VR Art Museum Tour & Event App
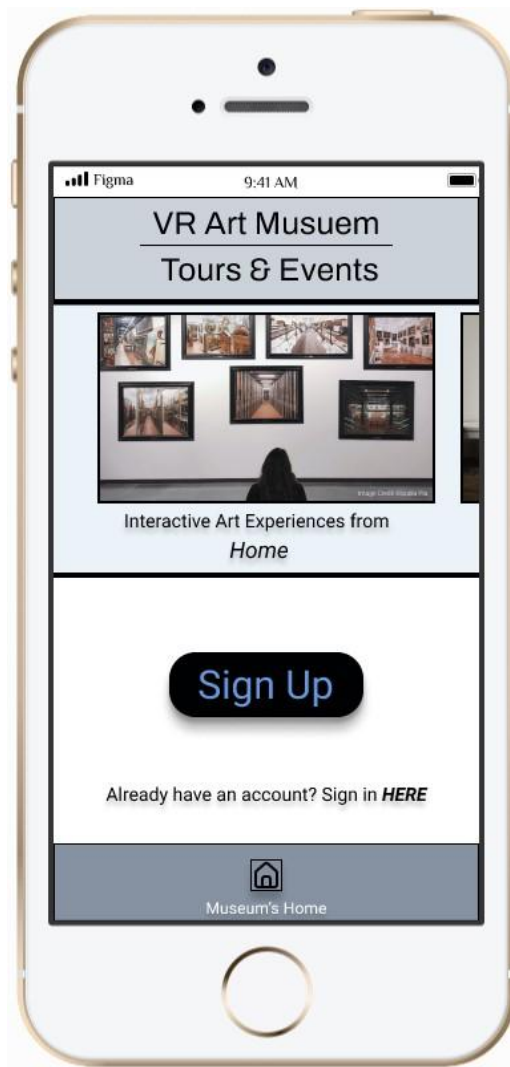
Bobbianne Elizabeth

Project overview

The product:

Artist and Art Professionals have not be able to go to museums or art galleries in a COVID-safe way nor have they been able to interact with the art community. The VR Art Tour App allows for unique experiences in galleries and museums in a COVID-safe way.

Project duration:

Winter of 2022

Project overview

The problem:

Art lovers and art professionals miss being able to go to the museum and galleries to view artwork with their friends and/or colleagues, respectively. Also, many people cannot access events at a museum due to COVID-19, lacking enough time, or a lack of accessibility.

The goal:

Our VR Art Museum Tour and Event App will let users have interactive experiences that replication live events and allow for live user-to-user interactions which will re-create the arts community and increase learning about the arts by providing a virtual space for the following: events to happen, art to be seen, discussed and learned about art in a unique way. We will measure the effectiveness by increased use of the app and increased interaction with the museum.

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Project overview

The final problem statement:

An app that allows the arts community to participate in unique, interactive virtual events where community members can see, discuss, and learn about art.

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Project overview

My role:

UX Designer, VR app Developer

Responsibilities:

User Research, Ideate, Code and Creation of App

Understanding the user

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

User research: summary

By conducting a series of interviews and surveys, I discovered how much people missed interacting with the arts community. Being an artist, I was aware of the need because I miss interacting with the arts as well. However, I was not aware how prevalent the problem was. Also, I was unaware that most VR apps for museum tours are so limiting. Most provide boring lectures when you click on a painting and at most a map of the facility. By conducting competitive audit of the top 4 apps in Apple App Store, people wanted better apps. Many apps were free and crashed constantly, tracked users without permission, and charged without permission for higher end content.

User research: pain points

1

Pain point

It is difficult to visit museums or art galleries in a COVID-safe way with friends and/ or colleagues.

2

Pain point

Content that is provided is very generic and art professionals gain little from using the app.

3

Pain point

There is no way to interact with others in the app. Art lovers and art professionals miss talking with others and meeting new people in the art community.

4

Pain point

Apps need to be honest about fees, tracking, and need to be reliable.

Also, providing an app that have disabilities or limitations still experience events in the art community.

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Persona: **Courtney**

Problem statement:

Courtney is an artist and an art lover who needs a way to see art in a COVID-safe way with her friends because she wants inspiration for her own work and is bored at home.

"I miss going to the museum with my friends"

Goals
- Wants to be able to go to the museum and not worry about COVID-19.
- Wants to be able to hang-out with her girlfriends.

Frustrations
- App for most galleries or museums are boring.
- No way to make the apps a social experience too.

