



MUSEUM OF MODERN ART

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2. Understanding the users
3. Starting the design
4. Refining the design
5. Going forward



Project overview

- The product
- Project duration
- The problem
- The goal
- My role
- Responsibilities

Project overview



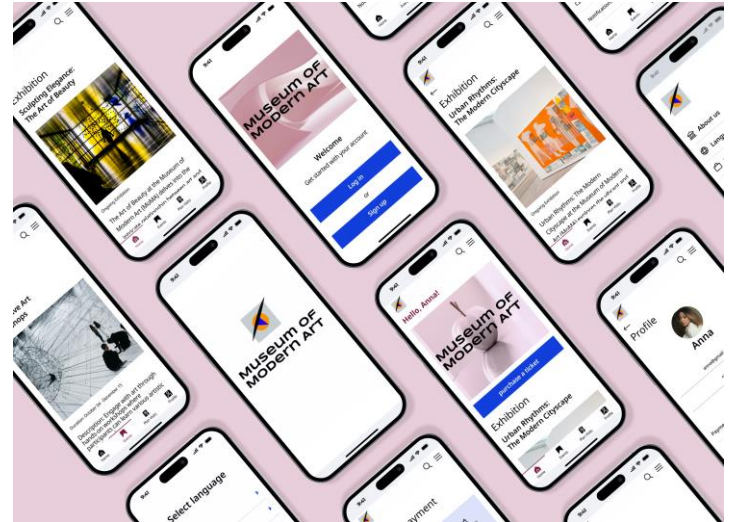
The product:

Designed a user-friendly mobile application for museum ticket booking, tailored to families, students, tourists, and art enthusiasts, ensuring seamless navigation, detailed exhibition information, and easy online booking capabilities.



Project duration:

July 2024 – August 2024



Project overview



The problem:

The current process of discovering and booking museum visits is often cumbersome and fragmented, lacking a centralized platform that offers seamless navigation, comprehensive exhibition information, and easy online ticketing options tailored to diverse user needs.



The goal:

To create a unified and user-friendly platform for discovering, booking, and managing museum visits, offering comprehensive exhibition details, personalized recommendations, and seamless ticketing to enhance the cultural experience for diverse user groups including families, students, tourists, and art enthusiasts.

Project overview



My role:

As the lead designer and project manager, I conducted market research, defined user personas, created user flows, and designed the UI/UX.



Responsibilities:

Conducted market research, defined user personas, created user flows, designed the UI/UX, managed project timelines, and ensured the platform met user needs for seamless navigation and efficient booking.

Understanding the user

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

User research: summary



For our museum ticket booking platform, we used both qualitative and quantitative methods. Online surveys for families, students, and tourists provided broad insights. In-depth interviews and focus groups explored specific experiences and expectations.

We initially assumed users faced booking complexity and unreliable exhibition information. Research confirmed these issues and revealed the importance of personalized recommendations, student discounts, and multi-language support, helping us refine our platform to meet diverse user needs.

User research: pain points

1

Complex Booking Processes

Our design will prioritize a streamlined booking flow to ensure users can book tickets quickly and efficiently.

2

Lack of Reliable Information

The platform will feature accurate, updated information about exhibitions and events to help users make informed decisions.

3

Limited Access to Discounts

We will integrate clear information about available discounts, highlighting offers prominently to ensure easy access for users.

4

Language Barriers

The platform will support multiple languages, making it easier for non-native speakers to access information and book tickets.

Persona: Anna Watson

Problem statement:

Anna is a busy marketing manager and mother who needs a convenient way to book museum tickets because she wants to provide educational and enjoyable experiences for her family without the hassle of complicated booking processes.



Age	Anna
Education	Bachelor's degree in Marketing
Hometown	New York City
Family	Married, one 6-year-old daughter
Occupation	Marketing Manager

"I want to spend quality time with my family at the museum without having to deal with the hassle of finding and booking tickets."

Anna Watson

Anna is a busy marketing manager and a mother who loves to plan weekend activities for her family. She often finds it difficult to quickly and efficiently book museum tickets and find information about child-friendly exhibits. She needs a reliable and easy-to-use platform that can help her plan these outings without added stress.

