Virtual Art Gallery

Soha Khadizatul Kubra

Project overview

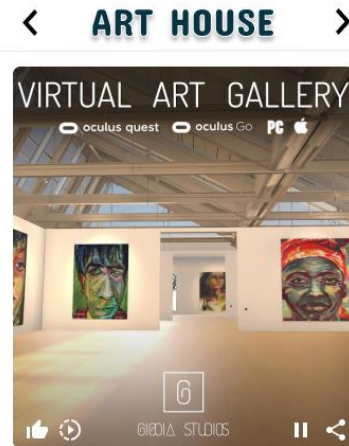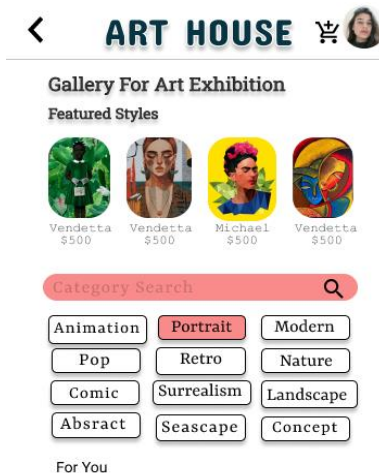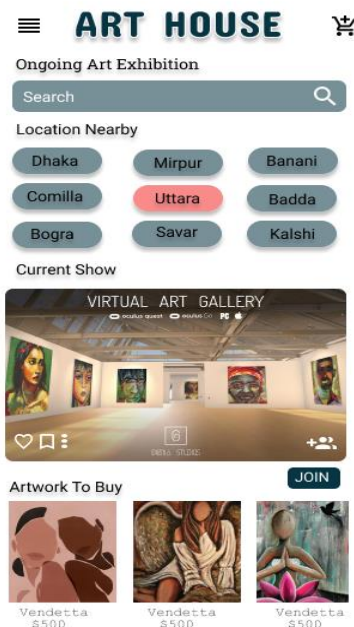**Virtual Art Gallery**

Here you can enjoy online art exhibition at home.

Project duration:

6 Months

Google

Project overview

The problem:

Existing app or website has no options for watching art exhibition live streaming from home and ordering artworks and connect with artists.

The goal:

The goal is to create a super usable app for all to watch exhibition at home and to connect with famous artists all over the world and buy artworks easily.

Project overview

My role:

Lead UX designer, UX researcher.

Responsibilities:

- User research
- Wireframing
- Prototyping

Understanding the user

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

User research: summary

All findings are based on user interviews conducted within the four research areas in the respective selected councils. Supplementary research was also provided by additional participating councils to either validate or challenge findings

User research: pain points

1

Pain point

Because of traffic issues it was difficult enjoying art exhibitions. It is time consuming and waste lots of times.

2

Pain point

No platforms for art lovers. Artists couldn't connect easily.

3

Pain point

Buying an artwork isn't easy for art lovers and customers.

4

Pain point

Location and date of art exhibitions findings are not easy. Upcoming Exhibitions should be notified before.

Persona: **Atik Mahmud**

Problem statement:

Atik is a management student who needs virtual art gallery app because wants to connect with artists.

Atik Mahmud

Age: 26
Education: Management Student
Hometown: DHAKA
Family: Unmarried
Occupation: Student

"I'm a management student and i love to draw in digital platform, i want to connect with more artists and learn from them"

Goals
- To learn about artists work.
- To know about digital drawing
- To save my time
- To virtually connect with artists

Frustrations
- I'm so busy with my research work so i need to watch some artists work on phone to learn.

As a management student and as an art lover i would like to spend most of time in art gallery but i would be so happy if i can watch that in digital platform.

User journey map

Users every emotions during the page transition are noted and action task lists are given here.
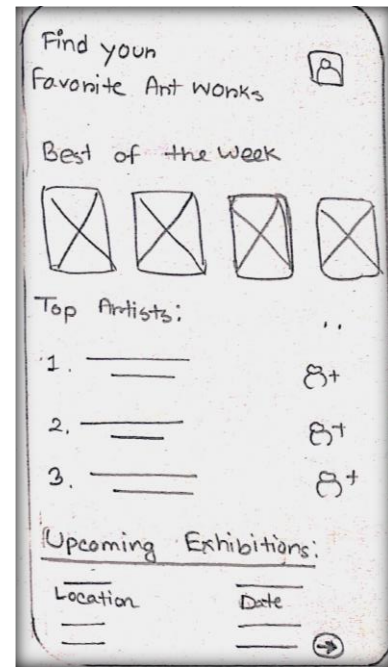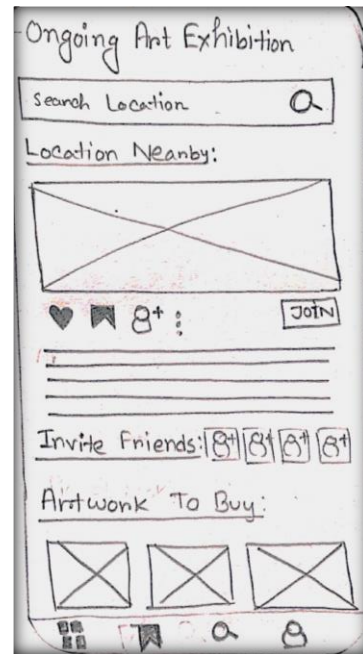
Persona: Shihab Islam

Goal: To know more about the artists art and save time.

ACTION	Artists name List	Display Artists Bio	Check Featured work for sale	Save or review artists work	Check Current ongoing shows
TASK LIST	Tasks A. Display artists name list B. Select location art gallery C. Search artist name	Tasks A. Display artists bio B. Check artists bio C. Check additional details	Tasks A. Check featured work B. View Featured Work C. Show work for sale	Tasks A. Give a thumbs up to fav artists B. Leave a comment C. Save fav art work	Tasks A. Check on going shows list B. Search for nearby exhibition C. View details
FEELING ADJECTIVE	Confused because full of artists list Intimidated by finding search options	Hopeful because artists suggestions was available Content by finding artists bio Happy to know artists extra details	Satisfied by viewing work Excited by finding sale collection	Overwhelmed Glad Relieved by expressing own opinion.	Alert Confused because of two search options
IMPROVEMENT OPPORTUNITIES	-Better Search Suggestions -Auto Location Detection	- Options for visually Impaired people Or partially sighted people - Photo description via audio - Gallery slideshow options	- Zoom In and Zoom Out options - High Definition Photos	- User log In, upload photos options -Sync with website by sharing the online content - Email discount offers of works with details and images.	- Reminder option to attend preferable art exhibitions timing - Real time map app

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

This is the basic Paper wireframes of my project.

A Brief Review Of Previous Presentation

Before Research:

User wants an online virtual exhibition art gallery.

