

# Image Is Everything

Interactive Museum Exhibit

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Roy Resendez

# Project Overview

Image is Everything is an interactive museum exhibit celebrating Pen & Pixel (1992-2003), the Houston based design firm famous for their outlandish aesthetics in album artwork defining the “bling” era of hip-hop. Album artwork has always been an important component to music, it can serve as a contextual marker to themes in music as well as draw the viewer in based on the imagery alone.

# Problem

In the digital age of social media, people tend to have short attention spans and get bored rather quickly. Museums can sometimes be too academic or typical in the way the art is presented to the viewer.

# Project Goals

The goals of this project are to design an engaging experience which captures attention, creates delight, and delivers meaning. In order to enhance the storytelling of each artwork the viewer has access to different features which utilize sight and sound that allow different people to engage at different levels.

# Secondary Research

Utilizing secondary research, I was able to gain insights of current pain points experienced in modern museums. Many museums face some of the same problems as technology advances, museums are slow to adopt new ways of keeping guests engaged and entertained.


## Key Insights

- People tend to only want to read the shortest paragraph on a plaque. “So if you’re telling a story through the exhibit, you have to do it knowing that people may only experience 50 percent of the exhibit or less.”
- People don’t typically utilize a museum app after visiting, how can we create value? “The way visitors save information to reference later is heavily reliant on them using their personal devices. Saving information to reference later should be made simple for the user.”
- People have short attention spans and aren’t engaged enough with exhibits. How can we keep visitors engaged? “These 3D personas are then able to provide a narration. AR gives an opportunity to add a third dimension to displays, bringing objects or scenes to life.”
- People are already on their phones most of the time, so there is an opportunity to engage viewers with an AR experience that enhances their experience. In a study done by Carnegie Museums, in a sample size of 316 participants only 14.9% of visitors did not use their phone while at the museum.

# User Persona

**Name**  
John Davis

**Portrait**



**Description**

47	Born and raised in Houston, TX	I don't go out all that often but will for something really interested in
Ease of use is important	Interested in being able to save info for later	I think I would enjoy guided tours so I know the full story

**Attitudes**

I'm not that tech savvy	If I download an app it should be life changing
I prefer to live in the moment than have my phone out	I'm not that into history

**Goals**

Relive the glory days	Being entertained and learning something
Being reminded of artists I forgot about	Showing my kids what I listened to

*Music from the 90's brings back memories*

*I don't remember the last time I went to a museum*

*Let's get in and get out*



# User Persona

**Name**  
Lori Thomas

**Portrait**



**Description**

- 26
- Lives in Atlanta, GA
- Loves traveling and going to events
- Enjoys all in one apps with multiple features
- Father was raised in Houston and has told stories of his childhood
- Prefers bite-sized content

**Attitudes**

- I was only a kid but I remember some music from the 90's*
- I love going to contemporary art museums*
- I like to do my own thing and wander around*
- Some museums can be boring
- Having to read every plaque on the wall can get tiresome
- Memorable experiences are what I live for
- I enjoy sharing fun times on social media

**Goals**

- Rediscover music heard as a kid
- Have fun with parents when on trips
- Being able to go at own pace is important
- Being able to hear music that goes along with the album art

