An audio-tour app for an art gallery

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Project overview
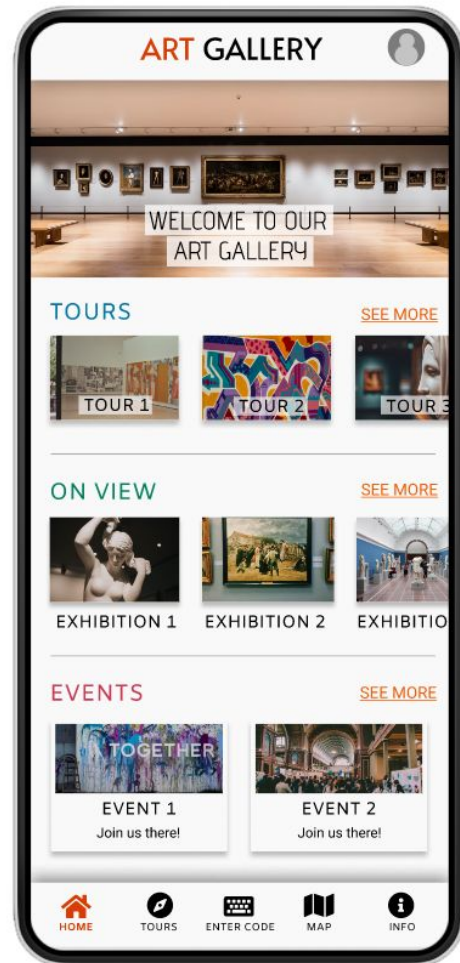
The product:

The app enables visitors in an art gallery to experience a tour with guide at their own pace.

Project duration:

July 2021 - January 2022

Project overview

The problem:

People aren't interested in the creation of things they see in art galleries.

The goal:

An app which encourages users to get acquainted with history of art pieces in interesting and easy way.

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Project overview

My role:

UX designer

Responsibilities:

- User research
- Creating wireframes
- Creating mockups

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Understanding the user

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

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User research: summary

I conducted interviews, survey and created empathy maps to get better understanding of user needs.

I discovered that some people would like organized tour and some not. It helped me understand that an art enthusiast has slightly different needs than an ordinary tourist.

User research: pain points

1

Only organized tours

Some art gallery visitors doesn't want to see everything but only the pieces of their choice. It's frustrating

2

Not clear directions

When listening to audio-tour the speaker often continues too early and visitors are lost and don't know where to go

3

Long lines to obtain audio-tour devices

Visitors find it annoying that they need to wait in lines to obtain an audio-tour device, especially when the visit is short.

4

Audio-tour not available in many languages

Vacation is the time of visiting other countries. The tourists find it hard to understand an audio-tour which is not available in any language that they understand.

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Persona: **Li Wade**

Problem statement:

Li Wade is an educated

artist

who needs a faster way

to obtain devices needed

for an audio-tour

because he visits art

galleries quite often for

quick tour and standing in

lines takes his time.

"I think it's good to interpret an art piece by yourself, but you should always try to find out what the artist wanted to say."

Li Wade

Age: 25
Education: BA of Arts
Hometown: Pekin, China
Family: Lives with his fiance
Occupation: An art intern

Goals
- Make a quick tour of an art gallery,
- Analyze art pieces of his own choice,
- Use his own devices for an audio-tour to avoid standing in lines

Frustrations
- Hearing the same thing about author over and over without ability to skip,
- Sometimes only an organized audio-tour is available so he has to do research on his own

Li is 25 years old intern working with an professional artist. He likes to go to art galleries with his fiance and discuss the pieces the place has to offer. Their visits aren't long, usually they see what they're interested in and leave. Li has a wide knowledge about many artists thus info provided by galleries tends to bore him.

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Persona: Edna Katowski

Problem statement:

Edna Katowski is on her vacation and want to see as much as possible. She is not educated in art and needs a guidance what is necessary to see. Sometimes she visits countries where she don't understand the language so she can't learn many interesting facts about the art.

"I'd like to discover as much as possible on my vacation!"

