

PINTEREST EXHIBITION

DESIGN DOCUMENTATION

Throughout this project, I have met a lot of difficulties and challenges. I would like to thanks the following people for their supports and assistances for helping me to development and improve this project. Some of them are even sources of inspiration that make me start this project.

My Tutors

Wil-Kie Tan

Indae Hwang

Yun Tae Nam

Warwick Molloy

And all my classmates, friends and family around me. Thank you all for your attention, suggestions and assistance for the development of this project.

Discover

02

summary of literature review
Look insight the problem
Marketing research

Define

15

Understanding user
Target user and persona
User journey map
Define the final problem

Develop

30

Prototype
User testing
Reflection

Deliver

43

Final design
Business analysis
What's next?

PINTEREST EXHIBITION

INTRODUCTION

PINTEREST EXHIBITION

This project is focusing on one key question related to interaction design with student exhibition information providing. In this research project, tries to understand the relationship between student and the exhibition and analyse the market value of the student exhibition based on Pinterest. In the meanwhile, finding the opportunities where products can be pleasurable and meet the real needs of the student to receive exhibition information through interactions with technology.

This design documentation shows the processes of designing an exhibition application based on Pinterest. The design concept is to design a new Pinterest version which focuses on student exhibition provides. Therefore, create a platform for student to receive more exhibition information in a pleasurable way.



DISCOVER

Summary of literature review

Look insight the problem

Marketing research



Photo by iSAW Company on Unsplash https://unsplash.com/photos/Oqv_bQbZgS8

SUMMARY OF LITERATURE REVIEW

04

This literature review is conducted to evaluate the benefits of the exhibition for students as well as the benefits of digital exhibition based on mobile phone. Its goals are to find an opportunity to design a product which can help student receive the student exhibition information.

- **The exhibition is conducive to the development of students**

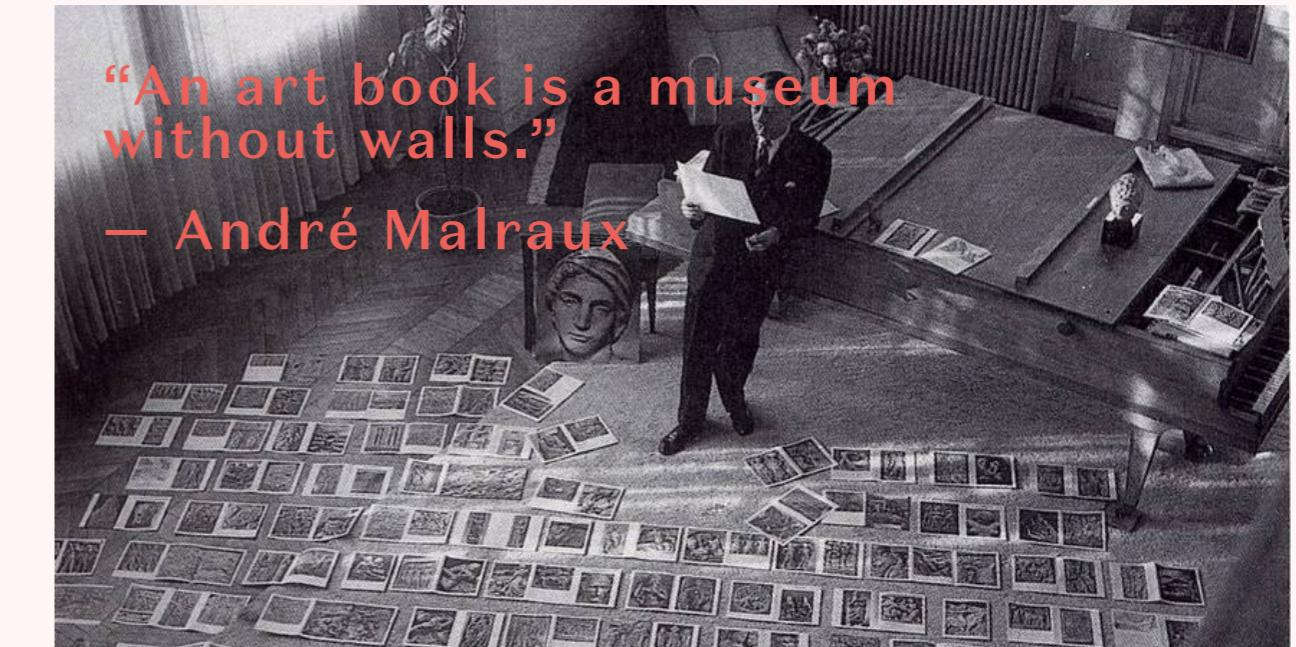
A study by Selan (2013), support that exhibition, especially art exhibition was introduced into art education in order to benefit students understand artworks. In the same time, a study by Burton (2001, 2004), suggests that due to the character of art like history, creation and appreciation, the comprehensive art education should provide

students with an opportunity to associate with art exhibitions. Accordingly, enable the student to learn something beyond the studio experience. In a similar study from University of Arkansas's researchers have argued that get in touch with the exhibition can improve people in a broad range of emotional skills and cognitive, including historical empathy, critical think, social tolerance and understanding of aesthetics which plays a crucial role in student education (Ericson 2013).

- **The benefits of exhibition information providing through mobile phone**

With the continuous development of technology, the portability and universality of mobile phones have made it an indispensable

technology product in people's daily life. Spreading exhibition information through mobile phones has become a trend. According to Ulbricht (2001), the art exhibition may work with popular press to expand its influence to the public. Besides, the mobile application in their attempt to create a 'museum without walls' bring art into the people's common life. In the same time, The art institutions recognise that social networks has benefits for exhibits spread (Purcell 2013). There is perhaps a chance to touch more audience with the social media as a new changing (Cline 2012). For this reason, the exhibition information providing through a mobile phone can offer more opportunities for the student to get access to the exhibition information.



"An art book is a museum without walls."

— André Malraux

André Malraux ("Museum Backstage: The Virtual Museum" n.d.)

05

- **Understanding pleasurable products based on interaction design principle**

Interaction design is focusing on how people interact with people, and people interact with technology, technology interact with technology. In the new age of interaction design, issues like pleasurable have become an essential part of the design field. Interaction design draws on the principles which come from design, psychology, emotion and art to provide a pleasurable experience (Norman 2013). Besides,

interaction design is aim attention at user behaviour, function and information (Cooper 2004). A pleasurable design should be concerned with how products work, how products are controlled, and how it interacts with people. When the design did badly, it usually brings frustration and uncomfortable. Most of the reason is the lack the understanding of the design should focus on human-machine interaction (Norman 2007). For this reason, pleasant products should meet the needs of users, reduce the cost

of use, and increase user satisfaction. As an app that provides exhibition information, it should consider what information should be submitted to meet the real needs of users and how to enable users to obtain useful information, ensure users get the enjoyable experience by using this product.

FIELD RESEARCH - PINTEREST

PINTEREST

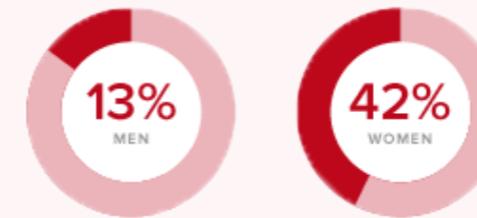
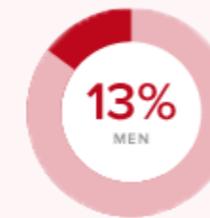
Pinterest is a search engine running by a team called Cold Brew Labs, founded by Ben Silbermann, Paul Sciarra and Evan Sharp. Officially launched in 2010. Pinterest allows users to use their platform as a visual exploration tool for personal creativity and project work. The site layout used is a waterfall stream (Pinterest-style layout) ("Welcome To Pinterest!" 2019). Users can use the keywords to find the image they want. Besides, users can manage their photo collection and share it with their friends.

06

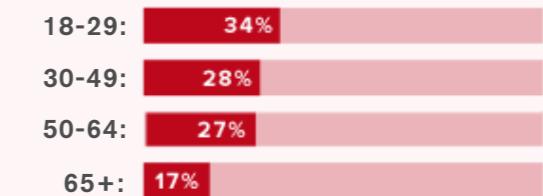


MAIN FINDING

- Millennials use Pinterest as much as Instagram.
- Average time spent on Pinterest per visit is 14.2 minutes.
- Top Category in the US is Art, Art Supplies & Hobbies.
- Pinterest said 80% of its users access Pinterest through a mobile device.



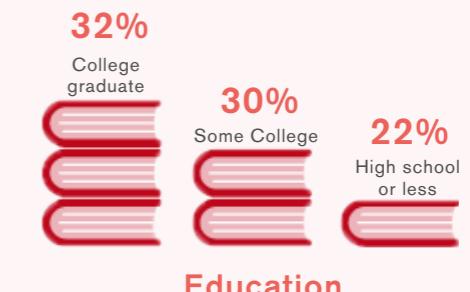
The gender data of Pinterest



The age data of Pinterest



Income



Education

WHAT I LEARNED FROM THIS CASE

From this case, I can learn from this successful information presentation mode, and display the information related to the exhibition by visualising the waterfall flow. Users can search by the keywords of the exhibition and browsing the exhibition information as the image, video even the VR tour.

At the same time, users can also re-pin and pin the fascinating exhibition to their drawing board. This simple information search function and precise information presentation method reduce the user's time to learn the new application. The users can view the exhibition information that they needed in a short time. Besides, the collection function enables user can review it at any time.

Pinterest holds a vital contribution to my design solution and will be the primary source of inspiration for the product design.

07

LOOK INSIGHT THE PROBLEMS

INSIGHT 1

For student, especially art and design student, usually feeling stuck during their work time. For this student, they need the inspiration to help them create as well as widen eyesight.

08

INSIGHT 2

Appreciating other people's work and communicating with peers is an important source of information for art student (Sriyani 2002). However, there is limited access for them to get the exhibition information particularly student exhibition.

INSIGHT 3

On the account of the geographical limitations for exhibition, students have to spend a lot of time and money to support them in appreciating the exhibition on site which might cause the boundary for them.