Courtney's (people like arts but not professionals)

Age: 38
Education: Some college/self taught artist/crafter
Hometown: Pueblo, CO
Family: Single has son in high school
Occupation: Membership Director/Information and Marketing Specialist at Pueblo Country Club

Courtney has always loved art. She took art classes in high school and now has her own Etsy shop. She is always looking for something to create or the next "awesome" craft project. She loves the arts and misses going to art museums with her friends, especially now that her son is a sophomore in high school and she has more time to do things.

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Persona: **Emma**

Problem statement:

Emma is an art professional that wants an in-depth learning experience at a gallery or museum who needs a COVID-safe way to participate in art events because she wanted to grow and learn in her career and she wants to keep networking with her community.

"I need an app that will keep me interested."

Goals
- Going to the museum should teach you something or show you art in a new way.
- Would like to see more than just a 3D or 2D model of artwork, would like an experience

Frustrations
- Because Emma has so much knowledge about the arts, she needs content beyond just novice levels of knowledge
- Needs to hold her interest

Emma's (People are professionals in the arts)

Age: 50
Education: BFA Theatre
Hometown: Groton, CT
Family: Married, kids high school college
Occupation: Assistant Director of Artreach

Emma has been at the theatre since she was a little girl. Now she runs a production company and runs an art organization that brings art to those that are in need. She creates art classes and knows a great deal about art. She often gets bored on apps because they "are all the same" with some models of artwork and basic knowledge provided. She would like to see something different and "interesting."

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User journey map

The goal was to get the Courtney's to want to participate in the app and gain an exciting experience by interacting with other users.

Persona: Courtney

Goal: Download VR Art Museum Tour App and Meet with Friend within app

ACTION	Download App	Enter App	Send Invite to Friend	Wait and Meet Friend in App	Start Tour
TASK LIST	Tasks A. Find App in App Store B. Select App C. Wait for Download	Tasks A. Click on icon B. Goes to sign in screen C.enters information	Tasks A. app prompts if she wants to invite friend B. app sends text with link to download app C. if has app, notifies friend she has invite	Tasks A. Courtney waits in entrance to tour B. Courtney explores different exhibits basic info C.friend enters	Tasks A. friends talk and greet B. decide on a tour C. start the tour
FEELING ADJECTIVE	Excited to get app Bored waiting	focused	Excited to see friend	Bored waiting Excited to see friend	Happy to meet Interest in tour
IMPROVEMENT OPPORTUNITIES	Give activity for her to do while waiting "Who is your favorite artist?"	Keep info needed si mple	Let Courtney know where she is in the process, live updates	Have activity to keep Courtney waiting for friend to enter	Give ways to easily communicate with each other

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User journey map

The goal was to get the Emma's to want to participate in the app and gain an exciting educational experience.

Persona: Emma

Goal: Download VR Art Museum Tour App and attend an art lecture

| ACTION	Download App	Enter App	Go to Artist Lecture	Attend Lecture	Connect with others after talk
TASK LIST	Tasks A. Find App in App Store B. Select App C. Wait for Download	Tasks A. Click on icon B. Goes to sign in screen C.enters information	Tasks A. Enter into gallery entrance B. enters into lecture area C. watches lecture	Tasks A. Watches Lecture B. Asks questions of artist C. views the artist's work behind the artist as lecture is given	Tasks A. Lecture ends B. allow attendees to go to stage and ask more questions of artist C.allow attendees to talk with one another
FEELING ADJECTIVE	Excited to get app Bored waiting	focused	Nervous to get to lecture on time Excited to learn	Learning Curious involved	Interested and excited to "e-meet" artist and see colleagues
IMPROVEMENT OPPORTUNITIES	Give activity for her to do while waiting "Why do you love art?"	Keep info needed simple	Make it not obvious if someone is late to the lecture so it is not socially awkward	Make a way to ask questions of artist Make sure attendees can view artwork and see it in better detail	Make it easy to move in the app and interact with others. So it is not like a school of fish bumping into each other

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Starting the design

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

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Paper wireframes

My goals were to make an easy to navigate app that would take users to art experiences quickly

