International Museum of Shoes

Gabby Garcy

Joey Morsheimer

Sam Sedia

Our Purpose:

Our mission is to showcase a variety of historical, expensive, and unique shoes throughout time. Our collection includes some of the most famous shoes that have been worn by significant people on momentous occasions. Whether it's sneakers, boots, cleats or pumps, we strive to exhibit them all so the world is able to celebrate the true art that is the shoe. The purpose of the website is to provide users with essential information to plan their visit to our museum allowing them to purchase tickets with ease. Our goal is to give users a preview of what the museum experience is like to encourage ticket sales.

Our Audience:

The audience of our website is anyone who has a curiosity in the world of shoes. Any age is welcome at our museum and to the website as well. We have made our website easy to read and easy to navigate with brief but useful panels of information.

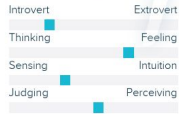Three personas that we have created are:
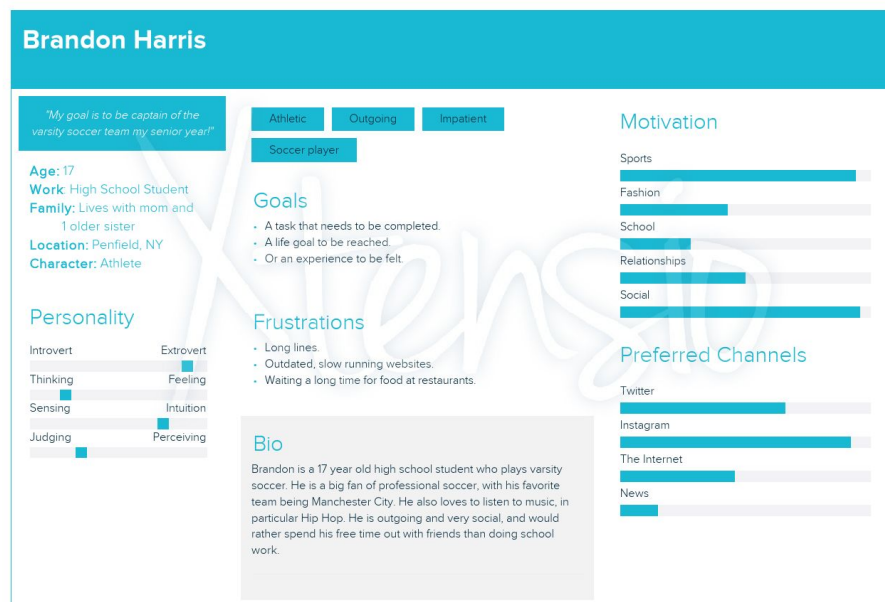
Aleysha Morgan

"Having 3 kids definitely keeps me on my toes, I don't have much free time anymore."

Age: 43
Work: Office Receptionist
Family: Married with 3 young kids
Location: Fairport, NY
Character: Introvert

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Introvert | Reader | Cook | Crafter

Goals

- Become a better baker.
- Come up with regular fun activities to keep the kids busy.
- Keep the house cleaner.

Frustrations

- Rude customer service workers.
- Unhappy children.
- Receiving unclear information.

Bio

Aleysha is a mother of 3 young children, and her kids keep her extremely busy. She works very hard to keep them well fed and likes to come up with activities to keep them busy. When she has free time, she likes to have date nights with her wife Synthia.

Motivation

Reading
Fashion
Children
Relationship
Social

Preferred Channels
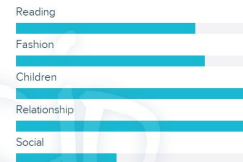
Twitter
Instagram
The Internet
News

Robert Pool

"Even though I'm older and retired, I like to stay social with my activities!"

Age: 72
Work: Retired
Family: Grandfather
Location: Chili, NY
Character: Laid back

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving
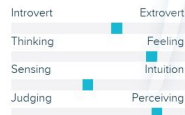
Mellow | Reader | Knitter
Chess player

Goals

- Win the retiree chess championship.
- Visit more museums.
- Make more friends.

Frustrations

- Using technology.
- Using his new smart phone.
- Cold food.

Bio

Robert is a retired man who likes to stay busy. He is a social guy who is involved in a retiree chess club, book club, and also likes to knit. He also is a grandfather of 4 and enjoys spending time with his grandchildren.

