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

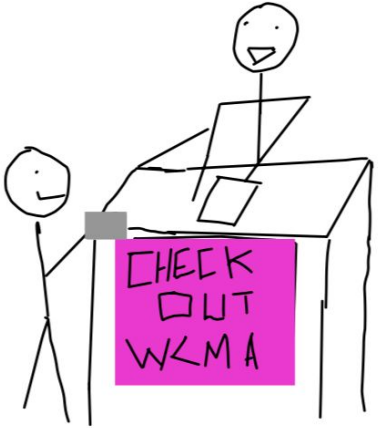
search database to curate exhibits

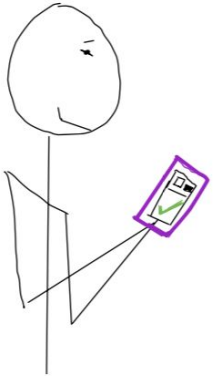
summarize and communicate feedback to curators

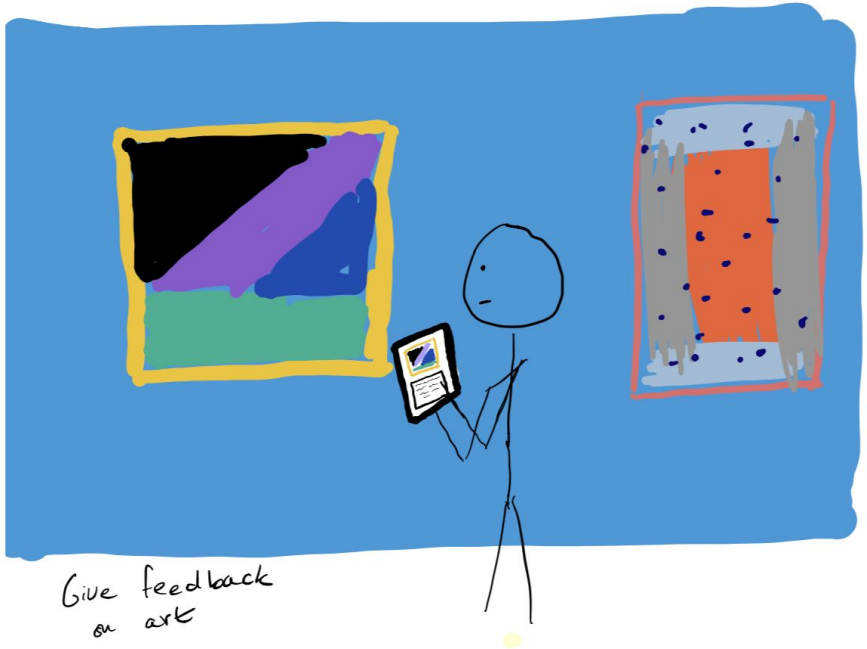
establish a direct connection between curators and visitors

