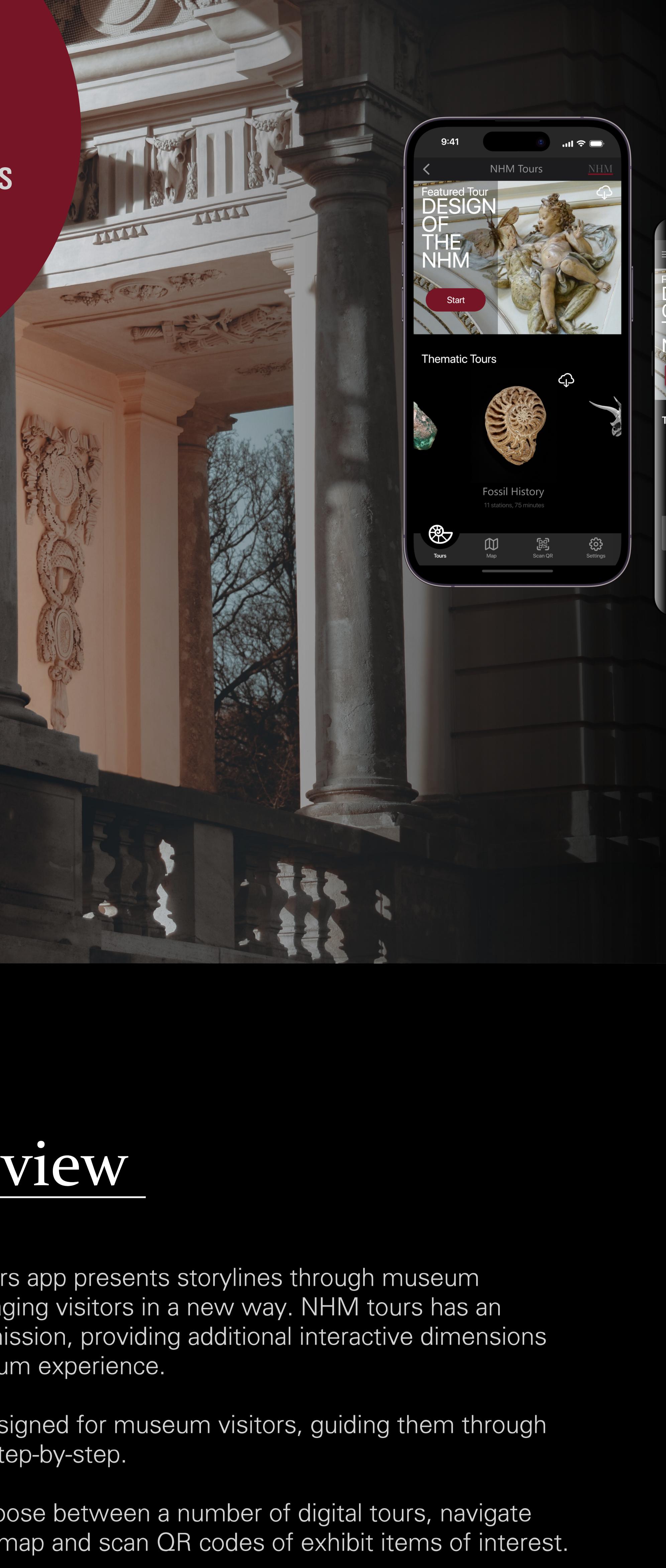


[view file with video animations here](#)



NHM Tours

UI Immersion 4.10

A hypothetical practice design case study within the CareerFoundry UI Design Course

Expand your museum experience with curated interactive audio tours

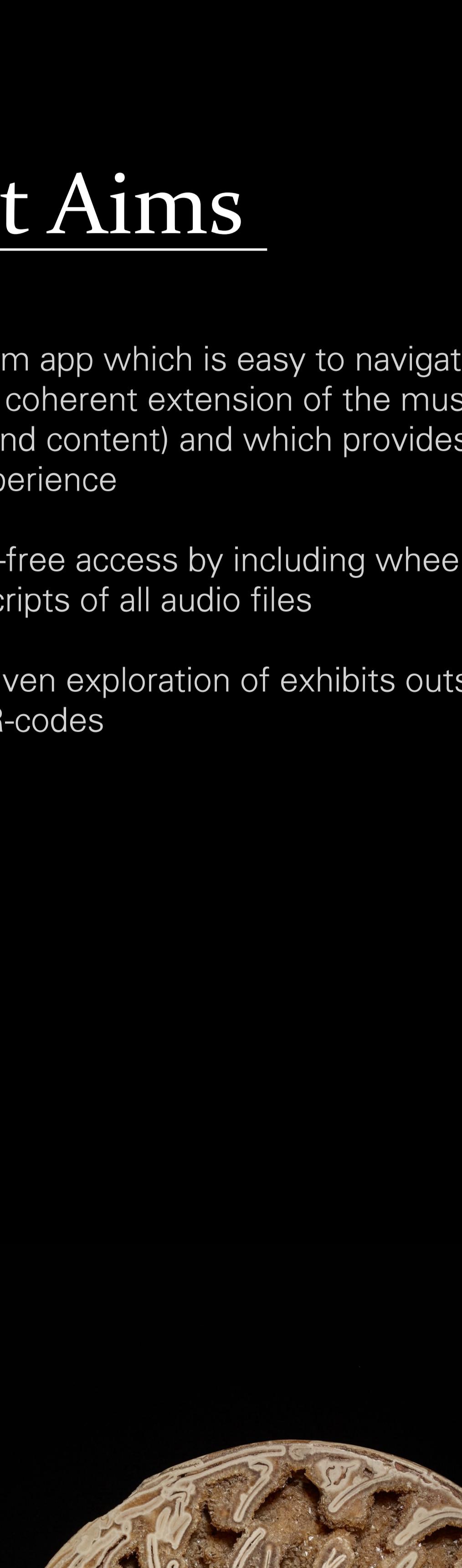
Overview

The NHM tours app presents storylines through museum exhibits, engaging visitors in a new way. NHM tours has an educational mission, providing additional interactive dimensions to your museum experience.

