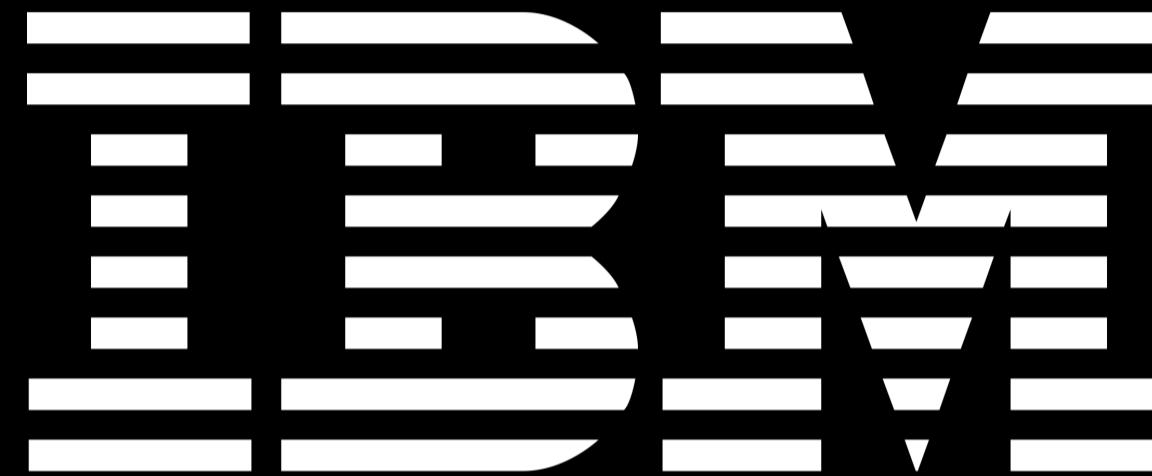


Introduction



The Challenge

Redesign parts of a website for the world's largest museum: The Louvre. Your co-worker, a user researcher, has analytics that show many **users are looking for information on prominent pieces of art**, but are leaving before they find what they want. Propose changes to address this feedback.

The Process



01. Understanding the Problem Space

Redesign parts of a website for the world's largest museum: The Louvre. Your co-worker, a user researcher, has analytics that show many **users are looking for information on prominent pieces of art**, but are leaving before they find what they want. Propose changes to address this feedback.

Questions about Users

- Why are users leaving the site before finding the art information?
- Why are they looking for this art information in the first place?
- Whom is the target user looking for this art information?
- What kind of information are they looking for about the art? Date created? Artist? Market price? The context of the art? Meaning behind the art?

Questions about the Louvre

- What kind of information does the current site provide about the art?
- Does the site currently provide information about the art?
- What are the pain points of the site?
- What is the user flow for finding art information?
- What other analytics are being tracked on the Louvre site?

If I had more time I would:

- talk with the UX researcher to find out more about the target user through analytics tool such as Google Analytics to find out demographic, age, sex, etc.
- talk with the PM about the goals & how to measure success.

02. Research

PERSONAL USABILITY TEST

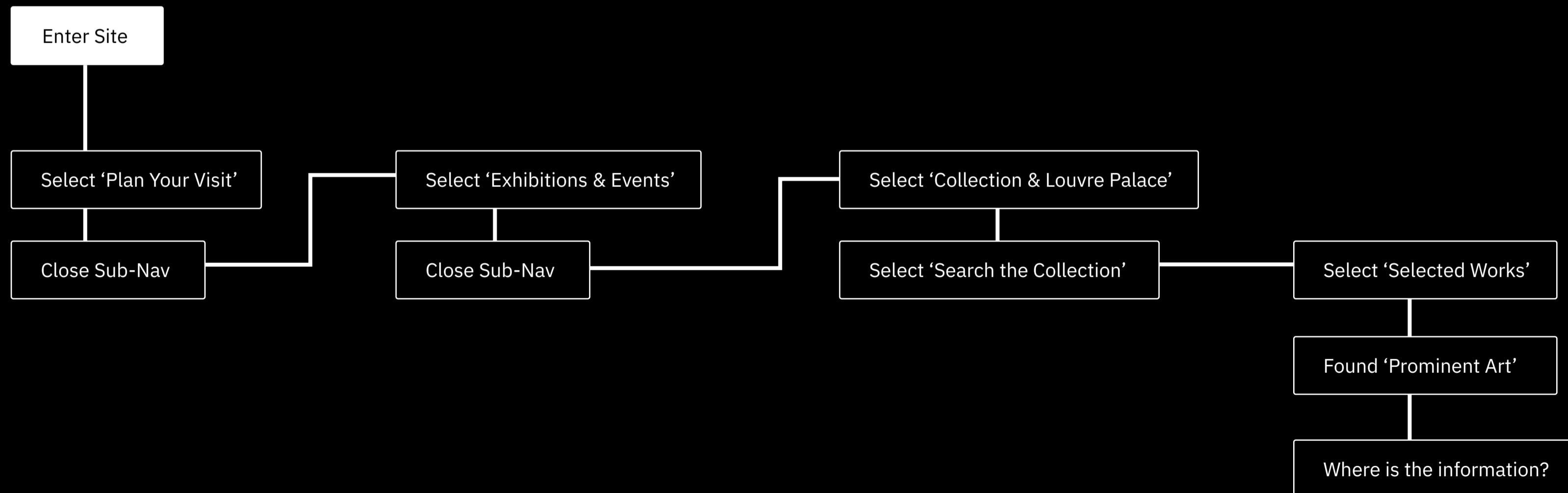
As a result of limited time, I decided to conduct a personal usability test instead of testing it with multiple users. I felt that I could provide authentic and honest feedback from the perspective of a new user. During this ‘personal’ usability test, I found a few issues/opportunities for improvement with the current interface mentioned above.

I decided to do a usability test for two reasons:

1. Discover the current user flow on the website
2. To gather qualitative behavioral feedback because the UX researcher had provided quantitative feedback from the analytics

If I had more time I would:

- conduct 10 usability tests with target users of the museum site.
- view more data in the analytics tool to find out what users click most often.



