



Case study:

The Museum App

Jhany Miserque



Project overview

The product:

App and responsive website about a Museum.

Its schedule, exhibitions, accessibility features, news, booking and payment system.

Project duration:

5 months.

My role:

Visual designer, UX research and UX writer. (Developed entirely by me).

Note: This mockup was done in Adobe Photoshop to make a visual of what the product would look like, using free templates.

Ps



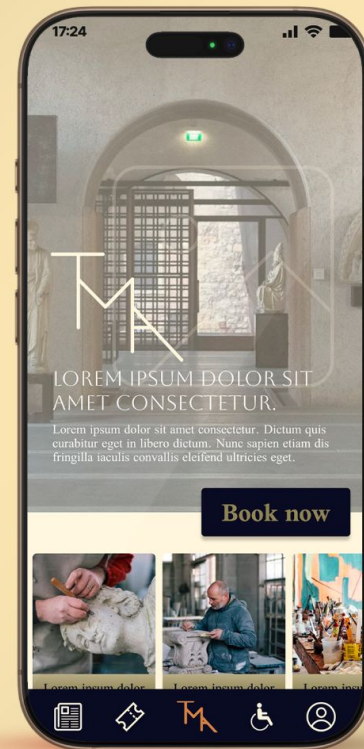
Project overview

The problem:

Possible visitors **don't have easy access to real-time information** about The Museum and as a result, they feel **the experience is confusing and impersonal**, so they choose not to visit the installations.

The goal:

The Museum app will let users **see museum information in real time**, affecting new and frequent visitors by allowing them to **schedule and customize their visits** while **keeping a record** of the already-seen exhibitions.



Case study:

The Museum App



Understanding the user

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



User research

I started with a **competitive audit**:

Where I took the user's place and made an overview of direct competitors's websites (world-renowned museums) and indirect competitors (third-party websites offering reservation services) while comparing 3 main aspects:

Information display: Display of Museum General Information (Schedule and activities),

Booking experience: UX for booking of tickets.

Accessibility: Accessibility inside the museum.

This data was complemented with **secondary research** gathered from articles and social media about the most common type of people that go to museums.

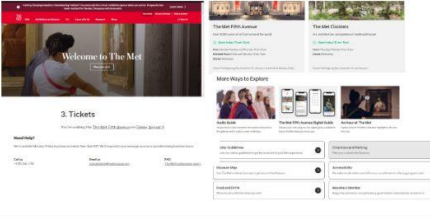
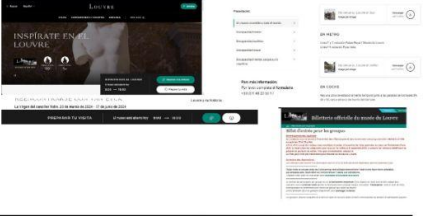
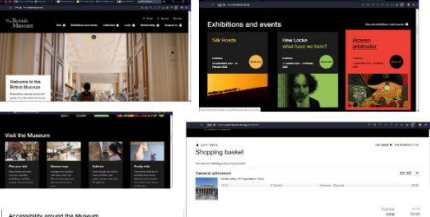


Goals:

See museum information in real-time.

Schedule their visits.

Know if they have already seen the current exhibitions.

COMPETITORS	ASPECTS TO COMPARE	Information display	Booking Experience	Accessibility	Image Reference
MET Museum Its difficult to find (in a computer and app store) a current article about the official app.		-It shows after a few scroll down -Specific about location and the "today" squeachel -It shows all the current exhibitions	-A separate App (Bloomberg Connects) that shows highlights, kids tours, arts and music tours, spanish tours -The "Book Now" button appears in the welcoming page -To much text about specific matters with in the payment -Shows again the related articles (in accessibility) -Very step by step about the payment -Shows human contacts to help -Always show the option to be a member but its not agressive	-A separate App (Bloomberg Connects) that shows highlights, kids tours, arts and music tours, spanish tours -In the Welcome Page: All the text is in Bold and with the red, feels agressive -Shows events and free tours easy with in the location -A lot of articles related to museum map, guidelles, audio guide, directions, fods and accessibility; once you click on a specific location	
The Louvre Its difficult to find (in a computer and app store) a current article about the official app. Its difficult to find (in a computer and app store) a current article about the official app		-Show right away the schequal -It shows all the current exhibitions and its dates	-The book now button is at the beginig at it moves with you -Shows human contacts to help -When clickin the button for tickets, it takes you to another (less pretty) page only in French. A lot of text	-The welcoming page feels neutral and organized. Show the main features without being to much -The page language is based in location -Doesnt show accessibility information in the welcome scroll -You have to read every page to find tours -It has an accessibility page and dived it by motriz, hearing, visual and mental. To acces this services you must go to the "Assistance" space in the friscal museum	
The British Museum Minimalist with high contrast		-Minimal text and god highlight of titles -God contrast in colors -It misses a little more about the book now experience	-The book now button is at the beginig -Very lineal process -Too rustic the checkout page; the minimalism was a to much and it just feels like a bunch of text	-The accessibility options are not on the main page, you have to look for them in the Visit area -It has a very detailed list of all the ways the museum has acomodation and it is dived into mini articles of interest	

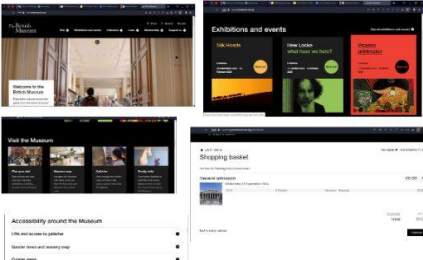
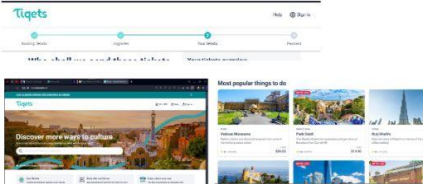
Note: This research was done in Figma, to keep all the information together and easy to access.

