



heART

**connecting curators to
what really matters**

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the challenge:

make data useful

~~<gauge emotional responses to art>~~

~~<categorize and share art by keywords>~~

~~<guided personalized museum tour>~~

~~<measure response through posture>~~

~~<collect visitor responses to art>~~

~~<visitor curator question hotline>~~

~~<support artists using the database>~~

~~<get visitor feedback>~~

research inquiry recap

“[no context means] figuring out what the work is supposed to mean, and what does it mean to me”

“surround yourself with what makes you happy”



WCMA

"find pieces that invoke intriguing ideas and unexpected discussion points"

"know which galleries people liked the most, that way he could incorporate that feedback in his choices"

tasks

collect pre-existing data from WALLS journals

collect collect exhibit-specific thoughts and feedback from visitors

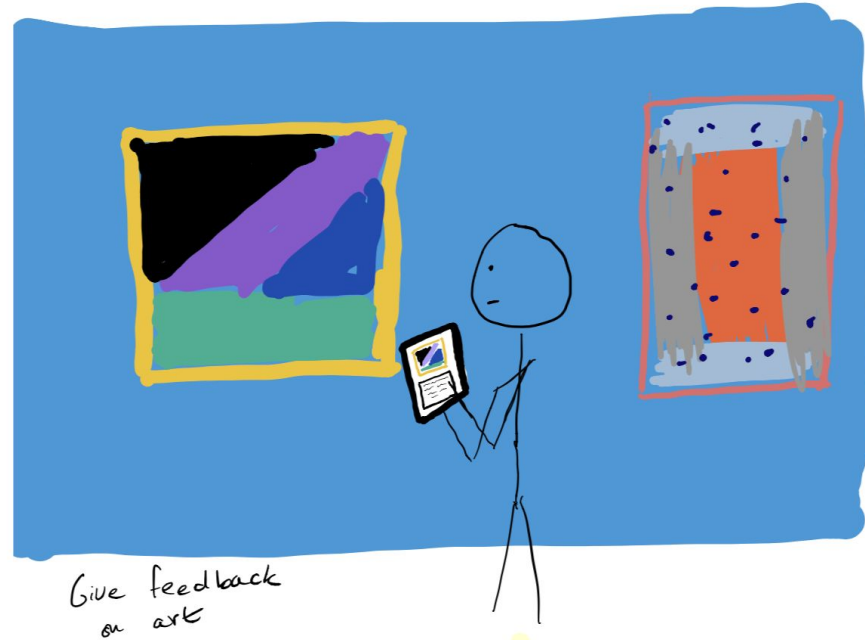
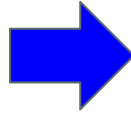
assign collected data to specific art in database

