

User Experience Design Project 2



ARTGUARD Digital Museum

ARTGUARD is a UX Concept Design to help Museums and art galleries to overcome the impact of COVID-19.

Mohamed Sallam



Table Of Content

	EMPATHY - WHY?	
	- Desk Study.	Link To The Full Document
	- Primary Research.	Link To The Full Document
	Define - What?	
	- Journey Map.	Link To The Full Document
	- Requirements.	
	- Problem Statement.	
	- Service Blueprint.	Link To The Full Document
	Ideation - How?	
	- Flow-Diagram.	Link To The Full Document
	- Brainstorming.	Link To The Full Document
	- Affinity-walls.	Link To The Full Document
	Prototypes:	
	- Interactive Prototype.	Link To The Full Document
	- Service Design Prototype.	Link To Prototype
	Iteration	
	- Design Sprint	Link To The Full Document & Link To Prototype



SUMMARY

ARTGUARD is a specialized website that will help museums and art galleries keep operating regardless of the Covid-19 restrictions.

The business opportunity has potential as it has a narrow target group yet is financially capable.

With a uniquely designed website, we can provide our customers a highly demanded services nowadays such as:

- Artifact's preservation digitally.
- Art digitalization.
- VR / XR art spaces.

The success expectation is high. According to the market research, I couldn't identify a similar website that provides the same package of services in one place.





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- - Problem Statement.
- - Service Blueprint.
- Ideation - How?
- - Flow-Diagram.
- - Brainstorming.
- - Affinity-walls.
- Prototypes:
- - Interactive Prototype.
- - Service Design Prototype.
- Iteration
- - Design Sprint

Facts

Key COVID impacts on museums

Permanent closure

- 30% of commercial galleries worldwide would close.
- 60% of commercial galleries with fewer than 5 employees would close.

Drop in attendance

There is a drop in museums and galleries attendance of 70% even after their reopening

Revenues decrease

- 40 - 80% of the museum's revenues decreased in comparison to 2019 revenues.

High Risk

- Risk of sales of museums collections due to the closures.
- There are concerns about the security and preservation of collections efforts.

budget cuts

- 7 in 10 museums expect budget cuts in the coming years.

Layoff

- 53% of US museums have laid off or furloughed staff.



References

[UNESCO Report - April 2021](#)



UNESCO estimates the number of museums in the world at around

104,000

KEY TRENDS



Museums have been **particularly affected** by the COVID-19 pandemic:

For the institutions concerned, **revenues have dropped**

80% compared to 2019



43% of museums faced **closures** in the first quarter of 2021.



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Iteration

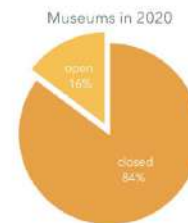
- Design Sprint

Figures and Statistics - 01

Closure State

Number of countries with closure measures

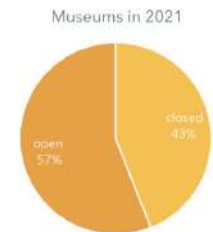
Situation in May 2020		
Measures taken	Number of countries	States
No	13	Antigua and Barbuda, Cook Islands, Djibouti, Dominica, Marshall Islands, Kiribati, Micronesia, Nauru, St-Kitts-and-Nevis, St-Vincent-and-the-Grenadines, Palau, South Sudan, Tuvalu
Minor measures (restrictions) or no measures	11	Benin, Belarus, Burundi, Chad, Guinea, Liberia, Maldives, Niue, Somalia, Sweden, Tajikistan
Partial measures (closure of part of the museums network)	14	Albania, Bangladesh, Burkina Faso, Ethiopia, Japan, Malaysia, Mali, Niger, Pakistan, Philippines, Sri Lanka, Thailand, United Republic of Tanzania, United States of America
Measures for the entire network of museums (at least the public network)	157	All other countries



85,000 museums worldwide, had been forced to close their doors for a time.

National museums closed in 2021 (as of March 2021)

Measures taken	Number of countries	States
YES	37	Argentina, Austria, Azerbaijan, Botswana, Brazil, Canada, Chile, Colombia, Comoros, Czechia, Dominican Republic, Estonia, France, Georgia, Germany, Hungary, Cook Islands, Iraq, Latvia, Lesotho, Libya, Lithuania, Malaysia, Maldives, Malta, Mauritius, Mexico, Mozambique, Palestine, Portugal, Saudi Arabia, Seychelles, Switzerland, Togo, Uganda, Ukraine, United Kingdom
NO	48	Algeria, Andorra, Angola, Antigua and Barbuda, Armenia, Bahrain, Belgium, Burkina Faso, Cameroon, China, Cabo Verde, Costa Rica, Croatia, Côte d'Ivoire, Cyprus, Ecuador, Gambia, Ghana, Guinea, Honduras, Iceland, Japan, Kenya, Liberia, Marshall Islands, Madagascar, Republic of Moldova, North Macedonia, Malawi, Mali, Montenegro, Nepal, Pakistan, Palau, Paraguay, Rwanda, Samoa, Senegal, Serbia, Singapore, Sweden, Syrian Arab Republic, Thailand, Tonga, Turkey, United Republic of Tanzania, Uzbekistan, Zambia



References

[UNESCO Report - April 2021](#)



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- Service Blueprint.

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- Brainstorming.

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- Design Sprint

Figures and Statistics - 02

Attendance State

Decrease in attendance at national museums between 2019 and 2020

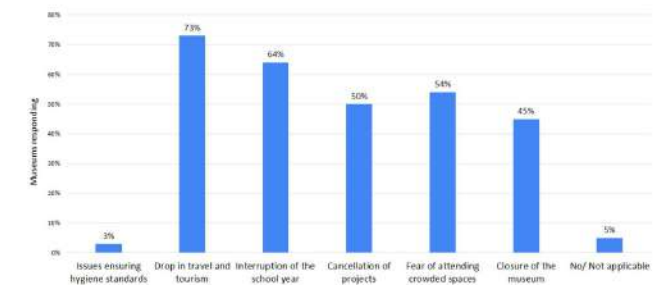
Percentage of decrease	Number of countries	States
0	4	Burkina Faso, Malawi, Palestine, Tonga
1-20%	2	Paraguay, Samoa
21-40%	4	Dominican Republic, Marshall Islands, Nepal, Rwanda
41-60%	16	Andorra, China, Estonia, Germany, Iceland, Latvia, Lithuania, Mali, Russian Federation, Senegal, Switzerland, Sweden, Syrian Arab Republic, Thailand, United Republic of Tanzania, Zambia
61-80%	25	Algeria, Austria, Bahrain, Cameroon, Colombia, Comoros, Croatia, Czechia, Ecuador, Ghana, Hungary, Japan, Kenya, Madagascar, Malaysia, Maldives, Mauritius, Mexico, Republic of Moldova, Mozambique, Portugal, Serbia, Turkey, United Kingdom, Uzbekistan
81-90%	17	Argentina, Armenia, Cabo Verde, Chile, Costa Rica, Cyprus, France, Georgia, Guinea, Honduras, Iraq, Malta, Montenegro, Pakistan, Palau, Saudi Arabia, Seychelles
91-100%	16	Angola, Antigua and Barbuda, Azerbaijan, Botswana, Brazil, Canada, Cook Islands, Côte d'Ivoire, Gambia, Lesotho, Liberia, Libya, North Macedonia, Togo, Uganda, Ukraine

References

- [UNESCO Report - April 2021](#)
- [International council of museums](#)

Many States reported decreases in visitor numbers of more than **90%**

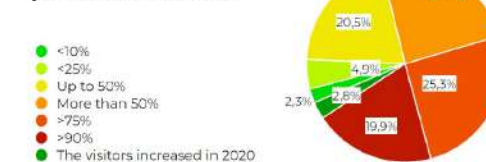
If a loss of visitors has been witnessed, are there any clear causes?
578 responses



Museums, museum professionals and Covid-19: third survey

ICOM International Council of Museums

What percentage of visitors did your museum lose in 2020?



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Define - What?

- Journey Map.

- Requirements.

- Problem Statement.

- Service Blueprint.

Ideation - How?

- Flow-Diagram.

- Brainstorming.

- Affinity-walls.

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- Interactive Prototype.

- Service Design Prototype.

