MoPOP

MUSEUM OF
POP CULTURE

Project Proposal for MoPop Mobile App

BACKGROUND

The **Museum Of Pop Culture** (**MoPop**), formally known as EMP Museum, is one of Seattle's best known museums. Located in the Seattle Center next to the Space Needle, the MoPop is a fresh new nonprofit museum, dedicated to the ideas and risk taking that fuel contemporary popular culture. It was founded by Microsoft co-founder Paul Allen in 2000 as the Experiential Music Project, a name that was retained until November 2016, when the museum was rebranded into today's Museum Of Pop Culture, or MoPop.

The museum features both all year round and limited time exhibits, from science fiction, to horror cinema to video games; the MoPop has organized dozens of exhibits, 17 of which have toured across the US and internationally. The museum has also founded many public programs including Sound Off!, an annual 21 and under battle of the bands that supports the all ages scene, and Pop Conference, an annual gathering of academics, critics, musicians, and music buffs. In collaboration with the *Seattle International Film Festival* (SIFF), the MoPop presents the *Science Fiction and Fantasy Short Film Festival*, which takes place annually every winter at Seattle Cinerama Theater.

PROBLEM

MoPop features a mobile website with limited functionality, non-responsive design, illegible type and slow loading content. Users are faced with multiple challenges trying to navigate the site content, which provides an extremely poor experience to visitors. The lack of mobile responsiveness and the need to provide information easily accessible on mobile devices offer the opportunity to explore alternative solutions. How can users access information in a fast, efficient and user-friendly way?

SOLUTION

Our solution is to abandon the mobile site in favor of a mobile application. The mobile app will retain the look and feel of MoPop's official website, color palette and font usage. It will feature key information about exhibits, events, museum history, memberships, hours and contact information, easy-to-access direction to the museum, a museum's map and a feature to purchase tickets online.

TARGET AUDIENCE

The target audience for the app is male and females aged 25-60, specifically Seattle residents, young families and high school and college students between the age of 16 and 22.

I have identified two main competitors who faced challenges similar to the ones of the Museum of Pop Culture. The **San Francisco Museum of Modern Art** and the **Metropolitan Museum of Art**, all feature official websites with very limited flexibility on mobile devices; all three have implemented and released their own official mobile apps to overcome the obstacles of responsive design.

In the following pages I will analyze each mobile application and identify their areas of strength and areas that offer room for improvement.

SAN FRANCISCO MUSEUM OF MODERN ART

After a three year closure, the newly renovated and expanded San Francisco Museum of Modern Art (SFMOMA) opened its doors to the public on May 14, 2016. With nearly three times more gallery space than before, the museum opened with 19 inaugural exhibitions and it now includes nearly 45,000 square feet of art filled public spaces. Upon reopening its doors to the public the SFMOMA released their new mobile app.

The SFMOMA's mobile application was developed with the support of Bloomberg Philanthropies and in partnership with San Francisco's start-up Detour. Available exclusively on iOS, the app featured a new breed of guided narratives that take visitors through the galleries and exhibits and out onto the streets of San Francisco, giving an immersive experience right on your phone.

AREAS OF STRENGTH

The app's main focus is to compel the user to utilize their guided tours around the galleries, however, it also features some essential functionalities such as: exhibits lists, special installations descriptions and location, membership login, ticket purchase, hours and contact information.
Because of the relatively small number of actionable links, the interface is easy to navigate, with clear instructions and quick access to essential functionalities.

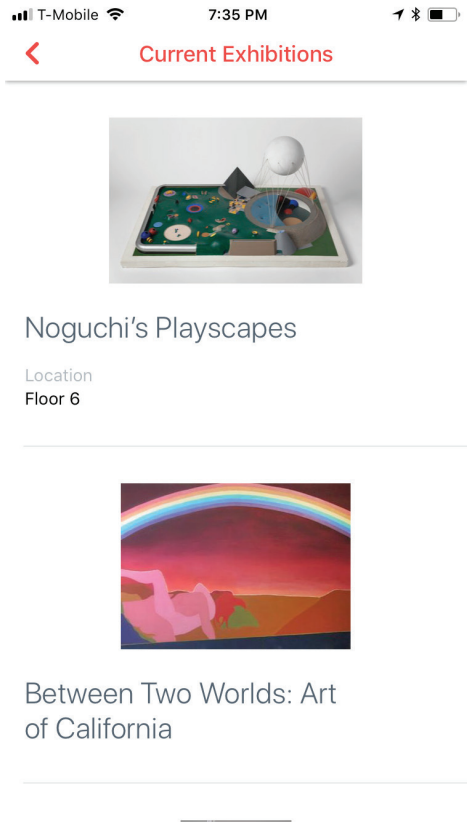
Clear navigation;

Clean look;

Quick access to essential information;

Established content hierarchy;

Proper organization of information.



AREAS OF IMPROVEMENT

While the overall look and feel of the interface is an obvious success, it's worth noting some usability shortcomings that might damage the overall user experience. While these usability issues do not necessarily represent bad design, they do offer a good starting point for improvement.