Edna Katowski

Age: 52
Education: Master of Pharmacy
Hometown: Pekin, China
Family: Two grown-up sons
Occupation: Clinical research associate

Goals

- See as much as possible, chiefly famous art pieces,
- Learn new facts about pieces she will see, understand thoughts of the author

Frustrations

- Not understanding the speaker who speaks either too fact or uses some advanced art terms,
- Getting lost without clear directions on what to see next and thus sometimes missing the most important works

Edna is 52 years old. She decided to take long vacation and visit some places around the world. Of course she wants to see some masterpieces on her way but without prior experience with art, she needs a good guidance. She is determined to explore every attraction on her way very thoroughly and learn interesting facts which sometimes is hard because the gallery doesn't offer audio in languages she speaks fluently and she can't understand much with these she knows little because the speaker speaks too fast.

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User journey map

Persona: Edna Katowski

Goal: An organized tour of an art gallery, understandable for tourists from around the world

ACTION	Collect devices needed for an audio-tour	Select language of the tour	Start the audio tour	Find the item	Give back the devices and exit the gallery
TASK LIST	Tasks A. Find a place where these devices can be collected B. Wait in line C. Collect the devices	Tasks A. Switch on the device B. Find a language one can understand	Tasks A. Click 'start' button B. Listen carefully what item is being talked about	Tasks A. Look around B. Try to identify the piece by its looks C. Go to the item and listen to the speaker	Tasks A. Find the place where the devices are disposed B. Wait in line C. Dispose the devices
FEELING ADJECTIVE	• Lost and confused because of not knowing where to collect devices, • Disappointed because of the line, • Worried that there won't be enough devices	• Focused on following the instructions • Confused about the instructions, • Worrying if there is available language one can understand (and disappointed if there isn't)	• Excited • Anxious about finding the art piece • Lost	• Frustrated without clear direction how the item looks and not being able to identify it by title or author because of short-sight • Relieved when finding the item but disappointed because the audio about it is ending	• Exhaustion • Fulfillment • Inspired • Knowledgeable • Annoyed because of long line
IMPROVEMENT OPPORTUNITIES	• Clearer directions to the place where one can collect devices, • Offering an audio-tour app which one can install on their own device	• Provide a variety of languages around the world, • Give more clear instructions about the audio tour, provide some videos	• Give information what piece is next before the audio begins	• Show any relevant information (title, author, image) to help identify the piece • Option to stop, resume and rewind the audio tour	• Providing several places to dispose devices and giving clearer directions • Offering an audio-tour app so there would not be needed to dispose devices

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Starting the design

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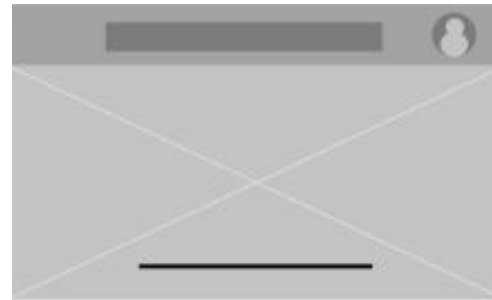
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Paper wireframes

The main goal of the app is
to make audio-tours easy
and quick to obtain. Hence
the homepage presents
some of options with a link
to all tours. Also to make
the process of accessing the
audio for a stop the
quickest, there is a link in
the bottom navbar.
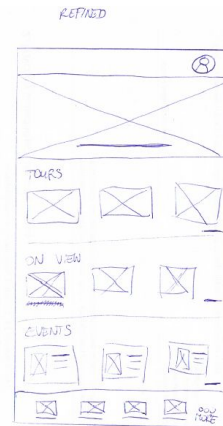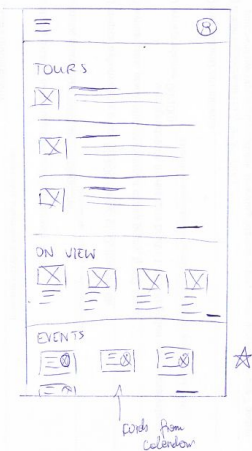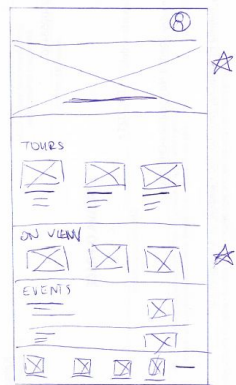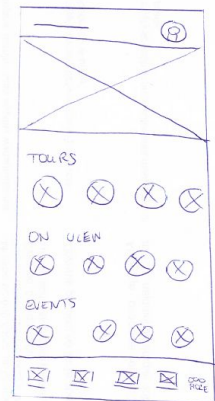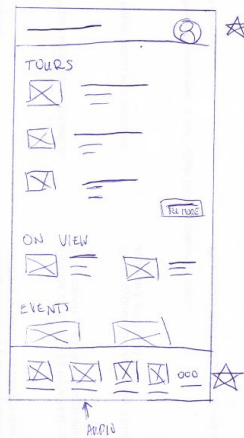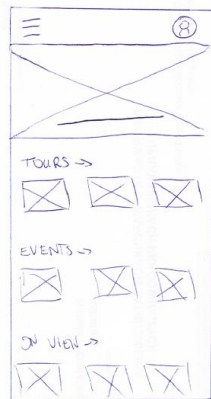
Digital wireframes

