**ASN3-1 Museum Report**

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**(1) Museum Report for The Phillips (50 pts)**

Visit The Phillips Collection website and their app:

<http://www.phillipscollection.org/>

<http://www.phillipscollection.org/about/app>

Spend a few minutes of the museum’s website.

You’ll be asked to write about followings in your report (20 pts):

(Ideally, it’d be best to do this part before visiting the museum)

* What are your impressions of the look and feel of the site and app?
* Does the website and app ‘feel’ like its specific museum?
* Would you ever go back to the website and app? Why?
* How many clicks to find out the address and hours of operation?
* Missed Opportunities… think about what you would change or improve.

**Both the website and the app had major flaws in design. The website, for example, had two much information on one page. I did not know where to start looking as there was too much information being presented at once, in particular on the home page. In addition, the information on the home page under the slideshow seemed to be quite narrow and left unused white space on either side of the site. Although the color scheme of the site was clean, the site has a somewhat disorganized feel and could use some tweaks. The app was far worse. The UI of the app was very outdated, and it looks like it was designed when touch screen first started to become mainstream on devices. In addition, the app required a large amount of data to be directly downloaded onto your phone. After downloading, the whole app was more than 400MB of space on my phone, which made it the 4th largest app on my device. The features on the app such as looking through pictures and being able to watch videos also did not seem out of the ordinary to justify so much space. The features also did not excite my interest at all to justify keeping the app on my phone. Overall, the website and the app did not have the “modern” feel that I was expecting from a contemporary art museum. I would not want to go back to the website or the app because of this fact. I did not need to make any clicks to find the address and hours of operation. The biggest problem that would need improvement, however, is the UI for both the app and the website. The website could provide more space between sections of information or move information to other pages. The app needs the biggest overhaul. The entire UI should be redesigned to become more appealing and fit the modern feel of the museum. In addition, a mechanism should be in place to make the app much smaller. One such mechanism would be to upload the pictures, videos, and audio files onto an online database rather than directly downloading them onto the app.**

After visit to the Phillips collection, write a report on your visit.

These are questions and thoughts you have to think and explorer (30 pts):

* What are the most distinctive characteristics of the museum?
* Try tools and information that The Phillips provide: website, audio tour, mobile app, etc.
* Observe how other visitors use them, interact with them if possible.
* The strengths and weaknesses of these tools.
* Are they effective tools in enhancing the museum visitors’ experience?
* Explain why or why not. Can you think of any improvements or new tools in your mind?

**One of the most distinctive characteristics of the museum I would say is their diverse collection of pieces and their integration of different types of pieces together in the same exhibit for juxtaposition. From observing the various tools provided by The Phillips, it appears that they are not used by many people. One of the main reasons I believe there is little use of these tools is the fact that museums are meant to be visual experiences. When people enter a museum, their first instinct is not to open up their phone as they walk around the exhibits. They want to simply look at the pieces. It also looks like visitors aren’t encouraged by museum staff as they walk in to use the audio tour or any of the other app features as they go about the museum – again a reason as to why there appears to be little evidence of its use. These tools could be great strengths for enhancing visitor experiences if 1) The mobile app is greatly improved and 2) The museum staff actually encourage the visitors to download the app, otherwise it is unknown to them. A weakness to using these tools, however, could be the possibility of the visitors using their phones as distractions instead of appreciating the artwork. This would especially be the case if the features on the app are not exciting enough for them to use. Possible new tools which could keep users interested could be with the use of AR/VR. I believe this would especially be of interest to younger children. I do not think younger children would find an audio tour to be particularly interesting.**