

# LACMA Mobile App

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Christina Herman

# Project overview



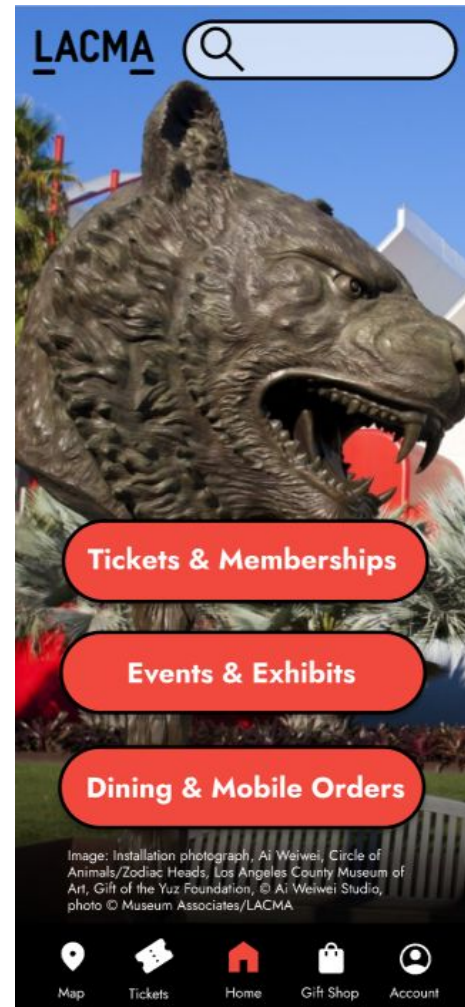
## The product:

A mobile app for LACMA to advertise the museum's exhibitions and events, provide museum information to patrons, and enable patrons to buy tickets and reserve dining.



## Project duration:

December 2023-March 2024



# Project overview



## The problem:

There is no easy and simple way for LACMA visitors to buy tickets, see current events and make dining reservations on mobile.



## The goal:

Design a mobile app for LACMA that enables users to buy tickets, explore events and exhibits, reserve dining or online order. This app will provide an enhanced user experience on the LACMA property as well with an interactive map.

# Project overview



## My role:

lead UX designer and UX researcher



## Responsibilities:

User research, competitor analysis, wireframing, and prototyping

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews with five individuals who visit art museums at varying frequencies. I made assumptions that most people would like to have an app for an art museum that would enable them to perform all actions necessary to be able to visit and enjoy an art museum.

# User research: pain points

1

## Pain point

The ticket purchase process on LACMA's website is confusing and difficult to navigate. Users don't like having to create an account before they can see ticket prices. The app will streamline ticket and membership purchasing with a more intuitive interface.

2

## Pain point

There are too many ticket options and users don't know which ticket is the one they need to purchase. The app will minimize options to guide users through the process more quickly.

3

## Pain point

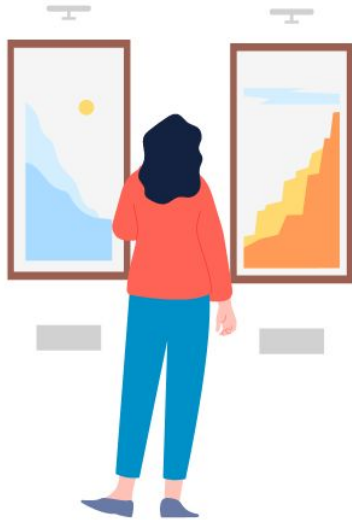
It is difficult to figure out how to make dining reservations for the restaurant or place an online order at the coffee shop. The app will provide a prominent button for dining reservations and online orders to solve this issue.

4

## Pain point

The Event Calendar only shows one week at a time and takes a long time to find the date that users are looking for. The app will include a monthly calendar view to give users the ability to click on a day farther in the future.

# Persona: **Brenda**



Age: 35  
Education:  
Bachelor's in  
Sociology  
Hometown:  
Chicago  
Family: her  
husband  
Occupation:  
5th grade  
teacher

"I couldn't figure out how to book tickets on the LACMA website. The options were too confusing and I didn't know which one to pick."

