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Presents:

Amateur Hour

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Ideator

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Ideator

Graphic Designer

# What's wrong?



[https://s3.amazonaws.com/dailypic/Images\\_Prod/50e68179-ff97-4faa-82c5-793550c1c7b0](https://s3.amazonaws.com/dailypic/Images_Prod/50e68179-ff97-4faa-82c5-793550c1c7b0)

Ferris Bueller's Day Off

# What's wrong?



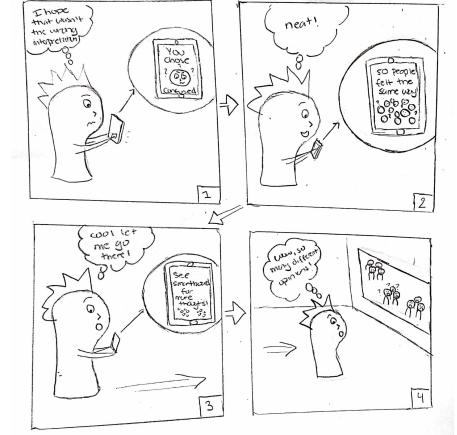
[https://s3.amazonaws.com/dailvbreak/Images\\_prod/50e68179-ff97-4f1a-82c5-793550c1c7b0](https://s3.amazonaws.com/dailvbreak/Images_prod/50e68179-ff97-4f1a-82c5-793550c1c7b0)

Ferris Bueller's Day Off

Art non-enthusiasts can feel uninterested and intimidated!

# Our Goal

To convert art museums into  
comfortable spaces for even those  
“art amateurs” amongst us

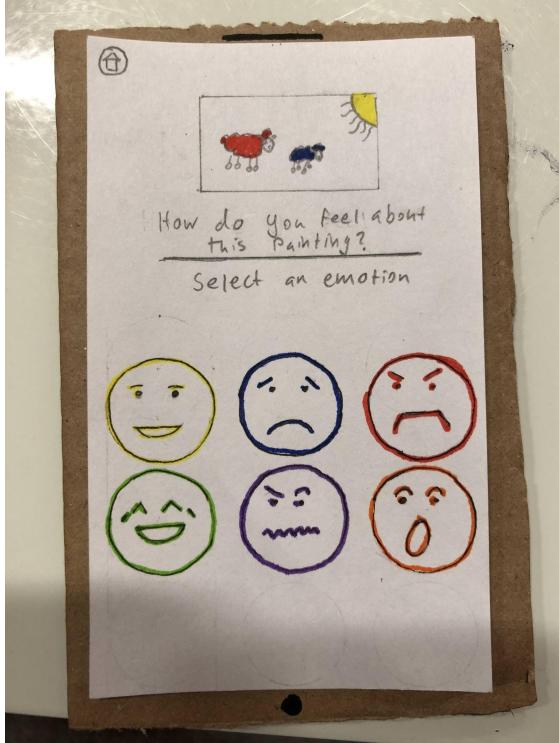


# Stage 1: From Paper to Prototype

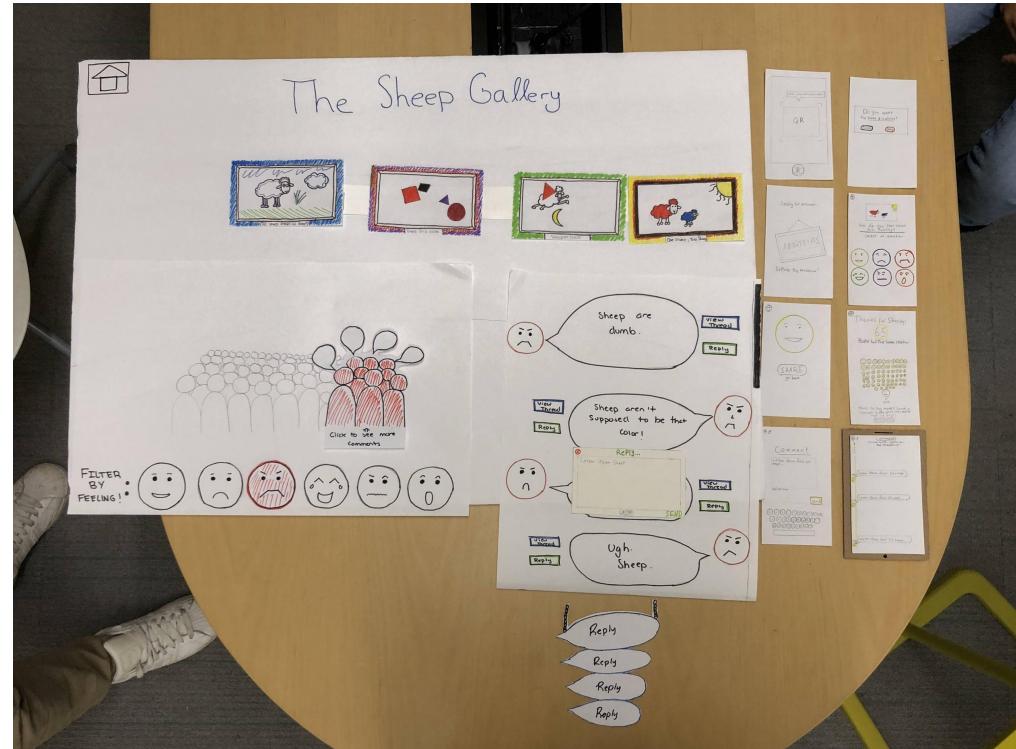


# Prototype Overview

## The Web-App



## The Interactive Display



# Critical Components

## Web App

- Option to select an emotion at a given painting
  - Graphic representation of all the users who “felt the same”
  - Commenting
  - Viewing comments
-

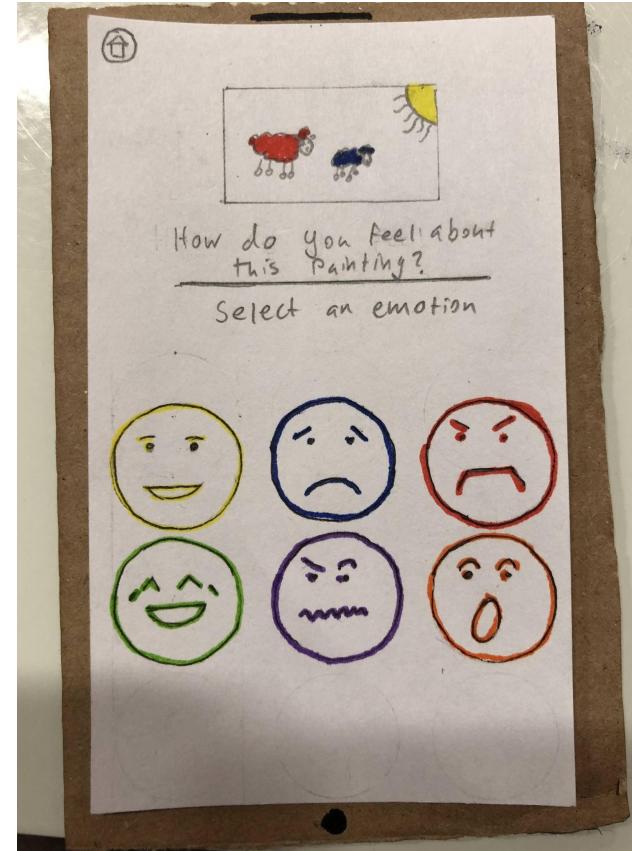
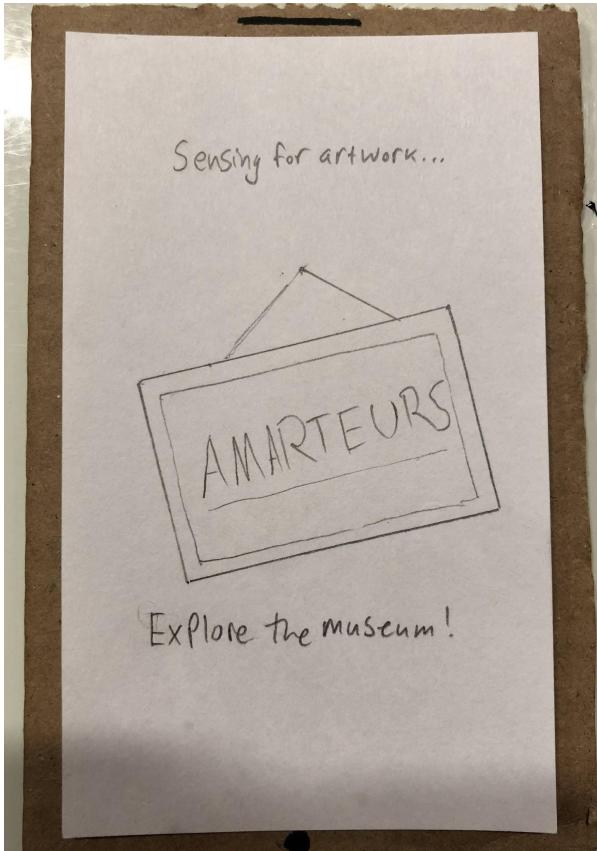
# Critical Components

