

HCDE 318

January 24th, 2019

P2. Personas

Team Experience Museums Project

Design Question

How can we design the general experience of art museums to be improved upon and enhanced in order to engage and provide more information to users?

Project Description

Art museums play an essential role in conveying culture and history to large audiences. Our project explores making art museum visits more interactive and engaging for visitors. We are looking to focus on engaging the visitor through a unique and interactive experience which will also serve the purpose of encouraging deeper appreciation and connection with art in addition to the context, history, and motivations surrounding it.

Interviews

Interviewee 1 (VN): A second-year graduate student at the University of Washington. He completed his undergraduate degree in Environmental Science at the Ohio State University. He now studies Environmental Law and Public Policy. Additionally, he works as an intern at the Seattle Police Department in Downtown Seattle. He enjoys going to museums and being able to respect the artists and their work. Through these visits, he hopes to gain knowledge and information.

Interviewee 2 (AB): A 25 year-old recent graduate who enjoys visiting museums. She currently works full time at Seattle Children's. She usually visits museums with a small group of friends or family and enjoys learning about art and history. She generally enjoys seeing all exhibits as long as she has ample time to spend at the museum learning about each one.

Interviewee 3 (AH): A 52 year-old Boeing software engineer who appreciates museums as a casual activity to do with family while on vacation, but has a minimal understanding of art and thus has difficulty connecting with some of the more impressionistic artwork found in museums. He appreciates artwork of Asian origin since he himself is Asian, and would like to explore more museums of that type in order to learn more about his personal culture.

Interviewee 4 (AX): A 24 year-old software engineer who has a deep appreciation for art. He works full time at Tableau Software and creates music in his free time. Whenever he explores a new area, he loves going to art museums to better understand the culture of his surrounding areas especially if he has a personal connection to the context. He likes going to museums with friends but would prefer going alone to fully appreciate the art and artists without feeling rushed for time.



CHARACTERISTICS

- part-time grad student @ UW - environmental science
- has a part-time internship in downtown Seattle @ Seattle PD
- fast-paced & busy lifestyle
- has a variety of interests

TECH

- takes pics of artwork w/ smartphone

GOALS

- wants leisure time w/ friends/family
- learn more about PNW culture

DESIRES

- appreciate & pay respect to artists
- emotional & personal experience
- more context about the area around

PAINS

- spending too much time reading & not gaining info
- not understanding art

SCENARIO

- wants to take friends to museum on free first Thurs. of the month
- trigger: more info. for free
- drawn to museums to learn
- interactivity will drive into action

EMPT



ISABELLE

AGE - 24 GRADUATE STUDENT/INTERN

SCENARIO

When her family comes to visit, Isabelle takes the day off, and wants to take them to the Seattle Art Museum. She wants to be able to show them more about the history and culture of the Pacific Northwest. Usually, her local friends take her to the museum and explain different pieces to her. When bringing her family, she is unable to eloquently explain the art and keep them engaged.

CHARACTERISTICS

- Part-time graduate student at the University of Washington studying environmental law
- Part-time intern working in various areas including downtown Seattle
- Has a fast-paced, busy and dynamic lifestyle

GOALS

Wants to have quality time with friends and family and learn about the local culture.

DESIRES

- To appreciate and pay respects to artists
- Learn the story behind art pieces in order to find a personal connection

PAINS

- Reading long descriptions but not gaining much information out of it
- Not comprehending the message of a piece of art

TECHNOLOGY USE

Her main technology use at museums includes taking pictures with her phone.

Isabelle Sources & Assumptions

Characteristic	Source	Detail
Part-time graduate student at the University of Washington studying environmental law	VN	The interviewee is a graduate student at the University of Washington in the Evans School.
Part-time intern at Seattle Police Department in downtown Seattle	VN	Holds a position downtown at Seattle Police Department.
Has a fast-paced, busy, and dynamic lifestyle	AB, VN	Both participants indicated that they had a busy, fast-paced lifestyle. One interviewee mentioned that she enjoys a mix of outdoor and indoor activities, also frequently switches book genres and topics she's currently learning about.

Tech Use	Source	Detail
Mainly takes pictures of artwork with phone	AB	Interviewee mentioned that she would occasionally take out her phone and snap pictures of art.

Goals	Source	Detail
Wants quality time with friends and family	VN, AH	Both expressed making time to hang out and spend quality time with friends or family.

Wants to learn more about the pacific northwest culture and environment	A	Assumption made from details about the interviewee studying environmental science. One interviewee indicated a general interest in learning about cultures from museums.
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Pains	Source	Detail
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Reading a long description but not gaining much information out of it	AB	Interviewee mentioned she didn't enjoy exhibits with large amounts of text which didn't leave a lasting impact.
Not understanding the message of a piece of art	AB, VN, AH	Interviewees mentioned that they enjoyed getting to understand a piece, and felt that pieces they didn't understand could have been presented differently.

