

Design Document of Exhibit Plus

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I. Problem Statement and Objective:

Most TC students do not visit museums in New York as often as they would like to, despite acknowledging the value of these visits. There are an overwhelming amount of options of exhibitions at any given time and so making a decision to visit one becomes difficult. A problem of current museum websites (e.g. Columbia Art Initiative) is that there is too much information provided and it is not generated and reviewed by students. Students regard information provided by peers as valuable and relevant. In acknowledging these factors, our app provides succinct information about a limited number of socially promoted exhibitions (refer to [Needs Analysis Survey](#)).

II.a. Scope - function

Our app presents exhibitions through a user-generated card model. One exhibition card is shown at a time. Users can view the exhibitions according to their interests or by browsing the cards. Users can interact with cards through two main functions: “reviewing” and “taking action”. “Reviewing” functions enable users to like, comment and seek further information. “Taking action” functions enable users to invite friends to join them on a museum visit, create an exhibition card, edit it if necessary and ask for help.

II.b. Scope - content





Each exhibition card presents relevant information of a specific exhibition. On the front of each card, a poster is displayed with a name, photo and functions. On the back of the card, further information about the exhibition is provided. Cards can be categorized by five interest tags (refer to [User Testing Feedback](#)) or by viewing all the exhibitions available. The system will also provide a help video explaining how different functions work.


III.a. Structure - interaction

● Page interactions



- In the splash page, users are directed to register or login. Once users are registered or logged in, they will land on the main page with “All exhibitions”. If users click on the tutorial button, they will be directed to the help tutorial video.

- **Categorization of cards**
 - Users can click on a tab such as “Culture” in the navigation bar to browse cards according to their specific interest. Users can click on “All exhibitions” tab in navigation bar to browse all the exhibitions provided.
- **Interactions between cards**
 - Users can navigate from one exhibition card to the next card by clicking on the left and right arrows.
- **Card icon function interactions**
 - Clicking the name of the exhibition will take a user to the original website of the exhibition. Function icons are clickable and situated below the exhibition image.

	Function item	Click
“Review” functions	 Like	To like a specific exhibition and the number of likes will be increased by 1.
	 Comment	To comment on an exhibition and view other users’ reviews about the exhibition.
	 Information	To flip the card and obtain more information about an exhibition.
“Taking Action” functions	 Invite a friend	To invite friends to an exhibition on a certain day and send them notice through emails.

	 Edit an exhibition	To edit information about an exhibition if there are any errors in exhibition card details.
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Extra function interactions located bottom right of the page (refer to [User Testing Feedback](#))

"Taking Action" Functions	 Create an exhibition	To create an exhibition card and show it to all the users.
	 Feedback Model	To give feedback and ask for help

III.b. Structure - information

There are two main pages in the application - splash page and exhibition page.

- **Splash Page**
Following the Animation, register and login is presented.
- **Exhibition Page:**
 - Like Model: the number of likes will be displayed.
 - Comment Model: the comment icon will show comments for the current exhibitions below the card. Users can submit their own comments of the current exhibition.

- More Information Model: Exhibition card will provide information about the name of the museum, the period of time that the exhibition is being shown, a brief description, and a link.
- Invitation Model: the invitation icon will allow users to fill in their friends' emails, date for museum visit, personal message and then invitation emails will be sent to friends through the website.
- Edit Exhibition Model: the edit icon will allow users to make edits to the information about the current exhibition.
- Create Exhibition Model: users can create their own exhibition card with exhibition information including exhibition name, a poster image, the name of the museum, the period of time that the exhibition is being shown, a brief description, a link and tags. A new card will then be generated and will appear in the exhibition page.
- Feedback Model: users can type a message that is sent to website administrators. Responses will be received via email.
- Help Tutorial: a video guides users through different functions of the app. (refer to [User Testing Feedback](#))

IV. Skeleton Plane

- **Interface Design**

The splash page has an animation of caricatures exploring museums in NY and demonstrates basic functions of Exhibit plus. Originally this app was designed for mobile usage, but has been re-designed for desktop usage after difficulty of use (refer to [Prototype testing](#)). The exhibition page displays exhibition cards presented individually in landscape format instead of portrait format (refer to [User Testing Feedback](#)). Function icons related to the card are situated below the poster image for direct access. The navigation tabs selected different collections of cards, acting on a higher level of information. Create and Edit model will only disappear after all the information required is filled. Alert "Email has been sent successfully!" will appear after invitation emails to friends are sent.

- **Navigation Design**

On the left side of the nav bar, six tabs enable users to browse exhibition cards according to different categories. On the right side of the nav bar, help tutorial

allows users to watch a tutorial video. Log-out button is displayed. There are five different functions directly acting on the exhibition cards. Users can go back and forth among cards by clicking on the arrows. There are two extra functions to the web situated at the bottom right of the page namely Create an exhibition and Feedback Model.

V. Surface Plane

- **Color** (refer to [color scheme](#))

The color of the splash page is pale blue which is light and inviting. Our message is that going to museums should not be a burden rather a fun and relaxing activity. The blue chosen is close to Columbia Blue since our target users are TC students and our potential users are students from other schools of Columbia University. Our main page uses light grey as the background. It uses different shades of blue in the app which is consistent with the splash page (Refer to [User Testing Feedback](#)). Attention should be drawn to the poster images of the exhibition, hence the decision of choosing neutral and non-distracting colors. On the back of the cards, we use different shades of blue blocks to distinguish different detailed information of the exhibitions.

- **Icons**

User test informed us that icons should directly indicate what each function represents (refer to [User Testing Feedback](#)).

VI. Design Rationale Summary:

Reducing the amount of cognitive load a user is presented with is crucial in helping them focus their attention on one exhibition at a time. Providing the interest tabs allows users to focus in on their specific interests. The extraneous load is limited as irrelevant exhibitions are excluded. Providing a demo video and overview gives users a basic schema from which they can build more specific understanding about the purpose of this app. Audio narration is presented along with video screen capture of the video in line with multimedia theory guidelines. The simple functions help limit the number of possibilities that a user has to interact with a card at any given time. Audio narration is presented focusing on associating the names to the identity of the piece

Factual information alone is not enough for users to make a decision about a museum visit. Users value feedback from other users, hence our app provides this information (e.g reviews, likes provided by peers) as a supplement of key factual information to motivate users. Users consider going to museum as a social activity. A

function for them to invite friends creates extra motivation for users to go to a museum together.

VII. Future directions and resources

Future directions for the app have been explored (refer to [Future directions](#)). Further information about the design process is available. (Refer to [Programming Project](#) Design Folder)