## Interactive Display

- See all paintings in a gallery
  - Select a painting to “explore”
  - Filter comments by “feeling”
  - Respond to comments and view threads
-

Task 1 : Share an emotion about an artwork

# The museum-goer explores the museum sensing for artwork!



Upon arriving at an artwork they can choose an emotion

They select an emotion!



And see the number of people who felt the same!

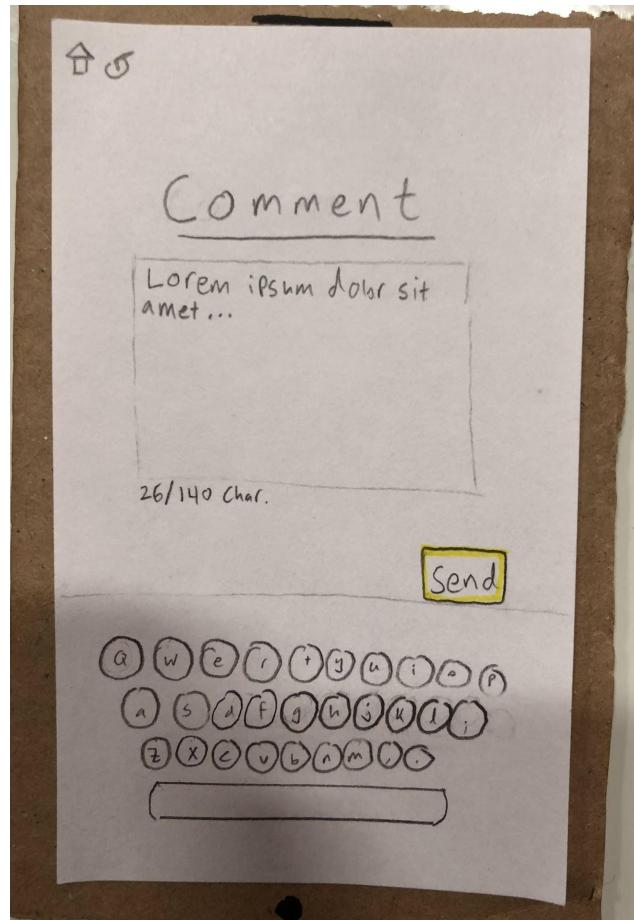
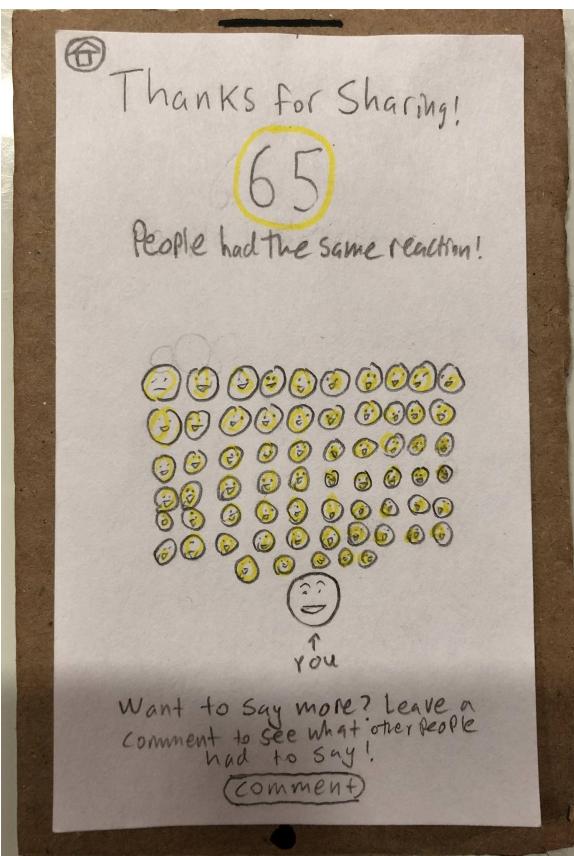
# SUCCESS!



<https://tenor.com/search/thumbsup-gifs>

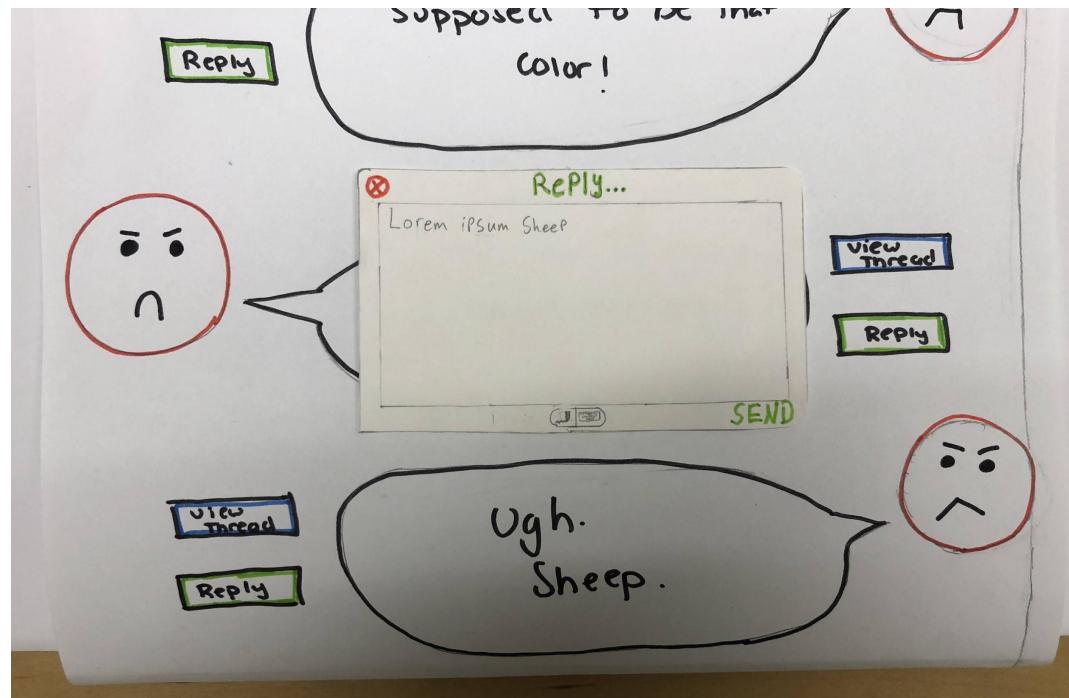
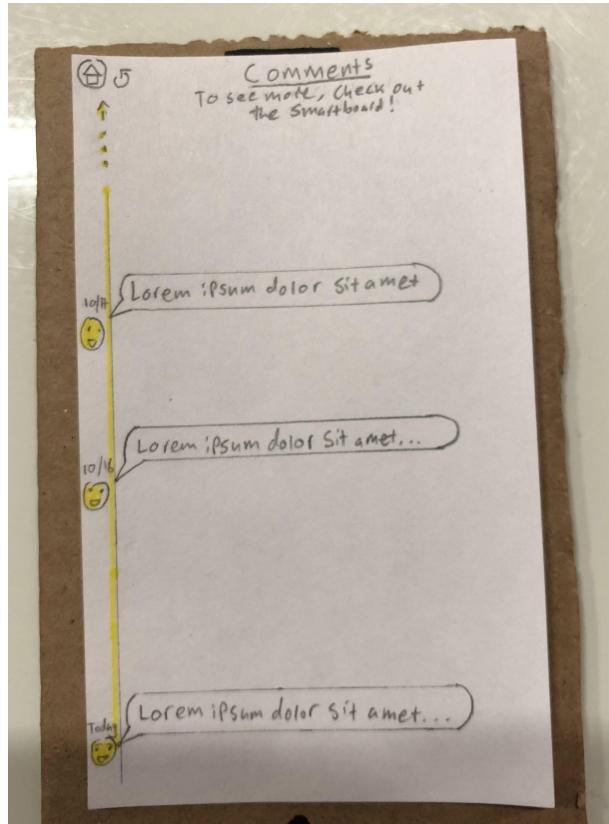
Task 2 : Share a comment and respond to a comment

