

WANDER - Toronto ART Gallery App

Caranina Bennett

Project overview



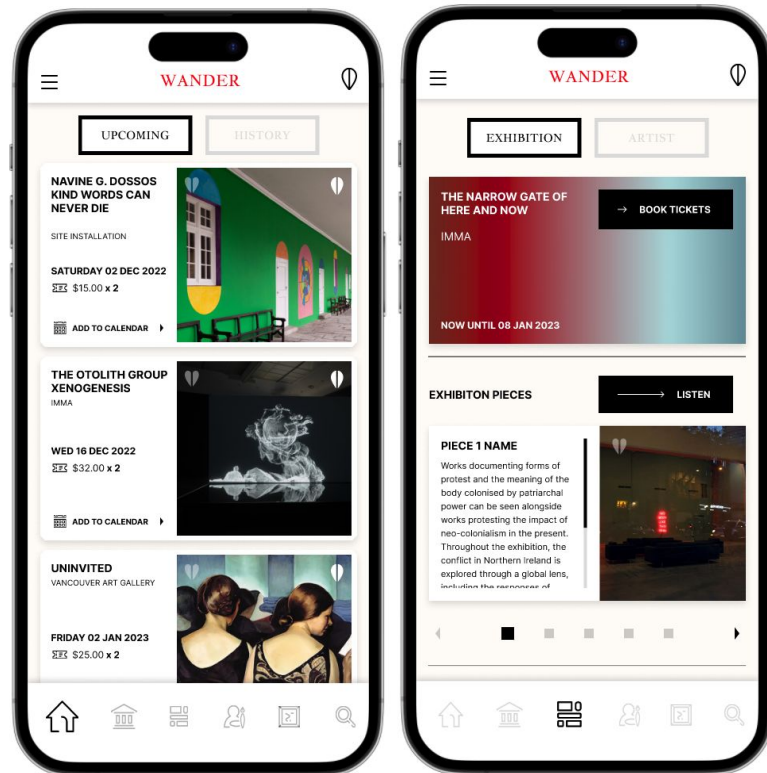
The product:

WANDER is an app for lovers of local art of all ages. The app should be easily accessible and navigable for low tech savvy individuals. It should allow users to book visits to local galleries, view gallery maps and view more information on exhibitions, artists and individual pieces.



Project duration:

2 months



Project overview



The problem:

Lower tech savvy users want a place to view gallery and exhibition information and book tickets to exhibitions because they want to feel a part of their local art communities.



The goal:

Create an accessible and easily navigatable local exhibition booking app for lower technology literate users that offers detailed information on the individual galleries, exhibitions, artists and art.

Project overview



My role:

Lead UX designer & UX researcher.



Responsibilities:

User research, wireframing, prototyping.

Understanding the user

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

User research: summary



I conducted a series of short, one on one interviews with a range of art lovers in Toronto, ON. I assumed that users would want more of an in depth view of the art or artists, however I found there was more of a user focus on integrated scheduling booked exhibitions into their daily planner.

User research: pain points

1

Finding Art

Some users struggled to find particular art pieces they wanted to find in galleries due to a lack of information on the exhibition on some gallery websites.

2

Reading information

Some users are older and found it hard to read the comments/plaques on the art pieces in the galleries.

3

Booking Tickets

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

4

Pain point

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

Persona: ANNA

Problem statement:

Anna is a young woman in tech who needs more information of her favorites local galleries and exhibitions because she doesn't have a lot of time to herself and wants to make the most of her weekends.



ANNA

Age: 28

Education: Bachelor in Engineering

Hometown: Toronto

Family: Single

Occupation: Engineer

"I really enjoy visiting galleries when I can, but don't want it to take too long."

Goals

- To enjoy the pieces in the gallery she wants to see without having to linger around the city too long.

Frustrations

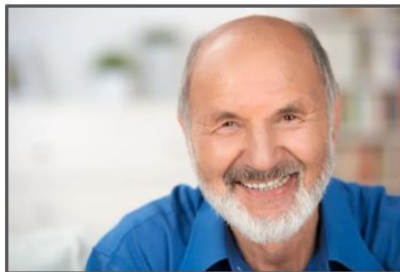
- She doesn't like long lines and wait times in galleries and doesn't want to spend too long there.

