

Service Design: **mathaf arab museum of modern art**



ALYA AL-THANI



AISHA AL-MISSNED

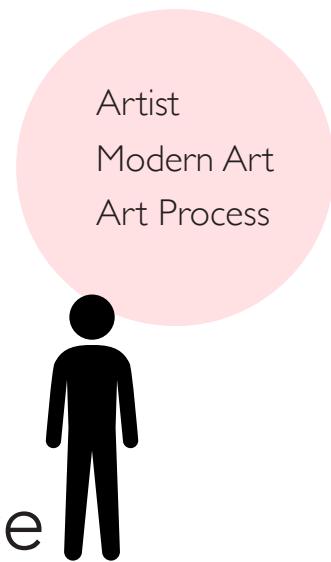


NOORA AL-KHATER



RAWAN AL-MARRI

We are going to research how visitors interact with the physical space & art so we can enhance their experience

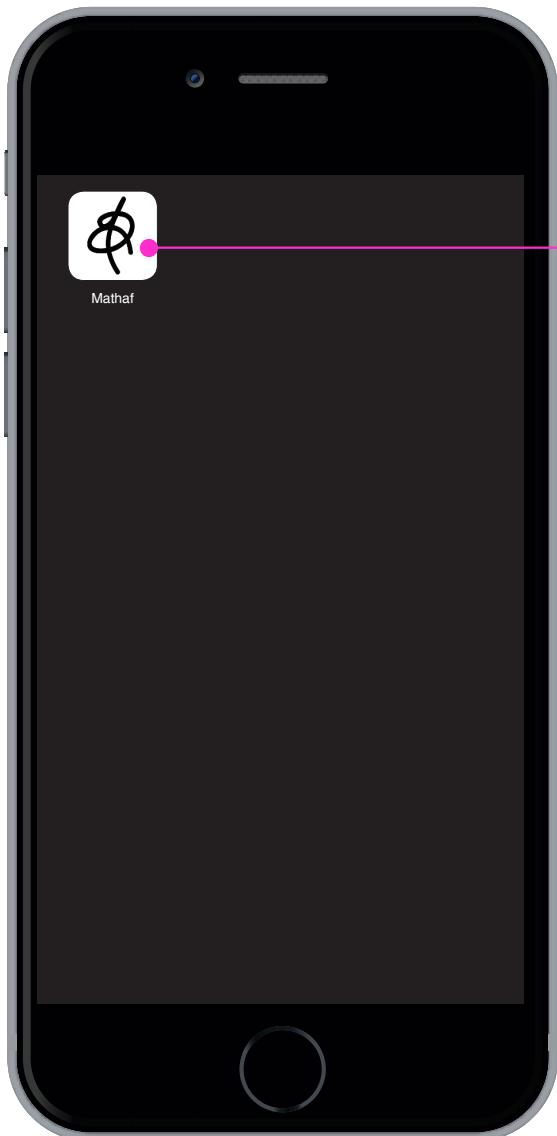


mobile application

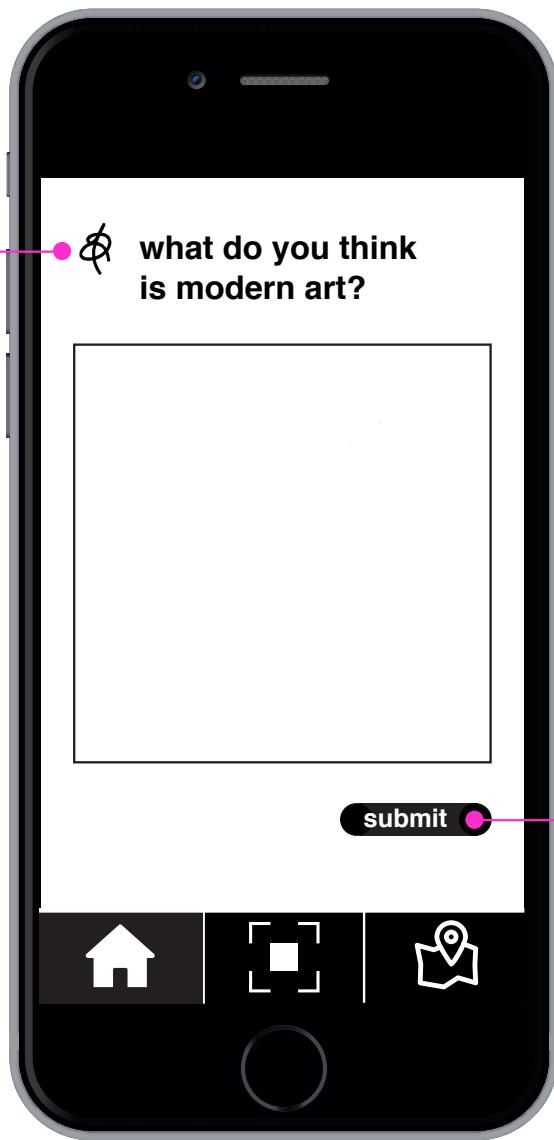
- Digital navigator
- Enhance the learning experience

