Norah Zagorski
GRDS 387 | Project 2 pt. 1

mu.edu

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1 Overview
2 Flow
3 Storyboard
4 Goal & Testing
5 Survey
6 Conclusions & Next steps

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Overview

- Story
- Statement of Purpose
- Pain & Brag Points
- Target & Devices

Personal Experience:

For the past four years I have been working at the High Museum as an Assistant to the education department. This department is one of the best things the High has to offer because few museums have entire teams dedicated to developing public programs that advocate arts education.

Arts education is so important to sustaining the cultural integrity and diversity of a community. Many public schools have little to no support for arts education, rarely recognizing the significance of using creativity as an outlet for expression. Creativity is also present in nearly every element around us. I think it is often taken for granted how much influence creativity can have on an environment, especially within museums that often appear stuffy or boring for kids. And though the High does a good job of promoting public programs, the engagement inside the galleries is not as prioritized.

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Story:

Janet wants to bring her son to the museum for Second Sunday where the high offers free admission. Her son is 5 years old and has sensory learning challenges. Janet would like to find some galleries her son may be attracted to, but the museum is so big she doesn't know where to start. She could wander around but only has a few hours before her son will get fussy or hungry. Further, sometimes her son gets overwhelmed by a lot of noise and may become loud himself so she is concerned about his interaction in the galleries and wishes she could find the galleries that are less crowded.

When they first get to the museum she picks up her and her son's ticket and a printed map of the museum campus which she finds difficult to navigate. There are 3 wings, 9 different collections, a education center with workshops, and 2 learning galleries. This is a lot to take in and she only has 3 hours to spend here. After wondering around the galleries with her kids for a few minutes she finally comes to the right place. She doesn't know how to describe the art to her child though. He doesn't seem very interested or engaged. He asks what it means but the description within the label is very vague. Apparently there are multiple pieces in the museum by this artist but Janet doesn't know where to find them. Her son is losing patience and she needs to find a quiet space to let him settle down, so she works her way back to the main lobby hoping she can find a not too crowded place to regroup. Lastly she would like to participate in the smARTbox program (free monthly art supplies for her son) but the registration line is too long. If there had been a way for her to register online and pick it up, she would have participated in the program.

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Statement of Purpose:

mu,edu aims to accomplish the following:

- Community Interest (especially among younger audiences)
- Engagement (keeping their attention)
- Recognizing importance (arts education)

mu.edu has been built around the flexibility and customization that lacks many already established museum guides. Using this platform as a means of education, especially within a target usually neglected in museums, creates an immersive experience which educates and entertains. As most people come to explore the museum with family or friends, suggested tours can be made that correspond to levels of interaction, popularity, crowds, and stimulus. Based on the selected user, a person can go through the museum at their own pace and actively engage themselves or their friends and family with the art of their choosing. This gives the opportunity to curate a personalized or suggested tour based on user input and preferences as well as aggregated data from museum archives, traffic, and attractions. Navigation is much easier though location services and geo-tracking, making it feasible to find your way through the museum wings or to a specific destination without having to read a printed map. Program information is readily available and convenient to participate in since the app is built to automatically save user information without having to sign up for membership. Additional information has easy access through an events and activities feed. These features help to personalize a users museum experience though increased interest, engagement, and education.

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Pain Points:

- Not much interest in current events or exhibits because public doesn't know whats being offered or could be interesting to them.
- Difficulty navigating the museum, often feels overwhelming.
- Users usually just wander though and don't have an engaging or in-depth experience, coming away not retaining much information or interest.

Brag Points:

- Events and activities are readily available and prioritized, bringing awareness to offers and programs currently running.
- Location services create a much more direct and clear route throughout the museum, making it easier to explore different wings or find specific works.
- If user is looking for an engaging experience, suggested tours are made available based on user presets and customized preferences.
- Recognizing the importance of museums comes with greater education on the provided content.

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Target:

mu.edu targets any individual who is interested in museum education and engagement. This could be a wide array from adults, students, parents, to preteens or children. The interface has paths that could take you on any of these users' journeys.

Devices:

mu.edu is built and designed for iOS devices

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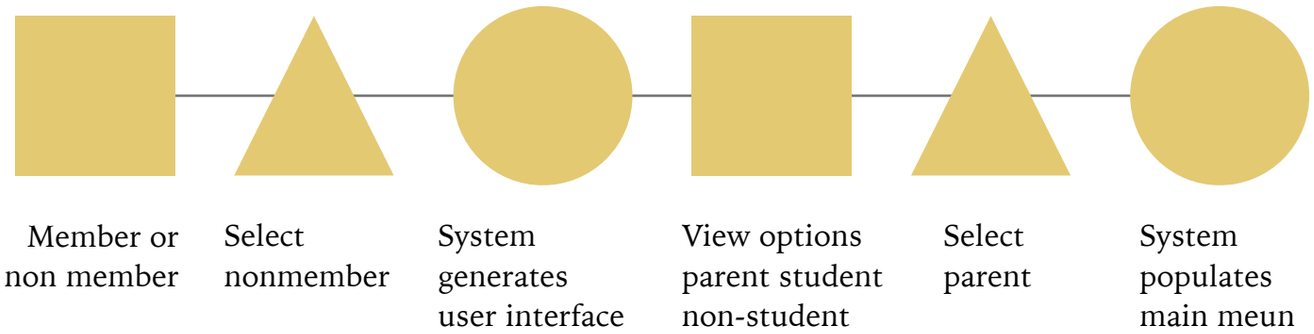

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1 Overview
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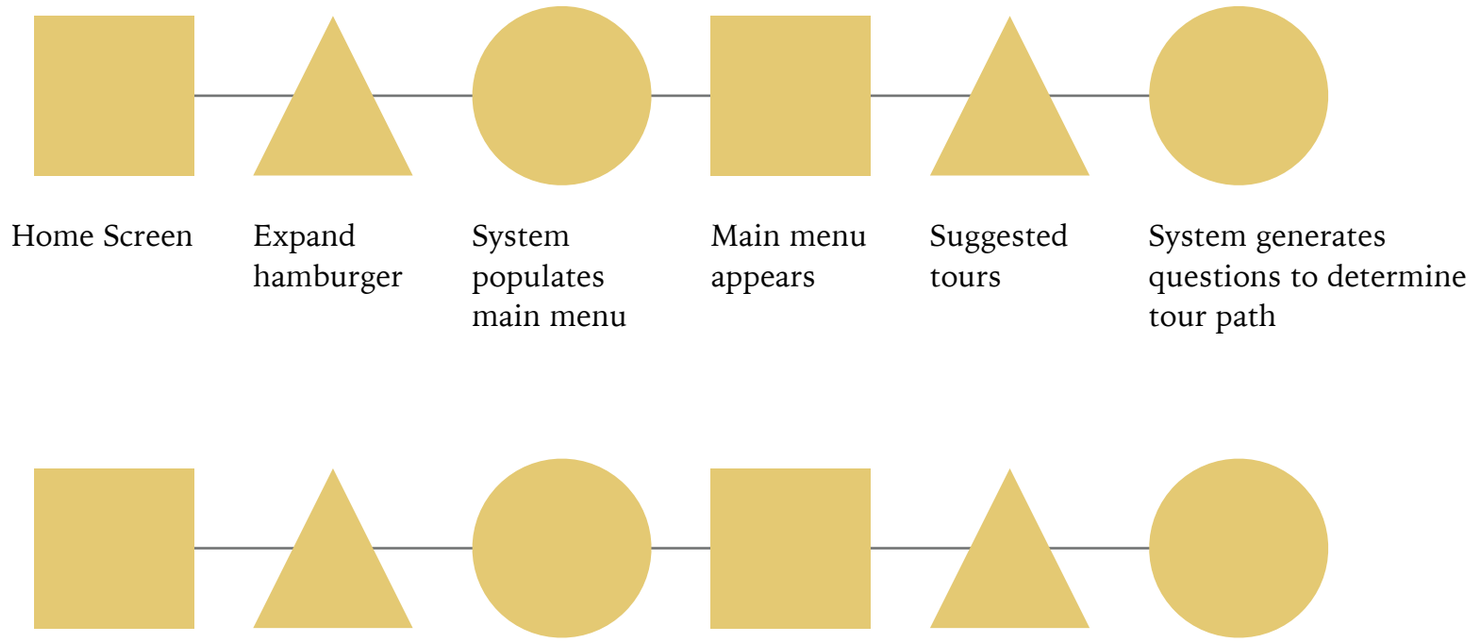

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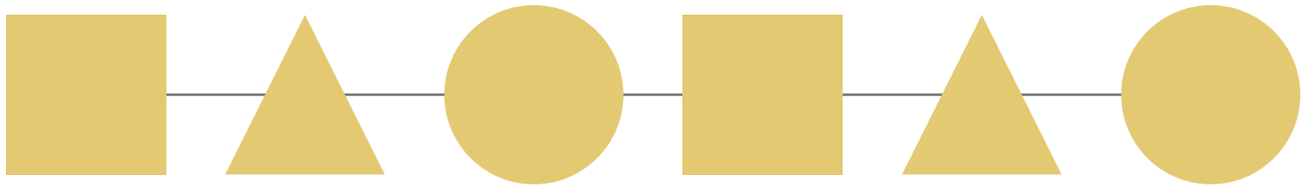


Displays suggested itinerary: route tour or reorder

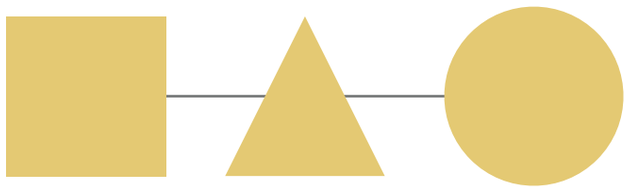
Route tour

System connects location to app

Navigation screen displays different stops

Start tour with plane icon.