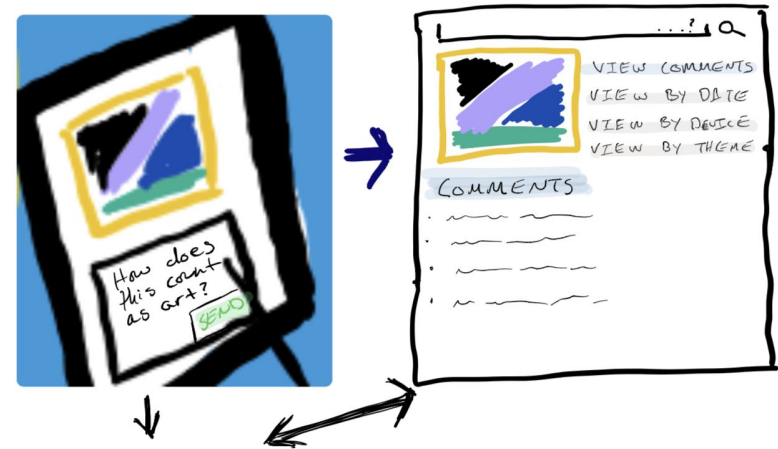
search database to curate exhibits

summarize and communicate feedback to curators

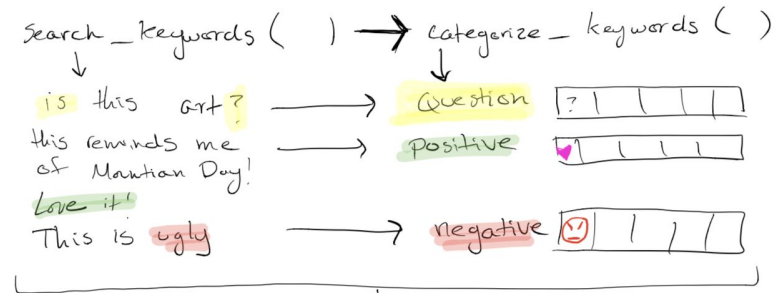
establish a direct connection between curators and visitors

organization and communication





curators search the
heART database



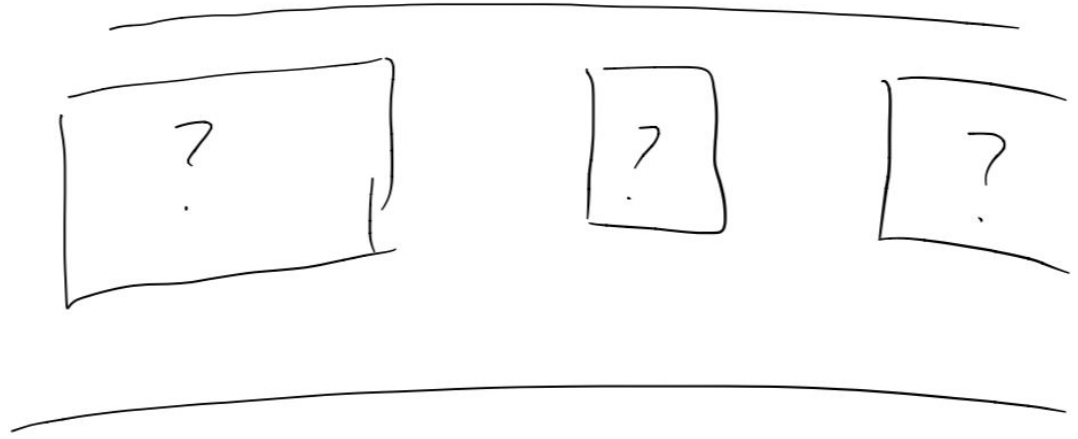
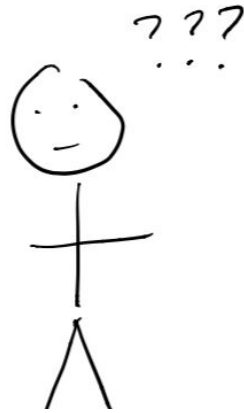
curators
connect
with
visitors



