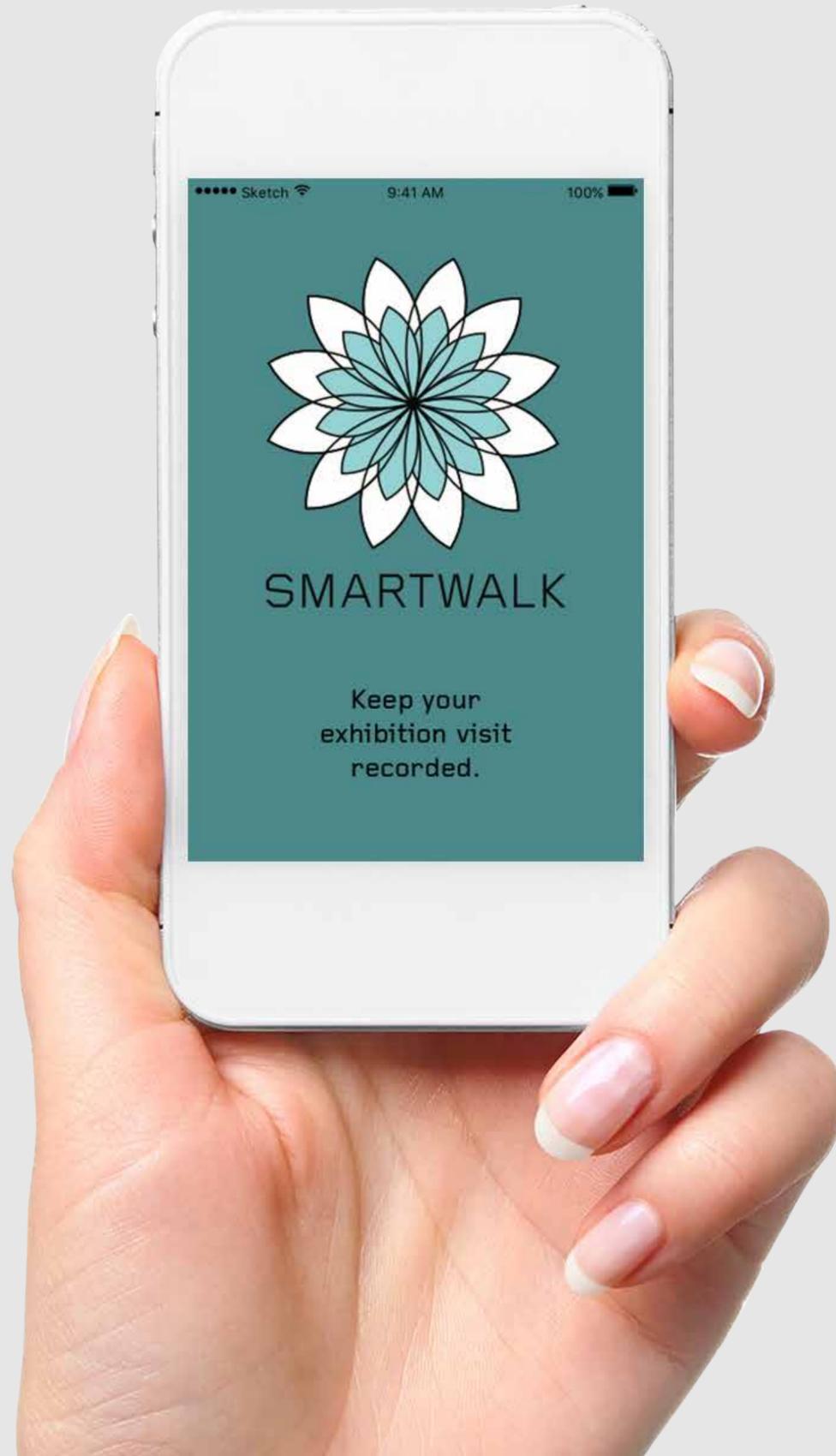


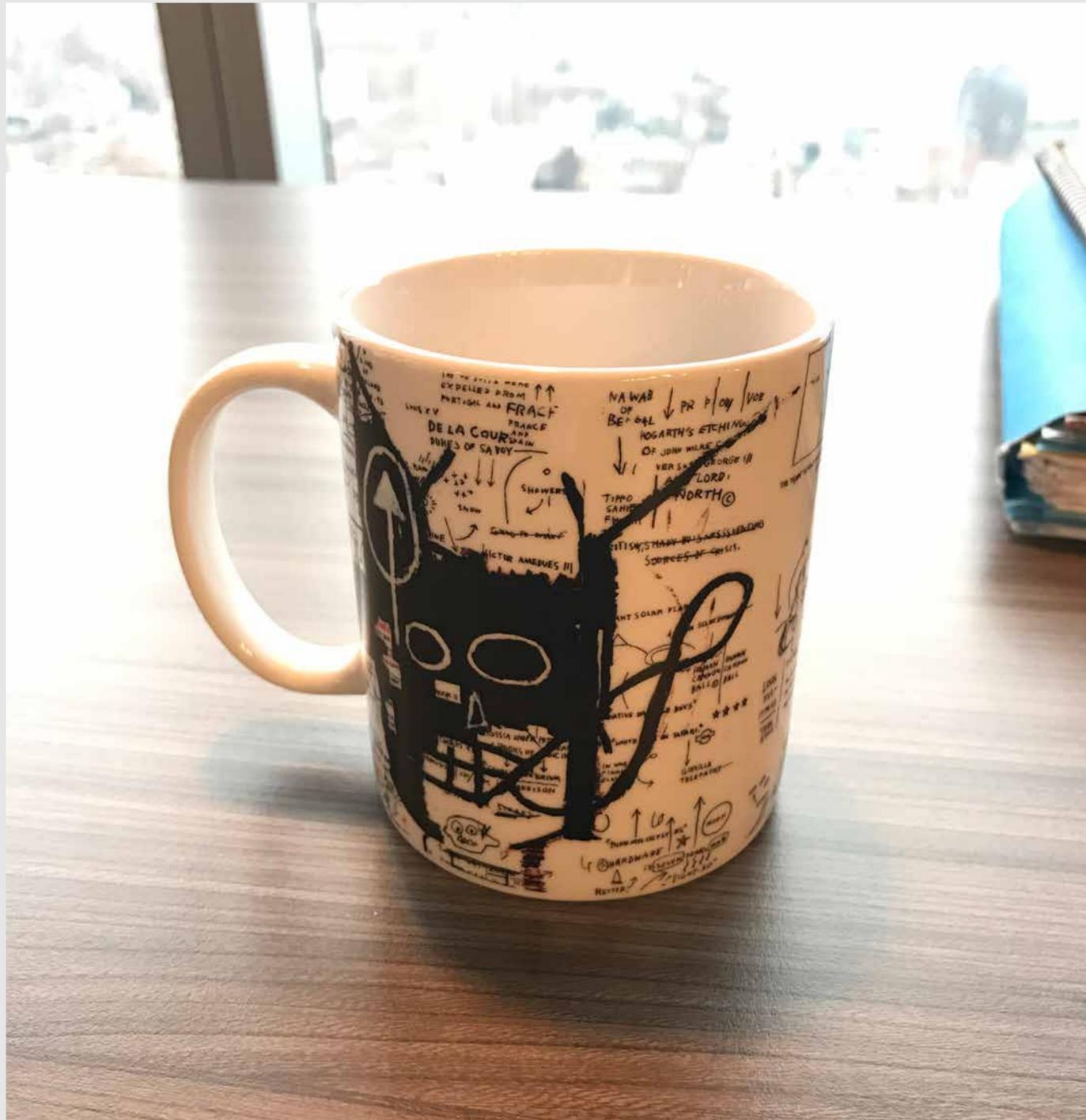
SMARTWALK

Keep your exhibition visit recorded.



SMARTWALK

Allows enthusiastic art lovers who visit museums and galleries to record their individual exhibition visit experience by capturing images and taking notes, creating their own gallery and sharing them with their peers through social media. It also gives them the opportunity to dive deeper into research and document their findings.



PROBLEM SPACE

One of my pleasures is to collect mugs that I buy when I visit a museum. The one shown to the left is from the “Basquiat: The Unknown Notebooks” exhibition at the Brooklyn Museum. It displays one of Jean-Michel’s artworks, though it doesn’t really tell me anything about this exhibition, that focused on his notebooks. I realized, I need to come up with an idea that goes beyond just showing a specific motif to tell the story and this is how I found the topic of my UX Project.

