

Spotlight App Design

Madeline Allen

Project overview



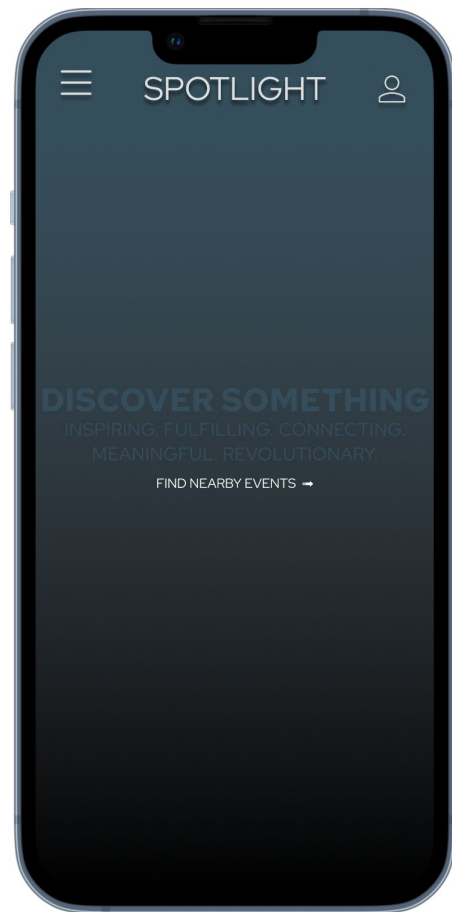
The product:

Spotlight is a new art app made in Detroit, Michigan that hosts local artists of various mediums and allows for exhibits and immersive experiences. Spotlight's app is made to bring awareness to new showcases happening at the museum, and the art that is included.



Project duration:

February 2022 to May 2022



Project overview



The problem:

Attracting customers to the museum and allowing them to better understanding the museum's contaminants deeper than eye-level.



The goal:

Bring awareness to the public of museum events and teach visitors about the art and styles used in the details of the art.

Project overview



My role:

UX Designer who brings the Spotlight App to life.



Responsibilities:

Conducting interviews, designing paper-digital wireframing, low-fidelity prototyping, usability studies, accessibility accounting, design repetition.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was users who live in rural areas, or areas where events are not commonly hosted.

This user group confirmed initial assumptions about Spotlight: Museum, but research also revealed that location was not the only factor limiting users from finding and attending events. Other user problems included transportation issues and ticket purchasing limitations.

User research: pain points

1

Location

Users may live in areas where there are no nearby events

2

Transportation

Transportation must accommodate and align with where the user lives in accordance with safety and efficiency

3

Ticket Sale Policy

Event and ticketing policies from various event companies may limit the number of tickets that can be sold to one purchaser

Persona: George

Problem statement:

George is a financial analyst who needs to be kept updated of local art events because he wants to meet others who enjoy art.



George

Age: 24

Education: B.A. in Finance

Hometown: Detroit, Michigan

Family: Lives with partner

Occupation: Financial analyst

“Supporting my city and connecting with others that share my hobby is important to me.”

Goals

- To spend more time in art-fueled environments
- To be in the loop of new art exhibitions in his city
- To meet other people who enjoy immersive art

Frustrations

- “I don’t know where to go, I don’t know what’s around me to explore but I would if I did.”
- “I am not in the loop of up-and-coming Detroit artists.”

George is a young professional who works as a financial analyst in Detroit, Michigan. While George works with numbers all day at his office, he dreams of going to an immersive art walkthrough like he did in Ferndale, MI two years back. He wants to meet more artistically-inspired young adults and support Detroit-based artists.

Persona: Maisie

Problem statement:

Maisie is a full-time student who needs to understand art painting styles because she wants to embrace creativity more .



Maisie

Age: 20

Education: Biology major at MSU

Hometown: Clarkston, Michigan

Family: Lives alone

Occupation: Full time student

"I hate feeling afraid of art and not understanding creativity and all that fuels it."

Goals

- To be able to depict various art styles of painting
- To be able to understand the methods used to create such painting styles

Frustrations

- "I don't know what I am really looking at when I visit modern museums."
- "I want to appreciate art that I have trouble making sense of."

Maisie is a full time biology student at Michigan State University who thrives using facts, data, and logic-based thinking. Maisie wears glasses which acts as a visual impairment making noticing detail from long-distance more difficult. Maisie wants to be able to identify types of paintings when she visits art museums so she can better appreciate creativity and tune out of her left-brain behavior and into her right-brain.