## HMW

*Create a memorable experience within a museum setting*

*Create a need for the app beyond use in the museum*

*Allow for the user to reference the app at a later time*

*Provide bite sized information about each artist*

*Create features that coincide with the exhibit experience*

*Utilize AR for a delightful experience*

*Tell a story using the artwork, the music and the background of the artist*

*Utilize both sight and sound to create an experience*



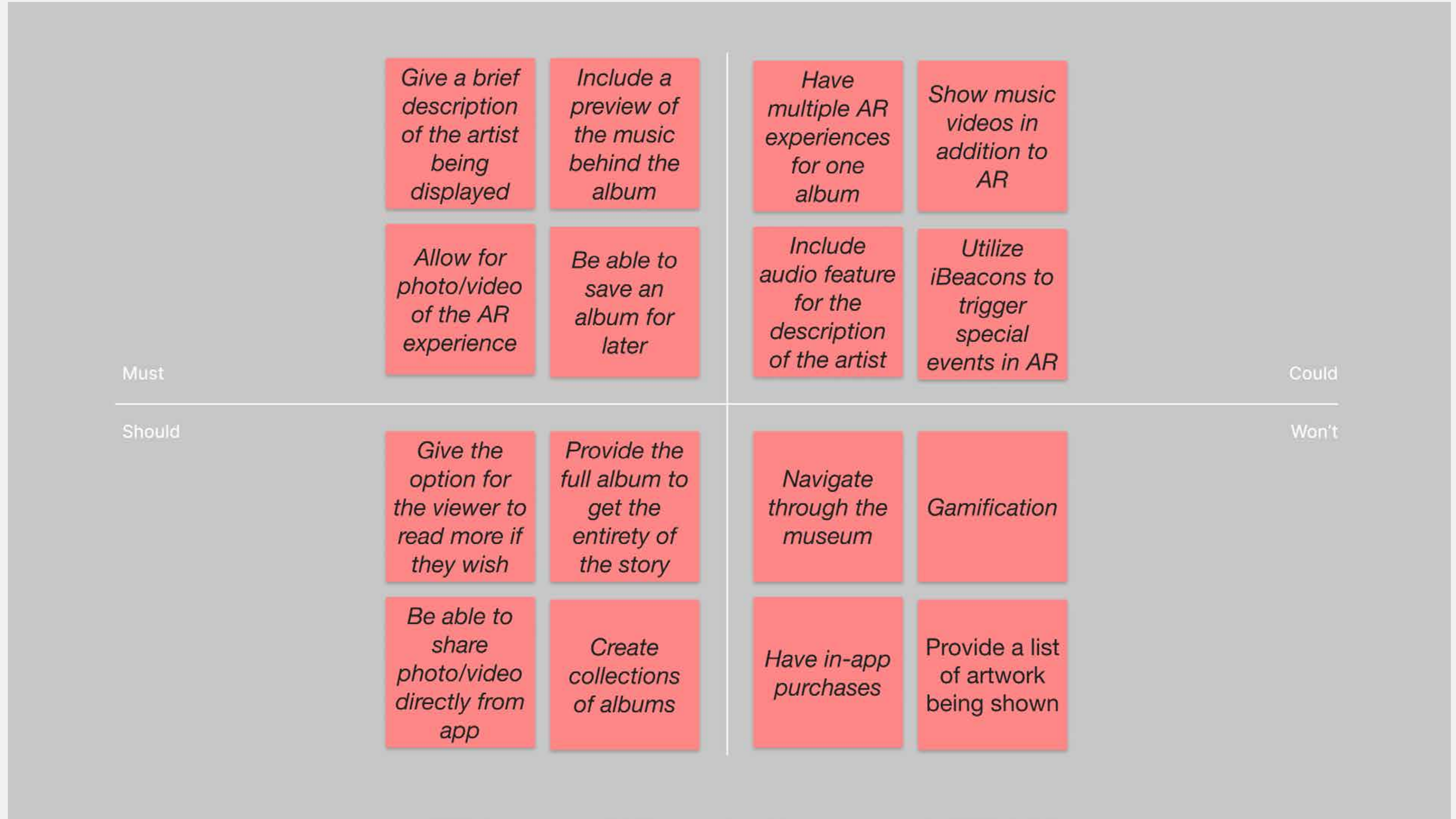


## Design Challenge

How might we tell a story to create an experience that is both memorable and informative?

# Feature Prioritization

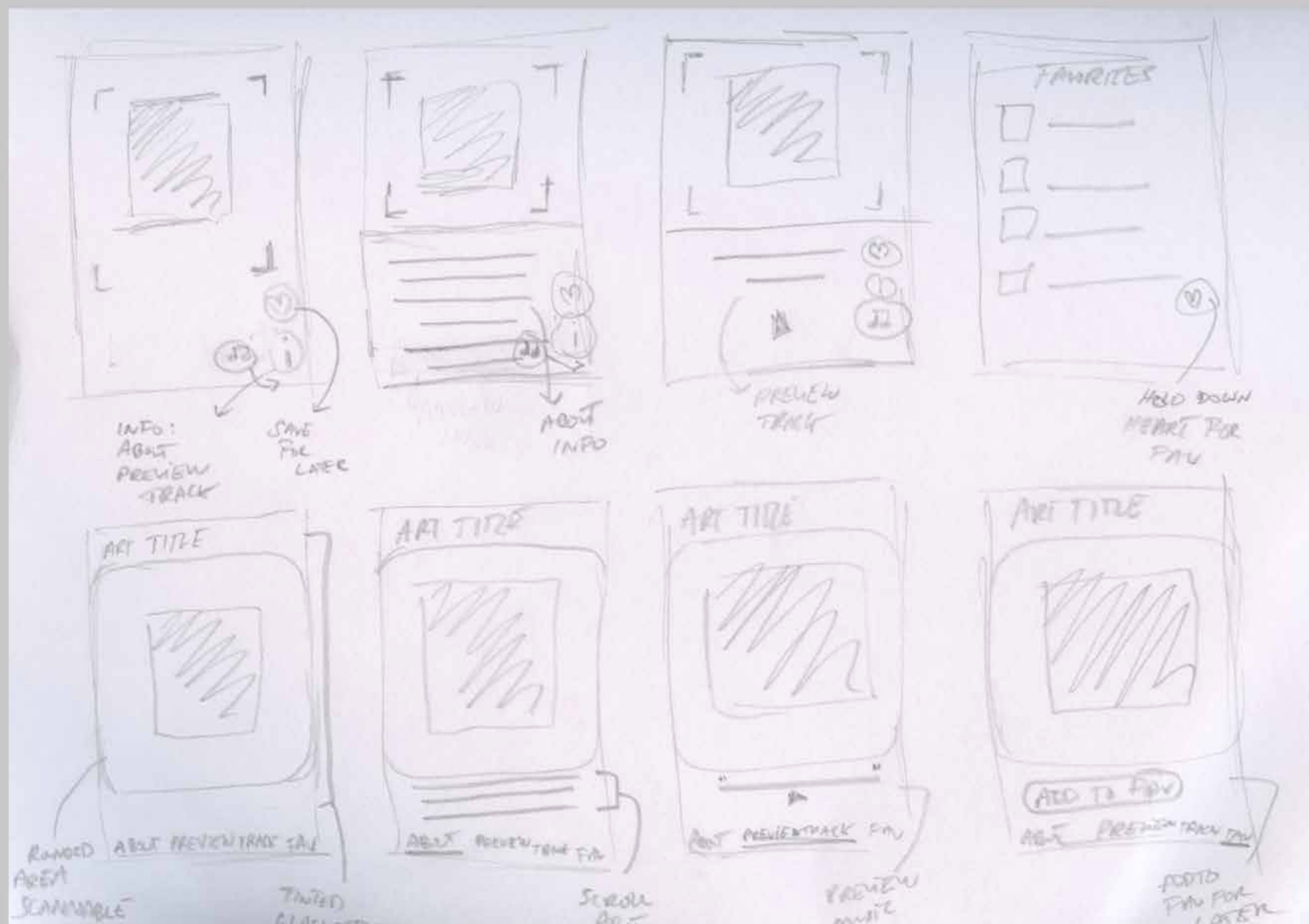
Many museum apps have different features or components they focus on to add constraints to the project it was key to outline what the museum app would focus on