System connects location to geofences on artworks as you get closer to tour stops



Notification: you are at the first artwork on the tour. Stop here or skip?

Stop here

System connects location on artworks and readies information from archives.

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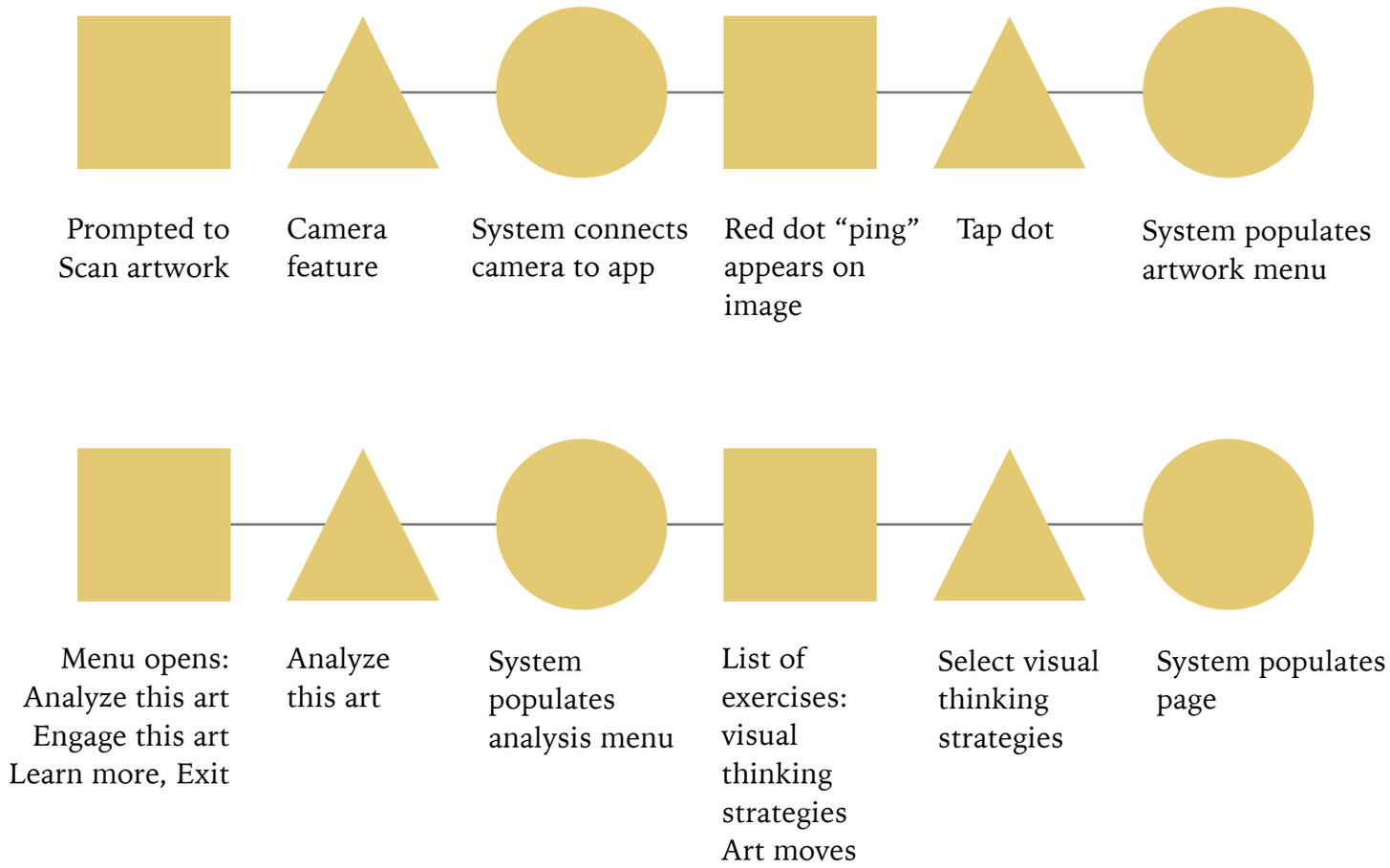

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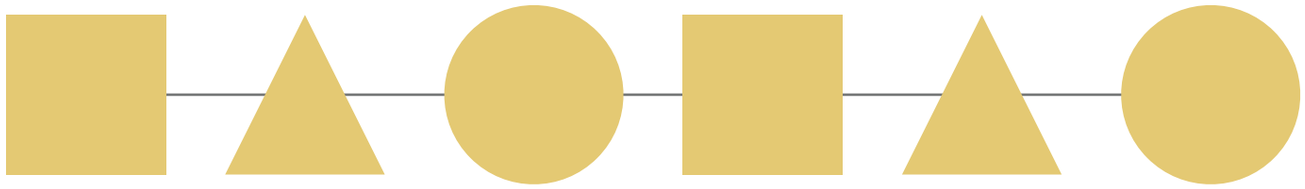


Prompted to Scan artwork

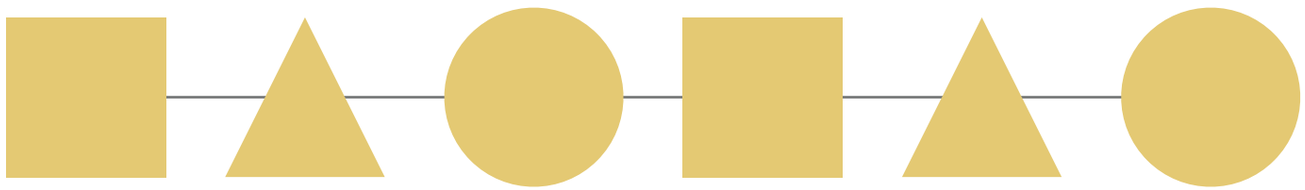
Camera feature

System connects camera to app

Red dot “ping” appears on image

Tap dot

System populates artwork menu



List of questions and talking points about elements in piece

Tap dot to return to artwork menu

System populates artwork menu

Menu appears: Analyze this art Engage this art Learn more

Engage this art

System connects camera to app

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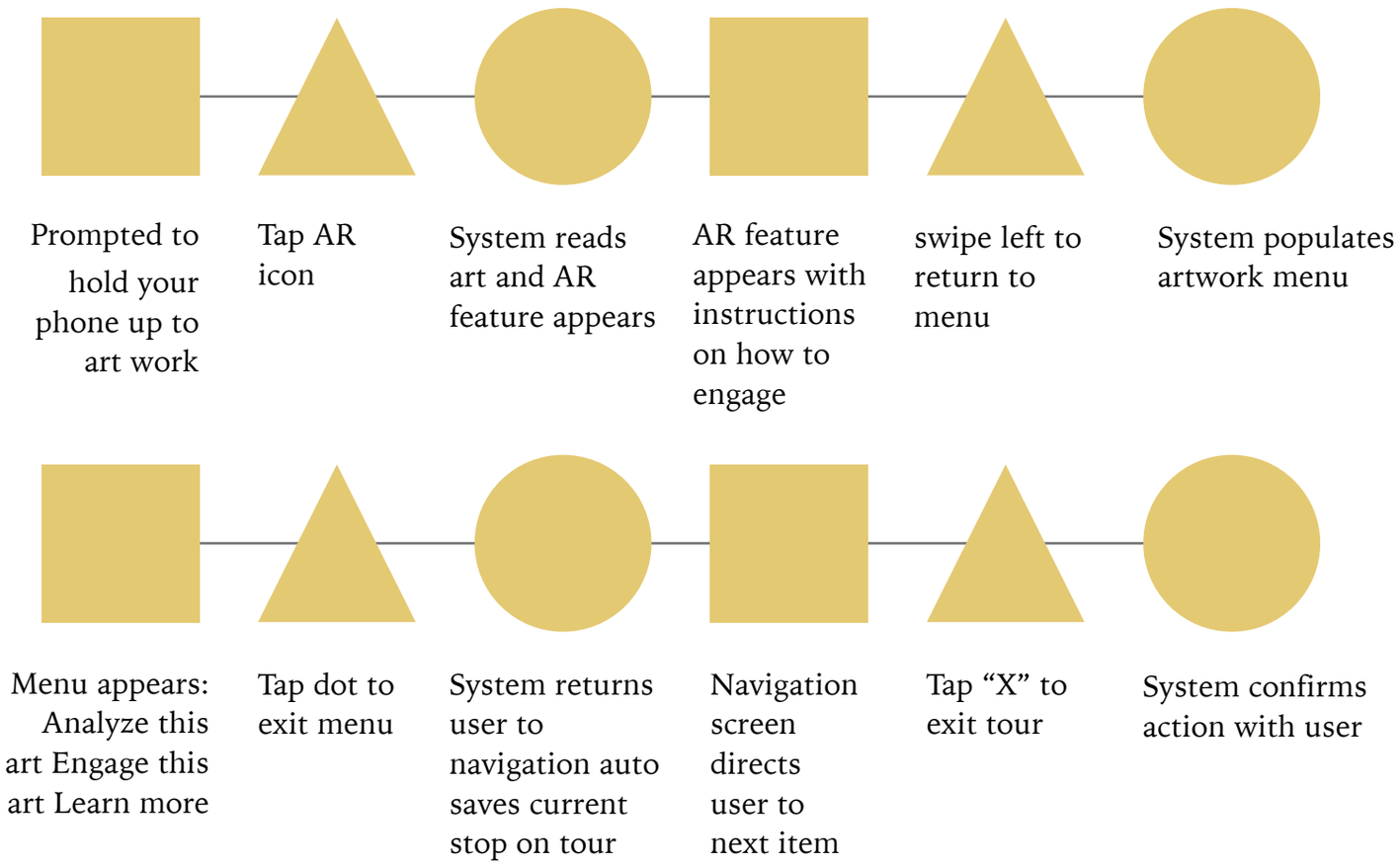