PROBLEM STATEMENT

Avid museum and gallery exhibition visitors need a way to document their individual experience by capturing images and putting down notes on behalf of the artists and the works that resonate with them because they want to learn from them and get inspired for their own artistic endeavors. They want to share their experience as much as possible with their friends and colleagues because they want to bring attention to the exhibitions they think are worth exploring.

WHY SMARTWALK?

- ↳ «Recording your memory is the new remembering.»
- ↳ «The personal experience is the new guided tour.»
- ↳ «Sharing as much as you can is the new keeping it to yourself.»
- ↳ «Getting briefly informed about the artist beforehand is the new being surprised.»
- ↳ «Onsite, real conversation with the artwork is the new taking all complimentary literature with you.»
- ↳ «Offering your own observations to a greater audience is the new simply reproducing.»
- ↳ «Prioritizing what you'd like to see first is the new falling down rabbit holes.»
- ↳ «**SMARTWALK is the new ARTWALK.**»

TARGET AUDIENCE & COMPETITOR ANALYSIS

Affinity Mapping

The screenshot shows a Trello board titled "SMARTWALK" with the following columns and cards:

- Stats**
 - Weilahi (1 card)
 - Colette (1 card)
 - Kendall (2 cards)
 - Yjwang (1 card)
 - Gabriel (1 card)
 - Paul (1 card)
 - Lorena (1 card)
 - Sarah (1 card)
- Tour**
 - I try to stay up to date with fashion exhibitions
 - I only come to the Mets Costume Institute
 - I usually start with the new exhibit and then just go wherever else
 - All Designers from Charles Bauer to Alexander McQueen
 - I visit the current exhibition and if I have the time I walk around
 - I started from the bottom all the way up and down for the side exhibitions
 - Just winding my way through - for time constraints I go to a specific gallery
 - I visited all exhibitons - all floors
- Documentation/Capturing**
 - I draw sometimes to capture, that is why I come to the museum
 - I throw the drawing away immediately, its just to tell myself, I guess its not that important
 - I take a few notes, and take some pictures
 - I take pictures of what is particularly interesting
 - I capture info more intuitive
 - more intuitive
 - I take photos with my iphone
 - I read a little about the exhibit upfront but go more in depth over here.
 - I took photos and videos of the art
- No Capturing Reasons**
 - I didnt take the audio tour, just read info on the walls
 - I keep everything in my memory, no photos no recording
 - Everything is accessible through the internet, if I want to know more about the artist I go on the website
 - I'd go on Instagram and look up the artist, all the paintings would show up
 - I could read before or afterwards about the artist - I dont want to be influenced by the guide
 - I never inform myself upfront - I like to be surprised
 - Sometimes I feel I miss something if I proceed to take pictures
 - In this day of age you can look up
- Sharing**
 - I might post something on snapchat - its more a personal experience
 - I go with people rather than sharing on social media
 - I take photographs and post them, write on my blog
 - I just try and share as much as I can
 - I post on Instagram
 - Take photos pretty often and posted some on Instagram
 - I want to bring attention to the exhibition
 - I share through social media or in personal conversations, I post pictures or status updates
 - I show it to my clients and also to

Commonalities among 16 Interviewees:

- The interviewees work mostly in a profession that is art related eg. the fashion or design industry. They have a very deep appreciation for the arts and visit the museum mostly alone to learn about new artist or exhibitions and get inspired.
 - They usually try not to capture anything in the first place and focus on pieces that resonate with them. They might jot down notes or take pictures with either their smartphone or own SLR camera and don't face any problems doing that. For sure they don't want to reproduce anything. For the most part, they use Instagram to share their findings and also use it as a source of information. They want to bring attention to the exhibition and realize that once they post a feed, their peers like to visit that very exhibition, too.
 - They are invited personally through email to opening receptions and know either the Gallery or the artist personally.
 - They visit the whole spectrum of art from antique to contemporary but start with the current new exhibition and if they still have time, they visit the more permanent collection that they mostly know.
 - I met the museum goers mostly alone or in a small group with like-minded friends. Thus, there is no need to rush through the museum.
 - The visit can be for business or political reasons, to see things in a broader and artistic context.
 - They love to check out the books in the gift stores but end up buying either nothing or rather smaller items. Its possible to visit the cafeteria or restaurant for a snack or tea.
- Profession:
- Furniture/Interior Designer and Art Consultant
 - Merchandiser for a Japanese Fashion company
 - Marketing
 - Consultant for Architects
 - Bike Mechanic (studied Interior Architecture)
 - Flight attendant (studied Fashion Design at FIT)
 - Works on her own fashion collection as Designer and as Brand Manager in Marketing
 - Writer/Teacher
 - Works in Biotech
 - Fashion Design Student at The New School
- Age Range:
18–48
- Gender:
Male: 7, Female: 9
- Annual Income:
Average 55k, Range: 25–100k

Quotes

- ↳ «I want to bring attention to the exhibition.»
- ↳ «I try to share as much as I can.»
- ↳ «I try to stay up to date with fashion exhibitions.»
- ↳ «I only come to the MET's Costume Institute.»
- ↳ «I usually start with the new exhibit and then just go wherever else.»
- ↳ «I start wherever the museum suggests and follow all the way through to the end.»
- ↳ «I take pictures of what is particularly interesting.»
- ↳ «I read a little about the exhibit upfront but go more in depth over here.»

Colette

The Fashion Savvy



Stats

- Age: 27
- Education: Graduated from FIT for Fashion Design
- Profession: She works on her own fashion collection together with an artist from Zimbabwe. In addition, she is a Brand Manager at Giorgio Armani.
- Annual income: 40k

Behaviours and Habits:

- Colette gets informed about new exhibitions through feeds on Instagram.
- Staying up to date with fashion exhibitions is very important to her and she loves "The Costume Institute" of the MET.

Stories & Frustrations:

- Colette would enjoy the experience to be alone in the gallery much more.
- She uses her iPhone to capture images that resonate with her.
- Upfront, she gets a little informed and goes more in depth onsite.

Needs/Problem/Goals:

- Colette likes to share her photos as much as possible on social media like facebook, Instagram but also snapchat.
- She wants to bring attention to the exhibition.
- She walks around more intuitively and focuses on artpieces that resonate with her.

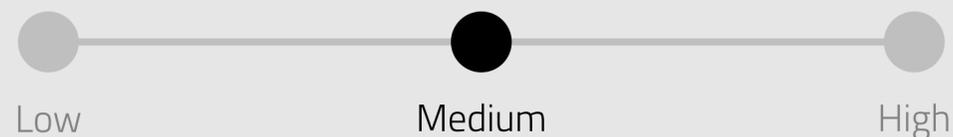
Observations:

- "I love to go alone so I never feel the rush to go through."
- "I have a great book collection - I always get the book that comes with the Met Gala exhibition."
- "I capture info more intuitively."

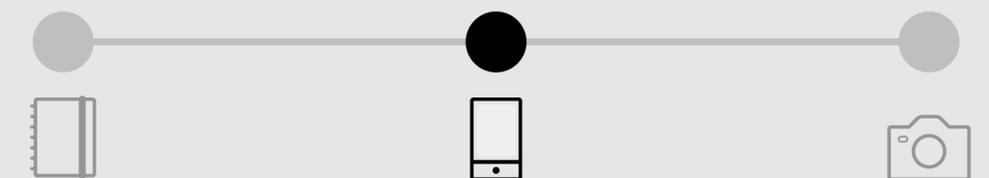
Time Spent during a visit



Digital Literacy

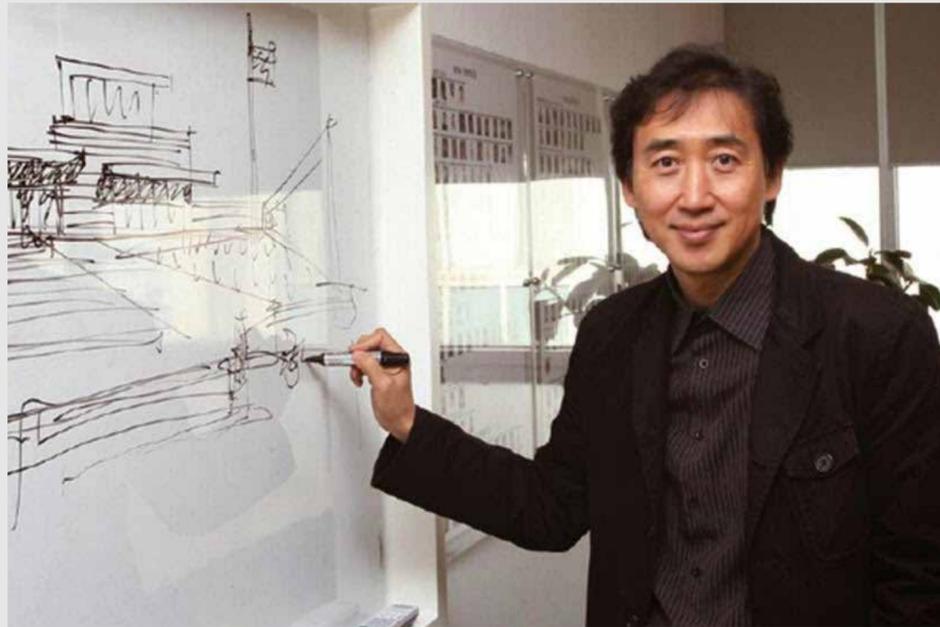


Capturing Device



Nicholas

The Architect



Stats

- Age: 34
- Education: Studied Interior Architecture and Art History
- Profession: Consultant for Architects
- Annual income: 65-75k