Iteration

- Design Sprint

Figures and Statistics - 03

Revenues State

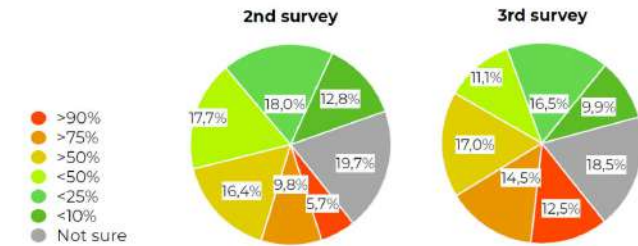
Decrease in revenue for national museums between 2019 and 2020

Percentage	Number of countries	States
1-20%	8	Argentina, Austria, Brazil, China, Croatia, Czechia, Mauritius, Rwanda
21-40%	10	Botswana, Burkina Faso, Canada, Colombia, Côte d'Ivoire, France, Mali, Madagascar, Syrian Arab Republic, United Republic of Tanzania
41-60%	10	Andorra, Cameroon, Cabo Verde, Estonia, Marshall Islands, Nepal, Palau, Senegal, Sweden, Thailand
61-80%	21	Antigua and Barbuda, Dominican Republic, Gambia, Georgia, Ghana, Iceland, Iraq, Japan, Kenya, Malawi, Malaysia, Maldives, Malta, Mozambique, Portugal, Russian Federation, Samoa, Serbia, Seychelles, Uganda, Uzbekistan
81-90%	6	Armenia, Azerbaijan, Guinea, Libya, Montenegro, Pakistan
91-100%	3	Lesotho, Liberia, North Macedonia

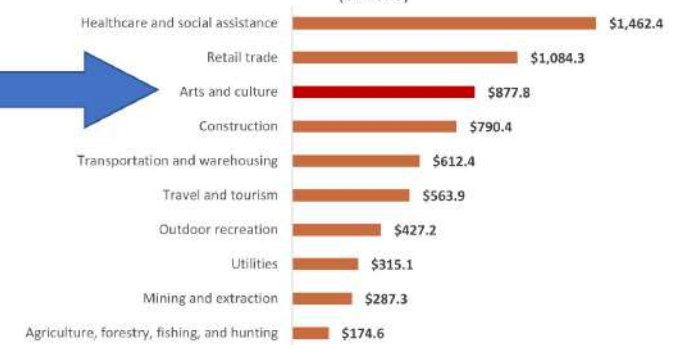
References

- [UNESCO Report - April 2021](#)
- [International council of museums](#)

What percentage of its annual revenues does your institution expect to lose (left) / did your museum lose (right) in 2020?



Value Added to U.S. GDP by Selected Sector: 2017 (Billions)



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Define - What?

- Journey Map.

- Requirements.

- Problem Statement.

- Service Blueprint.

Ideation - How?

- Flow-Diagram.

- Brainstorming.

- Affinity-walls.

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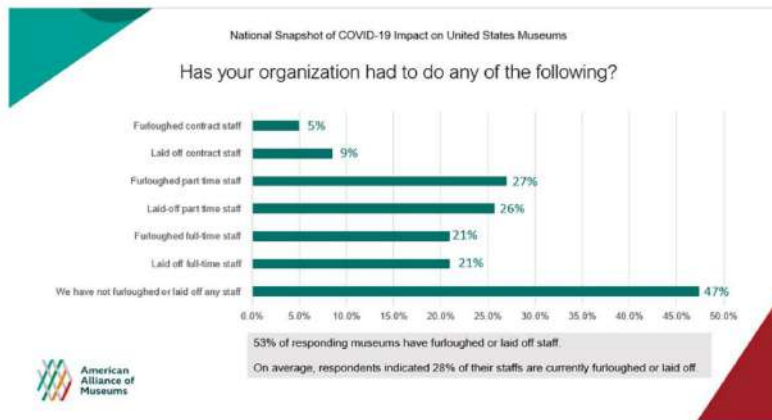
- Service Design Prototype.

Iteration

- Design Sprint

Figures and Statistics - 04

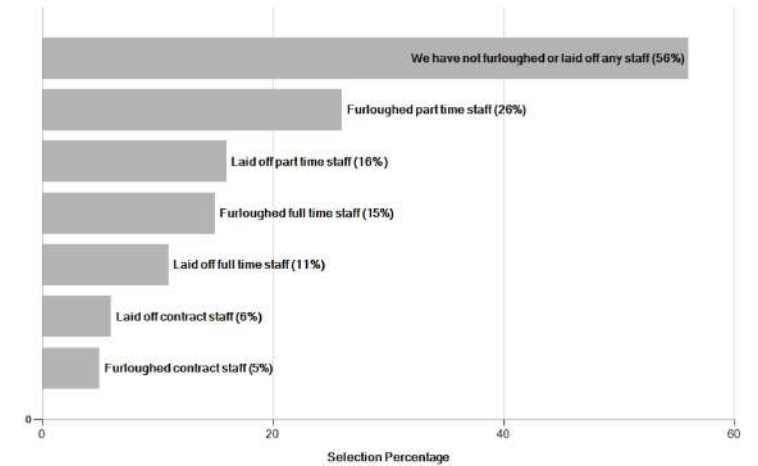
Layoff or Furloughed State



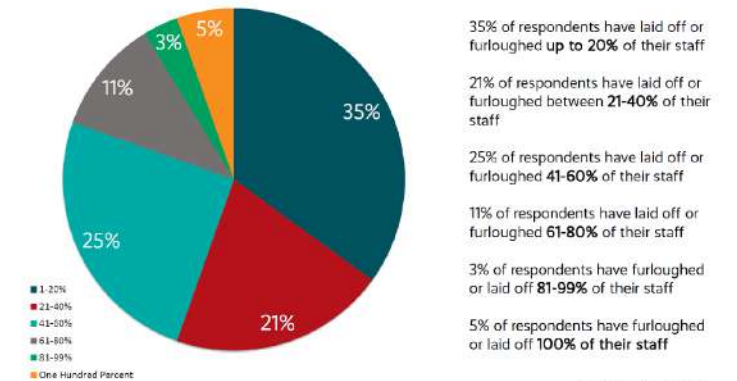
References

- [UNESCO Report - April 2021](#)
- [International council of museums](#)
- [American Alliance of Museums](#)

Layoff or Furlough Actions Taken



What Percent of Staff are Currently Laid Off or Furloughed?



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- Desk Study.

- Primary Research.

Define - What?

- Journey Map.

- Requirements.

- Problem Statement.

- Service Blueprint.

Ideation - How?

- Flow-Diagram.

- Brainstorming.

- Affinity-walls.

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- Interactive Prototype.

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Iteration

- Design Sprint

Figures and Statistics - 05

Other Risks

Threats to museums		
Type of threat	Number of countries	States
YES: general management, conservation, security, etc.	15	Andorra, Belgium, Burkina Faso, France, Germany, Hungary, Japan, Madagascar, Malawi, Mali, Mauritius, North Macedonia, Portugal, Saudi Arabia, Zambia
YES: reduction of revenues and organization of the museum	17	Antigua and Barbuda, Brazil, Canada, Chile, Côte d'Ivoire, Estonia, Honduras, Kenya, Liberia, Lithuania, Mexico, Mozambique, Palau, Sweden, Togo, Ukraine, United Kingdom
YES: decrease in visitors and revenues	14	Armenia, Cameroon, Comoros, Cook Islands, Ghana, Croatia, Czechia, Ghana, Gambia, Guinea, Iceland, Samoa, Seychelles, Iceland, Singapore, Thailand
YES: digital challenges	5	Austria, Botswana, Costa Rica, Cyprus, Lesotho
YES: risk of closing, selling part of the collections	1	Colombia
YES	12	Azerbaijan, Cabo Verde, Ecuador, Georgia, Libya, Malaysia, Maldives, Palestine, Senegal, Switzerland, Uganda, Uzbekistan
NO	20	Algeria, Angola, Argentina, Bahrain, China, Dominican Republic, Iraq, Latvia, Malta, Marshall Islands, Montenegro, Nepal, Paraguay, Rwanda, Serbia, Syrian Arab Republic, Tonga, Turkey, United Republic of Tanzania

Impact of the crisis on surrounding communities		
Type of impact	Number of countries	States
YES: Decrease in wages or loss of jobs (self-employed)	30	Algeria, Argentina, Armenia, Brazil, Cameroon, Canada, Colombia, Comoros, Croatia, Ecuador, Estonia, Gambia, Germany, Ghana, Honduras, Iceland, Kenya, Malaysia, Maldives, Republic of Moldova, Mozambique, North Macedonia, Palau, Portugal, Rwanda, Saudi Arabia, Sweden, Togo, Uganda, United Kingdom
YES: tourism, shops, craftsmen, hotels, etc.	18	Austria, Botswana, Burkina Faso, Cabo Verde, Chile, Cyprus, France, Guinea, Hungary, Liberia, Madagascar, Mauritius, Mexico, Samoa, Senegal, Serbia, Seychelles, Zambia
YES: community linkage issues, school visits	4	Côte d'Ivoire, Dominican Republic, Malawi, Mali
YES	8	Belgium, Costa Rica, Czechia, Japan, Lesotho, Libya, Singapore, Switzerland
NO	25	Andorra, Angola, Antigua and Barbuda, Azerbaijan, Bahrain, China, Cook Islands, Georgia, Iraq, Latvia, Lithuania, Malta, Marshall Islands, Montenegro, Nepal, Pakistan, Palestine, Paraguay, Syrian Arab Republic, Thailand, Tonga, Turkey, Ukraine, United Republic of Tanzania, Uzbekistan

References

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- [International council of museums](#)



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- Primary Research.

Define - What?

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- Requirements.

- Problem Statement.

- Service Blueprint.

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- Interactive Prototype.

- Service Design Prototype.

