Personal CuraTour

Your museum experience
A bit more guided

Designed in Williamstown by Geoffrey, Julia and Kelvin

You enter a
museum.
What's the first
thing you do?...

PROBLEM

Museum visitors have different levels of enthusiasm, experience, and willingness to explore

Museum exhibits are aren’t properly appreciated

Visitors want more information about specific things they view

unclear guidance = ineffective experience

DESIGN RESEARCH Pt 1

2 contextual inquiries with students

1 retrospective contextual inquiry with curator

All @ WCMA

<u>Found:</u> disconnect between visitor & curator expectations

https://art.williams.edu/files/2012/10/wcma-300x236.jpg

DESIGN RESEARCH Pt 2

Familiarity is preferable

Desirable Context

Learning takes effort

Timing is important

Seamlessness vs. Guidance

Conversation is a better avenue of information

Control and pacing

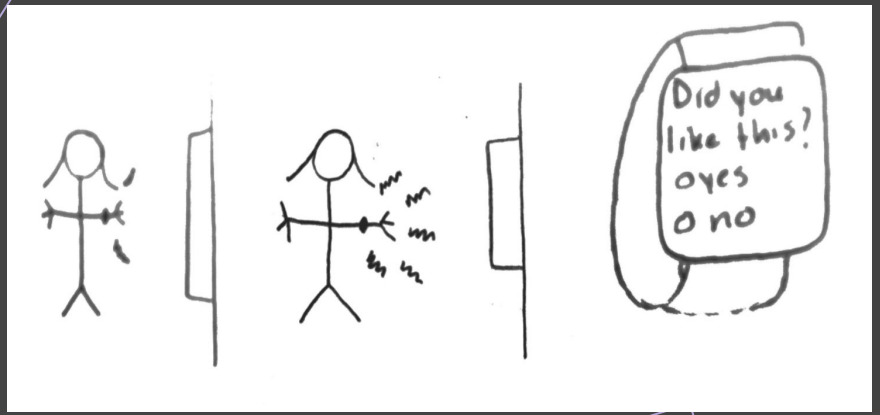
<u>High level:</u>

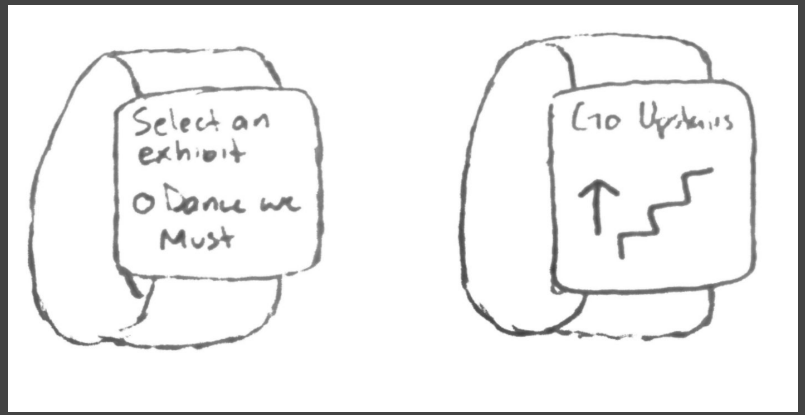
Struggle to have complete, intended, and consistent experiences at the museum

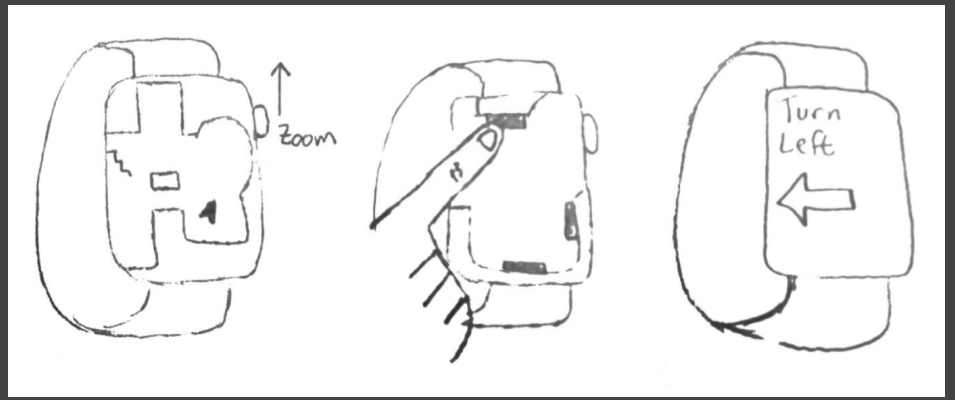
SIX TASKS

Explore the museum	Find art you like
Experience museum as intended by curator	Understand the art
Learn about the relationships between pieces	Navigate to a new exhibit