STARTING THE APPLICATION

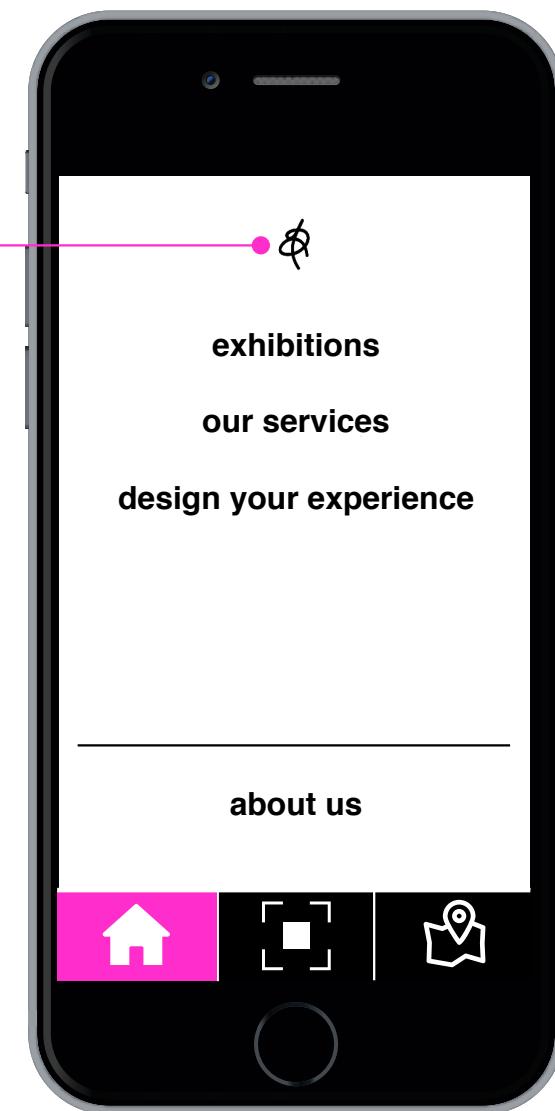
Mathaf Application



Prompt Question



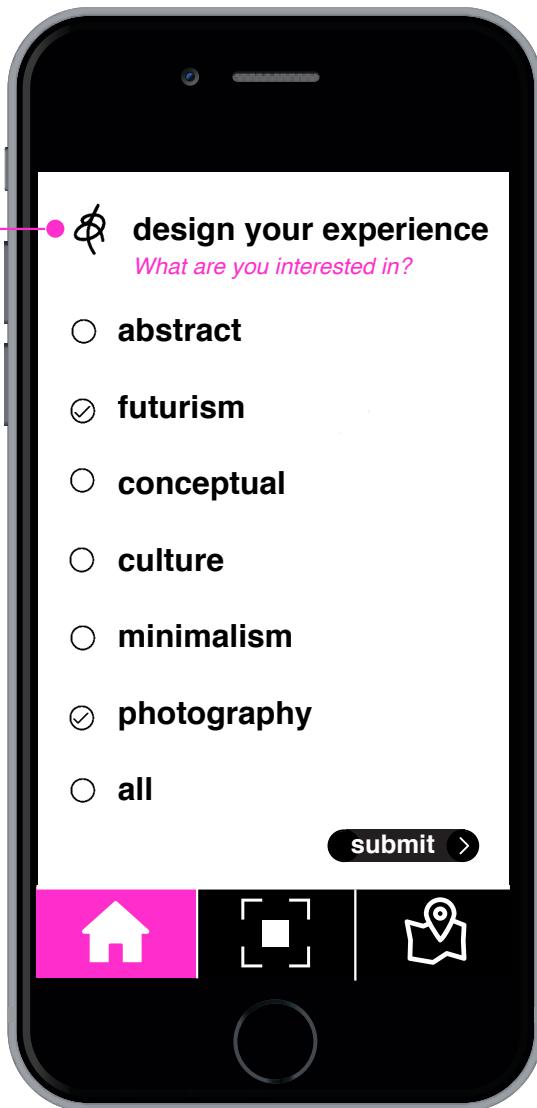
Menu



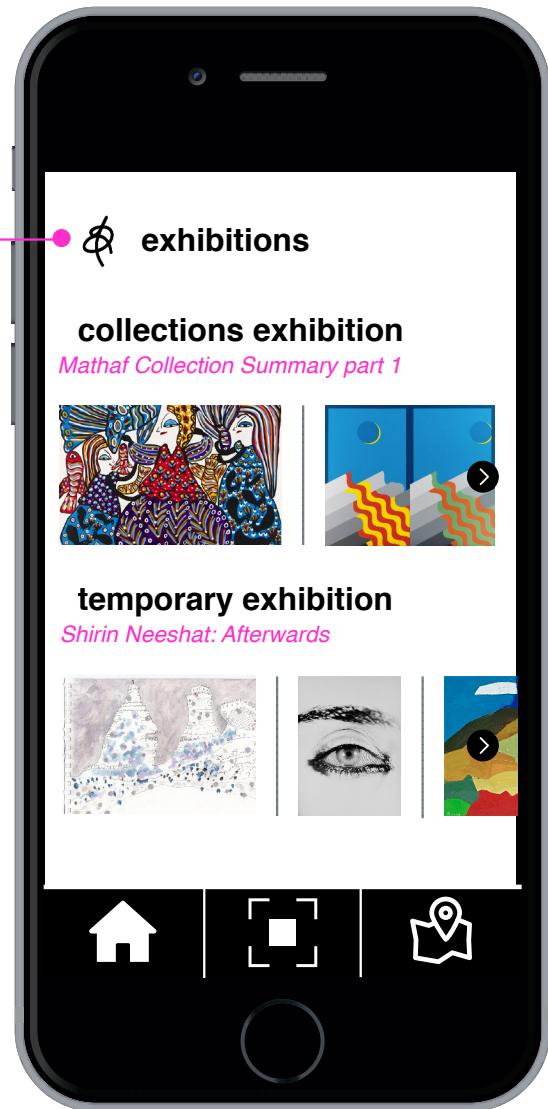
Menu



Design Your Own Experience

