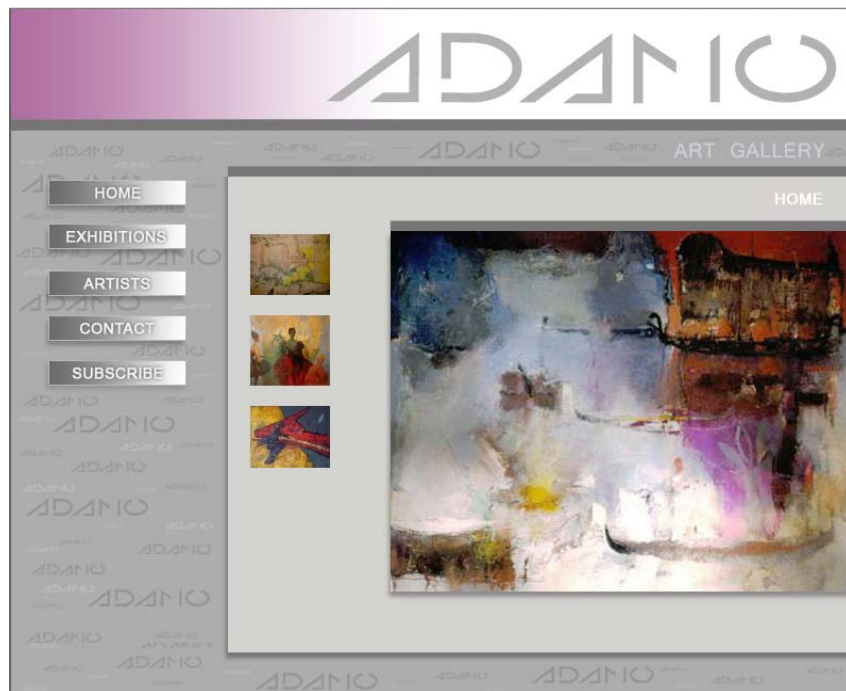# Adamo Art Gallery Website Redesign Project Summary

Prepared by the Corn Huskers
December 10, 2013

Adamo Art Gallery

- Adamo Art Gallery is a small contemporary art gallery located in South Street Seaport, New York, NY.
- It represents 10 artists, primarily painters. Many of these artists work internationally.
- Although Adamo Art Gallery displays distinguished contemporary art, its website is out of date and does not match the quality of the artwork exhibited.
- The website content is currently limited to artists' biographies, artwork images, and insufficient exhibition and contact information.
- The goal of our website redesign project is to identify potential users, expand the website's content based on user needs, and create a fresh, modern design to the Adamo Art Gallery website.
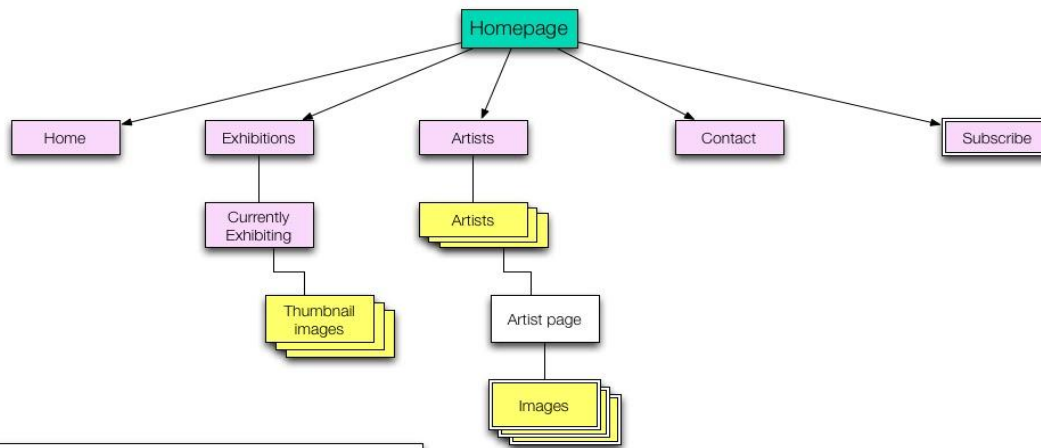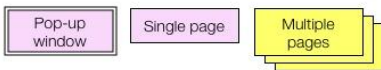
Adamo Art Gallery Website