DESIGN SKETCH 1

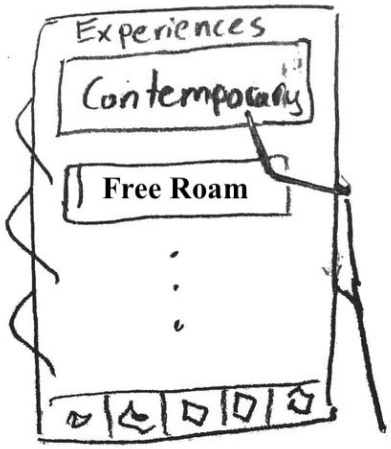




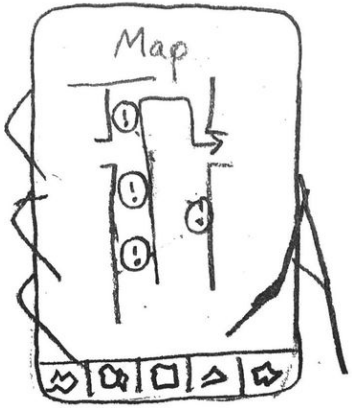


DESIGN SKETCH 2

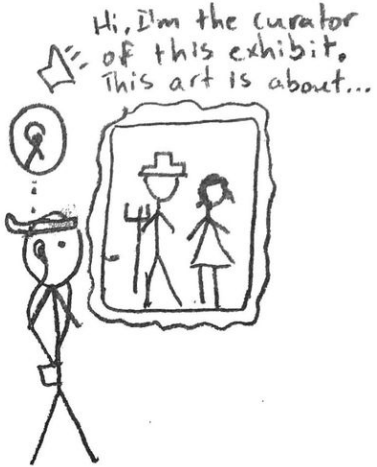
DESIGN SKETCH 3



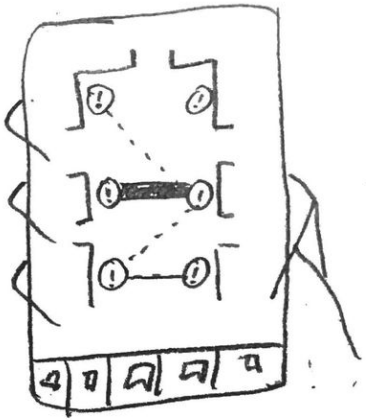
Pic 1



Pic 2



Pic 3



Pic 4

SELECTED TASKS

understanding the art

explore the museum

SELECTED DESIGN

Introducing....