Missing CTAs

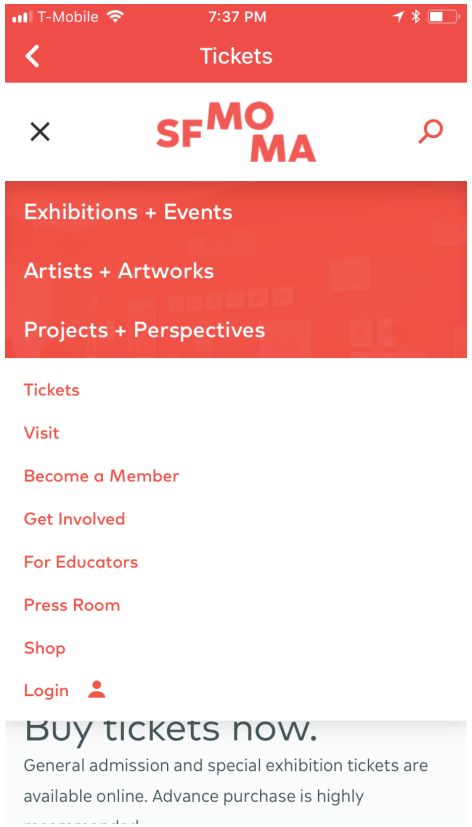
As the user navigates through the list of available exhibitions, there is no quick link to purchase tickets. One must circle back to the opening menu and scroll down to the "Buy tickets" option.

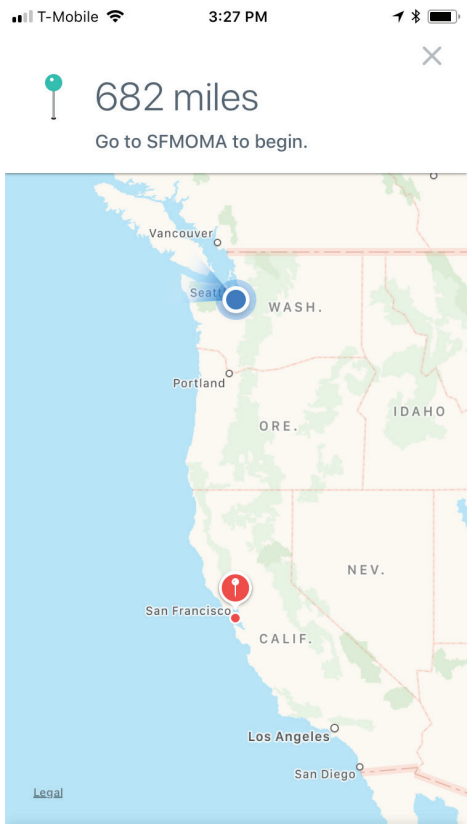
Deep linking

Clicking on "Buy tickets" will activate the deep links that take the users out of the app interface and into the mobile site. By doing so, the user is faced with the site's menu which lacks consistency within the app menu.

Missing map

There is no feature for in app viewing of the museum floor plan.





THE METROPOLITAN MUSEUM OF ART

It comes to no surprise that the MET features its own app, available on both iOS and Android. Targeted at both NYC residents and tourists the app, developed in collaboration with Bloomberg Philanthropies, features a beautifully and engaging interface that allows users to freely navigate among events and exhibitions, explore classic highlights, and discover fresh perspectives on the permanent collection.

AREAS OF SUCCESS

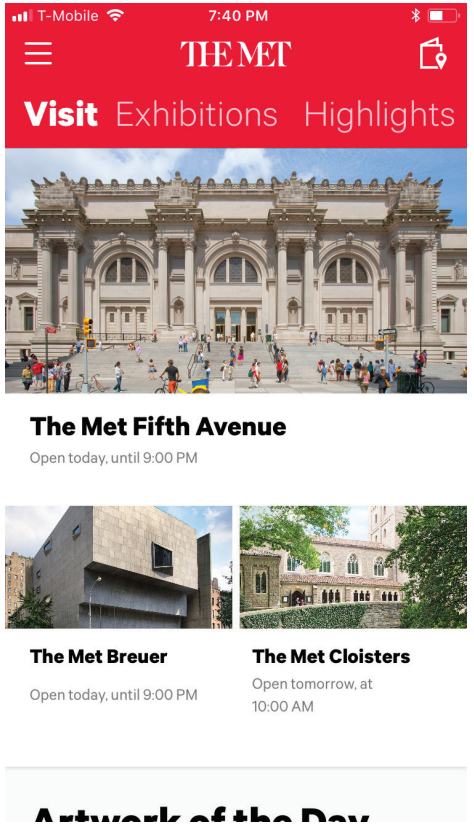
One area of undeniable success is the app's beautiful and elegant interface. Upon opening the app, the user is greeted with a highly engaging and visually stunning carousel menu that allows to navigate among all the museum has to offer. On the top left corner, users can access a secondary dropdown menu featuring all essential functionalities; first of all, the option of purchasing tickets. On the top right corner a link to the floor plan of the museum. The map showcases all exhibitions and floors and it includes a "search" bar to quickly locate areas and/or artwork of interest.

Visually stunning interface;

Quick access to key functionalities;

Optimized for iOS Accessibility feature;

Direct access to floor map.



AREAS OF IMPROVEMENT

Deep linking is probably the biggest flaw of this otherwise beautiful app. Users are often without directed to the museum mobile site without warning. Clicking the "Get Tickets" tab on the side menu will automatically open a web browser page where tickets can be purchased.