Goals:

See museum information in real-time.

Schedule their visits.

Know if they have already seen the current exhibitions.

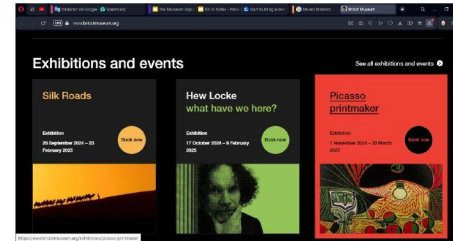
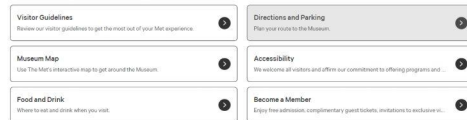
ASPECTS TO COMPARE COMPETITORS	Information display	Booking Experience	Accessibility	Image Reference
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Tigets-Museums & Attractions The aesthetic of this page feels like 2015, its not modern therefore it feels not safe or confident	-Very straight forward with the main page but its lacking of Welcoming or explanation of the page -Neutral colors -It misses a little more about the book now experience -Each card of the parks feels simple, like it says the necessary information, but it doesnt get very exciting	-The imagenes are not in full resolution (makes it feels sketchy) -All the information is display in the same monomotonous way, so you get bored/lost reading the museum description -It shows a costumer service chat line before the checkout -Shows reliable options before check out, so you can add other visits -I like the bar showing the steps of the kechout process	-It doesnt mention accesibility anywhere. And there is no menu that highlights this.	
GetYourGuide It doesnt just show booking for museums, but also for restaurants, sport and parks. The main page shows everything without being too overstimulating	-The cards display enough information so you wanna click and see more	-Very straight forward, and its always showing the date and hour, so you are sure of what you are booking	-It doesnt mention accesibility anywhere. And there is no menu that highlights this.	



Highlights

- The "Book Now" button appears in the welcoming page and it moves with you
- Very step by step about the payment
- Shows human contacts to help
- A lot of articles related to museum map, guidelines, audio guide, directions, foods and accesibility; once you click on a specific location
- Minimal text and good highlight of titles
- It has a very detailed list of all the ways the museum has acomodation and it is dived into mini articles of interest
- Very straight forward, and its always showing the date and hour, so you are sure of what you are booking

The main page style, head menu and book now button



The contrast of the colors and the minimal of the showing cards of the articles

The menu of accesibility is very straight forward



Personas



In order to **empathize** with the user, I created **3 personas** (fictional users), which represent the needs of a larger group: Remi, Ann, and Jake; so that I can constantly evaluate my design decisions with the goals, frustrations (**pain points**) and journey that each persona had.

Note: These images are free resources from photo pages used to give realism to the Personas.



Aderemi (Remi)

Age: 74

Education: High school.

Hometown: Lagos (Yoruba), Nigeria

Family: Widower with 3 adult children and 5 toddler grandchildren.

Occupation: Pensionary and small business owner.

“Life can not take away your smile”

Goals

- ❖ Go frequently to the museum to see every exhibition in detail.
- ❖ Buy the entrance before his visit to avoid standing too long in line.

Frustrations

- ❖ The letters in the information cards of some piece are too small.
- ❖ Get lost when the exhibitions change.
- ❖ Not knowing when the Museum is closed.

At the age of 20, Remi moved looking for better job opportunities, but it was difficult to leave because he loved his culture. Art reminds him of childhood. He worked in a factory until he retired recently, and opened a crafts store with his eldest daughter.



Ángela (Ann)

Age: 24

Education: Master's degree in Education.

Hometown: Medellín, Colombia.

Family: Single with a puppy.

Occupation: Teacher.

“Children are the future and we must give them the best of ourselves”

Goals

- ❖ Take her class to the museum.
- ❖ Go with her puppy to the exhibitions.

Frustrations

- ❖ Not knowing when the museum has an activity for kids.
- ❖ Leaving her puppy along.

Her parents moved to the city when she was one year old. Ann has always been very artistic and enjoys teaching it in her elementary school classes. She hasn't been able to go out as much lately because she doesn't like leaving Percy (her newborn puppy) alone in her apartment.



Jake

Age: 37

Education: Doctor of Medicine (MD).

Hometown: Bristol, UK.

Family: Married, lives with partner.

Occupation: Orthopedic surgeon.

“Inner peace comes from the balance between love, travel and passion for your job”

Goals

- ❖ See as many things as possible during the visit.
- ❖ Understanding the exhibitions.
- ❖ Take unique photos.

Frustrations

- ❖ Not knowing the language.
- ❖ Going when the Museum is closed.

Jake loves to travel with his partner, they have a tradition of exploring the museums of each city they visit. Since they stay for only a few days, the visits are rushed. They like to take photos. Although they sometimes have language trouble, they feel that art can be appreciated without understanding.

