

Noah Nsangou

Writer
Getaway Driver
Ideator
Graphic Designer



Presents:

Amateur Hour

Will Downs

Head Writer/ Note Taker
Website Guru
Ideator
Former Graphic Designer

Anjali Pai

Writer
Punmaster
Ideator
Graphic Designer

What's wrong?



<https://s9.amazonaws.com/dailybreak-images/600/50e66179-f191-4fa-62c5-7555bb6167b0>

Ferris Bueller's Day Off

What's wrong?



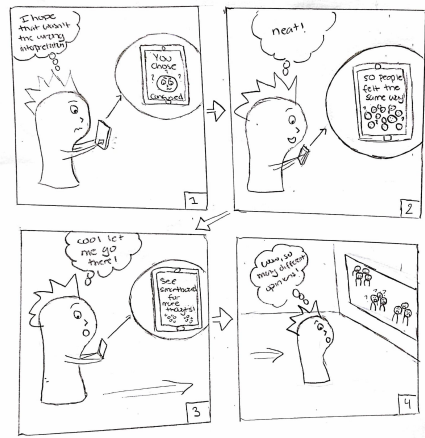
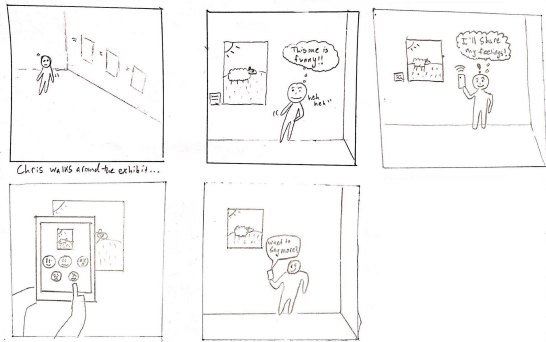
https://www.amazonaws.com/dailybreak/images_0100/50e66173-f191-41fa-62c5-7355bb6167b0

Ferris Bueller's Day Off

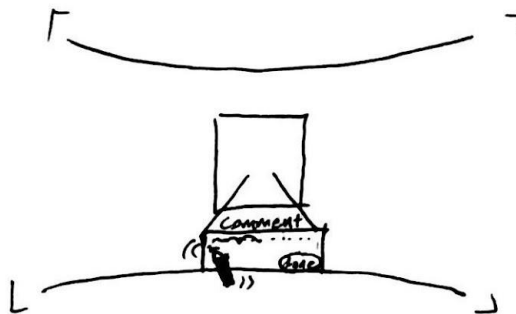
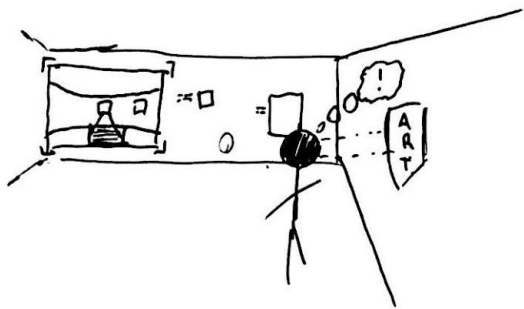
Art non-enthusiasts can feel uninterested and intimidated!

Our Goal

To convert art museums into comfortable spaces for even those "art amateurs" amongst us

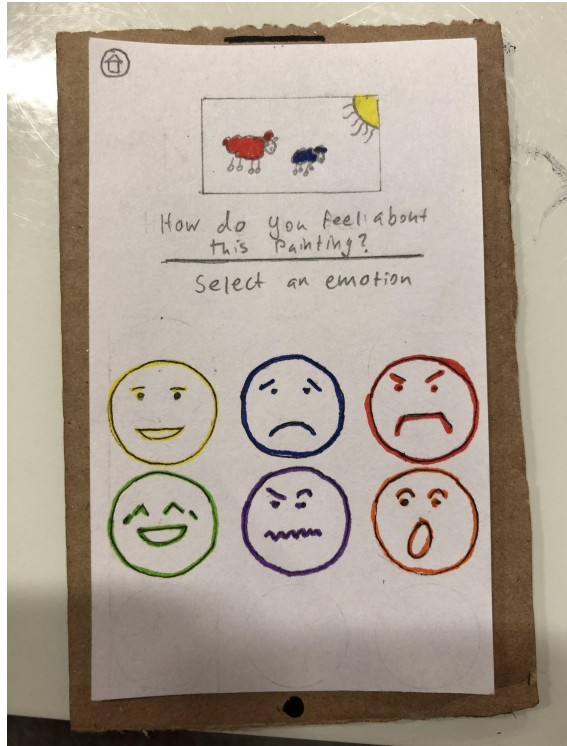


Stage 1: From Paper to Prototype

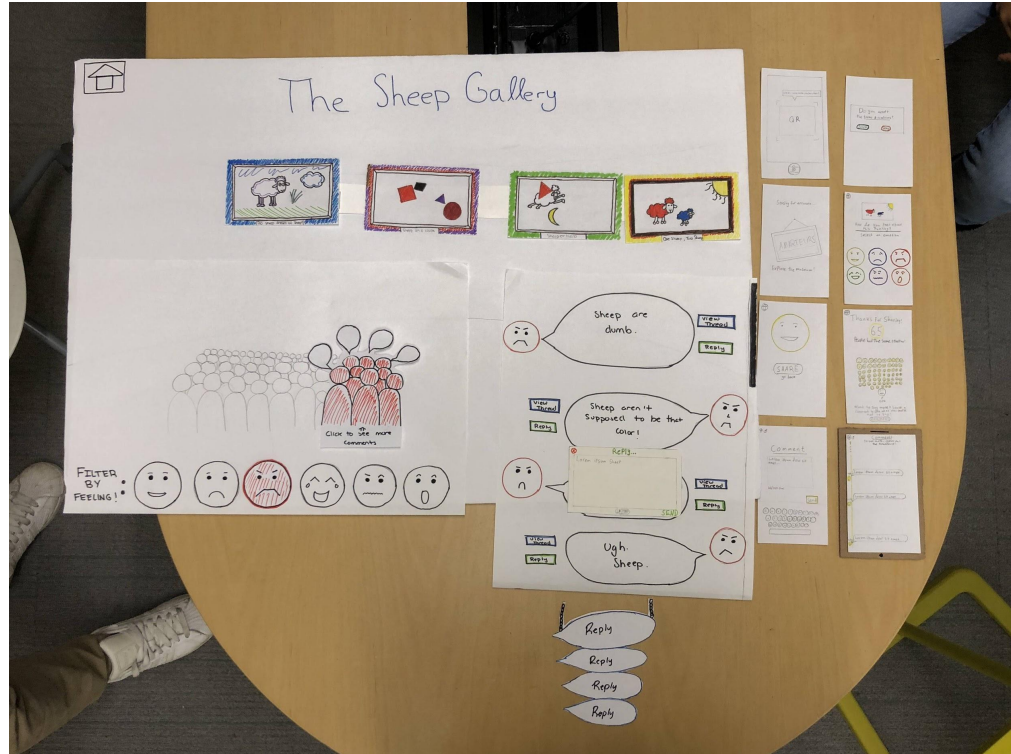


Prototype Overview

The Web-App



The Interactive Display



Critical Components

Web App

- Option to select an emotion at a given painting
 - Graphic representation of all the users who “felt the same”
 - Commenting
 - Viewing comments
-