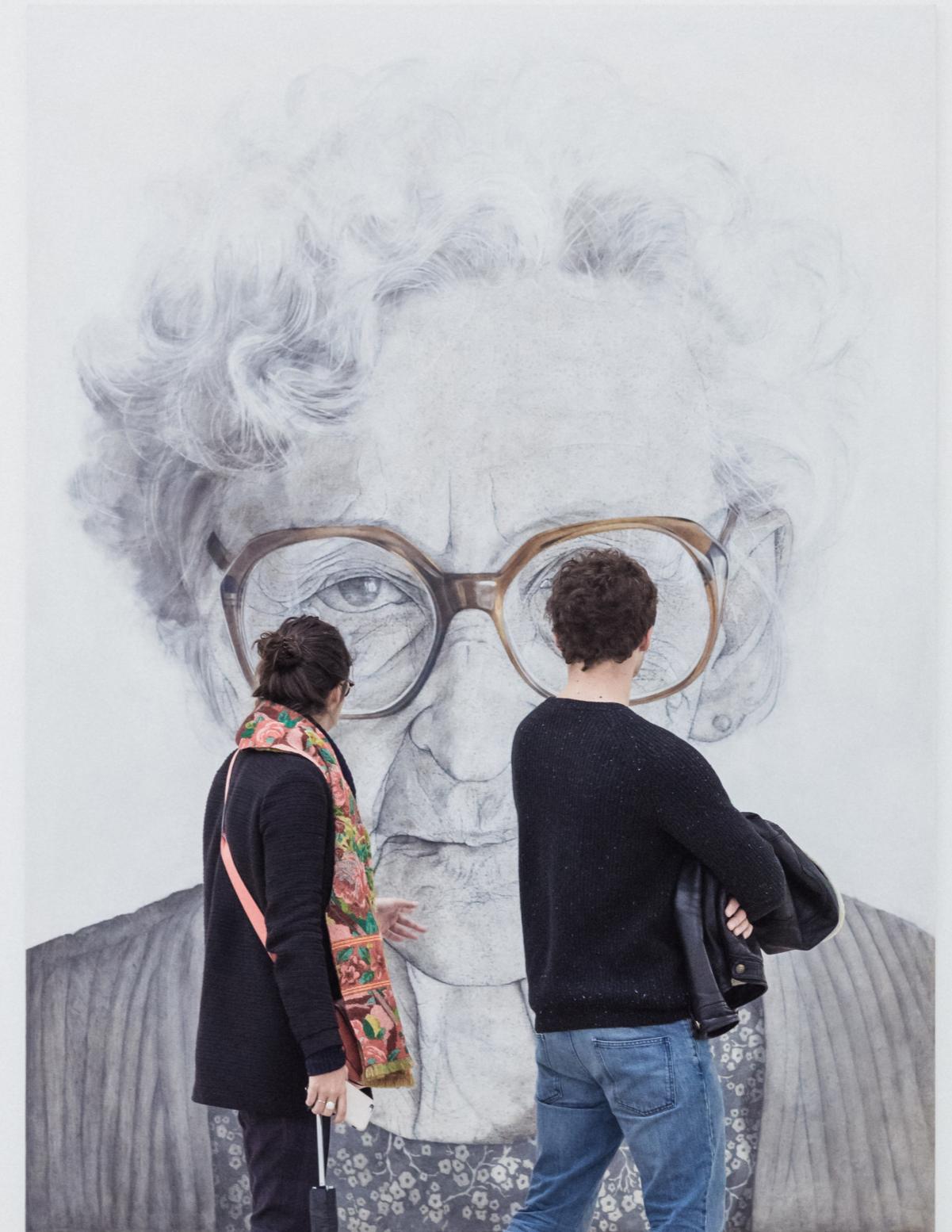


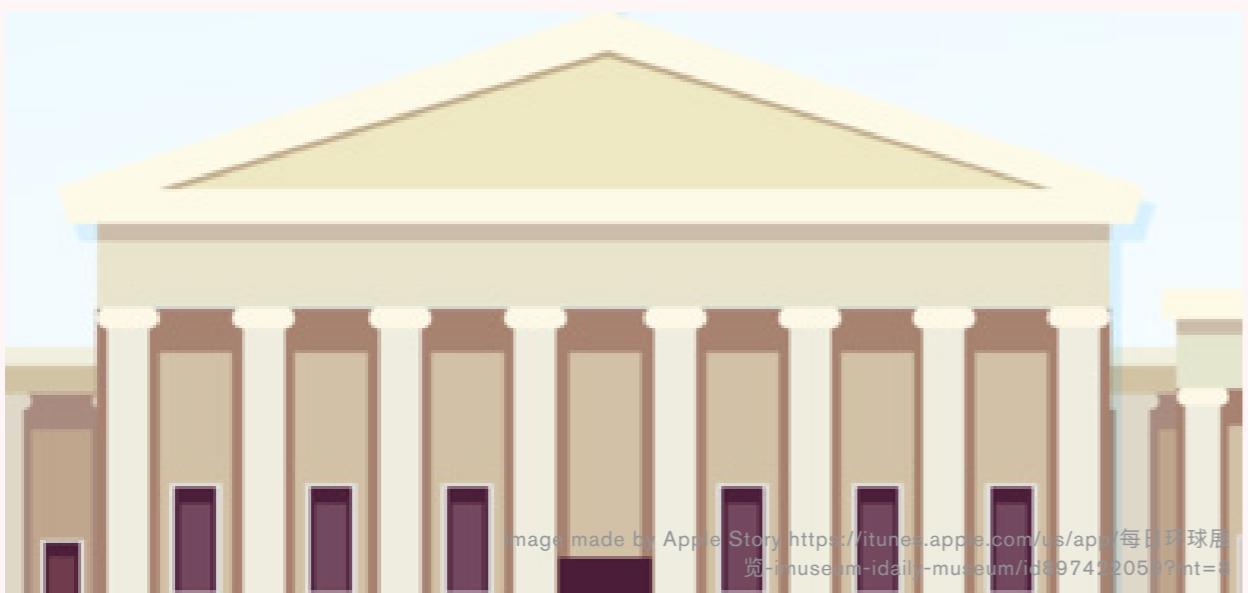
Photo by Ryan Stefan on Unsplash <https://unsplash.com/photos/5K98ScREEUY>

CASE STUDY: IDAILY MUSEUM

INTRODUCTION

iDaily Museum (iMuseum) focuses on global art exhibitions and museum events ("Idaily Museum - Imuseum" n.d.). People can keep abreast of the best exhibitions that are going on around the scene, enable the user to formulate a program of exhibitions and experience the joy of free viewing. Users can click on the corresponding exhibition to view the event details: tariffs, sponsors, exhibition topics, exhibit information, and related information are listed in detail, through which user can understand each exhibition.

10



TARGET USER

people who are interested in the exhibition

TECHNOLOGY

Mobile application



Image made by Apple Story <https://itunes.apple.com/us/app/每日环球展览-imuseum-idaily-museum/id897422059?mt=8>

STRENGTH

- Supporting for personal schedule plan function on the mobile.
- Combination of LBS services, enable user take photos while sharing the pictures of the exhibition or the exhibits on the social networking.

WHAT I LEARNED FROM THIS CASE

In this application, the exhibition is classified into the latest, hot, coming soon and about to begin. This classification provides users with more useful information, which is easy for users to use and improves usability and information validity. In terms of my design solution, this good exhibition information classification system can be considered as a useful function on the product.

WEAKNESS

- The exhibition-related information is displayed in a single form, with simple text and images, and users cannot fully obtain the information about the exhibition.
- The area supported by iDaily Museum is temporarily limited to some big cities.

11

CASE STUDY: THE VORDUN MUSEUM AND GALLERY

INTRODUCTION

Second Life is an Internet-based virtual world that received widespread attention in late 2006 and early 2007 due to reports from mainstream news media (Second Life 2019). Second life through a downloadable client program developed by Linden Labs. Users are called "residents" in the game and can communicate with each other through a free virtual avatar(Second Life 2019). The Vordun Museum and Gallery is an art and history experience in Second Life. Using experience keys, audio tours, the Vordun Museum offer the user a real experience about the exhibition ("ABOUT — THE VORDUN" 2019). One of the main goals for The Vordun is to provide the player with a real museum experience("ABOUT — THE VORDUN" 2019).

12

13



TARGET USER

Desktop
3D virtual Technology

TECHNOLOGY

people who like game and want to experience museum



Visitors admire the original artwork in "Lip Service," by Celeste Forwzy ("THE VORDUN" 2019)

STRENGTH

- In the virtual world of The Vordun, the user might feel the illusion of 3-D space, avatars represent users in-world.
- The user can interact with exhibit in The Vordun Museum and Gallery

WEAKNESS

- Only can operate it on computer.
- Limited number of exhibitions
- Taking time to learn about the guide.

WHAT I LEARNED FROM THIS CASE

One bound of the spread of exhibitions is distance (Parry 2013). The 3D virtual world might as a useful tool for the student to experience exhibition information better. For my design solution, the 3D exhibition viewing model which based on Virtual Reality technology should be considered as a useful tool — through the VR tour, allowing users to experience the authenticity of the exhibition and filled with interactive. In that way, it can help the user enhance sensibility and rational understanding.



DISCOVER

Target user

Interview and data analysis

Persona & User journey map

Customer journey map & MVS

TARGET USER

In the first, this project research is mainly targeted on people around 17-30 years old. However, after the first round questionnaire, I redefine the target user make it more detailed.

MAIN TARGET USER

The main target user for this research project focuses on **art and design student** in university as well as for the **people who interesting exhibitions**.



OTHER INFLUENCER

This project work with different university and some university information will be displayed there. Therefore, there might attract some people who interesting about university.



INTERVIEW

This project is based on personal experience, so I choose interview as the main method to collect qualitative data. I interviewed with eight different students. This interview has three open-end questions, ten main questions and six sub-questions, and this interview may take around 25-45min. One goal of is interview is to explore the user's problem and define the problem for the target users, and another goal for that is to explore the target user's demand about the exhibition.

I'D LIKE TO KNOW...

- The project goal is to explore the user's problem and define the problem for the target users.
- To find out user's attitude about this problem.
- Explore the target user's demand about exhibition and find the common problems.

MAIN INTERVIEW QUESTIONS

- Do you like see the graduation show from student?
- Why you want to see the other students work?
- Did you think the see graduation show (or other students work) can help you? In what way?
- What kind of information you want to see on the student graduation show?
- Where do you usually get the student exhibition information?



INTERVIEW DATA

"I willing spend a lot of money and time for the exhibition I do really interesting."



Ivy Lu 23, Master of Interaction Design Student

Visiting exhibition is a hobby for Ivy. When she gets time, she usually travels around the world to visit the exhibition. She likes the feeling when she inside the exhibition, an interesting thing for Ivy is that she willing to spend a lot of money and time to visit an exhibition which she does really like. For her, student exhibition is an important resource to appreciating peers works. According, she usually searches for student exhibition online, like university website, it takes times but it is ok for her.

18

INTERVIEW DATA

"I only get exhibition information from WeChat" "... that is really inspired me"



Joy Duan 24, Master of Multimedia Design Student

Joy is an international design student, she like hand out with her friends during her free time. She also likes the exhibition and saw some fantastic exhibition before. She usually gets exhibition information from her friends or WeChat, at some time, she also likes to saw some student exhibition either, because she thinks through that way she can now what design level does she in.

19

"I do really need student exhibition information! but I cannot find it."



May Zhang 26, Master of Interaction Design Student

May got a crazy friend who has a different kind of information about exhibitions. She usually visits an exhibition with her 'information' friend. She does really want to see some student exhibition. Because she thinks through student exhibition she can find out the information from different design school and understanding peers' design works better. One thing that made her feel very distressed is that she cannot find any way to get the student exhibition information for now.

