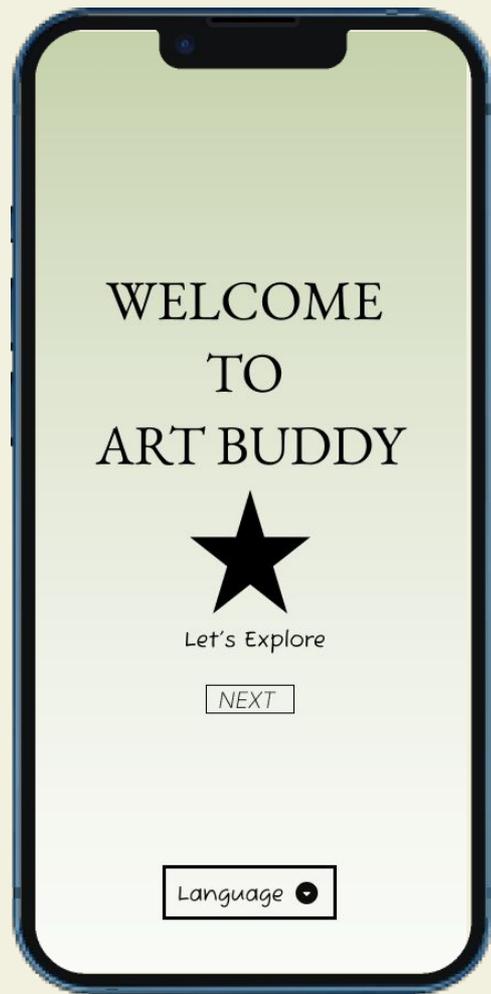# ART BUDDY

The Art Companion For You

Chinyere Munonye

Project overview

The product:

This is a web application designed to showcase public art museums, exhibitions, and events. Aiming to provide museum details to patrons and personalized recommendations through assessments. Ultimately, enabling patrons to find museums, exhibits, and events and book visits through the application.

Project duration:

8 weeks | January 2024 - March 2024

Project overview

The problem:

People frequently encounter challenges when seeking out events and museums near them. Many existing applications can overwhelm users, consuming valuable time and causing unnecessary stress. My goal is to streamline this process, reducing the number of steps required for users to accomplish tasks such as searching & scheduling museum visits.

The goal:

Art Buddy is a mobile and responsive website that will allow patrons explore art museums, exhibitions, and events effortlessly. The website aims to offer comprehensive museum information and facilitate patrons in booking and scheduling their visits seamlessly.

Google

Project overview

My role:

★   Lead UX Researcher and Designer

★   UI/ Visual Designer

★   Product Designer

★   Graphic Designer

Responsibilities:

★   User Researcher and Interviewer

★   Storyboarding

★   Wireframing (Paper and Digital)

★   Lo-fidelity and high fidelity prototyping

★   User Testing (Moderated and Unmoderated)

★   Competitive Audits

★   Website Responsive Design

★   Accessibility Designer

Understanding the user

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

User research: Summary

Throughout the user research phase of the UX case study, I concentrated on primary research methods, leveraging both qualitative and quantitative approaches including interviews, usability studies, and surveys. Initially, I held certain assumptions about user behaviors and interaction patterns, such as users accessing the hamburger menu before exploring the page.

However, the research findings underscored the importance of simplicity, meticulous attention to detail across various app features, and the necessity for a beginner user-friendly interface.

Google

User research: Pain Points

1

Lack of List of Museums and Locations

Users often times struggle with finding museums and exhibits in their area, having to google "Museums near …" .

2

Beginner Friendly Design

An overload of information and tasks can overwhelm users, ultimately confusing users.

3

Personalization of Interests

Lack of ability to personalize preferences reduces the desire to do all the research.

4

Notifications & Safekeeping of Tickets

At times, tickets can get lost once saved to different platforms and can be a stressful experience .

Google

User Persona: Rosaline

Rosaline

Age: 23
Education: Master's Degree
Hometown: Seattle, Washington
Family: Single
Occupation: Engineer

" Having a central location to find all museums of your interest could help reduce the search time."

Goals

★ Create a platform to help narrow search for art museums, exhibits, and events in a city.

Frustrations

★ Patrons like Rosaline find it very difficult to search for museums, exhibits, and events - especially when they are new and unfamiliar to and with a city.

Problem statement:

Rosaline, a frontend engineer who recently moved to Washington D.C. for work, enjoys spending her free time exploring art museums and attending cultural events in urban settings. However, she's encountered challenges in locating specialized art museums and events, making it difficult to plan visits accordingly. Many other apps can be very overwhelming, showcasing so many events in a myriad of categories. She wants an application that can narrow events down to solely art museums and events.

