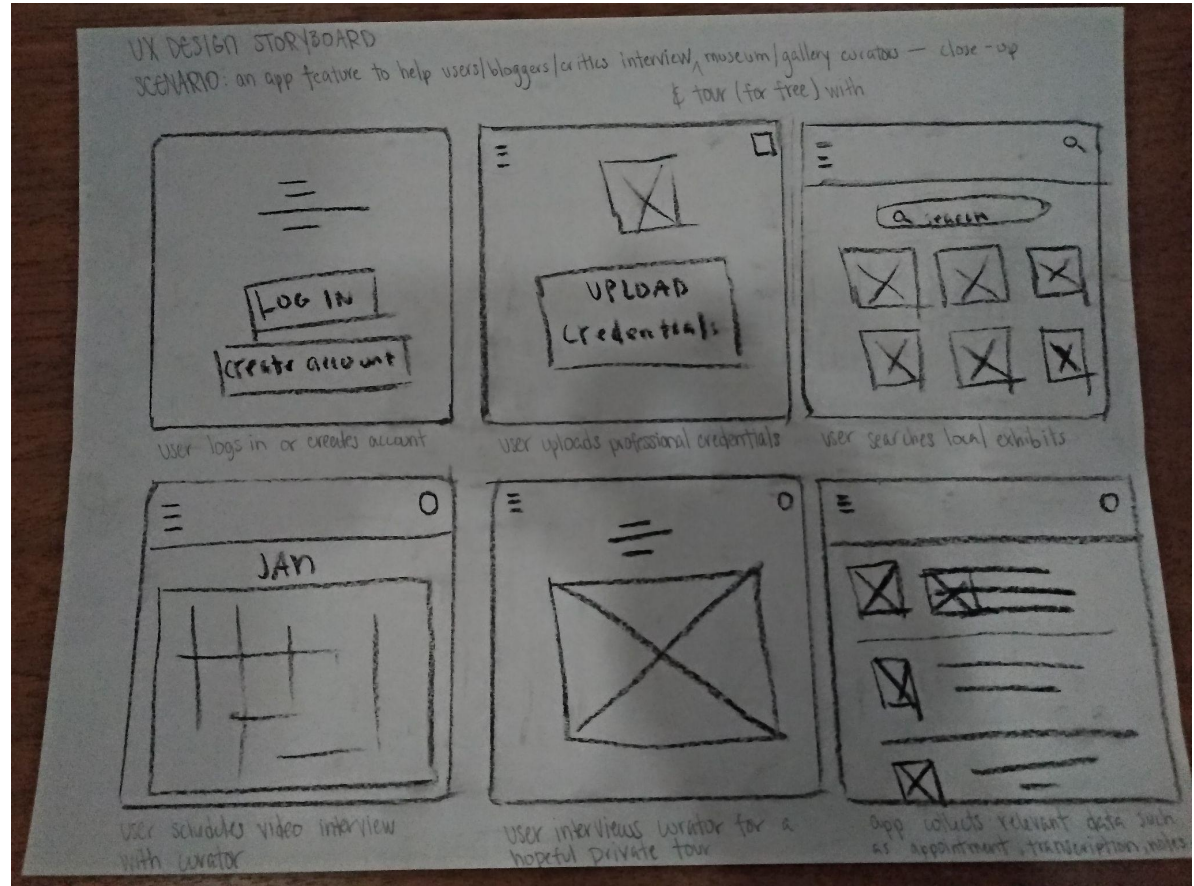
Frustrations

- Finding topics for a new blogpost or generating content within any type of blogpost is not always easy.

Stanley is an undergraduate seeking a B.A. in physics and an indie blogger. Stanley needs a little push or inspiration to find correspondences to his idea of the natural world and the interpretation of the natural world throughout history. Stanley wants to humanize the college experience while monetizing.