"I'd like to see some student exhibition show but I don't know where can I get information"



Polly Han 21, Bachelor of Communication Design Student

Polly is studying communication design, for now, sometimes, she visits the exhibition in NGV. She came only when she gets the information about the exhibition which her interesting. She said she likes to see some student exhibition show for inspiration but she can not find the place to get this kind of information.

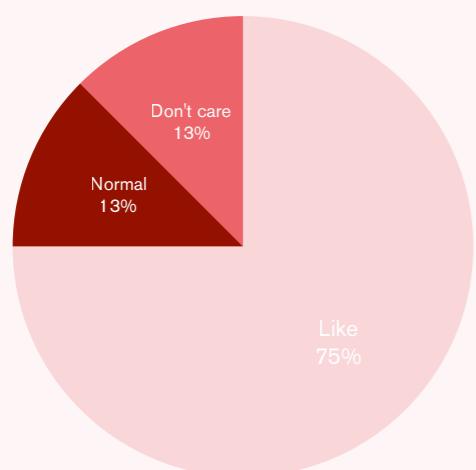
INTERVIEW DATA ANALYSIS

Benefits	Limitation	How to get information	When
Get inspiration	Limited budget	Friends/Classmate	Need inspiration
Appreciate peer works	Location restriction	Poster around the campus	Design the product
Know other school	Lack promotion	WeChat/Weibo	Free time (Weekend/ holiday)
Self-positioning important resource	Lack motivation	University website	
		Google search engine	
Student		Exhibition	
Student			

20

21

After collecting all the data, it's easy to find that the needs for getting access to the student exhibition information is higher than reality. The touchpoint will be shown below.



There are 75% of people like the student exhibition, and very willing to go there. Besides, 13% of the data show that they do not care about the student exhibition, they don't show any interest. People who just feel 'Normal' take the same percentage in this chart. They feel nothing different between see and do not see.

CURRENT

For the student, especially fine art student, they usually need inspiration during their work time. Appreciating other peers' artworks is a good way for them to get new ideas. However, for now, they lack the access to get this kind of information.

TECHNOLOGY

Internet is considered a useful way for them to get student exhibition information. For example, WeChat, Weibo, University Websites. The poster around the campus also can be a method for the student to receive this kind of information.

EXPECTATION

For the student, they expect that they can find student exhibition information easily. In addition, they can get the information about the course outline for art major in a different university.

SUMMARY

Summary from my interview answers, I find that not all interviewees are useful to my project. Some people are willing to do anything (like money, time) to find the exhibition information they want. As for my design topic, it focuses on how people can get student exhibition information more effectively and pleasantly. Thus, those answers which are willing to spend a lot of time and money will not be useful to my future research. However, according to other people's answers, I find that there is a limited resource for them to get access to student exhibition and the exhibition background and author information are regarded as important information.

PERSONA

"When I doing my design work, I usually feel stuck , I need inspiration in my daily life"



Name: Lily
Age: 24
Gender: Female
Nationality: China
Occupation: Design Student

22

PERSONA

"I do really interesting about exhibition and wander know how the student artworks should be like"



Name: Yorke
Age: 22
Gender: Male
Nationality: China
Occupation: Psychology Student

23

PROFESSIONAL

Professional : Full time student
Need: Inspiration and creation
Interests: Sketch, Photograph, Sport
Economic status : Need to pay
for living expenses herself

TECHNOLOGY

Device : Smart phone, laptop, iPad
Software : PS, AI, Sketch, WeChat,
Instagram
Duration: 7 hours per day

PROFESSIONAL

Professional : Full time student
Need: Prepare to apply master degree
Interests: design, swiming, music
Economic status : Need to pay
for living expenses himself

TECHNOLOGY

Device : Smart phone, laptop, AirPods
Software : Keynote, Page, PDF reader
Duration: 6 hours per day

GOALS

1. Complete her assignment with high score
2. Appreciating others students' artwork
3. Find more information about student exhibition

USER MOTIVATION

Motivated by : Need inspiration in her design work
Looking for: More information about student graduate show

GOALS

1. Complete his undergraduate course.
2. Apply for design master degree
3. Prepare for his profolio for application.

USER MOTIVATION

Motivated by : Need information about design student works.
Looking for: More information about Information about different universitiy design majors.

USER STORY MAP

	CONSIDER GOING	RESEARCH	COMING TO THE MUSEUM	IN THE MUSEUM	WHAT'S NEXT	LEAVING	ENGAGEMENT					
VISITOR GOALS	MOTIVATION	SEARCHING ONLINE	PLANNING THE TRIP	FINDING THE BUILDING	PARKING	PAYING FOR THE TICKET	WALK AROUND THE MUSEUM	COMMUNICATE	EAT & DRINKING	GIVEAWAYS & PHOTOS	LEAVE A BUILDING	REFLECTION
PROCESS DETAILS	<ul style="list-style-type: none"> Need inspiration Friend invitation Interesting about it 	<ul style="list-style-type: none"> Search exhibition information online Find out opening time 	<ul style="list-style-type: none"> Identify cost and paying method Get direction to the museum Planning day around exhibition trip 	<ul style="list-style-type: none"> Identify the route to navigate Finding the location Find a place to packing 	<ul style="list-style-type: none"> Find a way to pay the ticket (Online, VISA, Cash, ApplePay) Check the ticket and enter the exhibition 	<ul style="list-style-type: none"> Exploring the exhibition Use map to navigation Try listen to audio exhibits Read information for exhibits 	<ul style="list-style-type: none"> Chatting with friends Taking the photos 	<ul style="list-style-type: none"> Using the facilities (bathroom, cafe, rubbish bin) 	<ul style="list-style-type: none"> Visit museum shop Taking some photo and share with friends 	<ul style="list-style-type: none"> Find the exit Find the vehicle Navigating home 	<ul style="list-style-type: none"> Get inspiration Talk to friends/family about this Sharing photo on social media 	
EMOTIONAL EXPERIENCE												
THOUGHTS	<ul style="list-style-type: none"> Why they need inspiration? Is that usually happened on art student? What benefits they can gained by exhibition? Is exhibition useful for them? What kind of exhibition they like? 	<ul style="list-style-type: none"> Where they can get information from? Is the information reliable? How long should they take for search information? What is there to do in the exhibition? What is the exhibition background? What is the content about this exhibition? How much does it cost? How do they get to the museum? When does it open and closed? 	<ul style="list-style-type: none"> How long should they take to get exhibition? Is that navigation right? How much should they pay for the transport fee? Where can they find a place to rest? Is there have traffic jam? 	<ul style="list-style-type: none"> Where do they start from? How long should they take to buy for a ticket? If forget to bring the cash? How do they use the interactive? What should they be learning in this point? Where can they get the information? 	<ul style="list-style-type: none"> Where are they now? Where is the bathroom? What is the best path to take? What are the children can learning from? Can they take photo here? 	<ul style="list-style-type: none"> Where they can eat or drinking? Can they eat during the visiting? What they can buy in the museum shop? Is the price suitable? Where are they usually take photo? How they share photo with each other? 	<ul style="list-style-type: none"> How long should they take to get home? Are they feel tired when they finish visiting? Does they recommended this exhibition to others? What they learn from this exhibition? Did they get inspired? Is that helpful for they work? 					
OPPORTUNITIES	<ul style="list-style-type: none"> Offer an art workshop for students. Enhancing art education. 	<ul style="list-style-type: none"> Providing a platform for them to find exhibition information. Reasonable classification information. Providing free information for them.(online) 	<ul style="list-style-type: none"> Design a smart navigator for people to use. Auto accounting the traffic fee. Show the rest place during the trip. 	<ul style="list-style-type: none"> Auto payment system Redesign museum layout & clearer zone layout & clearer information structure Audio guides Interactive information guides Introduction video 	<ul style="list-style-type: none"> Kiosk design Clearer information about entertainment. Price guide 	<ul style="list-style-type: none"> Feedback & communication platform Exhibition forum 						

CUSTOMER JOURNEY MAP

26

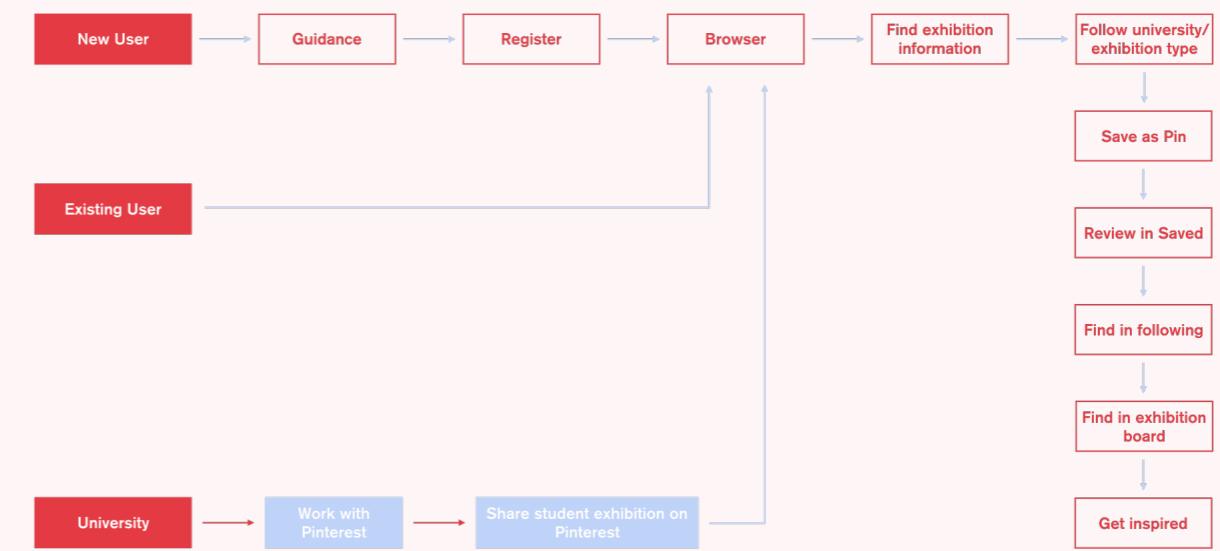
This is a customer journey map show the process about how the customer uses Pinterest exhibition application. The aim of the persona is looking for the potential approach from student exhibition received.