----------Personal CuraTour----------

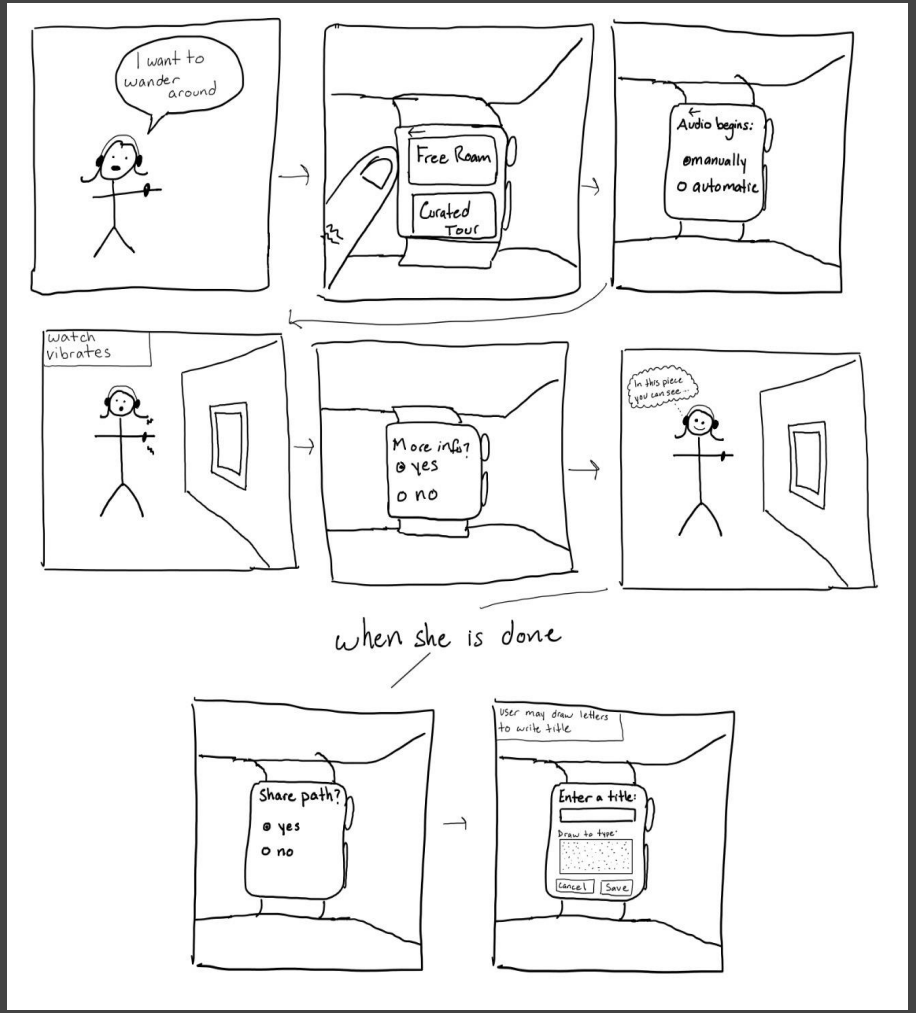
Watch Edition™

• Guidance • • Seamless • • Unobtrusive •

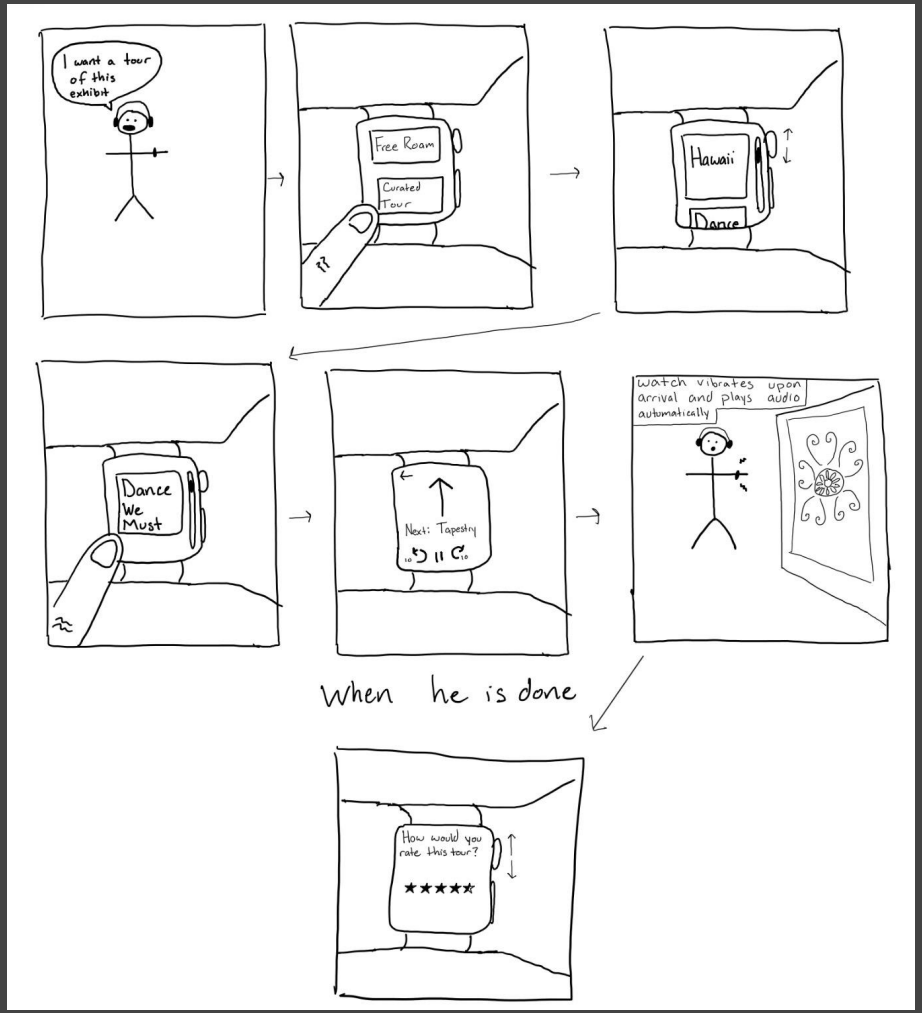
• Haptics • • Audio •

• Community and curator made tours •

Storyboard 1:
Understanding the art



Storyboard 2:
Exploring the museum



SUMMARY

Our contextual inquiry found that users want more information & guidance

To solve this..

We decided on a watch app that provides curator and community suggested guidance & art information via audio

-> features ability to share and rate paths as community

-> voice narration about art pieces, automatic or at user's will

-> integrative, unobtrusive experience

QUESTIONS

Citations

Pic 1 (museum):
https://www.archdaily.com/868258/philadelphia-museum-of-art-breaks-ground-on-frank-gehrys-196-dollars-million-renovation-scheme/58dd4248e58eceaeb200011b-philadelphia-museum-of-art-breaks-ground-on-frank-gehrys-196-dollars-million-renovation-scheme-image

Pic 2 (notebook)https://www.howtogeek.com/238475/how-to-create-voice-memos-on-your-iphone/ 1

Pic 3 (voice recorder app) https://shopshorthand.com/products/task-pad-notebook-mint

Pic 4 (Taking notes)https://oupeltglobalblog.com/2013/11/26/class-observation-beyond-the-obvious/