Behaviours and Habits:

- Nicholas doesn't like to take the audio tour, he just reads the info on the walls.
- He visits more specifically themed exhibitions.
- Usually, he start with the new exhibit and then just goes wherever else.

Stories & Frustrations:

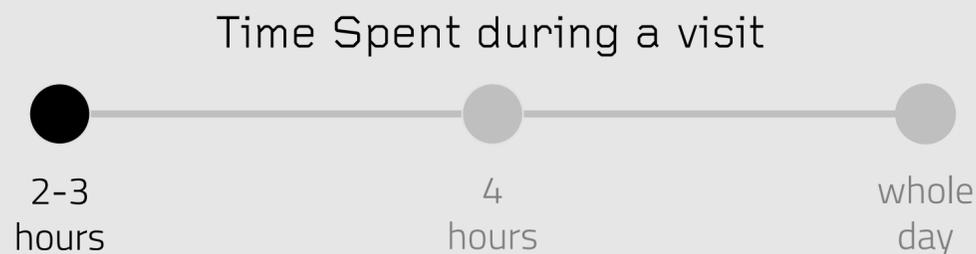
- Nicholas is subscribed to a few select mailing lists from galleries that invite him to opening receptions.
- He captures images with his SLR camera.
- He take photographs, post them on social media and writes on his blog.
- He never misses to visit the sculpture garden at MoMa.

Needs/Problem/Goals:

- Nicholas doesn't want to reproduce anything when capturing images.
- He thinks that he could read before or afterwards about the exhibition or artist - he doesn't want to be influenced by the guide.
- He likes to draw 3 dimensional sculptures.

Observations:

- "I like the whole spectrum of art, all expressions from antique to contemporary."
- "I take pictures with my SLR camera and post them on Instagram."
- "We went to the MoMa design store and I bought a tooth brush."



Kendall

The Art Consultant



Stats

- Age: 30
- Education: She studied Art History
- Profession: Art Consultant
- Annual income: 45k

Behaviours and Habits:

- Kendall visits all museums in every country she visits.
- Vendors send her invites to see exhibitions.
- She just loves art and takes advantage of days with reduced admission.

Stories & Frustrations:

- Kendall thinks that all info is now accessible online, so if she wanted to know more about the artist she would check out their website.
- On Instagram, she finds all images that other visitors take simply by searching for the artist in the respective museum.
- She doesn't experience any problems during her visits.

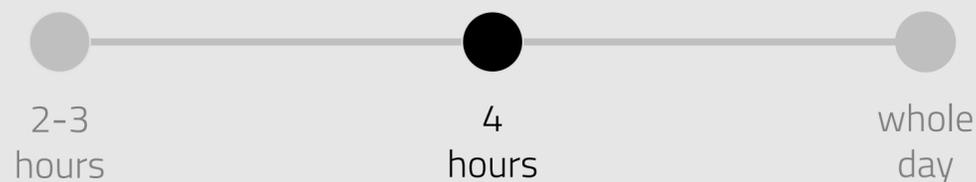
Needs/Problem/Goals:

- Kendall wants to see something that is thought provoking.
- She might post something on snapchat - and it's more of a personal experience for her.
- She shows her notes and pictures to her clients and it helps her to be organized.

Observations:

- "I find the freedom in art so amazing - I want to see the boundaries."
- "The Guggenheim is laid out very well - main exhibitions, side exhibitions, it has nice surprises and is not overwhelmingly intense."
- "I share posts through social media or in personal conversations, I post pictures or status updates."