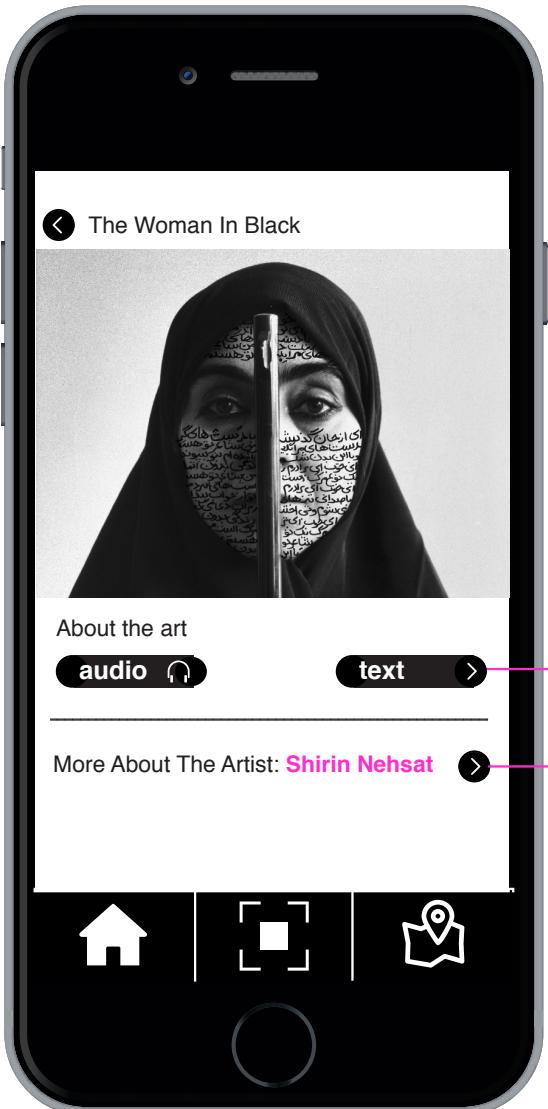


Exhibitons Page

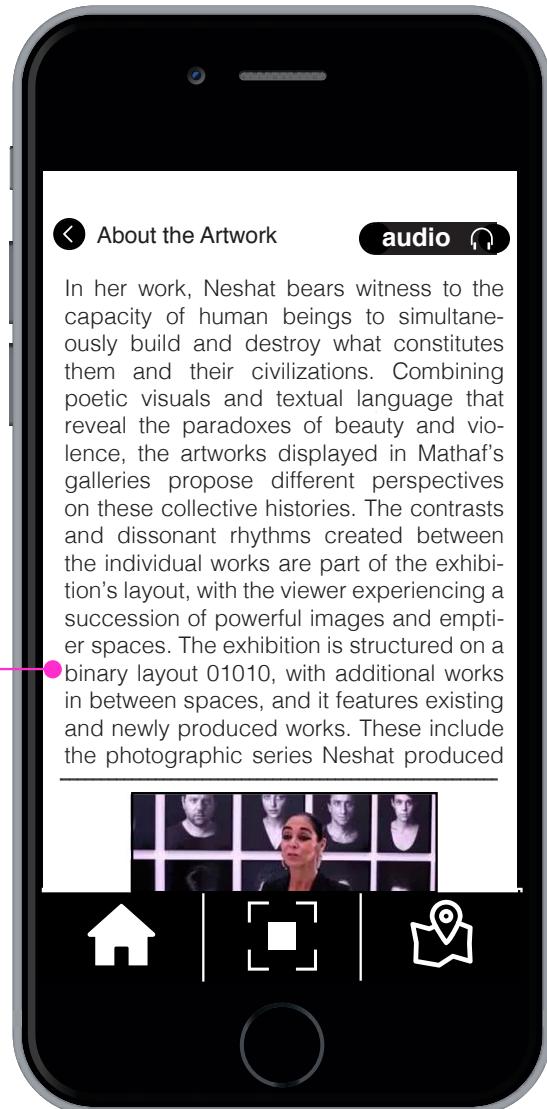


ART/ARTIST INFORMATION

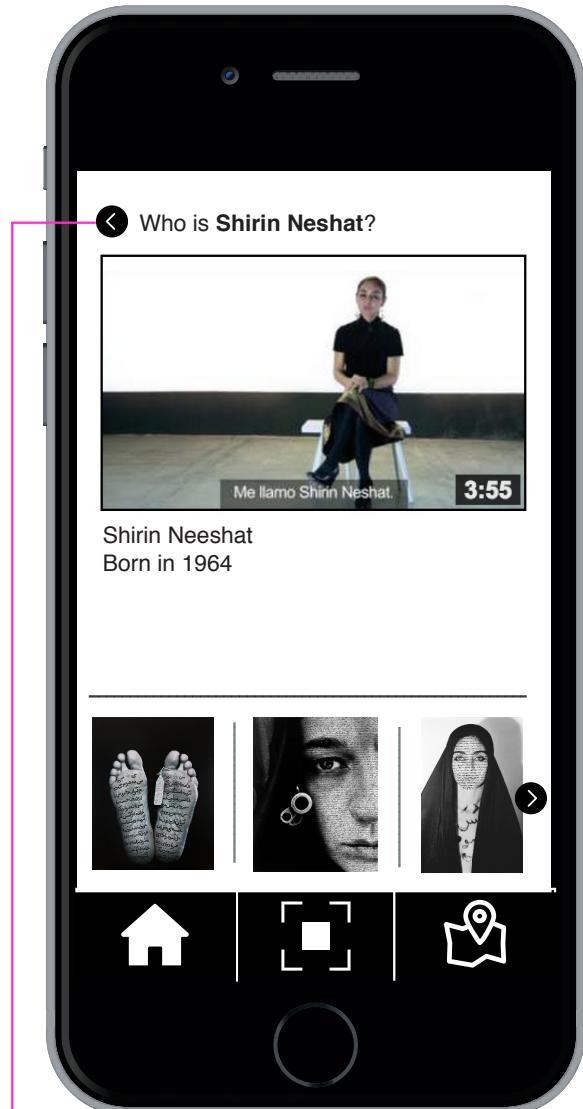
Art Information



Art Information 2

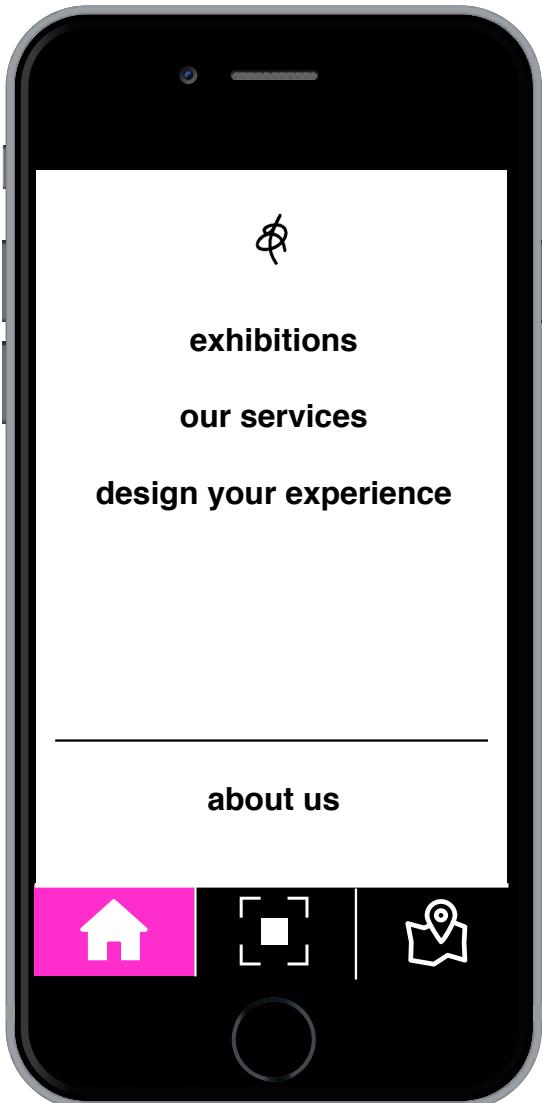