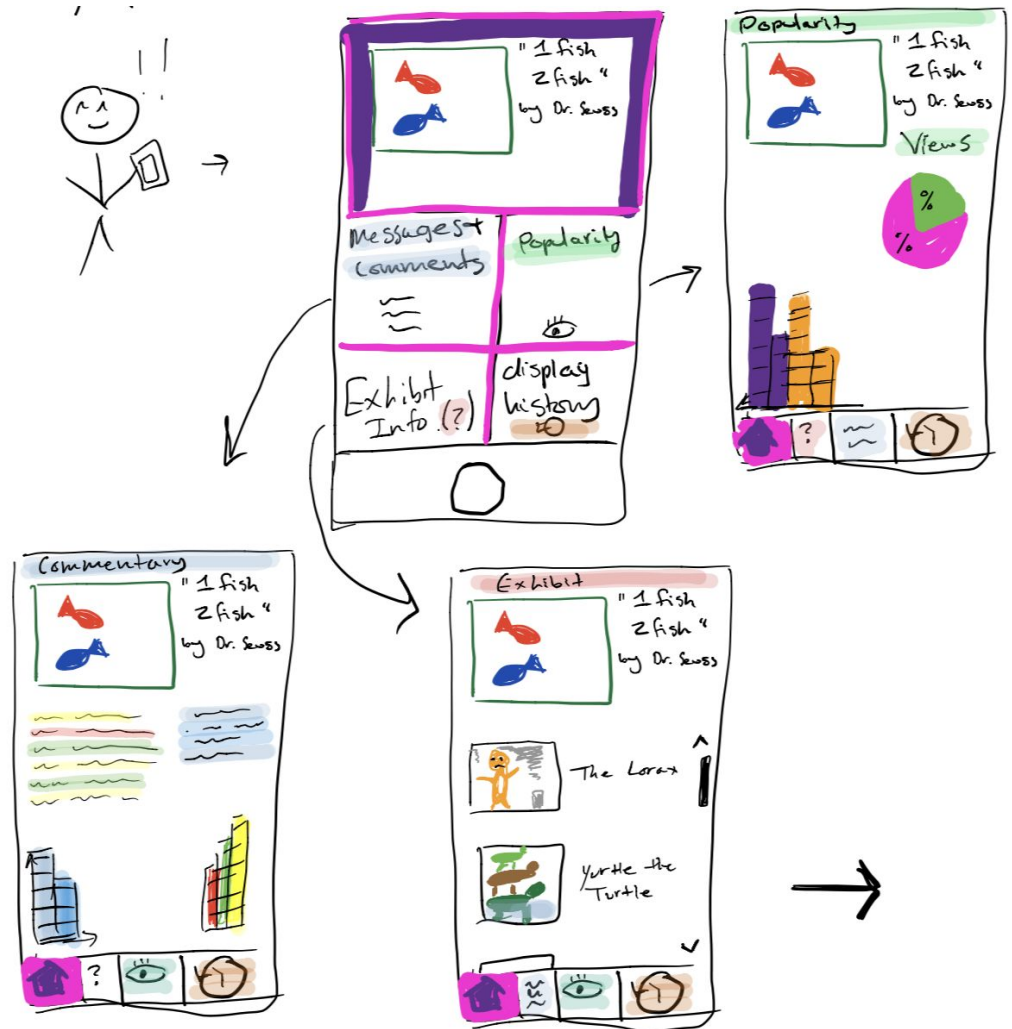
presentation and interaction

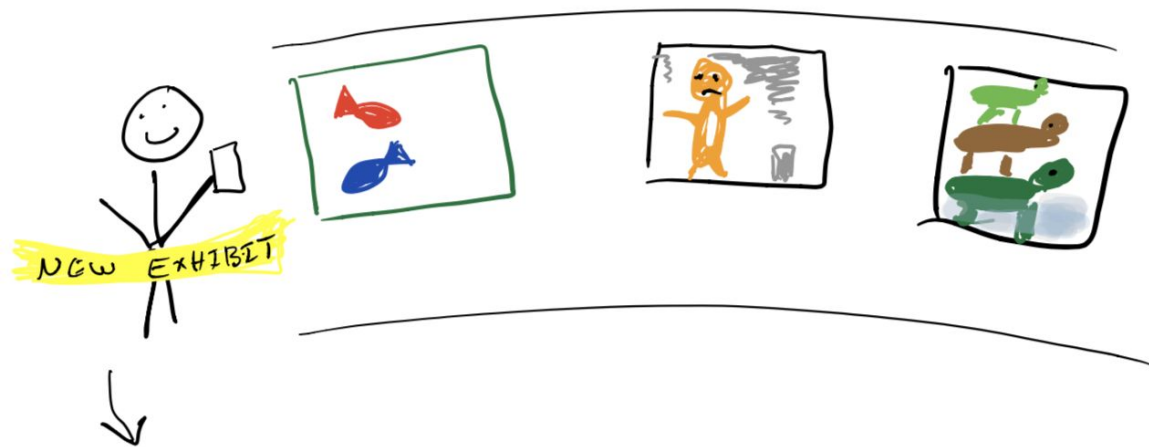
it's time
to curate
a new
exhibit

②



curators
engage
with
visitor
feedback



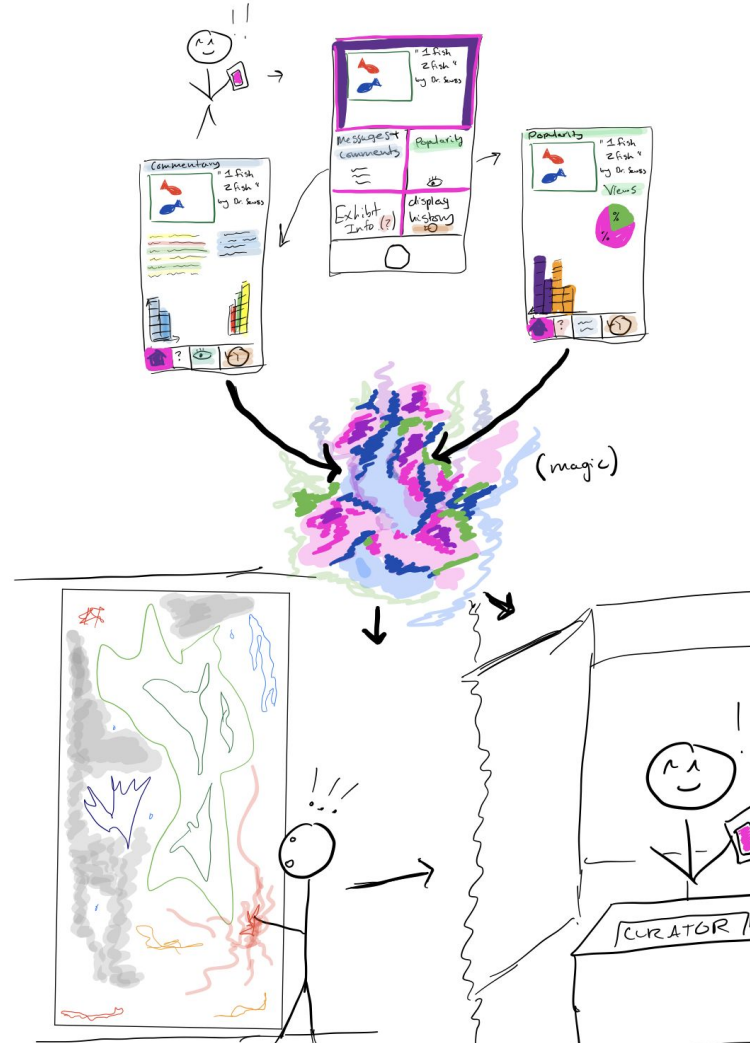