sketch 1

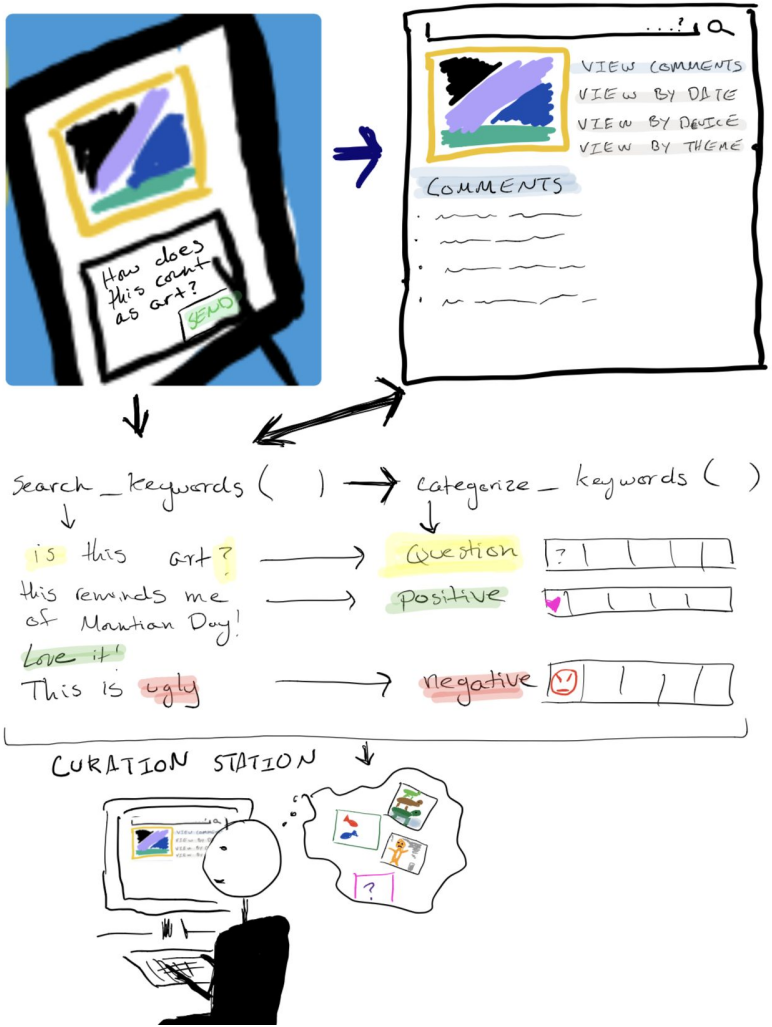
organization and communication



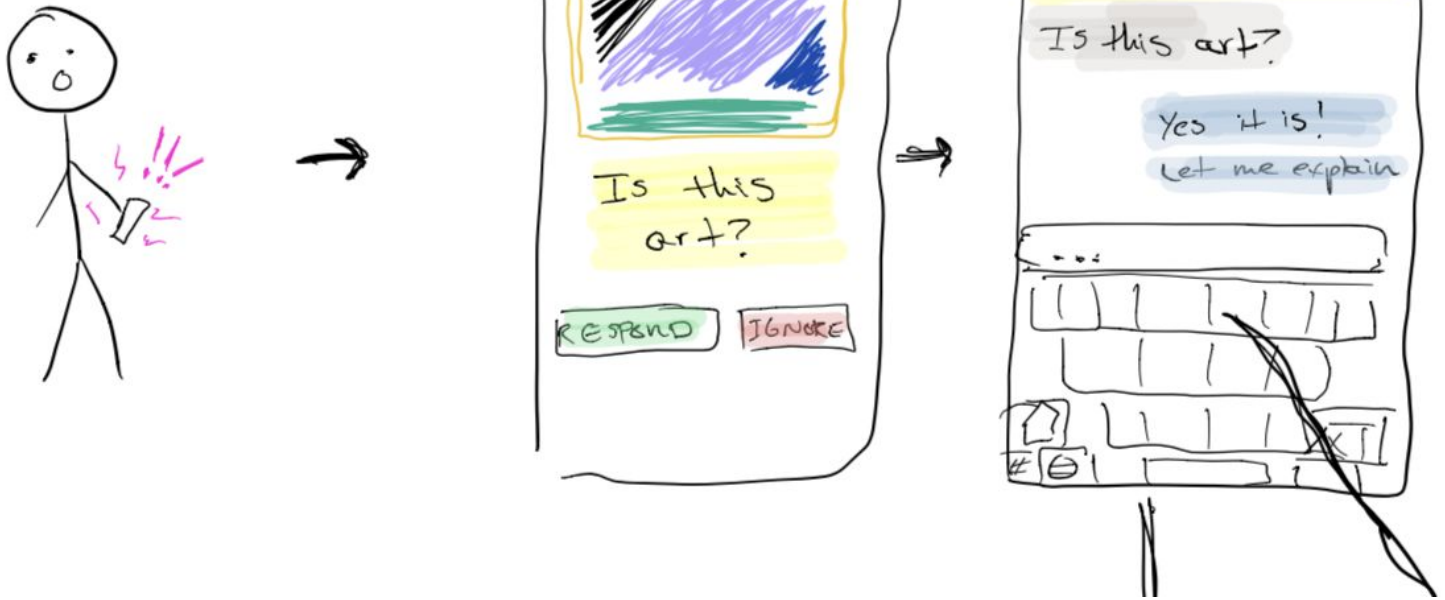




