

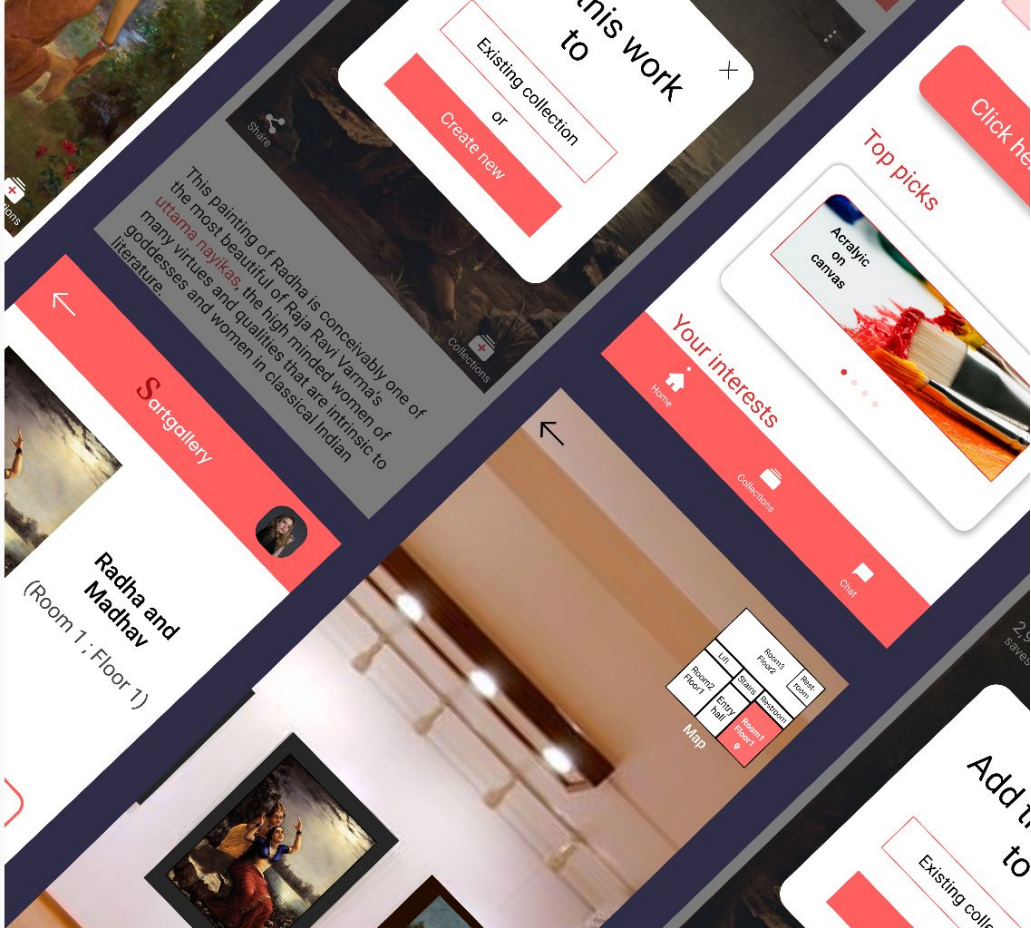
# Virtual Tour App for an Art Gallery

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Sadhana . S

## PROJECT 1

**S artgallery**



# Project overview



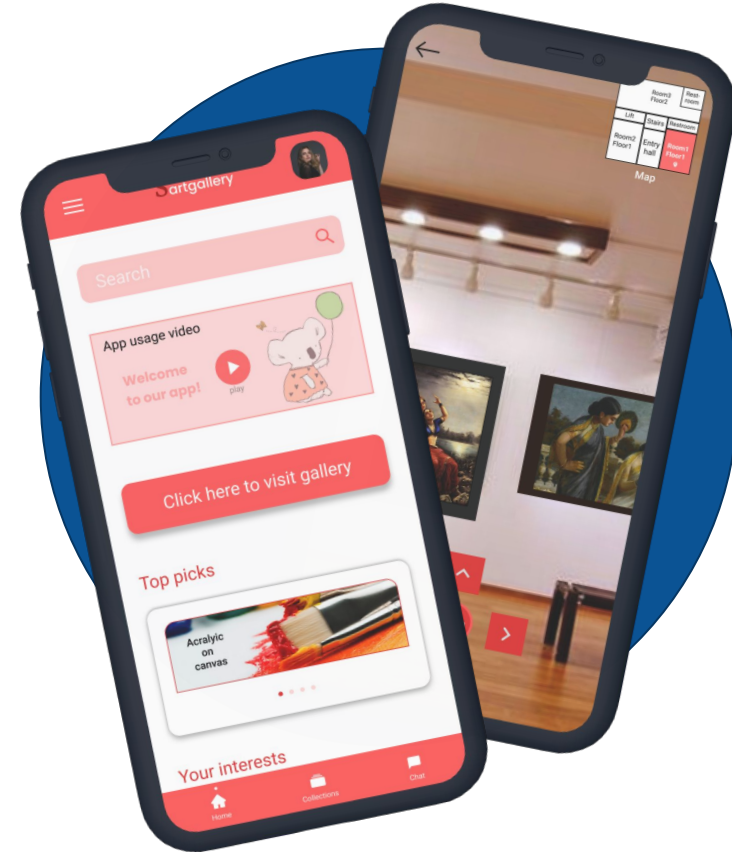
## The product:

**S artgallery** is an imaginary art gallery app . To help the users view art even in the pandemic and to engage with them , the product was developed. This app focusses it's users not only to explore the art present there but to explore it worldwide. This strives to solve the users doubtfulness of the quality of artworks presented online by providing high quality images and flawless movement in the gallery online.