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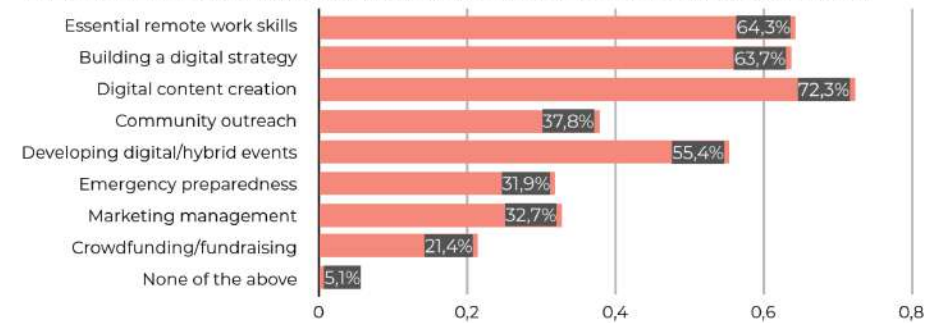
- Design Sprint

Challenges and Skills

Shifting Towards Digitalization

What Has Been the Largest Challenge around Shifting to Digital Programming?	%
Audience's access to technical requirements	54
Equipment	54
Technical ability	50
Capacity	48
Artist and staff's access to technical requirements	46
Payment model	37
Other	35
Software	28

Which of the following skills have you felt the need for during the crisis?



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- [International council of museums](#)



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- Primary Research.

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- Requirements.

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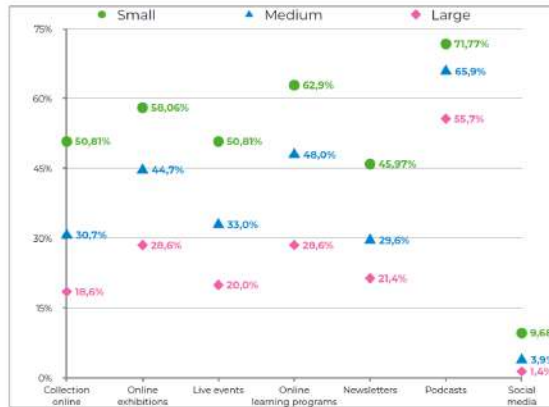
Iteration

- Design Sprint

Users Behaviour

Digital Activities

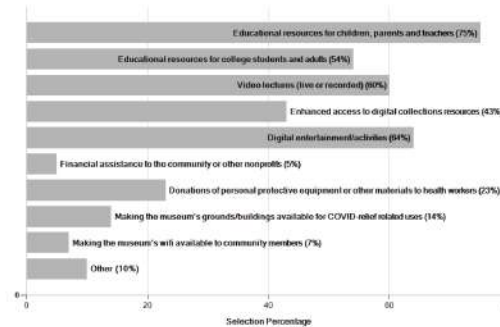
What digital services does your museum provide? % "No" answer



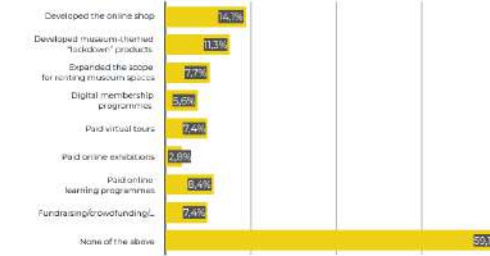
This graph shows a comparison of the digital services provided by museums of different sizes and illustrates the percentages of negative responses. The higher a category is located, the fewer museums offer a certain digital service. The comparison highlights the aforementioned differences between large, medium and small museums in terms of digital presence and activities due to a certain lack of human and financial resources.

Significant differences also emerge when comparing different funding structures, as the second report of October 2020 already indicated. The museums that have shown the greatest reactivity in digital communication are those that primarily rely on earned income and endowment funds, which are also the two types of museums that invest the most resources in this field.

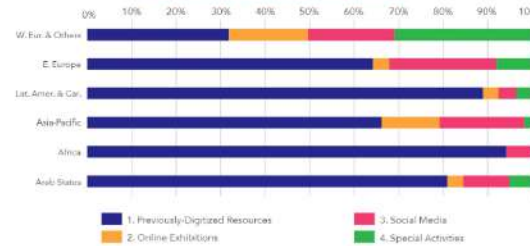
Services Provided During COVID Closure and/or Community Lockdown



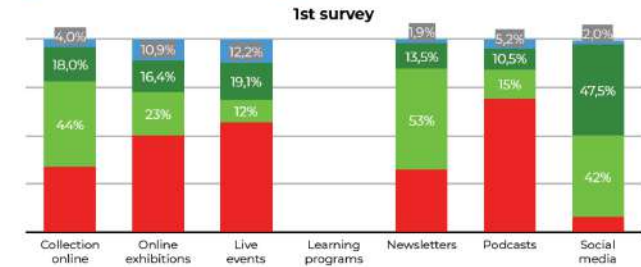
Has your institution experimented with new ways of generating income?



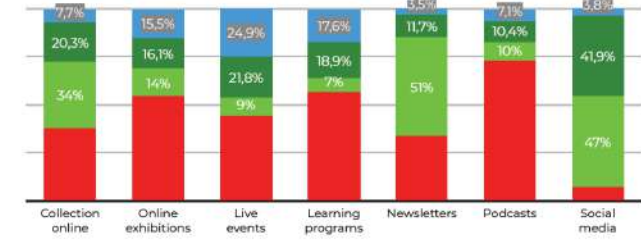
Distribution of digital response types



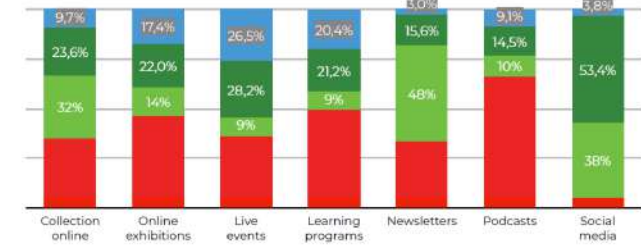
1st survey



2nd survey



3rd survey



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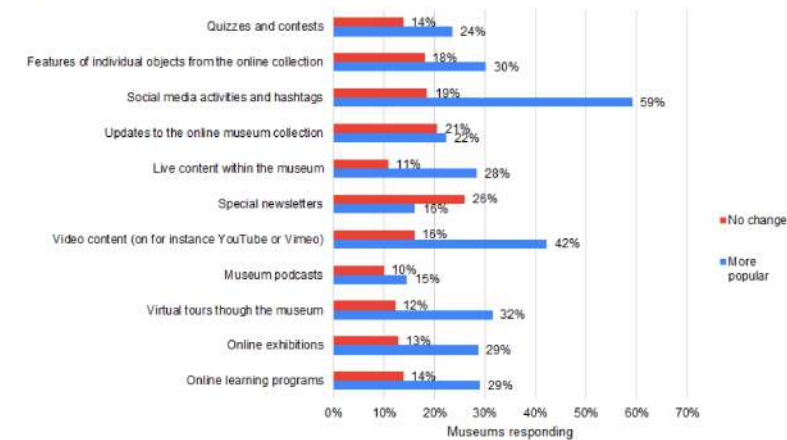
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- Design Sprint

Users Behaviour

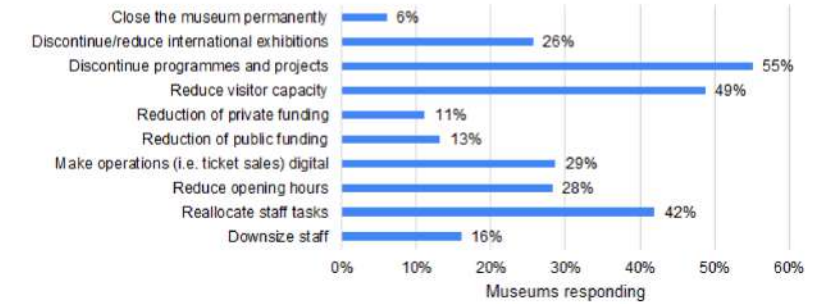
Digital Activities

Online services that visitors are most interested in
600 answers



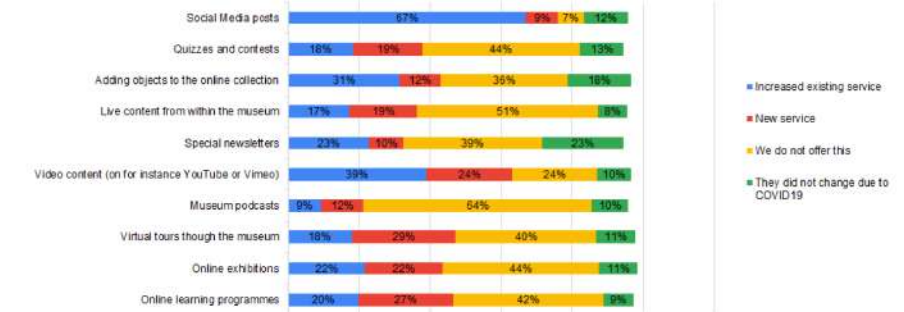
Recent or planned operational changes

1647 answers from 599 respondents



How online services have changed since COVID19

600 responses



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Experts Interviews

Quotes

01

National Gallery of Canada director Sasha Suda

- The revenues go to zero overnight.
- We **laid off** our staff so that they would be eligible for government aid programs.

02

Curator of Old Mill Heritage Museum Rick Nelson

- We're going to take a hit. we're completely dependent on **tourism**.

03

Art Gallery of Hamilton president Shelley Falconer

- We're one of those institutions that relies heavily on earned **revenues**.