curators search the
heART database



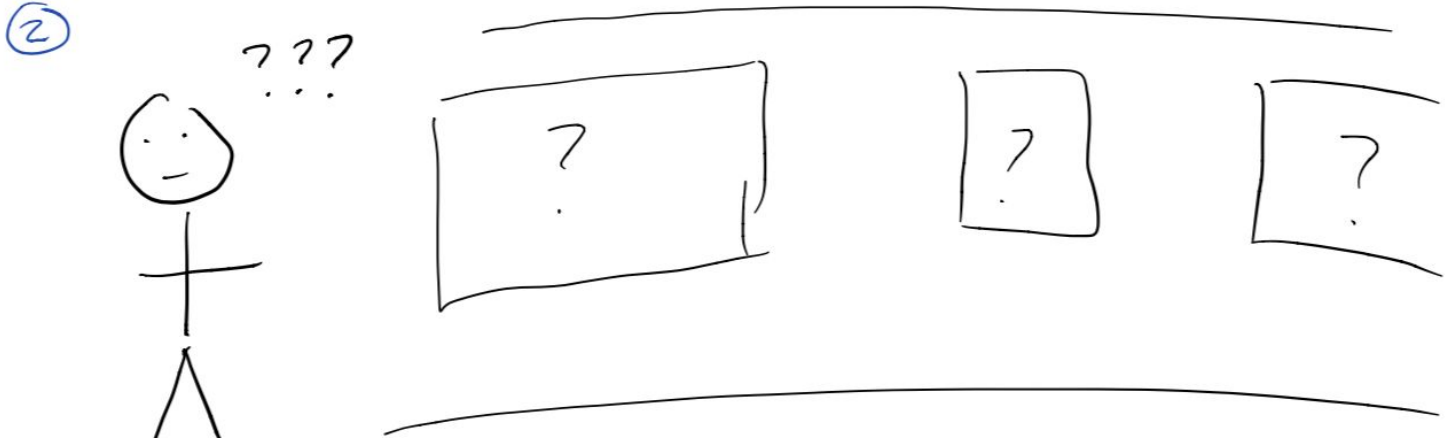
curators connect with visitors



