Art Gallery
App and Website

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The Challenge

In smaller cities around the United States, local art galleries struggle to keep the community updated with news of art showings, leaving local artists without a go-to source for sharing their art and connecting with patrons

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The Goal

Provide artists with a comprehensive platform to enter art shows, keep up with gallery news, and connect with their patrons.

Provide patrons an easy way to keep up with news of shows and listings, and connect with their favorite artists.

The Process

1	2	3	4	5	6
User Research	User Pain Points	Ideate	Design/ Prototype	User Testing	Mockups

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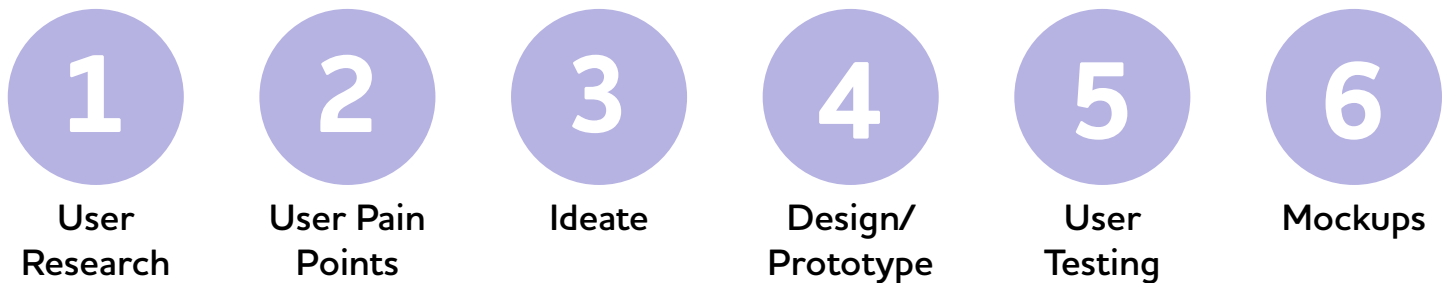
User Research

Artists and gallery patrons are looking for ways to connect. Based on a comprehensive audit of local art galleries in the metropolitan area of St. Louis, Missouri, galleries with a higher patron attendance correlated with a greater frequency of events and online communication.

In discussions with local artists, the primary concern for their business was the need for a reliable way to connect with their community, including their local gallery.

In talks with gallery patrons, having a quick and easy way to contact artists and keep up with gallery news was top-of-mind, citing no easy way to do so at the local level.

A digital platform, consisting of an app for mobile users and a website for desktop users, would provide a means to position local art galleries as a go-to community hub for all things art.

A higher frequency of events and communication would generate awareness, increase local artist submissions, and boost patronage attendance.

The Audience

Max
The Artist

Max is an artist who loves to plan ahead. He wants create something special for each show, but finds it hard to locate information on upcoming shows with enough time to plan out his pieces.

Carlos
The Patron

Carlos loves supporting local artists. He attends gallery openings whenever he has an opportunity, and commissions pieces from artists he likes. Carlos recently started working nights, and wants a convenient way to keep up with artists and news of gallery openings.