Motivation

Reading
Fashion
Chess
Family time
Social

Preferred Channels
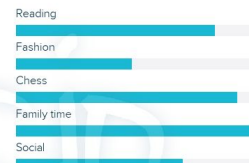
Social Media
The Internet
News
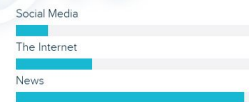
## Competitors & Analysis:

(chart created with Google Sheets)

Competitive Analysis Form (COMM 269)

Axure MockUp:

http://citadel.sjfc.edu/students/srs09524/webdesign/webdesign%20final/homepage.html

(zoom out when previewing)

        Our design team created an Axure mockup of our website including the Homepage, Exhibits page , and the About Us page. We made several choices in regards to colors and fonts for the page. These factors depend on the goals of the website. We wanted to have a modern and clean looking website. It was important to not have a cluttered page because users will get lost. For our color scheme, we used:
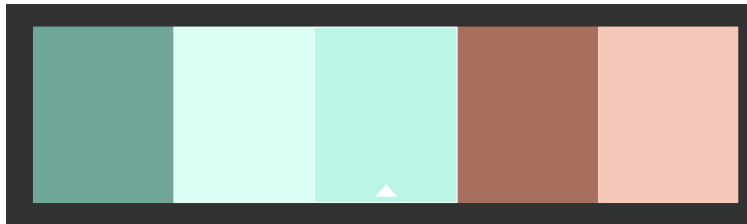
        We felt like these cool earth tones would allow for easy reading and a clean website. We also used greys and whites in the design. For all of our typography, we decided to use a mixture of regular and bold Helvetica font. This typeface has been around since the 50s and is considered a large influencer of modernization in the design world. It is considered to be an international font and many will be familiar with the look of it. Helvetica allows for a legible and neutral website, all of which are goals of our website.The bold font signifies the headers of each panel and helps guide the direction of the user's eyes throughout the site.   (screenshots included below)

International Shoe Museum
Rochester, NY

Visit | Donate | Exhibits | Events | About Us

Come visit our newly-renovated building!
Located in the heart of downtown Rochester.
We're open every day of the week.

Plan Your Visit!

Visit us today! Purchase tickets online for a planned trip or buy tickets at the door. All are welcomed.

Hours:

Monday:	10:30-5:00
Tuesday:	10:30-5:00
Wednesday:	10:30-5:00
Thursday:	10:30-5:00
Friday:	10:30-5:00
Saturday:	11:00-4:00
Sunday:	11:00-4:00

Buy your ticket!

Donate!

Please join so many others by offering your support to The International Museum of Shoes. Help us continue making the necessary improvements to our exhibits, updating our resources, and any additional renovations as they arise. Every gift makes a difference.

Donate now!

Explore!

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Learn more!

Connect with us on socials

International Shoe Museum
Rochester, NY

Learn more about our approch to COVID-19!

Visit | Donate | Exhibits | Events | About Us

Heading 1

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Connect with us on socials

International Shoe Museum
Rochester, NY

Learn more about our approch to COVID-19!

Visit | Donate | Exhibits | Events | About Us

About Us

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COVID-19

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Meet Our Team

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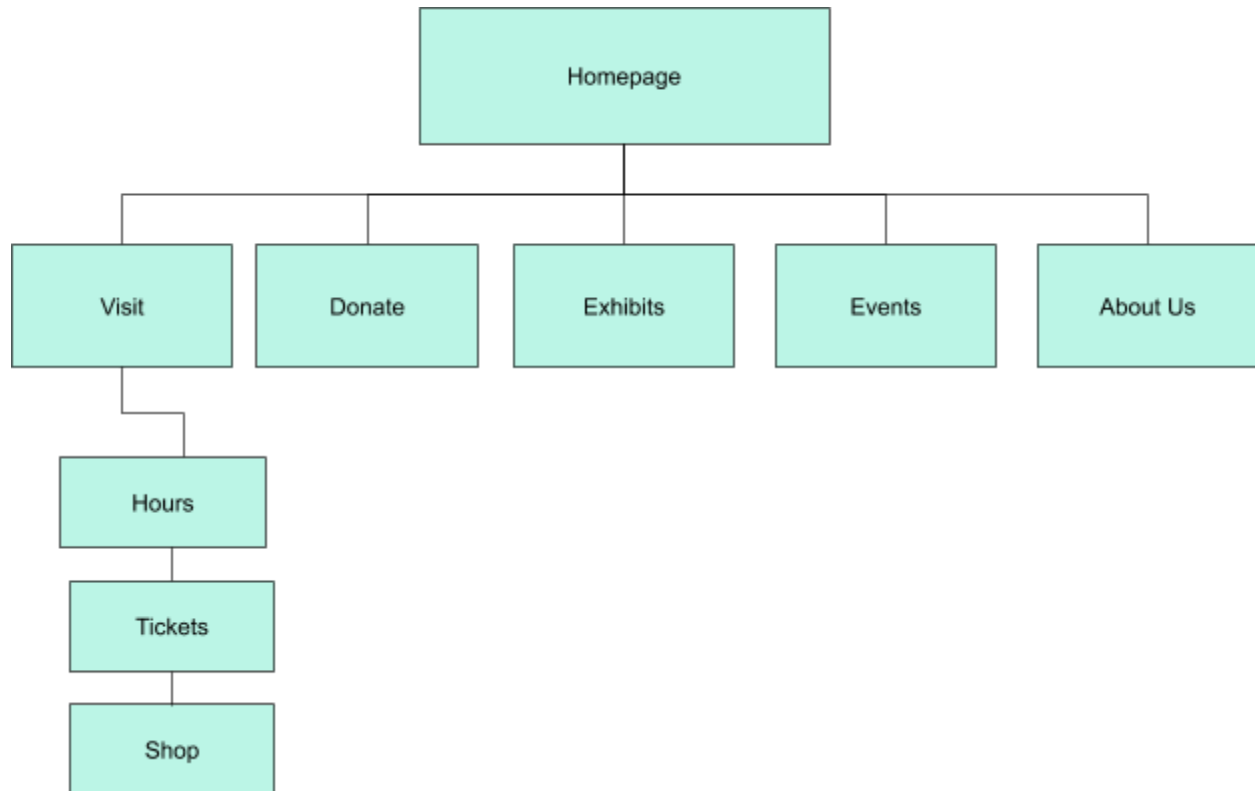
Connect with us on socials