## Goals:

- Purchase tickets
- Purchase parking
- Find events
- Reserve dining
- Quickly and easily in one place

## Frustrations:

There are a lot of ticket options and she can't figure out which one she needs to buy

She is traveling during summer break and can't see events that far in advance

## Problem statement:

Brenda is a 35-year-old elementary school teacher visiting from Chicago who needs to purchase museum tickets for herself, her husband and her friend who lives in Los Angeles. They need to plan out their museum visit. They have a limited time in Los Angeles and don't want to waste it trying to buy tickets or parking on the day of or miss an event.



# User journey map

1

User decides to visit Los Angeles and wants to spend the day at LACMA

2

User visits the LACMA website where she sees that there is a LACMA app. User downloads the app.

3

User finds the ticket option they need, add tickets and parking to their cart and checkout. They explore upcoming events and current exhibits to plan their day. They reserve dining at Ray's for lunch.

4

User arrives at LACMA, excited and confident that they will have a great day. They park in the lot without worrying about where or how to purchase parking.

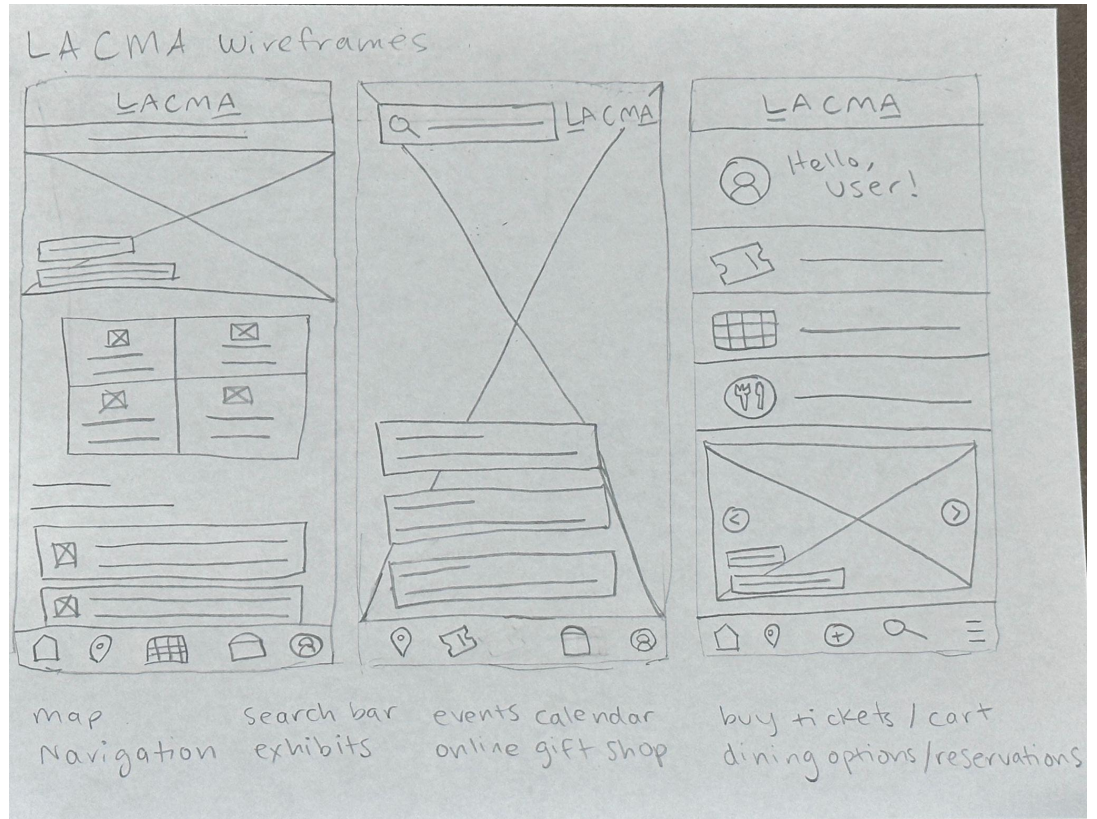
5

User navigates around the museum with ease by using the map on the app. They place a mobile coffee order. It's a fun, relaxing day at LACMA!



