

An app and a responsive website for a public art museum to advertise exhibitions and events, provide museum information to patrons, and enable patrons to schedule visits.

ANURITA GHOSH

PROJECT OVERVIEW

The Product :

App and responsive website for patrons to be able to schedule visits to their loved art museum.

Project Duration:

1 month

PROJECT OVERVIEW

The Problem

The Goal

PROJECT OVERVIEW

My role:

UX Researcher,

Responsibilities

Understanding the user

- *User Research*
- *Personas*
- *Problem Statements*
- *User Journey Maps*

User Research : Summary

The objective of this research was to understand the needs, preferences, and challenges of three key user groups—art enthusiasts, older adults, and children—when interacting with the Timeless Treasures Museum's digital platforms (website and app). This research will guide the design and development of a user-friendly and engaging digital experience that caters to the diverse audience of the museum.

User Research : Pain Points

CHILDREN

LACK OF ENGAGEMENT

If website or app doesn't offer interactive or visually appealing content for children ,they may lose interest . Without features like games, animations or interactive exhibits. Digital experience can make user get bored.

PARENTAL CONTROL CONTENT

Parents may be concerned if there are no clear parents or filters to ensure that the content their children are accessing is age-appropriate. A lack of family-friendly content or easy access to child-specific events

DIFFICULT NAVIGATION

If website or app is not designed with a child-friendly interface,children may struggle to navigate it. Small buttons, confusing layouts, or too much text can make it hard for them to find what they're interested in

User Research : Pain Points

ART ENTHUSIASTS

OVERWHELMING CONTENT

Art enthusiasts may crave in-depth content, the lack of structure or unclear navigation can make it difficult to find specific information quickly.

LIMITED MOBILE EXPERIENCE

Art enthusiasts using mobile devices to browse the museum's offerings, with poorly optimized mobile experience can frustrate users, Which an deter them from engaging deeply.

LACK OF INTERACTIVE FEATURES

A website or app doesn't offer interactive elements like virtual tours, high-resolution images, or detailed zoom options, they may feel that the experience is lacking compared to what they expect from a modern museum.

User Research : Pain Points

OLDER ADULTS

SMALL TEXT & POOR ACCESSIBILITY

Websites and app that don't offer adjustable text sizes, high contrast, or screen reader compatibility can be difficult for older users to navigate. This lack of accessibility features may discourage them from using the digital platforms all together.

INADEQUATE INFORMATION

Older Adults often need specific information about accessibility features (e.g., wheelchair, access, elevators) and facilities (e.g., restrooms, seating areas). If this information is hard to find or not detailed enough, it can lead to discomfort or dissatisfaction during the visit.

TECH SAVVINESS

Some older adults may not be very tech-savvy, so interfaces that are not intuitive or require advanced digital literacy can be a significant barrier.

Persona : TONY

PROBLEM STATEMENT

Tony is a software engineer, who wants to efficiently manage his work hours while still attending museum exhibitions. He seeks a way to pre-book tickets to stay informed about upcoming events, so he doesn't miss out due to last-minute hassles or complicated booking processes.



TONY

AGE : 38 YEARS
EDUCATION : Masters Completed
HOMETOWN : Ontario, Canada.
FAMILY : No kids
OCCUPATION : Software Engineer

"CREATIVITY IS INFINITE"

GOALS

- 1) **Time Management:** Efficiently manage work hours and museum visits by staying informed about upcoming events.
- 2) **Digital Efficiency:** Use digital tools like Google Calendar to sync events and stay organized.
- 3) **Stay Updated:** Receive timely updates about exhibitions through notifications or newsletters.

FRUSTRATIONS

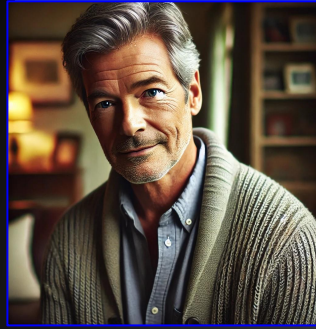
- 1) **Last-Minute Hassles:** Tony dislikes last-minute event information, which can result in extra costs or missing out.
- 2) **Complex Booking Systems:** Non-intuitive systems frustrate him; he prefers platforms that are easy to navigate.
- 3) **Inconsistent Event Information:** He finds it annoying when event details are hard to find or unclear.

Tony a software engineer, wants to go to art exhibitions, events for his free days as he has all his life been an art enthusiast . He wants to plan out this visit according to his office off days because of which he is looking for a pre-booking schedule booking so that he can manage his time better

Persona : STARK

PROBLEM STATEMENT

Stark is retired grandfather and former art student who wants to continue enjoying art exhibitions, but he struggles with complex digital interferences and a lack of detailed information about museum facilities. He needs a user-friendly and accessible way to plan his visits , so he can fully experience art without feeling overwhelmed by technology.



STARK

AGE : 72 YEARS
EDUCATION : PHD In arts
HOMETOWN : Toronto , Canada.
FAMILY : 3 Grandkids.
OCCUPATION : Retired.

“ART NEVER PERISHES”

GOALS

- 1) **Accessible Information:** Learn about museum facilities and collections easily.
- 2) **User-Friendly Navigation:** Simple and clear navigation to find event details and book tickets.
- 3) **Enjoyment without Barriers:** Experience art without struggle of complex digital systems.

FRUSTRATIONS

- 1) **Tech-Savviness Barrier :** Stark finds it difficult to use complex digital interfaces.
- 2) **Lack of Detailed Information:** Insufficient information about accessibility features frustrates him.
- 3) **Uncertainty:** Stark feels anxious when unable to fully understand how to use digital tools.

Stark is a retired grandpa of 3 kids, wants to know more about art exhibitions, events. But gets stuck because he can't understand the navigation in the website, and what pulls him back more his need to the facilities that the museum provides so that he knows he can enjoy too. Being an art student he doesn't want age to be the factor that he is unable to visit .