Missing CTAs

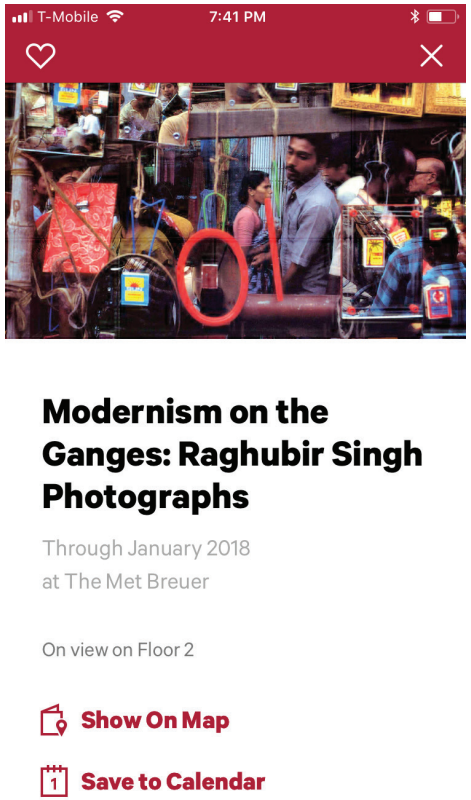
As the user navigates through the list of available exhibitions, there is no quick link to purchase tickets. One must circle back to the side menu.

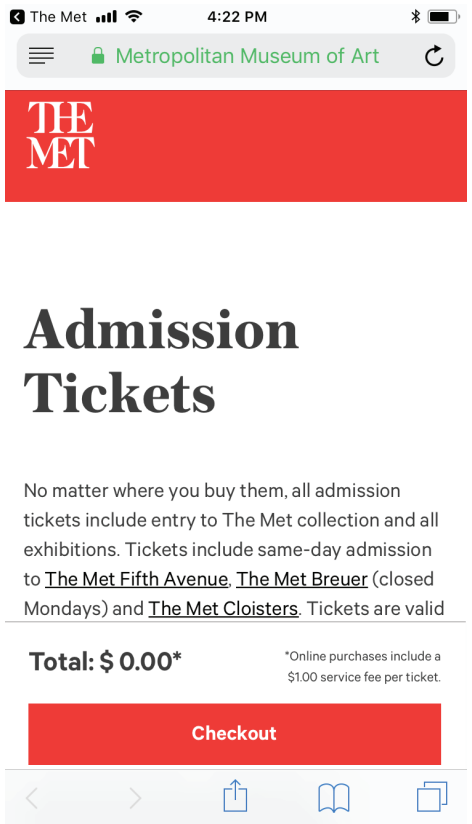
Deep linking

Many of the in-app features will direct users to the MET's mobile site and abandon the app interface.

Poor carousel usability

As users swipe through the beautifully designed and engaging carousel menu, they find themselves having to scroll all the way back to the default interface, rather than having quick access to a CTA that will automatically reset the interface.





PERSONAS

Personas facilitate design that is human centered and speaks to the target audience. In this creative brief, I specified that the audience in question is made of males and females aged 25-60, specifically Seattle residents, young families and high school and college students between the ages of 16 and 22.

In the following pages, I will layout archetypes of likely users who would benefit greatly from a mobile application of the Museum of Pop Culture.

ADAM GRAY

AGE: 31

RESIDENCE: Seattle, WA

HOMETOWN: Las Vegas, NV

SALARY: $68,000

STATUS: Single

Adam Gray is a Senior Concept Artist at 343 Industries, he graduated in 2008 from the Art Institute of San Diego. After completing an internship at Electronic Arts, he worked as a contractor for various game studios in the LA area. In 2012, he received a job offer from 343 Industries for full time employment. Upon accepting the offer, he moved to Seattle and lives in a one bedroom apartment in Fremont.

Adam loves his job and mostly hangs out with people from work. With them he has attended several events around Seattle, including PAX West and Emerald City Comic Con. Adam and his friends meet up every other Saturday for a night of Dungeons & Dragons and wine. Although, he works for Microsoft, when the time of buying a gaming console came, he settled on a Play Station 4. Adam is a big sci-fi fan, first and foremost, he loves the Star Wars saga, both the movies and video game series; he grew up playing Halo, which is why he decided to accept the job offer at 343 Industries.

Adam loves Seattle and everything the city offers, he is always on the lookout for local events and has visited the Museum of Pop Culture twice since he moved to the PNW. Plenty of times, Adam has found himself missing out on exciting events and exhibitions featured at the MoPop, he has repeatedly told himself he'll try to get more involved with what goes on at the museum, but inevitably forgets on checking its website.

NEEDS: speed, accessibility, reliability, information, alerts

GOALS: to get more involved with MoPop exhibitions and events; receive alerts on upcoming featured exhibits; to access information quickly and smoothly on advertised events and exhibitions.