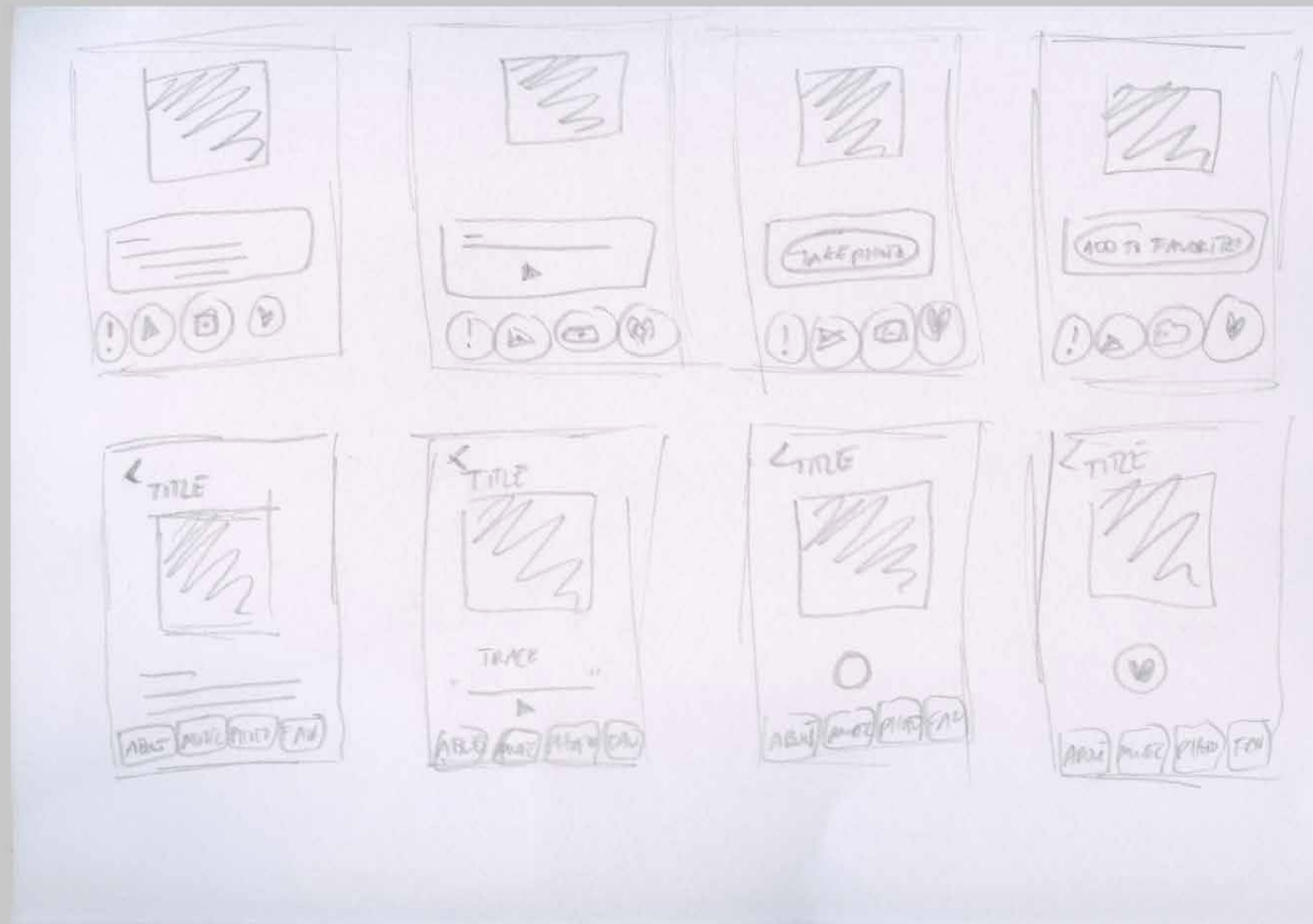
## Ideation/ Sketches

Different iterations were done to focus on the AR aspect and allow for the navigation to be minimal and not take a whole lot of the screen real estate