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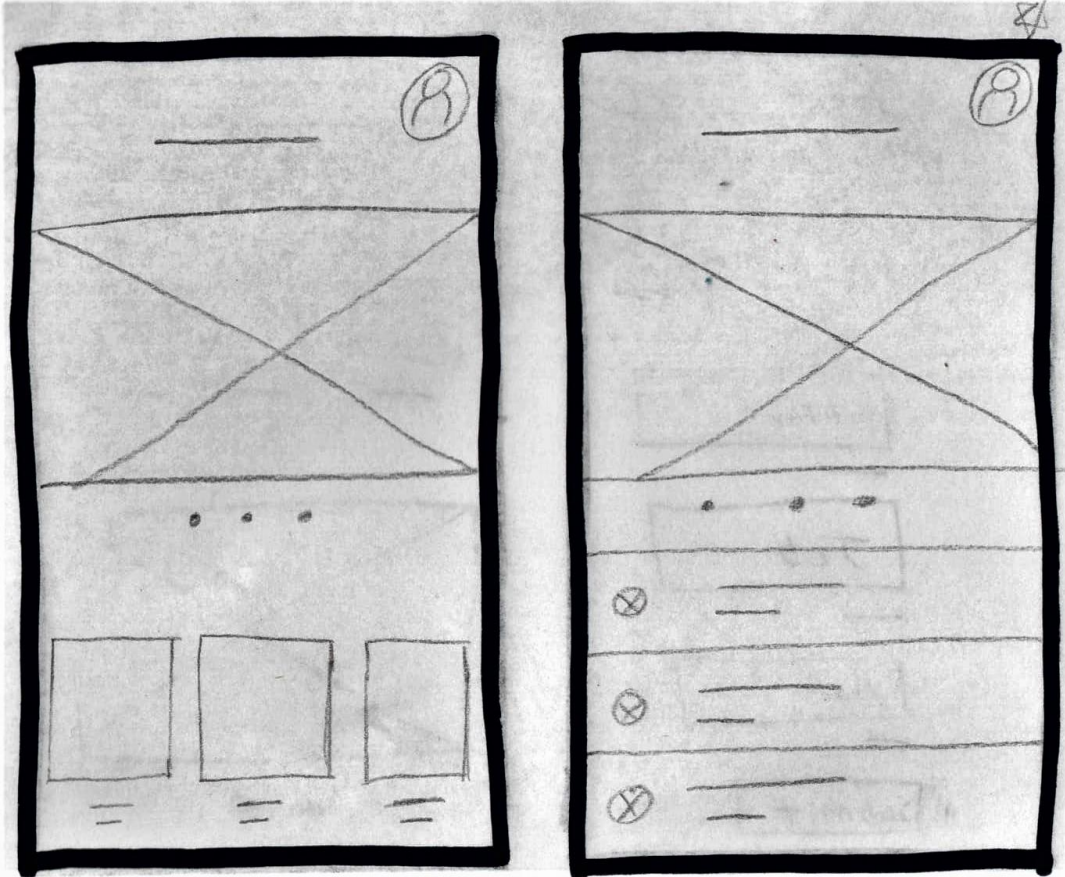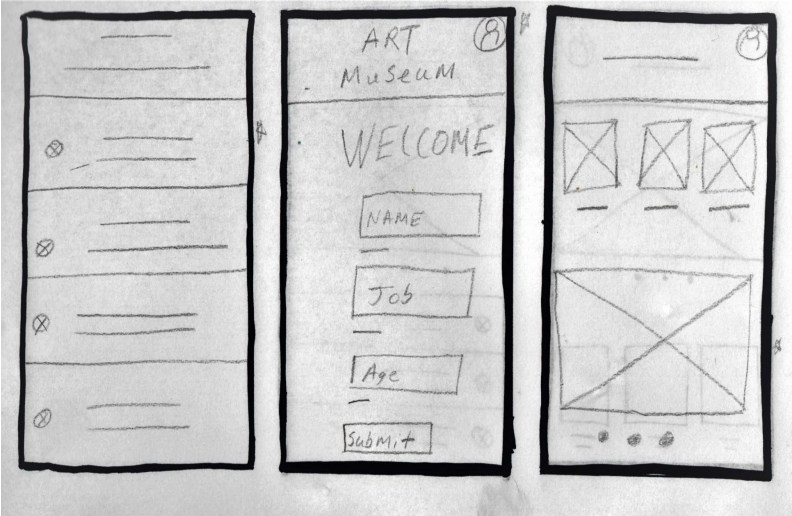
Digital wireframes

