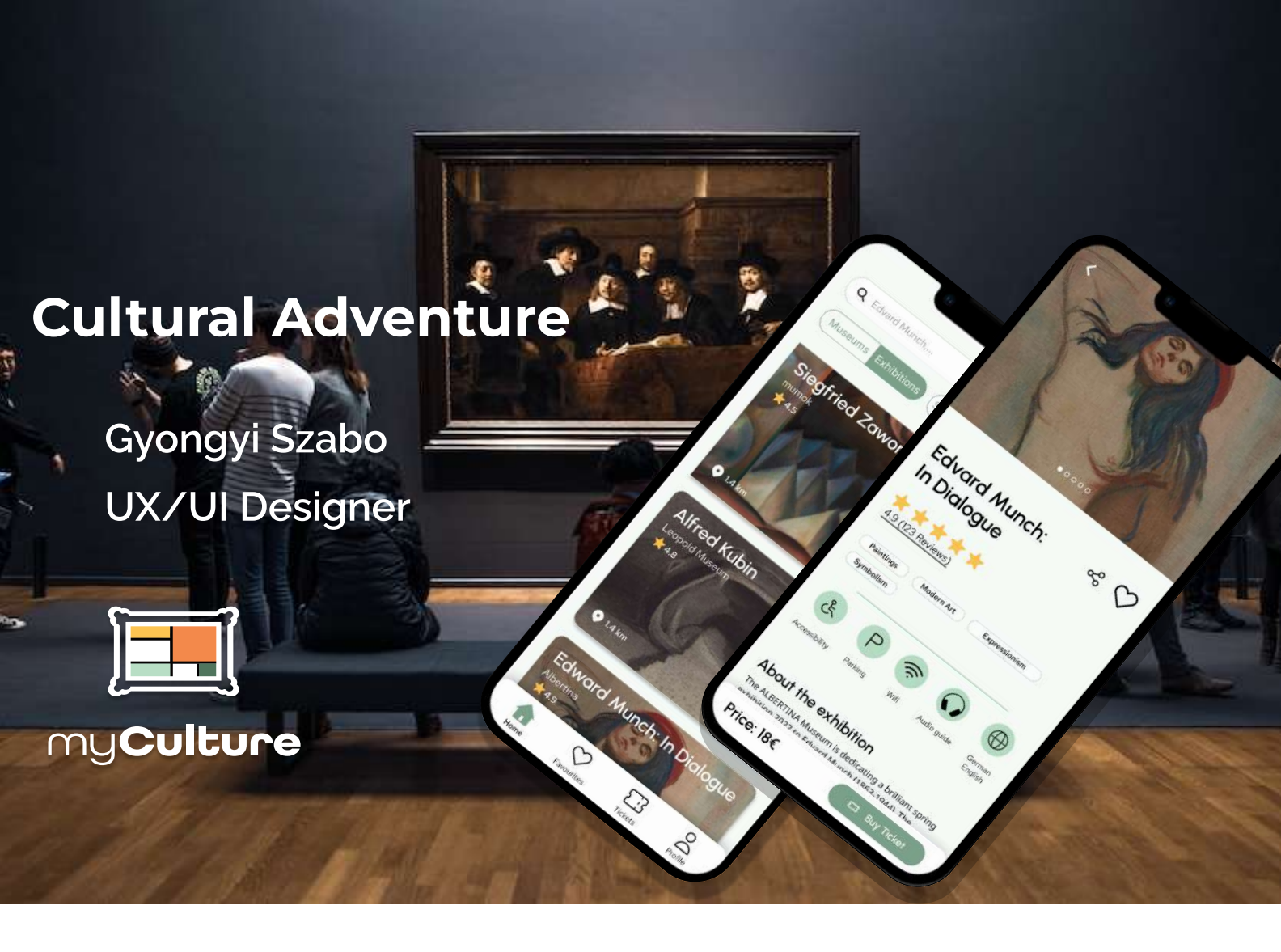


Cultural Adventure

Gyongyi Szabo
UX/UI Designer

myCulture

MyCulture is a Digital Start-App based in Vienna (Austria). The product aims to support ticket purchases through the App and offer personalized exhibition recommendations based on the interests of digital natives.