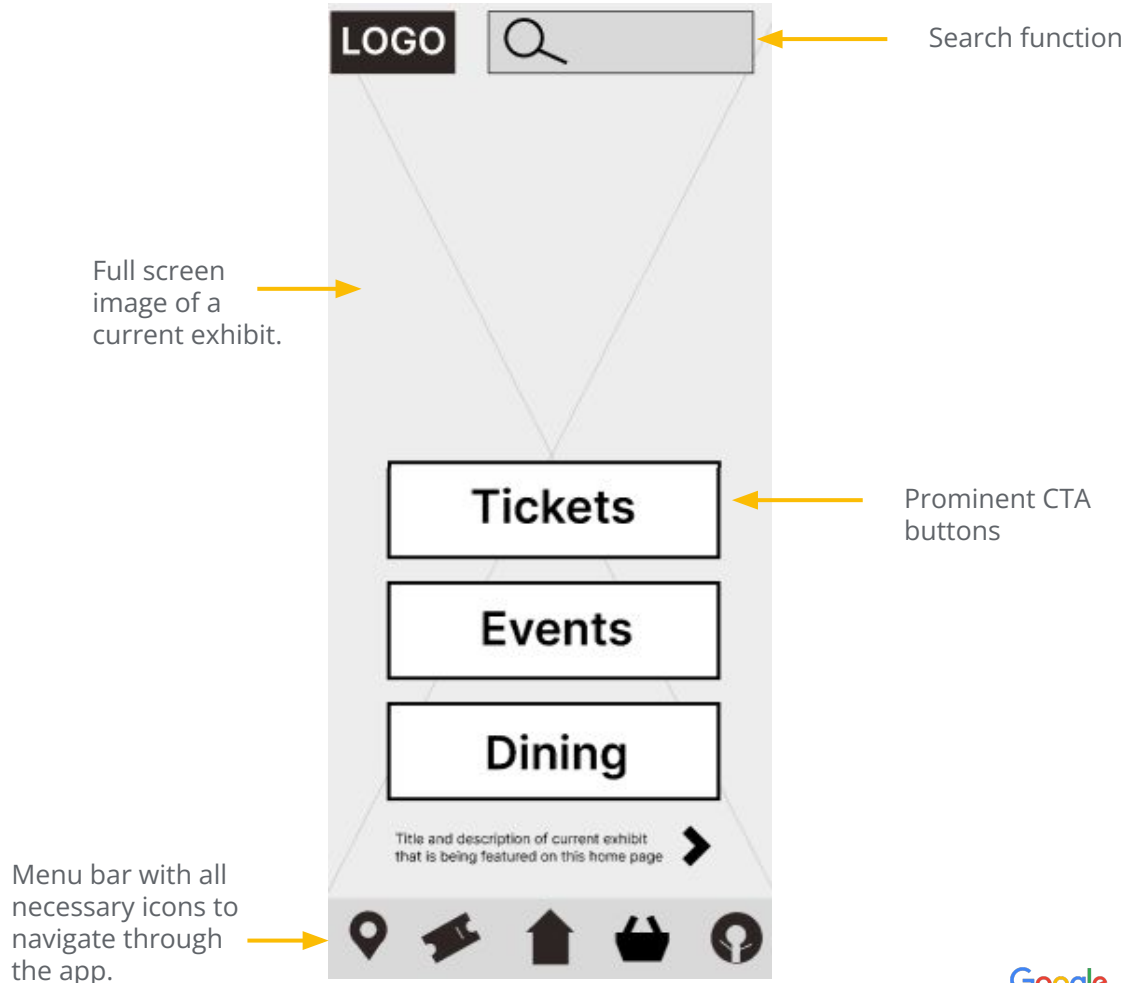
# Paper wireframes

Because this app is for an art museum, I decided to make art imagery the primary visual component of the design combined with an intuitive navigation menu of buttons that the users would use most frequently (tickets and membership, exhibit and event calendar, and dining).