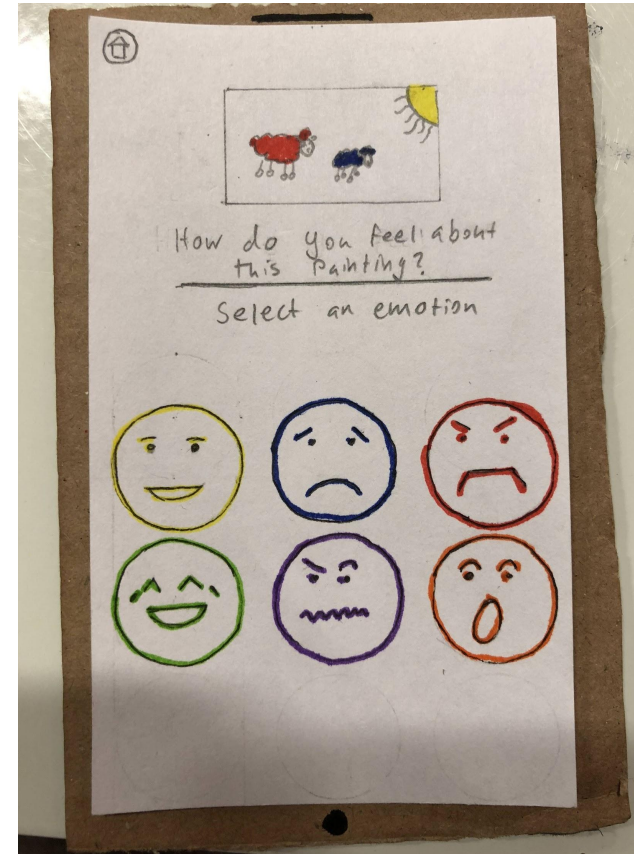
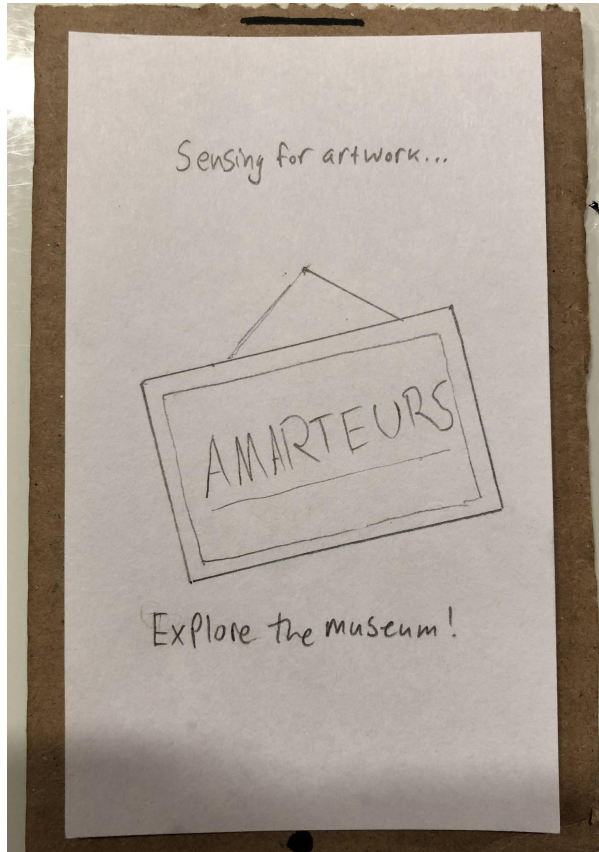
Critical Components

Interactive Display

- See all paintings in a gallery
 - Select a painting to “explore”
 - Filter comments by “feeling”
 - Respond to comments and view threads
-

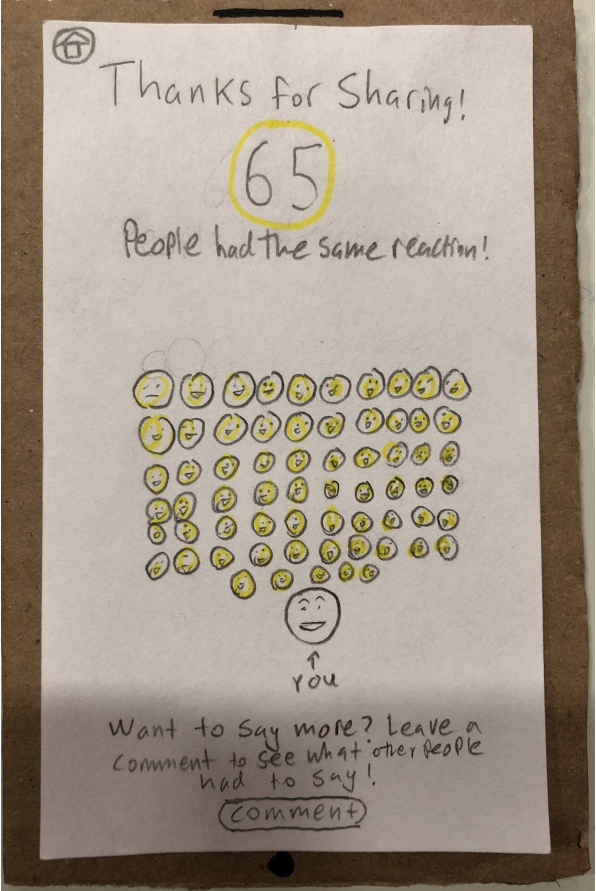
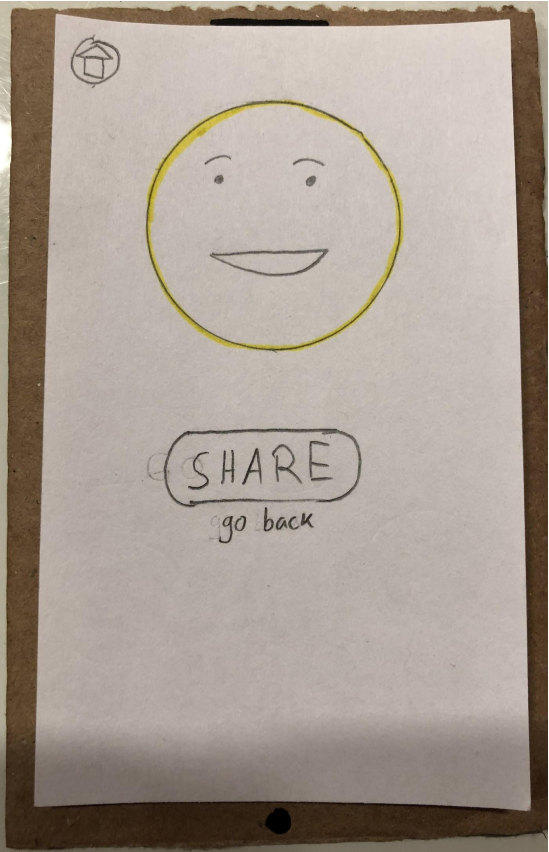
Task 1 : Share an emotion about an artwork

The museum-goer explores the museum sensing for artwork!



Upon arriving at an artwork they can choose an emotion

They select an emotion!



And see the number of people who felt the same!

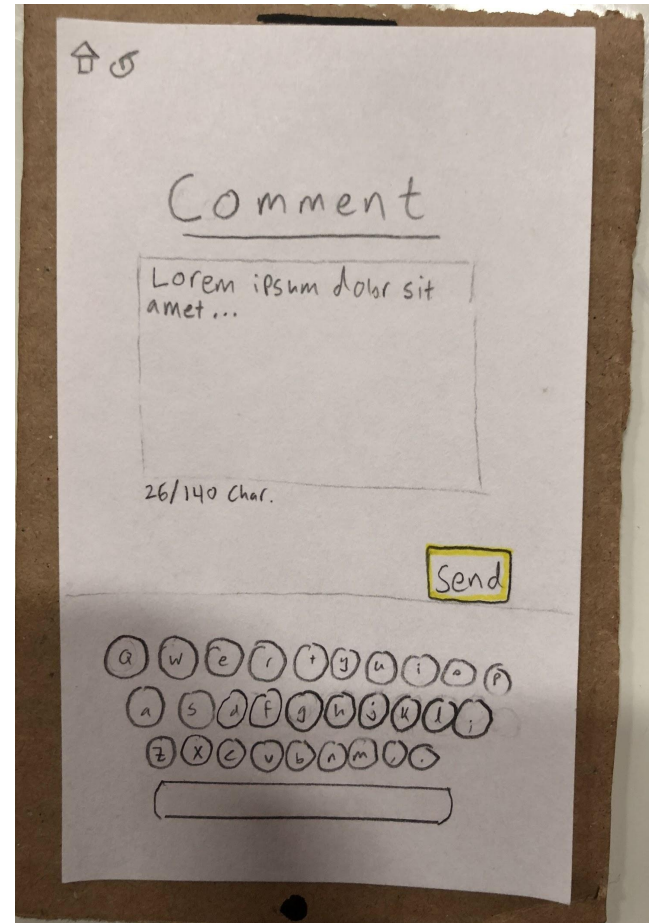
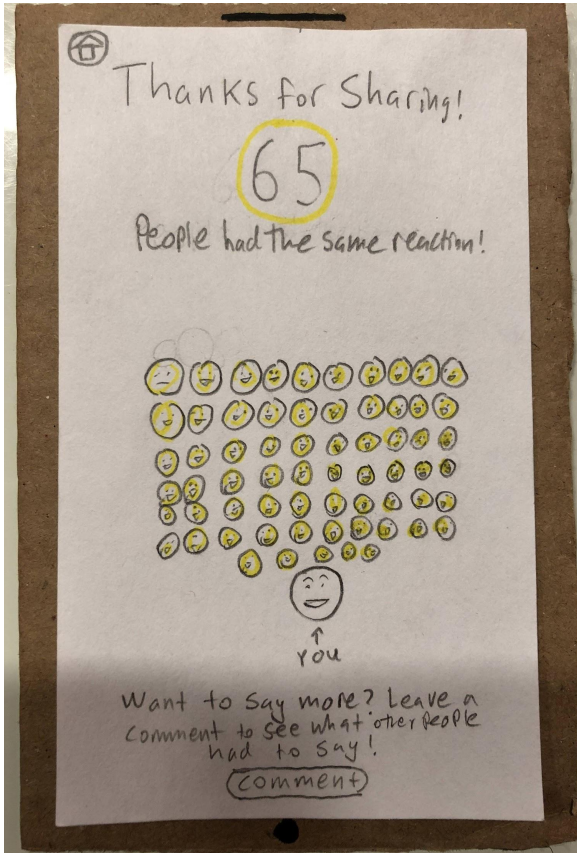
SUCCESS!