About the Case

- Group Projekt during the UX Designer Bootcamp (6 UX Designer)
- Duration: 7 weeks (April - May) 2022
- MyCulture was created for real life client
- Topic: Museum & Culture

Stakeholders

- Vera Grablechner (Founder and CEO MyCulture)

My Role

- UX Research
- UX/UI Design
- Scrum Master Role

Outcome

- A Clickable interactive Prototype with 15 + screen

Tools

Our Journey Together

Sprint 1	Sprint 2	Sprint 3	Sprint 4
Research Competitor Analysis Interviews Personas Customer Journey Maps HMW & Jobs To Be Done Ideation	User Story Map User Flow Our Design Principle Sketching Testing Paper Prototype	Low & High Fi Wireframes Mock Ups	Hi-Fi Prototype Usability Test Final Revision

Challenges for Museums

- After the Pandemic not a lot of people visiting Museums
- Lower income after the coronavirus
- The attendance rate of the young generation is very low and it is difficult to motivate them
- Small museums have low numbers of visitors because their marketing advertisements are not strong

Challenges for Visitors

- For those interested in culture, it is difficult to find ongoing exhibitions that are of interest to them
- They often miss out on current affairs because they are not getting informed about them closely
- For Tourist it is hard to make a decision where should they go

Empathize

Target audience: who are comfortable using digital devices age between (18-40), consider technology to be an integral part of their lives.

However, we drew the stakeholder's attention to the fact that during our research we came to the conclusion that we should also pay attention to the tourists who visit the museums, since before the pandemic more than 13 million people visited museums and the majority were tourists.

Interview questions

20 Interviews

4 Thema

300 Answers / Insights

15 Questions

4 Days

Interview Insights

"If I go to a museum/ exhibition, it is important to learn something, with audio guide would be more enjoyable" (Tourist, 49 female)

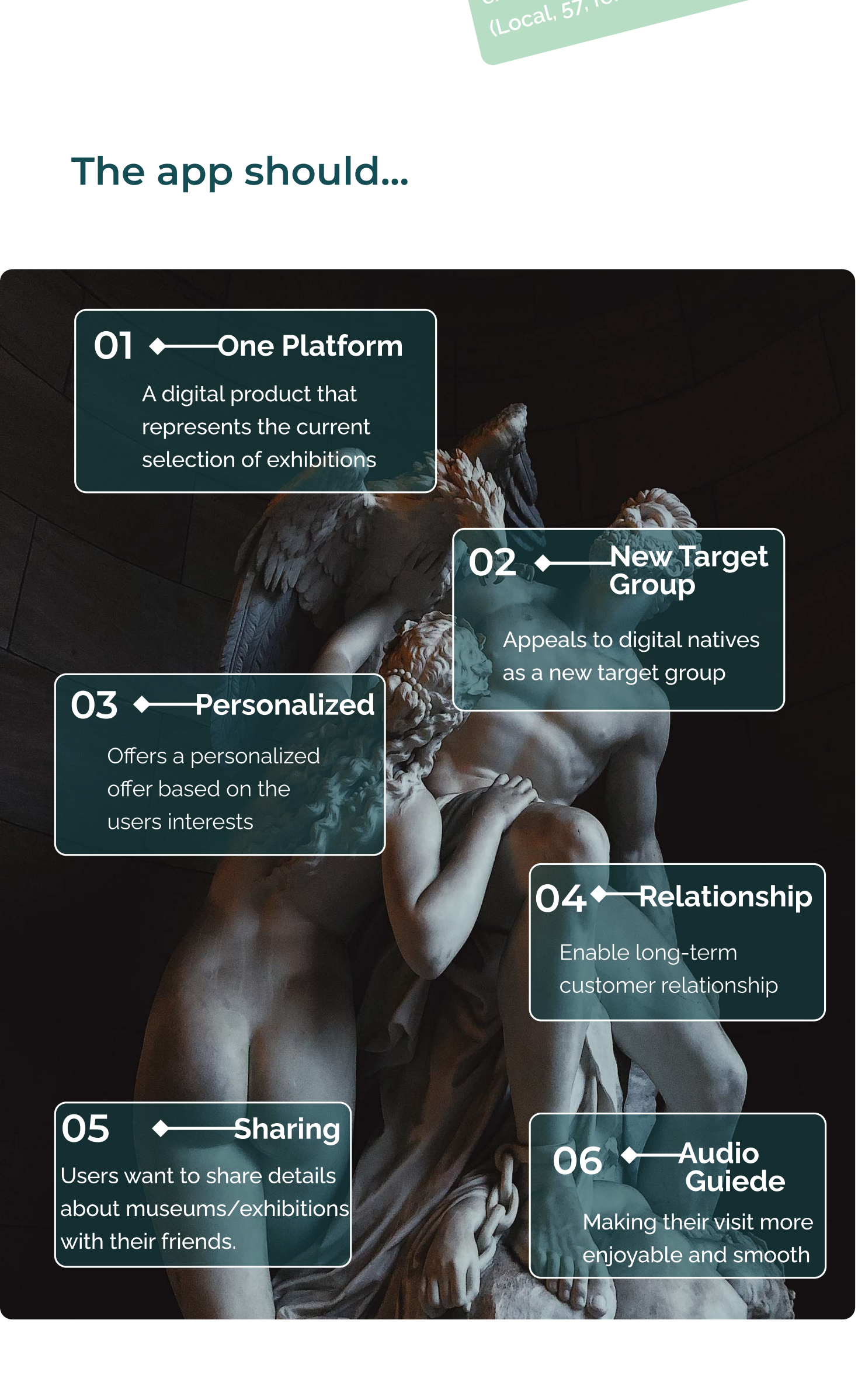
"As a tourist it is difficult to find out which museum/ exhibition is worth visiting" (Tourist, 31, male)

