Art App

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Project overview

The product:

The Art App allows the user to discover and purchase tickets to the art exhibitions in their local area. Once at the gallery, the user can also use the Guide mode to help them navigate the exhibition. If desired, the user can also purchase artwork directly from the artist whose exhibition they just attended.

Preview of selected polished designs.

Google

Project overview

The problem:

The gallery owners and artists find it difficult to connect with new audiences to inform them about the upcoming exhibitions and art sales.

The goal:

Make art more inclusive. Allow users to discover art exhibitions in their area, purchase tickets and provide enjoyable experience while at the gallery. Connect artists with their potential buyers.

Project overview

My role:

UX Designer

Responsibilities:

User research, wireframing, lo-fi prototyping

Understanding the user

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

User research: summary

During my user research, I conducted four interviews to better understand the audience my app will be designed for. I identified the two main user groups: art gallery owners and art gallery visitors. I represented these groups by creating two user personas.

My research confirmed the user groups I expected the app would be serving. I also identified that the art world could use more inclusivity and cater to a broader audience of art lovers and makers. Some of my users' frustrations included a lack of appropriate information about the artists (for the gallery visitors group) or problems with social media platforms (for the gallery owners group).

User research: pain points

1

Information

Art gallery visitors do not have relevant information about local artists

2

Inclusivity

The art world is not inclusive enough

3

Social Media

Using social media platforms to find artists' bios can be frustrating

Persona: **Eleonor**

Problem statement:

Eleonor is an art-loving nurse practitioner who needs less text-heavy information about local artists because of her dyslexia.

Eleonor

Age: 45
Education: BSc in Nursing
Hometown: Tulsa, OK
Family: teenage daughter
Occupation: Head Nurse

"My daughter and I connect through art and we both love discovering new artists."

Goals

- Visit art galleries and museums with her daughter
- Discover local artists

Frustrations

- Limited information about artists available in the galleries she visits
- When available, the information is too text-heavy.

Eleonor is a busy nurse who loves art. She loves visiting local art galleries with her teenage daughter. She would love to learn more about local artists, but the information is usually limited. It can be difficult for her to read long passages of text, because of her dyslexia.