a new exhibit
comes to life



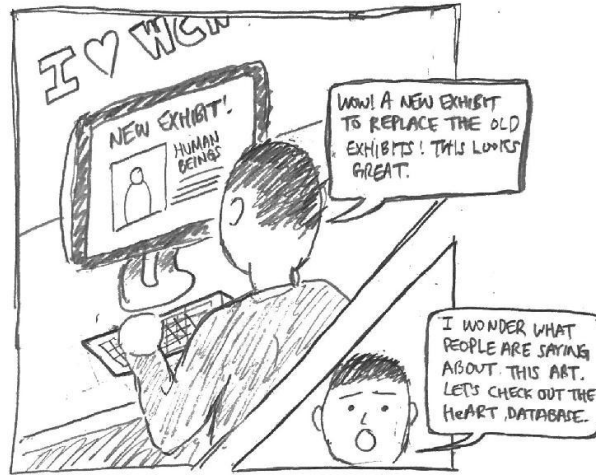
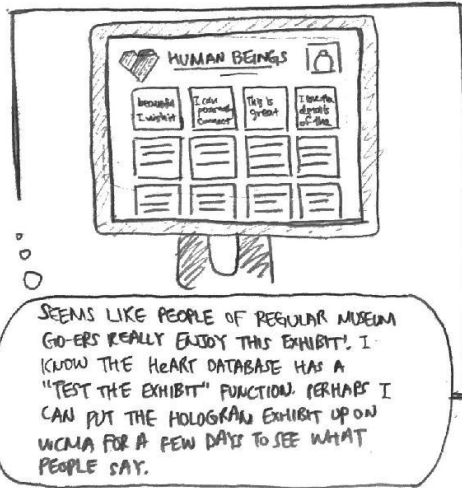
visitors can
interact with
some data
visualizations

this may
motivate
people to give
feedback





ON A REGULAR DAY AT WCMA...



