

Virtual Tour App For An Art Gallery

SEWMINI DE SILVA

Project overview



The product:

Virtual Tour App for an art gallery



Project duration:

December 2023 to June 2024



Project overview



The problem:

In Sri Lanka, many people are interested in art, but not many visit art galleries. Getting to a physical gallery has been a problem for most art lovers, for a lot of reasons such as time, location, and accessibility..



The goal:

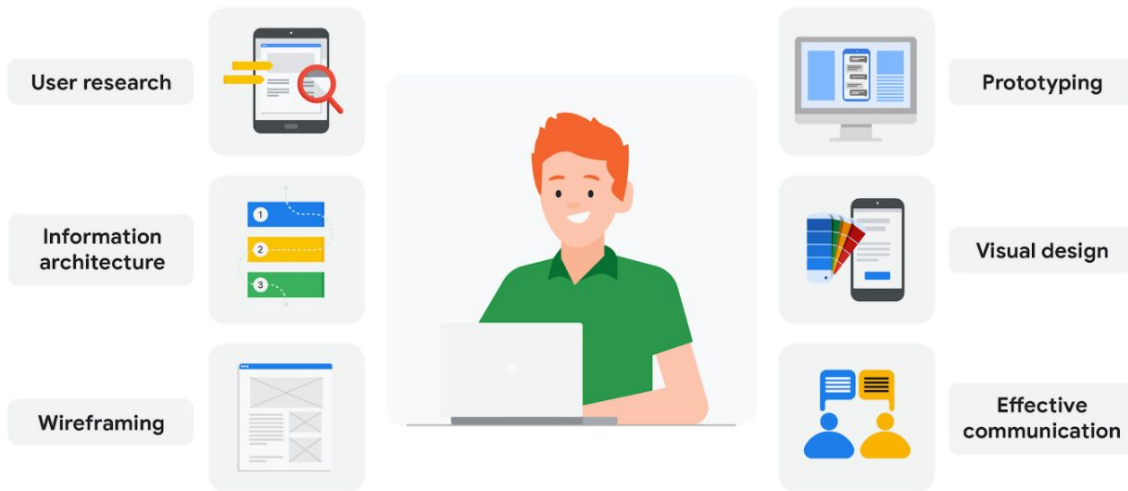
goal was to create a virtual tour app that allows users to explore and appreciate art from the comfort of their homes, providing an immersive and educational experience that replicates the feeling of walking through a physical gallery.

Project overview



My role:

In this project, I managed the entire design process from beginning to end.



Understanding the user

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

User research: pain points

1

struggles to find information about art exhibitions and artists.

This underscores the importance of integrating a comprehensive and easily navigable database of exhibitions and artists within the app.

2

limited access to art galleries due to physical and geographical constraints.

This emphasizes the necessity of making art accessible to those with physical limitations and living in remote areas.

Persona: AMHAR

Problem statement:

Amhar is a busy software engineer intern who needs a convenient way to access and learn about art exhibitions and artists because his tight schedule and remote location limit his ability to visit galleries.



Amhar

Age: 23

Education: Software engineer undergraduate

Hometown: colombo

hobbies: Traveling and hiking, visiting art galleries

Occupation: Software engineer Intern

"I love art, but it can be hard to find the time to visit art galleries. A virtual tour app would be a great way for me to learn more about art and experience different cultures without having to travel."

Goals

- To learn more about art and different cultures
- To be able to visit art galleries all over the world without having to travel
- To have a convenient and enjoyable way to experience art

Frustrations

- He is busy with work and doesn't have a lot of time to travel.
- He lives in a small town and doesn't have access to many art galleries.
- He has a hard time finding information about art galleries and exhibits.

Amhar is a software Intern who loves art. He is particularly interested in learning about different cultures and art forms from around the world. However, Amhar is also busy with work and lives in a small town, so he doesn't have a lot of time to travel to art galleries.

Persona: SARA

Problem statement:

Sarah is a retired art teacher who needs a way to stay connected to the art world and continue learning about new artists and exhibitions because her physical limitations and rural location prevent her from visiting art galleries regularly.



sara

Age: 45

Education: graduated

Hometown: Kandy

Hobbies: Visiting art
gallery, travelling

Occupation: Retired art teacher

"I love art, and I'm always looking for new ways to learn about it. A virtual tour app for art galleries would be a great way for me to stay connected to the art world and share my love of art with others."