Paper wireframes

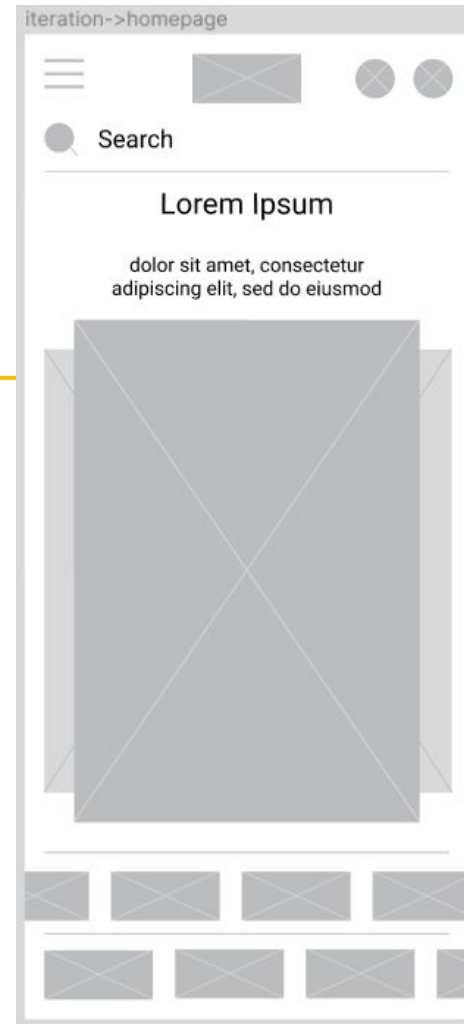
The paper wireframe iterations was to initially build/reference similar schemes in order to set some experience in UX wireframing. This meant exploring technical standards.



Digital wireframes

This wireframe is a central action point, being the homepage. A user can search any location for nearby exhibits and with each image selection, a profile page pointing to the curator appears, respectfully.

This carousel iterates through images of new exhibits from any given location. A user can enter a specific location in the search-bar above.

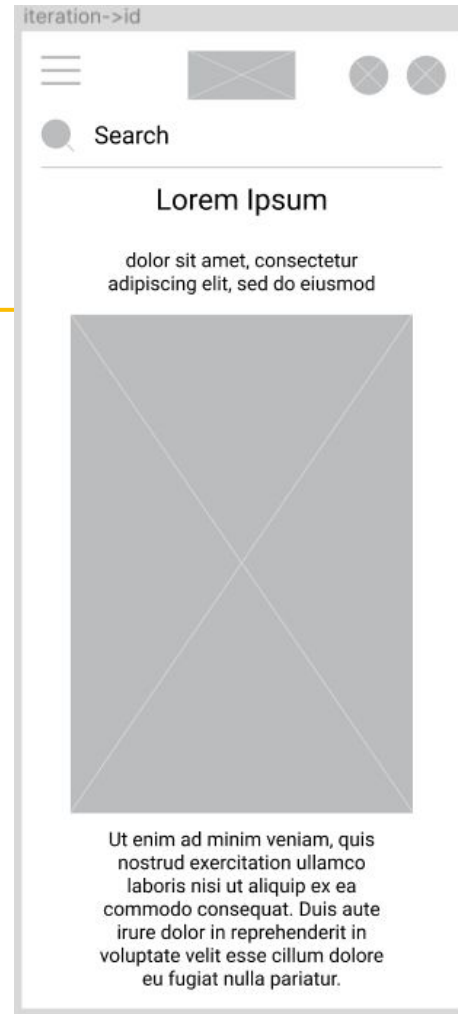


A user can filter exhibits by keywords.

Digital wireframes

A space will be necessary for users to give credentials as to creating a functional environment. A search element will be necessary for users to identify each others' credentials, respectfully.

The user will upload specific credentials to become legitimate into a verification system, which will generate a badge image.