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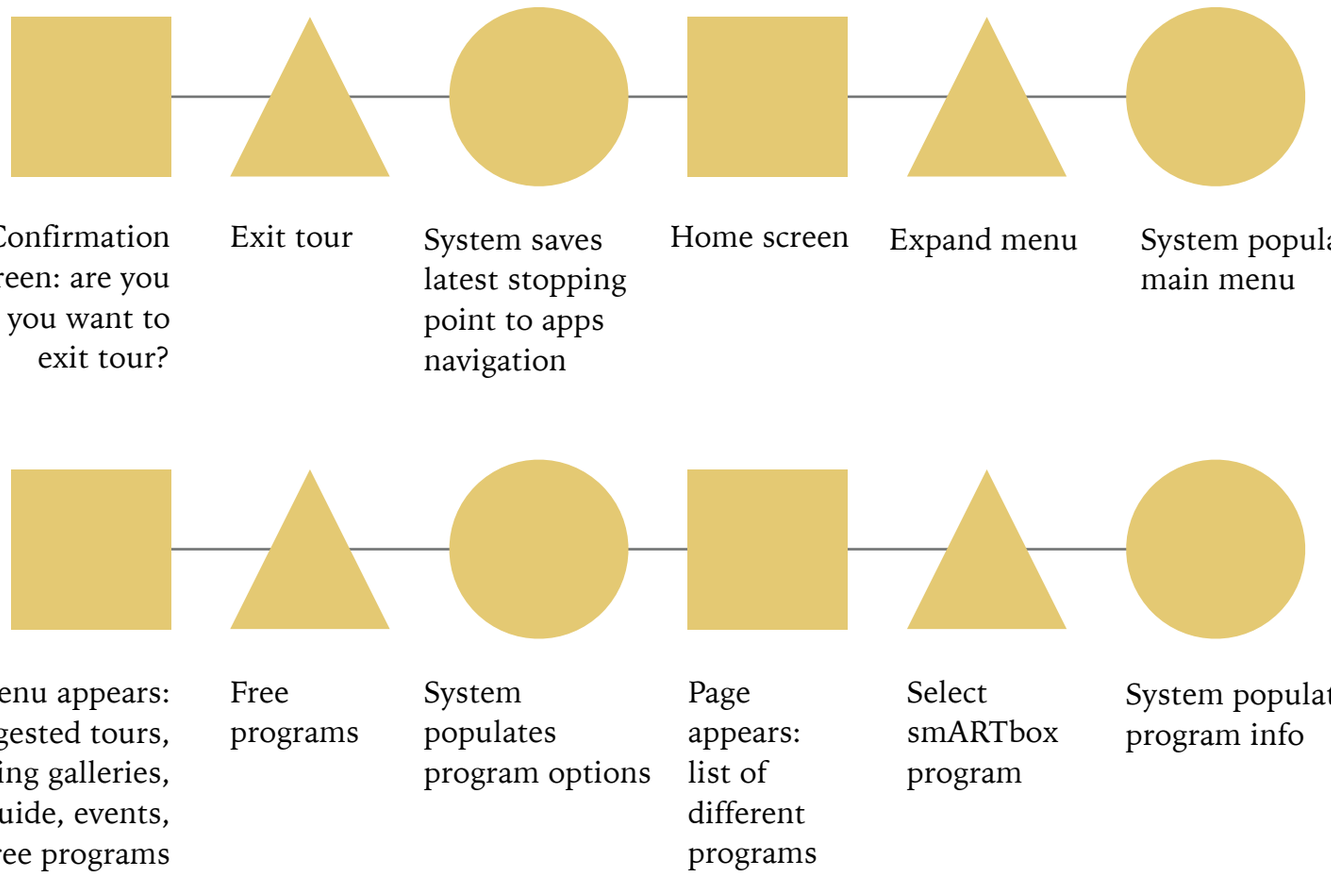

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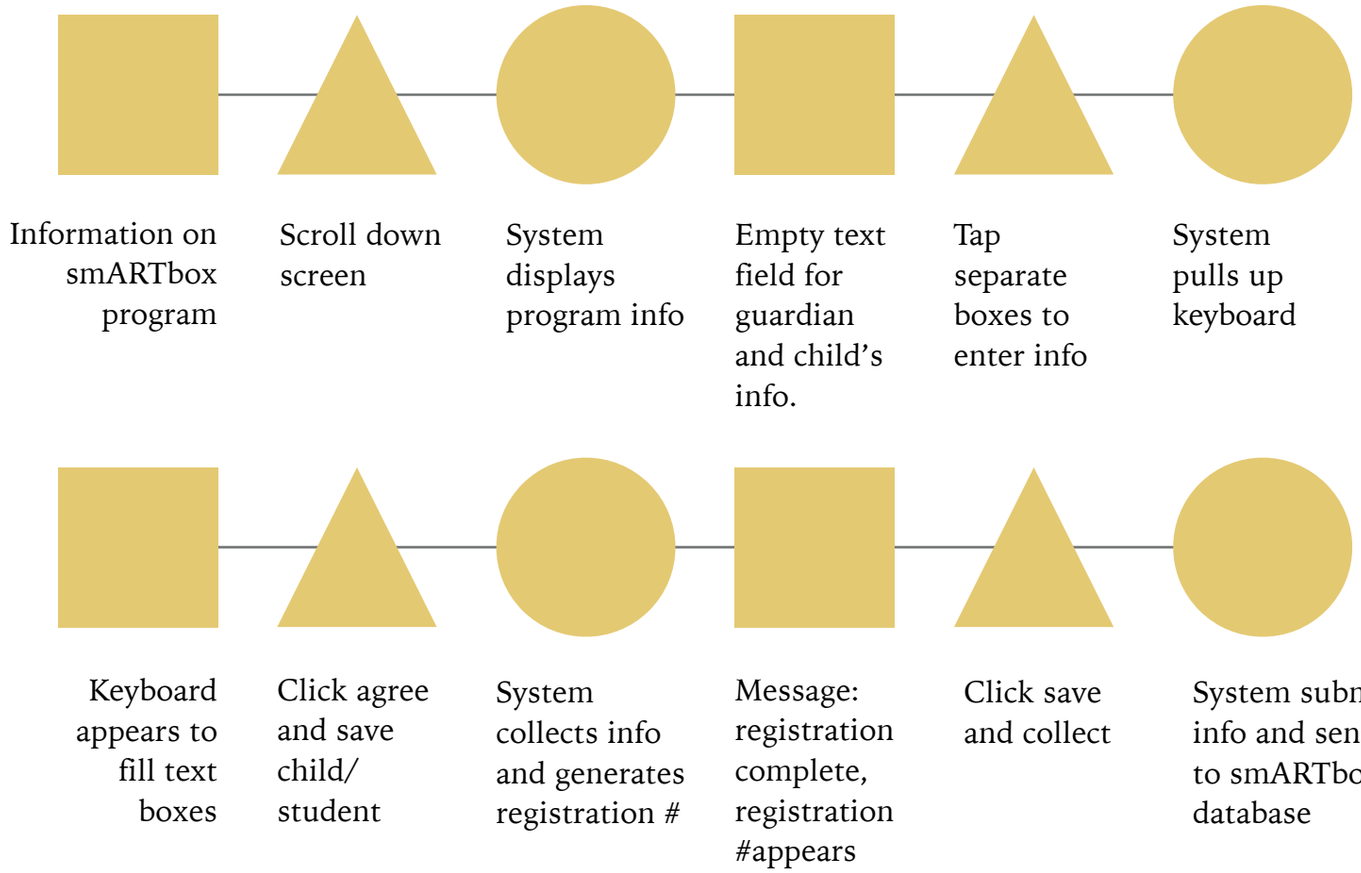

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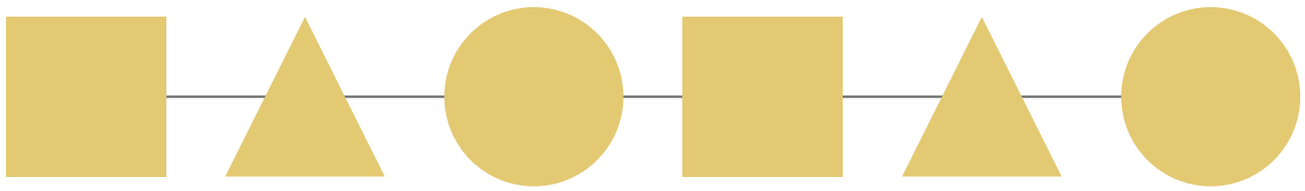