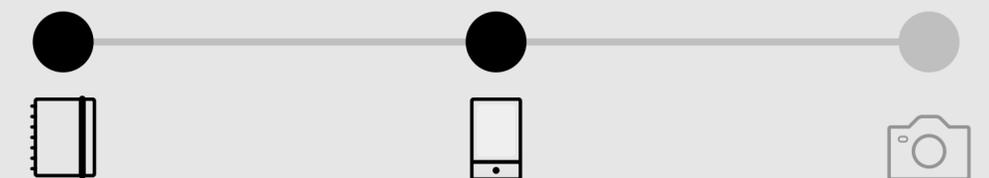
Time Spent during a visit



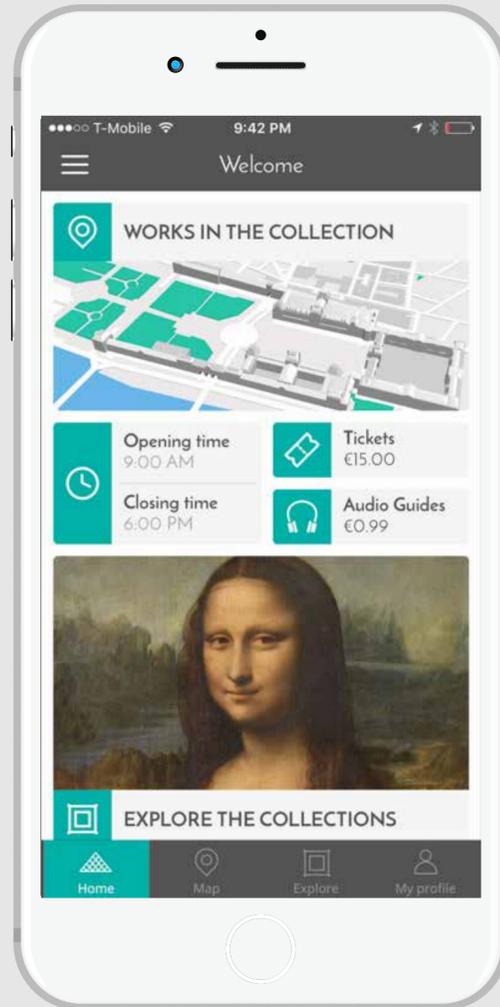
Digital Literacy



Capturing Device

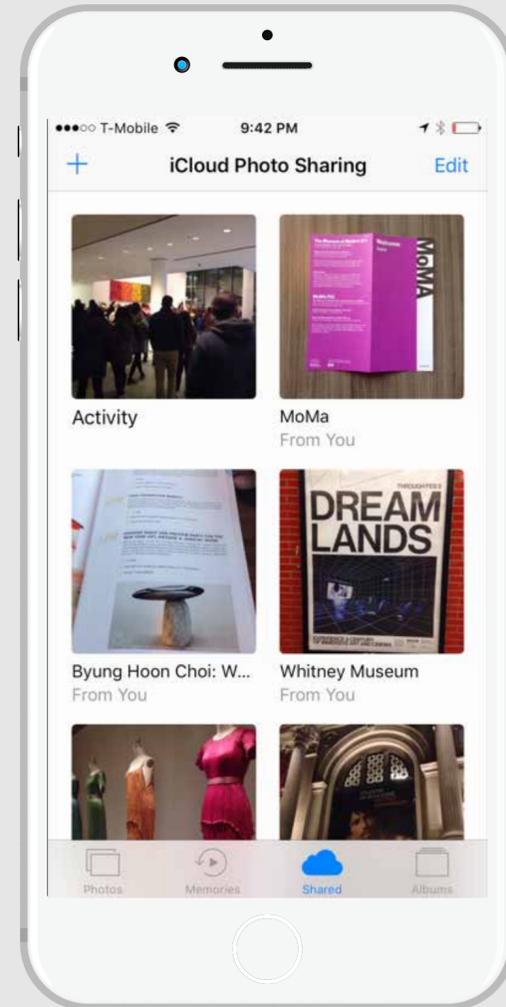


Competitors



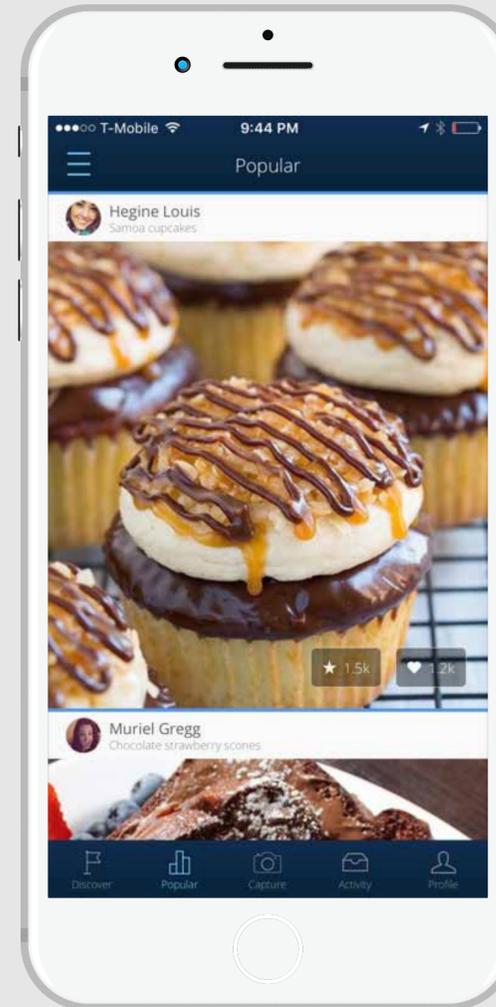
My Visit to the Louvre

- No "share" function
- Phone and tablet aren't synced
- The UI could be more appealing/
The color coding is too cold
- Could feature a bigger catalog
- Website and app are inconsistent
in terms of UI and architecture



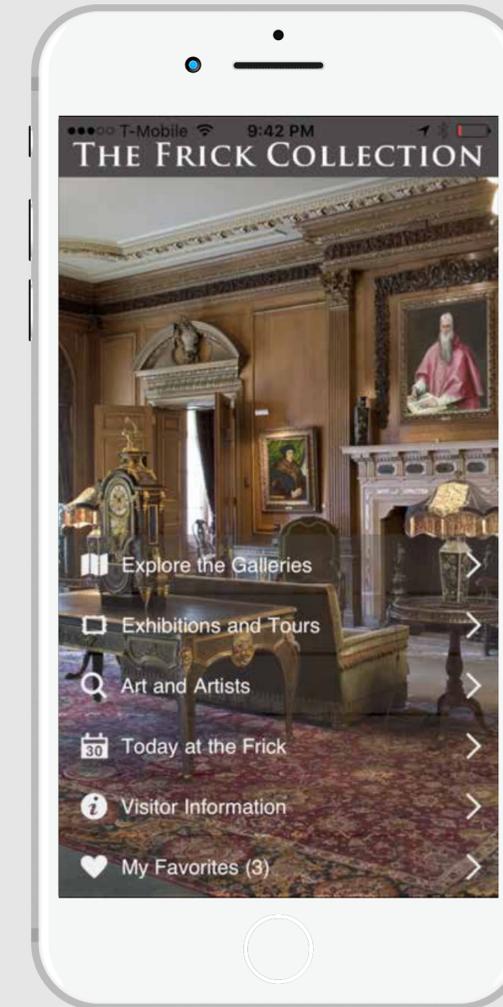
iCloud Photo Sharing

- Sharing feature depends on
phone number so it's more
a local feature
- Should be able to be shareable
on social media sites
- All devices need to be
iCloud enabled



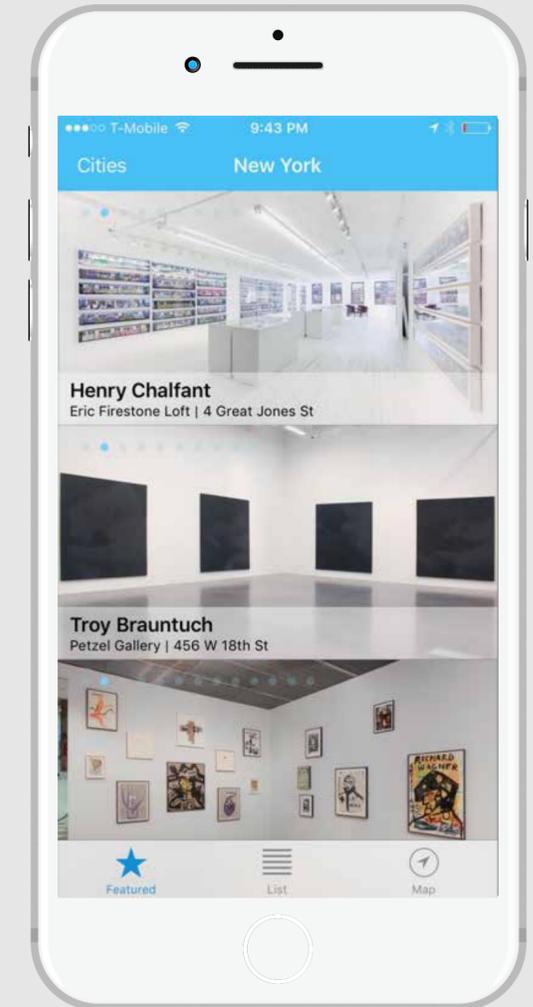
Camfind

- No storing function
- Blank pages could be
displayed more creatively
- ISBN scan option doesn't
work well
- has too many unnecessary
features



Frick Collection

- UI looks outdated
- Navigation bar on top overlaps
iPhone patterns
- Movements feel too insensitive
- Feedback field directs to
the website
- needs better fonts and layout



See Saw

- doesn't feature museums
and art fairs
- Can't create your own profile
- Copy is bigger than
the headline
- Could suggest nearby
restaurants

The Synthesis of the results of 5 Interview Cycles & Competitor Analysis led to following Feature Prioritization:

Must

- Onboarding
- Login
- Profile settings
- Central homescreen with navigation bar on the bottom
- Capturing photo feature
- Gallery builder
- Share function on social media sites like facebook, Instagram, snapchat
- Intuitive Interface/Ease of Use
- UI Design that features sophisticated use of typography and well balanced layout composition that is also relaxing for the eyes
- "My notes" feature to jot down notes
- Search tool for online research
- Adding comments feature
- Adding friends feature
- Adding images feature

Should

- Art-related audio playlists that feature relaxing music in the Genres Classical, Jazz or Mellow
- Barcode Scan of Art Books and putting together a list where to find it online sorted from low to high cost
- Barcode scan option of gifts purchased in the giftstore to store image
- Map Feature like See-Saw
- Notifications about current exhibitons in the field of interest
- Collection of books about exhibition and non-related art iBooks
- Conversion of pictures with written info into editable word format

Could

- Sketching ability that rates the drawing
- Discussion Board
- Allows for large design files (more than 10MB)
- Trending feature (of artists, galleries, museums, exhibitions, art fairs...) like Planet Art
- Sandwich icon on top left
- Drag & Drop Functionality