Goals

- To provide her family with educational and enjoyable experiences without the hassle of complicated booking processes.
- To find museums with interactive exhibits suitable for children.
- To discover and book family-friendly cultural events efficiently.
- To ensure all family members enjoy the museum experience.

Frustration

- Complicated and time-consuming booking processes.
- Lack of reliable information on exhibitions and activities suitable for children.
- Difficulty coordinating schedules and managing bookings for the whole family.
- Unclear or hidden family discounts and special offers.

Persona: Mark Wilson

Problem statement:

Mark is a university student majoring in history who needs affordable and easy access to museum exhibitions for research and study purposes because he requires reliable information on special exhibitions and student discounts to enhance his academic work.



Age	21
Education	University student, History Major
Hometown	Boston, MA
Family	Single
Occupation	Student

"I need a reliable way to find student discounts and special exhibitions to support my studies without spending too much time or money."

Mark Wilson

Mark is a passionate history student who regularly visits museums for his research. However, he struggles to find exhibitions relevant to his studies and often misses out on student discounts. He needs an app that provides accurate information on exhibitions and offers student deals, making his research trips easier and more affordable.

Goals

- To enhance his academic work by visiting relevant museum exhibitions.
- To manage his time efficiently while balancing studies and museum visits.
- To find affordable access to cultural and historical resources.
- To stay updated on exhibitions related to his field of study.

Frustration

- Difficulty finding student discounts and special exhibitions.
- Inconsistent information on museum websites.
- Limited budget for extracurricular academic activities.
- Challenges in discovering exhibitions directly relevant to his coursework.

Persona: Michael Davis

Problem statement:

Michael is a business consultant and frequent traveler who needs quick and reliable access to museum information and ticket booking while on the go because he wants to make the most of his travels by easily discovering and visiting key cultural sites without language barriers or time-consuming searches.



Age	45
Education	Master's degree in Business Administration
Hometown	San Francisco, CA
Family	Married, no children
Occupation	Business Consultant

"I want to easily discover and book tickets for the best museums in any city I visit, without wasting time or dealing with language issues."

Michael Davis

Michael is a frequent traveler who loves exploring new cities' cultural scenes. However, he often faces difficulties in quickly finding and booking museum tickets, especially when there are language barriers. He needs a user-friendly app that can help him discover top museums and book tickets seamlessly, enhancing his travel experiences.

Goals

- To make the most of his travels by discovering and visiting key cultural sites effortlessly.
- To efficiently plan his museum visits without language barriers or time-consuming searches.
- To experience the cultural richness of each city he visits.
- To ensure smooth and enjoyable visits to multiple museums.

Frustration

- Time-consuming searches for museum information and tickets.
- Language barriers when visiting museums in non-English speaking countries.
- Inconsistent information and reviews across different sources.
- Difficulty in coordinating visits to multiple museums within a limited timeframe.

User journey map Anna Watson

After mapping Anna's journey map, it is revealed how helpful it would be for customers to create a mobile application that brings together all the necessary features to improve their experience.

ACTION	Browse Exhibitions	Plan Visit	Purchase Tickets	Visit Museum	Provide Feedback
TASK LIST	<ul style="list-style-type: none">• Check current and upcoming exhibitions• Filter for child-friendly exhibits• Save favorite exhibitions	<ul style="list-style-type: none">• Check museum opening hours• Choose a convenient date and time• Find information on transportation and parking	<ul style="list-style-type: none">• Select ticket type (adult, child, family)• Enter personal details• Confirm and pay for tickets	<ul style="list-style-type: none">• Arrive at the museum• Show e-tickets at the entrance• Use the interactive map to navigate	<ul style="list-style-type: none">• Visit feedback section• Fill out the feedback form• Provide suggestions for improvement
EMOTIONS	<ul style="list-style-type: none">• Excitement• Curiosity	<ul style="list-style-type: none">• Anticipation• Determination	<ul style="list-style-type: none">• Satisfaction• Relief	<ul style="list-style-type: none">• Enjoyment• Inspiration	<ul style="list-style-type: none">• Empowerment• Gratitude
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Provide recommendations based on user interests• Allow saving favorite exhibitions for later	<ul style="list-style-type: none">• Add reminders for scheduled visits• Include comprehensive transportation and parking info	<ul style="list-style-type: none">• Offer discounts for family tickets• Enable saving tickets to mobile wallet	<ul style="list-style-type: none">• Enhance the interactive map with detailed exhibit info• Provide information on guided tours and audio guides	<ul style="list-style-type: none">• Offer visible and accessible feedback channels• Show how feedback is being addressed and implemented

User journey map Mark Wilson

Having analyzed Mark's journey map, it becomes clear how beneficial it would be for customers to have a mobile application that consolidates all the essential features to enhance their experience.