COMMON PERSONA GOALS & FRUSTRATIONS

- COMMON GOALS
- COMMON FRUSTRATIONS
- ACCESSIBILITY NEEDS
- TECH SAVVINESS

This section outlines the shared goals and frustrations of the personas Tony and Stark. It also covers their specific accessibility needs and levels of tech savviness to ensure that their museum experiences are optimized and enjoyable.

COMMON GOALS

Seamless Experience with Museum Visits:

Both Tony and Stark aim to have smooth and enjoyable visits to the museum. They value efficient planning and the ability to navigate the museum without any hassles.

Access to Detailed Information:

They both need clear, comprehensive information about upcoming exhibitions, ticketing options, and museum facilities. This information should be easy to find and understand.

Efficient and Intuitive Booking Systems:

Tony and Stark prefer booking systems that are straightforward, quick to navigate, and integrated with other tools they use (e.g., calendars for Tony, simple guides for Stark).

COMMON FRUSTRATIONS

Complexity in Digital Interfaces:

Both personas experience frustration when digital interfaces are overly complex. Tony is irritated by non-intuitive booking systems, while Stark struggles with understanding how to use digital tools at all.

Last-Minute or Unclear Event Information:

Receiving event information at the last minute, or finding that details are unclear or incomplete, is a shared frustration. This issue causes anxiety for Stark and makes it difficult for Tony to plan his time effectively.

Accessibility Challenges:

Both personas face challenges related to accessibility. Stark is particularly affected by a lack of physical accessibility information, while Tony is frustrated by the absence of features like dark mode or large fonts in digital interfaces.

ACCESSIBILITY NEEDS

Visual Preferences:

Tony:

Prefers dark mode, large fonts, and high contrast for better readability.

Stark:

Requires high-contrast modes and adjustable text sizes for easier use.

Simplified Navigation:

Tony:

Values well-organized, quick-access features like calendar syncing.

Stark:

Needs straightforward design with large buttons and simple language.

Physical Accessibility Information:

Tony:

Appreciates clear information about physical accessibility for planning.

Stark:

Strongly relies on detailed physical accessibility info for a comfortable visit.

TECH-SAVVINESS

Tony's Tech Savviness:

Comfort Level: Highly comfortable with technology, prefers integrated, user-friendly platforms.

Behavioral Patterns: Uses digital calendars and productivity tools to plan ahead.

Stark's Tech Savviness:

Comfort Level: Limited tech familiarity, prefers simple, straightforward digital tools.

Behavioral Patterns: Often seeks help for digital tasks, prefers physical guides and straightforward online experiences.

USER JOURNEY MAPS

PERSONAS:

1) TONY

GOAL: To create an intuitive and engaging digital experience that allows Tony to easily find, explore, and book museum events that match his interests, ensuring he feels excited, informed, and satisfied throughout the entire process.

2) STARK

GOAL: To provide an accessible, family-friendly, and engaging digital experience that allows Stark to easily explore museum offerings, plan visits with his grandchildren, and feel connected to the cultural events, ensuring his time is enjoyable and well-spent.

PERSONA : TONY

ACTION	FIND WEBSITE OF THE MUSEUM.	EXPLORE MUSEUM DETAILS.	DISCOVER UPCOMING EVENTS	SELECT DESIRED EVENTS.	LOCATE TICKET BUYING OPTION	PURCHASE THE TICKET.
TASK LIST	<p>TASKS</p> <p>a) Search the museum online. b) Visit the official website.</p>	<p>TASKS</p> <p>a) First interaction with the website interface. b) Browse through the information about the museum.</p>	<p>TASKS</p> <p>a) Navigate to the dedicated events page. b) Review the list of upcoming events.</p>	<p>TASKS</p> <p>a) Check event details. b) Choose the event(s) to attend.</p>	<p>TASKS</p> <p>a) Find where to purchase the ticket. b) Choose the date and time. c) Enter payment information.</p>	<p>TASKS</p> <p>a) Confirm ticket purchase. b) Receive confirmation via email.</p>
FEELING ADJECTIVE	<ul style="list-style-type: none">• CURIOUS• EXCITED	<ul style="list-style-type: none">• CONFUSED• FOCUSED	<ul style="list-style-type: none">• EAGER	<ul style="list-style-type: none">• EXCITED• SLIGHTLY ANXIOUS	<ul style="list-style-type: none">• RELIEVED	<ul style="list-style-type: none">• HAPPY• SATISFIED
IMPROVEMENT OPPORTUNITIES	<p>Social Media Presence</p> <p>a) Improve visibility through ads and social media posts.</p>	<p>User-Friendly Interface</p> <p>a) Simplify navigation to make the first interaction smooth. b) Use clear, concise headings and visuals.</p>	<p>Event Notifications</p> <p>a) Implement a notification system for upcoming events.</p>	<p>Personalization</p> <p>a) Add a questionnaire to recommend events based on user preferences. b) Highlight the "Book Key Night" option for easier event selection.</p>	<p>Streamlined Purchase Process</p> <p>a) Ensure the ticket purchasing process is simple and intuitive. b) Include multiple payment options.</p>	<p>Post-Purchase Experience</p> <p>a) Send a confirmation email with event details and a friendly welcome message.</p>

