

Tate Halo

JUST THE DEETS
BY JOYCE HUANG

Context

TIMELINE

Part time, 2-3 months

TEAM

4 members

Visiting museums can feel like a one-way dialog from museum to visitor. Our brief asked us to envision a digital technology that allows visitors to “leave a trace”.

My team designed an interactive experience (involving a **wearable** and **projection**) that allowed visitors to the Tate Modern to record their emotional reactions during their visit.

GOALS

- Conduct formative research to define visitor experience at the Tate Modern
- Use insights to conceptualize and prototype a design
- Evaluate the design and identify room for future iteration

Process

☆ = I had a significant role in this

RESEARCH

- ☆ 8 hours of **observations** at the Tate Modern
- ☆ 7 semi-structured visitor **interviews**
- 2 **personas**
- 4 design aims

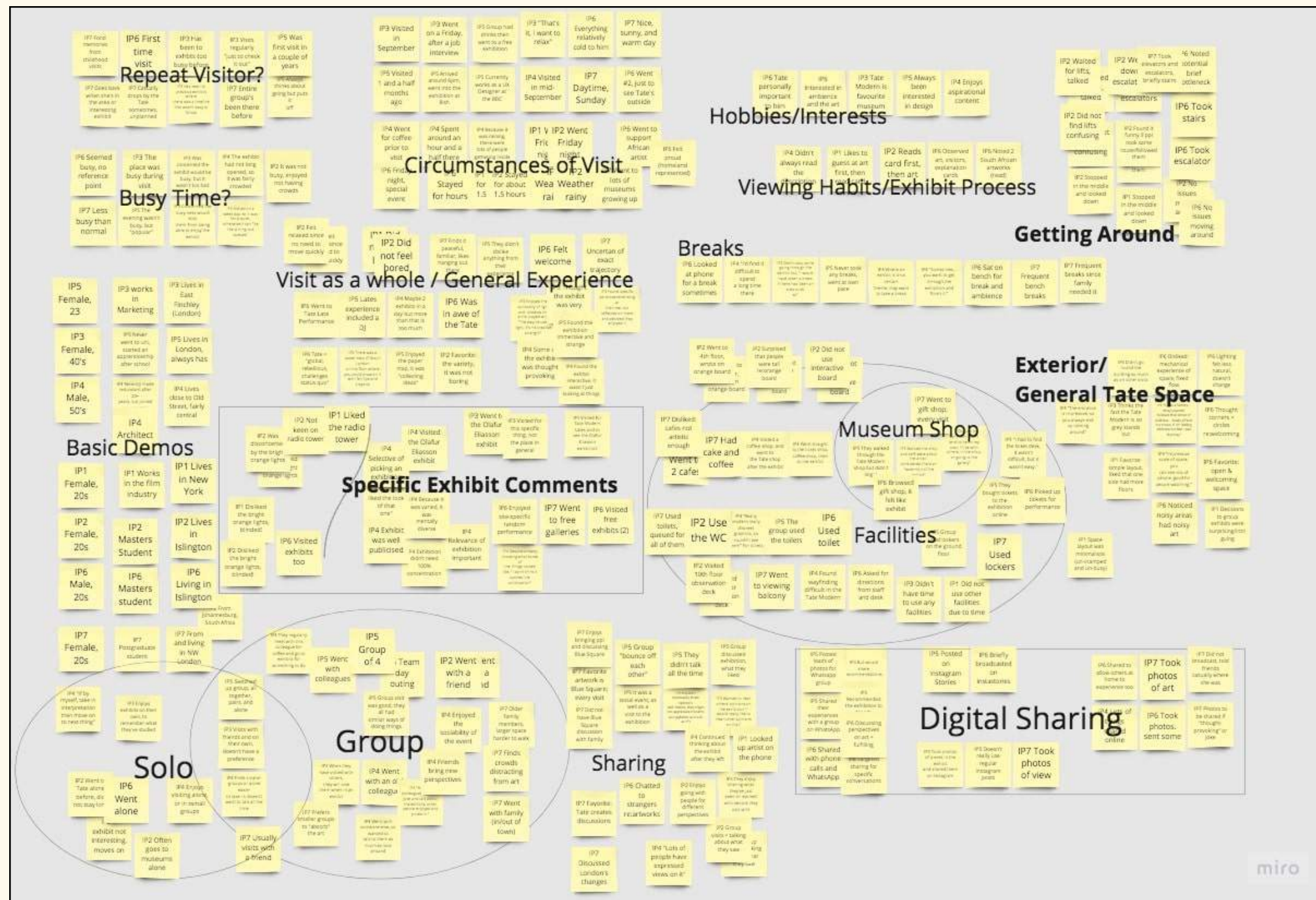
IDEATION

- ☆ 28 total concepts
- 2 **concepts** to refine
- ☆ 2 **storyboards / user journeys**
- ☆ 13 guerilla desirability **surveys**
- 1 final idea (2 versions)