<https://tenor.com/search/thumbsup-gifs>

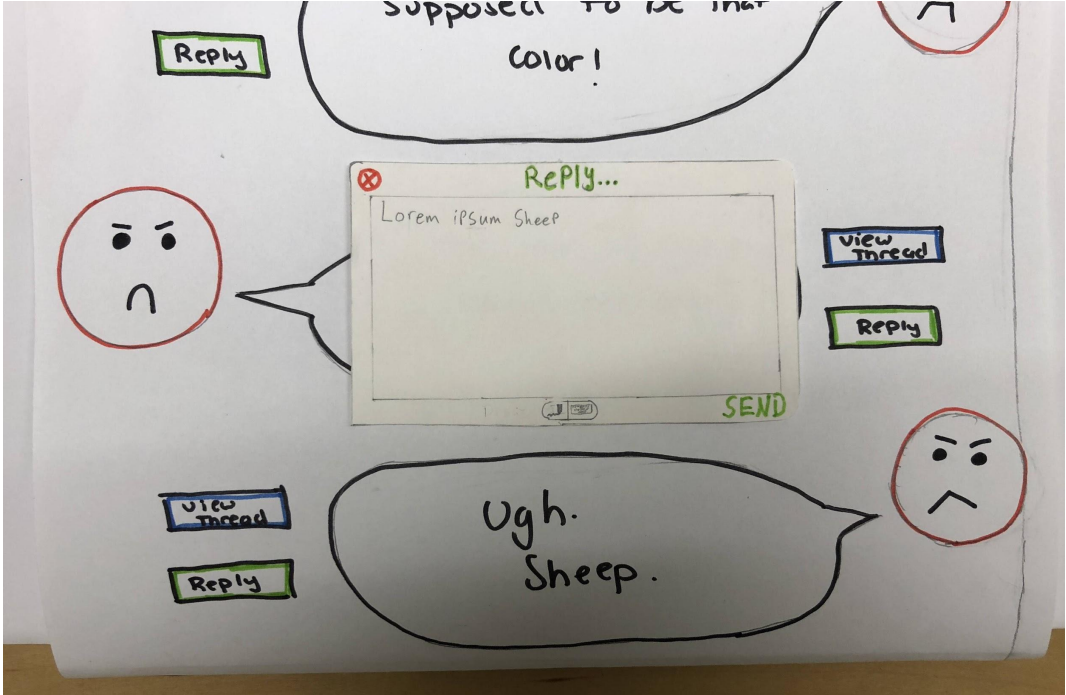
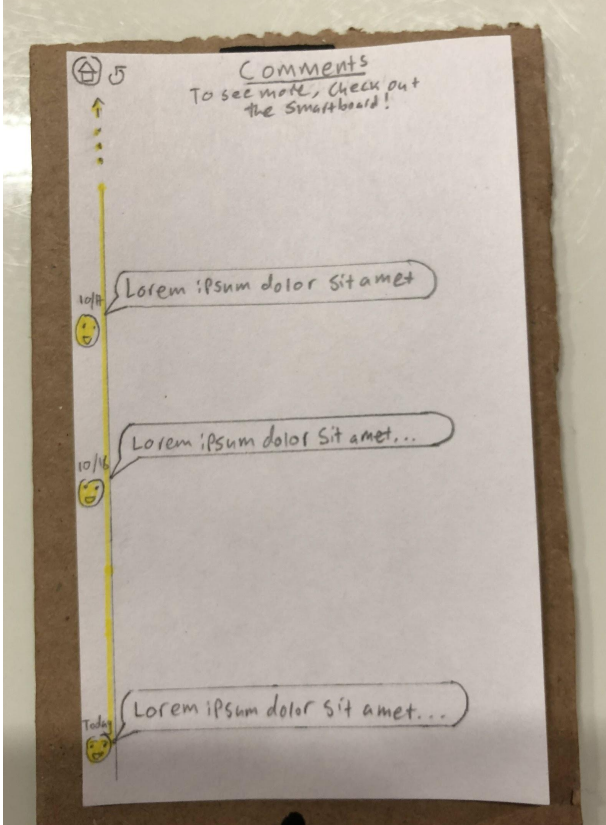
Task 2 : Share a comment and respond to a comment

The museum-goer is given the option to follow up with a comment



They choose "Comment" and can now type their comment!

They can then see other comments!



And respond to comments on the board!

SUCCESS!



<https://tenor.com/search/thumbsup-gifs>

Testing

- Cognitive Walkthrough
- Heuristic Evaluation
- Usability Tests

Testing

- Cognitive Walkthrough
 - Heuristic Evaluation
 - Usability Tests
-
- Users may have mental models different from ours!
 - What's simple to us is not necessarily so for everyone else

Testing: Cognitive Walkthrough

- Identifying usability issues through step-by-step examination

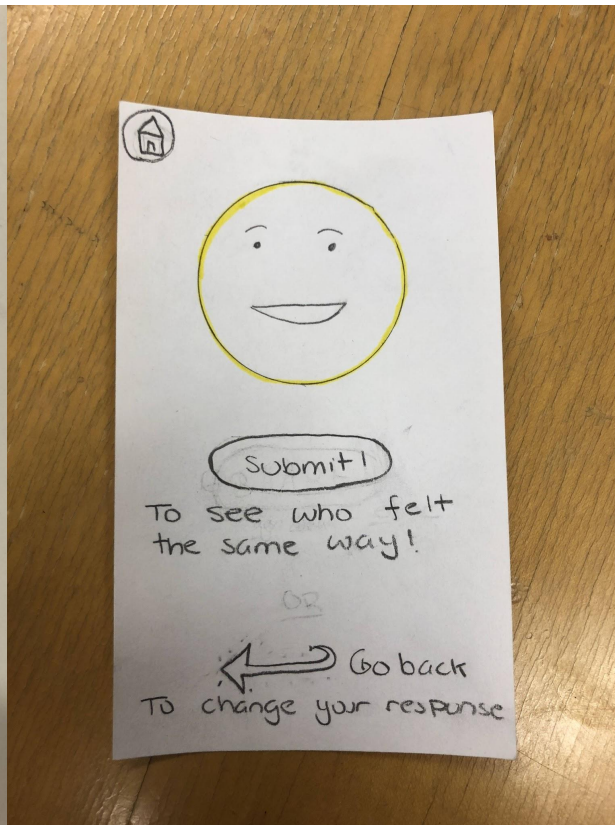
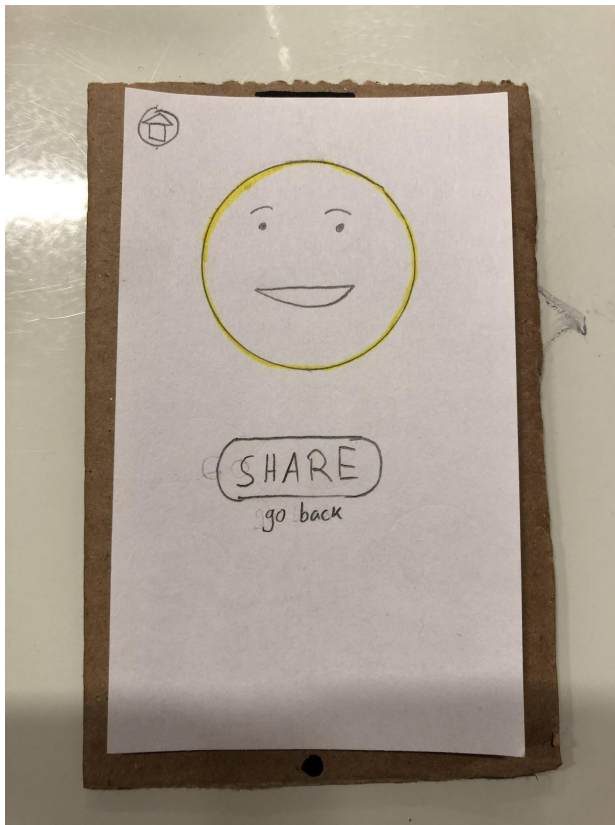
Testing: Cognitive Walkthrough

