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. Blending art, technology, and storytelling, it uses immersive projections and sound to guide the opportunity to view and experience the works of the Dutch artist. Originally created by the world-renowned master of digital art, Massimiliano Siccardi and his award-winning creative team, the exhibition is Dallas, contains all of the original most-recognized work used in the exhibit 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

300 million people visited Van Gogh exhibits in 2021

3 million attending the TX screening

MEZZO

Lighthouse Immersive Mobile Application

Contains information about the exhibit

Contains location, schedule, and set details

MICRO

Post-Impressionist artwork of Van Gogh

Features 20 paintings from Van Gogh's Collection of artwork

DEMOGRAPHIC RESEARCH

General Audience

- 35-44 age group $200K+ income
- Families with kids (ages 6-12)

Who are they not attending?

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

Findings & Trends

- In 2017, 10.28 year old 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 down 30% 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 neighborhoods are more likely to attend museums
- Most people 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) - before, then, and after challenges
- Activists - highly politically engaged
- Reforming from within

View of The Arts

Want an active experience with the art, this includes:

- Personalization and interactivity of content that can be shared digitally
- Instant connections to people and their stories; more connectivity between high culture and love between art, 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 vibes 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 on 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

SCENARIO OF USE

Chase wants to take his boyfriend on a nice date. He wants the date to be a memorable experience that Phillip and him can reminisce upon for years to come. Chase has been about the Van Gogh art exhibit from a friend, and said it is a new type of immersive art exhibit. Chase searches online to buy tickets, hoping the Van Gogh exhibit will offer the type of unique immersive activity that will really impress Phillip.

	FEELING	THINKING	DOING	CHALLENGES
BUY TICKETS	Excited	"I can't wait to go to this exhibit with Phillip and have a great time."	Buys tickets for the exhibit	When buying tickets, he wants to know what the app and what confirmation he takes
ENTRANCE	Excited	"Let me find our tickets to my phone."	Pulls up ticket information while downloading the app after seeing signs for it	Asks to not cast from the beginning of the experience, but wait for Alexa's "Before Van Gogh" line
OPENS APP	Annoyed	"Why does the app only need my ticket?	Reads the information in the app and finds the section in case he missed something	Isn't trying to figure out how to navigate the app and use the menu
MOVING ART	Overwhelmed	"The pictures are now moving! I don't know if I'm crazy rocks..."	Quickly observing the scene caused by something that is interesting	Use is overwhelmed with sensory overload and content of the app.
GIFS EXHIBIT	Entertained	"Wow, this is a pretty cool way to see a museum!"	Looking around and pointing out the paintings he's seen before	Having the immersive experience over shadowed the art
PICTURES	Frustrated	"I really want to take pictures but can't because there are too many people in this space and exhausted."	Looking around for opportunities to take pictures	The app only offers info about the creation of the exhibit and not information about pictures or illustrations
SOCIAL MEDIA	Disappointed	"I wish that there's filter or sticker to post on Instagram Stories"	Looking for the app and for exhibition's instagram page to find information	"The app of the exhibition doesn't integrate well with social media.

LIGHTHOUSE IMMERSIVE APP

REVIEWS

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

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

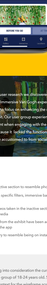
"Lots of pre-sale info from parking to Van Gogh history"

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 recommend the best solutions that integrate the immersive experience of Van Gogh for our user group ages 18-24 in an effortless way. Our solutions focus on the overall experience of the app development when engaging with the Lighthouse Immersive app, because it lacked the functions and interactivity they are accustomed to from social media.

Information Architecture

- Tickets & parking information/details Home screen
- Map of exhibit showing zones where the artwork is located
- Reorganized media into a designated section for videos 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 specific 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.

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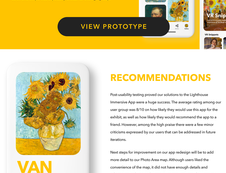

First Impressions

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

Likes

- Interactive portion of the app (filters/effects, GIF effects, backgrounds)
- Photoverse filter
- 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 homescreen
- Lack of additional info for the paintings

Recommendations

- Connect the exhibit 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 test with our user group to address pain points in our prototype. Our new design took into account the lack of information and the complexity of the home screen represented by our wireframe.

Test group: 11 persons / Ages 18 - 24

★★★
8/10
Average Rating for how likely the user would use this app

★★★
8/10
Average Rating for how likely the user is to recommend this 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: providing more details in our features, especially the Photo Area and Gallery tabs where users wanted more interactions 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 on how 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 on Van Gogh will be explored in the future.

Lastly, one user mentioned a dislike for the Lighthouse Immersive app because it was a pain to navigate. Although there is only one mention of this, it is worth exploring ways to give the app a more idiosyncratic visual style.

VAN GOGH

IMMERSIVE EXPERIENCE

Get Tickets

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 disservance is seen in the reviews of the mobile app and the lack of engagement in social media posts for the exhibit. Furthermore, this forces guests to focus on only either the exhibit and the art pieces, or on the app and the artwork details. While the exhibit physically immerses 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.

The app's only relevancy to the immersive Experience was, the exclusive goodies (digital and vector) with users have they could enhance their visit to the art pieces that appeared in the Northern Lights portion. But it was difficult for users to even know about this feature, and even more difficult to find and to enjoy.

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 art exhibits have the potential of attracting 10-15 million of age group. However, in order to attain this and grow, it must change from its continue to seek ways to attract additional efforts need to be made to integrate that experience. Analyzing the macro, mezzo, and micro components of the Immersive Experience, we focused study on the mezzo.

After the adoption of its prospect, our results show that our solutions will not only be useful to the Van Gogh Immersive Exhibit, but it can be used to improve development for 18-24 year olds for other art museums as well. The Friends of Van Gogh Immersive Exhibit is currently ahead in the US, so its team would be the best suited to assist with Gen Z engagement.