## Ideation/ Sketches

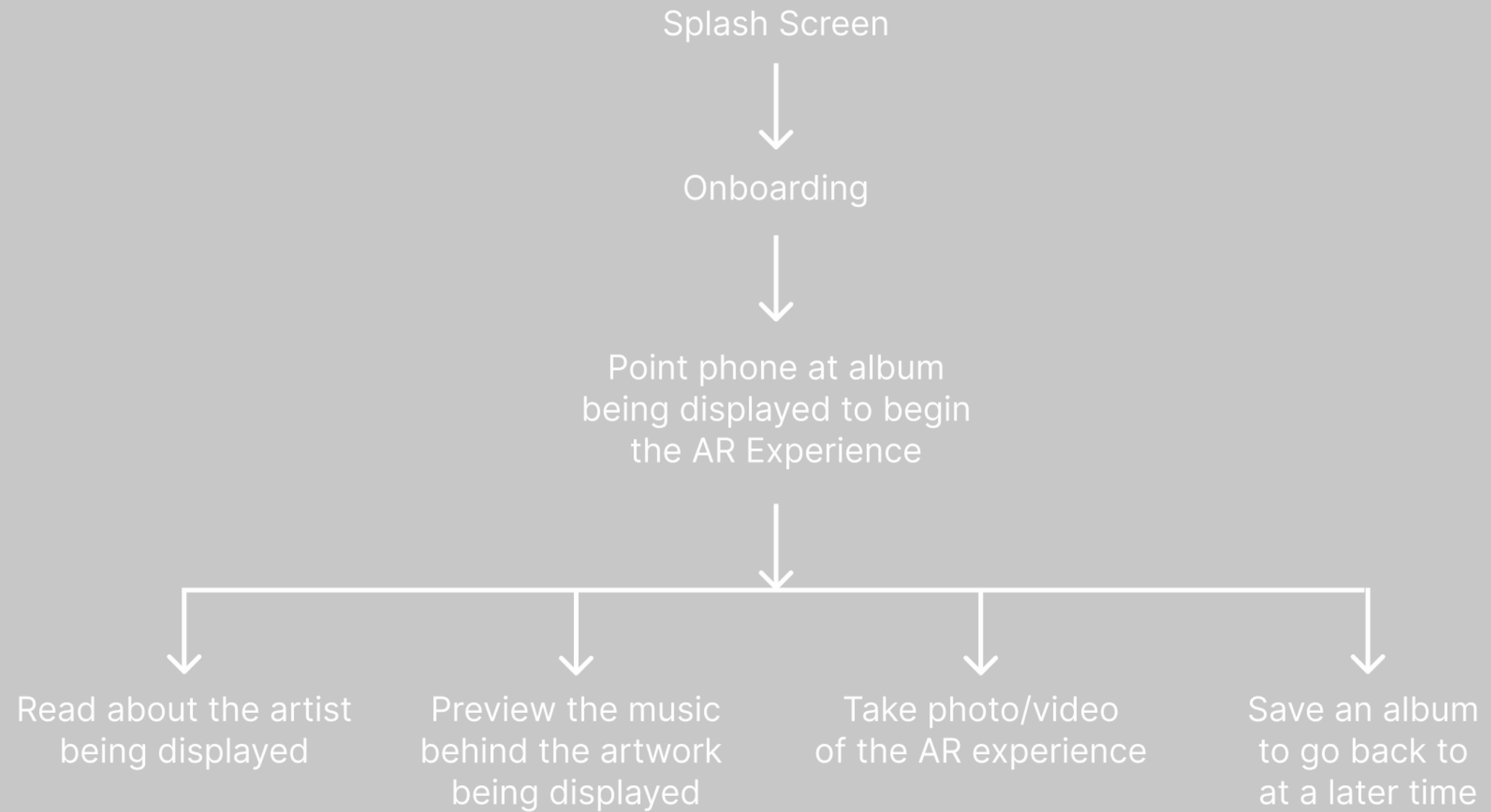
Iterations were done on similar layouts that focused on the AR aspect, another dilemma was to provide secondary information but not be conflicting with the AR component for attention