Anna is a young woman in tech who enjoys visiting local art galleries in her spare time. She doesn't have a lot of time on the weekends so wants to be as efficient as possible during her visits.

Persona: GREG

Problem statement:

Greg is an older retiree who needs better accessibility to the information on his favorite artists in his local galleries because he struggles with his eyesight.



GREG

Age: 68

Education: Tradesman

Hometown: Toronto

Family: Married

Occupation: Retired

"I'm an artist at heart and enjoy seeing particular pieces in a show."

Goals

- To easily find the pieces in a gallery showing he's most excited about and learn more about the piece.

Frustrations

- He finds some signage information next to his favorite pieces hard to read.

Greg is a retired craftsman who is an artist at heart and enjoys regularly visiting his local art galleries. He's a bit older and sometimes struggles with his vision.

User journey map - ANNA

As my goal is to create an accessible and easily navigatable local exhibition booking app for lower technology literate users, based on feedback from the user it appears having a map feature could be beneficial as well.

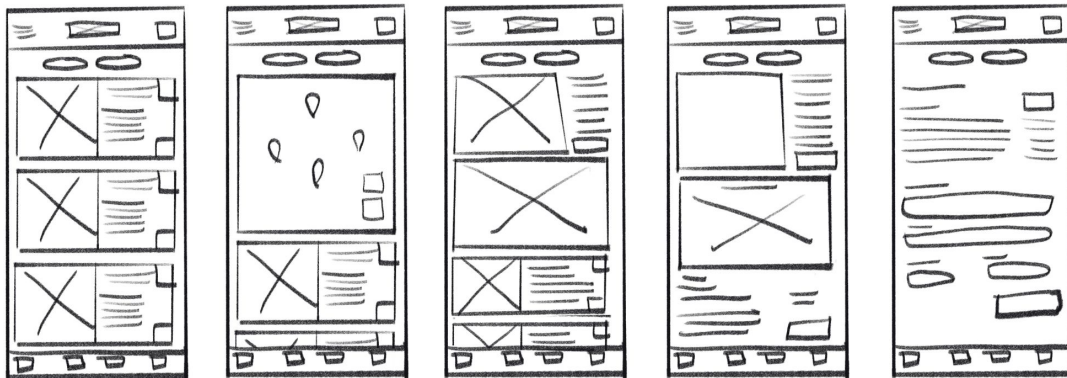
Persona: Anna					
Goal: To quickly and easily visit an art gallery in a timely manner					
ACTION	Searches for local galleries and exhibitions	Decides on Gallery visit/ gets directions	Gets to gallery	Explores Gallery	Exits and Leaves
TASK LIST	A. Searches google for local exhibitions B. Uses map app for locations/closest	A. Uses map app B. Buys tickets online (if available) C. Physically goes to the gallery	A. Uses map app B. Gets tickets scanned C. Enters gallery	A. Locates art B. Scans QR codes below art C. Reads info about her favorite art/artists	A. Locates gallery exit B. Leaves gallery C. Shares her experience with friends/social media
EMOTIONS	Curious Interested	Interested Excited	Confused Annoyed Satisfied	Curious Satisfied	Happy Content Satisfied
IMPROVEMENT OPPORTUNITIES	Prioritise today's local activities/galleries	Action straight to map app from gallery site Buy tickets online (if not available)	Ticket confirmation Better access to digital tickets	More information on art/artists Text to speech talk through	Social media information access

Starting the design

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

Paper wireframes

By making paper wireframes I was able to quickly iterate my designs and make sure that the elements and information architecture was ideal to address any user pain points.



Digital wireframes

By incorporating tiles or cards and using the principle of proximity the layout can better break up important components and help viewers navigate the array of exhibitions, artists and galleries.

A menu on the Home screen allows the user to toggle between upcoming and newly added exhibitions.