"Art House" app has

- Home Page (Includes recent arts)
- Location Search Page
- Watch Exhibition Online
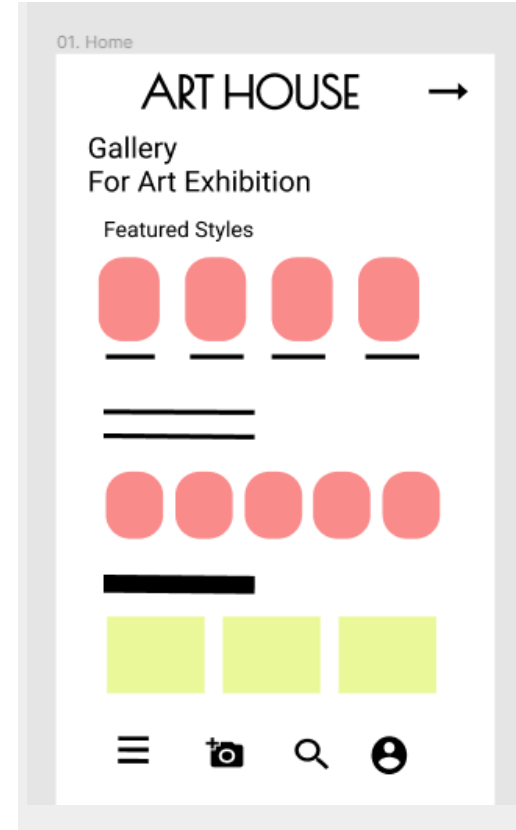- User Profile
- Artists Profile

Other Features:

- **User can save, can upload artworks and images in gallery**
- **User have album and buy list options**
- **User can follow artists**
- **User can select locations from current ongoing shows**

Digital wireframes

01.Home Page

This is the first page of the app as newsfeed.

ART HOUSE →
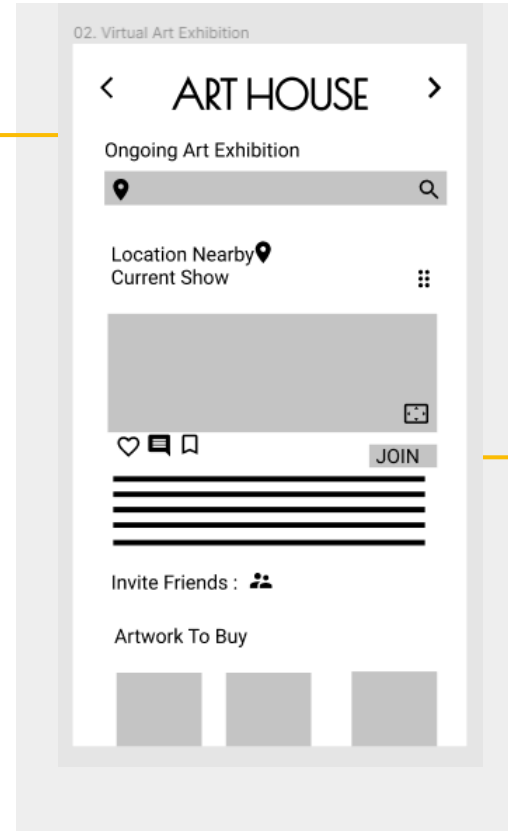
Gallery
For Art Exhibition

Featured Styles

Here all of the arts will be presented

Digital wireframes

02. Virtual Art Exhibition

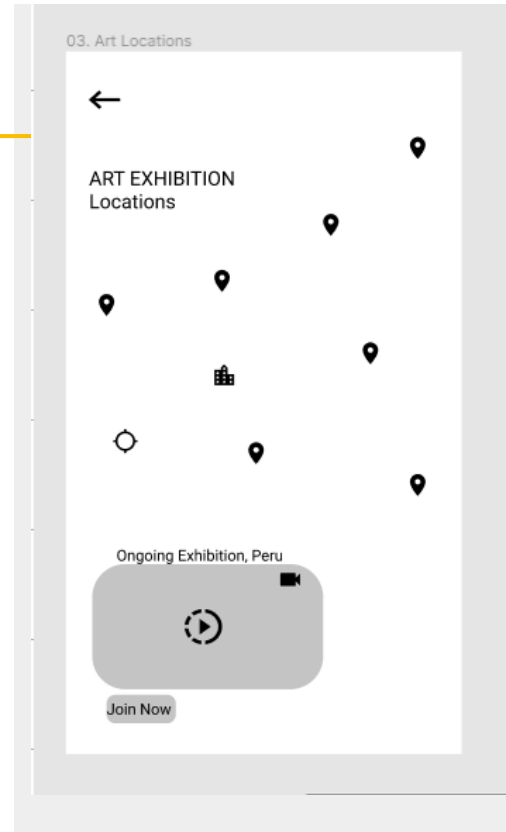User can search for location or join exisiting suggested exhibition

‹ ART HOUSE ›

Ongoing Art Exhibition

Location Nearby
Current Show

JOIN

Invite Friends :

