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Branding, UX/UI Design

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UX/UI Design

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CLX

IN DE WESTERKERK

REMBRANDT

ZON VAN HARMEN

RR

BRITS

amuse



a muse

Dutch Museum App

a muse is an app that gives users information about the museums in the Netherlands and helps users to buy tickets for museums.

Users can find a museum they wish to visit using the filtering function. Moreover, *a muse* shares news about upcoming exhibitions and reviews of the recent exhibitions on users' blogs.

Used Tools



Photoshop



Illustrator



Adobe Xd



Google Form

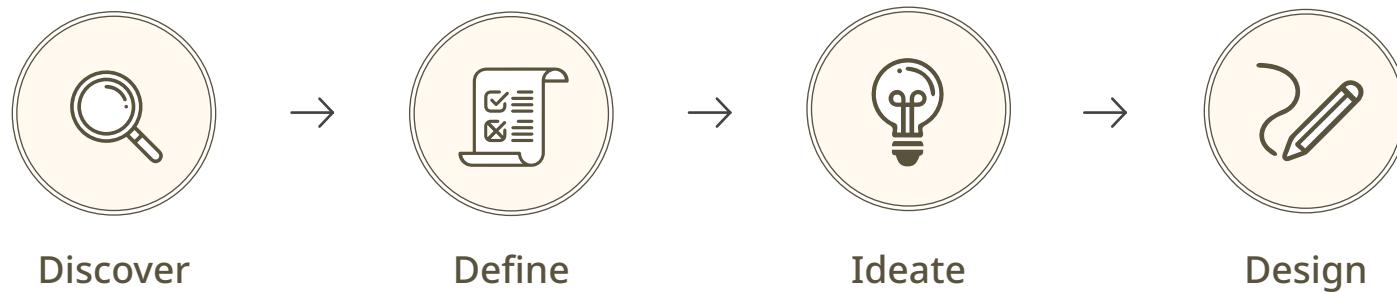
Duration

2022.09 - 2022.12



UX/UI design

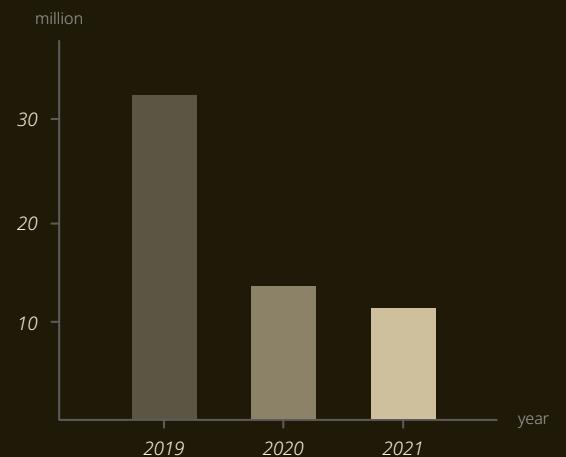
Design Process



Market Research

- In 2020, the Dutch Museum Association recorded a total of 456 museums. (Statista)
- The number of museum visitors dropped by another 1.4 million last year, from 13.2 million in 2020 to 11.8 million in 2021, the Museum Association reported on Monday.
In pre-pandemic 2019, Dutch museums had 32.6 million visitors. (NL Times)
- "Smaller museums, municipal museums, and private museums had a particularly hard time," the Museum Association said. (NL Times)

The number of museum visitors from 2019-2021 in the Netherlands



User Research

I conducted a survey of 16 participants. (10 participants live in the Netherlands / 6 participants visited the Dutch museum as a tourist)

What motivates you to go to museums?

(Multiple choices available, with the maximum choice of two)



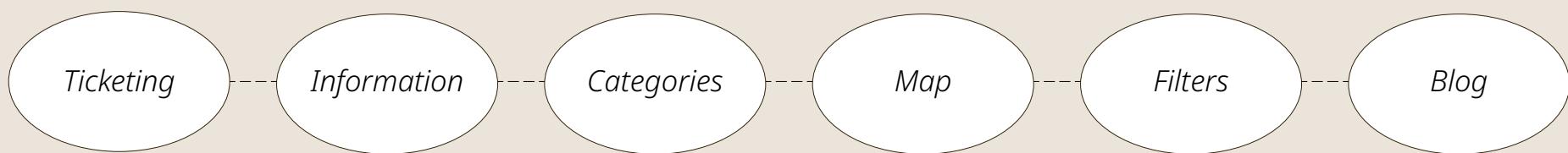
Research Result

- Market Research showed that the decline in Dutch museum visitors is an acute problem
- In the User Research, the most important thing that motivates people to visit museums is an *Easy ticket purchase*

Project Goal

Create a Dutch museum platform app that connects users to museums. The app not only helps users to purchase tickets easily, but also offers a variety of detailed information about museums and ticket discounts. In addition, add a Blog section where users can share their museum experiences.

Main Keywords



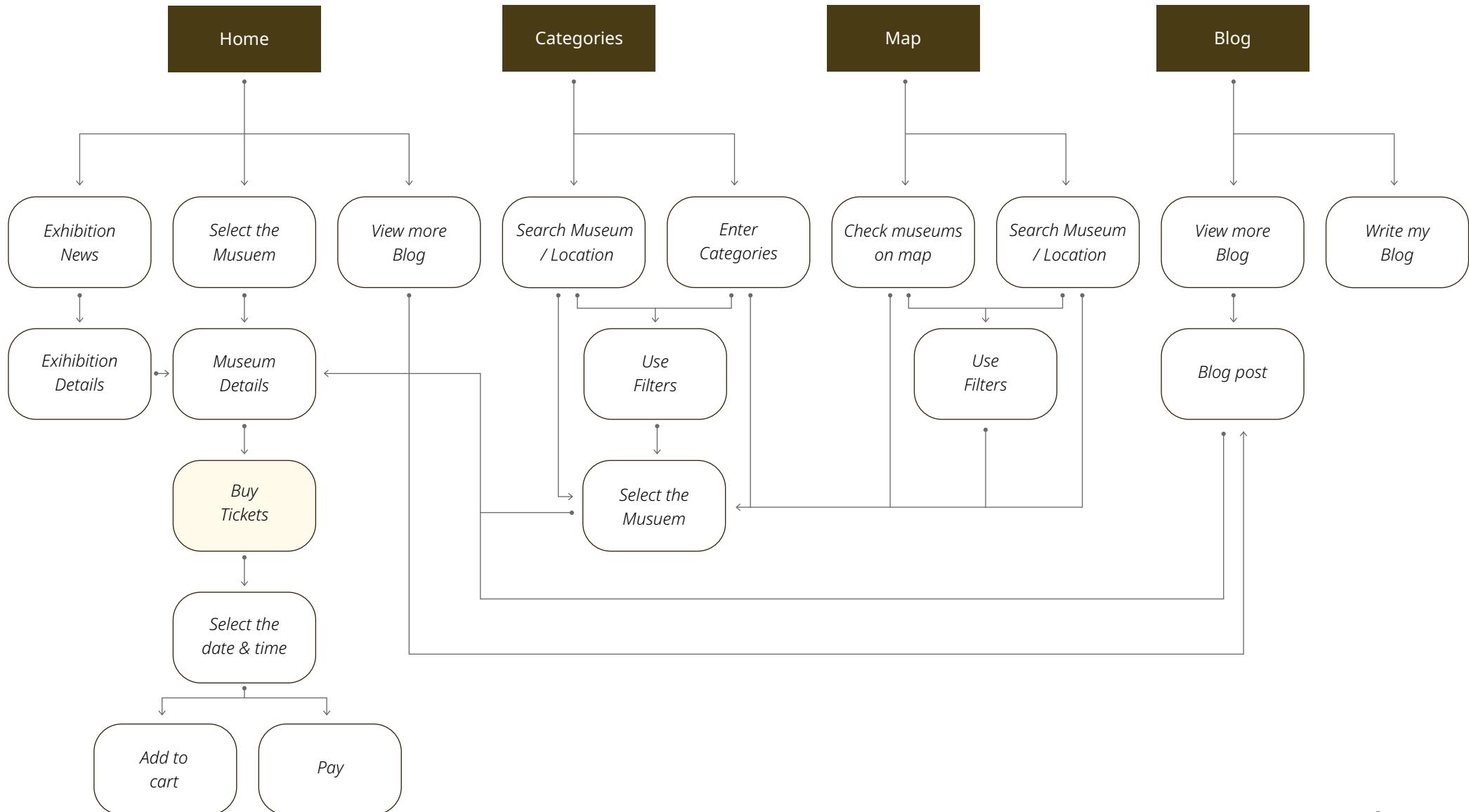
Problem Statements & Solutions

Problems

- Buying tickets to each museums takes a lot of time
- Inconvenient in obtaining exhibition information
- Hard to check museum information / location on a map at a glance
- Hard to find a museum people want
- Difficult to check the available tickets discount
- No platform for sharing detailed reviews of museum

Solutions

- Create a platform for ticketing / museum information
- Offer the newest exhibition information
- Combine location / museum information together
- Put museum categories that help users to find a museum they want
- Add filters to find the discount available
- Add a Blog menu for sharing museum reviews



UX Flow

Design System

Style Guide

In order to express the calmness, classicality, and stability unique to the museum, I selected a brown and khaki color series. A serif font in the heading was utilized to emphasize classicality. However, for the user's readability, the title/body text used a sans-serif font.

