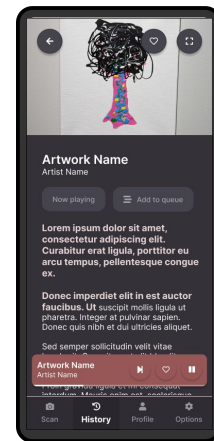# Gallar - Art Gallery AR app Case Study

Phil Morris-Parent

Email: me@phil.city

What is Gallar?

Gallar is a smartphone app I designed to improve the experience of visitors to art galleries. It was created as part of my completion of the Google UX Design Certificate, and motivated by experiences I had with friends and family.

Gallar uses image recognition to identify pieces of art in order to display and narrate relevant history and context.

Project overview

– – –

The problem:

Gallery visitors often struggle to engage with art when they do not understand its importance.

This disproportionately impacts people who cannot benefit from the small text blurbs beside art pieces, which can include those do not speak the language used in the gallery, are visually impaired, or who benefit from a little extra engagement (such as individuals with ADHD).

The goal:

Provide a more engaging, interactive, and time-efficient way to personally engage with a piece of art while developing a deeper understanding of its broader importance.

My role

- User research
  - Identify pain points
  - Evaluate new designs

- Design
  - Create low- and high-fidelity mockups
  - Assemble prototypes for users to test

Pain points

1

Reading blurbs for every art piece is too time consuming

2

Text is written formally, often in small print, can be challenging to read

3

Reading a lot of text in galleries demands excessive focus, is fatiguing
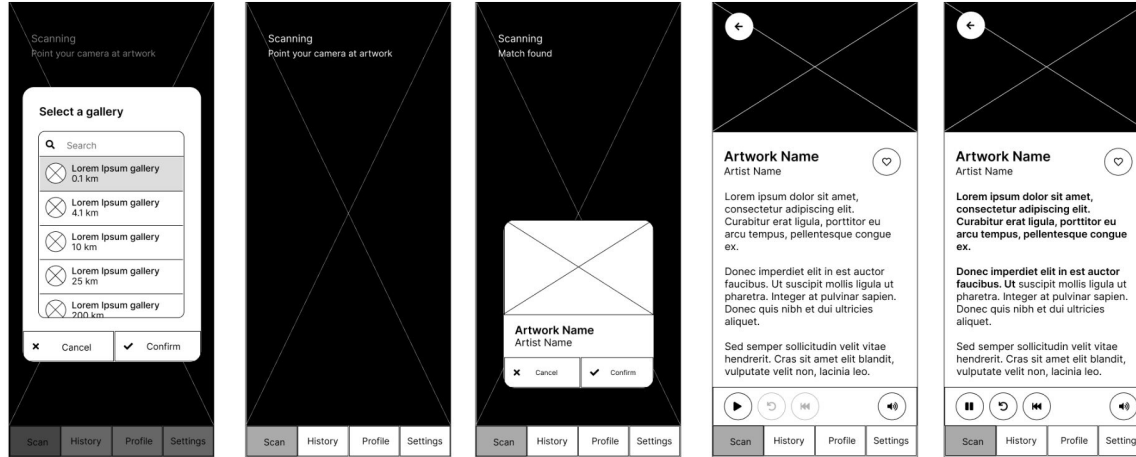
Based on insights gathered from interviews with 5 study participants selected with an aim represent a diverse range of ages, genders, ethnicities, language proficiencies, and disabilities