Artist Information

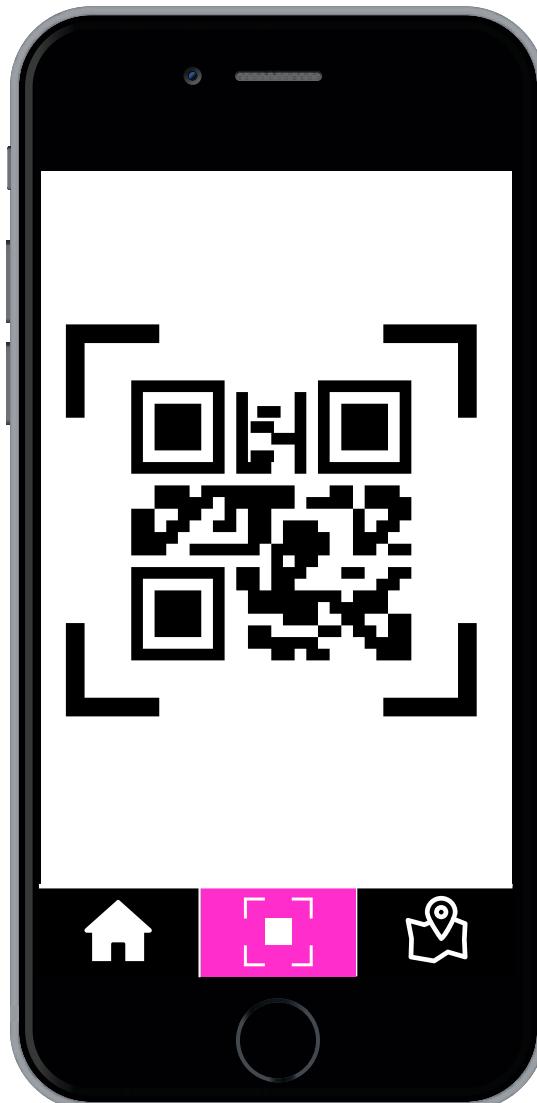


3 MAIN TABS

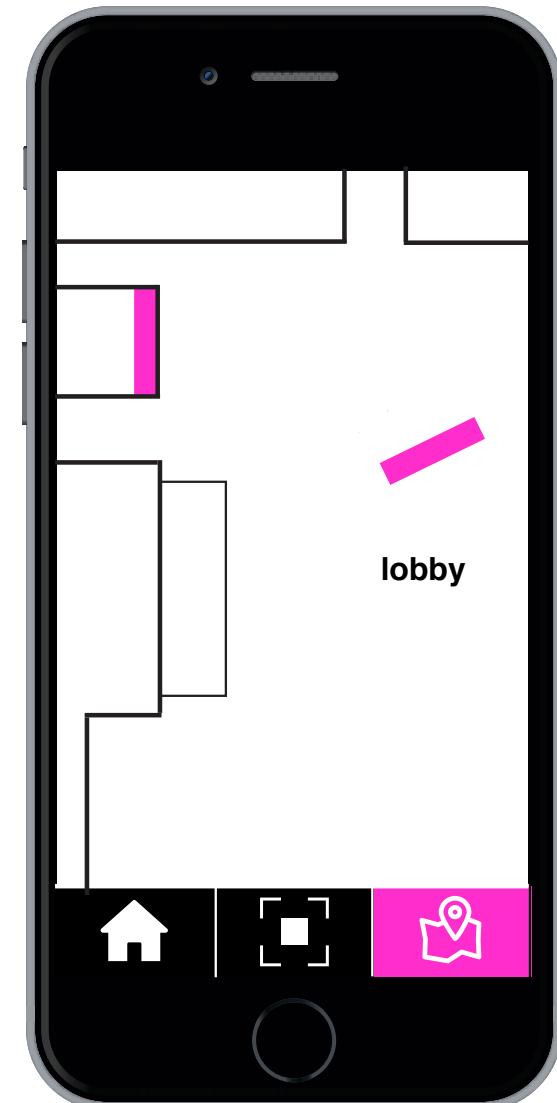
Menu



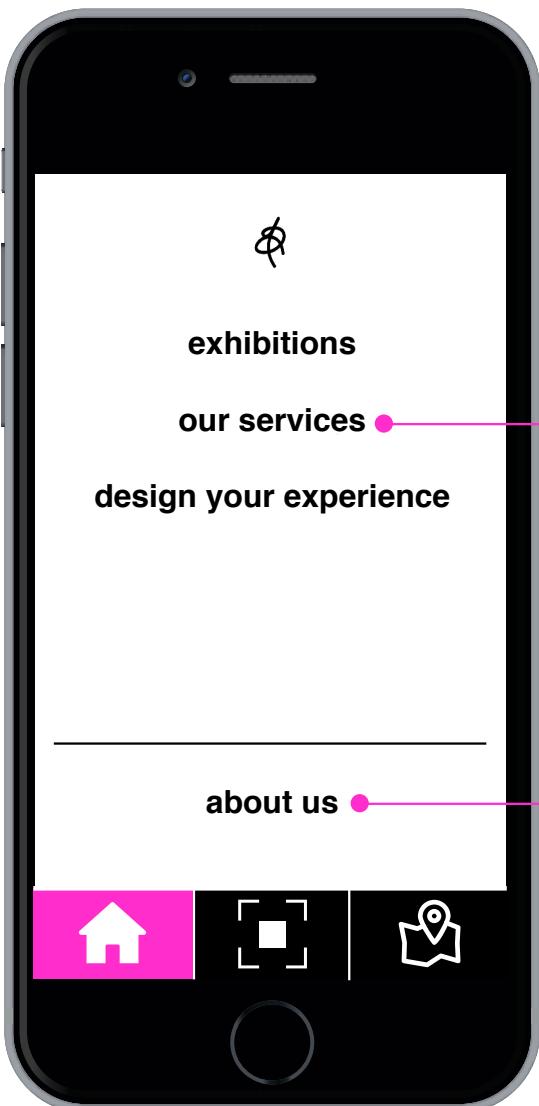
Scan QR Code



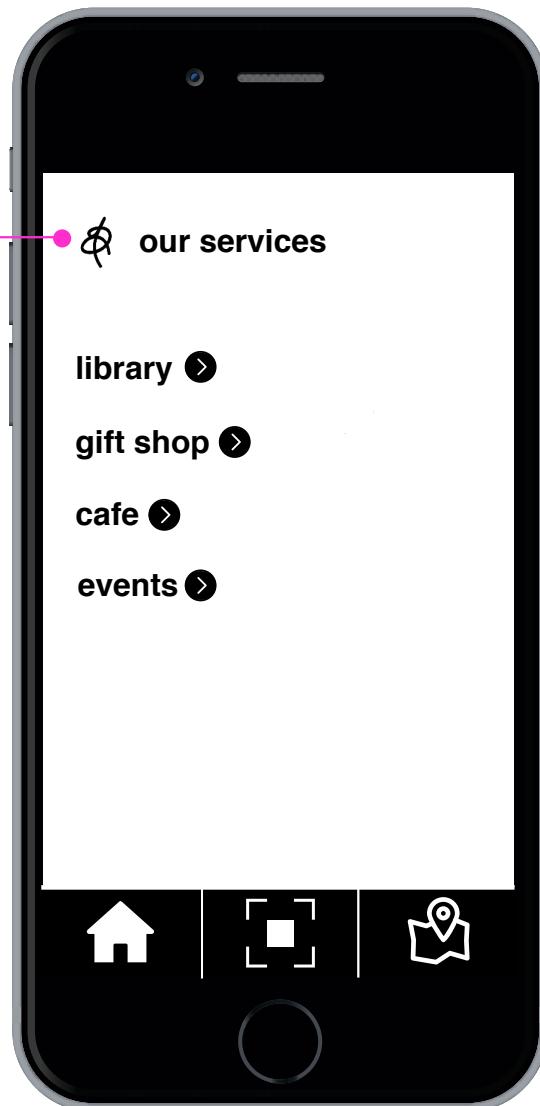
Map



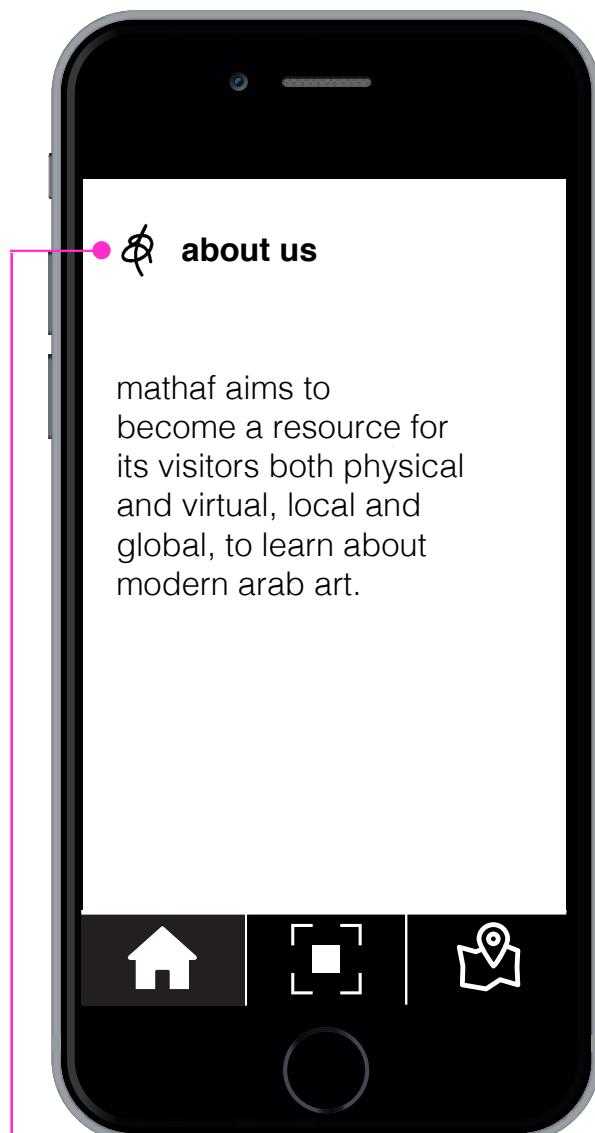
Menu



Services Page



About Us Page



technical support

- Mobile Application
- Improved Art Label (QR Codes)
- Mobile/iPad Devices
- Digital Content Manager

label redesign

Dia Azzawi (b.1939)

Victim's Rose (Tryptich)