Google

Persona: David

David

Age: 32
Education: Master's Degree
Hometown: Massachusetts, Cambridge
Family: Married, two children
Occupation: Teacher

" Emphasizing personalization for museum search would help search time and having a space to save all museum/event tickets."

Goals

★ Create a way to include a component of personalization for users within the app i,e. making a questionnaire to find museums of their interest.

Frustrations

★ Patrons like David tend to have trouble organizing tickets, making it frustrating to locate different tickets.

Problem statement:

David is a teacher who is looking to find museums in the city for the course that he is teaching. He newly moved to Washington D.C., to begin his teaching role. He wants to find an application and/or website that could help narrow the search of museums in addition to filtering museums of his and his students' interests.

Google

User Journey Map

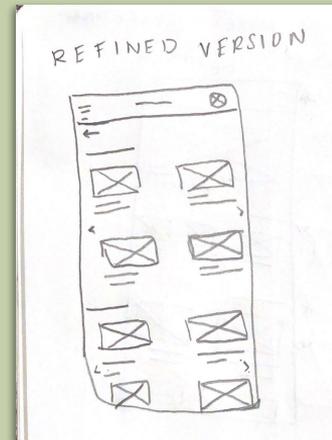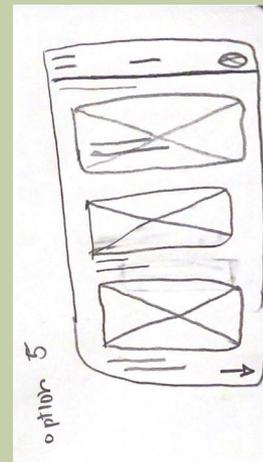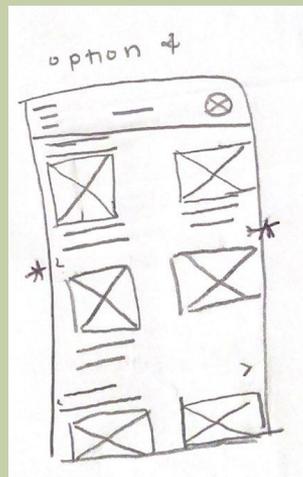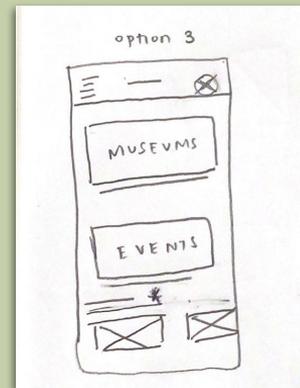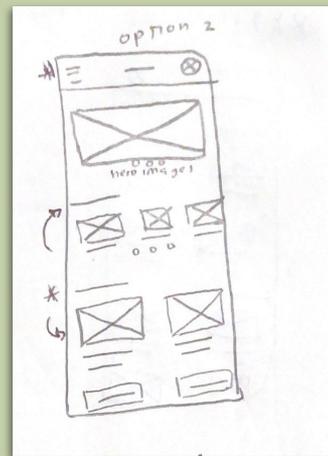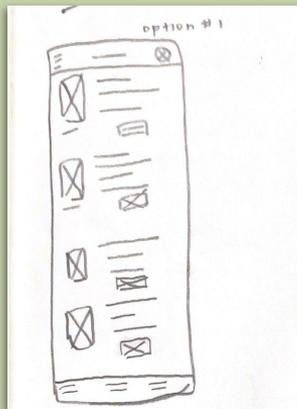I devised this user journey map, outlining how users initiate their search for museums and the associated processes, emotions, and potential enhancements involved in discovering museums, exhibits, and events in their city, ultimately aiming to schedule a visit.