FRUSTRATIONS: inability to quickly access the museum's website on the go; time consuming nature of the tickets purchasing process from his mobile device;

TECHNOLOGY USAGE

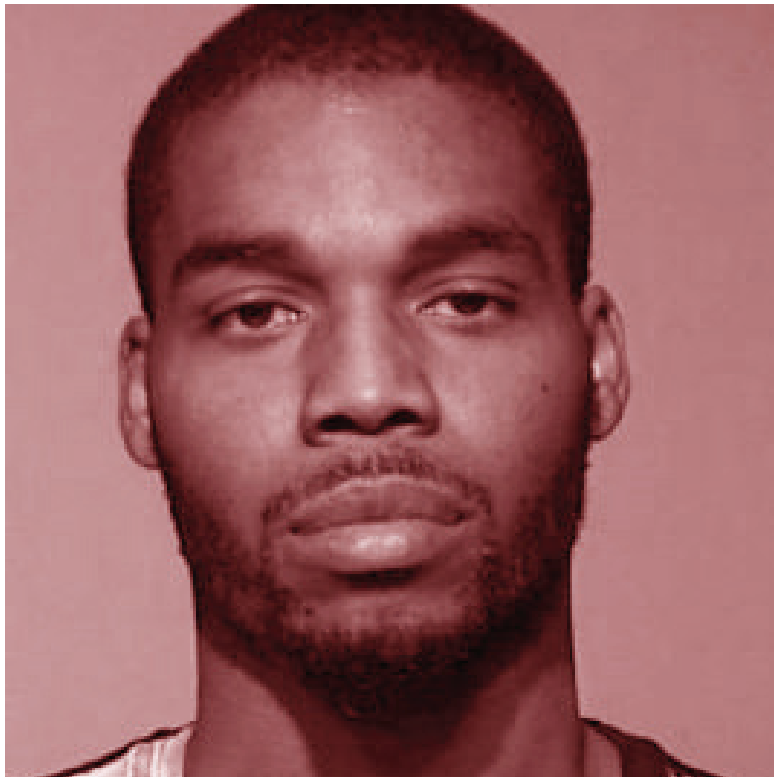
Internet 80%

Design Software 90%

Mobile Apps 80%

Social Media 70%

KEVIN ROY



AGE: 27

RESIDENCE: Seattle, WA

HOMETOWN: New York, NY

SALARY: $72,000

STATUS: Single

Kevin Roy is a freelance photographer, born and raised in New York City, NY. In 2008, he attended the New York City University, where he pursued a Bachelor of Arts in Art History; while in college, he developed a passion for photography. After graduating in 2012, Kevin's turned what started as a hobby, into a career. He quickly made a name for himself with his portraits of strangers. In 2015, he was awarded a Residency from Adobe, which brought Kevin to move to Seattle, WA.

Kevin loved New York, its museums and its culture. He found himself feeling a sort of skepticism towards Seattle. It took him a few months to familiarize himself with his new surroundings, and find a new circle of friends. He has come to appreciate the grungy and unapologetic attitude of the city; he spends many hours wondering around the city with his camera in hand. Some of his hobbies include hiking one of the many trails off I-90, he likes to find cozy coffee shops where he can quietly work on his photographs.

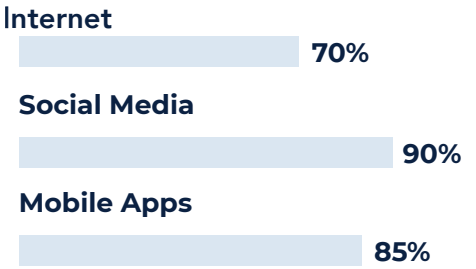
Someone told Kevin about the Museum of Pop Culture a few weeks after his arrival in Seattle. The vague description he was given aroused Kevin's curiosity, but it took him a few more weeks before he resolved to plan a visit. He loved the museum and had half a thought of buying a membership. As a former art student and a professional photographer, Kevin would love to be constantly updated on current and upcoming exhibitions, especially during those rainy gray winter days. He has browsed the MoPop's official website and found plenty of events he plans to attend and possibly a contest or two.

NEEDS: speed, accessibility, information, alerts

GOALS: to receive alerts on upcoming events; to quickly and smoothly purchase tickets from his phone; to access information quickly and smoothly on advertised events and exhibitions.

FRUSTRATIONS: having to check MoPop's website on a regular basis for upcoming events; inability to filter which emails and newsletters he receives.

TECHNOLOGY USAGE



LAURA VERDJEK

AGE: 42

RESIDENCE: Seattle, WA

HOMETOWN: Seattle, WA

SALARY: $57,000

STATUS: Married

Laura Verdjek was born and raised in Seattle; she's lived in the PNW her whole life and loves it with her whole art. She is a proud University of Washington alumni and works as a Financial Manager for a small start-up in Pioneer Square. Laura is married; she and her husband, Mark, own a town house in West Seattle. They have two kids, Adele who is 5 and Eric who is 3.

Laura loves her job as much as she loves her family, she spends most of the day at work, but happily comes home to her husband and kids. Both Laura and Mark are movie enthusiasts; each Sunday night, after dinner, the whole family sits down and watches an iconic movie.

When it was announced that the EMP would be rebranded into the Museum of Pop Culture, Laura felt a vague sense of betrayal; she grew up knowing and loving the EMP and did not want it change. After her first visits she realized the MoPop offered the same exciting and engaging experience it did before, while adding new and exciting activities, events and exhibits to its repertoire. Laura is always on the look out for activities and places she can take her family to. The MoPop is just what she needs with its variety of events and interactive experiences. She'd love to be more connected with what goes on at the museum.

NEEDS: accessibility, information, alerts

GOALS: to receive alerts on upcoming events; to quickly browse through events and exhibit information; to share information quickly across devices

FRUSTRATIONS: having to check MoPop's website on a regular basis for upcoming events; inability to filter which emails and newsletters he receives.