Users want to interact with each other and the art, not the app. Hence, the app is simple and quick to navigate.
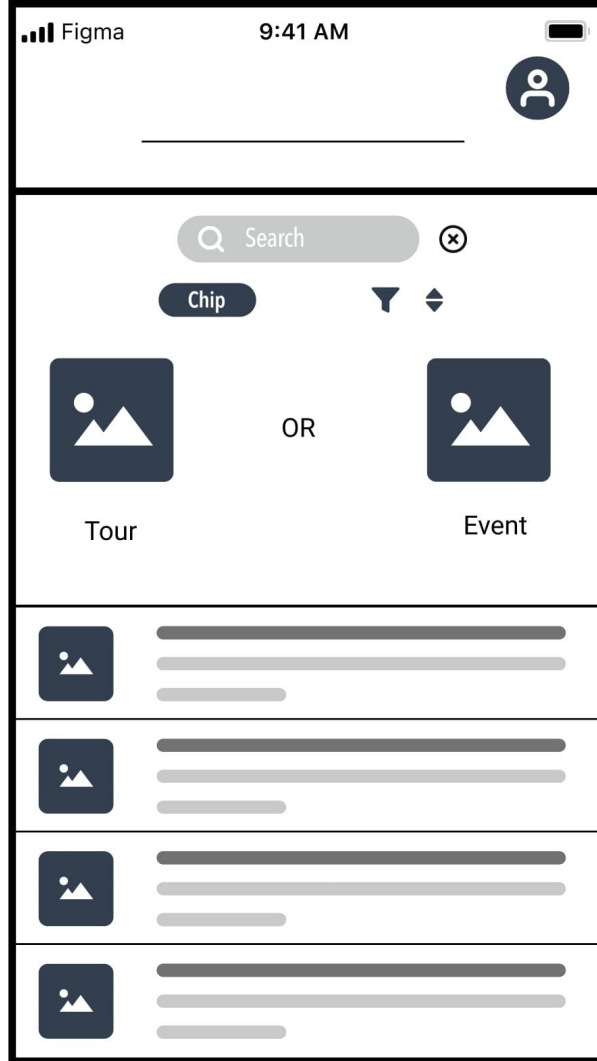
Provides highlights of new events and tours for users
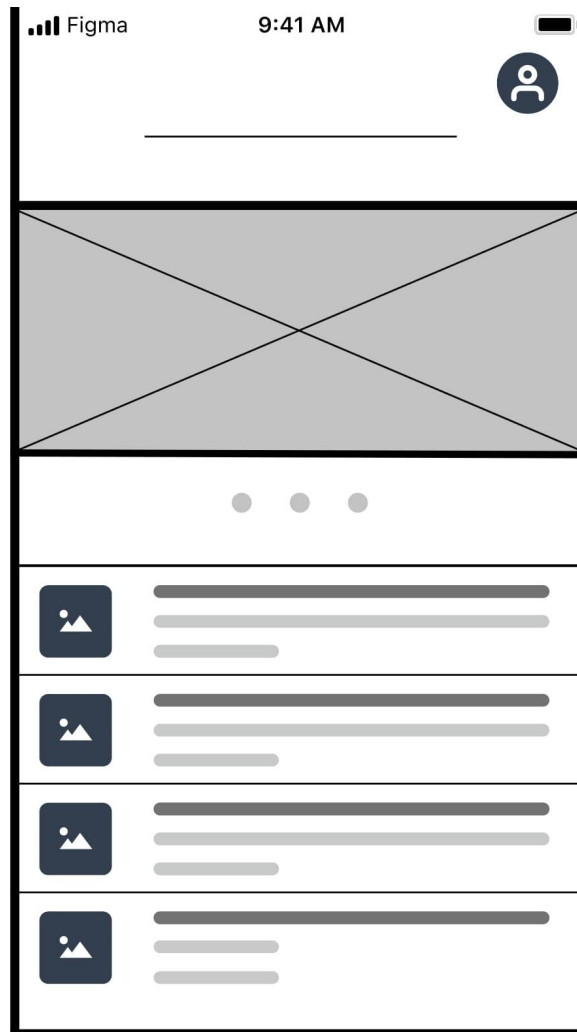
Provides some detail of tour and event options to make informed decision

Digital wireframes

Quick search options let users go to tour or event effortlessly.

