

ArtSeek

CREATIVE BRIEF

Nicole Hewitt

Museum Education

Jenna Savage

Ashley Scrivener

Museum Exhibition Planning + Design

MSEM 644 - Spring 2015

CONTENTS

Mission + Rational	3
Goals + Learning Objectives	4
Digital Engagement Framework	3
Audience + Personas	6 - 7
Challenges + Opportunities + UX Overview	8
Content Plan	9
Features + Functionality	10
Prototyping	11 - 19
Final Build/ Next Steps	20

MISSION + RATIONALE

MISSION: ArtSeek, a digital interactive suite of gallery games, aims to engage art museum visitors with one another socially as they interpret artworks through personal meaning.

RATIONALE: Creating ArtSeek on a digital platform was ideal for two main reasons. First, the use of digital tools through design development enabled ArtSeek to be prototyped multiple times and evolve in a short amount of time. And in using the ArtSeek (digital application) any museum big or little, can import their own content and use the app to engage their visitors with their collection. ArtSeek is a suite of games which has the flexibility to work in tandem with any body of artwork.

The ArtSeek team partnered with InLiquid Art + Design to develop their idea. InLiquid, an artist collective based in Philadelphia, represents nearly 300 artists. ArtSeek saw an opportunity with InLiquid which provided them with access to a large body of artwork and exhibitions through which to prototype their ideas and also to provide InLiquid with a new way to engage their audiences.

GOALS + LEARNING OBJECTIVES

Goals of ArtSeek are as follows:

Visitors will interact with each other by using personal stories to describe art works in the gallery

Visitors will enjoy playing the game ArtSeek and will feel more relaxed in an art gallery setting

Visitors will feel greater ease when accessing the art work by having a less academic entry point

Provide a tool for art museums to engage their audiences through ArtSeek

Learning objectives of ArtSeek are as follows:

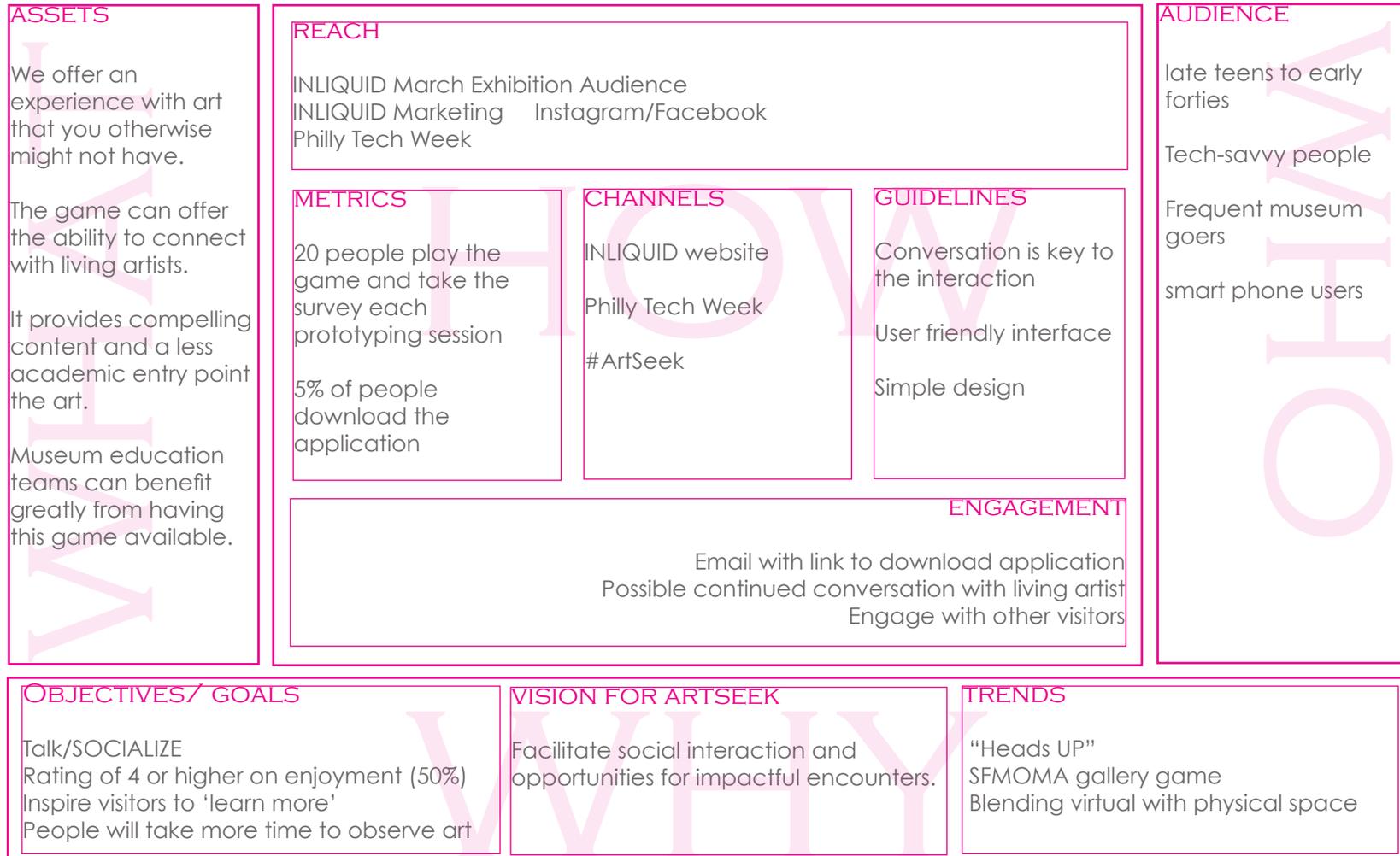
Visitors will learn to engage socially with one another in a museum setting

