

# Art Tour App design

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Elise Nunn

# Project overview



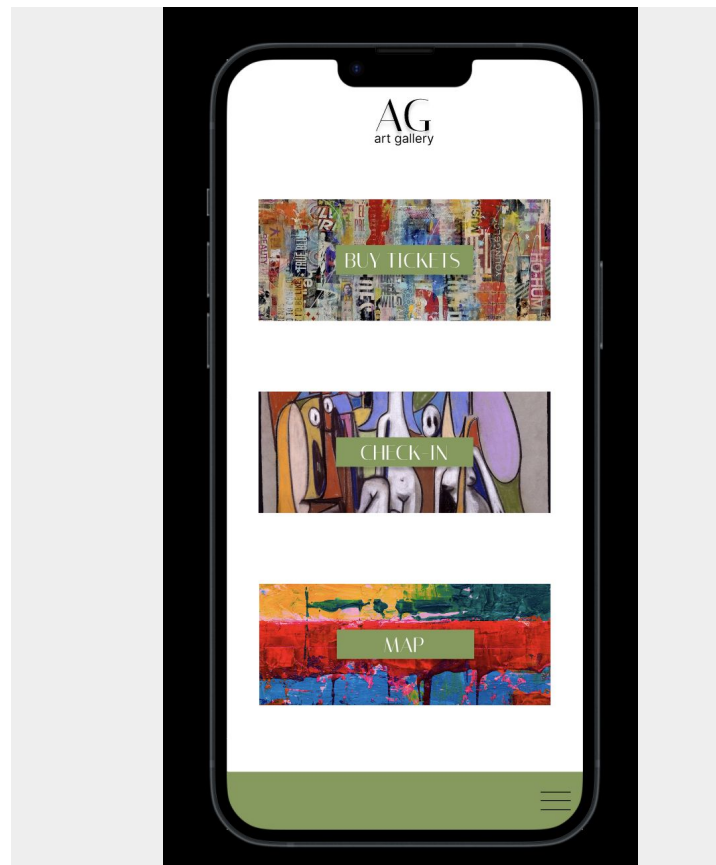
## The product:

This product is to help customers check-in to an art gallery tour quicker and easier.



## Project duration:

Sept. 2022- Oct. 2022



# Project overview



## The problem:

The problem that needed to be solved was to make the check-in process for Art Gallery tours quicker and easier for the customers who are wanting to go straight to the tour and not wait in a long line.



## The goal:

The goal is to help customers be able to have their check-in, and ticket purchasing in one place to make it easier.

# Project overview



## My role:

My role in this project was Lead UX/UI designer, and Lead UI/UX researcher, as i created it alone.



## Responsibilities:

My responsibilities for this project include User research, wireframing, prototyping, study findings and mockups.

# Understanding the user

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

# User research: summary



My research was conducted by showing each of my participants the functioning wireframe and mockup. Each of them were following a set of questions to navigate their way through the app. It was conducted in person and also through zoom, where i sent the link to the participant and watched as they conducted the study.

# User research: pain points

1

## Pain point

Not being able to open the hamburger menu on every page.

2

## Pain point

Having there be no icons to represent the menu.

3

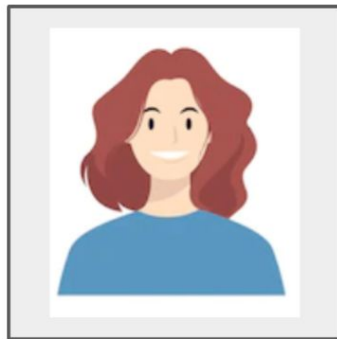
## Pain point

The homepage was always returned to when hitting the menu

# Persona: Shauna

## Problem statement:

Shauna is a creative director assistant who needs to check into her art gallery tour because she needs inspiration for an upcoming assignment.



**Shauna**

**Age:** 23

**Education:** NYU

**Hometown:** Berkeley, CA

**Family:** 1 sibling

**Occupation:** Creative director assistant

*“Art is my passion, and job.”*

## Goals

- Find an accessible map for the art gallery, or easier way to check in.