A bottom nav bar allows the user to view their home screen, search for new/upcoming exhibitions, galleries or artists, view a specific gallery or view their personal info

Digital wireframes

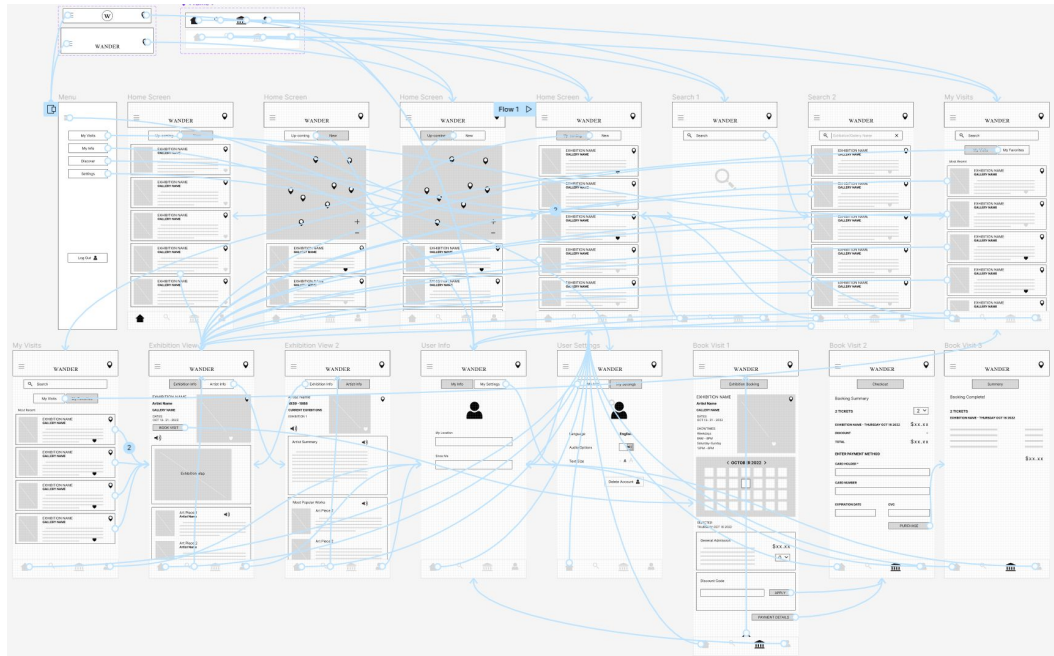
By using a menu overlay the user can better focus on navigation.

A quick select menu allows the user to navigate through screens



Low-fidelity prototype

Low Fidelity Clickable Prototype



Usability study: findings

These studies were done online with 5 participants ranging between the ages of 27-70 who live in urban/suburban areas. All participants visit a gallery at least once every month.

Round 1 findings

- 1 Quicker Booking
- 2 Integrated Scheduling
- 3 Access to Artists

Round 2 findings

- 1 Clearer Navigation
- 2 More Contrast

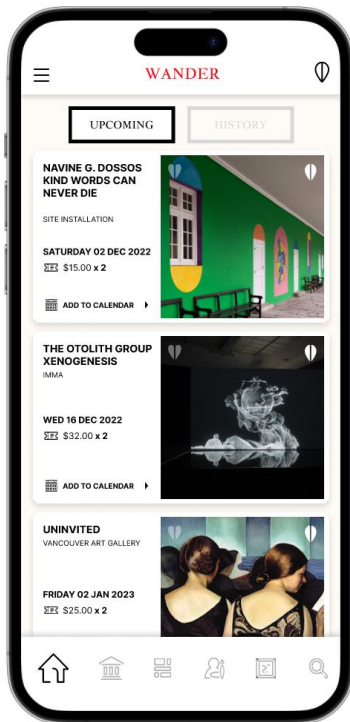
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

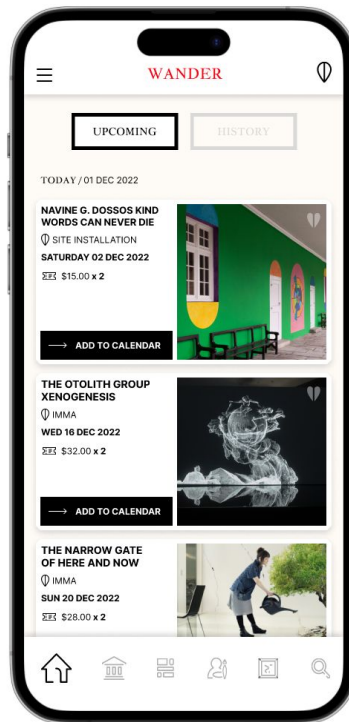
Mockups

By better defining the add to calendar buttons and restructuring the information on the tickets, the design is easier to read for users who may be visually impaired.