Desires	Source	Detail
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To appreciate and pay respect to artists	VN	Interviewee talked about how art museums were a great place to see respect being paid towards artists and artwork.
Find an emotional and personal connection with the artwork	AB, VN, AH	Interviewees mentioned that having an emotional/personal connection to artwork made the museum experience more interesting and encouraged more engagement.
Wants to learn the context and story behind art pieces she is interested in	AB, VN, AH	Interviewees mentioned that they enjoyed when an art piece included information which gave further context surrounding an art piece. Examples include artist statements or elements explaining the backstory.

Source Key

Notation	Source
(Interviewer's Initials) (E.g. AB)	Interview
A	Assumption



STEVEN

age : 37

CHARACTERISTICS

- has a 5 yr old girl
- software engineer at Boeing
- casually interested in art
- slow-paced lifestyle
- Asian American
- writes & composes music in his freetime

TECHNOLOGY ^{*very bad eyesight}

- uses his smartphone to take pictures

GOALS

- engage his daughter w/ Asian art to learn more about her culture
- not very engaged w/ art but wants to be more immersed in it

DESIRES

- wants to see a flow in the layout of art & art collections in museums
- wants to interact w/ art in more non-traditional ways (i.e. music, commentary, physical activities)

PAINS

- hard to read small font descriptions
- pressure to move quickly through all the exhibits

SCENARIO

- visiting the SAM w/ his family on a three-day weekend
- wants to learn more about the history & culture of the art, but he has difficulty reading the descriptions
- his daughter becomes sleepy and wants to take a nap so they have to leave an hour earlier than expected



STEVEN

AGE - 37 SOFTWARE ENGINEER

SCENARIO

Steven uses a three-day weekend as an excuse to take his daughter out. The Asian Art Museum has just been renovated and he wants to take her there to teach her more about their history and culture. He has trouble reading the information throughout exhibits, and isn't able to keep his daughter engaged. After finding it boring, his daughter wants to run through the rest of the exhibit and go home.

CHARACTERISTICS

- Works as a software engineer at Boeing
- Is Asian-American and has a five year old daughter
- Composes music in his free time
- Likes having slow-paced personal time

GOALS

Wants to learn more about art in order to help teach his daughter more about Asian art.

DESIRES

- Wants an easy-to-follow flow throughout the museum
- Interactions with art in non-traditional ways (such as music or commentary)

PAINS

- Has trouble reading small text next to artwork
- Doesn't like to be pressured to move too quickly through the museum

TECHNOLOGY USE

Steven is tech-savvy, but would rather stay off his phone at the museum. He likes taking pictures of art on his phone.

Steven Sources & Assumptions

Characteristic	Source	Detail
Works as a full-time Software Engineer at Boeing	AX, AH	Interviewee mentioned working full time as a software engineer.
Composes music in his free time	AX	Interviewee said he writes and composes music in his free time and is working on his EP.
Is Asian American and has a daughter	AH	Expressed that he likes going to museums with family members such as his daughter. Interviewee is also Asian American.
Has a slow-paced lifestyle	AX, AH	With a busy work life, interviewees preferred a more slow-paced lifestyle in free time

Tech Use	Source	Detail
Uses smartphone to take pictures	A	Smartphone usage is assumed.
Tech-savvy	AX, AH	Both participants use technology as software engineers.
Wants to stay off phone at museums	A	Based on wanting to spend quality family time, would limit phone usage.

Goals	Source	Detail
Teach his daughter about Asian Art to learn more about their culture	AH	Likes visiting museums with family. Interviewee mentioned an interest in Asian art because of a personal connection.
Wants to casually learn and engage more with art	AX, AH	Mentioned he would like to be interested in looking at art.
Pains	Source	Detail
Has trouble reading small font descriptions	A	Assumed from interactions outside of the interview that reading small font is a frequent difficulty for the interviewee.
Doesn't like the pressure to move quickly through all the exhibits	AX, VN, AB	Interviewees mentioned that going through museum exhibits with others who move too quickly makes them feel rushed.
Desires	Source	Detail
Wants to see an easy-to-follow flow in the layout of art and art collections in museums	AX, AB	Mentioned that collections of art are more interesting than lone pieces. One interviewee mentioned that she enjoyed collections more when a clear theme was present.
Wants to interact with art in more non-traditional ways (music, commentary, physical activities)	AX, AH, VN, AB	Interviewees stated that a more interactive form of viewing art might improve their art museum experience. One interviewee contrasted a museum with static displays vs. a museum with slightly more interactivity and mentioned that

she enjoyed the interactive museum much more.

Source Key

Notation	Source
(Interviewer's Initials) (E.g. AB)	Interview
A	Assumption