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Quotes

01

Tristram Hunt, Director of the Victoria & Albert Museum (United Kingdom)

• “I hate this pandemic: it has been a terrible year, there has been very few good upsides, but having all these [digital materials](#) available to support the professional development of teachers is one of the [good outcomes](#). We can reach many more teachers now and we will keep doing that”

02

Anne-Marie, Director of the National Council of Museums of Lebanon

“The museum is important in its role of social cohesion, sense of citizenship and belonging. This crisis may mean that museums will no longer be considered, will perhaps be less important, because priorities will undoubtedly lie elsewhere. [Everything possible must be done to ensure that museums do not die.](#)”

Recommendations

- UNESCO Recommendation concerning the [Protection and Promotion of Museums and Collections](#), their Diversity, and their Role in Society.
- UNESCO's role is more than ever to support the Member States in developing the most appropriate measures in favor of the museum sector, through capacity development, considering the social role of museums and [digital development](#).





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Available Technology and solutions

AR technology

- Augmented Reality (AR) is a technology that combines virtual information with the real world.
- Example: [Salmi AR](#)

VR technology

- Virtual reality (VR) is a simulated experience that can be similar the real world.
- Example: [vrallart](#)

Projection mapping / 360° projection mapping

- Projection mapping is a technology that Projects the light onto any surface, transforming it into a display.
- Example: [United States Holocaust Memorial Museum](#) and [Barco](#)

Real-time tracking and projection mapping

- Technology, which detects positions of the target objects that are in motion, even at high speed, and then projects content onto them.
- Example: [Panasonic](#)

Photogrammetry -3d laser scanning - Lidar..



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○ - Service Blueprint.

Ideation - How?

○ - Flow-Diagram.

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○ - Service Design Prototype.

Iteration

○ - Design Sprint

Comparison chart of the competitions' product features.

Features		Competitors				
		<u>Barco</u>	<u>Salmi</u>	<u>VRallart</u>	<u>Soe</u>	US
Museums focus		✗	✗	✗	✗	✓
Services	Web design	✗	✗	✗	✗	✓
	Live streaming	✓	✗	✗	✗	✓
	Preservation work	✗	✗	✗	✓	✓
	Virtual tours	✗	✓	✓	✗	✓
	Marketing	✗	✓	✗	✗	✓
	VR / AR	✗	✓	✓	✗	✓
Date of establishment		1934	2019	2018	2017	2021



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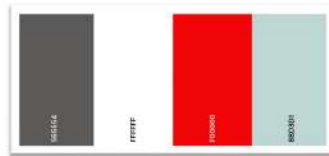
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- Design Sprint

COMPETITORS VISUAL PREFERENCES

BAROC

Colour scheme:



FONT:

- museo-sans - sans-serif

LOGO:



SALMI



- PTSansRegular- Roboto-Arial- Helvetica-sans-serif



VRALLART



- Open Sans



SOE



- DM Sans', sans-serif



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- Affinity-walls.

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- Service Design Prototype.

Iteration

- Design Sprint

SWOT ANALYSIS

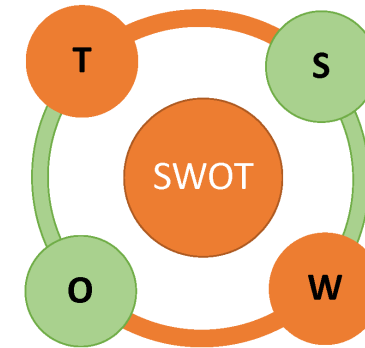
No direct competitors mean competing with many indirect competitors.

Potential support from high authorities.

Potential of expansion.

Projected increasing demand due to Covid-19

Potential of new business opportunities.



Narrow target groups.

Target groups are financially capable.

No direct competitors.

All-In-One solution.

Require high level of management.

The hiring process is challenging.



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○ - Service Blueprint.

Ideation - How?

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○ - Brainstorming.

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○ - Design Sprint



Interviews



Take away

- It's not only about the art. It's about the place and memories too.
- Hate not to be allowed to take pictures.
- If crowded, I feel rushed and don't enjoy it.
- Limited knowledge about museums' digital services.
- Love to try online tours if affordable.
- Love to have a special discount for bulk tickets. (Tour leader)



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Ideation - How?

○ - Flow-Diagram.

○ - Brainstorming.

○ - Affinity-walls.


Prototypes:

○ - Interactive Prototype.

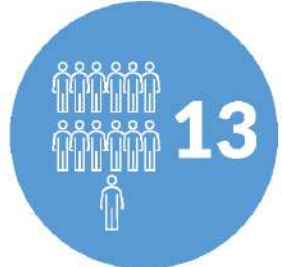
○ - Service Design Prototype.

Iteration

○ - Design Sprint



Survey



Take away

- 55 % want to try virtual tours
- 50 % Would pay for online virtual tour

50 % of NO answer:

- I'm not interested anymore in the virtual lifestyle. I need to visit there.
- 50% OF the NO answers want to try the product live first before I judge.



EMPATHY - WHY?

- Desk Study.

▶ - **Primary Research.**

Define - What?

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Iteration

- Design Sprint



Mark Goodman

"Closing a museum to save money is like holding your breath to save oxygen..." - Nanette L. Avery

Age: 55 years old.

Family: Sara(Wife), 2 Kids, Marc - David.

Education: Professor of Heritage History

Occupation: CEO of Danio Museum

Location: Danio Island, Canada

IT & Internet



International network



MOTIVATIONS

- History
- Ambition
- Curiosity

History, Present, and the Future

Mark Goodman spent his whole life with history. His father was an archaeologist, and he used to tell him stories about his findings and take him to visit the site sometimes.

When Goodman grew up, he pursued his passion and completed his studies as a professor of archaeology.

After graduation, he worked in different positions till he became the CEO of Danio museum.

It was my pleasure to be in charge of such a wonderful place. The museum is my second home, and so often, my family joins me to enjoy the exhibitions.

We have a great responsibility towards the local society and the international visitors as well.

When covid-19 has hit us and restrictions applied, we suddenly felt like fish jumped out of the water. Everything has canceled, and everyone was in shock.

We are communicating with all parties, authorities, artists, and partners. We all agree to face the crisis. However, what we are dealing with is something big.

The crisis revealed our hidden weakness. No one expected this to happen. Therefore, we didn't plan for an emergency exit.

As they say, better late than never, we are now doing our best to find solutions that enable the museum to continue its vital role.

We increased our online social activities, and daily we have an open discussion about what we can do to maintain a stable income. Lots of ideas, but we need external resources to help us. Our experiences are in different areas than what we want to achieve.

We are not alone in this situation. Almost all mid to small museums suffer from the same thing.

We all hope to get back to regular life soon, or precisely, to be prepared for the new normal.

GOALS

- Increase the museum income.
- Build a robust strategy that stands against future challenges.



○ EMPATHY - WHY?

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Iteration

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Scenario

Goodman, the CEO of Danio Museum, has an emergent mission to increase the museums' online activities to compensate for the income loss caused by the Covid-19 crisis.

Considering the available resources, he had no choice other than to make a shift in the staff roles.

The booking department, for example, had to publish social media posts about the museum's activities, and tour leaders started to record tour videos using available cameras.

Although everyone was doing his best, the outcome wasn't as expected on both levels of quality and productivity.

Goodman can't blame the staff for something they didn't train to do.

With some resource management and donations, Goodman got a budget to hire freelancers to do some tasks. However, there were few challenges regarding commitment, payments, and accountability.

Goodman knows that he can't contract a company to do the job because of the limited budget. Besides, as far as he knows, no one company can offer the services that the museum needs.

Goodman wishes if there is a specialized company in the museums business that offers multi-services. Goodman needs to build a comprehensive digital strategy, including a modern website, social media promotion, live streaming, and events marketing.



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Iteration

○ - Design Sprint

USE-CASES

		Sub-use cases
Use Case 1	• Live streaming exhibition or an event	<ul style="list-style-type: none"> • 24/7 streaming • Specific Exhibition • Only opening days.
Actor	Museum / art gallery	
Flow	<ul style="list-style-type: none"> • The museum needs to live-stream its events on different social media channels. • The Accountable person contacts our website and requests a quote. • Our help center receives and processes the request, then replies. 	
Use Case 2	Create a virtual tour	
Actor	Museum / art gallery	
Flow	<ul style="list-style-type: none"> • The museum needs to create a virtual tour and make it available for visitors online. • The Accountable person reviews the pricing packages. • He contacts the help center for further clarifications. • The help provides all necessary information using chat or Emails. 	



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USE-CASES

		Sub-use cases
Use Case 3	Build website	<ul style="list-style-type: none"> • Renew existed website • Create an APP • E-commerce
Actor	Museum / art gallery	
Flow	<ul style="list-style-type: none"> • The museum needs to create a new website as an alternative way to communicate with its customers and artists. • The Accountable person fills a form. • The help center processes the form data and sends the reply. 	

		Sub-use cases
Use Case 4	Create digital format of the artifacts.	<ul style="list-style-type: none"> • Photogrammetry copies • AR solutions • 3d prints
Actor	Museum / art gallery	
Flow	<ul style="list-style-type: none"> • The museum needs help in artifacts preservation in digital format. • The Accountable person contacts the help center. • The help provides all necessary information. 	





