Stay engaged and start noticing:

every where.

Elevated check-in experience for art galleries and museums.

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Project overview

The product:

Everywhere. Is a mobile app that facilitates check-in experience for art museums and art galleries

Project duration:

2 Months after following each step of the design thinking process.

Project overview

The problem:

- Long waiting lines and obsolete check-in experience
- Uncertainty when getting tickets due to the lack of online experience
- Lack of inclusivity and accessibility

The goal:

To design a mobile app that facilitates the buying and check-in experience for art galleries and museums that also is accessible for all, following WCAG guidelines and overall accessibility principles.

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Project overview

My role:

Fictional project for the Google UX Design certificate. UX Researcher and UX Designer

Responsibilities:

- Conducted User Research
- Defined problem and provide insights to inform the ideation process
- Defined Personas, Journey Maps and User Flows
- Visual design of lo-fi and hi-fi wireframes, prototypes and user testing.

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Understanding the user

User research

Personas

Problem statements

User journey maps

User research: summary

Multiple interviews were conducted to understand and empathize with the users I'm designing for and their needs.

The group interviewed confirmed initial assumptions about Art-Galleries and its check-in experience. Research also revealed that long lines is not the only factor that is keeping members of the community and people from much more diverse backgrounds away from visiting Art Galleries.

User research: pain points

1

Time

Long-lines that are time consuming

2

Not Inclusive

Lack of events or activities that can build a sense of community

3

Misconception

Normal people tend to believe Art Galleries are full of pretenders that might make them feel uncomfortable

4

Accessibility

Long descriptive texts on brochures that are not friendly for people with visual imparity

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Persona: **Jade**

Problem statement:

Jade is a young graphic designer with limited time who wants to visit art galleries without compromosing her tight schedule

Jade

Age: 22
Education: BA in Arts
Hometown: Tampa, FL
Family: Single, no kids
Occupation: Graphic Designer

"As a creative I need to consume art in a seamless and friendly way, not by spending half of my day waiting in line!"

Goals

- To attend art galleries and to have a seamless check-in experience
- To have an enjoyable time at the galleries that makes her feel like a safe-space
- Engage and promote the creative community to network with fellow artists

Frustrations

- Inadequate check-in experience. Takes too long to get in and endless lines.
- Lack of events that promotes engagement with the community and art culture in general
- Art Galleries obsolete concept might make her feel uncomfortable

Jade is a Junior Graphic designer, she works at a consulting firm, on her spare time Jade likes to engage in community activities, shes an art entushiast. Jade personally would like to attend art galleries but they are known to be full of pretenders and long lines. She whishes there was a way to skip long lines and to actually have an enjoyable environment.

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Persona: **Fernando**

Problem statement:

Fernando is a plumber that likes arts and would like to get his kids into it but doesn't want to spend all of his limited time waiting in line.

"I always wanted to get into art but I fear is not a place I belong to, plus my kids can't stay still in those long lines!"

Fernando

Age: 44
Education: High School
Hometown: Honduras
Family: Single, 2 kids.
Occupation: Plumber

Goals

- To include Art Galleries into his family weekend activities
- To get in as quick as possible since his two kids are not that patient to wait in line for too long.
- To not feel judged by art enthusiasts and pretentious people

Frustrations

- Long lines that might make him leave because of his kids
- Lack of understanding of how art galleries check-in process work
- Doesn't want to feel like he is out of place and uncomfortable
- Doesn't speak English well and bible-size brochures won't help him through

Fernando is an immigrant from Honduras, he works Monday to Friday as a plumber. Fernando likes to spend his weekends doing outdoorsy activities with his kids since it's the moment where they can have quality time. He is interested in art but never attended art galleries because he thinks he might not belong there and also because of long lines, kids are not too patient.

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User journey map

Mapping Jades and Fernandos journey map helped us understand how useful a check-in arty gallery app would be. From saving time in line to creating a seamless over-all art gallery experience.