## Frustrations

- Can never find the tour check in in time for the tour

Shauna is a art lover, as a creative director of an ad agency, she enjoys gaining inspiration looking at art. The problem that shauna has, is that she often goes to new galleries and has a hard time navigating her way to the tour check in. She would like an easier way to find her way through the gallery.



# User journey map

## Persona: Shauna

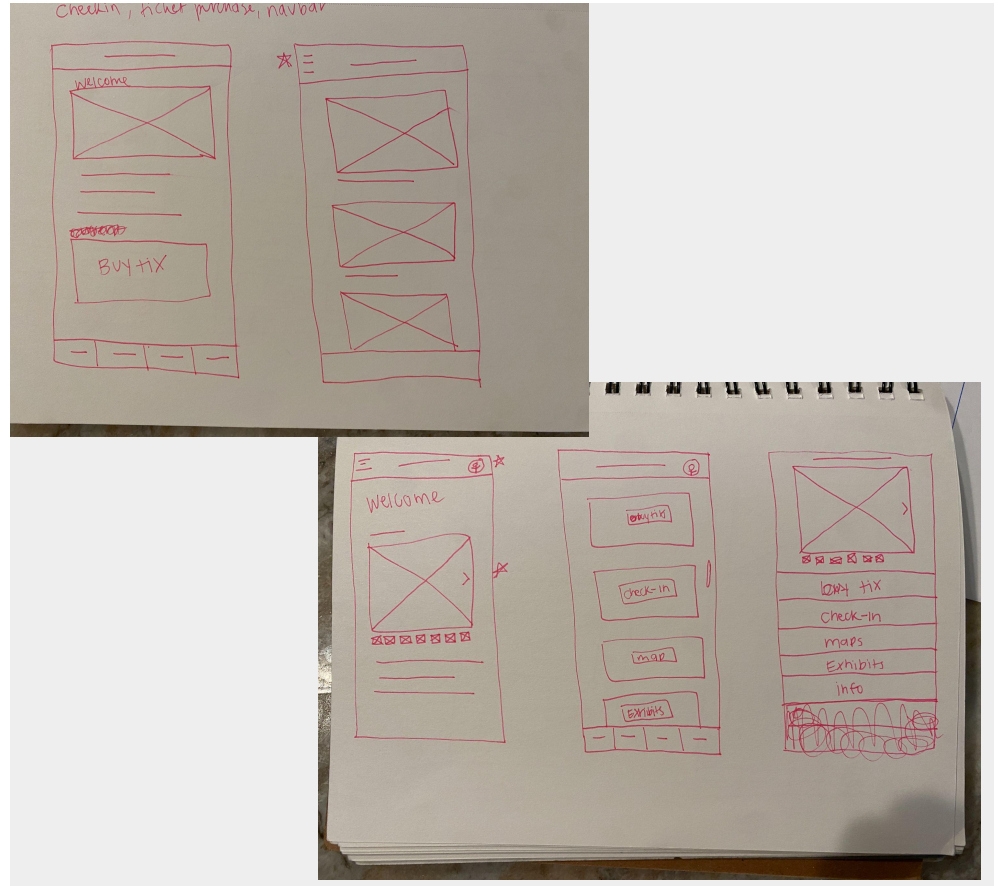
- Find an accessible map for the art gallery, or easier way to check in.

ACTION	Get to gallery	Buy tour tickets	Check in to tour	Enjoy the tour	
TASK LIST	Tasks A. Find the way to gallery B. get on subway C. navigate delays	Tasks A. find the desk B. buy tickets in time	Tasks A. find check in B. give tickets to the person	Tasks A. navigate through the museum B. look at art C. see descriptions	
EMOTIONS	Annoyed	annoyed	Frustrated relieved	Happy	
IMPROVEMENT OPPORTUNITIES	Giving instructions on how to arrive	Allowing the tickets to be purchased on the app	Check in on the app	Adding a virtual app	



