

Musea App - Case Study

Robert Wade

Project overview



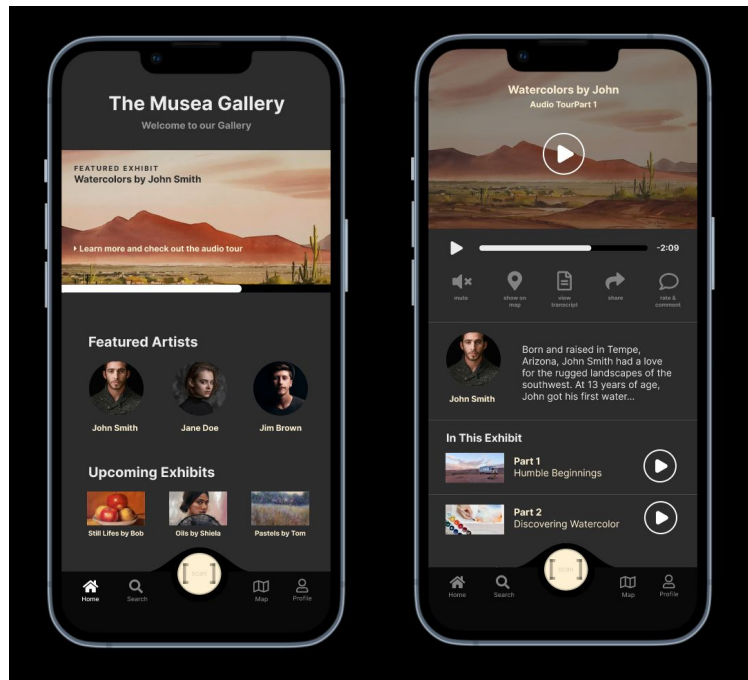
The product:

Musea App is an interactive mobile application for visitors to the Musea Art Gallery featuring audio tours, exhibit details, and artist bios.



Project duration:

February 2022 - April 2022



Project overview



The problem:

The Musea Gallery needed a way enhance their gallery experience by providing interactive audio tours of exhibits for their patrons.



The goal:

Create an easy-to-use mobile app that provides audio tours, exhibit details, and promotes engagement and sharing.

Project overview



My role:

UX Researcher

Lead UX Designer

Visual Designer



Responsibilities:

UX Research

Wireframing

Prototyping

Conducted User Studies

Visual Design

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs.

Two primary user groups were identified: Students looking for further their education and older established art enthusiasts.

The user groups confirmed initial assumptions about Musea Gallery's patrons, but also uncovered additional interests such as artist bios, and having the opportunity to share and engage with the art community.

User research: pain points

1

Pain point

Gallery exhibits have a general lack of information on the artists behind the work.

2

Pain point

Gallery exhibits don't often go into details on techniques used by artists.

3

Pain point

Audio tours can be unusable by patrons with hearing impairments.

4

Pain point

It can be difficult within an app like this to locate a particular piece of art you'd like to know more about.

Persona: Stephen O'Dell

Problem statement:

Stephen is a retired teacher and hobbyist painter who needs to learn more about painting techniques and meet fellow artists because he wants to expand his skillset and share experiences with other enthusiasts.



Stephen O'Dell

Age: 65

Education: Masters, Education

Hometown: Farmington, OH

Family: Wife, 3 kids

Occupation: Teacher (retired)

"I'm truly my happiest when I'm painting."

Goals

- To learn more about painting and its history and techniques.
- To meet others like himself to share experiences.

Frustrations

- Being new to the art world, Stephen has a limited understanding of art terminology and technique.
- Stephen has some hearing loss.

Stephen is a retired High School teacher who has taken up oil painting in his new found spare time. He likes to visit galleries and museums for inspiration, and to learn and grow his appreciation for the arts.

Stephen O'Dell's user journey map

Mapping Stephen's User Journey made it easier to understand his social needs within an app like Musea.