PERSONA: STARK

ACTION	DISCOVER THE MUSEUM'S WEBSITE.	BROWSE EXHIBITS AND EVENTS	PLAN A VISIT WITH FAMILY	CHECK ACCESSIBILITY AND AMENITIES.	BOOK TICKETS FOR FAMILY.	RECEIVE VISIT CONFIRMATION.
TASK LIST	<p>TASKS</p> <p>a) Hear about the museum from a friend or community center.</p> <p>b) Search for the museum online .</p> <p>c) Visit the museum's official website.</p>	<p>TASKS</p> <p>a) Explore current and upcoming exhibitions and events.</p> <p>b) Look for family-friendly activities.</p> <p>c) Read descriptions and watch any available videos or virtual tours.</p>	<p>TASKS</p> <p>a) Discuss with family members (e.g., grandchildren) about visiting the museum.</p> <p>b) Check event dates and times to find a suitable day.</p> <p>c) Add the visit to the family calendar</p>	<p>TASKS</p> <p>a) Look for information on accessibility features like ramps, elevators, and seating.</p> <p>b) Review amenities such as restrooms, cafes, and gift shops.</p> <p>c) Check for special services like wheelchairs or guided tours for seniors.</p>	<p>TASKS</p> <p>a) Navigate to the ticket booking page.</p> <p>b) Choose the number of tickets and select any special offers (e.g., senior discounts).</p> <p>c) Enter payment details and confirm the booking.</p>	<p>TASKS</p> <p>a) Receive an email confirmation with ticket details, event timings, and a friendly message.</p> <p>b) Optionally, receive a printable ticket or save it to a mobile device.</p> <p>c) Prepare for the visit with the family by reviewing the confirmation.</p>
FEELING ADJECTIVE	<ul style="list-style-type: none">• CURIOUS• HOPEFUL	<ul style="list-style-type: none">• ENGAGED• INTERESTED	<ul style="list-style-type: none">• EXCITED• HAPPY	<ul style="list-style-type: none">• REASSURED• COMFORTABLE	<ul style="list-style-type: none">• SATISFIED• EAGER	<ul style="list-style-type: none">• CONFIDENT• PREPARED
IMPROVEMENT OPPORTUNITIES	<p>Community Outreach</p> <p>a) Promote the website via senior groups and community centers.</p> <p>b) Promote the website as a resource for planning cultural outings with family.</p>	<p>User-Friendly Navigation</p> <p>a) Simplify the website's navigation to help Stark easily find exhibits and events.</p> <p>b) Use large, clear buttons and text to accommodate older users.</p>	<p>Family-Focused Content</p> <p>a) Highlight events that are suitable for seniors and children.</p> <p>b) Offer detailed descriptions and visual aids to help Stark ..makingdecisions</p>	<p>Accessibility Information</p> <p>a) Ensure accessibility information is prominently displayed and easy to find.</p> <p>b) Provide virtual walkthroughs or videos showing accessibility features.</p>	<p>Simplified Ticket Booking</p> <p>a) Streamline the ticket booking process to make it straightforward and easy to use.</p>	<p>Personalized Communication</p> <p>a) Send a personalized confirmation email that includes helpful tips for the visit.</p>

BENEFITS OF THE PRODUCT

Accessibility and Inclusivity:

Designed with accessibility in mind, the app provides features for all users, including seniors and those with disabilities.

Real-Time Notifications:

Stay updated with the latest museum news, event reminders, and special offers.

Personalized User

Experience: The app adapts to your preferences, offering tailored suggestions and content.

Family- Friendly Features:

Find family-oriented events and activities easily, with special sections dedicated to experiences for all ages.

Interactive and Engaging

Content : Access rich multimedia content like virtual tours, videos, and detailed descriptions of exhibits..

Easy Access to Museum

Information: Quickly find essential information, including museum hours, directions, and amenities.

Effortless ticket booking:

Simple and quick ticket purchasing with just a few taps

Seamless Event Discovery:

Effortlessly explore upcoming exhibitions and events tailored to your interests.

Virtual and In-Person Visit

Integration: Whether visiting in person or exploring virtually, the app provides a seamless experience.

VALUE PROPOSITIONS

Personalized User Experience

Why It's Valuable: Personalization enhances user engagement by providing relevant content, which increases user satisfaction and encourages repeated use of the app.

Accessibility and Inclusivity

Why It's Valuable: Ensuring that the app is accessible to everyone not only broadens the user base but also fosters a welcoming environment, making the museum more inclusive and user-friendly.

Real-Time Notifications

Why It's Valuable: Keeping users informed in real-time ensures they don't miss out on important events or opportunities, maintaining their connection to the museum and encouraging ongoing participation.