# Digital wireframes

Because images attract and engage users and break up text, I decided to feature a high quality, full-screen image of a current exhibit as the background of the app with an arrow link to the exhibits page. The CTA buttons identify the three most common actions a user will take on the app and places them in an accessible location.



# Digital wireframes

Initially, the user flow had required users to login or create an account before arriving to this ticketing page. In my user research of the low-fi prototype, participants expressed frustrations at not being able to browse membership and ticket options and prices before creating an account.

All ticket and membership options are available to be browsed on a single page with descriptions about what each item is.



Discover LACMA, the largest art museum in the western United States.

## Become a Member

Add a membership to your cart to support the museum's mission and receive all benefits—including FREE admission—right now.



## Los Angeles Resident Tickets

LA County residents receive discounted admission to the Los Angeles County Museum of Art. Verification Required at Check-In with Valid ID.



## Visitor Tickets

LACMA is excited to welcome guests to discover dozen of unique art exhibits spanning centuries.



## Special Event Tickets

Admission to special events at LACMA can be purchased here.



## Member Reservations

Valued members of LACMA can make reservations for their next visit.

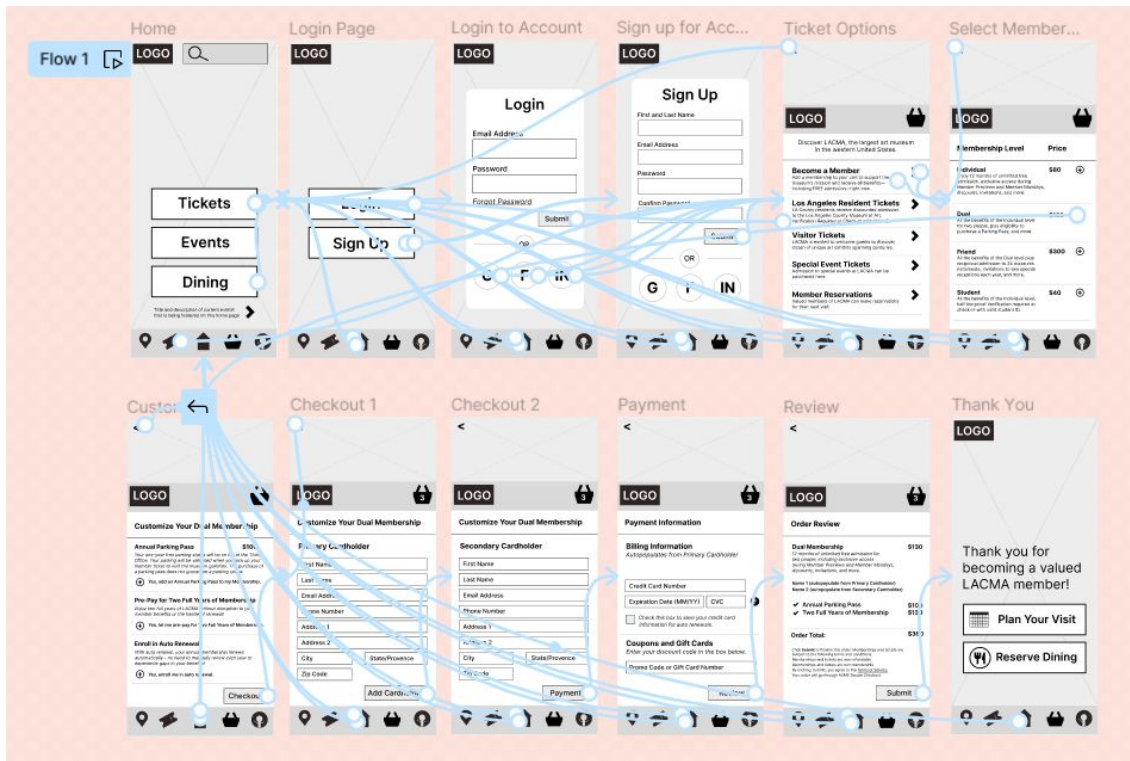


Arrow buttons help guide users through the purchase process.

