VAN GOGH

IMMERSIVE EXPERIENCE

OVERVIEW

Immersive Van Gogh is a digital art experience that invites audiences to step into the world of Van Gogh's paintings. Using projection mapping, immersive audio, and interactive storytelling, guests can explore the opportunity to step outside and experience the works of Van Gogh in a unique way. Made by the world renowned master of digital art, Massimiliano Siccardi and his award winning creative team, the exhibition in Dallas consists of all the original visual storytelling media used in the exhibition in Paris with over 2 million visitors. In this report, we will analyze the experience on a macro, mezzo, and micro level for the user group ages 18-24.

MACRO

The Immersive Van Gogh Exhibit in Dallas

- 350 million people have visited Van Gogh's exhibition in 2019
- 3 million attending the Van Gogh's exhibition in Paris, showing the 17th screening

MEZZO

Lighthouse Immersive Mobile Application

- Provides an immersive experience in the exhibition
- Contains location, exhibit, and art details

MICRO

Post-Impressionist artwork of Van Gogh

- Features the paintings of Van Gogh's work
- Contact of artwork

DEMOGRAPHIC RESEARCH

General Audience

- 35-44 age group $200K+ income
- Families with kids (only)

Who are they not attending?

- 18-24 age group
- $75K income
- Large families with 2 or more kids

Findings & Trends

- In 2017, 18-24 year old art museum attendance is only 5% less than the 35-44 age group
- Drop in attendance since 2019
- Women are more likely to attend more than men
- Museum attendance statistically skews White more than any other racial demographic

The 18-24 Age Group

- Show less enthusiasm towards art museums but attend science museums at a greater rate than the national average
- 18-24 year olds coming from suburban locations are more likely to attend museums
- Most likely to attend art museums during a field trip

USER RESEARCH

Young Adults 18-24

Current Trends

Gen Z - Ages 3.23 (1997-2012) / Millennials - Ages 24-40 (1980-1996)

- Technology
- Instant Gratification
- Social Media (TikTok, Instagram, Snapchat) - Selfies, Filters, and Challenges
- Activism - highly politically engaged
- Reforming from within

View of The Arts

Want an active experience with the art that they attend

- Personalization and interactivity of content that can be shared virtually
- Instant connections to people and their stories; more connections between high culture and low, between wit, design, and fashion
- They want to post, comment, share, and like

- Still young and in school so they are more active in the exhibition
- Location aesthetics and environment
- More places to have certain vibe or mood
- After hours

Social media is already a space for them to express themselves

- Familiar with the processes of creating, curating, and distributing content
- Choose how they want others to view them
- Show their perceptions of the world

Chase Williams

Chase is a college student who enjoys exploring the city and finding new activities to do with his friends. "Whenever I'm bored, I can always find something to do at my phone, but I want to experience something new, fun, and memorable when going out."

★ USER PERSONA

Demographics

- Age: 20
- Occupation: College
- Student at UNT
- Location: DFW area

Goals

- Wants to try out something new and fun for a date.
- Have memorable experiences with his friends.

Frustrations

- Museum are currently not interactive enough
- Tired of going to the same places

Motivations

- Wants to look more sophisticated
- Wants to also learn from his experiences

TOUCHPOINTS

	FEELING	THINKING	DOING	CHALLENGES
BUY TICKETS	Excited	"I can't wait to go to this exhibit with my friends!" "I can't wait to get out of my house!"	Buys tickets for the exhibit	When buying tickets online, he wants to know the app and what coordinates he takes
ENTRANCE	Happy	"Let me find our tickets to my friends" "There's an app for this event"	Pulls up ticket information while downloading the app after seeing signs for it	Apps is not used from the beginning of the experience, so he misses the Alexa's "Before you Touch" tips
OPENS APP	Annoyed	"Why does the app only need my location?"	Reads the information in the app and allows location access to see mixed something	Isn't trying to figure out how to navigate the app and use the menu
MOVING APP	Confused	"The pictures are now gone and I don't know if I'm ever going to see them."	Quickly skimming over the current content for something that is interesting	Use is overwhelmed with the amount and content of the app
SEES EXHIBIT	Entertained	"Wow, this is a pretty cool place to experience art!"	Looking around and taking in the art, preoccupied from taking photos	Having the experience be over disrupted the flow of the experience
PICTURES	Frustrated	"I really want to take pictures but I don't want to be like the people in this same environment!"	Looking around for to take pictures	The app only offers info about the creators of the paintings and not anything about pictures or illustrations
SOCIAL MEDIA	Disappointed	"I wish that there's filter or sticker to post on my Instagram stories!"	Looks for the app and for exhibition's Instagram page to find something relatable/fit to photo	"The app and the exhibition doesn't provide anything for social media."

LIGHTHOUSE IMMERSIVE APP

REVIEWS

"There's nothing here worth downloading the app for."

"Oh app. Not needed for the exhibition at all."