The app is designed for museum visitors, guiding them through digital tours step-by-step.

Users can choose between a number of digital tours, navigate the museum map and scan QR codes of exhibit items of interest.

The main objectives of the NHM tours project included finding solutions how to present Information in an interesting and captivating way, how to guide users through the museum towards specific exhibits and to create a barrier-free museum experience.



Project Aims

- Create a museum app which is easy to navigate for first-time users, which is a coherent extension of the museum exhibits (in visual language and content) and which provides new dimensions to a museum experience
- Promote barrier-free access by including wheelchair-accessible routes and transcripts of all audio files
- Support user-driven exploration of exhibits outside of guided tours through QR-codes

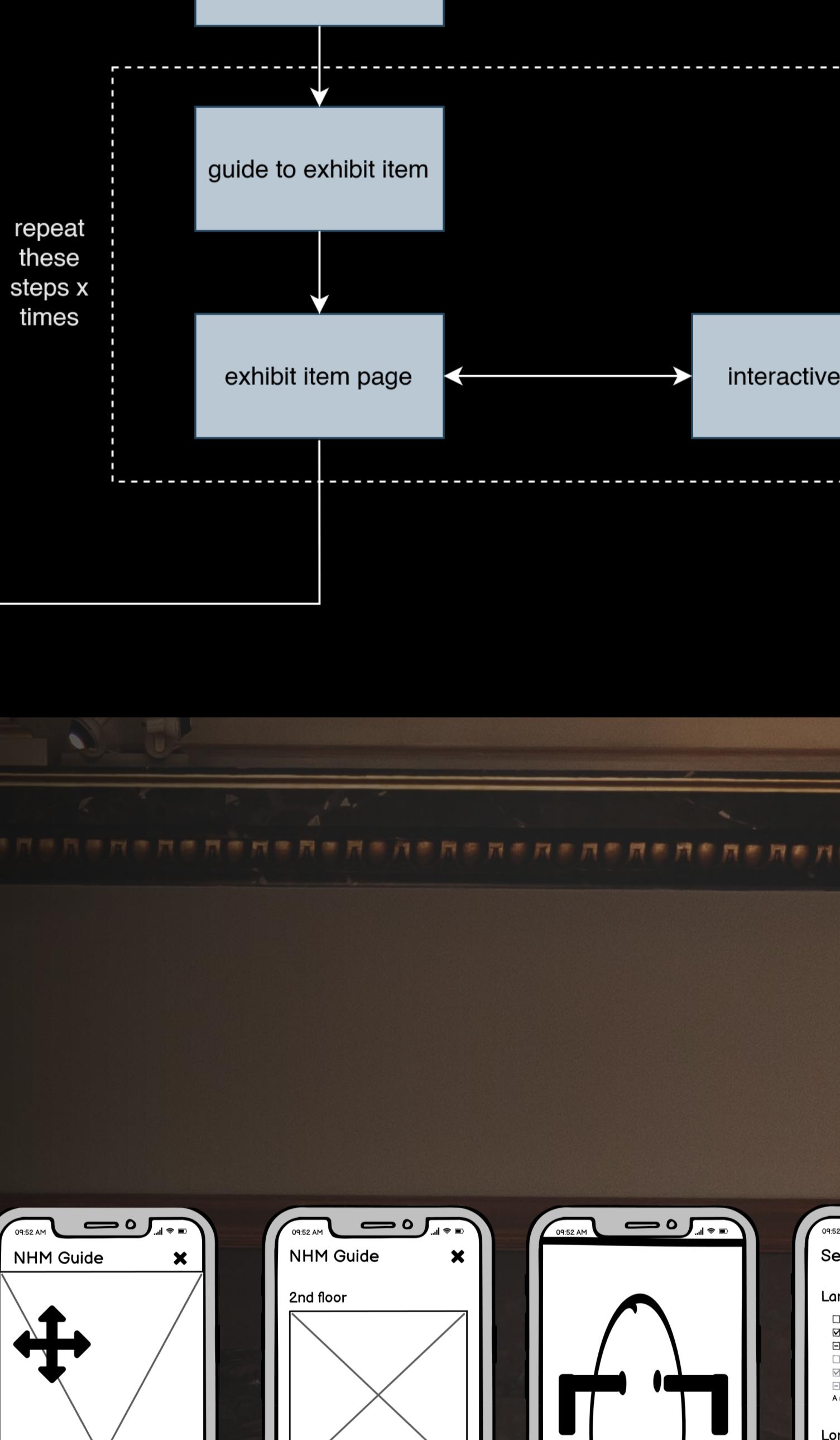
Applied Skills

UX Design

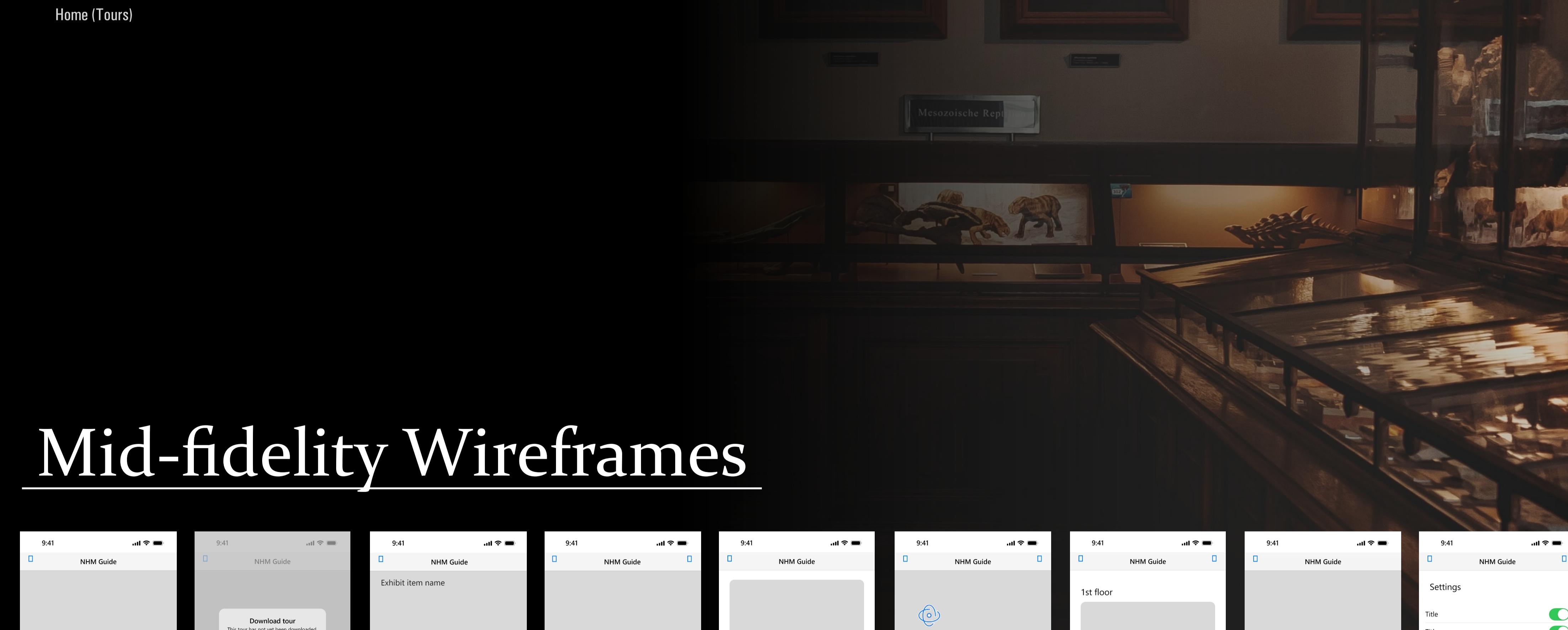
Competitor analysis, user flows, understanding of storyline content, wireframing (low, mid), understanding & application of Human Interface Guidelines and Material Design guidelines

UI Design

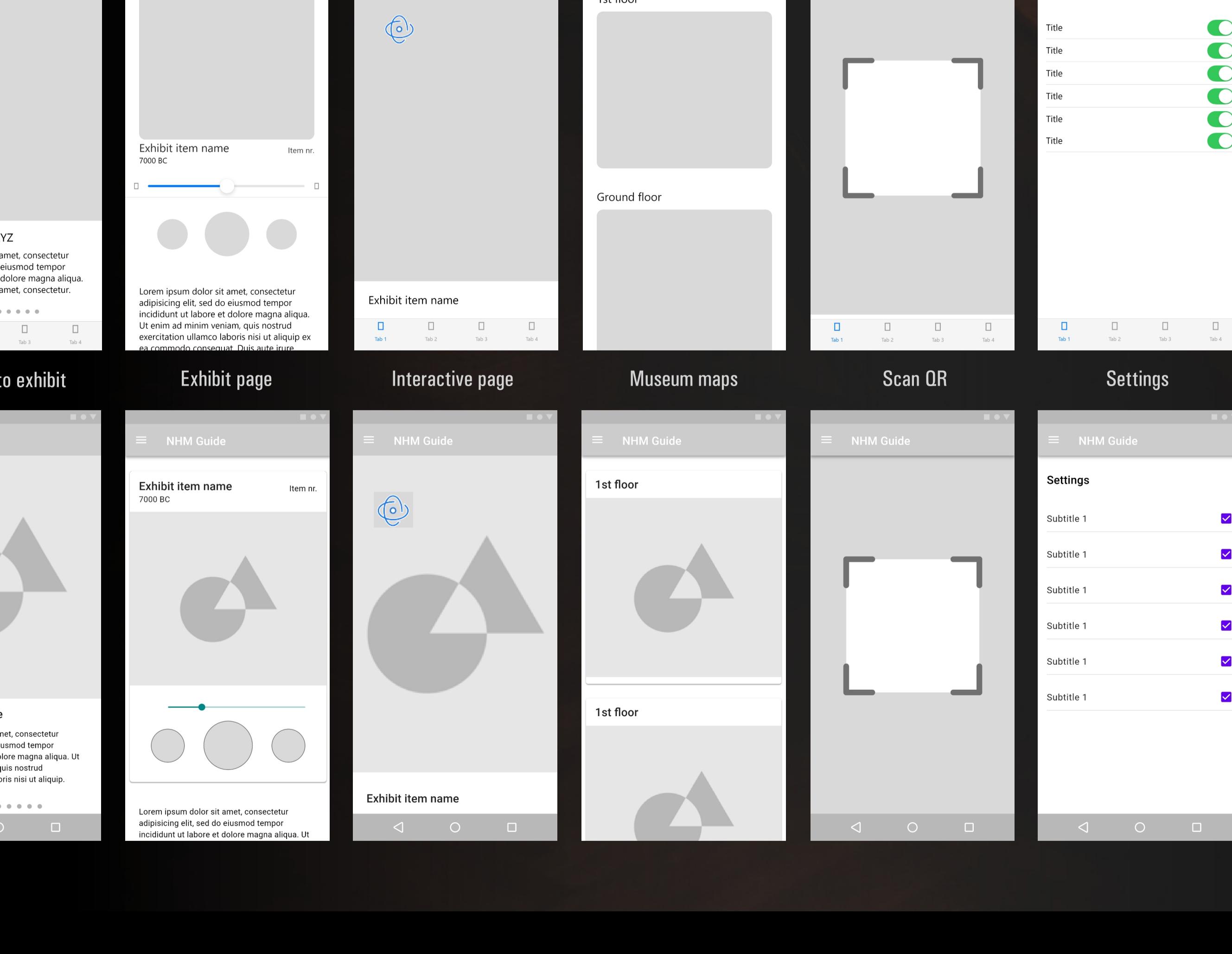
Wireframing (mid, high), visual design, sound and physical feedback design, gestures & interactions, prototyping, animations, user testing, mockups