Seamless Event Discovery

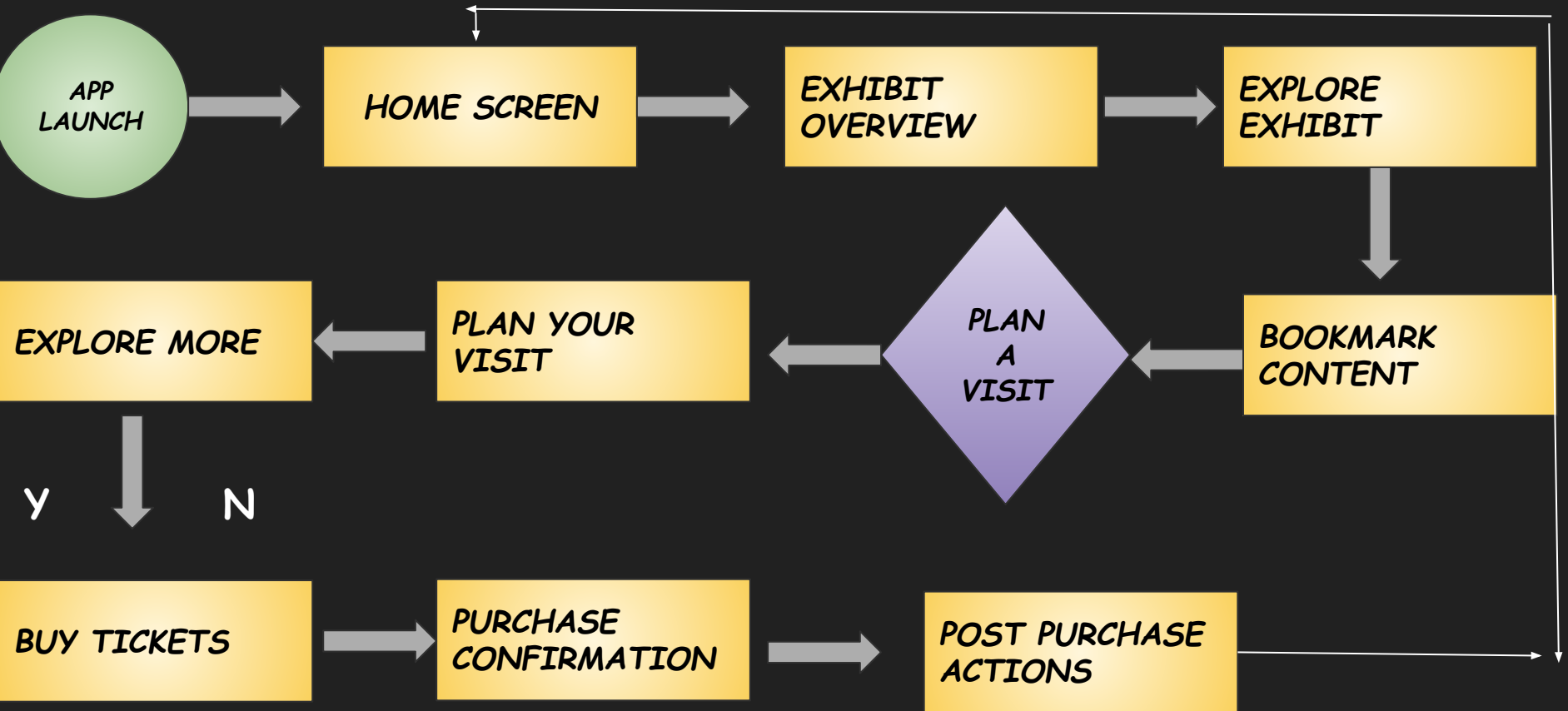
Why It's Valuable: This feature ensures users can easily find and engage with the events and exhibitions they care about most, making their experience personalized and enjoyable.

Effortless Ticket Booking

Why It's Valuable: Users value convenience, and a streamlined ticket booking process reduces frustration and makes it more likely they'll attend events, enhancing their overall satisfaction.

USER FLOW

Exploring an Exhibit and Planning a Visit



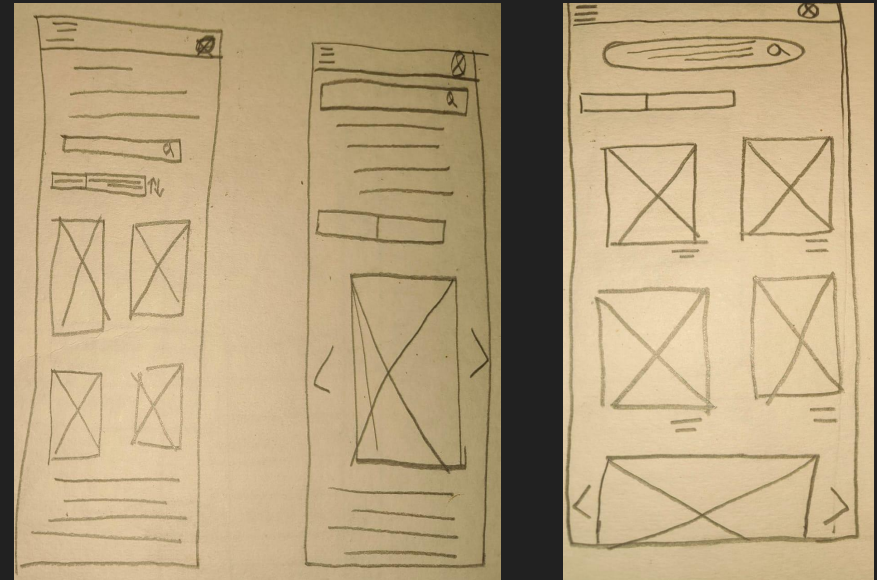
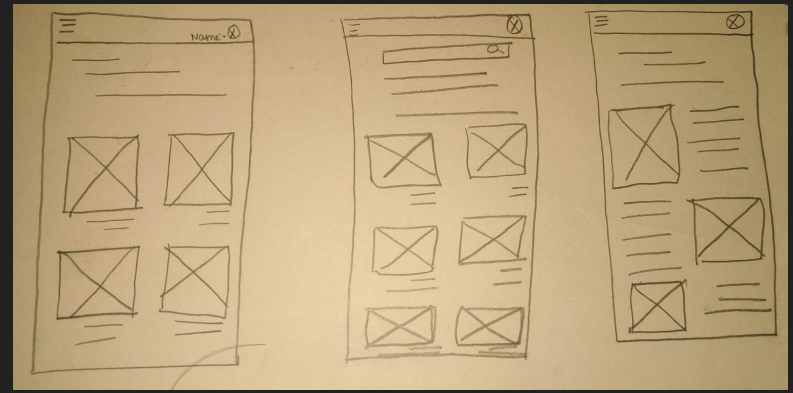
DESIGNING PROCESS

- Paper wireframes*
- Digital wireframes*
- Low Fidelity prototype*
- Usability Study*