Persona: Stephen O'Dell

Goal: Learn more about painting and meet people with similar interests

ACTION	Download app	Learn to use app	Find artwork in gallery	Learn about a piece of art	Interact with others
TASK LIST	A. Go to app store B. Click download C. Wait for download	A. Open app B. Learn about its features and tools C. Understand the UI	A. Become familiar with what artwork is currently available in the gallery B. Locate a piece in the Gallery C. Physically move to that piece	A. Select the details option about an existing piece B. Listen to audio tour C. View details in-app about the artist	A. Share your thoughts about a piece you've looked at B. Read others thoughts about pieces C. Chat with others
FEELING ADJECTIVE	Anticipation Hesitation	Unfamiliarity Overwhelming	Unsure Lost	Excitement Enlightened	Unwelcome Green
IMPROVEMENT OPPORTUNITIES	App store graphics showing easy to use interface Make the download free to users.	Create a beginner guide walking user thru first use Clearly define interface features	Provide a list of art w/thumbnails Provide a map showing your current location, and the location of the piece you're interested in with walking nav instrux. Include means by which people with disabilities may navigate to the piece (elevators, etc)	Provide cues to other pieces by artist. Provide a means to use the phone's camera to 'scan' a piece of artwork to see the details. Provide captions for users with auditory disabilities. Provide links to artist Wikipedia	Create a signup including persona Bio information. Allow short reviews of pieces in the gallery. Allow users to comment on others reviews.

Persona: Sarah James

Problem statement:

Sarah is a busy Art History Major who needs to learn more about historical artists and their techniques because she wants to expand her knowledge of art history.



Sarah James

Age: 20

Education: College Sophomore

Hometown: Syracuse NY

Family: Only child

Occupation: Student

“Artists are the worlds truest pioneers.”

Goals

- To learn more about the personalities and the techniques employed by historical artists.

Frustrations

- Finding relevant information about artists while viewing pieces in the museums.
- Knowing when new exhibits are available.

Sarah is an Art History major at Pratt Institute. She wants to learn more about the artists and their techniques that she studies. She's frustrated with the lack of information available on pieces on display in local galleries and museums.

Sarah Jame's user journey map

Mapping Sarah's User Journey made it easier to understand her educational needs within an app like Musea.

Persona: Stephen O'Dell

Goal: Learn more about painting and meet people with similar interests

ACTION	Download app	Learn to use app	Find artwork in gallery	Learn about a piece of art	Interact with others
TASK LIST	A. Go to app store B. Click download C. Wait for download	A. Open app B. Learn about its features and tools C. Understand the UI	A. Become familiar with what artwork is currently available in the gallery B. Locate a piece in the Gallery C. Physically move to that piece	A. Select the details option about an existing piece B. Listen to audio tour C. View details in-app about the artist	A. Share your thoughts about a piece you've looked at B. Read others thoughts about pieces C. Chat with others
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Paper wireframes

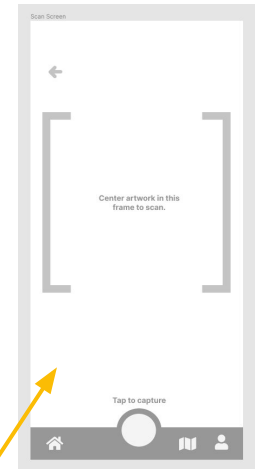
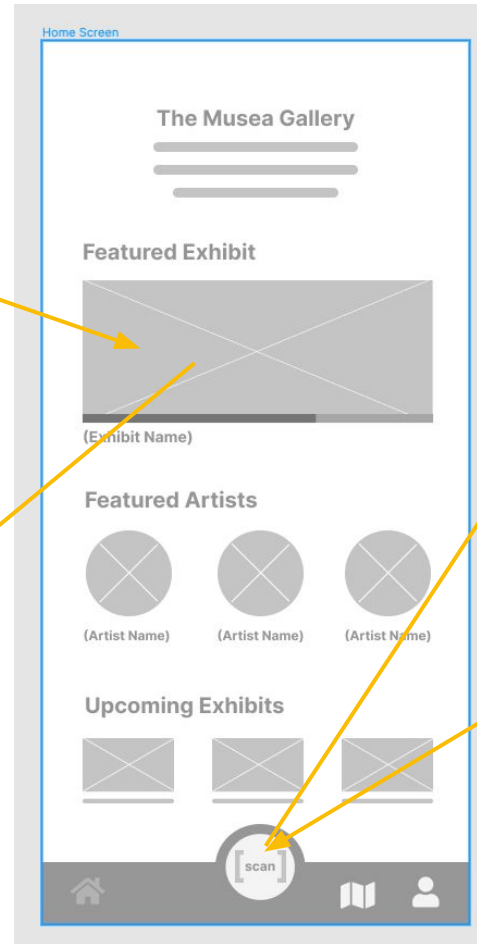
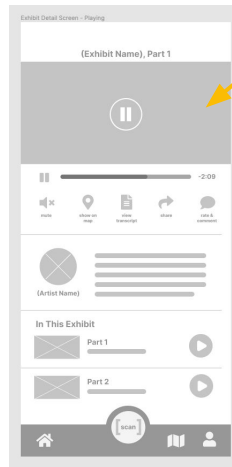
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **featured exhibit** to help users navigate to the most prominent part of the gallery.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Prominent display of featured exhibit provides users with quick access to the gallery's most prominent, current feature.

