

Museum App

Sarah Hartman

Project overview



The product:

Mobile app and website for the Museum of Fine Arts - Houston. These products allow patrons to view to exhibitions, buy tickets, and get more information about the artworks on view. I have updated the website and created an app for the museum as they do not currently have a mobile app.



Project duration:

Six months from research to culmination.

Preview of selected
polished designs.

Project overview



The problem:

Design an app and a responsive website for a public art museum to advertise exhibitions and events, provide museum information to patrons, and enable patrons to schedule visits.



The goal:

Allow patrons to seamlessly buy tickets, view electronic tickets, navigate the museum, and get artwork information cohesively through a website and mobile application.

Project overview



My role:

UX Researcher, UX Designer



Responsibilities:

User research, wireframing, and prototyping.

Understanding the user

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

User research: summary



I researched existing museum website and mobile applications. I found that not many museums had mobile applications and that is a mostly untapped market. I interviewed patrons of the MFAH to find out what features would be most important and what their desires were in museum applications. I had assumptions on which features would be most important, such as maps and ticket purchasing options but found that the artwork information was important to many as the museum can often be too crowded to see the physical artwork information easily.

User research: pain points

1

Wait time

Many patrons do not like waiting in lines for tickets when the museum is busy. It is important to add mobile ticketing features to the application and allow it to work seamlessly with the website with login data.

2

Understanding

Many patrons feel like they do not understand the message, meaning, or background surrounding the artworks. The application should give the user a way to research specific artworks on view.

3

Crowds

Some patrons are turned off by the crowds a museum can draw. The application should allow patrons to view artwork information on the application vs the information card.

4

Accessibility

Many applications do not consider accessibility to all users. It is important to make sure certain features are included like text size, light/dark mode, screen readers capability, and multiple language options.

Persona: Shauna

Problem statement:

Shauna is an art student who needs a mobile application for the Museum of Fine Arts because she often visits and is on a strict time schedule.



Shauna

Age: 22

Education: BFA in progress

Hometown: Houston, TX

Family: Single

Occupation: Student

"Art is the gateway to the soul"

Goals

- Shauna wants to visit the museum often to help her research her own art. She wants to read more about each artwork on view.

Frustrations

- Shauna is frustrated with the lines and crowding at the museum and would like an app that will help her navigate more easily.

Shauna is a single adult who is an art student at the local university. She enjoys going to the museum to study all types of art for inspiration and historical relevance. She is in class all day and is frustrated with the lines and crowds on the evenings and weekends.

User journey map

The application needs to be responsive and interactive. It also needs to allow for various accessibility options for all users.