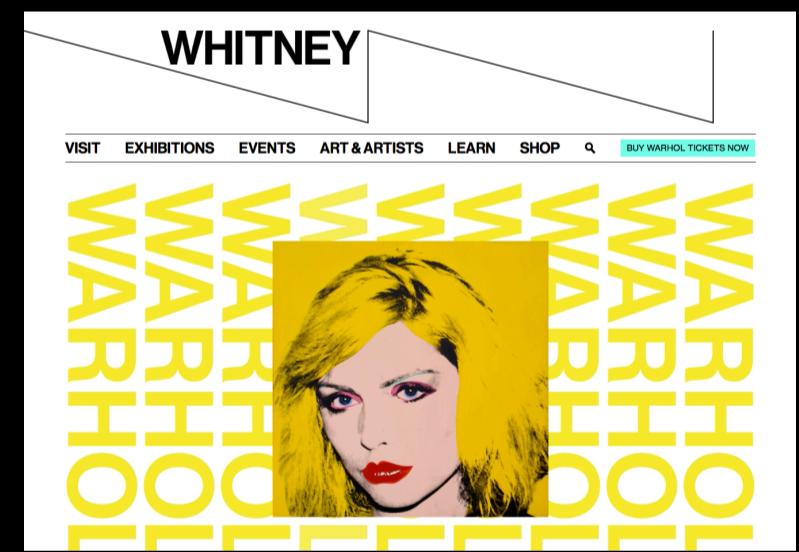
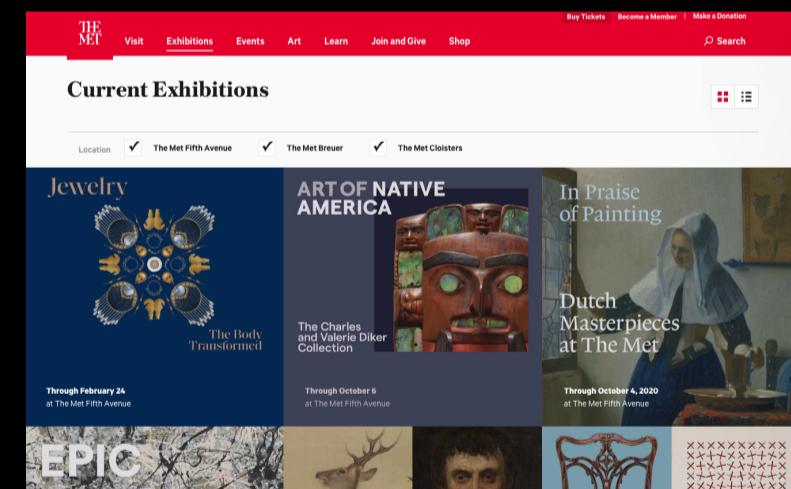
02. Research

COMPETITIVE ANALYSIS

As part of my process, I like to conduct an analysis of competitors to gather inspiration and find common trends. It also allows me to find out how others are solving problems.

Each of these museum websites had the following:

- **Simple navigation labels** to help users seamlessly navigate throughout the site to find what they need.
- **Clear CTA (Call to Action) buttons** to inform the users about the objective of the site.
- **Filtering & searching tools** to allow users to search & discover art displayed in the museum.



03. Define

PERSONA & JOB STORIES



David
Future Visitor



Jessie
Art Student

As a museum visitor, **I want to** access information about the art in Louvre, **so that** I can plan what galleries and exhibits I'm interested in seeing during my visit.

As a art history student, **I want to** learn about the context and history of the art, **so that** when I see the art in-person I can understand the deeper meaning.

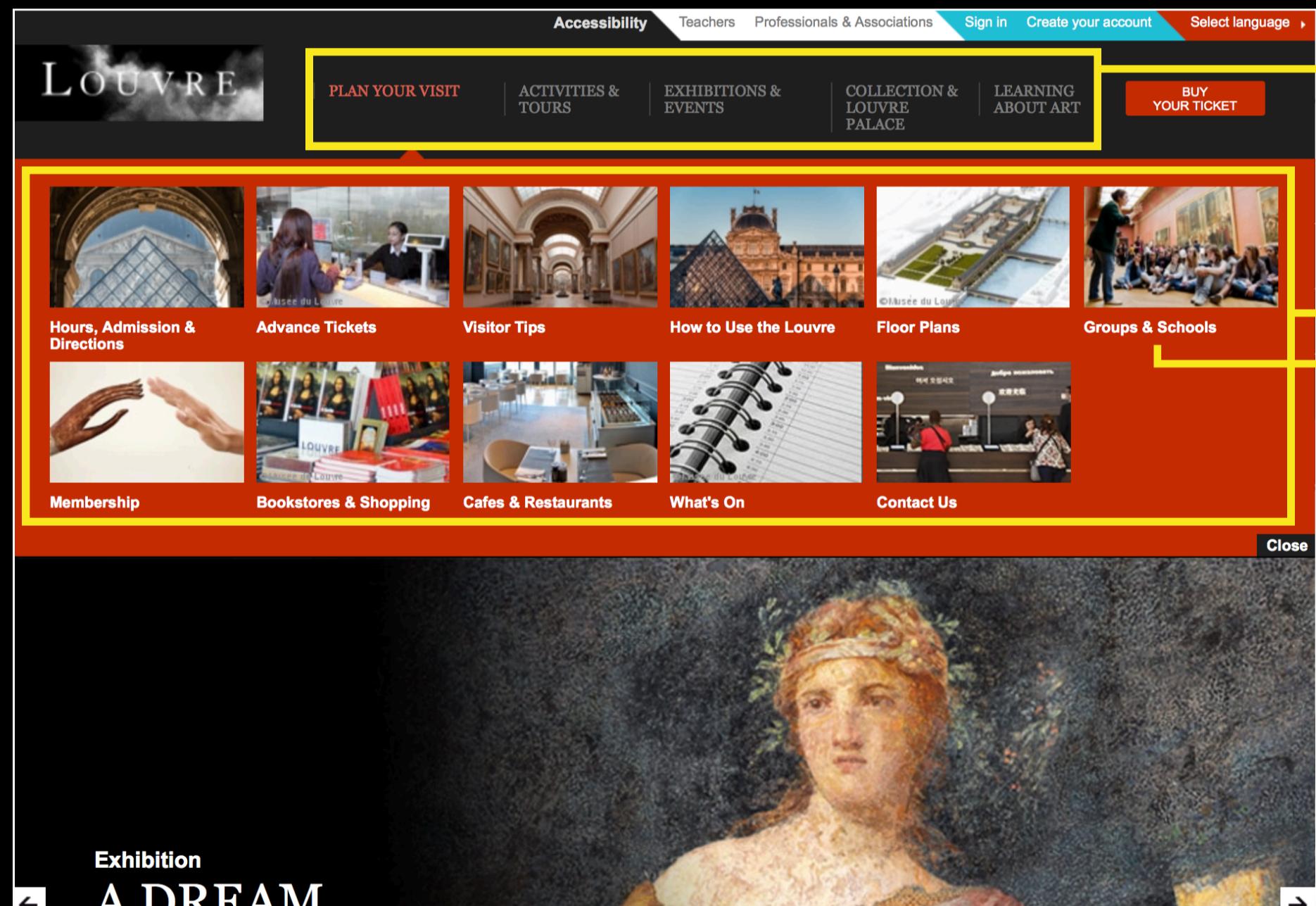
If I had more time I would:

- find out more about the target user through analytics tool such as Google Analytics to find out demographic, age, sex, etc.
- conduct a survey through the site to discover the intention of users visits to the site.

03. Define

PAIN POINT 01

The navigation not clearly labeled which may cause confusion when navigating through the site.



Readability

Due to the all-caps, serif font, and long navigation labels, it makes it difficult to read the labels quickly navigate throughout the site. Also lack of accessibility due to the low contrast between the text and background color.

Image Overload

The images seem to clutter the sub-navigation labels which makes it difficult to quickly scan to find what you need.