User Pain Points

- **Entering art shows**

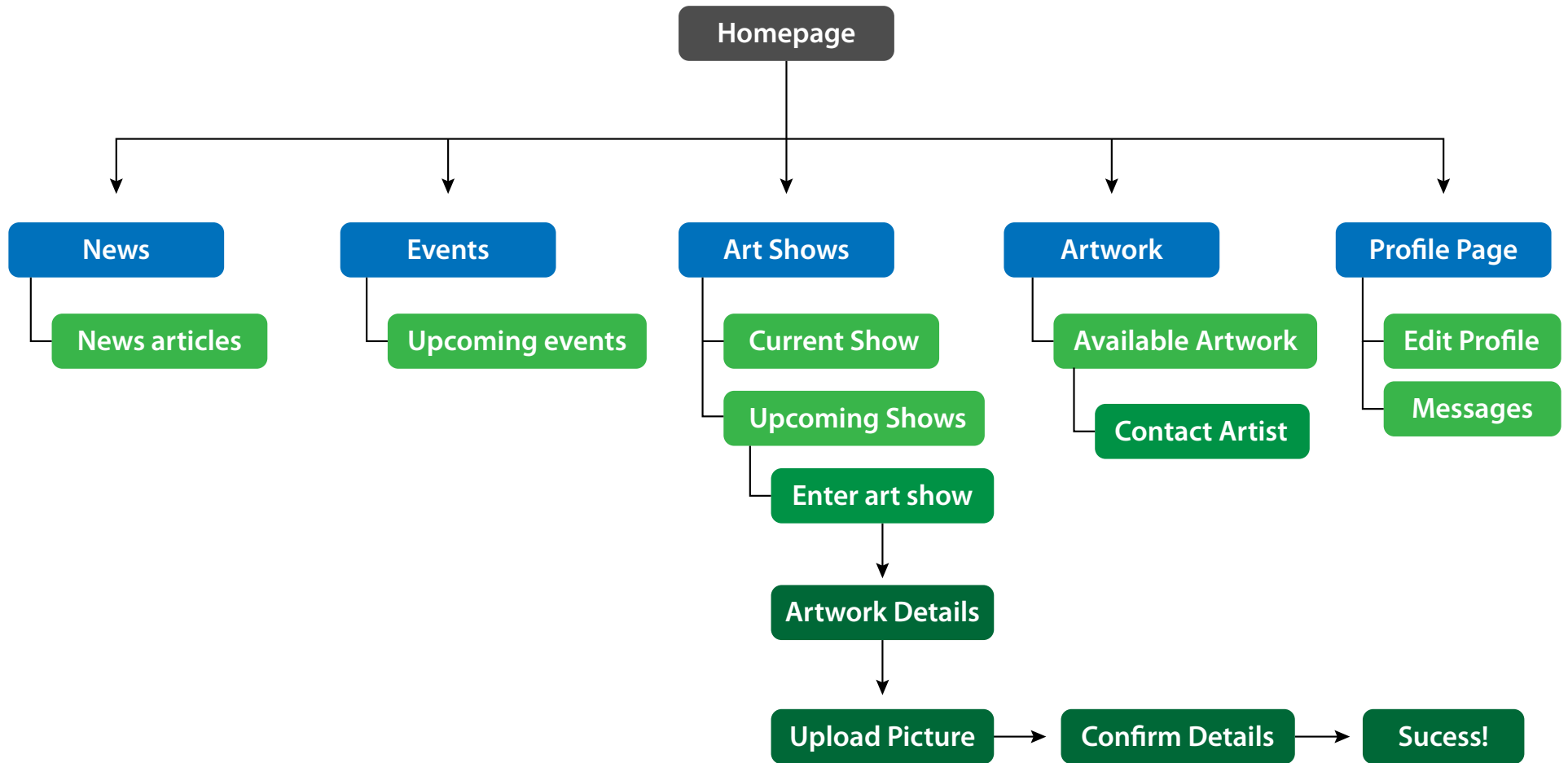 Discovering and entering art shows can be time consuming for artists.

- **Selling artwork**

  Receiving requests for commissions and making sales can be challenging if artists do not have an established network.
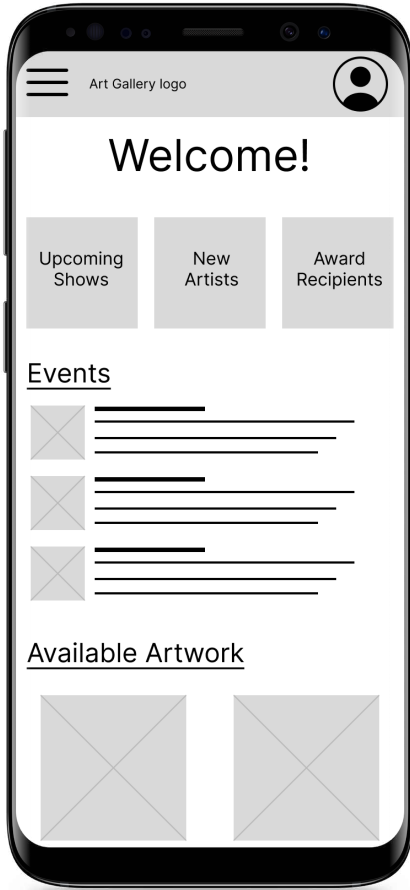
- **Community involvement**

  Infrequent advertising from galleries can make it complicated for artists to stay up to date on events in their area.

