

## Case Study: UK Art Museum Mobile Website

### **Introduction**

My team and I designed and implemented a mobile interface for the family day activity at the University of Kentucky Museum of Art. A Family Day was hosted for all members of the community and their families to be able to explore the Art Museum, learn more about the surrounding outdoor sculptures, and participate in related activities. There were three main stakeholders of this project, the Museum Education students, attendees of the event, and museum employees or organizers of the event. The data and copy for this web page were granted by the museum education students through a shared Google Doc. These students had researched the artworks and planned activities and questions related to them.

### **Goals**

There were three main goals for this mobile-only website: multi-generational accessibility, easily digestible information, and design consistency. With its primary use as a supplement to the Art Museum Family Day, it needed to have quality accessibility and ease of use with a variety of ages utilizing the application. There also needed to be simplicity in how the information was presented in order to not overwhelm the user with too much information and encourage them to actually engage with the content and gain something from the experience, without too many visual distractions. Additionally, this was a team-based project as each sculpture had a page that was designed by individuals or two-person teams, and uniformity between pages was essential to provide a clean and consistent experience and design. The last thing we would want is for each page to be slightly different and distract from the important content or event. The personas we considered when constructing and addressing these goals were mainly family members who

range in age from elderly grandparents to young children, as well as student attendees of the museum who could benefit from learning about these lovely installations the museum has to offer. Therefore, the main goals we determined for these personas were the ability to easily understand the meaning behind the artwork and possibly consider different perspectives on what the artists' intended for viewers. As well as be able to allow the children to interact with the art in a fun and educational format. Some of our strategies for organizing the given information into accessible sections was by instantiating expandable elements in colored portions to provide distinction and clarity in where data would be found.



## **Solutions**

Due to the limited time we had to work on this project, the wireframe stage of design was skipped, and we went directly into designing and prototyping in Figma. This allowed each subgroup of our team to establish an example the client could look at and understand. Then once some decisions were made, the actual implementation on Webflow could quickly commence. As a team, we interpreted and narrowed down the main feedback of the client after the first stage.

Then, I worked with a smaller group to combine the preferred ideas and establish a common template and style sheet in Figma, which was implemented by everyone in Webflow for each page.

The sections of information have expandable and collapsible abilities in order to achieve our simplicity of display and ensure accessibility. The activity content and “about” sections were the same type of button with a distinct color and shape to distinguish it as something to click, and then the information appeared in a drop-down format, where more could be learned if the user was interested in the piece. The “Think About” section was designed slightly differently due to a large amount of content provided for certain installations, having a button like the other sections could be overwhelming when expanded so most would only skim or not read it altogether.

To prevent this, we opted for a design where the first few words of each Think About entry are visible and a plus sign to the left could be selected and the rest of the thought would be shown. This allowed each question to be viewed individually or all could still be opened at the same time, giving the user more control over the amount of information they consumed at one time.

#### Style Guide



0033A0

2668F4

FFFFFF

**Artwork title: Merriweather Bold, 44 px,  
(40px typography height)**

**Artist name/year + birth year:  
Merriweather Bold, 18px (20px height)**

**Subheads: Merriweather Bold, 26px,  
center alignment (40px height)**

Body text (+materials): Verdana Regular,  
16px (24px height)

Plus/Minus: Verdana Regular, 30 (20px  
height)

Padding in Buttons: 20 px

Margins: 25 px (left and right)

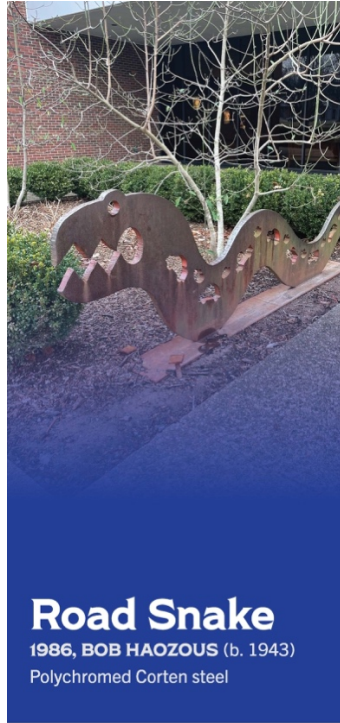
Margins: 40 px (between sections)

Margins: 20 px (between “think about”  
items)

Margins: 20 px down (between title and  
body)

Padding: 5px (between title info items)

Padding: 20px left of description  
(between “think about” descriptions  
and plus/minus)



## Road Snake

1986, BOB HAOZOUS (b. 1943)

Polychromed Corten steel

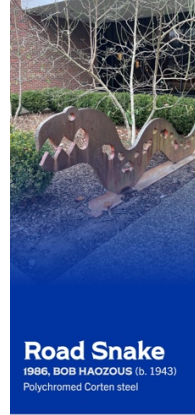
About

Activity

### Think About

- + What do you think this is a sculpture of...
- + Now that you have identified the snake, what forms...
- + Like mentioned earlier, Haozous created this piece as a warning...
- + How could you, as an individual, try to...