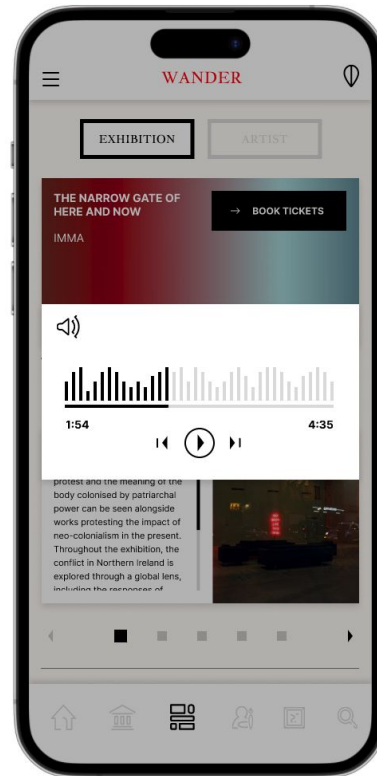
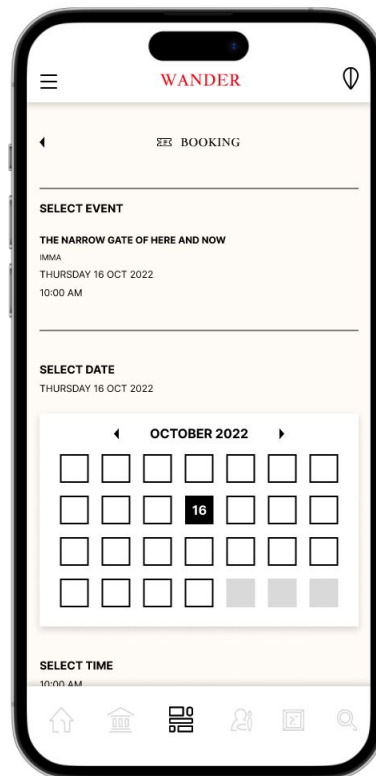
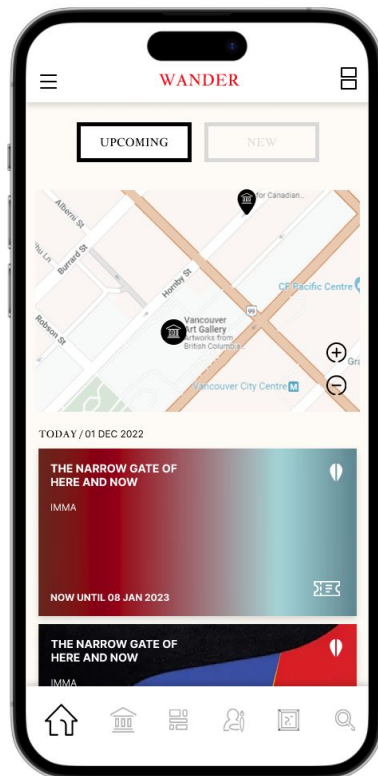
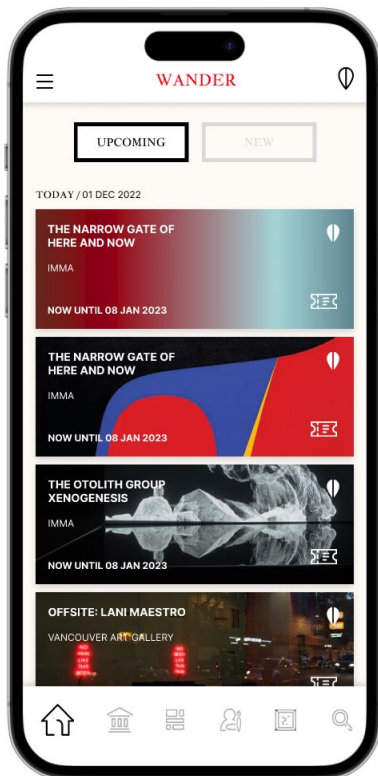
Before usability study