TECHNOLOGY USAGE

Internet

50%

Social Media

65%

Mobile Apps

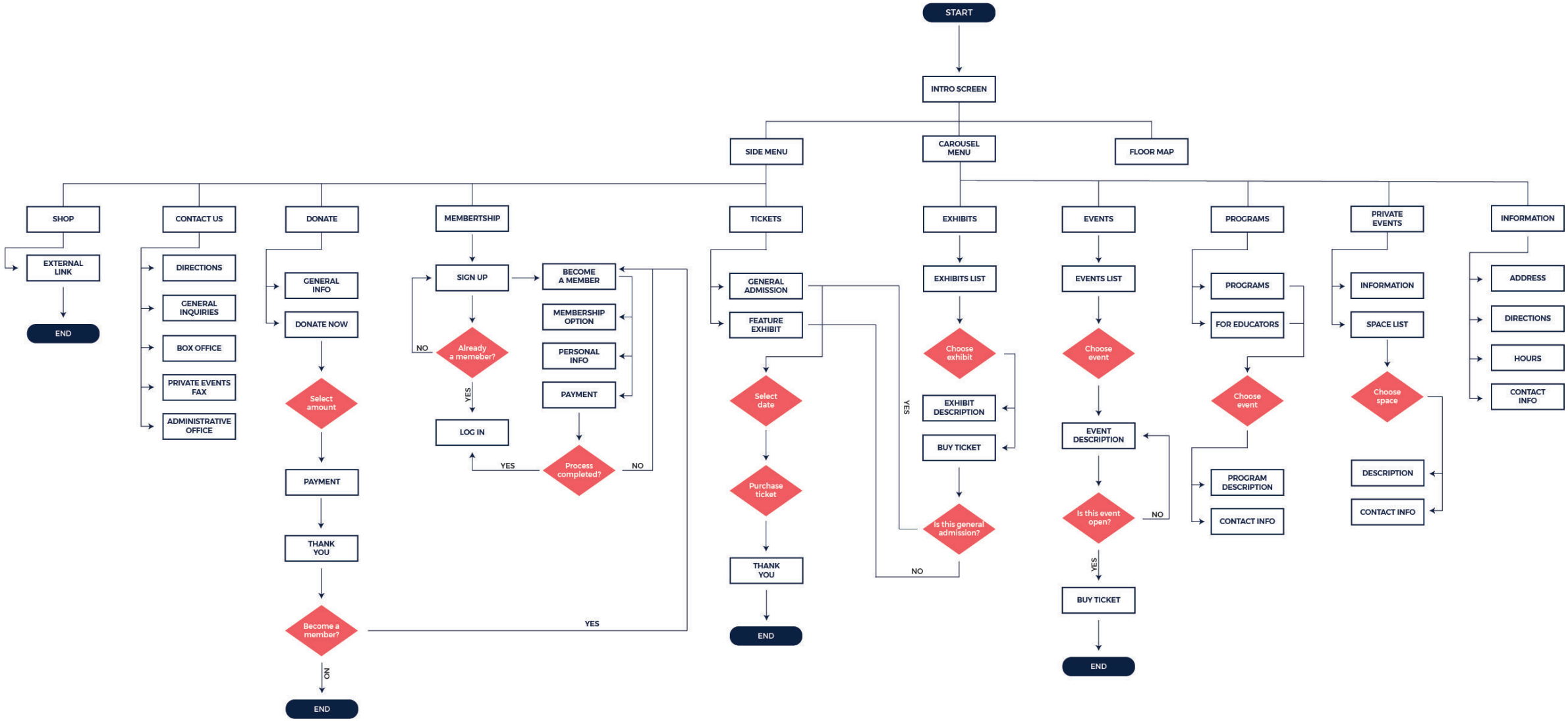
85%

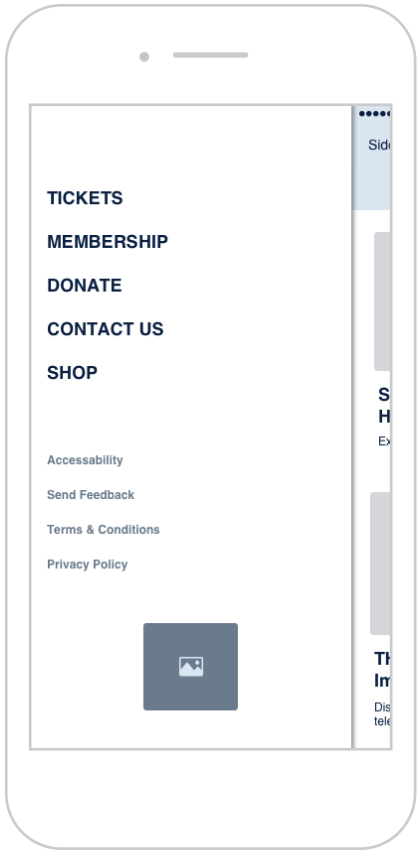
In the following pages I will showcase the iterative design process behind the MoPop mobile application.This includes user flow charts, wireframes and interface design.