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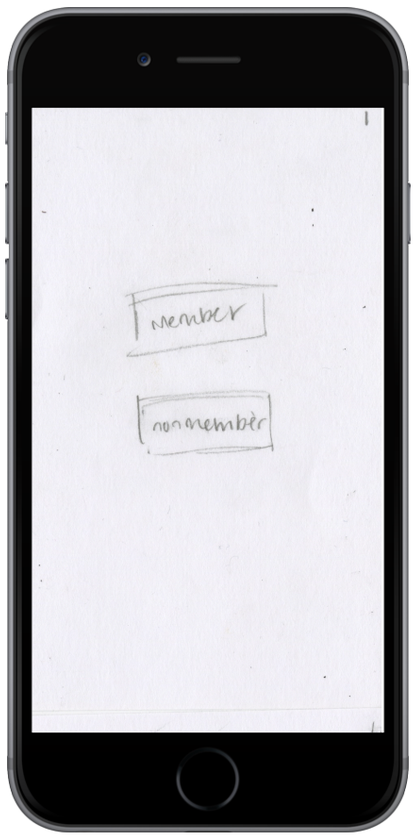
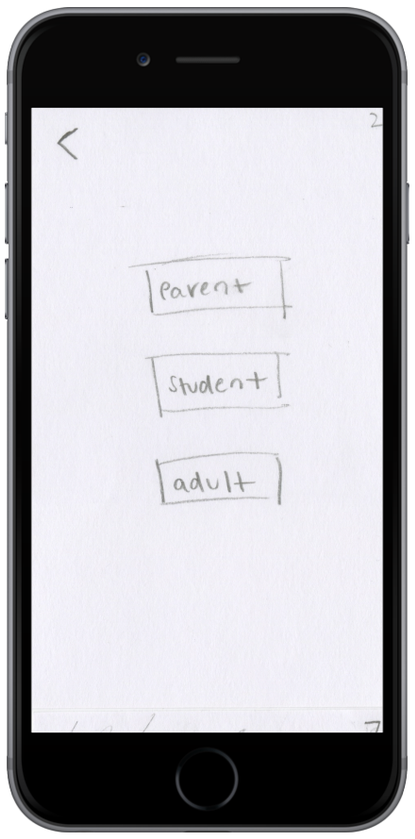
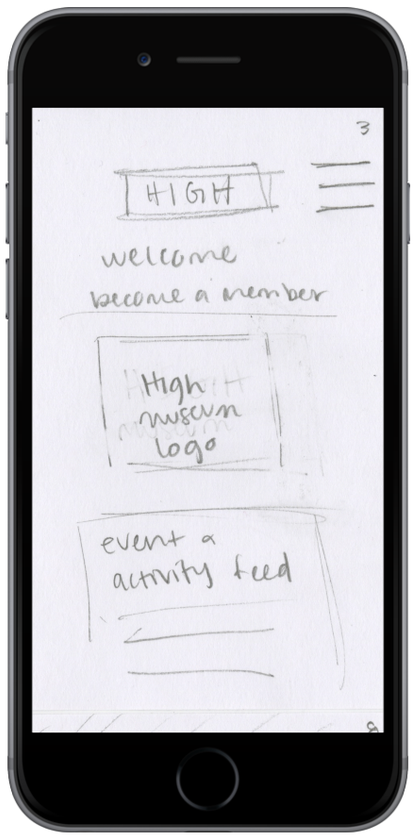


Member or nonmember option will determine interface path



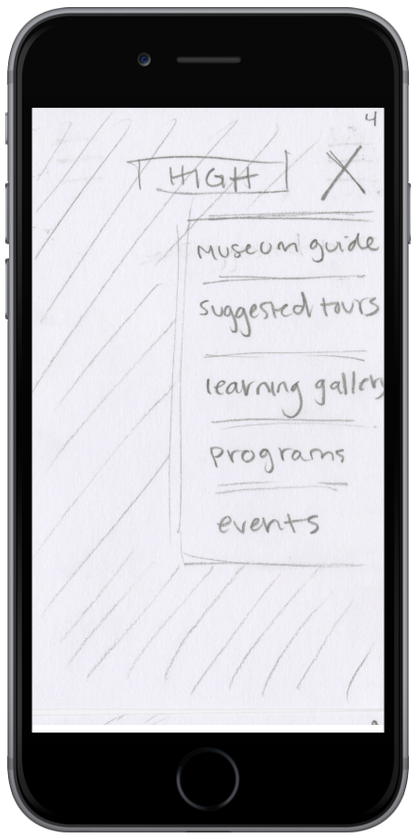
Select parent path for projected story



Main events and activity feed, tells you which museum you are in.

User 2: Make it a scroll (don't put it in a box). Menu is good placement

User 3: Clicks menu, if its transparent (two logos), hits menu first, then scroll then go back to menu.



Hamburger menu lays out central navigation

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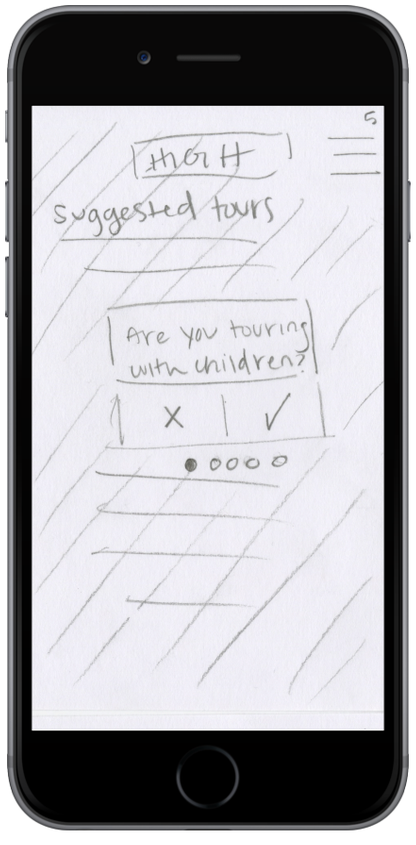
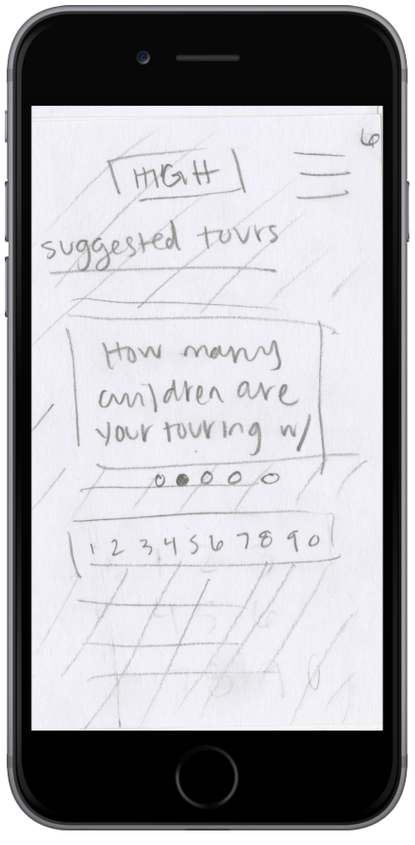


Select check mark. Determines path of suggested tour.

User 3: pagination reads mostly for images. Thought selecting an answer would bring you to a new page (why are you answering that question?) if you're not going to let me scroll because of an answer in the first slide, does it matter?



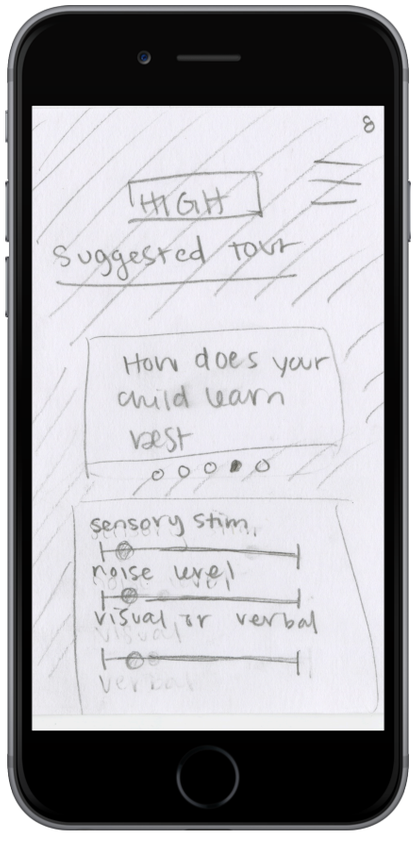
Setting up path for suggested tour, number in party and party members will determine what tour stops are appropriate appropriate.

All users: Click wheel for numbers, or +/-

Setting up path for suggested tour, age will determine what tour stops are appropriate.

All users: Click wheel for numbers, or +/-

User 3: For age, scroll wheel is best. (then what is the age range?) should have a top do you have a child under certain age, set caps



Select parent path for projected story. Moment to individualize how your child learns best.