"If I find an interesting exhibition I save to my reading list in the browser but sometimes I accidentally delete it" (Local, 28, female)

"If I visit museums based on friends, family recommendations" (Local, 27, male)

"Hard to find out in internet, ongoing exhibition" (Local, 57, female)

The app should...



01 One Platform
A digital product that represents the current selection of exhibitions

02 New Target Group
Appeals to digital natives as a new target group

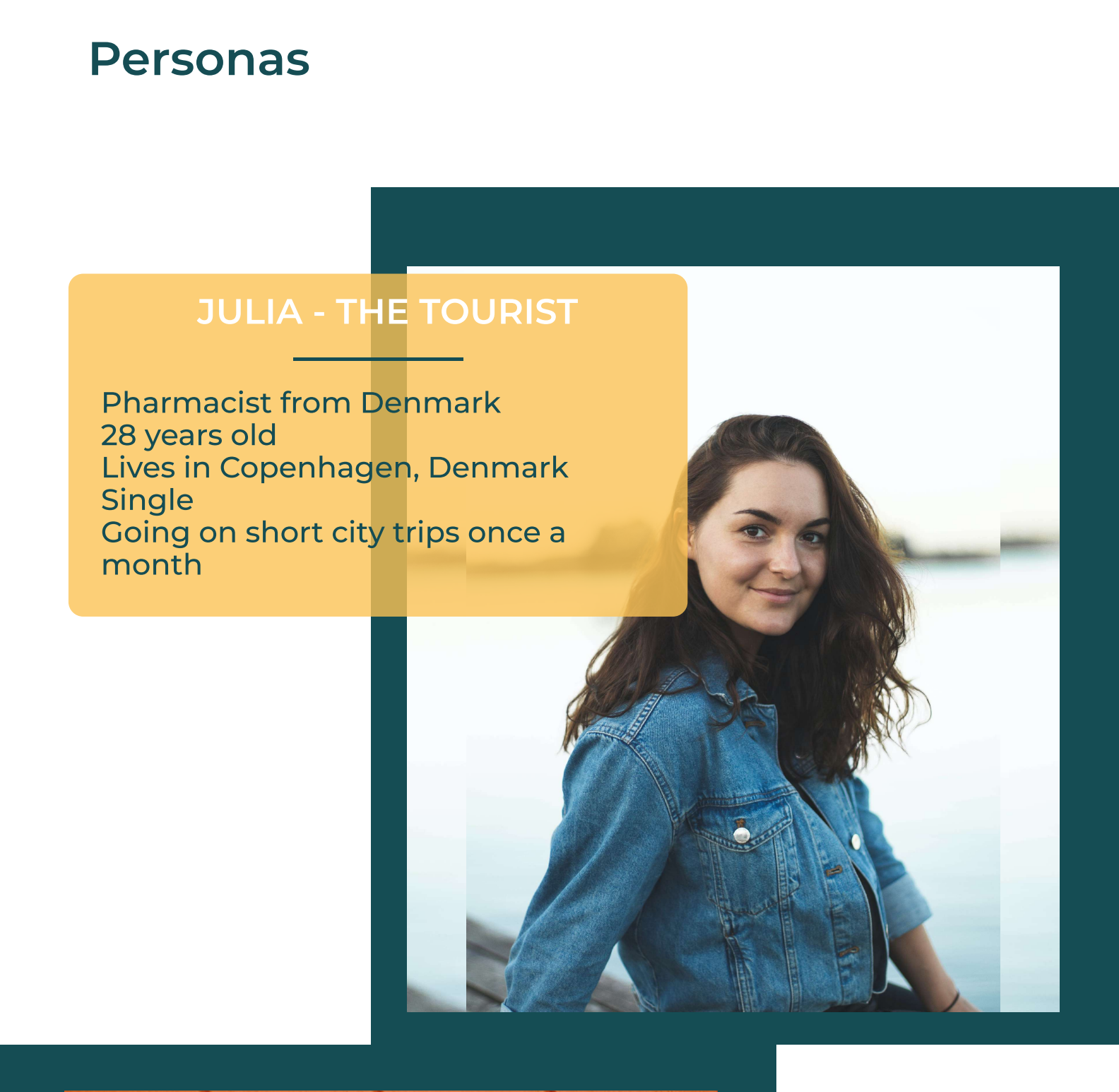
03 Personalized
Offers a personalized offer based on the users interests