Sitemap

Homepage

News — News articles

Events — Upcoming events

Art Shows — Current Show

Upcoming Shows

Enter art show

Artwork Details

Upload Picture → Confirm Details → Sucess!

Artwork — Available Artwork

Contact Artist

Profile Page — Edit Profile

Messages

Mobile Wireframes

Homepage

The homepage is the table of contents for the app, giving easy acess to all information in a clear and easy to understand layout.
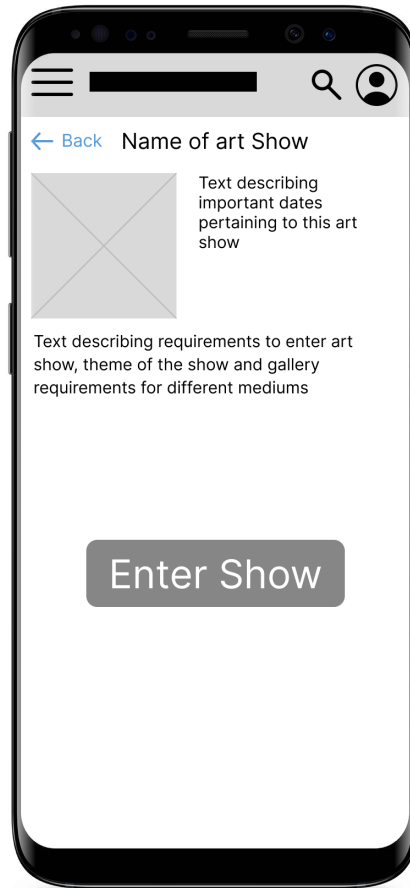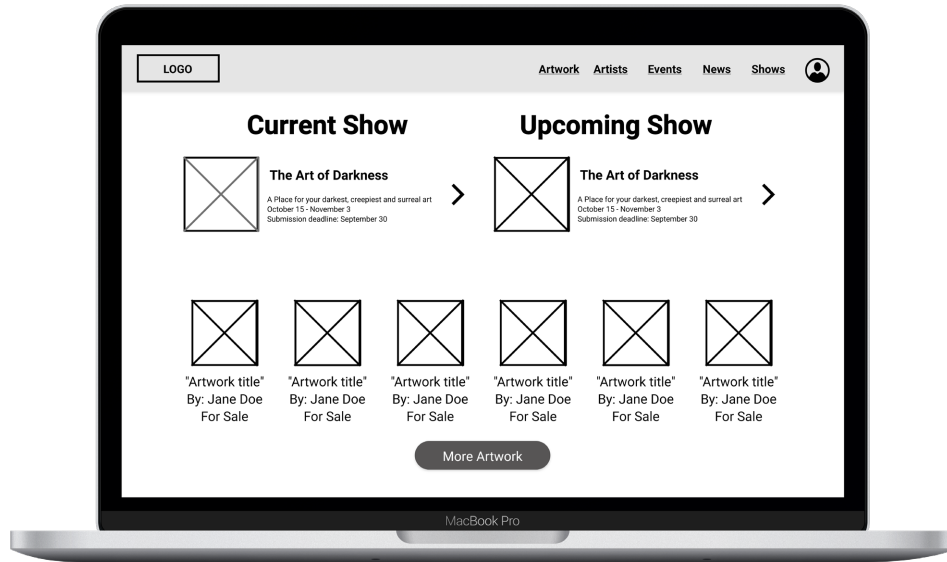
Art Show Details