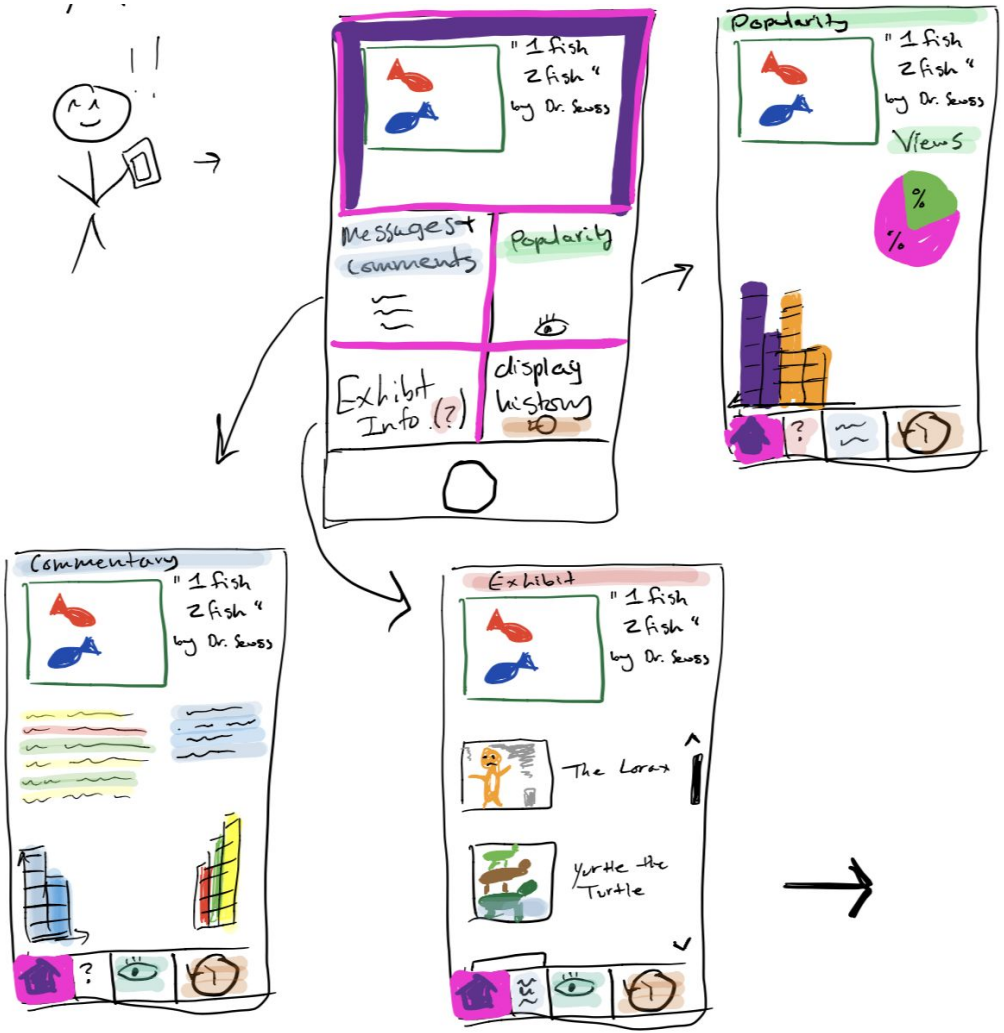
sketch 2

presentation and interaction

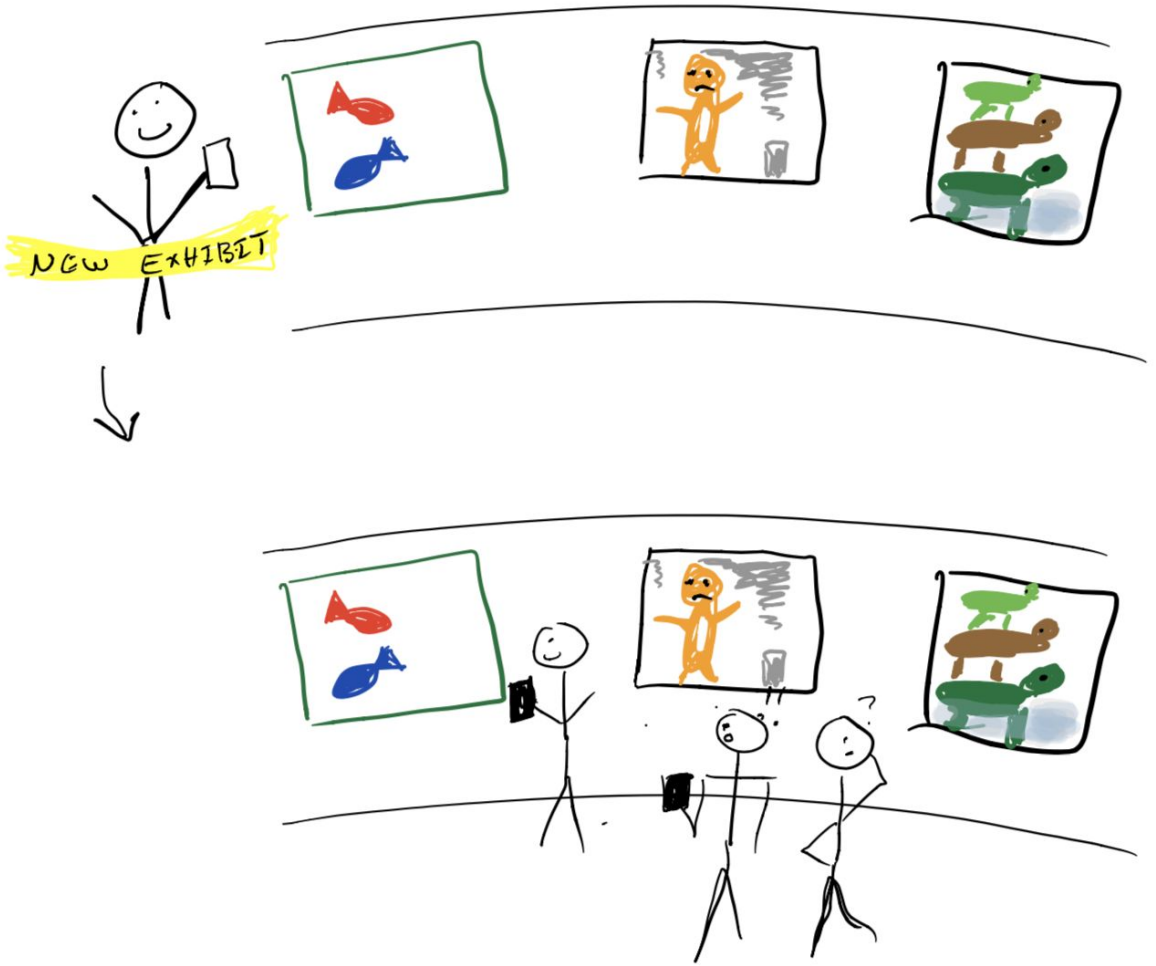