The museum-goer is given the option to follow up with a comment



They choose “Comment” and can now type their comment!

# They can then see other comments!



And respond to comments on the board!

# SUCCESS!



<https://tenor.com/search/thumbsup-gifs>

# Testing

- Cognitive Walkthrough
- Heuristic Evaluation
- Usability Tests

# Testing

- Cognitive Walkthrough
  - Heuristic Evaluation
  - Usability Tests
- 
- Users may have mental models different from ours!
  - What's simple to us is not necessarily so for everyone else

# Testing: Cognitive Walkthrough

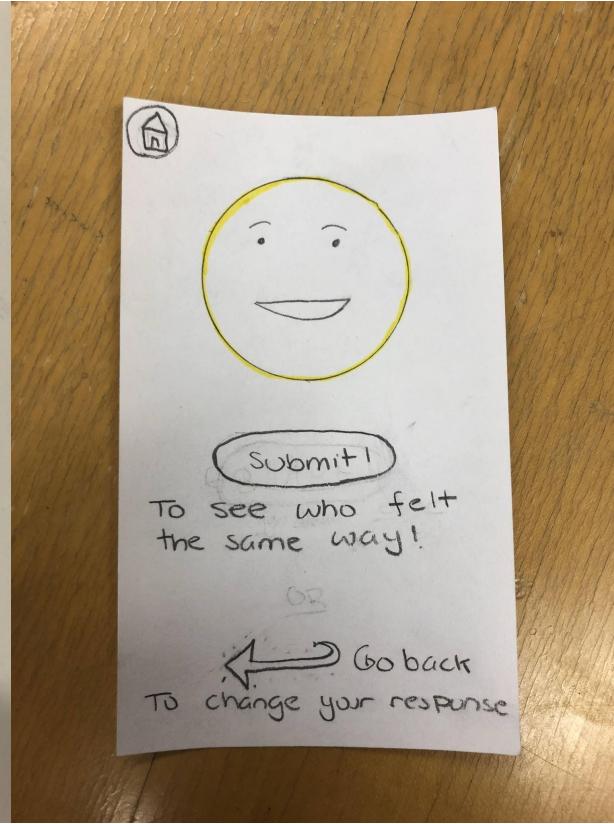
- Identifying usability issues through step-by-step examination

# Testing: Cognitive Walkthrough

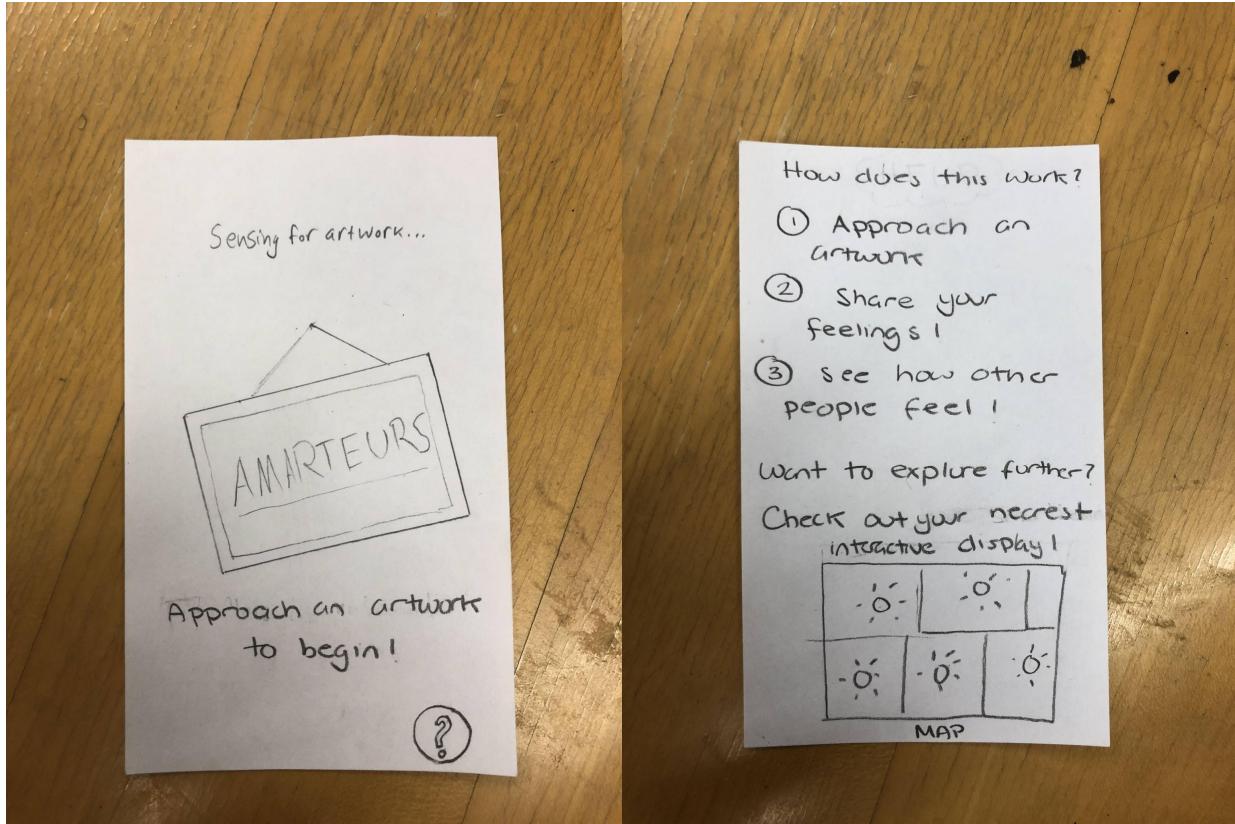
- Identifying usability issues through step-by-step examination
  - People explore
  - People have goals
  - People want a specific 'end' to their 'means'

# Testing: Cognitive Walkthrough

- Identifying usability issues through step-by-step examination
  - People explore
  - People have goals
  - People want a specific 'end' to their 'means'
- User must understand which actions = correct