User Journey Map

	INTEREST IN MUSEUM	LOOK FOR MUSEUM VIA ONLINE SEARCH	FINDS MUSEUM ONLINE	SEARCHES FOR EXHIBITS	SCHEDULE VISITS
TASK LIST	1. Talks to friends about interest for museums 2. Wants to find places to go on the weekends that peak her interest for art B. Tries to find museums through social media (i.e. searching through tiktok) C. Goes to the museum's website to find information for exhibits but it is unresponsive	Searches online for museums in her city B. Peruses web searches for museums exhibits C. Narrows down searches to her interests USER EMOTIONS	Researches the websites for each museum and their exhibits that is connected to her interest B. Downloads the specific apps for each museum C. looks through to see latest updates for museum exhibits USER EMOTIONS	A. Tries to find ads via Facebook and Instagram B. Reaches out to friends to know if they've been to the locations she's found C.Tries to reviews and compiles list	Tries to maneuverer through unresponsive websites to find a way to schedule visits Downloads app for certain museums to see if its easier to schedule visits that way Calls to schedule visits for some of the museums
FEELING ADJECTIVES	I have been experiencing hardships finding museums via ads Its frustrating to have a website that hasn't been updated or allow for any way to contact any departments (email or phone number) • Feeling confused • Angered by the lack of updates to certain websites	• User is curious about finding museums in her city • Anxious to find museums	User is frustrated as some apps are not user friendly + updated Trying to find the websites for each museum and creating a list of them is time consuming and tedious for user Worried because there are no updates for majority of museums	• Flustered and overwhelmed by the amount of consumption that she's intaking • Worried because some friends have not been to the museums that she has narrowed down • Hopeful with the small list that she has gathered	Frustrated Confused Tired
IMPROVEMENT OPPORTUNITY	Work with tech companies to push ads for people based on their location and interests Create a user friendly website with easy navigation and contact	Perhaps considering a site to house all museums then linking people to the specific websites for each museum	Ensure that websites remain updated (similar to box 1)	Within the app and website , create a section for visitors to write reviews for the museum exhibits -> not sure if including comments would be helpful or not	Making the contact section be easier to be seen by users Easier to schedule visits for museums via app and website

Google

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Paper wireframes

★ These wireframes depict the homepage for selecting museums. My aim was to explore different designs that not only showcase the range of museum options but also embrace a minimalist approach that users can easily comprehend. I drew an asterisk near the aspects that I wanted to move forward with.

Google

Digital wireframes

★ In creating this wireframe, my main goal was to translate the user research findings and usability into a tangible product. I responded to the feedback by incorporating personalization " Museums for you & Events for You".

BROOKLYN, NEW YORK

Search:

Museums For You
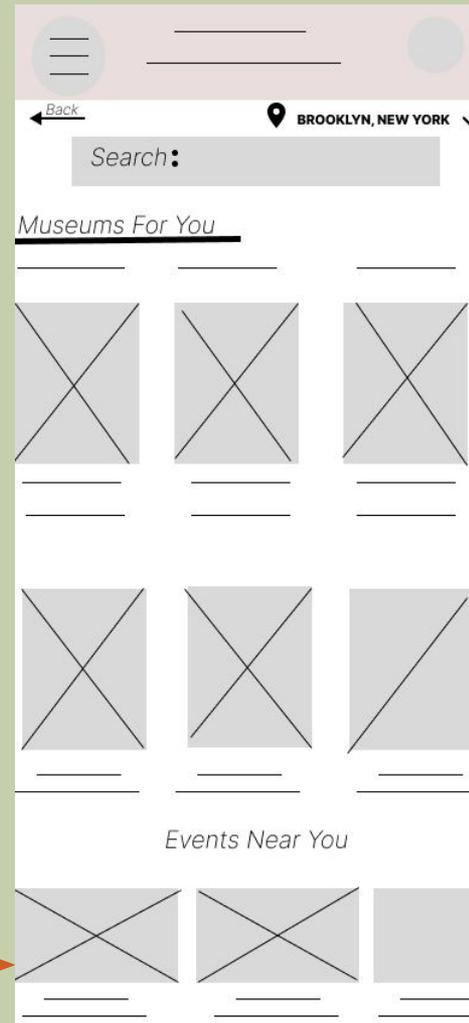
Events Near You

You can change your location while on this museum homepage

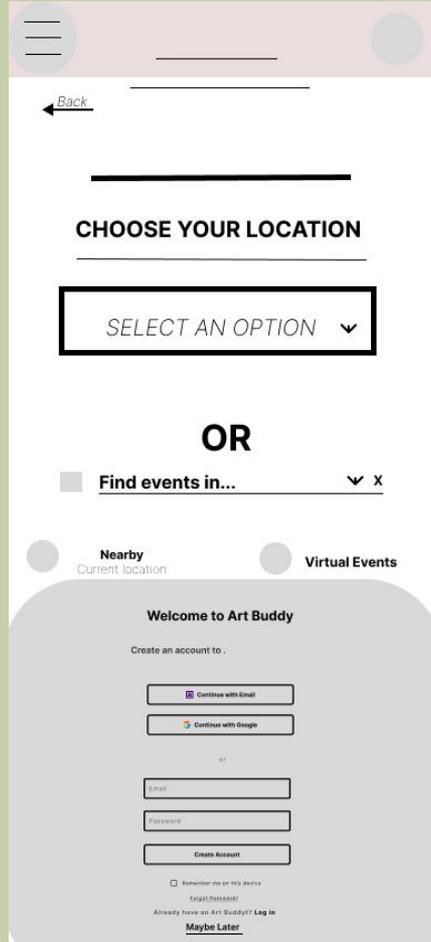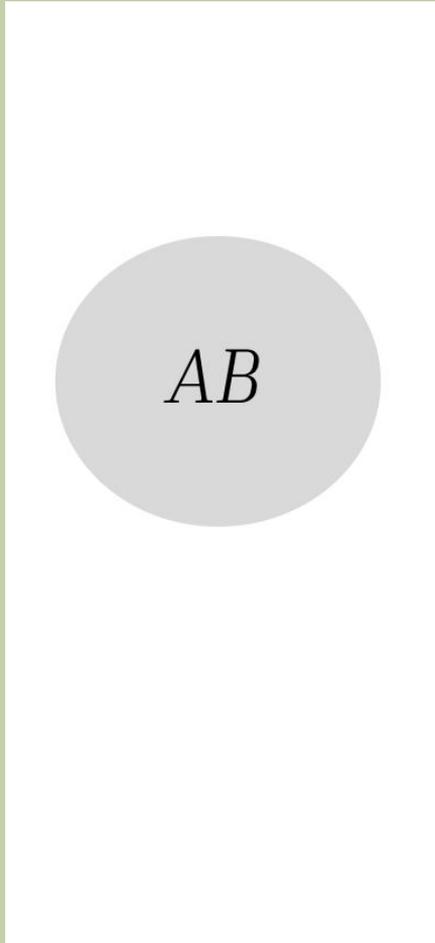Based on your location it will show you art events near you

Google

Digital wireframes

Google
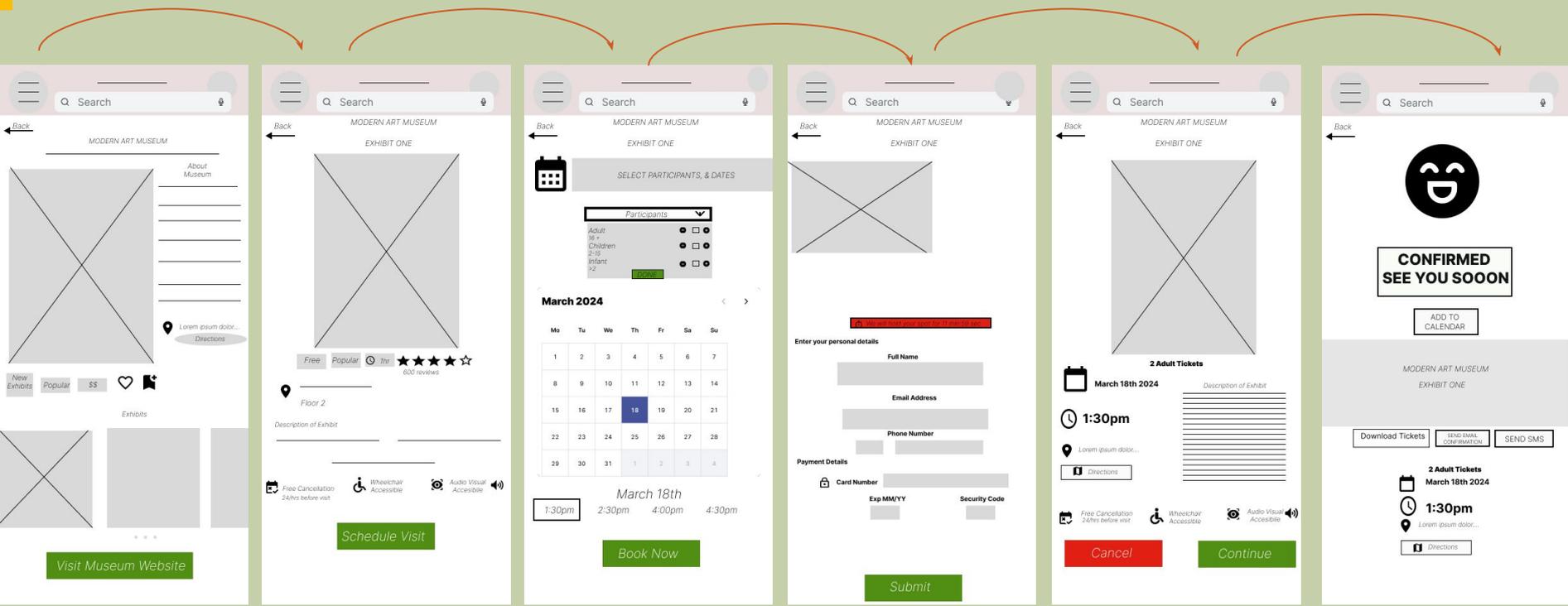
Digital wireframes

★ *Intro Page, Choose Location Page, & Language Selection Page*

AB

Back

CHOOSE YOUR LOCATION

SELECT AN OPTION ⌄

OR

☐ Find events in... ⌄ ✕

Nearby
Current location

Virtual Events

Welcome to Art Buddy

Create an account to .