Current homepage
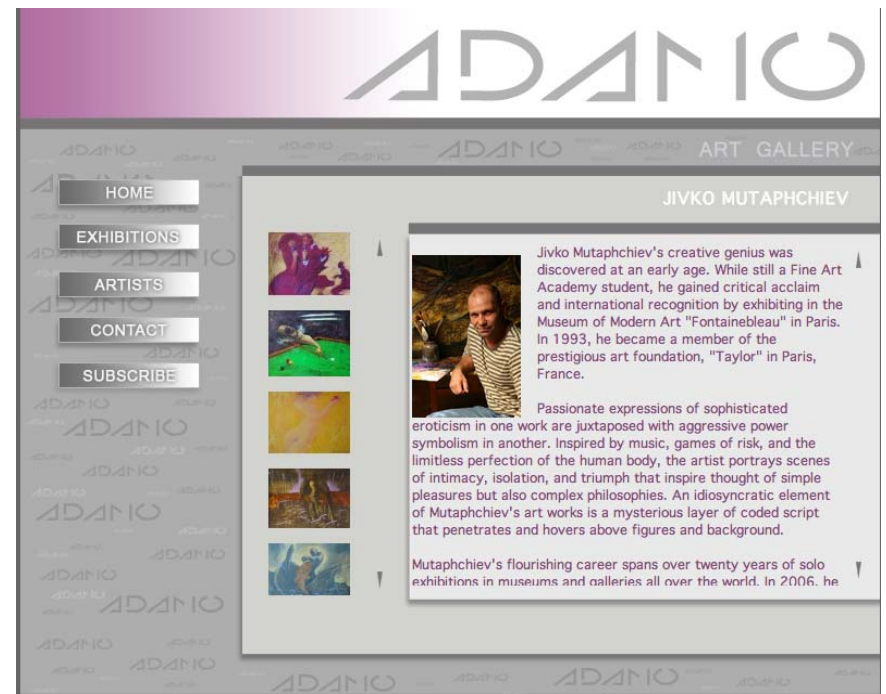
Current artist's page

Adamo Art Gallery Site Map

The Corn Huskers
Adamo Art Gallery Site Map

ADAMO

The first step of our redesign project was to inventory the current content of the website.

Based on the content inventory, the Corn Huskers created a site map for the current gallery website.

This allowed us to identify possible gaps in the website content and any potential organizational and navigational issues.

Competitive Review

After evaluating the current state of the Adamo website, we reviewed other art gallery websites to identify what kind of content we were missing and review possible redesign options.

We selected two competitor websites to review: a competitor in the New York metropolitan area and a competitor with multiple locations, including New York City and international cities.

- Regional competitor: **SculptureCenter** http://sculpture-center.org/home.htm
- International competitor: **Gagosian Gallery** http://www.gagosian.com/

We selected these websites because both include similar basic content also found in the Adamo site, but our competitors maintained a greater variety and depth of content.
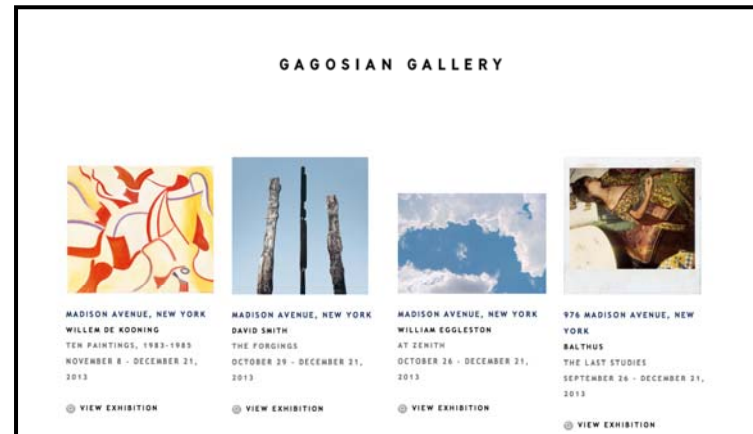
Points of Comparison

Artists	SculptureCenter	Gagosian
Separate page for Artists	N	Y
Images	Y	Y
Prices	N	N
Detailed artwork information	Y	Y
Video interviews	Y	Y
Biography	Y	Y
Related Exhibitions	N	Y

We determined that the main functions of a gallery website are publicizing exhibitions and artists, creating written content about art and artists, and enticing users to visit the gallery's physical location(s).

We used these functions, as well as social media and navigation features, as points of comparison when conducting our competitive review.

We broke down each function into smaller, detailed content points and compared what each competitor included against Adamo's content.