04 Relationship
Enable long-term customer relationship

05 Sharing
Users want to share details about museums/exhibitions with their friends.

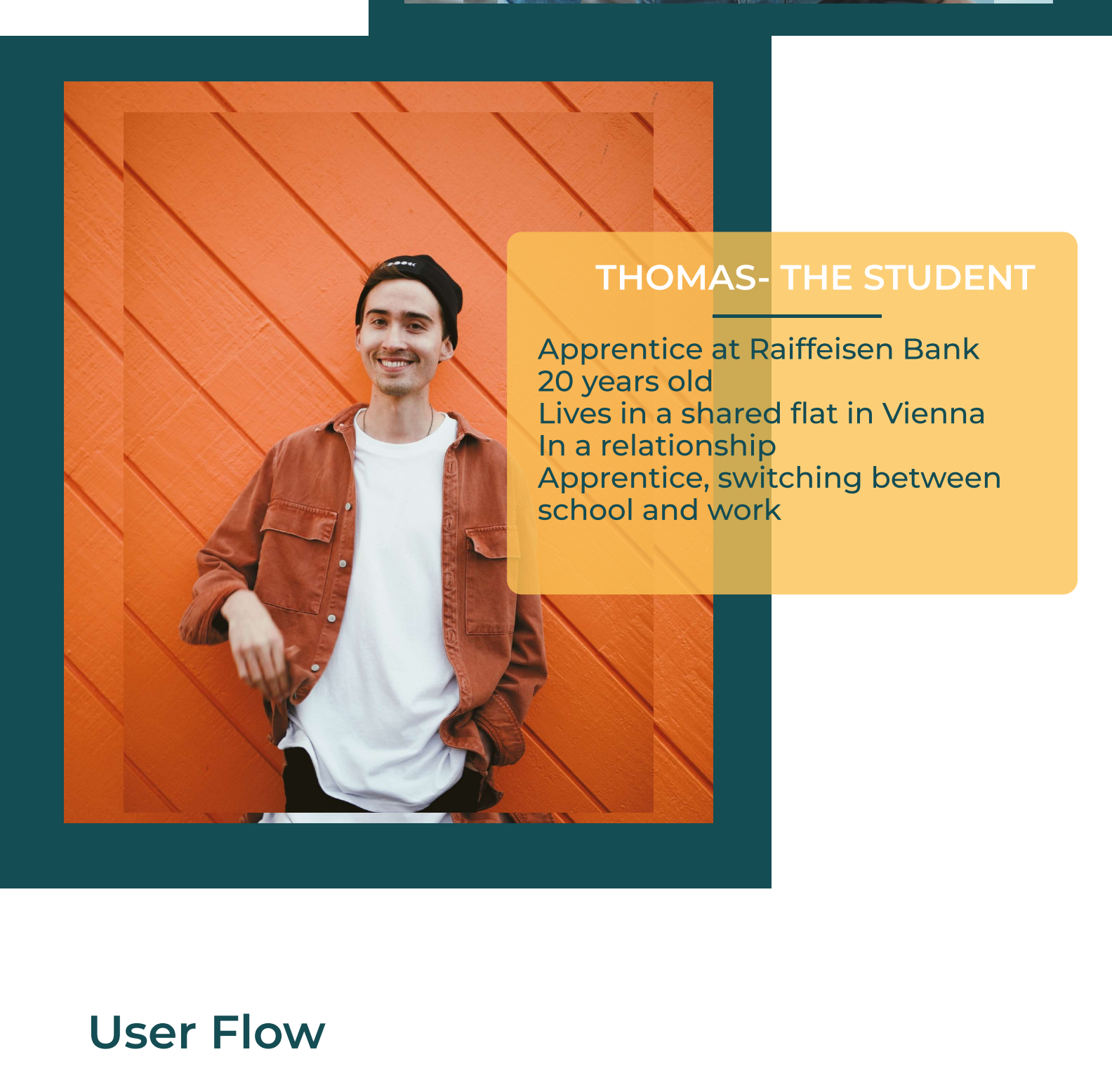
06 Audio Guiede
Making their visit more enjoyable and smooth

