

Art 4 All

# The Team



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# The Problem

- Art can feel elusive, inaccessible
  - Not everyone can afford a formal introduction to art
  - Museums often provide little background information
  - No framework for “regular people” to discuss artworks
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# Design Research

- Semi-structured interviews and contextual inquiries
- How do “regular people” interact with art?
- Contextual inquiries at museums to see how people respond to artworks in context



# Design Research Key Results



- Learning must be customizable; too much information can distract the viewer
- Discussion of art is critical
- Direction may be needed to guide discussions
- Scholars should be able to participate in discussions and provide critical insights
- Context exists in relation to the museum and physical space

<http://massmoca.org/event/tanja-hollander/>

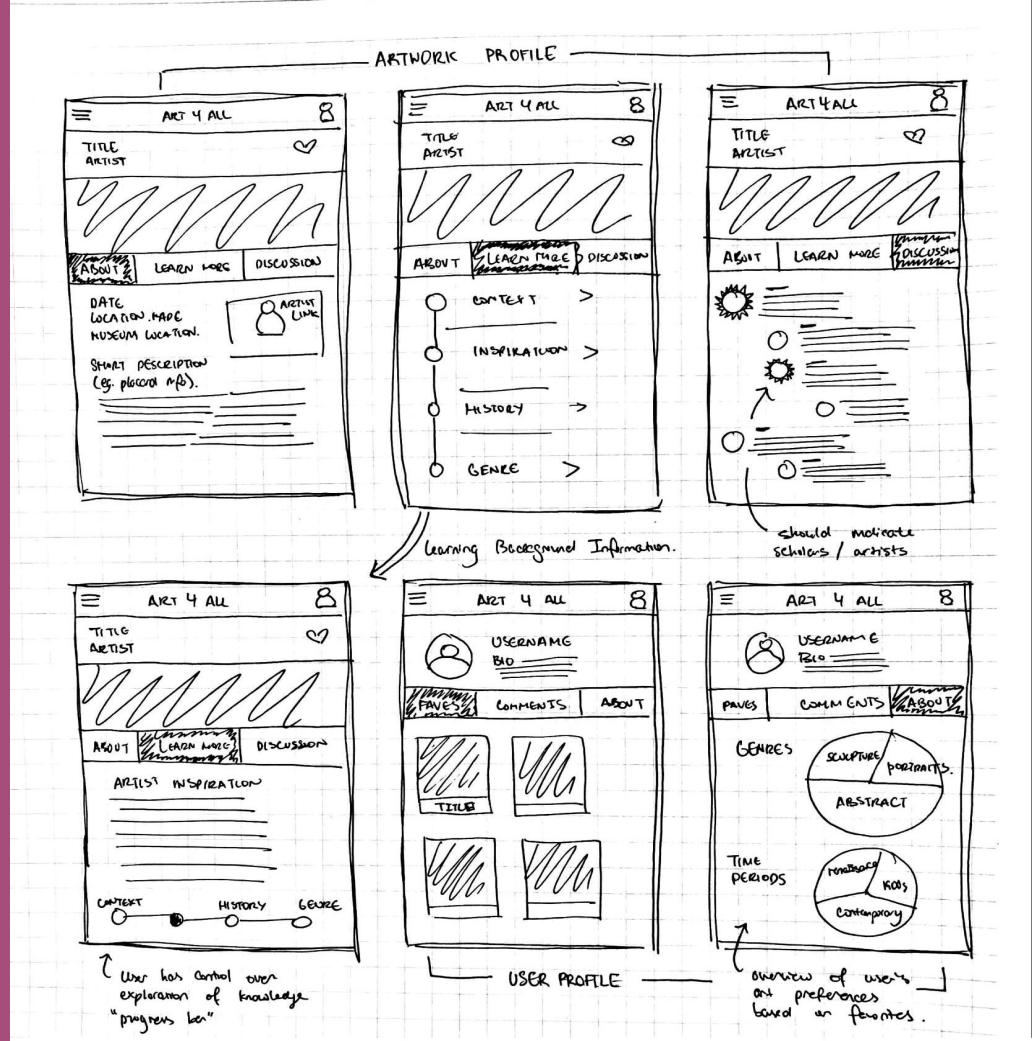
# 6 Tasks

1. Finding background information about artworks and artists
  2. Discussing art with friends
  3. Discussing art with
    - a. Novices
    - b. Museum Experts
  4. Favoriting artworks
  5. Breaking down formal art interpretations into understandable terms
  6. Artist communicating with people interested in her work
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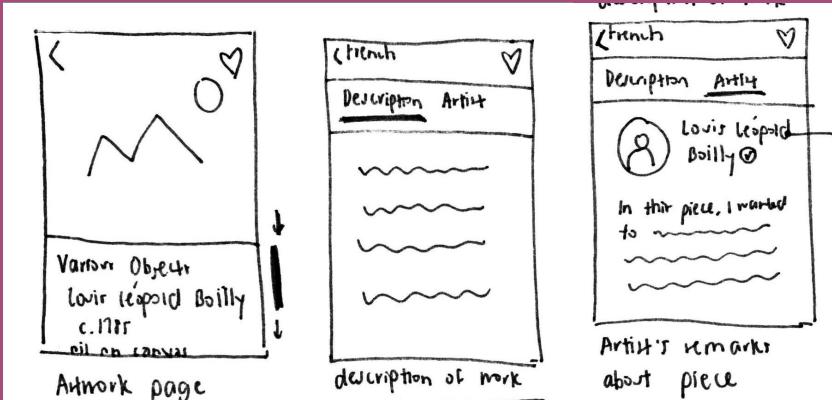
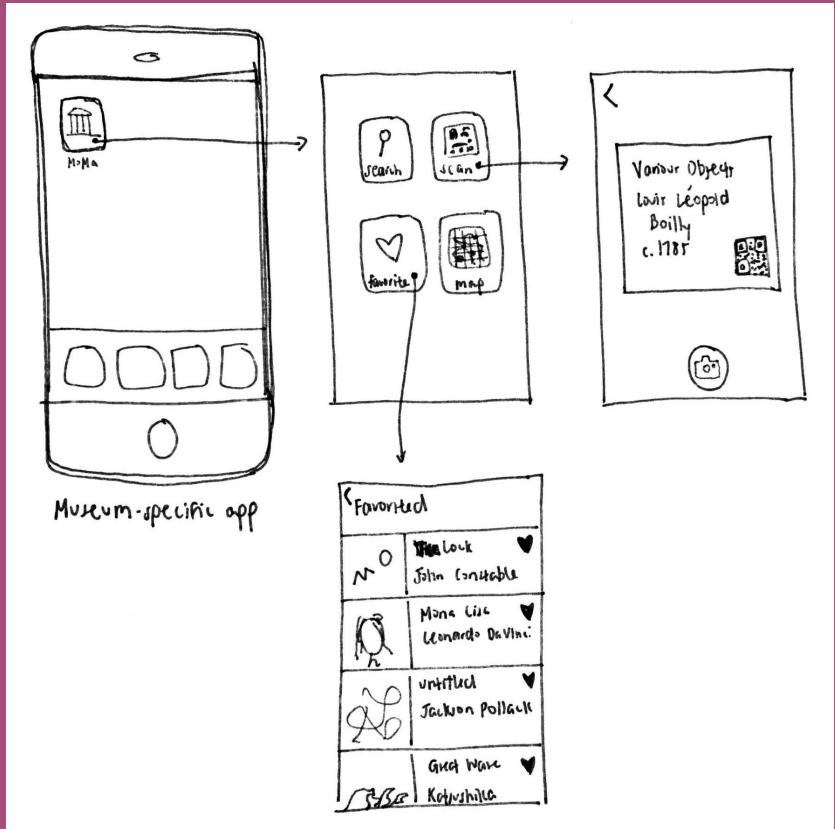
# Design Sketches

# First Design

- User-centric
- Promotes remote access and museum-centered access
- Tabbed menu between “About,” “Learn More”, and “Discussion”
- Users can favorite artworks
- See overview statistics of their favorites