Paper Wireframes

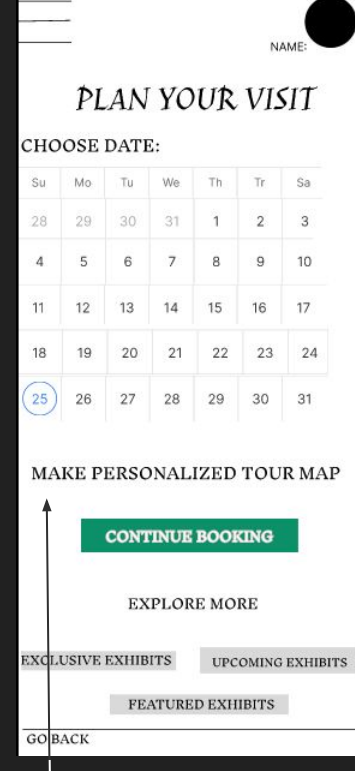
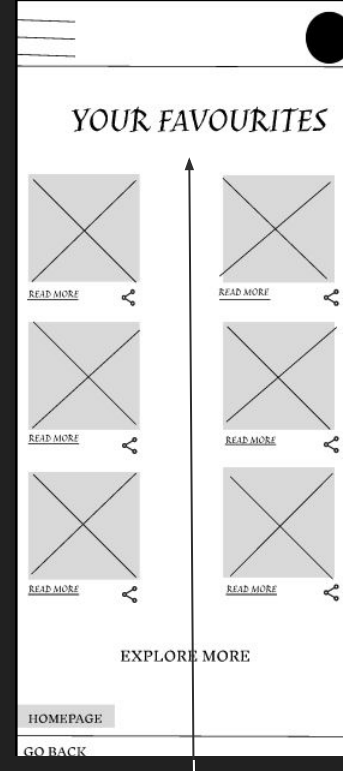
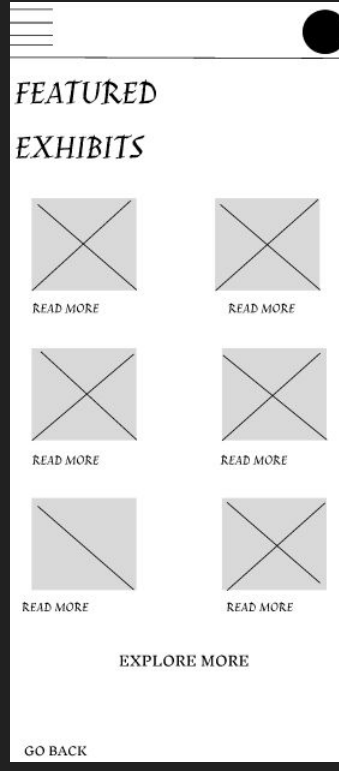
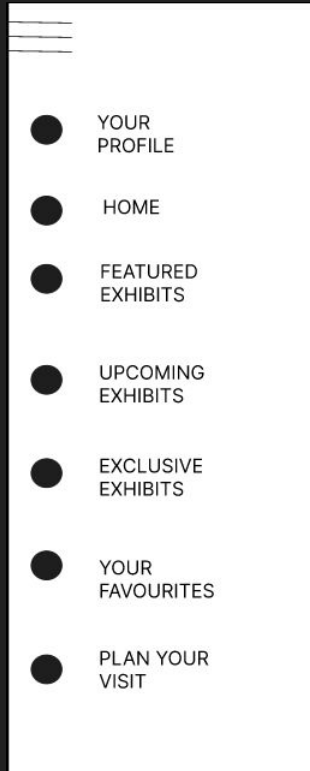
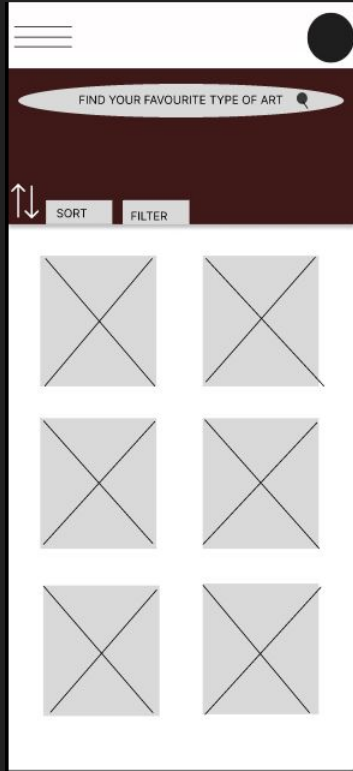
Goals:

1. **Promote Exhibit Exploration:** The design focuses on showcasing multiple exhibits prominently, making it easy for users to browse and explore the museum's offerings. This aligns with the goal of promoting engagement with the museum's content.
2. **User-Friendly Navigation:** The inclusion of easily identifiable navigation elements like arrows for horizontal scrolling and a menu icon suggests a goal to ensure that users can easily move through different sections of the app without confusion.
3. **Search and Filtering Options:** The presence of a search bar and potential filters in some of the wireframes indicates a desire to allow users to quickly find specific exhibits or content, improving their overall experience by making the app more efficient and user-centric.
4. **Content Organization:** The layout appears to emphasize a grid structure for displaying exhibits, which helps in organizing content neatly and ensuring that users can view multiple options at a glance. This contributes to a clean, organized user interface.
5. **Interactivity and Engagement:** By including features such as bookmarking or exhibit details in the design, your goal seems to be enhancing interactivity within the app, encouraging users to engage more deeply with the exhibits.



Digital Wireframe

MENU



Check out personal favourites

Help making personalized tour map for the visit.