Share vs Submit



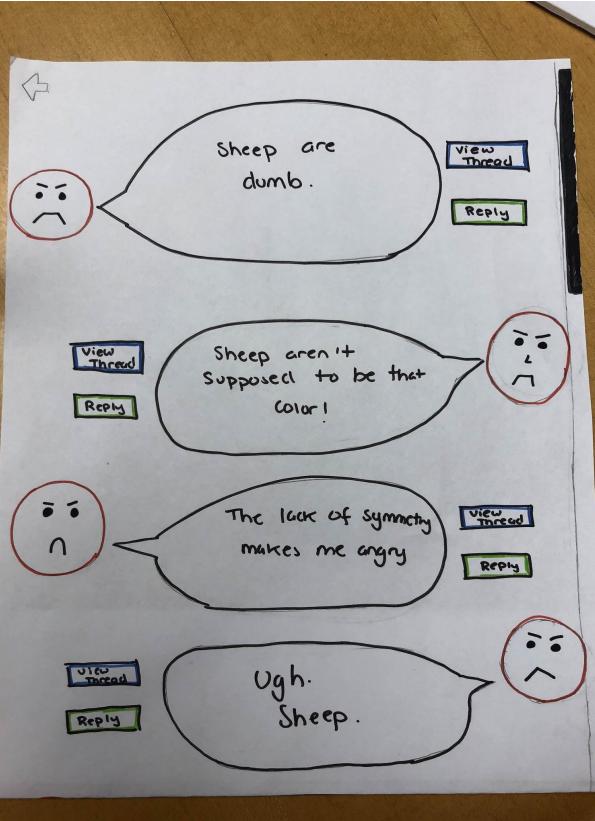
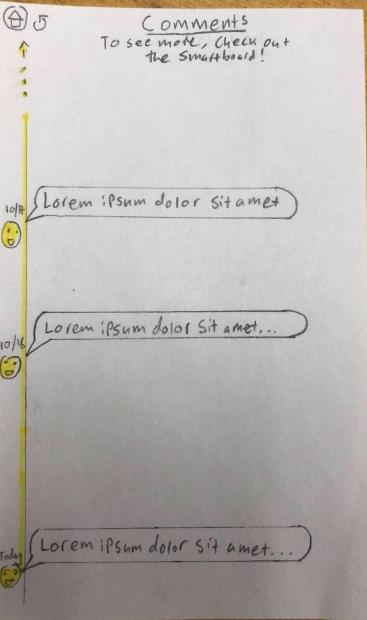
Help Button & Page

# Testing: Heuristic Evaluation

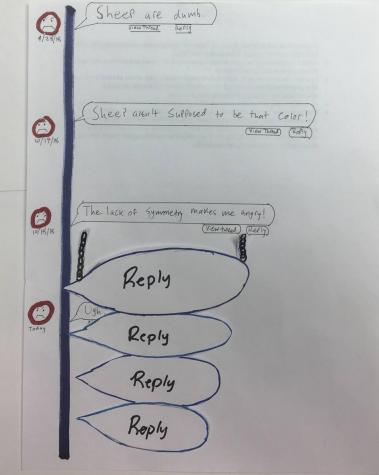
- Evaluators run through our interface
- Nielsen's Heuristics
- Identification of violations

# Testing: Heuristic Evaluation

- Evaluators run through our interface
  - Nielsen's Heuristics
  - Identification of violations
- 
- Consistency, minimalism, real-world matching

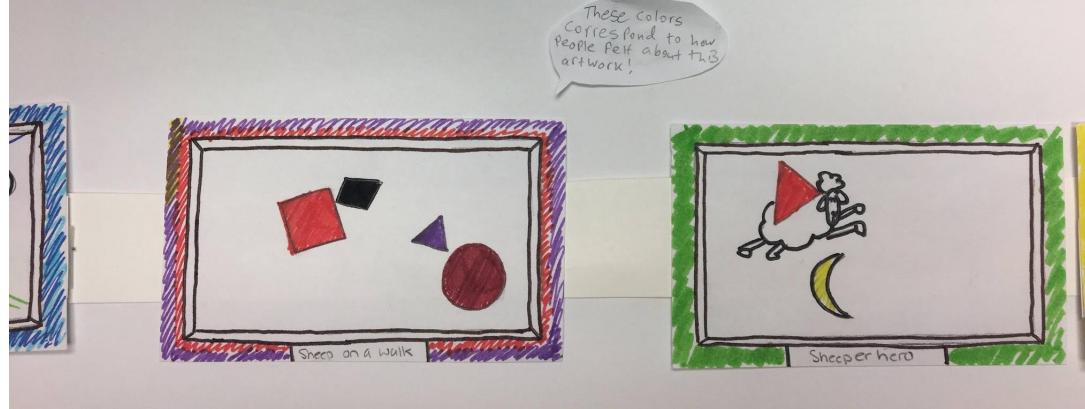


# The Sheep Gallery

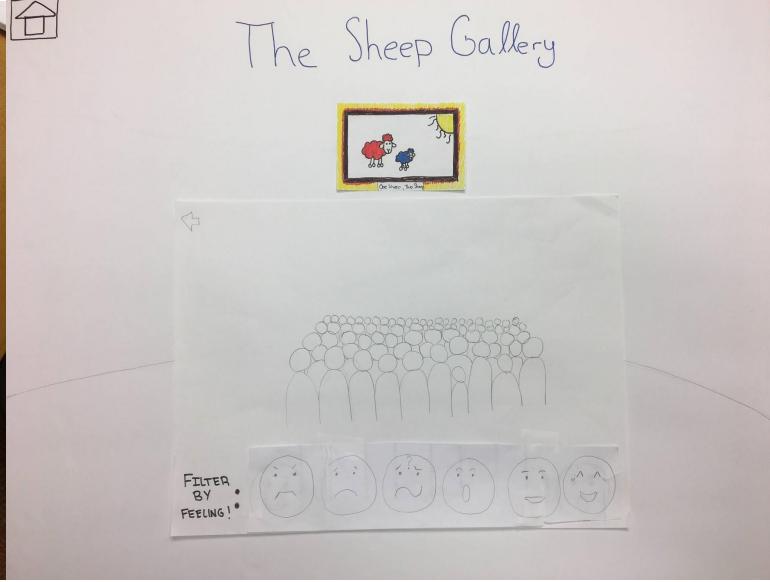
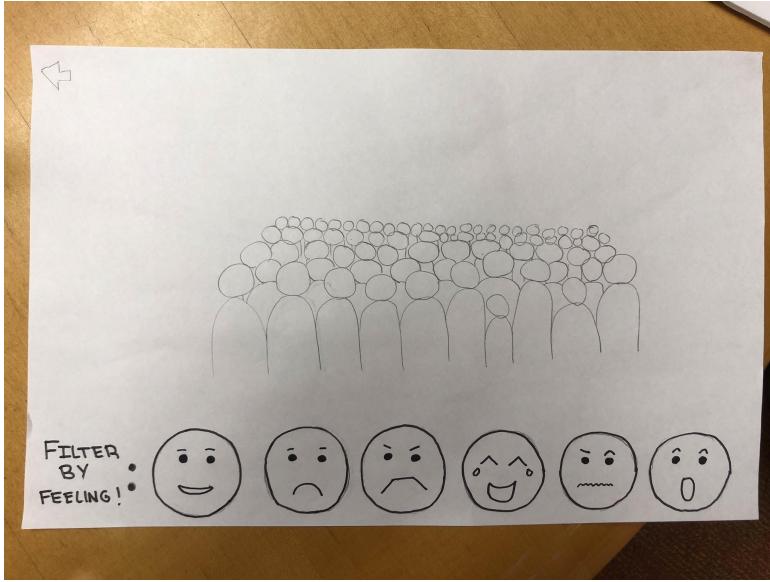