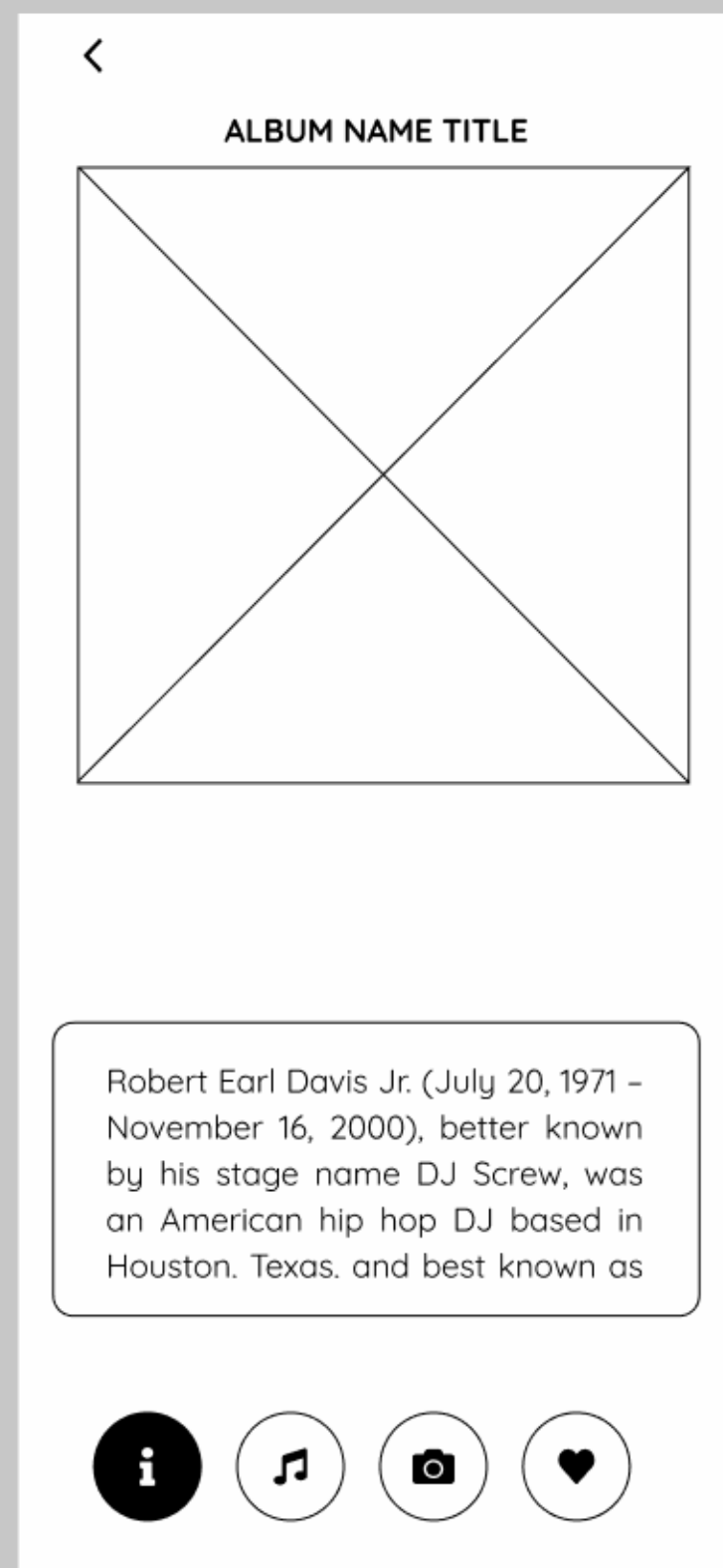