EMPATHY - WHY?

- Desk Study.
- Primary Research.

Define - What?

- Journey Map. [Miro Board](#)

- Requirements.
- Problem Statement.
- Service Blueprint.

Ideation - How?

- Flow-Diagram.
- Brainstorming.
- Affinity-walls.

Prototypes:

- Interactive Prototype.
- Service Design Prototype.

Iteration

- Design Sprint

CUSTOMER JOURNEY MAP



Mark Goodman

Scenario

Mark Goodman needs to find a service provider to implement a comprehensive digital strategy for the museum he manages.

Expectations

- Variety of services/options and hopefully all-on-one solution.
- Clear information about all services.
- Ability to start right away.
- To be trustworthy.

	Pre-Interaction		Interaction				Post-Interaction	
Phase of journey / Stages	Research & Discovery & Awareness	Explore	Share & Follow	Connect an external Devices	Contact	Buying	Follow up	Re-Target marketing
Over Time	1 - 2 minutes	1 - 10 minutes	10 Seconds	1 - 2 minutes	Immediately	1 - 10 minutes	Immediately	Continuously
Actions / Steps	<ul style="list-style-type: none"> Browsing the web. Using Social Media Apps. Talking with friends or colleagues. Having a walk or in a waiting lobby Watching TV or reading Magazines 	<ul style="list-style-type: none"> Explore the website. Navigate between pages. Explore services. Check out the FAQ section. Explore the interactive elements Scan QR Code 	<ul style="list-style-type: none"> Follow our social media. Share the content. 	<ul style="list-style-type: none"> Use special devices. 	<ul style="list-style-type: none"> Fill contact us form. Use Chat Calling Schedule an appointment for inquiry 	<ul style="list-style-type: none"> Buy an art piece from the store. Book a ticket for an event. Complete purchase process. 		<ul style="list-style-type: none"> Could be anything
Touchpoint	<ul style="list-style-type: none"> Brand presence on social and traditional media. Word of mouth. The Website Feedback and reviews. QR Code and Printed Materials 	<ul style="list-style-type: none"> OTA and navigational elements. The actual content. The testimonials. 	<ul style="list-style-type: none"> Social media share icons Follow us icons Content share icons Website link on all social media channels Business cards QR code 3D printed gifts. 	<ul style="list-style-type: none"> Settings Compatibility across devices 	<ul style="list-style-type: none"> Contact form. Contact us page. Chat feature Booking calendar QR Code 	<ul style="list-style-type: none"> Art store page. Cart & Checkout page. Chat feature Customer Support Call Center Reviews 	<ul style="list-style-type: none"> Emails confirmation. SMS confirmation. Chat feature Customer help page. 	<ul style="list-style-type: none"> New events email notification Direct calls Free offers. New services announcements Polls and questionnaires. Online free webinars
Channels	<ul style="list-style-type: none"> Search engines Social Media Channels Referral QR Codes TV / Radio Brochures / Ads 	<ul style="list-style-type: none"> Mobile Tablets PC Printed devices 						
Customer Thought	<ul style="list-style-type: none"> Sound like a variety of options How does it work? Is it local service, or they can do international work? This might be our next weekend plan Who provide this service? 	<ul style="list-style-type: none"> How does it work? Can I share it for later? Can I share it with a friend? Can I ask more questions? I need a customer service? 	<ul style="list-style-type: none"> I know someone who will be interested Let's share my knowledge It is always fun to do it with a company I need to share it for my future reference. 	<ul style="list-style-type: none"> That was easy 	<ul style="list-style-type: none"> Is it a Robot chat? How much does the call cost? What will happen when I scan the code? How long do I have to wait? Will I get booking confirmation? Where and How? 	<ul style="list-style-type: none"> What payment methods can I use? How does the delivery work? Is it trustworthy? What about the refund policy? Is there a discount for groups or students? How long does it take to receive my stuff? 	<ul style="list-style-type: none"> I will bookmark this email Nice to have all my order details Nice to have a direct link to all possible actions. 	<ul style="list-style-type: none"> I will share this one Who else might be interested?
Customer Feeling								
Process ownership	<ul style="list-style-type: none"> Programmers / SEO experts Marketing department 	<ul style="list-style-type: none"> Programmers / SEO experts Marketing department Technical Support. Business owner. 	<ul style="list-style-type: none"> Programmers / SEO experts Marketing department 	<ul style="list-style-type: none"> Programmers Technical Support. 	<ul style="list-style-type: none"> Customer support. Technical Support. Programmers Sales department Call center 	<ul style="list-style-type: none"> Customer support. Technical Support. Programmers Sales department Call center Accounting department Logistic department Marketing department 	<ul style="list-style-type: none"> Customer support. Sales department Call center Accounting department Marketing department 	<ul style="list-style-type: none"> Marketing department Call center Service designer & developers
Opportunities	<ul style="list-style-type: none"> Create Google strategies for the Website Rank No 1 in the first SERP Getting support from social media influencers. 	<ul style="list-style-type: none"> Make the instructions it clear as possible. Build a cohesive navigation system. Provide different channels for reaching out to customer support. Frequently update the FAQ section. Adding new channels to attract new users. 	<ul style="list-style-type: none"> Increase awareness using unusual ways. 	<ul style="list-style-type: none"> Keep compatibility with new devices 	<ul style="list-style-type: none"> Minimize react time to a customer's request. 	<ul style="list-style-type: none"> Reduce delivery time. Ability to re-watch the streaming. Encourage customers to rate and give feedback. Surprise gifts. 	<ul style="list-style-type: none"> Thank you gift to encourage loyalty and word of mouth. 	<ul style="list-style-type: none"> Keep it active, interesting, and not annoying.



○ **EMPATHY - WHY?**

○ - Desk Study.

○ - Primary Research.

Define - What?

○ - Journey Map.

▶ ● - **Requirements.**

○ - Problem Statement.

○ - Service Blueprint.

Ideation - How?

○ - Flow-Diagram.

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Prototypes:

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Iteration

○ - Design Sprint

Requirements

Business Requirements (Opportunity)	User Requirements	Functional Requirements	Quality-of-Service Requirements
To provide a complete solution for mid-size museums/galleries to help them increase their income and build a digital Solutions.	Stream live events. Sell artwork online. Users visit the museum virtually. Reach a wider audiences. Digitalize the artifacts. Marketing/awareness campaigns.	The website serves as a hub of multidisciplinary digital services. <input type="checkbox"/> Hiring talents from the following fields: <ul style="list-style-type: none"> • 3d contents creation. • Marketing. • Public relationships. • Social media. • UX design. • Broadcasting / podcasting. • Programming. 	<ul style="list-style-type: none"> • Agility • Mobility • Customizability. • Contracts schemes. • Legal and privacy documents.



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Prototypes:

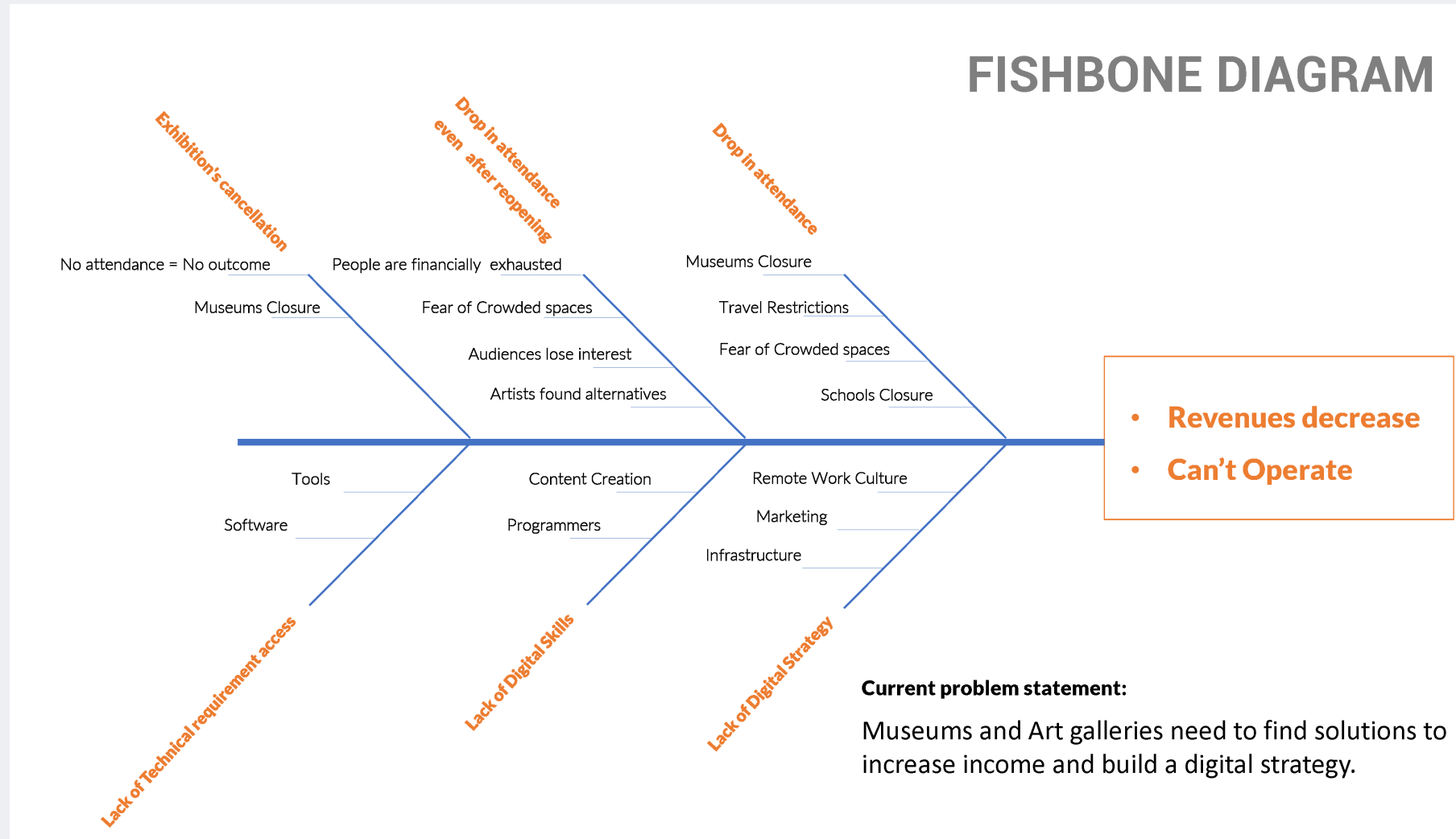
○ - Interactive Prototype.