Typefaces

Charter

Heading Black
Heading Bold
Heading Roman

SF Pro Text

Title Semibold
Title Medium
Title Regular

SF Pro Display

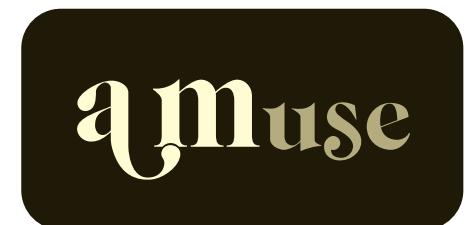
Body Text Bold
Body Text Medium
Body Text Regular

Colors



Logo

In order to emphasize the museum's long history, designed the logo with antiqueness, which is based on a serif font. *a muse* is a word that combines *a museum* and *amuse*.

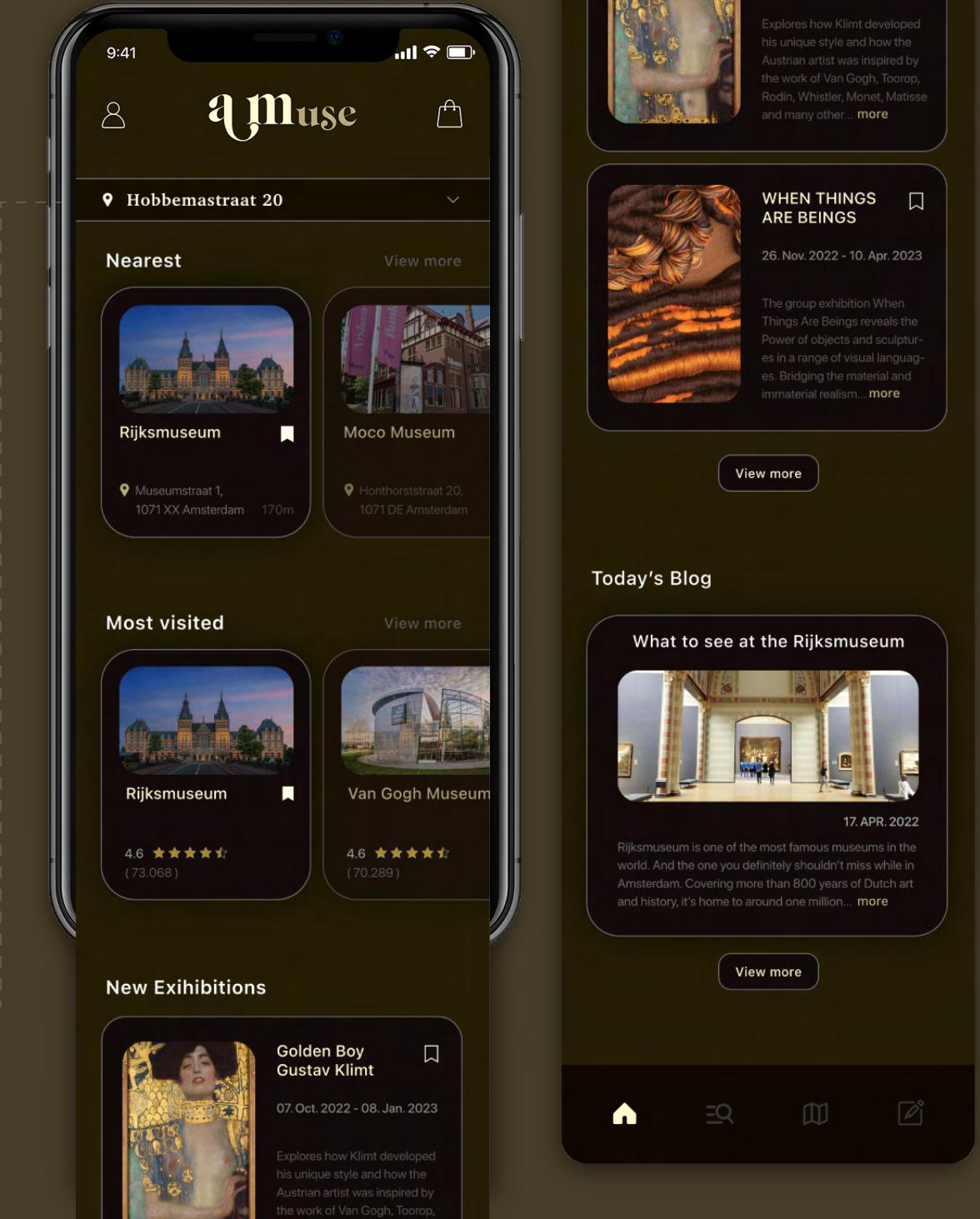


Home Screen

On the Home Screen, users get recommendations of museums, including the nearest, and most visited museums. Additionally, users can get information about new exhibitions and check reviews of museums on today's blog.

- Nearest museums
- Most visited museums
- New exhibitions
- Today's blog

Automatically set my current location
> Can change the location where I want

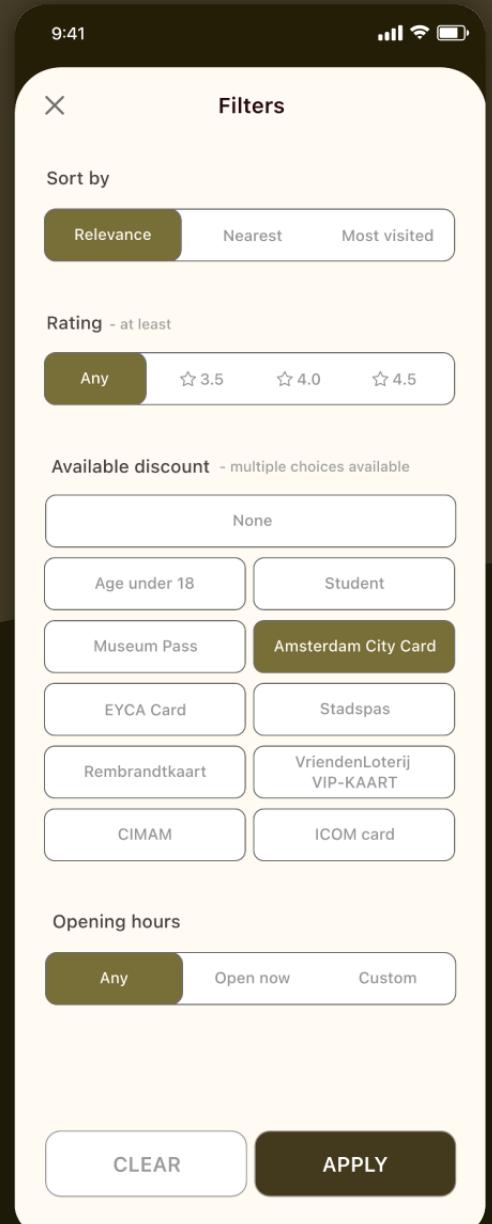
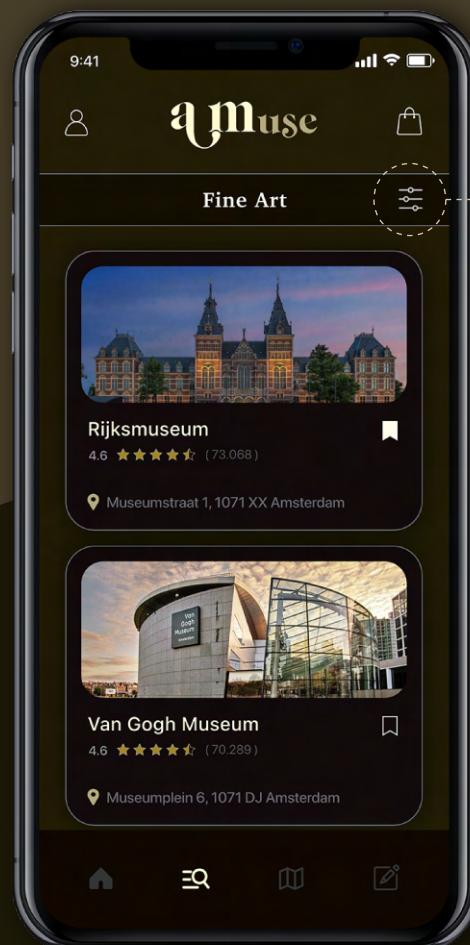
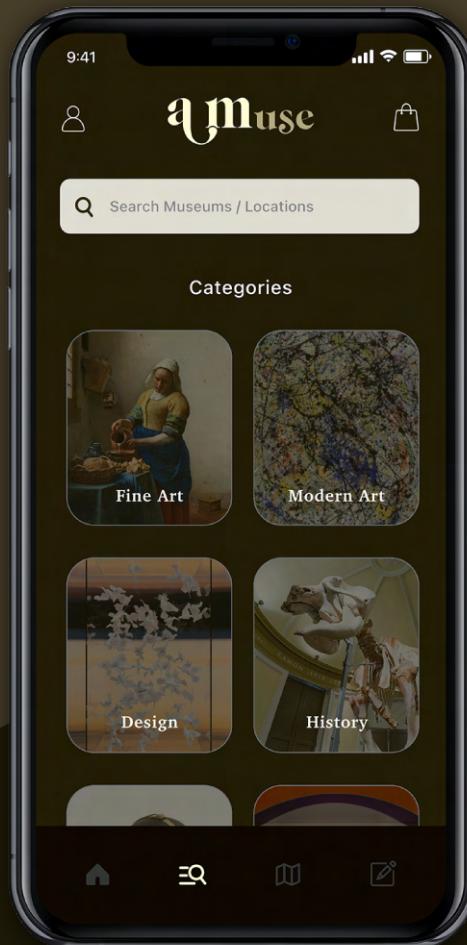