🟪 Continue with Email

🟦 Continue with Google

or

Email

Password

Create Account

☐ Remember me on this device

Forgot Password?

Already have an Art Buddy? Log in

Maybe Later

WELCOME
TO
ART BUDDY

Language ⬤

English ✓

Español (Latinoamerica)

Français
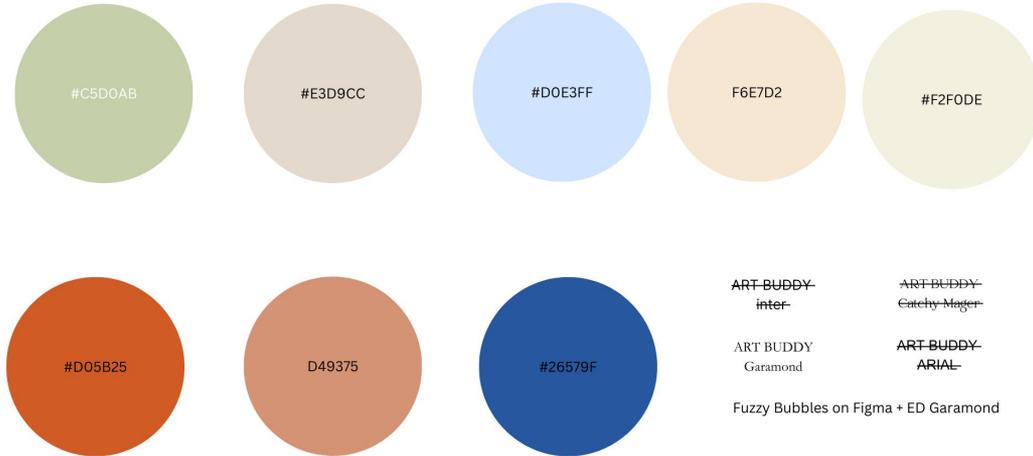
Português

العربية
Arabic

中國傳統的
Chinese, Traditional

Google

Low-fidelity prototype

With this prototype, patrons can enter the app, choose a language, decide to sign up or log in, choose a location and view museums. This prototype allows to simulate choosing a museum and booking a visit.

Google

Colour Palette

+

Typography

ART BUDDY COLOUR PALLETE + TYPOGRAPHY

#C5D0AB

#E3D9CC

#D0E3FF

F6E7D2

#F2F0DE

#D05B25

D49375

#26579F

ART BUDDY ~~inter~~

ART BUDDY Garamond

ART BUDDY ~~Catchy Mager~~

ART BUDDY ~~ARIAL~~

Fuzzy Bubbles on Figma + ED Garamond

In selecting colours, I surveyed numerous museums in D.C. and opted for the most commonly observed ones that I found, aiming for a light and unobtrusive palette that wouldn't overwhelm users. Striving for a straightforward layout, I combined Sans Serif and Serif typefaces. "Fuzzy Bubbles" was chosen for its playful, handcrafted style, while Garamond styles were selected to integrate a widely recognized serif font, maintaining a professional appearance.

Google
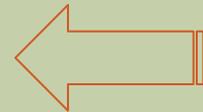
Usability Study: Parameters

1

1 Unmoderated Usability Study
2 Moderated Usability Studies

3

1 hr 30 minutes for all sessions
Remote in the United States : Washington D.C. &
Massachusetts Cambridge

ART BUDDY : STUDY PLAN

Google

Usability study: Findings

These usability studies offered valuable insights into designing for users' needs at various stages. Here are some key findings from both the initial and subsequent usability interviews I conducted. The first study took place during the low-fidelity prototype phase, while the second occurred during the high-fidelity prototype phase.

Round 1 findings

1. Museums for you should be based on a questionnaire based on categories.

2. Make it clear that when booking, it should be for the museum and not the specific exhibit only.

3. Determine if the find events in or choose your language would show the location.

Round 2 findings

1. The hamburger menu should include a way to get back to the Profile, Log in, and Sign Up.

2. During the quiz section, having the screen change ONLY when you press next question and not when you click anywhere on the screen.

3. Profile page should navigate you to the sign up page on certain screens to simulate how to sign up and sign in.

Google

Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

Mockups: Museums for You

★ Based on user feedback, it was recommended that the design for "Events for You" align with the layout of "Museums for You," maintaining consistency in the placement of titles beneath images.

★ To ensure accessibility, headings were prioritized, and a voice dictation feature was incorporated.