→ MVP

USER FLOW

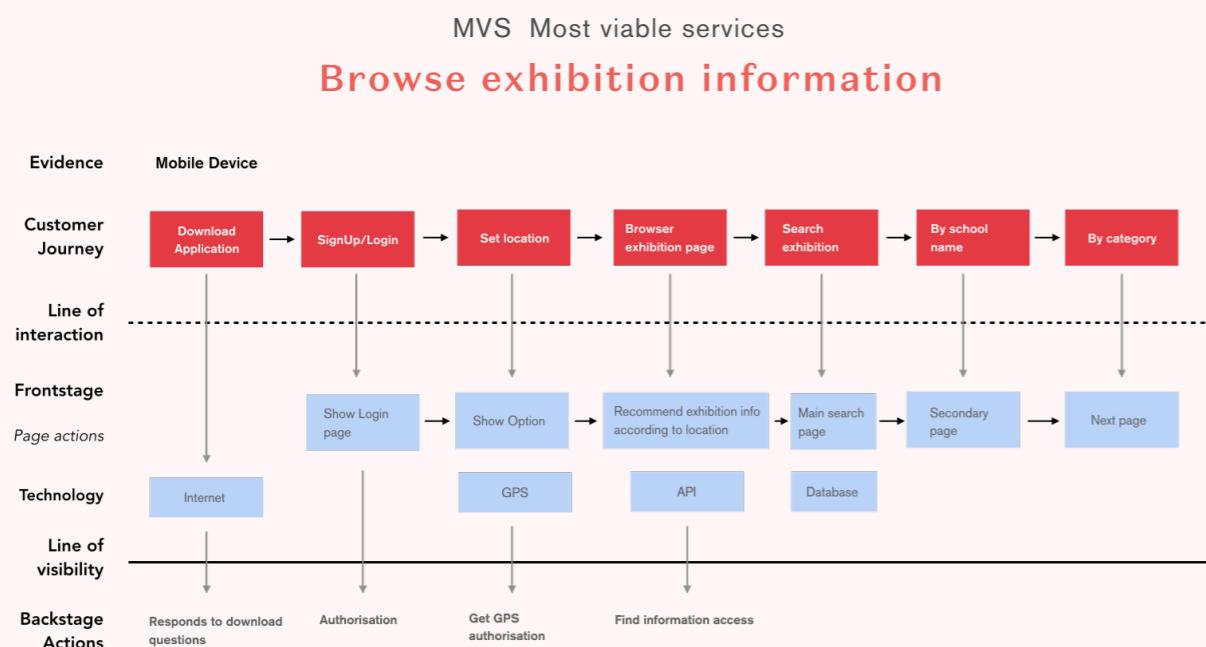
27



This user flow is about a different kind of user to get in this application. There show the different process for the new user, existing user, and the university account. Only the university account has the permission to post the exhibition after the system approved, the student exhibition content will be shown on Pinterest exhibition application.

SERVICES BLUEPRINT

The services blueprint is looking for the exhibition application and services based on users behaviours in depth. The aim of service blueprint is to better understand each process for the student exhibition provides.



DEFINE THE FINAL PROBLEMS

Through the different design methods - persona, user story map, customer journey map, user flow, and services blueprint. The final problem is defined based on the finding.

We can find out through the persona and user story map, it goes through the whole process of the user viewing the exhibition, based on it, I analysis the user's feeling and behaviours between different stage. It is a useful way to attract their pain points and find design opportunities from view the exhibition. Accordingly, I find the area to focus on - mobile exhibition application.

The customer journey map, user flow, and the services blueprint are used to define the user's pain point in the mobile exhibition information providing the process as well as to better understand the user behaviour based on the mobile device.

After that, here comes the final research question.

How interaction design can improve mobile application for student exhibition information spread among university student?

DEVELOP

Idea brainstorming

Prototype

User testing

Wireframe & work flow



Photo by SAW Company on Unsplash <https://unsplash.com/photos/Pde9zWCmpiu>

IDEA BRAINSTORMING (MVP)

Based on the prototype one, several ideas indicates the potential approach to improve the experience for student to receive student exhibition from different perspective.



IDEA ONE - OVERSEA EXHIBITION

Provide overseas student exhibition on the Pinterest exhibition app. Provide student more opportunities to see the different exhibition beyond their country.

IDEA TWO - VR VIEWING

To get better online student exhibition viewing experience, VR touring is a good way to provide student with the real experience and feeling in exhibition.

IDEA THREE - APPLY FOR UNIVERSITY

Through the Pinterest exhibition app, when student feel interesting about the university after saw the student exhibition, they can also apply for the university in this app.

IDEA FOUR - COMMUNICATION WITH STUDENT

User can communicate with the student in different universities to get more information about the school, art works.

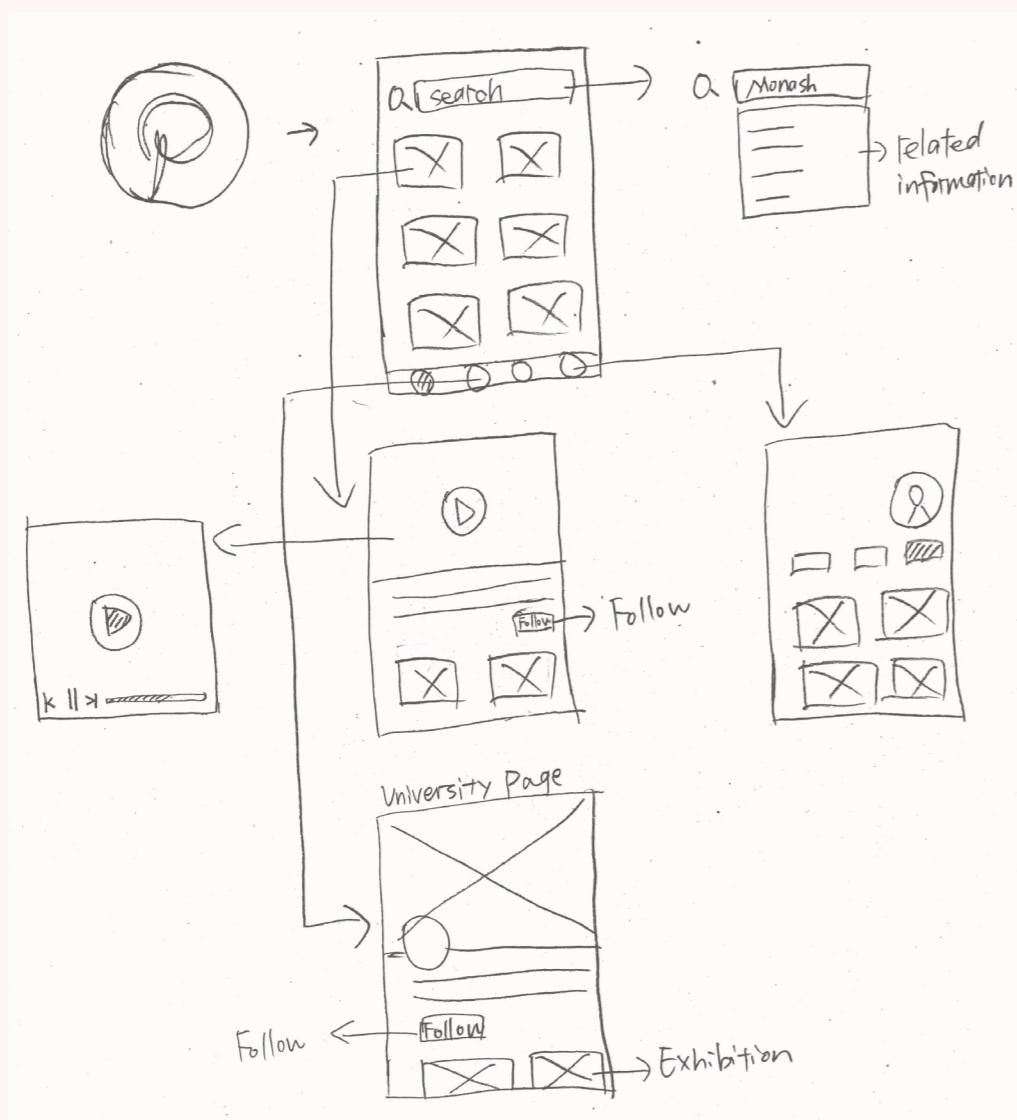
PROTOTYPE ONE(MVP)

- LOW FIDELITY

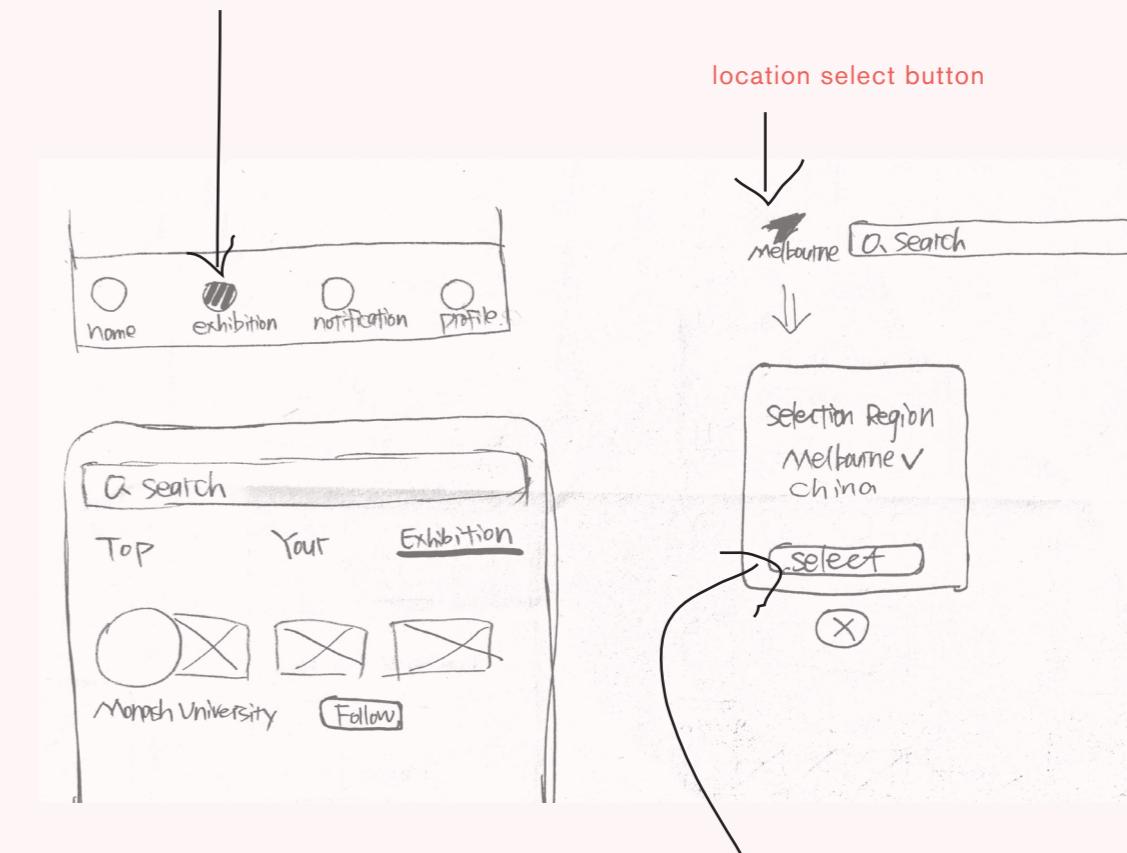
The strategy of prototype one is a low fidelity paper prototype go with the based function on the application that can be improved for student's experience for exhibition information providing.

In other words, the aim of this low fidelity is trying to find the potential solution for this research project.

34



The entry for exhibition



USER TESTING

To better understand the user problem and find the solutions. I did the user testing with four students, three of them is art and design student and the other one is a medical student while interesting about the exhibition.