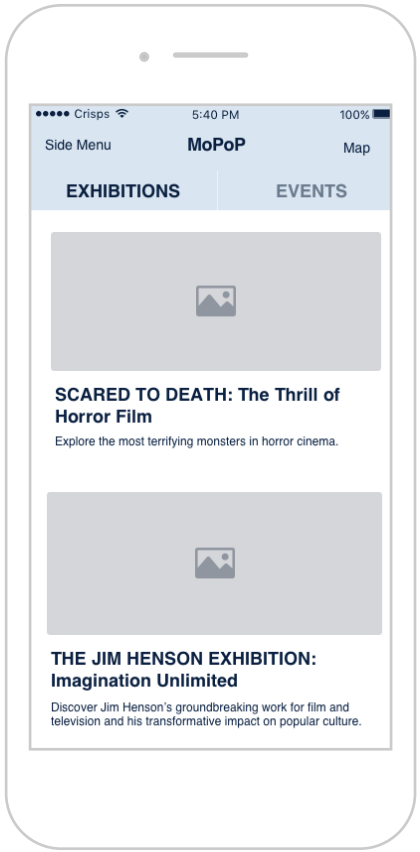
The objective was to design an application that retained the look and feel of the MoPop branding while providing a much better user experience to those who wish to access information about the museum on the go.

The most important goal is to deliver intuitive, reliable technology that serves the widest range of users needs.

User Flow Diagram




TICKETS
MEMBERSHIP
DONATE
CONTACT US
SHOP
Accessability
Send Feedback
Terms & Conditions
Privacy Policy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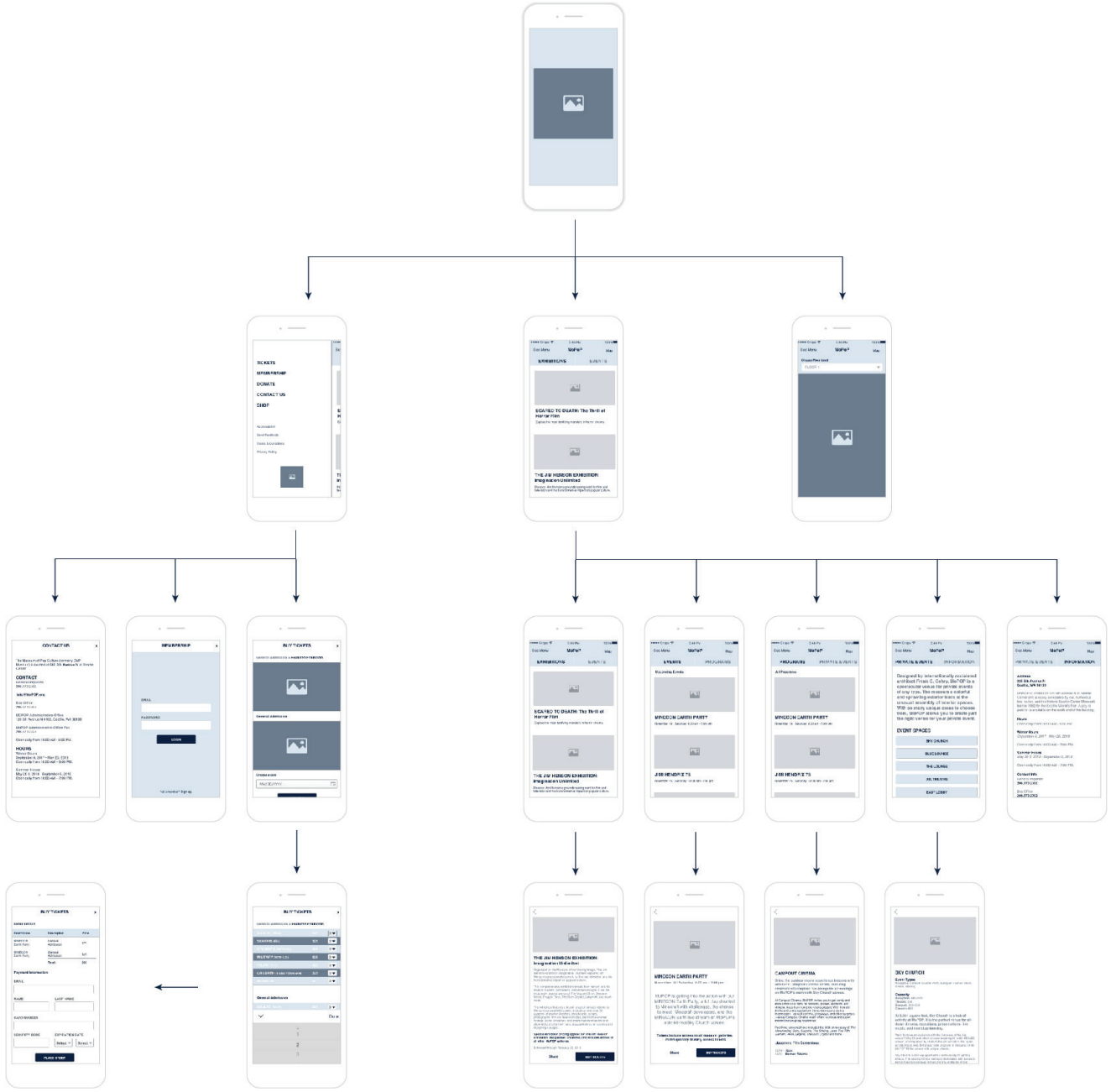
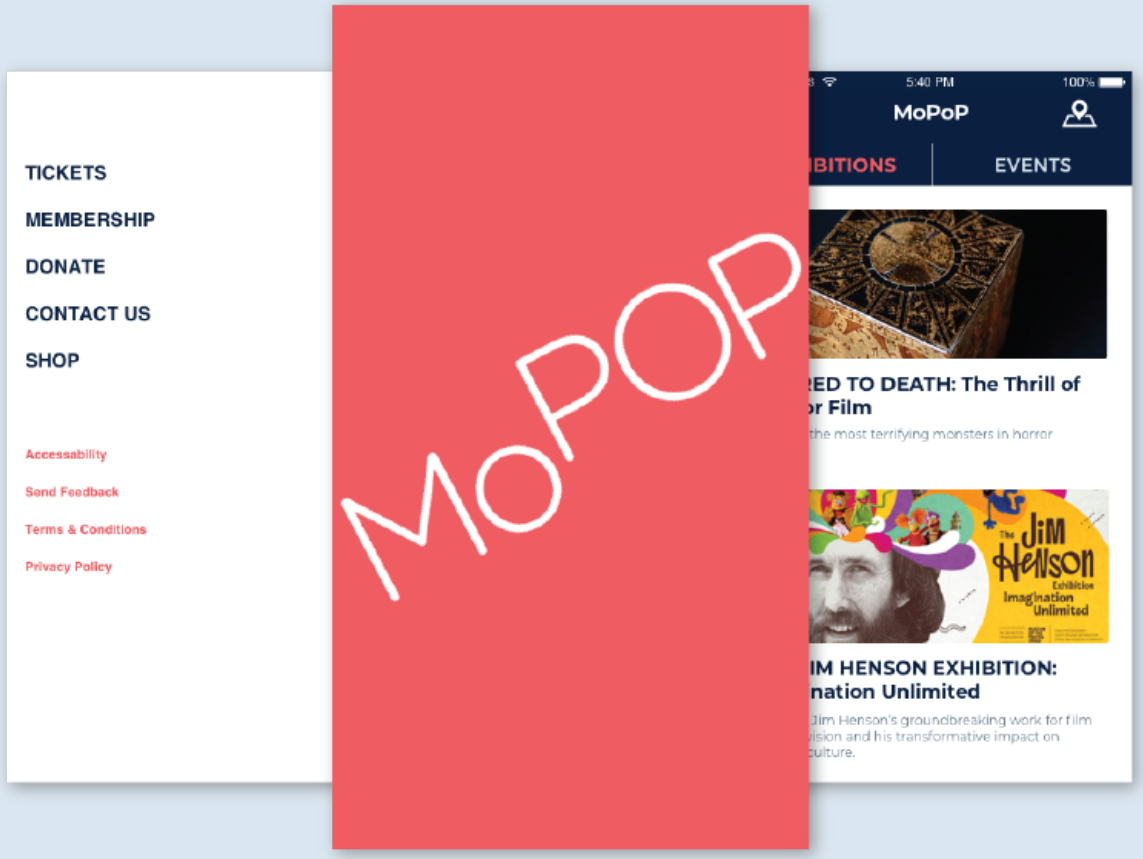
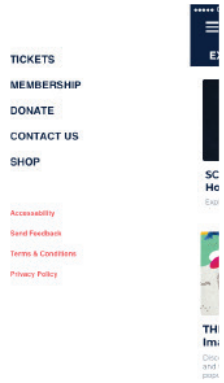
Side Menu
MoPoP
Map
EXHIBITIONS
EVENTS
SCARED TO DEATH: The Thrill of Horror Film
Explore the most terrifying monsters in horror cinema.
THE JIM HENSON EXHIBITION: Imagination Unlimited
Discover Jim Henson's groundbreaking work for film and television and his transformative impact on popular culture.