Won't

- 3D Map
- Audio Tour

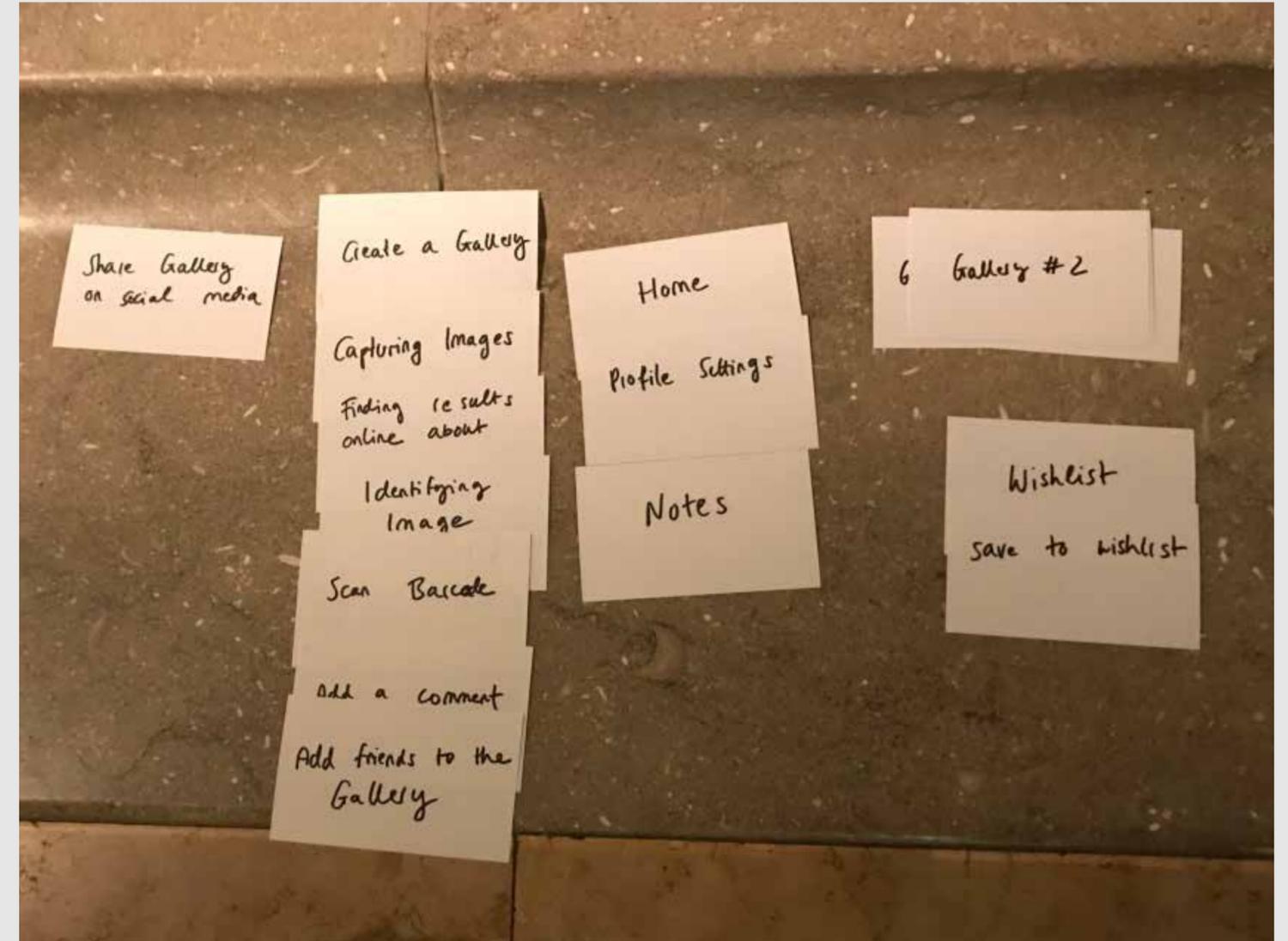
MVP

Card Sorting / Userflow / Sitemap / Prototypes

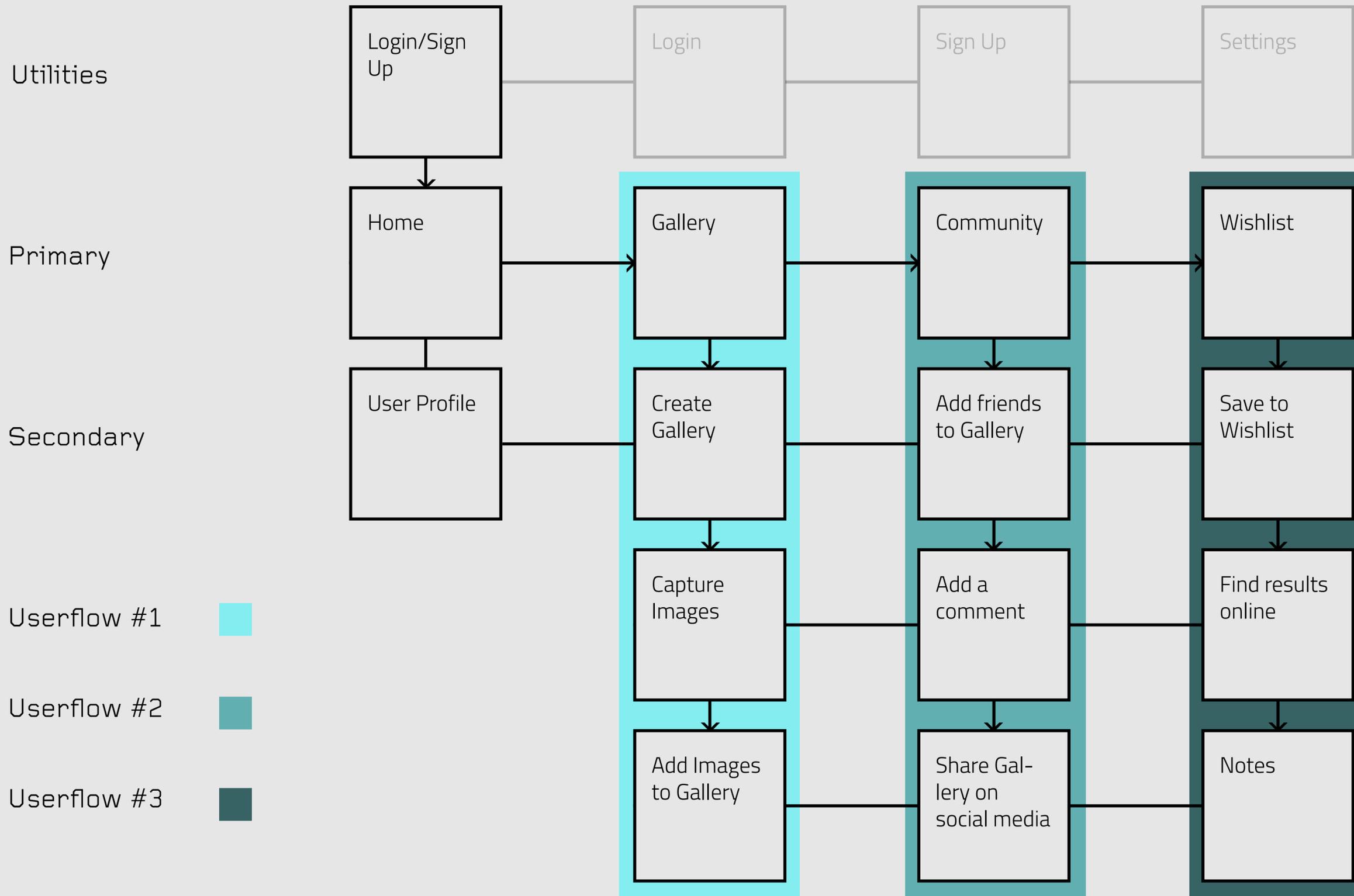
MINIMUM VIABLE PRODUCT

- Creation: Capturing images and creating a gallery
- Energy: Adding friends & comments to the gallery and sharing on social media
- Improvement: Creating a wishlist, putting down notes and researching online
- Maintenance: Base, Profile Settings