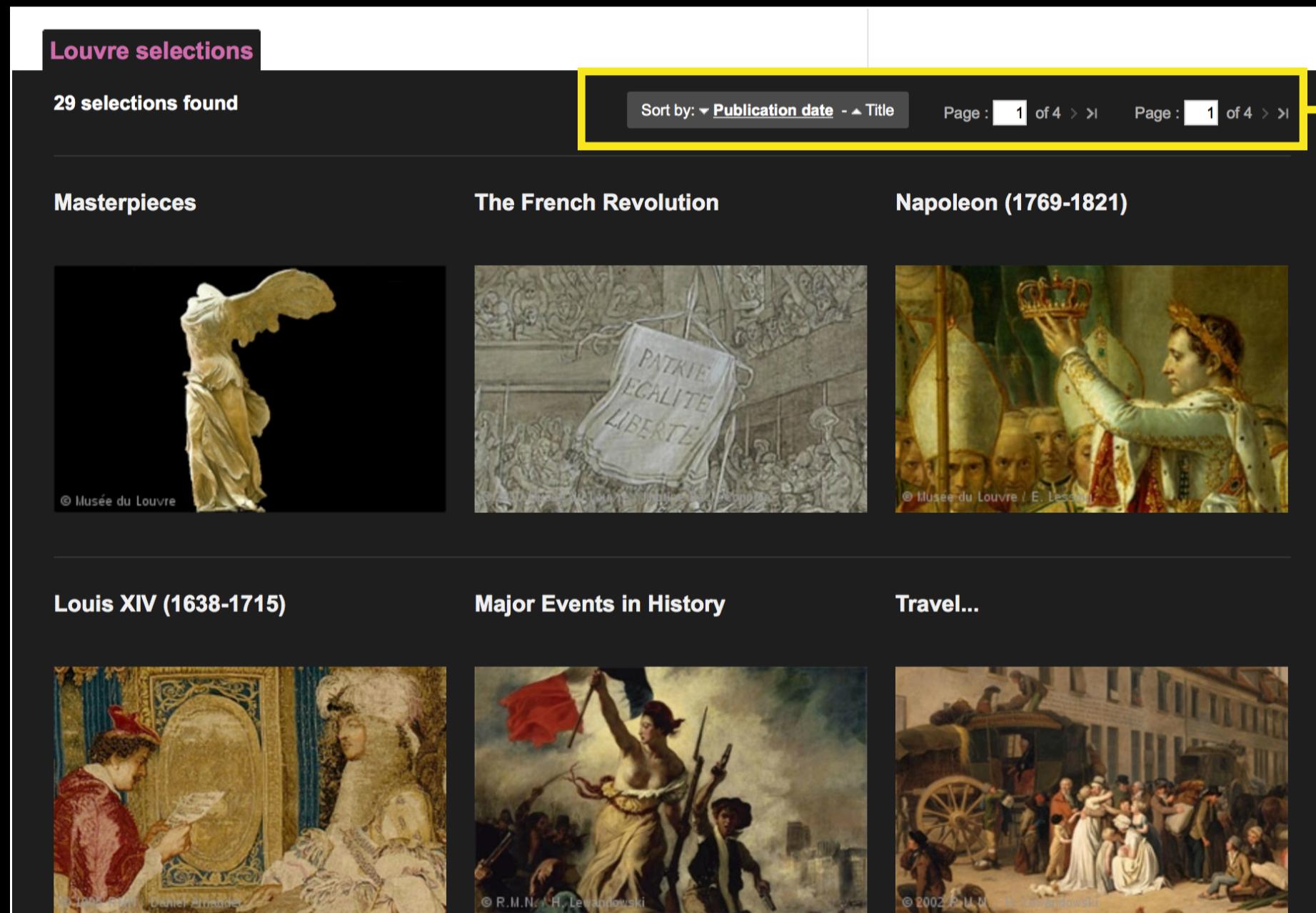
Lack of Hierarchy

Top and sub navigation lack typographic hierarchy making it difficult to know which is more important.

03. Define

PAIN POINT 02

There are no search filters that may make it difficult to find specific art in the museum.



Lack Filters

This 'Selected Work' page lacks important filters that should allow users to narrow down their search to find the artwork they are looking for on the site.

Current Filters

- Sort by Title
- Sort by Publication date

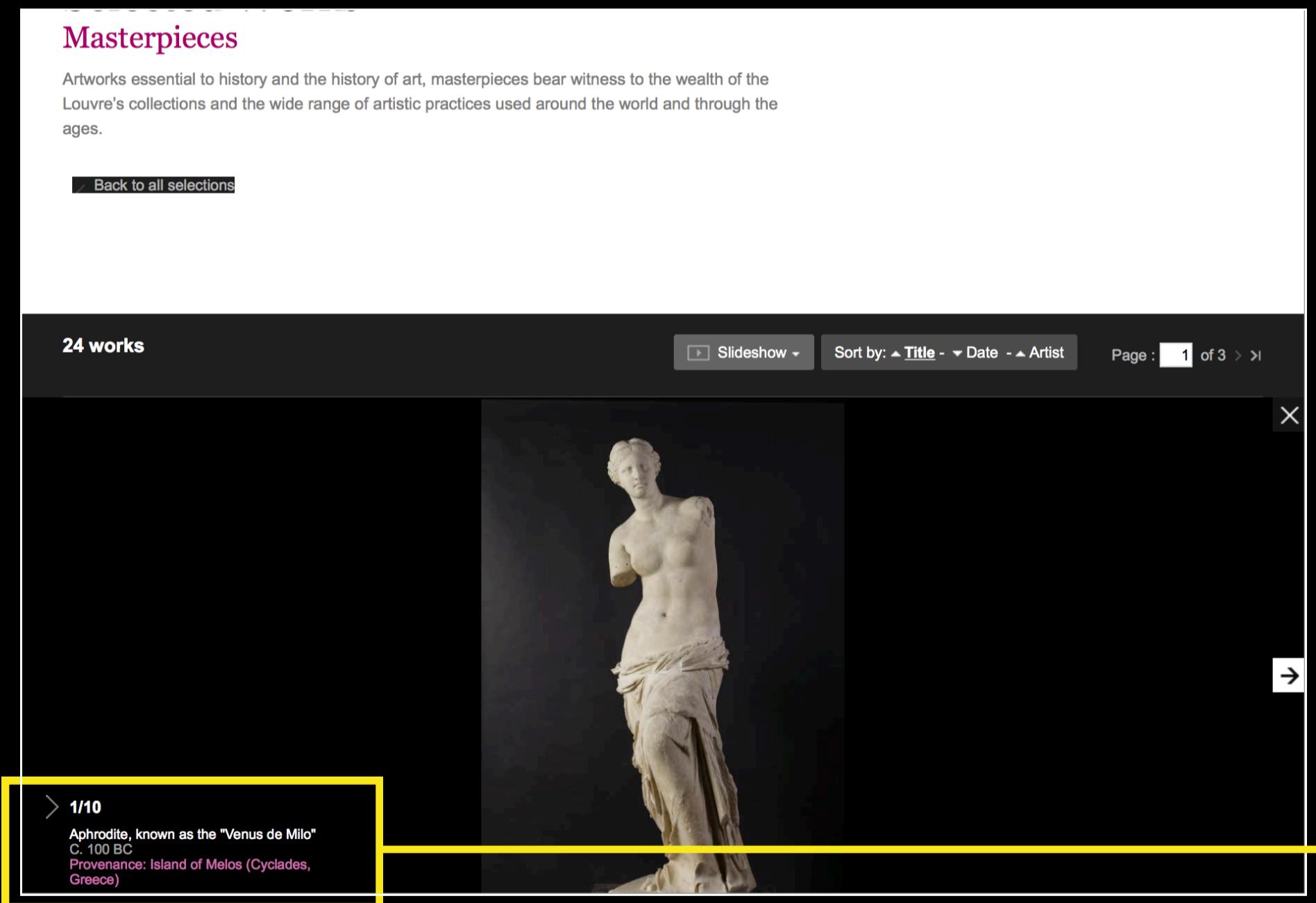
Assumptions about Needed Filters:

- Department
- Artist
- On Display
- Location
- Date/ Timeline

03. Define

PAIN POINT 03

The 'Selected Works' page doesn't provide information about the location of the gallery in the museum



Lack of Information

Each art piece lacks important information for the users. Is this art piece current on display? Where is this art displayed in the Louvre? What is the history behind the art? What is the medium of this art piece?

Current Information Provided:

- Name of Artwork
- Time Period
- Location

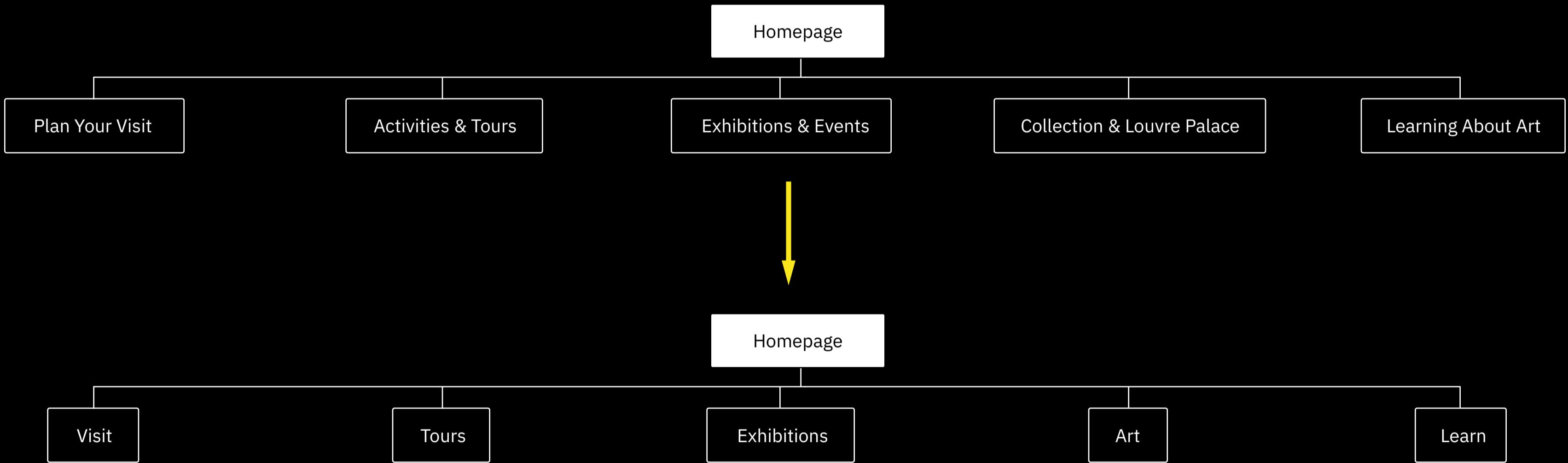


Assumptions about Needed Information:

- Location of the artwork in the museum
- Artist
- Time Period
- Availability in Museum
- Historical Context
- Medium

04. Design

SIMPLIFYING THE NAVIGATION LABELS

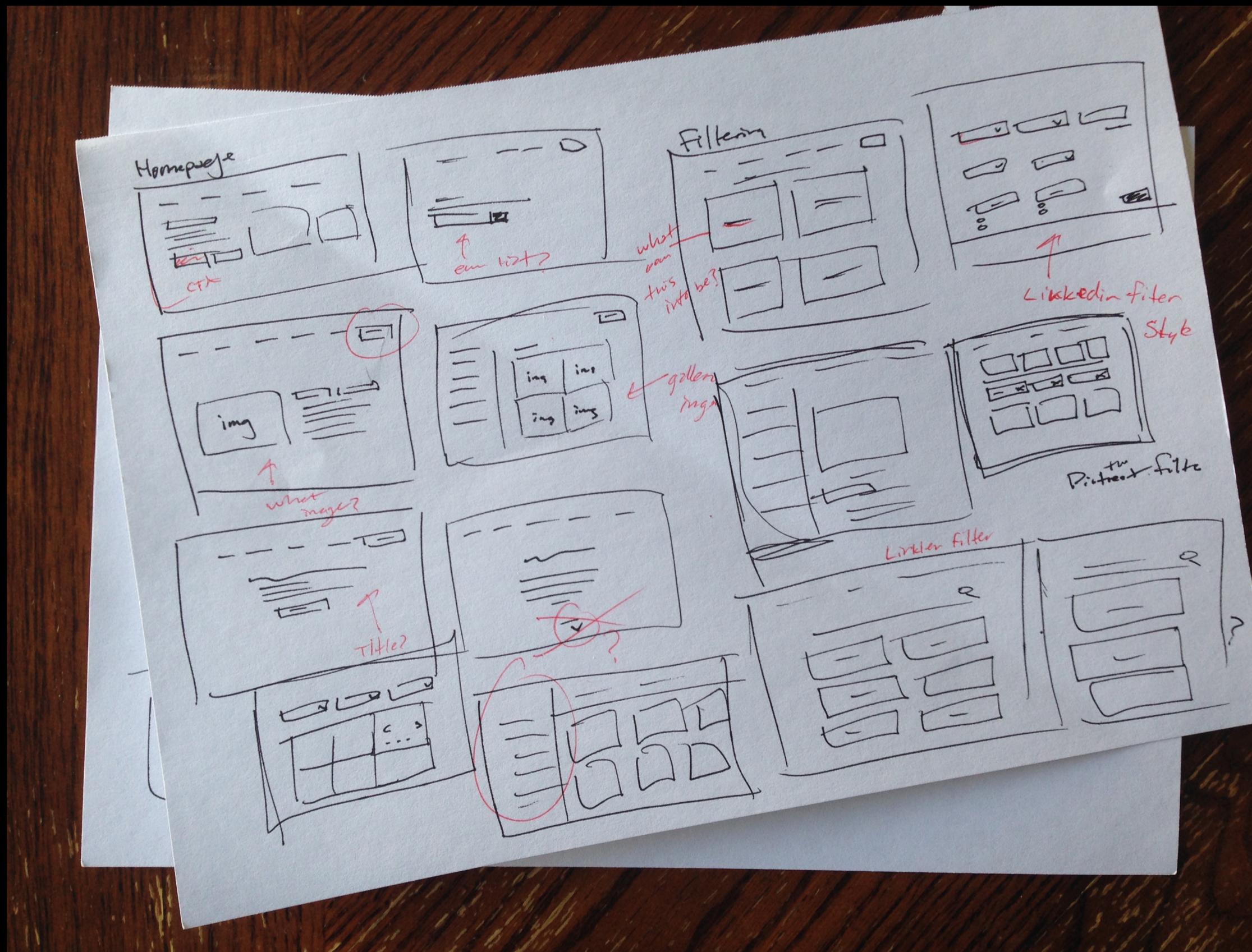


If I had more time I would:

- conduct a remote open & closed card sort of the menus & sub-menus in the site to determine the best structure of the site map.