Problem statement

To understand the users better, I analyzed more into Remi's persona. Created a **Journey Map**, with a **problem and goal statement** of a specific **user task** for Remi, and also added a **big picture and close-up storyboard** of the scenario of this task.



Goal: Use the app to find out what time does the museum close on weekends.

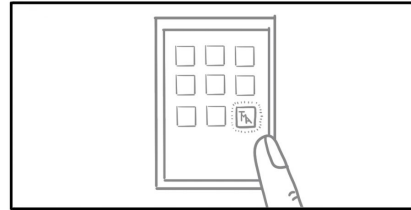
<i>ACTION</i>	Download the Museum App	Find the Information page	Read the Schedule section
<i>TASK LIST</i>	1.Unlock his phone 2.Go to the app store 3.Find The Museum App 4.Download the app	1.Open the app 2.Go to the "Opening hours" section	1.Scroll down in this section 2.Find the calendar with the schedule
<i>FEELING ADJECTIVE</i>	-Confused because he hasn't downloaded to many apps -Stress because he isn't sure this is the right museum app	-In shock because this is the first time he has seen the interface and there is a lot of information	-Tense because he sees a lot of words
<i>IMPROVEMENT OPPORTUNITIES</i>	-Have a direct link to the app on the museum page -Have a QR code with the link to the app store in the museum's facilities -Use the same logo of the museum as the app icon	-Include an automatic tutorial for navigation of the app in the first launch	-Divide the menu into sections so the users don't feel overwhelmed with all the information

Journey Map

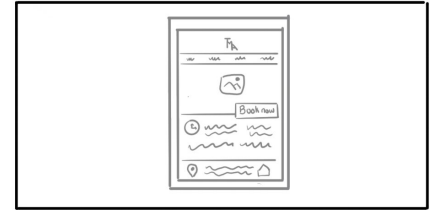


Remi's User Task: Use The Museum App to find out what time does the museum close on weekends.

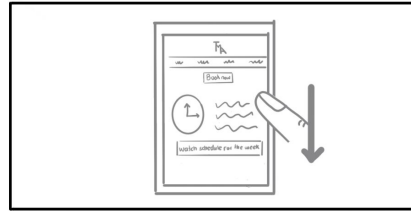
Scenario: An app that allows visitor with restricted time to see the opening and closing hours of The Museum.



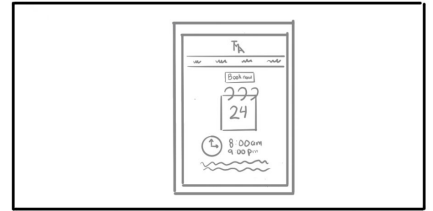
Remi finds TheMuseumApp and opens it.



Remi scrolls down in the main page.



Remi sees the schedule section and touch in "Watch schedules for the week"



Remi finds the opening and closing time for the weekend

Note: This drawing was done in Procreate to make a fast and easy-to-export sketch.



Journey Map

Remi's Problem statement:

Remi is a pensionary and small business owner who needs to find out what time does the museum close on weekends because he wants to go as often as possible to the museum.

Goal statement:

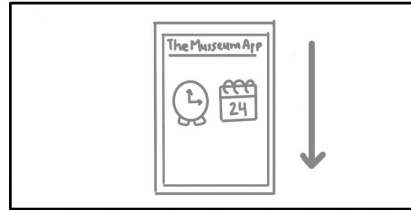
TheMuseum App will let users see the opening and closing times of the Museum which will affect people with restricted schedules by letting them organize their visits to The Museum. We will measure effectiveness by comparing the number of people who visit in not peak hours before and after the launch of The Museum App



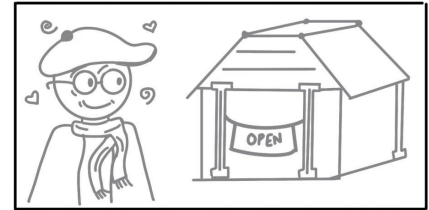
Remi goes to The Museum but it's closed.



Remi's daughter tells him about TheMuseumApp so he download it.



Remi opens TheMuseumApp, scrolls and finds the schedule for that weekend's exhibition.



Remi is happy to go on time to The Museum.



Case study:

The Museum App



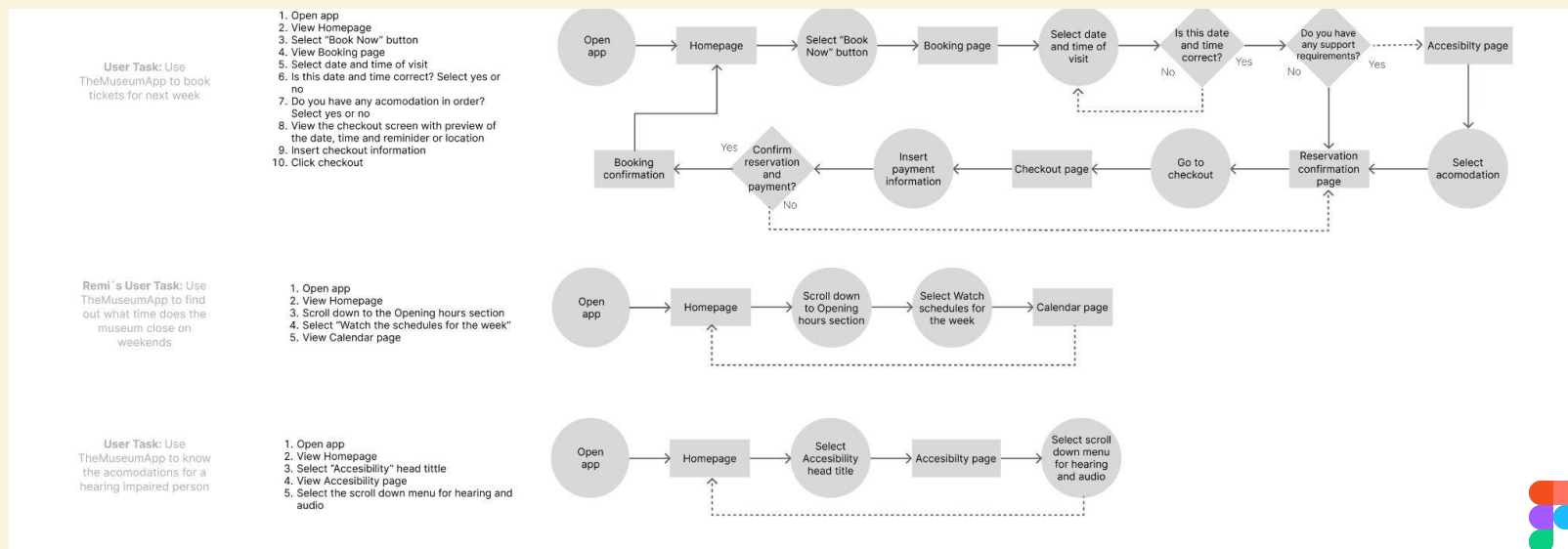
The design

- ❖ User flow
- ❖ Low fidelity wireframes
- ❖ High fidelity wireframes
- ❖ Mockup
- ❖ User testing
- ❖ Accessibility



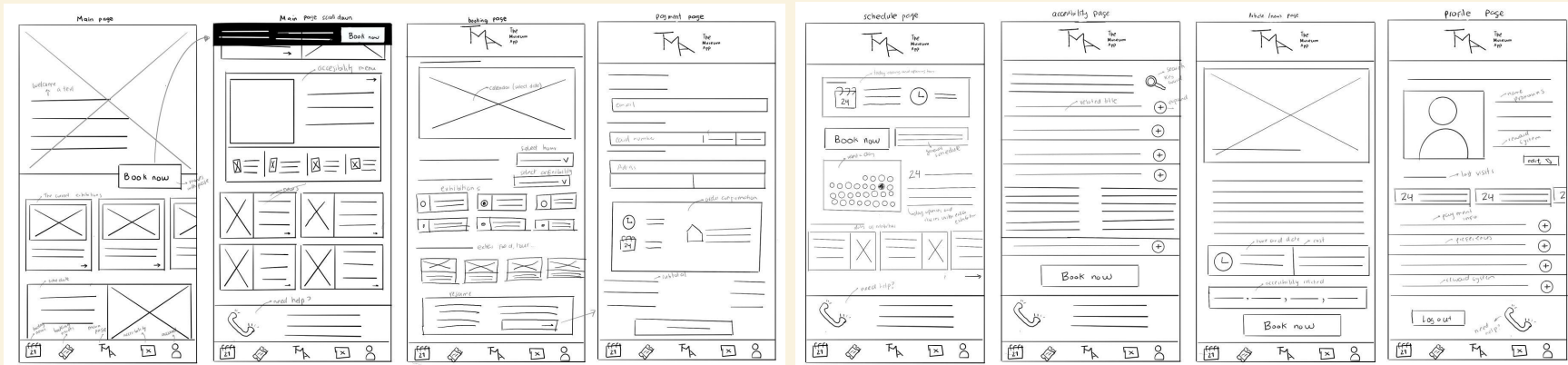
User flow

In the ideation phase, I started by planning the **user flows for Remi's tasks and potential users.**



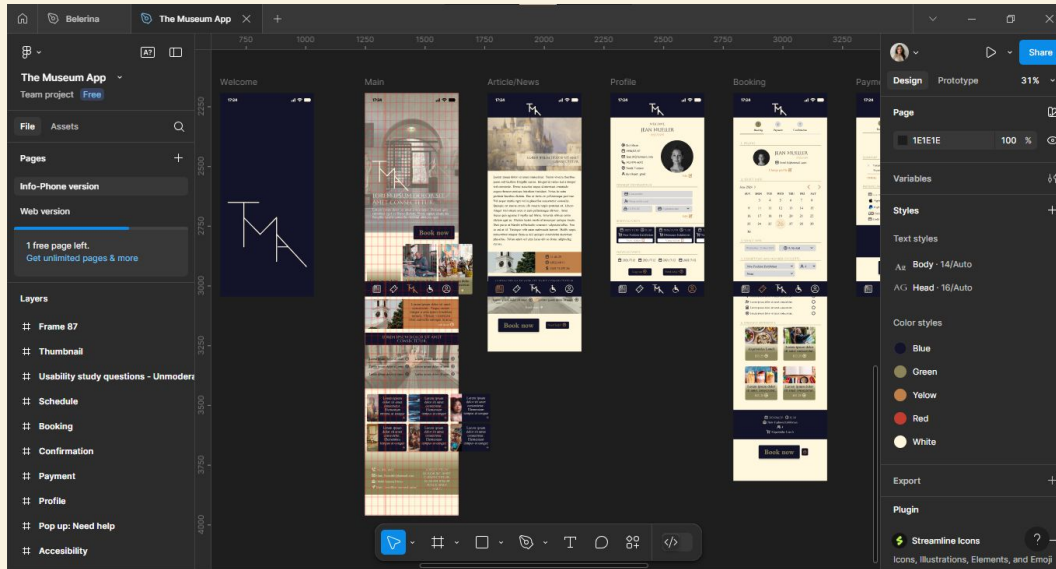
Low fidelity wireframes

With that series of tasks, I created the **low fidelity wireframes** taking into account the main sitemaps for a mobile app.