- Identifying usability issues through step-by-step examination
 - People explore
 - People have goals
 - People want a specific 'end' to their 'means'

Testing: Cognitive Walkthrough

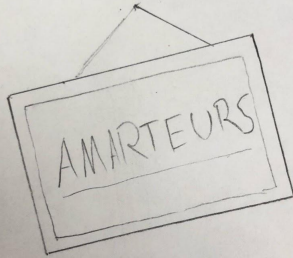
- Identifying usability issues through step-by-step examination
 - People explore
 - People have goals
 - People want a specific 'end' to their 'means'

- User must understand which actions = correct



Share vs Submit

Sensing for artwork...



Approach an artwork
to begin!

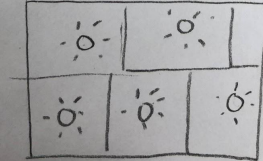


How does this work?

- ① Approach an artwork
- ② Share your feelings!
- ③ see how other people feel!

Want to explore further?

Check out your nearest
interactive display!



MAP

Help Button & Page

Testing: Heuristic Evaluation

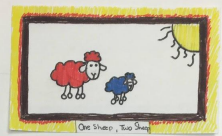
- Evaluators run through our interface
- Nielsen's Heuristics
- Identification of violations

Testing: Heuristic Evaluation

- Evaluators run through our interface
- Nielsen's Heuristics
- Identification of violations

- Consistency, minimalism, real-world matching

The Sheep Gallery



Comments
To see more, check out the Smartboard!

10/17
☹️ Lorem ipsum dolor sit amet

10/16
☹️ Lorem ipsum dolor sit amet...

Today
☹️ Lorem ipsum dolor sit amet...

☹️ Sheep are dumb.
View Thread
Reply

View Thread
Reply ☹️
Sheep aren't supposed to be that color!

☹️
View Thread
Reply
The lack of symmetry makes me angry

View Thread
Reply ☹️
Ugh. Sheep.

☹️ Sheep are dumb.
View Thread Reply

☹️
View Thread Reply
Sheep aren't supposed to be that color!

☹️
View Thread Reply
The lack of symmetry makes me angry!

☹️
View Thread Reply
Reply

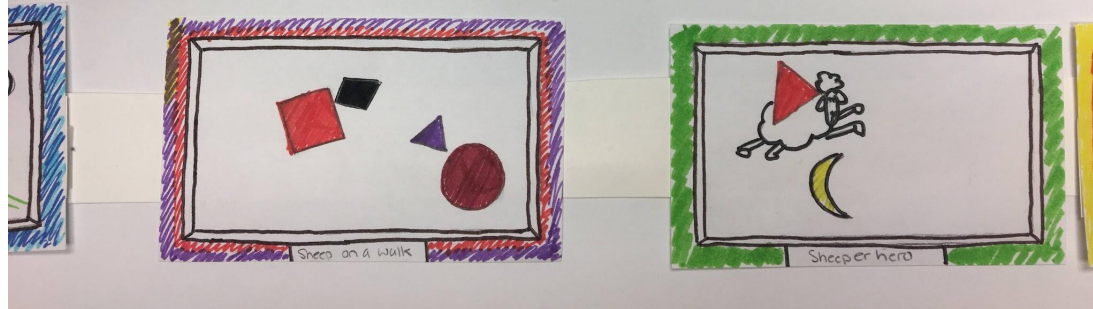
☹️
View Thread Reply
Reply

☹️
View Thread Reply
Reply

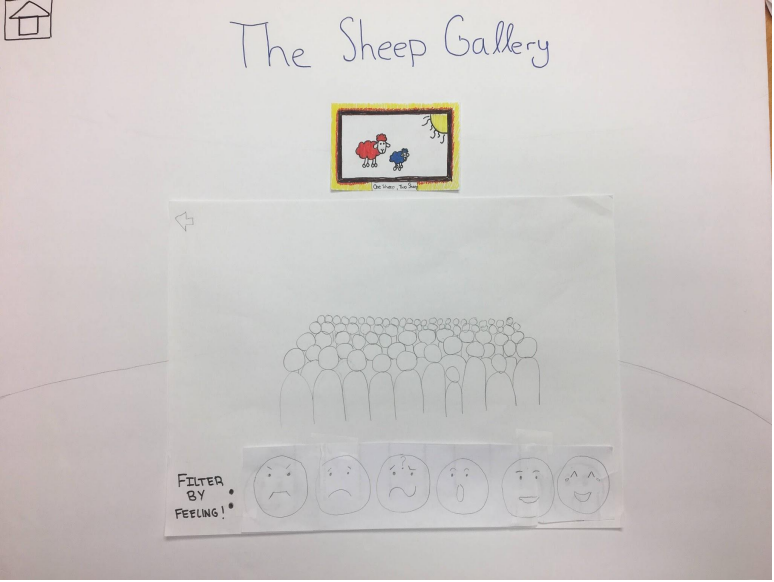
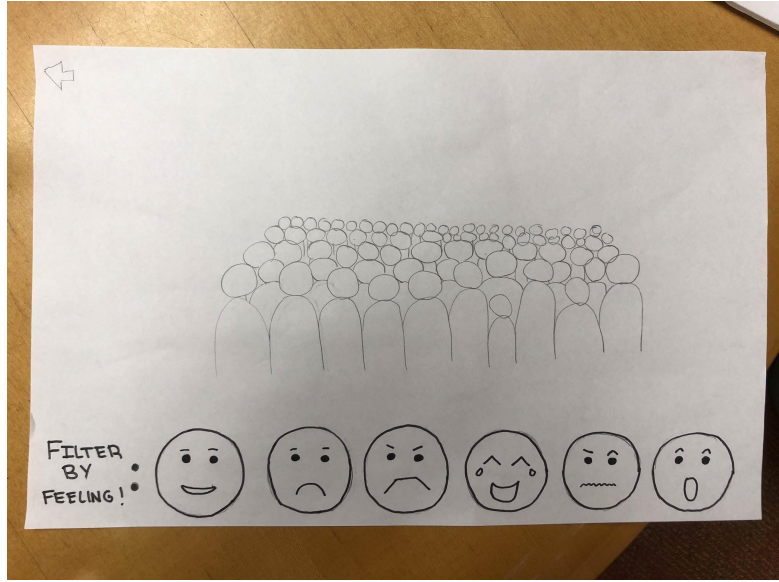
☹️
View Thread Reply
Reply

