

the challenge:

make data useful

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<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>
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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"



"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"

WCMA

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

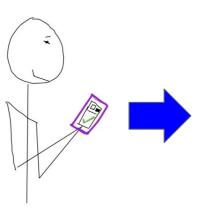
summarize and communicate feedback to curators

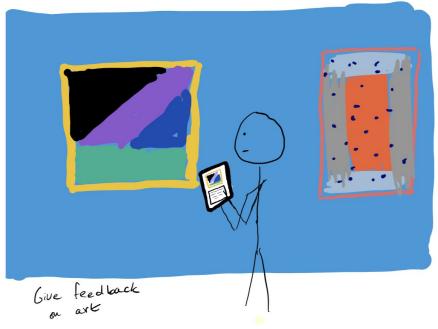
establish a direct connection between curators and visitors

sketch 1

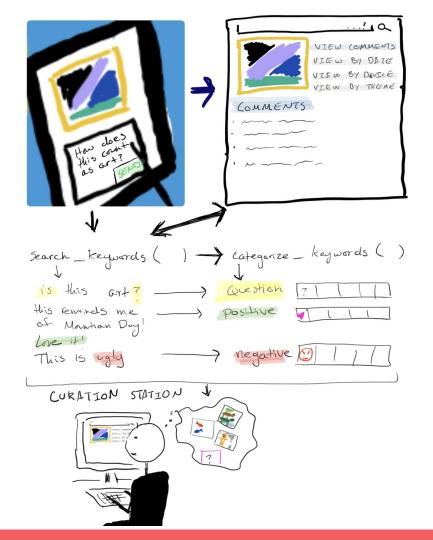
organization and communication



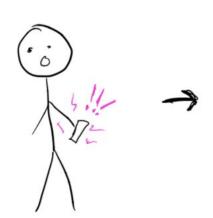


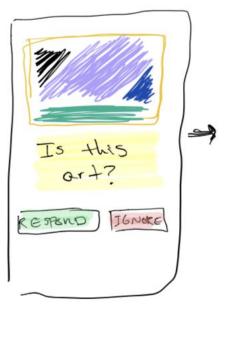


curators search the heART database



curators connect with visitors



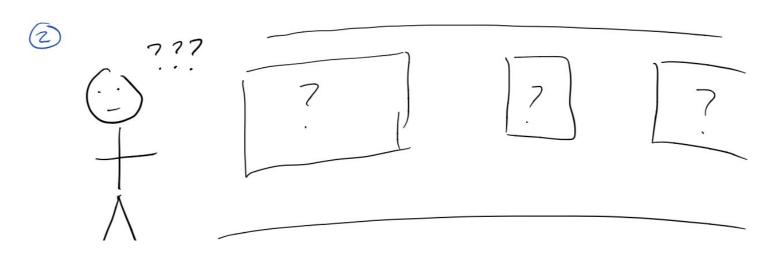




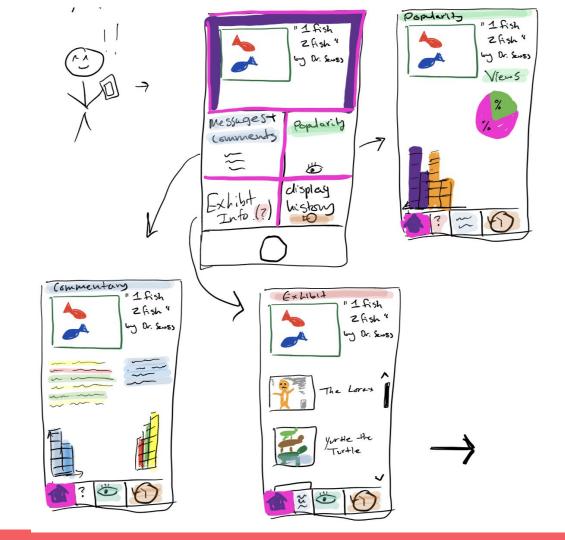
sketch 2