This page shows artists all nessacary details for entering upcoming art shows, and is the start of the pathway to entering an art show.
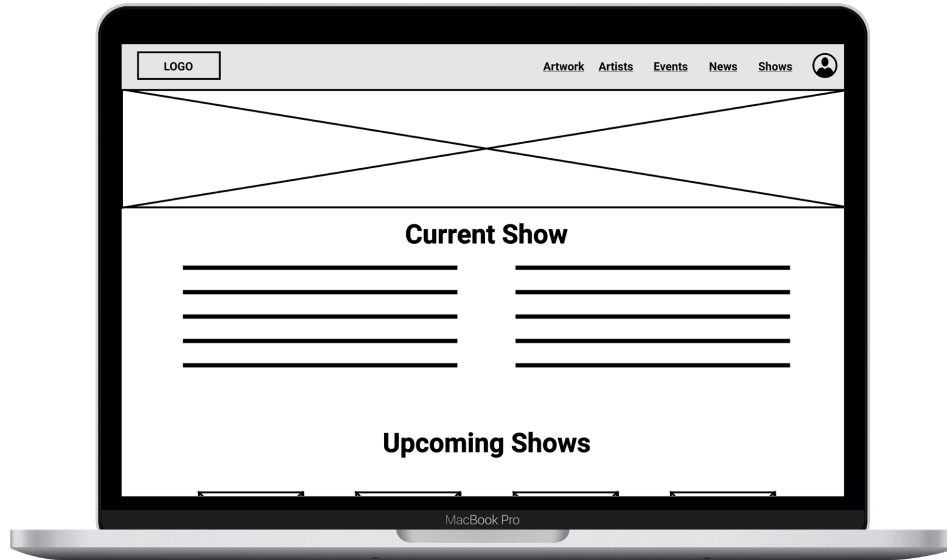
Artist Bio

Provides a way to learn more about local artists, see examples of their work and conact them.
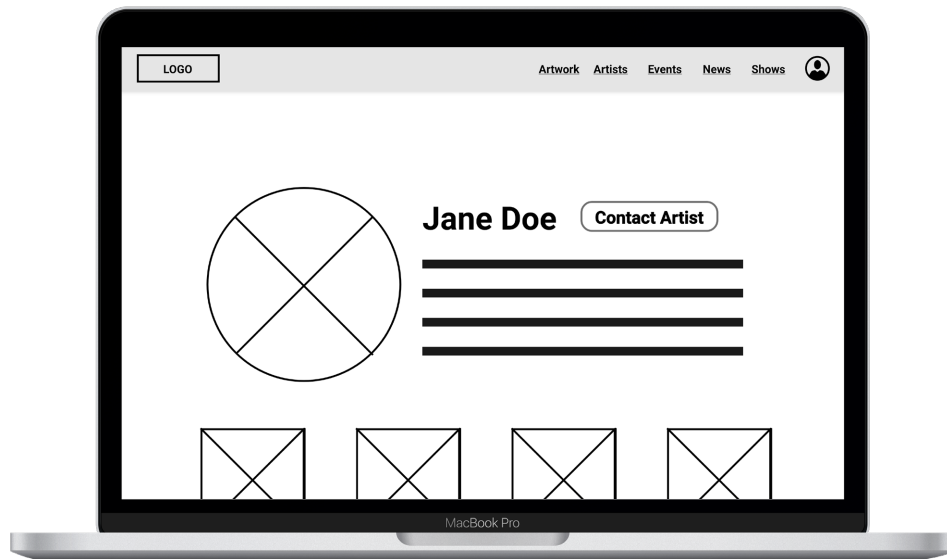
Desktop Wireframes

LOGO   Artwork   Artists   Events   News   Shows

Current Show   Upcoming Show

The Art of Darkness

A Place for your darkest, creepiest and surreal art
October 15 - November 3
Submission deadline: September 30

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A Place for your darkest, creepiest and surreal art
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"Artwork title"
By: Jane Doe
For Sale

