

# Ophelia Art Gallery App

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# Project overview



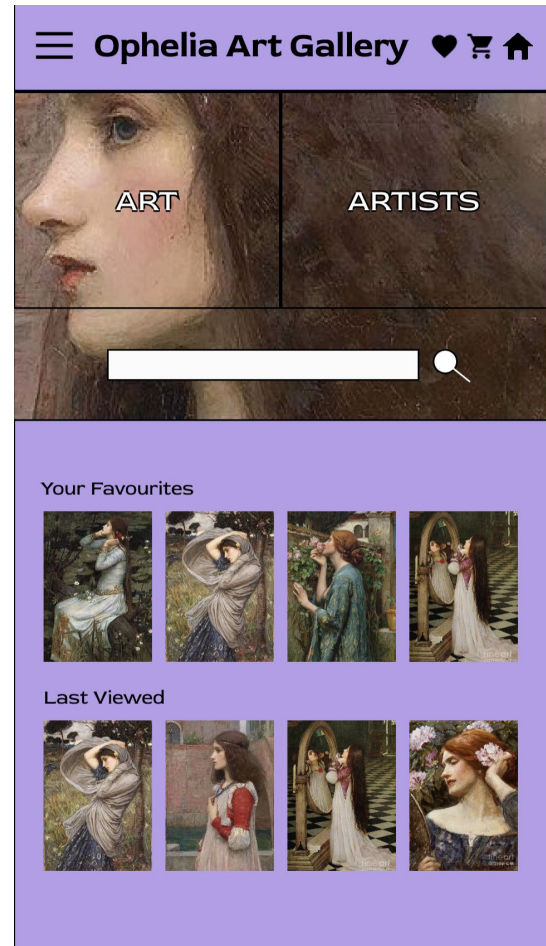
## The product:

The Ophelia Art Gallery app offers art lovers and art collectors the ability to view and buy fine art from their smartphone.



## Project duration:

January-March 2022



# Project overview



## The problem:

The pandemic closed the option of visiting galleries to view and buy art for many art lovers.



## The goal:

Our goal was to bring the art gallery to users.

# Project overview



## My role:

My role in this project was as a UX designer and researcher.



## Responsibilities:

I conducted interviews, created paper and digital wireframing, low and high-fidelity prototyping, conducted usability studies, accounted for accessibility, and iterated on designs.

# Understanding the user

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

# User research: summary



I conducted moderated usability studies and interviews, and created empathy maps to understand users and their needs.

While younger, app-savvy users found navigation a breeze, older app-savvy users found themselves going around in circles in the prototype. Their feedback helped me include clearer instructions to my design and larger font sizes for accessibility.

This research reminded me that not all app-savvy users find every navigation smooth and accessibility for all ages and disabilities should never be overlooked based on assumptions.

# User research: pain points

1

## Unable to visit physical galleries

Users were unable to visit physical galleries during the pandemic.

2

## Few alternatives

Users wanted to just view and buy but alternative apps offered too much that confused them.

3

## Not enough information about artists

There was little artist bio information out on these apps as the focus was on the art. Some buyers want to know more about the artist behind the art.

# Persona: Anna

## Problem statement:

Anna is a philanthropist who needs an app on her smartphone to find artists to support during the pandemic since she cannot travel to art galleries.



**Anna Tavorsky**

**Age:** 70

**Education:** Masters in Business

**Hometown:** London, England

**Family:** Single

**Occupation:** Philanthropist

*"I live my life surrounded by beauty and history."*

## Goals

- I want to make the lives of people better.
- I support those who create beautiful things.

## Frustrations

- Technology confounds me.
- So many artists remain undiscovered.

Anna's mother was an artist and filled their home with beautiful art but she never got her work into a gallery. She died of cancer when Anna was 20. Anna had no artistic talent but she had a great eye for business and beautiful art. She made a fortune in businesses and now seeks to honour her mother's legacy by supporting artists. She is not a fan of devices and only picked them up during the pandemic to search for artists and their work. Apps need to be simple and intuitive for her to use them.



# User journey map

Mapping Anna's user journey showed how helpful it would be for users to have access to an art gallery app catered to viewing and buying.