Additional to tours, user can access to info about ongoing exhibitions and events to make the experience of art more pleasurable.


Easy access to all available tours

Quick navigation to accessing the audio of a stop

TOURS — SEE MORE

ON VIEW — SEE MORE

EVENTS — SEE MORE

HOME   ENTER CODE   MAP   INFO

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Digital wireframes

The app is designed to make the audio-tour easier for user, not more complicated.

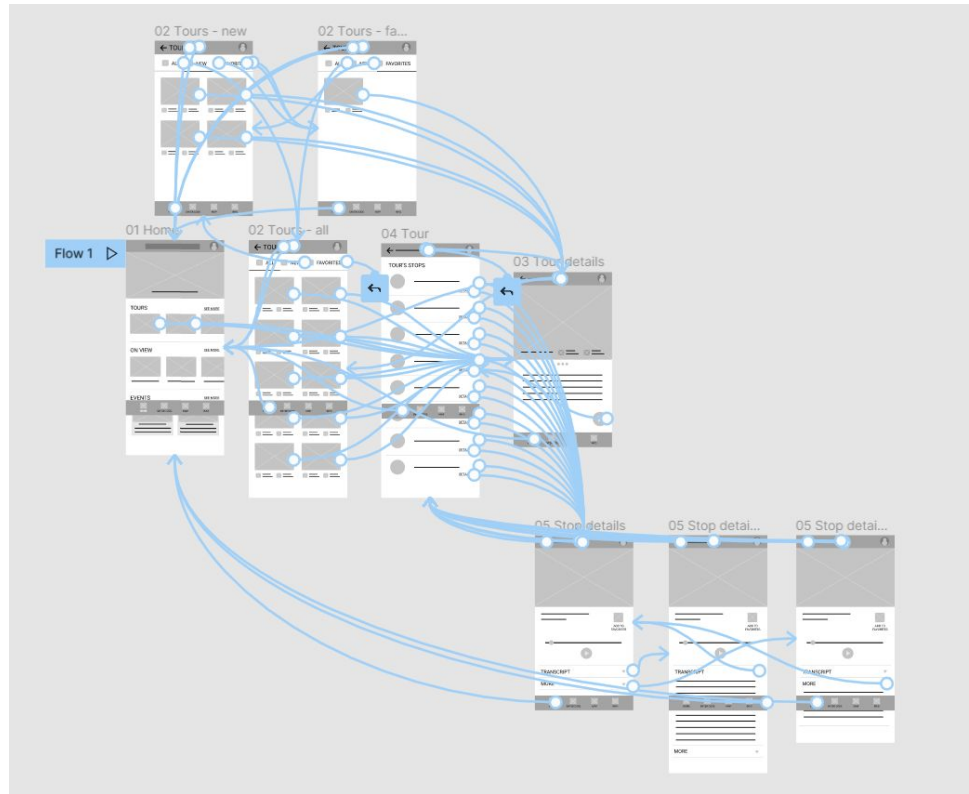Tabs helps user to choose a tour or find their favorites.

← TOURS

ALL   NEW   FAVORITES

HOME   ENTER CODE   MAP   INFO
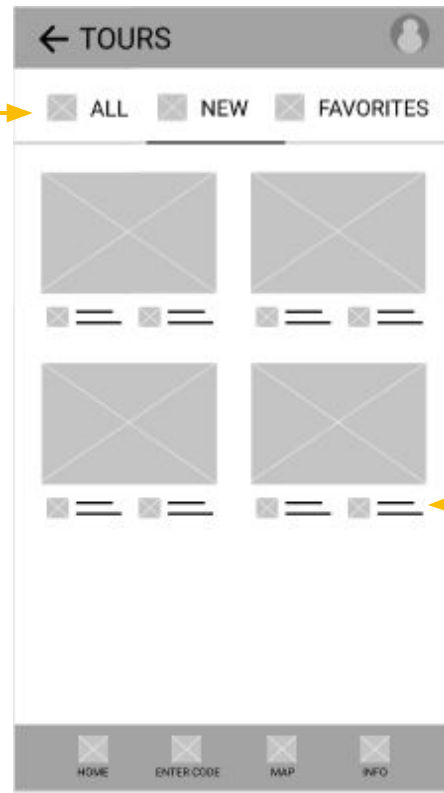
Estimated time and number of stops helps user to choose respective tour.