Digital Wireframe

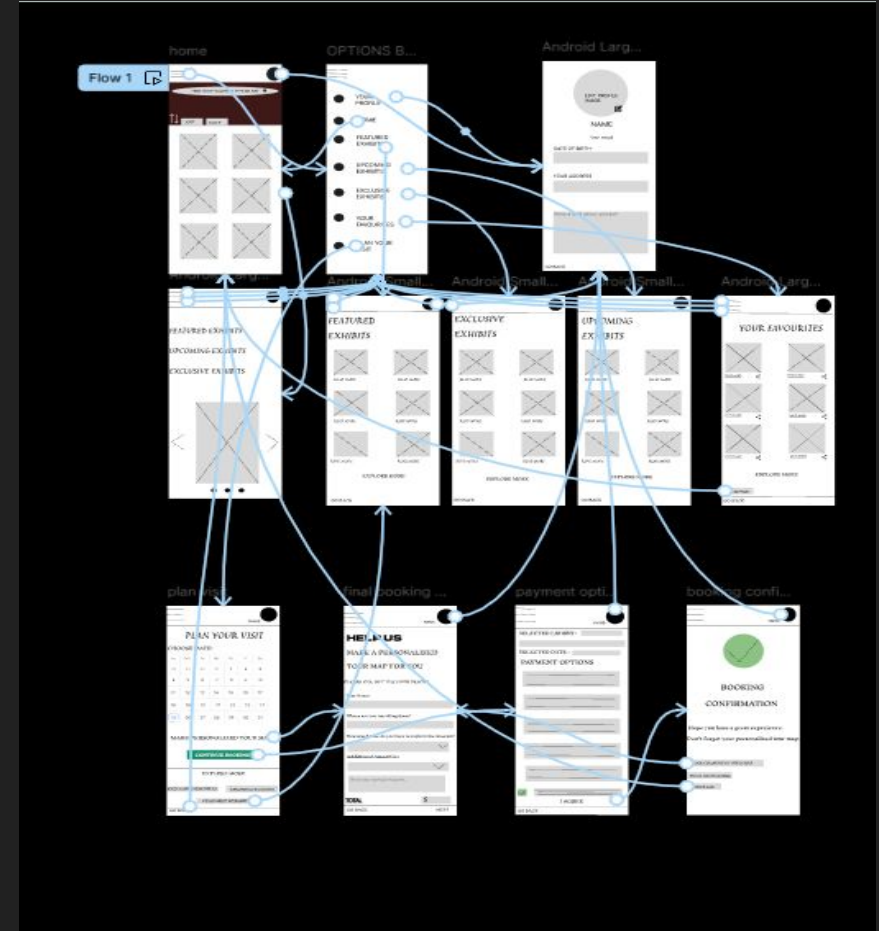
Thought Process:

1. **User-Centric Design:**
 - The wireframes reflect a user-first approach, where every design decision seems to be guided by the desire to make the user's experience as smooth and enjoyable as possible. You've considered what users will want to do and designed features to support those actions.
2. **Clarity and Simplicity:**
 - The design shows a clear preference for simplicity, avoiding clutter and unnecessary complexity. This thought process ensures that users won't be overwhelmed by too much information or too many options at once.
3. **Flexibility for Future Enhancements:**
 - The wireframe layout suggests that the design is scalable, with the ability to add more content or features without disrupting the overall user experience. This reflects a forward-thinking approach, considering how the app might grow and evolve over time.
4. **Balanced Aesthetics and Functionality:**
 - Your wireframes indicate that you're striving to balance aesthetic appeal with functional design. The layout is visually organized but also practical, ensuring that beauty doesn't come at the expense of usability.

Low Fidelity Prototype

<https://www.figma.com/proto/46KljrBEx4e2YoBncn17Ea/Untitled?node-id=4-144&t=i6q2rAjWi95EFcMG-0&scaling=scale-down&content-scaling=fixed&page-id=4%3A142&starting-point-node-id=7%3A988>

The user flows are designed to guide users through the app in a way that is intuitive, engaging, and user-friendly, encouraging them to explore and interact with the museum's content with ease.



Usability Study Findings

CONTENT ENGAGEMENT

High Engagement with Exhibit Details

Mixed Feedback on Bookmarking Feature

Desire for More Interactive Elements

INTERACTIVITY & USER CONTROL

Smooth Navigation but Limited Feedback

Expectation for Customization Options

Challenge with Returning to Home Screen

ONBOARDING & FIRST IMPRESSIONS

Positive Reception of Simplicity

Confusion with Navigation Icons

Initial Learning Curve with Search Function

REFINING THE DESIGNS

Mockups

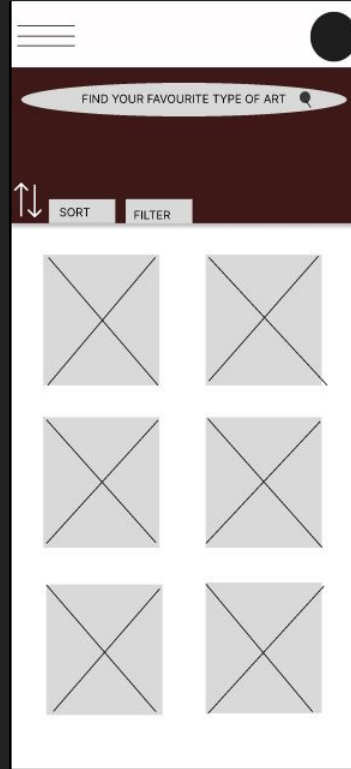
*High fidelity
prototypes*

Accessibility

MOCKUPS

More definition was given to the navigation buttons.

Clear visibility to each navigation and buttons we given to make it easier for users to flow through the app.