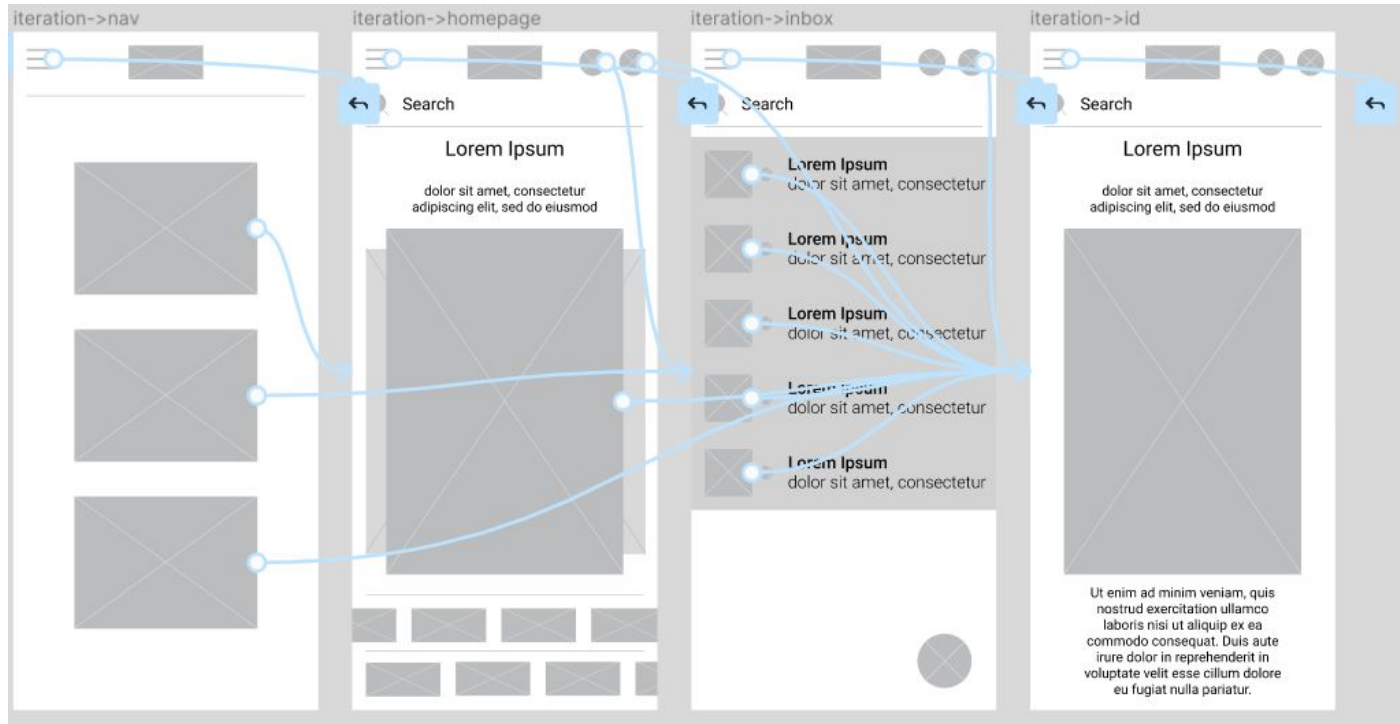


A search function is given to let any user search for any other user, to scope their credentials.

Low-fidelity prototype

Link:

<https://www.figma.com/file/O40SNA-DIzIQVy3KkMpznh/Blurate?node-id=0%3A1>



Usability study: findings

Participants must have uploaded credentials (credentials might include a media badge or a URL to their blog) and made at least one booking or critic/blogger to curator correspondence (messaging, interview etc.)

Round 1 findings

1 Navigation error:

Users discover an error while navigating; that an 'X' to cancel the navigation in the upper-right corner did return to the homepage arbitrarily.

Round 2 findings

1 Navigation redundancy:

A realisation was made that an 'X' to cancel the navigation was to be redundant, because a user may click the particular icon whether that meant returning to current location.

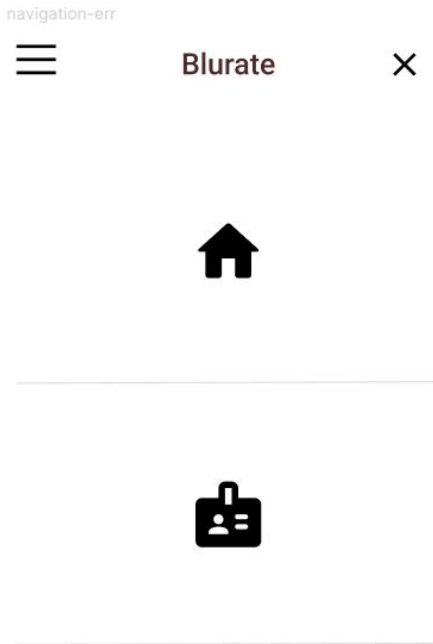
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

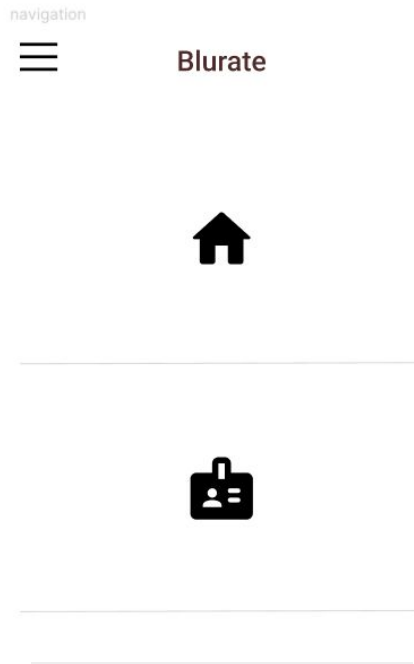
Mockups

Note the riddance of the 'X' icon to cancel. This 'X' to cancel was recognized as being redundant as a user could only click the appropriate icon to return to location.

