



# Paths to New Perspectives:

A Redesign of the Brooklyn Museum Navigation

Ajani Oloye

## What do these things have in common?

- All that and a bag of chips!
- WOOT!
- YOLO!






## Brooklyn Museum: 2002

# Brooklyn Museum of Art

[VISIT THE BMA](#) | [MUSEUM INFO](#) | [PROGRAMS & EVENTS](#) | [SUPPORT THE BMA](#) | [SHOP ONLINE](#)





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JOIN US FOR **FIRST SATURDAYS** EVERY MONTH ▶

FIND OUT **WHAT'S HAPPENING** ▶

The entire Brooklyn Museum of Art family extends its heartfelt sympathy to those who have lost loved ones and friends in the current crisis. We welcome all to the Museum, to share together the comfort and understanding offered by art and community. Please click here to learn more about how THE ARTS REBUILD NEW YORK.



**Jewish Life in Ancient Egypt**  
February 15 - May 12, 2002


**American Identities: A New Look**  
Long-term Exhibition

200 Eastern Parkway, Brooklyn, New York 718.638.5000

Take the **1 2** to Eastern Parkway. ▶ See further directions. ▶ Contact the BMA

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[Visit](#) | [On view](#) | [Calendar](#) | [Education](#) | [Research](#) | [About](#) | [Support](#) | [Membership](#) | [Shop](#) | [Press](#)

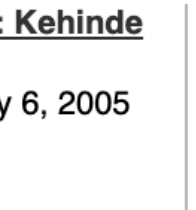


# Brooklyn Museum


**I Wanna Be Loved by You: Photographs of Marilyn Monroe**  
Through March 20, 2005

**First Saturdays** [»](#)  
**Learn More**

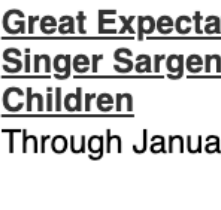
## On View



**Passing/Posing: Kehinde Wiley Paintings**  
Through February 6, 2005



**Great Expectations: John Singer Sargent Painting Children**  
Through January 16, 2005



**14 Stations: Photographed by David Michalek**  
Through March 27, 2005



**Try our new Events Calendar**  
Lots of holiday gift ideas in our [online Museum Shop](#)

**Location:** 200 Eastern Parkway Brooklyn New York 11238-6052

**Telephone:** (718) 638-5000, TTY: (718) 399-8440

**Admission:** Contribution: \$8, Students with Valid ID: \$4, Adults 65 and over: \$4, Members: Free, Children under 12: Free