High fidelity wireframes

I started the design of the high fidelity wireframes in Figma,



Mockups



By using Figma, in its prototype section, I made the respective animation for the connections and **thus have a mock-up from the high-fidelity wireframes.**



The Museum App - Close up



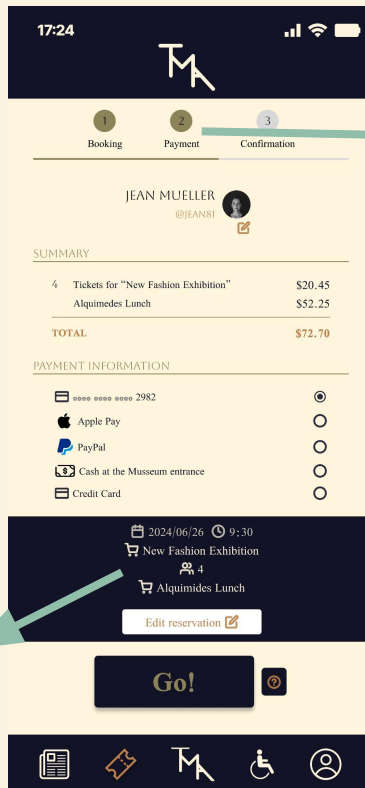
Visual hierarchy with the font.

Page position scanning patterns: Layer cake.

System status so the user knows what to type.

Law of similarity: Reserved visits.

Call to action: give summary, option to edit and Go! button.



Guide the user through the booking process and show the steps of the checkout process.

Law of Prägnanz: Simple and memorable first view of the App.

Jakobs's Law: Familiar structure.

Gestal theory: it is easier to perceive patterns.



User testing - Usability study

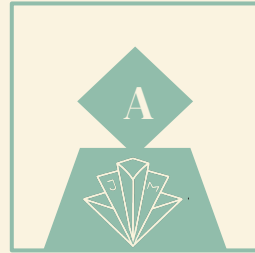
Unmoderated usability study: The users were given a series of tasks to accomplish through the navigation of the high-fidelity prototype in Figma. Afterward, they were asked questions about the experience.

TASKS

1. From the home page, book a reservation. *Please remember that this is a prototype, therefore you can't change the date and time.*
2. Find the profile page and look for contact information/help from the museum.
3. Go back to the main page and find where you can read more about accessibility in the museum, then book a new reservation.
4. What was something you enjoyed while using the app? and what was something you would like to change?
5. Would you use this app to book tickets and find information about The Museum?

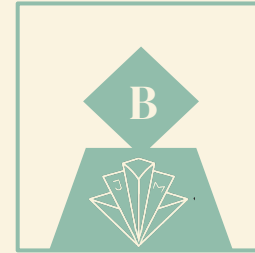
Their answers were voice recorded and after analysis, I wrote down and summarized the main points of each interaction.

User testing - Usability study



"it's a really smooth experience and I'd definitely use this app to book a visit in real life. (...) benefit from being a little more engaging, visually"

It's minimal, smooth and the steps are clear, but visually it feels a bit cold.



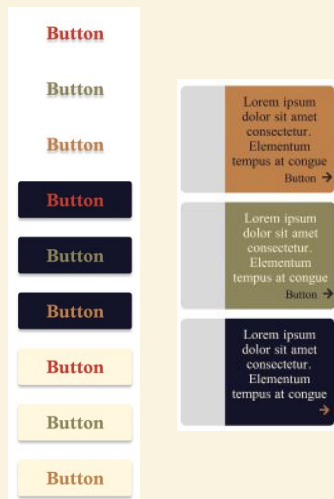
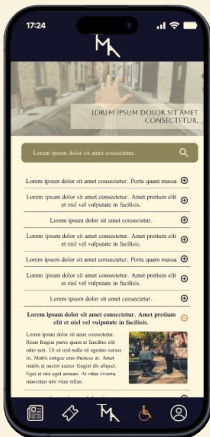
"I could see myself use the app regularly because i can see it has a lot of potential"

The lineal process was appreciated, but it could have had more transitions for a more connective experience.

A



And options to add accommodations during booking.