USER STORY

[George]

As a/an

Financial analyst with an interest in art

type of user

I want to

Attend pop-up art events nearby

action

so that

I can make friends with shared interests and support my community •

benefit

USER STORY

[Maisie]

As a/an

University student studying pre-medicene

type of user

I want to

Understand art styles and art concepts

action

so that

I can channel my creative energy and find inspiration

benefit

•

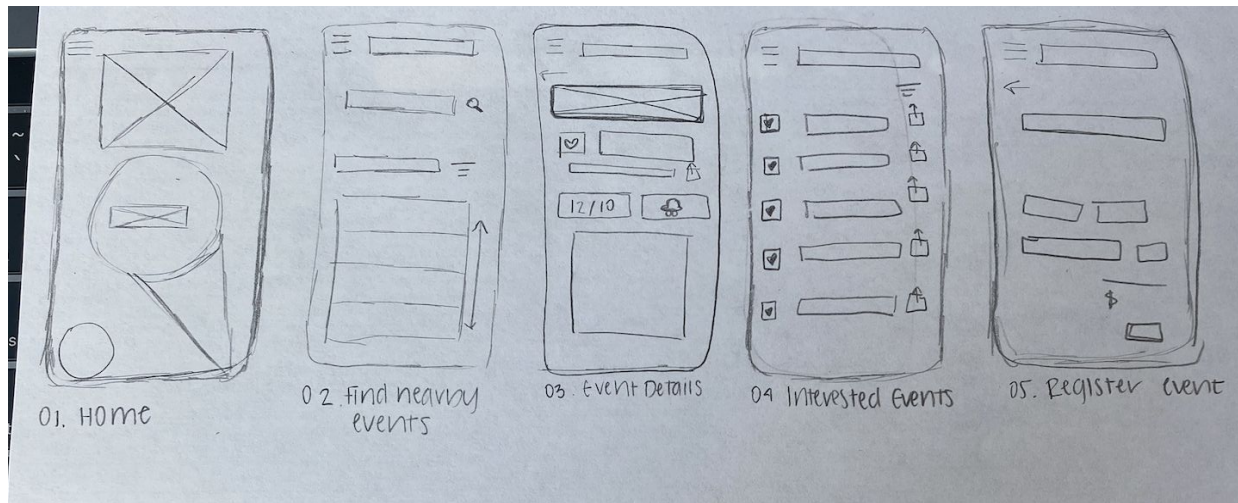
User journey map

The app would greatly benefit from having cross-functional uses in collaboration with other online services or pre-installed phone apps.

| Persona: George Goal: Use an app to stay in the loop to attend local art events | | | | | |
|---|--|--|--|---|--|
| ACTION | Download app and register | Browse events | Add events to calendar | Meet mutual attendees and invite people | Use app to get directions/transportation to event |
| TASK LIST | A. Find app in app store B. See compatibility/availability to download C. Follow sign up prompts to register | A. Enter location B. Browse nearby events | A. Add event to "interested" or "attending" lists B. Follow prompt to link event to Apple/Google/Microsoft calendar | A. Once attendance is confirmed, see who else is going (if users want to be visible) B. See other user's links through their profile C. Reach out to other attendees D. Share link to event with non-users | A. View event in attending list B. Click "view directions" C. View possible transportation options via Bus service, train, Uber/Lyft |
| FEELING ADJECTIVE | Hopeful that their region has the app in store Curious to see what events are nearby | Disappointed only one event appeared that is too far to attend | Irritated that expired/past events are still on lists | Excited to see so many young people are attending | Curious if there is onsite parking and bicycle parking |
| IMPROVEMENT OPPORTUNITIES | Create a cross-functional, multi-platform app and website version | Constantly update and register new events to the app | Create a "past events" list for expired events to fall into | Provide an instant chat option in app | Add parking information such as lot size, cost, location |

