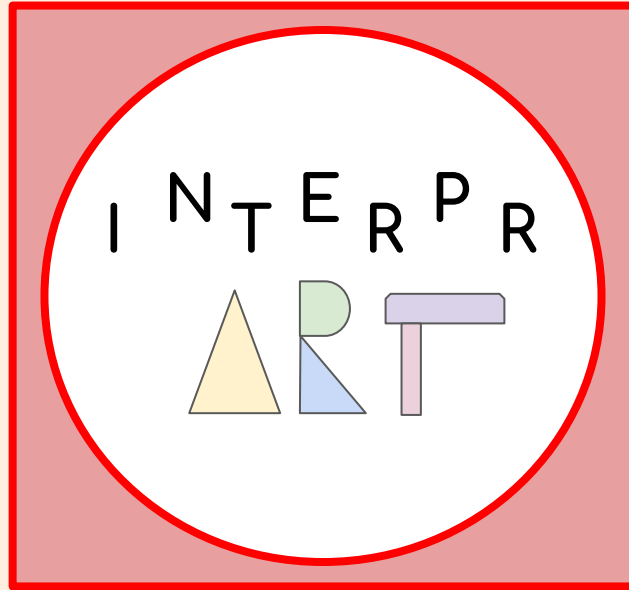


Reviewing the Research



Abby Miller: Designated Delegator
Maria Mejia: Creative Consult
Grace Murray: Logic Liaison

Overall Problem



Overall Problem

- Many simply believe that they are “not museum people”
- Specifically, people feel uncomfortable with the silence of galleries and feel intimidated by the feeling that other visitors are more knowledgeable and can stare at art for lengthy periods of time
- Today’s museum exhibits are interdisciplinary and engaging
 - WCMA (a very small museum) currently features exhibits that incorporate dance, biology, technology, history and classic art.
- So why do so many people believe that museums are inherently not a place for them?
- How can we help these people realize that museums are a space they can enjoy?

Design Research

- Most people consider themselves “art amateurs”
- Varied levels of confidence cause two types of mentalities:
 - There exists an ideal visit and interpretation
 - Most likely to seek validation
 - Sees museum visits as educational
 - Visits and interpretations are completely subjective
 - Sees museum visits as entertainment
- Interpreting was not considered a chore
 - Fun to be “rebellious” and branch far away from expert opinion
 - Conversations that stems from interpretations are entertaining
- Art plaques are considered but not really helpful
- People become bored without any engagement

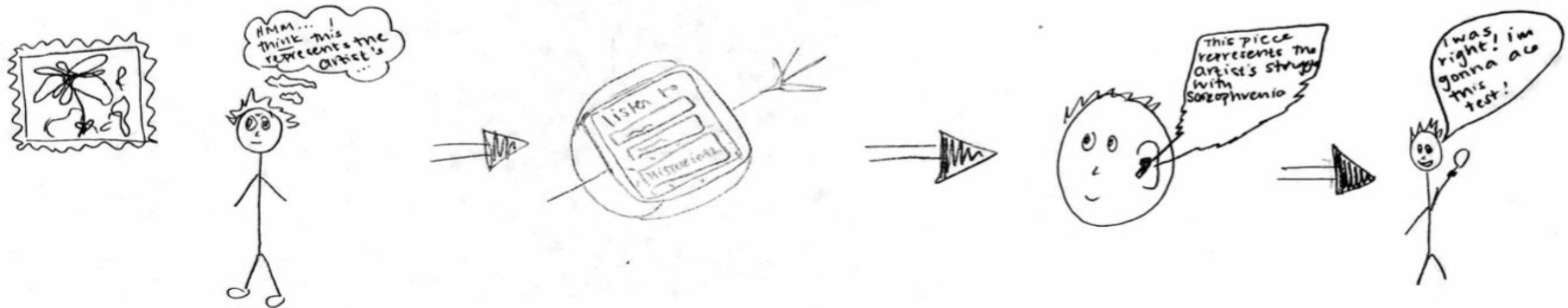
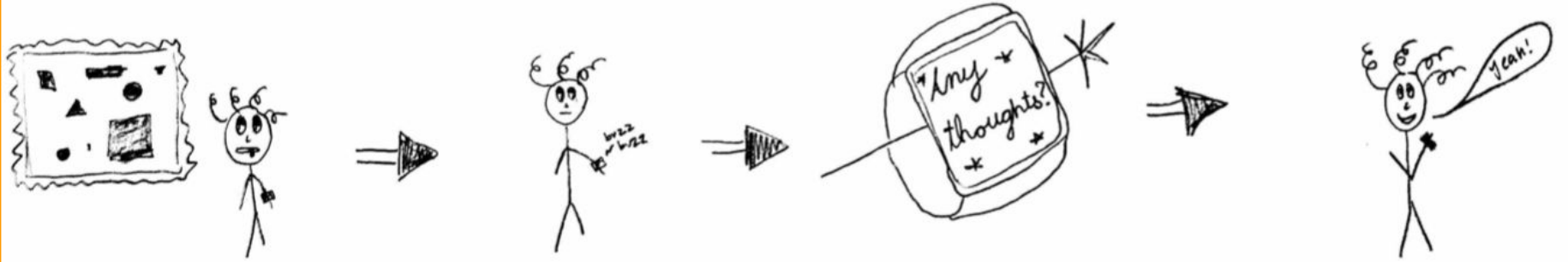
6 Tasks