Case study:

The Museum App



Going forward



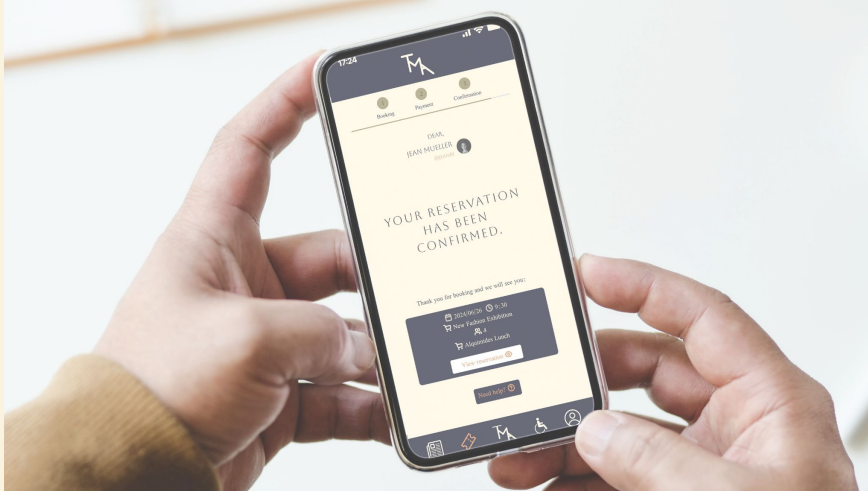
Takeaways



Next step



Takeaways



Impact:

The potential **increase in The Museum's audience**, resulting in more and more visitors, therefore increased profits.

"it's functional, easy to navigate, and I could absolutely see myself using this app".

-Tester C

What I learned:

The importance of **user-centered design** and how it should be the rule for any decision while balancing what it means to be a user and a designer. A **defined structure when designing**, where the creative process flows but there is a guide of steps to follow.

Next steps



Make the adjustments proposed the users, like the app could benefit from richer visual cues, such as bolder section headers, soft illustrations, or subtle animations that guide the user through each step—particularly during booking and payment flows. Since testers appreciated the clarity of the process but found it somewhat sterile, adding emotional design elements like confirmation animations could make the experience feel more human and engaging.

After understanding the user and seeking to maximize the reach of The Museum App, the decision was made to create a **responsive website version**. This led to the ideation and design phase for the responsive website.





The Museum App

Case study:

Responsive website

Jhany Miserque



Case study:

The Museum Website



Understanding the user

The data collected on the previous user research also serves to understand the web user. The concepts of the **Next Billion Users (NBU)** and the **information architecture of an average website** are studied, looking to make an accessible and easy-to-understand web page.



Case study:

The Museum Website



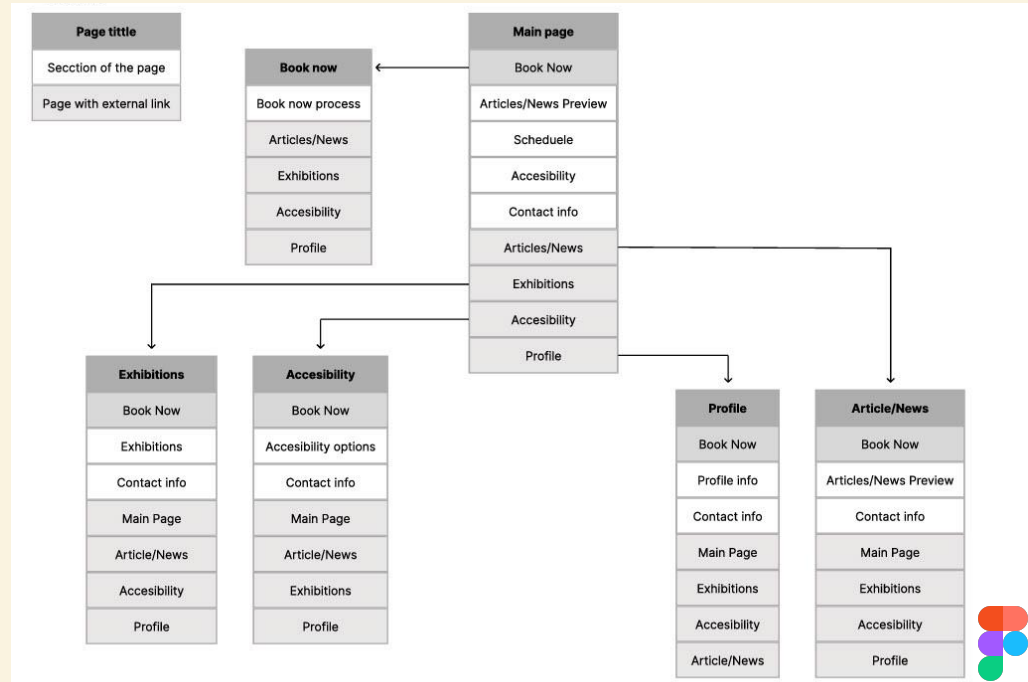
The design

- ❖ User flow
- ❖ Site map
- ❖ Low fidelity wireframes
- ❖ High fidelity wireframes
- ❖ Mockup
- ❖ User testing
- ❖ Accesibility