In this table, we reviewed what information each competitor includes on their represented artists. Adamo lacks many of these content items, namely: detailed artwork information and related exhibition information

Points of Comparison

News/Press	SculptureCenter	Gagosian
Exhibitions	Y	Y
Past	Y	Y
Current	Y (Note: Closed for install)	Y
Upcoming	Y	Y
News	Y	Y
Press Releases	Y	Y
Press Clippings	Y	N
Publications	Y	Y
Digital	Y	Y
Print	Y	Y

We also analyzed News and Press.

We reviewed how our competitors utilized their websites to inform their users about exhibitions (past, current and upcoming), and what written material is posted about the gallery and its events.

From this review, we concluded that providing detailed information about current events, exhibits, and news is an important way galleries advertise and entice visitors to their locations.

Adamo has no news or event information on its website.

Points of Comparison

Navigation	SculptureCenter	Gagosian
Search function	Y	Y
Consistency	Y	Y
Top-level navigation	Y	Y
Contrast	Y	Y
Readability	Y	Y
Scalability	N	N
Pop-Ups vs Static	Static	Static

Another dimension we investigated was Navigation and Design.

Both the Gagosian and SculptureCenter websites are easy to navigate. They both had good contrast, creating easy to read websites with static pages that allow for easier navigation.

The design of each site reflected modern design principles, portraying the galleries as up-to-date and conscious of current trends in graphic design.

In contrast, Adamo's design and navigation feel dated and clunky. It lacks features like search and relies heavily on pop-ups.

User Research

After the conclusion of our competitive review, we began form a better idea of what additional content could be added to Adamo's website. Our next step was to figure out what kind of content users want and need.

To get a better idea of how users typically use art gallery websites, we carried out research with actual users. We targeted four distinct types of potential user for the Adamo Art Gallery site:
- Undergraduate Art School Student
- New York City Tourist
- Avid Art Gallery Visitor
- Fine Artist

Each group member of the Corn Huskers used two research methods: an online survey and in-person interviews.

User Research Methods - Survey

How many times in the last year have you visited an art gallery or museum?

0-2 times	2	13%
3-4 times	7	47%
5-6 times	2	13%
7+ times	4	27%

5-6 times [2]
7+ times [4]
0-2 times [2]
3-4 times [7]
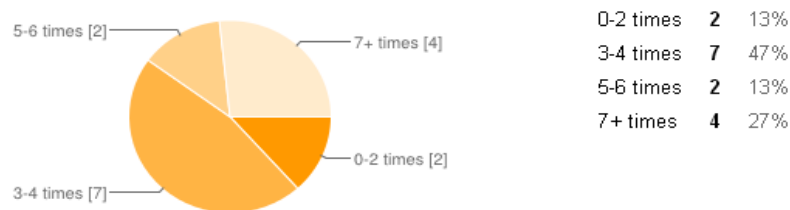
Did you look at the gallery/museum's website before you visited?

Yes	12	80%
No	3	20%

No [3]
Yes [12]

What were you trying to find?

Nothing in particular- just casual browsing
Academic research on art or artist
Shop for items
Opportunities to exhibit my own artwork
Contact information
Reputation of gallery/museum
History of gallery/museum
News or press items
Events at the gallery/museum
Artist biography
Artwork images
Information on exhibitions
Hours/location

■ Responses

0 0.5 1 1.5 2 2.5 3 3.5 4 4.5

The online survey asked users when they look a website (e.g. before/after visiting), how they accessed the website (e.g. computer, mobile device), and what type of content they looked for (e.g. hours, events).

User Research Methods - Interviews

Each team member also conducted two in-person, semi-structured interviews for each user type.

We created an interview guide to share among team members, but interviewers were not required to strictly adhere to the questions (excerpt on right).

The interview fleshed out the data we collected in the online survey by asking for more detailed information about what kind of content users found most important for art gallery websites, what features were frustrating, how users evaluated art gallery websites, and how they made decisions to visit the gallery.

Although each distinct user type had different motivations for visiting an art gallery website, the results from the online survey and interviews indicated that overall users tended to use art gallery or museum websites to find exhibition information, location and hours, artwork images, information about artists, and information about the gallery itself. Finding this information quickly and easily was important to all users types.

II. Warm-up
   Do you visit art galleries or museums often?
   What do you think about when you think of "art gallery"?
   Is it something different than a museum? How is it different?
   What sort of thing would you expect to find at an art gallery?

III. Main Questions
   When did you last visit a museum or art gallery? Can you tell me a little bit about it?

   Did you look at the website beforehand? What were you trying to find?

