Museo Egizio
UX Project

Alex Gernes, Doroty Sanussi, Hannah Wren, Jennie Lee, Josefina Madrigal, Kai-Ting Chan, Tanya Knipprath, Xinwen Zhang, Yatziry Ortiz

User Research

- ➢ In person interviews and online surveys

- ➢ Wide range of age groups, all users own a smart device and have visited a museum before

- ➢ Top Reasons for Returning to a museum, include, interesting exhibits, environment, and fair price

User Research

➢ Reasons for a great visitor experience include exciting content and interaction, navigation, and clear logistical info

➢ Top Museum Frustrations include poor navigation and no interaction

➢ Top user app requests were maps and logistical info

User Research Recommendations

➢ AR experience with the museum materials
➢ Different walk paths by theme, age group, and object focus
➢ Maps of museum building with recommendations for the physically impaired
➢ Crossword games
➢ Scavenger hunt
➢ Ticket discount reward system

Marco & Rosa

➢ 7 Years Old
➢ First-Time Visitor
➢ Interested in Games and Fun Activities

➢ 18 Years Old
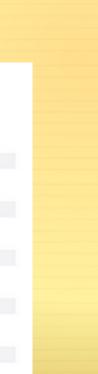➢ Non-Frequent Visitor
➢ Interested in Social Opportunities

Skills and Interests

Mobile Device Familiarity

Navigation Familiarity

Educational Interest

VR & AR Interest

New Content Interest

Skills and Interests

Mobile Device Familiarity

Navigation Familiarity

Educational Interest

VR & AR Interest

New Content Interest

Kalila & Abdul

- 41 Years Old
- Semi-Frequent Visitor
- Interested in New Tour Routes

- 68 Years Old
- Frequent Visitor
- Interested in New Events / Accessibility

Skills and Interests

Mobile Device Familiarity

Navigation Familiarity

Educational Interest

VR & AR Interest

New Content Interest

Skills and Interests

Mobile Device Familiarity

Navigation Familiarity

Educational Interest

VR & AR Interest

New Content Interest

Comparative Review

A total of 10 different mobile apps from museums around the world were analyzed for their layout, design and content:

- ➢ **Museum of Modern Art** in New York City, USA
- ➢ **The Louvre** in Paris, France
- ➢ **Uffizi Gallery** in Florence, Italy
- ➢ **Rijksmuseum** in Amsterdam, Netherlands
- ➢ **The Getty Center** in Los Angeles, USA
- ➢ **The Metropolitan Museum of Art** in New York City, USA
- ➢ **National Palace Museum** in Taipei, Taiwan
- ➢ **National Gallery** in London, United Kingdom
- ➢ **Natural History Museum** in Los Angeles, USA
- ➢ **Guggenheim** in New York City, USA

Comparative Review

Overall Strengths

➢ Digitization
➢ Modern Design
➢ Social Media Integration
➢ Museum-Centered Features
➢ Quality Content
➢ Language Support