Conversation Inconsistency & Ambiguity

The Sheep Gallery



Minimalizing Hues



Expression Order

Testing: Usability Tests

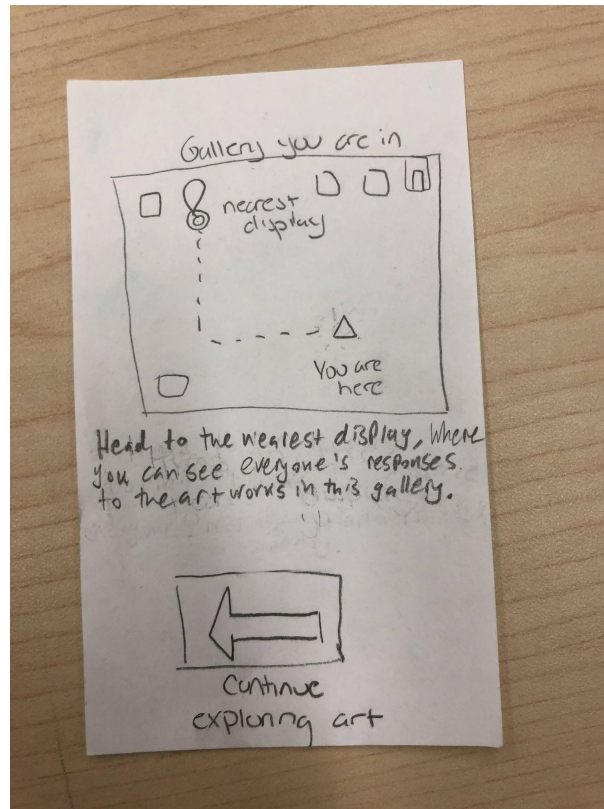
- Process: The Sheep Gallery



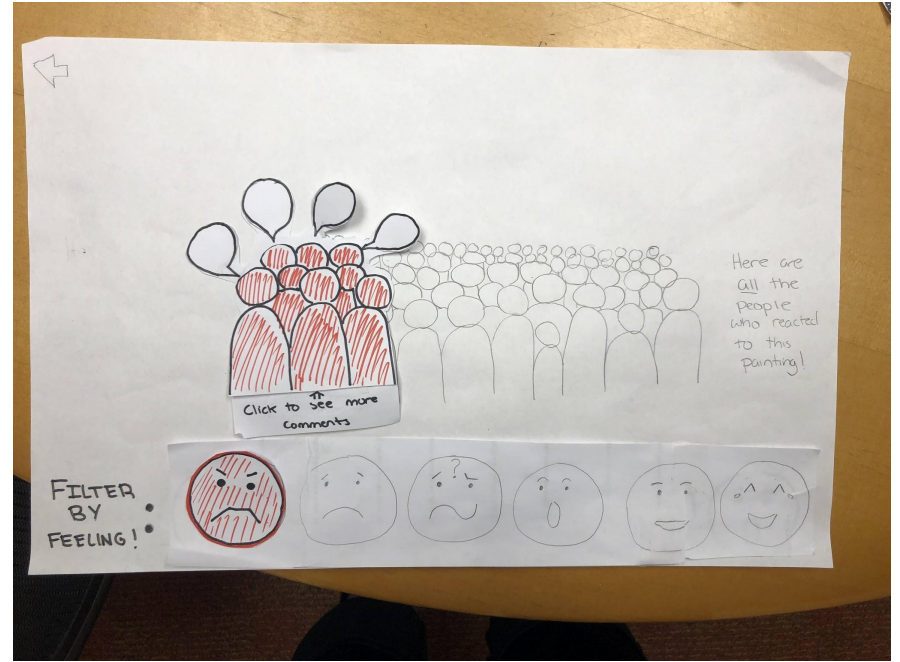
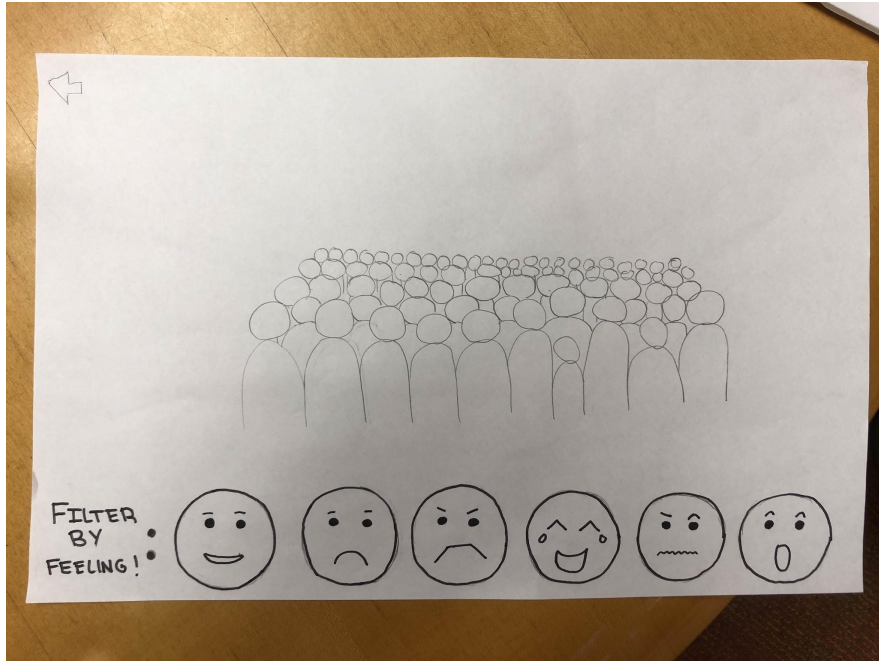
Testing: Usability Tests

- Process: The Sheep Gallery
- Notable insights from user 'incidents'



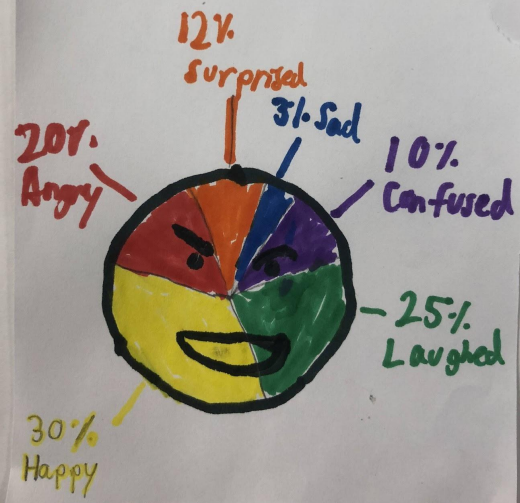


Relationship between phone and display



Crowd Confusion

How Everyone Reacted



General Statistics

Stage Two: The Final Prototype

Critical Aspects

Web App

- Ability to select an emotion and change your response
 - Ability to comment
 - Button that directs you to nearest display (using a map)
-

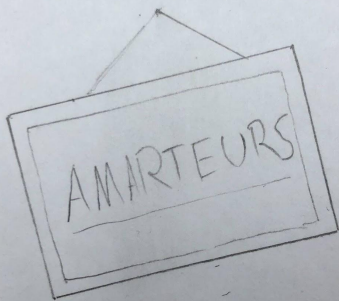
Critical Aspects

Display

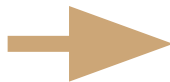
- Indicators that you should tap on an artwork to explore
 - Ability to scroll through the artwork
 - Clear graphics of all museum-goers
 - Added statistics
-

Task 1 : Share an emotion about an artwork

Sensing for artwork...

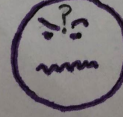


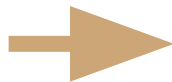
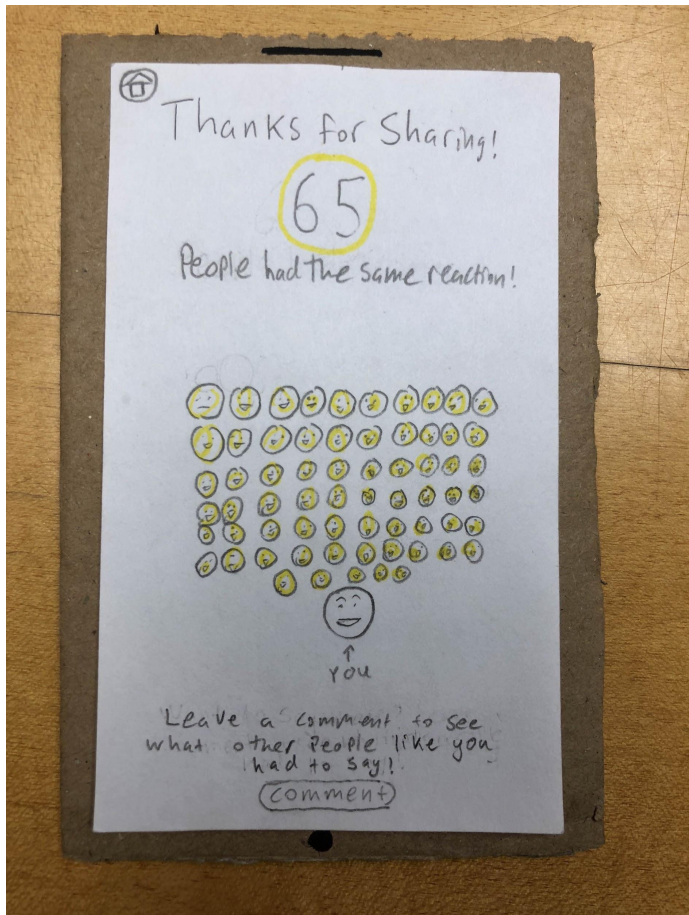
Approach an artwork
to begin!