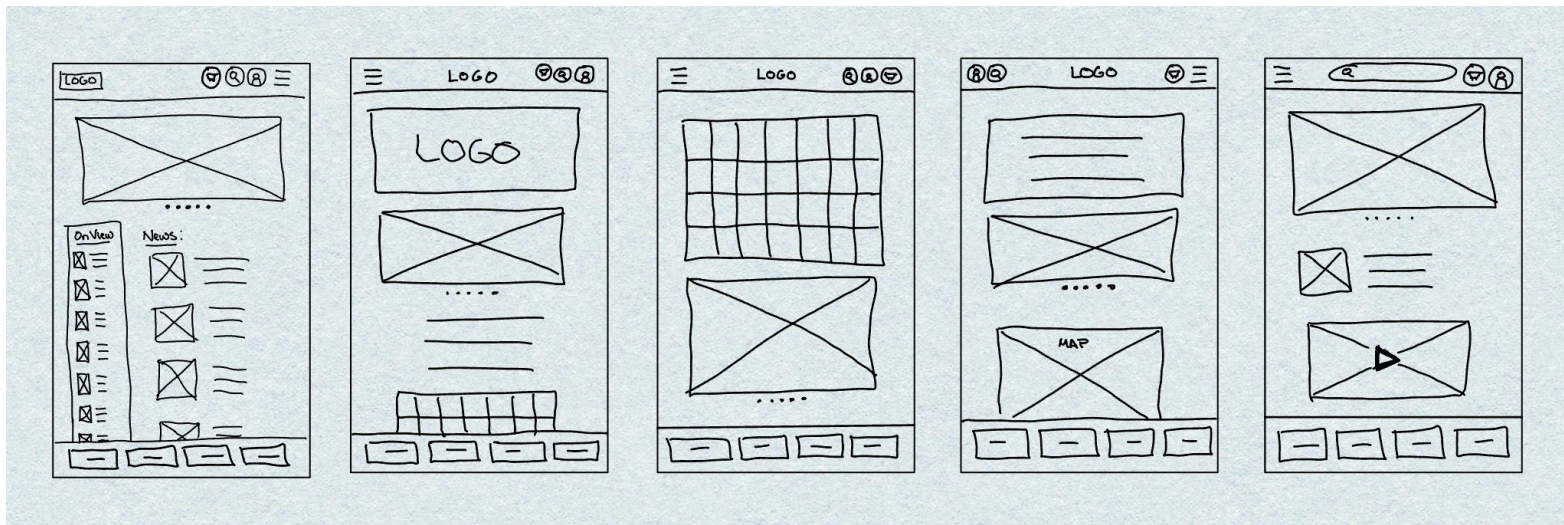
Persona: Shauna

Goal: Buy a ticket to a museum exhibit through an app.

ACTION	Open Application	Search Exhibitions	Buy a Ticket	Enter Exhibition	View and Exit
TASK LIST	Tasks A. Download application from website, QR code, or app store search B. Open App	Tasks A. Navigate to exhibitions page B. view or search for current exhibitions C. Select exhibition	Tasks A. Select Exhibition B. Select Quantity of tickets C. Enter payment information (Apple or Google Pay options) D. Create account or check out as guest	Tasks A. Find exhibition location through map integrated on app B. Wait in line C. Scan QR Ticket with museum employee	Tasks A. Spend time in special exhibitions viewing art/reading cards B. Exit through gift shop
FEELING ADJECTIVE	Stress Impatient Excited	Impatient Excited Curious	Impatient Satisfied Excited	Impatient Bored Excited	Calm Introspective Excited
IMPROVEMENT OPPORTUNITIES	Speed of download Simplified search and spotlight popular exhibitions Light/Dark Mode	Photos of works on display Speak to text	Ticket explanations Increased font size options Speak to text	Vibrating or auditory alerts for movement while finding location	Audio guide through app option

Paper wireframes

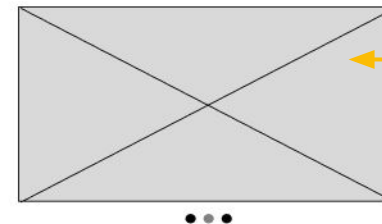
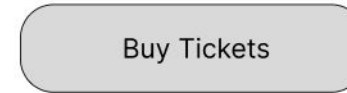
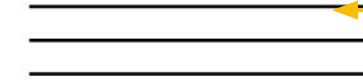
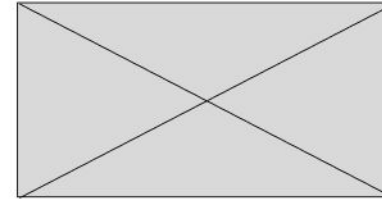
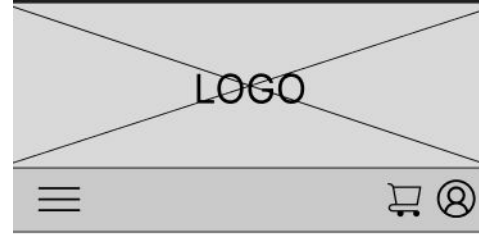
Wireframes of homepage. Trying different options of layouts and designs. When selecting, I decided to go with a simplified version with basic information as to not overwhelm the user.



Digital wireframes

The app is simplified for ease of use as well as efficiency for the user.

