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

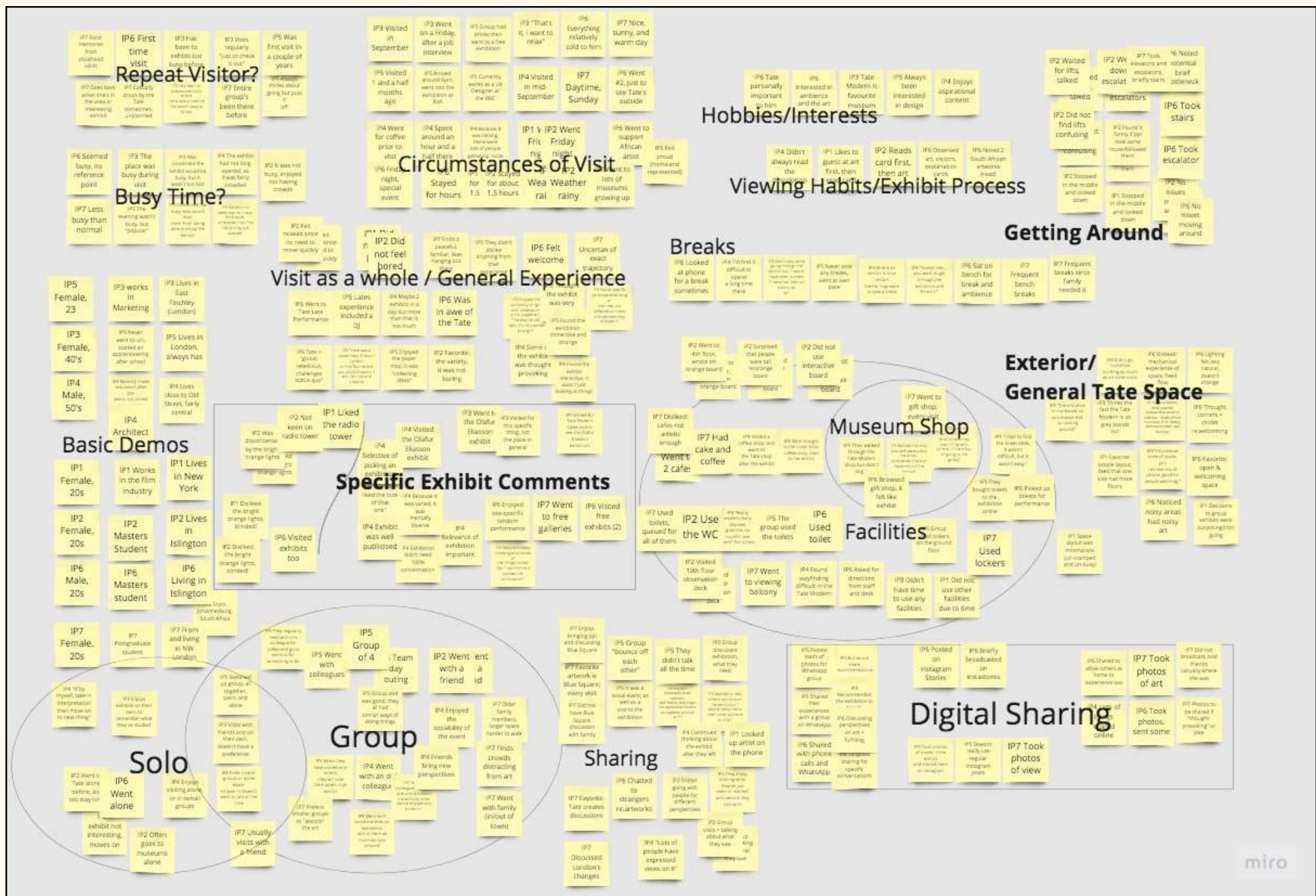✩ 7 semi-structured visitor **interviews**

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 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

Social media use

None — Some — Heavy

Mobile device use

None — Some — Heavy

Novel tech experiences

No enjoyment — Some — Great enjoyment

Name Ali

Age 34

Job title

Location

Background The Tate Modern is Alice's London. She'll visit multiple times a yea but often on her own. She's got a disco affordable to go to all the exhibitions sh

She may post photos of things she enjo won't necessarily discuss other emotion enjoys it when she sees or hears other