1. Facilitate collaboration and conversation about art: Listen to others' interpretations about the same piece of art and respond with your own thought.
2. Create a more mentally active museum visit: Be reminded to listen to others thoughts or add your own in order to continue thinking critically about the art.
2. Walk through the museum without guidance: Explore the museum and think about art without the help of a tour guide or expert.

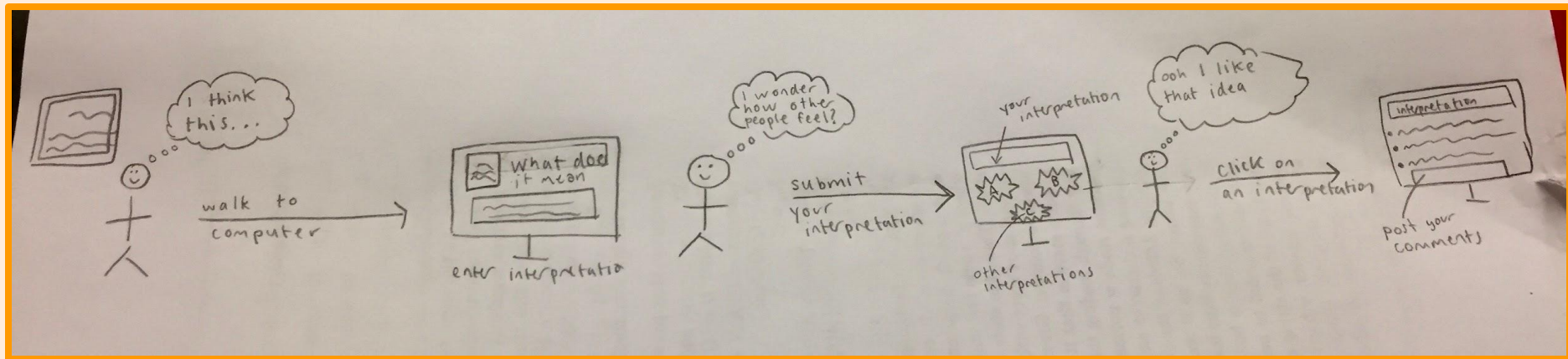
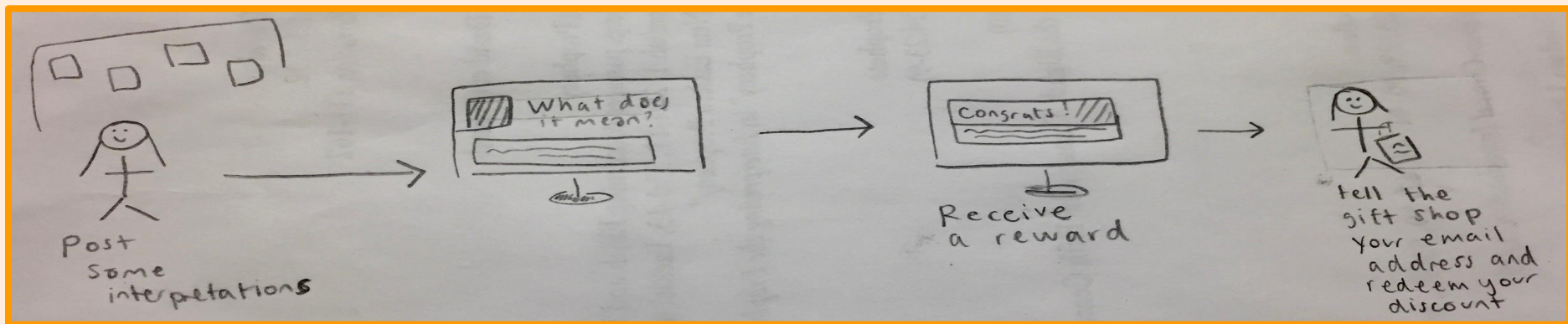
6 Tasks, continued