"Lots of pre-sale info from parking to Van Gogh history"

WHAT WORKS

- Selection of graphics and fonts
- Accessibility
- Location details

WHAT DOESN'T WORK

- Interactive opportunities with screening
- Long description of paintings
- Too much content
- Lack of interaction with paintings

SOLUTIONS

After analyzing our user research, we discovered the best way to improve the Lighthouse Immersive App is to focus on enhancing the overall experience and interaction on enhancing the macro experience of the exhibit. Our user groups expressed the most disappointment when engaging with the Lighthouse Immersive App, however, features like the functions and interactivity they are accustomed to from social media.

Information Architecture

- Ticket & parking information moves to Home screen
- Map of exhibit showing zones where the artwork is located
- Reorganized media into a gallery section with photos and music
- All information on artwork has been relocated to the gallery
- Changed navigation menu
- Change names of menu icons

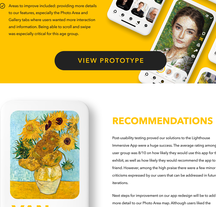
Interactivity

- Revamped interactive section to resemble phone camera UI
- Added Van Gogh's filters, immersive backgrounds, & photo effects
- All pictures or videos taken in the interactive section can be shared to social media
- Video and music from the exhibit have been added to the media section of the app
- Change the gallery to resemble being on instagram and artbeat stories

WIREFRAME DETAILS

The app screens were created taking into consideration the current trends among young individuals in the age group of 18-24 years old. Scenario testing was conducted to provide context for the wireframe screens. Test group: 3 persons from the ages 18 to 24.

Wireframe Link: https://marvelapp.com/5ga0f7b



First Impressions

- Liked the new screenshots, experience the exhibit
- Easy to understand interface
- The details added to make the overall experience more interactive.

Likes

- Interactive portion of the app (filters/effects, GIF effects, backgrounds)
- Photoreal Map
- Van Gogh character drawing

Dislikes

- The location of the exhibit map was easy to miss and did not have its own section
- The simplicity of the interactive portion
- Lack of additional info for the paintings

Recommendations

- Change the location with both the art and their friends
- Ability to buy tickets through the app
- Better visualization of the exhibit on the homescreen.

HI-RES SCREENS

Based on the feedback from a usability test of our wireframe prototype, we created a high-fidelity prototype to a test with our user group to address gaps in our previous design. Our new design took into account the lack of information, and the complexity of the home screen expressed by our users.

Test group: 11 persons / Ages 18 - 24

★★★ 8/10	★★★ 8/10
Average Rating for how likely the user would use this app	Average Rating for how likely the user would recommend the app to their friends

Key Insights

- The majority of the testers thought the app was neat, pretty, cool, interactive, and adequate for a museum exhibit.
- Areas to improve included: prioritizing more details to our features, especially the Photo Area and Gallery tabs where users wanted more interaction and information. Being able to scroll and swipe was especially critical for this age group.

VIEW PROTOTYPE

RECOMMENDATIONS

Post-usability testing proved our solutions to the Lighthouse Immersive App were a huge success. The average rating among our user group was 8/10 or more likely they would use this app for the exhibit, as well as how likely they would recommend the app to a friend. However, among the high praise there were a few minor criticisms expressed by our users that can be addressed in future iterations.

Next steps for improvement on our app redesign will be to add more detail to our Photo Area map. Although users liked the convenience of the map, it did not have enough details and information to fully satisfy them. Also, a couple users felt there was not enough historical information on Van Gogh. So creating a section dedicated to personal information of this, it is worth exploring ideas to give the app a more idiosyncratic visual style.

MACRO, MEZZO, MICRO ANALYSIS

Before

Currently, the exhibit and the mobile app act independently of each other, sharing only the art and history of Van Gogh. This disparance is seen in the reviews of the mobile app and the lack of engagement in social media posts for the exhibit. Furthermore, the focus guests to focus on only either the exhibit and the art pieces, or on the app and the artwork details. While the exhibit physically requires guest in artwork, it does not provide them with a comprehensive immersive experience users can share with others. This is key for the 18-24 year old age group, since it is how they feel most engaged with the experience and recommend it to others.

After

After examining interaction opportunities, we designed an app that will be of use to the user throughout their whole experience at the exhibit. From the moment they enter, to the moment they exit the exhibit, the mobile app helps users develop a deeper connection to the exhibit, the artist and his artwork, and with the mobile application. It is designed to engage and answer questions about the experience. The application also considers the interests of the 18-24 year old age group, and how it can leverage that to create an experience they will recommend to others.

CONCLUSION

The Van Gogh Immersive Exhibit in Dallas, and other exhibits like it, have the potential of attracting 35-44 Millennial age group. However, in order to attract this age group and keep them from continuing to wane, these exhibits additional efforts need to be made to integrate their experiences. Analyzing the macro, mezzo, and micro levels of the Lighthouse Immersive App, we focused study on the mezzo.

The app's role as a backup of the Immersive Experience app, this expanded possible potential and reached other audiences. Now they could enhance their visit to the art pieces through using the Photo Area portion. But it also brings about the need to know, and learn more about the artists and its artist.

After the adjustments of its prototype, our results showed that our solutions did not only be quite helpful to the Van Gogh Immersive Exhibit, but it can be used to improve attendance for 18-24 year olds for other art museums as well. The Friendly Reminder feature was extremely well received in the UX, so our team would not be surprised to see it used with Gen Z engagement.