ACTION	Browse Exhibitions	Plan Visit	Purchase Tickets	Visit Museum	Provide Feedback
TASK LIST	<ul style="list-style-type: none">• Check exhibitions related to his field of study• Look for student discounts• Save interesting exhibitions	<ul style="list-style-type: none">• Verify museum hours• Choose a convenient date and time• Find information on public transportation	<ul style="list-style-type: none">• Select student ticket• Enter student ID and personal details• Confirm and pay for tickets	<ul style="list-style-type: none">• Arrive at the museum• Present e-ticket and student ID at the entrance• Use the interactive map to find relevant exhibits	<ul style="list-style-type: none">• Visit feedback section• Fill out feedback form• Suggest improvements for student visitors
EMOTIONS	<ul style="list-style-type: none">• Interest• Determination	<ul style="list-style-type: none">• Focus• Anticipation	<ul style="list-style-type: none">• Satisfaction• Relief	<ul style="list-style-type: none">• Engagement• Inspiration	<ul style="list-style-type: none">• Empowerment• Satisfaction
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Provide tailored recommendations based on his field of study• Highlight student discounts prominently	<ul style="list-style-type: none">• Send reminders for scheduled visits• Offer detailed transportation options	<ul style="list-style-type: none">• Offer exclusive student deals and discounts• Enable saving tickets to mobile wallet	<ul style="list-style-type: none">• Provide detailed exhibit descriptions and related study material• Offer guided tours focused on academic subjects	<ul style="list-style-type: none">• Create a platform for student-specific feedback• Showcase how feedback is addressed and implemented

User journey map

Michael Davis

Examining Michael's journey map highlights the significant advantages for customers in having a mobile application that integrates all the crucial features to enhance their experience.