Personas



JULIA - THE TOURIST

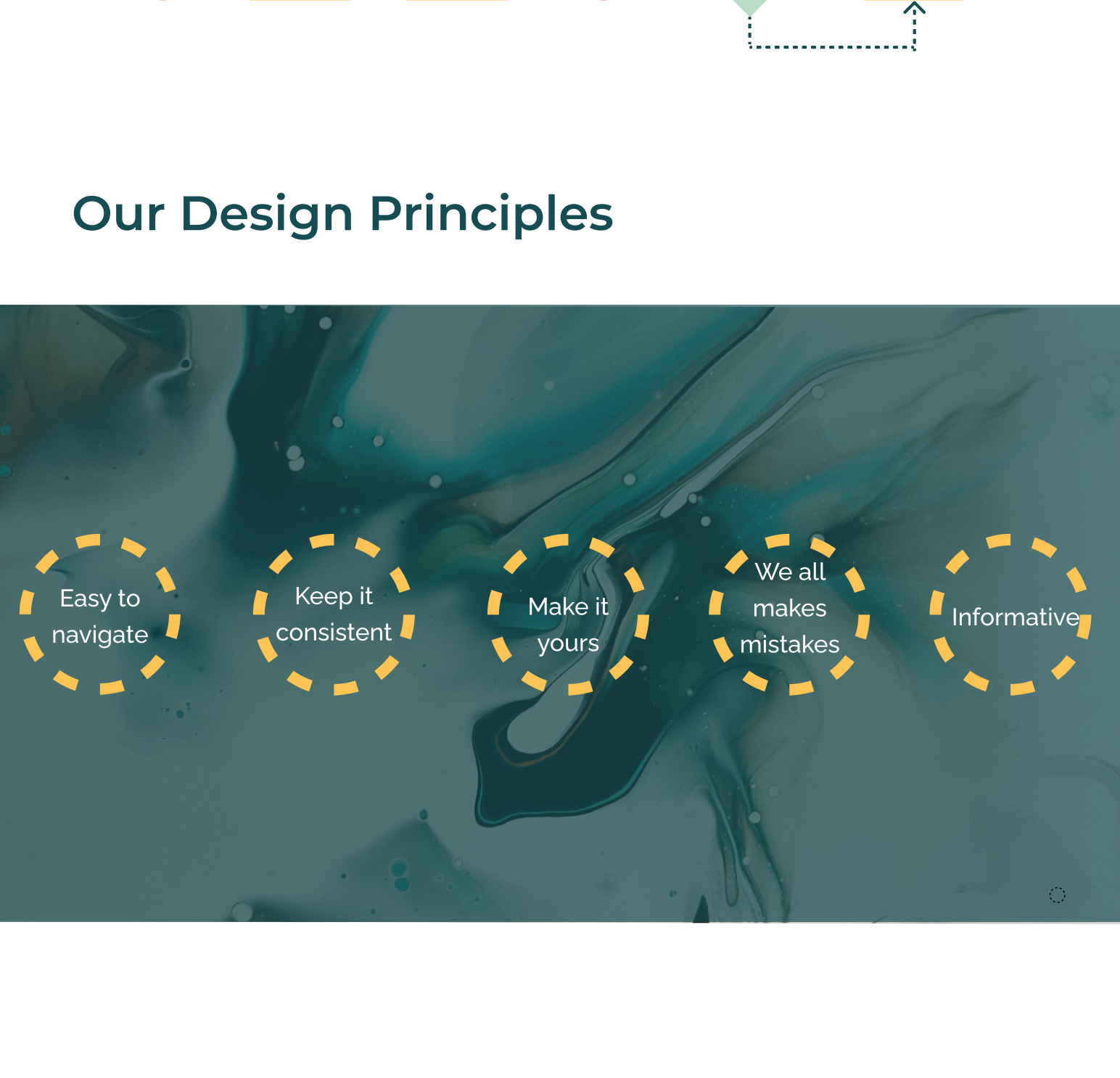
Pharmacist from Denmark
28 years old
Lives in Copenhagen, Denmark
Single
Going on short city trips once a month