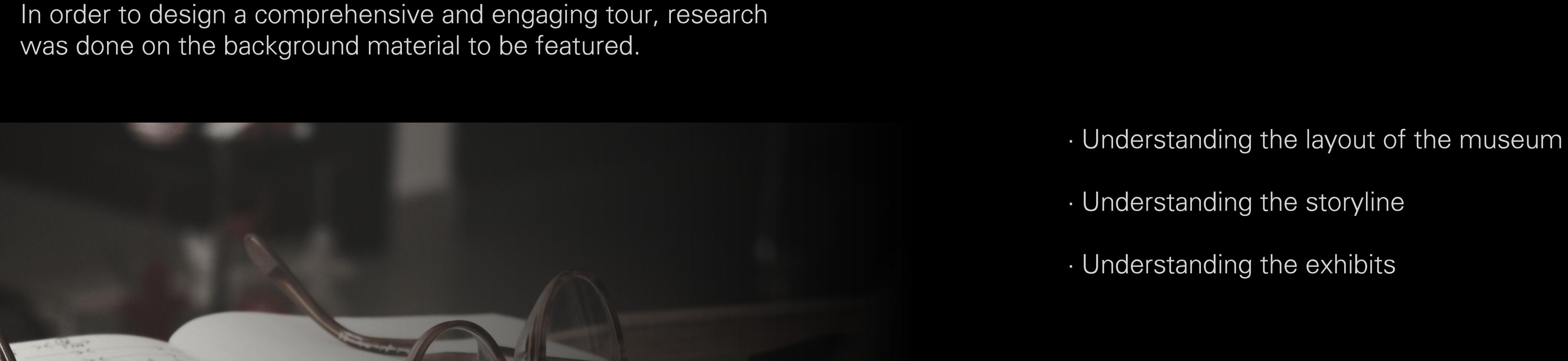
Competitor App Inspiration



User Flows



Low-fidelity Wireframes



Mid-fidelity Wireframes



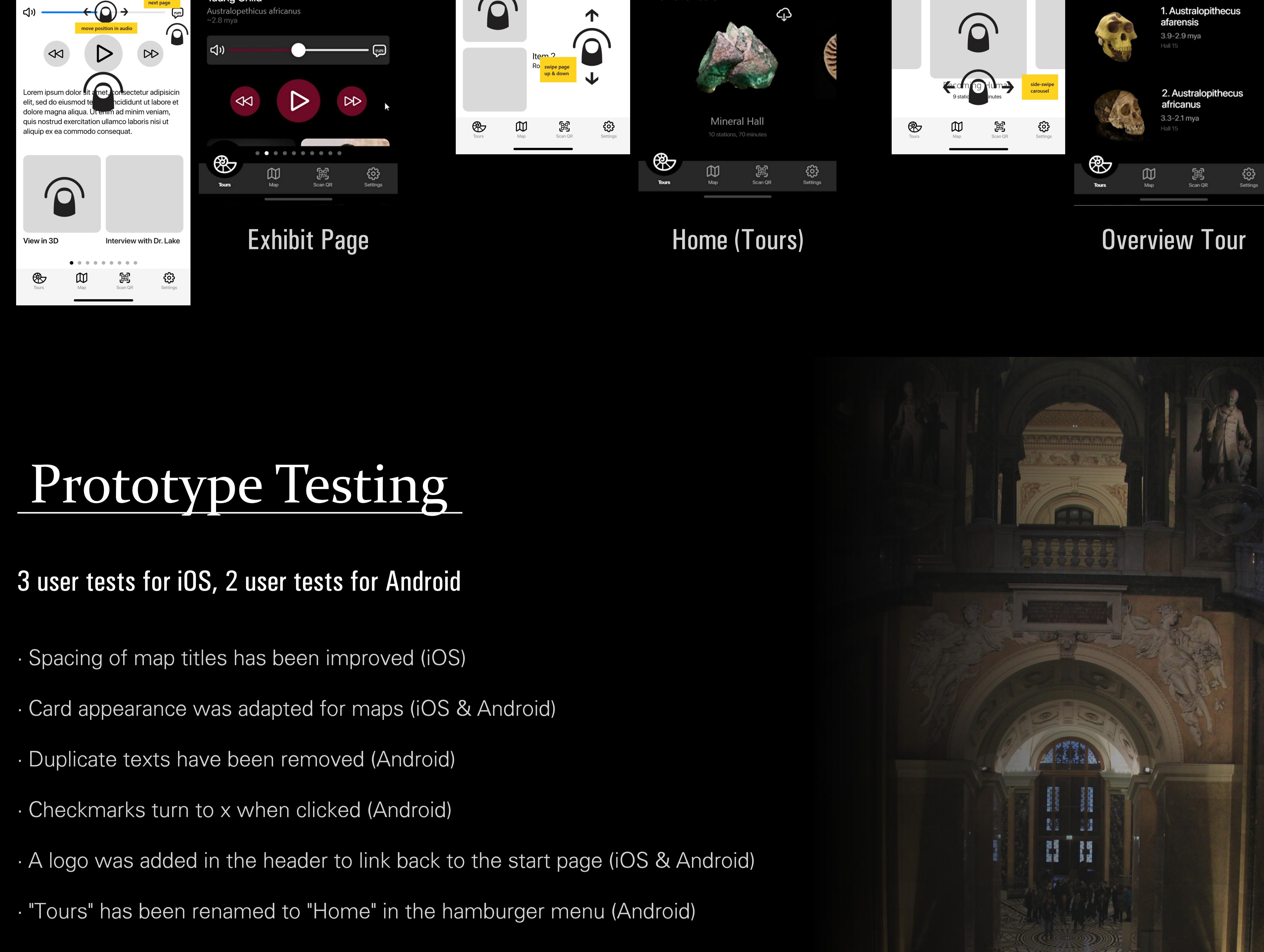
Background Research

In order to design a comprehensive and engaging tour, research was done on the background material to be featured.