FEEDBACK ONE

36

Annie Zhang 24, Master of Interaction Design Student

- Add Saved button/ add to favorited button in the exhibition information page
- Add University information button like ABOUT in university exhibition page
- This two exhibition entre may make people confuse. (Same name but jump to a different page)
Maybe can highlight what different of those two pages or just jump to the same page.



FEEDBACK TWO

Joy Duan 25, Master of Multimedia Design Student

- Add exhibition information like time, location, map (if the exhibition is nearby maybe people willing go and have a look)
- Add share button

FEEDBACK THREE

37

May Zhang 26, Master of Interaction Design Student

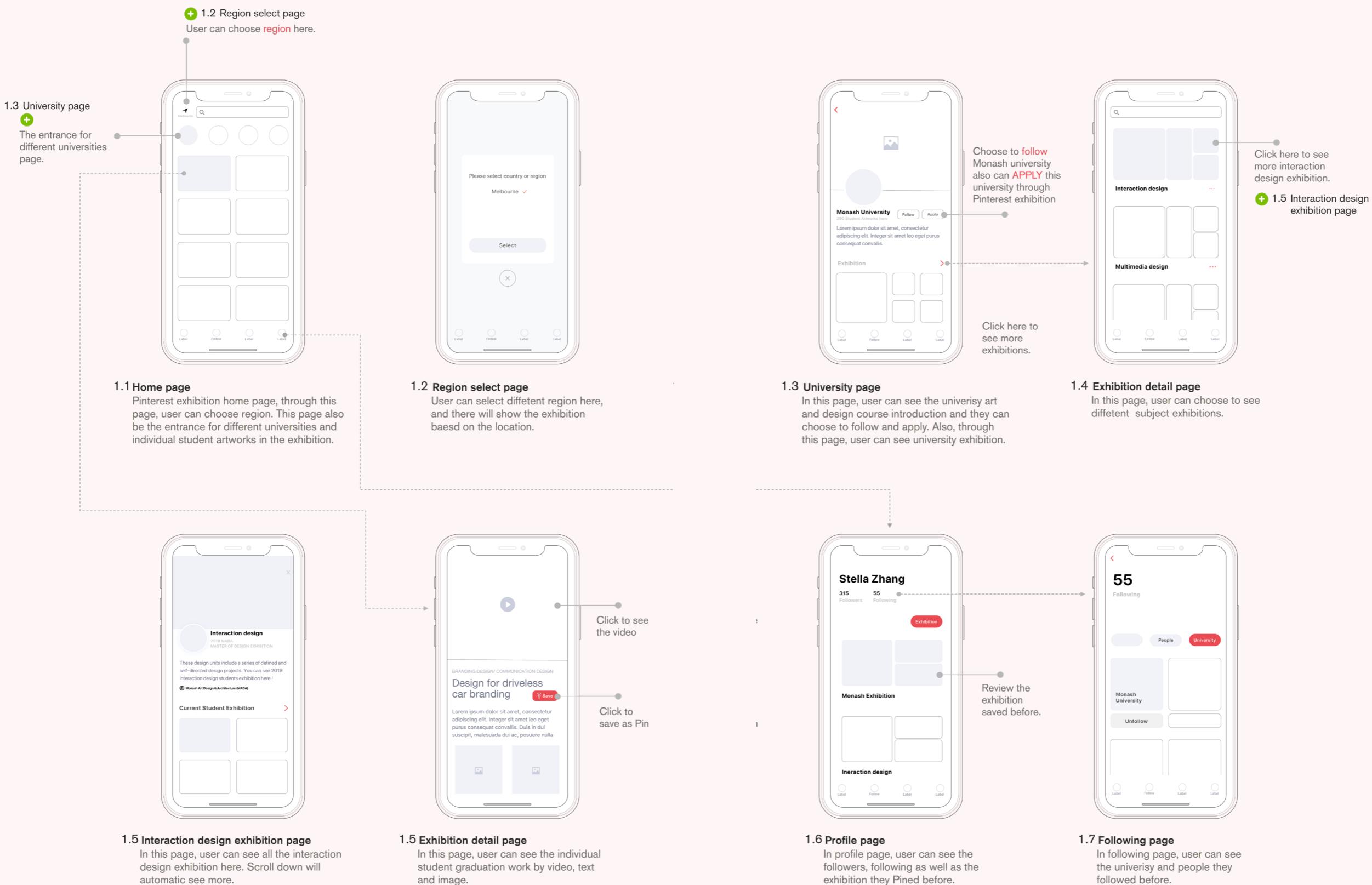
- When the user taps that two pages can jump to the same page (combine those two pages content become one-page content)
- (Same suggest like Annie, jump to the same page)

FEEDBACK THREE

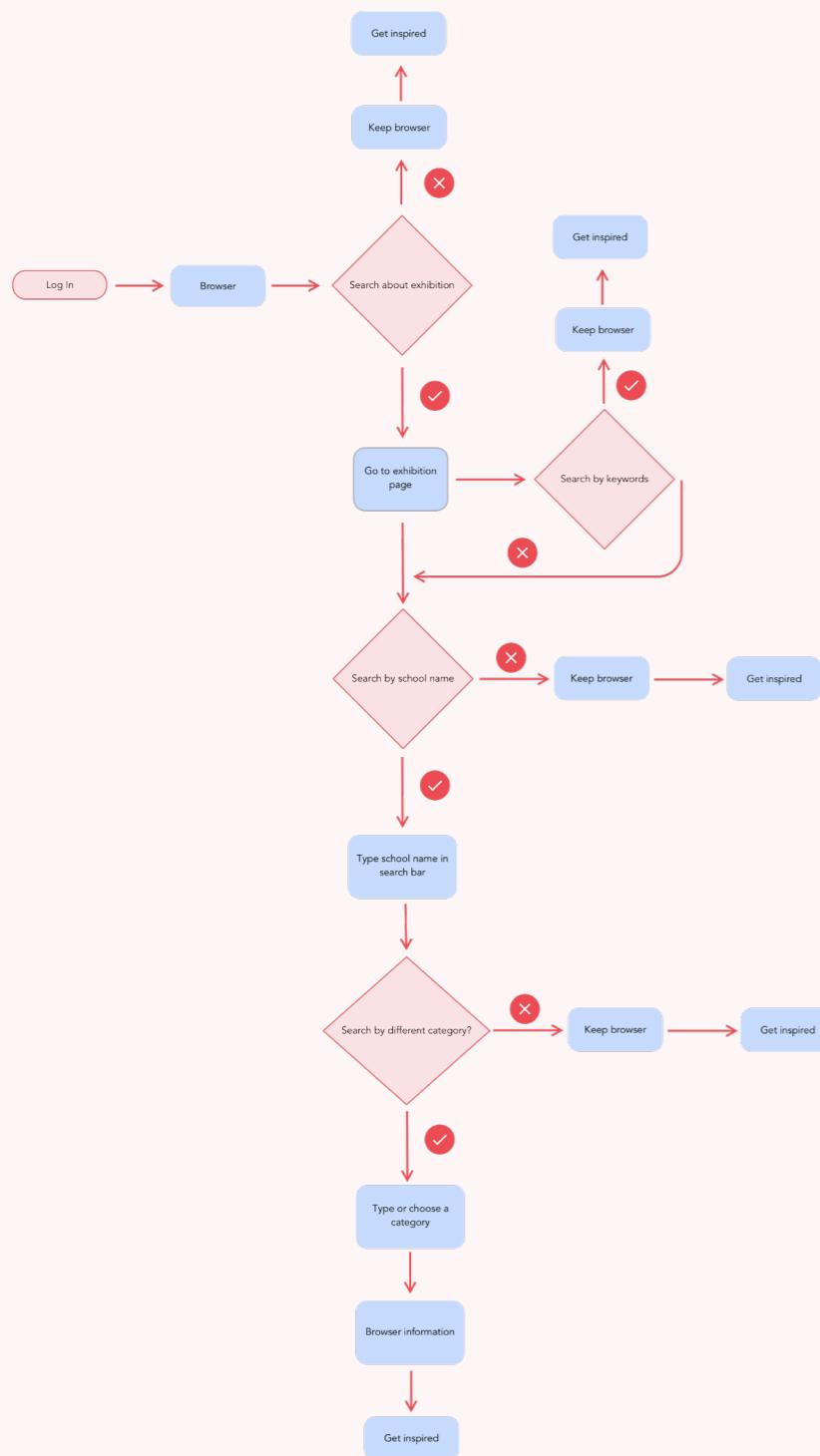
Yorke Jiang 23, Medical Student

- Put more information on the University page.

WIREFRAME(MVP)



WORK FLOW



40

REFLECTION ON PROCESS

From the idea brainstorming, it comes up with some new ideas for the Pinterest exhibition application. Add VR viewing function and think about overseas student exhibition.

In order to evaluate the product, it is useful to go through usability testing. Usability testing focuses on users and the tasks they did and hopes to get feedback through the user testing process to improve interface usability (Martin & Bruce, 2012). To evaluate how the solution works, I did through usability testing with different university students and lecturer and join the test together. Accordingly, ensure the testing can get useful result and feedback.

Based on their feedback, I made some change in my prototype. The main change is that the entrance for the exhibition. This exhibition function no longer based on the original version of Pinterest, it will display on the Pinterest exhibition version as the new version based on Pinterest. Besides, the home page for the exhibition also needs to be improved.

**Supporting is good,
finding out is better.**

- Mark Twain

41

DELIVER

Final design

Product Design Specifications

Business analysis (SWOT)

What's next?