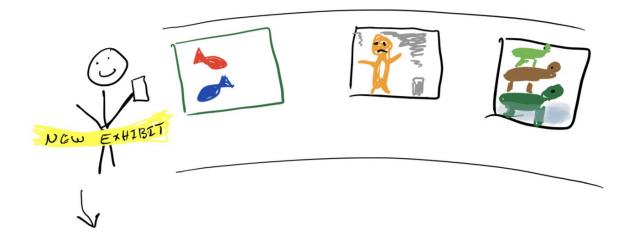
presentation and interaction

it's time to curate a new exhibit

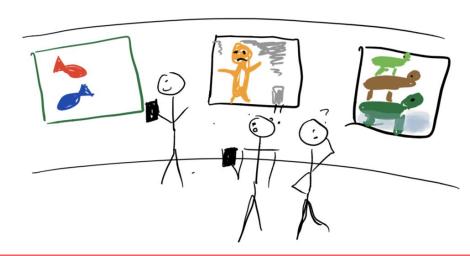


curators engage with visitor feedback



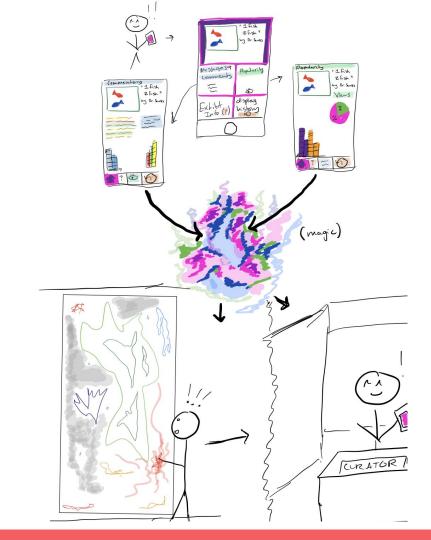


a new exhibit comes to life

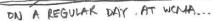


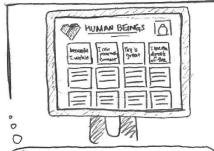
visitors can interact with some data visualizations

this may motivate people to give feedback

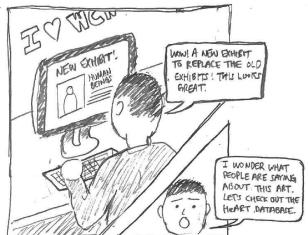








SEEMS LIKE PEOPLE OF REGULAR MUSEUM GO-ERS REALLY BUTDY THIS ENHIBIT! I KNOW THE HEART DATABASE HAS A "TEST THE EXHIBIT" PUNCTION PERHAPS I CAN PUT THE HOLOGRAM EXHIBIT UP ON WICHAR FOR A PEW DAYS TO SEE WHAT PEOPLE SAY.



UMAN BEINGS

Test the exhibit *crick*



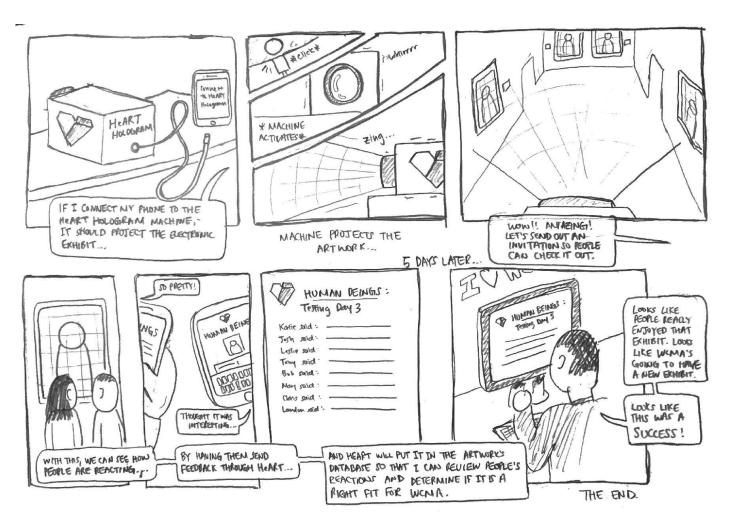
INSERTED INFORMATION PUTS IN CURATOR APPROVAL, THEN THE *
FILE CONTAINING HOLOGRAM CODE
IS TRANSFERED TO MODILE APP.



