Art Museum Audio Tour App

UX/UI CASE STUDY

Overview

A companion for visiting The Muse museum, this app acts as a personal tour guide to see paintings, learn about artists and their lives, and discover connections between paintings and explore information about each piece.

The Problem

An museum visitor on a feeling for meaningful and inspiring experiences that provide the context and information to learn and understand for so that they come to see, feel, see or learn something that is relevant to the museum's theme and specific art pieces.

The Goal

Develop an app that connects the museum experience with a personal tour guide to the paintings and gallery to the paintings and artists. The app needs to be intuitive so that it helps the visitor navigate, provide relevant information, and help the visitor connect with museum sample.

Duration

August–December 2021

Role

UX designer responsible for research, design, and prototyping to delivery.

Scope

- User research
- Wireframes
- Low and hi fidelity prototyping
- Usability testing
- Screening on designs

Empathy

Interviews

In order to understand the user needs, I conducted 5 one-on-one interviews with young museum goers from an age of 20 and above. Based on the data, I created a persona and a user journey map.

Subjects

Five adults were interviewed ranging in age from 20 to 47. They included 3 females and 2 males, with one female identifying as a non-binary.

Pain Points

1 Navigation
Difficulty navigating through the museum and finding the right artwork/paintings to see.

2 Inclusivity
Wish there was more information about artists and their lives, specially those who are underrepresented in the art world.

3 Customization
Want to be able to customize the tour based on their own interests, time they have, and how much they want to learn.

4 Entertainment
Want to be able to connect with other people who are also touring the museum, or at least something different to do.

Personas

CONNIE

"I'm stuck in second. Give them, breathe in and enjoy the little things."

Connie is an office an museum frequenter who needs help navigating the museum because she gets lost.

Age	Family	Pronouns	Occupation	Education	Hometown
28	Partner with 3 grown children	She/Her	Retired art dealer	BA in art history	Detroit

Goals
- Experience the art
- Learn about artwork
- Know the museum's layout, the layout, and the layout
- Find information and be guided through the museum

Frustrations
- Gets lost in the hall of a museum
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Wishes she had a map
- Wishes she had a map

EVELYN

"I'm ready for the rush, so I'm ready for the rush."

Goals
- Experience the art
- Learn about artwork
- Learn about the museum's history
- Learn about the museum's history
- Learn about the museum's history
- Learn about the museum's history
- Learn about the museum's history

Frustrations
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information

CHARLES

"Back in the grade, isn't quite pretty, great and."

Frustrations
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information

HARPER

"I can't get it to do it. It's a lousy."

Frustrations
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information
- Feels overwhelmed by too much information

GRAYSON

"I'm much more, more, than you know."

Grayson is a Gen-Z Product Manager for a startup tech company in San Francisco and he eventually to go along an unpaid tour with his friends and he does like to do this. He prioritizes design over information and he wants to be able to customize his experience based on his interests and time. Frustration with tours are that they last too long, give too much information and the information is typically uninteresting to him.

Age	Family	Pronouns	Occupation	Education	Hometown
26	Single	He/Him	Product Manager	MBA	San Francisco

Goals
- Be the highlights of the museum experience
- Learn a few interesting artists
- Use a unpaid tour/customized

Frustrations
- Wants only the information that interests him
- Wants to be able to customize his experience based on his interests and time
- Like quick bangs for information
- Hates long and tedious tours
- Wants to get and, learn, leave

Wireframes

Paper Wireframes

With the pandemic, museum tours and app architecture in mind, I sketched out the main screens for the app. I focused on the main screens, specifically the tour experience, and the tour navigation, navigation, navigation,