04. Design

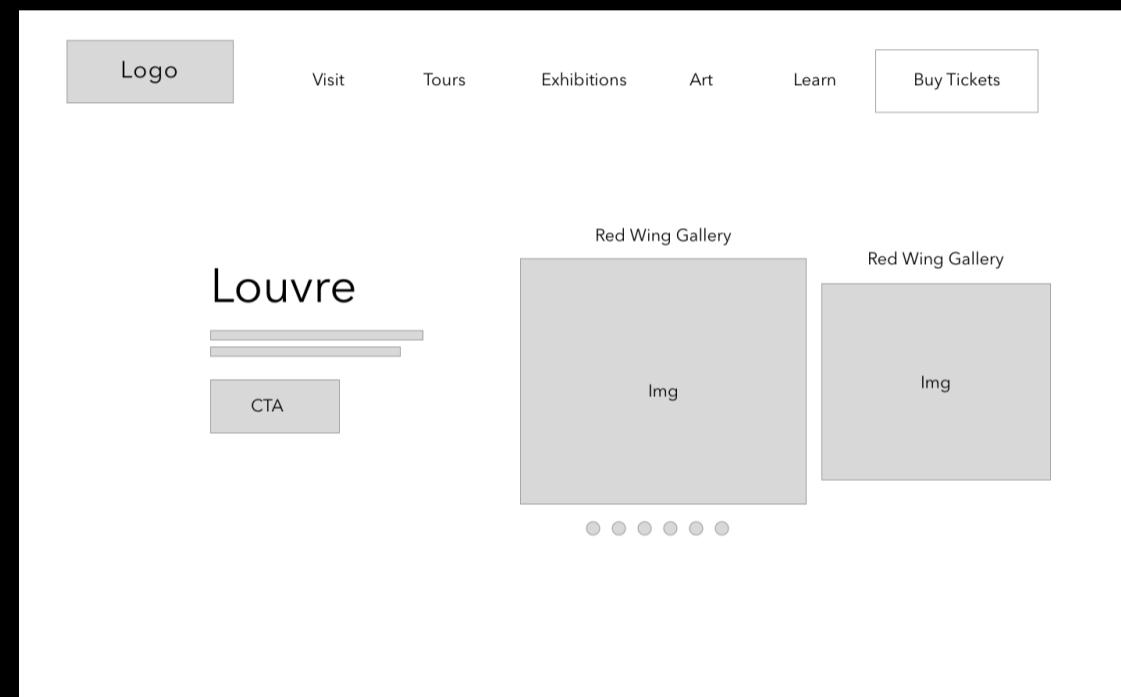
SKETCHING SOLUTIONS



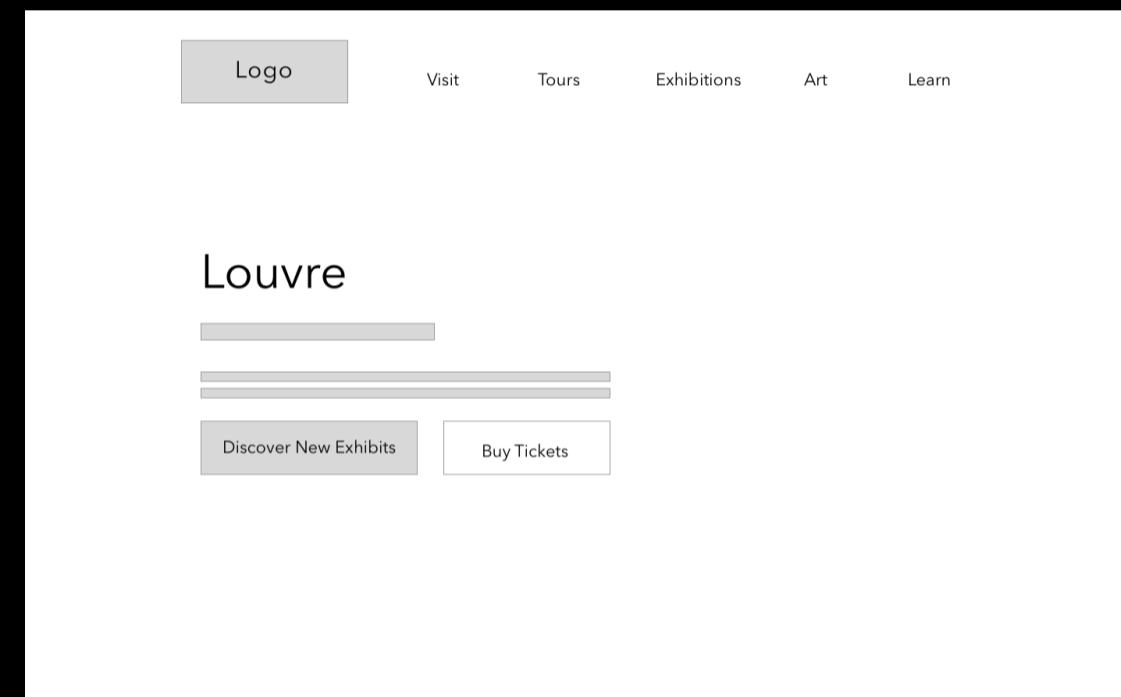
04. Design

EXPLORING CONCEPTS - HOMEPAGE

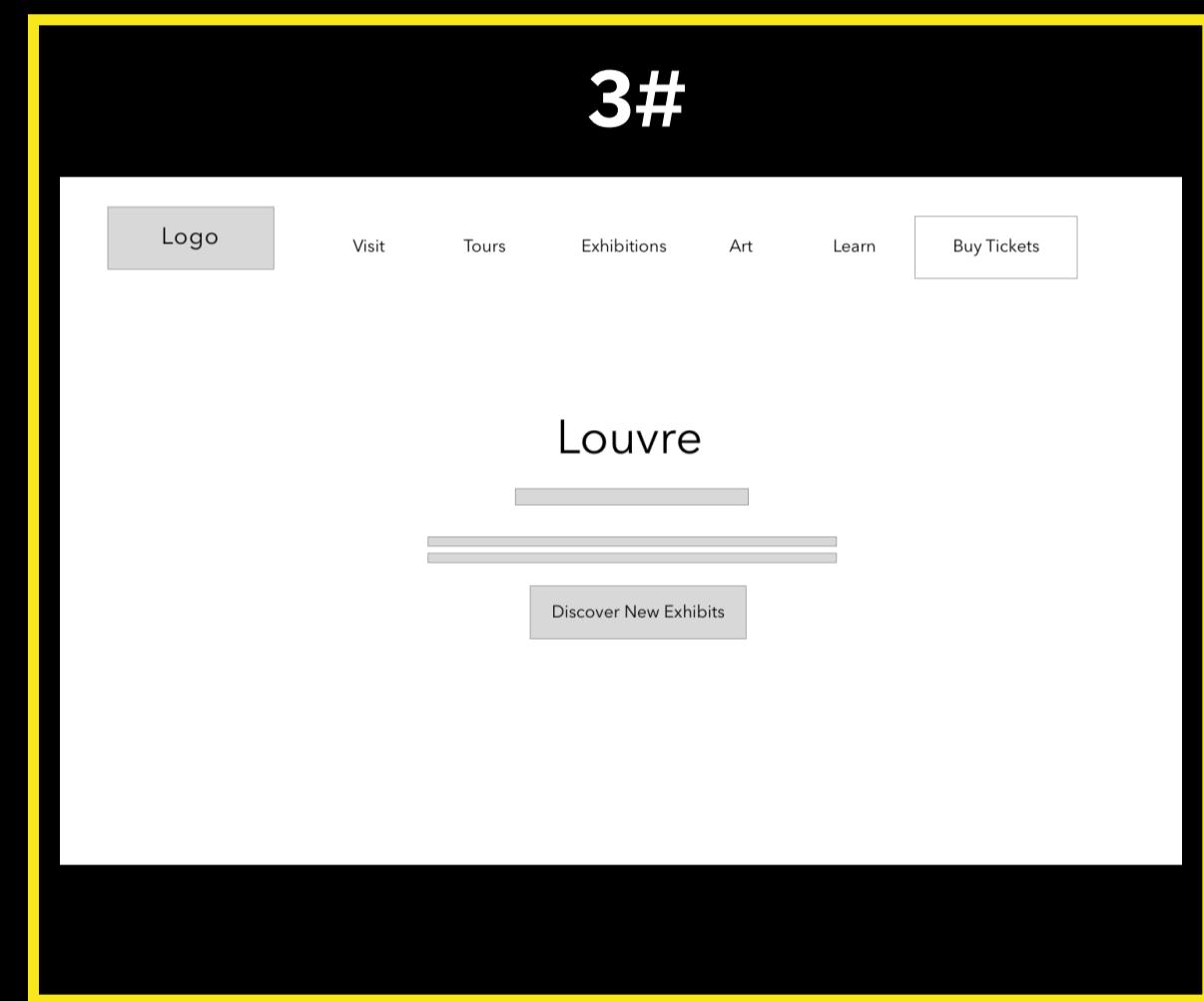
1#



2#



3#



If I had more time I would:

- Present these concepts to museum visitors to find out which design serves their underlining needs.

I went with this design.

Why?

04. Design

EXPLORING CONCEPTS - FILTER GALLERY PAGE

The image displays three wireframe designs for a museum filter gallery page, each featuring a header with a logo, navigation links (Visit, Tours, Exhibitions, Art, Learn, Buy Tickets), and a search bar. Below the header is a section titled "Selected Work" containing a "Renaissance" filter and five placeholder image cards.

- 1#**: Shows a single "Renaissance" filter and five placeholder image cards.