Visitors will learn how to attribute personal anecdotes to artworks they encounter

Visitors will expand their vocabulary surrounding artwork by shifting from describing the artwork's physical form to connecting with the work's concept as it relates to their own experiences

Visitors will expand their set of expectations surrounding museums and the technologies they employ

DIGITAL ENGAGEMENT FRAMEWORK



AUDIENCE

In the development of ArtSeek, several personas were created for use-case scenarios which explored why a diverse range of visitors would use ArtSeek and how.

Two primary audiences for ArtSeek were established:

Visitors who are highly interested in art and slightly tech-savvy

Visitors who are highly tech-savvy and slightly interested in art

Target age was late teens to early forties

PERSONAS



Persona 1: Ben

Age: 19

Location: Seattle, WA

Profession: Art Student

Marital Status: Single

Individual goals:

Never wants to return to his home town in North Dakota
Wants to make it in the “big city”
He’s unsure about being an artist and is constantly looking for assurance that he’s on the right path

Behaviors + Habits:

Loves connecting with friends at home via social media
Interns at graphic design firm
Loves a good coffee shop and bike ride

Technology + Skills:

Very tech savvy
Has social anxiety in person, but not while gaming
Apple user
Dabbles in coding



Persona 2: Maude

Age: 40

Location: Santa Fe, NM

Profession: Bookkeeper for non-profit, hedge fund manager (old money)

Marital Status: long-time divorce with a young boyfriend

Individual goals:

Understand contemporary art
Likes to attend exhibitions
Uses art she collects as a conversation starter at her dinner parties

Behaviors + Habits:

Wears statement jewelry and red rimmed glasses
Online shopper who enjoys eating out a lot
Takes meditation classes (deep thinker)

Technology + Skills:

Uses technology to stretch art skills
Likes to impress her young boyfriend by making him comfortable with artwork as well



Persona 3: Diego

Age: 33

Location: Philadelphia, PA

Profession: Principle programmer for tech start-up

Marital Status: Has an art savvy partner

Individual goals:

Wants to learn more about art
Wants to feel comfortable talking about art
Will use gallery games successfully and be inspired by the art
Socializes in his liesure time
Would like to be able to entertain his in-laws in a museum when they visit