2010

acrylic on canvas

180 x 330cm

ضياء العزاوي ١٩٣٩

زهرة الضحية ثلاثية

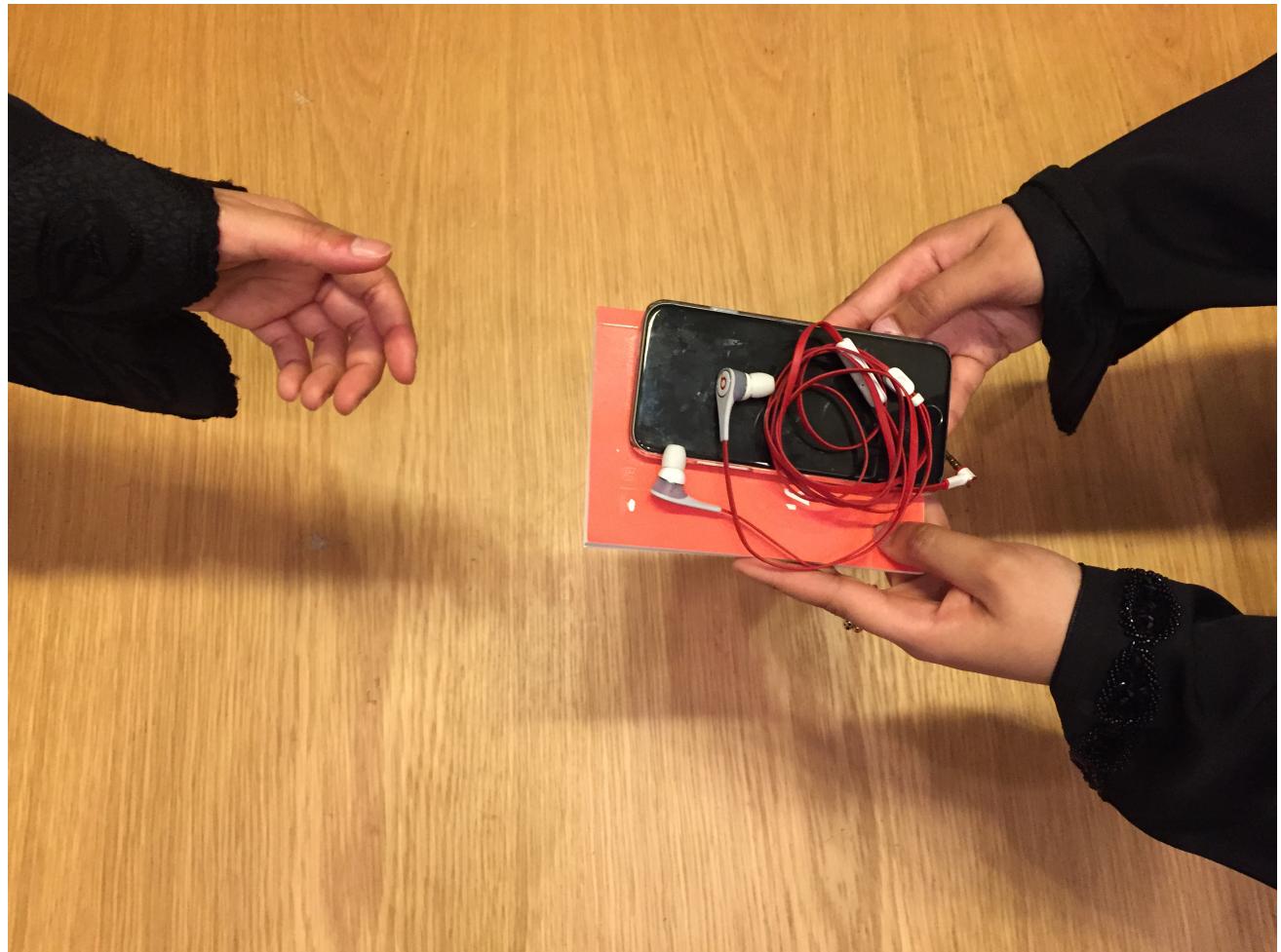
٢٠١٠

اكرييليك على قماش

١٨٠ X ٣٣٠ سم



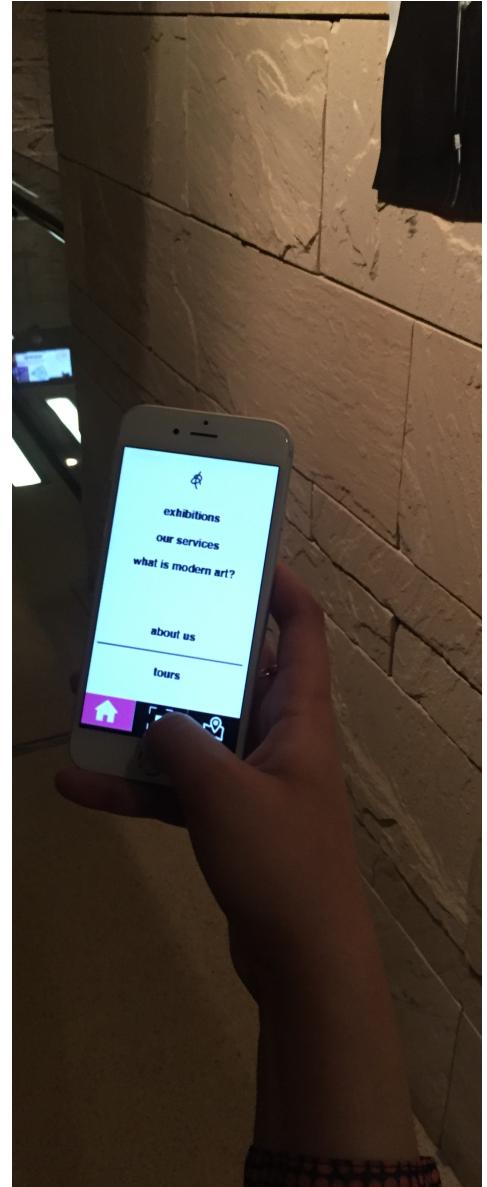