HUMAN BEINGS

Test the exhibit *click*

HUMAN BEINGS HOLOGRAM TESTING

NAME _____

MUSEUM _____

DATES OF TESTING
start _____
end _____

PHONE NUMBER _____

LET'S PUT IN MY CURATOR INFORMATION.

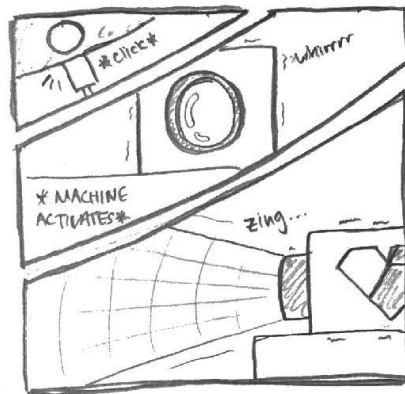
* INSERTED INFORMATION PUTS IN CURATOR APPROVAL, THEN THE FILE CONTAINING HOLOGRAM CODE IS TRANSFERRED TO MOBILE APP. *



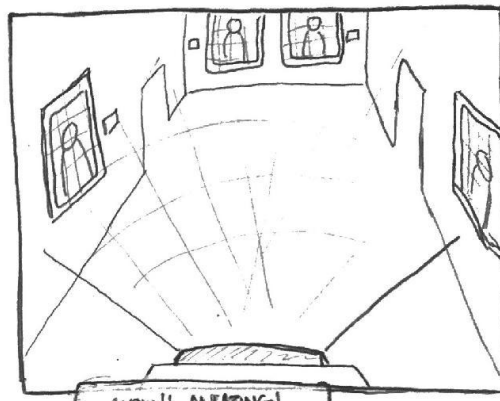
testing exhibits

3

a curator wants to test their idea



MACHINE PROJECTS THE ARTWORK...



5 DAYS LATER...

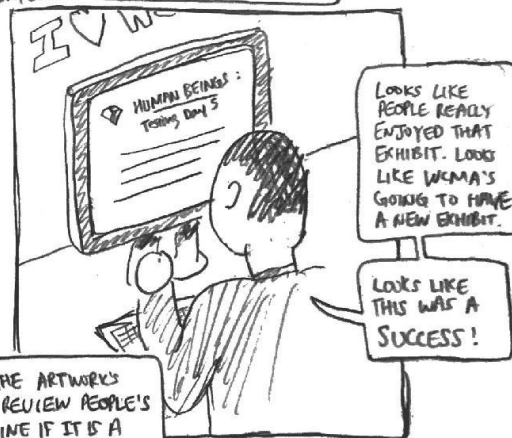


BY HAVING THEM SEND FEEDBACK THROUGH HEART...

HUMAN BEINGS:
Testing Day 3

Katie said: _____
 Josh said: _____
 Leslie said: _____
 Tony said: _____
 Bob said: _____
 Mary said: _____
 Chris said: _____
 London said: _____

AND HEART WILL PUT IT IN THE ARTWORK'S DATABASE SO THAT I CAN REVIEW PEOPLE'S REACTIONS AND DETERMINE IF IT IS A RIGHT FIT FOR WCMA.