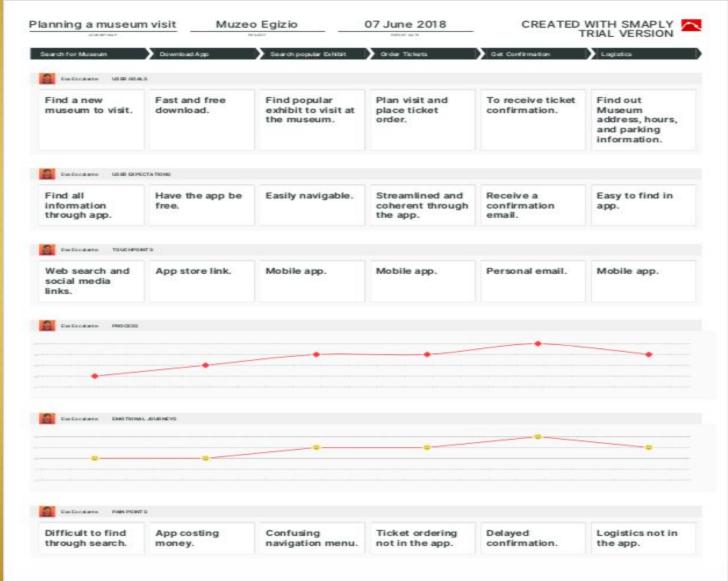## Overall Weaknesses

➢ Broken Links or Buggy Features
➢ Text-Heavy
➢ Lack of Clear Visual Distinction
➢ iOS Only
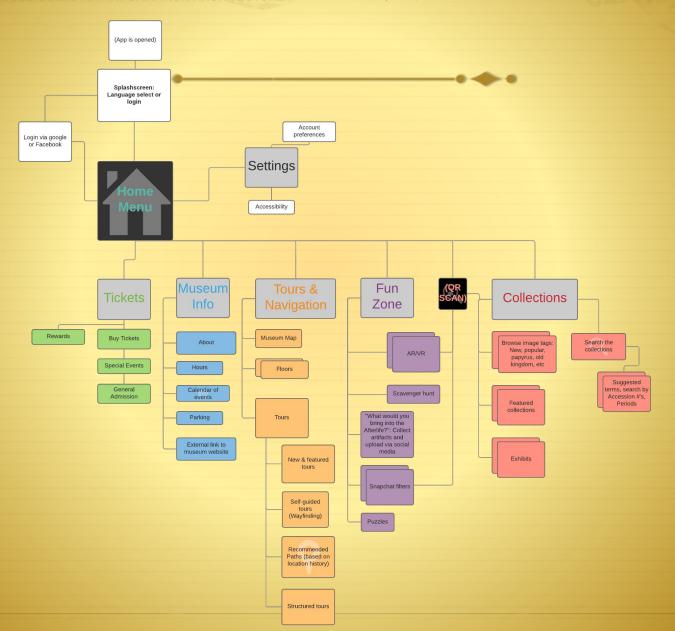➢ Cost
➢ Accessibility
➢ App Size

Broader Discoveries

➢ Guided Tours
➢ Maps
➢ Staying Connected
➢ Essential Information
➢ App-exclusive Benefits
➢ User Accounts

User Experience Map

Planning a museum visit   Muzeo Egizio   07 June 2018   CREATED WITH SMAPLY TRIAL VERSION

Search for Museum	Download App	Search popular Exhibit	Order Tickets	Get Confirmation	Logistics

USER GOALS

Find a new museum to visit.	Fast and free download.	Find popular exhibit to visit at the museum.	Plan visit and place ticket order.	To receive ticket confirmation.	Find out Museum address, hours, and parking information.

USER EXPECTATIONS

Find all information through app.	Have the app be free.	Easily navigable.	Streamlined and coherent through the app.	Receive a confirmation email.	Easy to find in app.

TOUCHPOINTS

Web search and social media links.	App store link.	Mobile app.	Mobile app.	Personal email.	Mobile app.

PROCESS

EMOTIONAL JOURNEYS

PAIN POINTS

Difficult to find through search.	App costing money.	Confusing navigation menu.	Ticket ordering not in the app.	Delayed confirmation.	Logistics not in the app.

Information Architecture

Design Principles

PRACTICAL
➢ Effectively fulfills essential functions
➢ FLEXIBLE structure

INTUITIVE
➢ Easy to use, simple, natural
➢ UNIVERSAL SYMBOLS / ICONS

ENGAGING
➢ INTERACT with museum collections
➢ Fun, happy experience
➢ Repeated interactions and visits

Design Features

- tickets
- tours and navigation
- fun zone
- museum info
- collections
- settings

Additional Recommendations

- ➤ **Museo Egizio Website**
  - ○ Link to website instead of synchronizing content
  - ○ Avoids mess with updating
  - ○ Caters to different audience than app
    - ■ Website caters to international
    - ■ App caters to local visitors
- ➤ **Social opportunities**
  - ○ Social media integration
  - ○ Seasonal meet and greet: "Affogato x Egizio"
- ➤ **Information collection**
  - ○ Offer range of broad categories (eg. age, location, etc.)
  - ○ User chooses preference, not identification of individual info
  - ○ Customize content according to user initiative
  - ○ Surveys: ask general feedback
  - ○ Geospatial notifications