## Conversation Inconsistency & Ambiguity

# The Sheep Gallery



Minimalizing Hues



Expression Order

# Testing: Usability Tests

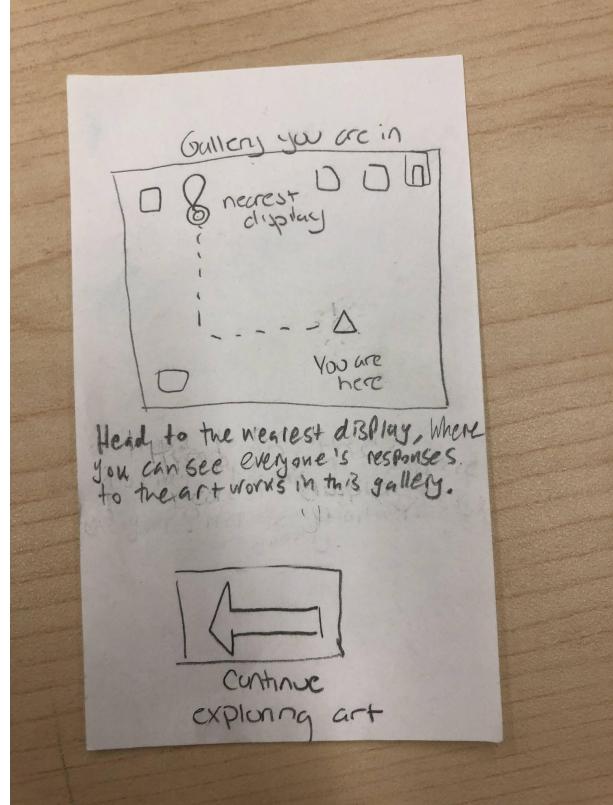
- Process: The Sheep Gallery



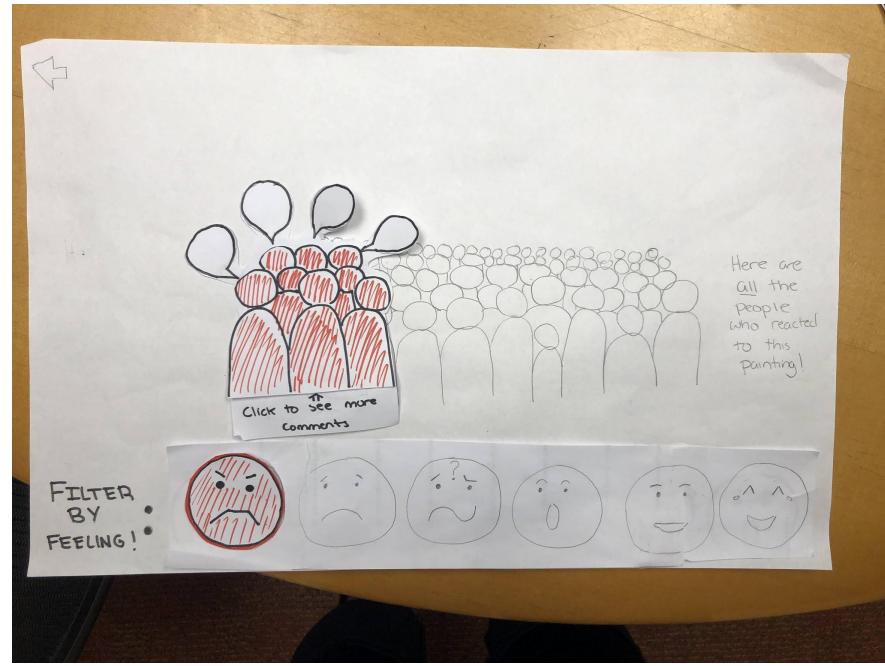
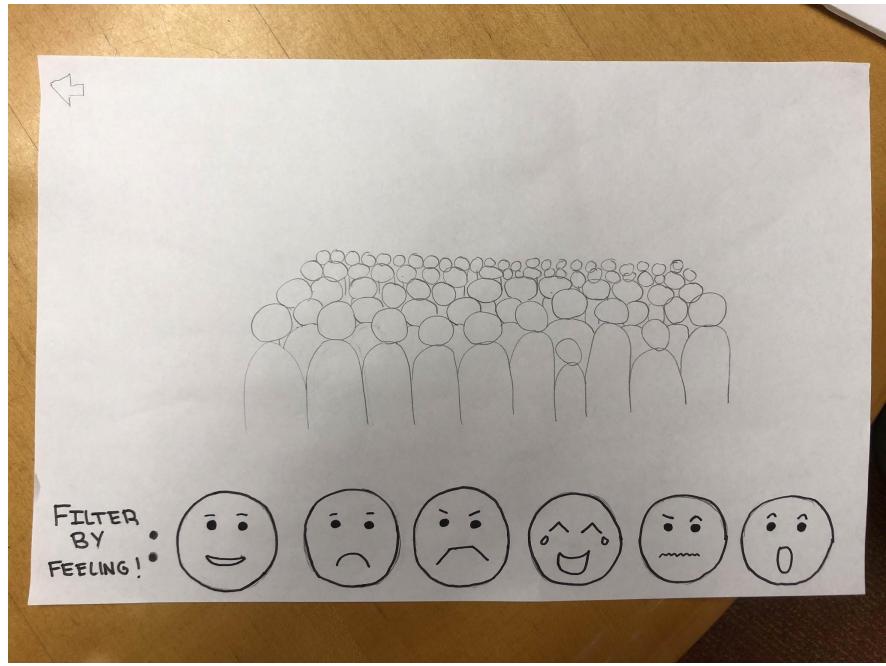
# Testing: Usability Tests

- Process: The Sheep Gallery
- Notable insights from user ‘incidents’



