



In -Museum Kiosk: Printable Digital Brochure

Wireframes Exploration

Date: October 30, 2009

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CONCEPT 1: CARD METAPHOR

The overall concept attempts to provide visitors useful information to help them make decisions on what to see and where to go before entering the main exhibit area(s). The options presented on the main screen i) allow the visitor to see what is going on in the museum on that day (which could be fed from their existing website calendar), ii) providing them access to the tour planner, and iii) Allow quick access to a map of the museum in cases where people want access to specific facilities or want to gain an idea of what the main galleries are, and their location. Beyond that, we provide access to language options, and a help function (neither of which are shown here).

The concept for the visit planner is based on the notion that visitors will be building an itinerary which they can print out at any time. The visitor is assisted by employing natural language on buttons, simple textual feedback, along with providing intuitive transitions throughout.

The basic structure consists of tours, that are comprised of galleries which can be browsed by touching “cards”. Each card represents a gallery, and would “flip” when pressed on (as a transition between p5 & 6). The itinerary functions as a slide up tab, that is accessible at any point when planning the visit. The animation transitions envisioned should help the visitor understand where the various elements are located when they disappear off the screen. The planning process is kept relatively shallow, in that visitors do not have to “dig deep” to find information, limiting cognitive load, and reducing interaction time at the kiosk.

* This solution uses images to better communicate the concept, however these images are not representational of the actual content, and the concept should not be viewed as “high fidelity”.

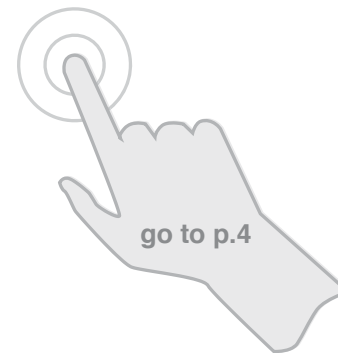
Questions:

1. How should we be dealing with Language options?
2. What are your thoughts on the demonstration that runs when not in use? What should be on it?
3. What type of view do we want to provide for the map, what is technically feasible & reusable as a solution
4. How should the visit flow be represented in order to allow the solution to be feasible
5. Should we provide different approaches to browsing the content, by theme, by topic, by physical location?

PLEASE PRESS ANYWHERE TO START

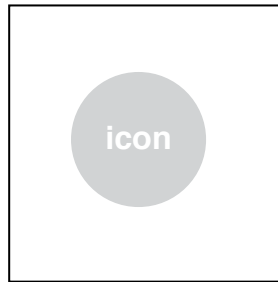
THIS WOULD BE A DEMONSTRATION ANIMATION SEQUENCE
THAT EXPLAINS THE PURPOSE AND FUNCTION OF THE KIOSK.

IT WOULD ALSO SERVE TO ATTRACT PEOPLE TO THE KIOSK

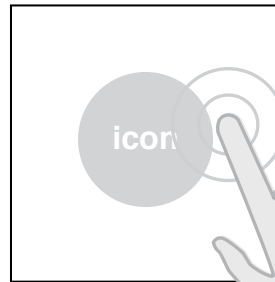


WELCOME TO THE DETROIT INSTITUTE OF ARTS

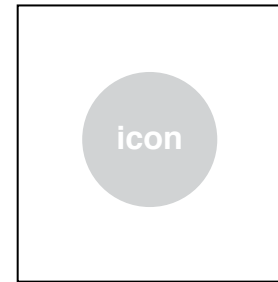
PLEASE PRESS ON ONE OF THE OPTIONS TO LEARN MORE
ABOUT WHAT YOU CAN DO HERE



What's On Today



View our Galleries
and Plan your Visit



See a Map of
the Museum

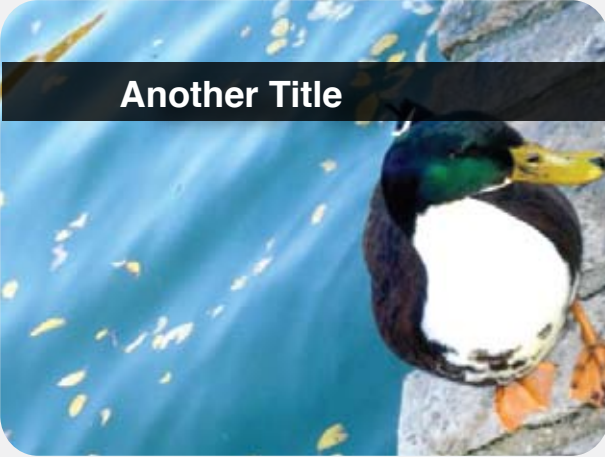
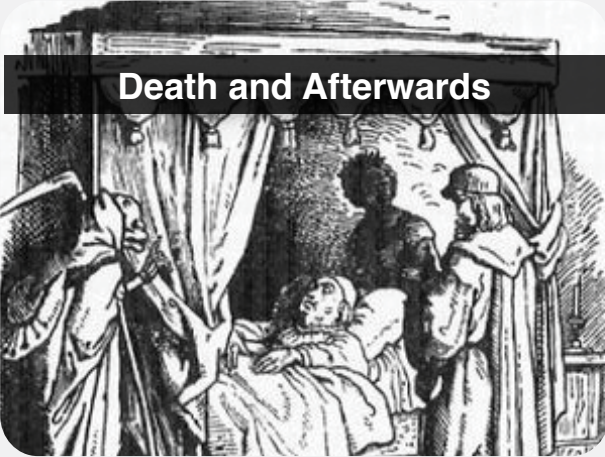


Select Language

Help

BROWSE OUR TOPICS BELOW TO EXPLORE OUR GALLERIES

go to p.3



See More Topics →

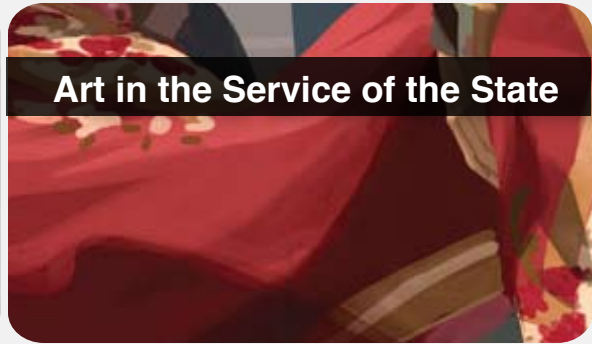
TOUCH AN IMAGE BELOW TO START EXPLORING OUR GALLERIES



Cultural Highlights



Art and the Cycle of Life



Art in the Service of the State



Cultural Highlights



Another Title for a Gallery



Surviving Traditions



Gallery Name Here



Another Title for a Gallery



Another Title for a Gallery

See More Power And Politics Galleries

TOUCH AN IMAGE BELOW TO START EXPLORING OUR GALLERIES

AFRICA: CULTURAL HIGHLIGHTS

Approximate Visit Time: 20 minutes



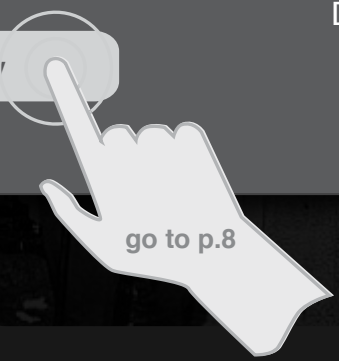
image (active)