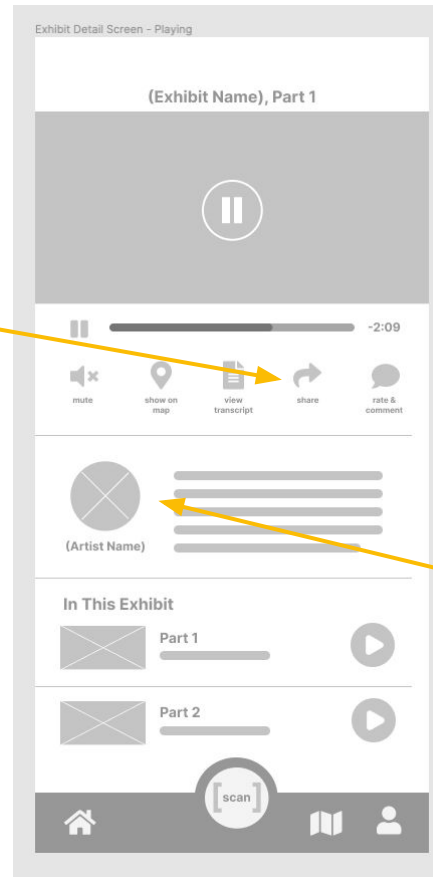
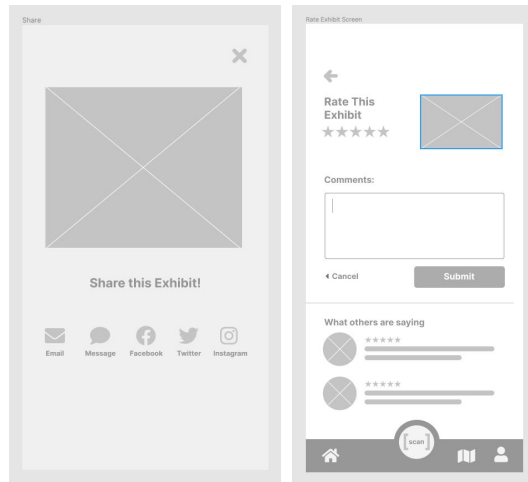


A scanning feature allows users to use the camera's phone to scan and recognize artwork in the gallery, then jump to information on the piece.

Digital wireframes

continued

Users can easily share, comment and engage with others in the app.