Behaviors + Habits:

Likes micro-breweries
Occasionally works from home
Life - long learner: attends TED talks
Avid Yelp reviewer

Technology + Skills:

Multi-device user
Uses the cloud
Uses social media sparingly, but apps frequently

CHALLENGES + OPPORTUNITIES UX OVERVIEW

ArtSeek can be adapted for use in any art museum gallery. The app can be stationary or mobile. However, it is dependent upon which gallery the visitor is in when they are using the application, because it utilizes the artworks within their line of vision as content for the games.

If the art museum utilized ArtSeek as a mobile application which functioned in multiple galleries, the museum would need to establish which gallery the visitor is in when they are using ArtSeek.

This could be done by incorporating a back-end way-finding which would detect the gallery the visitor happens to be in at the moment they are using the app. iBeacon technologies, among other bluetooth navigation systems could be employed for this type of approach.

Otherwise, the museum could establish separate forms of the app for each gallery which is available to play with ArtSeek and the visitor could select that gallery's specific ArtSeek from a list of options.

If the art museum chooses to utilize the application on a stationary device in a specific gallery, the app can be downloaded and programmed to run without wifi or additional back-end development.

UX OVERVIEW: In narrative form, how will users experience this app/website/exhibit? Where possible, pair this step by step narrative of a person using your product with sketches/screenshots of your interface.

1. User one chooses a mode of interaction: “describe”, “act” or “match”
2. User one chooses a work of art from the gallery, without telling their partner which piece they have chosen

“Describe”

1. User one is prompted to list four words which they would use to describe the artwork
2. User one is then prompted to help user two guess which artwork they chose, without using those four words.
3. User one is prompted to use a shared experience to help their partner guess correctly.

“Act”

1. User one is prompted to use a body movement or gesture to help their partner guess correctly

“Match”

1. User one is prompted to use two photos from their personal mobile device to help their partner guess correctly

CONTENT PLAN

ArtSeek aims to create an engaging, laid-back, exciting experience for museum visitors. The tone of which is relaxed and upbeat.

The content requirements for ArtSeek are determined by the art museum which chooses to utilize the application. The ArtSeek team recommends using between five and ten artworks for each gallery making use of the app. This will ensure enough variety that visitors are empowered through making a choice, but not too many options that they feel overwhelmed.

A museum staff that wishes to utilize this application, needs to be slightly tech-savvy. The interface we aim to develop would simply require the staff to upload photos of the artworks in the related gallery along with the work's tombstone information. Installation of a touch screen in the gallery or the development of mobile accessibility and optional way finding systems would be the most technologically skill-based requirements of ArtSeek's implementation.

FEATURES + FUNCTIONALITY

ArtSeek's main feature is that it provides multiple interactive pathways through which visitors can engage with one another.

Three modes exist which ask visitors to use different approaches to describe one of the artworks in the gallery to their partner in order for their partner to guess the artwork they've chosen.

1. User one chooses a mode of interaction: "describe", "act" or "match"
2. User one chooses a work of art from the gallery, without telling their partner which piece they have chosen

"Describe"

1. User one is prompted to list four words which they would use to describe the artwork
2. User one is then prompted to help user two guess which artwork they chose, without using those four words.
3. User one is prompted to use a shared experience to help their partner guess correctly.

"Act"

1. User one is prompted to use a body movement or gesture to help their partner guess correctly

"Match"

1. User one is prompted to use two photos from their personal mobile device to help their partner guess correctly

PROTOTYPE + TESTING

ArtSeek was developed through four rounds of prototyping. Each prototype was conducted with specific goals and testing questions in mind. These goals were evaluated with survey instruments designed specifically for each prototype. The data attained from each session, both quantitative and qualitative, offered feedback which evolved the application's design significantly.

PROTOTYPE ONE

The first test was conducted at an InLiquid exhibition using paper prototypes. The goals of this prototype surrounded whether or not visitors had a general interest in engaging with one another in this way and if the games were user-friendly.