The QR Code activity with the UK Art Museum Outdoor Sculptures is a collaborative project between Daniel Solberg, Art Museum Education Coordinator, students enrolled in Museum Education, taught by Marty Henton and Advance Web Design students, taught by Dima Strakovsky.



## Road Snake

1986, BOB HAOZOUS (b. 1943)

Polychromed Corten steel

**About**  
 Throughout his career, Haozous has integrated his Native, Apache heritage with the medium of sculpture. Like Road Snake, much of his work incorporates different animal forms that carry special meanings in Apache culture. He utilizes indigenous imagery to create critical artistic commentary on our contemporary cultural moment. In this piece, Haozous warns the viewers of the environmental cost of convenience.

**Activity**  
 What would it be like to drive on this "road?"  
 DRAW your own version of this winding, snake-like road on the ground with chalk.  
 Now, ACT as though you are in a car cruising on this road. It is long, smooth, and full of gradual turns, or is it short, bumpy, and full of abrupt turns?

- Think About**
- What do you think this is a sculpture of after considering the title of Road Snake and looking at the piece itself?
  - Now that you have identified the snake, what forms are shown inside of the snake? Why do you think they are cut out of the snake and, thus, creating negative space? What do you see through these negative spaces?
  - Like mentioned earlier, Haozous created this piece as a warning to viewers of the environmental cost of convenience. How is he doing that? What aspect of convenience is he critiquing, and how might that negatively affect our environment and the animals that live in it (like snakes)?
  - How could you, as an individual, try to combat the negative environmental impacts from cars?

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A use case we mostly focused on was a parent or grandparent of a student, most likely accompanied by a young child to do the activities with.



This user would scan the QR code in front of the art piece and be presented with a page showing an image of the installation, to confirm the correct location, and the title, artist's name, and materials. Then when scrolling down the user would see two buttons labeled "About" and "Activity", which could be selected to show more information to interact and learn about the artwork. As well as the "Think About" section to offer thought-provoking questions in an easily digested format and not an overwhelming portion of text. We received some data on the actual usage of each page as below. This chart shows the spike on April 20th, when we were finalizing things in class, but also on Family Day (April 23rd) proving that there was a somewhat significant amount of activity on the site during the event. There was also some action during the following days, most likely from people walking by who were interested in the QR code signage. It would be nice to see how many users actually clicked to expand each of the elements, but that will have to be a future consideration due to our limited analytic capabilities.

Live Webflow Site: <https://art-museum-app.webflow.io/>

(the site is only designed for mobile format)



## Road Snake

[Edit](#)

Apr 19, 6:39 PM by [dima49](#)

[bit.ly/3jQjKp8](https://bit.ly/3jQjKp8)

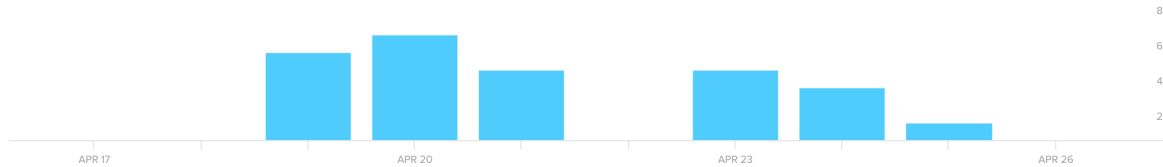
[Copy](#)[Tweet](#)[QR Code](#)

Destination: <https://art-museum-app.webflow.io/>

[Redirect](#)

[Add tags](#)

**23**  
TOTAL CLICKS



## Contribution

My partner and I worked collaboratively on the initial design and prototyping stage, in order to create an organized and visually appealing layout. Then when the larger group came together for the final design, I assisted with leading the discussion to combine the favorite ideas of the client and established a style guide with fonts and spacings. The style sheet ensured uniformity among the individual pages so our work could be presented in the best way possible. In our final conversation with the client, we discovered their original vision had actually been for all of the items to be fully collapsed with the ability to expand through interactions. We adjusted the design of our main description section accordingly, making it similar to the “Activity” section button, however, our “Think About” section contained a large amount of text on several of the pages. This would cause an overwhelming amount of information to be presented to the user when it was expanded, so we found a compromise with the client to maintain the efficiency with expansions of each point in this section and adjusted the other two sections to match their original thought.

## **Future Expansions**

The UK Art Museum administration mentioned that a great expansion for this project would be to make it permanent with the QR codes used in an information packet or something similar. We also already have a substantial template that could be used to make similar web pages for other artworks the museum has to offer. Additionally, I would like to make it a multilingual or at least bilingual system as it is a museum for members of the diverse Lexington community to visit and learn about art.