## Persona: Anna

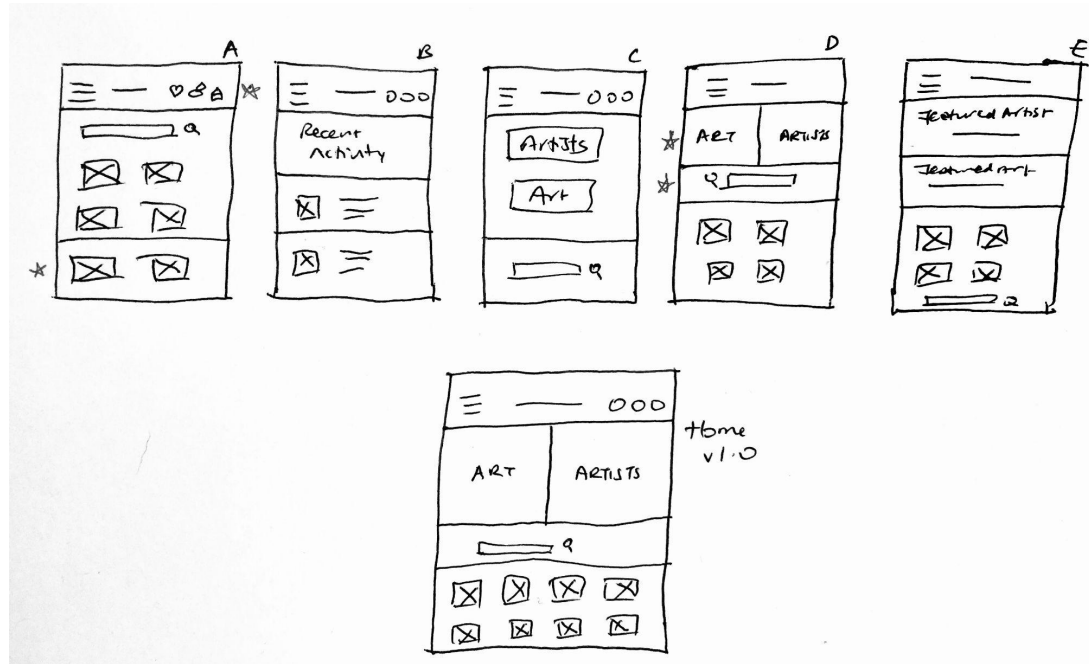
Goal: I wish to view the artist bios and art of an art gallery

ACTION	Install app	Open app	Navigate	Read	Save favourites and reserve art
TASK LIST	Tasks A. Find App Store B. Type in name of gallery C. Download	Tasks A. Find app on phone B. Wait for it to load C. Look at landing page	Tasks A. Looks for artists B. Looks for art C. Chooses artist to read about	Tasks A. Read bio B. View art	Tasks A. Save favourite artists and art to app B. Reserve art for purchase
FEELING ADJECTIVE	Apprehension Uncertainty Impatience	Frustration Impatience Confusion	Joy Awe Relief	Frustration figuring out how to zoom text and art but joy at finally reading bios	Satisfaction at finding the artists and art she loves and reserving a piece of art
IMPROVEMENT OPPORTUNITIES	Website to include step-by-step screenshot images on how to download app	Name of app should be clear to aid search. App to be optimized to load quickly	Mobile app to feature on landing page: Artists, Art, Search, Contact to keep it simple	Make text resizable with + - tabs and art with magnifying glass tool - use text to instruct user	Saving should be one-click with a heart button RESERVE button to reserve art