## Project duration:

July 2021 to September 2021



# Project overview



## The problem:

Users had to travel places to view an art gallery. In this pandemic travelling has become a challenge.



## The goal:

Providing flawless and live gallery experience to the users , by also allowing them to view and save an artwork for future reference.

# Project overview



## My role:

UX Researcher , UI/UX designer



## Responsibilities:

- Interviewing users
- Creating storyboards
- Paper and digital wireframes
- Low-fi and Hi-fi prototyping
- Usability studies
- Checking accessibility
- Design iteration

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

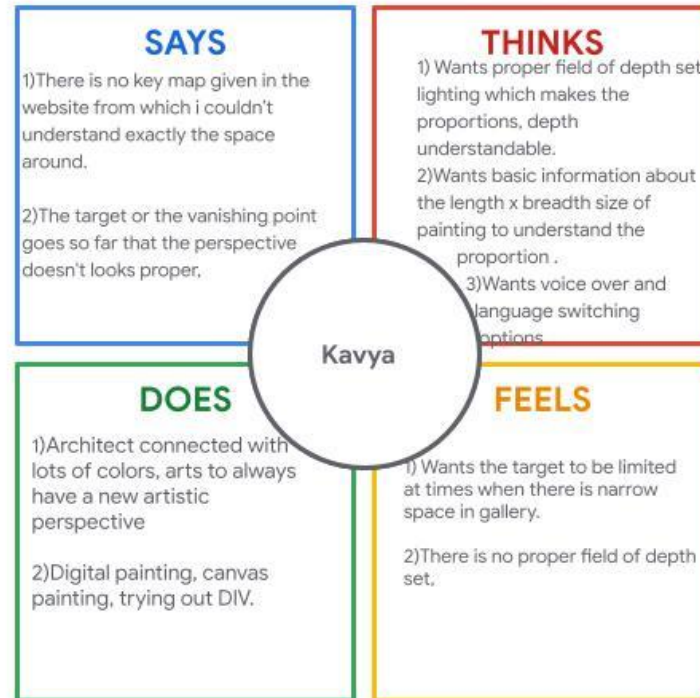
# User research: summary



I conducted interviews with users and plotted out the empathy map which made me jot out the user needs in the app. A primary group of users who were working adults and students were selected as they want to find inspirations of art from home without travel.

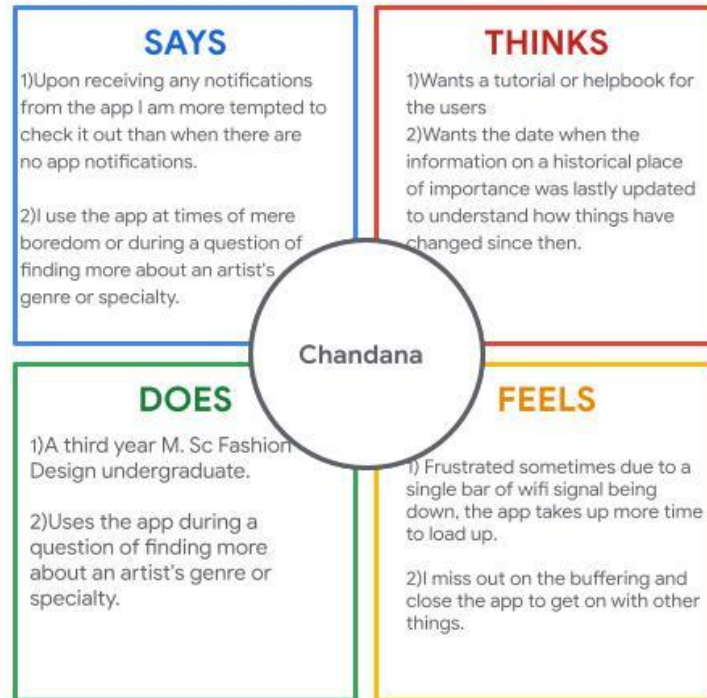
After this interview I found that users didn't want to travel , was not only the limiting factor but also their busy schedule stopped them to do so. They also wanted to find inspirations of artwork that are of great quality.

# Empathy map 1





## Empathy map 2



# User research: pain points

1

## Buffering

Users move out of the app at the time of buffering as it takes up their time and reduces their interest to view more.

2

## Language

Users want to understand and explore art in their own mother tongue so they can connect more with the works, but most app doesn't provide this feature.

3

## Map feature

Users want to know which room or floor of the gallery they are with the help of a small map so that they could navigate and understand where they are at the moment.

4

## App usage

Users found it difficult to use the gallery app and when they want help they had to search it somewhere and felt that a video of the usage could be present in the app itself.

# Persona: Chand

## Problem statement:

Chand is an hardworking student who needs a tutorial to use app and date of artworks creation because this will help her to refer back to any ease to use functions and to understand how art has evolved since then.