Categories & Search

There are 8 categories of museums. By categorizing and filtering functions, users can find a museum that interests them. The filtering function includes ratings, available discounts, and opening hours.

8 Categories

- Fine art
- Modern art
- Design
- History
- Military
- Science
- Pop-up
- Others



Museum Detailed Page

Users can check the location of a museum, opening hours, reviews, photos, exhibition information, and blog reviews.

Users can decide to buy a ticket based on this detailed information.



A tablet screen showing the same Rijksmuseum detailed page as the phone. It includes the main image, the museum's name, its history, address, and opening hours. It also shows a 4.6-star rating with reviews from "bkgourmet" and "Jim C". A "More reviews" button is at the bottom, and a "Buy Ticket" button is visible at the very bottom.



Exhibitions info

A card for the "Collection of the Rijksmuseum" exhibition. It features a painting of a group of people, the title, and a brief description: "The collection of the Rijksmuseum consists of 1 million objects and is dedicated to arts, crafts, and history from the years 1200 to 2000. Around 8000 objects... more".

A card for the "Clara and Crawly Creatures" exhibition. It features an image of a stag beetle, the title, and a brief description: "The museum is teeming with animals this season! From wriggly ants, hairy spiders and colorful butterflies in Crawly Creatures to Clara, the famous rhinoceros. The more... more".

A card for the "Rijksmuseum, Amsterdam" exhibition. It features the title, the date (17.JUN.2022), and a brief description: "Truth be told, I'm not much of a fan when it comes to art. Walking through a museum for hours on end sounds incredibly boring, which is why I was somewhat skeptical about touring the Rijksmuseum, Amsterdam's most famous exhibit of Dutch art... more".

A card for "Top Things To See at the Rijksmuseum". It features the title and a brief description: "As famed art historian Janson puts it, "Holland's bewildering variety of styles. From the collected 17th century came of artistic talent compared early Renaissance Flor... more".

A tablet screen showing a calendar for May. It highlights the 25th as a special day. Below the calendar are sections for "Permanent exhibit" (Collection of the Rijksmuseum) and "Temporary exhibit" (Clara and Crawly Creatures). A "Buy Ticket" button is at the bottom right.

Ticketing Page

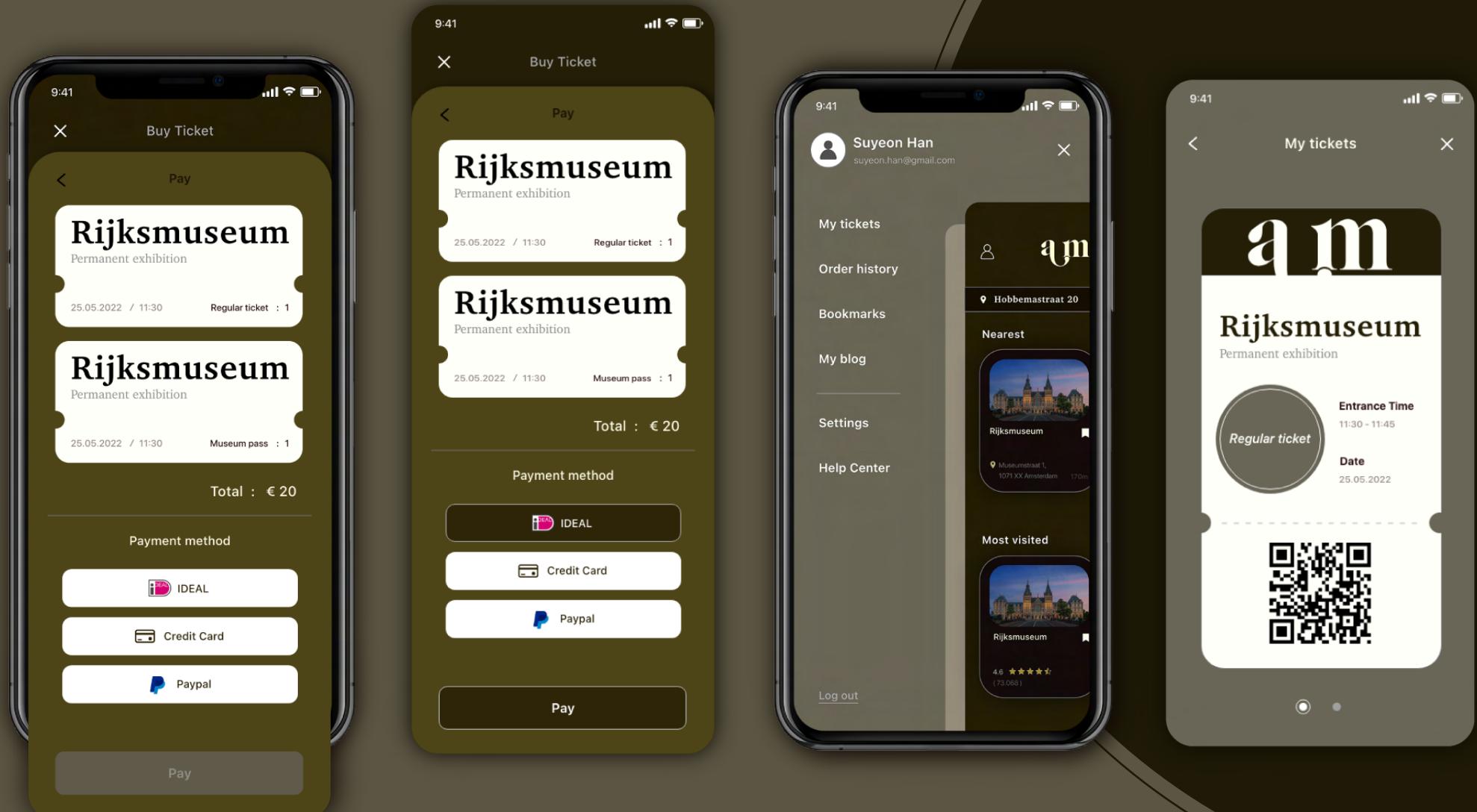
Users can select the date, choose the exhibition, and select the entrance time. After these steps, users can choose the tickets and add them to the cart for payment.