# Low-fidelity prototype

## LACMA Dual Membership Low-Fi Prototype User Flow

The first user flow I completed for the app was the purchase process for a dual membership. Once a user clicked on “Tickets,” they were required to login or register, then browse and select the membership and ticket options. Arrows, buttons and plus icons helped guide users through the flow.



# Usability study: findings

I conducted a usability test with five participants in varying age brackets, nationalities and genders. Initially, I required login or registration at the beginning but in later iteration, moved it to the end during checkout. Users also had difficulty finding where to purchase memberships as the button only said "Tickets."

- 1 Users did not like being required to login or register before browsing ticket options
- 2 Users could not figure out where to click to purchase memberships
- 3 Users thought the checkout process and the information required were redundant

# Refining the design

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- Mockups
- High-fidelity prototype
- Accessibility



# Mockups

One issue that became apparent during the low-fi usability study was that users' brains do not make the connection to brands in black and white. It was only when color and specific typography was added that users figured out that the F, G and IN were for automated Facebook, Google and LinkedIn sign ups.

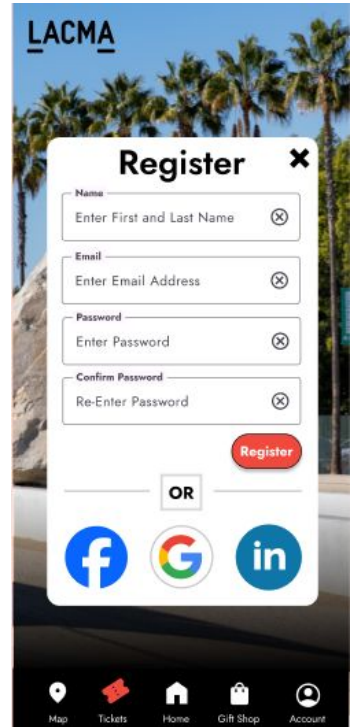
Before usability study



A grayscale mockup of a 'Sign Up' form. At the top left is a 'LOGO' placeholder. The form title is 'Sign Up'. Below it are four input fields labeled 'First and Last Name', 'Email Address', 'Password', and 'Confirm Password'. A 'Submit' button is at the bottom right. Below the form is an 'OR' separator and three circular icons labeled 'G', 'F', and 'IN', representing Google, Facebook, and LinkedIn. A navigation bar at the bottom contains icons for location, tickets, home, gift shop, and account.



After usability study

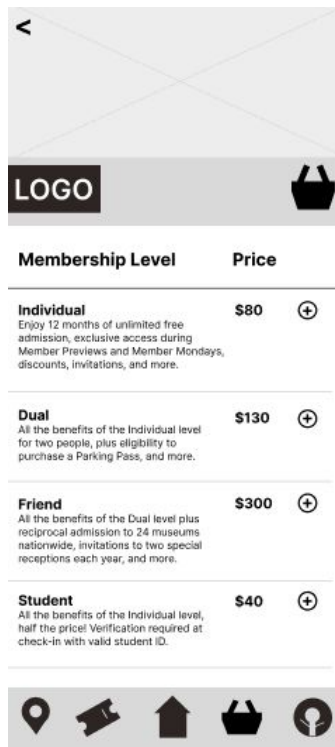


A color mockup of a 'Register' form. At the top left is the 'LACMA' logo. The form title is 'Register' with a close 'X' button. Below it are five input fields with placeholder text and clear 'X' buttons: 'Name' (placeholder: 'Enter First and Last Name'), 'Email' (placeholder: 'Enter Email Address'), 'Password' (placeholder: 'Enter Password'), 'Confirm Password' (placeholder: 'Re-Enter Password'), and a red 'Register' button. Below the form is an 'OR' separator and three social media icons: Facebook (f), Google (G), and LinkedIn (in). A navigation bar at the bottom contains icons for Map, Tickets, Home, Gift Shop, and Account.