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

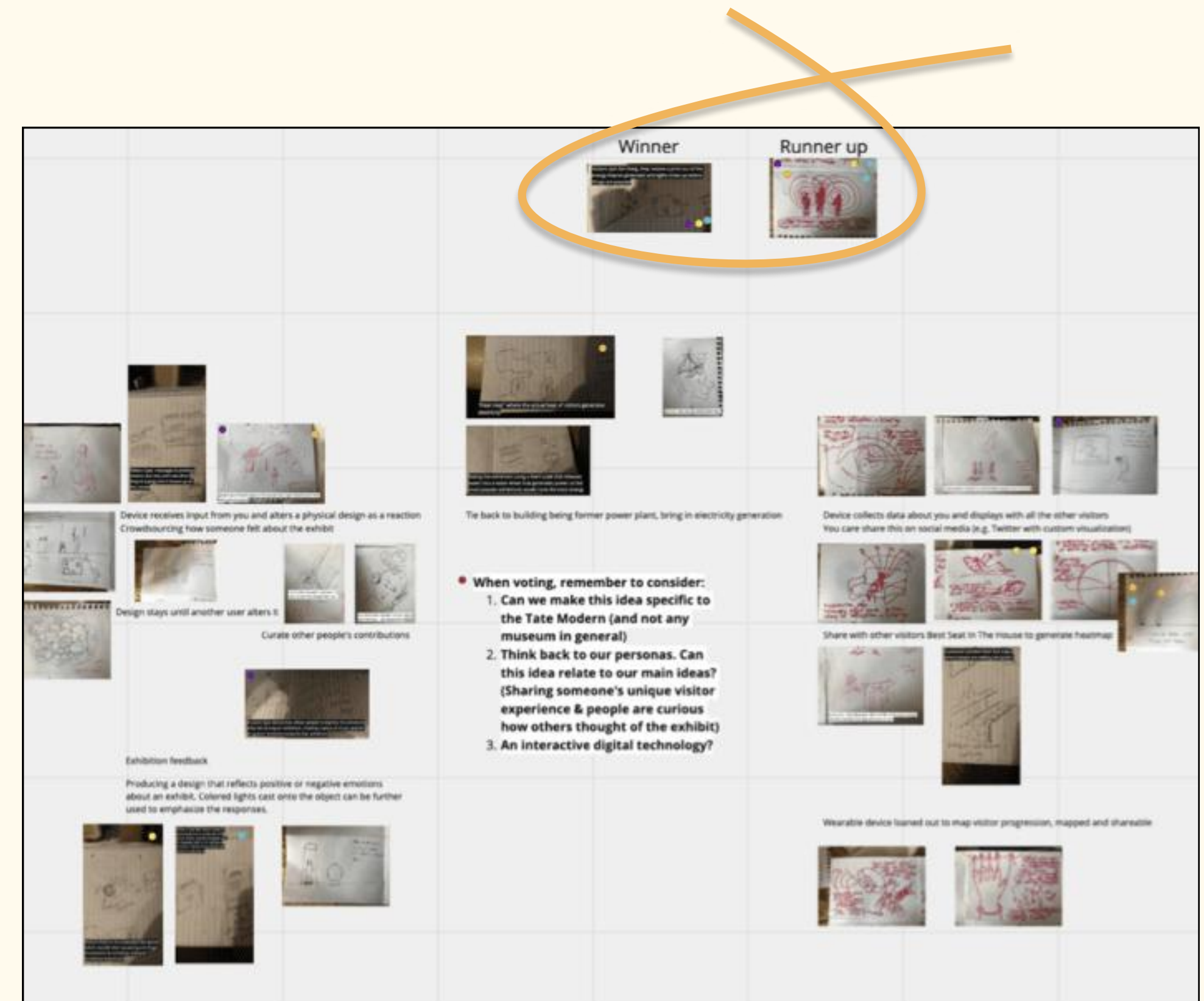**Tech**

Socia

None

Mobi

None

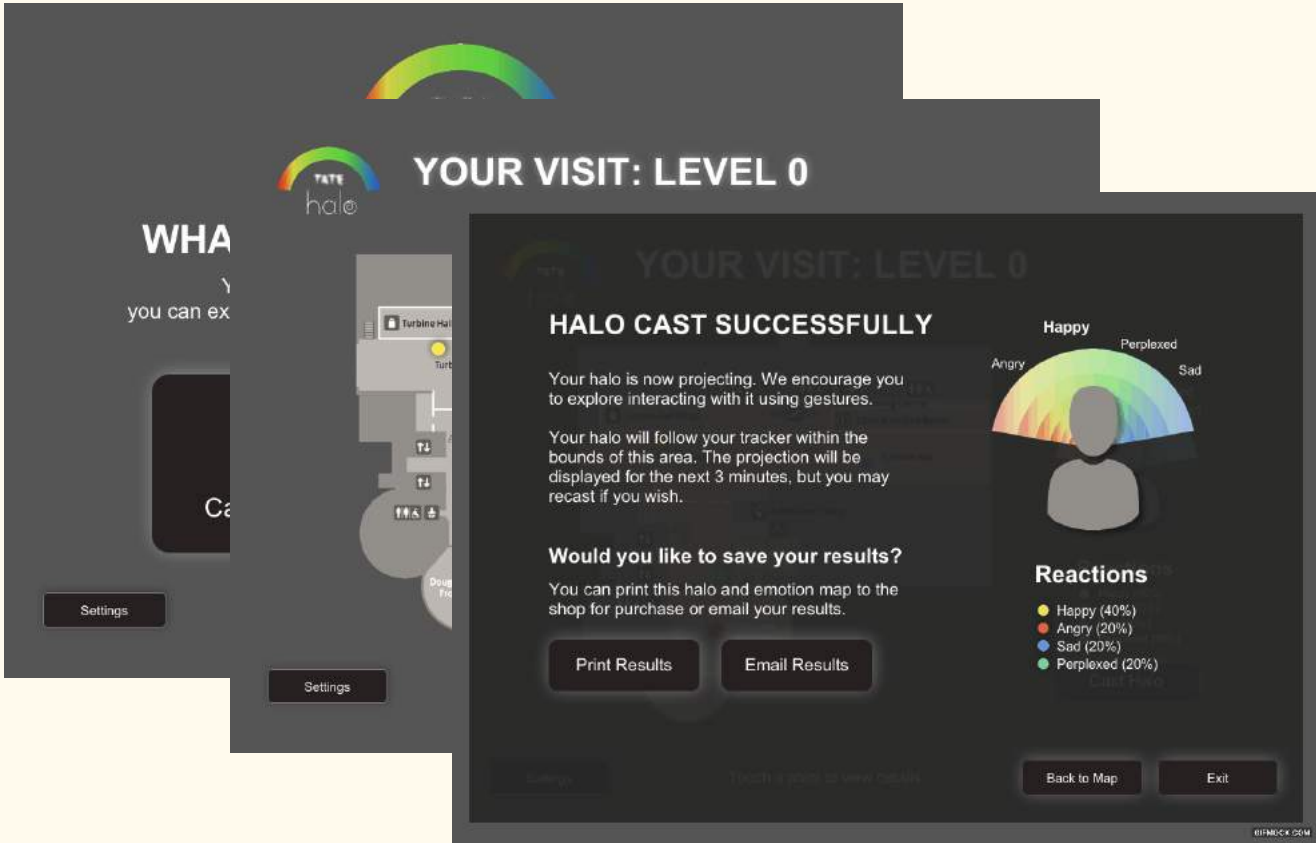Nove

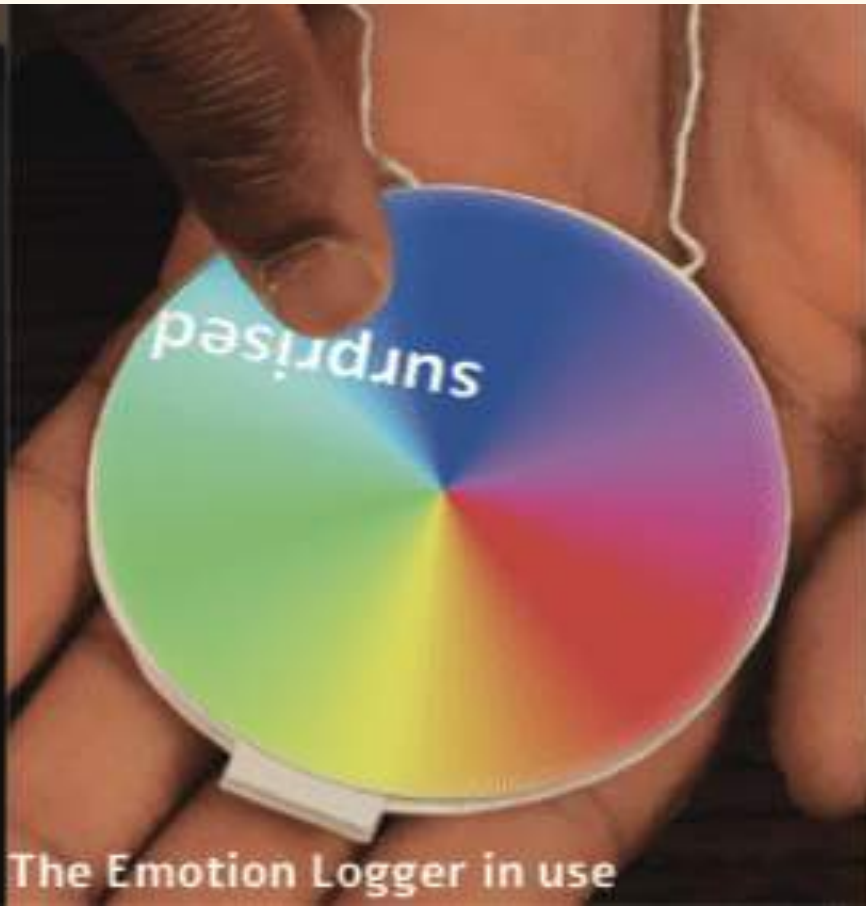No enjoyment — Some — Great enjoyment

DESIGN AIMS

• How might we allow visitors to **share their reactions with others**? (Key goal)

• How might we provide a **unique takeaway** for each guest, either physically or digitally?

• How might we make our interactive technology stand out?