   What kind of experiences have you had with a museum or gallery website? Could you describe it for me?

   If you looked at the exhibition information on the website, were you looking for just current exhibition information? Were you also interested in past or upcoming exhibits?

   Do you think you can tell what a gallery or museum's reputation is just from the website? What makes you say that?

   New York has a lot of art galleries and museums - what makes you decide to visit one place over another?

   Have you ever decided not to visit a gallery or museum in person based on what you saw on the website? Why was that? OR Can you imagine a scenario where the website might dissuade you from visiting the gallery in person?

Personas and Scenarios

We used the results of our user research to create four personas and scenarios based on each type of user.

Each persona summarized a typical user's needs, goals, and background. The scenarios described hypothetical uses of the Adamo Art Gallery website by each user type.

These tools allowed us to better understand how a user would interact with the gallery site and keep our designs grounded in users' needs.

Kiki Anderson

Age 19
Candidate for BFA in Painting
Student at Strathmore College
Location: New York City

"There's so much that I want to do and see!"

Kiki is an ambitious young artist and student. She is always busy in the studio making new work, writing essays for class, and exploring the city with her friends. Though painting is her passion, she also takes her liberal arts classes very seriously. She is learning how to be resourceful with her time in order to get good grades as well as experience as much city culture as possible. Though she is very technology savvy and is constantly navigating the city with her smartphone, Kiki hopes that one day she will be knowledgeable enough to know how to navigate the city and give art gallery recommendations without consulting technology.

Inspirations
Contemporary art galleries
Music from local bands
Thrift stores

Research Goals
Finding relevant sources
Using efficient, intuitive tools
Finding what she needs fast
Using visually pleasing sites

Technical skills
Uses both PC and Mac interfaces
Adobe Photoshop
Digital Photography
Blogging
Social Media

HILARY HIRST

Age: 26
Lives in: New York City
Education: Vassar College, BA in Art History
Occupation: Research Assistant
Hobbies: Photography, volunteering, indie music and films
Favorite websites: ARTnews, Artsy, The Atlantic, Buzzfeed, Facebook, Instagram, New York Times

I'm a native New Yorker who really loves the whole art gallery scene. I was an Art History major in college and interned for several major New York museums while still in school. After graduating, I couldn't find a good job in the art field but I still volunteer at the Whitney Museum on the weekends to stay connected the art world. My job is OK but when I'm not there I just want to forget all about it.

I try to visit a museum or art gallery at least once a month. I find out about good art exhibitions mainly from reading Timeout New York and the Arts Section of the New York Times. There's so much going on in New York! It's one of the things I love the most about this city, but it can be overwhelming. I don't have a lot of free time, so I only want to see the best exhibitions. If it looks like a gallery doesn't have good artwork or isn't a cool space, I probably won't go. The gallery's website usually gives me a good idea of that; I always check the exhibition images online first before I visit. It's really annoying when a gallery website makes basic info like exhibition dates and opening hours hard to find. If an exhibit is really interesting I'll put pictures on my Instagram (I'm on my smartphone a lot). I really like taking my friends to new galleries I've discovered.

"I'm looking for exhibitions that really spark my interest and make me excited to learn something new."

User Research - Card Sort

The last phase of our user research was a card sort study. To guide our reorganization of the website, we created 31 cards representing possible new content items for the website (list of cards on right).

We created these cards based on our previous user research and competitive review. Participants were asked to sort the cards into organizational categories.

Eleven participants completed the study and sorted the cards into an average of 7 categories.

Current Content Items on Adamo Art Gallery	Proposed Content Used for Card Sort Study
Artist Biography Images of Artwork Contact Information Exhibit Information (currently on display) Subscribe to mailing list	Map of location Gallery information (opening hours, directions, contact) History of gallery History of local neighborhood Images of gallery Current exhibition information Current exhibition images Upcoming exhibitions Past exhibitions News/press items Mission statement Artist biography Images of artwork Artist news/press Artist exhibition history Blog posts Staff biographies Board of Directors Calendar/Upcoming events Subscribe to mailing list Artwork submission information Employment/volunteer information Social Media (Facebook, Twitter, Instagram, Tumblr)