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FISHBONE DIAGRAM





EMPATHY - WHY?

- Desk Study.
- Primary Research.

Define - What?

- Journey Map.
- Requirements.
- Problem Statement.

- Service Blueprint. [Miro Board](#)

Ideation - How?

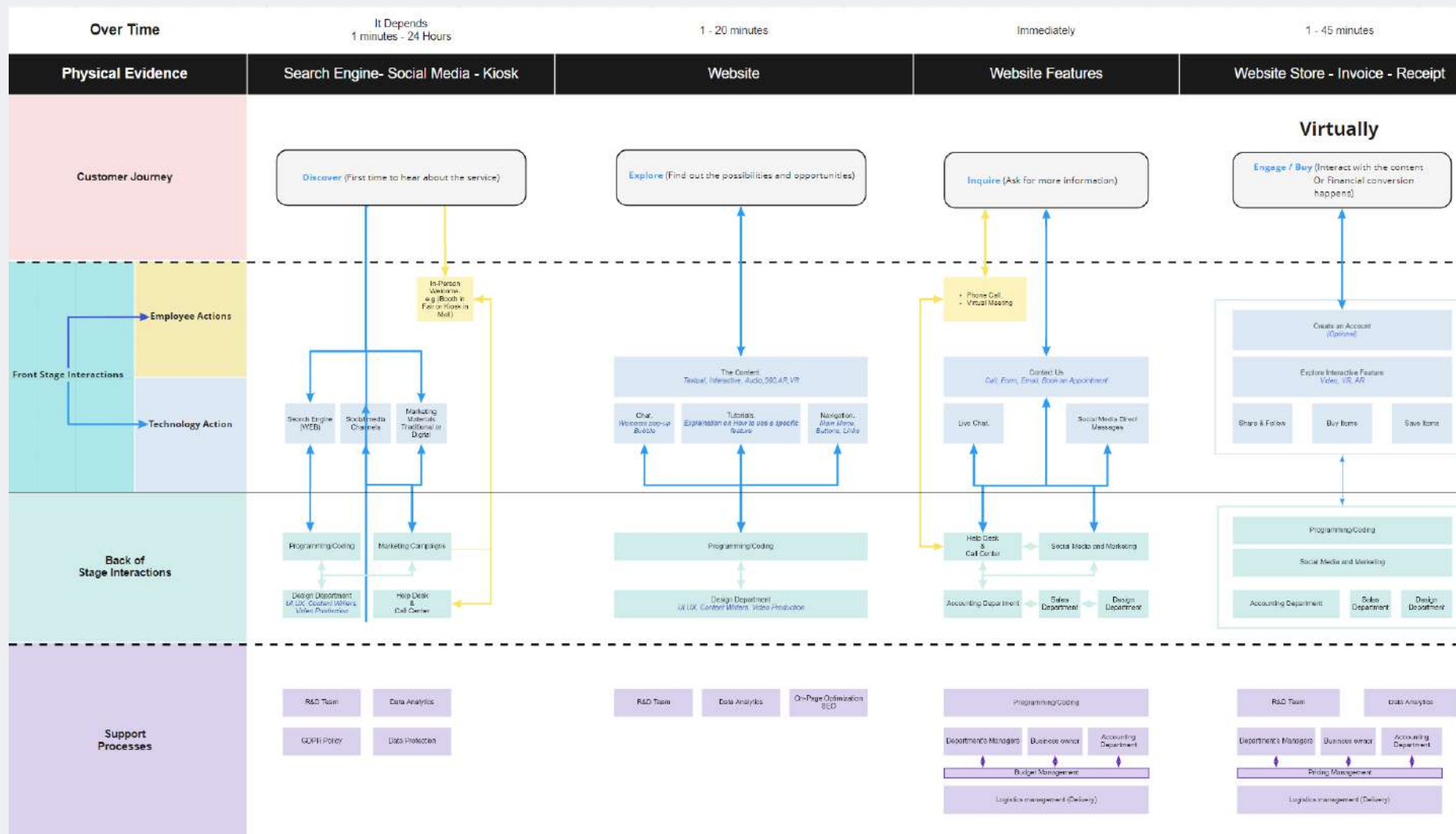
- Flow-Diagram.
- Brainstorming.
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Prototypes:

- Interactive Prototype.
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Iteration

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EMPATHY - WHY?

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Define - What?

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- Service Blueprint.

Ideation - How?

- ▶ **Flow-Diagram.** [Figma Board](#)

- Brainstorming.
- Affinity-walls.

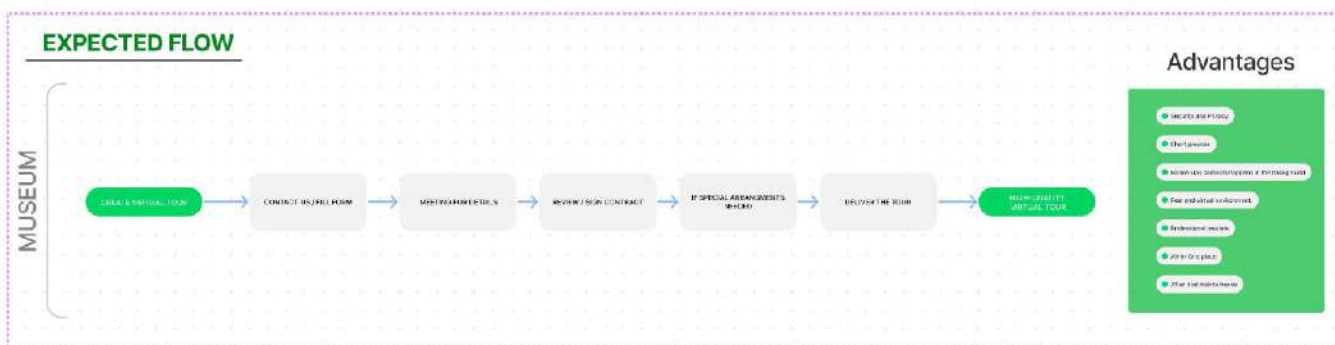
Prototypes:

- Interactive Prototype.
- Service Design Prototype.

Iteration

- Design Sprint

1. CREATE VIRTUAL TOUR FLOW DIAGRAM





EMPATHY - WHY?

- Desk Study.
- Primary Research.

Define - What?

- Journey Map.
- Requirements.
- Problem Statement.
- Service Blueprint.

Ideation - How?

- Flow-Diagram.

▶ - **Brainstorming.** [Figma Board](#)