Users can type event or tour or simply click an image to find their event quickly

More detailed description of tour or event

Search

Chip

OR

Tour

Event

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Low-fidelity prototype

Prototype Link:

https://www.figma.com/proto/7FziupJVOnI7cFtXTs
UPEV/VR-Art-Museum-App?page-id=0%3A1&node
-id=2%3A2&viewport=241%2C48%2C1&scaling=sc
ale-down&starting-point-node-id=2%3A2

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Usability study: findings

After conducting a unmoderated usability study with 5 participants, the findings are given below:

Round 1 findings

1 Describe app, tours, and events in more detail on homepage.

2 Create a "waiting room" and in that space allow participants to invite other users to the app there.

3 Provide a quick, simple tutorial of how to move and interact in a VR space.
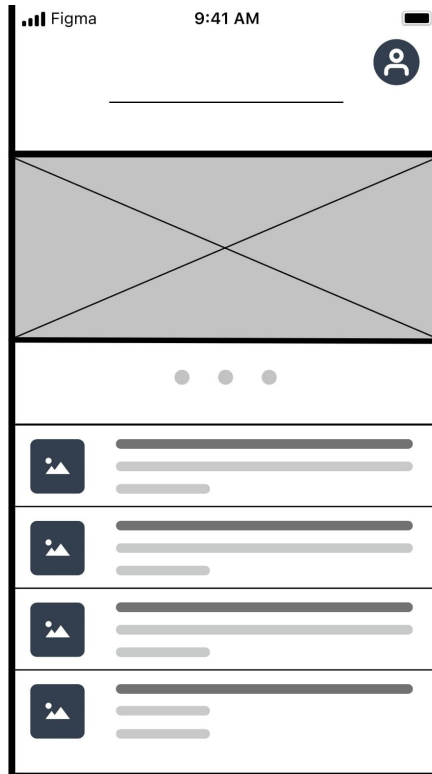
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Refining the design
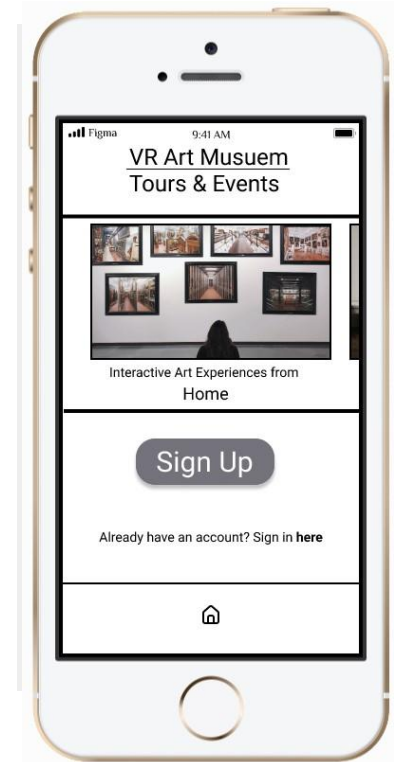
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Images provide a small description of app, tours, and events under each example image. The sign-up button has become a visual focus.
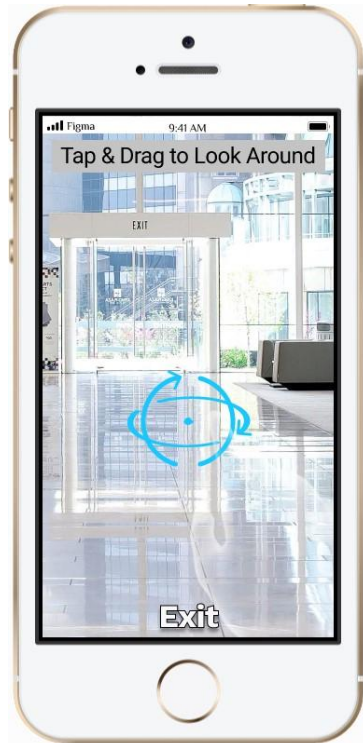
Mockups

Before there was no VR

tutorial or a waiting room.

Now both have been added.

Before usability study: No
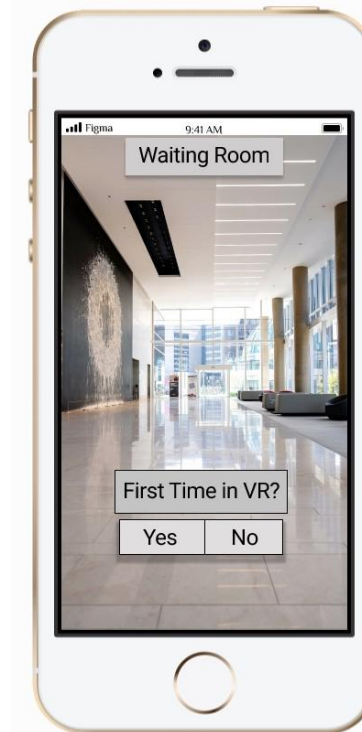Tutorial or Waiting Room