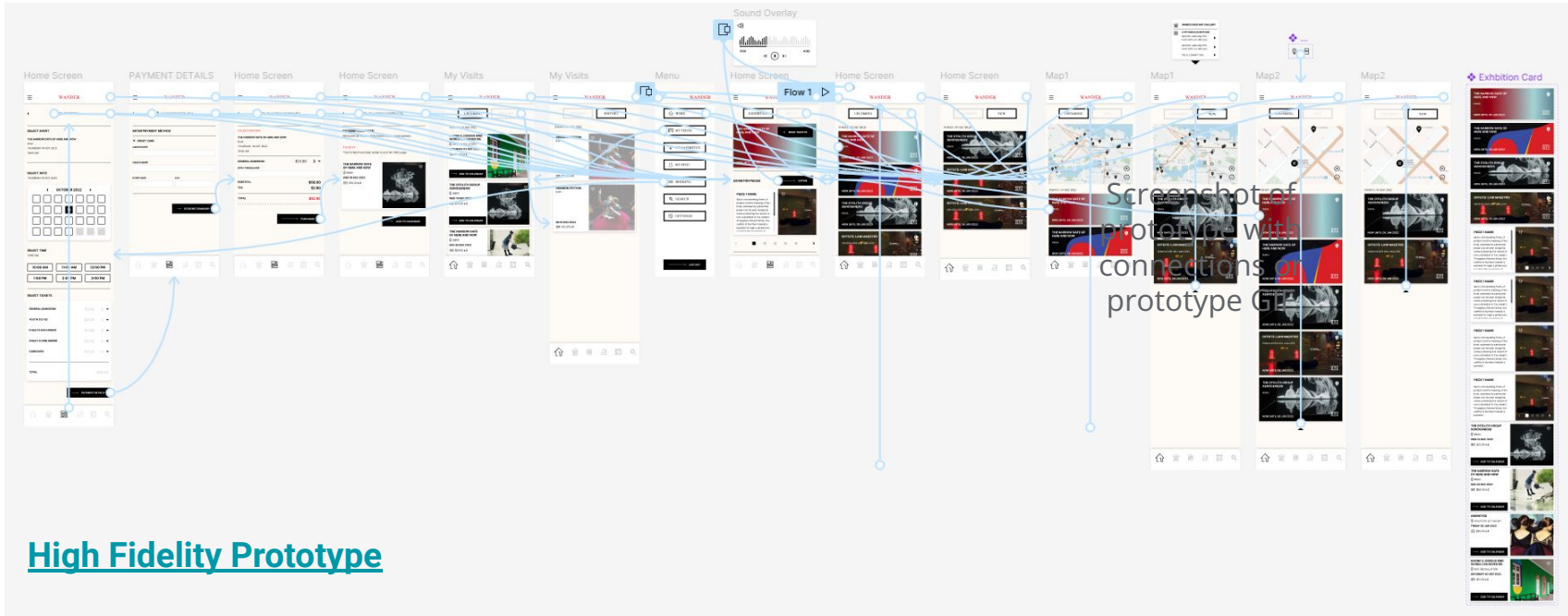
After usability study



Mockups



High-fidelity prototype



High Fidelity Prototype

Accessibility considerations

1

For visually impaired users I aimed to provide as much contrast as possible, enabling users with visual impairment to better view components.

2

There is an audio read out option for the bulky information text so further visually impaired users could listen to a read out on gallery/artist information.

3

The design uses a striped down, minimal colour palette with only one primary color so color blind users can better navigate the app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I am hoping that WANDER will be a new art gallery app that will allow users to clearly navigate and find their favorite local artists and pieces of interest, not matter how tech literate they are. I'm hoping this will provide users with varying impairments access to the art they love.



What I learned:

During this project I have learn how best to articulate my research findings and design choices to stakeholders, and how best to go about conducting research, usability studies and presentations.

Next steps

1

Continuing to better represent the gallery space for users, such as looking into 3D view/walk throughs or incorporating AR technology to help guide users through a space.

2

Push for more accessibility by designing responsive designs around text and font size, so user's who are visually impaired but would still like to read may do so.

3

Possibly open up the art gallery space by incorporating productions, theater and shows into the designs as well.

Let's connect!



Please feel free to contact me at
ninabennett@gmail.com to discuss future work.