Paper wireframes

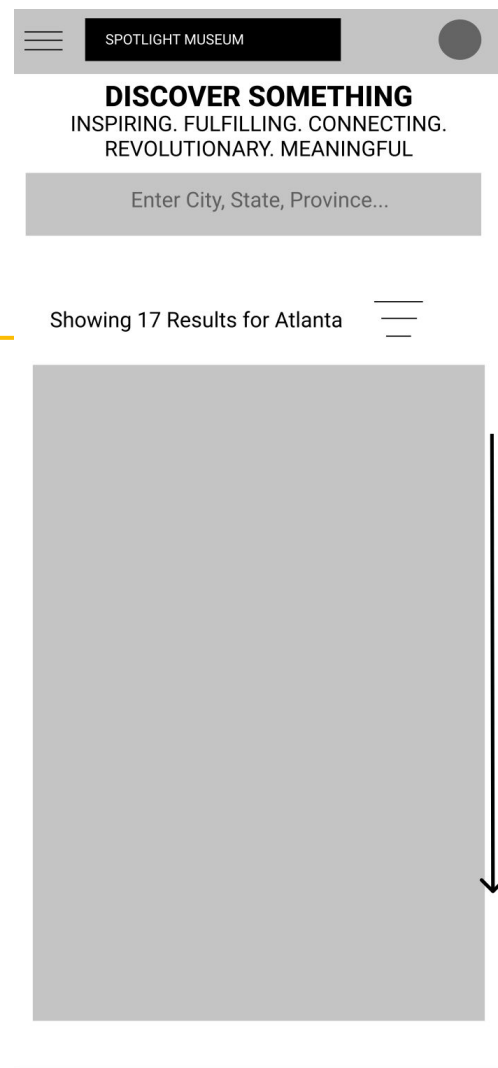
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

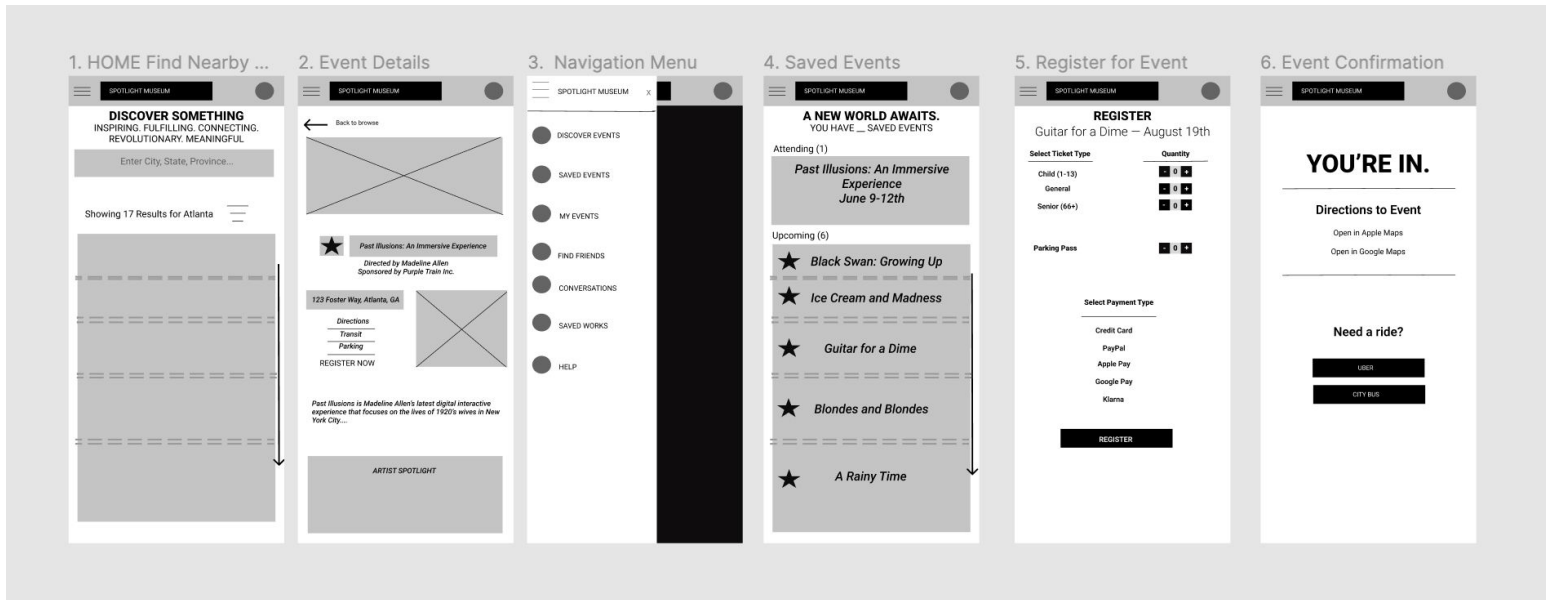
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