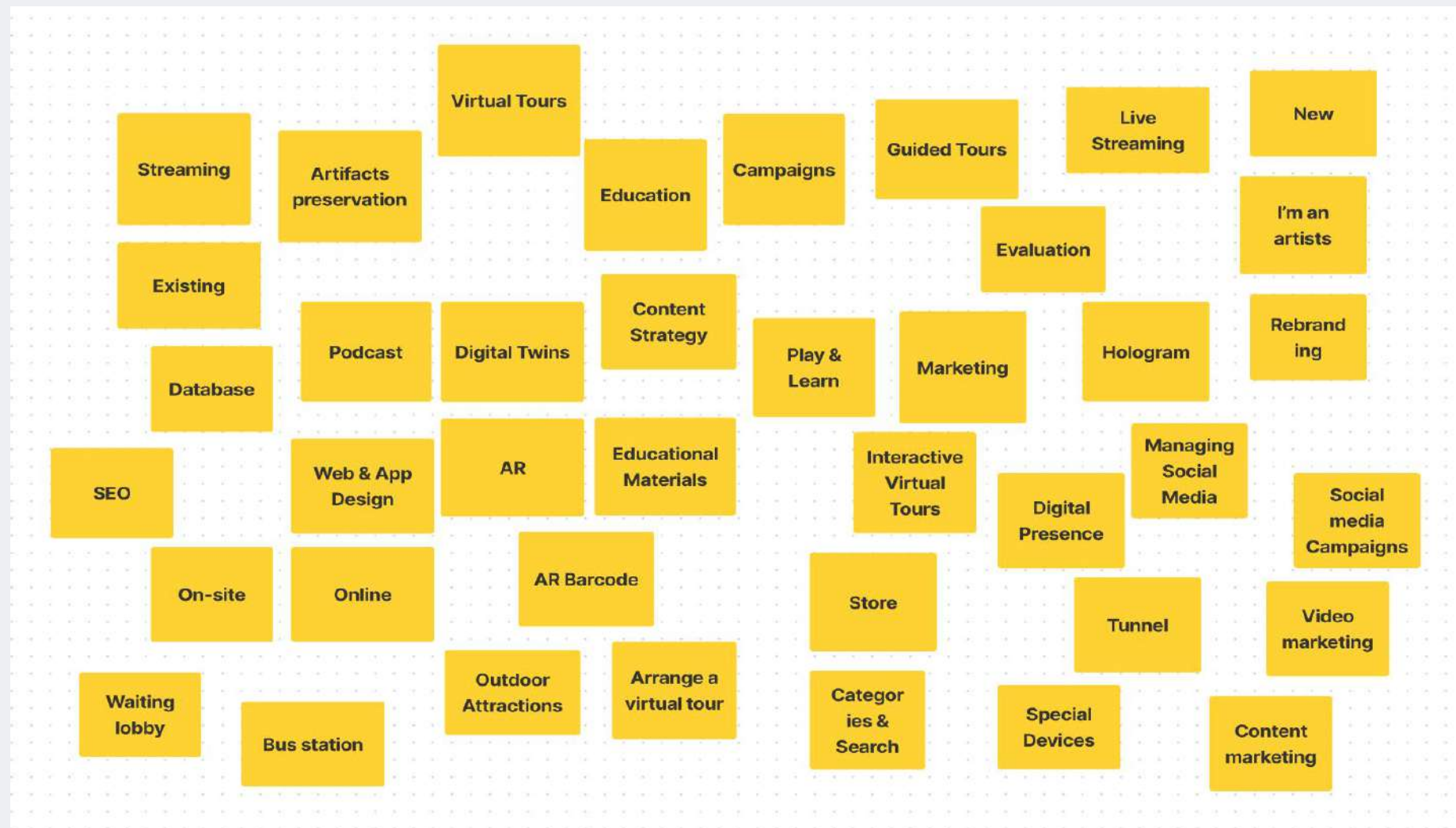
- Affinity-walls.

Prototypes:

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Iteration

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Ideation - How?

- Flow-Diagram.
- Brainstorming.

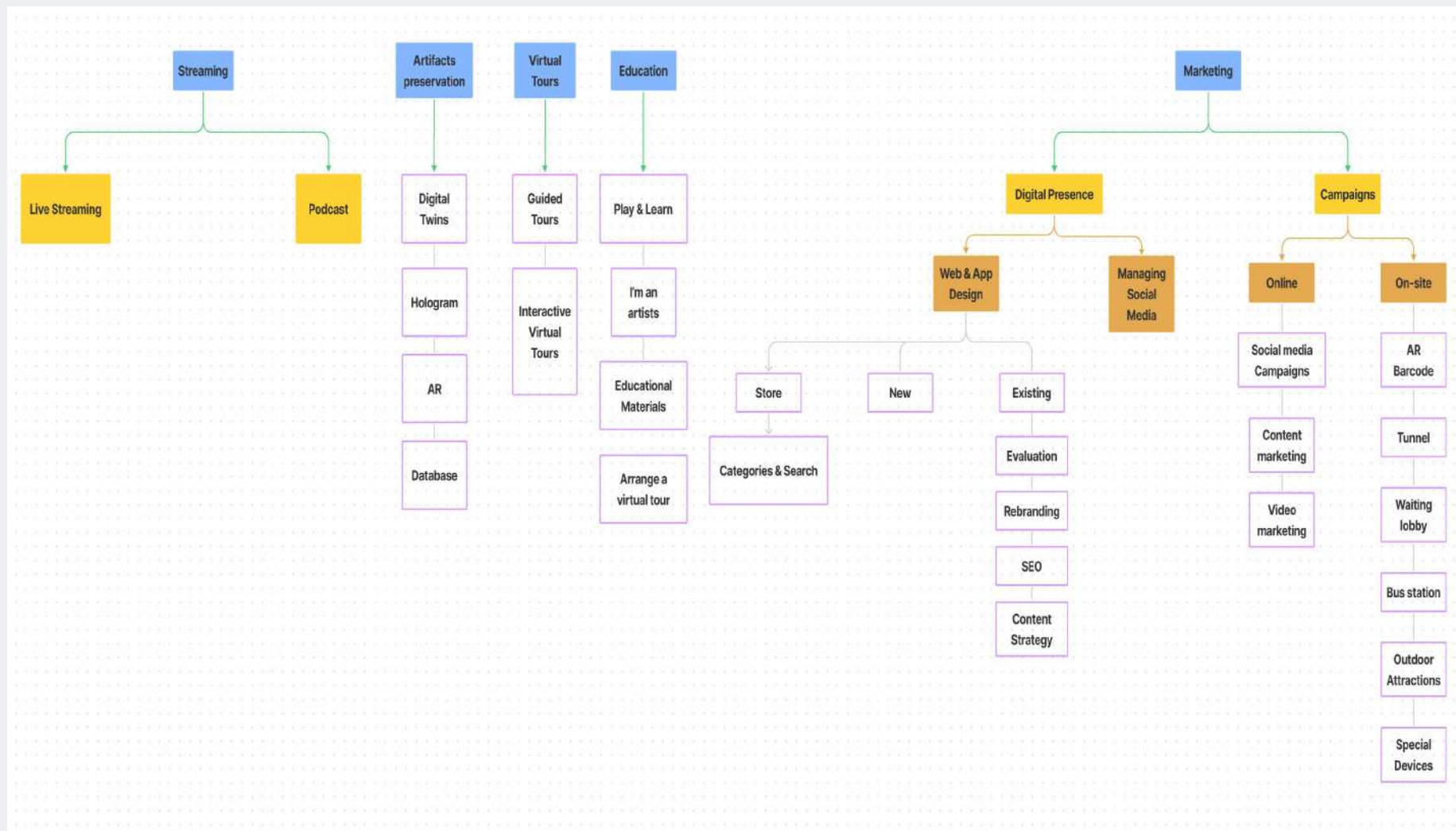
▶ - **Affinity-walls.** [Figma Board](#)

Prototypes:

- Interactive Prototype.
- Service Design Prototype.

Iteration

- Design Sprint





EMPATHY - WHY?

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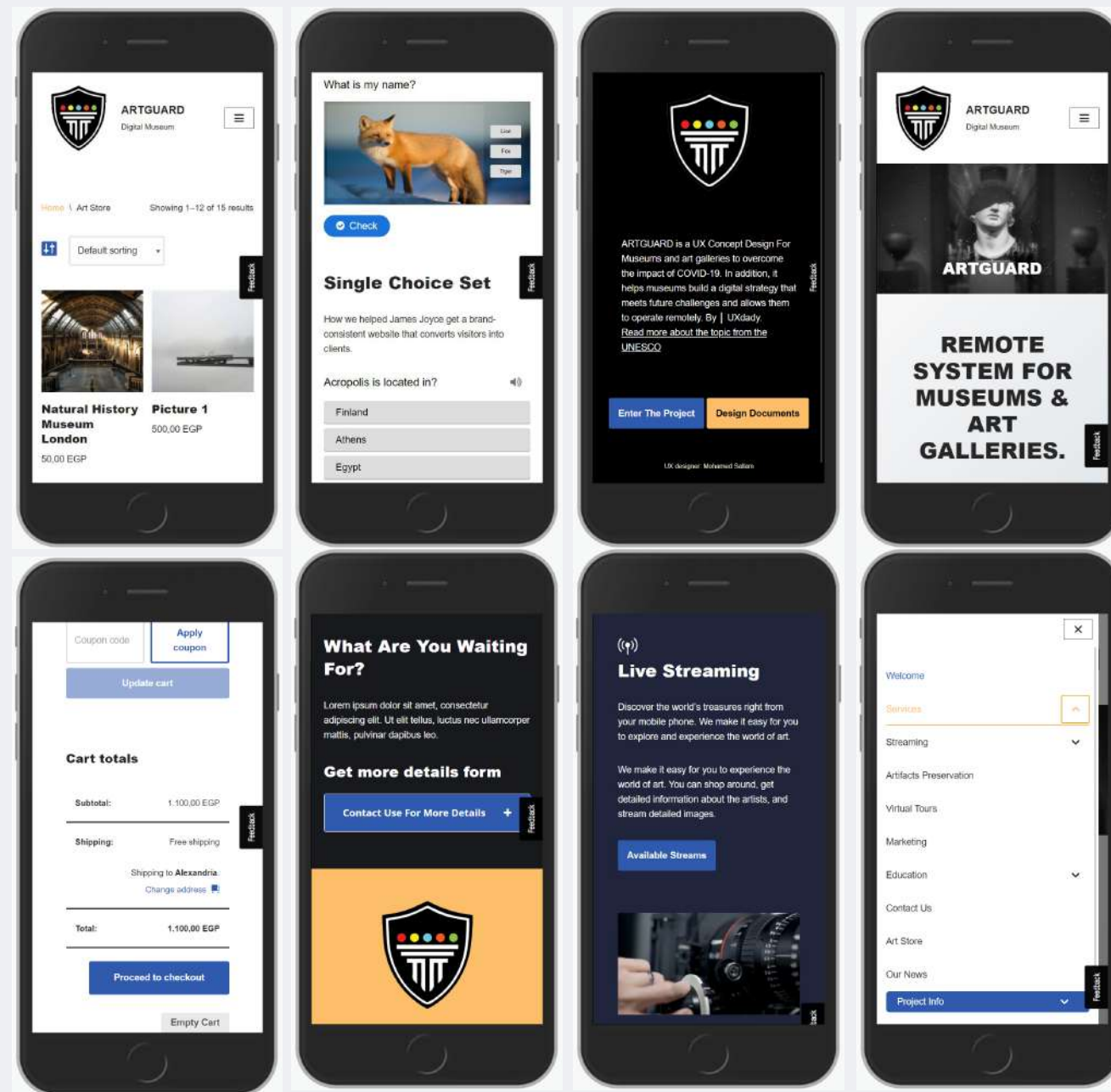
Prototypes:

- ▶ **Interactive Prototype.** [Prototype Link](#)

- Service Design Prototype.