Handing the tools to the visitor: Device (App) / Headphones



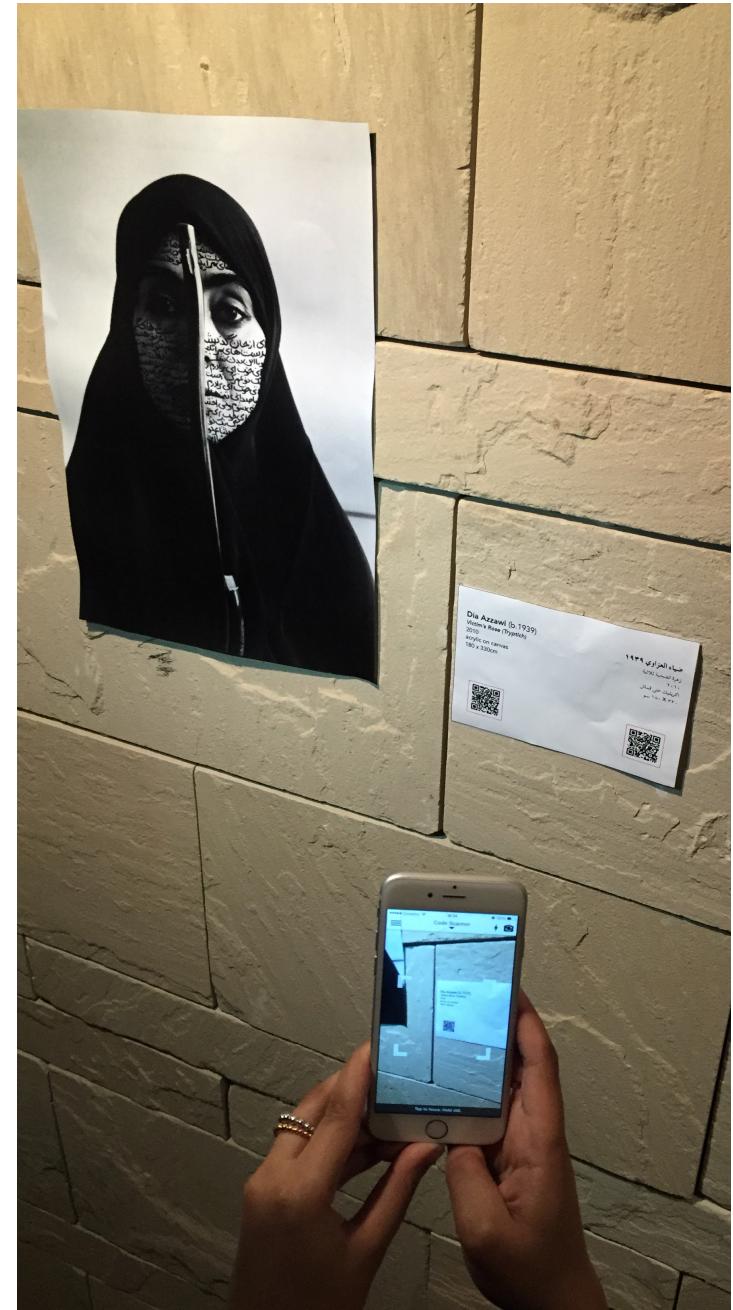
The visitor follows the pathway around the galleries