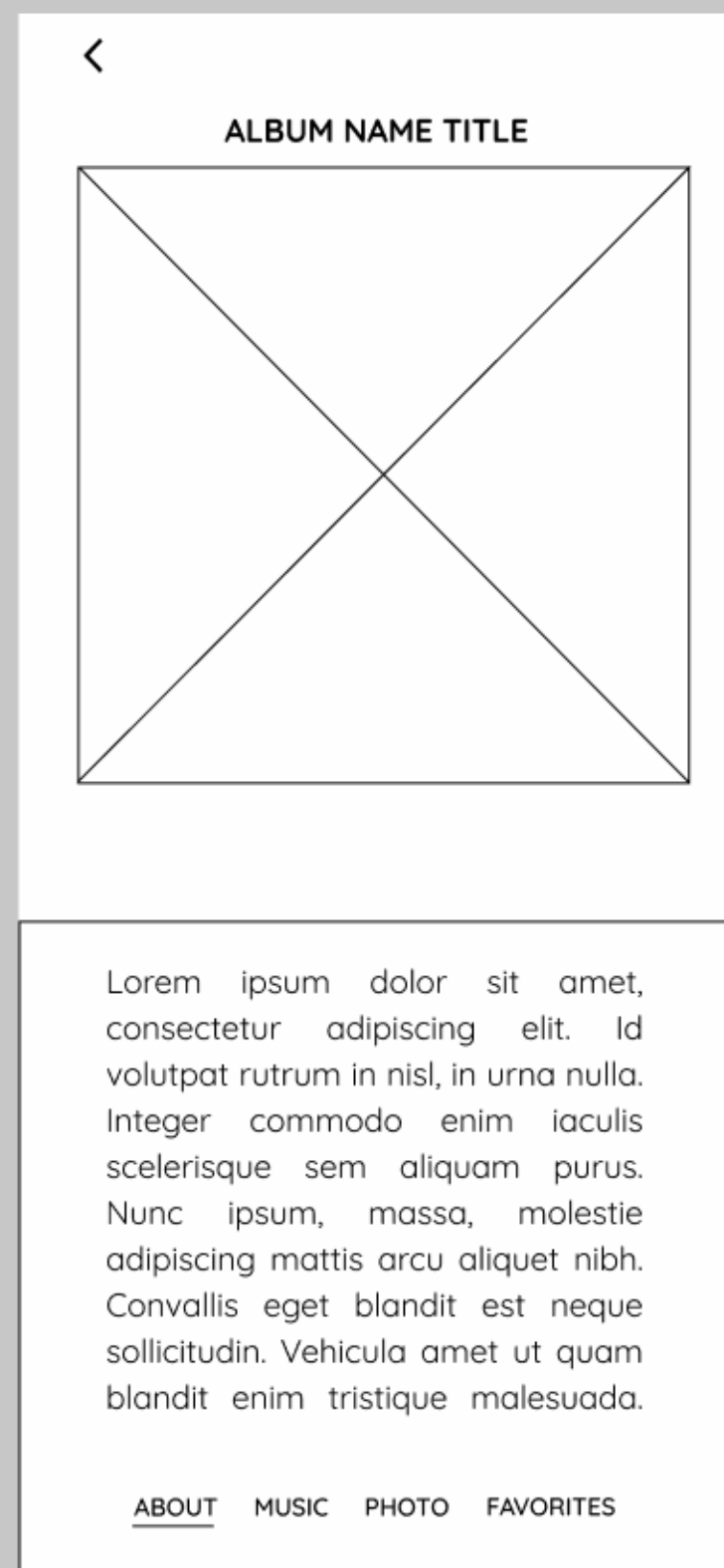
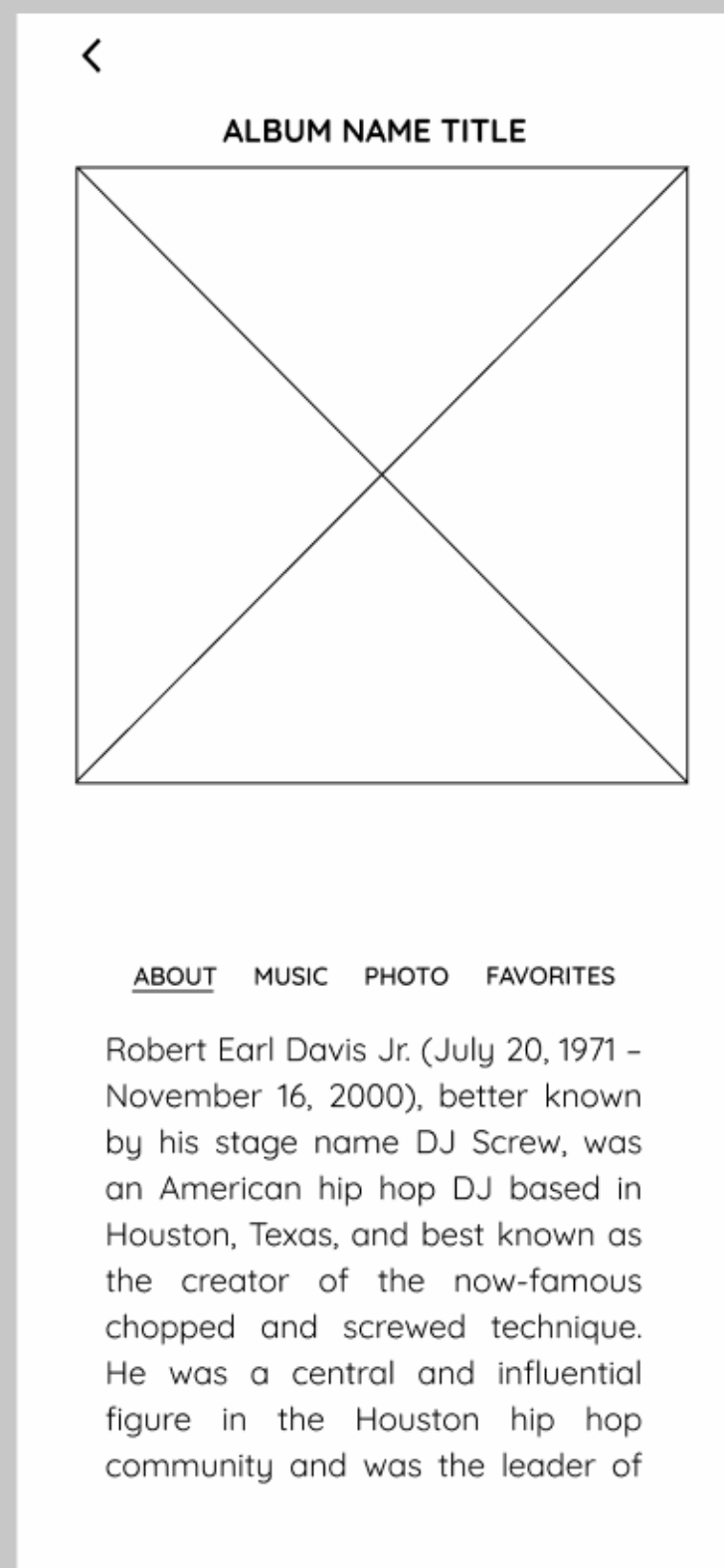