it's time to curate a new exhibit



curators engage with visitor feedback

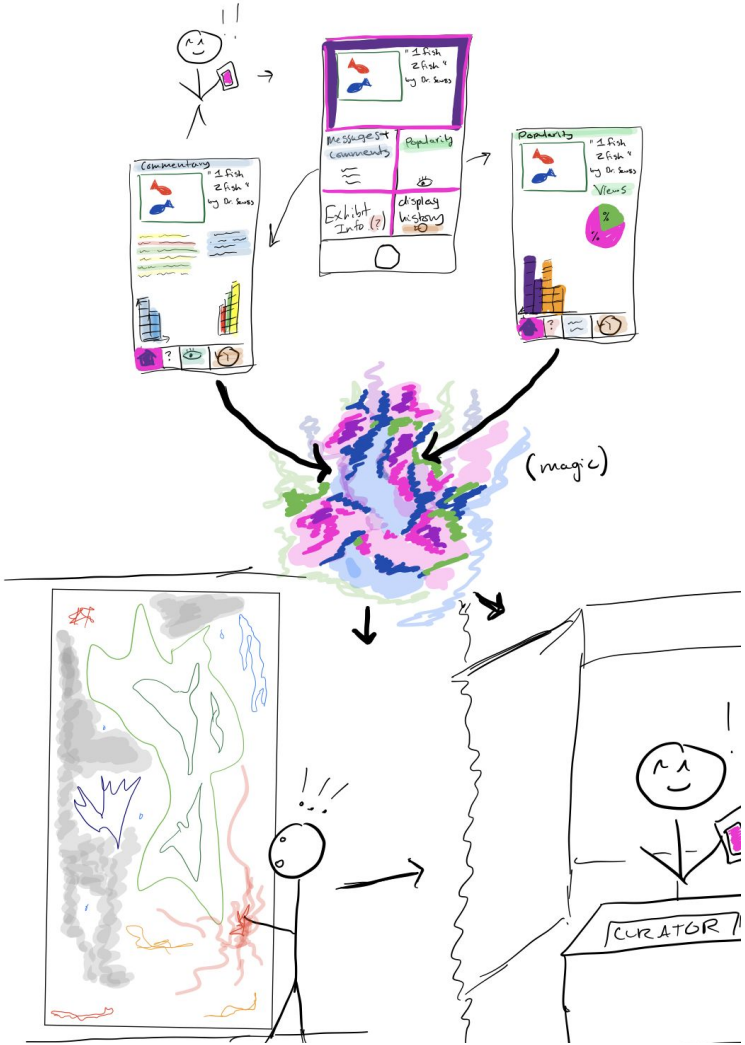