**Chand**

**Age:** 18

**Education:** Fashion Design

**Hometown:** Chennai, India

**Family:** Mom, dad, sister

**Occupation:** Student

*"As a growing fashion illustrator and an amateur photographer, I'm in the journey to work on all mediums of art from traditional to contemporary."*

## Goals

- Fashion illustrator & photographer.
- During boredom or a question of finding more about an artist's genre or specialty checks in art gallery app .

## Frustrations

- "It would be helpful if there is a tutorial or helpbook for the users."
- "The date when the information on a historical place of importance was lastly updated would be helpful to understand how things have changed since the. "
- "I miss out on the buffering and close the app to get on with other things."

Chand has joined fashion designing and explores art and artforms. She lives with her mom, dad & sister. She takes time to get into the app to find inspirations and when notified immediately checks in the app. She wants to view the items saved in offline and needs a tutorial in case of any ease to use feature is introduced. She feels frustrated at times of buffering. She wants an app that helps her search and show up the feed to her interests so that she could improve her artworks from the ones in the gallery.

# Persona: Suresh

## Problem statement:

Suresh is a busy architect who needs language switching options & screen reader because he feels best to take away things in his mother tongue and listen to the infos at times when he is busy instead of reading the paragraphs.



**Suresh**

**Age:** 30

**Education:** B.arch

**Hometown:** Mumbai, India

**Family:** Single, Lives alone

**Occupation:** Architect

*"Being an architect, my work is indirectly connected with lots of colors & art to always have a new artistic perspective "*

## Goals

- To set a decor store and also architecture firm.
- To explore art in a dimension of a commoner.

## Frustrations

- "I need a Voice over and language switching options."
- "Absence of a key map to find and understand the space around and not mentioning about the important artworks present in that room priorly makes me frustrated."

Suresh is working as an architect at Mumbai but completed his studies at Hyderabad. Even though he could understand and talk in english but he feels that he could enjoy the works if the information can be checked in different languages especially in his mother tongue. He wants a voice over / screen reader as because he finds it difficult to read the info regarding the artwork due to the busy schedule. He tells that the app could be more attractive and appealing even to a commoner only when the works could be explained in an easy and understandable manner without complex functionality & keymap. He wants the app to show what next the user has to do with small pop-up messages.

# User journey map

Mapping out the journey map of Chand helped me understand how the Sartgallery app would help her in the process of exploring art.

## Persona: Chand

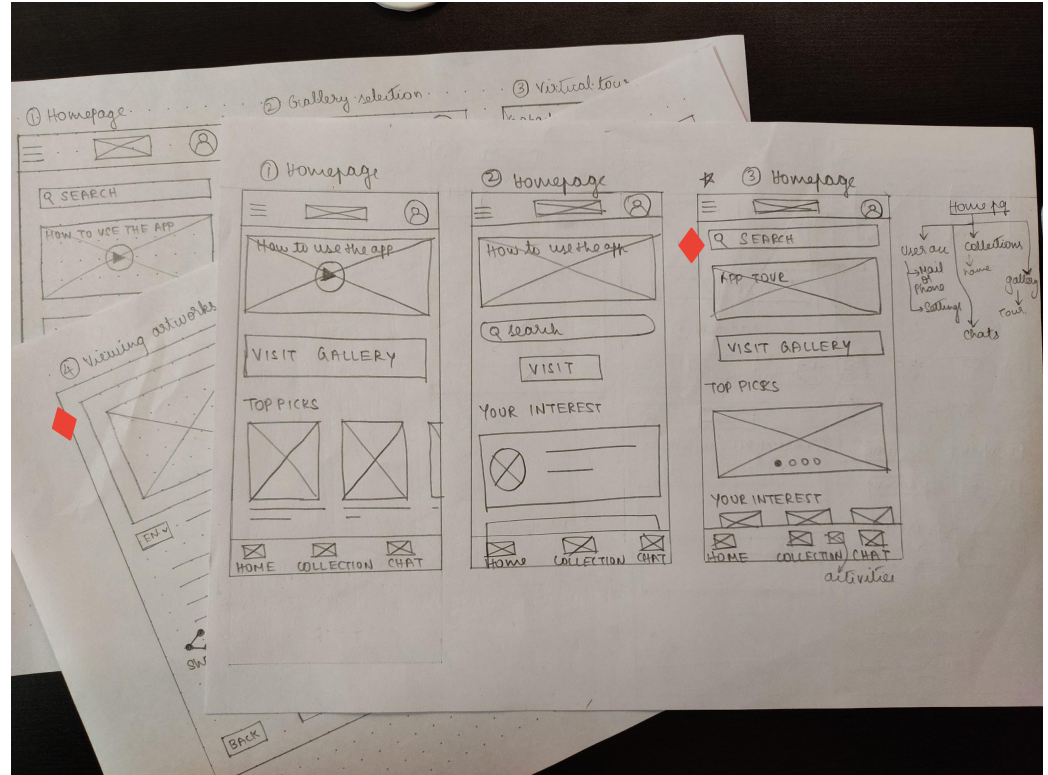
Goal: To find more about artist's genre and also to find inspirations with easy navigations