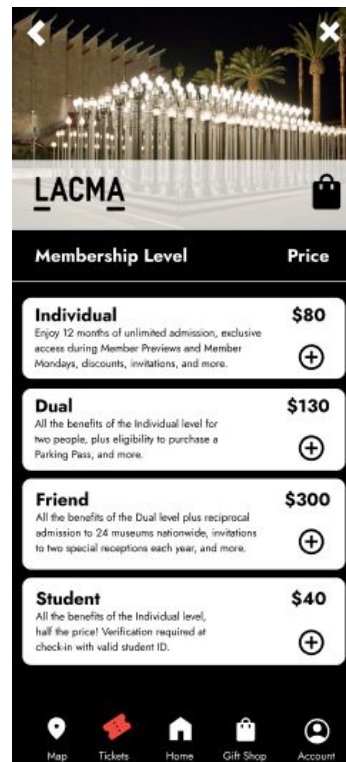
# Mockups

Another finding from the usability study was that users tried selecting a membership level by clicking on the name or description, rather than only on the plus icon. By using color and cards in the mockups, I linked the entire card for each membership level to add to the card no matter where on the individual card a user clicks.

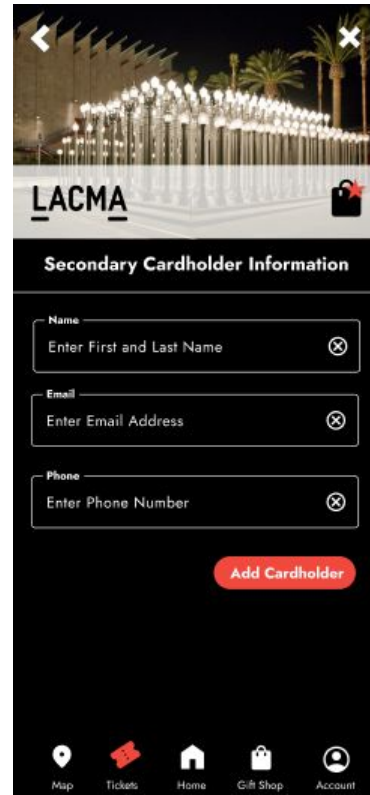
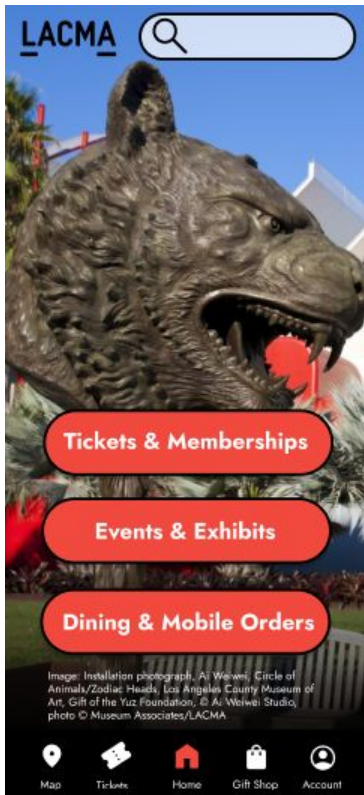
Before usability study



After usability study



# Mockups



# High-fidelity prototype

[LACMA App High-fidelity prototype](#)



# Accessibility considerations

1

The button and text colors were checked and tested to ensure that the contrast passed WCAG standards.

2

Text descriptions were included with all icons and product items.

3

Actions are not reliant on icons (pluses or arrows) and can be completed by selecting text areas.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

This mobile app will enhance the user experience as museum visitors can more easily learn about exhibits, purchase tickets and memberships, make dining reservations and takeout orders.



## What I learned:

I learned that people like to use apps differently. Some like to explore and learn about ticket pricing before logging in, others like automatic sign on right when they enter the app. There's no way to meet every single person's preference when designing an app.

# Next steps

1

Build out the rest of the app pages and functionalities.

2

Connect all pages into a prototype, rather than only one user journey.

3

Partner with LACMA to get the prototype developed into an app.



# Let's connect!



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