# Paper wireframes

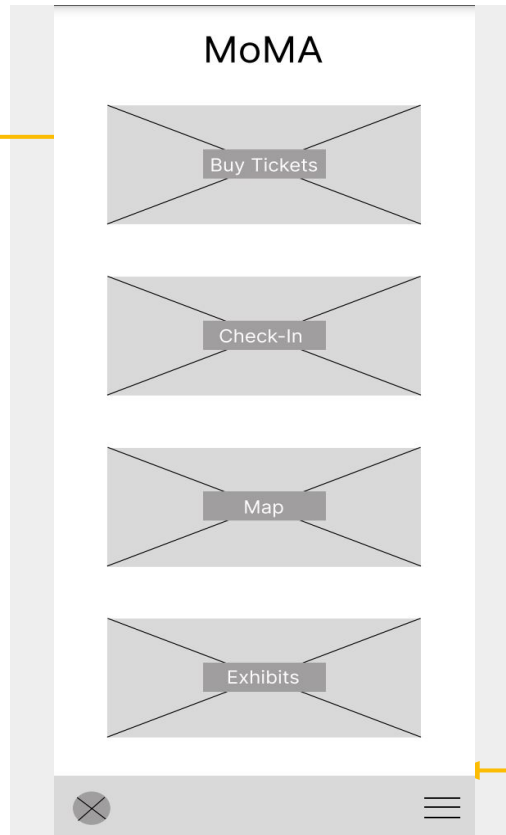
My goal was to create a paper wireframe that was good so i could transfer to digital.



# Digital wireframes

My goal was to create a good wireframe to work off of as I created my app.

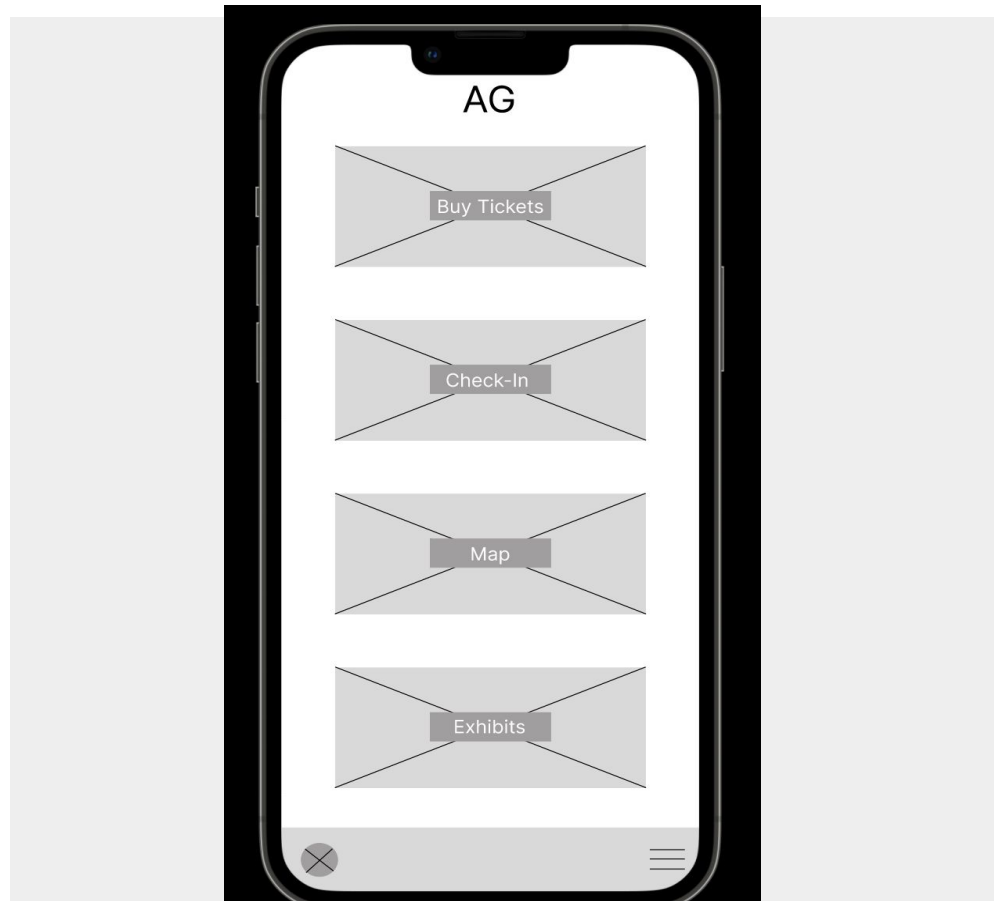
A button to click to purchase tickets.