THOMAS- THE STUDENT

Apprentice at Raiffeisen Bank
20 years old
Lives in a shared flat in Vienna
In a relationship
Apprentice, switching between school and work

User Flow


Open App
Sign up
Set preferences
Correct preferences?
Browse Recommendation
Sort by near me
Browses with Near me
Look at Museum info
This Museum
not interested
Continue as a Guest
Add to See list
Goes throgh to see List
Wants t go there?
Klicks buy Ticket
Goes through check out
Tickets
Close app

Our Design Principles

Easy to navigate

Keep it consistent

Make it yours

We all makes mistakes

Informative

Ideation

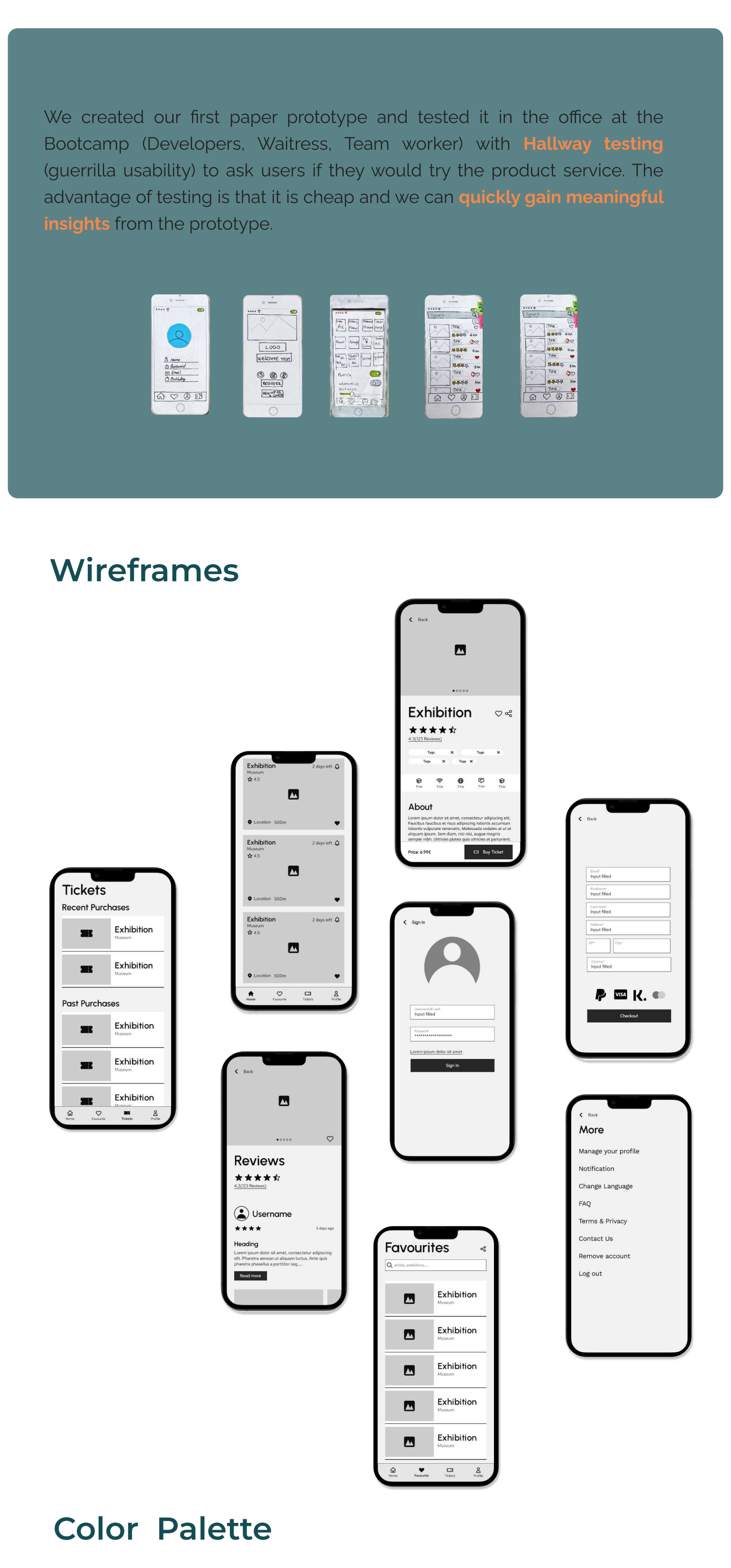
During the process we are implemented different method: **Brain Dumps, Crazy 8, Silent dot voting.**