Art Gallery app

Art scanning user flow wireframes
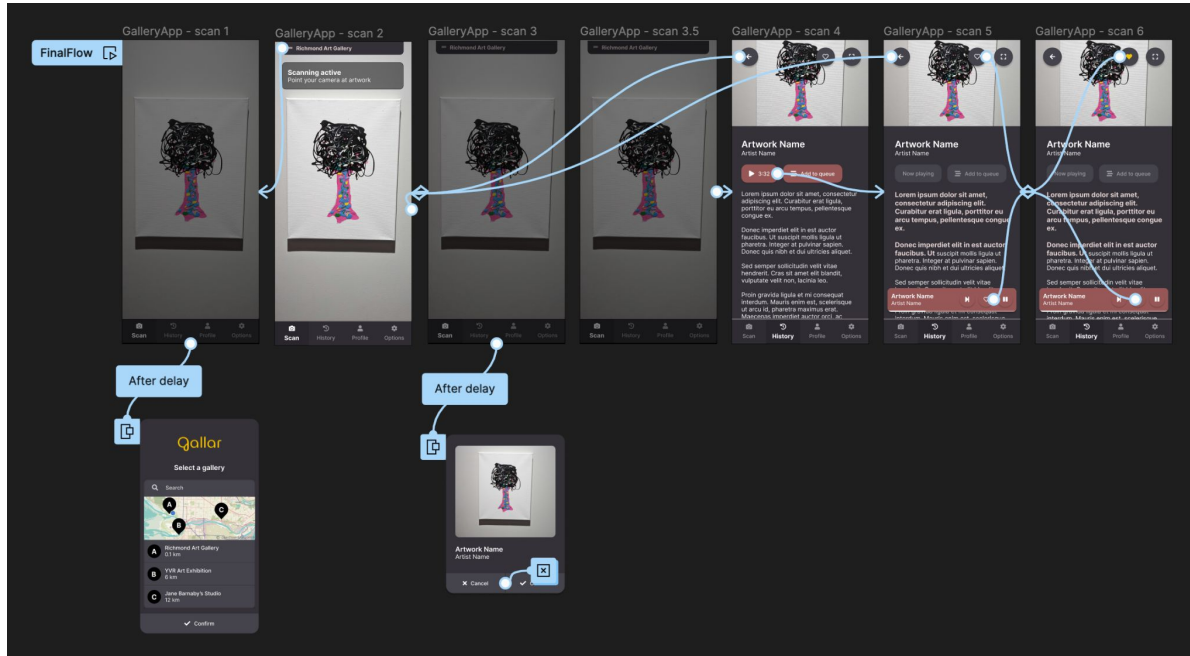Phil Morris-Parent

Description: the user has opened the app at a gallery to start scanning art and listening to narrated history.

Screen 1

Scanning
Point your camera at artwork

Select a gallery

🔍 Search

⊗ Lorem Ipsum gallery
0.1 km

⊗ Lorem Ipsum gallery
4.1 km

⊗ Lorem Ipsum gallery
10 km

⊗ Lorem Ipsum gallery
25 km

⊗ Lorem Ipsum gallery
200 km

✕ Cancel   ✓ Confirm

Scan | History | Profile | Settings

Screen 2

Scanning
Point your camera at artwork

Scan | History | Profile | Settings

Screen 3

Scanning
Match found

Artwork Name
Artist Name

✕ Cancel   ✓ Confirm

Scan | History | Profile | Settings

Screen 4

←

Artwork Name   ♡
Artist Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur erat ligula, porttitor eu arcu tempus, pellentesque congue ex.

Donec imperdiet elit in est auctor faucibus. Ut suscipit mollis ligula ut pharetra. Integer at pulvinar sapien. Donec quis nibh et dui ultricies aliquet.

Sed semper sollicitudin velit vitae hendrerit. Cras sit amet elit blandit, vulputate velit non, lacinia leo.

▶ ↺ ⏮   🔊

Scan | History | Profile | Settings

Screen 5

←

Artwork Name   ♡
Artist Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur erat ligula, porttitor eu arcu tempus, pellentesque congue ex.

Donec imperdiet elit in est auctor faucibus. Ut suscipit mollis ligula ut pharetra. Integer at pulvinar sapien. Donec quis nibh et dui ultricies aliquet.

Sed semper sollicitudin velit vitae hendrerit. Cras sit amet elit blandit, vulputate velit non, lacinia leo.

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Scan | History | Profile | Settings

Low fidelity mockup

2022

High fidelity prototype

2022 | [Open in browser](#)

Lessons learned

1. Start with low fidelity sketches and add detail as the project progresses, and as user studies are conducted
    ○   Allows for rapid iteration early on
    ○   Smaller changes are typically required as a design matures

2. Systematize foundational elements like typography, brand colours, and common components
    ○   Creates consistency
    ○   Makes broad changes easier
    ○   Simplifies ensuring accessibility and compliance with WCAG

Hungry for more?

I'd love to chat! You can reach me over email at me@phil.city

Visit phil.city for my CV, social media links, and to view my other work.