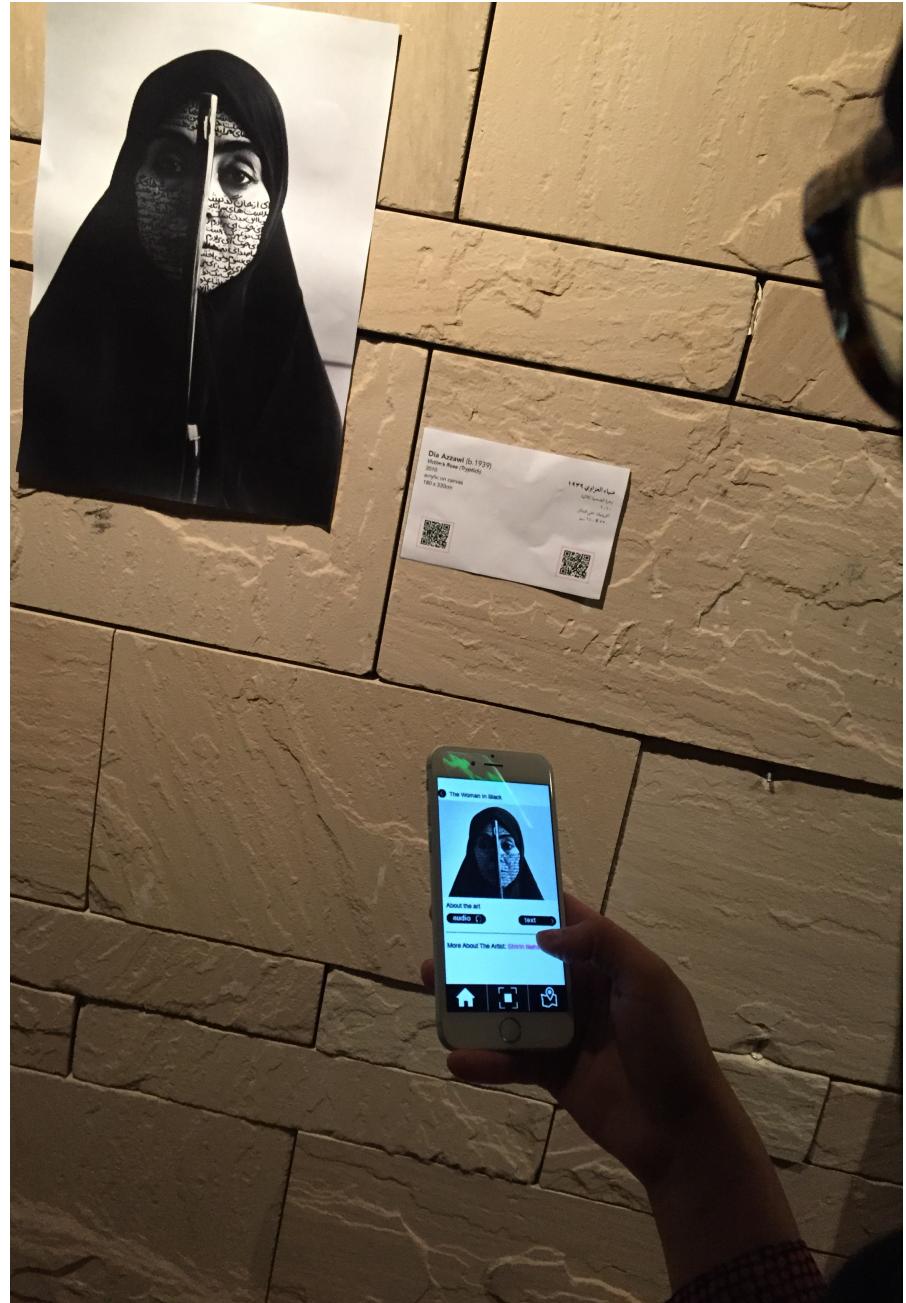
The visitor opening the application



The visitor scans the artwork



The visitor finds out more about the artwork



acknowledgment

Grace Murray
Maral Bedoyan
Professor Cheek
Research Participants