"Artwork title"
By: Jane Doe
For Sale

"Artwork title"
By: Jane Doe
For Sale

"Artwork title"
By: Jane Doe
For Sale

"Artwork title"
By: Jane Doe
For Sale

"Artwork title"
By: Jane Doe
For Sale

More Artwork

MacBook Pro

Homepage

LOGO   Artwork   Artists   Events   News   Shows

Current Show

Upcoming Shows

MacBook Pro

Art Show Details

LOGO   Artwork   Artists   Events   News   Shows

Jane Doe   Contact Artist

MacBook Pro

Artist Bio

Low-fidelity prototype

[Get the lo-fi prototype](#)

Usability Study findings

Study type:

Unmoderated
usability study

Participents:

5 Participents

Length:

30-45 minutes

1 **Confusing design**

The usability study showed the Current and
Upcoming Shows page to be confusing to most
users. This page will be split into two pages; a
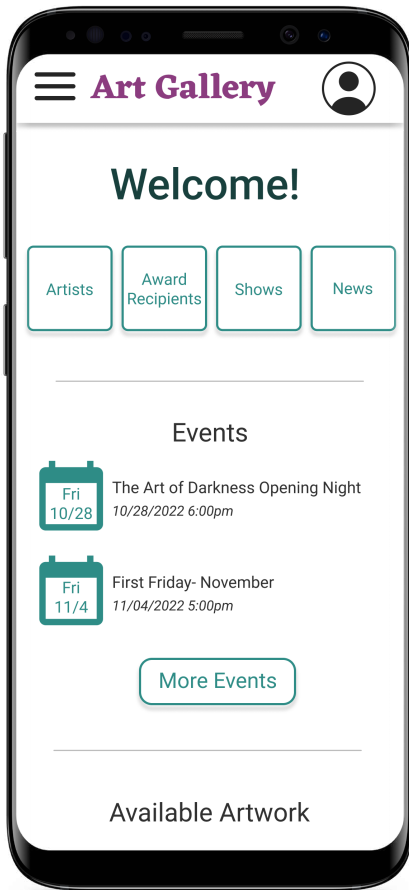Current Show page and an Upcoming Shows
page.

2 **Messaging**

The messaging feature did not have a way to
access new messages. The messaging feature will
be redesigned, with more focus put into features
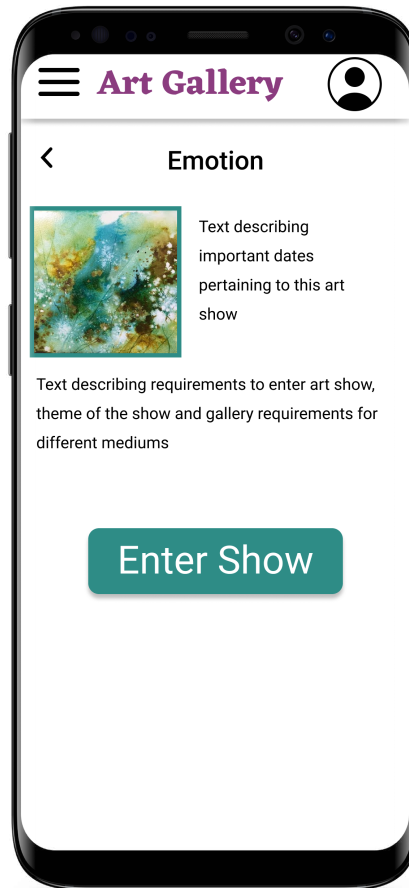and functionality.

3 **Finding 3**

Login/Sign up is a crucial piece of the website that
was completely overlooked in the wireframes.
Those two page flows will be added.