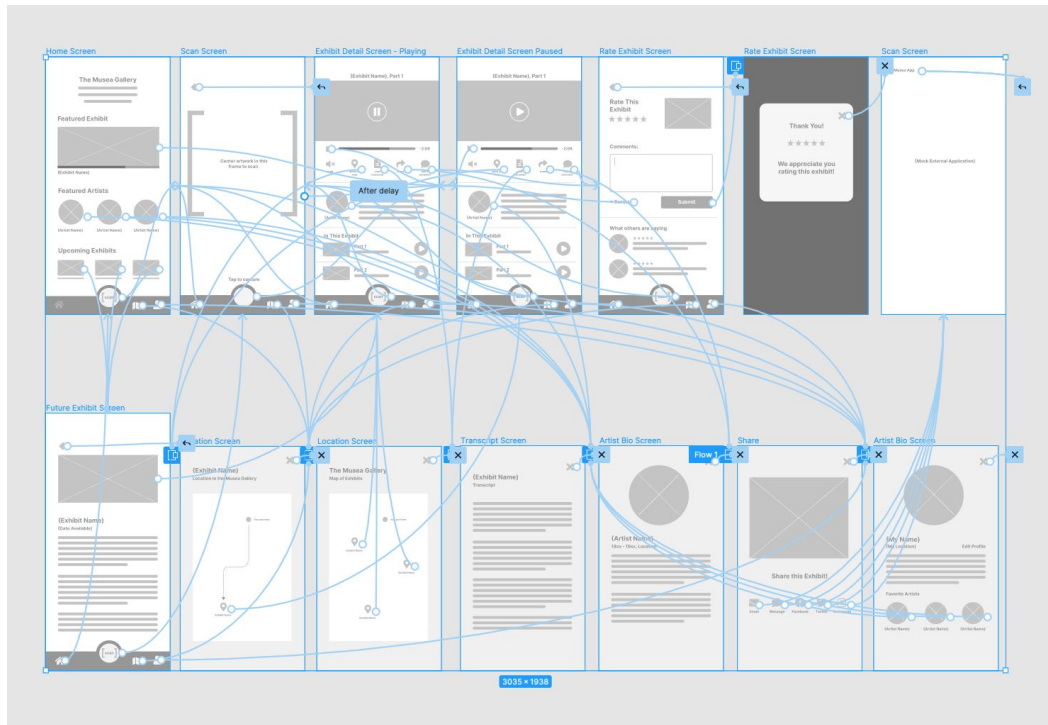


Interested patrons can quickly access bio information on artists featured in the exhibits.

Low-fidelity prototype

The typical user flow is to enter the Featured Exhibit from the home screen, then listen to the audio tour, and share or rate the exhibit.

[View in Figma](#)



Usability study: findings

I conducted two rounds of Usability Studies in an unmoderated user study through Maze with a series of tasks and questions for each user to complete.

Round 1 findings

- 1 Some users struggle knowing where to click for an artist bio when on the exhibit detail page.
- 2 Some users struggled to understand they were already on the home page.
- 3 Some users noticed there was no way to copy the link URL in the sharing menu.

Round 2 findings

- 1 Some users struggled to find information on upcoming exhibits after listening to an audio tour that recommended them.

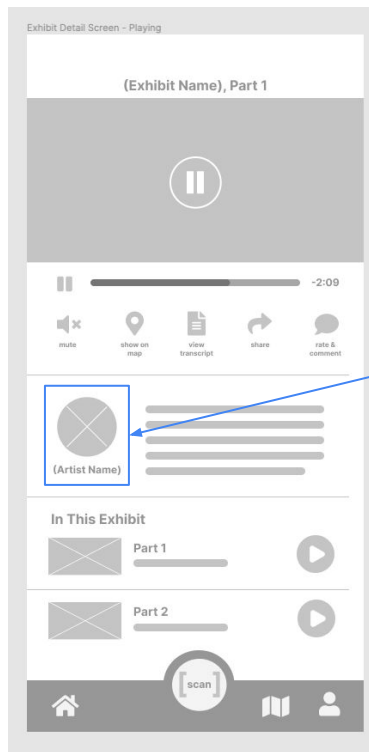
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

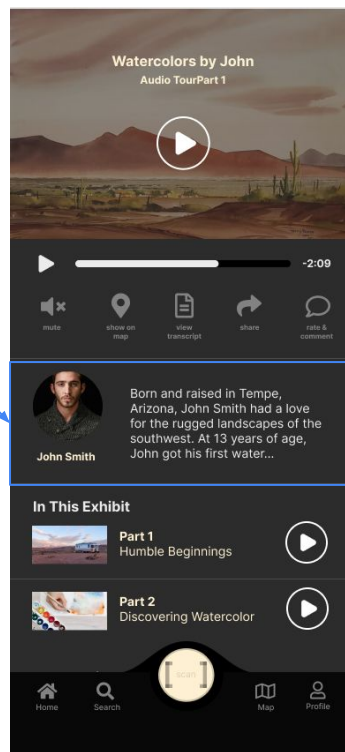
Early designs only linked up the artist profile picture and name, so users clicking on the summary had a bad experience. In later designs the entire block was linked to the bio.