Iteration

- Design Sprint



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Prototypes:

○ - Interactive Prototype.

▶ ● - **Service Design Prototype.**

Iteration

○ - Design Sprint

Prototype plan

I am testing how easy or difficult it is for participants to complete the task with minimal help. Also, I need to collect as much as I can of bugs or obstacles the participants might encounter to adjust the technique accordingly.

The scenario will be like that:

1. The participants see a QR code. (in a poster or social media)
 2. Scan it and navigate to a webpage.
 3. Then, interact with a 3d model in the browser.
 4. Then they try to place the object in their own space. Using AR.
- I have prepared a rating and commenting system so the participants can provide their feedback.





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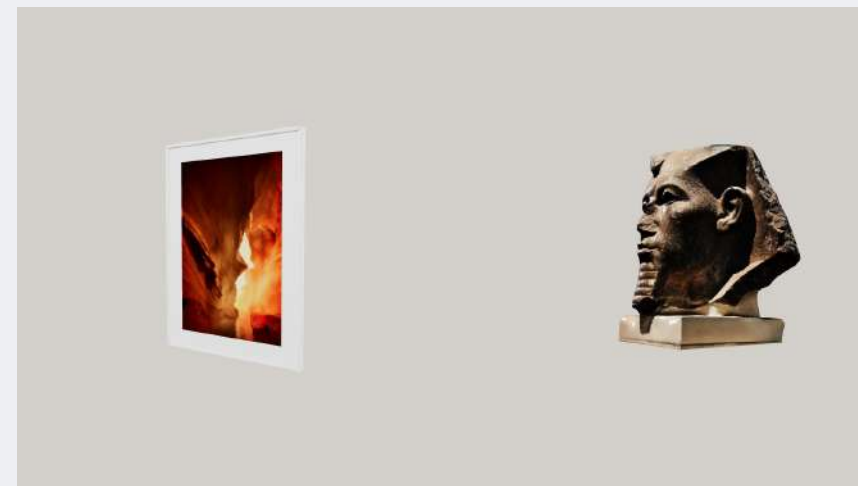
▶ **- Service Design Prototype.** [Link](#)

Iteration

- Design Sprint

RESULTS

Tasks	Participant 1	Participant 2	Participant 3
Scan the QR code and find the target	YES	YES	YES
Manipulate the 3d object in the browser	YES	YES	YES
Ability to use the AR feature	NO	NO	NO
Usage of the feedback form	YES	NO	NO
What did you think about the idea?	Good	Good	Good
Do you think it is handy?	YES	YES	YES
Would you use it if you find it available on a website?	YES	YES	YES



IMPROVEMENTS

Based on the feedback and the test results, I need to work on two improvements:

- Add details to the objects. (Done)

I took a look around the website and everything seems very high quality and professional, excellent work! For this AR prototype, I thought that it would be interesting to have some details about the models available, like work name, author, medium and physical dimensions to get more information about the pieces.

- Offer alternatives so that the AR feature does not depend on the user's device capabilities. (This needs months of learning new programming languages)

[Here is a link to show the Before / After improvements.](#)

AFTER FEEDBACK

Art 01

Author: Mohamed Sallam

Availability: Print / Download

Size: 30.48 x 20.32 cm

[More Info](#) [Add To Cart](#)





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Iteration

- Design Sprint [Miro Board](#)

The Miro Board illustrates a Design Sprint process across three main stages:

- MAP:**
 - Journey Map:** A horizontal flowchart showing user steps and touchpoints.
 - Problem Statement:** A text box defining the user's problem.
 - Service Blueprint:** A diagram mapping internal processes to customer touchpoints.
- SKETCH:**
 - Hand-drawn sketches of user interfaces and concepts.
 - Solution sketch:** A structured diagram of a proposed solution.
- DECIDE:**
 - A flowchart showing the decision-making process.
 - A decision matrix with colored dots representing different options.
 - MARIANA, THE ART GALLERY MANAGER, AND THE ARTGUARD:** A story-based scenario with illustrations and text describing user actions and decisions.



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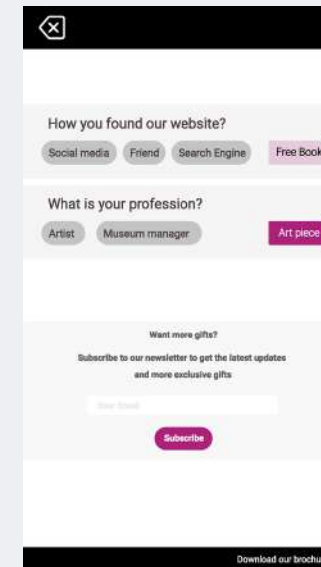
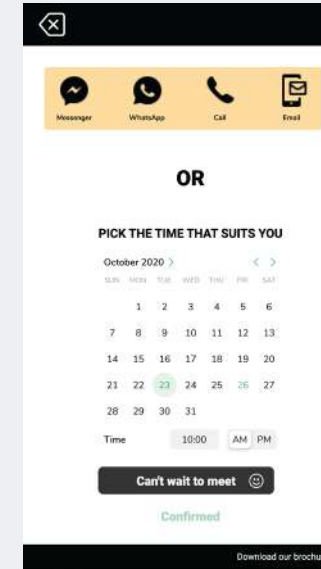
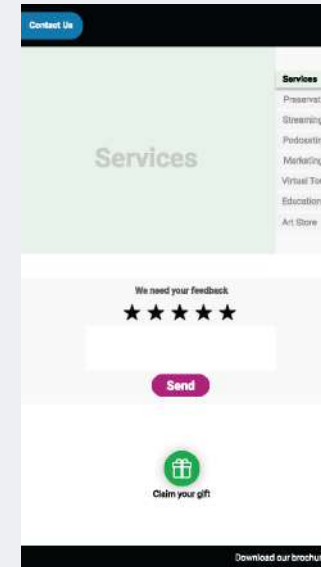
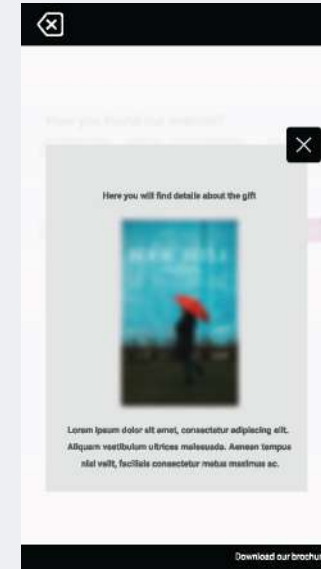
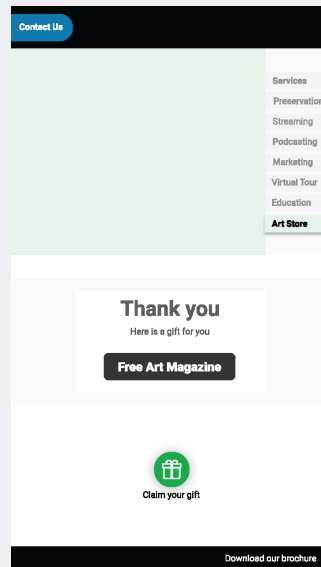
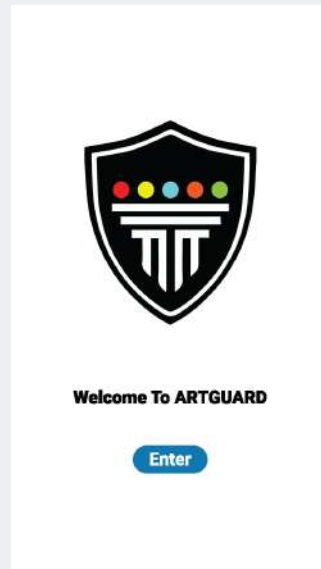
- Flow-Diagram.
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Prototypes:

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Iteration

- ▶ - Design Sprint [Prototype Link](#)



[Prototype Link](#)