MOODBOARD

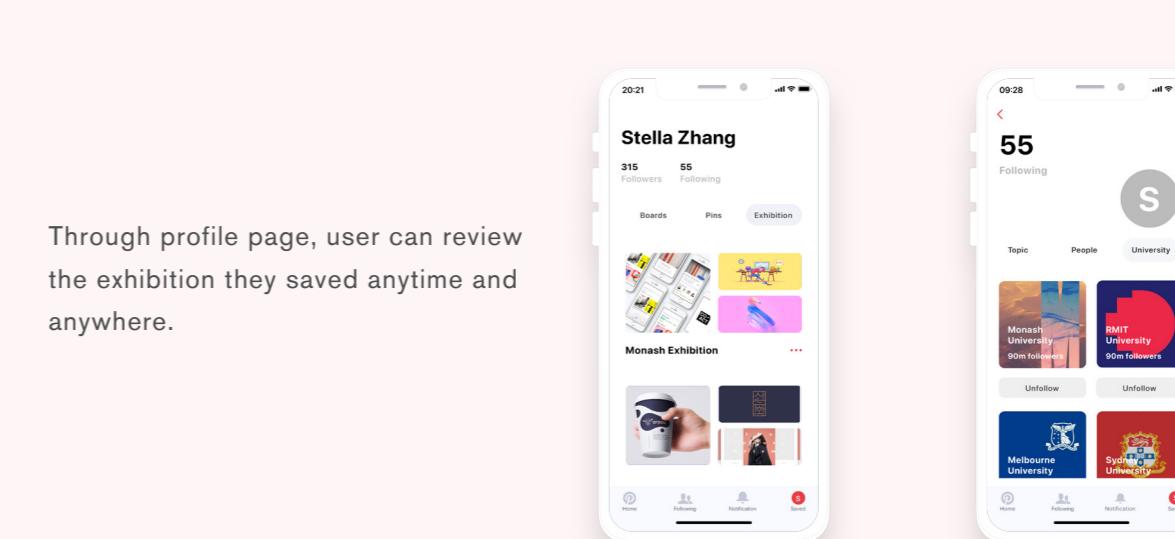
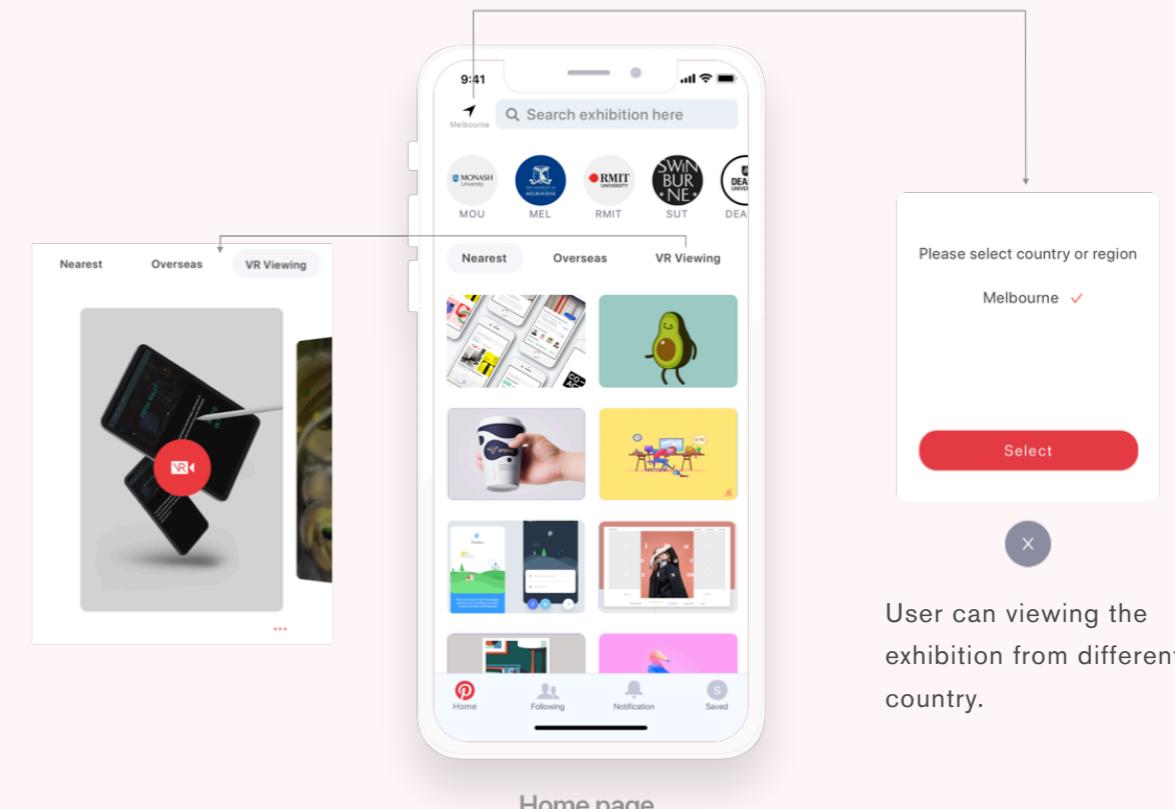
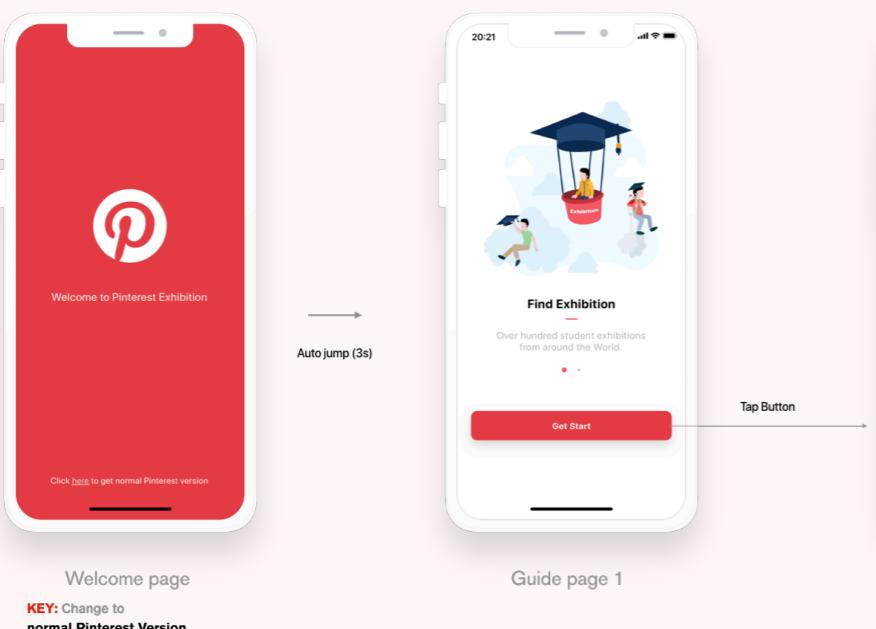
44



45

PROTOTYPE TWO(MVP)

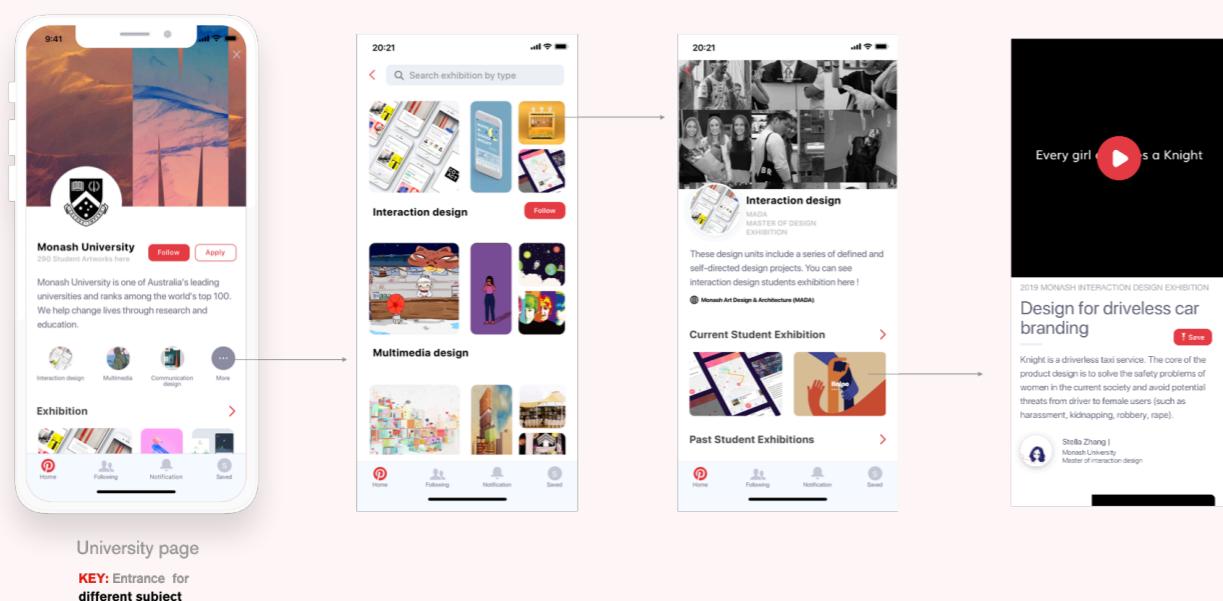
46



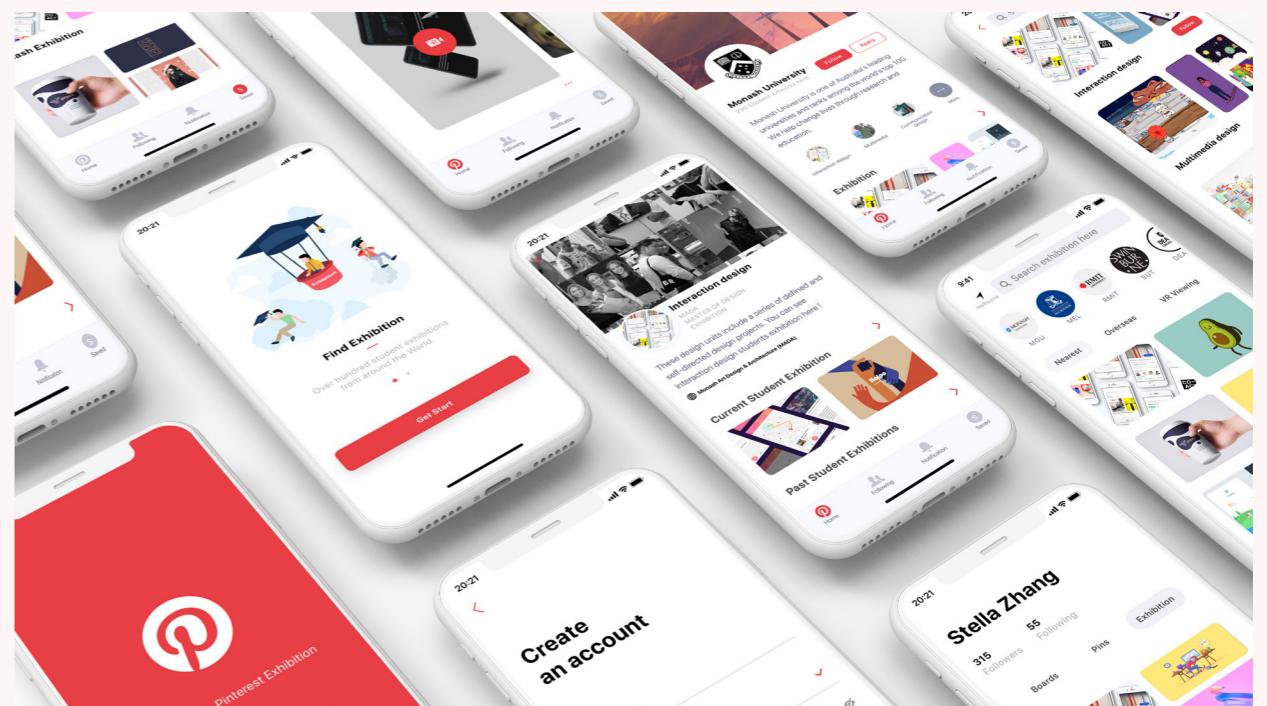
47

PROTOTYPE TWO(MVP)

From the main page, user can jump to university page to see the information about this universiy. What's more, user can **apply the university** through this page.



FINAL DESIGN INTERFACE



**Design is not just
what it looks like and
feels like. Design is
how it works.**

- Steve Jobs

PRODUCTION DESIGN SPECIFICATION

The summary of the Product Design Specification for the Pinterest exhibition application is as follow

Performance

This student exhibition application will based on Pinterest. Just like the different version of Pinterest. User can get download it from Pinterest website or app store. User can use it to see different kinds of student exhibition based on university.