image

image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel magna quis odio suscipit mattis eget ac lorem. Morbi nec lorem id tellus mollis aliquam non id quam. Nullam tortor nisl, posuere vel congue consequat, fermentum ut urna. Mauris sed turpis elit. Donec ac justo non orci commodo el Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel magna quis odio suscipit mattis eget ac lorem. Morbi nec lorem id tellus mollis aliquam non id quam. Nullam tortor nisl, posuere vel congue consequat, fermentum ut urna. Mauris sed turpis elit. Donec ac justo non orci commodo el

Bookmark this Gallery



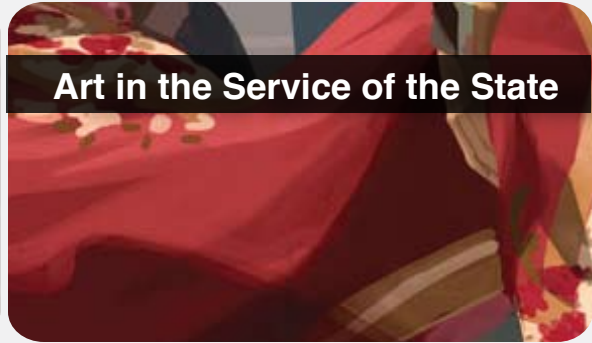
TOUCH AN IMAGE BELOW TO START EXPLORING OUR GALLERIES



Cultural Highlights



Art and the Cycle of Life



Art in the Service of the State



Cultural Highlights



Another Title for a Gallery



Surviving Traditions



Gallery Name Here



Another Title for a Gallery



Another Title for a Gallery

go to p.9

See More Power And Politics Galleries



My Itinerary
(press to close)

icon Print my Itinerary

icon Email me My Itinerary

1 Gallery Image X

Art in the Service of the State

2 Gallery Image X

Surviving Traditions

3 go to p.13

4 go to p.11

5

6

7

8

▼ Press Here to See Map of Itinerary
go to p.10

My Itinerary
(press to close)

icon Print my Itinerary

icon Email me My Itinerary

Press Here to See Collected Galleries



Map of Museum, Highlighting galleries that were selected w/ names of galleries

My Itinerary
(press to close)

icon

Print my Itinerary

icon

Email me My Itinerary

You are about to email "Gallery Title" to your mobile.
In order to do so, you need to enter your email address
in the field below

Send



Add my email address to the Detroit Institute of Art's Mailing List

go to p.12



Press Here to See Map of Itinerary

Back

POWER AND POLITICS

Start Over

I'm Done

My Itinerary
(press to close)

icon

Print my Itinerary

icon

Email me My Itinerary

1

Gallery Image

Art in the Service
of the State

The Brochure for "Gallery Title" has
been emailed to the following email:
"username@email.com"

go to p.9

4

5

6

7

8



Press Here to See Map of Itinerary

My Itinerary
(press to close)

icon Print my Itinerary

icon Email me My Itinerary

1
Gallery Image

Art in the Service
of the State

The Brochure for "Gallery Title"
is now printing

70% Complete



4

5

6

7

8

▼ Press Here to See Map of Itinerary

LEVEL 1

LEVEL 2

LEVEL 3

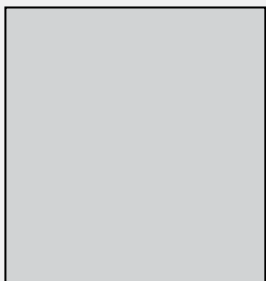
FLOOR 1

MAP OF DIA: PLAN VIEW

SHOWING:

- Gallery Legend
- Facilities (washroom, elevators, stairs, food, atm, coat check, ect)

TODAY AT THE DIA: OCTOBER 28, 2010

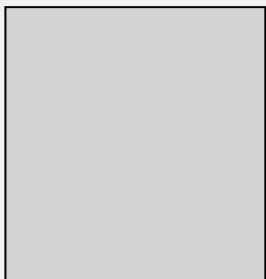


Exhibition:

Action < > Reaction: Video Installations

July 3, 2009 - January 3, 2010

[Read More](#)

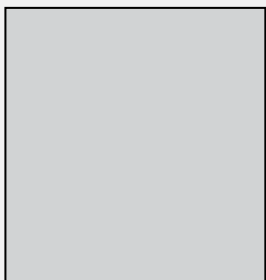


Exhibition:

Action < > Reaction: Video Installations

July 3, 2009 - January 3, 2010

[Read More](#)



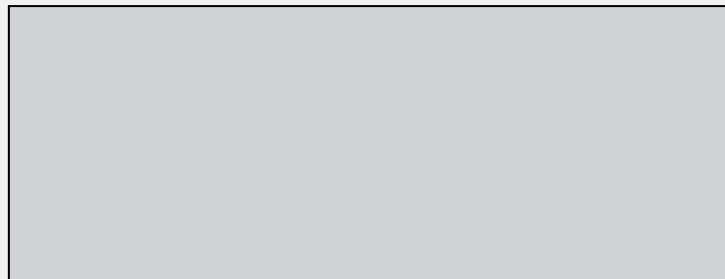
Exhibition:

Action < > Reaction: Video Installations

July 3, 2009 - January 3, 2010

[Read More](#)

UPCOMING WORKSHOPS AND EVENTS



Drop-In Workshop

Halloween Masks

Friday, October 30, 2009

[Read More](#)



Special Event

Museum Mystery Tour

Friday, October 30, 2009

[Read More](#)

CONCEPT 1: MOOD BOARD

Keywords:

Round, Slick, Glass, Bubble,
Friendly, Simple, Modern, Fun,
Colorful, Layered, Accessible,
Vibrant, Zippy, Lickable, Minimalist,
Geometric, Functional



CONCEPT 2: Exploring Worlds

This iteration is based on the notion of exploring the world through the DIA. The content and the aesthetics of the kiosk focus on the Big Ideas developed by the DIA staff. The visual metaphor (as described by the mood board) aims to display the content as a network of 'worlds,' where each world is a defined entity but does not exist in isolation from the others. The intent of the metaphor is to leave visitors with the impression that they are on a journey; learning about the diverse range of cultures through the expression of art and history. They may even find how these different cultures have similarities to each other. The interface aims to give visitors a visual overview of the museum in a way that engages their imagination, as well as help them explore the different gallery spaces based on their own interests.