PROTOTYPE

- ☆ **Mockups**
- ☆ **Wireframes**
- Paper prototypes**
- ☆ 4 in-person **usability tests**
- 9 usability issues for future improvement (+ 9 potential issues) + 7 positive findings

THE USERS



Name Alice
Age 34
Job title
Location

Background The Tate Modern is Alice's London. She'll visit multiple times a year but often on her own. She's got a discount but often on her own. She's got a discount but often on her own.

Goals
• Spend an afternoon in a nice environment taking in some inspirational work
• Be inspired
• Explore new ideas

Tech
Social
Mobile
Novel



Name Patrick Salter
Age 49
Job title Senior Designer
Location London

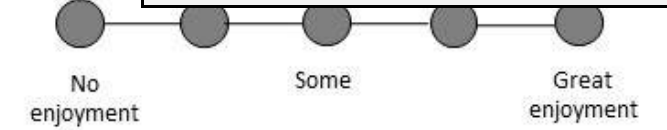
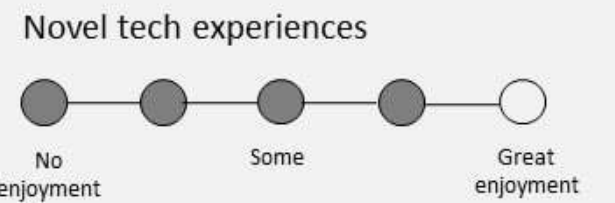
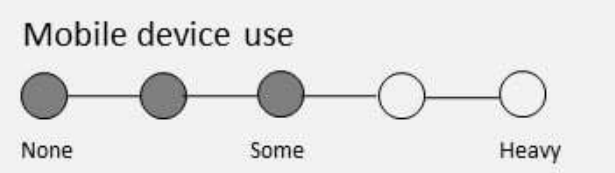
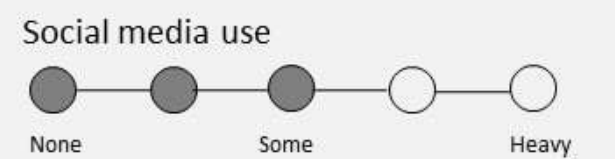
Background Patrick lives in London and spends his weekdays in the office. He gets on well with his current and previous colleagues and they regularly arrange for social outings, including museums. Patrick is interested in late night events and specific exhibitions, rather than just the Tate Modern, as it's always on his doorstep.

He enjoys sharing his experiences with those he is with as well as on social media and in group chats.