a new exhibit comes to life



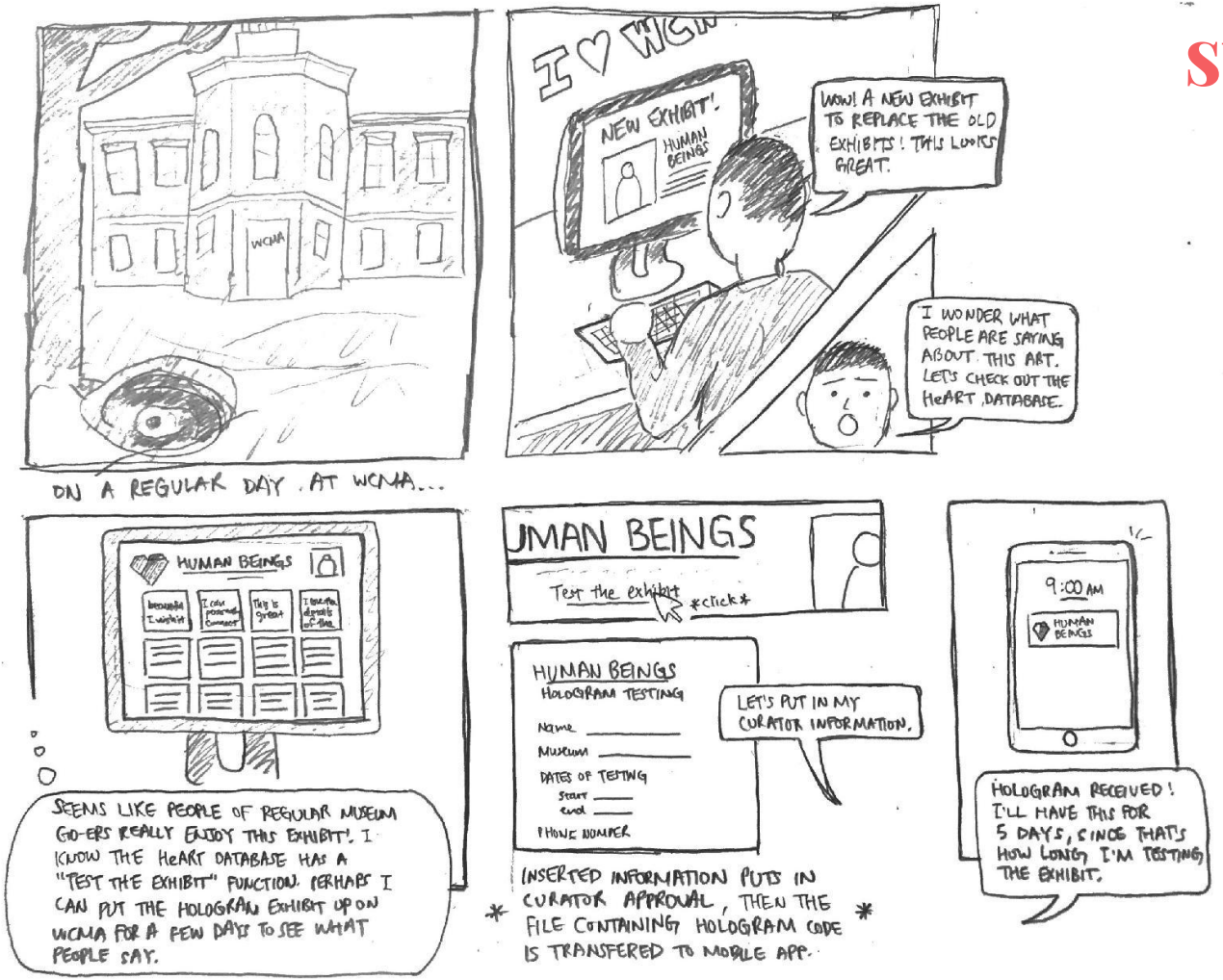
visitors can interact with some data visualizations