Google
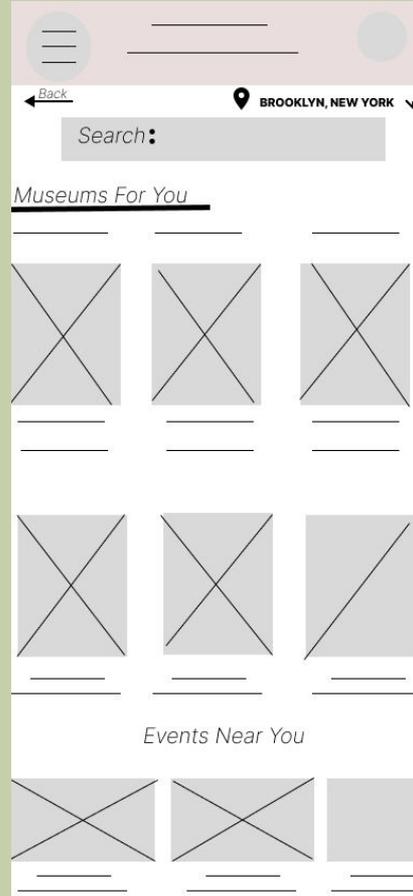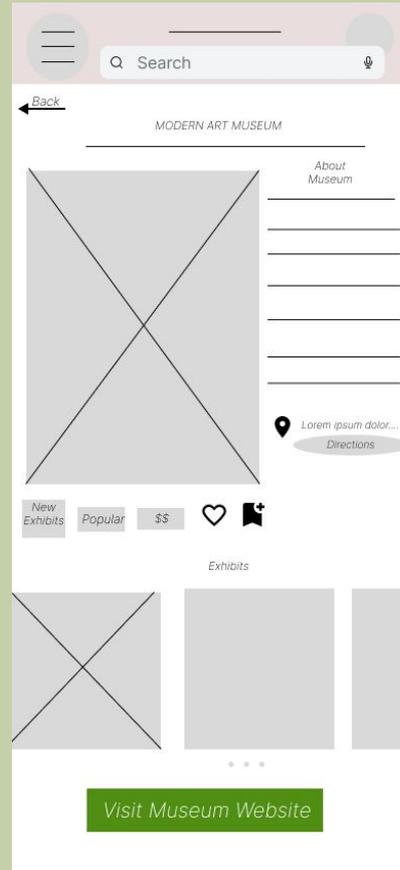
Mockups : Exhibit Page

★ Based on user feedback, it was recommended to relocate the "Visit Website" button below the museum description, ensuring clarity that phrases such as "New Exhibits" and "Popular" are not interactive buttons but rather informational notes.