# Paper wireframes

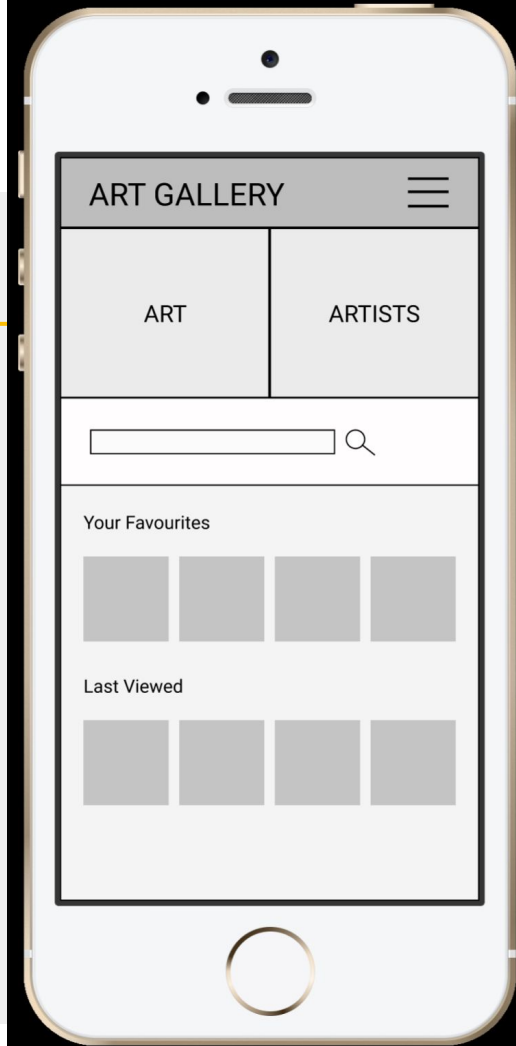
Drafting iterations of each screen of the app on paper ensures that elements that make it to the digital wireframes will address user pain points. For the home screen, I prioritized a **clean interface with our clear offerings** to direct our users straight to the art and artists.



# Digital wireframes

My goal is to ensure the user has a good user experience from the start with multiple options of navigation yet a clear path, given the feedback based on the feedback and findings from the user research.

The homepage directs the user to choose either Art or Artists to navigate.

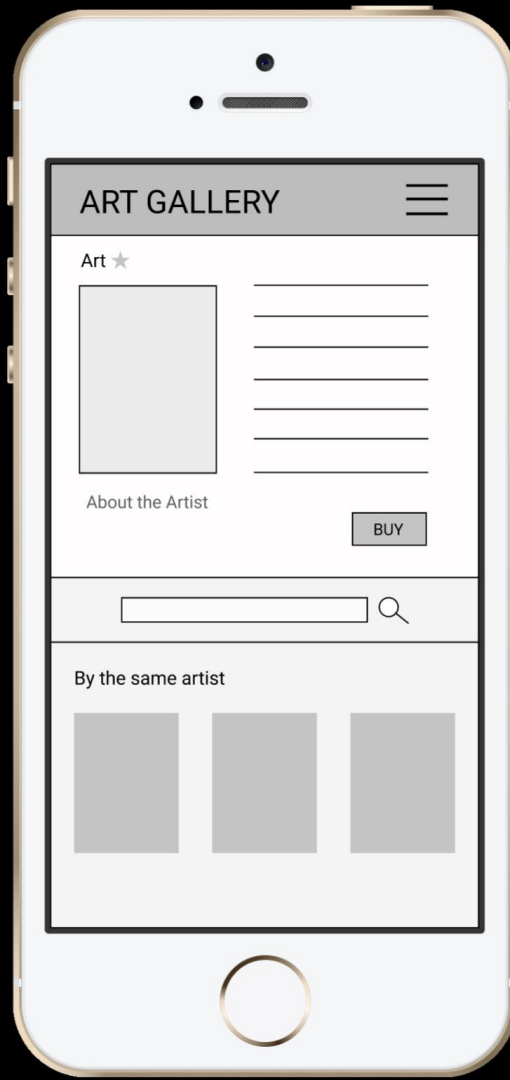


Further options offer a search bar, quick links to their Favourites and Last Viewed Art.

# Digital wireframes

The goal is to bring the art to the user and so the art is given plenty of page space and an immediate option for purchasing. This is especially important with OOAAK (one of a kind) pieces. More art by the same artist is immediately viewable. A search box and drop down menu are offered as navigation options.

The art is placed front and centre with a clear description and link to the artist's bio page. An option is given to Favourite it.