How do you feel about
this painting?

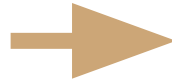
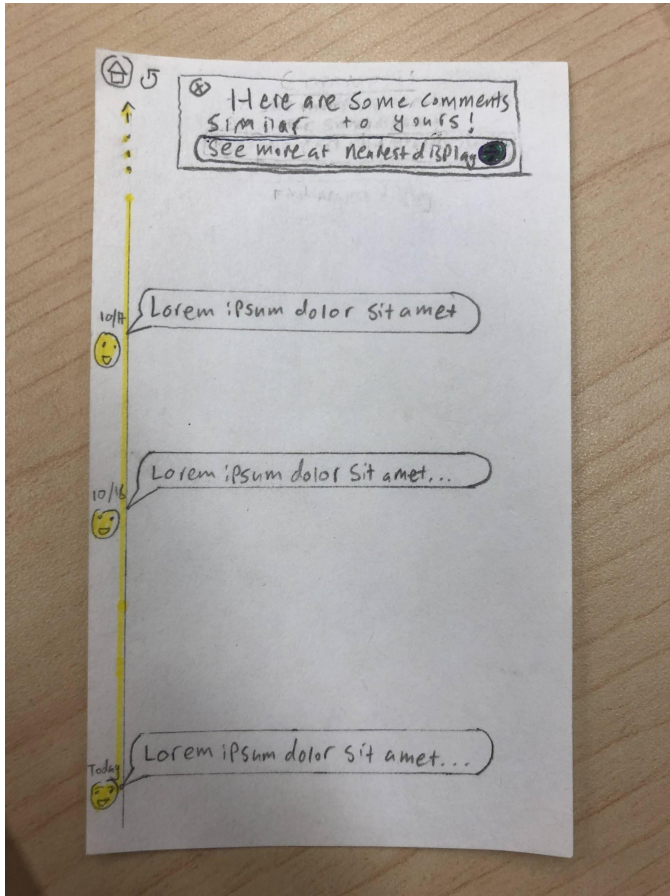
Select an emotion





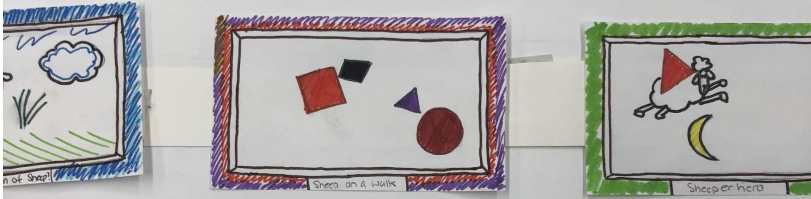
Task
Completed!

Task 2 : Share a comment and respond to a comment

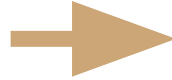


We go to the board!

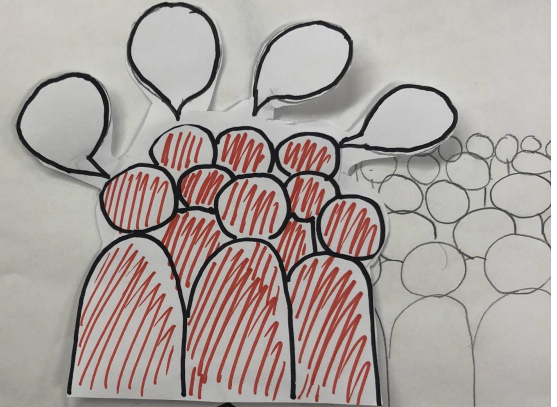
The Sheep Gallery



Tap an artwork
to explore!

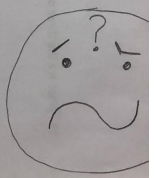
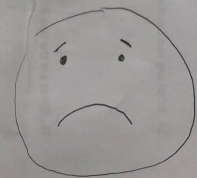


43 People were **Angry**.
That's 20% of everyone

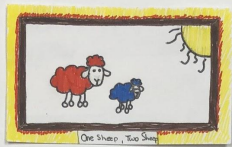


Click to see more
Comments

TER
Y
LING!



The Sheep Gallery

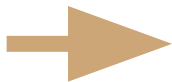


1/28/16 Sheep are dumb [View Thread](#) [Reply](#)

10/17/16 Sheep aren't supposed to be that color! [View Thread](#) [Reply](#)

10/16/16 The lack of symmetry makes me angry! [View Thread](#) [Reply](#)

10/15/16 Ugh. Sheep! [View Thread](#) [Reply](#)



1/28/16 [View Thread](#) [Reply](#)

10/17/16 Sheep aren't supposed to be that color! [View Thread](#) [Reply](#)

10/16/16 The lack of symmetry makes me angry! [View Thread](#) [Reply](#)

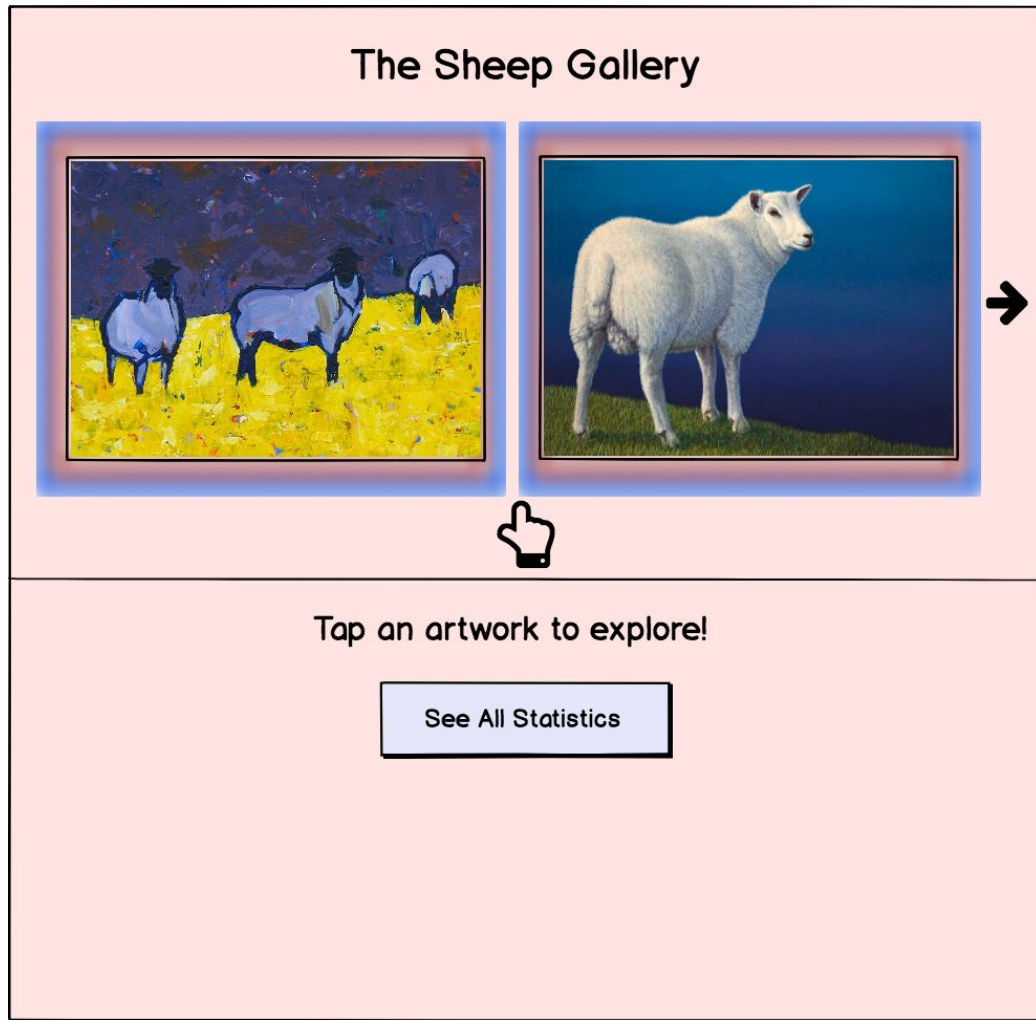
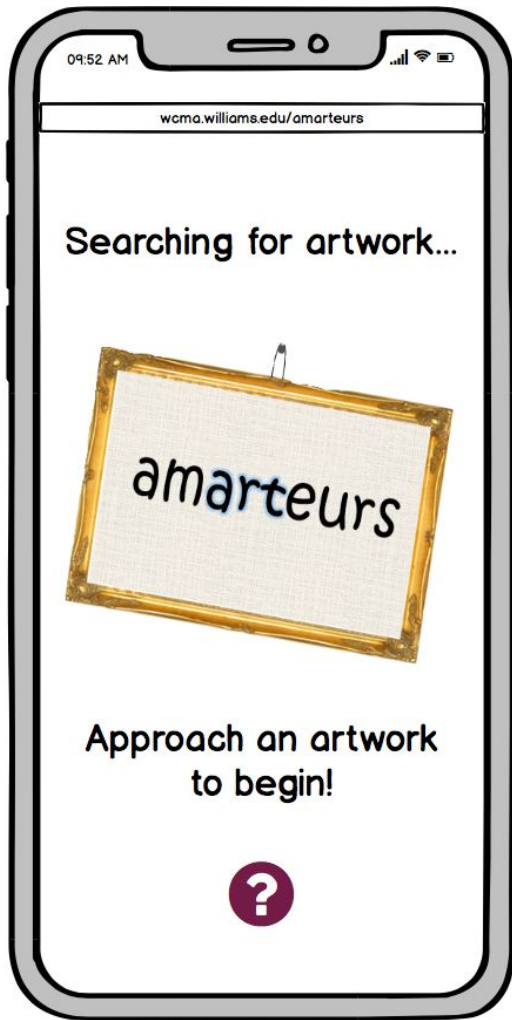
REPLY...