A Hamburger menu to help customers navigate throughout the app

# Low-fidelity prototype

<https://www.figma.com/proto/ZvFA7mXtMh5ckhgTP9um3Z/Wireframe-for-Gallery-app?node-id=1%3A5&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A5>



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Found people were annoyed that the hamburger menu opened back to homepage
- 2 Need to make the hamburger option more visible because people overlooked it alot
- 3 Change the profile popup to the side as well so you can see it in all of the pages

## Round 2 findings

- 1 Remove the profile popup
- 2 Add icons to hamburger menu

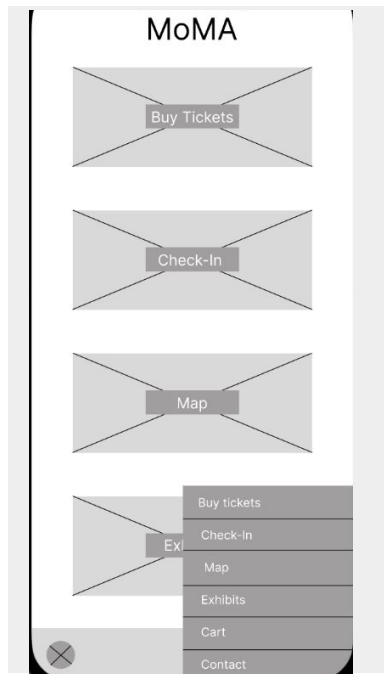
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

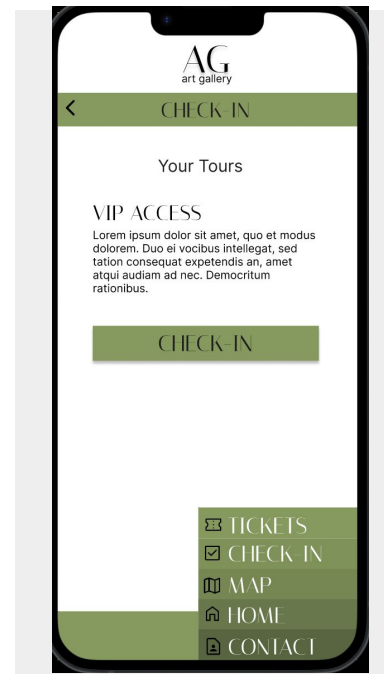
# Mockups

Before I conducted my research, the hamburger menu wasn't linked to every page and would only open on the home screen. So I changed it to open on every page.