this may motivate people to give feedback



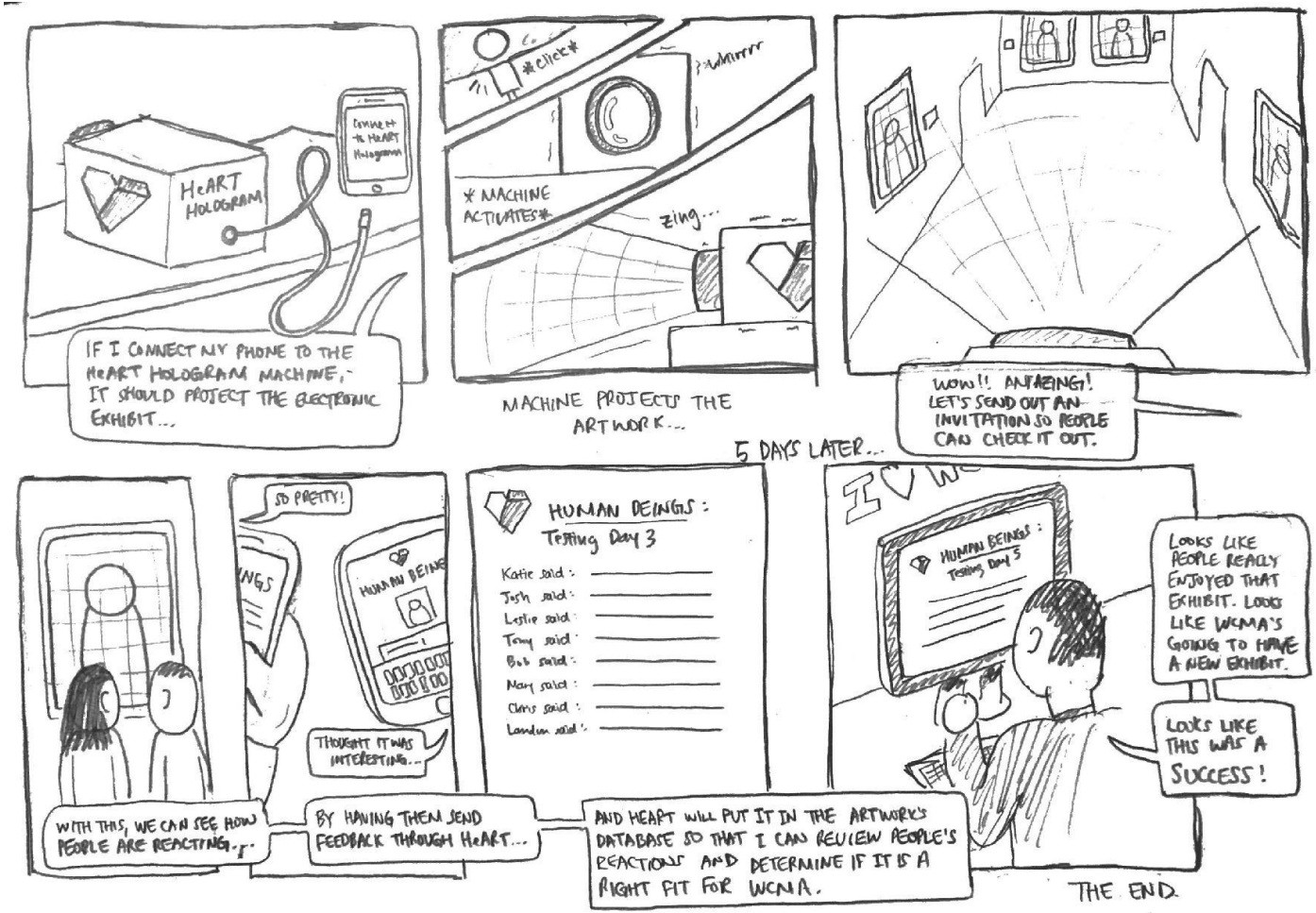
storyboard 1

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

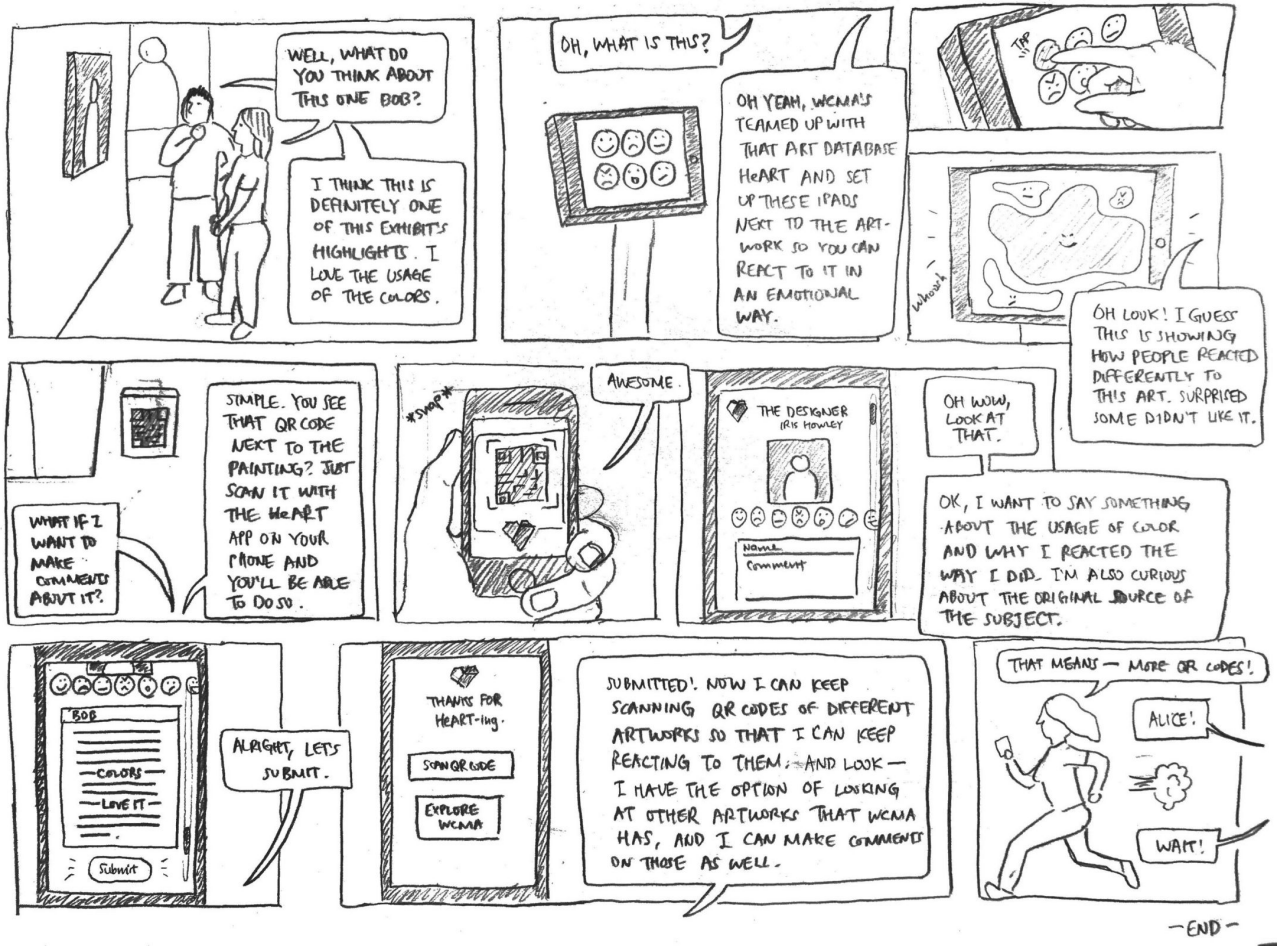
organized data is useful data