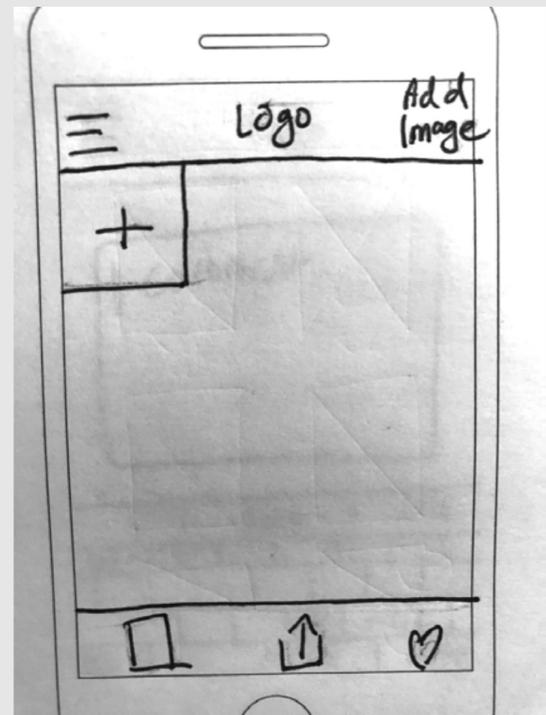
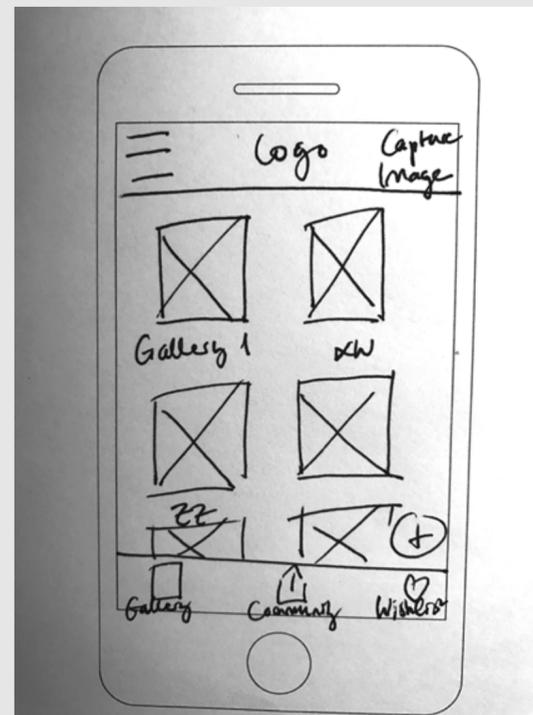
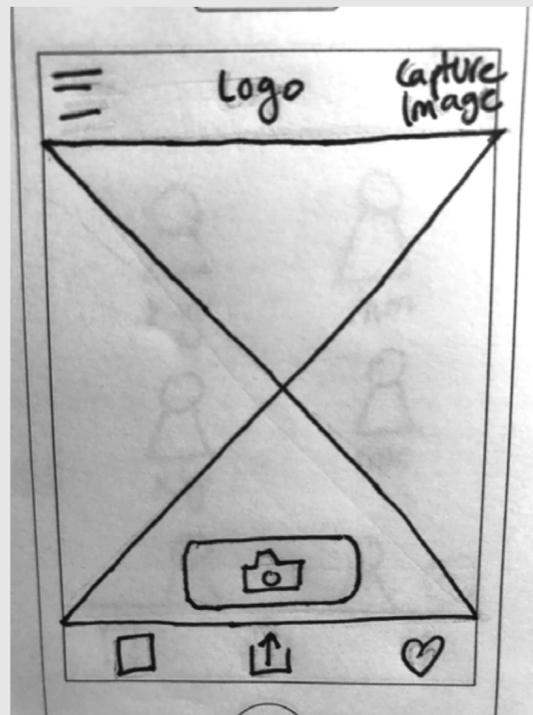
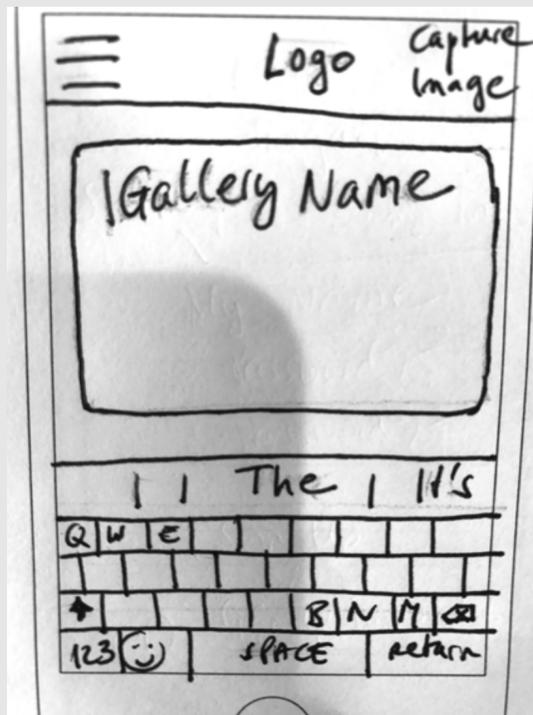
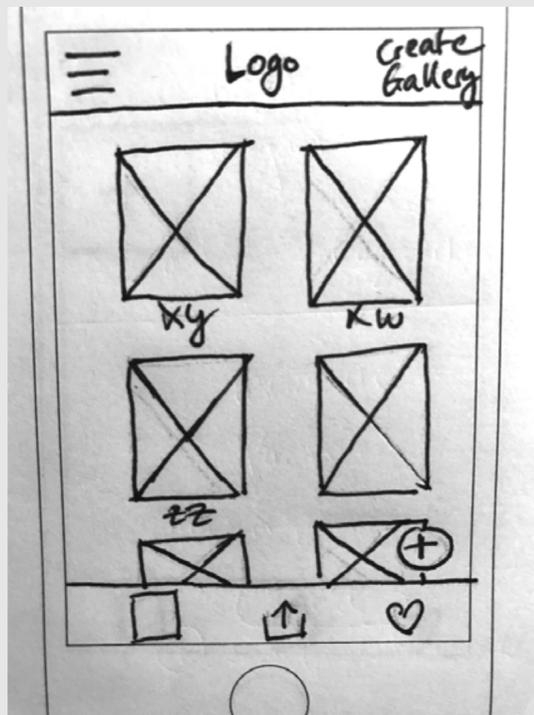
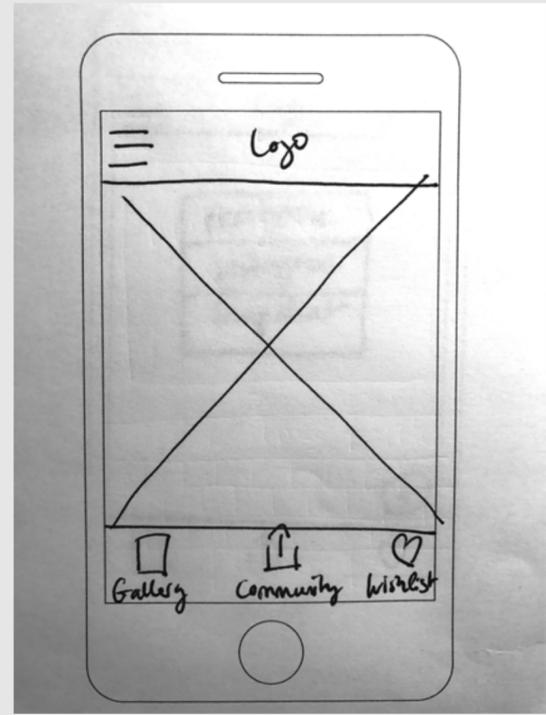
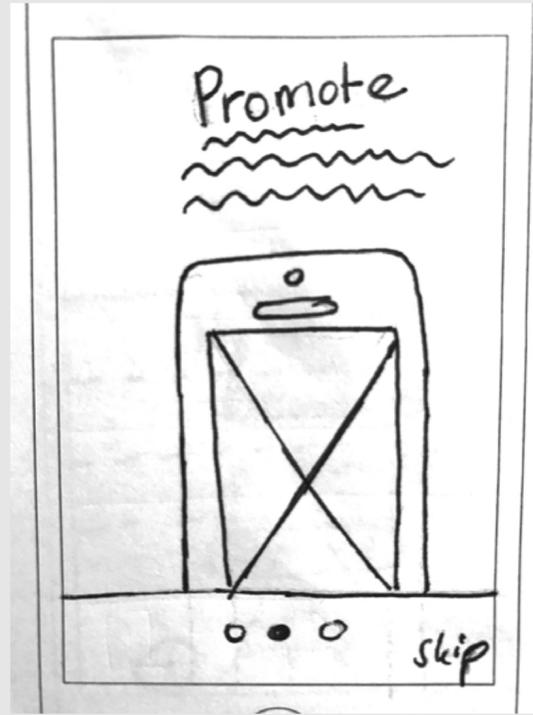
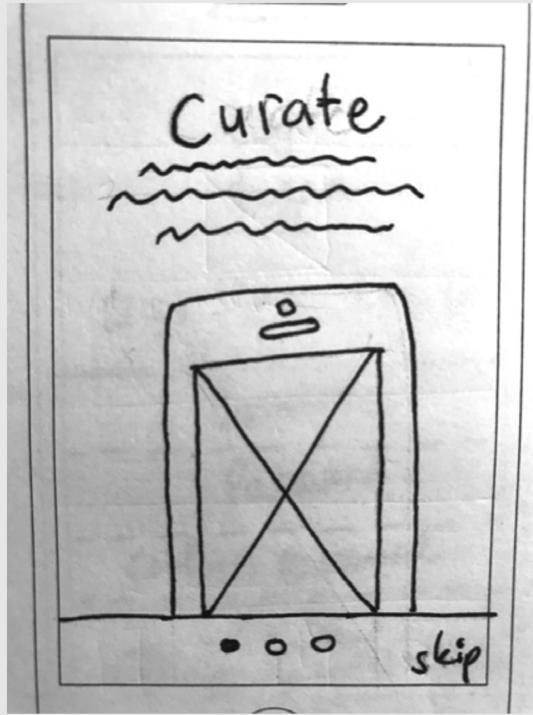
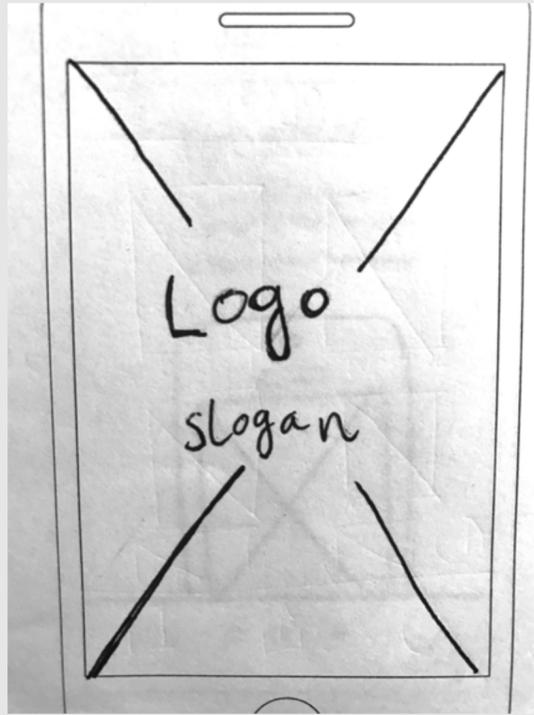
Card Sorting