The results that yield are dependent on the user's location to ensure accurate and relevant results



A variety of events are ideally included in effort to offer inclusivity and appeal to a wide audience

Low-fidelity prototype



Spotlight: Museum Low-fidelity
prototype on Figma

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to locate nearby events
- 2 Users want to buy tickets to nearby events
- 3 Users want to learn about the art in each event

Round 2 findings

- 1 Users want to buy a large quantity of tickets
- 2 Users want more transportation options
- 3 Users want more event suggestions

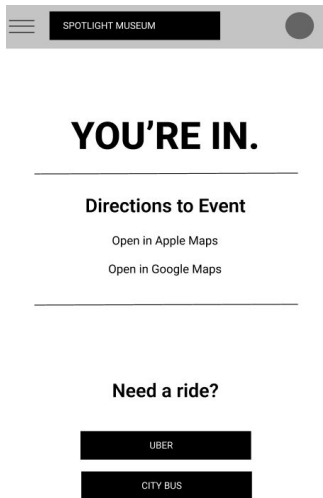
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

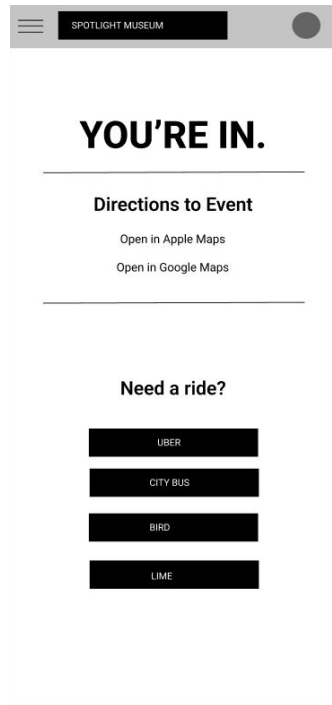
Mockups

Early designs allowed for some transportation options, but after the usability studies, I added additional options.

Before usability study

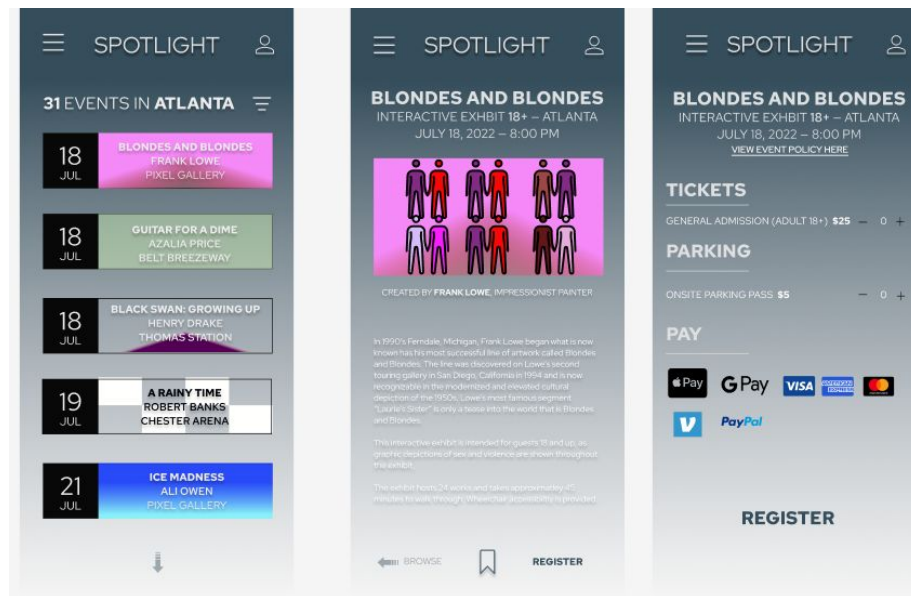


After usability study



High-fidelity prototype

Spotlight: Museum High-fidelity prototype on Figma



Accessibility considerations

1

Used icons to help make navigation easier.

2

Used relevant imagery for events to help all users get a better understanding of the artistic style and mood of the event.

3

Provided access to users who are visually impaired through adding alt text to images for screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Spotlight: Museum connects people to art no matter your age or what medium of art appeals to you.



What I learned:

I learned that the initial ideas are only the first steps, and that the usability studies and feedback is the key influence to the success and quality of the app.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Spotlight: Museum app! If you'd like to see more or get in touch, my contact information is provided below.

Email: madelinej02@icloud.com