Sitemap:

The sitemap for our website is generally pretty simple as our goal is to deliver essential information to the user to plan their visit. The visit tab on our navigation bar has a drop down menu linking to important information to plan a trip to our museum. All other tabs of the navigation bar leads to individual pages for that specific tab.

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                          ┌─────────────┐
                          │  Homepage   │
                          └──────┬──────┘
        ┌────────────┬───────────┼───────────┬────────────┐
   ┌────┴────┐  ┌────┴────┐  ┌───┴────┐  ┌───┴────┐  ┌────┴─────┐
   │  Visit  │  │ Donate  │  │Exhibits│  │ Events │  │ About Us │
   └────┬────┘  └─────────┘  └────────┘  └────────┘  └──────────┘
   ┌────┴────┐
   │  Hours  │
   └────┬────┘
   ┌────┴────┐
   │ Tickets │
   └────┬────┘
   ┌────┴────┐
   │  Shop   │
   └─────────┘
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Useability Testing:

Web Design Final Project Design.rp

Our Axure mockup includes a functional preview of what the website will look like to the user. We have used this feature to conduct preliminary usability testing in order to highlight the positives and negatives of the website.

For our usability test we asked three questions to four different people in order to see how they navigate our website. The three questions that we asked were: Where would you find the hours for our museum? Where would you find information about covid-19 and how it is affecting our museum? Where would you go to donate to our museum? For the first question we received similar answers from all four participants. When asked where they could find the hours for Thursday all of the participants stated they would go to the visit us tab and go to the hours box. Here they were able to see that the museum is open from 10:30-5:00. They are also able to buy tickets in the hours box.

The second Question that we asked was where would you find information Covid-19 and how it is affecting our museum. The first person took the following steps to find the Covid-19 information box. First they went to the visit us page to see if there was any information about Covid-19. After not finding information here they then visited the events tab to see if there was information regarding covid on this tab. After this they found the red Covid-19 banner at the top of the page. The second and third participant said that they would visit the about us tab. This is where the Covid-19 information box is. The fourth person said that they would click on the red banner at the top of the page which leads directly to the about us page where the Covid-19 box is. Overall, this was the task where we had the most variation in our responses.

The last question that we asked was where would someone go if they wanted to donate to our museum? The first three participants said that they would go straight to the donate page to make theri donation. The fourth participant stated that they would read the information box that discussed how to donate then they would head to the donate tab so they could donate their desired amount to the museum.

Overall, I believe that we gained some valuable information during our usability tests. This information will allow us to improve our website. One improvement that we can make is improving how someone can find the Covid-19 information. We say this because some people might not see the red banner on the top of the page. This seems to be the main area of improvement that we could find based on the usability testing.

Potential Enhancements:

Eventually, we plan on expanding our website. Our site can have a way to view shoes rather than just a way to get information. A couple enhancements that could be implemented further into our design would be the possibility of an interactive exhibit similar to google street view. This would be difficult to implement but the payoff would be huge. We could possibly add videos to our work to familiarize the user with our exhibits and building.

Image Citing:

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(all other photos taken by Gabby Garcy)