- Understanding the layout of the museum
- Understanding the storyline
- Understanding the exhibits



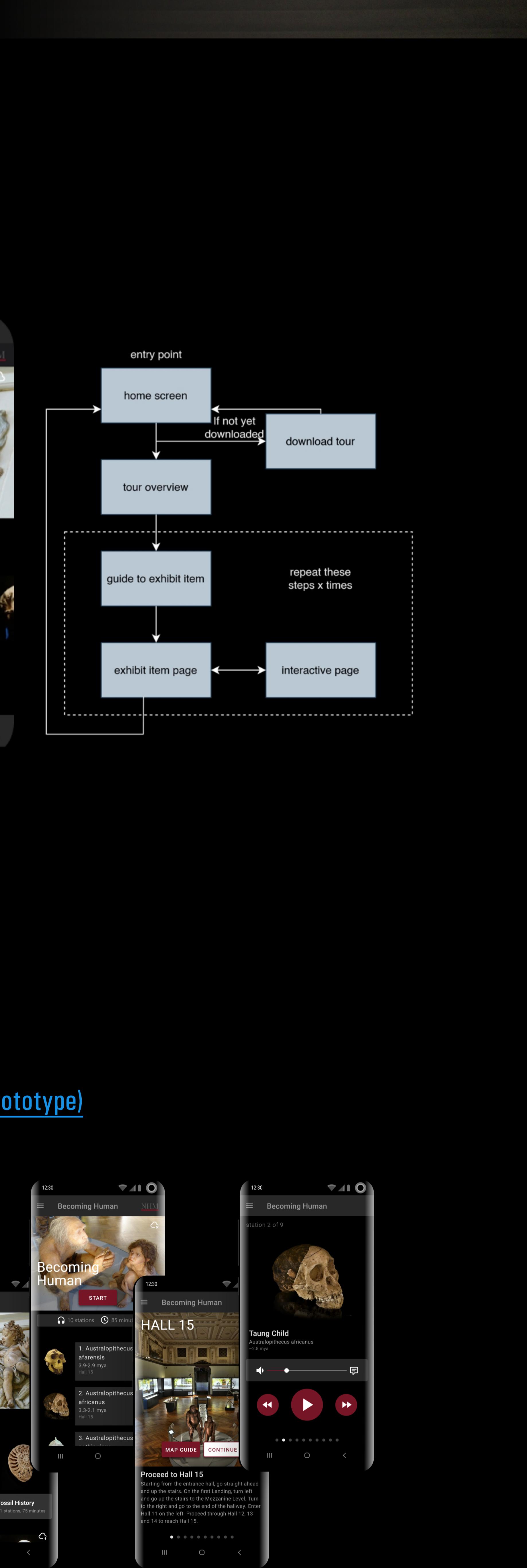
Mobile Gestures (iPhone 14 Pro)