Questions:

1-Is the visual hierarchy of the information presented intuitive for visitors of all age groups to use?

2-For Portal Page Versions 1 and 2, does it make more sense to have Languages be the first point of entry, followed by the other options (Explore the Galleries, Museum map, What's Happening Today?) or, is it ok to have all these on one page?

3-Is it a viable option to have visitors print/email individual galleries, rather than try to combine several different galleries into one tour? Does the suggestion of 'Gallery Highlights' give enough guidance to the visitor on what to see in each gallery, or is it better to mark a path through several different galleries? (Please refer to Gallery Overview versions 1 and 2)

Portal Page Version 1

This version has **Languages**, **Museum Map**, **Explore the Galleries**, and **What's Happening Today(?)** options, all on the same page.

Welcome to the Detroit Institute of Arts!

Explore the world. Let yourself go.

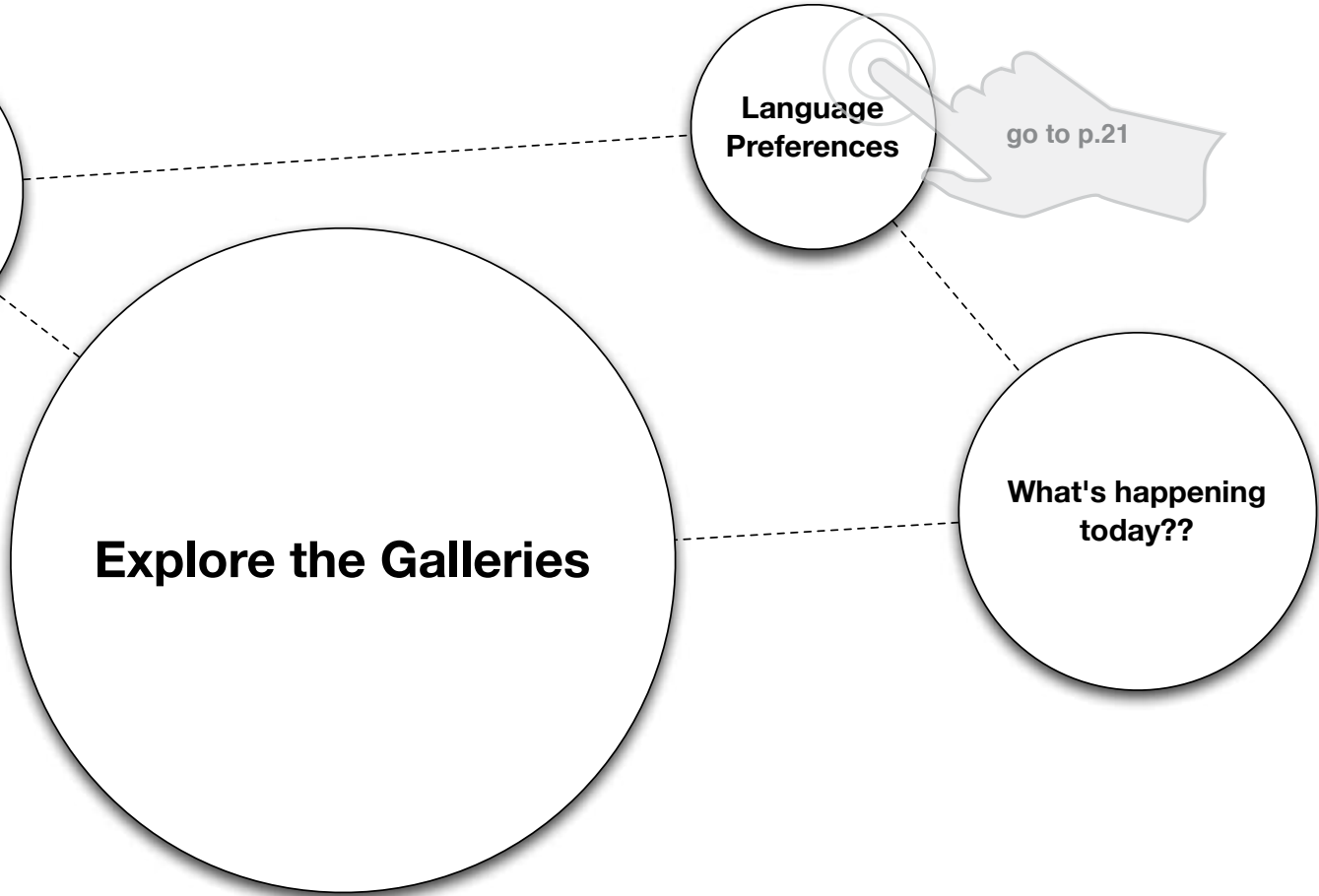
Map of the
Museum

Language
Preferences

go to p.21

Explore the Galleries

What's happening
today??