User 1: opportunity to establish icon system

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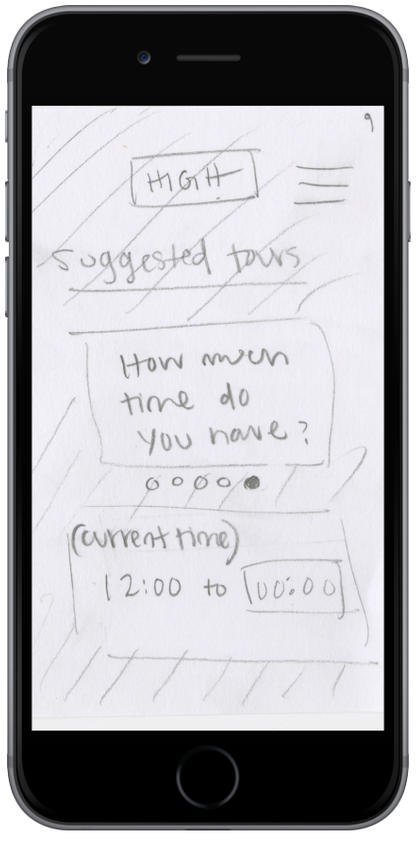
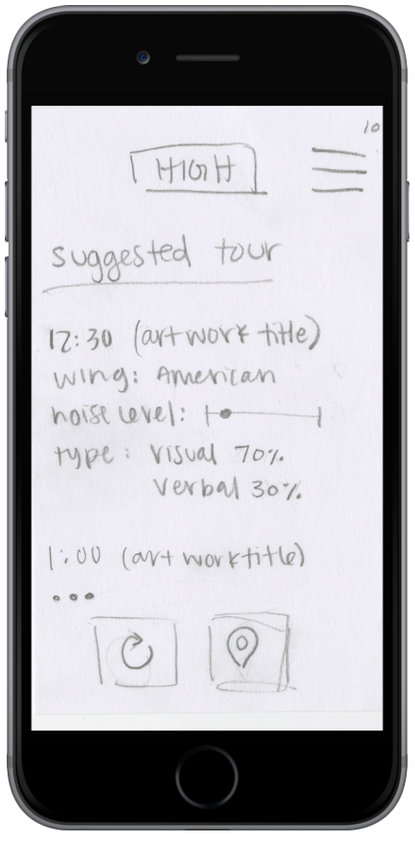


Time is a factor taken into consideration about which gallery traffic.

User 2: How long to you have for a visit? Give hour increments (hours, minutes, the day)

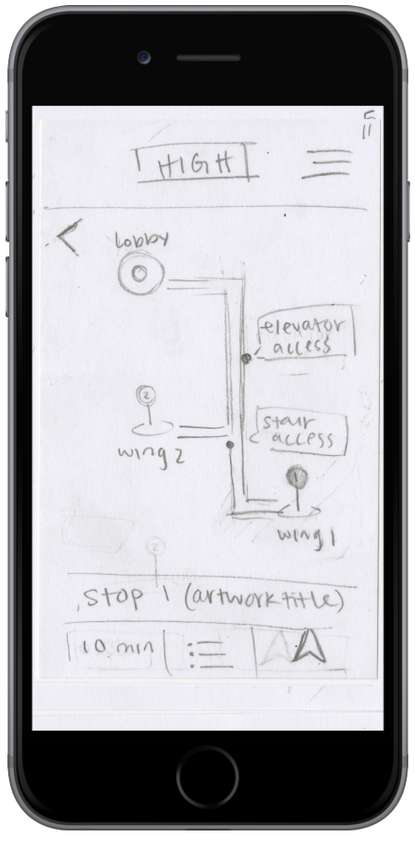
User 3: Should be made in hour increments. “when would be a good time to start the tour” keep it more specific



Suggested tour. Option to edit. Click route icon.

User 1: Refresh icon doesn’t read at an edit icon, use pencil image

User 3: Press locator and it tells you where the museum is, not where the wing is. Refresh button to refresh site (not rearrange)

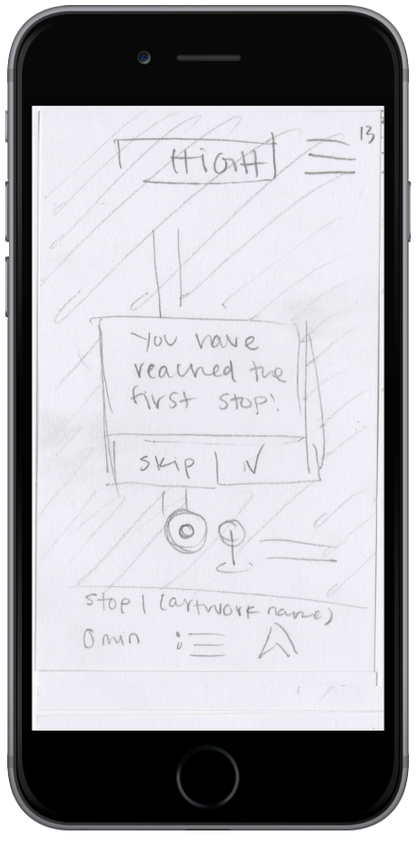


Current location and stops on tour. Color usage indicates destination.

User 1: Refresh icon doesn’t read at an edit icon, use pencil image

User 2: Colors would be helpful. You are here needed- for stops on tour, put list icon inside main screen. Toggle to written and visual direction (need a different icon for this, list reads as itinerary not directions, could use 2 icons for both- put directions icon in map portion, itinerary icon in tray)

User 3: Press locator and it tells you where the museum is, not where the wing is. Refresh read as button to refresh site (not rearrange tour)



Confirmation to stop at first destination on tour.

User 3: Check mark will show you information on first stop. Remove tray when arrived at stop, leave itinerary icon for easy view of suggested tour.

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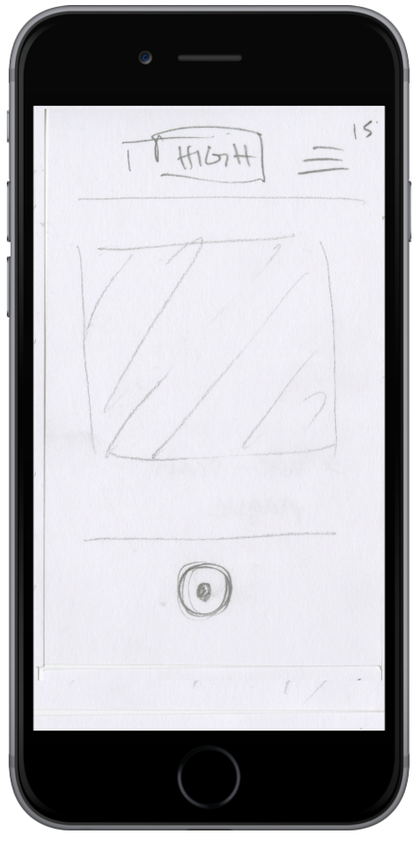
Photograph of image appears, prompted to scan art to learn more.

User 2: Scan works, create layout for read option (don't have access to camera or its too crowed)

User 3: Have the prompt to scan on the art as well (that way you can download the app from any where and pick up the info) put the camera on the image, no box necessary. Prompt on actual art/plaque



Scan art using camera.

All users: Scan a QR code or plaque, not necessarily just art incase its crowded.

Ping appears on art. Touch dot to view interaction menu.

User 1: Is the dot a trigger point or highlight?

Select Analyze art, exercises appear for parent to walk through art with child.

User 3: thought video box was a voice note- good point to audio options (captions) (loose art too much info, and leave menu dot as static on screen) VTS too big of words for a child, especially if screen is being shared between parent and child. Maybe station dot in one spot that travels with you as you scroll the page.

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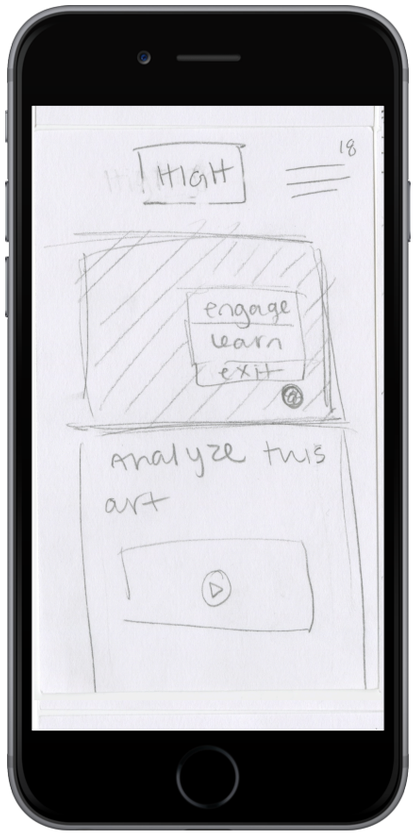
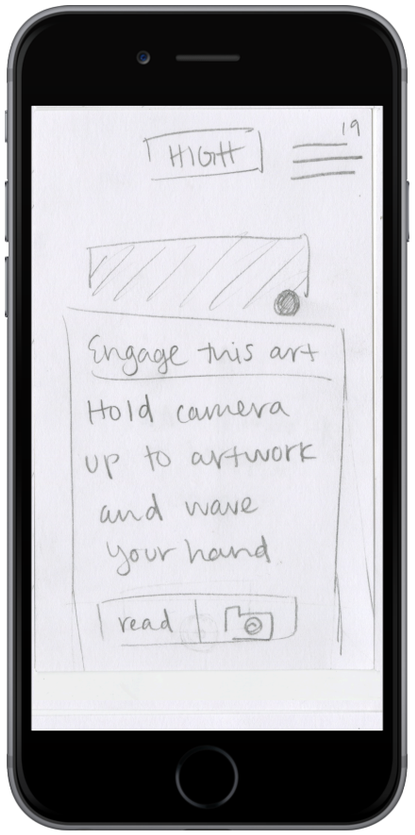


Select dot to reopen interaction menu. Only non-opened menu items appear. Select engage.