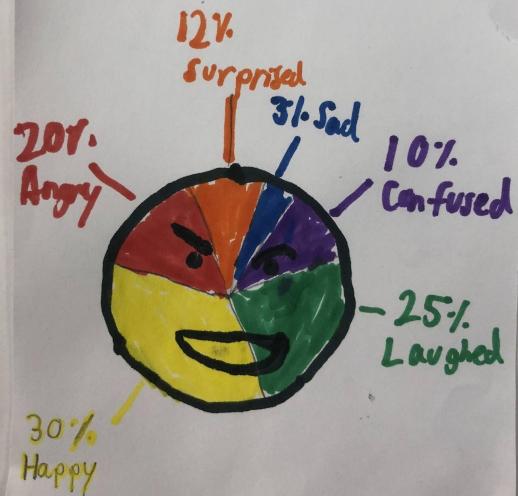


Relationship between phone and display



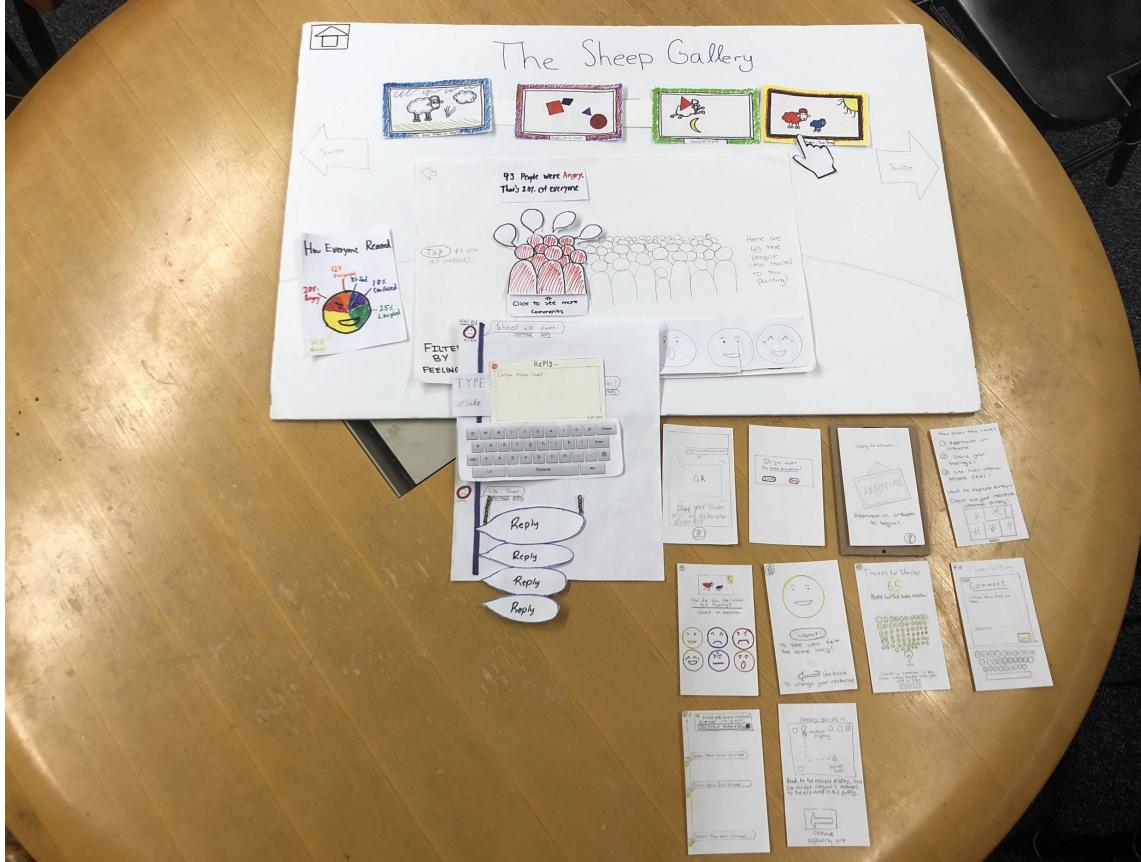
Crowd Confusion

## How Everyone Reacted



General Statistics

# Stage Two: The Final Prototype



## Overview

# Critical Aspects

## Web App

- Ability to select an emotion and change your response
  - Ability to comment
  - Button that directs you to nearest display (using a map)
-

# Critical Aspects

## Display

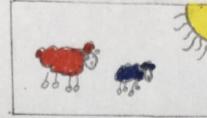
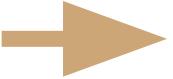
- Indicators that you should tap on an artwork to explore
  - Ability to scroll through the artwork
  - Clear graphics of all museum-goers
  - Added statistics
-

Task 1 : Share an emotion about an artwork

Sensing for artwork...



Approach an artwork  
to begin!



How do you feel about  
this painting?

Select an emotion

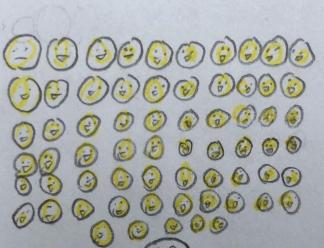




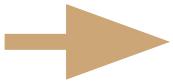
Thanks for Sharing!

65

People had the same reaction!

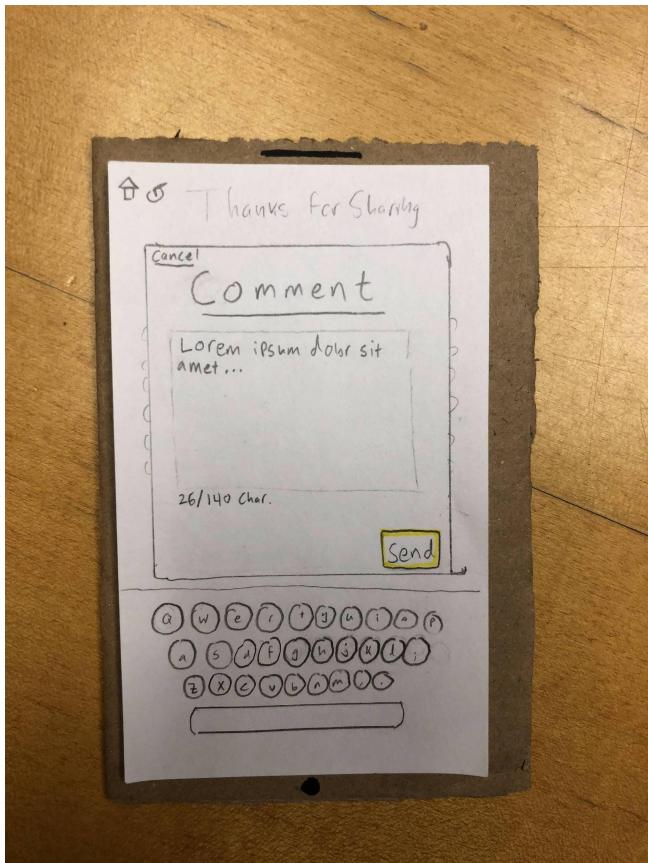
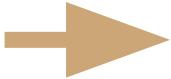
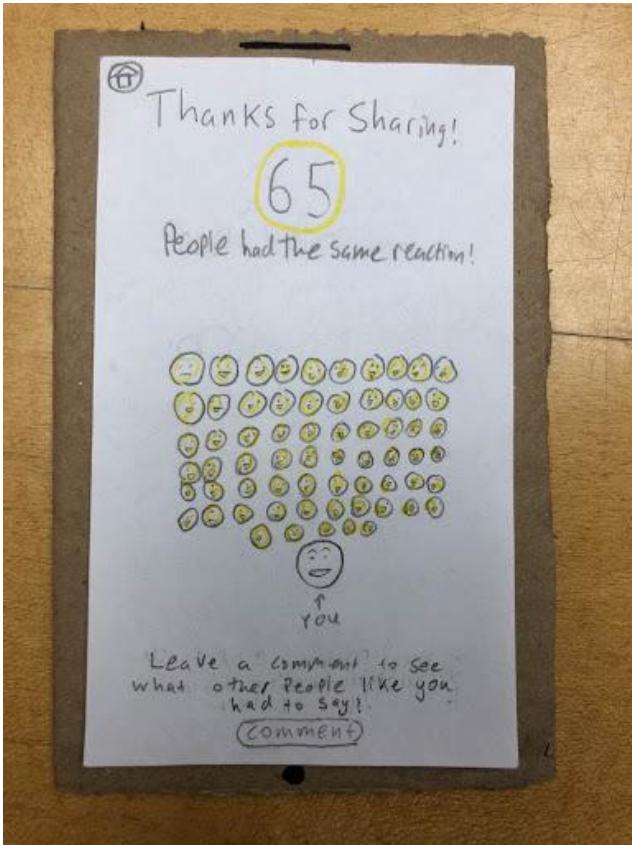


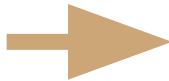
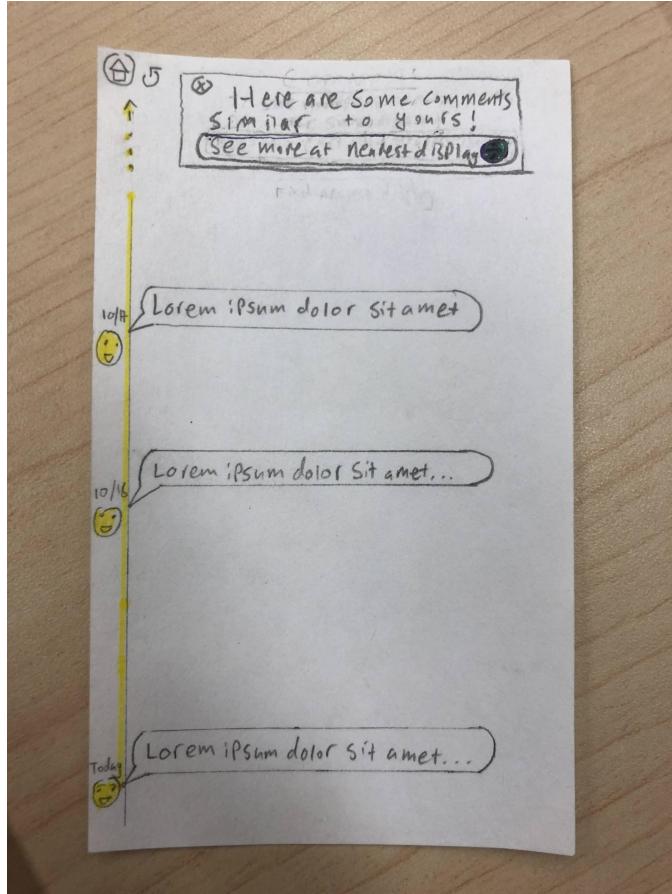
Leave a comment to see  
what other people like you  
had to say!  
(Comment)



Task  
Completed!