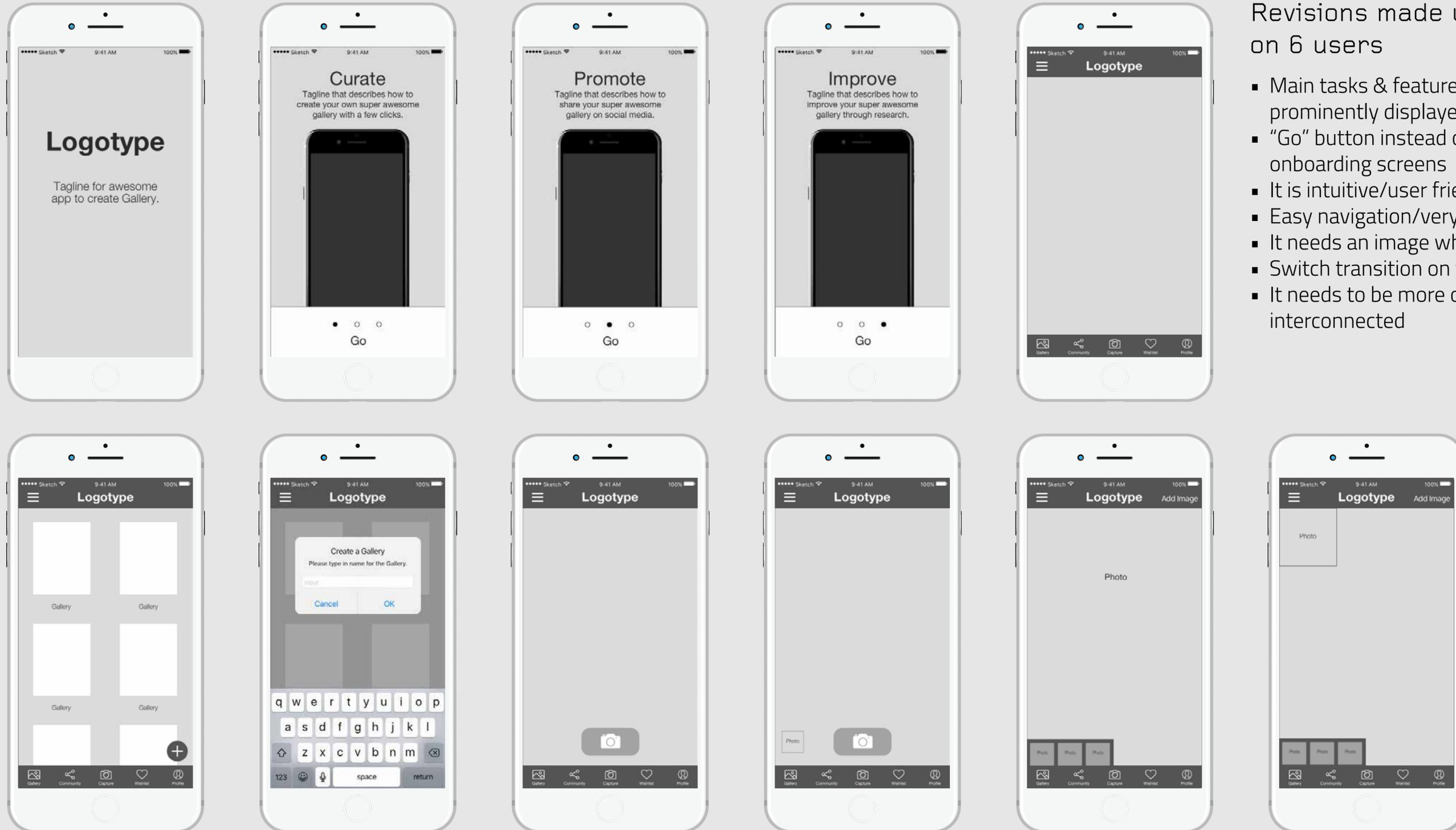
Sitemap/Userflow



Low-Fidelity Wireframes/Usability Tests



Mid-Fidelity Wireframes/Usability Tests



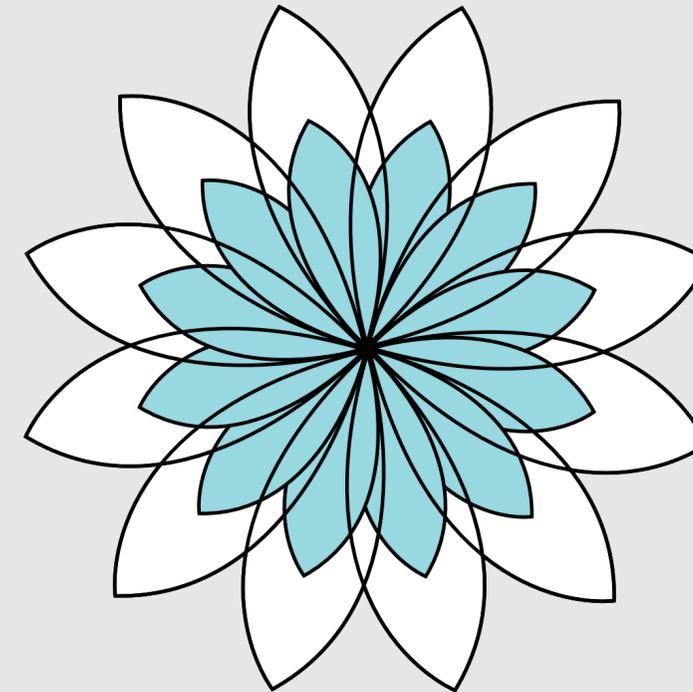
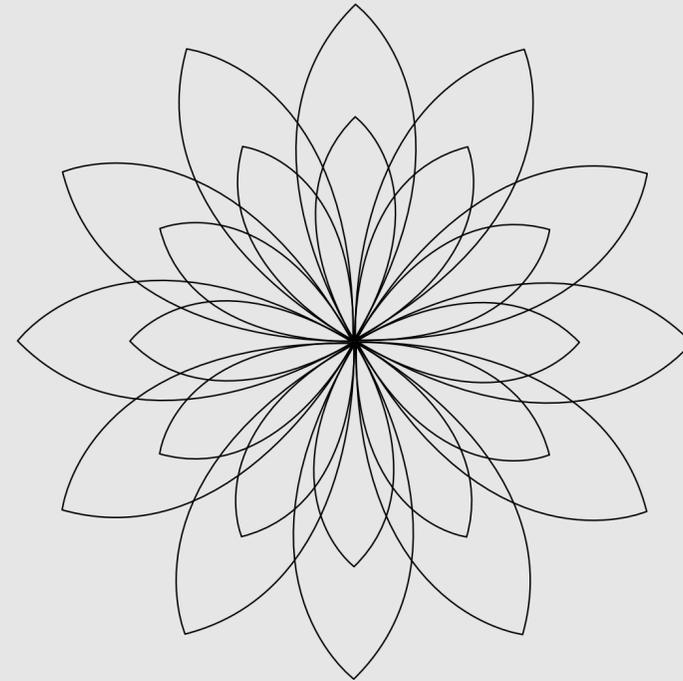
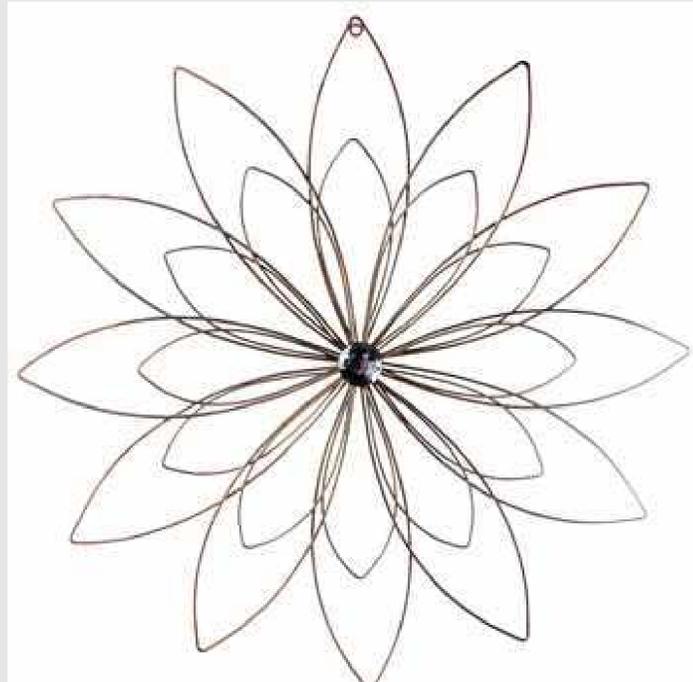
Revisions made upon Usability Tests on 6 users