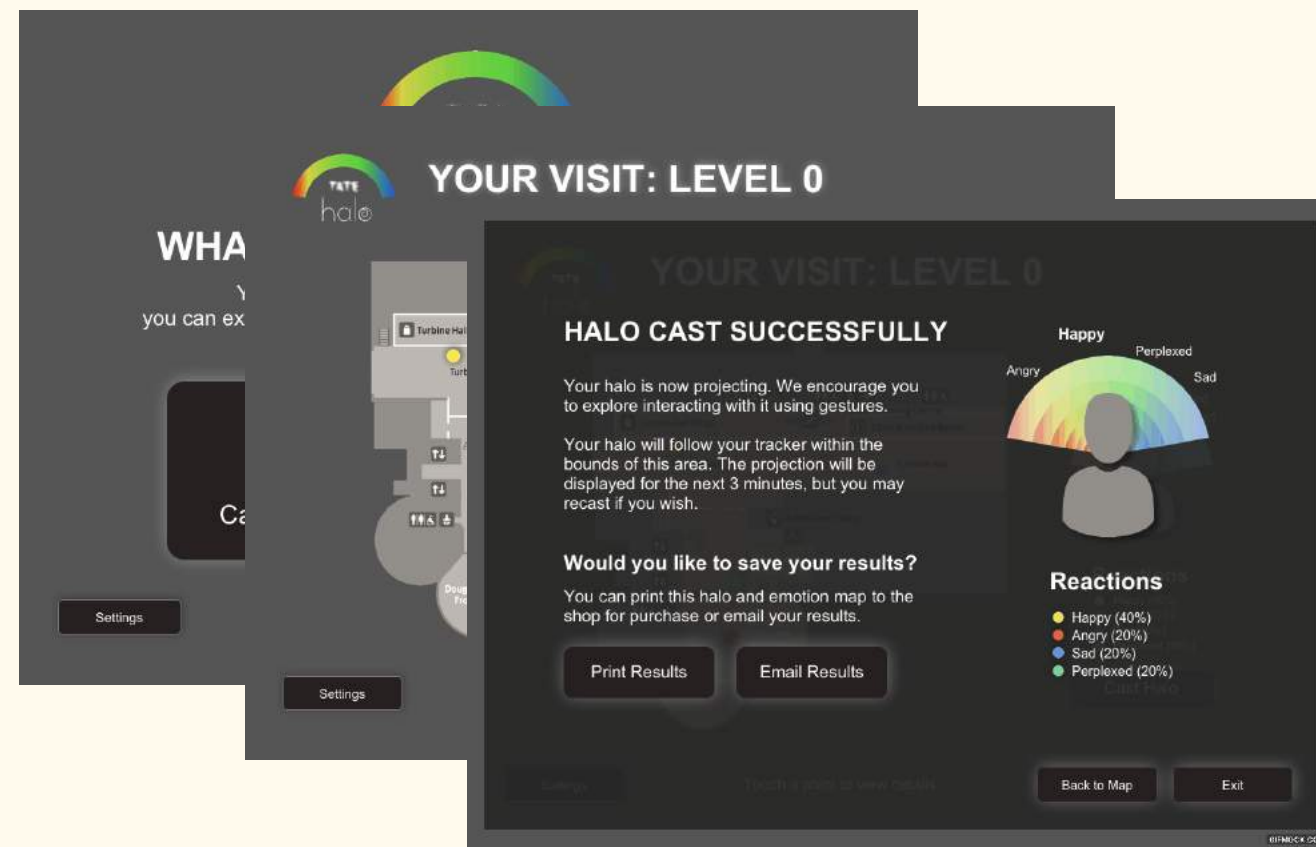
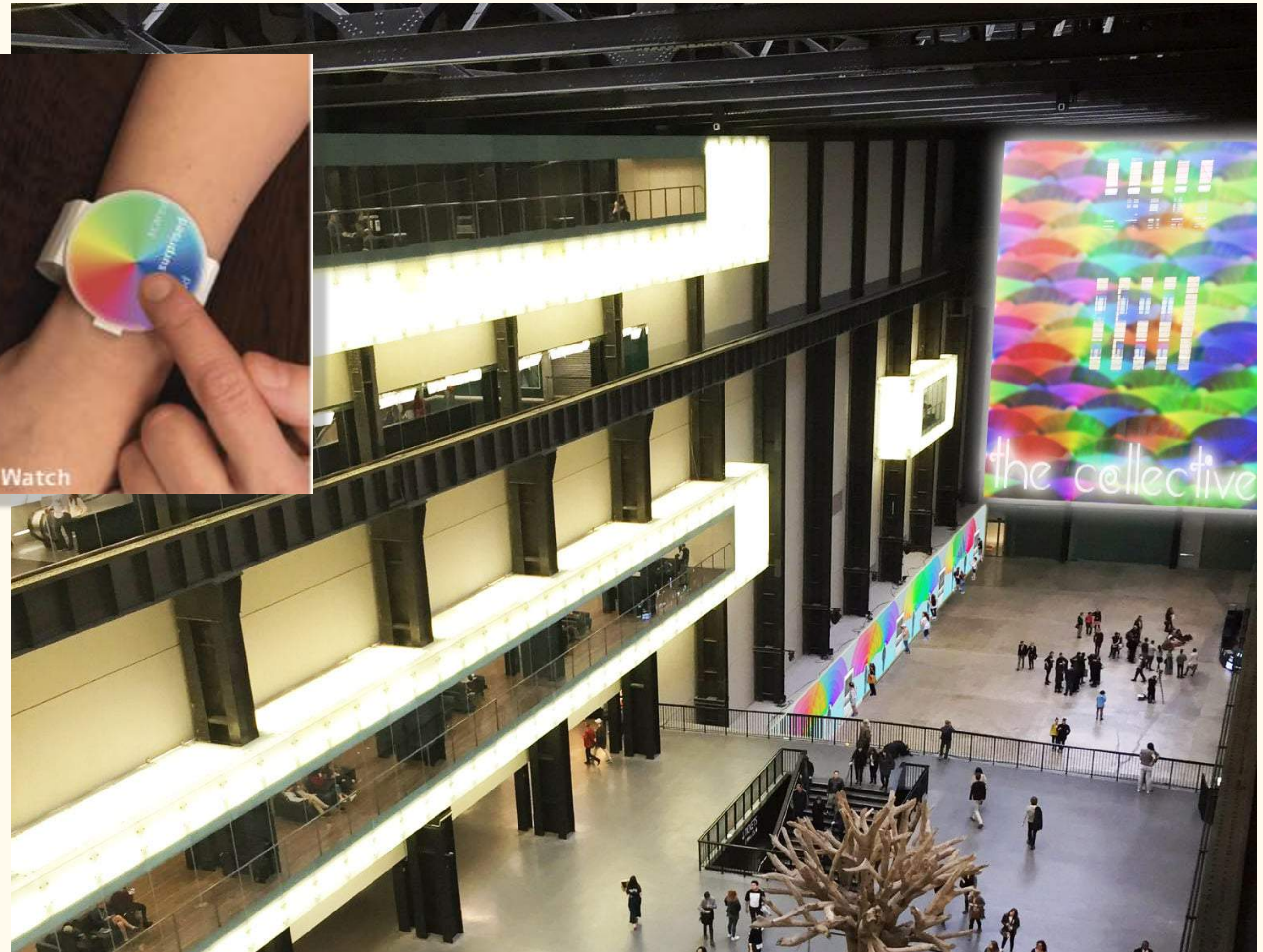