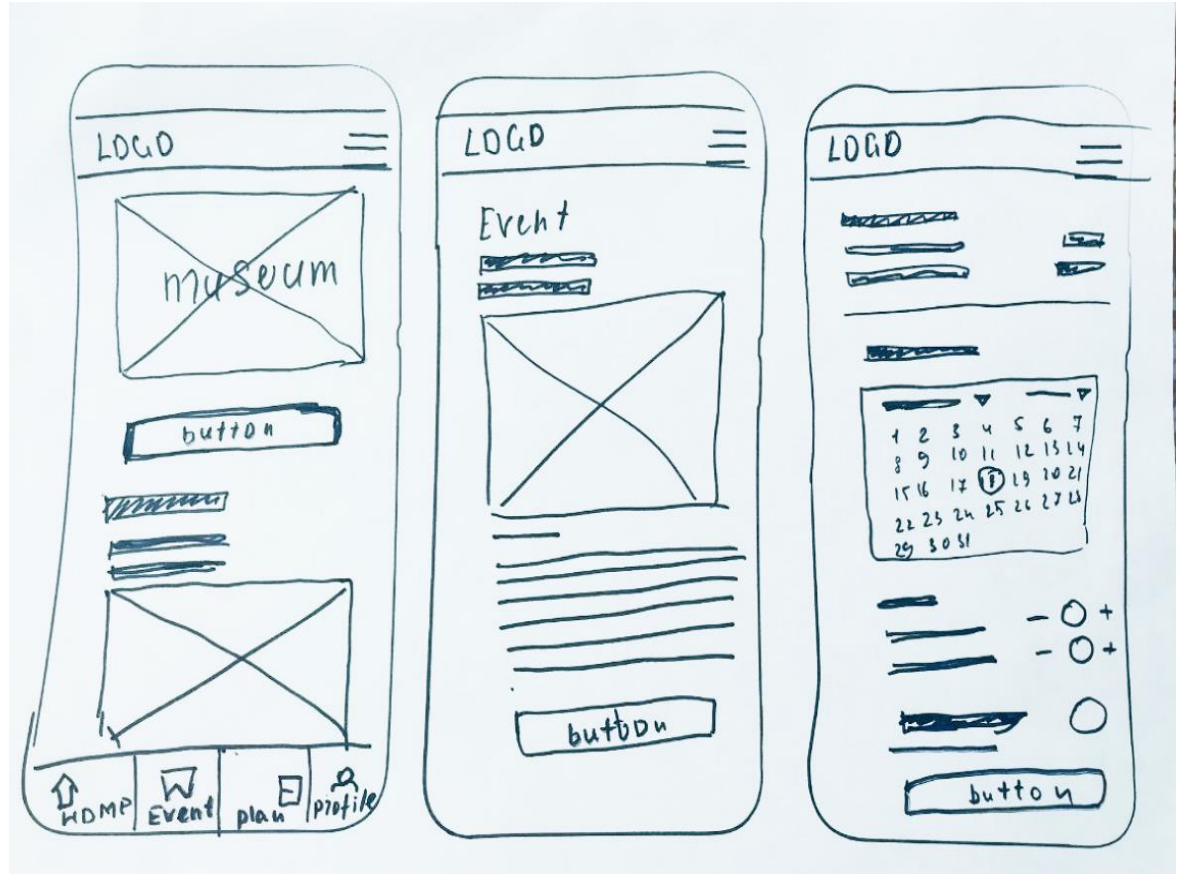
ACTION	Browse Exhibitions	Plan Visit	Purchase Tickets	Visit Museum	Provide Feedback
TASK LIST	<ul style="list-style-type: none">• Search for top museums in a new city• Read reviews and ratings• Check for multilingual support	<ul style="list-style-type: none">• Verify museum opening hours• Choose convenient dates and times• Plan transportation and accommodation	<ul style="list-style-type: none">• Select ticket types• Enter personal and payment details• Confirm and download e-tickets	<ul style="list-style-type: none">• Arrive at the museum• Present e-tickets at the entrance• Use audio guides or translations if needed	<ul style="list-style-type: none">• Visit feedback section• Fill out feedback form• Provide suggestions for multilingual support
EMOTIONS	<ul style="list-style-type: none">• Excitement• Anticipation	<ul style="list-style-type: none">• Determination• Preparedness	<ul style="list-style-type: none">• Satisfaction• Relief	<ul style="list-style-type: none">• Enjoyment• Enlightenment	<ul style="list-style-type: none">• Empowerment• Gratitude
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Provide comprehensive reviews and ratings• Highlight multilingual support options	<ul style="list-style-type: none">• Offer detailed planning guides• Include information on transportation and nearby accommodations	<ul style="list-style-type: none">• Offer multiple payment options• Provide clear instructions in multiple languages	<ul style="list-style-type: none">• Offer multilingual audio guides and maps• Provide detailed exhibit information	<ul style="list-style-type: none">• Enable easy feedback submission• Show how feedback is implemented

Starting the design

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

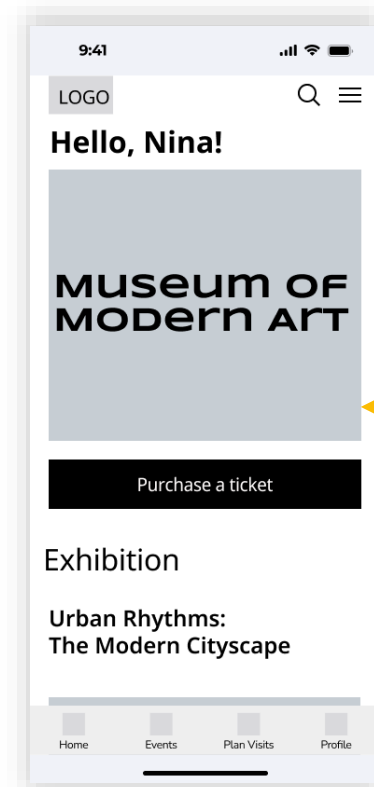
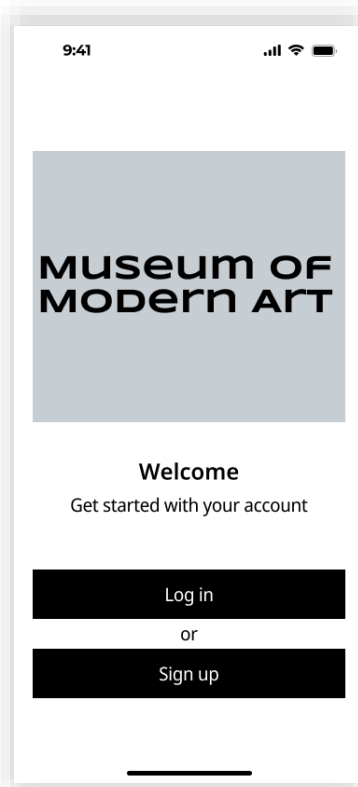
Paper wireframes