- Main tasks & features need to be more prominently displayed, more front & center
- "Go" button instead of "Skip" on onboarding screens
- It is intuitive/user friendly
- Easy navigation/very self explanatory
- It needs an image when you capture the image
- Switch transition on first screen to "swipe"
- It needs to be more obvious what is interconnected

VISUAL DESIGN CONCEPT &
HIGH FIDELITY PROTOTYPE

User Interface Concept

Logo Development



SMARTWALK

Keep your exhibition visit recorded.

Wired Flower Concept

- Stylized as a metal flower
- Flowers find use in the fashion industry for embellishments on haute couture dresses & are mostly applied by hand while the dress can be entirely machine-made
- The wired flower symbolizes the connected world of the users. It starts from one focal point, the gallery they create & spreads out steadily in a harmonious way that reflects all the info they share through social media.
- "SMARTWALK" merges "SMART" and "ARTWALK" into one, thus forming a unity of the informed mobile & the social art event world.
- The tagline "Keep your exhibition visit recorded." is a call to action and juxtaposes the traditional way to experience an art exhibition.

Typography

GALLERIES

The Costume Institute

Lorem ipsum dolor sit amet, quis risus dui.
Lorem integer et lectus sodales, feugiat nam.
Nec turpis, diam magna tempor vitae fringilla
sed magna. Elit tristique morbi orci, vestibulum
non et adipiscing ipsum, etiam wisi, ornare in
aliquam tempus. Curabitur malesuada eget
molestie massa debitis, vestibulum tincidunt.

Font: Foundry Gridnik

Font: Titillium Web

Colors:



RGB:
132, 237, 240



RGB:
97, 175, 177



RGB:
76, 137, 138



RGB:
55, 99, 100

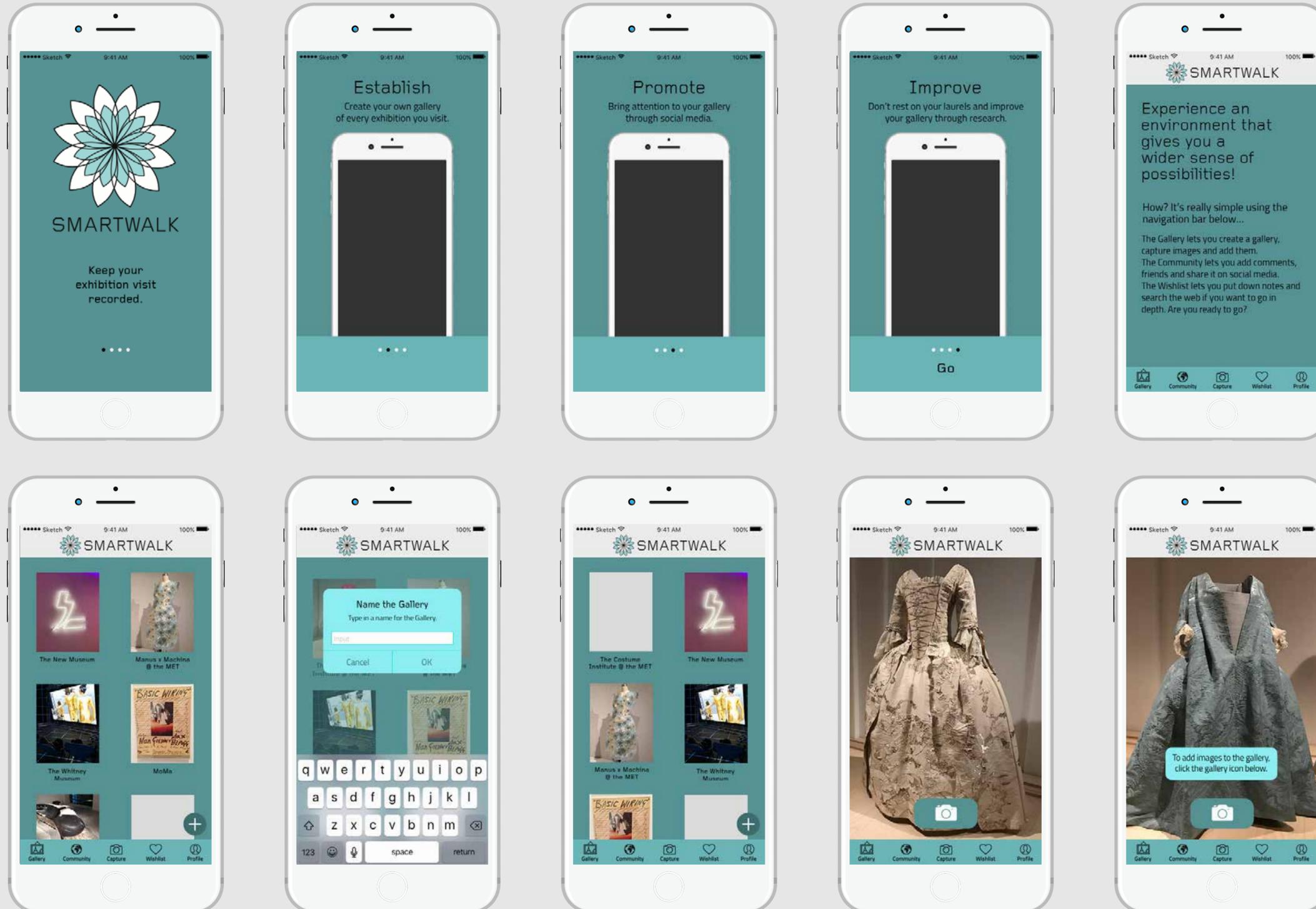


RGB:
235, 235, 235



RGB:
216, 216, 216

High-Fidelity Wireframes/InVision Prototype



Revisions made upon Usability Tests on 3 more users

- More harmonious colors, greens with blues, yellows & golds/tone-in-tone
- Need the swipe symbols on welcome screen in order to recognize that you need to swipe
- Don't need the colored edges around the pix
- Don't need the small pix in the bottom
- If you want to add a captured image to the gallery, click "Gallery" - all images taken appear on top and the Gallery on the bottom, you add by clicking on the images
- For the first time written instructions in bigger pop up windows



THANK YOU

→ View the Hi-Fi Prototype: <https://invis.io/DB9UK5CSY>