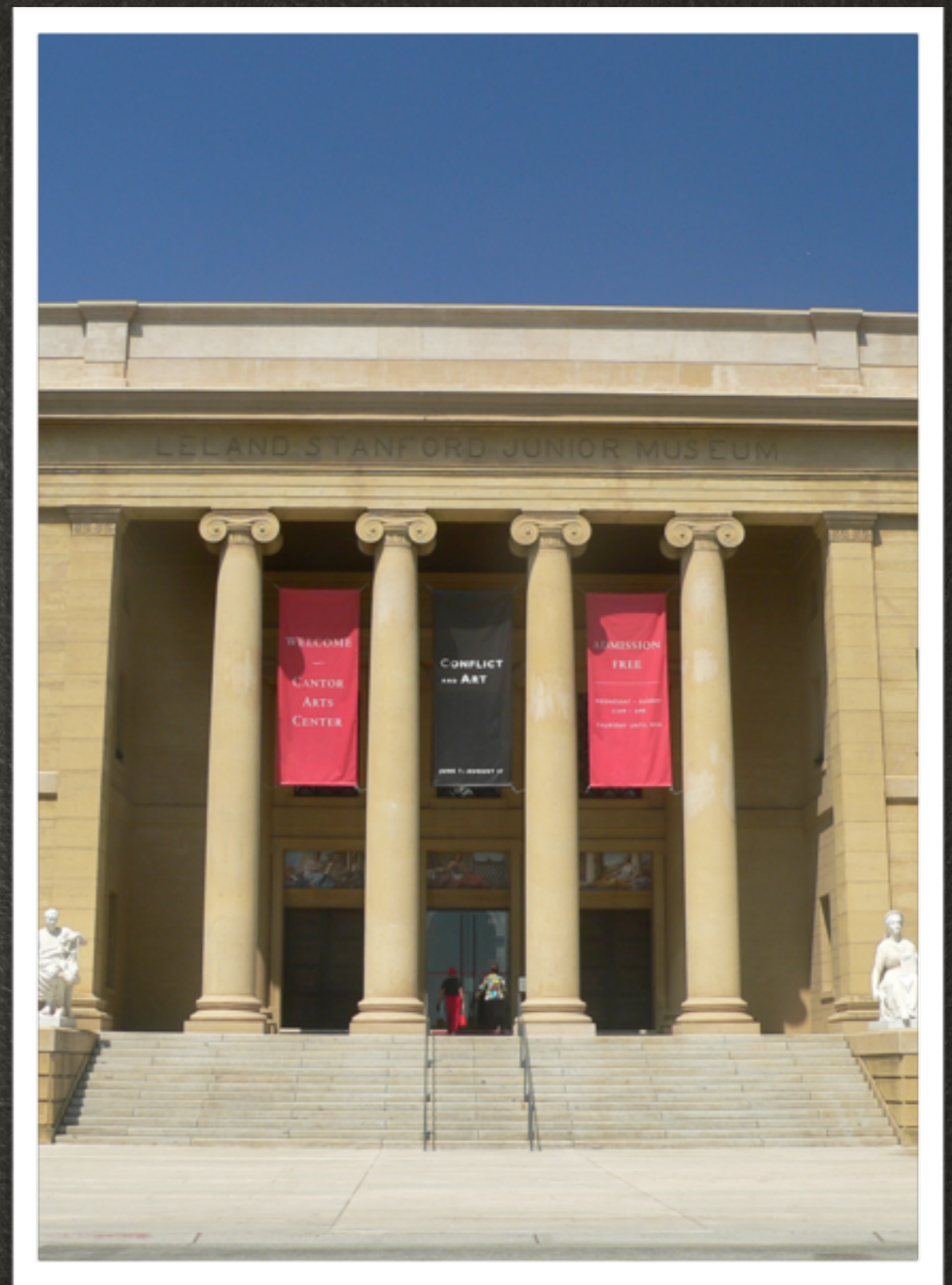


POV AND EXPERIENCE PROTOTYPES

Maya Balakrishnan, Tara Balakrishnan, Shubha
Raghvendra, Alex Chang

Problem Domain

Art education at Cantor
Arts Center



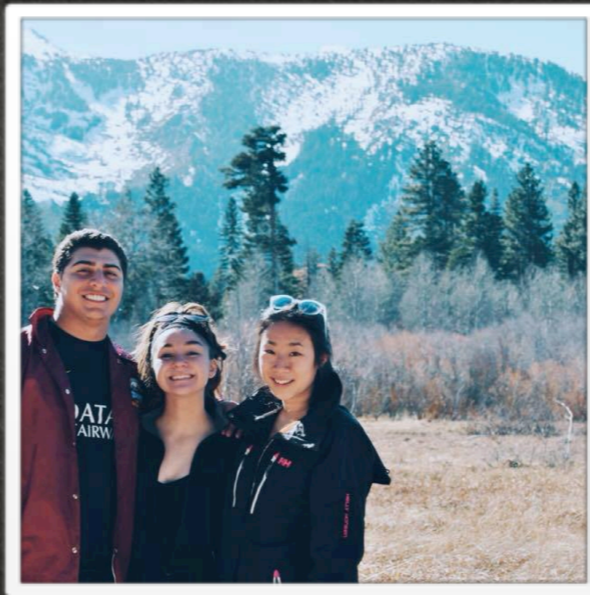
INITIAL POV

We met Nicole, a teenage girl and student at Paly.

We were surprised to learn that though when her mother tutored her it was contentious, she still valued her guidance.

It would be game-changing to extricate emotions from the one-on-one tutoring process

We then made a radical change in our problem domain...



Edward

11 year old visiting Cantor
for the first time with his
mom





Cindy Ford

Abstract artist
Frequent visitor to Cantor



POV #1

We met Cindy, an artist and museum guide in training.

We were surprised to find visitors want to participate in the process of art curation in a museum.

It would be game-changing if we could allow visitors to curate their own personal collections of what interested them and what they thought went well together.

HMW #1

How might we allow guests to curate the art they like?

Hannah and Newsha

college students

Hannah is a math major

Newsha studies
photography





Alexander McQueen Exhibit
Victoria and Albert Museum, London

POV #2

We met Hannah, a college student studying math who accompanies her photographer friend to museums

We were surprised to find Hannah liked museum exhibits that allowed her to understand the context of the art and connect with the artist and learn more about what he or she was trying to express with the piece

It would be game-changing if museums could offer far more immersive experiences that connected visitors with the artist and context.

HMW #2

How might we provide a more immersive experience to museum visitors?

Sophia Xiao

Student curator at Cantor
Arts Center



POV #3

We met Sophia, a student curator at Cantor Arts Center.

We were surprised to find there are no self-guided tour options at the Cantor museum.

It would be game changing to provide a way for visitors to get the structured knowledge a tour conveys while also having the freedom to make their way through the museum in their own way.

HMW #3

How might we provide a way for visitors to create their own tours?

PROTOTYPES

Prototype #1



Users collect images as they approach each painting and can curate them as they see fit

Prototype #1



How it was tested

Worked

The moms really liked crafts and Pinterest and thought this activity was fun and like those activities

Didn't work

Mom's baby started crying and her attention wasn't focused on the curation task

Surprises

People liked to pick out color palettes and choose paintings based on color

New learning

Users enjoyed thinking about which paintings "vibed" off each other

Prototype #1

Was the assumption valid?

We assumed this curation activity would be their primary focus - incorrect.

Any new assumptions that emerged?