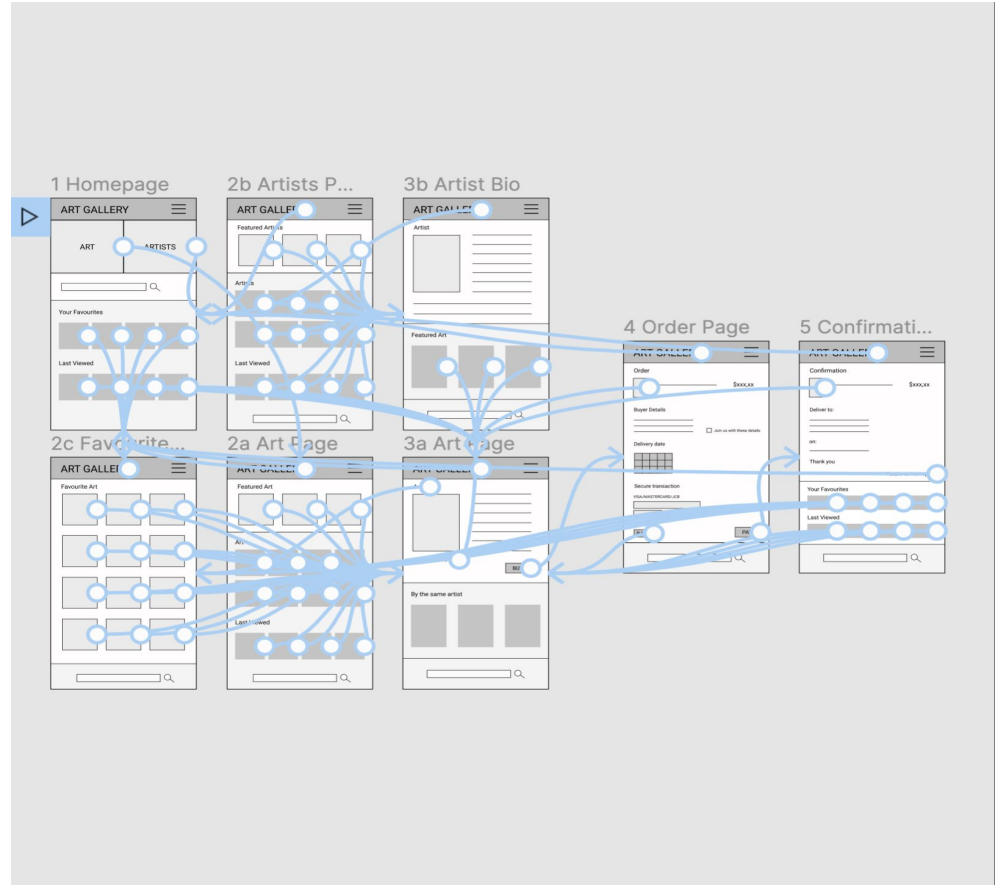


The user can view more art by the same artist.

# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was viewing and buying a piece of art so the prototype could be used in a usability study.

<https://www.figma.com/file/AYNrDpAaD96wjTGzoM14qz/Ophelia-Art-Gallery?node-id=0%3A1>



# Usability study: findings

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

## Round 1 findings

- 1 Younger savvy users found app smooth and easy to use
- 2 Older savvy users found app confusing
- 3 Users found instructions confusing

## Round 2 findings

- 1 Maintain flow
- 2 Use simplified text and test with user group again
- 3 Make instructions clearer

# Refining the design

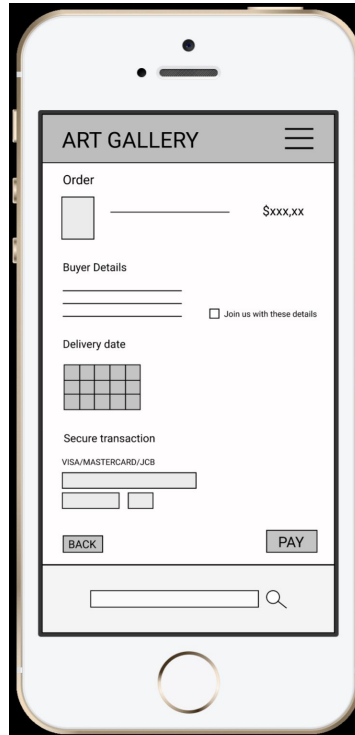
- Mockups
- High-fidelity prototype
- Accessibility