Goals

- To stay connected to the art world and continue to learn about new artists and exhibitions
- To share her love of art with others
- To be able to visit art galleries all over the world without having to travel

Frustrations

- She has limited mobility due to arthritis.
- She lives in a rural area and doesn't have access to many art galleries.
- She has a limited income and can't afford to travel to art galleries as often as she would like.

Sarah is a retired art teacher who loves visiting art galleries. She is particularly interested in learning about new artists and exhibitions, and she enjoys sharing her love of art with others. However, Sarah has limited mobility due to arthritis, and she lives in a rural area without access to many art galleries.

User journey map

Persona: Amhar

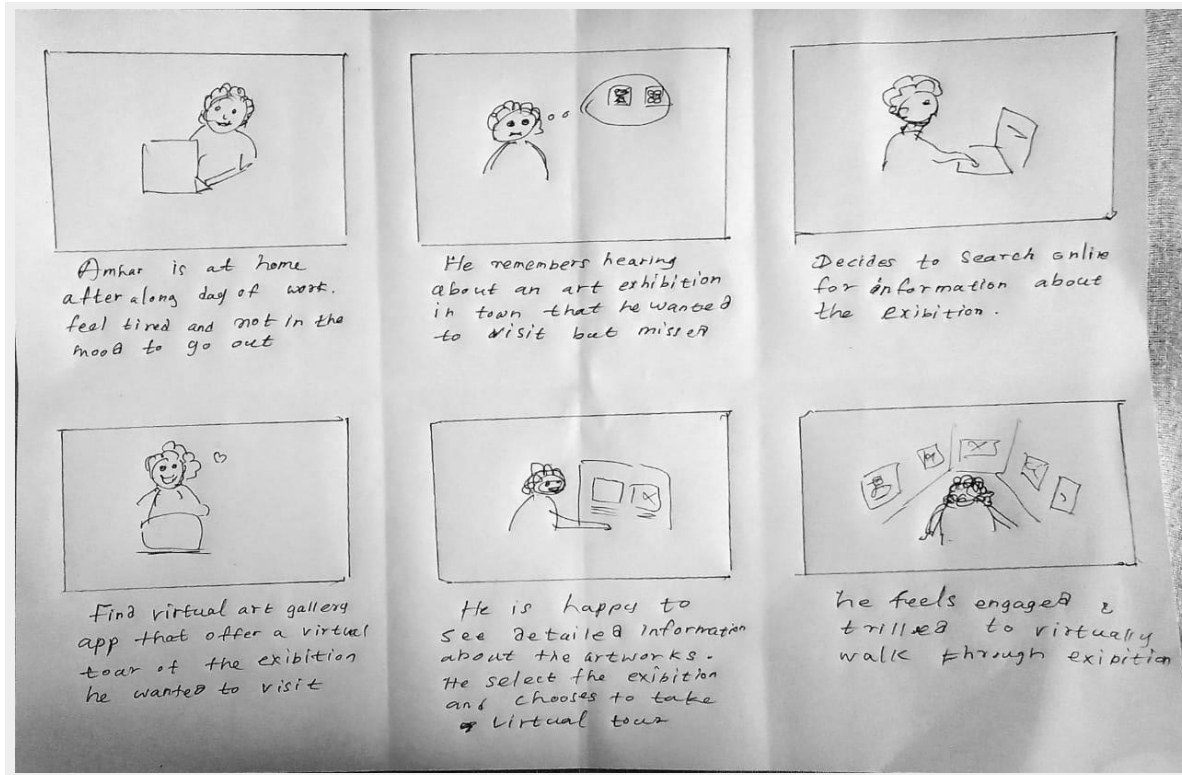
Goal: To learn more about art and different cultures