• How might we make our design **relevant to all visitors** and **unique to the Tate Modern**? (Bonus goal)
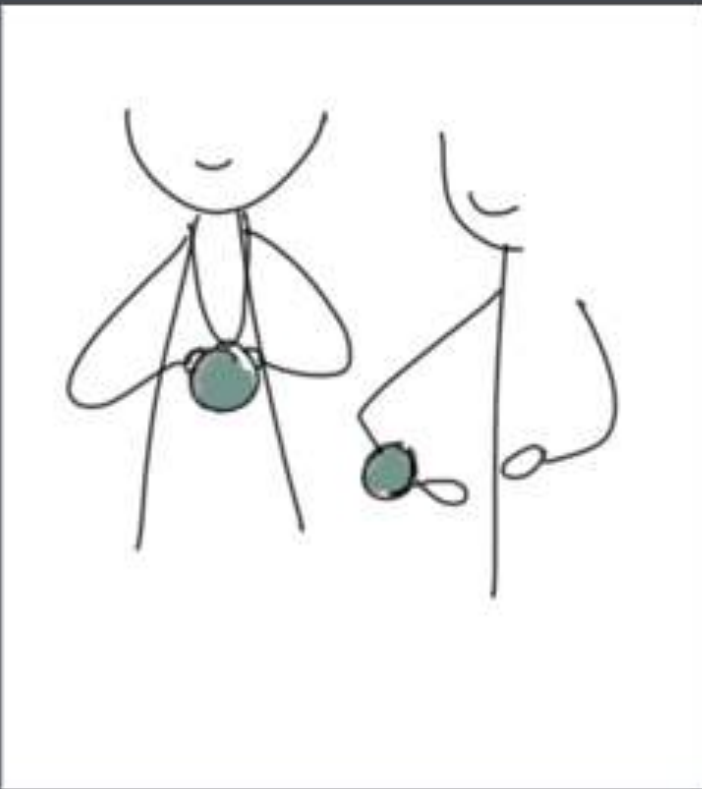
CONCEPTS + DOT VOTING

THE DESIGN

The Amulet

The Emotion Logger in use

The Watch

YOUR VISIT: LEVEL 0

HALO CAST SUCCESSFULLY

Your halo is now projecting. We encourage you to explore interacting with it using gestures.

Your halo will follow your tracker within the bounds of this area. The projection will be displayed for the next 3 minutes, but you may recast if you wish.

Would you like to save your results?
You can print this halo and emotion map to the shop for purchase or email your results.

Print Results   Email Results

Reactions
● Happy (40%)
● Angry (20%)
● Sad (20%)
● Perplexed (20%)

Back to Map   Exit

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

The Amulet | The Emotion Logger in use | The Watch

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