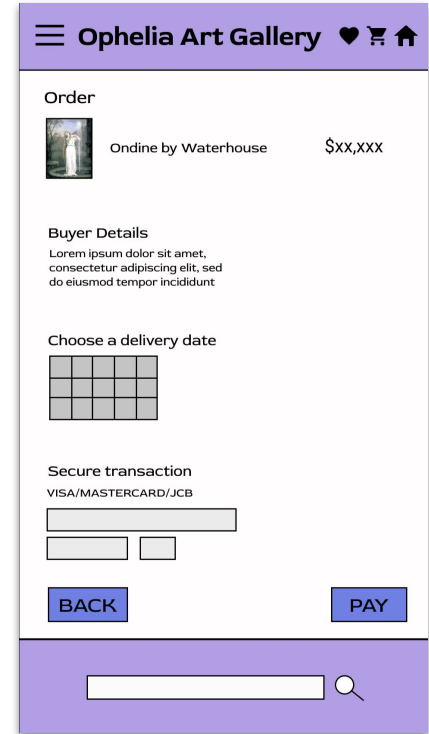
# Mockups

The checkout process is critical. The user feedback indicated that instructions were not clear so I included instructions and also made fonts and white space bigger. The buttons are also larger with clear wording.

Before usability study



After usability study



# Mockups

The second usability study revealed annoyance with the absence of the artist's full name and the inability to view all the details before paying. I included the full artist's name on the order page so the user is assured it is the correct art and included a confirmation page, accessible after the CONFIRM button is clicked, before paying on that page.

Before usability study

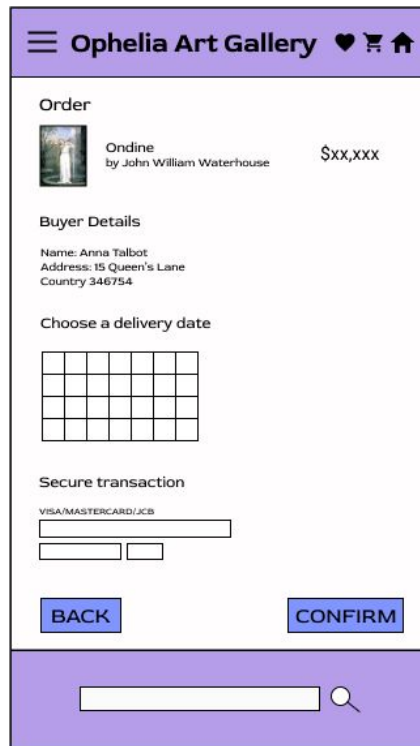
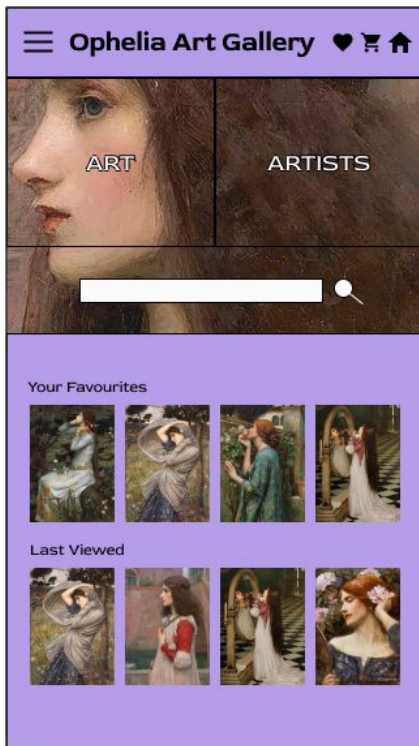
The mockup shows a purple header with a hamburger menu, the text "Ophelia Art Gallery", a heart icon, a shopping cart icon, and a home icon. Below the header, the "Order" section features a small image of a painting, the text "Ondine by Waterhouse", and a price "\$xx,xxx". The "Buyer Details" section contains placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt". The "Choose a delivery date" section has a 3x3 grid of grey squares. The "Secure transaction" section lists "VISA/MASTERCARD/JCB" and has a long input field and two smaller input fields. At the bottom are "BACK" and "PAY" buttons. A search bar is at the very bottom.