Artwork To Buy

User will select this option to join Exhibition

Digital wireframes

03. Art Locations
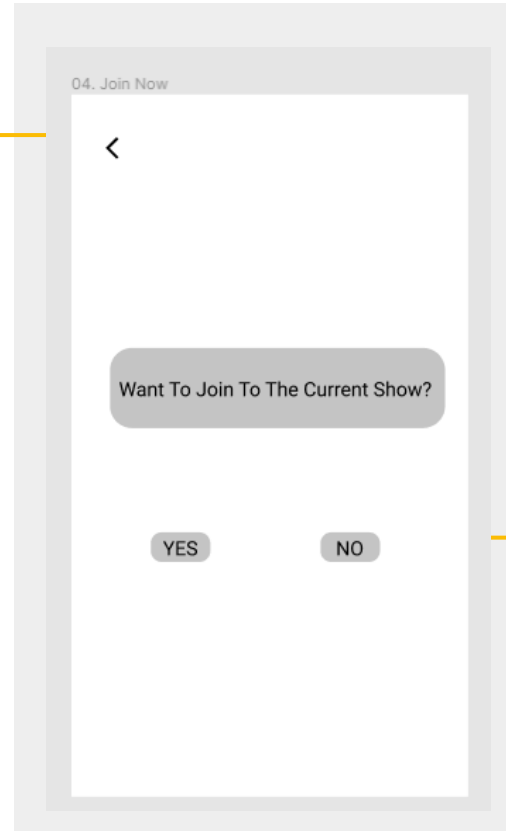
After Searching for locations, Map will be shown

ART EXHIBITION
Locations

User can choose preferred locations

Ongoing Exhibition, Peru

Join Now

Digital wireframes

04. Join Now

Select Back
option to go
back to
previous page
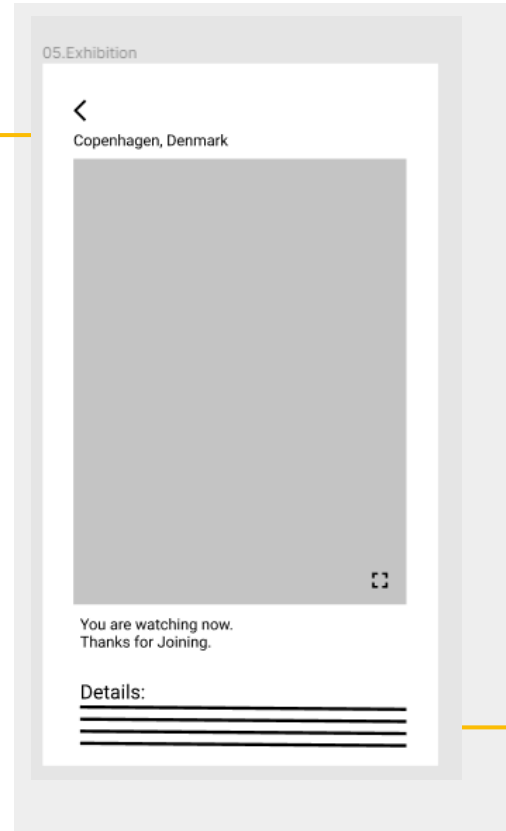
<

Want To Join To The Current Show?

Confim "yes" to
join current
show

YES   NO

Digital wireframes

05. Exhibition

This is the
exhibition page

Here user can
read exhibition
details

Digital wireframes

06. Find Your Fav Artists

Find your Favourite Art Works
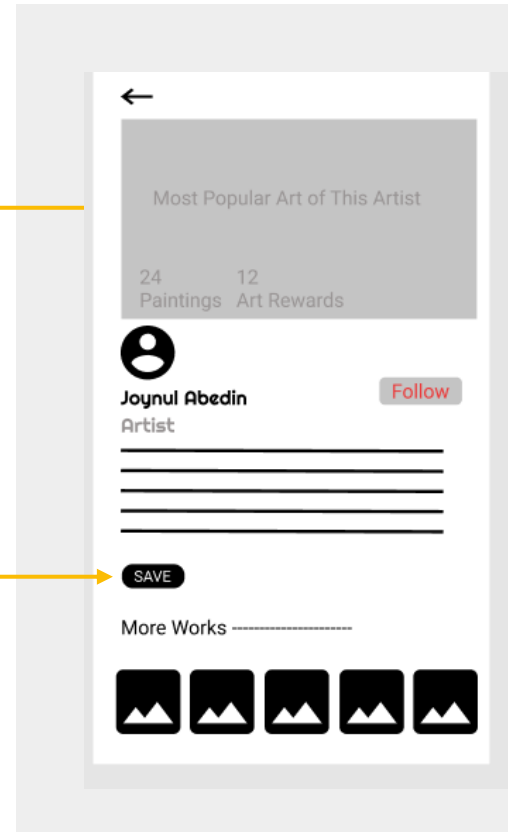
Best of The Week

Top Artists

1.
2.
3.
4.

Upcoming Exhibition

Latest artwork is shown
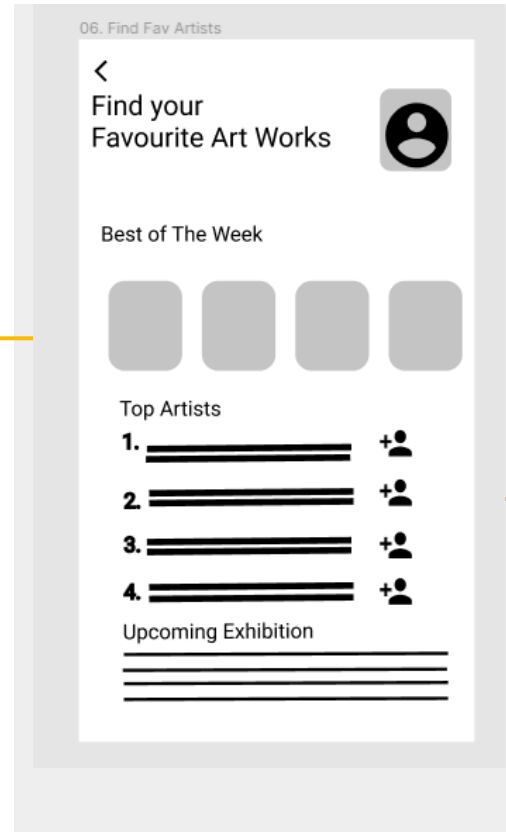
Find top Artists and user can follow them.

Digital wireframes

07. Artist Profile

Most popular art of the artists

Most Popular Art of This Artist

24 Paintings   12 Art Rewards

Joynul Abedin
Artist

Follow

Follow your fav artists

User can save fav artwork to their profile

SAVE

More Works --------------------

Digital wireframes

08. User Profile

User Profile
and their saved
photos.

User Buy List
Photos

Soha Khadizatul Kubra

My Photos Album Saved Buy List

Low-fidelity prototype

Link:

https://www.figma.com/proto/7TL4
ohUCvCqdQFOTIqZg62/Art-
House?page-id=19%3A140&node-
id=19%3A141&viewport=501%2C34
3%2C0.24347825348377228&scalin
g=min-zoom&starting-point-node-
id=19%3A141&show-proto-
sidebar=1
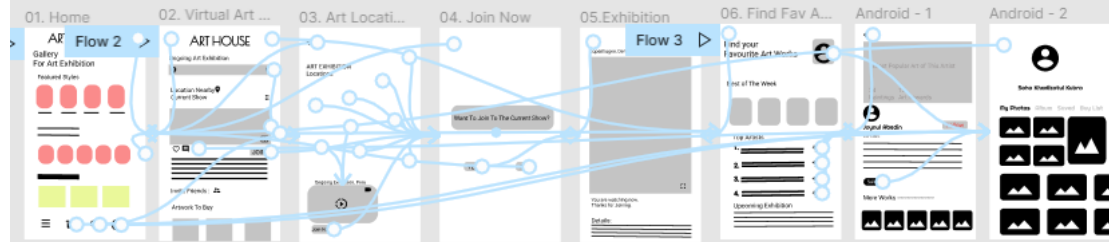
Updated Presentation – 12.08.2021

Usability study: Findings

A short introduction to the usability studies I conducted and myfindings.