Before usability study



Linked Area

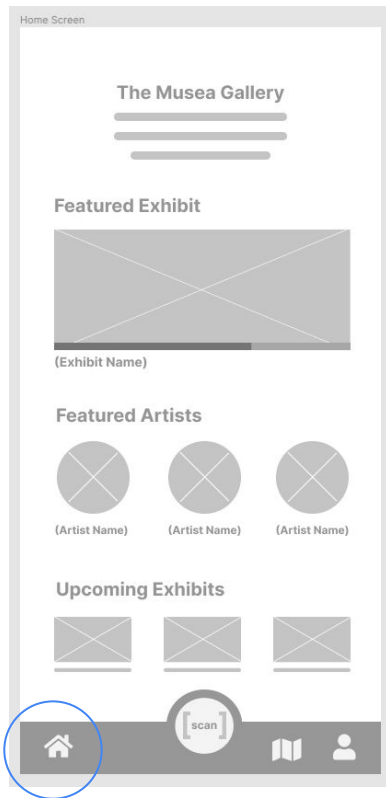
After usability study



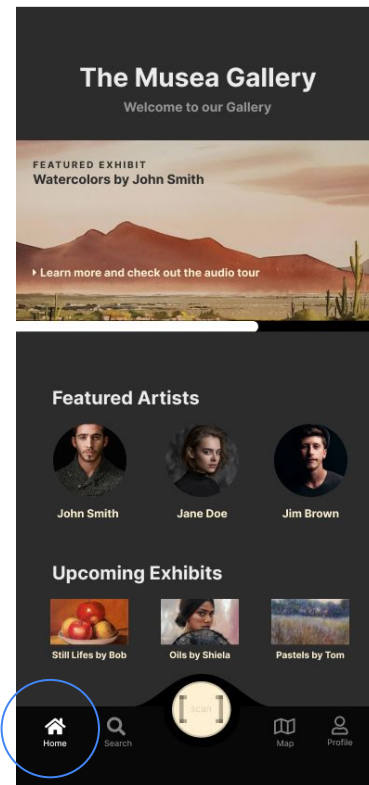
Mockups

Early models did not have active states in the navigation bar, so users had a hard time know what page they were on. Later designs implemented an Active state for navigation icons.

Before usability study



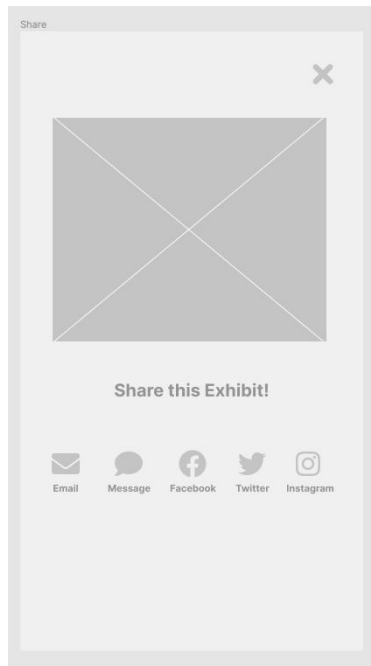
After usability study



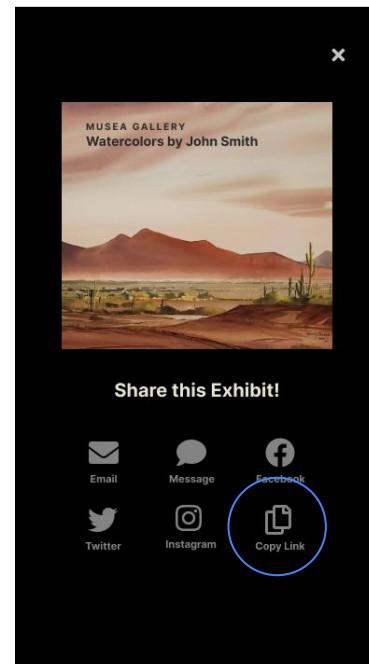
Mockups

Early models did not provide the ability to copy a sharing link offering limited sharing opportunities. Later designs incorporated this feature.