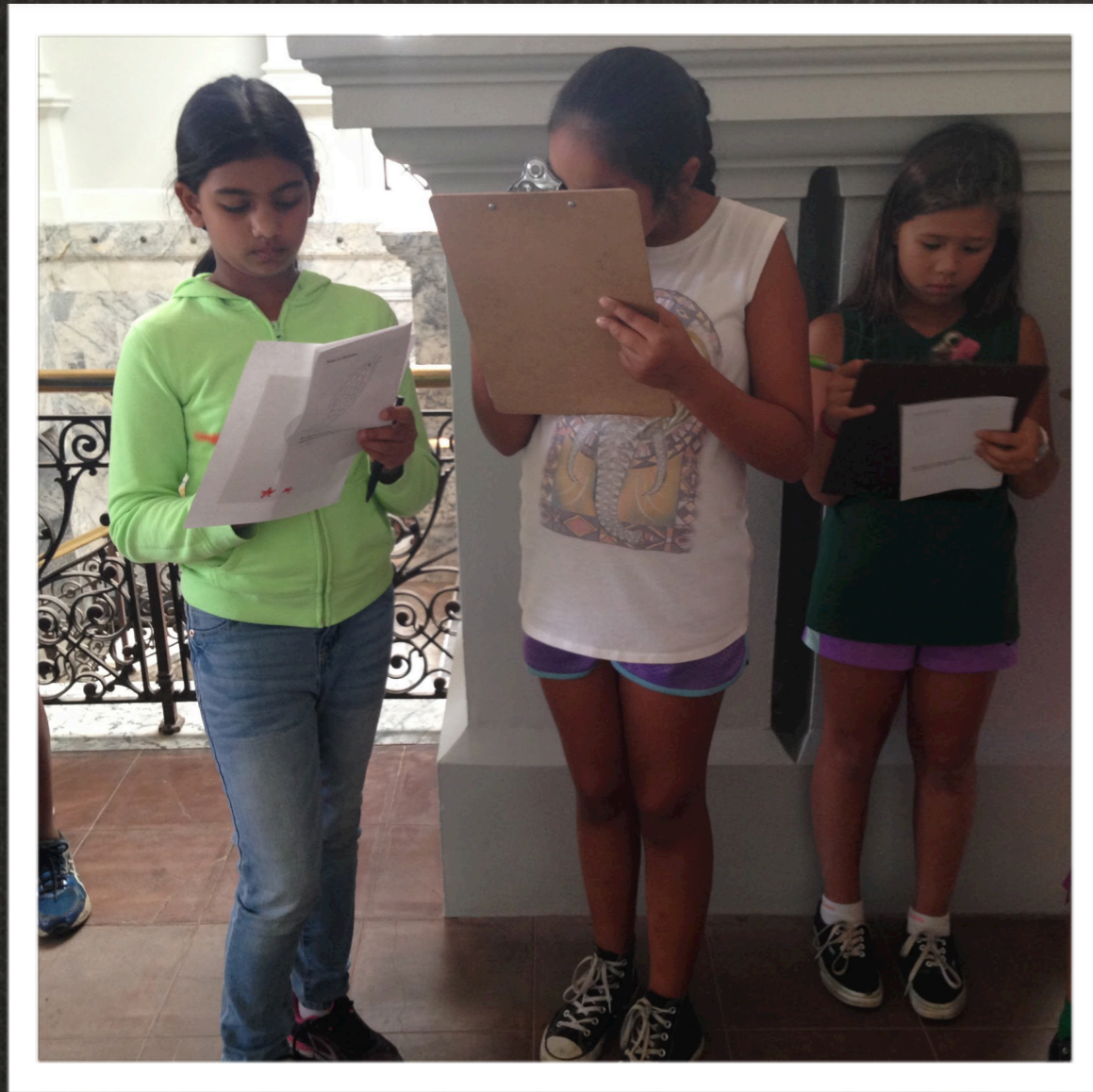
Not everyone's first priority at the museum is to learn - may have to leave out some people from our user base

Prototype #2



People can virtually draw on the paintings in front of them

Prototype #2



How it was tested

Worked

Easy to use - kids quickly understood the activity

Didn't work

Some kids drew their own things (flying pigs) instead of trying to engage with the art - perhaps the rules were too vague

Surprises

Kids wanted to share their drawings with their friends - liked the social aspect of the activity