Product Life

5 years

Customer

University art and design student and people who interesting about student exhibition.

Life in Service

Based on mobile device life

Appearance

The UI design based on Pinterest design system (logo and main layout). The color and button will change a little bit.

Environment

The customer can use it at anytime, anywhere.

- Student need inspiration for their work.
- Student need information about other design or art subject.
- People just want to relax and appreciate some artworks.

Market

Mainly work with the university all around the world. University can work with the Pinterest exhibition to share their student exhibition on this Platform.

Design time

It will spent 3-4 month to develop this app until it online,

BUSINESS ANALYSIS (SWOT)



STRENGTH

- Successful company - Pinterest, popular among young people.
- Fun and easy interactions help users to be more engaged and make the process easier.
- Work with different famous universities. Providing information and apply entrance for users.
- Student exhibition information provided by VR viewing, video, image, and text.
- You have a clear understanding of where you can find the exhibition you want.
- Viewing the exhibition on mobile brings a lot of convenient for students.

52



WEAKNESS

- User lack the feeling about the exhibition physics surrounding, such as the smell, light, and space.
- Due to the mobile device, the way to display a large image will have some limitation.
- The user might not get the best experience of some specifical exhibitions, such as the installation art exhibition.
- Take up the mobile phone system usage.

53



OPPORTUNITIES

- There is a chance for the user to explore more exhibition.
- The online exhibition is a good way to create an 'exhibition without wall'.
- Based on the mobile platform, the user can see the student exhibition at any time, anywhere.
- Different types of student exhibitions offer user more choose.
- People can get inspired through browsing the student work as well as learn from it.
- For the university, work with Pinterest exhibition can make schools raise awareness and bring more students.



THREATS

- Some people may copy other people's works for business or use in other ways.
- Some people may feel frustrated or stressed if they feel that the other person's work is too good than themselves.
- If you rely too much on the work of others, you may be less creative.
- The authenticity and copyright of the work need to be verified and protected.
- The permission to upload a work needs to be clearly distinguished.

THINK ABOUT MARKET

THE BENEFITS FOR PINTEREST WORK WITH UNIVERSITY

- Increase student users for Pinterest
- Create an entrance in Pinterest for the student artwork/ university exhibition, help Pinterest sort the exhibition information.
- Hold the university marketing as the third-party platform

54

CONCLUSION & WHAT'S NEXT?

Due to the time limitation, this project is still in concept strategies, there are many elements still need to be considered. The design proposal in this studio is aiming to help university student get more information about student exhibition. According to the user research, lack of access to student exhibitions is the main problem for students. The potential solution for that is a Pinterest exhibition - a new Pinterest version which focuses on student exhibition. Pinterest as a strong information search engine already has a huge number of users. Based on it, the user can easily find the exhibition they want in a Pinterest exhibition, reducing user learning costs. Thanks to the popularity of Pinterest, the Pinterest exhibition can be easily spread among students.

55

THE BENEFITS FOR UNIVERSITY WORK WITH PINTEREST

'Marketisation of higher education'

Through a study of higher education systems in Canada, the United States, the United Kingdom, and Australia from 1983 to 1993, H.D.R. Miller found that a common feature of the changes in higher education systems in various countries is that marketization is increasing. The introduction of market mechanisms can often serve to increase resources, reduce costs, increase efficiency, and promote innovation in universities.

This project let me realise that whatever how large the problem is, it can be narrowed down by each design process. From look insight the problem then finds the area to focus on, by creating, testing and receiving feedback, every problem can be Detailed and addressed.

The next step for the Pinterest exhibition is thinking about how to work with more university in order to expend the number of student exhibition in Pinterest exhibition application. Another one is a responsive design for Pinterest exhibition web version, tablet version, and Android version.

REFERENCE

- "ABOUT — THE VORDUN". THE VORDUN. <http://thevordunsl.com/about>.
- Burgess, Robert G. In The Field: An Introduction To Field Research. Routledge, 2002.
- Chatman, E. A. "Field research: Methodological themes." *Library & Information Science Research*, 6, no. 4 (1984): 425-438. Retrieved from <https://search-proquest-com.ezproxy.lib.monash.edu.au/docview/60924595?accountid=12528>
- Crouch, Christopher, and Jane Pearce. Doing Research In Design. Bloomsbury Publishing, 2012.
-
- Dickey, Michele D. "Brave New (Interactive) Worlds: A Review Of The Design Affordances And Constraints Of Two 3D Virtual Worlds As Interactive Learning Environments". *Interactive Learning Environments* 13, no. 1-2 (2005): 121-137. doi:10.1080/10494820500173714.
- Hagström, C. "Questions and answers in the archives : knowledge production through open-ended questionnaires". från SIEF Congress, 2015 , Zagreb, Kroatien, (2015).
- Harrison, Helena, Birks, Melanie, Franklin, Richard, AND Mills, Jane. "Case Study Research: Foundations and Methodological Orientations". *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research [Online]*, no. 1 (2017).
- "How To Determine Which Social Media Networks Work Best For Your Firm | The Rainmaker Blog". The Rainmaker Blog, Last modified 2015. <https://www.therainmakerblog.com/2015/09/articles/social-media-marketing-for-law-firms/how-to-determine-which-social-media-networks-work-best-for-your-firm/>.
- Ideo.Com, Last modified 2019. <https://www.ideo.com/post/design-kit>.
- Johansson, R. "Case study methodology". *Methodologies in Housing Research*, Stockholm, (2003)
- Kemp, J. and Livingstone, D. "Massively multi-learner: Recent advances in 3D social environments". *Computing and Information Systems Journal* 10 no.2 (2006).
- Livingstone, D. and Kemp, J. "Proceedings of the Second Life education workshop at the Second Life community convention August 18-20th 2006." Article retrieved on March 23, 2009: http://eric.ed.gov/ERICDocs/data/ericdocs2sql/content_storage_01/0000019b/80/1b/ef/03.pdf
- Maryna, and Anton. "A Guide To Human-Centered Design Methodology". Rubygarage. Org, Last modified 2019. <https://rubygarage.org/blog/human-centered-design>.
- Malraux, A. Museum Without Walls. Secker and Warburg, London, 1967.
- Martin, Bella, and Bruce M Hanington. Universal Methods Of Design. Beverly, Mass.: Rockport Publishers, 2012.
- Merriam, Sharan B. Qualitative Research: A Guide To Design And Implementation.. 4th ed. John Wiley & Sons, 2015.
- Mishler, Elliot G. Research Interviewing. Cambridge: Harvard University Press, 2009.
- Moore, Susan. "Researching Local Development Cultures: Using The Qualitative Interview As An Interpretive Lens". *International Planning Studies* 20, no. 4 (2015): 390-406. doi:10.1080/13563475.2015.1034253.
- "Museum Backstage: The Virtual Museum". Kvadratinterwoven.Com. <http://kvadratinterwoven.com/museum-backstage-the-virtual-museum>.
- Neuman, Lawrence W. Social research methods: Qualitative and quantitative approaches. Boston: Allyn & Bacon, 2000.
- Norman, Don. The Design Of Everyday Things. New York: Basic Books, 2013.
- "Official Site | Second Life - Virtual Worlds, Virtual Reality, VR, Avatars, Free 3D Chat". Secondlife.Com, Last modified 2019. <https://secondlife.com/>.
- Parry, Ross. "Museum Outside the Wall: mobile phones and the museum in the everyday." In Museums In A Digital Age. Hoboken: Taylor and Francis, 2013. 170-176

REFERENCE

"Pinterest By The Numbers (2019): Stats, Demographics & Fun Facts". Omnicoreagency.Com, Last modified 2019. <https://www.omnicoreagency.com/pinterest-statistics/>.

"Pinterest Is A Unicorn. It Just Doesn't Act Like One.". Nytimes.Com, 2018. <https://www.nytimes.com/2018/09/09/technology/pinterest-growth.html>.

Robbins-Bell, S. "Higher education as virtual conversation." EDUCAUSE Review, 43, no. 5 (2008): 24-35.

Roudometof, Victor. "Transnationalism, Cosmopolitanism And Glocalization". Current Sociology 53, no. 1 (2005): 113-135. doi:10.1177/0011392105048291.

Sarantakos, S. Social Research. New York, NY : Palgrave Macmillan, 2013

Schatzman, Leonard, and Anselm L Strauss. Field Research. Englewood Cliffs: Prentice-Hall, 1973.

Usher, Robin, Ian Bryant, and Rennie Johnston. Adult Education And The Postmodern Challenge. London: Routledge, 1997.

Walter, Maggie Walter. Social Research Methods. 3rd ed. OUP Australia & New Zealand, 2013.

Warburton, Steven. "Second Life In Higher Education: Assessing The Potential For And The Barriers To Deploying Virtual Worlds In Learning And Teaching". British Journal Of Educational Technology 40, no. 3 (2009): 414-426. doi:10.1111/j.1467-8535.2009.00952.x.

"Welcome To Pinterest!". About Pinterest, Last modified 2019. <https://about.pinterest.com/en>.

"Idaily Museum - Imuseum". Clover.Ly. <https://clover.ly/museum>.

"iDaily Museum". 2014. <https://sspai.com/post/26296v>

APPENDIX

INTERVIEW QUESTION

On-end questions: about 3

- * Introduction yourself
- * What's your major ?
- * Do you like exhibition ?

Main questions: about 8

- * What's your major ?
- * Do you like exhibition ? /what kind?
- * Have you been to exhibition before ? When?
- * Why do you want to see the exhibition?
- * How often do you go to an exhibition ?
- * Did you miss the exhibition before?
- * Can you tell me what kind of information about exhibition you want to know ?
- * Do you like see the graduation show from student?
- * Did you saw it before?
- * Why you want to see the other students work?
- * When you want to see it?
- * Did you think the see graduation show (or other students work) can help you? In what way?

APPENDIX

* What kind of information you want to see on the student graduation show?

* Where do you usually get the student exhibition information?

Sub-questions: about 6

* Do you willing spend money to pay the exhibition fee?

* What is the maximum amount you can afford for exhibition things?

* Do you willing travel for exhibition?

* if yes, how far you can accept for exhibition?

* Did you use some website for inspiration ?
(like behance/ prnterest)

* Can you tell me one exhibition you have seen before (likest one)?