These techniques helped us visually define the properties of the product and we began to **combine ideas,** and we started to give more attention to the **last chance, and the personalisation funktion.**

Paper Prototype

We created our first paper prototype and tested it in the office at the Bootcamp (Developers, Waitress, Team worker) with **Hallway testing** (guerrilla usability) to ask users if they would try the product service. The advantage of testing is that it is cheap and we can **quickly gain meaningful insights** from the prototype.

Wireframes


Tickets
Recent Purchases
Exhibition
Past Purchases
Exhibition
Reviews
Username
Exhibition
About
Favourites
More
Manage your profile
Notification
Change Language
FAQ
Terms & Privacy

Color Palette

Background
F8FCF9

Brand Primary
154D54

Brand Color
F8FCF9

Greys
515151
B0B0B0
C4C4C4

Brand Color
F8FCF9

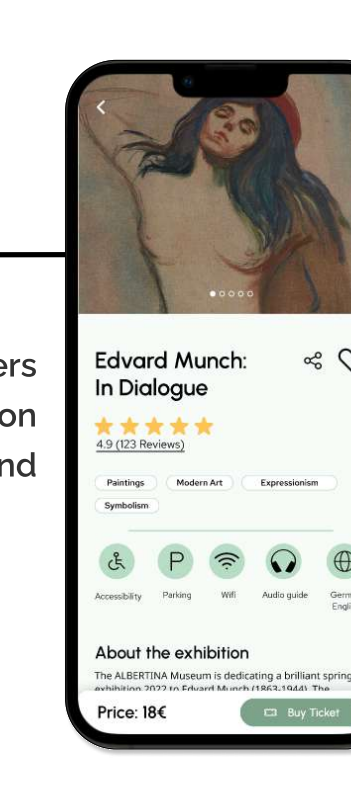
Brand Secondary
F2884C

Text Color
333333

Hi-Fi Prototype

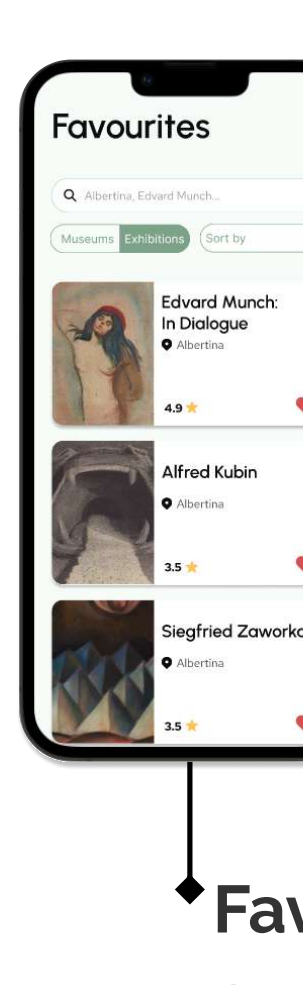
Interest/ Preferences

In this section, users can select a category based on their interest


What do you like?
Science
Technical
Photography
Paintings
History
Applied Arts
Set up your location

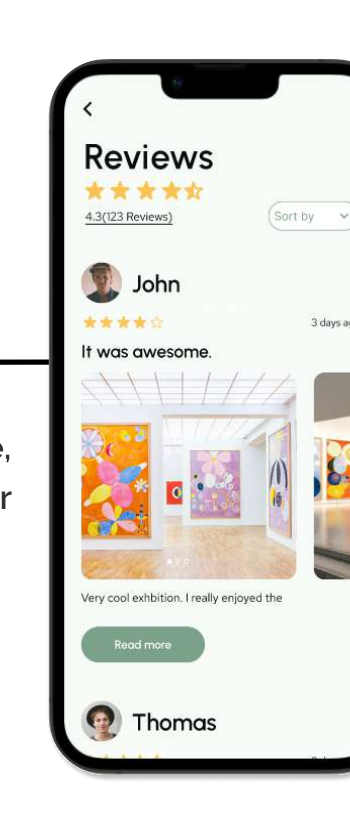
Home Screen

The home screen presents various recommendations to users and helps them navigate to discover their interests