Starting with search bar to help the user quickly find what they are looking for



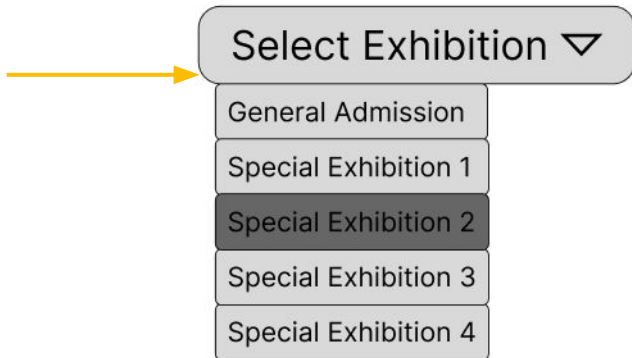
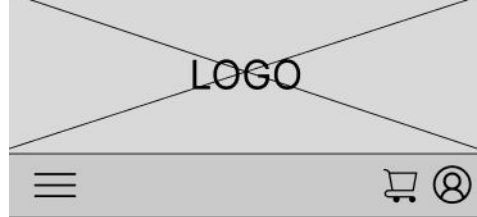
Museum information

Special exhibitions scrolling

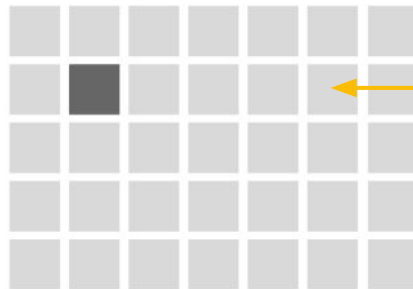
Digital wireframes

Users will be able to select tickets for their exhibition of choice by date and time.

Drop down of all ticket options



Select Date:

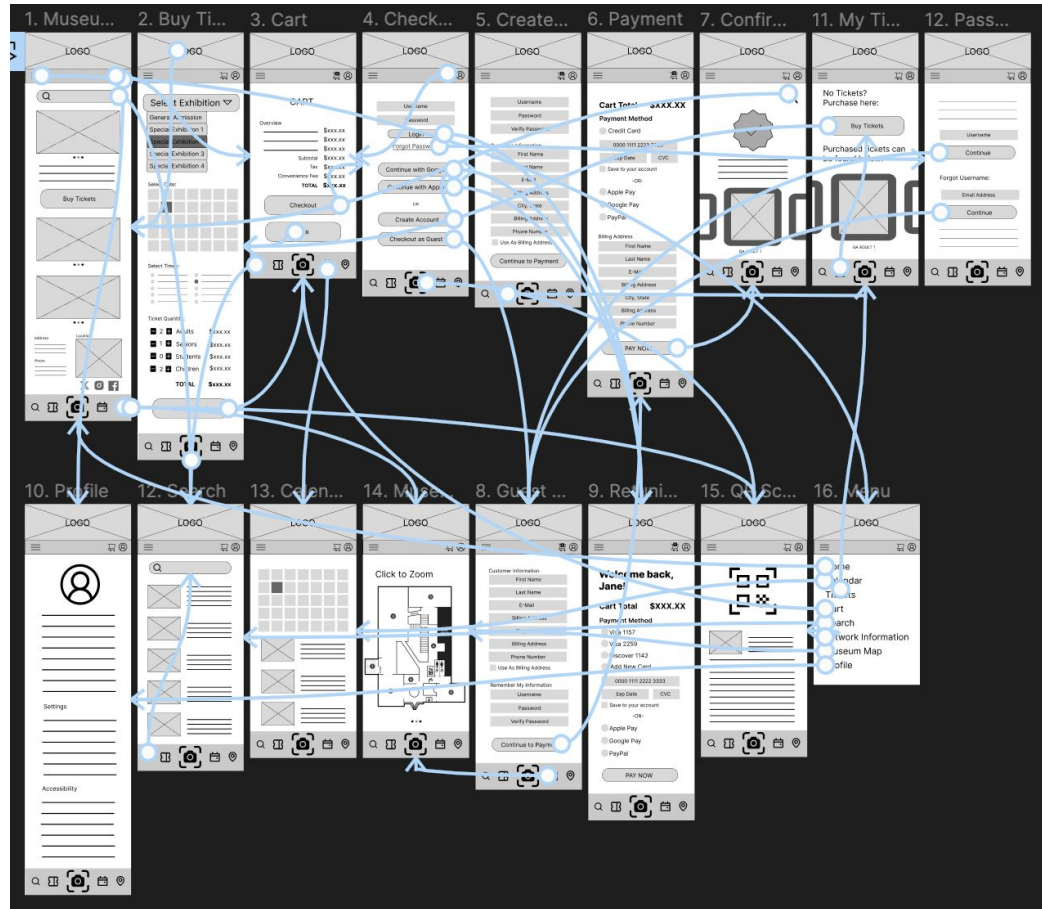


Date selector from calendar view

Select Times:

Low-fidelity prototype

Low-Fidelity Prototype



Usability study: findings

The lo-fi prototype was tested on 5 users. Most users found the application mostly simple and straightforward but had a few navigation issues. [Usability Study](#)

Round 1 findings

- 1 Did not know what icons signified, add headings.
- 2 Struggled to correct click path mistake on cart, add back buttons.
- 3 Confused by adding billing address twice, remove one.

Round 2 findings

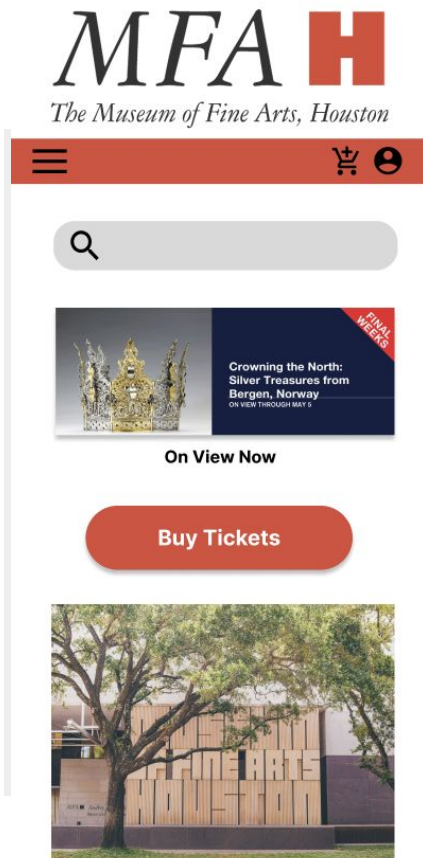
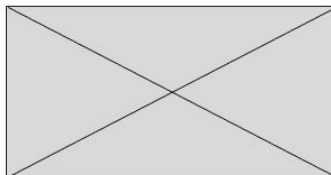
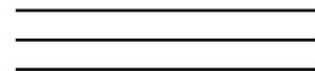
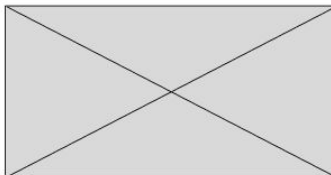
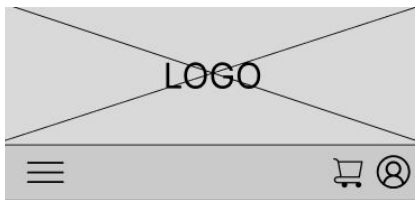
- 1 Unsure where to buy tickets, consider bold color on “Buy Tickets” CTA
- 2 Did not know where multiple tickets on confirmation page, add arrows.
- 3 Unsure how to get home, consider home icon on footer.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