4. Earn rewards and feel validated: Receive celebratory messages after submitting a particularly interesting/unique/insightful interpretation, and accumulate points for use at the gift shop.
5. Play an interactive and educational game: Incorporate competition into the museum experience by choosing a goal (e.g. thinking like an expert, being unique, etc.) and competing against friends for points.
6. Create a record of a visit to the museum: Store personal interpretations in a log organized by date and artwork that is accessible remotely and at any time.

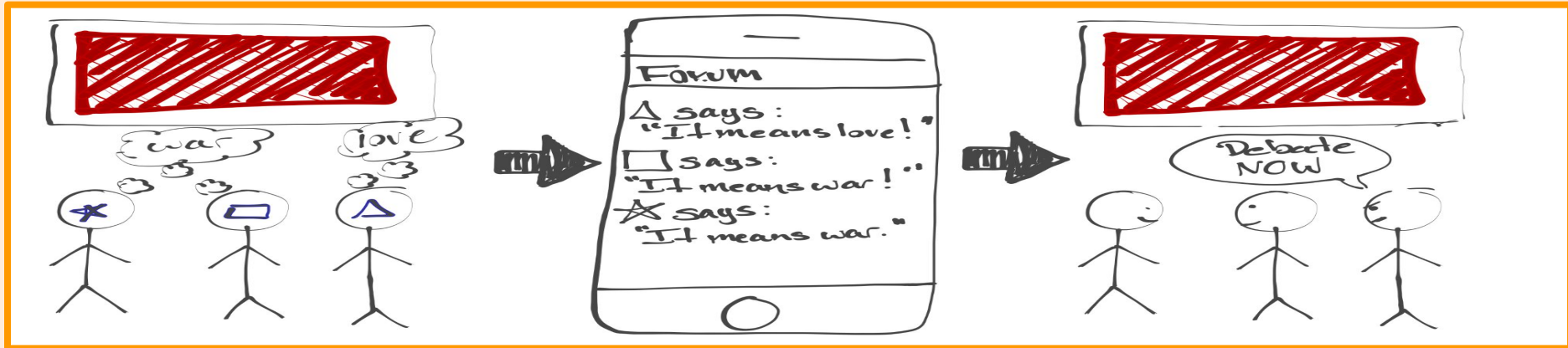
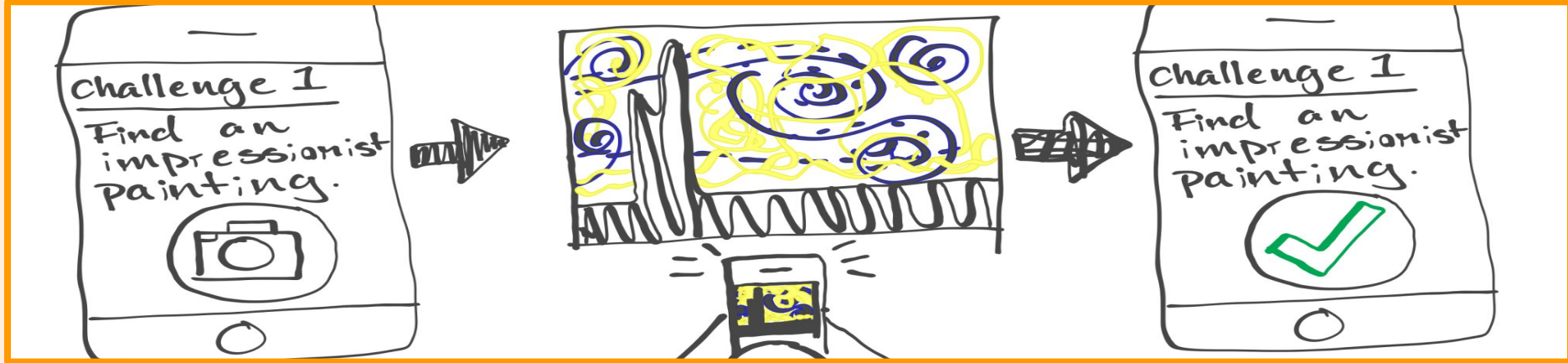
3 Design Sketches: Smart Watch