During the design process, I focused on incorporating useful features and creating a user-friendly app that saves time and enhances the user experience.



Digital wireframes

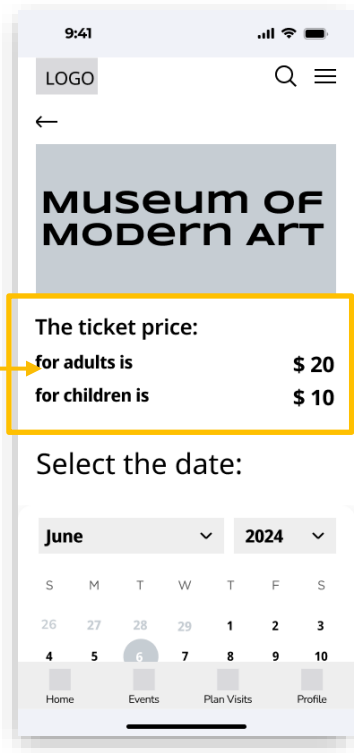
As the initial design phase progressed, I ensured that the screen designs were based on feedback and insights gathered from user research.



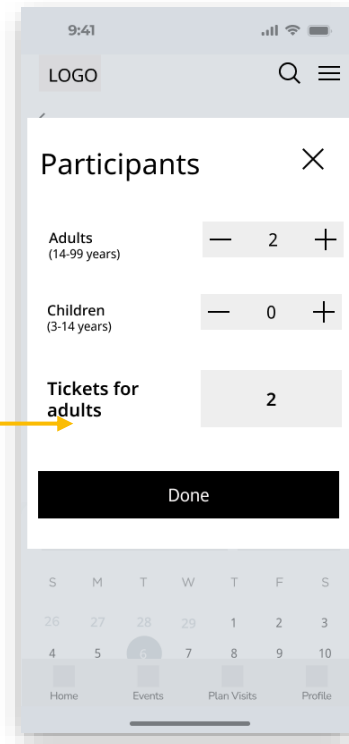
Users can use settings that allow them to perform the main action of the application faster.

Digital wireframes

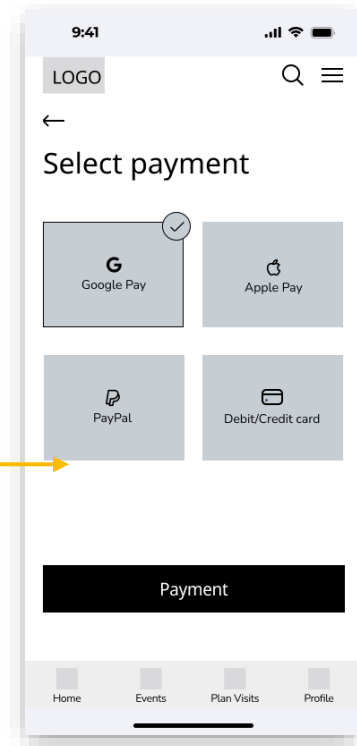
Important information available to the user