BEFORE USABILITY
STUDY



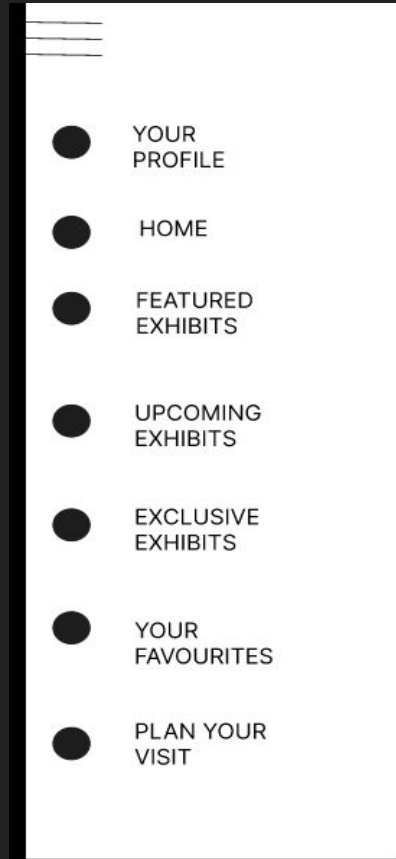
AFTER USABILITY
STUDY

MOCKUPS

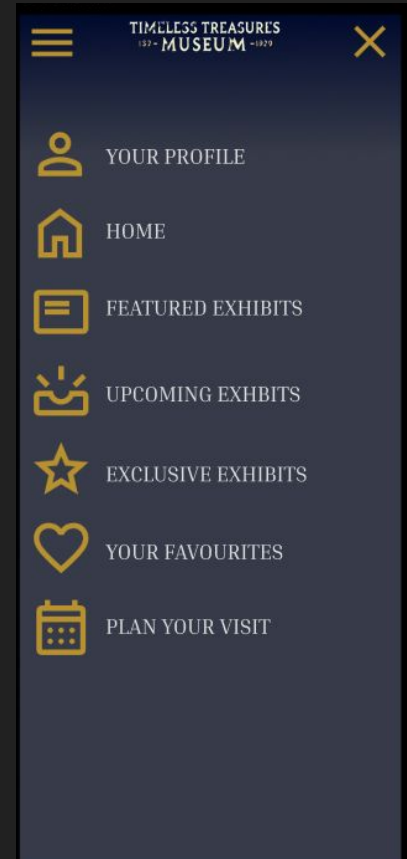
Icons were added to the navigation menu to make it easier for users to identify the following functions.

Accessibility was also kept in mind as small size of icons maybe easier for the young and adults but would cause strain and difficulty to the elder users to see them.


BEFORE USABILITY STUDY



AFTER USABILITY STUDY



MOCKUPS



TIMELESS TREASURES
MUSEUM 1974-1976

Log in

New User? Sign Up

OR

Log in with Google

Log in with Facebook

Log in with Phone Number


Create your Account

Sign Up

TIMELESS TREASURES
MUSEUM 1974-1976

- YOUR PROFILE
- HOME
- FEATURED EXHIBITS
- UPCOMING EXHIBITS
- EXCLUSIVE EXHIBITS
- YOUR FAVOURITES
- PLAN YOUR VISIT

←



EDIT PROFILE IMAGE

NAME

YOUR EMAIL

DATE OF BIRTH:

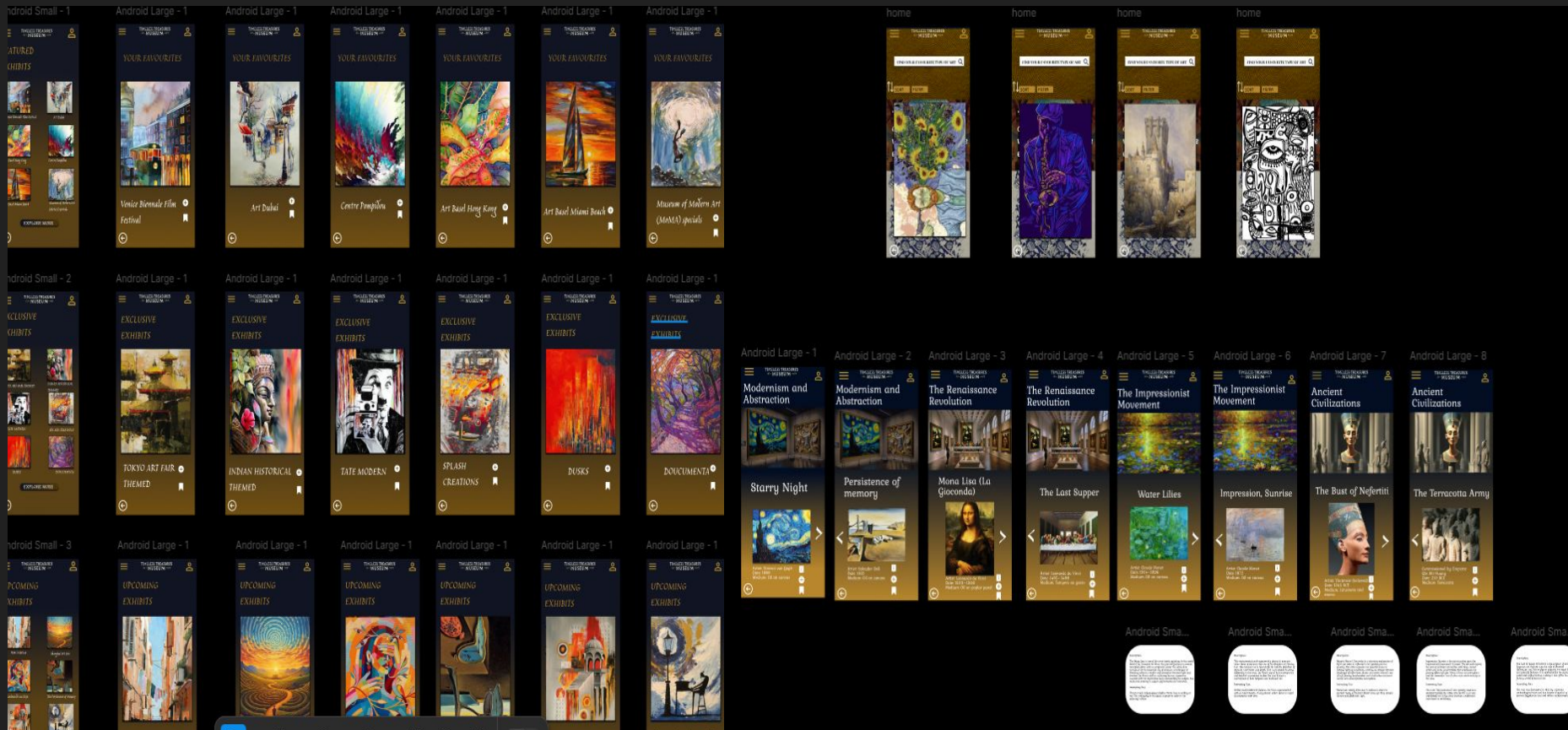
YOUR ADDRESS

Write a little about yourself...