| ACTION                    | Get the app  | Browse the feed   | Views the gallery  | Save to collections   | Go to collections  |
|---------------------------|--|---|--|---|--|
| TASK LIST                 | A. Download the app<br>B. Sign up using mobile or email<br>C. Selects the area of interests (minimum 3 field)<br>D. Tutorial video pops up showing how to use the app.   | A. Articles related to artworks in the feed related to his/her interest<br>B. Browsing different categories present in the gallery<br>C. Search option to find required result immediately                        | A. Selects the floor and room to visit.<br>B. Moves through the screen to view the works<br>C. Obtains info regarding each work when viewed  | A. When zoomed an option pops up to save.<br>B. After clicking save the item will be added to a collection that already exists or can name it separately.                                     | A. Clicks the collections tab.<br>B. Deletes or edits them<br>C. Shares it with beloved ones.  |
| FEELING ADJECTIVE         | A. Feels insecure when asked to provide mobile no or email.<br>B. Has no idea to choose from the field of interest provided.<br>C. Wants the tutorial video in future also incase of any ease to use functions were shown. | A. Irritated when the searched result is different from what is shown as that was not present in the app.<br>B. Want to understand about the categories present in the art gallery from a commoners point.        | A. Finds it difficult to move through the floor due to continuous scrolling.<br>B. Frustrated due to maximizing and minimizing continuously the screen to view the elements in the works.  | A. Has to zoom each time to save an artwork to examine them in future so becomes tensed.<br>B. At times of hurry a name to save the collection doesn't come in mind and moves out of the app. | A. Wants to share them without moving into other apps.<br>B. Feels sad for not able to take pics with her favourite collections.           |
| IMPROVEMENT OPPORTUNITIES | A. Message informing that no personal message will be viewed and no spamming.<br>B. Give an option to type out or skip the section<br>C. Tutorial displayed in home page so that can check out that anytime.               | A. If the content searched is not present then a pop up saying search results doesn't match will come.<br>B. Small intro regarding different genre present in the gallery could be made along with screen reader. | A. Instead of scrolling buttons to move left and right to an artwork can be provided.<br>B. A feature where when double tapped the work would zoom in and zoom out vice versa be provided. | A. By clicking once on the work without zooming, the save option could be provided.<br>B. Name suggestions for the collections could be provided.   | A. Could add a chat option for the app users to share<br>B. Uploading an image of his/her and cropping it with the artwork could be added. |



# Paper wireframes

By creating different screens for the same page made me improvise the screen each time and considering user painpoints the best feature of each screen was added together. I added the CTA button to the gallery and to increase the user interest Top picks and Your interest sections were added.



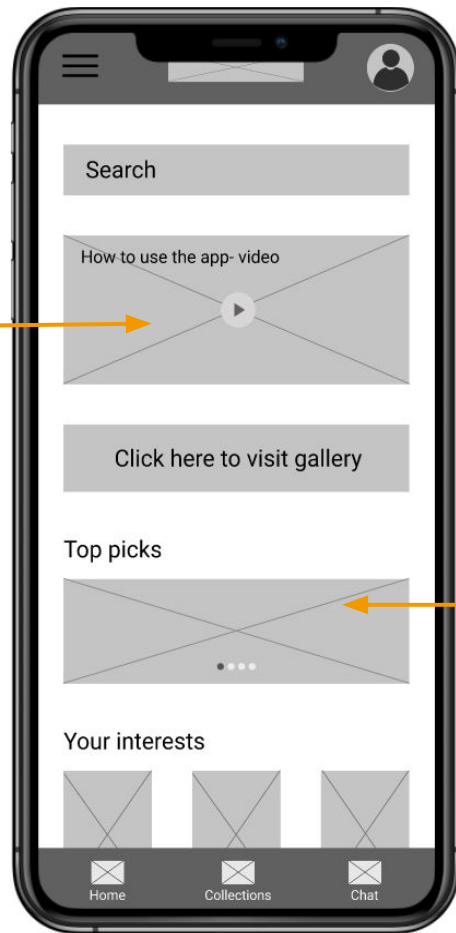
The diamond mark indicates the boards that were selected for creating digital wireframes



# Digital wireframes

Considering the user research an app tour video was placed at the beginning of the screen so that users could check that anytime if they are stuck while using the app. To evoke the art within the users sections containing articles were added.

This is the video that will help users to use the app and guide them incase of any difficulty.



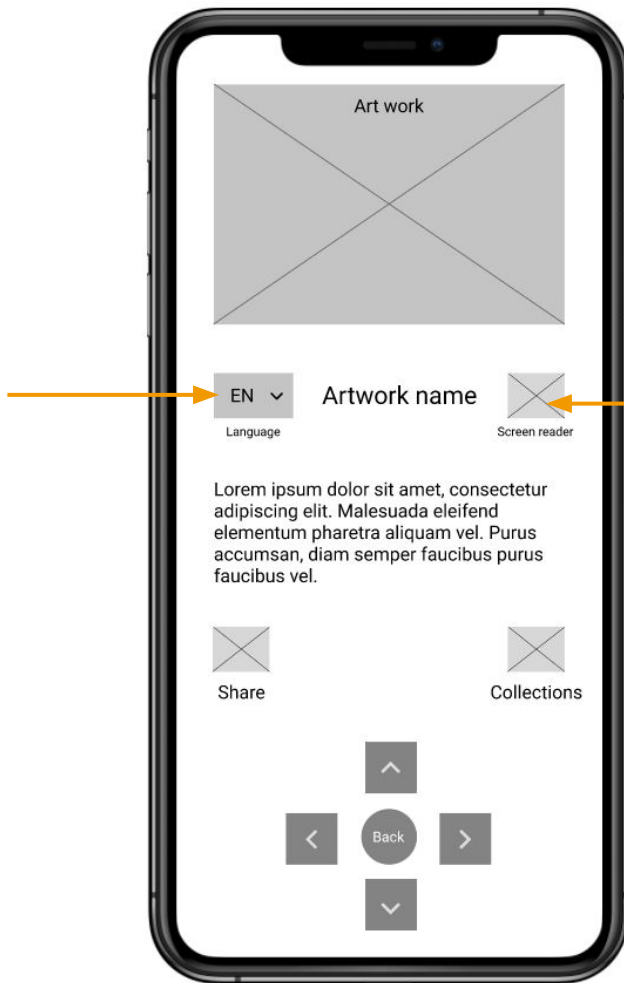
Creating interest in users and helping them to explore art.