Simple clear screen aimed at one action



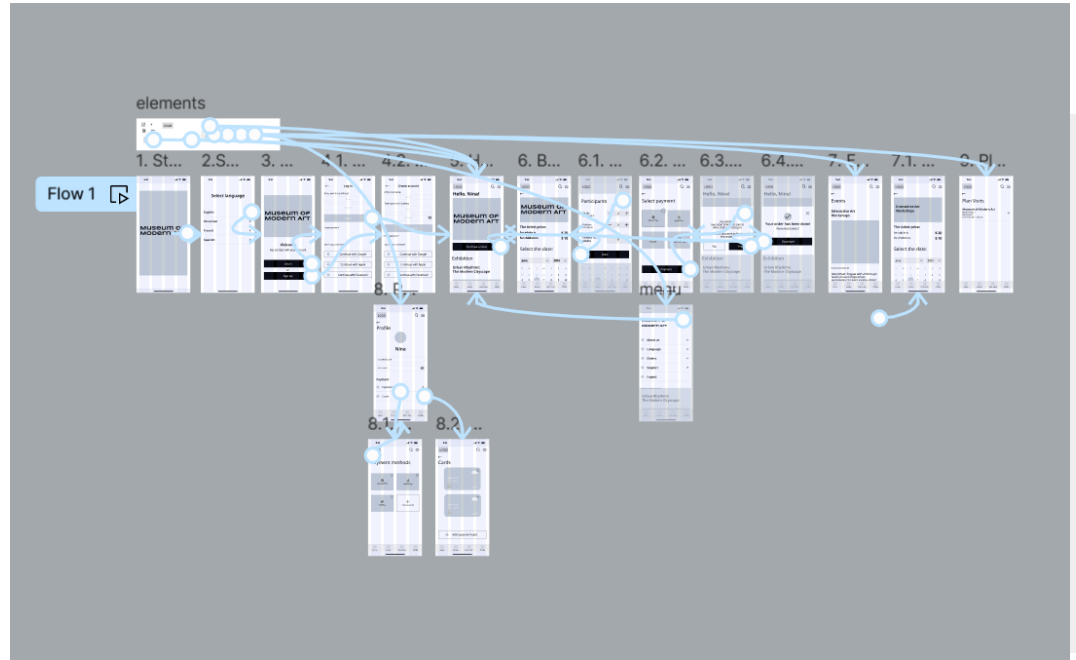
Simple clear screen aimed at one action



Low-fidelity prototype

This prototype is crucial for initial usability testing and gathering feedback on the overall user experience before moving on to high-fidelity designs.

Low-fidelity [prototype](#)



Usability study: findings

Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 The feature displaying detailed information about exhibitions was straightforward and well-accepted by users.
- 2 Some users had problems navigating through the app as they couldn't find specific sections easily.

Round 2 findings

- 1 Users expressed the need for more options to personalize their experience, such as saving favorite exhibitions and setting reminders for upcoming events.
- 2 These findings will be instrumental in refining the app to ensure a more intuitive and user-friendly experience.

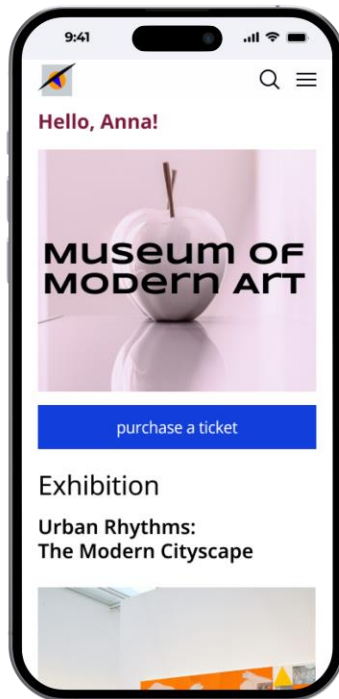
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Users frequently interact with the home page, so prominent call-to-action buttons were added for direct ticket purchasing, enhancing the user experience and improving readability.