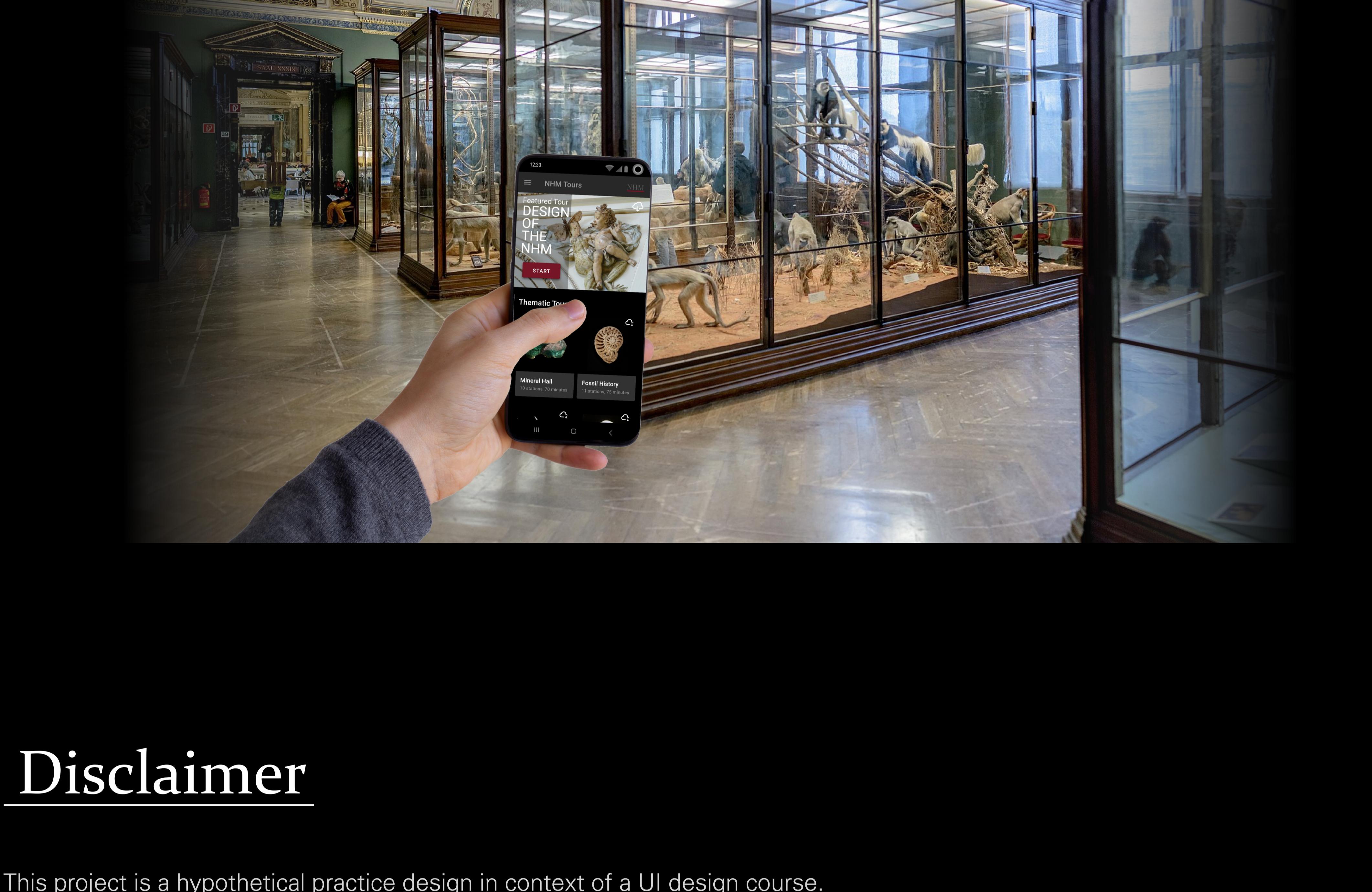
Prototype Testing

3 user tests for iOS, 2 user tests for Android

- Spacing of map titles has been improved (iOS)
- Card appearance was adapted for maps (iOS & Android)
- Duplicate texts have been removed (Android)
- Checkmarks turn to x when clicked (Android)
- A logo was added in the header to link back to the start page (iOS & Android)
- "Tours" has been renamed to "Home" in the hamburger menu (Android)
- The button "Guide" has been renamed "Map Guide" (iOS & Android)
- "Featured" has been renamed to "Featured tour" (iOS & Android)
- The tops of cards were made visible to indicate scrolling (iOS & Android)

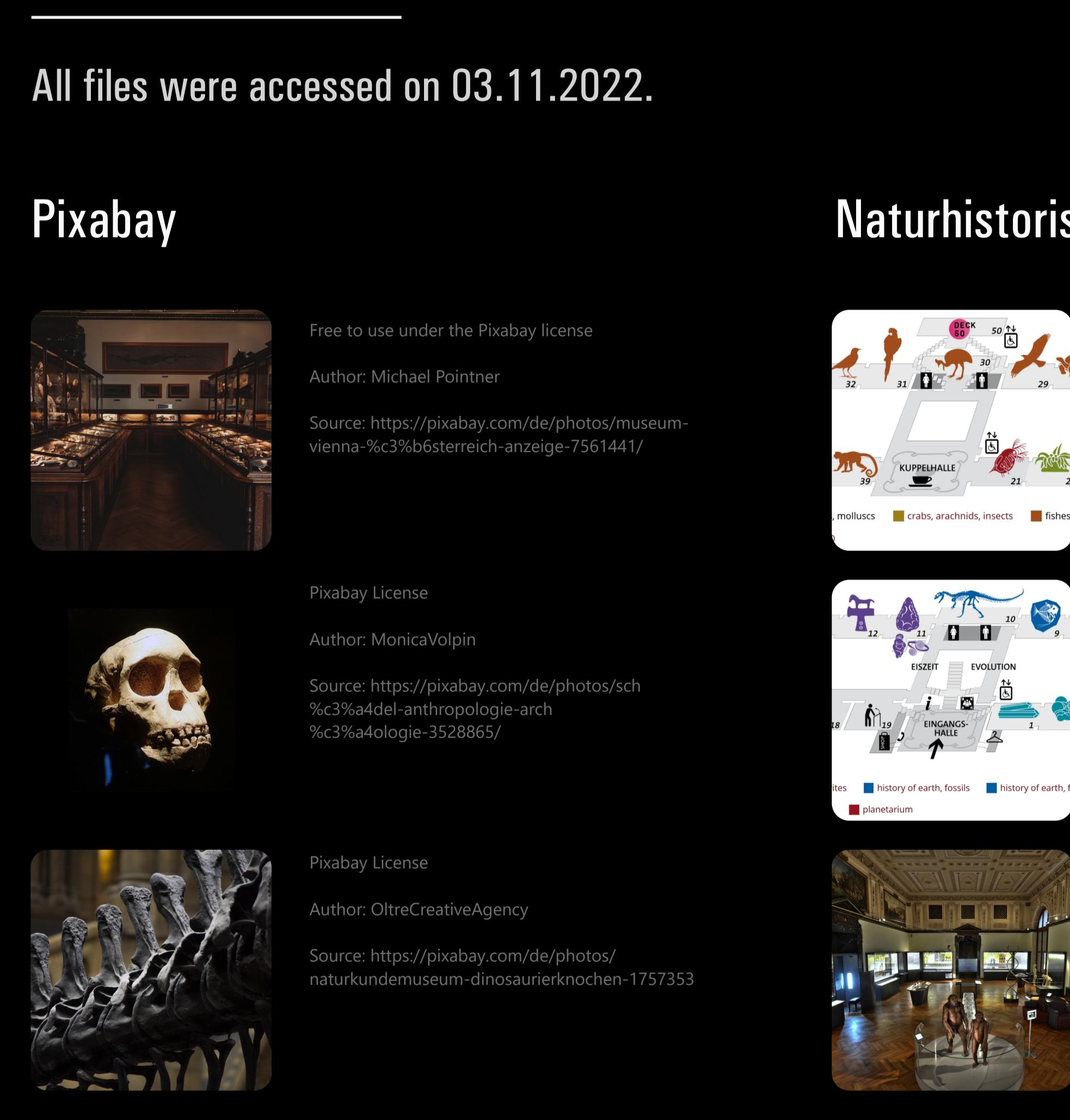


Final Showcase (iPhone 14 Pro)

