AI Museum

UX Case Study

The AI Ordal Museum platform aims to create a dynamic and engaging space with its training, wellness programs, and motivational content, ensuring it caters to professionals, and entrepreneurs.

Duration

3rd December - 15 December (6 weeks)

Product Overview

The AI Ordal Museum Membership App is a mobile-first application designed to empower individuals across various demographics—through skill development, wellness programs, and motivational content. The app addresses a key problem: offering curated training, internships, startup support, and motivational workshops tailored for students, professionals, and entrepreneurs.

Responsibility

- UX/Ux Designer

Tools

- Figma

Problem Statement

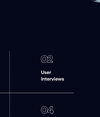
Despite the growing demand for skill development, mental wellness, and entrepreneurial support, there is a lack of accessible, inclusive platforms that cater to diverse demographics such as students, professionals, and entrepreneurs. Many individuals struggle to find relevant opportunities for training, wellness programs, internships, wellness programs, and startup guidance. This gap limits personal and professional growth, underscoring the need for a centralized, user-friendly platform that is designed an intuitive mobile app that addresses these needs, provides personalized experiences, and empowers users to achieve their goals.

Goals

To create an accessible and inclusive mobile app that provides affordable skill development, wellness programs, and entrepreneurial support while fostering inspiration, motivation, and transformational communication for diverse user groups.

Target Audience

1. Students and Educators - To promote learning about technology, ethical implications, and their societal impacts.
2. Tech Enthusiasts and Professionals - Individuals seeking to stay updated on developments and applications.
3. General Public - People from various backgrounds who want to understand AI in an approachable, accessible way.
4. Researchers and Innovators - Those interested in exploring the future of AI and its ethical challenges.
5. Policy Makers and Industry Leaders - Those shaping AI regulations and ethical standards.



User Research

01 Define Research Objectives

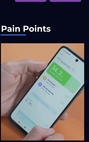
02 User Interviews

03 Surveys & Questionnaires

04 User Personas

Empathy Map

Pain Points



1. **Complexity of AI Concepts**
   Users find AI intimidating due to its technical jargon, ethical implications, and rapid pace of advancements, making it a daunting subject for beginners.
2. **Fear of Misinformation**
   Concerns about AI-generated content, deepfakes, and biased algorithms spread misinformation and ethical dilemmas such as privacy, data misuse, and surveillance.
3. **Limited Engagement in Learning**
   Difficulty finding interesting and friendly AI-related content, leading to a lack of motivation and consistent learning due to rigid or outdated educational methods.

User Persona

NAME:	Ujwal Kalihane
AGE:	22 Years
EDUCATION:	CSE Engineer
JOB:	Student
LOCATION:	Santa Clara
HOBBIES:	Dancing and coding

Bio

Ujwal is a 22-year-old computer science student with a strong interest in exploring emerging technologies. His passions include dance, coding, and staying updated on tech trends. He is deeply curious about how technology shapes society and ethical concerns such as privacy and bias in AI systems. While he has a strong foundation in programming and a growing interest in AI, he feels overwhelmed by the rapid pace of AI advancements and the ethical dilemmas they present.

Personality

- Curiosity
- Empathy
- Grit
- Ambition
- Thoughtful

Pain points

- Feeling overwhelmed by the pace of AI advancements.
- Concerned about ethical dilemmas such as privacy and bias in AI systems.
- Difficulty finding reliable and engaging educational resources.
- Struggles to connect AI concepts to his interests in dance and coding.

Goals

- To understand real-world applications of AI in his interests.
- To stay updated on emerging trends and societal impacts of AI.
- To enhance his skills and contribute to ethical discussions and cutting-edge technologies.

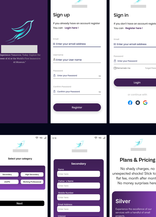
User Journey Map

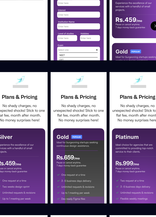
Persona: Ujwal Kalihane

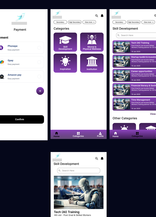
Goal: Explore AI's real-world applications, gain insights into ethical implications, and participate activities.

Actions	Awareness	Consideration	Visit	Engagement
Task List	1. Notices the AI event while browsing social media. 2. Sees friends mentioning it. 3. Asks Siri about upcoming AI events. 4. Reads blogs about activities, workshops, and exhibitions.	1. Checks reviews or testimonials to gauge interest. 2. Considers the time commitment. 3. Registers for a workshop to secure a ticket online.	1. Arrives at the museum. 2. Participates in workshops. 3. Explores the exhibits and interacts with models.	1. Joins museum-provided apps or forums to stay updated on the latest developments. 2. Shares tickets, photos, and experiences on social media.
Feeling				
Thoughts	1. "This looks interesting! I can't believe I didn't know about this before." 2. "Maybe I should ask my friends if they want to go." 3. "Do I have any other plans that might conflict?" 4. "Is this event worthwhile?"	1. "Wait, can I travel people with me? Should I ask my friend if they want to go?" 2. "Is this event worth the time and money?"	1. "Wow, this exhibit moves AI in fascinating ways." 2. "This workshop is helping me understand how data influences decision-making." 3. "I'm so glad I decided to come!"	1. "I didn't realize AI could have this impact on ethics and society." 2. "This activity gave me a deeper appreciation for AI's complexity." 3. "I'm so glad I decided to come!"
Pain points	1. Limited awareness of the event among his social circle. 2. Uncertainty about the value of the event.	1. Uncertainty about the time commitment and logistics. 2. Concerns about the value of the experiences.	1. Crowded spaces make it difficult to access the AI demo stations.	1. Overwhelming complexity of AI's ethical implications in a short time.

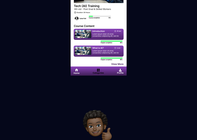
Sketches/ Wireframes







High Fidelity Screen



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