Round 1 findings

1. User wants suggested location

2. User prefers easier "Buy Now" option
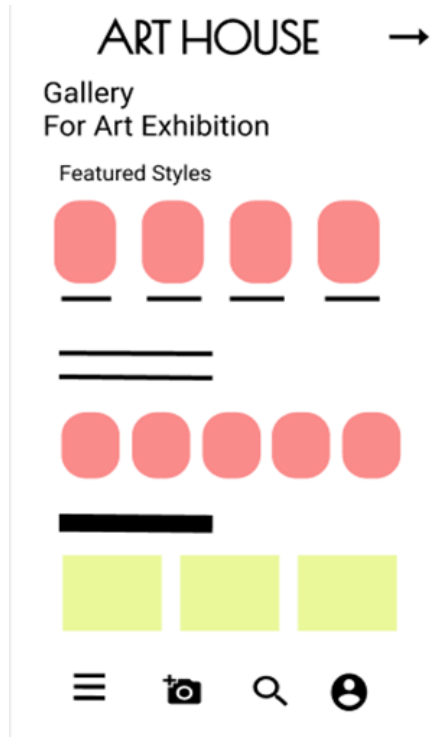
3. User wants a category search option in gallery artwork

Round 2 findings

1. User wants review options before buying artwork

2. User wants to share artworks on any social sites
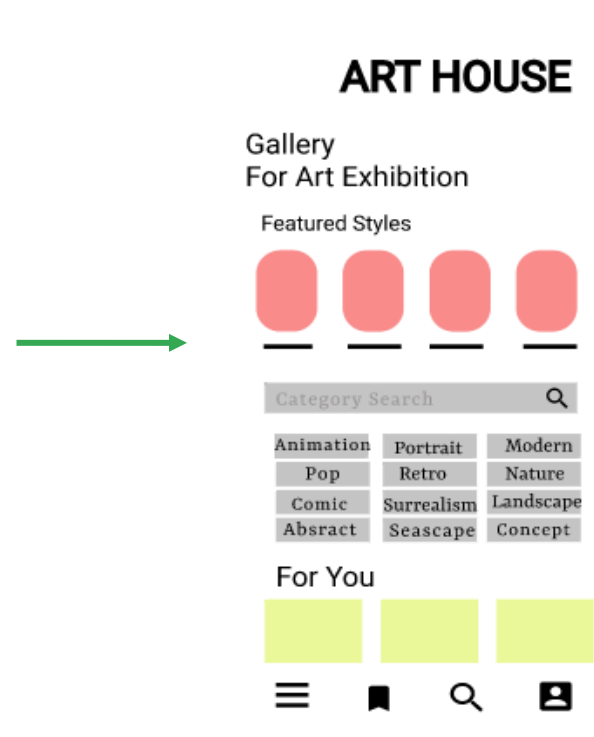
3. Upcoming exhibition reminders on Google Calendar

Before and After

[First page is bit confusing for most of the users. So, Category seach option is added in newsfeed]

ART HOUSE →

Gallery
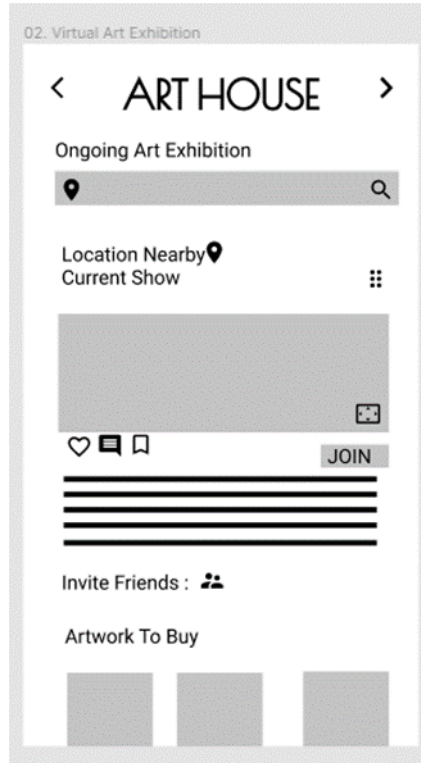For Art Exhibition

Featured Styles

ART HOUSE

Gallery
For Art Exhibition

Featured Styles

Category Search

Animation	Portrait	Modern
Pop	Retro	Nature
Comic	Surrealism	Landscape
Absract	Seascape	Concept

For You

Before and After

[User wants suggested nearby locations]

02. Virtual Art Exhibition

< **ART HOUSE** >

Ongoing Art Exhibition

Location Nearby
Current Show

JOIN

Invite Friends :

Artwork To Buy

Ongoing Art Exhibition

Search

Location Nearby

Dhaka | Mirpur | Banani
Comilla | Uttara | Badda
Bogra | Savar | Kalshi

Current Show

JOIN

Invite Friends :

Artwork To Buy
$500
Review
Add

Before and After

[Add to cart, Review and Easier payment options added]

Invite Friends :

Artwork To Buy

$500
Review
Add

$500
Review
Add

$500
Review
Add

$500
Review
Add

The Starry Night $500
By Vincent Van Gogh
★★★★⯪ 125 reviews
Read Reviews

Quantity   -   1   +

Buy Now   Add to cart
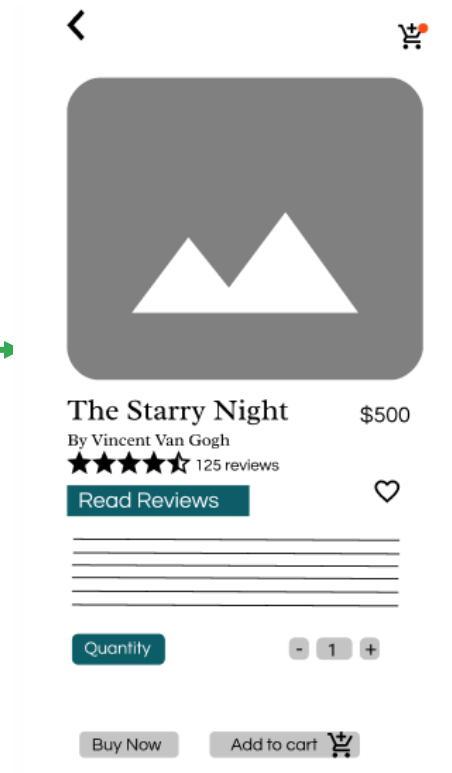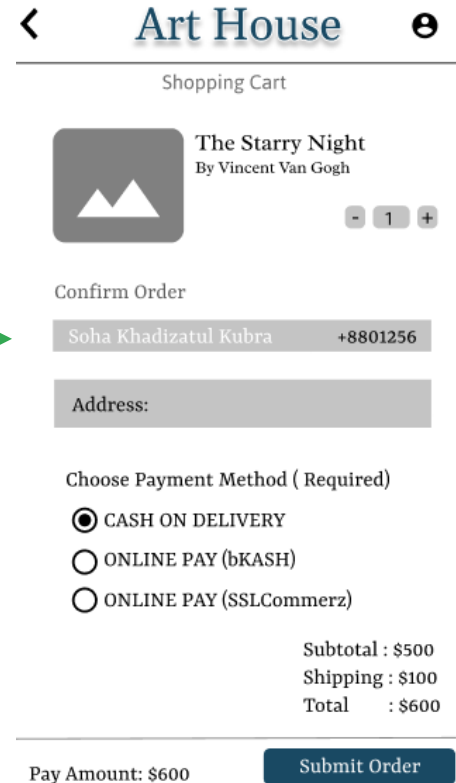
Before and After