ACTION	Browsing app store	Download app	Open the app and browse different art galleries	Select art gallery that he is interest	Start virtual tour
TASK LIST	<p>Tasks</p> <p>A.Open the App Store.</p> <p>B.Browse the different categories of apps.</p> <p>C.Search for specific apps by name or keyword.</p>	<p>Tasks</p> <p>A.Read app descriptions and reviews.</p> <p>B.View screenshots and videos of apps.</p> <p>C.Install apps</p>	<p>Tasks</p> <p>A. Open the virtual tour app.</p> <p>B. Browse the different art galleries and exhibits.</p>	<p>Tasks</p> <p>A. Select an art gallery or exhibit that you are interested in.</p>	<p>Tasks</p> <p>A. Start the virtual tour.</p> <p>B.Read the information that is provided about the artwork and the artist.</p> <p>C.Zoom in on artwork to get a closer look.</p> <p>D.Rotate artwork to see it from different angles.</p>
EMOTIONS	<p>excited to find apps that can help with learn more about art</p>	<p>Impress by variety of option available</p> <p>Interest and feel to try</p>	<p>curious to explore different art galleries and exhibits from around the world</p>	<p>excited to see famous works of art up close and learn more about them.</p>	<p>feel inspired by the artwork and the artists who created it.</p>
IMPROVEMENT OPPORTUNITIES	<p>personalize recommendations for based on interests</p>	<p>ensure that the apps available for download are high quality and free of bugs.</p>		<p>Provide the ability to search for specific artists, artworks, or art movements.</p>	<p>Provide the ability to search for specific artists, artworks, or art movements.</p>

Starting the design

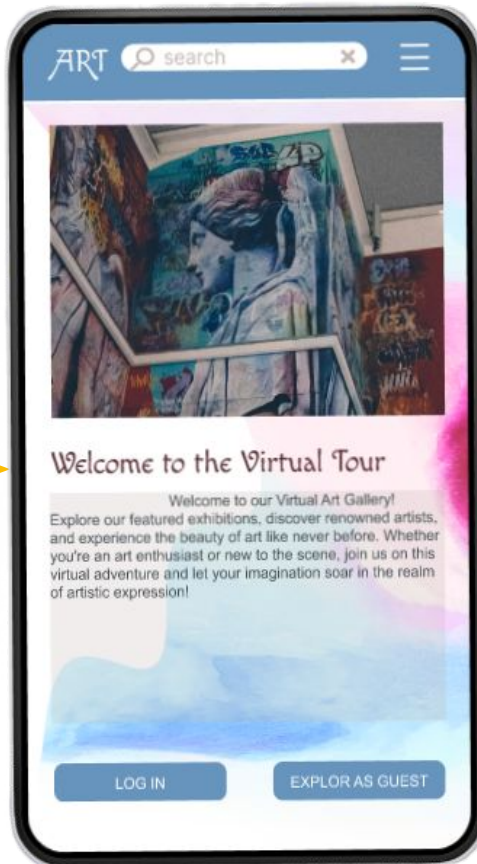
- storyboard
- user flow
- Low-fidelity prototype

Storyboard



Digital wireframes

Welcome Message: A friendly welcome message to make users feel valued



Explore as Guest Option: An easily accessible option for users who want to explore the app without committing to creating an account right away.

Digital wireframes

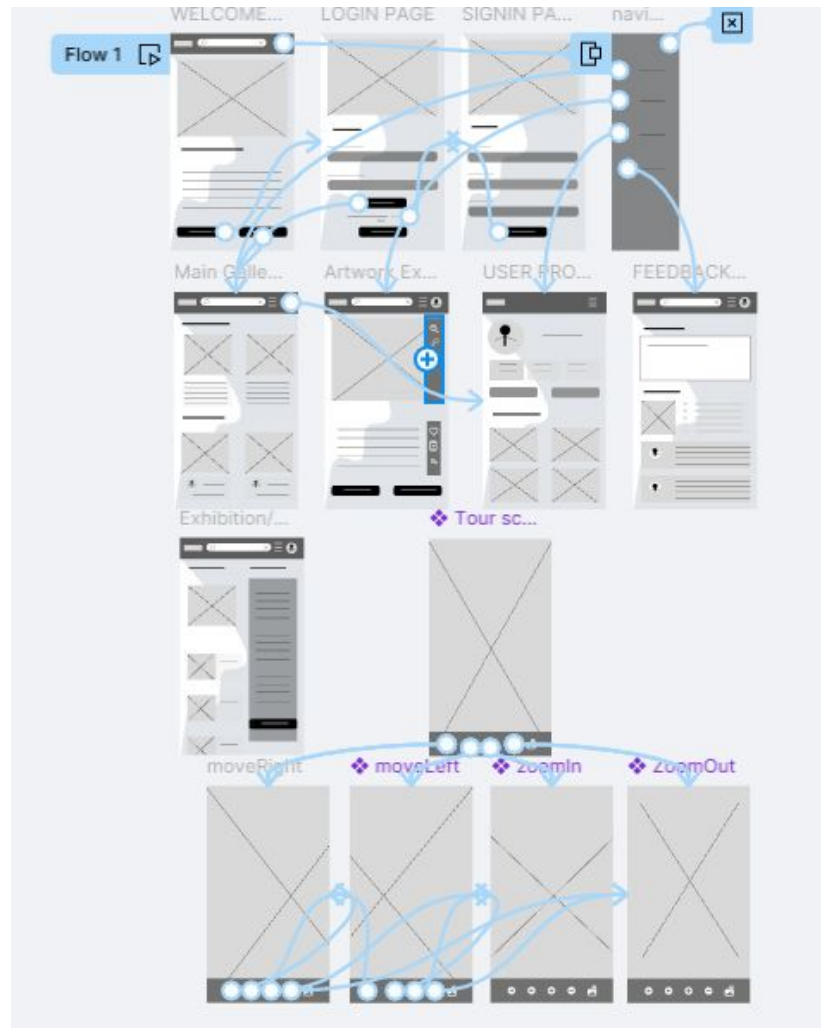
Artwork Thumbnails:
showcasing key artworks
included in the exhibition,
each with a clickable for
more details.