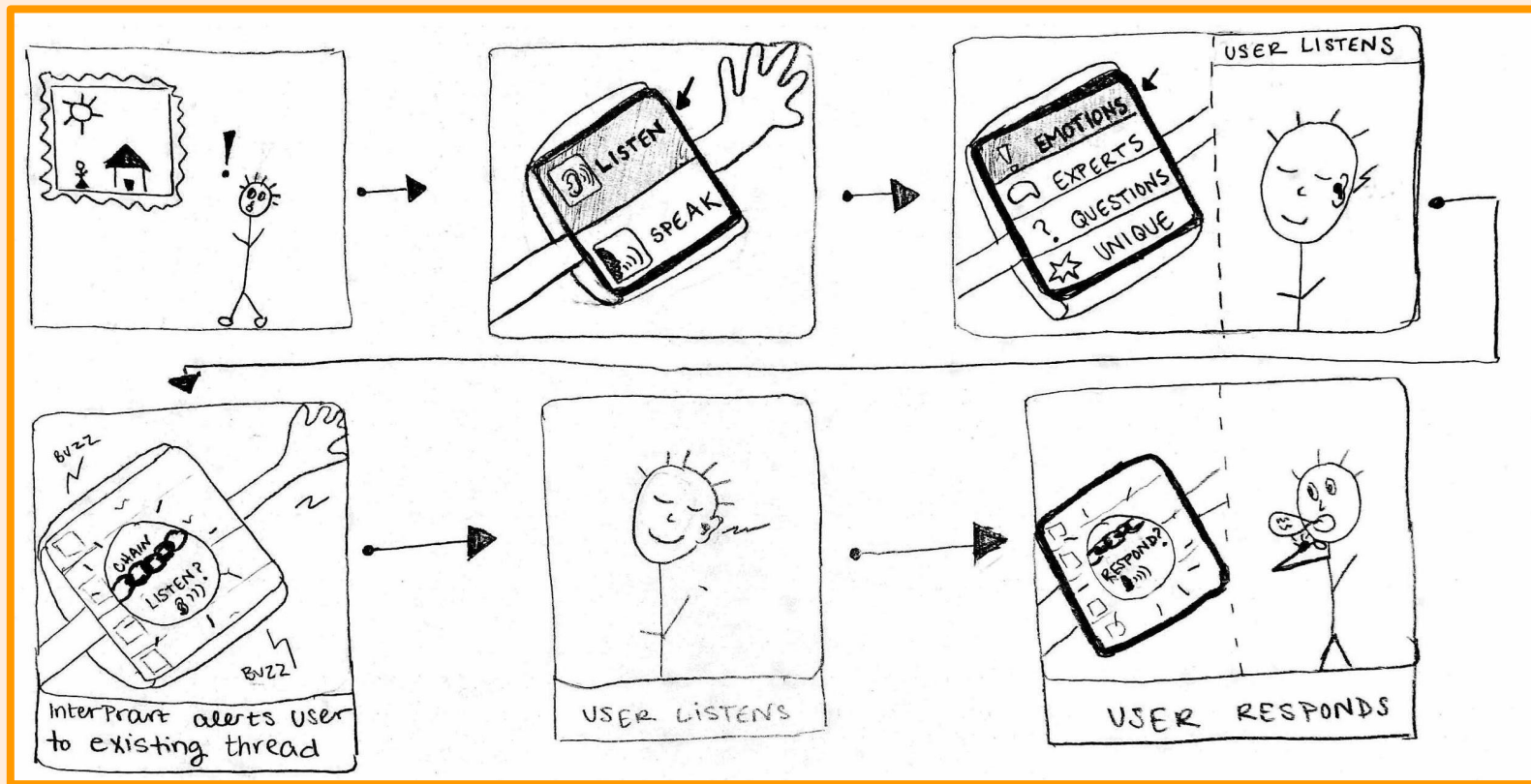
3 Design Sketches: In-Gallery Desktop



3 Design Sketches: Mobile Site

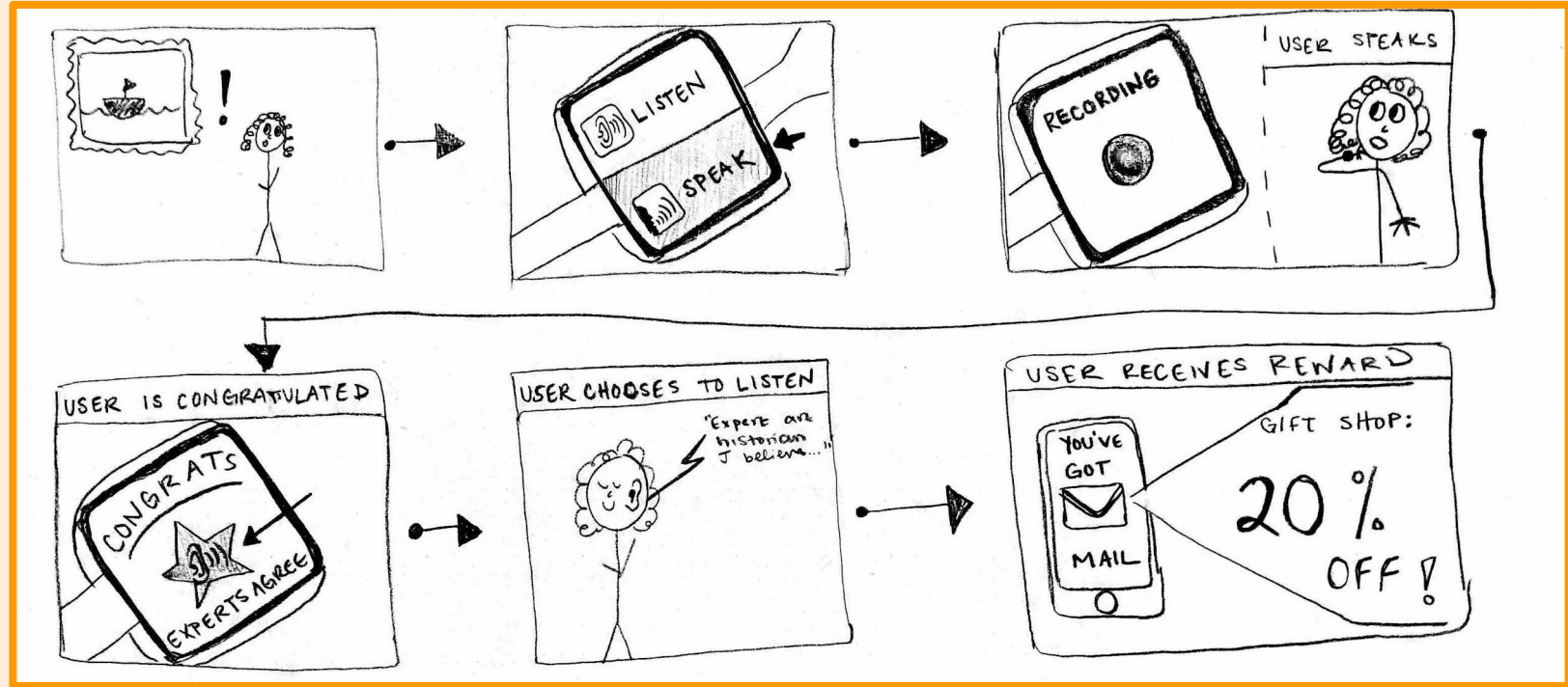


Selected Design Storyboards and Tasks



facilitate collaboration and conversation about art

Selected Design Storyboards and Tasks, cont.



earn rewards and receive validation for interpretations

Summary : Lessons Learned

- The user is not like us!
- Multiple stakeholders' opinions can/should be weighed
- One product can't do it all... choices must be made
- Stay in the step (i.e. thinking 3 steps ahead in the design process can be counter productive)