Welcome to the Museum of Pop Culture

Mobile App.


TICKETS
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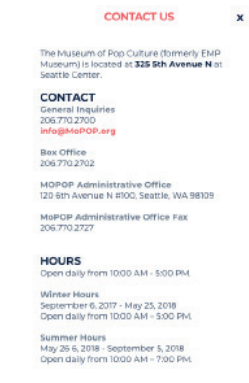
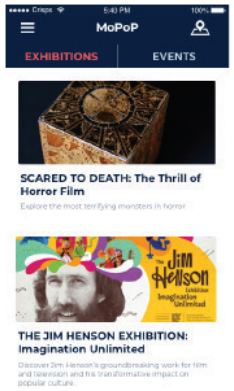
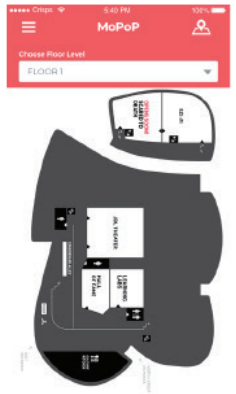
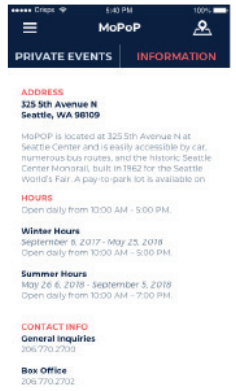
Terms & Conditions
Privacy Policy


CONTACT US
The Museum of Pop Culture (formerly EMP Museum) is located at 325 5th Avenue N at Seattle Center.
CONTACT
General Inquiries
206.770.2700
info@MoPOP.org
Box Office
206.770.2702
MOPOP Administrative Office
120 6th Avenue N #100, Seattle, WA 98109
MoPOP Administrative Office Fax
206.770.2727
HOURS
Open daily from 10:00 AM - 5:00 PM.
Winter Hours
September 6, 2017 - May 25, 2018
Open daily from 10:00 AM – 5:00 PM.
Summer Hours
May 26 & 2018 - September 5, 2018
Open daily from 10:00 AM – 7:00 PM.