Belvedere
Kunsthistorische Museum
Albertina

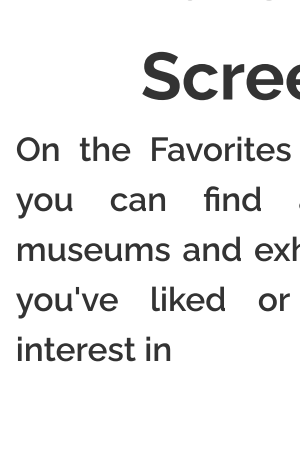
Museum Page

On this page, users can get information about museums and exhibitions


Edvard Munch: In Dialogue
About the exhibition
Price: 18€
Buy Ticket

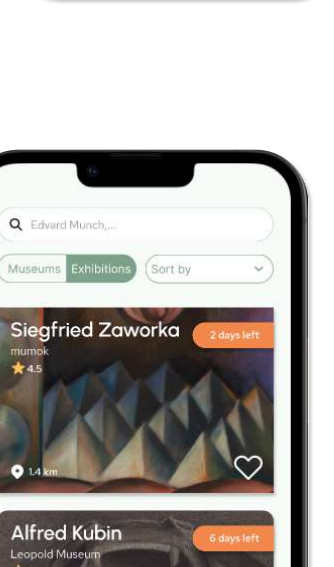
Favourite Screen

On the Favorites screen, you can find all the museums and exhibitions you've liked or shown interest in


Favourites
Edvard Munch: In Dialogue
Alfred Kubin
Siegfried Zaworka

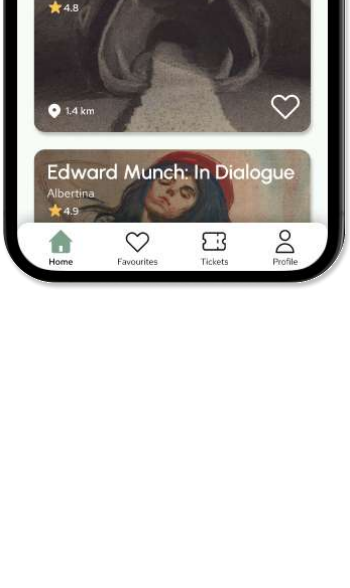
Reviews

On the reviews page, users can write their comments


Reviews
John
It was awesome.
Read more
Thomas

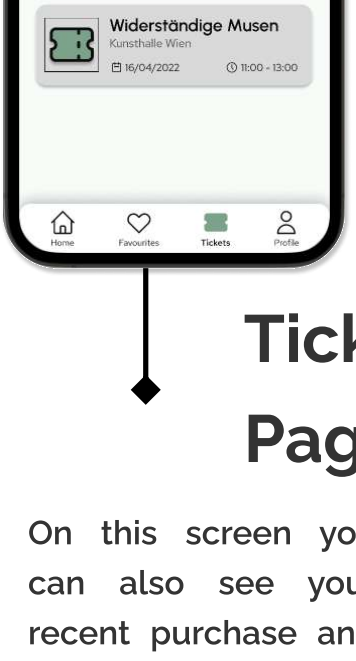
Last Chance

The last change page offers the user the option not to miss actual exhibitions


Siegfried Zaworka
Alfred Kubin
Edward Munch: In Dialogue

Ticket Page

On this screen you can also see your recent purchase and your new ticket


Your Tickets
Recent Purchases
Edvard Munch
Past Purchases
Siegfried Zaworka
Widerständige Musen

Main Takeaway

- The importance of **testing in the early stages** of our product, with low time and minimal budget, and **fast and valuable results**
- **Time management** for each sprint and assess the time and energy efficiency level of each work process
- Be ready to **adapt and make quick corrections** based on user feedbacks
- **Exchange ideas** and develop solutions with colleagues and ensure that everyone can share their thoughts because: - We can you expose yourself to a **variety of perspectives** and experiences that you might not have considered otherwise. This can lead to more innovative and effective solutions. - By collaborating with others, we can **identify blind spots** in our own thinking and identify potential problems with our designs that you may have missed.