User 2: A little jarring to see the reshuffled menu.

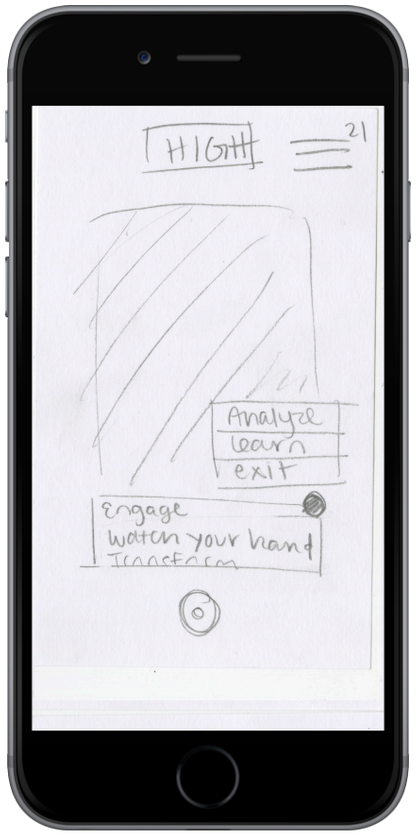


AR feature. Select camera to view.

All users: not everyone knows what AR is. Communicate this action more clearly.

User 2: include illustration of how the action should be performed.

AR activation. View through camera feature.



press dot to reopen menu and exit the interactive portion.

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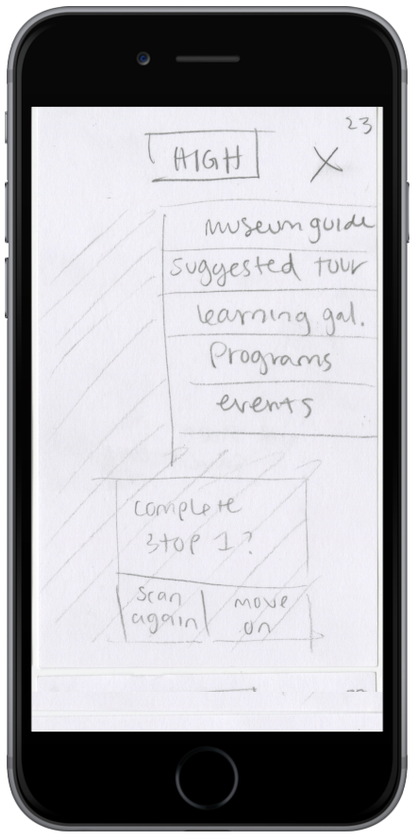
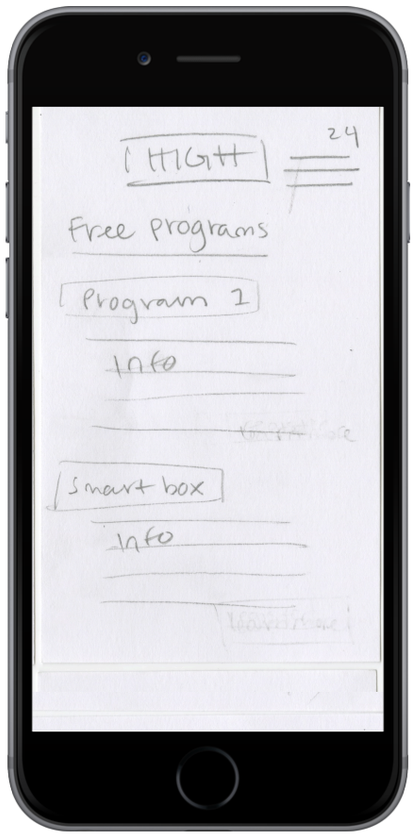
Back to default view of tour stop, prior to interaction, modal box asking to confirm completion of stop one. Click hamburger menu.

User 1: Confusion over move on, auto save. If you want to exit the tour, would press High icon and go to main page.



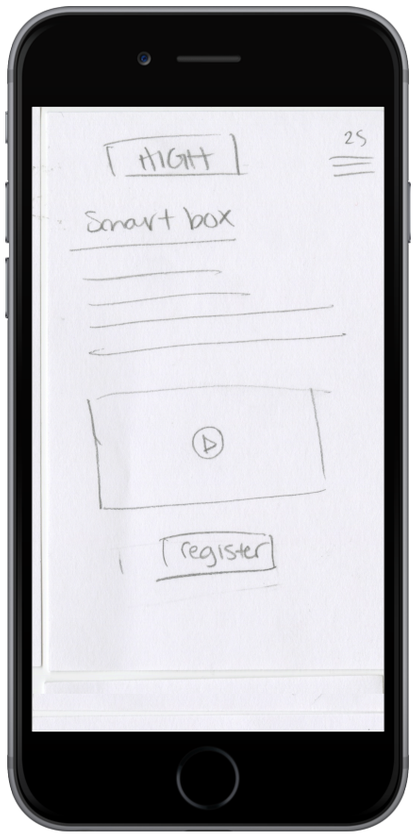
Menu pulls up main app navigation. Select programs.

User 1: Modal not necessary, auto save the users tour stop is intuitive.



List of free programs available. Scroll to read. Select title to learn more.

User 3: Would not intuitively select title as link to learn more. Would scroll through content to find a “learn more” link.



Select register.

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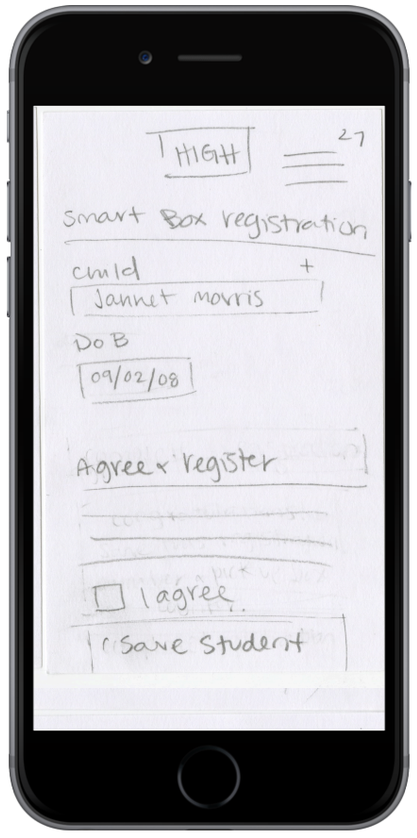
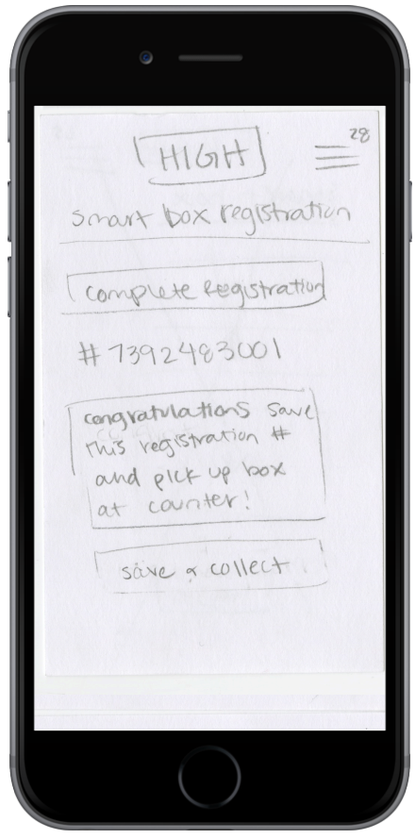
Text field comes into view. Keyboard opens when user selects box.

User 3: What's the question mark for next to address?



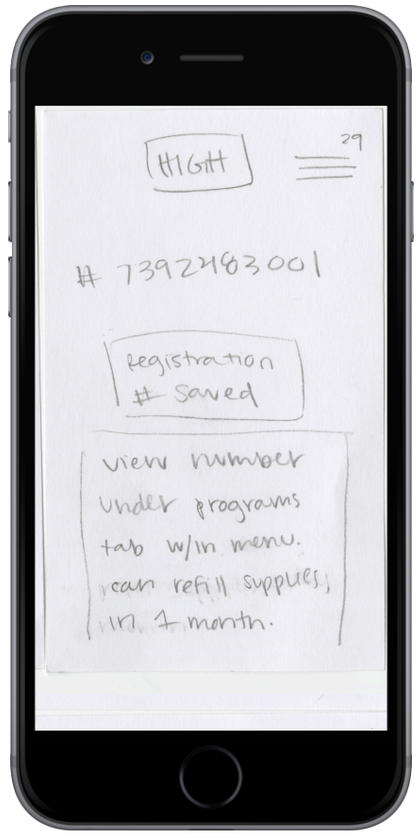
Scroll, check agree, click save student.