Persona: Jade

Goal: Visit Art Gallery wit no hassle

| ACTION	Park	Walk to the Gallery	Purchase Ticket	Check in	Enter and tour Gallery
TASK LIST	Tasks A. Find a parking spot B. Pay for it C.Grab stuff	Tasks A. Find the best route B. Walk towards the gallery C.	Tasks A. Wait in line B. Interact with Cashier C. Complete purchase	Tasks A. Give ticket to security guard B. complete check in C.	Tasks A. Walk in and tour the gallery B. check out new exhibitions C.read art description
EMOTIONS	Anxiety Stress Excitement	Anxiety Excitement	Stress Impatient Boredom Excitement	Anxiety Excitement	Joyful Excitement relief
IMPROVEMENT OPPORTUNITIES	Make a multi-purpose ticket		App that can make the experience seamless. In and out concept which saves time	QR-Scan type of check in which can also save lots of time.	Gallery app with key description that can be accessible to everyone, available in different languages.

Persona: Fernando

Goal: Enjoy free time with his family and get his kids into arts

ACTION	Get his kids ready	Commute to Gallery	Purchase Ticket	Check in	Enter and tour Gallery
TASK LIST	Tasks A. Get them prepared for the day B. Pack necessary stuff in case of any inconvenience show up	Tasks A. Find the best route B. Commute C. Find a parking spot and walk towards the gallery with the kids	Tasks A. Wait in line and watch out for the kids B. Interact with Cashier C. Complete purchase	Tasks A. Give 3 tickets to security guard B. complete check in C. Watch out after his kids	Tasks A. Walk in and tour the gallery B. check out new exhibitions C.read art description D. Watch his kids
EMOTIONS	Stress Excitement	Excitement	Stress Impatient Boredom Excitement	Stress Excitement	Joyful Excitement relief
IMPROVEMENT OPPORTUNITIES			App that can make the experience seamless. In and out concept which saves time. Fernando has 2 kids, waiting in line can be chaotic	QR-Scan type of check in which can also save lots of time. Can storage several tickets in wallet for a "scan them all" experience	Gallery app with key description that can be accessible to everyone. Fernando is not good with english and he would like to read art description in his native language

Starting the design
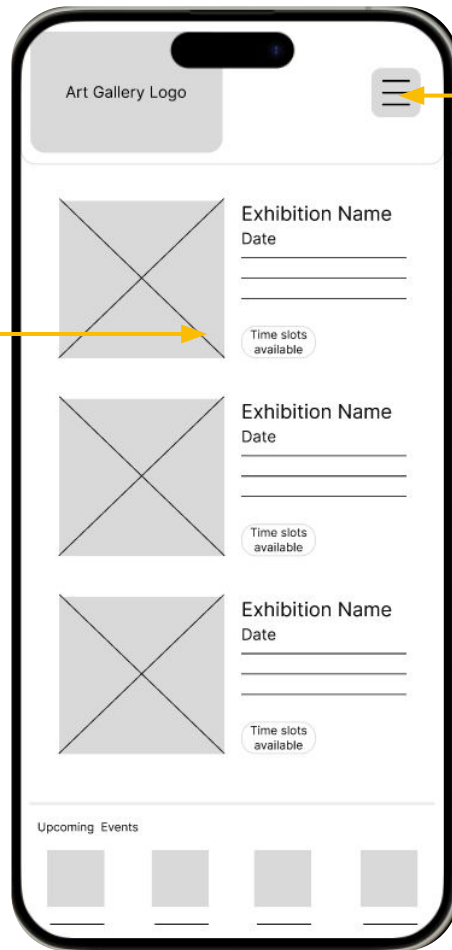
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

Sketched a few ideas about how I wanted the layout and the other pages keeping user-flow in mind and making it as easy as possible.