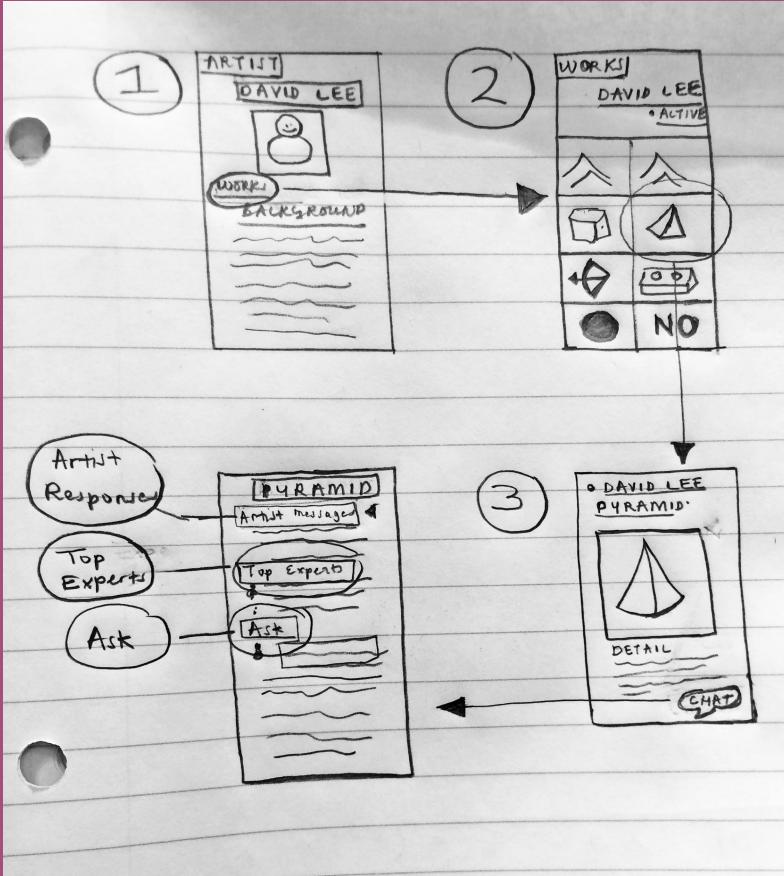
# Second Design

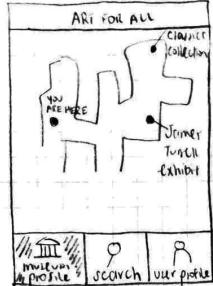


- Museum-centric
- Less discussion-focused
- QR-Code identification of art
- Main tasks:
  - Map, favorites, search, scan
- Artist and art description

# Third Design

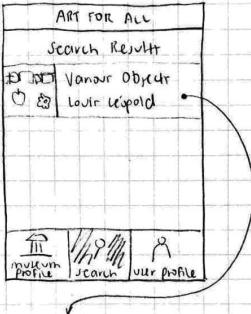
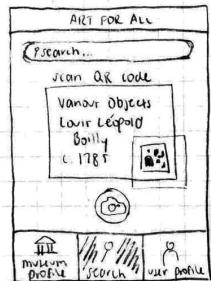
- Artist-centered
- Artist profile links to works
- Works feature details and chat
- Discussion broken into threads:
  - Artist messages
  - “Top expert” messages
  - Q & A





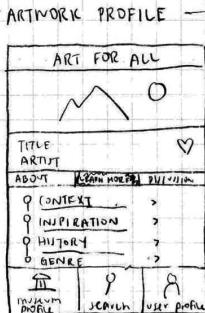
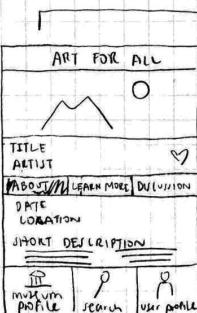
**REAL-TIME MUSEUM MAP —**

- shows user where they are in the museum
- where exhibits are in the museum
- pathways through the exhibits
- allows a location-based option for search and finding pieces

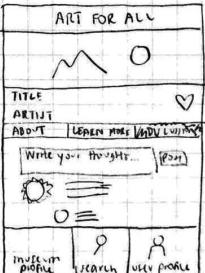


**DIRECTED SEARCH —**

- can scan QR code on placards
- search by title



- general layout for an artwork profile  
can be accessed by any of the 3 models



# Updated Design

- Combines user and museum-centered aspects
- Real-time museum maps
- Directed or QR search
- Background Info and Discussion

**USER PROFILE —**

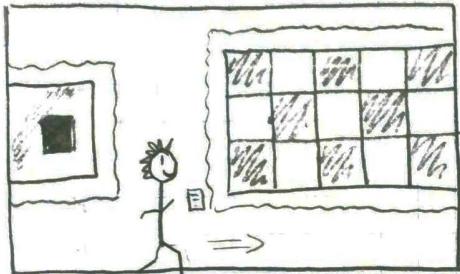
- allows users to curate their own personal experience
- save and reflect on pieces of interest

# Design Focus

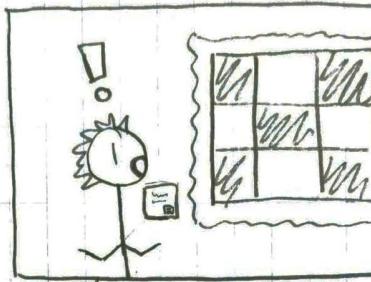
- Supported Tasks
  - Finding relevant background information about an artwork
  - Discussing specific artworks with others in an online discussion
- Main results from our design research guided this focus

# Storyboards

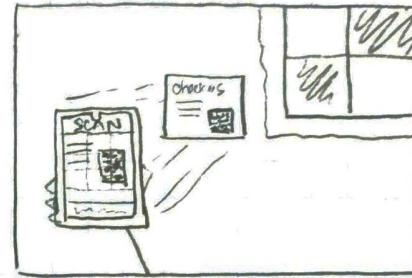
# Task 1: Reading Background Information