After usability study: Added 6
more screens

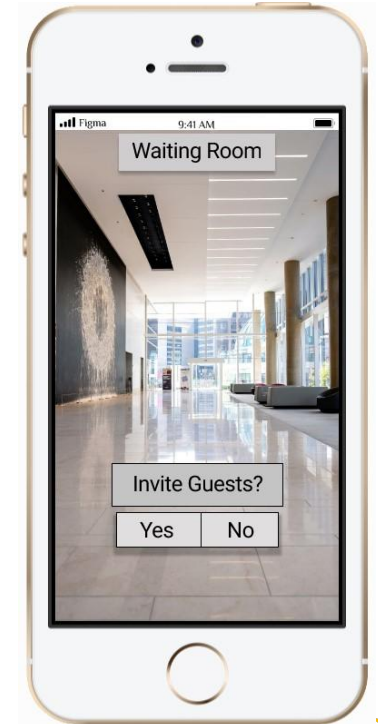Google
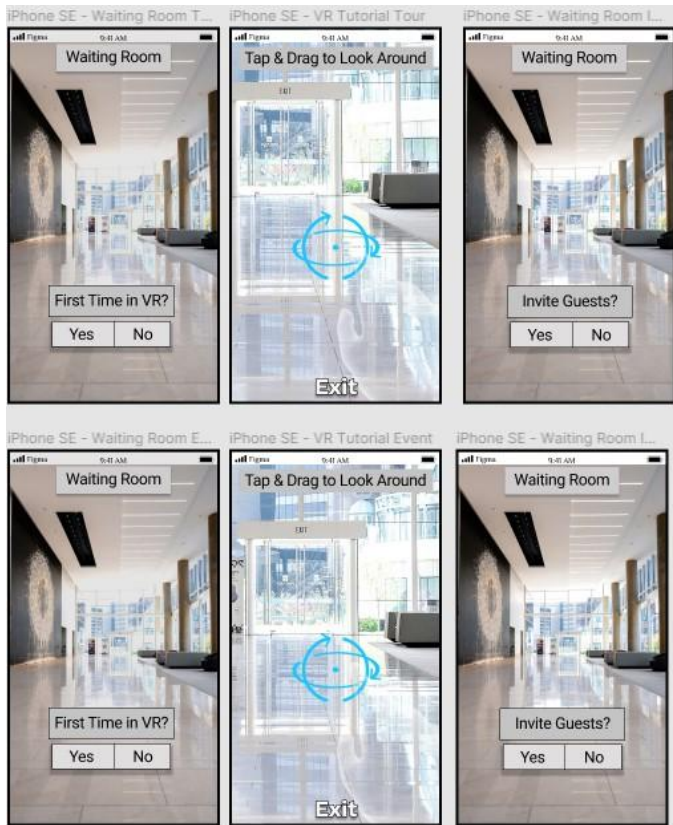
Mockups - After Usability Study 1