THE END.

holographic
exhibit
experience

why design 2?

curators need easily accessed information

visitor feedback can be categorized and visualized

organized data is useful data

design 2: mobile interface for navigating database

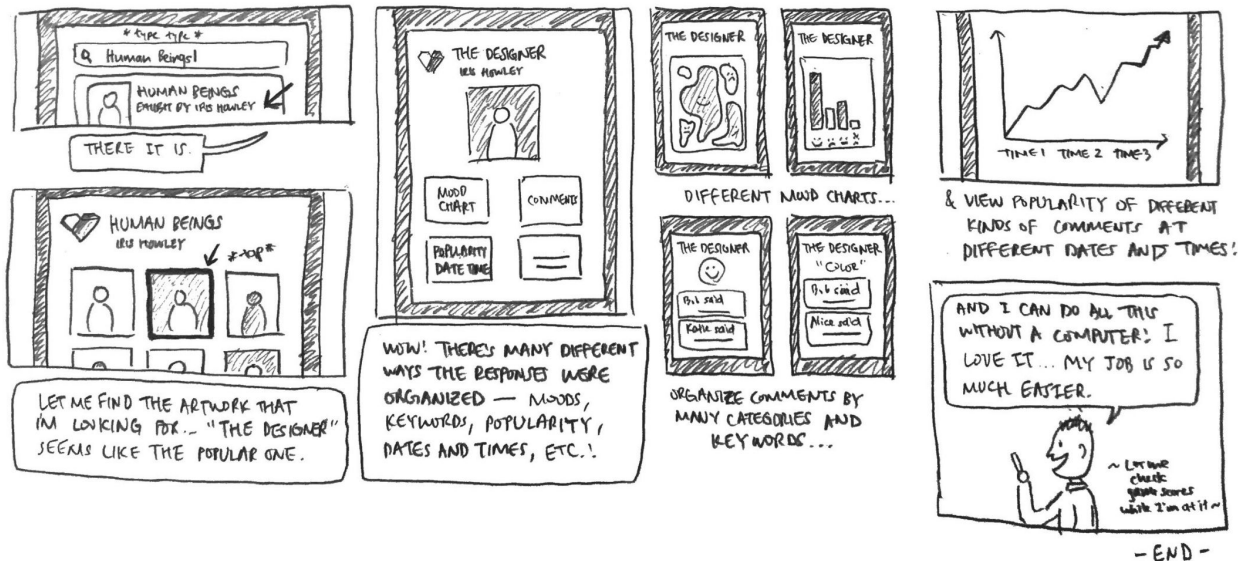
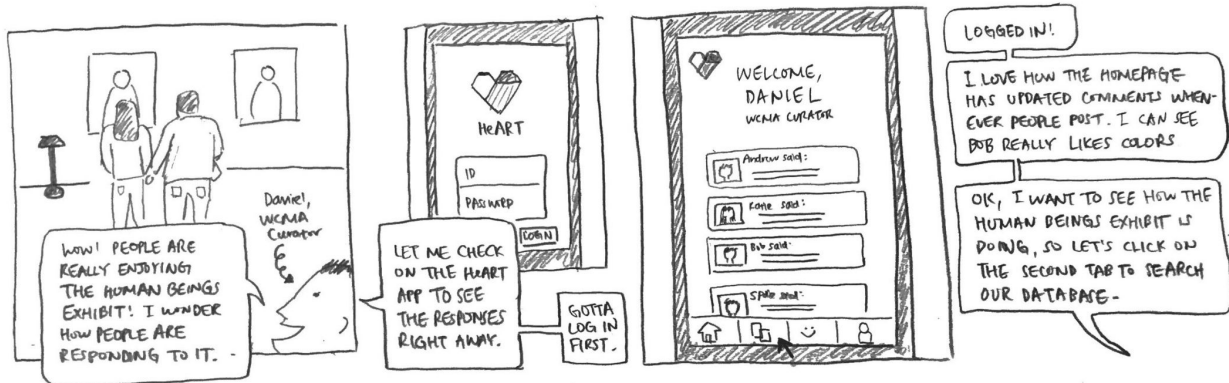
task 5: summarize and communicate visitor feedback

task 3: flexible data organization



how to give responses

-END-



how to receive responses

key takeaways

engage with target users

identify their needs and wants

balance conflicting priorities

recognize time limits

can't be all things to all people

sketches are not storyboards