# Digital wireframes

To help users experience art in their own language users could switch between languages and screen reader is added so that users needn't read long paragraphs. This also checks in the accessibility.

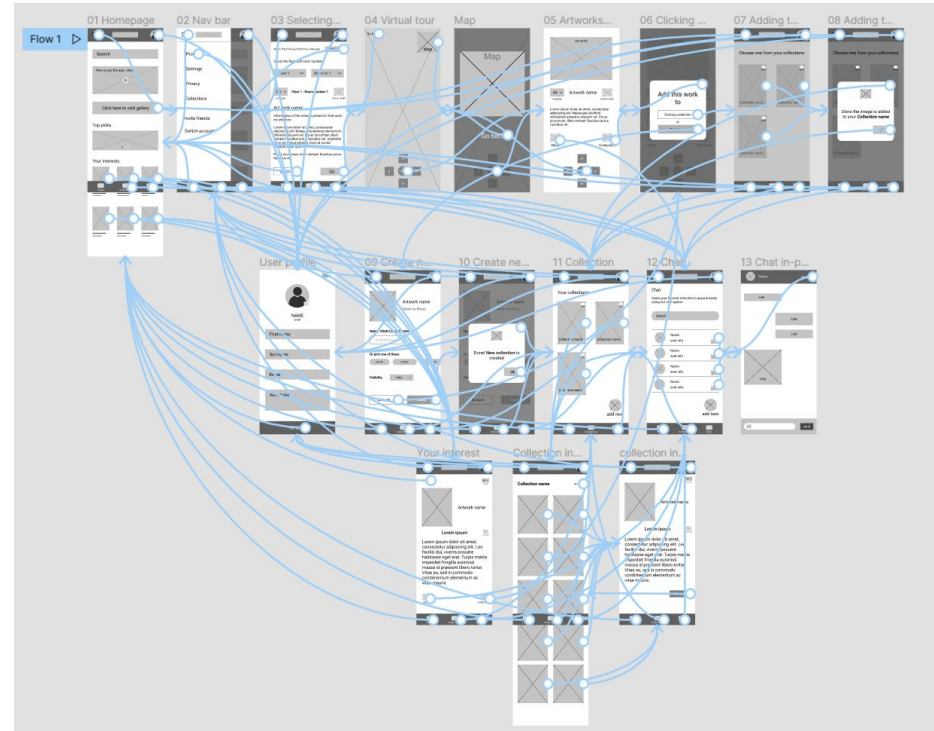
Users can select their preferred language to easily understand the content and navigation.



Screen reader will help the users to hear the content if they are busy or unable to read big paragraphs.

# Low-fidelity prototype

The primary action of user entering the gallery ,sharing and saving the works were connected in the prototype. This prototype will be used in the usability studies which is to be conducted.



[Click here to view the prototype](#)

# Usability study: findings

After conducting two rounds of usability study detailed modifications were made. The first usability study helped me to move to the next step of creating hi-fi prototypes. The second usability study helped me to identify further modifications based on accessibility and refining the mockups.

## Round 1 findings

- 1 Users want a better naming of the CTA buttons.
- 2 Users want embed option in the chat that takes them to the chat directly.
- 3 Users want a share option in the Collections also.

## Round 2 findings

- 1 Users wanted pinch to zoom options
- 2 Users wanted to share the link that was shared with them from the chat to others.

[Research presentation](#)

# Affinity Mapping

## Entering virtual gallery

"I didn't understand what the Go button does."

"This go button must have a name changed I am a bit confused."

"I couldn't even expect what the next screen would be if I click that button."

"If there is the virtual tour option in the nav bar then it would be easy to enter there."

## Collections

"Why only the zoom button takes me there . I'm still confused"

"And also add the number of saves of the particular artwork."

"It would be tedious to scroll till the end to find the share & collections icons."

"I always never wanted to zoom a work to save it. I will save it if it looks good from a distance too"

"Hmmm the zoom button actually has to zoom but I don't get that option right."

## Chat & sharing

"Hey there is no share button then how could I share very hectic job uff"

"The share button is present only when I'm in the gallery but I couldn't go each time there right."

"Oops no share button.... I am confused."

"I can't find the embed option like in Whats app . I can't be going every time to the collections or the gallery to share them right."