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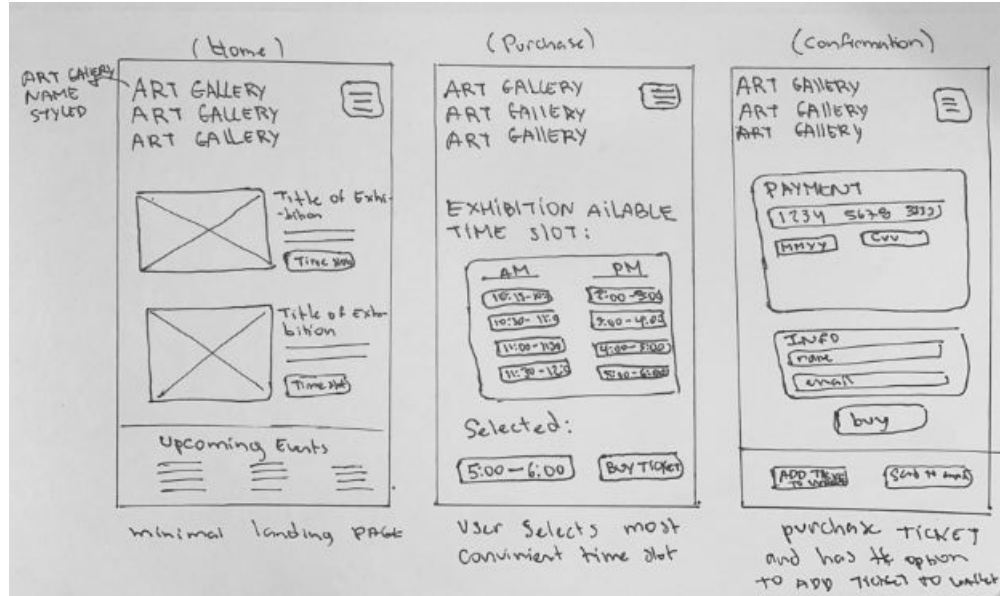
Digital wireframes

Once we had our paper homepage wireframe next to us, we created a phone-sized frame in Figma. Using the paper wireframe as a reference, we created each of the elements on the homepage in Figma individually. Once our elements were created, we placed them into the frame in the same arrangement as our paper wireframe. Once all of our elements were translated from the paper version to the digital version, we repeated the process for the other screens in our design.

Easy access to time slots availability. Saving time during the check-in experience and avoiding long lines while waiting for tickets
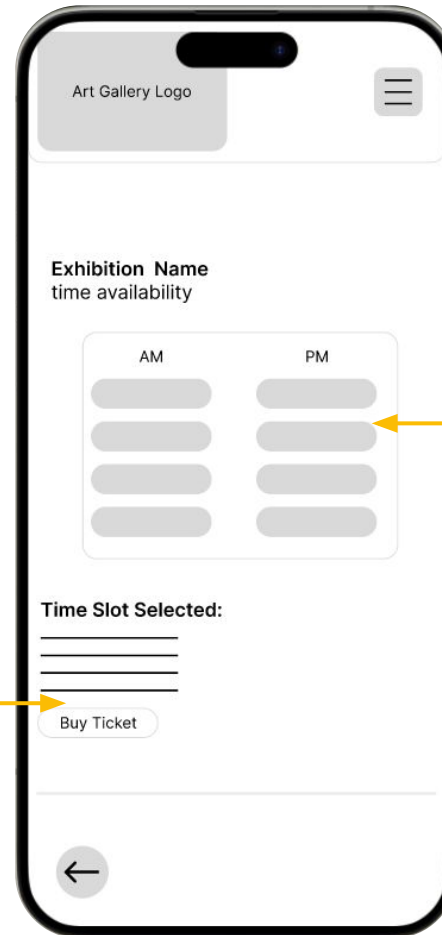
Accesibility Menu for non english speakers and hearing impairement