Graphic source: https://undraw.co/

User journey map

Persona: Eleonor

Goal: Visit art galleries with her daughter and discover local artists

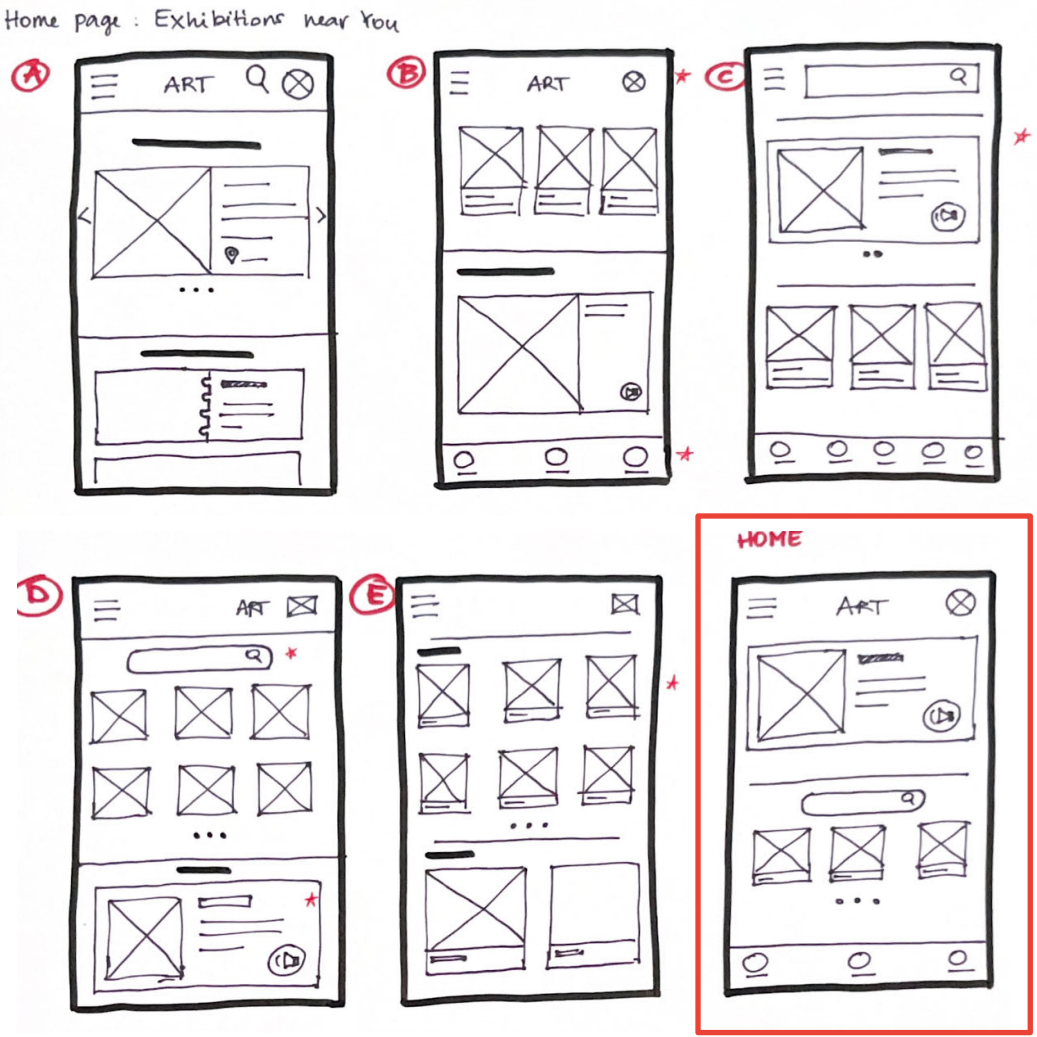
ACTION	Research local galleries & current exhibitions	Buy a ticket	Go to the gallery of choice	Visit the exhibition and research artists	Follow up on her new findings
TASK LIST	Tasks A. Search online B. Compare exhibitions C. Choose a gallery to go to	Tasks A. Purchase online (if possible) B. Carefully input all the data (her dyslexia makes it challenging) C. Save the tickets on her phone or print if required	Tasks A. Drive to the gallery B. Find a parking spot C. Enter the gallery	Tasks A. Walk around and discover new art B. Look up artists behind the best pieces C. Ask the staff for more information about the artists	Tasks A. Research online B. Follow artists' account on social media C. Visit their websites to purchase artwork she liked
FEELING ADJECTIVE	• Overwhelmed with the amount of options available • Passionate about art • Hopeful to see an exciting exhibition	• Frustrated with all the amount of text she needs to input correctly • Ashamed that she is struggling	• Focused on the driving and find an appropriate parking spot • Worried there will be a lift (she recently sprained her ankle)	• Inspired by the art she sees • Curious about the artists • Overwhelmed by the amount of new information	• Passionate about the local artists she discovered • Overwhelmed by the amount of information • Skeptical about some of the online sources she finds
IMPROVEMENT OPPORTUNITIES	• Collect all the information about local art galleries and exhibitions in one place	• Include an automatic fill in option for the credit card information • Add a different option for ticket purchase (e.g., by phone call)	• Provide information about parking spots in the area • Provide information about accessibility for the gallery	• Provide easy-to-digest bios of artists featured including a text reader friendly version • Provide images and links to further sources	• Provide one for all source of information about artists and their exhibitions and works for sale