storyboard 1

testing exhibits

a curator wants to test their idea



sketch 3

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

OH, WHAT IS THUS? WELL, WHAT DO YOU THINK ABOUT THIS ONE BOB? OH YEAH, WEMA'S TEAMED UP WITH THAT ART DATABASE HEART AND SET I THINK THIS IS UP THESE IPADS DEANITELY ONE NEXT TO THE ART. OF THIS EXHIBITS WORK SO YOU CAN HIGHLIGHTS . T REACT TO IT IN LOVE THE USAGE OF THE COLORS. AN EMOTIONAL OH LOUK! I GUEST WAY. DUMMOHES SIAT HOW PEOPLE REACTED DIFFERENTLY TO AWESOME THIS ART, SURPRISED SIMPLE. YOU FEE OH WWW, THE DESIGNER IRIS HOWLEY SOME DIDN'T LIKE IT. THAT OR CODE LOOK AT THAT NEXT TO THE PAINTING? JUST SOAN IT WITH OK, I WANT TO SAY SOMETHING THE HEART 000000E WHAT IF I ABOUT THE USAGE OF WOR APP ON YOUR WANT TO AND WHY I REACTED THE MAKE PHONE AND Comment WAY I DID. I'M ALSO CURIOUS DIMMENTS YOU'LL BE MALE ABOUT THE ORIGINAL SOURCE OF ABJUT IT? To DOSO . THE SUBJECT. mmmmm. THAT MEANS - MORE OR CODES! JUBINITTED! NOW I CAN KEEP THAVIS FOR SCANNING OR CODES OF DIFFERENT ALICE! HEART-ING . ARTWORKS SO THAT I CAN KEEP ALRIGHT, LET'S SOM OR WIDE REACTING TO THEM AND LOOK -SUBMIT. -coross-I HAVE THE OPTION OF LOSKING EXPLORE AT OTHER ARTWORKS THAT WEMA HAS, AND I CAN MAKE COMMENTS WAIT! ON THOSE AS WELL -Submit amin amount -END-

storyboard 1

how to give responses









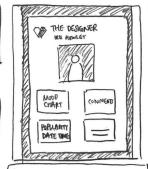
I LOVE HOW THE HOMEPAGE
HAS UPDATED COMMENT! WHENEVER PEOPLE POST. I CAN SEE
BOB REALLY LIKES COLORS

OK, I WANT TO SEE HOW THE HUMAN BEINGS EXHIBIT IS PONNG, SO LET'S CLICK ON THE SECOND TABLE SEARCH OUR DATABAGE.





LET ME FIND THE ARTWORK THAT IM LOVKING POX .- "THE DESIGNER" SEEKUS LIKE THE POPULAR ONE.



WIN! THERE'S MANY DIFFERENT WAYS THE RESPONSES WERE CHARACTED — MODDS, KEYWORDS, POPULARITY, DATES AND TIMES, ETC.'S



DIFFERENT MOUD CHARTS ...

THE DESIGNER

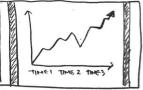
"COLOR"

9.6 sind

Mice sold



MANY CATEGORIES AND
WHY CATEGORIES AND
WHY CATEGORIES AND



& VIEW POPULARITY OF DIFFERENT KINDS OF COMMENTS AT DIFFERENT DATES AND TIMES!



storyboard 2

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