"Can't embed here eh... What's the use of chat then?"

"I can't find the share option when I long press it ...This is how I do in other apps..Giving up."

## Screen reader & language

"I guess the language selection could be made in the settings."

"Nice feature this will be really useful for understanding art in my mother tongue."

"The screen reader and language option is too small I can barely see it."

"I feel the icon to be too small... Can't spot it immediately."

## Other

"It would be nice if there is a download option."

"I really liked the your interest page provided in the home section."

"You could add the g-map feature so that anyone who wants to visit the particular gallery could."

"What's called a navigation bar? I haven't used it much."

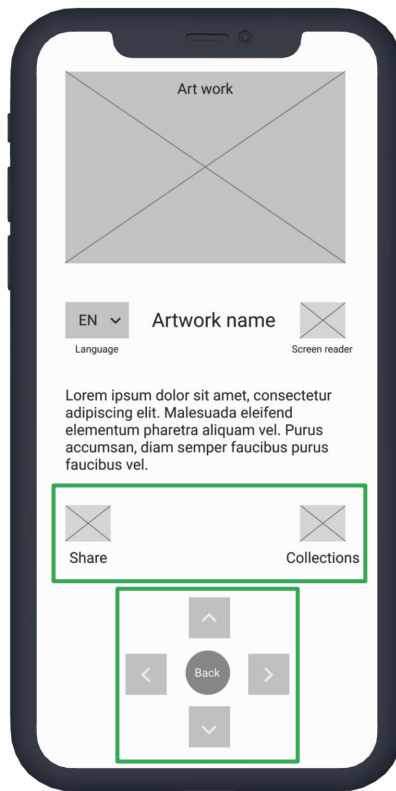
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

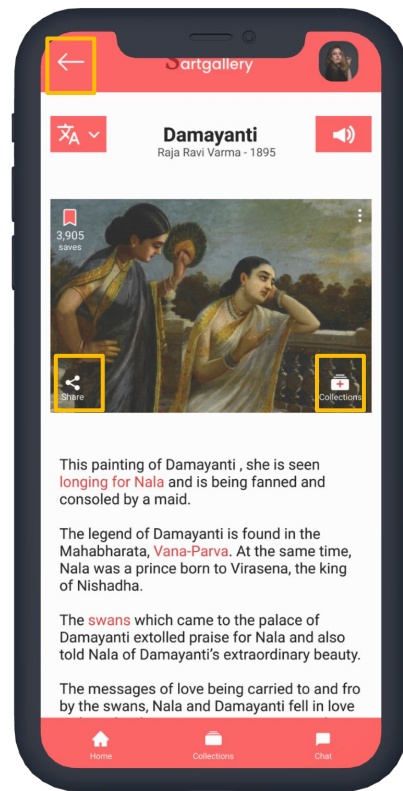
# Mockups

After conducting the usability study it was found that if the information is long users had to **scroll** down to **share** , **add to collection** or **to go back**. If the user is in a hurry it would be difficult to even go back. Thus the buttons were placed in the **beginning** and the back button was simplified and **added above** (since the move buttons have no work in this screen).

Before usability study



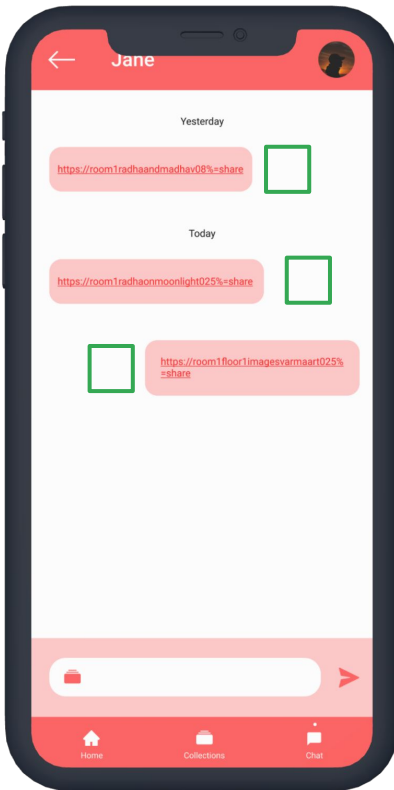
After usability study



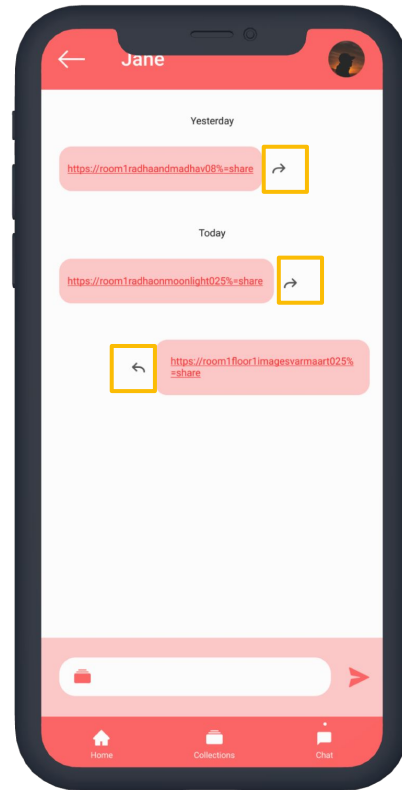
# Mockups

After the usability study 2 it was found that users want to have an option to forward from the chat . Thus a forward icon allowing users to forward was added.