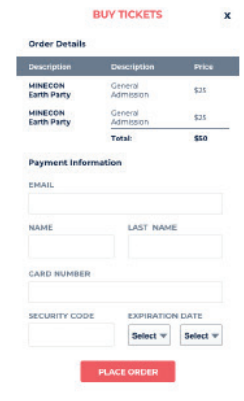

MoPoP
EXHIBITIONS
EVENTS
SCARED TO DEATH: The Thrill of Horror Film
Explore the most terrifying monsters in horror
THE JIM HENSON EXHIBITION: Imagination Unlimited
Discover Jim Henson's groundbreaking work for film and television and his transformative impact on popular culture.

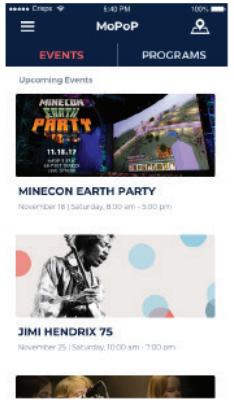

MoPoP
Choose Floor Level
FLOOR 1

MEMBERSHIP
EMAIL
PASSWORD
LOGIN
Not a member? Sign up

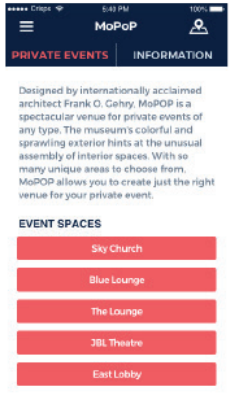

MoPoP
PRIVATE EVENTS
INFORMATION
ADDRESS
325 5th Avenue N
Seattle, WA 98109
HOURS
Winter Hours
Summer Hours
CONTACT INFO
General Inquiries
Box Office

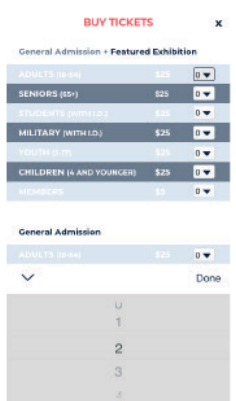
MoPOP


BUY TICKETS
Order Details
Description
Price
MINECON Earth Party
General Admission
$25
Total:
$50
Payment Information
EMAIL
NAME
LAST NAME
CARD NUMBER
SECURITY CODE
EXPIRATION DATE
PLACE ORDER


MoPoP
EVENTS
PROGRAMS
Upcoming Events
MINECON EARTH PARTY
JIMI HENDRIX 75

MoPoP
PROGRAMS
PRIVATE EVENTS
All Events
CAMPOUT CINEMA
SOUND OFF
Sound Off!


MoPoP
PRIVATE EVENTS
INFORMATION
Designed by internationally acclaimed architect Frank O. Gehry, MoPOP is a spectacular venue for private events of any type. The museum's colorful and sprawling exterior hints at the unusual assembly of interior spaces. With so many unique areas to choose from, MoPOP allows you to create just the right venue for your private event.
EVENT SPACES
Sky Church
Blue Lounge
The Lounge
JBL Theatre
East Lobby


BUY TICKETS
General Admission + Featured Exhibition
SENIORS (65+) $25
MILITARY (WITH I.D.) $25
CHILDREN (4 AND YOUNGER) $25
General Admission
Done

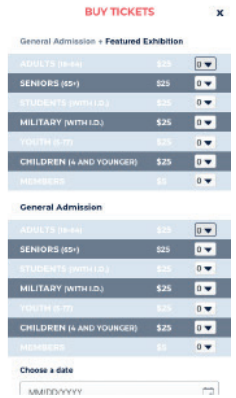
MoPoP
EXHIBITIONS
EVENTS
SCARED TO DEATH: The Thrill of Horror Film
Explore the most terrifying monsters in horror
THE JIM HENSON EXHIBITION: Imagination Unlimited

THE JIM HENSON EXHIBITION: Imagination Unlimited
Special exhibition pricing applies for The Jim Henson Exhibition: Imagination Unlimited, and includes access to all other MoPOP galleries.
Share
BUY TICKETS

MINECON EARTH PARTY
November 18 | Saturday, 8:00 am - 5:00 pm
Tickets include access to all museum galleries.
Limited quantity of early access tickets.
Share
BUY TICKETS

CAMPOUT CINEMA
Bring the outdoor movie experience indoors with MoPOP's Campout Cinema series, featuring cinematically-inspired fun alongside screenings on MoPOP's mammoth Sky Church screen.
Upcoming Film Screenings

SKY CHURCH
Event Types
Capacity
Reception: 600-900
Theater: 308
Banquet: 200-250
Concert: 800
At 5,384 square-feet, Sky Church is a hub of activity at MoPOP. It is the perfect venue for sit-down dinners, receptions, presentations, live music, and non-stop dancing.


BUY TICKETS
General Admission + Featured Exhibition
SENIORS (65+) $25
MILITARY (WITH I.D.) $25
CHILDREN (4 AND YOUNGER) $25
General Admission
Choose a date