Pay & My tickets

There are 3 payment methods, **IDEAL**, **Credit Card**, and **PayPal**, and users can decide a payment method they want.

After paying, users can check their tickets on my page.



Map & Filters

Users can check the locations of museums on the map together with their current location. There is a filter function in which users can apply the filters and check the museums on the map. During the opening hours, if users select *Custom*, they can choose the date and time.

Blog Categories



Fine Art



Modern Art



Design



History



Military



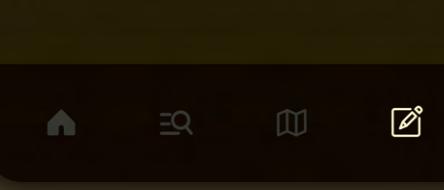
Science



Pop-up



Others



Blog

The Blog page presents Today's Blog and 8 Blog Categories.

8 categories are the same as the museum categories. Users can check the detailed reviews of museums.

Also, they can write their blog posting by clicking an icon on the upper right side to share their experiences in museums.

A screenshot of the amuse mobile application. At the top, there is a search bar with the placeholder "Search Museums". Below it, the "Today's Blog" section displays two articles:

- Rijksmuseum**: "What to see at the Rijksmuseum" (17 APR. 2022 | 13,940 read)
- Stedelijk Museum**: "What is the Modern Art?" (28 APR. 2022 | 8,138 read)

Below these, a "Blog Categories" section lists eight categories, each with a thumbnail image and the category name:

- Fine Art (Thumbnail: classical painting)
- Modern Art (Thumbnail: abstract painting)
- Design (Thumbnail: interior design items)
- History (Thumbnail: historical artifacts)
- Military (Thumbnail: military exhibits)
- Science (Thumbnail: scientific exhibits)
- Pop-up (Thumbnail: temporary exhibit)
- Others (Thumbnail: various items)

The bottom of the screen features a dark navigation bar with icons for Home, Search, Map, and Edit.

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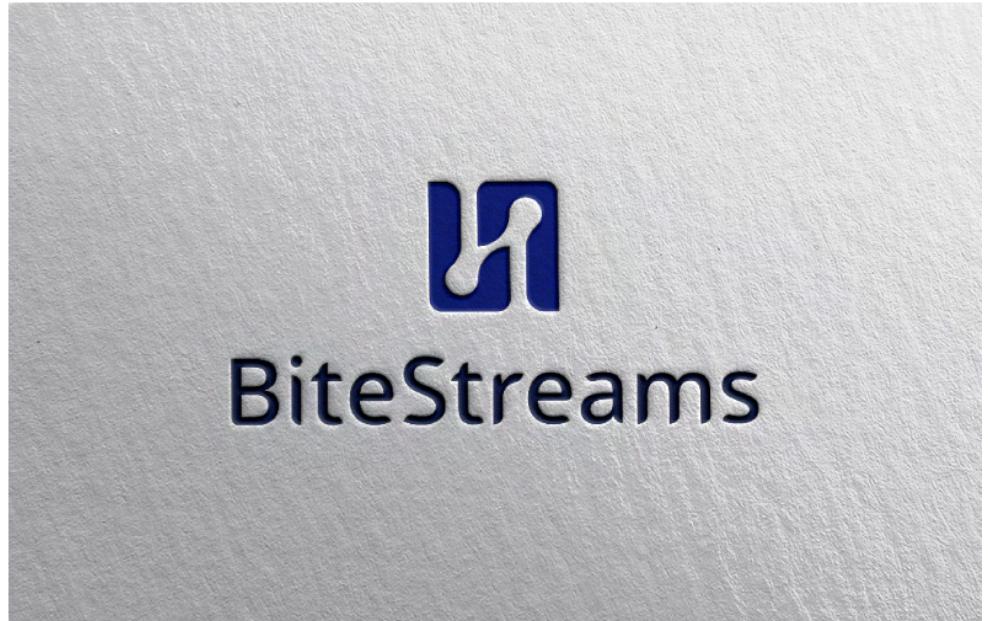
2022.04 - 2022.09

Branding, UX/UI Design



Brand Identity

Bitestreams is a start-up technology company that helps to automate and optimize the business using Data & AI solutions. I designed a logo and typography based on our discussions. The client wanted a logo that would represent their flexibility and reliability.



Used Tools



Illustrator

Photoshop

Slack

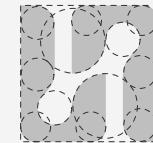
Duration

2022.04 - 2022.06



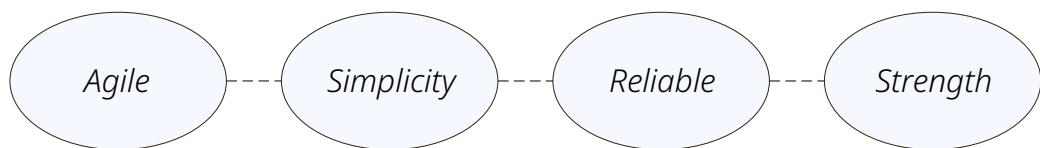
Brand Identity

In order to show the agile system of a start-up company, I designed the logo with flows and curves. Used the alphabet S based on a square shape to emphasize simplicity and strength. Moreover, I designed typography to unify the shape of the logo.



BiteStreams

Keywords



BiteStreams

Colors

Used dark blue color to express an image of digital and calmness



BiteStreams



BiteStreams

Designed responsive web and mobile interfaces, conducting research to understand user behavior and enhance their browsing experience. Analyzed the shortcomings of the previous website and implemented solutions to improve user experience.

Organized a clear and intuitive main menu structure and used concise descriptions of the company on the main page. Utilized 3D graphics to reinforce the technical and professional image of the company.