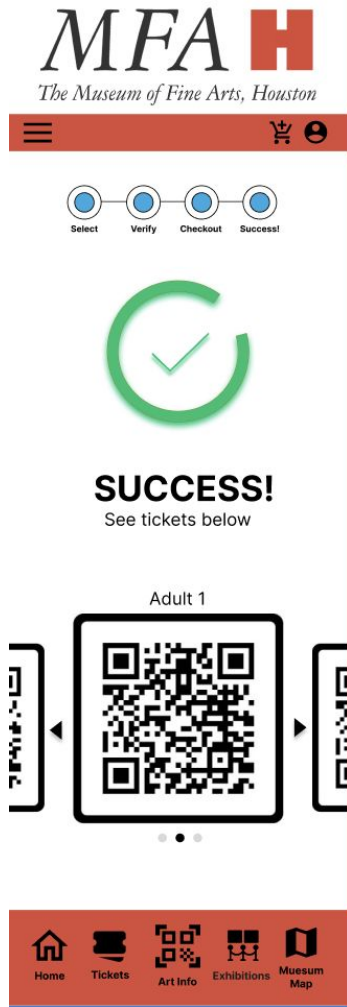
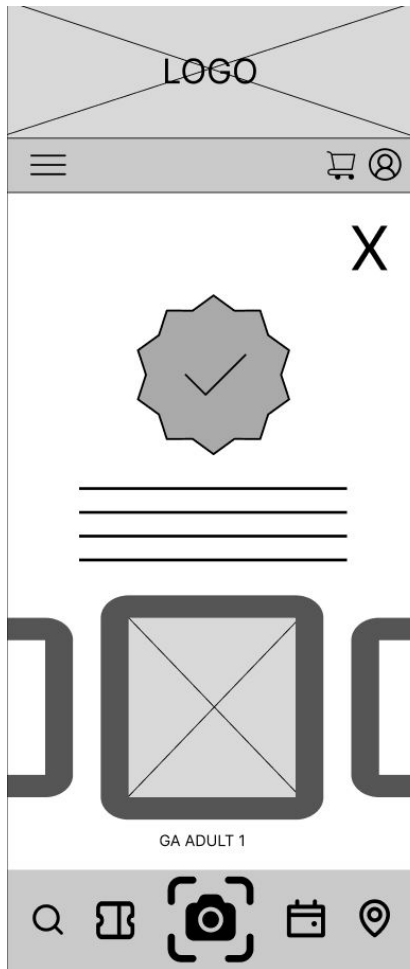
Mockups

Removed information under special exhibitions as it was too visually cluttered. Used the museum red on “Buy Tickets” CTA to make it stand out.

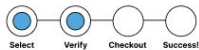


Mockups

Added a carousel indicator and arrows to the ticket QR code to make it more obvious to scroll.



Mockups

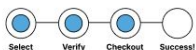


Overview

Qty	Admission	Cost
2	Adult (@ \$24.00)	\$48.00
0	Senior (@ \$20.00)	\$00.00
1	Youth (@ \$20.00)	\$20.00
0	Child (@ \$0.00)	\$00.00
Subtotal		\$48.00
Tax		\$3.96
Convince Fee (\$2 per ticket)		\$6.00
TOTAL		\$57.96

Checkout

< Back



Username

Password

Login

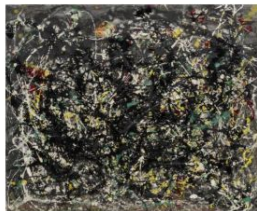
[Forgot Password](#)

-OR-

Create Account

Guest Checkout

< Back



Jackson Pollock (1912-1956)
Number 6, 1949

Dimensions:
44 3/16 × 54 in.