VR Tutorial

"Arrows" Removed

Waiting Room

Invite Guest Redesign

Tap & Drag to Look Around

EXIT

Exit

Exit

Waiting Room

First Time in VR?
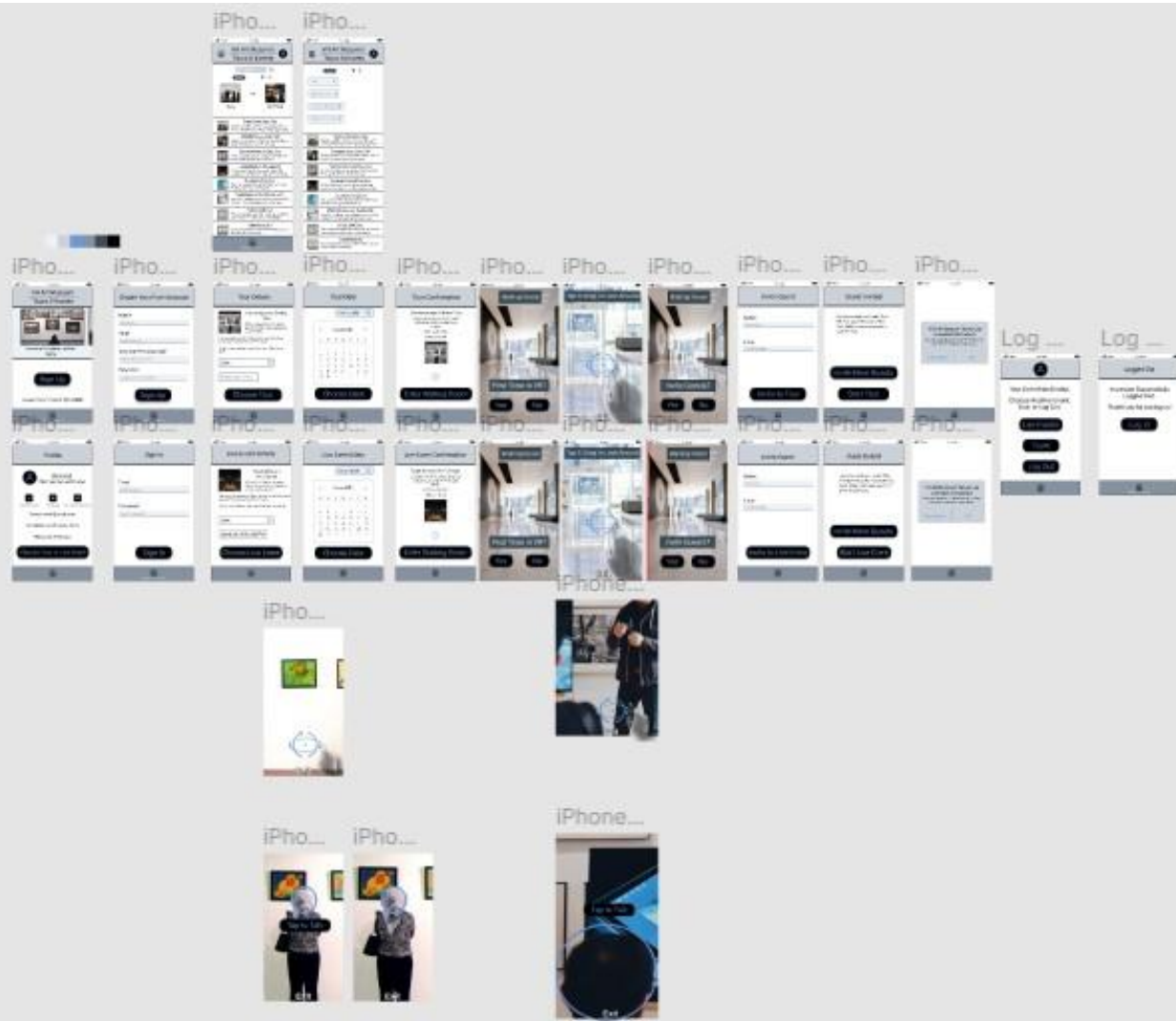
Yes | No

Waiting Room

Invite Guests?

Yes | No

High-fidelity prototype

The final high-fidelity prototype presented color, easier navigation, a "waiting room," and a "VR Tutorial." All of this made the app easier to use and allowed users to focus on content and interacting with the app.

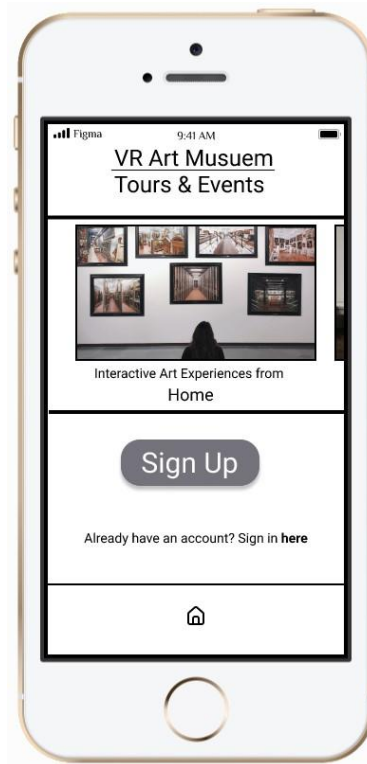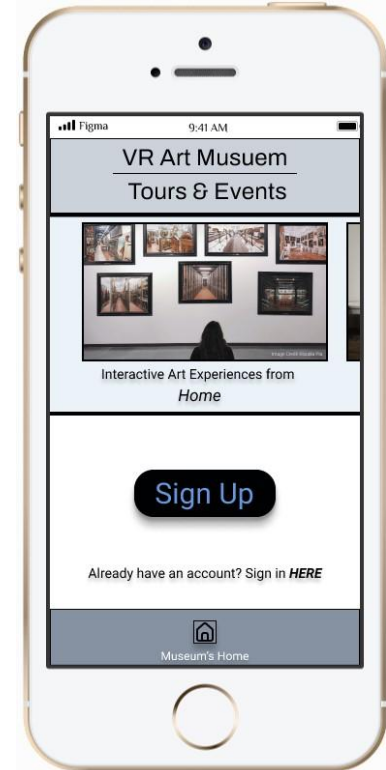VR Museum Tour & Events Hi-Fi Prototype

Mockups- 2nd Usability Study

The first usability study
users needed more hints of
where to sign up or sign in.
By using color and
hierarchy with the
typography, users were
able to sign up or sign in
with greater ease.