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Low-fidelity prototype

The user flow presents choosing a tour and accessing the audios.

View the prototype:

Low-fidelity prototype

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Usability study: findings

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

Round 1 findings

1. A better phrasing of additional information label is needed

2. The screen with tour's stops is a bit overwhelming with information

3. Make it more clear that the tour is started

Round 2 findings

1. Add additional way of ending tour

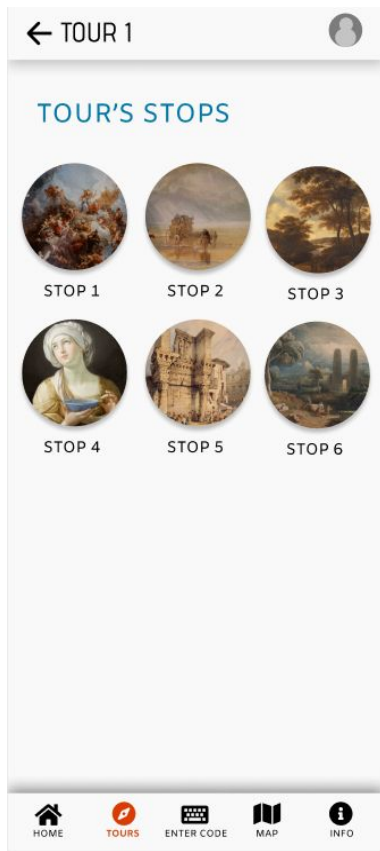2. Add controls to navigate between stops

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Refining the design

- Mockups
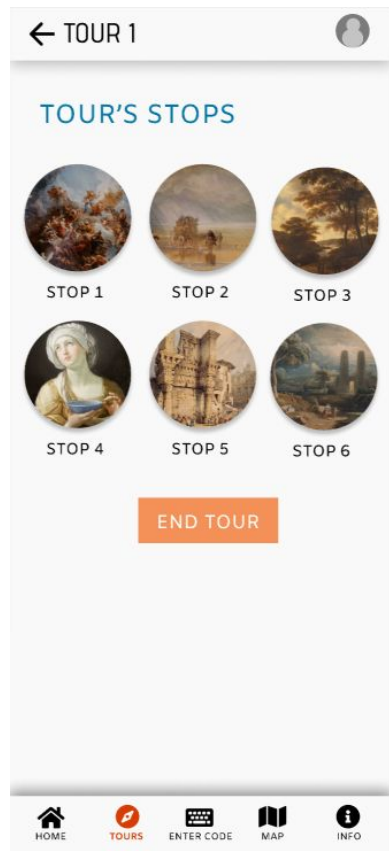- High-fidelity prototype
- Accessibility