Our goals for the first prototype were:

1. Promote social interaction between users
2. Intrigue users to learn more about the art object(s)
3. Broaden the user's art-related vocabulary to include their own experiences rather than formal art language

We tested two games during this round. One was the "Describe" prompt that still exists in the final version, the other was a mad-libs game utilizing the artist statement for content. We found that visitors responded very well to the "describe" game, in taking time to make meaningful connections to one another, but not to the mad-libs game. They found the game difficult and without significant reward.





Reflection 9
Gina Michaels

Step 1:
Without telling your partner, list four words that you feel best describe this work:

Step 2:
Without using this list of words as well as the **colors, shape and label information** describe the piece to your partner.

Did they get it?



Mix Media Cityscape
Lisa Imperiale

Step 1:
Without telling your partner, list four words that you feel best describe this work:

Step 2:
Without using this list of words as well as the **colors, shape and label information** describe the piece to your partner.

Did they get it?



Farmer's Market
Mary Henderson

Step 1:
Without telling your partner, list four words that you feel best describe this work:

Step 2:
Without using this list of words as well as the **colors, shape and label information** describe the piece to your partner.

Did they get it?

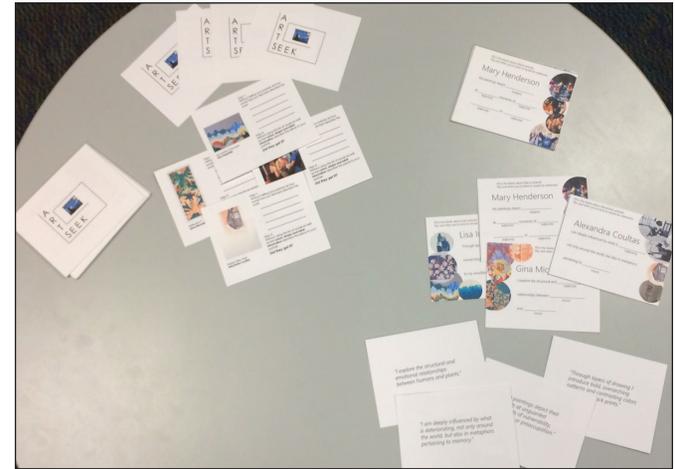


Happy New Year
Alexandra Coultas

Step 1:
Without telling your partner, list four words that you feel best describe this work:

Step 2:
Without using this list of words as well as the **colors, shape and label information** describe the piece to your partner.

Did they get it?



PROTOTYPE TWO

ArtSeek's second prototype took place online. We wanted to test the applications ability to utilize an online gallery with visitors who were connecting through group chat online. We conducted two sessions of testing with sets of visitors in a group skype.

For this round of testing, we removed the mad-libs game and pursued a deeper understanding of the "describe" interaction.

Though the visitors we tested with were enthusiastic about their interactions, which were fundamentally successful, the overall sentiment was that they would have preferred to be engaging with one another and the works in real space.

This round of prototyping also provided feedback to incorporate multiple pathways through which to interact. ArtSeek went back to the drawing board to develop two additional interactive modes and a set of evolved goals for the third prototype.



Art Seek (1) *

Welcome!

Let's play Art Seek

Art Seek is a game designed to develop your ability to describe works of art. You and your partner will take turns describing the work to each other. For each work there will be a list of words you are unable to use. You will have 2 minutes to describe the work to your partner and they will have five to find it. How many works did you get right? Grab a partner and get started!

Start Seeking!

Art Seek (2) *

Select a piece from the images below.
Careful! Don't let your partner see your choice.