★ Users also expressed appreciation for the accessibility notes provided alongside museum and exhibit details on this page.
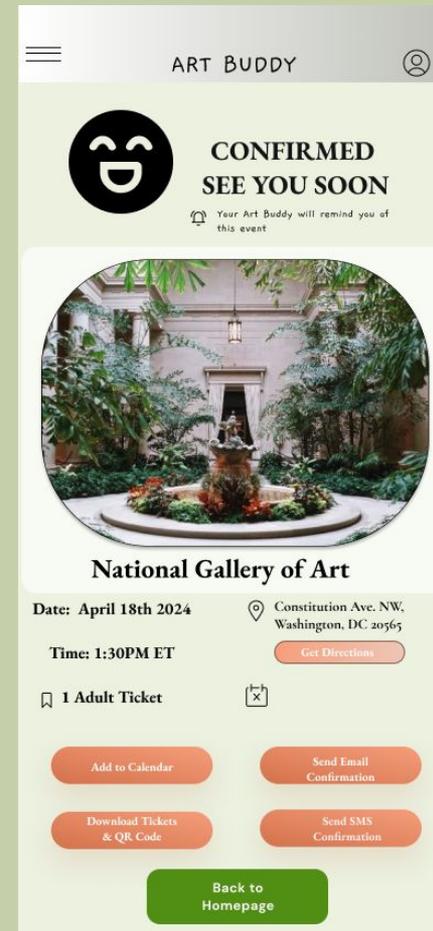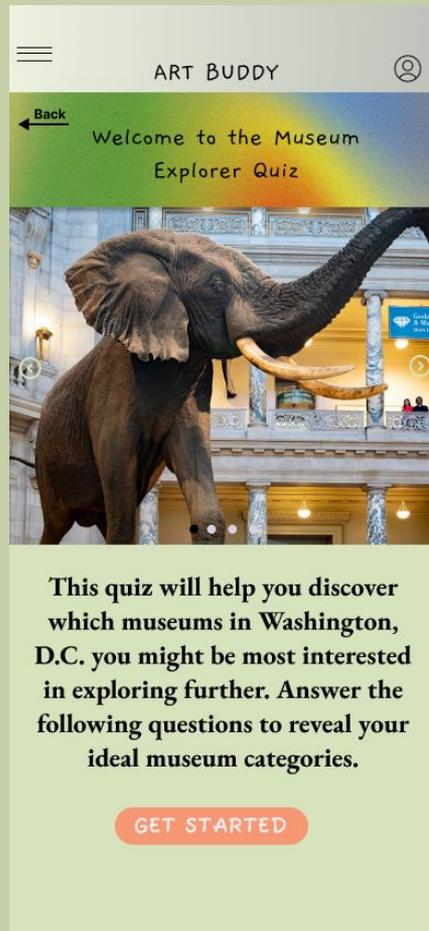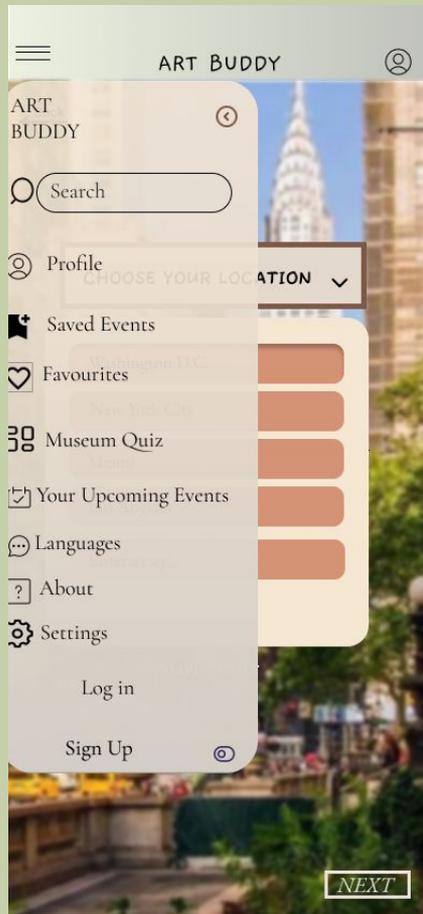

Google

Mockups: Menu, Museum Quiz, Exhibits, Confirmation Pages

Screen 1 — Menu

ART BUDDY

ART BUDDY

Search

- Profile
- Saved Events
- Favourites
- Museum Quiz
- Your Upcoming Events
- Languages
- About
- Settings

Log in

Sign Up

CHOOSE YOUR LOCATION

Washington D.C.

New York City

NEXT

Screen 2 — Museum Quiz

ART BUDDY

Back

Welcome to the Museum Explorer Quiz

This quiz will help you discover which museums in Washington, D.C. you might be most interested in exploring further. Answer the following questions to reveal your ideal museum categories.

GET STARTED

Screen 3 — Exhibits

ART BUDDY

Back

Search...

National Gallery of Art

The Anxious Eye:
February 11 – May 27, 2024

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Schedule Museum Visit

- Free Cancellation
  24 hrs before visit
- Wheelchair Accessible
- Audio & Visual Accessible
- 1 Hour
- Free

West Building, Floor, West Outer Tier

Get Directions

★★★★☆ 600 reviews
Write a review

MORE EXHIBITS

In the Library: Latin American Architecture in Circulation
January 8 – April 26, 2024

Woven Histories: Textiles and Modern Abstraction
March 17 – July 28, 2024

Screen 4 — Confirmation

ART BUDDY

CONFIRMED
SEE YOU SOON

Your Art Buddy will remind you of this event

National Gallery of Art

Date: April 18th 2024

Time: 1:30PM ET

Constitution Ave. NW, Washington, DC 20565

Get Directions

1 Adult Ticket

- Add to Calendar
- Send Email Confirmation
- Download Tickets & QR Code
- Send SMS Confirmation