Before usability study



After usability study

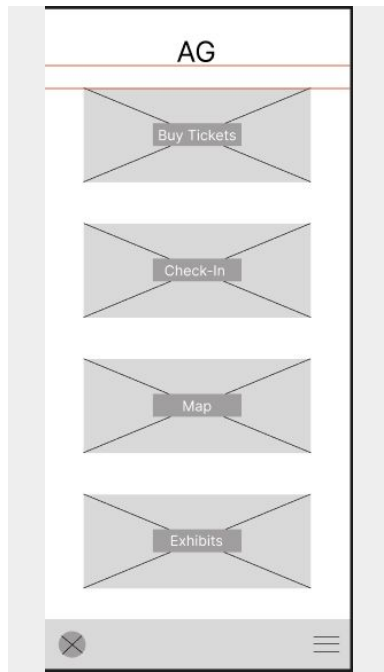




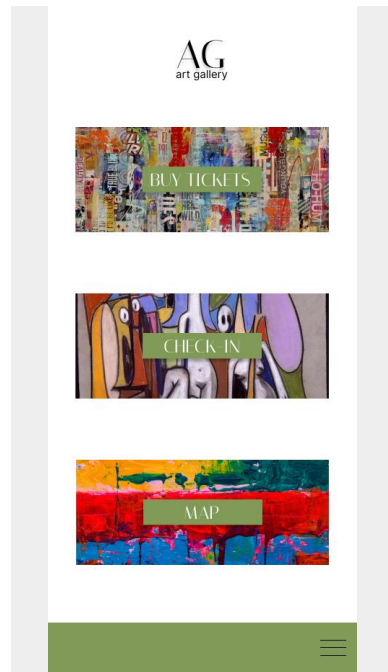
# Mockups

Before I conducted the research study, i had a profile icon on the side that wasn't really functional because each app is your own ticket system. So i removed it.

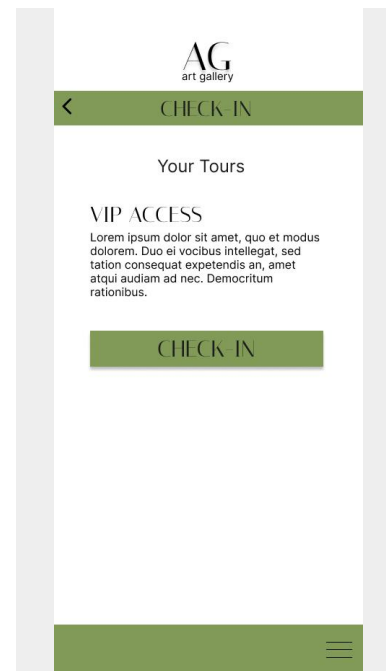
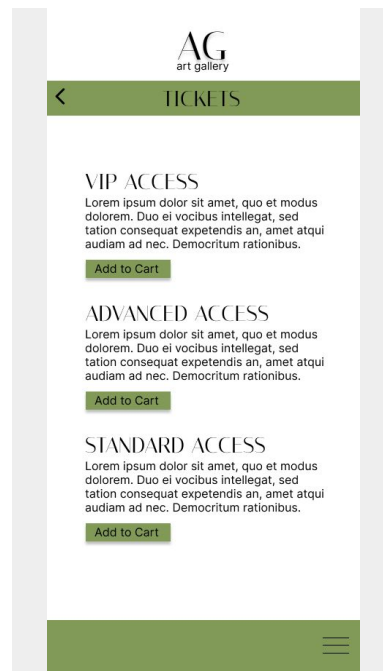
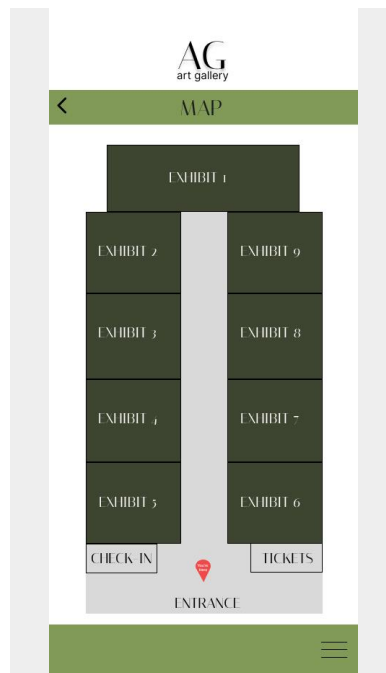
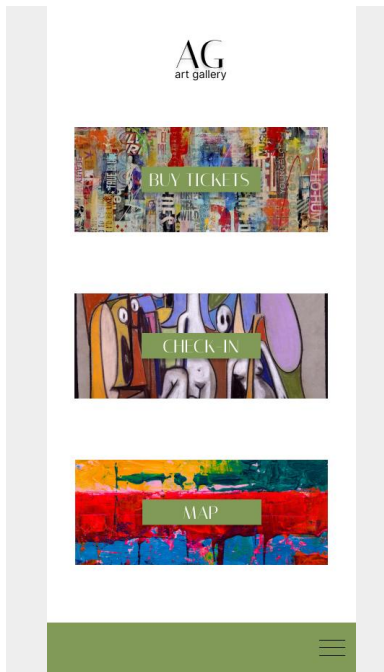
Before usability study