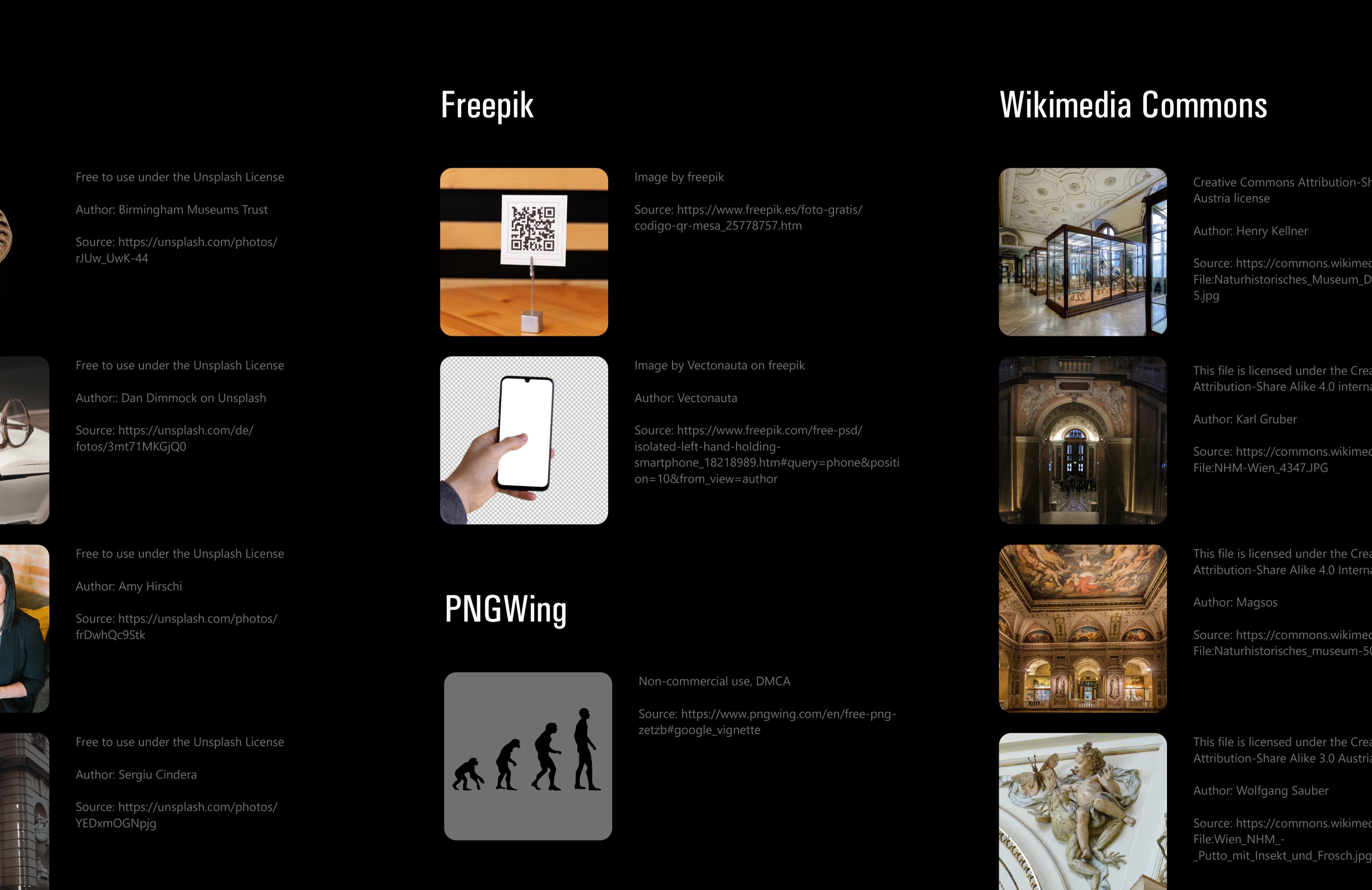
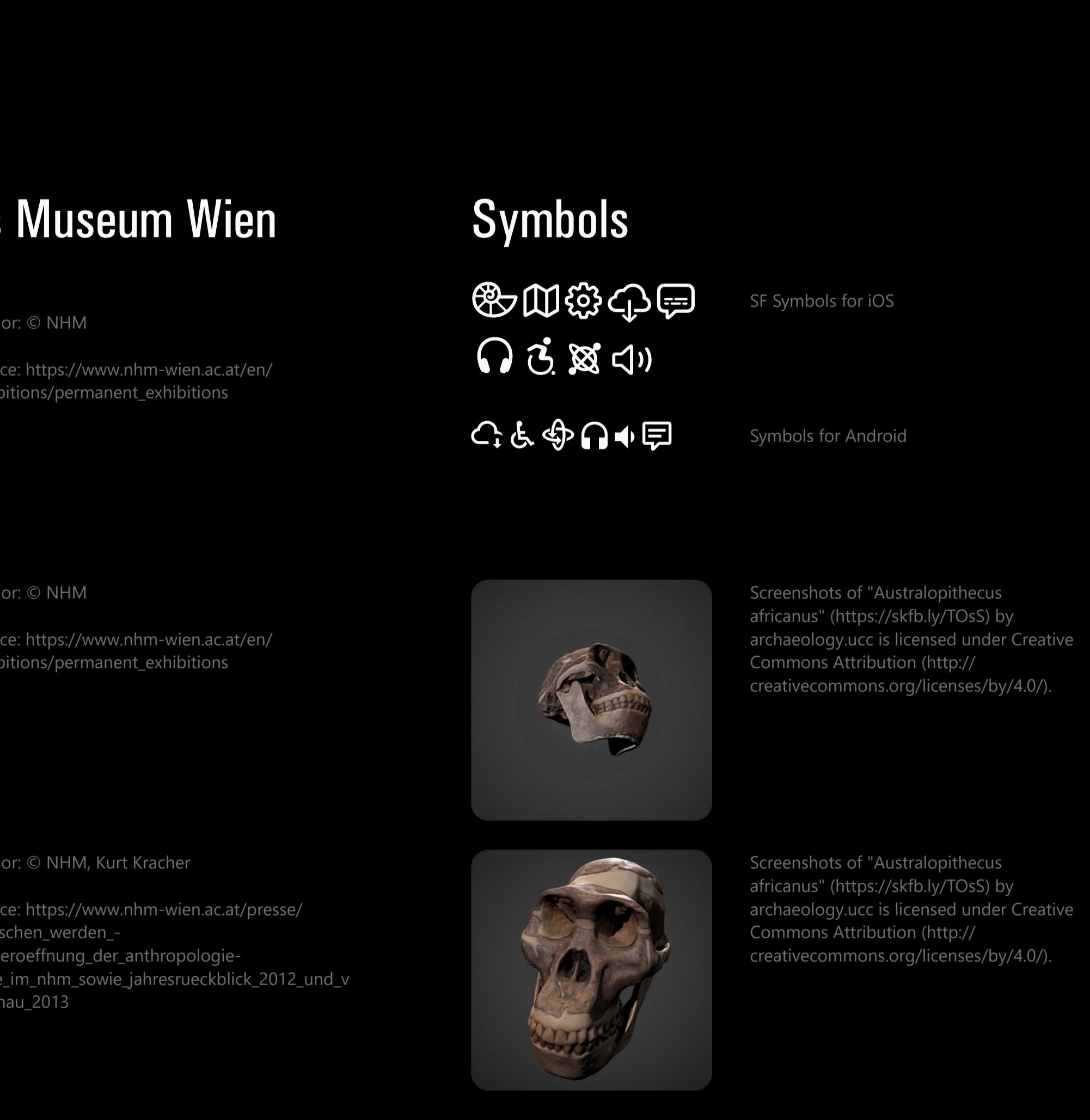