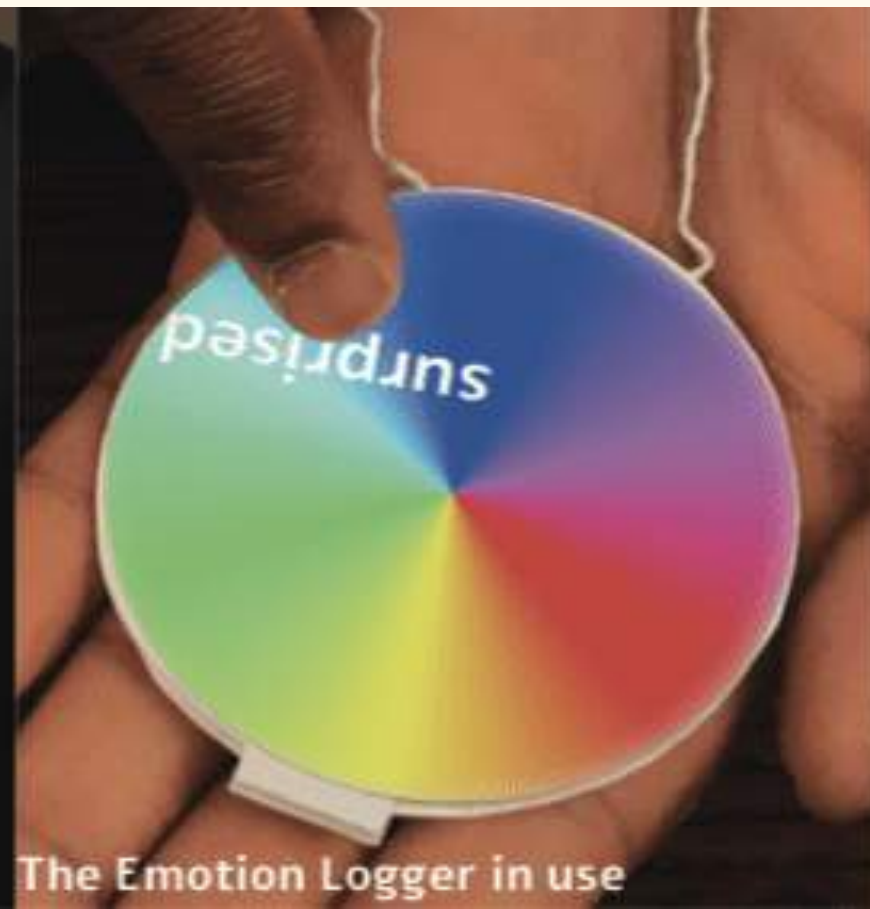
Goals