New learning

Kids understood the abstract art better when tracing over it

Prototype #2

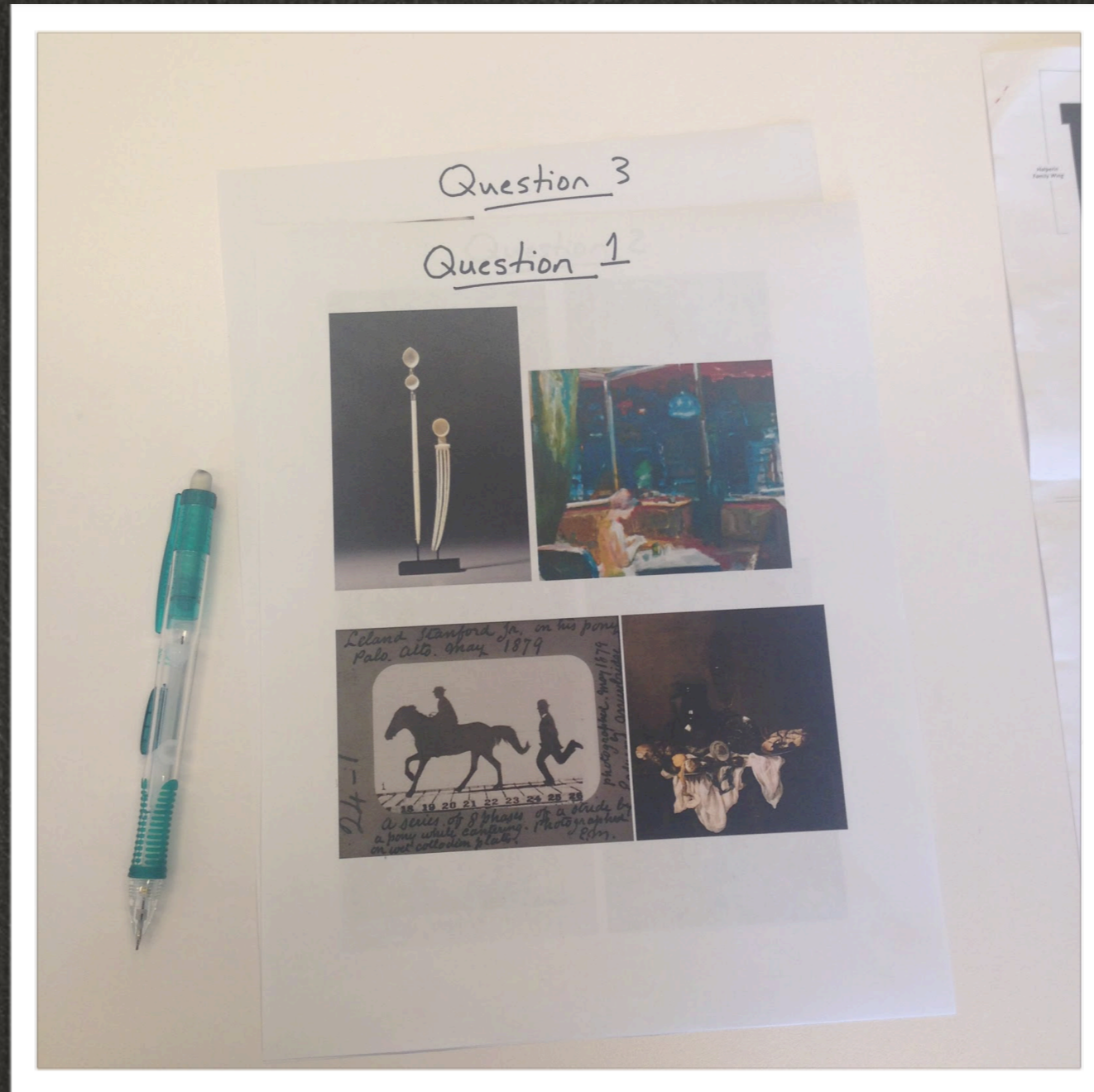
Was the assumption valid?

Assume kids would find it easy and fun - true.

Any new assumptions that emerged?