[Easier payment method]

No Payment Method →

Art House

Shopping Cart

The Starry Night
By Vincent Van Gogh

− 1 +

Confirm Order

Soha Khadizatul Kubra   +8801256

Address:

Choose Payment Method (Required)
⦿ CASH ON DELIVERY
◯ ONLINE PAY (bKASH)
◯ ONLINE PAY (SSLCommerz)

Subtotal : $500
Shipping : $100
Total   : $600

Pay Amount: $600   **Submit Order**

Before and After

[Confirmation Message]

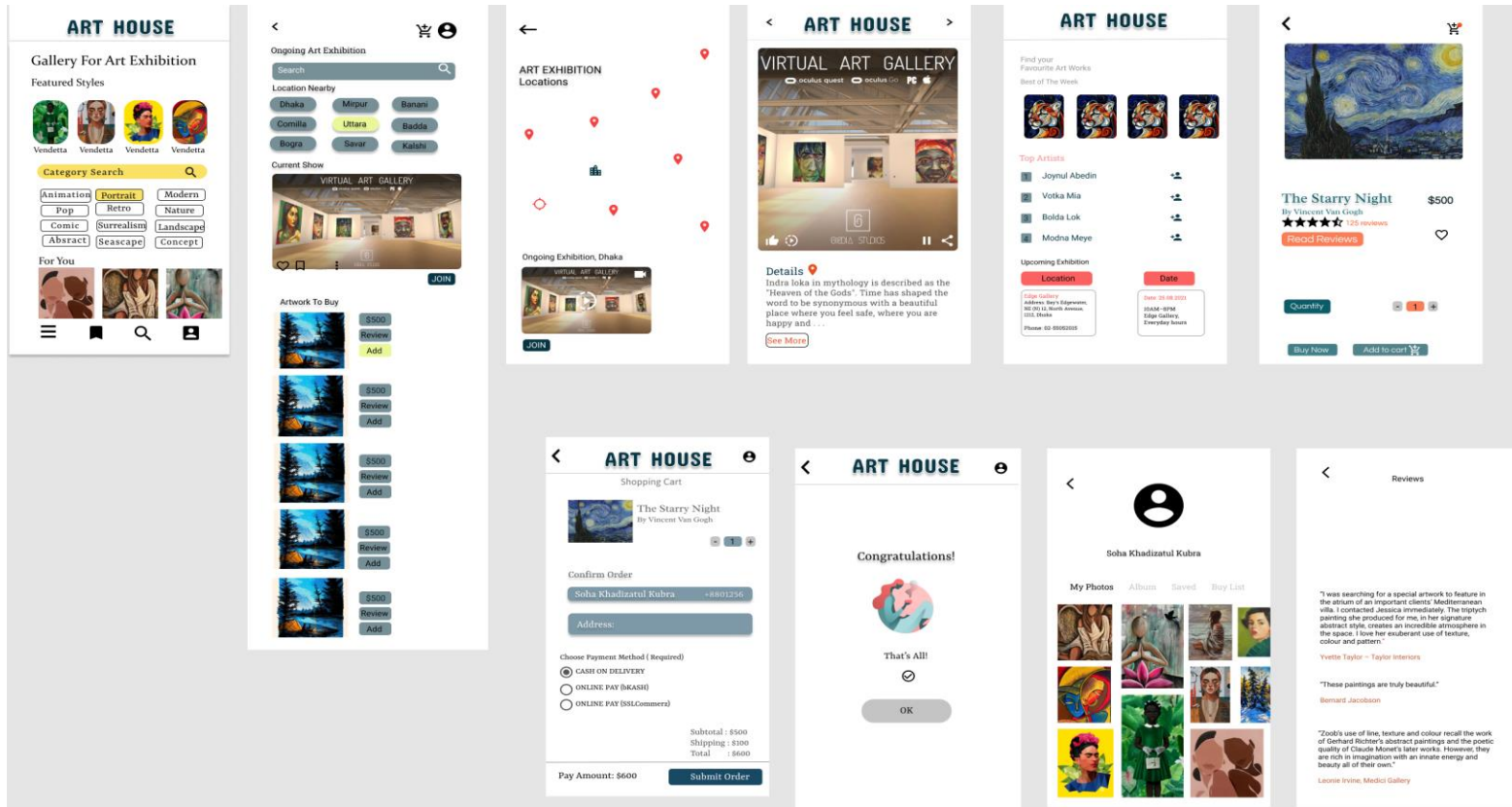‹ **Art House** 👤
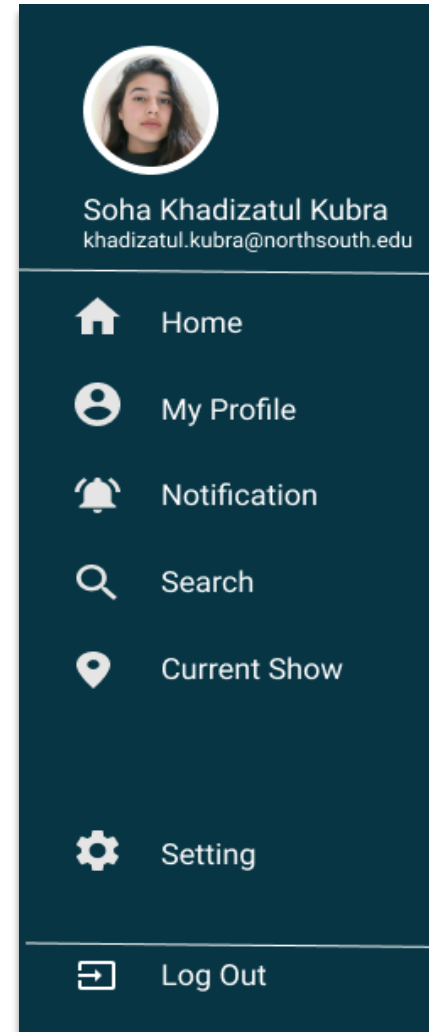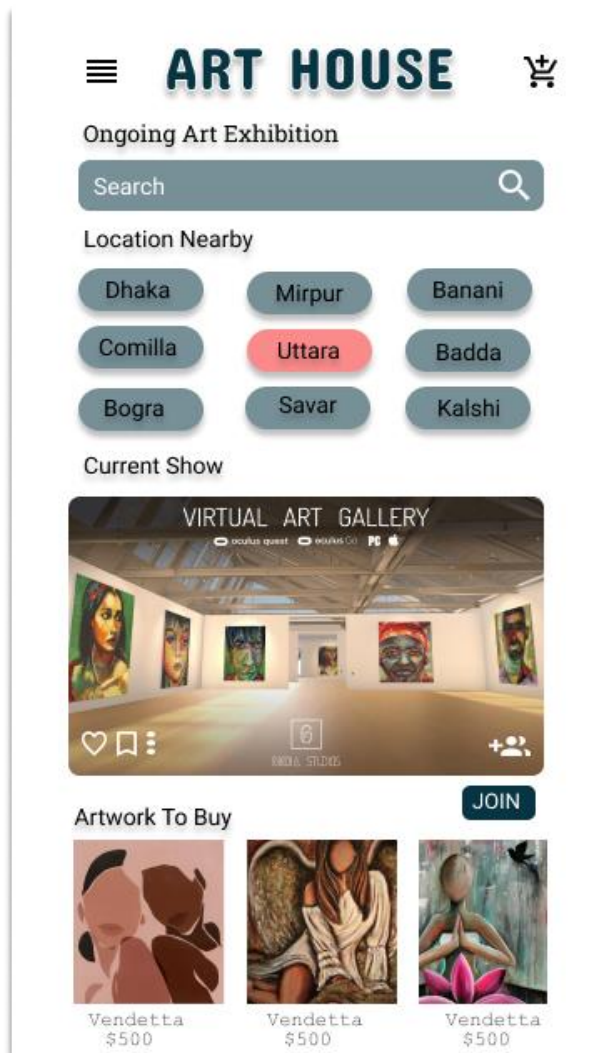
No Confirmation Message