- Socialise with colleagues
- Have somewhere interesting available at the right times of day
- Explore the work of a displaying artist
- Broaden horizons

Tech Behaviour

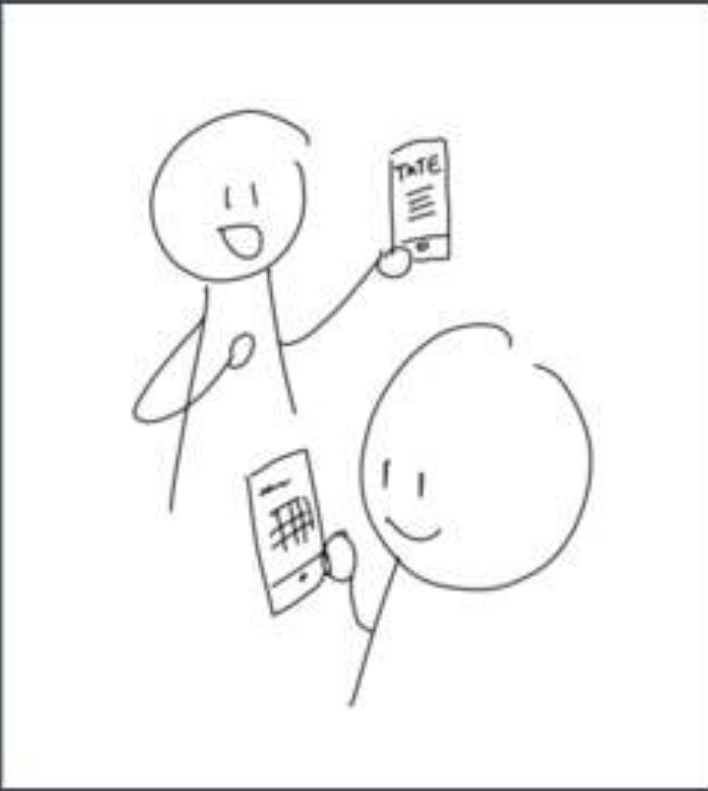
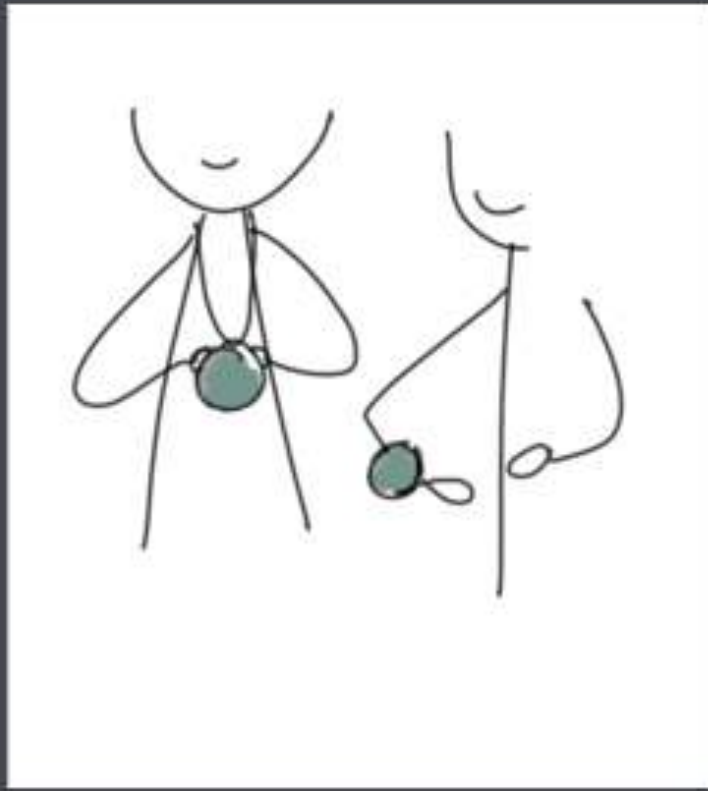





THE DESIGN



HOW USERS WOULD USE THE DESIGN

PROJECT: Patrick MAP: Future Journey Map - Patrick, Olafur Eliasson exhibition

| | BEFORE THE VISIT | ENTERING THE TATE | THE GALLERIES | WRAPPING UP | SCANNING |
|-------------|---|--|--|--|--|
| Interaction |  |  |  |  |  |
| Context | Having lunch out with my coworker, a month earlier | Meeting her at the Riverside Café at the Tate Modern | Meandering around the free galleries, no specific route | Going to the café at Level 10 for another drink | Heading out, going to to Ground Floor |

Outcome: A design and direction for future improvements

Based on the user testing, if the project had continued, our next iteration would:

- Be just an amulet, instead of also a watch
- Revisit what colors emotions are assigned
- Include tips for gestures to use with the projection wall and a new map to represent the Tate Modern
- Retest to find other usability issues and check if the present usability issues have been successfully addressed



Got more questions? Talk to me! joyce.q.huang@gmail.com