- 2#**: Shows a "Renaissance" filter and five filters for "Department", "Date", "Location", "Artist", and "Medium".
- 3#**: Shows a "Renaissance" filter and five filters for "Department", "Date", "Location", "Artist", and "Medium". The "Medium" filter is shown as a dropdown menu with four items: "Img", "Img", "Img", and "Img". A "View on Map" button is located at the bottom right of the "Medium" filter area.

If I had more time I would:

- Present these concepts to museum visitors to find out which design serves their underlining needs.

I went with this design.

04. Design

VISUAL LANGUAGE & STYLE

H1 Hero - IBM Plex Serif Bold 80pt

H2 - IBM Plex Serif Bold 45pt

H3 - IBM Plex Serif Bold 30pt

H3 - IBM Plex Sans Bold 30pt

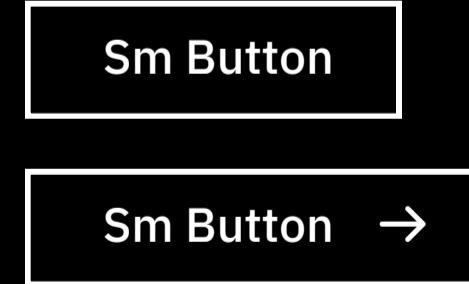
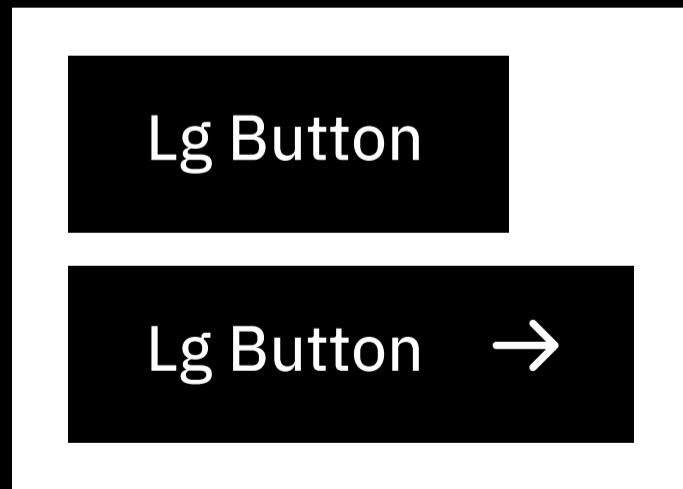
H4 - IBM Plex Sans Bold 18pt