Before usability study



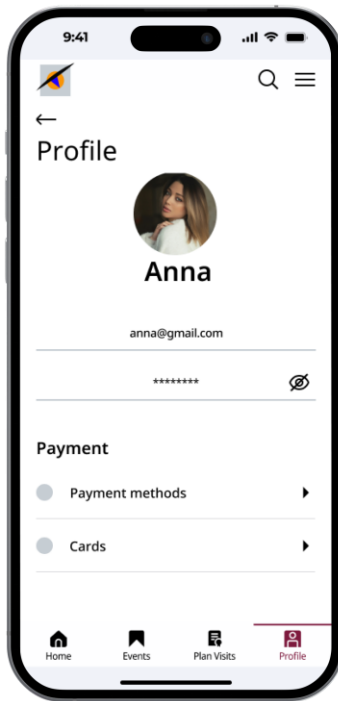
After usability study



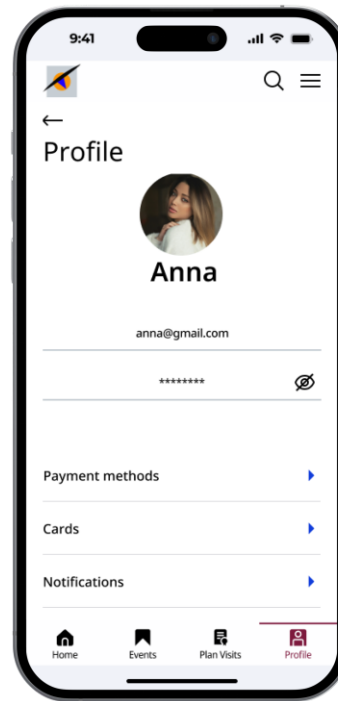
Mockups

Notifications were added to keep users informed about upcoming exhibitions, events, and special offers, enhancing their overall experience.

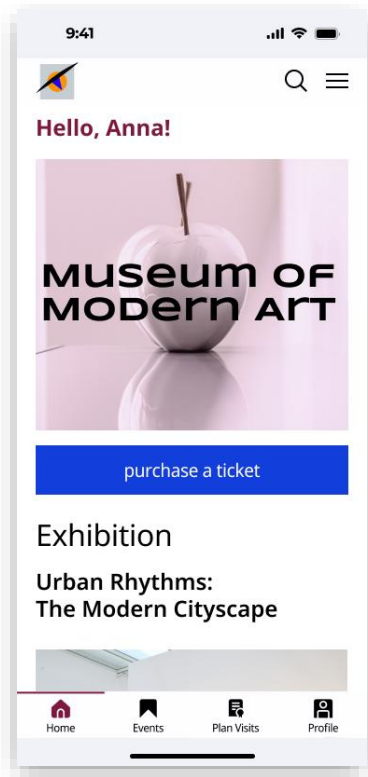
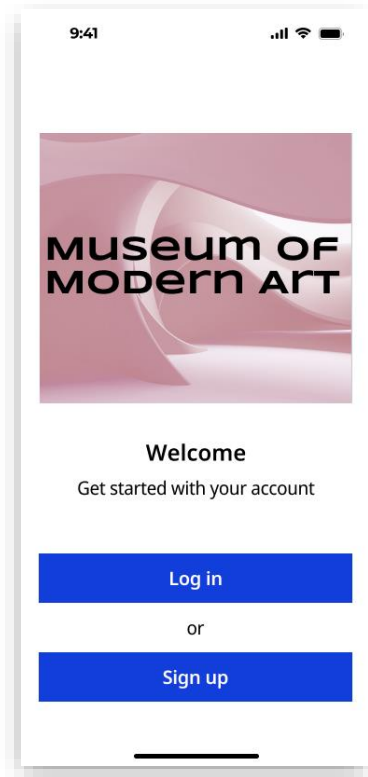
Before usability study



After usability study



Mockups



High-fidelity prototype

A high-fidelity prototype is a detailed, interactive model that closely mimics the final product, used for user testing and refining the design.

[High-fidelity prototype](#)



Accessibility considerations

1

Used high color contrast between text and background to improve readability for users with visual impairments.

2

Designed forms with clear labels and instructions, ensuring they are easily navigable and assistive technology-friendly.

3

Regularly updated designs based on feedback from users with disabilities to enhance accessibility continuously.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The design improvements for the museum ticket booking app have been well-received, with users noting an enhanced overall experience. One user commented, "The app's intuitive interface and useful features make it essential for frequent museum visitors."



What I learned:

I learned the value of user research in identifying customer needs and iterating designs based on feedback to create a functional and user-friendly app.

Next steps

1

Conduct additional usability testing to refine features based on user interactions, ensuring enhanced satisfaction.

2

Implement and test multilingual support to cater to a broader audience.

3

Integrate loyalty programs and personalized recommendations to boost user engagement and retention.

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