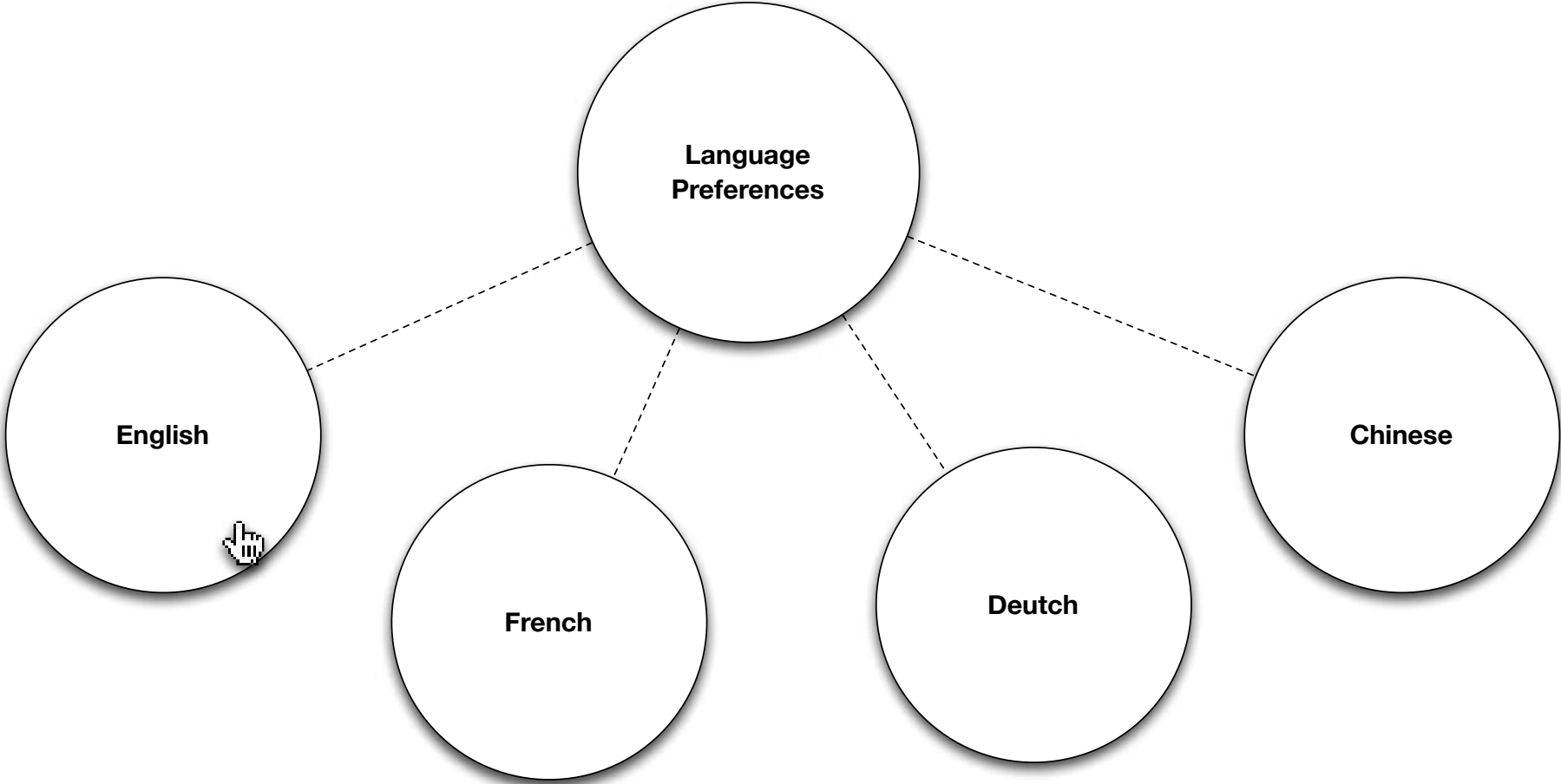


Portal Page Version 2

This version has **Languages** as the first point of entry, followed by the **Museum Map**, **Explore the Galleries**, and **What's Happening Today(?)** as a secondary page.

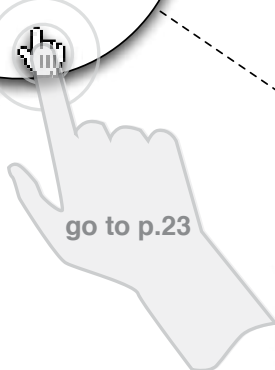
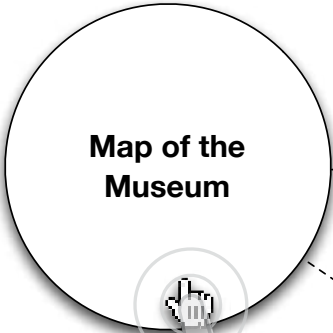
Welcome to the Detroit Institute of Arts!

Explore the world. Let yourself go.



Welcome to the Detroit Institute of Arts!

Explore the world. Let yourself go.

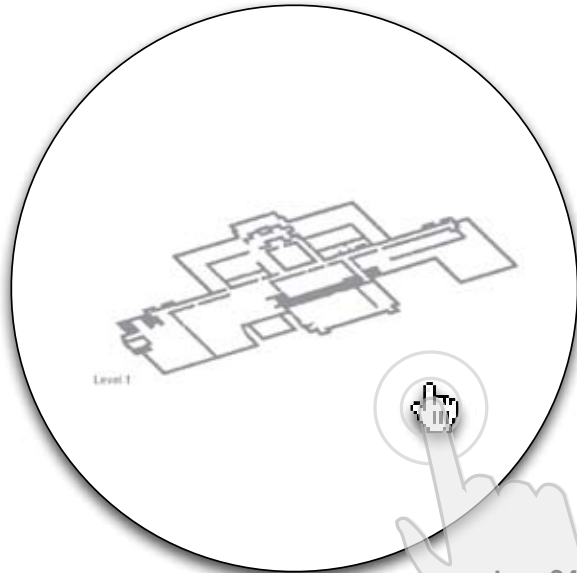


[Home Page](#)

Map of the DIA

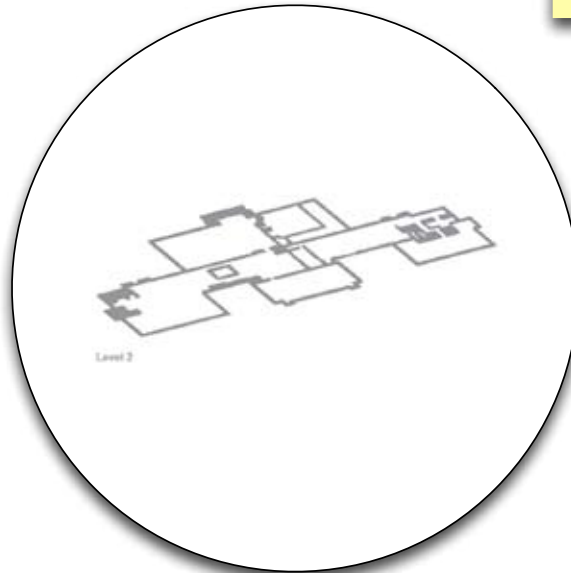
Select one of the maps below to explore and orient yourself

Level 1



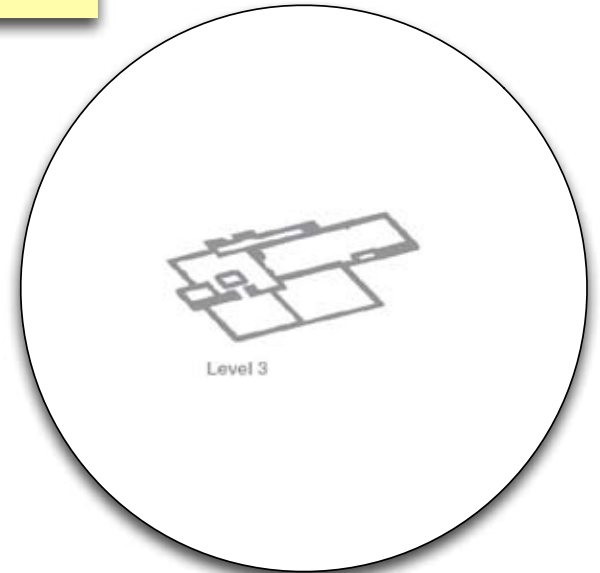
go to p.24

Level 2



Interactive Maps
Maps will curve around globes to give the impression that it is a circular surface.