H5 - IBM Plex Sans Medium 16pt

Navigation Links - IBM Plex Sans Text 18pt

Body Copy- IBM Plex Serif Text 15pt

Caption - IBM Plex Sans Light 14pt

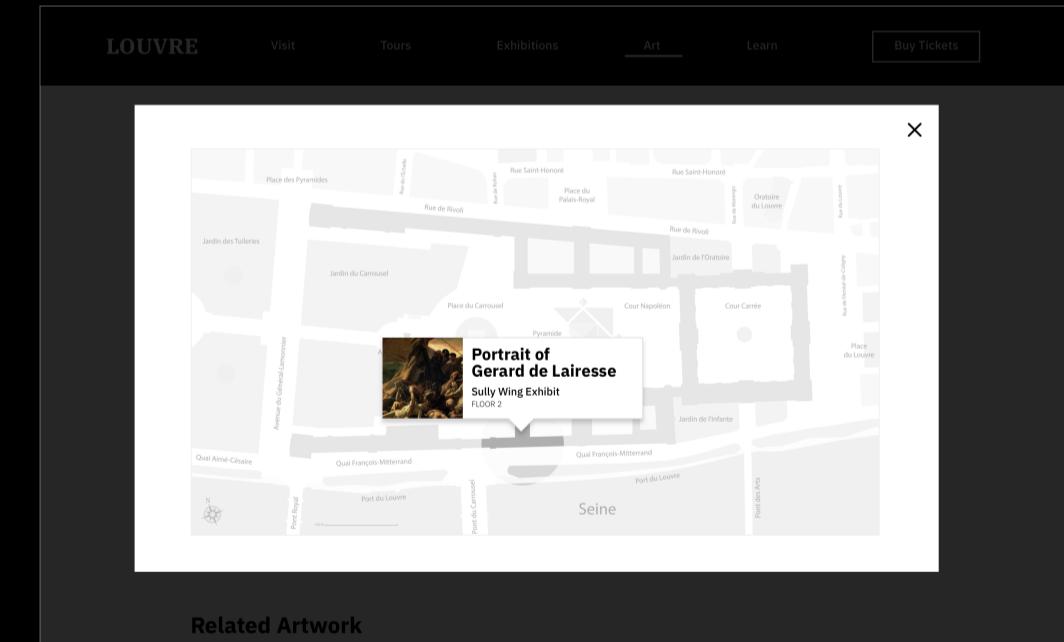
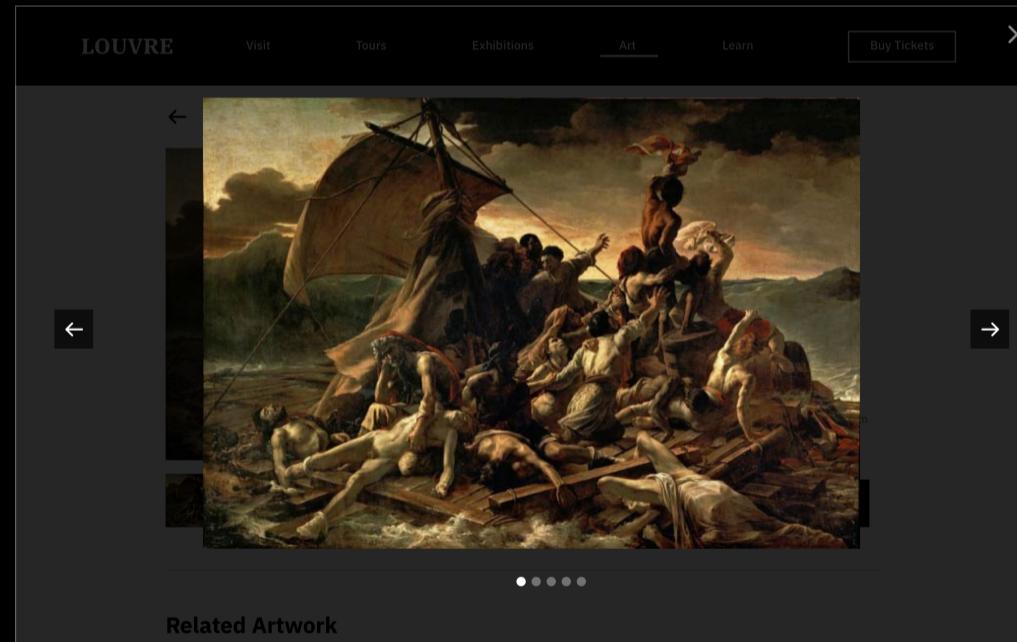
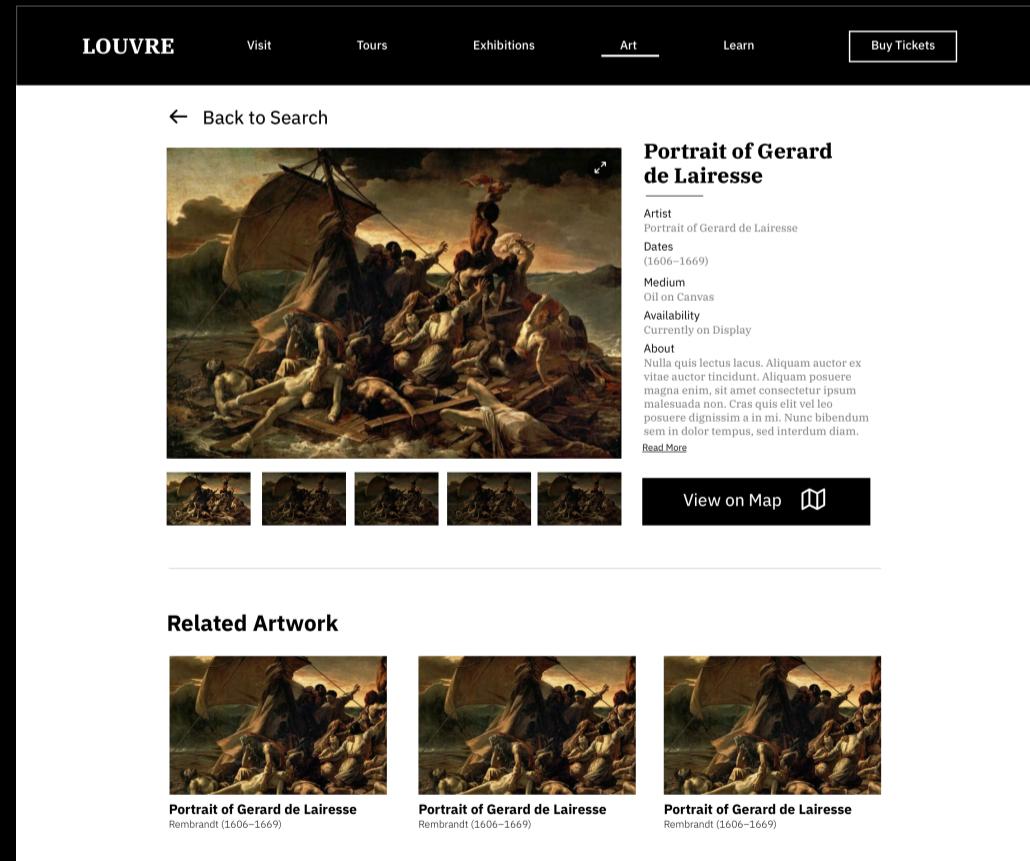
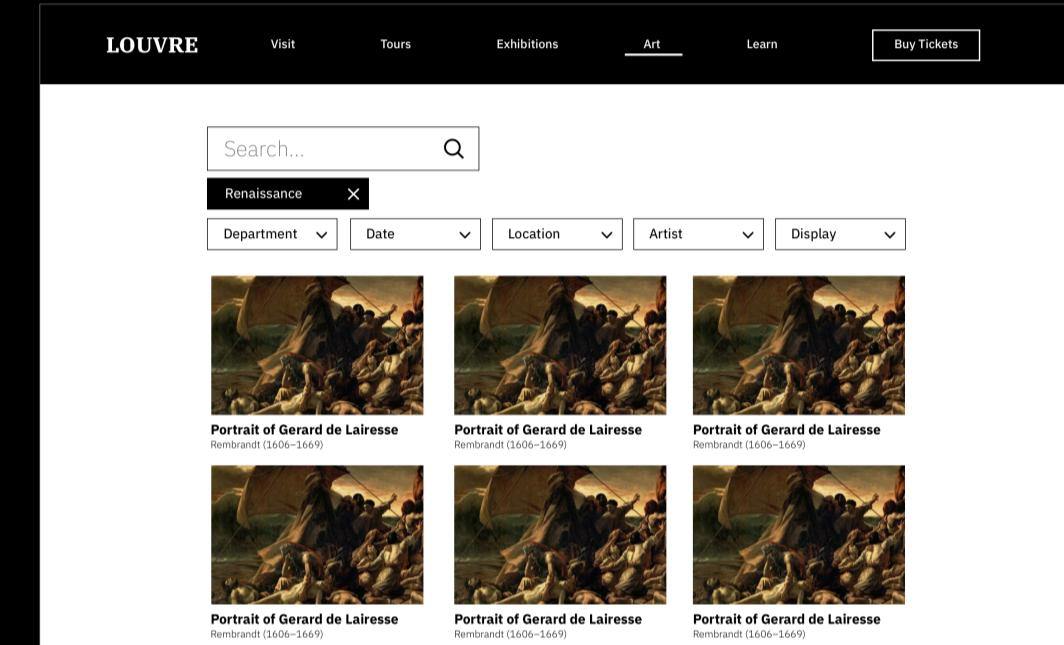
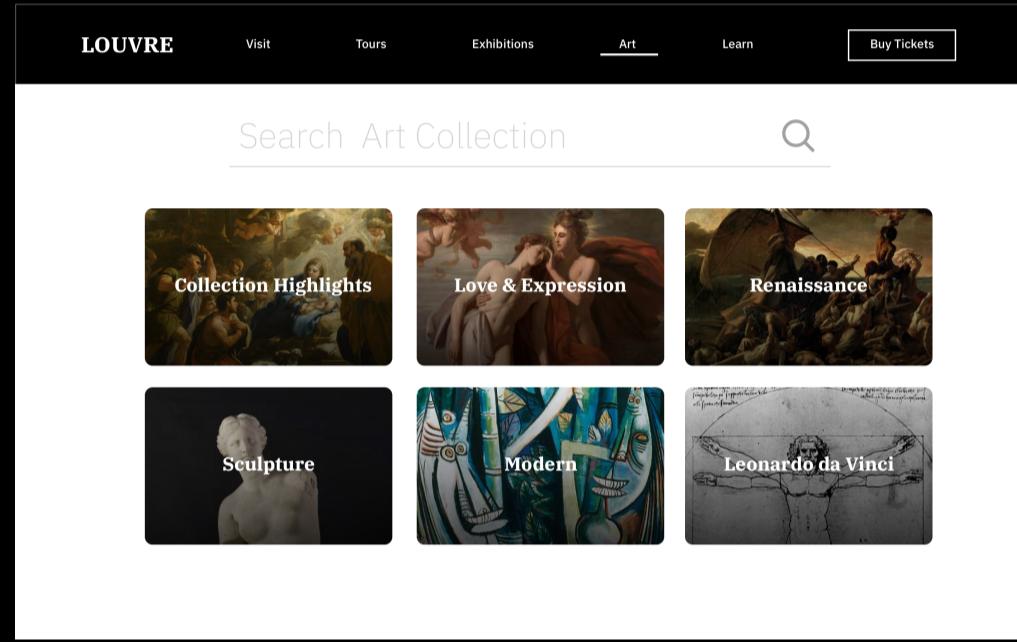
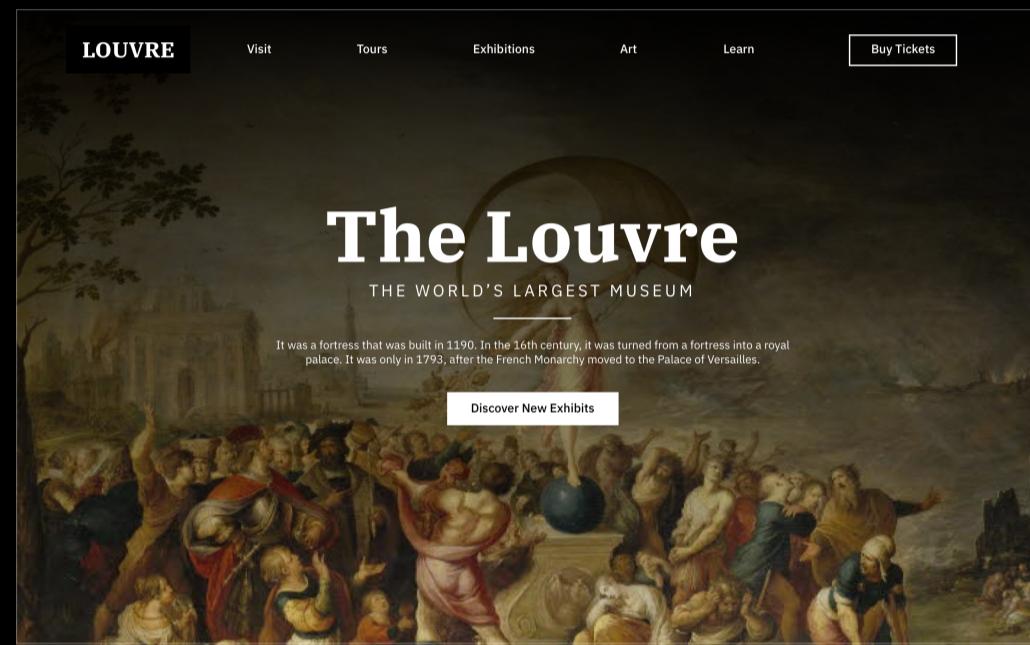


If I had more time I would:

- create a mood board to gather inspiration and ideas on how the visual design could look.
- present visual mockups to stakeholders to understand what look and feel they want the Louvre museum site to communicate.
- find out if the Louvre has a brand style guide that the site follows.

04. Design

FINAL MOCKUPS



07. What's Next?

Testing Evaluation

Some important next steps include the following: **5-second test, usability test, benchmark testing, and A/B testing.** The 5-second test would allow me to test to see what reactions users have to the current homepage. Usability test helps me to find out if the user flow is simple and aligns the users' mental model. A/B testing would provide a comparison of the old to the new site design.

Measuring Success

Throughout the testing mentioned above, I think it would be important to measure the following: **task completion, measure timing, NPS score, and the number of errors.**

Things to consider

- Are the personas I made assumptions about accurate?
- What are other pain points in the site that haven't been addressed?
- If I did more usability tests would I find more pain points?
- How would I find out what information users are looking for on the site?

What I'd do differently?

Looking back on this design challenge there are a few things I would have done differently:

- Conducted more usability tests to find out other pain points in the site
- Sketched more designs layouts to have more options to decide from
- Better define the personas beyond the job stories