Revised Site Map

Revised Site Map for Adamo Art Gallery (proposed)
Corn Huskers
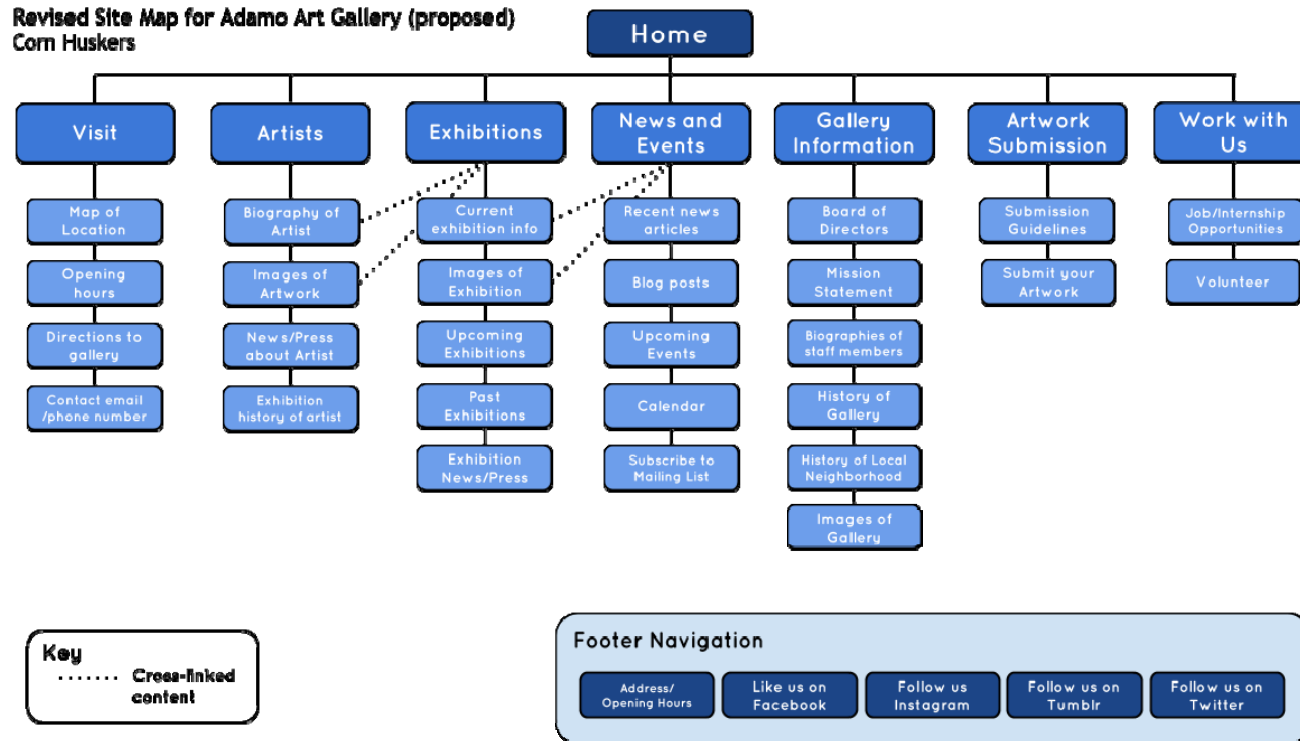
We created a new site map that included more content items and grouped content based on the results of the card sort.

Participants in the card sort study often cross-categorized certain content, so we proposed linking that content in multiple categories (represented by a dotted line in the site map).

Sketches and Wireframes
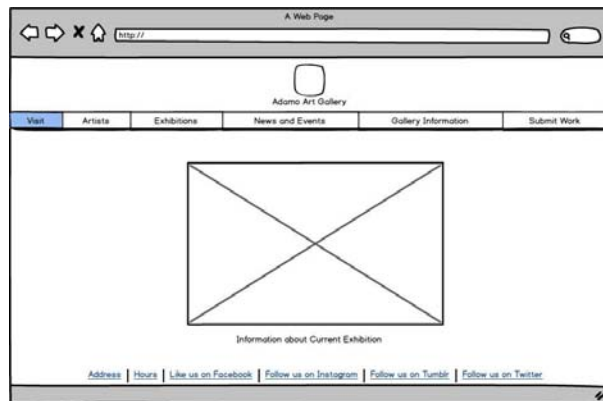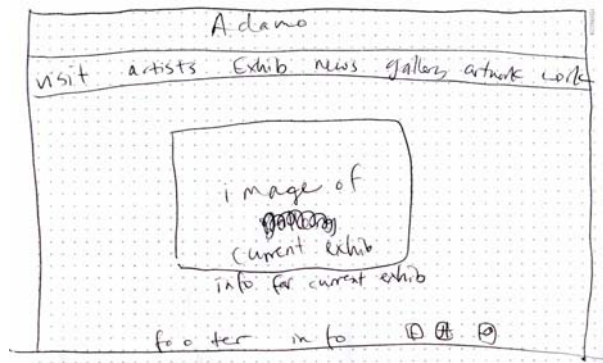
Each group member created hand-drawn sketches of selected proposed website pages from the redesigned site map. Based on the hand-drawn sketches, digital sketches were created and then compared within the group.