APPENDIX

MILESTONE

Before week 1

Initial the problem

Week 5

Mapping complexity

Week1

Scope of the problem

Receive the feedback

Week 6

Testing ideas

Week 2

Dig out the problem

Reflect from presentation feedback

Plan the interview

Week 7

Reflection & Working on prototype and document

Week 3

Interview & Review the interview

Working on group work (storytelling)

Week 8

Keep working on prototype and document

Week 4

Individual updates

Group presentation

Week 9

Polishing prototype

Week 5

Mapping complexity

Reflection from last week

Week 10

Polishing prototype and start sort the document

Week11-13

Final document and design including video

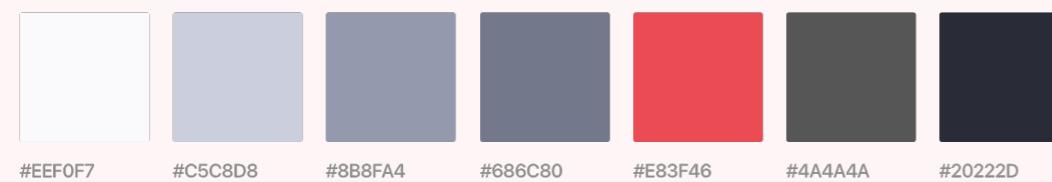
APPENDIX

DESIGN STYLE GUIDE

Style Guide - Version 1

This is a style guide template for new projects. The template includes colours, typography, icons, buttons. You can download it for both Sketch and Photoshop.

01 Colour palette



62

63

02 Typography

Below you can specify the projects typography. Include a preview, font-family, font-size, font-weight, line-height and the colours. You can also add more if you like.

Headline H1

Font-family: SF Pro Display - Font-size: 34px - Font-weight: Bold - Line-space: 0.8px - Colour: #000000

Headline H2

Font-family: SF Pro Display - Font-size: 20px - Font-weight: Semibold - Line-space: 0.8px - Colour: #000000

Headline H3

Font-family: SF Pro Display - Font-size: 18px - Font-weight: Bold - Line-space: 0.8px - Colour: #000000

Headline H3

Font-family: SF Pro Display - Font-size: 18px - Font-weight: Bold - Line-space: 0.8px - Colour: #000000

APPENDIX

Headline H4

Font-family: SF Pro Display - Font-size: 14px - Font-weight: Semibold - Line-space: 0.8px - Colour: #4A4A4A

This is a paragraph using SF Pro Display Regular at 16px, with a 24px line-height in the colour #686C80
Monash University is one of Australia's leading universities and ranks among the world's top 100. We help change
lives through research and education.

The font in icon description is SF Pro Display Regular at 12px with 1.2px line-space, 27px line-height and 10px with 10px line-height.

03 Icons

The icons are from "IconFont" and can be downloaded from IconFont.cn
You can get the icons in SVG, PNG or in font-format.



04 Buttons

Below you will find our buttons, in default, hover and active.
Furthermore, you will see the three allowed colours for CTA buttons.



Save

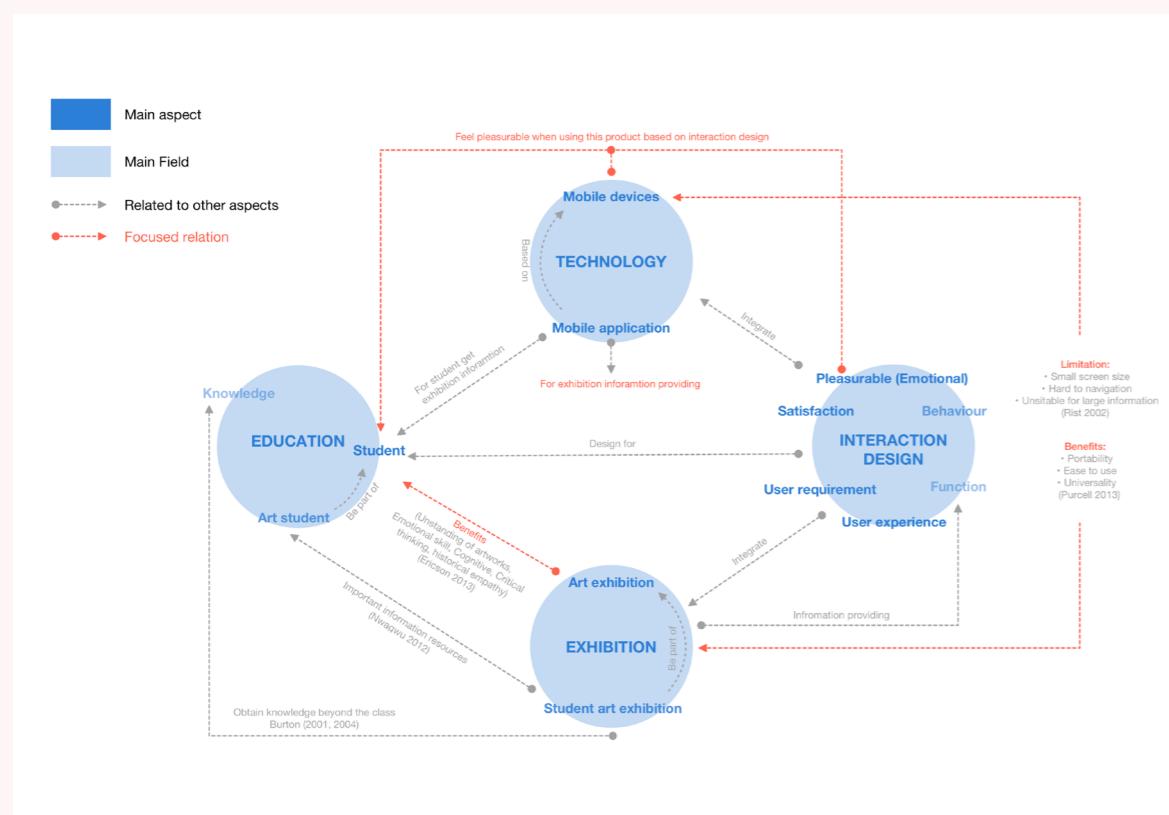


Unfollow



APPENDIX

MIND MAP



APPENDIX

PROTOTYPE CODE-BOX-SHADOW

```
background:${props => props.color};           left:0;

height: 100%;                                border-radius:10px;

color: white;                                 }

padding:20px;

font-size:18px;

border-radius:10px;

line-height: 1.3;

box-shadow: 0 5px 5px rgba(0,0,0,0.15);

transition: 0.8s cubic-bezier(0.2, 0.8, 0.8, 1);

position: relative;

&:hover {

  background:#14268A;

  transform:scale(1.03,1.03);

  box-shadow: 0 10px 20px rgba(0,0,0,0.3);

}

div{position: absolute;

top:0;
```

APPENDIX

PROTOTYPE CODE-BUTTON

```

import * as React from "react";
}

import { PropertyControls, ControlType } from
"framer";

// Import the design components from the
// canvas in framer

import { Normal, Click } from "./canvas";

// Change the names between the < /> to the
// names of your design components.

var states = {

  Normal: <Normal />,
  // Hover: <Hover />,
  Click: <Click />
};

// This exports the code component

export class hoverbutton extends React.Component {
  constructor(props) {
    super(props);
    this.state = { define: null };
  }

  render() {
    // Sets the text and resizes the buttons to
    // fit the frame.

    states = {
      Normal: (

```

APPENDIX

PROTOTYPE CODE-BUTTON

```

<Normal
  width={this.props.width}
  height={this.props.height}
  text={this.props.text}
/>

),
Click: (
<Click
  width={this.props.width}
  height={this.props.height}
  text={this.props.ClickText}
/>
);

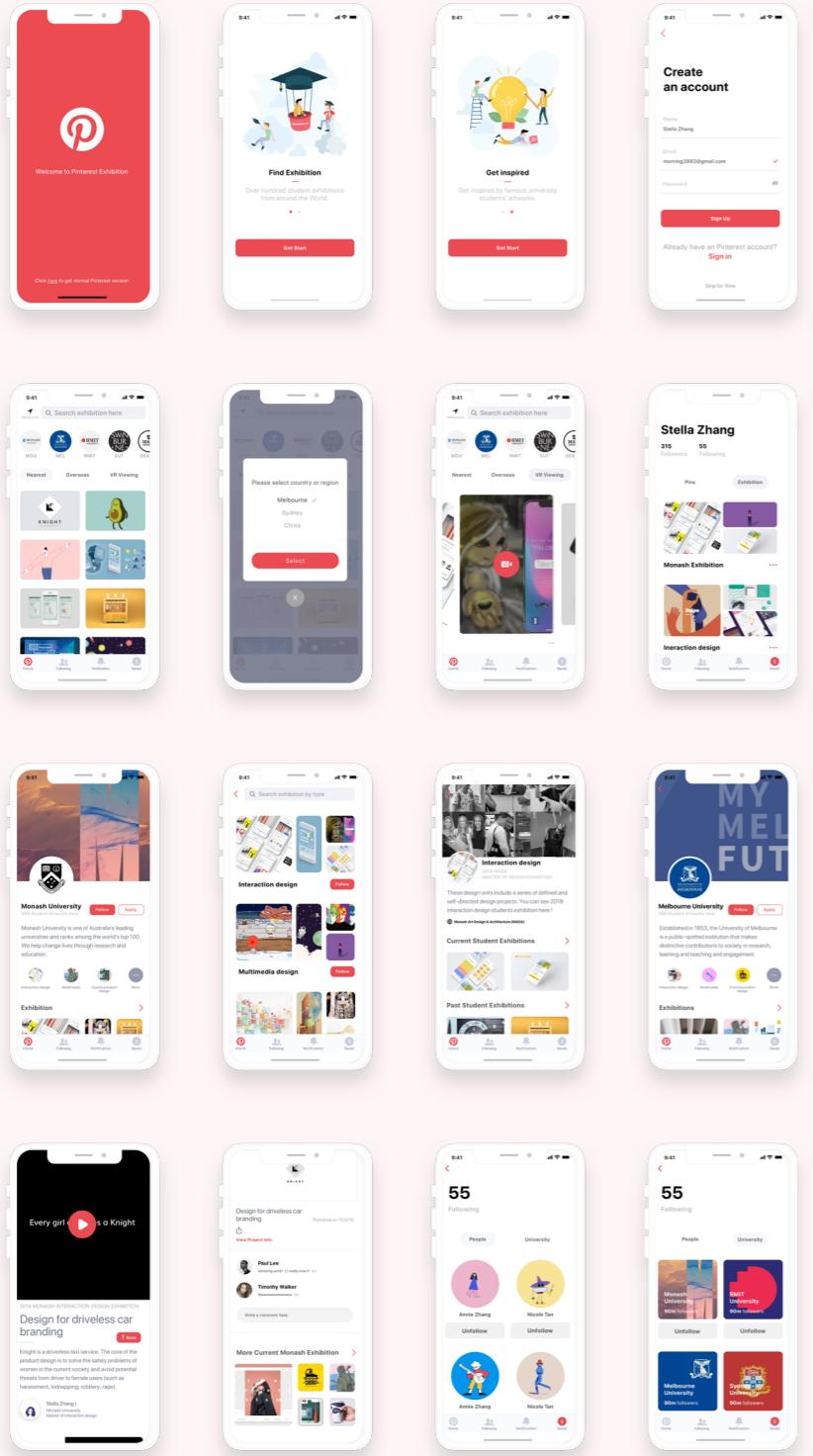
// Creates a div that changes on hover to
// the different states.

return (

```

APPENDIX

FINAL DESIGN PAGE



PINTEREST EXHIBITION