Used Tools



Illustrator



Photoshop



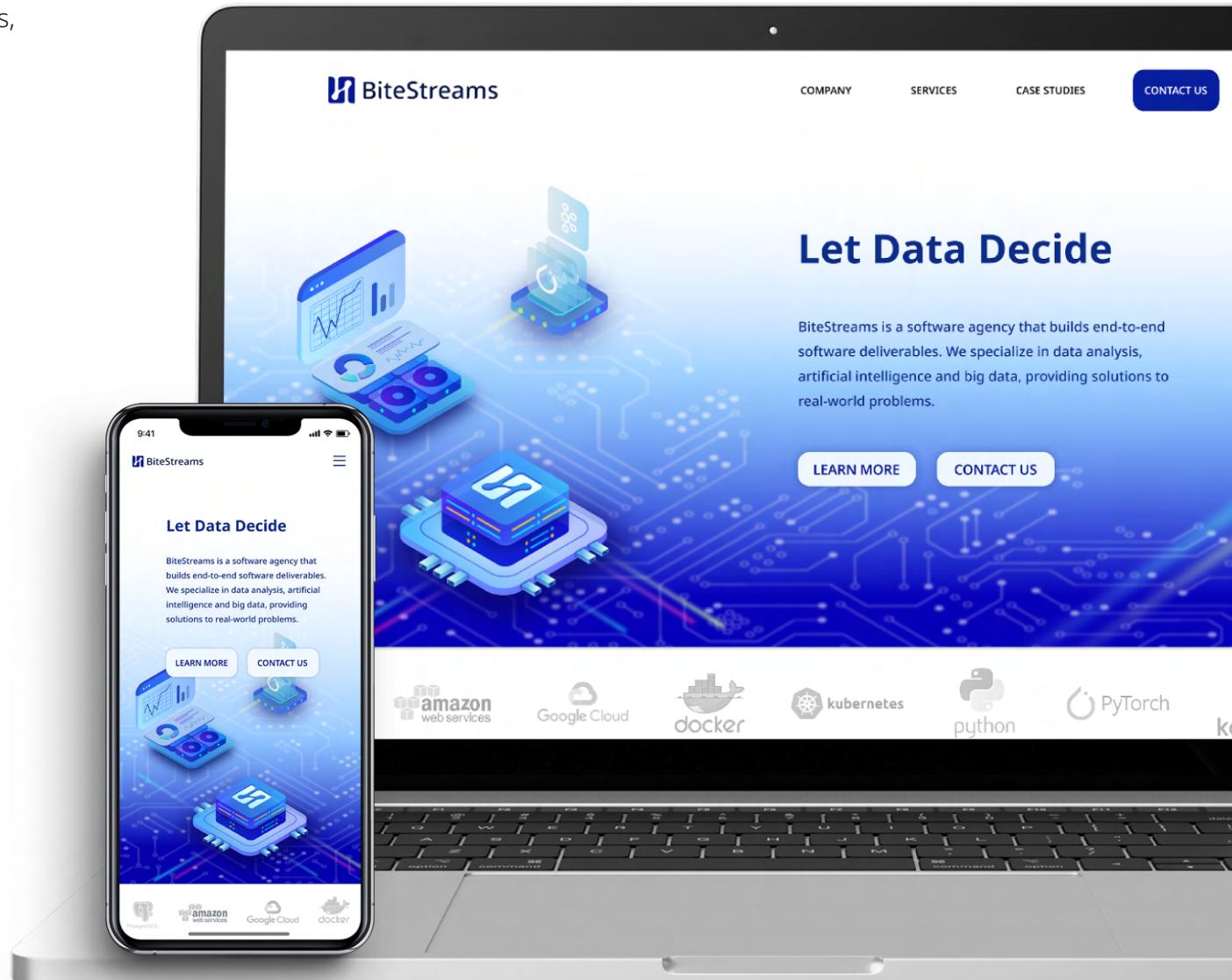
Figma



Slack

Duration

2022.06 - 2022.09



Research

Design

- First impressions of a website are 94% design-related (WebFX)
- 59% of people prefer browsing 'beautiful and well-designed' sites than basic ones (Adobe)
- Users spend 5.94 seconds looking at the main website image, on average (CXL)

Content

- 86% of people want to see product and service information on a website homepage (Komarketing)

Responsive design

- 54.8% of internet traffic came from mobile devices in 2021 (Statista)
- 61% of internet users have a higher opinion of companies with mobile-friendly website design (WebFX)

Color

- A colour theme improves website recognition by 80% (Forbes)
- 39% of web users are drawn to color more than any other visual element when visiting websites (PR Newswire)

Analyzing

Design

- The design of the website influences users' impressions of the company and encourages them to keep browsing the website
- The main banner plays an important role in catching users' attention

Content

- The explanation of the products and services is a key point of the homepage

Responsive design

- Many people access the website on mobile, which shows that it is crucial to have a responsive design

Color

- Color affects users' recognition of the brand and their attraction to the website

Project Goal

Create a responsive design for the website, including eye-catching graphics for users. In terms of color, using the blue color theme of the logo shows the identity of the company. Additionally, reorganizing the menu and order of contents to provide an intuitive guide for users' usability.

Problem Statements & Solutions

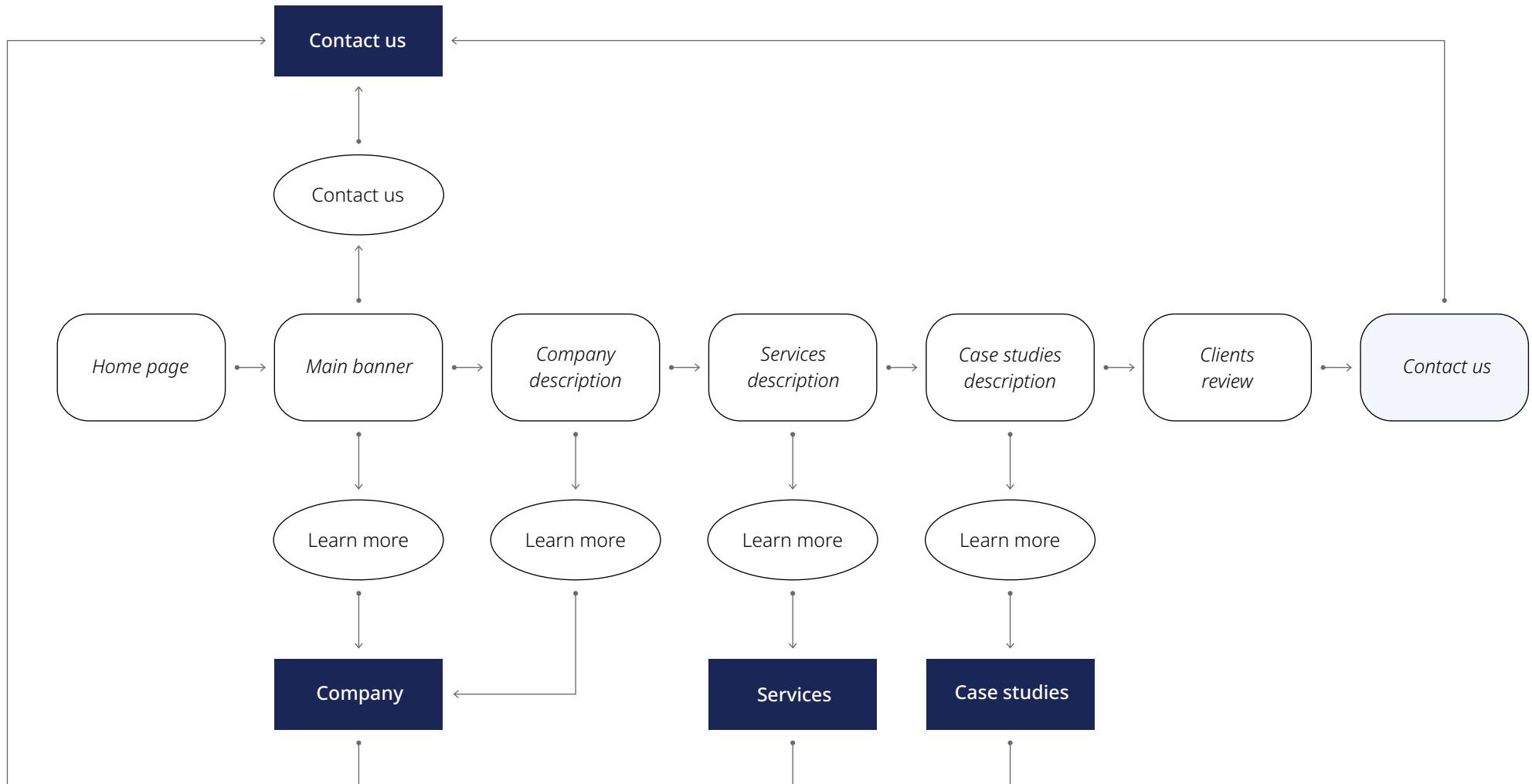
Problems

- Inconsistent color themes (Black, Yellow)
- Boring free images in the main banner that don't attract users
- Unorganized order of contents
- Too much text that decreases readability
- Unstructured menu
- All the information about the company was on the homepage, so users did not feel the need to explore other menus

Solutions

- Set a unified color theme throughout the website (Blue)
- Create visually appealing 3D graphics for main banner to attract users
- Reorganize the content on the website to make it easier to navigate and find information
- Reduce the amount of text on the website and use more visuals to improve readability
- Create a structured menu with clear labels and categories to make it easier to navigate
- Move some of the information from the homepage to other pages and add CTA buttons to encourage users to explore the website further

UX Flow



Wireframe

- 1 Header : Bitestreams logo & menu
- 2 Graphic & Simple description
- 3 Logo's of Technologies
- 4 Keywords of company
- 5 Simple description about Company
- 6 Simple description about Services
- 7 Simple description about Case studies
- 8 Client's review
- 9 Contact us
- 10 Footer : privacy policy, copyright, email



Website

The image shows a screenshot of the BiteStreams website. At the top, there is a navigation bar with the company logo, menu items for 'COMPANY', 'SERVICES', 'CASE STUDIES', and a blue 'CONTACT US' button. Below the navigation, there is a large banner featuring a blue circuit board background with three 3D isometric icons representing data analysis: a smartphone-like device with a chart, a laptop with a bar graph, and a server-like block with a gear icon. To the right of these icons, the text 'Let Data Decide' is displayed in a large, bold, dark blue font. Below this text, a paragraph describes the company's focus: 'BiteStreams is a software agency that builds end-to-end software deliverables. We specialize in data analysis, artificial intelligence and big data, providing solutions to real-world problems.' At the bottom of the banner, there are two white buttons with blue text: 'LEARN MORE' and 'CONTACT US'. At the very bottom of the page, there is a footer row containing logos for various technologies: PostgreSQL, Amazon Web Services, Google Cloud, Docker, Kubernetes, Python, PyTorch, and Kafka.

BiteStreams

COMPANY SERVICES CASE STUDIES

CONTACT US

Let Data Decide

BiteStreams is a software agency that builds end-to-end software deliverables. We specialize in data analysis, artificial intelligence and big data, providing solutions to real-world problems.