Art Gallery Logo

Exhibition Name
Date

Time slots available

Exhibition Name
Date

Time slots available

Exhibition Name
Date

Time slots available

Upcoming Events

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Digital wireframes

This is the most important frame since it displays the multiple time slots and our user gets to choose the most convinient one for them.
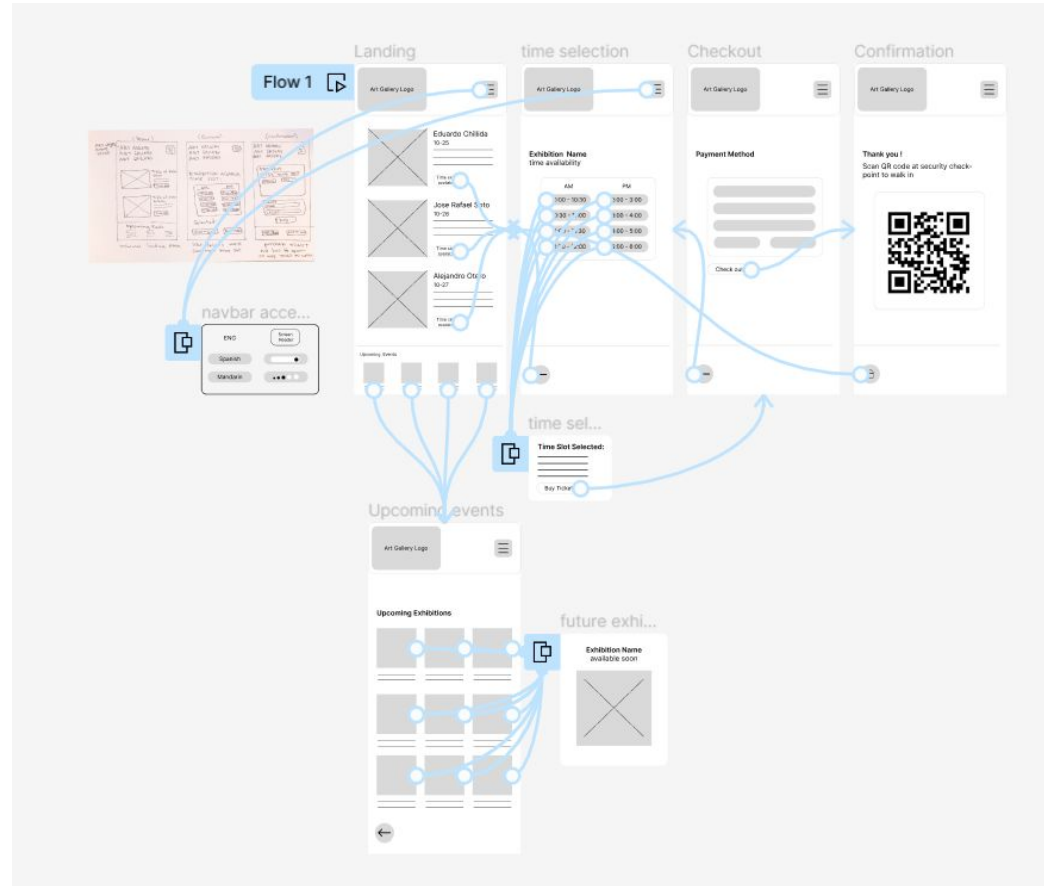
Art Gallery Logo

Exhibition Name
time availability

AM	PM

Time Slot Selected:

Buy Ticket

Multiple time slots so our user can choose the most convinient one

Selection confirmation which helps to verify users choice

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Low-fidelity prototype

Lo-fi prototype. Click here

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Usability study: findings

Round 1 findings

1 Users need more descriptive call-to-action button to avoid confusion

2 Users want to see a confirmation screen before actually paying

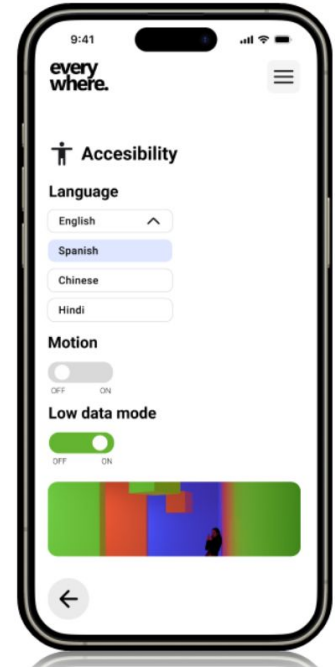**3** Users understand the scheduling tool but needs to be paired with a much more accurate path

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups
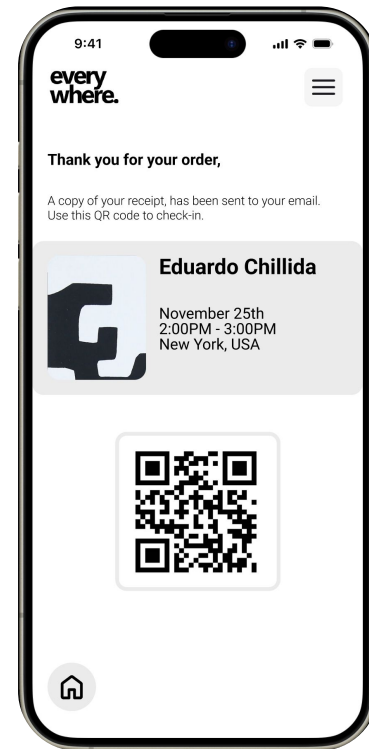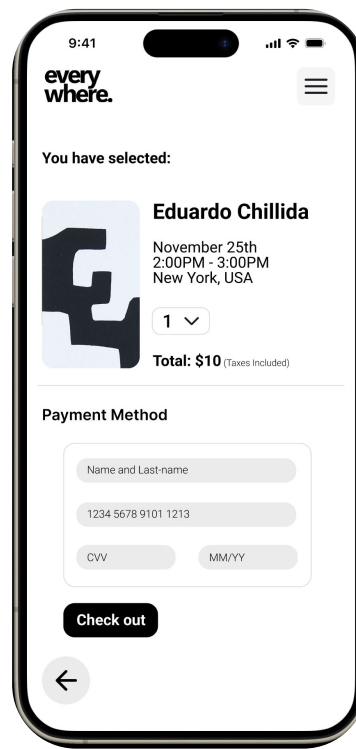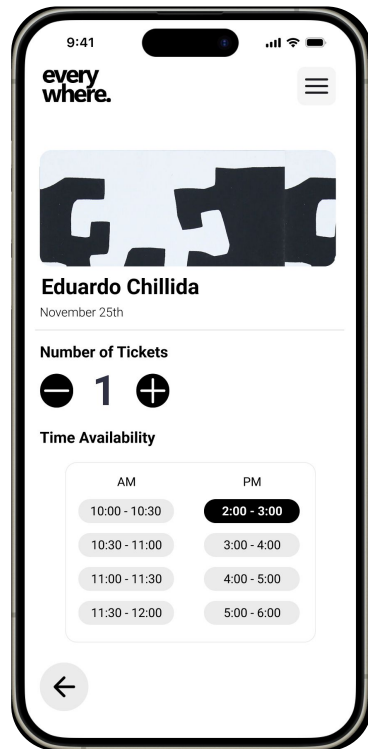
High-fidelity prototype

[Click here to test prototype](#)

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Accessibility considerations

1 Multi-language option which makes it accessible for all. Migrants make a huge percentage of our population.

2 Motion on and off. Roughly 80% of the population is susceptible to cases of medium to high motion sickness.

3 Low-data mode. High speed data or strong service signal is something that users might not have anywhere everywhere, specially for visitors or low-income families with limited resources.