Mobile Mockups

Art Gallery

Welcome!

| Artists | Award Recipients | Shows | News |

Events

Fri 10/28 — The Art of Darkness Opening Night
10/28/2022 6:00pm

Fri 11/4 — First Friday- November
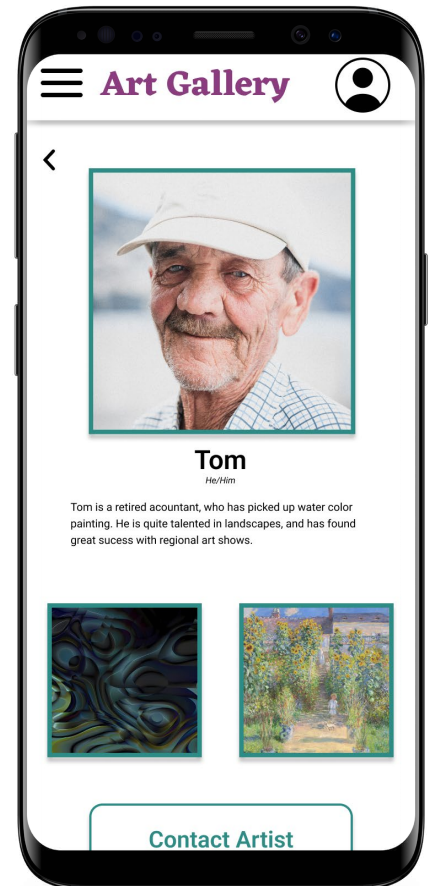*11/04/2022 5:00pm*

More Events

Available Artwork

Homepage

Combining quick links to top-of-mind topics with the use of white space in the design keeps the user focused on accomplishing their goal with a modern look.

Art Gallery

< Emotion

Text describing important dates pertaining to this art show

Text describing requirements to enter art show, theme of the show and gallery requirements for different mediums

Enter Show

Art Show Details

A pop of color draws attention to CTA button to provide the user with an intuitive flow for submitting artwork.

Art Gallery

Tom
He/Him

Tom is a retired acountant, who has picked up water color painting. He is quite talented in landscapes, and has found great sucess with regional art shows.
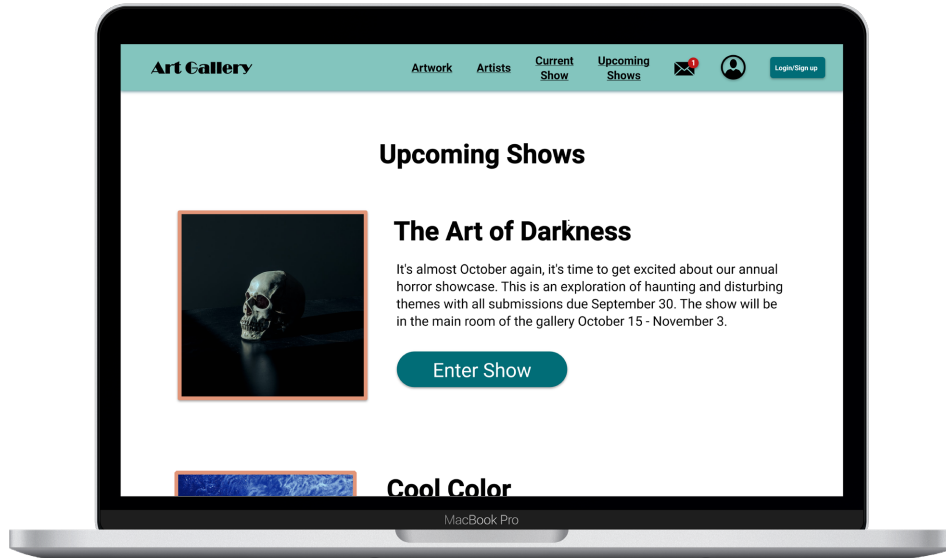
Contact Artist

Artist Bio

Shortening the amount of text for artist bios keeps the 'Contact Artist' CTA button visible without the need to scroll.