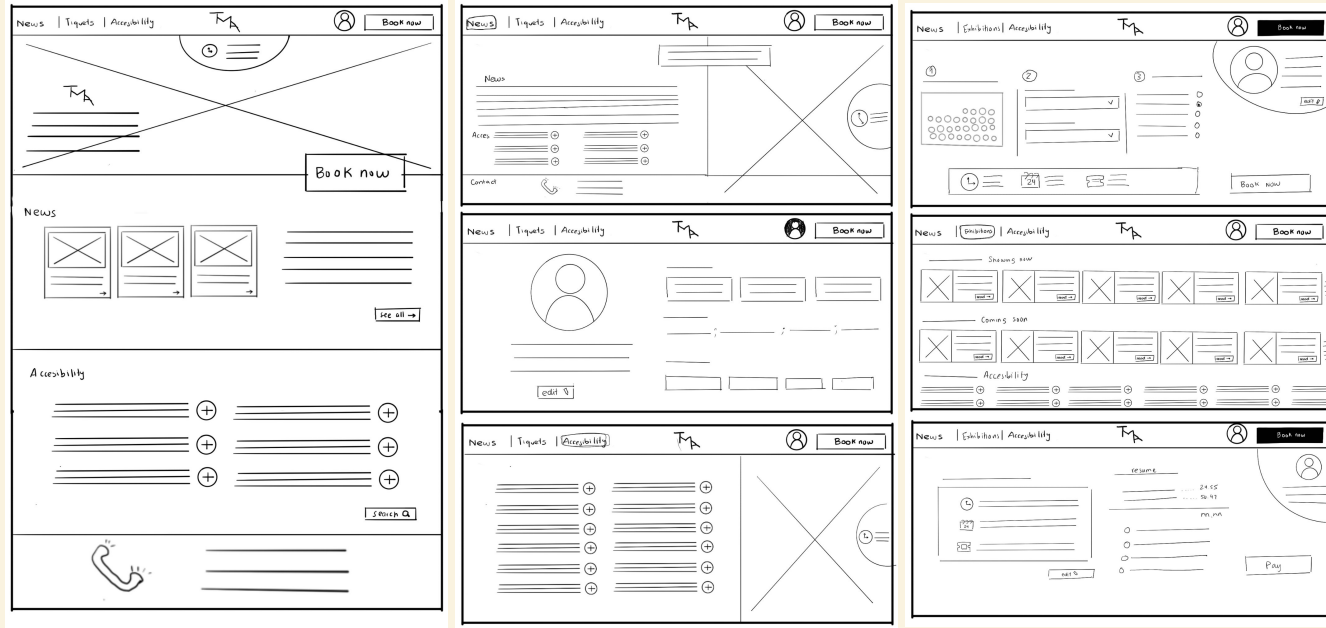
Information architecture

Taking the same actions from the app user flow, I created a site map to adapt what was previously done in this new version.



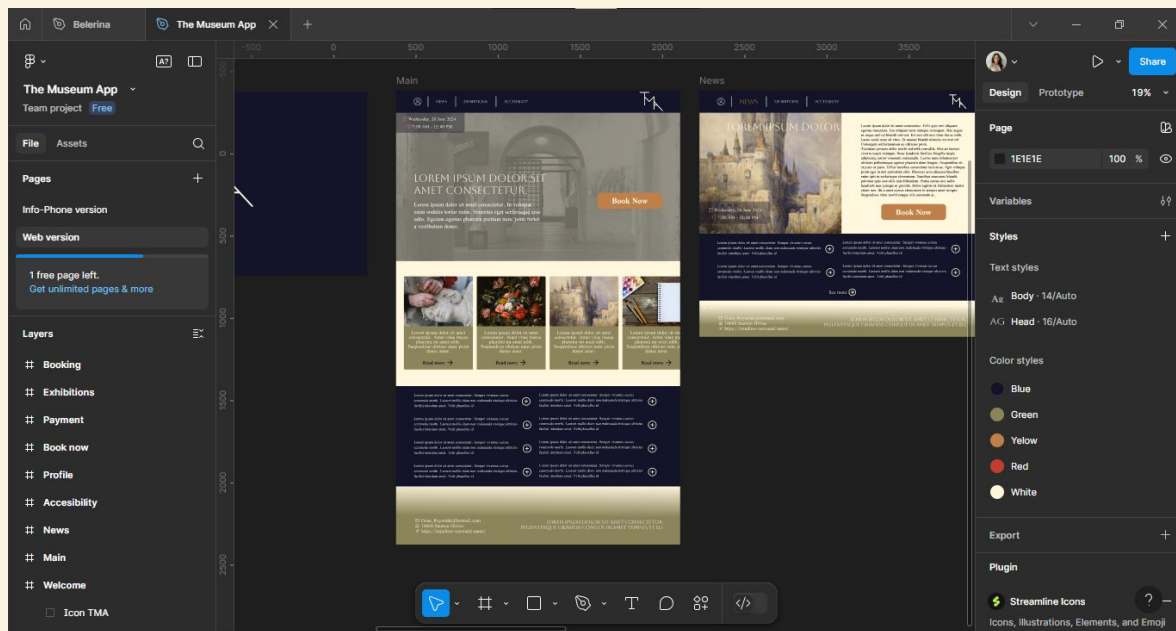
Low fidelity wireframes

With that sitemap, I created the **low fidelity wireframes**.



High fidelity wireframes

I started the design of the high fidelity wireframes in Figma,



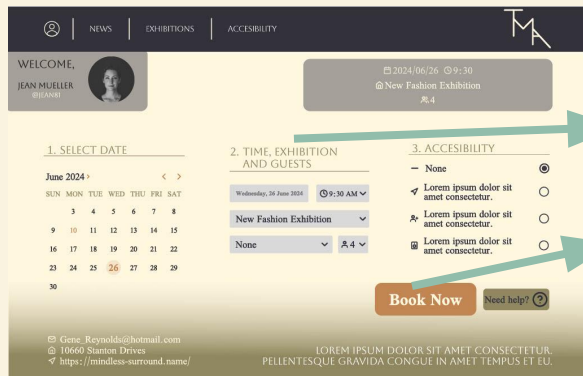
Mockups



By using Figma, in its prototype section, I made the respective animation for the connections and thus have a mock-up from the high-fidelity wireframes.