TYPE
Write

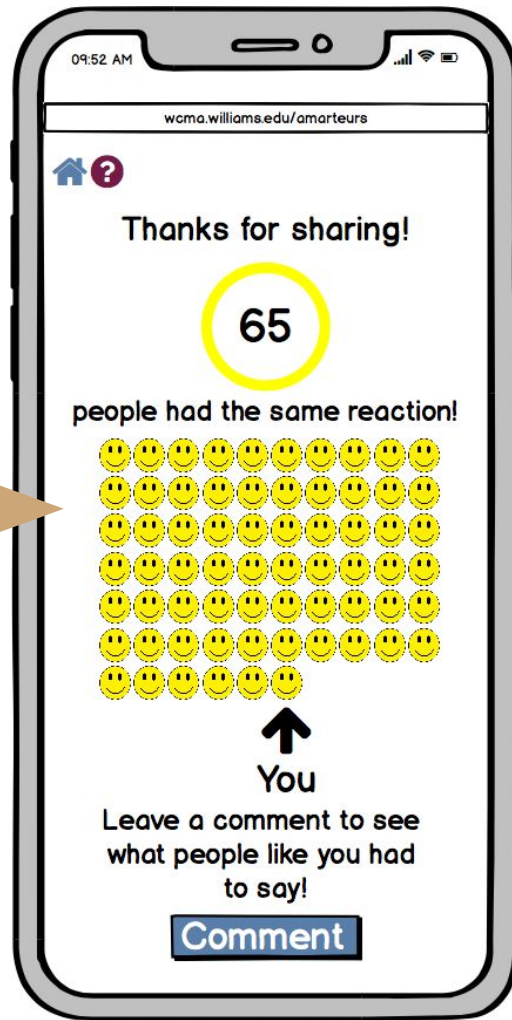
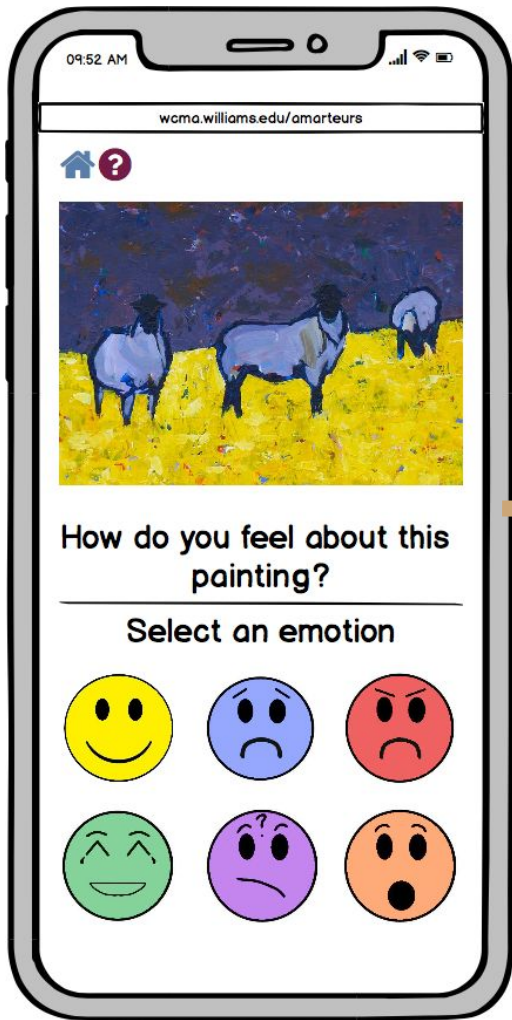
Lorem ipsum Sheep

SEND

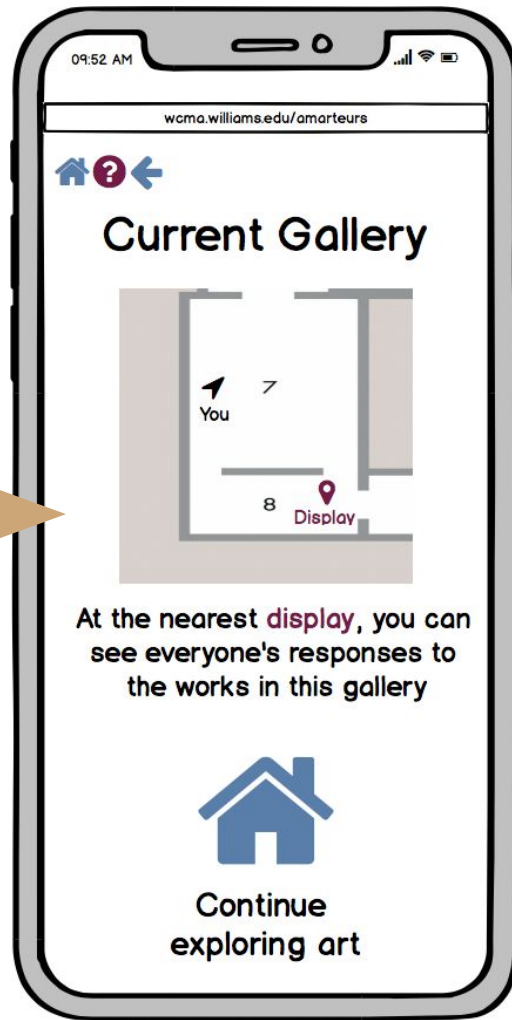
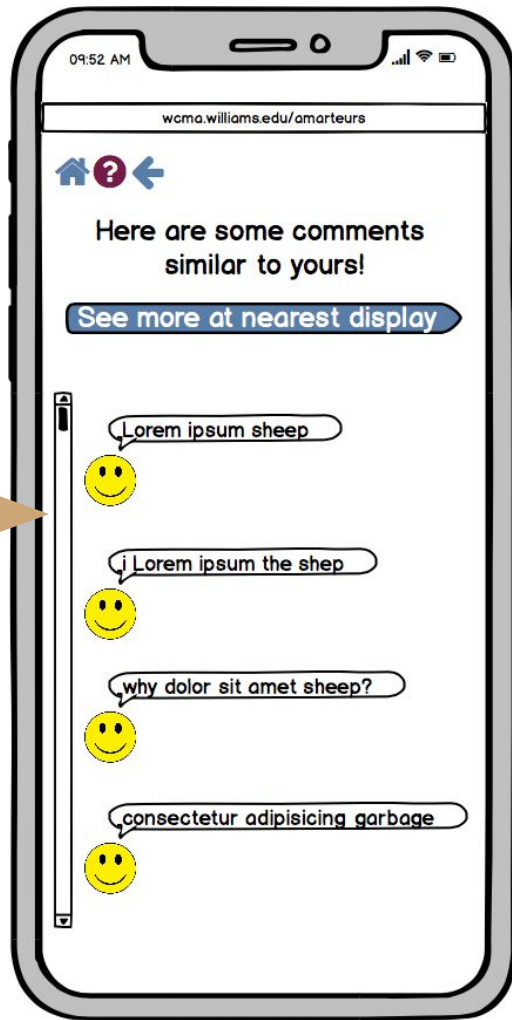
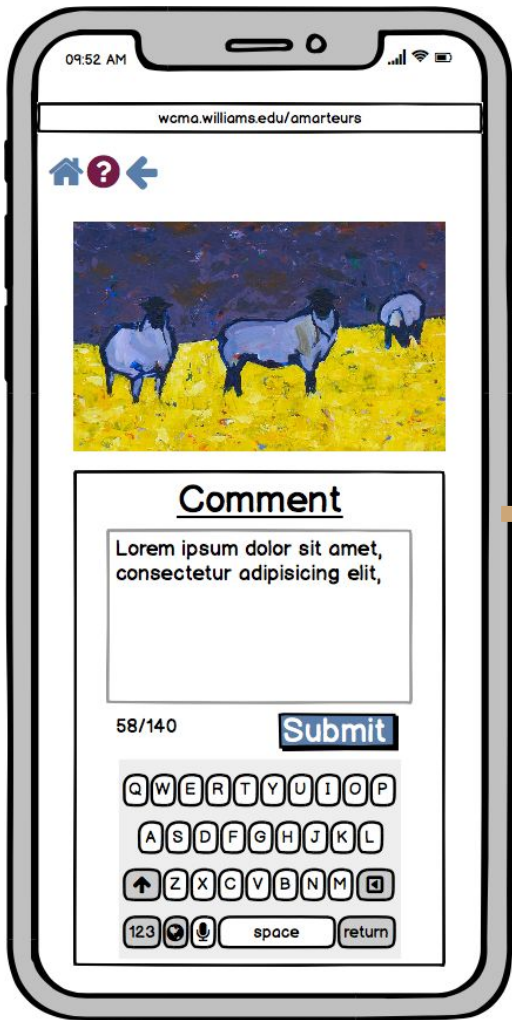
Stage Three: The Digital Mockup