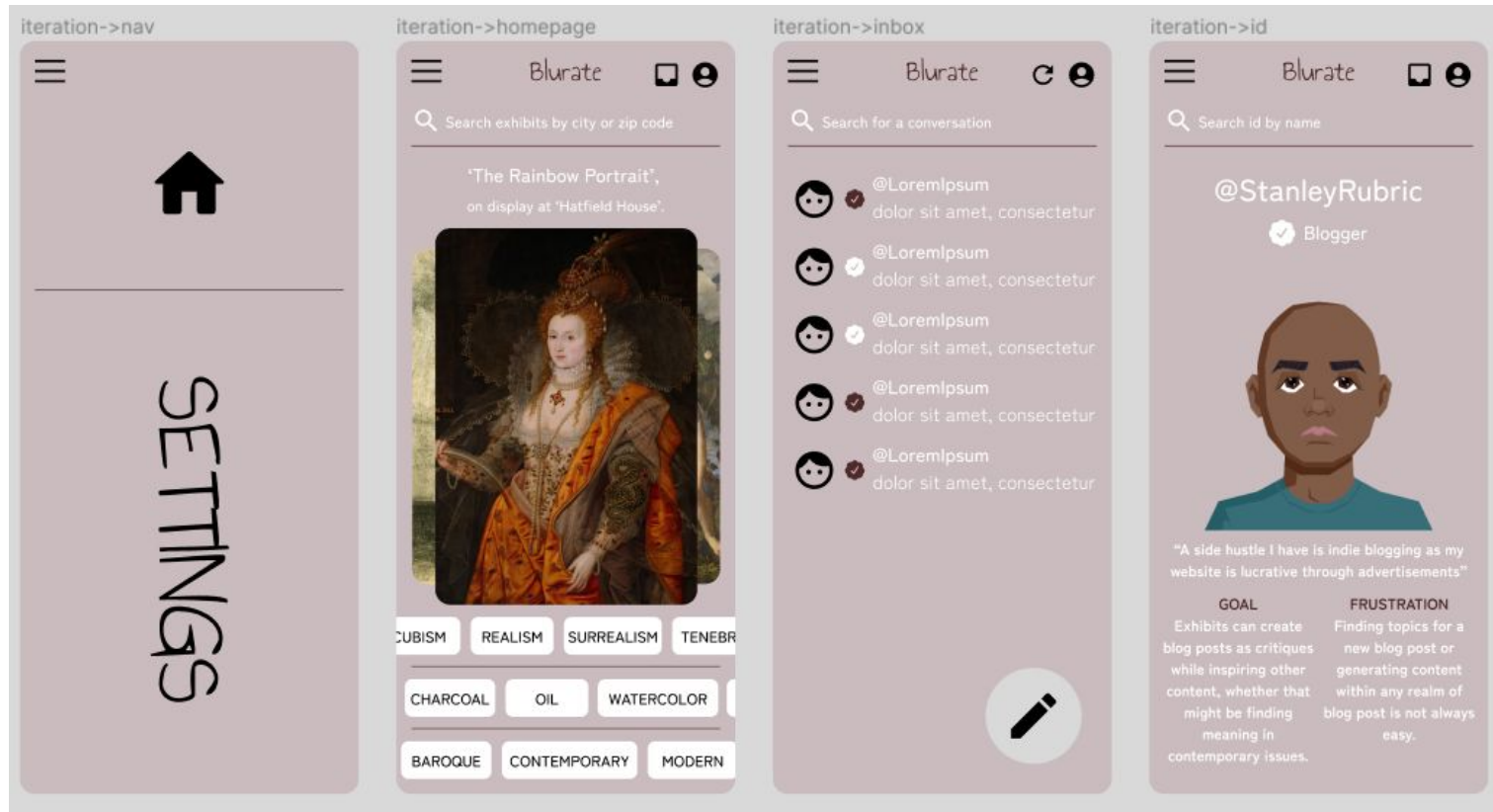
Before usability study



After usability study



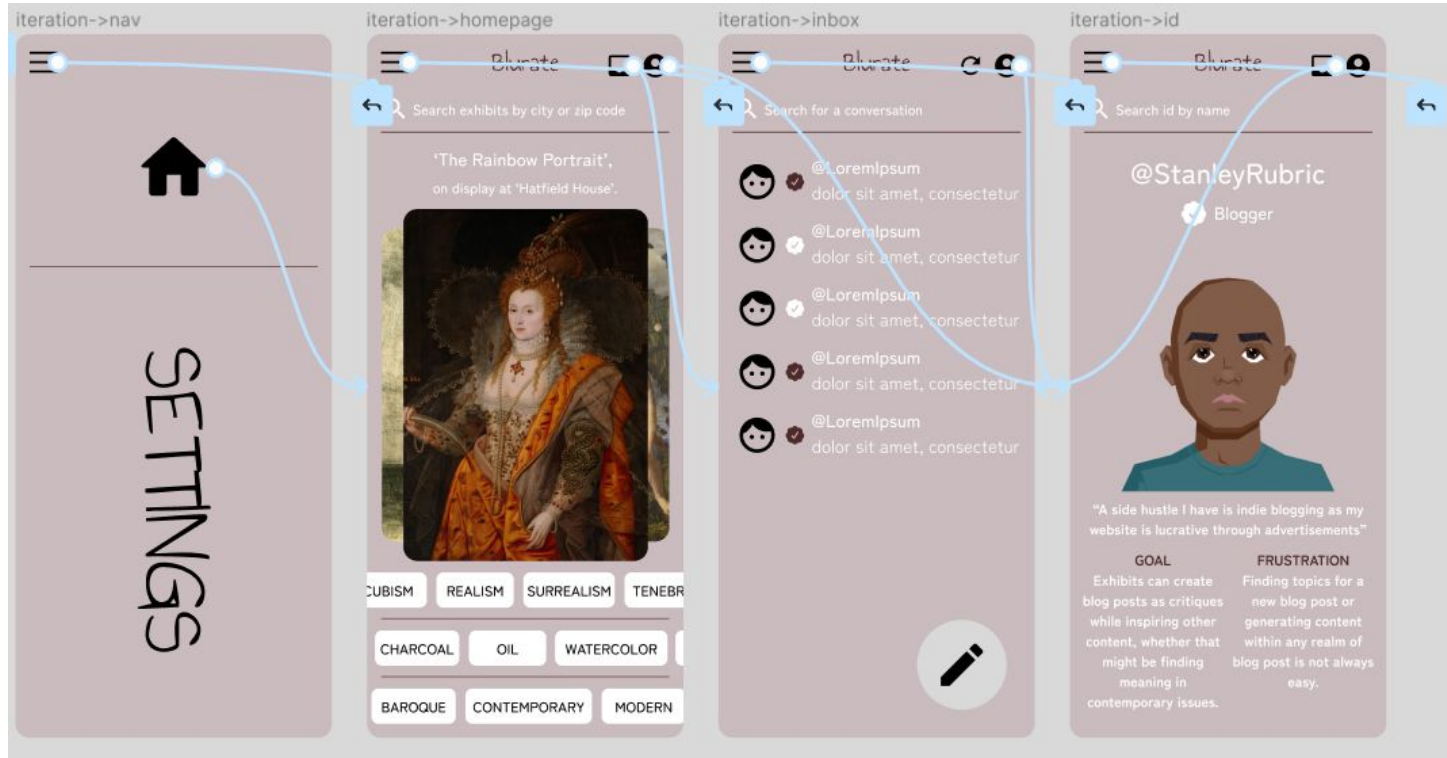
Mockups



High-fidelity prototype

Link:

<https://www.figma.com/file/O40SNADlzlQVvy3KkMpznvh/Blurate?node-id=57%3A146>



Accessibility considerations

1

One accessibility consideration is the implementation of many universally recognizable icons courtesy of Google's 'Material' design system.

2

Another accessibility consideration is the filtering of contrasting text through 'webaim.org' (<https://webaim.org/resources/contrastchecker/>).

3

A third accessibility consideration is that of a unique profile which will let each user express their identity.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The impact of this design will help reference a design structure through time.



What I learned:

I did learn how to appropriately structure a design study while identifying insights.

Next steps

1

Another key accessibility feature might be to filter search results as to which exhibits are available virtually through Google's 'Arts and Culture' website.

2

Another key dynamic to explore is how to structure an optimal verification system to let the app environment have credibility.

3

Another potential feature to this design could be some type of posting system, as a user could perhaps 'live-blog' their experience.

Let's connect!



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'Blurate' needs critics!