Wireframes for the homepage and several secondary pages were created based on the digital sketches, which included all the necessary details and annotations for the given page.

After comparing wireframes, the Corn Huskers created a final Website Redesign Prototype. We combined the results of our user research and design ideas to propose a new, up-to-date website design for Adamo Art Gallery.

Website Redesign Prototype

Homepage
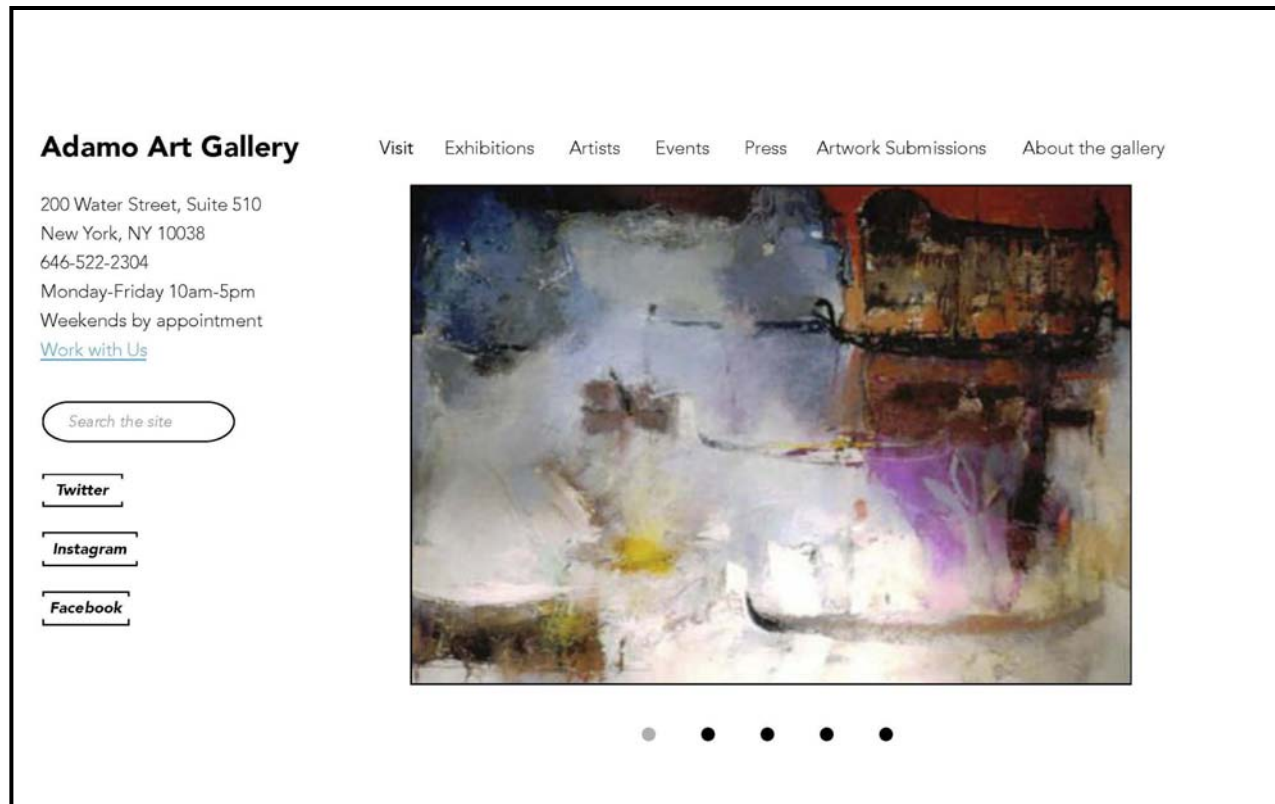
Homepage for the new Adamo Art Gallery website.

Image carousel will scroll through images of current exhibition artwork. The images link directly to the corresponding individual exhibition page.

Work with Us links to a secondary page within the Adamo website.

The search function will search across the entire website.

Social media items will link directly to the third-party website.