Desktop Mockups
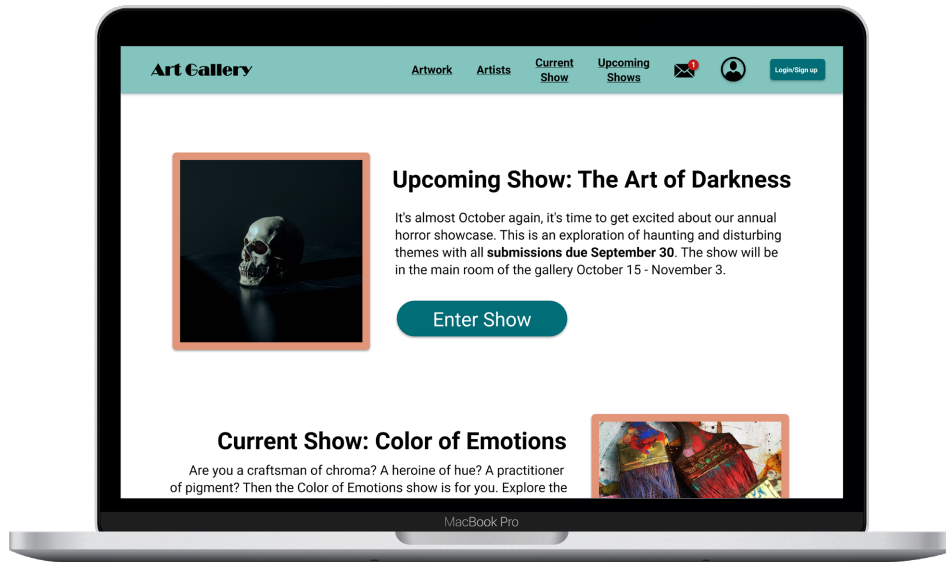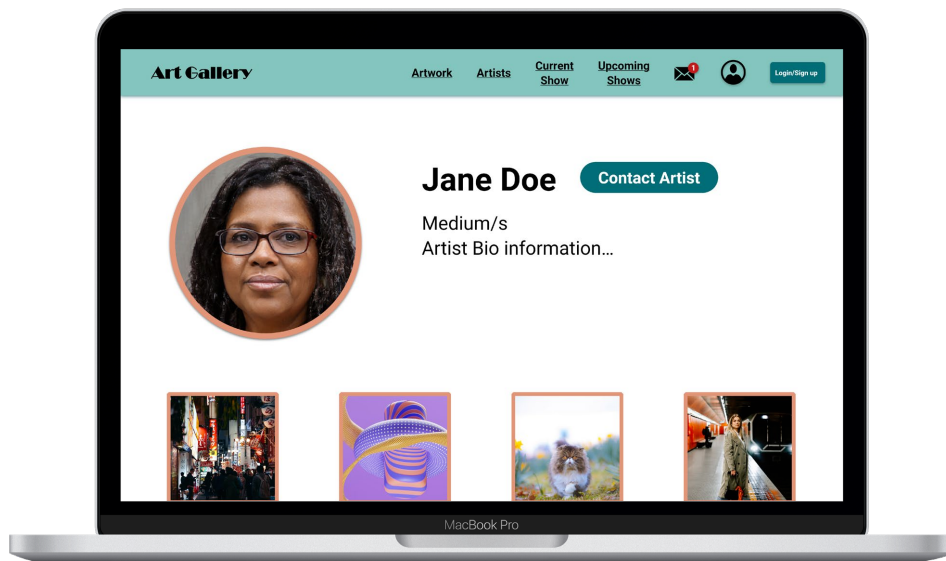

Homepage

Art Show Details

Artist Bio

High-fidelity prototype

Get the hi-fi prototype

Impact

This digital platform connects local artists and patrons to the gallery that brings everyone together. Artists will have a place to enter shows and keep up with events, months in advance. Patrons of the Art Gallery will be able to see artwork by resident artists, contact artists, and see themes for upcoming shows.

This platform will help to bolster the community around the Art Gallery as the local hub for all things art, increase show entries, and boost attendance to gallery events.

What I learned

I learned how to keep user needs in mind when designing (user centered design). I learned the importance of user research and how it can inform designs and help to think about problems from different angles.