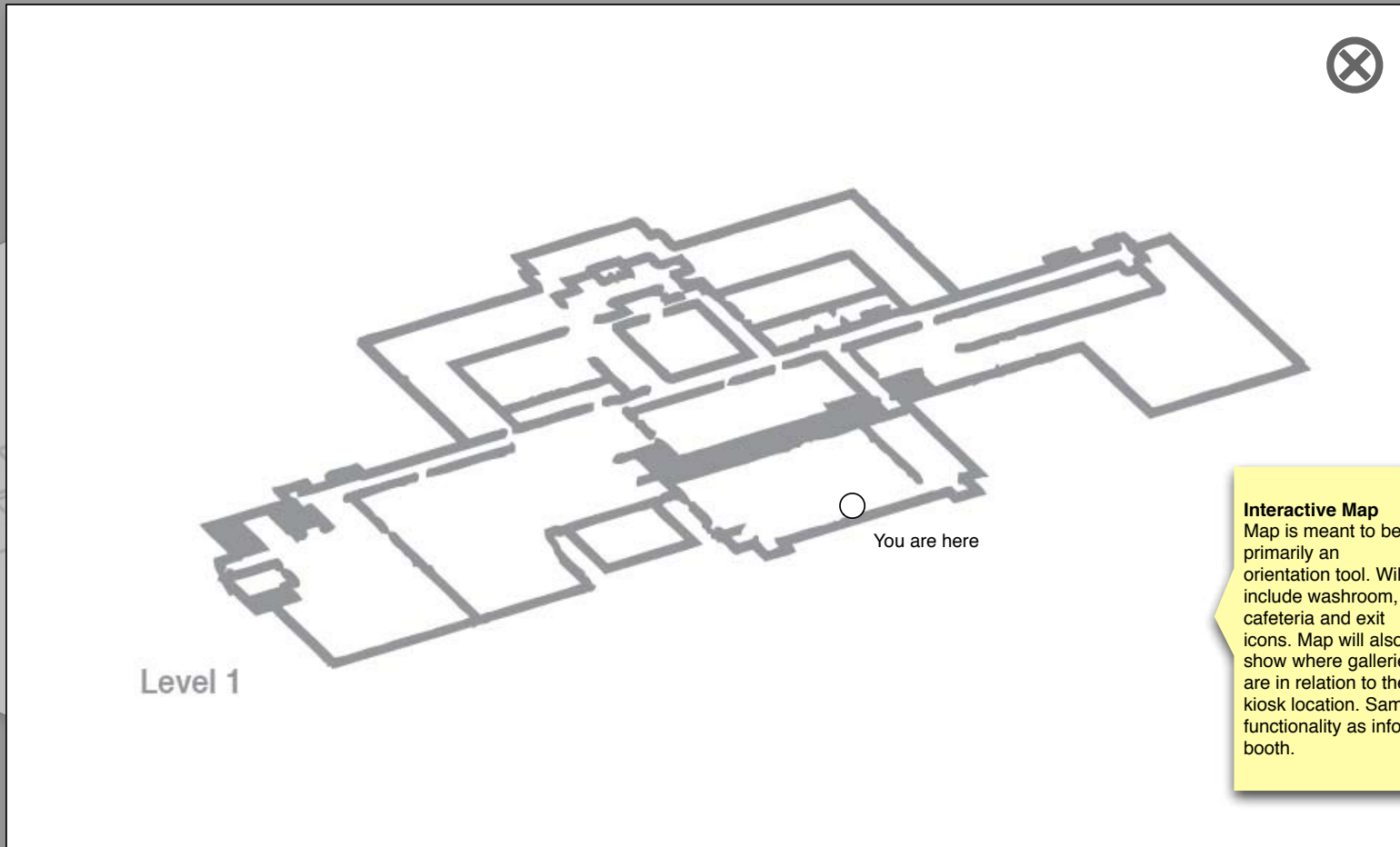
Level 3



Go Back

Map of the DIA

Select one of the maps below to explore and orient yourself

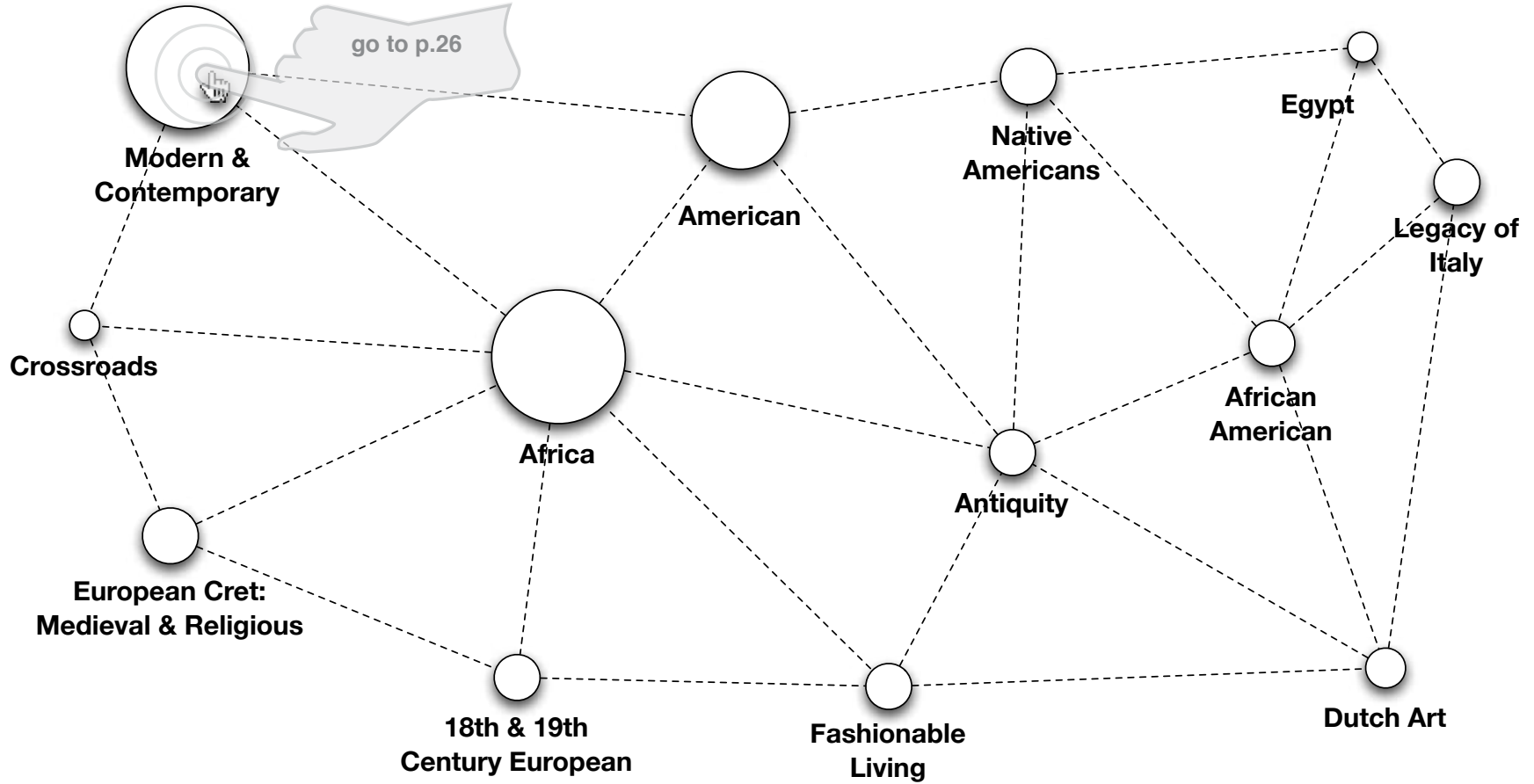


Interactive Map
Map is meant to be primarily an orientation tool. Will include washroom, cafeteria and exit icons. Map will also show where galleries are in relation to the kiosk location. Same functionality as info booth.

[Home Page](#)

Exploring the Galleries

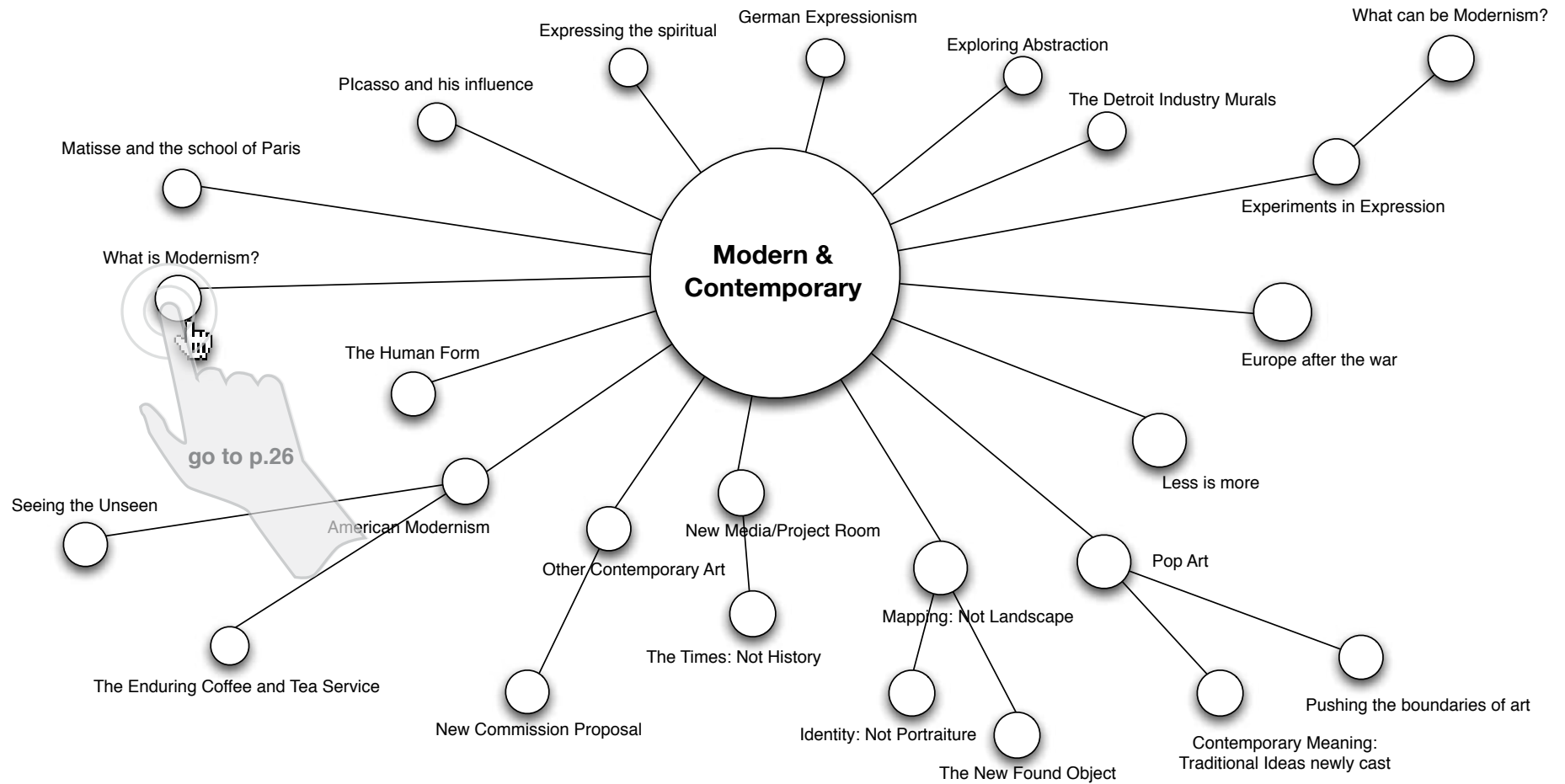
Touch one of the globes to look at the galleries based on the following themes:



Go Back

Exploring the Galleries

Touch one of the nodes for more information on the following galleries:



Gallery Preview: Version 1

In this version, the primary function is to allow visitors to print/email multiple galleries of interest, rather than try to combine different galleries into one tour.

Rationale: In this version, visitors are free to explore as many galleries as they wish, rather than limit visitors to 3 galleries when creating a single tour (as suggested in previous iterations.)

In this proposal, we suggest '**Gallery Highlights**' for the visitor to see while exploring the galleries. This gives enough of a 'scaffolded' experience without dictating where the visitor should go.

Go Back

Exploring the Galleries

Restart

I'm Done

What is Modernism?

Consectetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

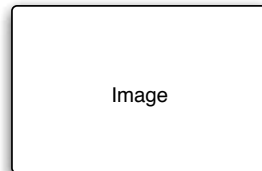
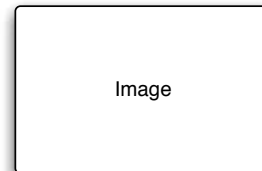
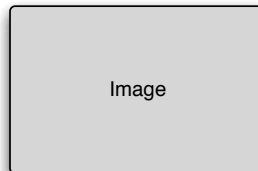
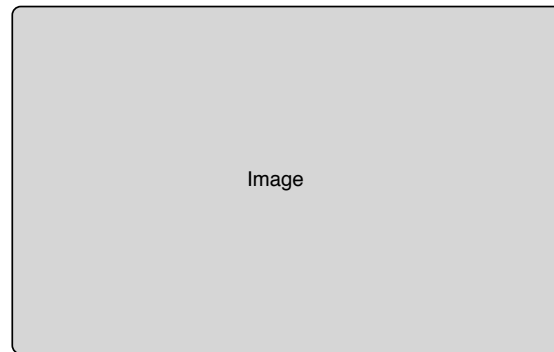
Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duration: 00:20:00 mins

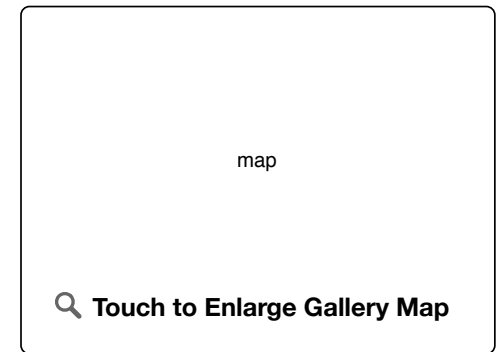
Print Gallery Overview

Email Gallery Information

Gallery Highlights



Gallery Map



Related Galleries

- What can be Modernism?
- American Modernism
- Exploring Abstraction

Gallery Preview: Version 2

In this version, the visitor can select 3 galleries to make their own custom tour. Selection can be viewed at the bottom of the screen.

The selection "bar" appears only in the gallery preview pages.

Assumption: the video demonstration will show visitors how to use the kiosk to create their own tour.

Go Back

Exploring the Galleries

Restart

I'm Done

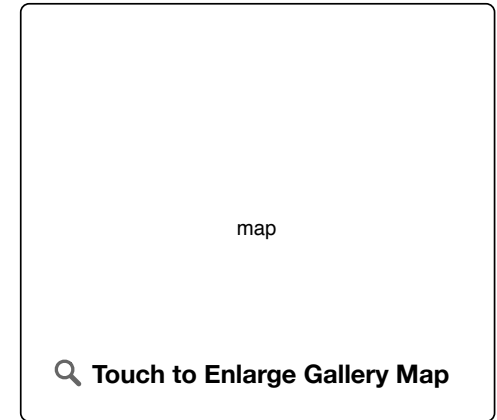
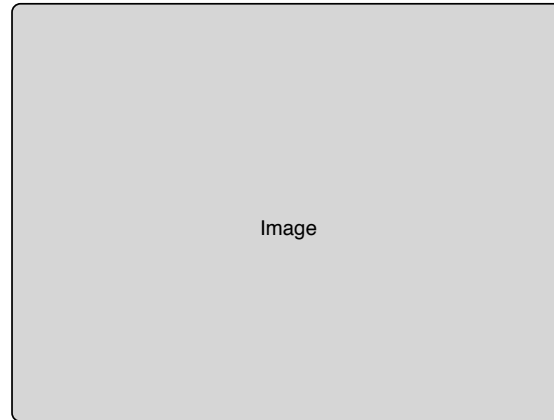
What is Modernism?

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in.

Duration: 00:20:00 mins

Add this to my Gallery Itinerary



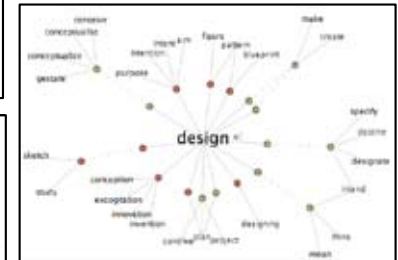
Related Galleries

- What can be Modernism?
- American Modernism
- Exploring Abstraction

My Gallery Itinerary (0)

Finished Itinerary

CONCEPT 2: MOOD BOARD



Keywords:

Exploration, Networked world,
 Culture, Adventure, Discovery,
 The Unknown, Search,
 Togetherness, Possibilities,
 Stories, Shared, Experience,
 World in your hands,
 Playfulness.

CONCEPT 3: Cover Flow

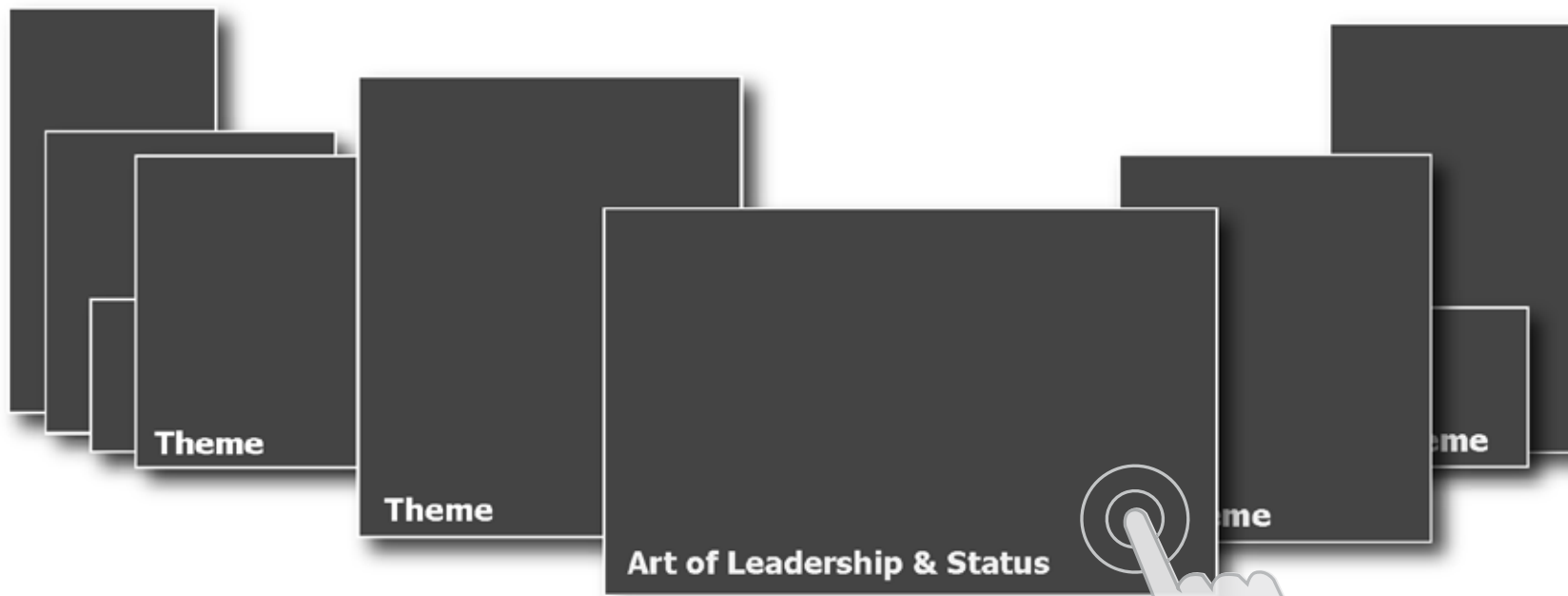
This iteration is based on the notion of exploiting people's ease and familiarity with the Cover Flow framework. Cover Flow is an animated, three dimensional graphical user interface that has been integrated within iTunes, the Macintosh Finder, and other Apple Inc. products for visually flipping through snapshots of documents, website bookmarks, album artwork, or photographs.