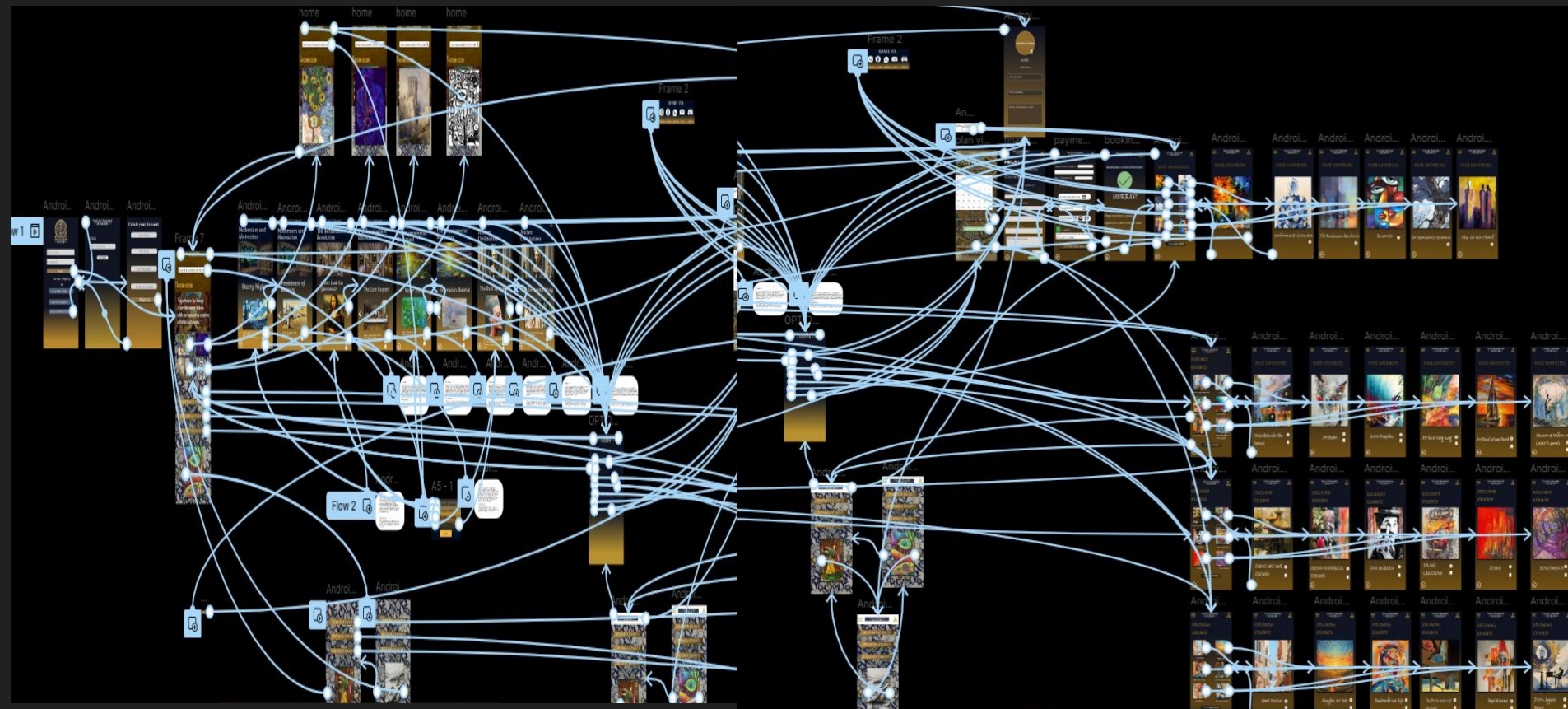
Mockup Prototype



High Fidelity Prototype



High Fidelity Prototype



ACCESSIBILITY CONSIDERATIONS

Color Contrast for Visual Accessibility:

Ensure that the app's colors have high contrast to assist users with visual impairments, such as color blindness. Use accessible color palettes and include clear labels to differentiate between exhibits and pathways.

Zoom and Pan Features for Visual Impairments:

Allow users to zoom in and out of the app and pan across it smoothly. This helps individuals with low vision focus on specific details and exhibits. Incorporate pinch-to-zoom for touchscreen devices and keyboard shortcuts for desktop navigation.

Clear Text Descriptions for Cognitive Disabilities:

Provide concise and simple language in map labels, instructions, and exhibit descriptions to cater to users with cognitive disabilities. Use icons or symbols to reinforce written information and reduce cognitive load.

GOING
FORWARD

Takeaways

Next steps

Takeaways

IMPACT

The Timeless Treasures museum app design significantly enhanced user engagement by offering an intuitive and accessible way to explore exhibits. One study participant noted, "The app makes navigating the museum so easy, and I love how I can bookmark exhibits to revisit later!"

WHAT I LEARNED:

Throughout the *Timeless Treasures* project, I gained valuable insights into the importance of user-centered design and accessibility. I learned how to conduct usability studies, analyze user feedback, and apply design principles to create an intuitive interface. Additionally, I developed a deeper understanding of how to prioritize accessibility features to ensure the app is inclusive for users of all abilities. This project taught me the significance of iteration and continuous improvement in the design process.

Next Steps

Conduct Further Usability Testing:

I would run additional usability tests with a larger and more diverse group of users to gather more comprehensive feedback, ensuring the app meets the needs of a wider audience.

Refine Accessibility Features:

Based on feedback, I would further improve accessibility options, such as enhancing voice control and adjusting the map's visual elements, to make the app more user-friendly for individuals with disabilities.

Implement Real-Time Navigation:

Integrating real-time GPS functionality would allow users to navigate the museum more effectively, improving their overall experience by offering live guidance to exhibits and points of interest.

LET'S CONNECT

If you'd like to learn more about this project or explore my other work, feel free to contact me at ghoshanurita2210@gmail.com . I'm always open to feedback and collaboration!

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