User 2: What if I'm registering my child and not a student? Who am I considering has these titles.



Registration complete, generates registration number. Click save and collect.

User 2: Verbiage on "complete registration" makes it sound like I haven't finished registering yet. Give user option to just complete registration at this step since they already entered half their information.



confirmation that registration number was saved, and location of where it was saved. Click to return to home screen.

User 1 & 3: Would naturally click hamburger button to find the home screen, not just the menu icon at the top of the page.

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3 Storyboard
    User
    Suggested Tours
    Programs

Main page with event and activity feed.

User 3: Double logo.

User 1: Reiterate the option to become a member, make this more prominent.

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Goal

Looking for ways to improve Community interest (especially among younger audiences), Engagement (keeping their attention), and education at the High Museum of Art. Pretend you are a parent to a young child or student that may have certain learning challenges. You would like to take them to the museum while admission is free. You are eager to provide them with art education but have concerns or questions on how to best engage your child. This test aims to help improve your museum experience.

Protocol

- How old are you?
- How often do you go to museums?
- What do you like about museums?
- What don't you like about museums?
- Do you ever want to learn more about the art?
- Would you want to use an interactive tour app or wander the museum?
- Would you use this app as an yourself (as an adult or student)?

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User 1

User 1 is 26 years old. He goes to museums often. What he likes about museums: its an open forum that you can learn and discover at your own pace, set your own priorities What he dislikes about museums: Segmentation, not knowing enough information about exhibits, events, wings, overwhelming, information over load. What would encourage a membership: something that answers above dislikes, priority access, extended opportunities to become more immersed. Only sometimes want to learn more about artists. Would use the app himself.

Feedback

Would use this app for new information.
Go through other specific sections, on periods or genre.
Clarify that it could be applicable to any museum, be more broad. More neutral.
Stay away from red. All museums for any level of engagement anywhere.
Call it Curate. because you’re making your own story or experience.
Opportunity to write your own story.
Stimulatory needs: Research sensory and color psychology.
who has the phone? Comfortable for all users young and old.

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User 2

User 2 is 21 years old. She goes to the museum only sometimes. What she likes about the museum: opportunity to learn and experience work from different cultures and point of view. What she dislikes: Sometimes they're too crowded; so many people are visiting at once, you can't fully experience the artwork/exhibits. She would invest in a membership if she enjoyed the work museum is displaying, feel welcomed, want to support Yes she would like to learn more about the artist. She would use this app because the app would customize experience.

Feedback

Work on language and unnecessary use of boxes.

Dont put things into containers, it becomes segmented and may appear as a button when its supposed to scroll.

I liked how many options you gave for customizing the experience and confirming actions. Especially in the sensory and noise level setting. I didn’t consider those as something that may effect learning.

Was confused about certain selection elements, maybe explore your use of shapes.

Definitely use color to help convey certain elements, specifically in navigation.

Consider user more when looking at screens like for the AR page.

Not everyone knows what AR is so more images could be helpful there for.

App pretty much conveys what the goal is.

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User 3

User 3 is 23 years old. She Sometimes goes to museum. what she likes about museums is as follows: something new or different to do, educating yourself. What she dislikes about museums is as follows: too crowded, prices. In general she does want to learn more about artists and stories of the museum. One thing that would bring her back or open a membership are perks for new exhibits. In her experience it has been cheaper to buy a membership in bulk where she can bring multiple people, discount on gift shops, events that are offered, entrance discounts. She would use an interactive app because that means you get extra content that isn't available, plus you would have a museum map and wouldn't have to take printed copy and save paper. If app is user friendly and well designed she would use it, always its good to have extra information.

Feedback

Give me a guest option.

Ask If you want to become a member right after you fill out the child's info.

Make it clear registering a child doesn't mean becoming member.

Way too formal for child's interface, make it more based on children's view point (maybe add parent and child toggle). Careful not to have a lot of content on each scree. Keep it simple (repetition of certain elements is redundant).

Narrow age gap, may not be old enough to understand. Maybe more graphic style info for older kids.

Explain what sensory learning is, give options and lists. What types of learning is there, and what does my kid enjoy. Not all parents understand what the technical words are, child hasn't been diagnosed.

Create this app for older kids, 7-13. Neglected age gap- not a baby but old enough to understand what art is.

Parent's view is more of a guide and for the kid its more interactive.

Everything friendly for kid, but parents is more informative.

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Museum Visit Survey

The below survey was developed to help better establish an undressing of museum experiences. This analyzed the target audience, their pain points and interests, as well as the type and likelihood that they may visit a museum. The survey collected around 70 responses. This was an extremely insightful exercise in helping narrow down the focus this app should take as well as future directions it could go.

https://www.surveymonkey.com/r/7G53332

The collections form this survey are summarized in the following slides. The content it covers comes from the same pool of questions asked in the user testing, with additional questions on types of institutions, who a user may go with, and the reason for the visit in the first place.

- Why do you go to museums?
- How often do you go to museums?
- What kind of museums do you go to?
- Who do you go to museums with?
- Do you ever want to learn more about the art?
- What do you like about museums?
- What don’t you like about museums?
- Would you want to use an interactive tour app or wander the museum?

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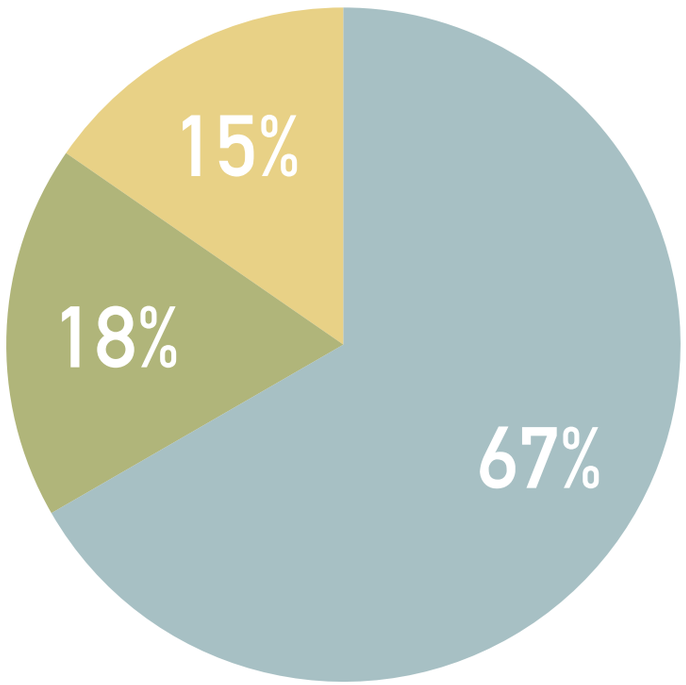

Why do you go to Museums?

67% of museum goers attend for entertainment
18% of museum goers attend for educational purposes
15% of museum goers attend for a combination

The purpose of museum visits helps identify what may be useful information to have readily available when first opening the app. For example, an events feed should be the first screen for a user who is there for entertainment purposes.

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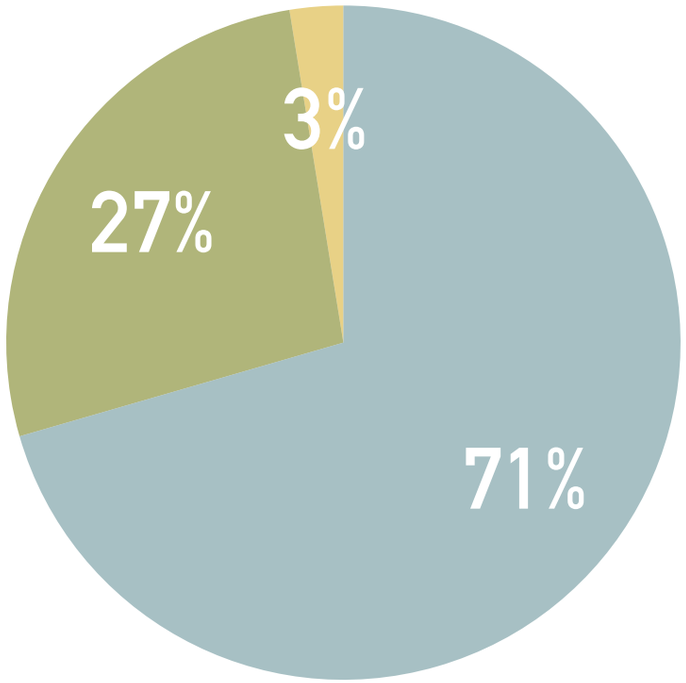

How often do you go?

71% of museum goers attend rarely
27% of museum goers attend moderately
3% of museum goers attend often

This particular question helps the museum know when is the best time to target users and what should be prioritized when those audiences come. For example, if most users come rarely and only come for entertainment it could be inferred that the night of a new exhibit or event may have the highest level of engagement. This is when the museum may decide to promote a certain feature within the app.