Starting the design

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

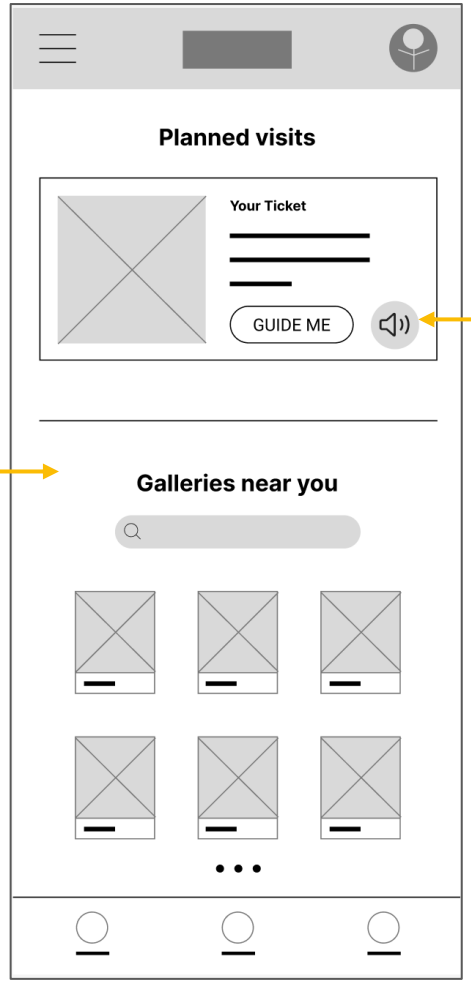
Paper wireframes

When developing the wireframes I explored different arrangement of elements on the homepage, as well as menu designs. I marked my favorite bits with stars and then combined them into the final home screen design.



Digital wireframes

In line with the user research I wanted to make the app accessible by adding screen reader support. My users also want to discover local artists and their exhibitions in the area.



Allows to search and discover new exhibitions near the user's location.

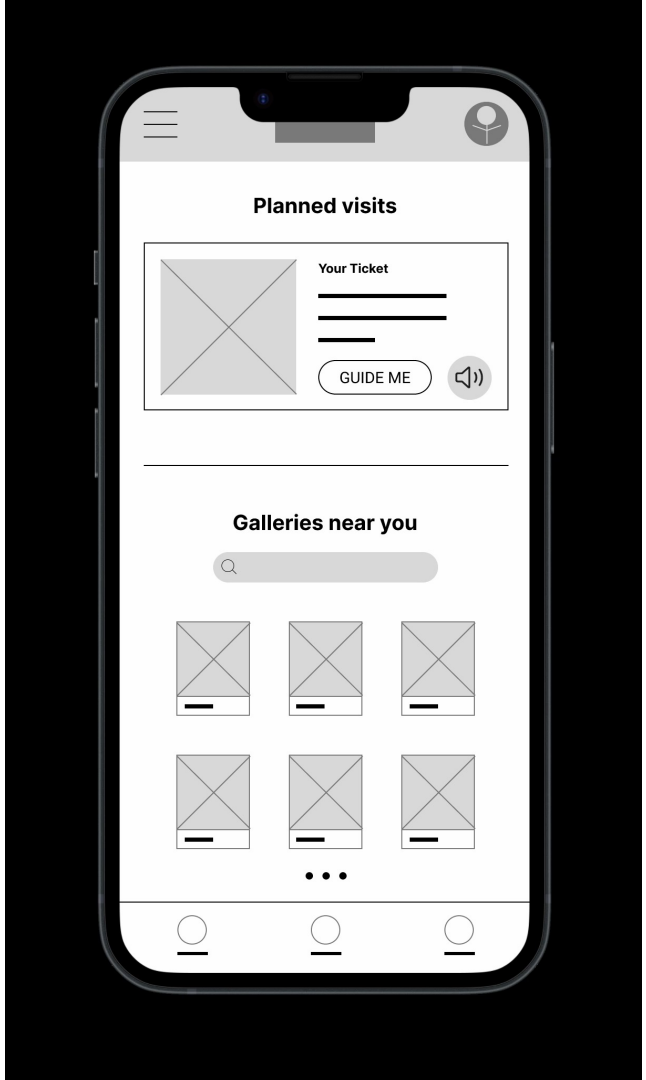
The digital ticket in the app is a gateway to the gallery. It also supports a screen reader so the user can listen to the descriptions of various artwork as they visit the gallery.

Digital wireframes

In the Guide mode, the user can access more information about the currently viewed artwork or scan a new artwork as they progress through the exhibition.

Low-fidelity prototype

This prototype shows how the user can access Guide mode directly from the ticket they have on their home screen. In the artwork view the user can choose a speaker guide.



Thank you!