Finding an Upcoming Exhibition

Homepage - Dropdown Menu
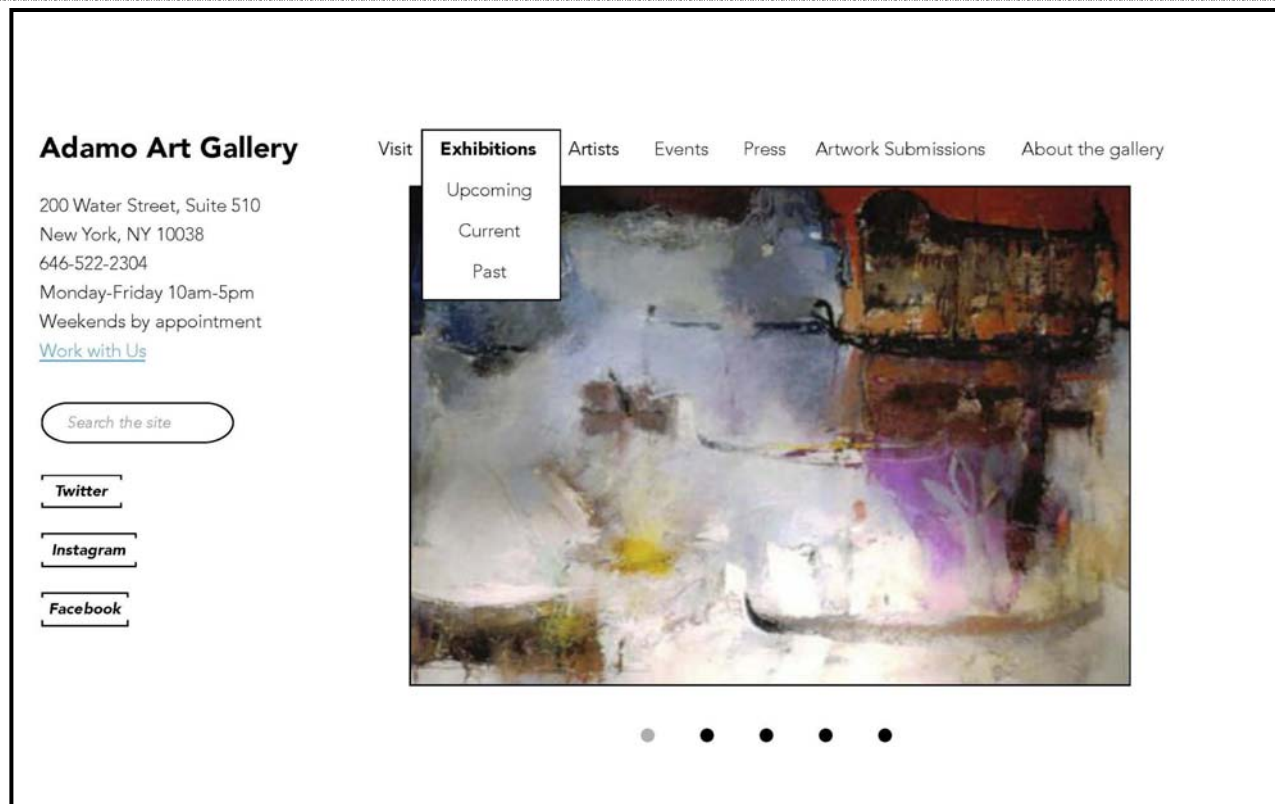
Exhibitions menu will have a drop down feature for users to select either Current exhibitions, Upcoming exhibitions, or Past exhibitions.

All other top level navigation items are static.

Exhibition Landing Page

Each Exhibition page will have a landing page displaying thumbnails, titles, and dates of each individual exhibition.

Clicking on a image will bring the user to the individual exhibition information page.

Individual Exhibition Page

Each individual exhibition page will display a featured image, thumbnails, exhibition title, the dates of the exhibition, and a description of the exhibition.

This style is consistent across all individual exhibition pages.

Individual Exhibition Page - Image Swap

When a user clicks on a image thumbnail, it will swap out the featured image for the selected image.

The thumbnail will be greyed out, indicating which thumbnail is currently being displayed in the featured image position.