The aesthetics of the Cover Flow layout framework is simple, yet for our kiosk various "skins" could be applied to give a "look & feel" unique to the gallery's brand. In the mood board I've selected a "steampunk" esthetic that blends the old with the new to create an adventurer's tool kit. With this skin attached to the interface the visual experience would provide visitors with a voyageurs view of the museum themes and the possible explorations that abound them.

Questions:

1. How will the conceptual design of the cover flow framework be a useful tool in navigating a socially constructed experience?
2. How will the visitor respond to a predefined theme tour?
3. How can the design of the interface be best constructed for access to a multi-faceted content repository?
4. What workflow practices are required for the generation, migration and population of content into this framework?
5. What technologies and/or existing applications will be needed to prototype a cover flow interface?

Explore by Theme

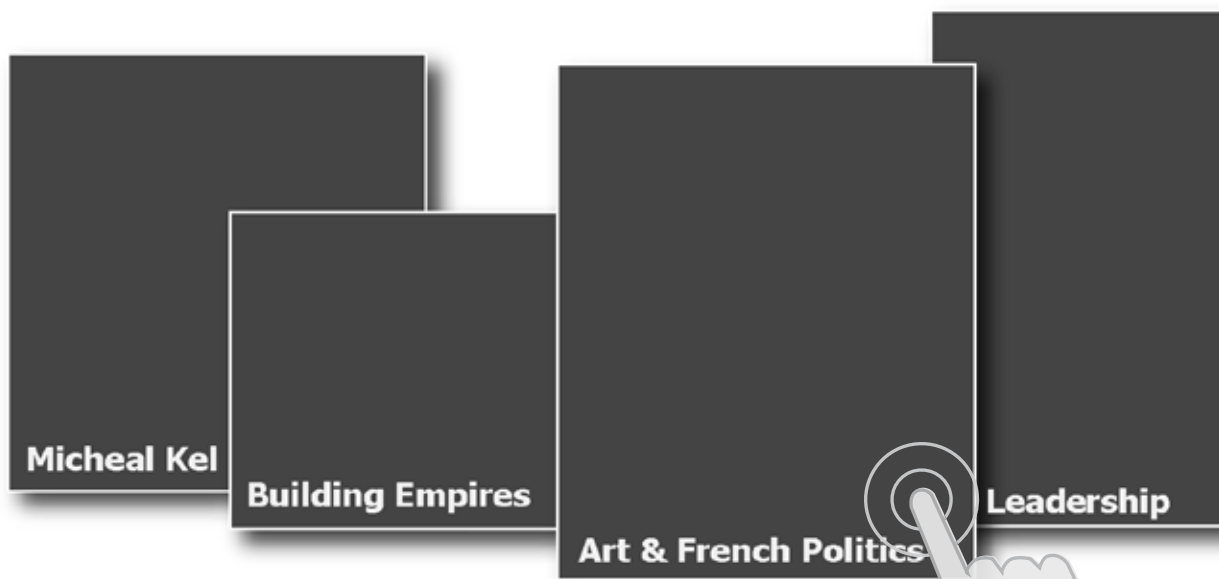


My Tour

Duration 00:40:00



Art of Leadership & Status



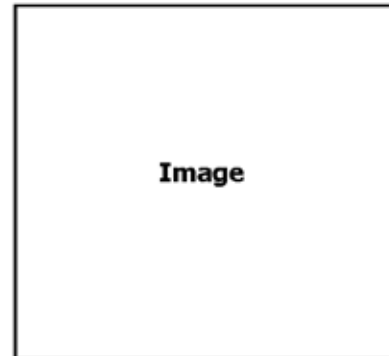
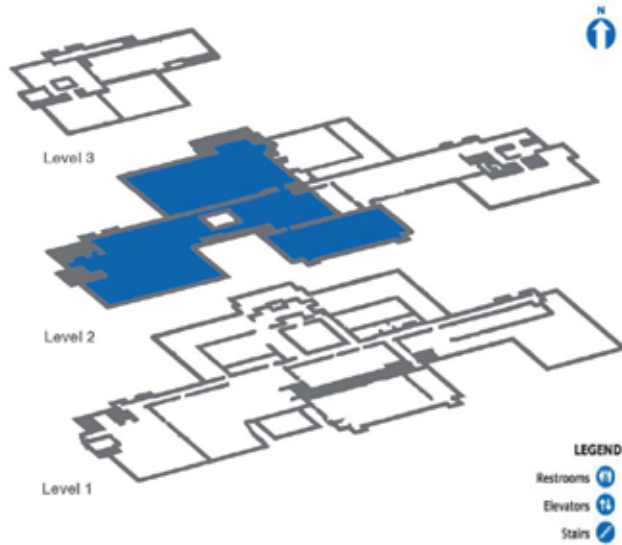
My Tour

Duration 00:40:00

< Back

Print >

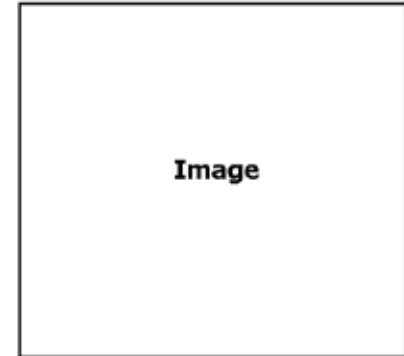
Art of Leadership & Status



Image

Tour Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce vestibulum massa eget elit sollicitudin aliquet. Nullam luctus convallis leo eget egestas. Aenean congue dignissim lorem vitae consectetur. Aenean est magna, imperdiet ut iaculis et, ullamcorper eget purus. Duis eu augue turpis. Pellent.



Image

Tour Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce vestibulum massa eget elit sollicitudin aliquet. Nullam luctus convallis leo eget egestas. Aenean congue dignissim lorem vitae consectetur. Aenean est magna, imperdiet ut iaculis et, ullamcorper eget purus. Duis eu augue turpis. Pellent.



< Back

Print

CONCEPT 3: MOOD BOARD