Before usability study



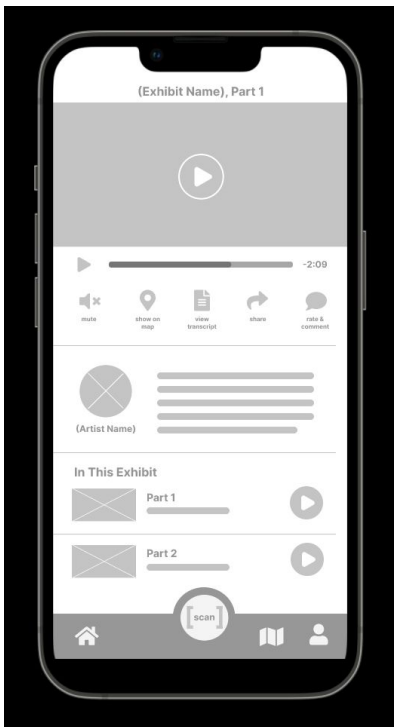
After usability study



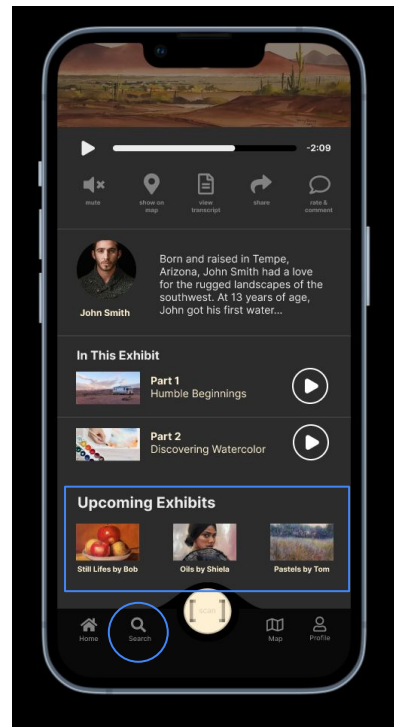
Mockups

Early models made it difficult to locate future exhibits from an exhibits detail page where it might be mentioned at the end of an audio tour. Later designs incorporated future exhibits at the bottom of this page as well as a search feature.