The Museum Website - Close up



Page position scanning Z patterns

Call to action: give summary and book now button

Law of Prägnanz: Simple and memorable first view of the App.



Law of similarity: News articles



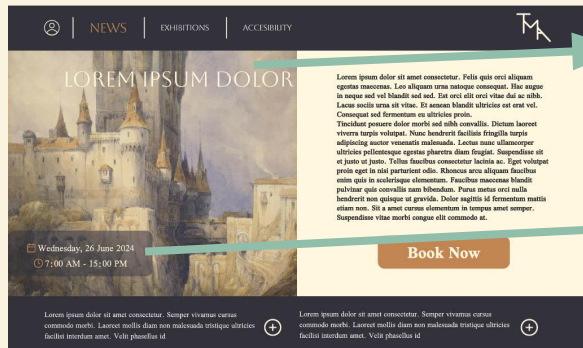
Visual hierarchy with the font

Hick's Law: Cluster similar information



Summary and highlight important information

Hick's Law: Cluster similar information



User testing- Usability study

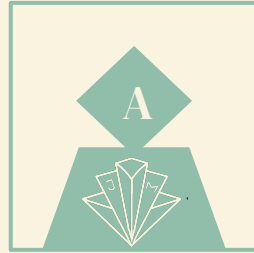
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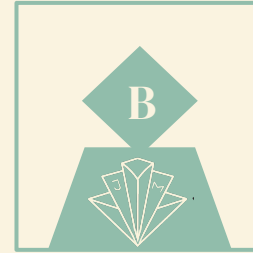
Their answers were voice recorded and after analysis, I wrote down and summarized the main points of each interaction.

User testing- Usability study



"it's elegant and simple, but maybe some color contrast or light visual accents would add warmth"

Showing an organized and straightforward UI, the user mentions again the lack of "life".



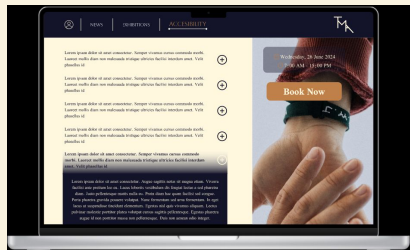
"I like how (again) it's very lineal the process (...) and you can see a summarize about the hole thing"

The same user feel similar about the web and app version, showing a god migration from one to the other.

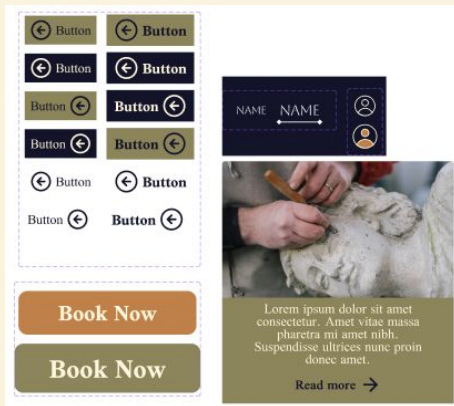
Accessibility considerations

The need to create a **clear “Accessibility” tab offered by the museum.**

Options to add accommodations during booking.



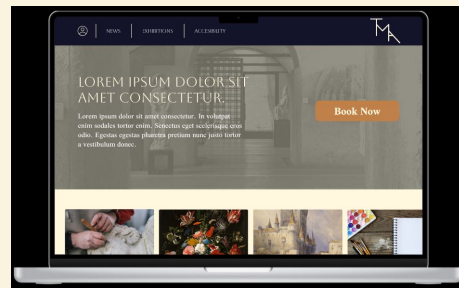
Use of high contrast in text, buttons, and widgets for easy reading.



Use of the 60-30-10 rule for color palette.



Use of Jakob's Law and Law of proximity for easy first interaction.



Case study:

The Museum Website



Going forward



Takeaways



Next step



Takeaways



Impact:

Increase the potential visits to The Museum, easily reaching the Next Billion Users (NBU) population.

"I would absolutely use this site to book museum visits. It's efficient, accessible, and not overwhelming at all"
-Tester A

What I learned:

How to take a base and **migrate it to a different platform**, balancing efficiency and customization while maintaining brand identity.

Next steps

The beauty of a project like this lies in its potential for continuous expansion and innovation. By layering new features and refining existing ones, I can enhance both the app and the website to create a richer, more engaging user experience.

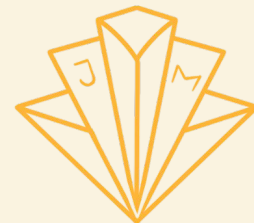
Real-Time Updates and Notifications: Keeping visitors informed about exhibition changes, special events, and important announcements.

Multilingual Support: Expanding accessibility with dynamic translations to accommodate a global audience.

Personalized Visitor Recommendations: Using user behavior and preferences to suggest exhibitions tailored to individual interests.

Augmented Reality (AR) Integration: Providing interactive experiences that enhance in-person visits through virtual guides, 3D models, or immersive storytelling.

Social Sharing Features: Enabling users to share their experiences and favorite exhibits directly from the app, increasing engagement and museum visibility.





The end



Thank you.