Task 1 : Share an emotion about an artwork



Task 2 : Share a comment and respond to a comment



The Sheep Gallery



Tap an artwork to explore!

See All Statistics

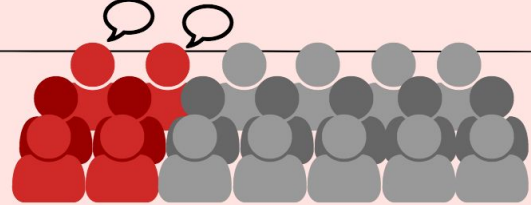


< Back 

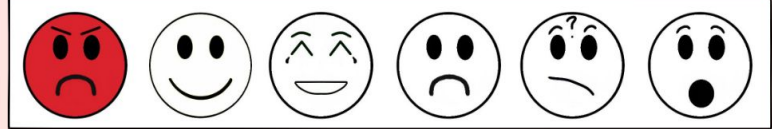
Lilac Sheep

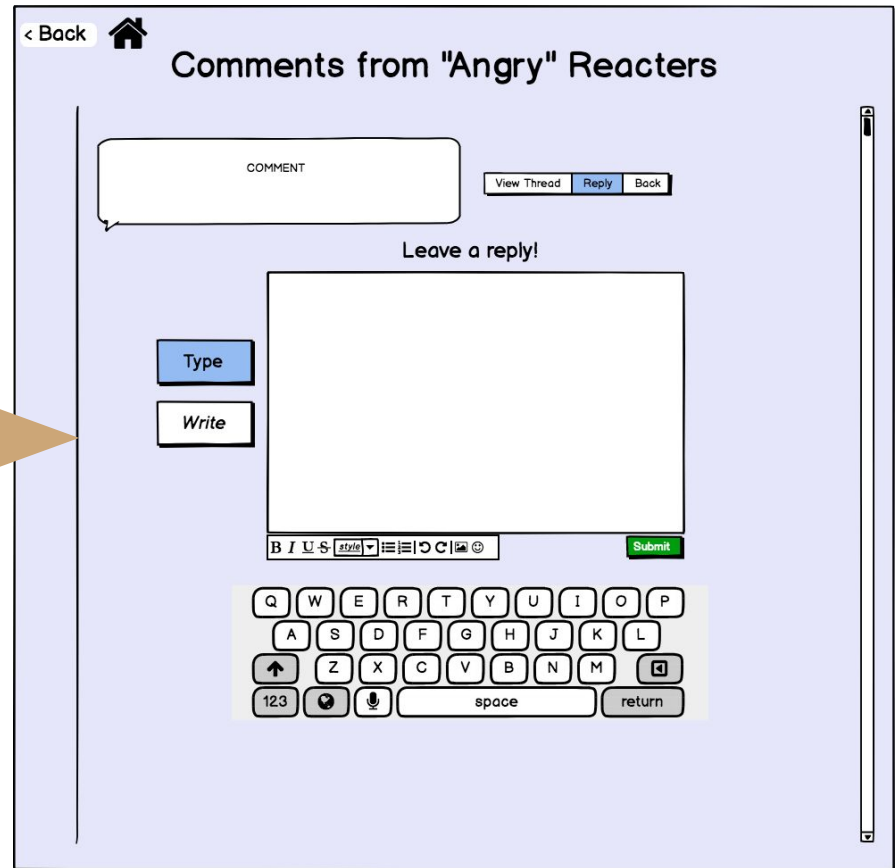
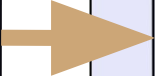
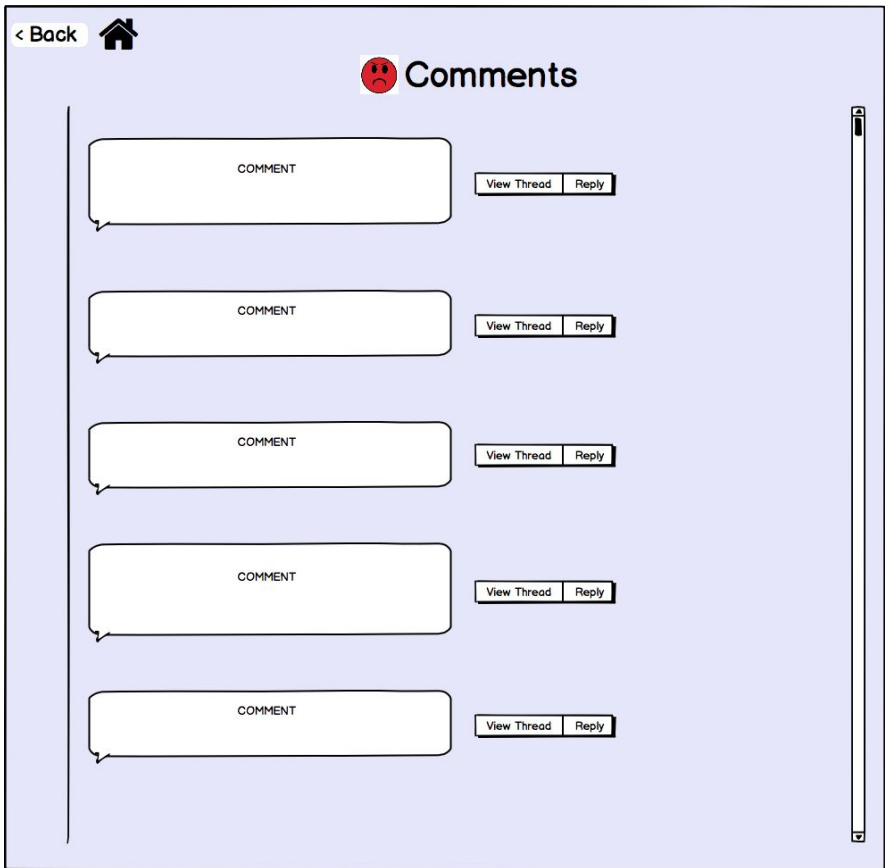


See All Statistics



Tap the group to see comments





In Conclusion

- You are not the users are not each other
- Users don't know the answers to their issues
- So easy to forget obvious features
- Iterative Design works (eventually)!

Questions?