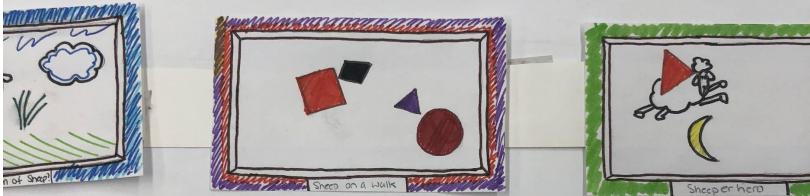
Task 2 : Share a comment and respond to a comment



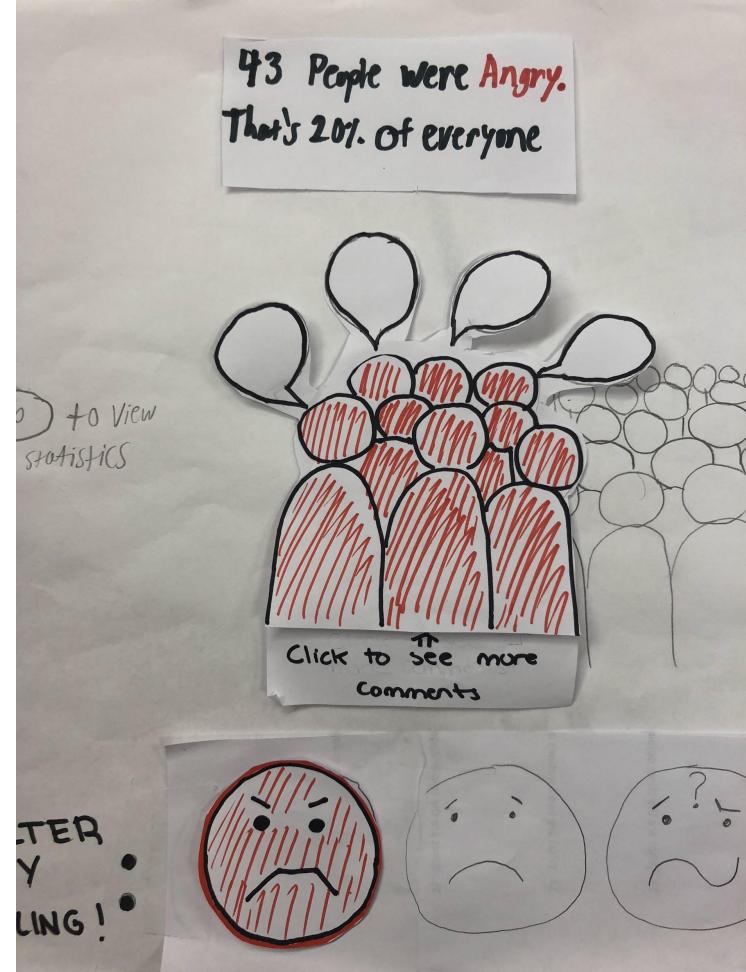


We go to the board!

# The Sheep Gallery



Tap an artwork  
to explore!



# The Sheep Gallery



- 10/15/18 [Sheep are dumb] (View Thread) (Reply)
- 10/17/18 [Sheep aren't supposed to be that color!] (View Thread) (Reply)
- 10/18/18 [The lack of symmetry makes me angry!] (View Thread) (Reply)
- Today [Ugh, Sheep!] (View Thread) (Reply)



10/18/18 [Sheep aren't supposed to be that color!] (View Thread) (Reply)

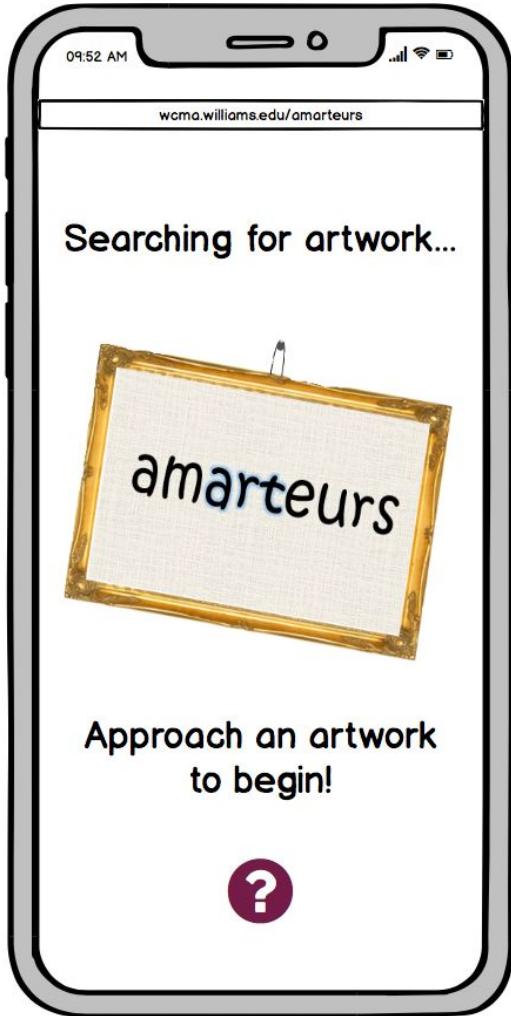
10/18/18 [The lack of symmetry makes me angry!] (View Thread) (Reply)

Reply...  
TYPE  
write

SEND

q w e r t y u i o p Delete  
a s d f g h j k l Enter  
ABC z x c v b n m , . @  
123 Space #&+

# Stage Three: The Digital Mockup



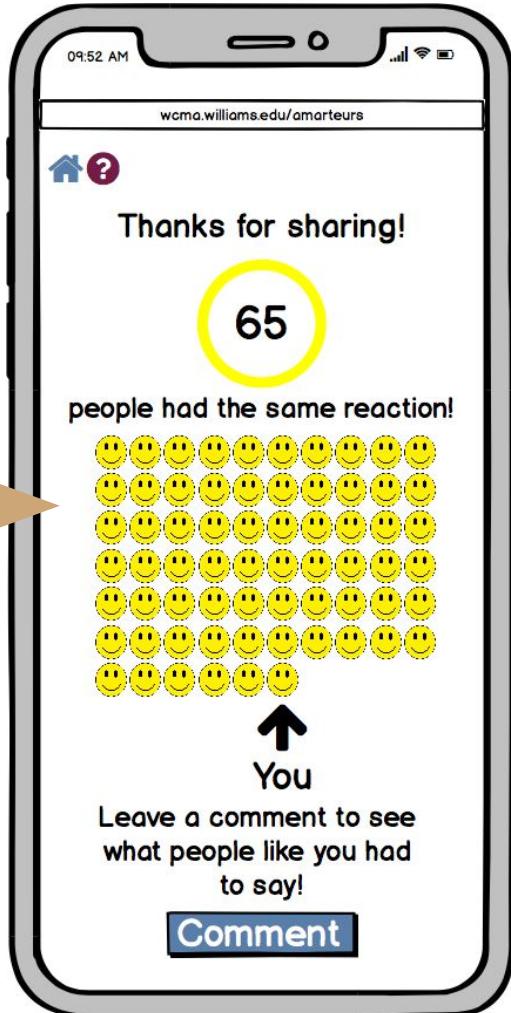
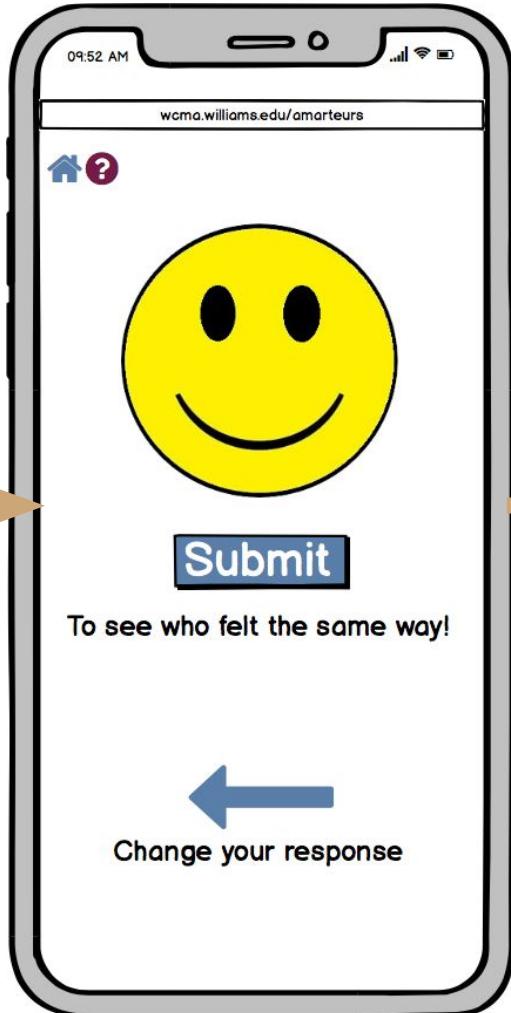
# The Sheep Gallery