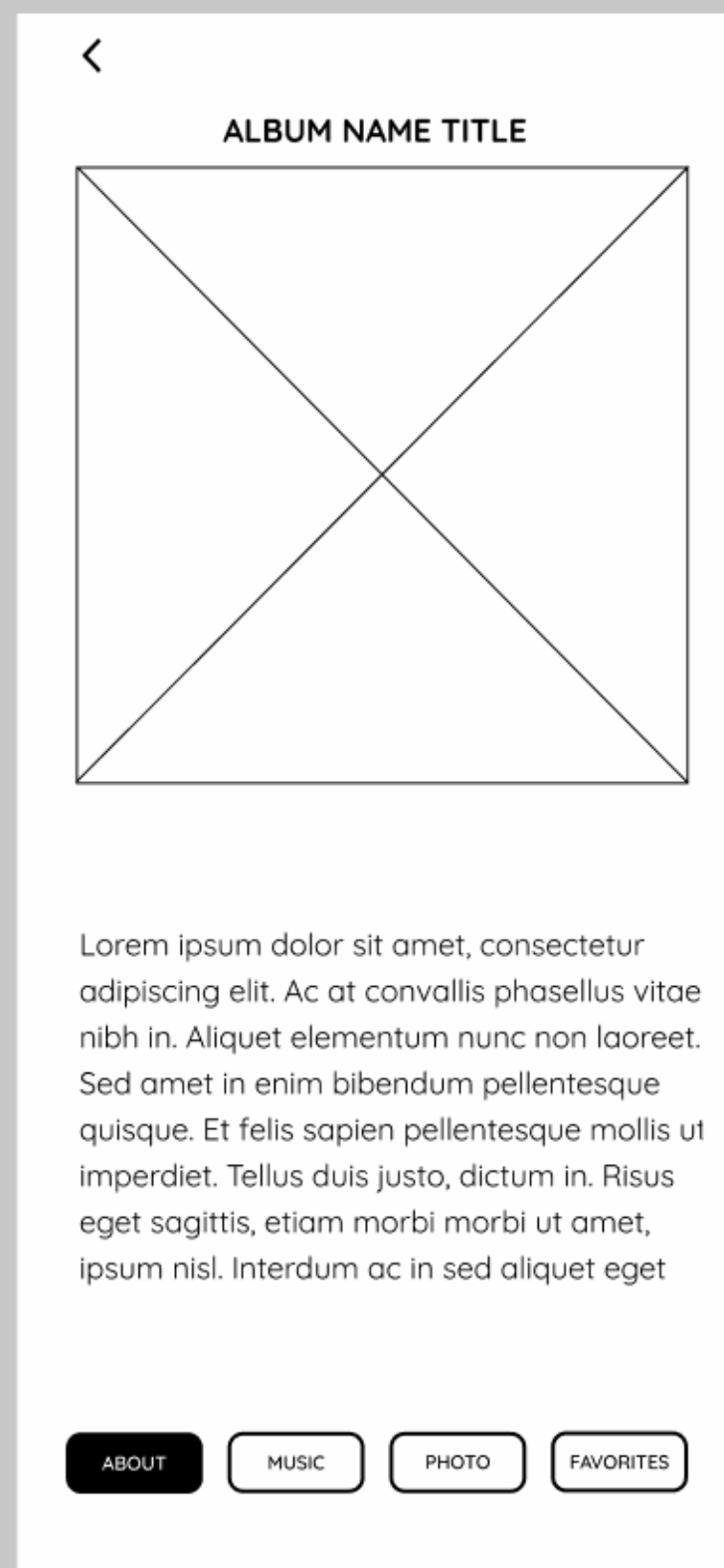
## User Flow