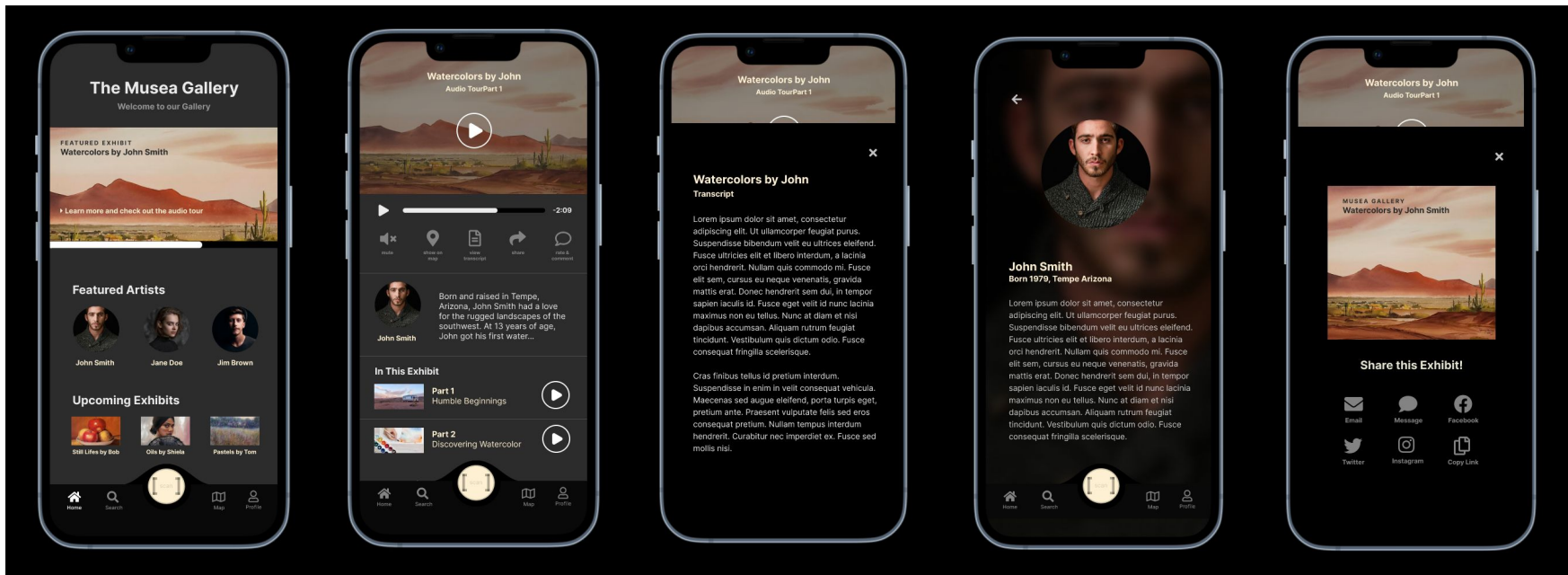
Before usability study



After usability study



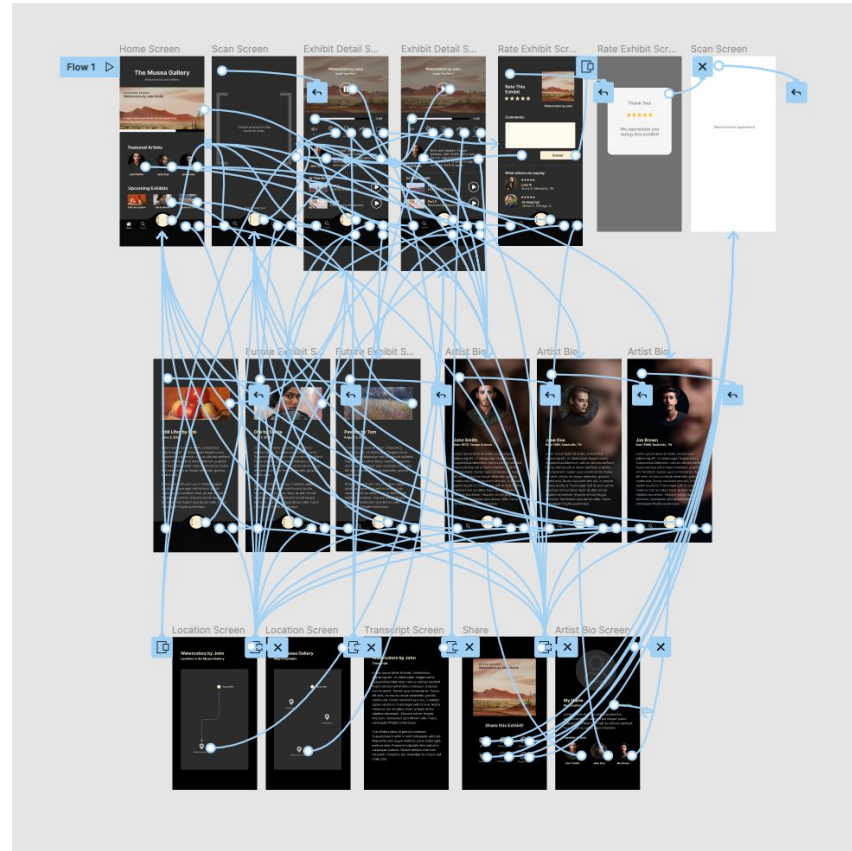
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for checking out exhibits, listening to audio tours and sharing with others. It also met user needs for accessibility.

[View on Figma](#)



Accessibility considerations

1

Audio tours are accompanied by text transcripts so that users with hearing impairments can enjoy the tour information as well.

2

Colors were contrast checked against standards to determine accessible levels of visual contrast on screen.

3

Facilities with disability support are noted on the Gallery map.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like a part of the gallery and can get inside the mind of the artists feature there.

One quote from peer feedback:

"I like it, now I want to go to a museum!"



What I learned:

I learned when designing this app that design is an iterative process and that by continually testing your work as you go, you'll be consistently making a better product.

Next steps

1

Plan a final usability study.

2

Iterate over final changes and prep for hand off.

3

Hand off to the UX Engineer Team.

Let's connect!



You can find more information about me and my work at
robertcreates.com