LEARN MORE CONTACT US

PostgreSQL Amazon web services Google Cloud docker kubernetes python PyTorch kafka



Tailor-made software

- Solutions tailored to your needs
- Integration with existing architecture
- Collaboration based on your wishes



Clean solutions

- Reduce accidental complexity
- Fully automated & well-tested software
- More functionality, less technical debt



Project management

- Agile workflow
- Regular feedback sessions
- Well-documented handovers

Iterative Improvement

We have a strong affinity with agile development practices for improving software continuously. Every project is different and requires its own approach. We leverage the flexibility of software and improve our effectiveness by working in short, measurable cycles to eliminate waste and amplify learning.

[LEARN MORE](#)

Our Services



Software Development

We offer bespoke software solutions ranging from Artificial Intelligence and Machine Learning to complex optimisation problems and challenges involving big data. As a company we focus on delivering high quality, well-tested code that solves your business problem. We have extensive experience using various technologies and infrastructures, from small applications to large distributed cloud-based environments.

[READ MORE](#)

Consulting Services

Consult us on any data related challenges you are facing. From big data challenges to software optimisation, BiteStreams helps you find the right technology and the right approach to your complex challenges. Our consulting is tailored to your needs, we make sure that you get the optimal value from our collaboration.

[READ MORE](#)

AI Concept Study

Together, we explore your data to unlock its potential. We help you optimise your business processes, reduce costs and look at novel ways of employing data. The goal of this phase is to understand and discover the possibilities of



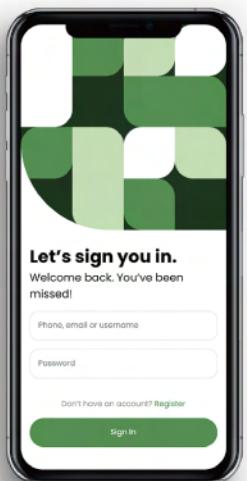


AI Concept Study

Together, we explore your data to unlock its potential. We help you optimise your business processes, reduce costs and look at novel ways of employing data. The goal of this phase is to understand and discover the possibilities of applying AI, data science and data engineering in your problem domain. We assess each use case based on business gain versus feasibility, risk and required investments.

[READ MORE](#)

Case Studies

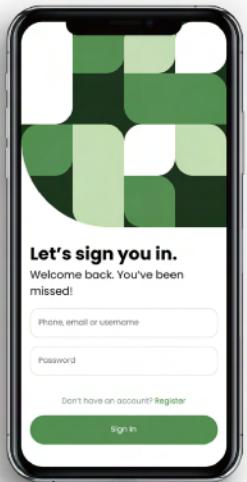


Development setup for a data-driven startup

Gas prices have been rising steeply since the start of 2022. Still a lot of buildings share a gas meter among several apartments, resulting many people having no insight into their gas usage. These people only have a set of meter readers installed at home that give no proper indication.

[READ MORE](#)

Case Studies



Development setup for a data-driven startup

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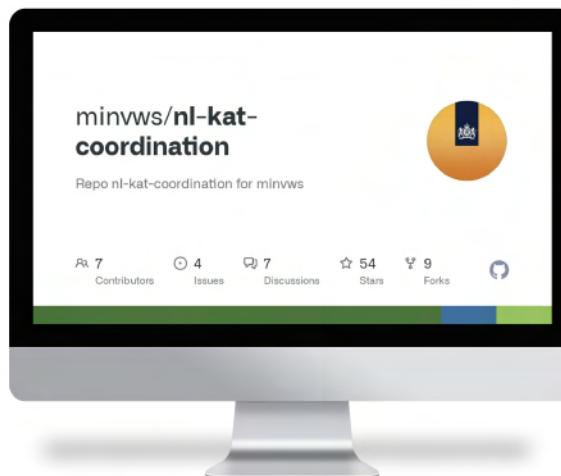
[READ MORE](#)



Software development at the Ministry of Health

During Covid, the Ministry of Health faced a number of unprecedented challenges. They became responsible for monitoring a lot of new internal systems, while connecting to several different external parties. The high demand for robust penetration tests resulted in building an application that continuously scans and monitors these systems.

[READ MORE](#)



Clients



Fintech Startup
Uri Cohen

“

For our fintech startup, we asked BiteStreams to help us build a back-end API. It was a pleasure working with them. They delivered a scalable dockerized solution in AWS, and met any required deadlines from our side. Additionally, our customers gave us substantial positive feedback on the performance of the software.

”



Contact us

Name

Email

Phone (optional)

Message

Contact us



Name

Email

Phone (optional)

Message

SUBMIT

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 Info@bitestreams.com

 Science Park 608
1098 XH Amsterdam



[Home](#)

[Company](#)

[Case studies](#)

[Blog](#)

[Contact us](#)

9:41

BiteStreams

Let Data Decide

BiteStreams is a software agency that builds end-to-end software deliverables. We specialize in data analysis, artificial intelligence and big data, providing solutions to real-world problems.

LEARN MORE

CONTACT US

PostgreSQL

amazon web services

Google Cloud

docker

kubernetes

python

PyTorch

kafka

kubernetes python PyTorch kafka

Tailor-made software

- Solutions tailored to your needs
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Software Development



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READ MORE

9:41

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[READ MORE](#)

AI Concept Study



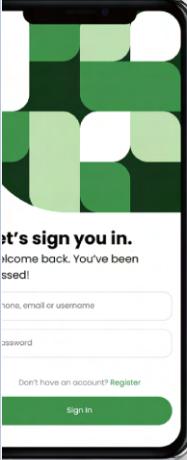
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[READ MORE](#)

Case Studies

homii

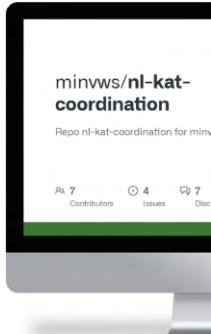
Development setup for a data-driven startup



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[READ MORE](#)

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◀ ⋯ ▶

Contact us



Contact us

Name

Email

Phone (optional)

Message

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UX/UI Design

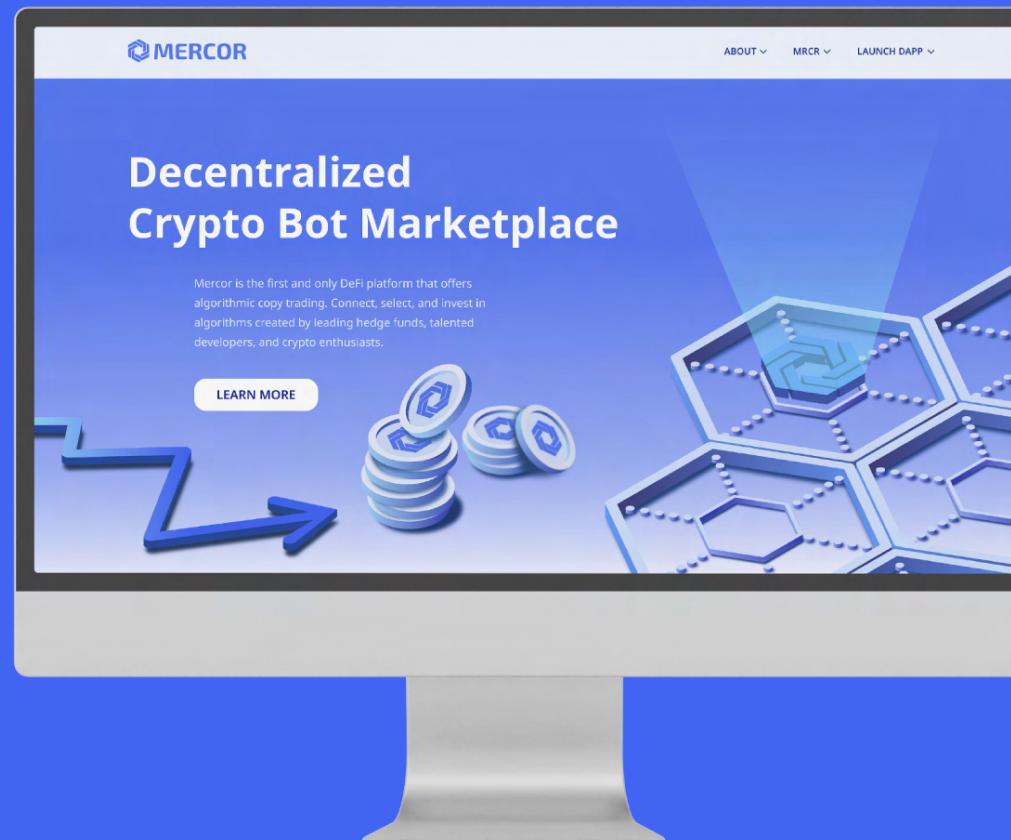
UX/UI design
2022.01 - 2022.03



Illustrator Photoshop Figma Slack

Tasked with designing the website for Mercor, a cryptocurrency company and DeFi platform that offers algorithmic copy trading. My responsibilities included creating visually impactful 3D graphics and reorganizing the content structure on the main page to enhance the user experience