Back to Homepage

Google

High-fidelity prototype

★ In response to user feedback, this high-fidelity prototype was developed to effectively demonstrate the app's flow, from initial interaction to booking a museum visit. While certain components may require further refinement, users can engage with the app at this stage to seamlessly schedule their visit.
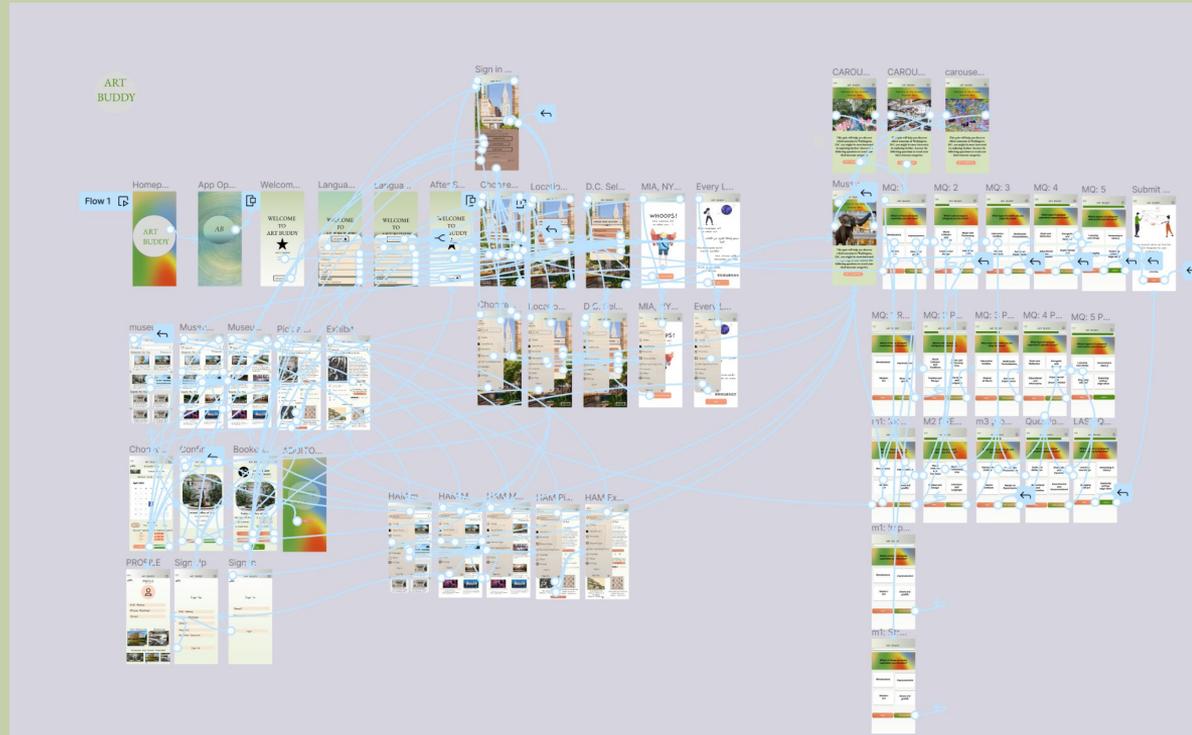
Link to high-fidelity prototype

Google

Accessibility Considerations

1

Colour Choices

Using higher contrasts on screens in order for the interface to be easier to see, especially considering the UI being accessible for low vision

2

Heading and Clear Titles

Enlarged and bolded the titles than the text on the rest of page

Including more visual hierarchy to support efficient navigation

3

Initial Focus

Modifying the **Choose your location** as a separate page in order to guide users

Going forward

- Takeaways

- Next steps

Takeaways : Impact

For the designer:

This project is very special to me because it's the FIRST product of my venture into UI/UX design.

Although the timeline of Art Buddy was short, it was jam-packed with intense and helpful lessons!

For users and establishments

This app has the potential to increase engagement with art museums, events, and exhibits in urban areas,

fostering community-building by raising awareness of activities that might otherwise go unnoticed.

Moreover, it could alleviate the stress associated with searching, booking, and organizing museum

information.

Google

📖 Takeaways: What I learned

★   Focus on prioritizing the impactful features that hold significance for users, ensuring to give equal attention to user experience (UX) alongside user interface (UI). When I find myself focusing on minute details, it's essential to pause and reconsider whether I'm utilizing my time effectively.

★   Regularly conducting usability studies enables designers to ascertain if they are still aligning with the users' needs. It's common to become engrossed in the UI aspect of application design, and when that occurs, it's a signal to initiate a usability study. Additionally, prioritizing accessibility in all designs is paramount.

★   There will consistently be revisions required, so it's crucial to recognize and appreciate your work, knowing when to conclude and plan the next steps for another iteration.

Next Steps

1

★ Determining what the best homepage should be for this app.

2

★ Will be adding a progress bar within the check out page to show the progress with the steps taken to schedule a museum visit.

3

★ Further usability studies will be conducted to refine and ensure that user pain points have been adequately addressed
★ Designing the application for a cleaner and simpler UI interface for users.

Google

Let's Connect!

Thank you so much for taking time to review my work for Art Buddy ! This was such a fun experience, and thank you to all that supported me along this journey.

If you have any further inquiries or would like to see more, please feel free to contact me at chinyeremunonye@gmail.com

Check out my portfolio for more projects: cemcreations

Connect with me on Linkedin: www.linkedin.com/in/chinyeremunonye

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