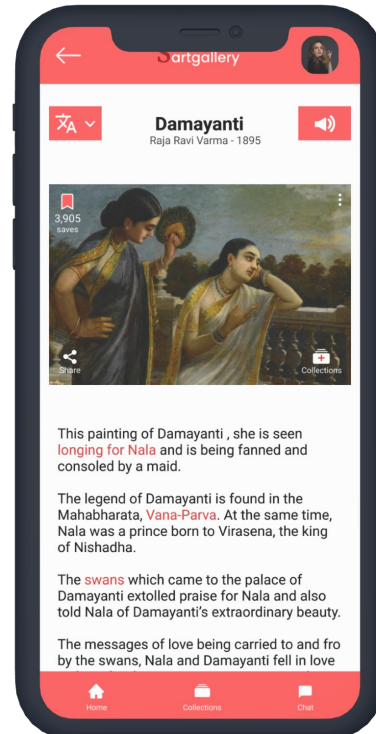
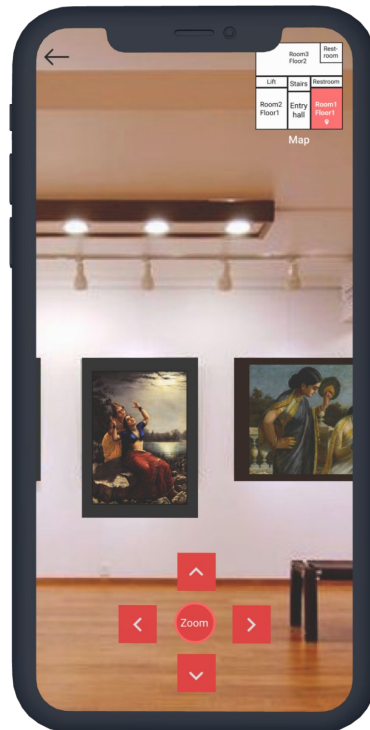
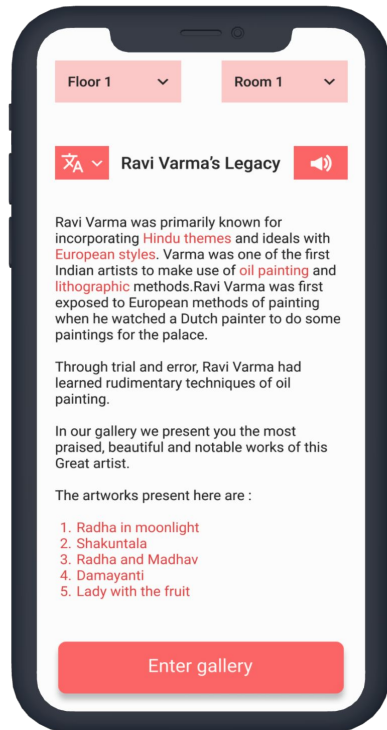
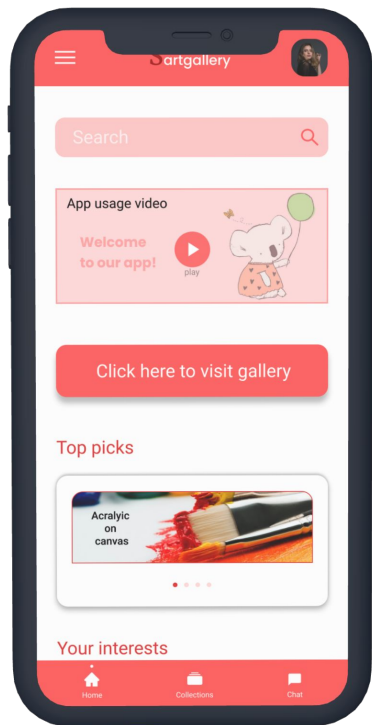
Before usability study 2