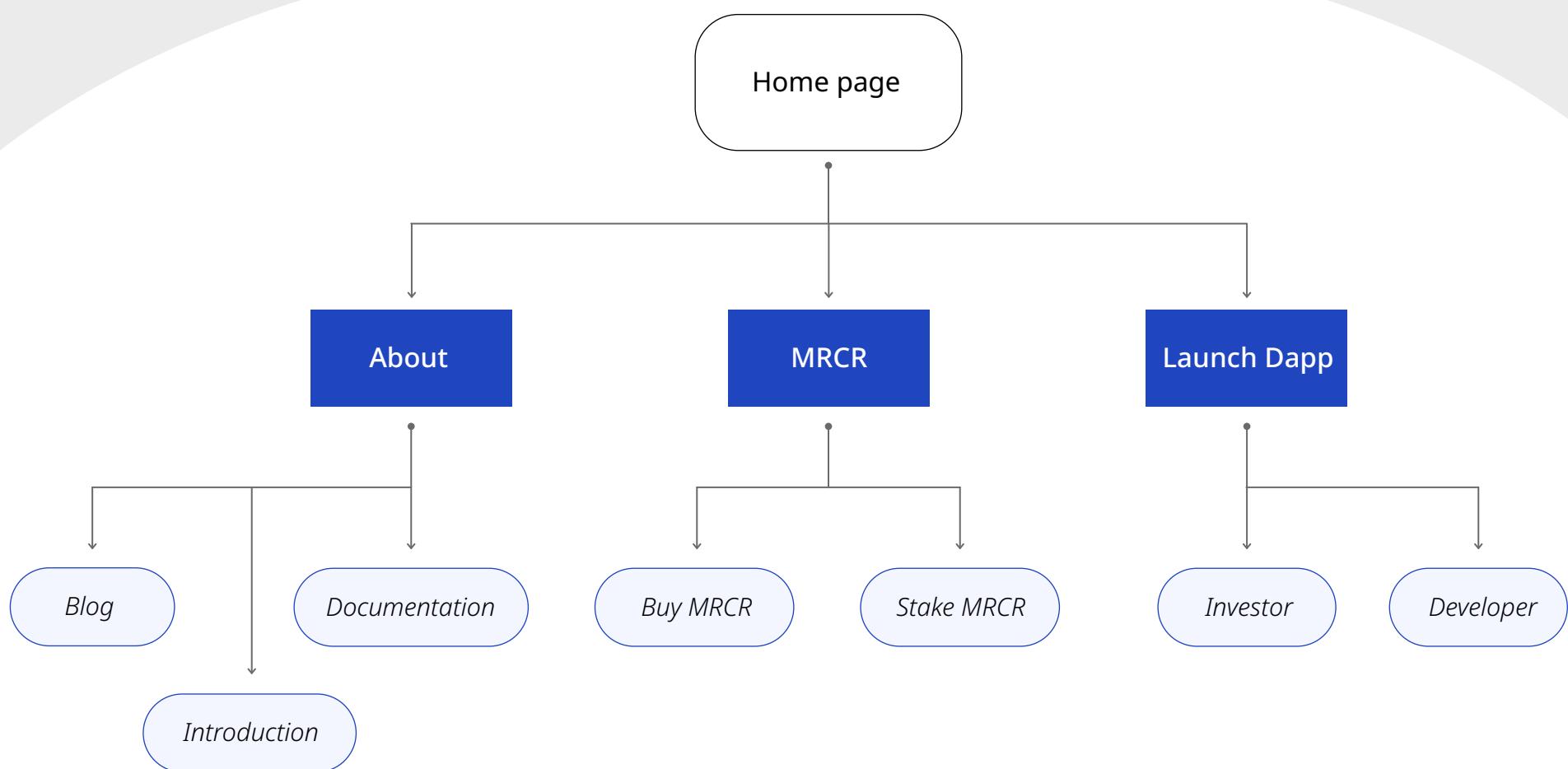
The main color is blue, which is also the main color of the logo.



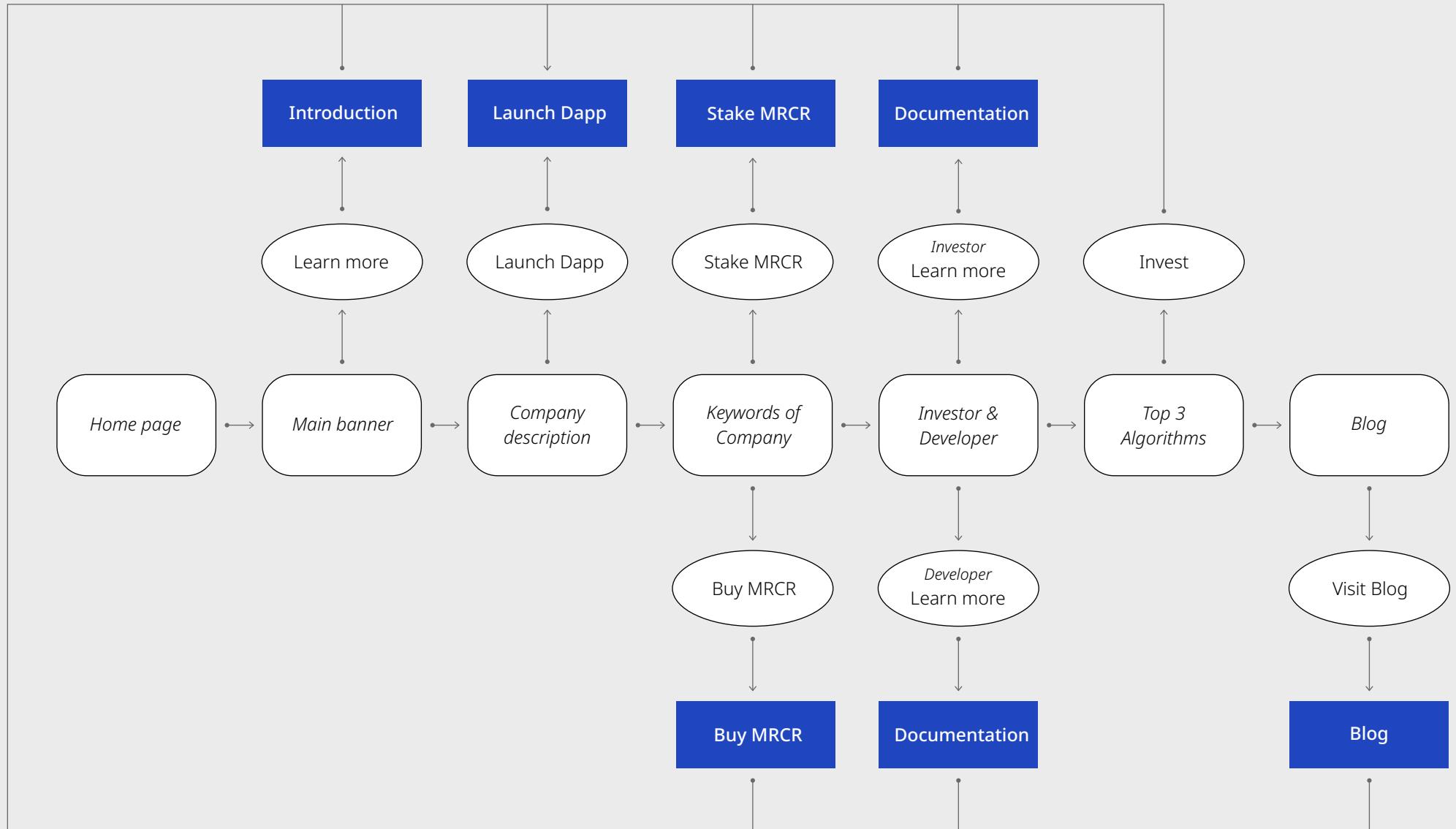
Sitemap

3 main menus : *About, MRCR, Launch Dapp*

7 sub menus : *Blog, Introduction, Documentation, Buy MRCR, Stake MRCR, Investor, Developer*