After iterating on possible screens it was important to outline the path a user would take for the app



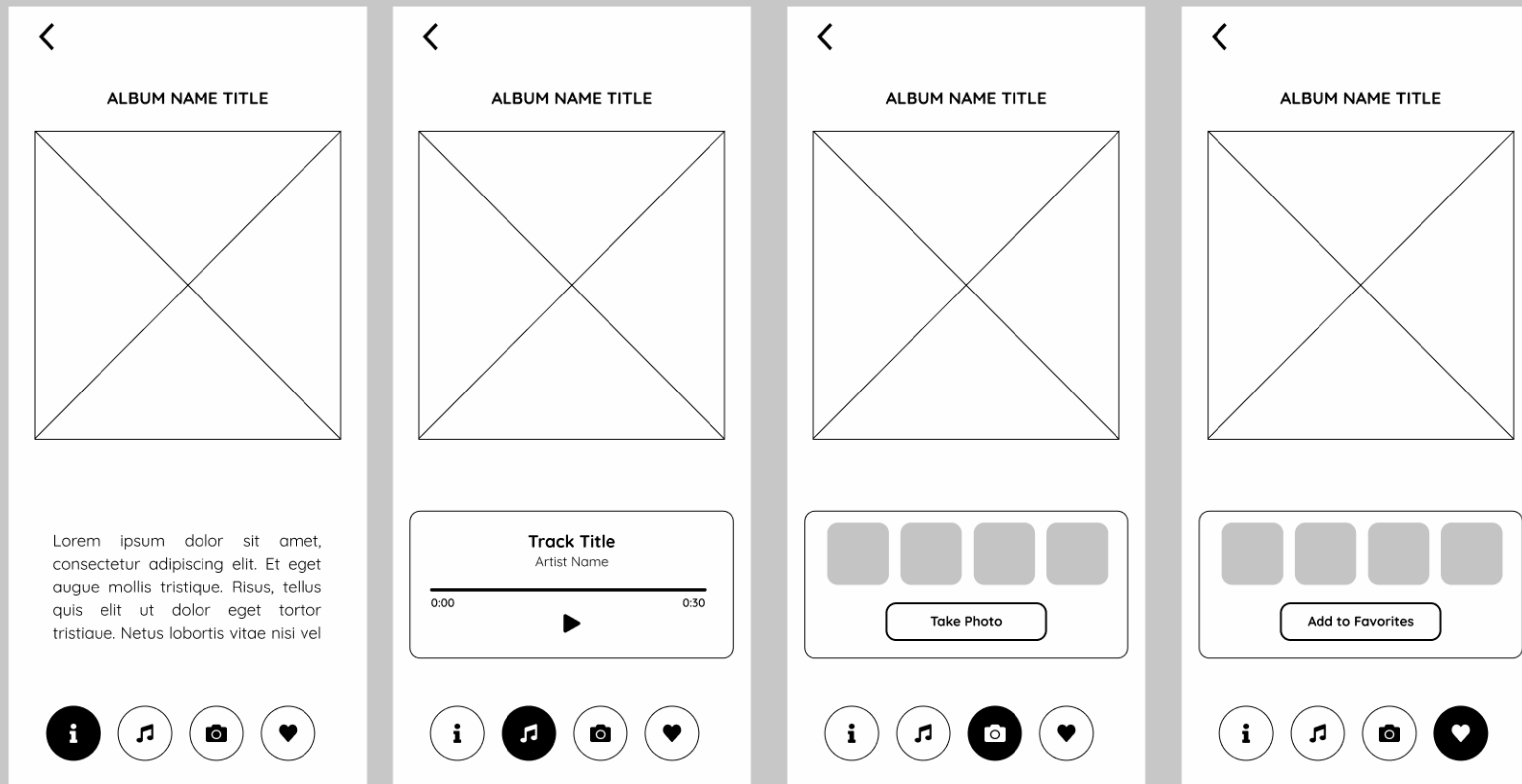
# Wireframes

Because the AR experience is the main component to the app, it was important to explore a variety of layouts that allow for the focus to be on the AR while providing secondary information or features that mesh well.



# Wireframes

After gaining feedback, button navigation at the bottom would allow a feature to pop up but could be hidden when tapped again



# Wireframes

After receiving more feedback, the decision was made to include screens with the features on their own pages. Having too many things going on at once on a single screen can be overwhelming for the user. To ensure the experience is enjoyable each section has its own respective page.

The image displays four wireframe screens for a music application, each with a close button (X) in the top left corner. Each screen has a consistent footer containing a square placeholder, the text "My Mind Went Blank DJ Screw, Point Blank", and a play/pause icon.

- About the Artist:** Features a title, a paragraph of text about Robert Earl Davis Jr. (July 20, 1971 – November 16, 2000), and another paragraph about his legacy.
- All Screwed Up, Vol. II:** Lists tracks with their respective artists and play/pause icons: Intro (DJ Screw), Short Texas (DJ Screw, UGK), Wreckless (DJ Screw, Point Blank, K-Rino), After I Die (DJ Screw, Point Blank), Backstreets (DJ Screw, 20-2-Life), Tell Me Something Good (DJ Screw, UGK), Inside Looking Out (DJ Screw, 20-2-Life), My Mind Went Blank (DJ Screw, Point Blank), 13 Ways (DJ Screw, PSK-13), Straighten It Out (DJ Screw, Point Blank), and Headin fo My Trunk (DJ Screw, PSK-13).
- Camera Roll:** A grid of 12 square placeholders arranged in 3 rows and 4 columns.
- Favorites:** A single square placeholder followed by the text "All Screwed Up, Vol. II DJ Screw" and a heart icon.



Thank you!