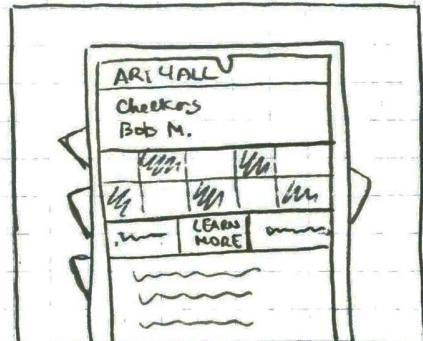
Ben is visiting a museum



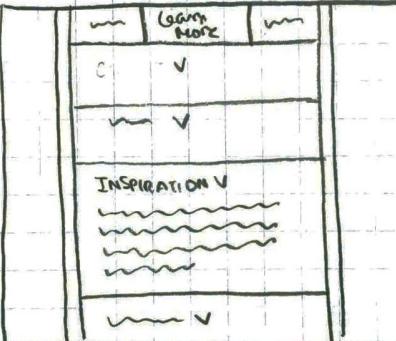
he sees a piece he loves!  
he wants to know more



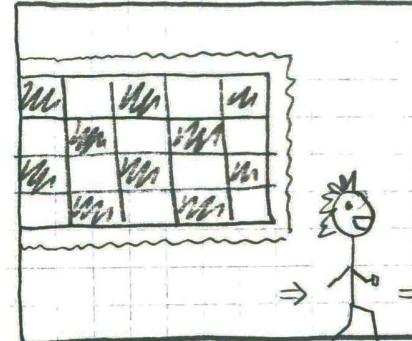
he scans the QR code



he clicks on the Learn More tab.

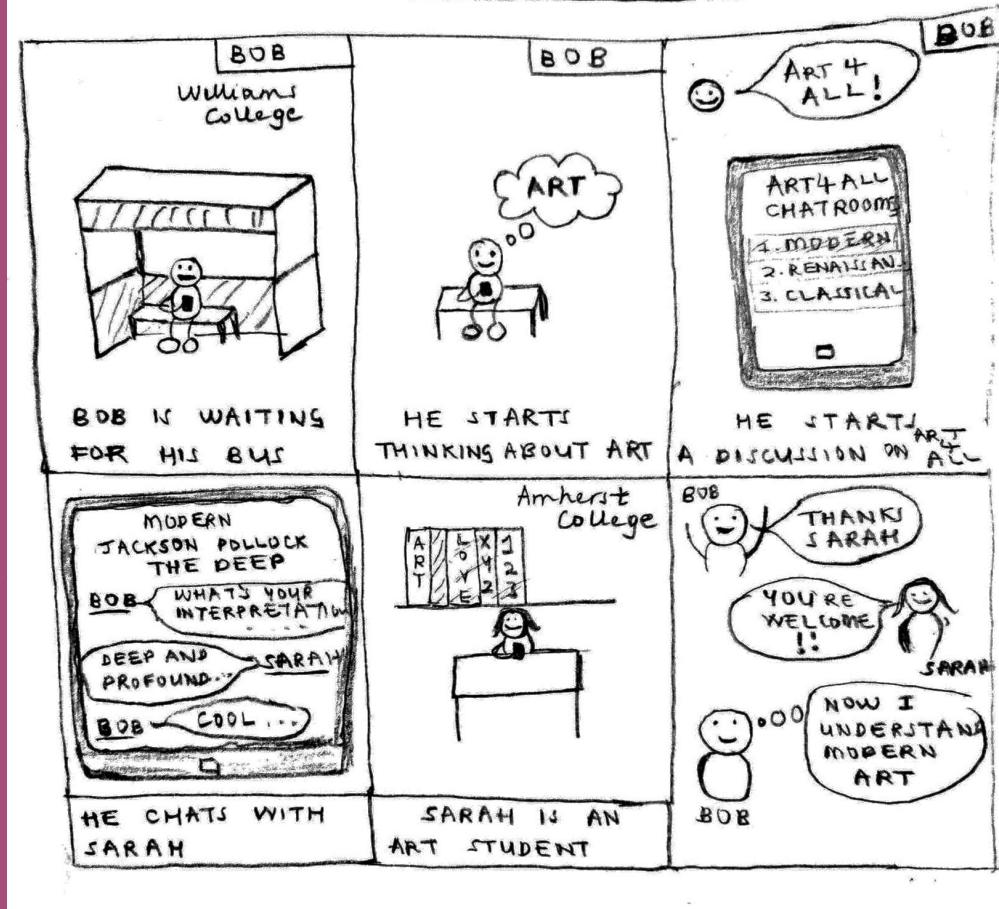


he opens the inspiration  
content box



Bob has a better understanding  
now, and moves on.

# Task 2: Discussing Art



# Conclusions

- Needed to drill down what users wanted from the museum experience
- Found that learning was the key task we wanted to support
- Surprised to learn that too much information could be a bad thing too
- Importance of designing mainly for our key tasks
- Used design research to get rid of extraneous tasks
- Trial and error in the design process

# Questions?