UX Flow



Wireframe

- 1 Header : Mercor logo & menu
- 2 Graphic & Simple description
- 3 Simple description about company
- 4 Advantage & safety keywords
- 5 Investor & Developer descriptions
- 6 Top 3 Algorithms
- 7 Blog
- 8 Partners & developers logo
- 9 Footer : Support & Community



Website

The image shows a screenshot of the Mercor website, which is a decentralized crypto bot marketplace. The header features the Mercor logo (a stylized 'M' icon) and the word 'MERCOR' in blue. The top navigation bar includes links for 'ABOUT' (with a dropdown arrow), 'MRCR' (with a dropdown arrow), and 'LAUNCH DAPP' (with a dropdown arrow). The main visual is a large blue hexagonal background graphic with a grid pattern. Overlaid on this are several blue hexagonal shapes of varying sizes, some containing smaller hexagons. In the bottom left foreground, there is a large blue 3D-style arrow pointing upwards and to the right. To the right of the arrow, there is a stack of blue coins with the Mercor logo on them. A white button labeled 'LEARN MORE' is positioned near the bottom left of the page.

MERCOR

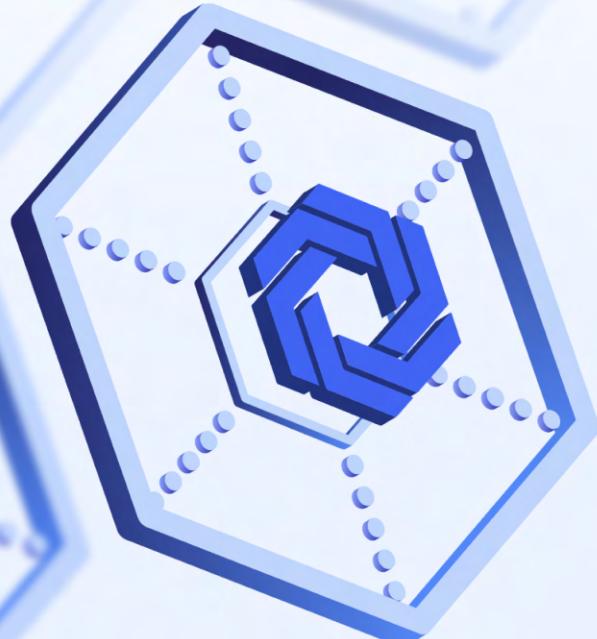
ABOUT ▾ MRCR ▾ LAUNCH DAPP ▾

Decentralized Crypto Bot Marketplace

Mercor is the first and only DeFi platform that offers algorithmic copy trading. Connect, select, and invest in algorithms created by leading hedge funds, talented developers, and crypto enthusiasts.

LEARN MORE

Decentralization & Democratization



Mercor disrupts financial markets by building a bridge between algorithmic trading and every-day investors worldwide.

Markets in which licenses and data are inherent to a competitive edge, large institutional investors are dominant. This dominance is caused by the lack of cooperation between private traders and developers. Here at Mercor, we aim to radically change this dominance, by creating an infrastructure that facilitates this cooperation, aiming to democratize the algorithmic trading market.

LAUNCH DAPP

We've Got You Covered



We've Got You Covered



Mercor Investor

Outperform the market.
Start investing like a pro.
Invest in state-of-the-art
algorithms.



Social Platform

Create your own profile,
connect with fellow traders
and developers!



Mercor Developer

Build and deploy your algorithm.
Make your bot accessible and
earn a commission!



Mercor Academy

Learn about algorithmic trading.
Or follow a course to create your
own trading bot!

[Buy MRCR](#)[Stake MRCR](#)

Investor & Developer

Mercor Investor

Mercor investors can orientate, compare, select and invest in a previously inaccessible market, the algorithmic trading market. Traders can easily access and analyze different trading algorithms after which they can invest in them through a single transaction.

[Learn more](#)

[Buy MRCR](#)[Stake MRCR](#)

Investor & Developer

Mercor Investor

Mercor investors can orientate, compare, select and invest in a previously inaccessible market, the algorithmic trading market. Traders can easily access and analyze different trading algorithms after which they can invest in them through a single transaction.

[Learn more](#)

Mercor Developer

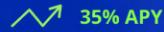
Mercor developers can access to the Mercor environment on which the creation and hosting of algorithms are made possible. The focus of the platform will be on simple as well as complex algorithms, eventually also highly promoting the use of AI-based algorithms. The development of these algorithms will be supported by data, educational tools, and tutorials (Mercor Academy), as well as pre-made functions.

[Learn more](#)

Top 3 Performing Algorithms

MoonQuant.Capital

MoonQuant Mid-Timeframe Momentum BNB-BUSD



35% APY

Invest ►

OnePunch ALGO

One Punch Algo (OPAM) for RACABUSDT



17% APY

Invest ►

Bot Capital

Bot Capital BTC Scalper



14% APY

Invest ►



New Mercor Staking Pool

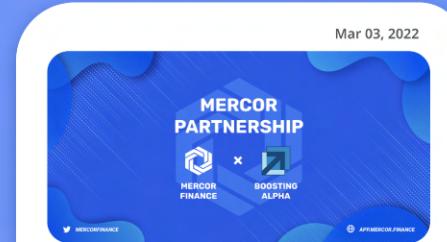
Up to

7.1% APY

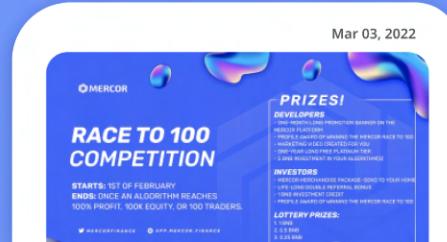
Latest Mercor Updates



Mar 03, 2022



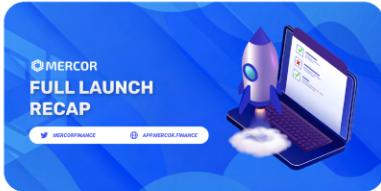
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Latest Mercor Updates

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MERCOR FULL LAUNCH RECAP

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Full Launch Recap

The full Mercor Finance platform release at the beginning of 2022 has been a great start of the year for the Mercor team and community. Mercorians (Mercor users) have been using the full version of the Mercor platform for two months now, and so far, it has been a blast!

[READ MORE](#)

Mar 03, 2022



MERCOR PARTNERSHIP

[MERCOR FINANCE](#) x [BOOSTING ALPHA](#)

[MERCOR FINANCE](#) [APPMERCOR.FINANCE](#)

Mercor Finance Partners Up With Boosting Alpha

Mercor Finance kicked off 2022 with a blast. Mercor unveiled numerous additional features to its platform, under which multi-token trading algorithms, a unique staking system and a completely updated UI. And it didn't stop there. With the full platform launch, premium trading algorithms became available - arguably one of the most exciting add-ons.

[READ MORE](#)

Mar 03, 2022



RACE TO 100 COMPETITION

[MERCOR FINANCE](#) [APPMERCOR.FINANCE](#)

'The Race To 100' A New Mercor Competition

The competition starts on the 1st of February on the Mercor platform!

STARTS: 1ST OF FEBRUARY
ENDS: ONCE AN ALGORITHM REACHES 100% PROFIT, 100K EQUITY, OR 100 TRADERS.
1 LINE INVESTMENT IN TOTAL ALGO BUDGET
1 LINE ALGO BUDGET
1 LINE ALGO BUDGET
1 LINE ALGO BUDGET

PRIZES:
DEVELOPERS
1 LINE ALGO BUDGET
1 LINE ALGO BUDGET
1 LINE ALGO BUDGET
INVESTORS
1 LINE ALGO BUDGET
1 LINE ALGO BUDGET
1 LINE ALGO BUDGET
LOTTERY PRIZES:
1 LINE ALGO BUDGET
1 LINE ALGO BUDGET
1 LINE ALGO BUDGET

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THANK YOU

Suyeon Han
s.yeon.hann@gmail.com

User Research

I conducted a survey of 16 participants. (10 participants live in the Netherlands / 6 participants visited the Dutch museum as a tourist)

What motivates you to go to museums?

(Multiple choices available, with the maximum choice of two)