Congratulations

✓

That's All!

OK

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

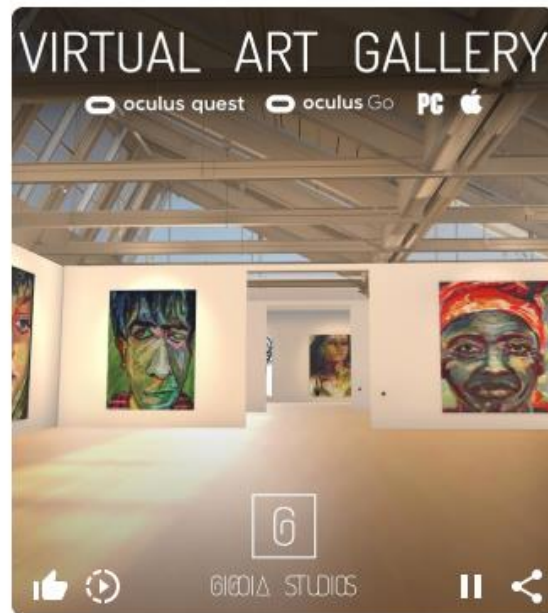# Refined Mockups

Mockups

Mockups

ART EXHIBITION
Locations

Gushan

Bogra

Dhaka

Banani

Kalshi

Uttara

Comilla

Savar

Basundhara

Mirpur

Badda

Banani

Ongoing Exhibition, Dhaka

JOIN

ART HOUSE

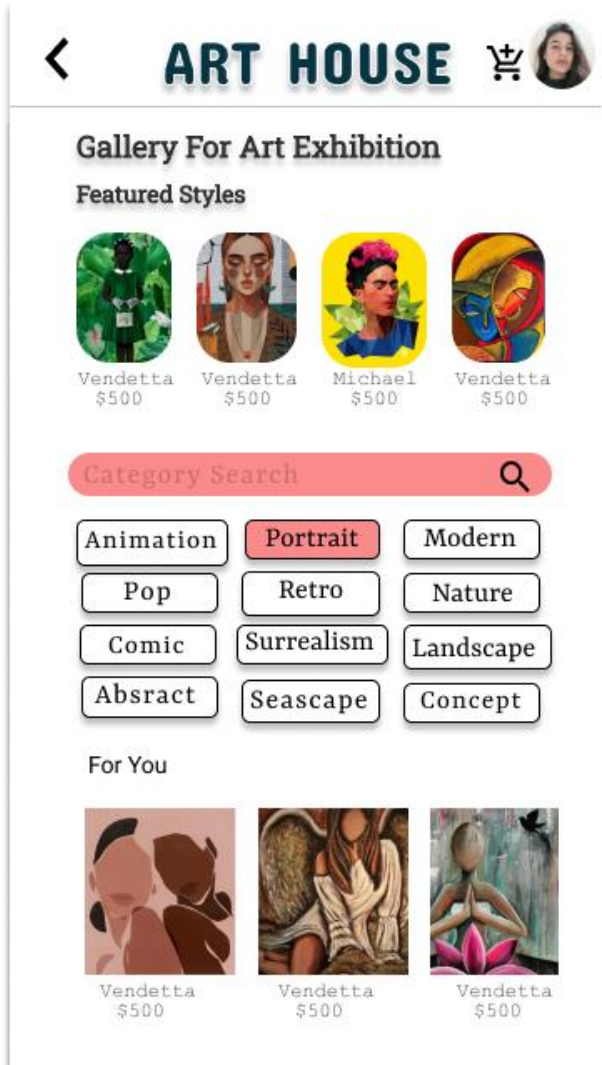VIRTUAL ART GALLERY

oculus quest   oculus Go   PG

GIGOIA STUDIOS

Details

Indra loka in mythology is described as the
"Heaven of the Gods". Time has shaped the
word to be synonymous with a beautiful