After usability study 2



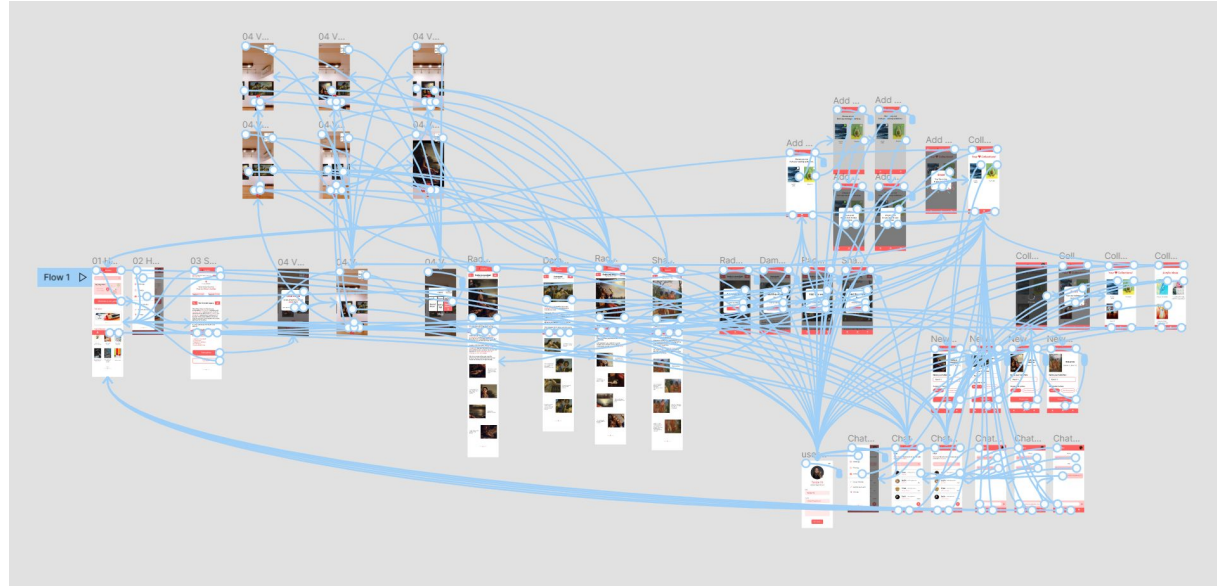
# Key Mockups





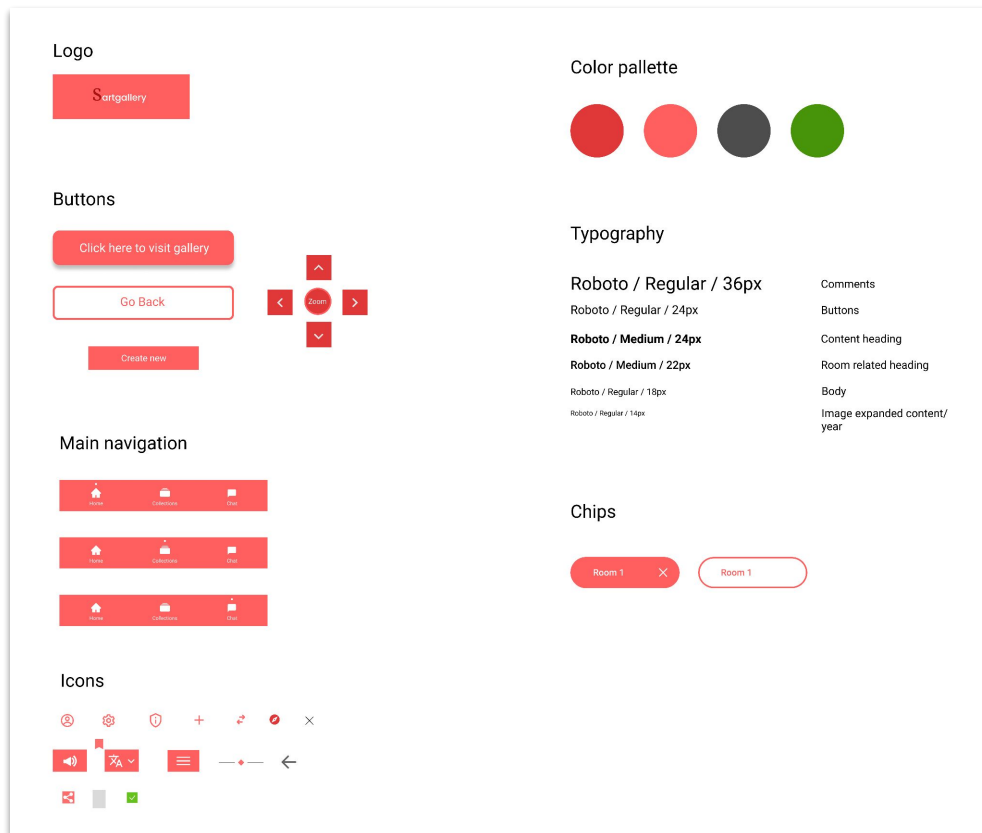
# High-fidelity prototype

The high fidelity prototype was created and it shows the clear user flow from entering the gallery to saving and sharing the works in Collections and Chat respectively.



[Click here to view the high fidelity prototype](#)

# StickerSheet



# Accessibility considerations

1

Added screen reader options so that it helps people with permanent or temporary disabilities. This will also help users who are way more interested in listening rather than reading.

2

Icons with their names were used so if users felt unclear about the icon, could read the name and confirm the action.

3

High quality images depicting the information and the year of creation was added for users to know more about that particular artwork.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel that art can be explored anywhere with **S artgallery** app.

## One user quote

*"I really loved the way the screen moves which looks just like myself moving around the gallery...Definitely I am gonna use this app.."*



## What I learned:

When I started creating the **S artgallery** app designs I found that asking user views and finding their difficulties helped in making out a lot of iterations that day-by-day increased the efficiency of the product. This helped me understand that interactions based on usability studies is the key to product development.

# Next steps

1

Iteration is the key. So the designs will be re-designed and checked with different groups.

2

Usability studies will be conducted to further understand in-depth and more accessible designs.

3

Based on upcoming modifications and development in the industry updates will be made and tested.

# Let's connect!



Thank you for viewing my **S artgallery** app. If you like this and wanted to see further updates and designs created by me then let's connect 🖐

✉ Email : [sadhanasuresh2611@gmail.com](mailto:sadhanasuresh2611@gmail.com)

Or

▶ [LinkedIn](#)

▶ [Dribbble](#)

▶ [Behance](#)

Thank You !