Final Showcase (Mockups)

iPhone 14 Pro [\(Prototype\)](#)



Android S10 [\(Prototype\)](#)



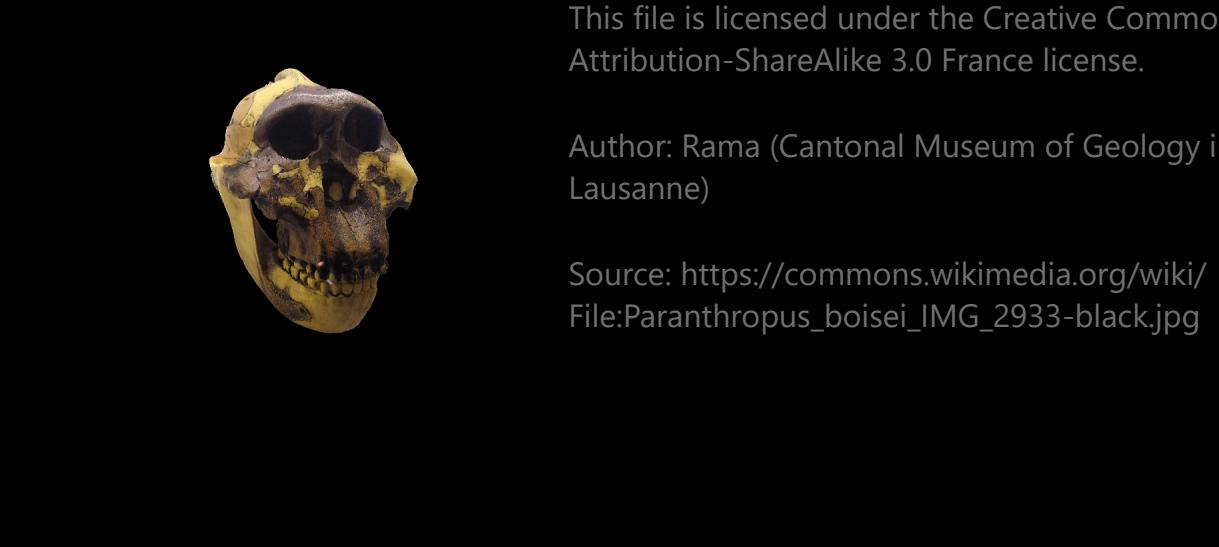
Disclaimer

This project is a hypothetical practice design in context of a UI design course.
The Naturhistorische Museum Wien (NHM) had no knowledge of or involvement with this project.

Depicted exhibits are part of collections from various different museums (see credits) and are not all part of the NHM collection.

Credits

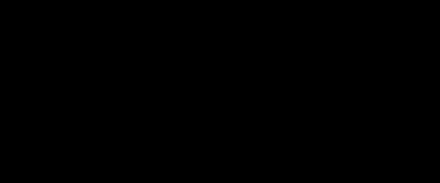
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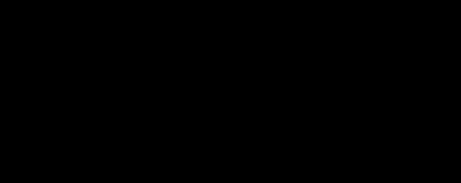
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Naturhistorisches Museum Wien



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Source: https://www.nhm-wien.ac.at/en/exhibitions/permanent_exhibitions



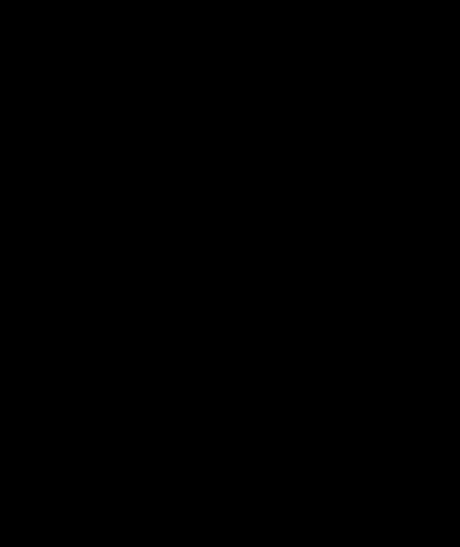
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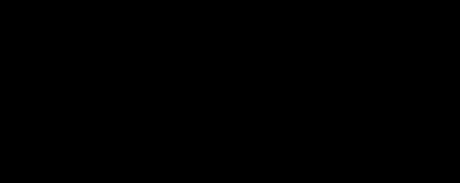
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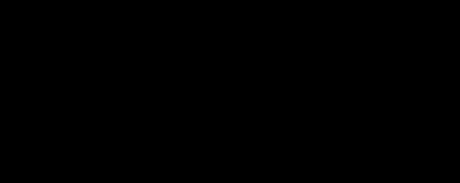
Symbols



SF Symbols for iOS



Symbols for Android



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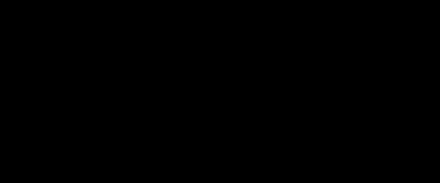
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