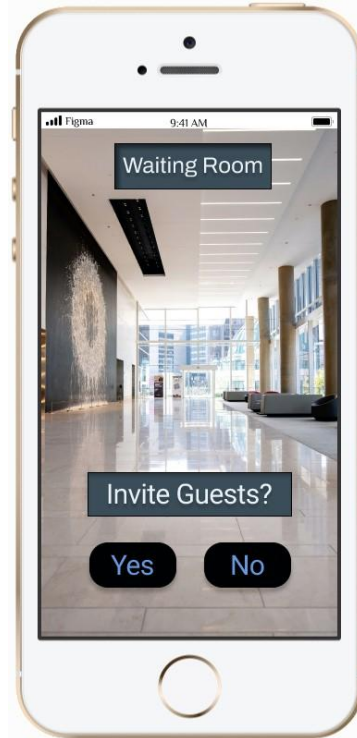Before usability study

After usability study
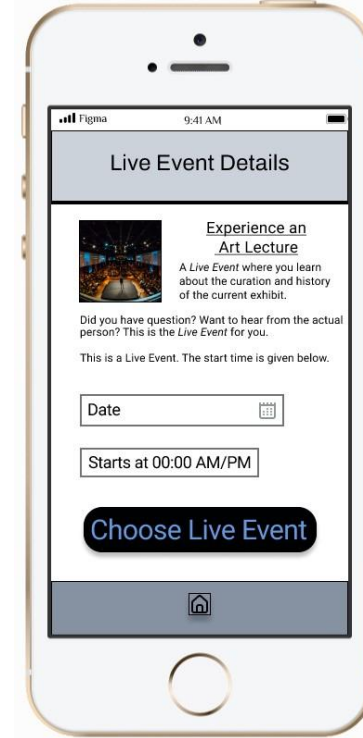
Mockups - After Usability Study 2

VR Tutorial

Typography Hierarchy

Waiting Room/Guests Invite Update

Tour/Live Event Search Update

Tap & Drag to Look Around

EXIT

Exit

Waiting Room

Invite Guests?

Yes   No

Live Event Details

Experience an Art Lecture
A *Live Event* where you learn about the curation and history of the current exhibit.

Did you have question? Want to hear from the actual person? This is the *Live Event* for you.

This is a Live Event. The start time is given below.

Date

Starts at 00:00 AM/PM

Choose Live Event

VR Art Musuem Tours & Events

Q Search   ⊗

Filters

Tours   OR   *Live Events*

__Create Your Own Tour__
Select a Gallery, Artist, or Artwork(s) or invite others to your newly dessisinged tour.

__Experience an Artist Talk__
Attend a *Live Event* from your home. See an Artist Talk from your living room.

__Contemporary Gallery Tour__
A *Tour* created by our curator with behind-the-scenes details of the exhibit.

__Experience an Art Lecture__
A *Live Event* where you learn about the curation and history of the current exhibit.

Accessibility considerations

1

All the colors were tested for all levels of color blindness and contract issues.

2

Navigation was simplified that way even inexperienced users could successfully use the app.

3

A "VR Tutorial" was add to provide inexperienced with the tools and knowledge to successfully use the app.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app allows the arts community to recreate an interactive arts activities in a VR space, even for inexperienced VR users.

One quote from peer feedback:
"I've never done anything with VR. And I was able to do all of it. I really like the concept!"

What I learned:

While designing the VR Art Museum Tour and Event App, I learned that many people have a novice-level of experience with technology and as a designer I have to design for that and the Next Billion Users. I also learned how valuable usability studies are and the importance of accepting the iterative process of an app's design.

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Next steps

1

Build the app.

2

Conduct a usability study to start iterating on the process of how people will interact with one another within the app.

3

Based on usability results, redesign the app to help people interact in a simple yet authentic way in a VR art space.

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Let's connect!

Thank you for your time! Also, thank you for reviewing my VR Art Museum Tour and Event App.

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