design 2: mobile interface for navigating database

task 5: summarize and communicate visitor feedback

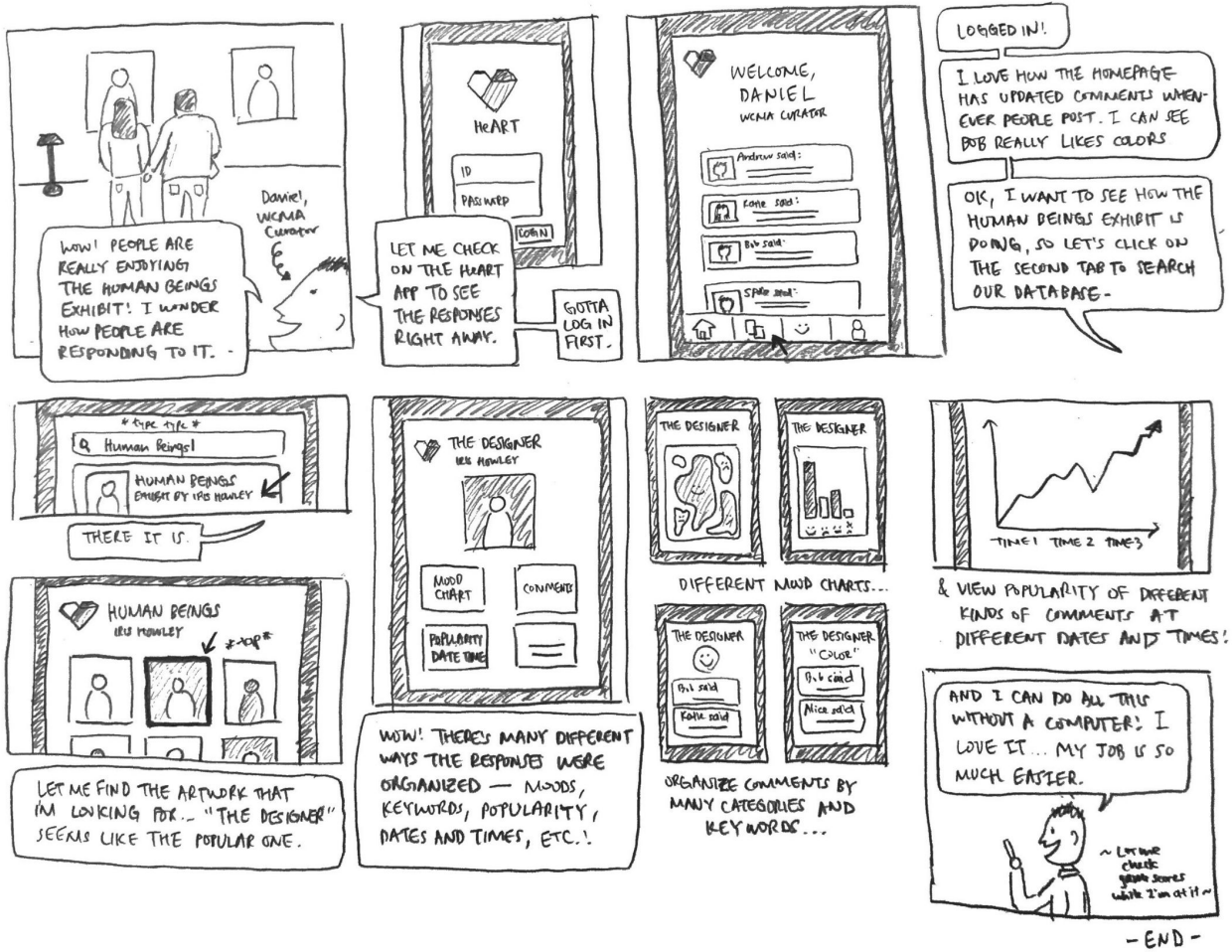
task 3: flexible data organization

storyboard 1



how to give responses

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