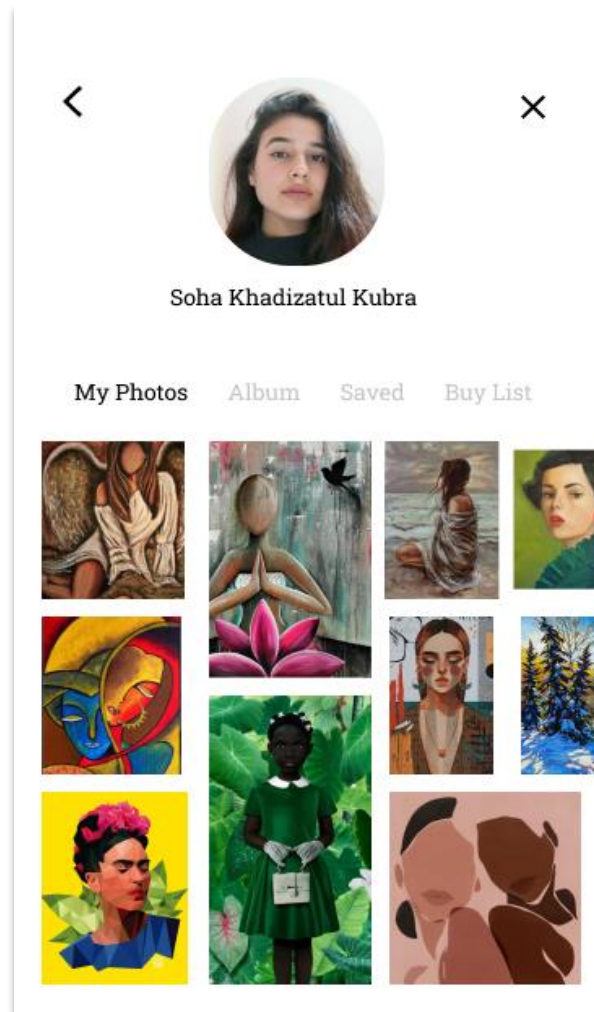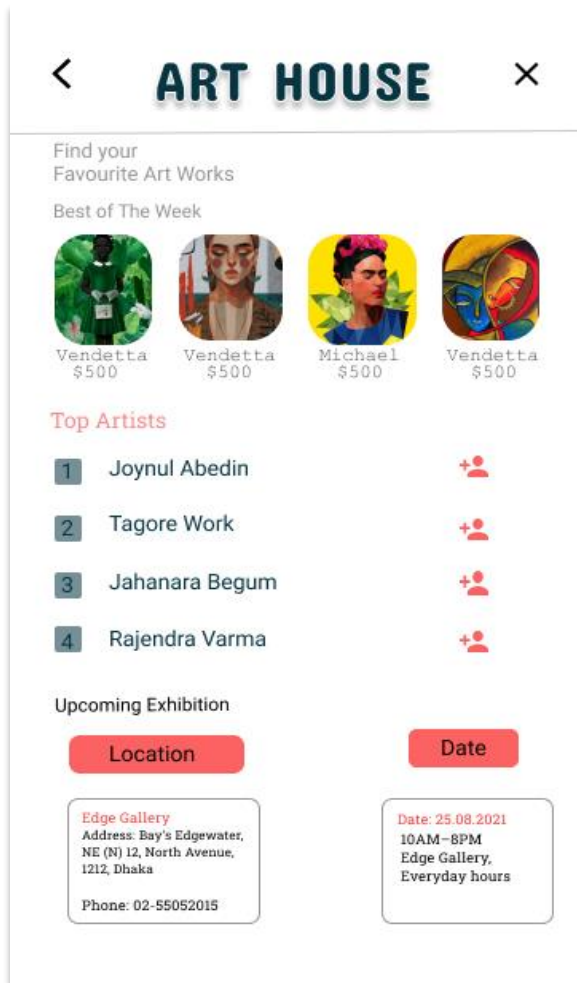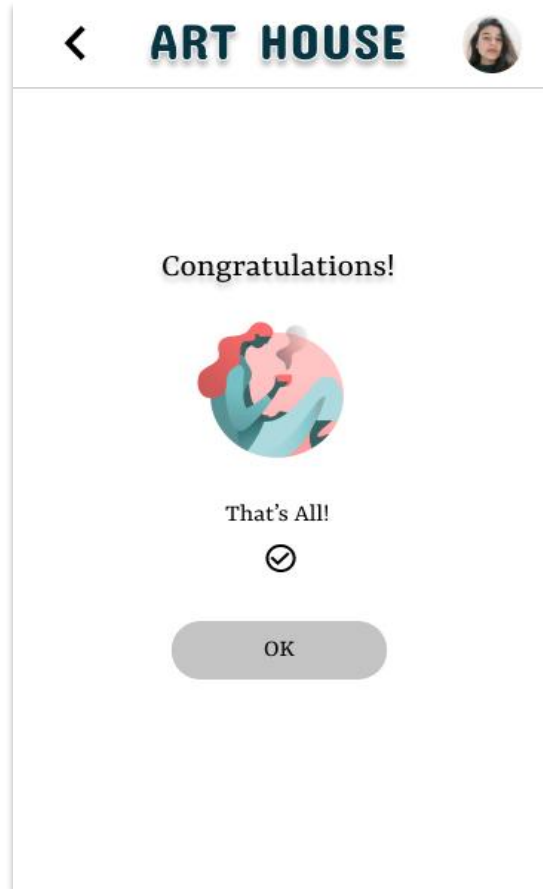place where you feel safe, where you are
happy and . . .

See More

Mockups

ART HOUSE

Gallery For Art Exhibition

Featured Styles

Vendetta $500 — Vendetta $500 — Michael $500 — Vendetta $500

Category Search

Animation	Portrait	Modern
Pop	Retro	Nature
Comic	Surrealism	Landscape
Absract	Seascape	Concept

For You

Vendetta $500 — Vendetta $500 — Vendetta $500

Portrait of two girls $500

Artist/Maker: Unknown
Culture: American
Place: United States (Place Created)
Date: 1860s–1880s
Medium: Hand-colored tintype
Object Number: 2009.140.59
Dimensions: Sheet: 22.5 × 17.6 cm (8 7/8 × 6 15/16 in.)