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Mockups

Early design assumed that user will **end a tour** by using the navigation but usability study showed that it confused some participants. A **new button** has been added to the design as a clearer way to end the tour.
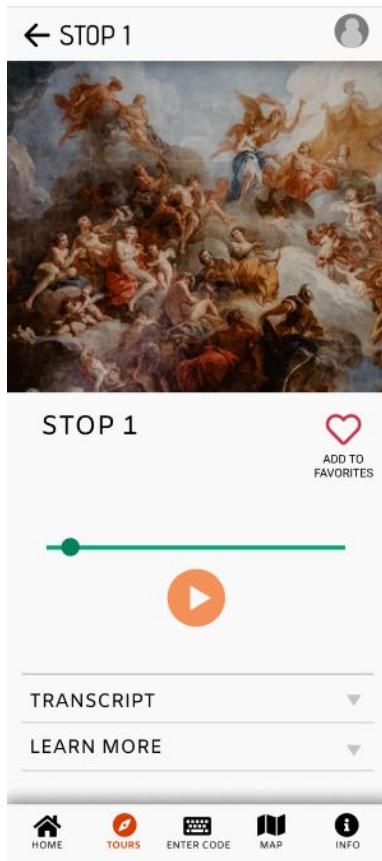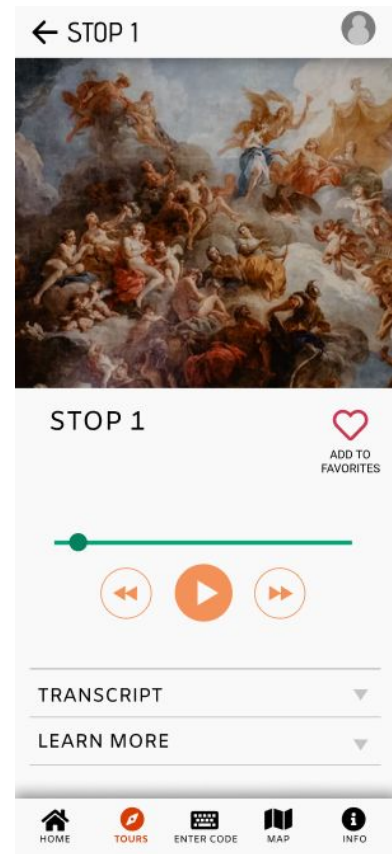
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Mockups

Early design assumed that user will **navigate between stops** by using the navigation. It turned out not to be efficient hence **additional controls** when viewing stop were added. Now the user can go to the next stop without going back to other screen.
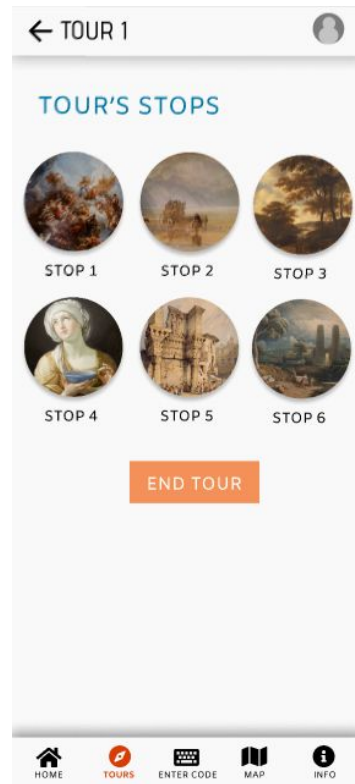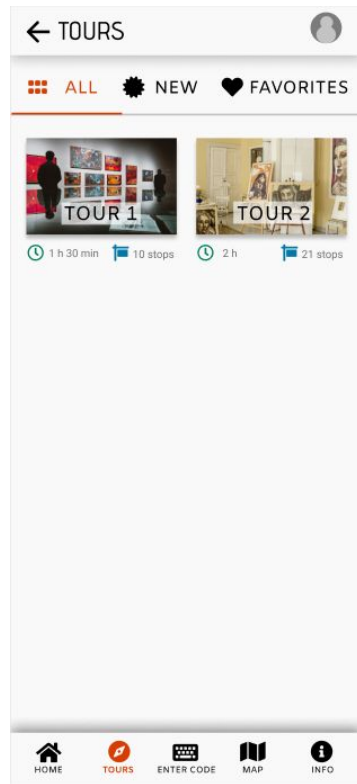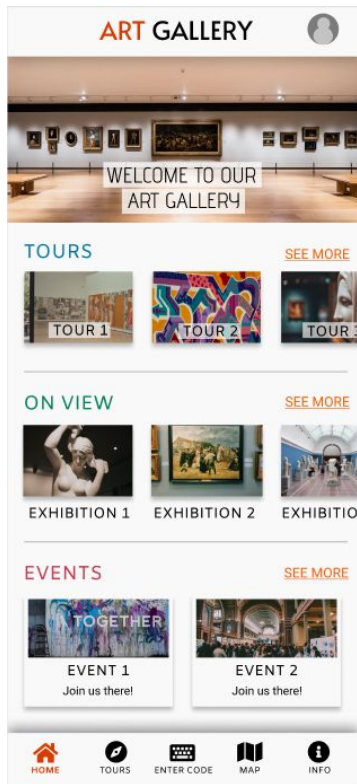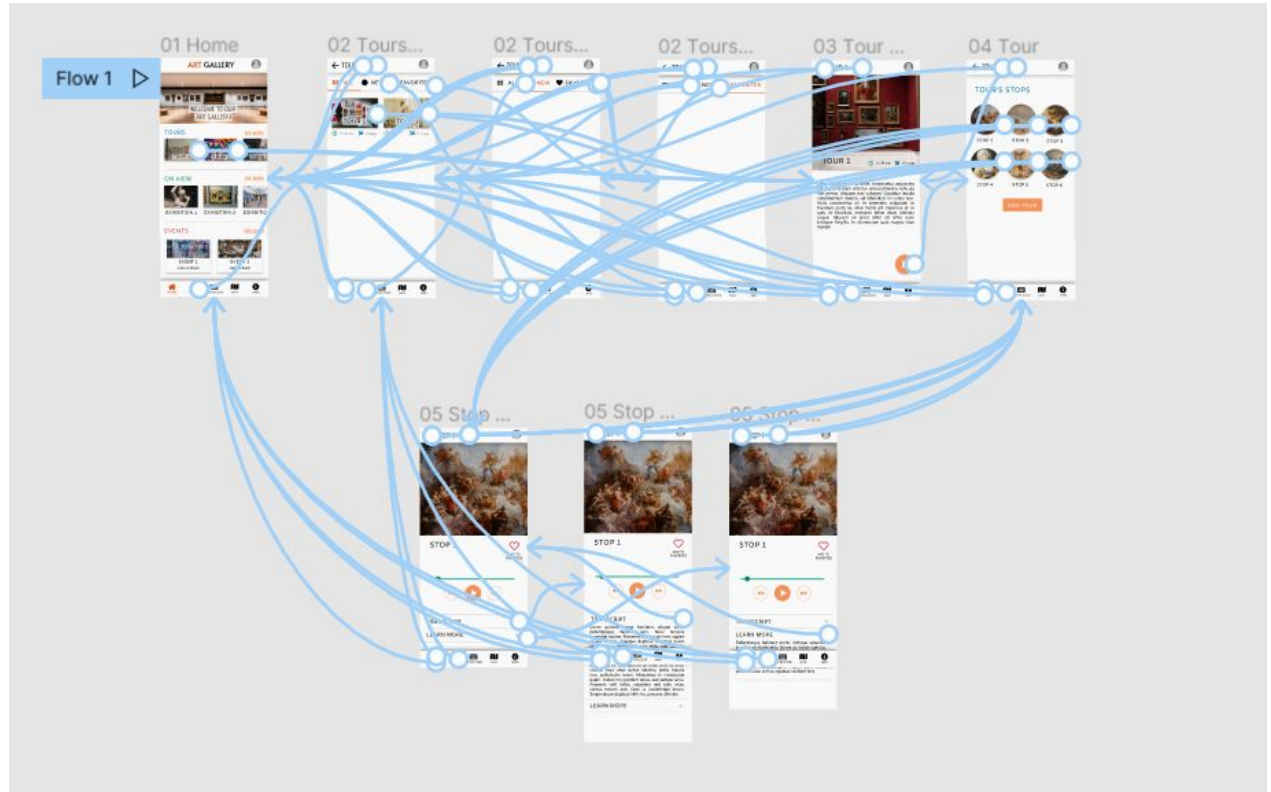
Mockups