Happy New Year
Alexandra Coultas

Mix Media Cityscape
Lisa Imperiale

Reflection 9
Gina Michaels

Farmer's Market
Mary Henderson

Art Seek (3) *

Step 1:

Without telling your partner, list four words that you feel best describe this work

city

patterns

layer

colorful

Go to Step 2



Mix Media Cityscape
Lisa Imperiale

Select Another Work

Art Seek (3) *

Step 1:

Without telling your partner, list four words that you feel best describe this work

city

patterns

layer

colorful

Go to Step 2



Mix Media Cityscape
Lisa Imperiale

Select Another Work

PROTOTYPE THREE

For this round of prototyping, ArtSeek was concerned with testing the two additional interactive modes:

“Act” asks visitors to use their body movements or gestures and

“Match” asks visitors to use two photos from their personal mobile device

As well as an evolved set of goals:

- Visitors will interact with each other by using personal stories to describe art works in the gallery
- Visitors will enjoy playing the game ArtSeek and will feel more relaxed in an art gallery setting
- Visitors will feel greater ease when accessing the art work by having a less academic entry point

This prototype was conducted with visitors in real space, interacting with another face-to-face surrounding a digital projection of public sculptures visible from Dilworth Park in Philadelphia, which would be the objects utilized in the fourth prototype to take place at Dilworth Park for Philly Tech Week.

The outcome of this session caused the concept of each mode (describe, act and match) to be solidified, but the flow of the overall interaction to be reworked. In this approach, we had asked visitors to select first the artwork and then their mode of interacting. Feedback from the visitors led us to understand that they wished to first choose how they would interact and then with which artwork.

We adjusted the order of operations for our final round of testing, the ArtSeek launch at Philly Tech Week.



Art Seek (2) *

Select a piece from the images below.
Careful! Don't let your partner see your choice.

Clothespin
Claes Oldenburg

SCULPTURE
Gina Michaels

Government of the People
Jacques Lipchitz

William Penn
Alexander Milne Calder

Triune
Robert M. Encman

Art Seek (5) *

Pick A Game

Describe

Act

Match

Select Another Work

Art Seek (10) *

Without using words, get your partner to guess this sculpture by acting it out with your body movements!

Government of the People
Jacques Lipchitz

Want to make it harder? Time!!!
You have 2 minutes.

Start

Select Another Interaction

Select Another Work

Art Seek (10) *

Without using words, get your partner to guess this sculpture by acting it out with your body movements!

TIME'S UP!!!

Government of the People
Jacques Lipchitz

Want to make it harder? Time!!!
You have 2 minutes.

Start

Select Another Interaction

Select Another Work

PROTOTYPE FOUR

The final round of testing was conducted in conjunction with Philly Tech Week's opening event at Dilworth Park in center city Philadelphia.

InLiquid artist Gina Michaels installed her sculpture, Jacob's Ladder in the center of the park for this event. Our app content featured this sculpture as well as the surrounding public sculptures, totaling five art objects for visitors to choose from.



clothespinDescribe (1) *

Welcome!

Let's play ArtSeek

ArtSeek is a game where you interact and identify with works of art. Working as a team, Leader and Seeker will work discover the art lover within them through the artwork around them.

Start Seeking!



clothespinDescribe (2) *

Seeker, this is where we leave you. Take a look at the wonderful works of art all around you!

Leader, from this point on don't let your Seeker see your screen.

How would you like to play?

Describe Act Match



clothespinDescribe (15) *

Select a sculpture from the images below. Careful! Don't let your Seeker see your choice. Tell your Seeker to look up, down and all around!

Clothespin Cloes Oidenburg

Government of the People Jacques Lipchitz

Jacob's Ladder Gina Michaels

William Penn Alexander Milne Calder

Tilene Robert M. Encman

Choose Another Interaction

clothespinDescribe (17) *

Thanks For Playing ArtSeek!!!
Play Again Soon!!




Play Again!

FINAL BUILD / FUTURE STEPS

The final version of ArtSeek is currently in development. This version will exist as a framework which includes editable modules for museums to import their own content.

The ArtSeek team is currently exploring how we can make these experiences sharable between visitors through social media as well as between all of the art museums who are utilizing this application.

In the future remote game play option for the game would be researched further and might prove to be an interesting option or addition for museums to have.