After usability study

The mockup shows the same purple header. The "Order" section now displays the full artist name: "Ondine by John William Waterhouse" and the price "\$xx,xxx". The "Buyer Details" section shows specific information: "Name: Anna Talbot", "Address: 15 Queen's Lane", and "Country 346754". The "Choose a delivery date" section has a 4x4 grid of white squares. The "Secure transaction" section lists "VISA/MASTERCARD/JCB" and has a long input field and two smaller input fields. At the bottom are "BACK" and "CONFIRM" buttons. A search bar is at the very bottom.

# Mockups

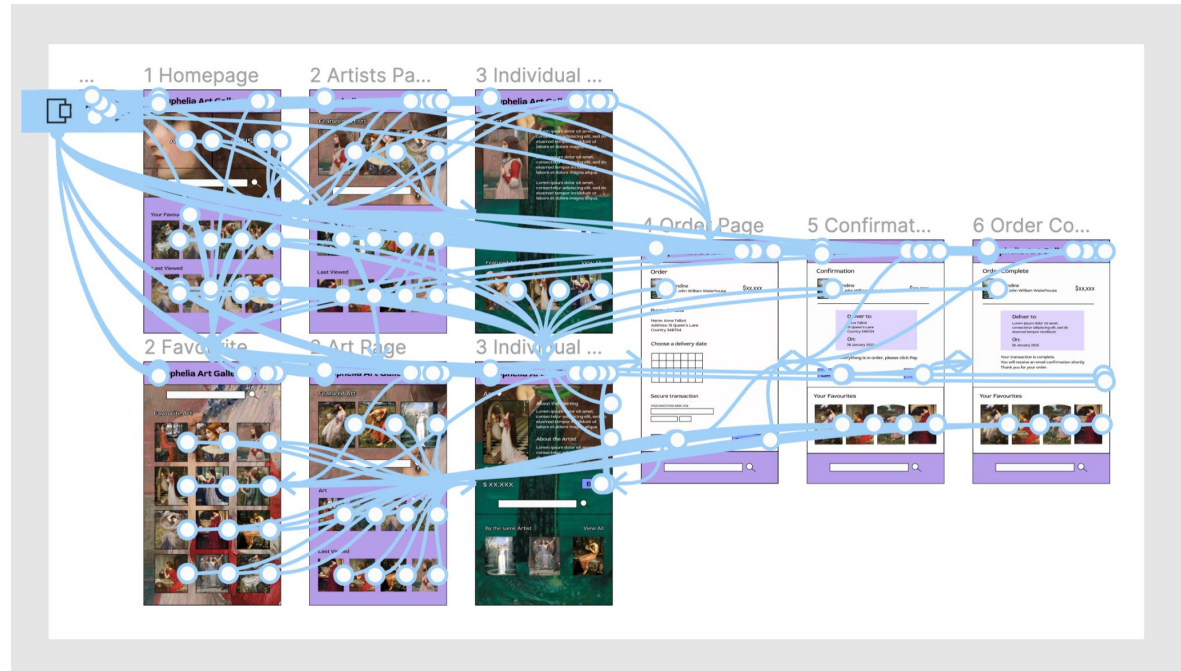


# High-fidelity prototype

The final high-fidelity prototype presented smoother user flows for viewing and buying art.

View the prototype:

<https://www.figma.com/file/AYNrDpAaD96wjTGzoM14qz/Ophelia-Art-Gallery?node-id=92%3A9>



# Accessibility considerations

1

Increased font size and made buttons bigger.

2

Ensured users had multiple navigation options, including moving back to the last page.

3

Provided clear instructions and details to user on buying.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app helps art lovers view and buy art anytime they want.

Quote from a usability test participant:

*"It is really easy to use." ~Participant A*



## What I learned:

I learned that testing and accessibility are really important in design because they help everybody from designers creating a better app to meet their user's needs to users having a much better experience using the app.

# Next steps

1

After development, I would like to conduct another usability test to ensure pain points have been addressed.

2

Post-launch, we will do a survey and quantitative test to find if users are making purchases and if they are completing purchases.

3

Following that, we will survey existing users of the app to see if there are other features they would like, moving forward, such as news, auctions, and virtual galleries.



# Let's connect!



Thank you for taking the time to review my work on the Ophelia Art Gallery app! If you'd like to see more or get in touch, my contact information is provided below.

Email: [csng@gmx.net](mailto:csng@gmx.net)

Website: <https://christinasng.net>