Finding an Artist

Artists Landing Page
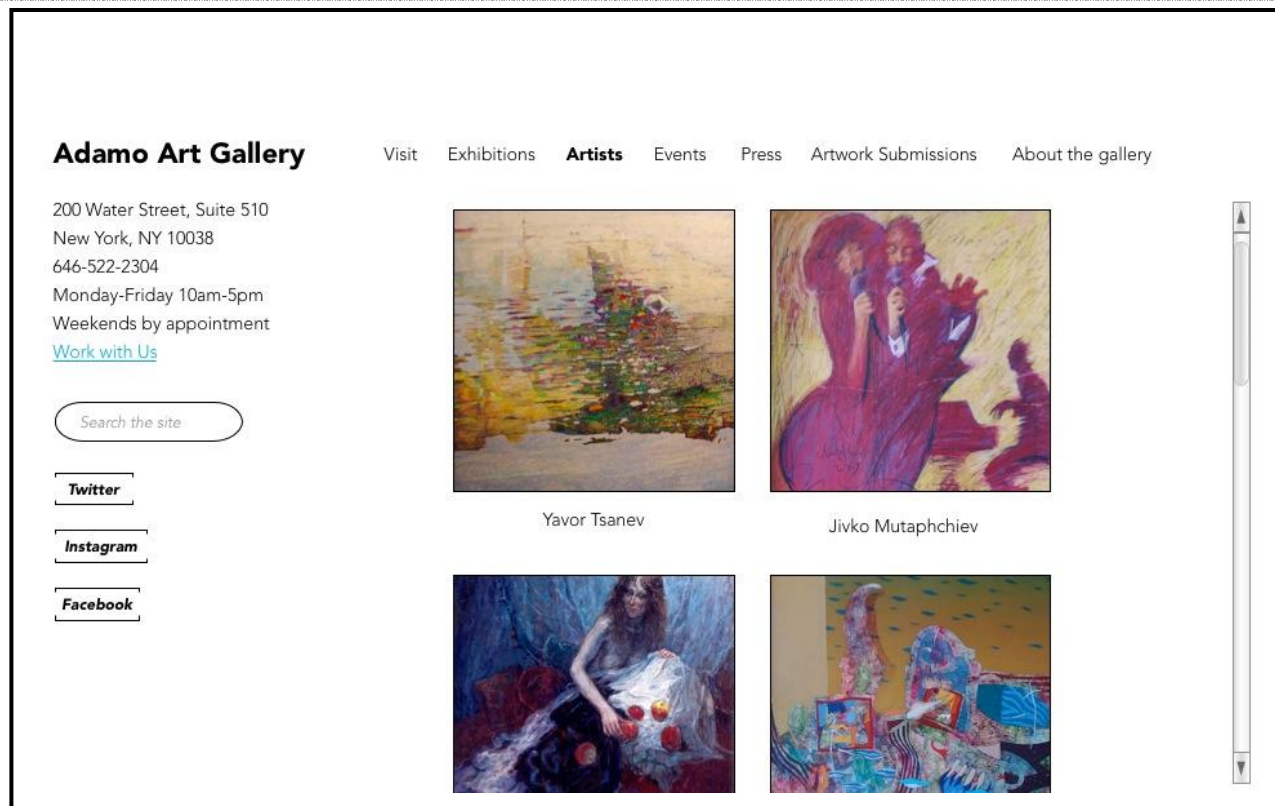
Selecting **Artists** from the top level navigation will bring the user to a landing page with all the artists represented by Adamo Art Gallery and thumbnails of one of their works.

This page will have a vertical scroll to accommodate all 10 artists and their thumbnail images.

Individual Artist Page

Each individual artist page will display a featured image, thumbnails, artist name, artist biography, exhibition history (with links to individual exhibition pages if applicable, and a list of press and news items.

This style is consistent across all individual artist pages.

Individual Artist Page - Image Swap

When a user clicks on a image thumbnail, it will swap out the featured image for the selected image.

The thumbnail will be greyed out, indicating which thumbnail is currently being displayed in the featured image position.

Finding Directions to the Gallery

Visit Adamo Art Gallery
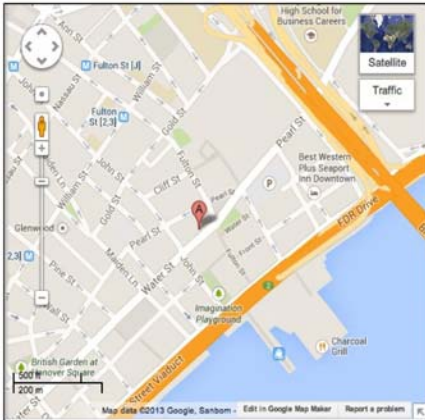
Selecting **Visit** from the top level navigation brings the user to the Visit page, which will display a map, telephone number, email contact, and directions by bus and train.

The map is populated by Google Maps and will be interactive.

The email contact is a hyperlink.

All other text is static.

Thanks!