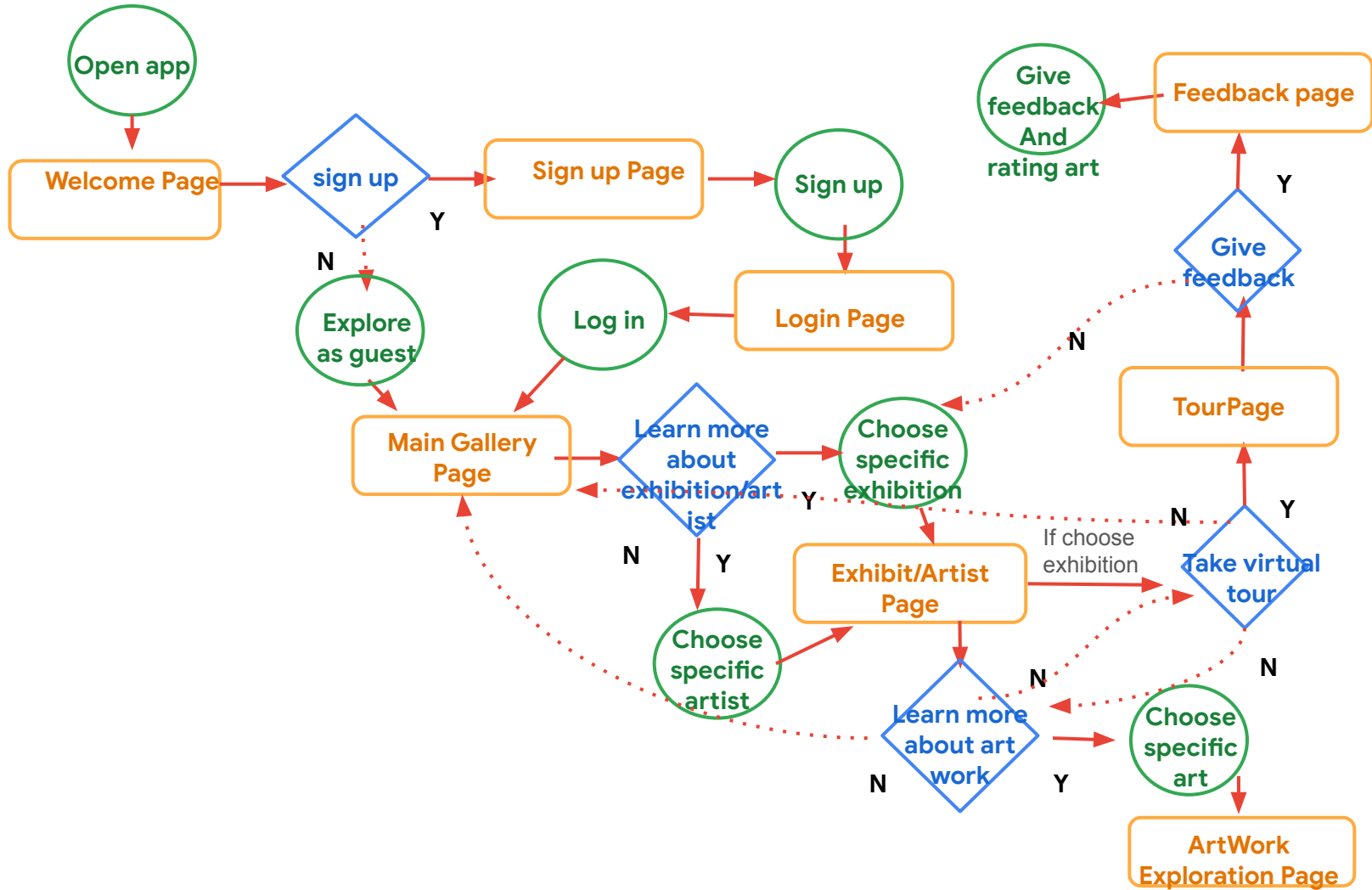


**Exhibition Details
Section:** This section
includes the
exhibition's overview,
curator's note, and key
highlights.

Prominent "Start Tour"
button for initiating the
virtual tour.

Low-fidelity prototype

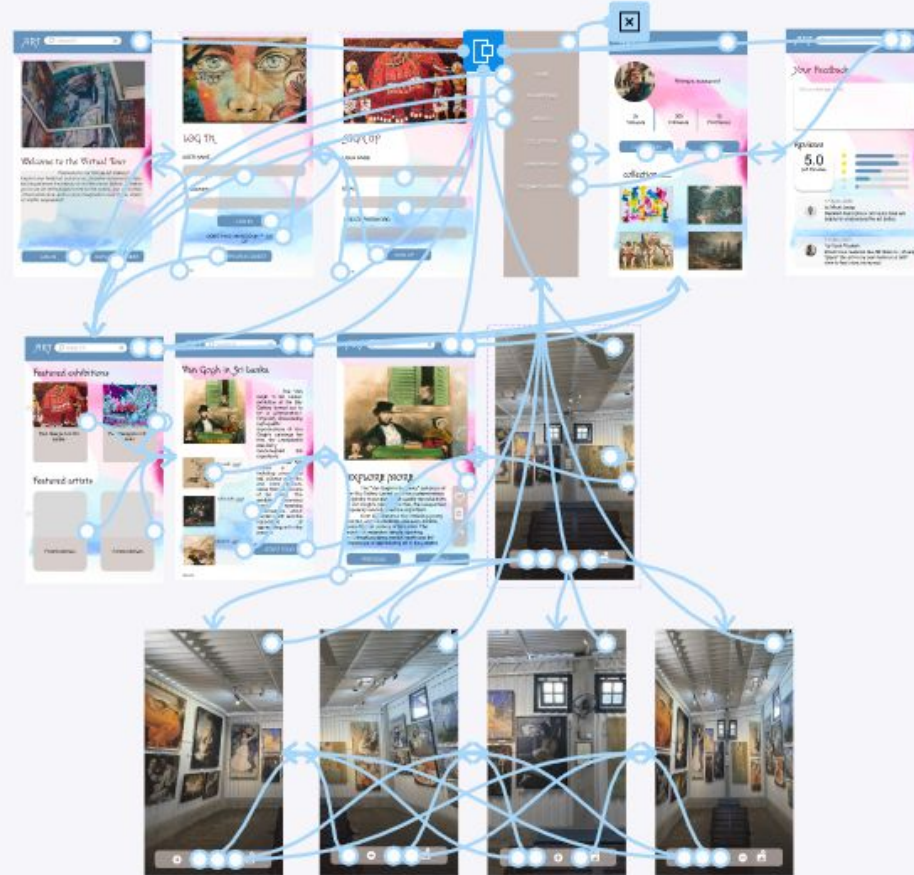




Refining the design

- High-fidelity prototype
- Accessibility

High-fidelity prototype



Accessibility considerations

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Takeaways



What I learned:

As this was my first project, there were a lot of things new to me. It's in this project that not only has my design capability improved, but I have also had the chance to realize deeply how iterative design is and thus am looking forward to applying these lessons in future projects