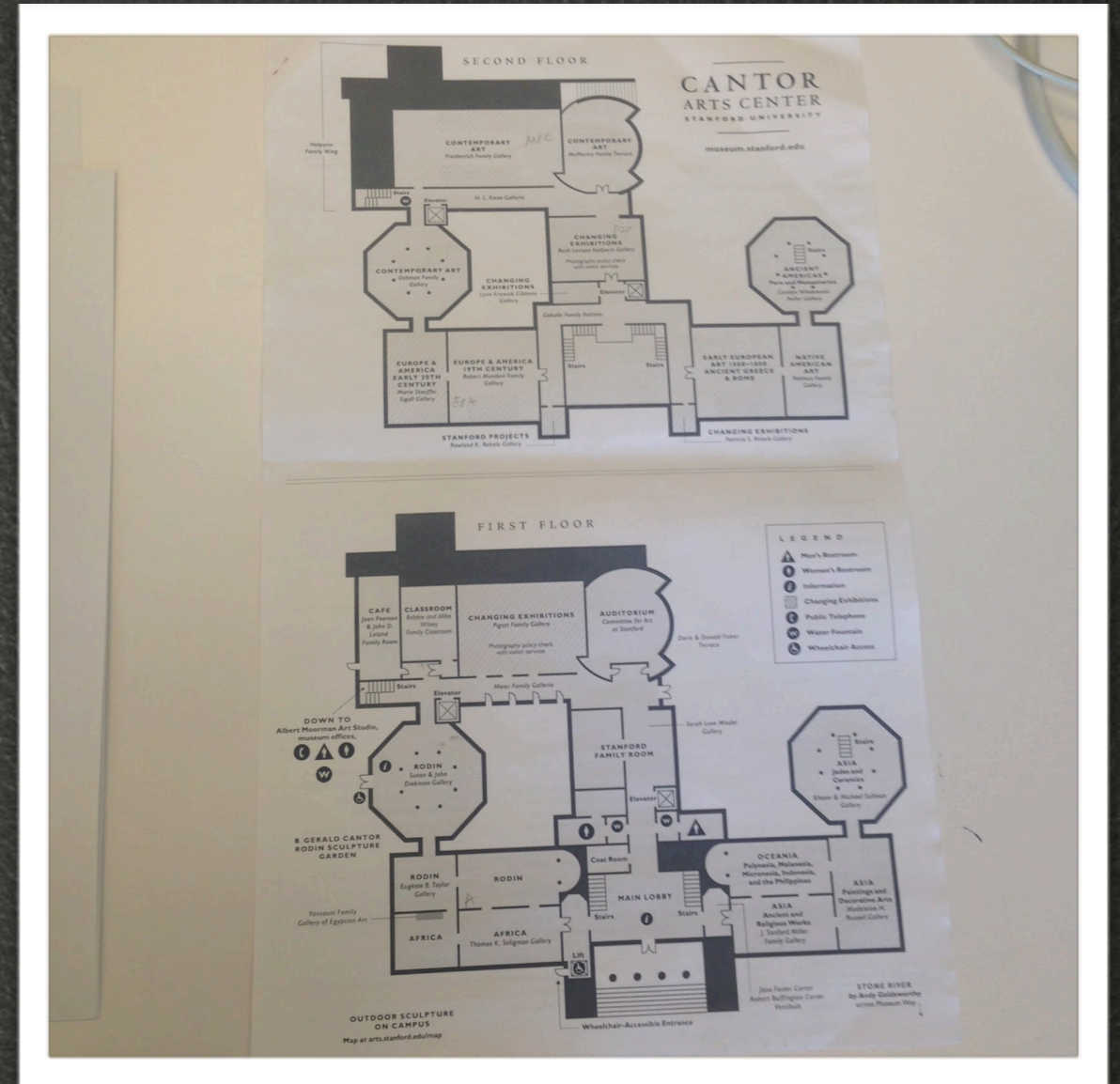
Kids want to share their creations with others and like showing off what they've made/learned.

Prototype #3



People take a quiz which leads them to a personalized tour

Prototype #3



How it was tested

Worked

Users enjoyed “discovering”
more art they like

Didn't work

Didn't choose a painting ->
hard to tell what about it
the user doesn't like

Surprises

Users don't always want to see
what they are familiar with

New learning

Users want to control what
kind of art they see and what
kinds of information they get

Prototype #3

Was the assumption valid?

Assumed users want to see more of paintings they like/
are familiar with - not always true.

Any new assumptions that emerged?

Users also want to discover unfamiliar things they might not
have seen before.