High-fidelity prototype

The final high-fidelity prototype offered a more intuitive way to end the tour. It also presented a more effective way to move between stops.

View the app

High-fidelity prototype

Accessibility considerations

1

Color palette is verified by WCAG standards, either on AA or AAA level. It was made sure that every person can read the text which is displayed in the app.

2

Every audio has a transcript below the player so someone with hearing issues has an easy and immediate access to the content.

3

Use of images of the stops to help all users easily identify if they see the correct art piece.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app makes the visit to an art gallery much more enjoyable and more efficient for visitors. It provides additional information and helps decrease the amount of time the visitors spend in lines.

One quote from usability study:

"The app is great. I often go to art galleries and long lines to audio-tour are very annoying. This app solves this problem ideally!"

What I learned:

While designing the app, I learned that the research is very important in UX design. You can learn the users' needs which sometimes aren't very obvious and thus create a better experience.

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Next steps

1

Conduct more usability studies to determine if the last iteration addressed all of users pain points.

2

Conduct more user research to see if any additional features can be added which could be attractive and engaging to users.

3

Observe the design in action!

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Let's connect!

Thank you for your time reviewing my work on this app. Id you would like to see more of my work or get in touch, my contact information is provided below:

Email: aleksandra.golebiowska@gmail.com
Website: laitacende.github.io