After usability study

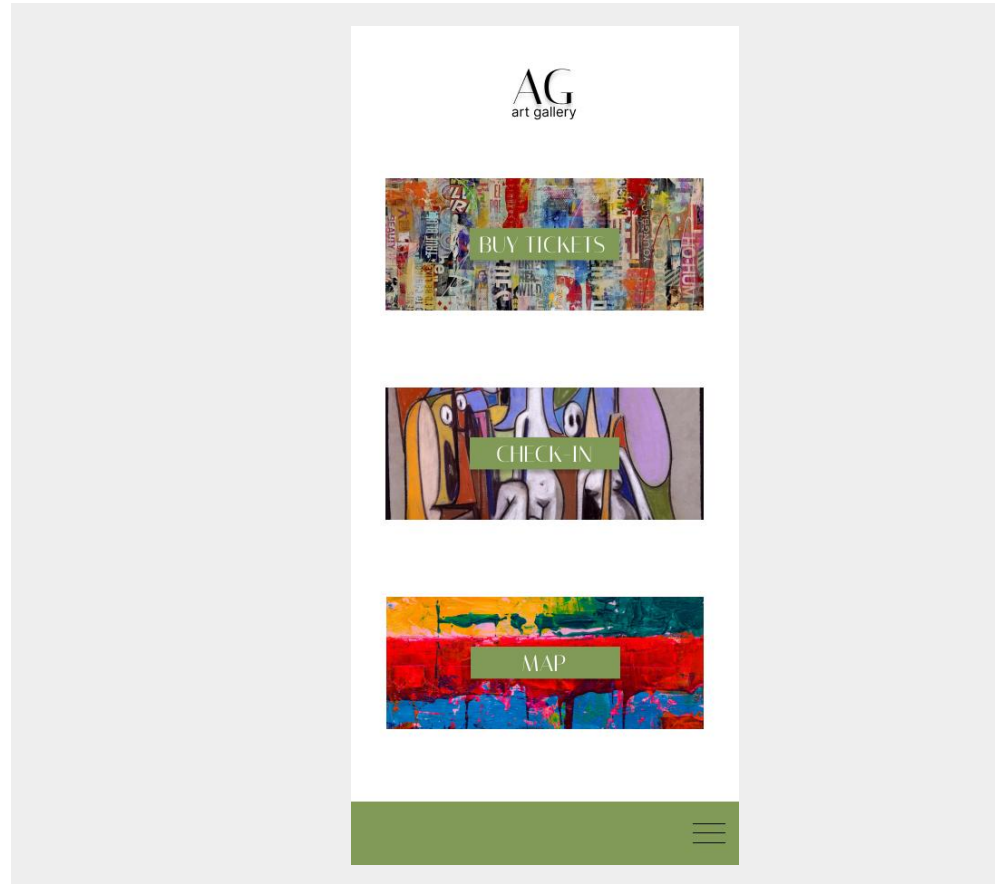


# Mockups



# High-fidelity prototype

<https://www.figma.com/proto/ZvFA7mXtMh5ckhgTP9um3Z/Wireframe-for-Gallery-app?node-id=103%3A28&scaling=scale-down&page-id=101%3A12&starting-point-node-id=103%3A28&show-prototype-side-bar=1>



# Accessibility considerations

1

An accessibility consideration that i applied to my designs were the use of icons throughout the app.

2

An accessibility consideration that i applied to my designs was the use of contrasting colors.

3

An accessibility consideration that i applied to my designs was the use of a easy to read typeface and font.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The impact this design had was little since it was a course project, but as i tested it on others i had positive feedback.



## What I learned:

In this project, I learned that making an all encompassing app that holds all i want in a prototype is harder than it seems, but still is doable if you are determined.

# Next steps

1

The first step would be to find a gallery that would want to use this design for their own check-in app to help their customers.

2

The second step would be to find a team of engineers that can build this design to make it functional.

3

The third step would be to upload it to the app and google store for people to download and use.

# Let's connect!



Thank you for reviewing this. If you would like more information on this project or me feel free to reach out!

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