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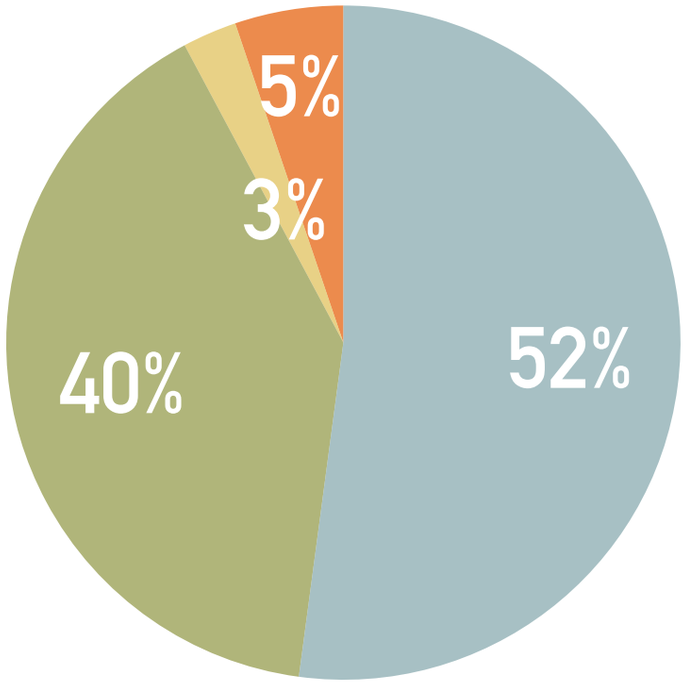

What kind of museums do you go to?

52% of museum goers attend an art museum
40% of museum goers attend a history museum
5% of museum goers attend a combination
3% of museum goers attend a sports museum

This information is helpful because it displays how applicable this museum education interface could be to other institutions as a learning tool and attract.

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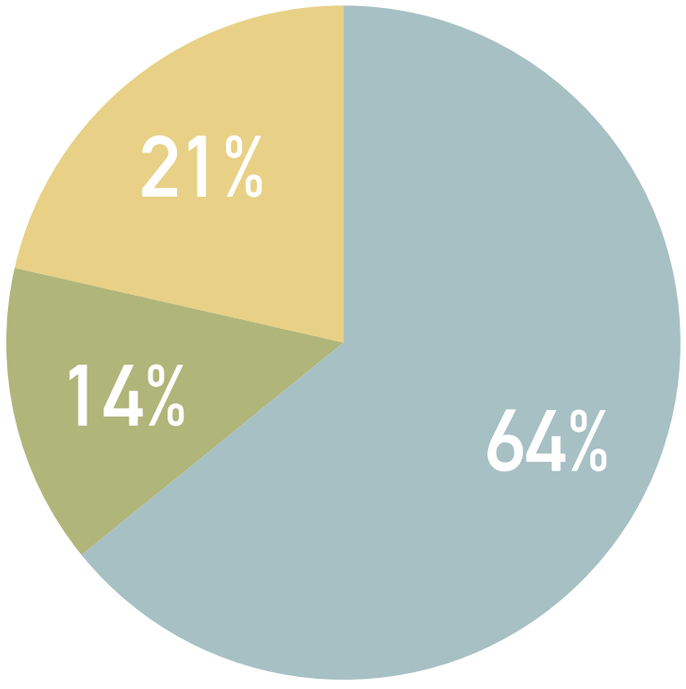

Who do you go to museums with?

64% of museum goers attend with family
21% of museum goers attend with school
14% of museum goers attend with friends

This information gives clues as to what type of interface may be used most often. It is also helpful as a development tool for understand which users the app should be designed for.

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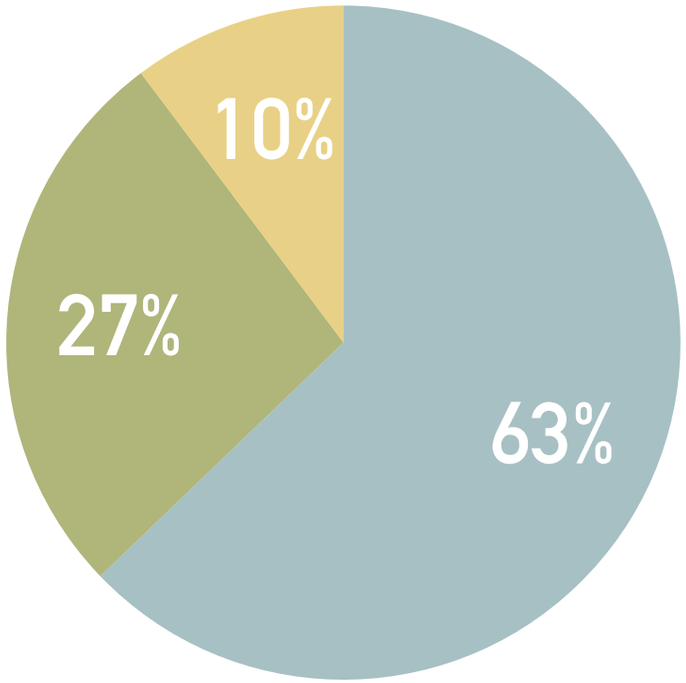

Do you ever want to learn more about the artist or art?

63% of museum goers would want to learn more

27% of museum goers are not interested in learning more

10% of museum goers would only want to learn more if interested enough.

Most museums dont have much information readily available for viewers to see. The fact that 63% are interested in learning more is very helpful in identifying that this should be a feature regularly offered.

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What do you like about museums?

This is helpful in identifying items (or brag points) that would be well used and prioritized as features.

i like looking at the art and seeing realistic pictures or something in detail that i can relate to.

10/18/2018 11:23 AM

If it's a history I like learning about things that happened in the past and if it's an art museum I like learning about how a art was happened and just seeing new things is always great

10/18/2018 11:23 AM

Wide expanse of art and I get to see different styles that I normally don't.

10/18/2018 11:23 AM

How some of the exhibits are interactive.

10/18/2018 11:23 AM

You get exposed to so much culture and it's just interesting to see what types of things people come up with.

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What dont you like about museums?

This is helpful in identifying pain points that museum experiences have overall.

All the information is being thrown at us at once.	Lots of people, at least to the ones I've been to.
10/19/2018 10:08 AM	
some can be boring	how ur supposed to be quiet
10/19/2018 8:08 AM	
the formal aspect	the tours with slow tour guides I like to self pace and absorb it myself
10/18/2018 11:34 PM	
sometimes its just so much info but that's okay	
10/18/2018 11:22 PM	
Can be confusing to get around in and hard learn everything	Most popular exhibitions are crowded

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Would you rather wander a museum without a guide or use an interactive tour app, and why?

The response to this question was split fairly evenly down the middle. These are some sample responses of why a user may like to have an app available to tour the museum. Some key elements that could be utilized is having more information available on the context of the piece, customizing your tour to a more individualized level, having the ability to go at your own pace and see where you are.

I'd prefer the app; it's more individualized, I can take more time on one exhibit/customize my experience

I'd like to have at least an app to get context/a deeper understanding of the piece

Tour app because I can go at my own pace

Interactive app so I can see what im doing

App because i wouldn't be all over the place and i would actually be able to understand and develop every thing around me.

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Would you rather wander a museum without a guide or use an interactive tour app, and why?

The response to this question was split fairly evenly down the middle. These are some sample responses of why a user would not use an app at a museum. Some key elements that could be helpful in designing the scope of my app would be to make sure the itinerary of the tour isn't limited to a specific order or timespan and clue into settings that help users identify where their time may be best spent based on personal interest.

Without a guide so I can go at my own pace and see what I want when I want to

Without, feel restricted and can't choose own order

I'd rather wander around because I can stay at one place for longer if I like it rather that looking at it for 20 seconds then moving on to the next one

Without a guide. When I go to art museums I only go to the modern wing because it's what I want to see. Even then I don't care too much about who made it. Usually if it gets my interest enough I get curious. It would be helpful though to have an AR app where I could see information about the piece when I hold my phone up to it.

no guide because i'd like to take my own time to learn about what interests me

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Conclusion

This research process was my first experience in high level user testing and my findings were extremely insightful in moving forward for new iterations and design decisions. My story was key to helping maintain a consistent goal across the board. Identifying the pain points gave clarity on the features I would emphasize in the flow. The flow was a challenge for me but stood as a good foundation to designing my screens, especially in understanding the path a user may take. It was also easier to rearrange the flows instead of the paper screens, so I found myself going back and forth between both quite often. Another research element I found extremely helpful was the survey. Collecting around 70 responses during the beginning of my research, the feedback was crucial in identify the pain points that should be focused on. Usability testing was also very helpful in viewing my screens through a different lens and gain different perspectives on how to approach education strategies a a whole with recognizable iconography, intuitive actions, and overall consistency.

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Next Steps

- Pay more attention to the user. Is this both child and adult friendly? Should a toggle for both views be available? What does this look like if a parent is leading but sharing the screen with a child or student?
- Narrow the target. Some exercises may be too advanced for users under 3.
- Use familiar and inherent input fields and icons, clarify what those are, their location, and action.
- Use a more neutral color scheme. If this app is made for all museums, dont design with bias towards the high. Being able to use this app for multiple museums makes the concept much stronger. Color will also come into play in helping the user's navigation, something which wasn't so clear on the paper prototype.
- Consider making membership more of a priority.
- Simplify and remove some screens that may be more inherent
- Incorporate AR in a way that may be easier for users to understand and use.
- Think about asking "purpose for visit" at beginning of tour.