Two artworks are displayed side-by-side. The left artwork is a painting of three sheep standing in a field of yellow flowers under a dark, textured sky. The right artwork is a photograph of a single white sheep standing on a grassy hill against a dark blue background. A large black arrow points from the right edge of the left artwork towards the right artwork. Below the artworks is a black thumbs-up icon. The text "Tap an artwork to explore!" is centered at the bottom of the screen. A rectangular button labeled "See All Statistics" is located in the bottom right corner.

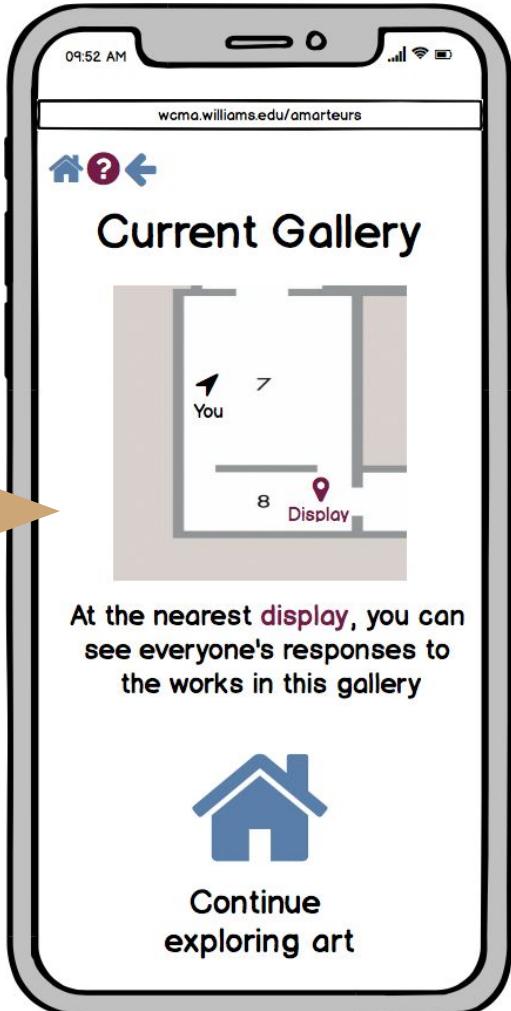
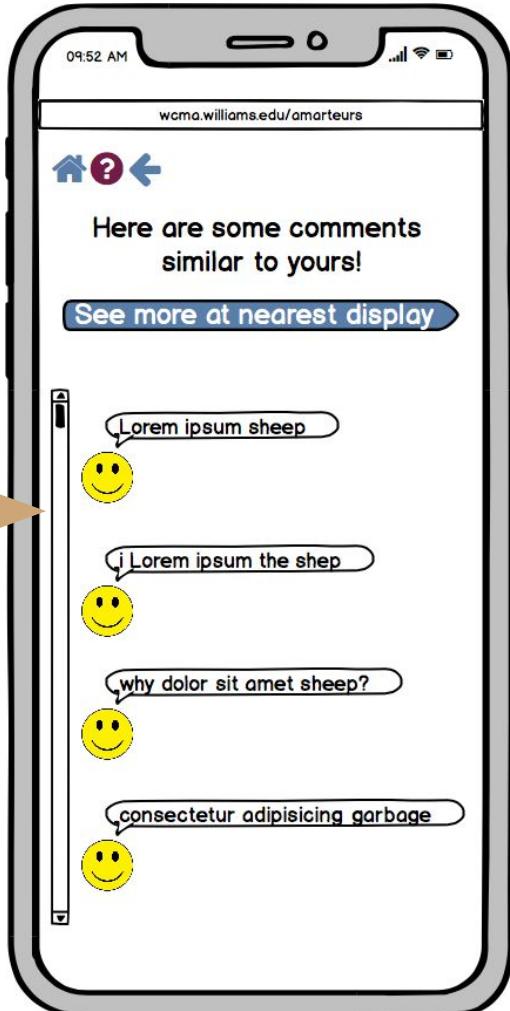
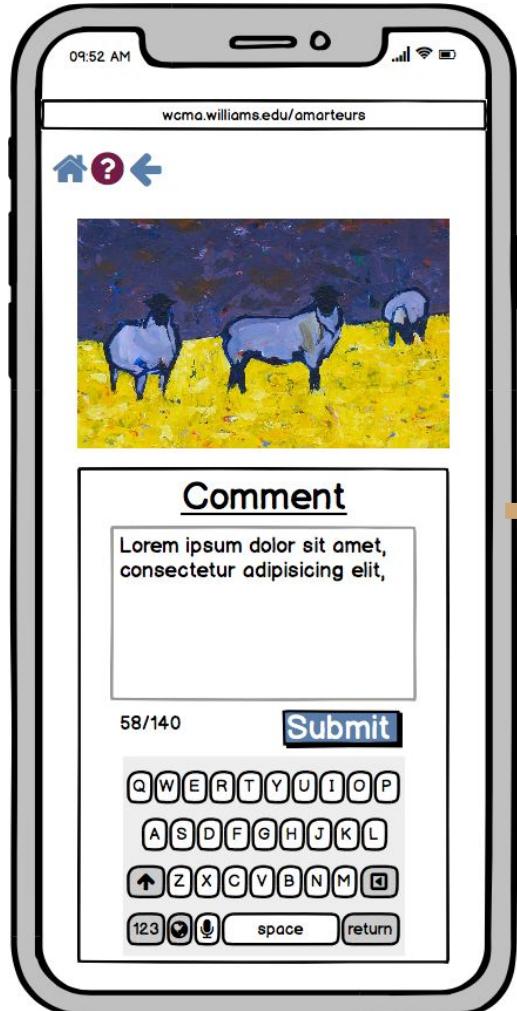
Tap an artwork to explore!

See All Statistics

Task 1 : Share an emotion about an artwork



Task 2 : Share a comment and respond to a comment

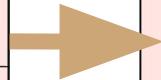


## The Sheep Gallery



Tap an artwork to explore!

See All Statistics

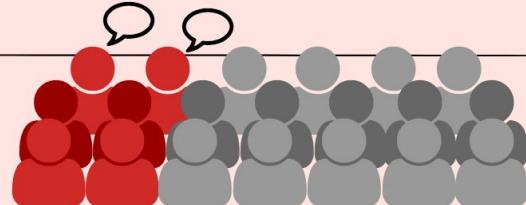


< Back Home

## Lilac Sheep



See All Statistics



Tap the group to see comments



< Back 

## 😡 Comments

COMMENT

View Thread Reply

< Back 

## Comments from "Angry" Reactors

COMMENT

View Thread Reply Back

Leave a reply!

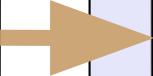
Type

Write

B I U S style

Submit

Q W E R T Y U I O P  
A S D F G H J K L  
Z X C V B N M  
123 space return



# In Conclusion

- You are not the users are not each other
- Users don't know the answers to their issues
- So easy to forget obvious features
- Iterative Design works (eventually)!

# Questions?



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