Material:
Duco and aluminum paint on canvas

Place:
United States

Culture:
American



Account

Name:
Jane Doe

User Name:
jdoe2174

Password:

Billing Address:
12345 Main St
Houston, TX 77005

Saved Payment Methods:

Visa 1157

Visa 2259

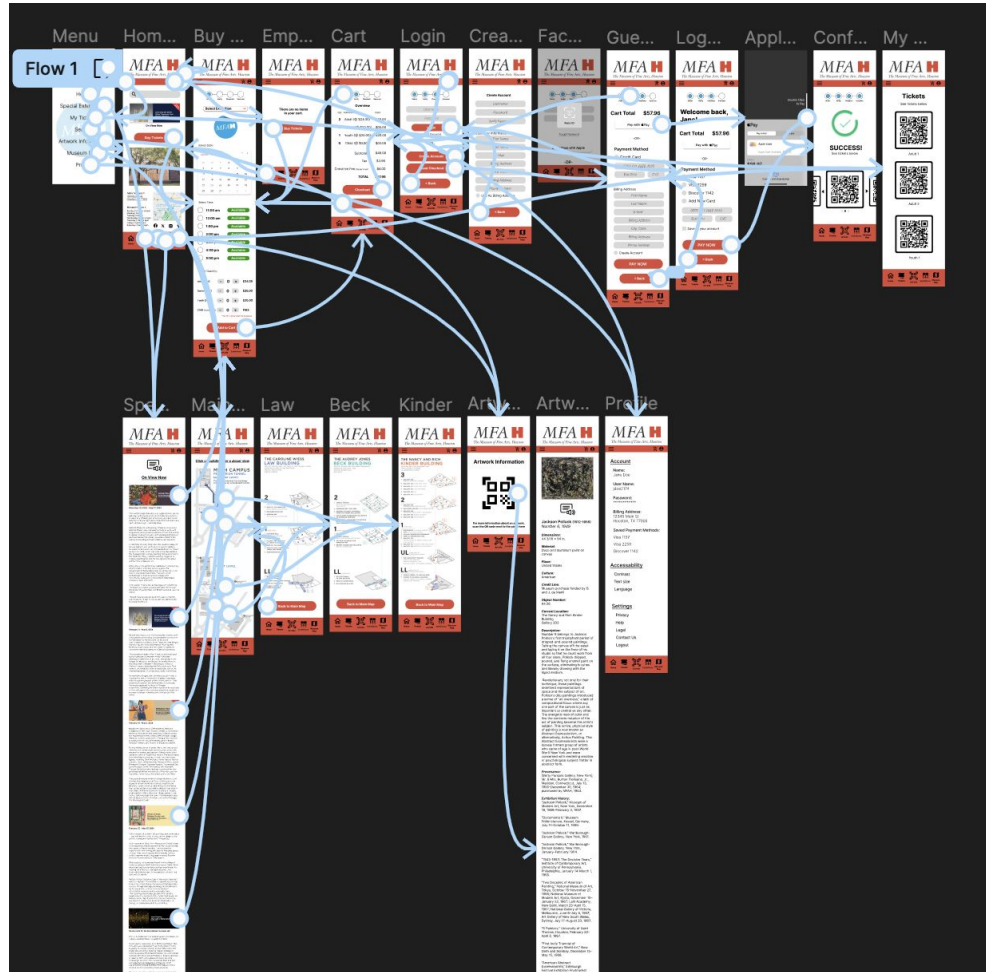
Discover 1142

Accessibility

Contrast

High-fidelity prototype

Hi-Fi Prototype



Accessibility considerations

1

The pages with text that applied to the exhibitions (special exhibition page and artwork information page) has a screen reader option for all users.

2

Users have the ability to change the language and text size of the app. This is an accessibility consideration for all users.

3

Users are able to change the contrast of the application including light and dark modes.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app is key to having a pleasant, efficient, and accessible visit to the Museum of Fine Arts, Houston. Users will have an elevated experience aided by use of the applications like QR tickets, maps, artwork information, and screen readers.



What I learned:

I learned a lot about making designs accessible. This is something I do not see in a lot of designs besides light/dark mode. This has allowed me to take notice of that in other apps and be more aware in my own designs.

Next steps

1

User testing on the application with new users and patrons of the museum.

2

A/B testing of certain features and options of pages like tickets, maps, and artwork information formatting.

3

Revisiting the prototype after testing.

Let's connect!



Thank you for traversing this journey with me. Please contact me for more information or to collaborate on projects!

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