Read Reviews   ★★★★☆ 125 reviews
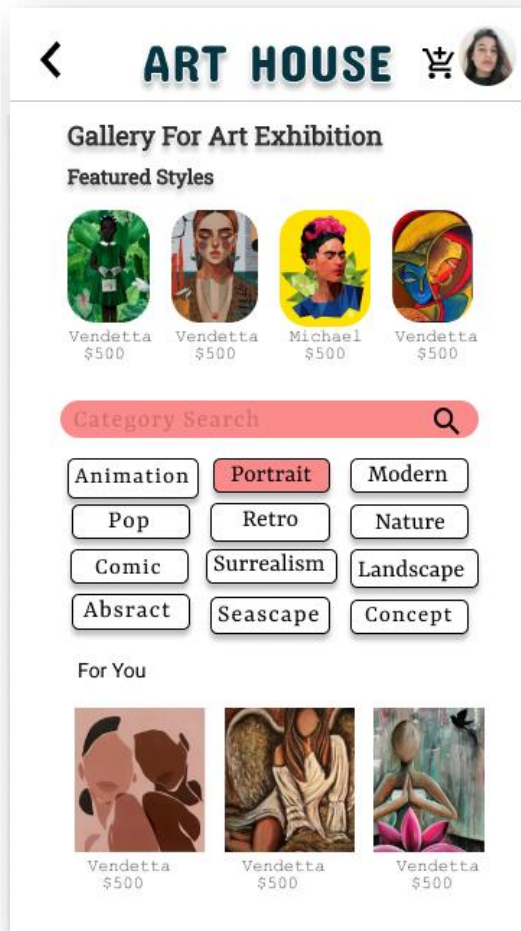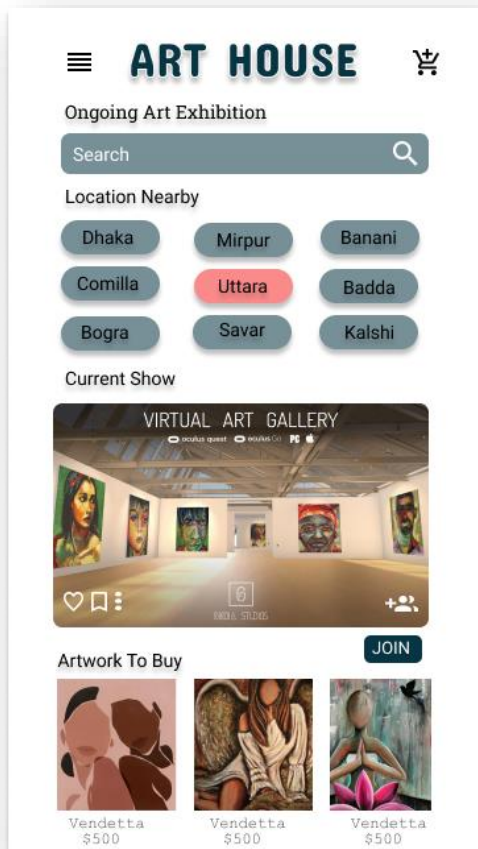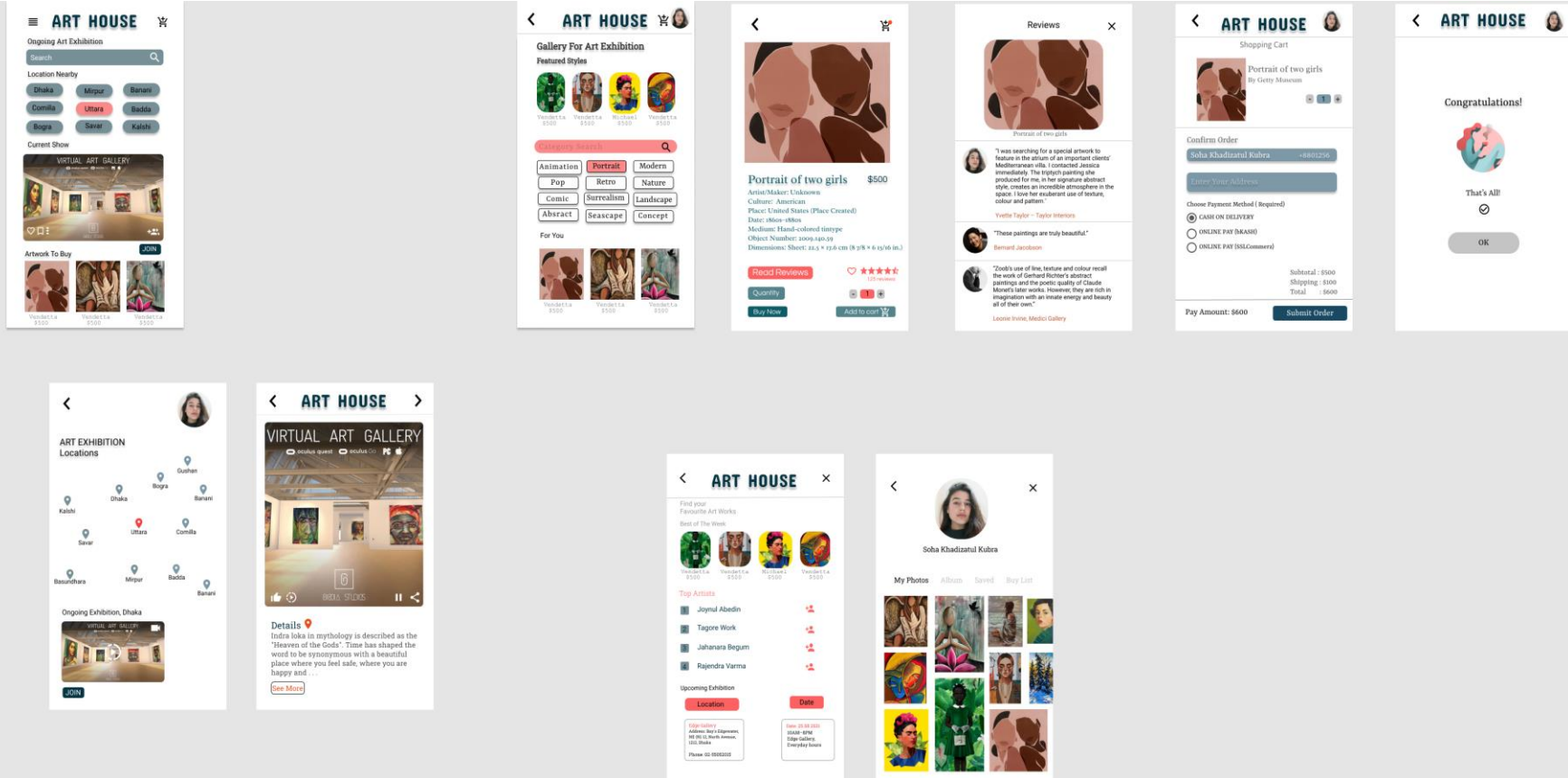
Quantity   - 1 +

Buy Now   Add to cart

Mockups

Mockups

High Fidelity Prototype Mockup

High-Fidelity Prototype

[https://www.figma.com/file/9JRx9CC5jIvRO0RSj81BtJ/Final-High-Fidelity-Mockup?node-id=0%3A1]

Accessibility considerations

1

- Text legibility is preserved by an adequate contrast between the font color and the background.

- WCAG 2.1 AA compliance, text have a color contrast ratio of at least 4.5:1

- Used different contrast ratios for larger text because wider character strokes are easier to read at a lower contrast than narrower character strokes.

2

- Touch targets are designed to at least 9 mm high by 9 mm wide.

- Inactive space is added surrounding smaller touch targets.

- Buttons are placed where they are easy to access.

- Flexible use for all interactive elements are allowed.

3

- Minimized the amount of information on each page.

- Provide a reasonable default size for content and touch controls to minimize the need to zoom in and out for users with low vision

- Positioned all the form fields below (rather than beside, their labels)

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Selina Akter said,

" **This is a great app.What I liked in this app is simple design.** You can intuitively navigate through it and it's quite user-friendly. Very good job"

What I learned:

I learned about user research, user personas, different user stories, User research journey map, KPI questions, Users empath, pain points, Wireframing, Low fidelity and high fidelity prototype.

Next steps

1

In future, we will make this app super friendly and easily navigate app for all art users because of limited time.

2

In future, we will make try to make the 3D and VR options available for Digital Art Exhibition.

3

Exhibitions Ticket Booking System will also be available in near future.

Let's connect!

Email – khadizatul.kubra@northsouth.edu

Thank you!