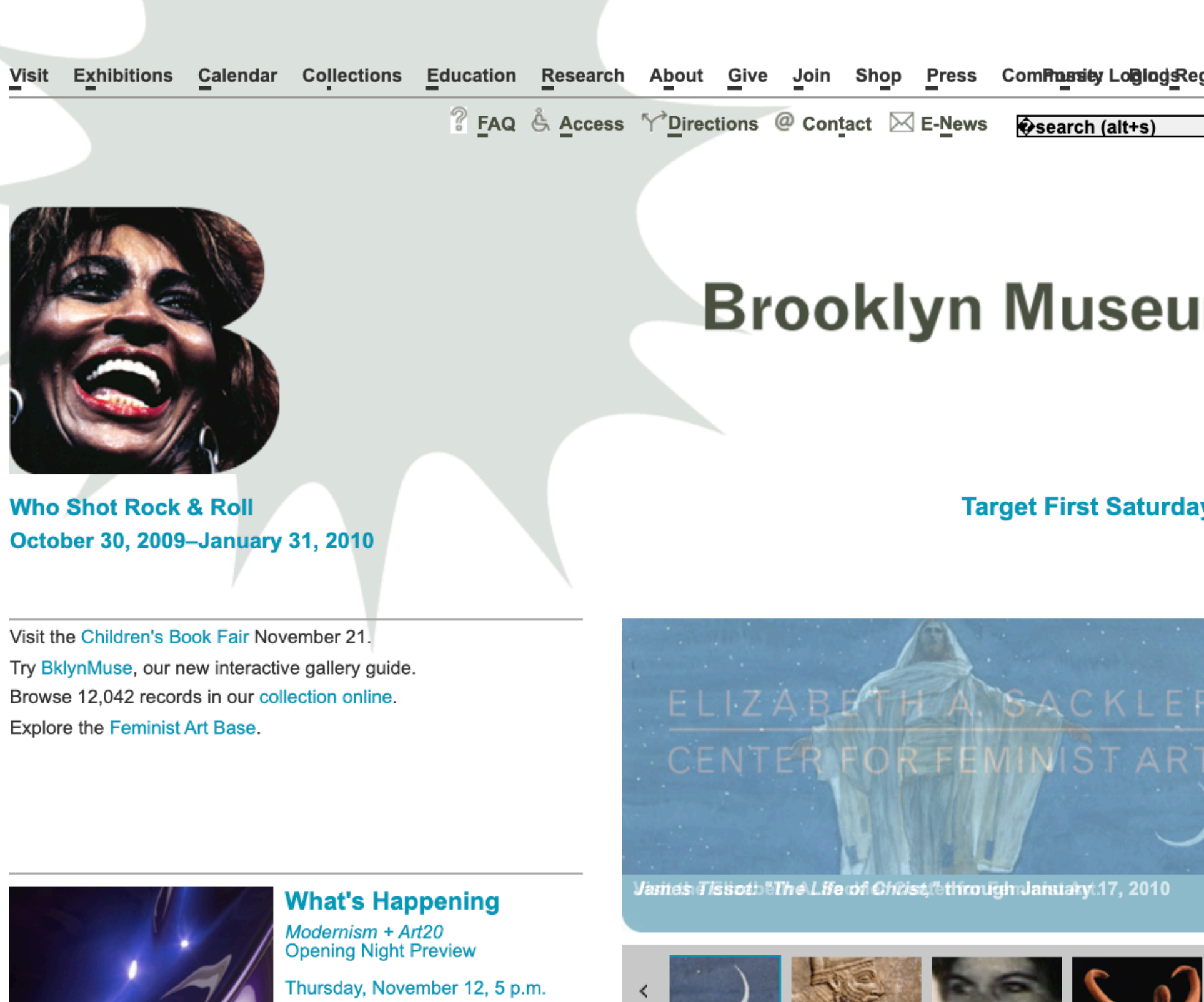

**Hours:** Wednesday-Friday: 10 a.m - 5 p.m., Saturday-Sunday: 11 a.m. - 6 p.m. [Get detailed hours](#)

**Subway:**   Eastern Parkway/Brooklyn Museum, [Get detailed directions](#)



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[Give](#)
[Join](#)
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[Press](#)
[Community](#)
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[FAQ](#)
[Access](#)
[Directions](#)
[Contact](#)
[E-News](#)

# Brooklyn Museum

**Who Shot Rock & Roll**  
October 30, 2009–January 31, 2010

**Target First Saturdays**

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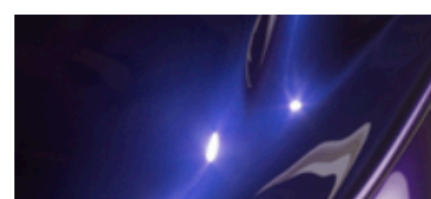
Visit the [Children's Book Fair](#) November 21.

Try [BklynMuse](#), our new interactive gallery guide.

Browse 12,042 records in our [collection online](#).

Explore the [Feminist Art Base](#).


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**What's Happening**

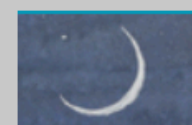


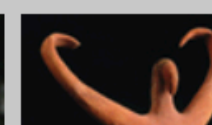
*Modernism + Art20*  
Opening Night Preview

Thursday, November 12, 5 p.m.



ELIZABETH A. SACKLER  
CENTER FOR FEMINIST ART

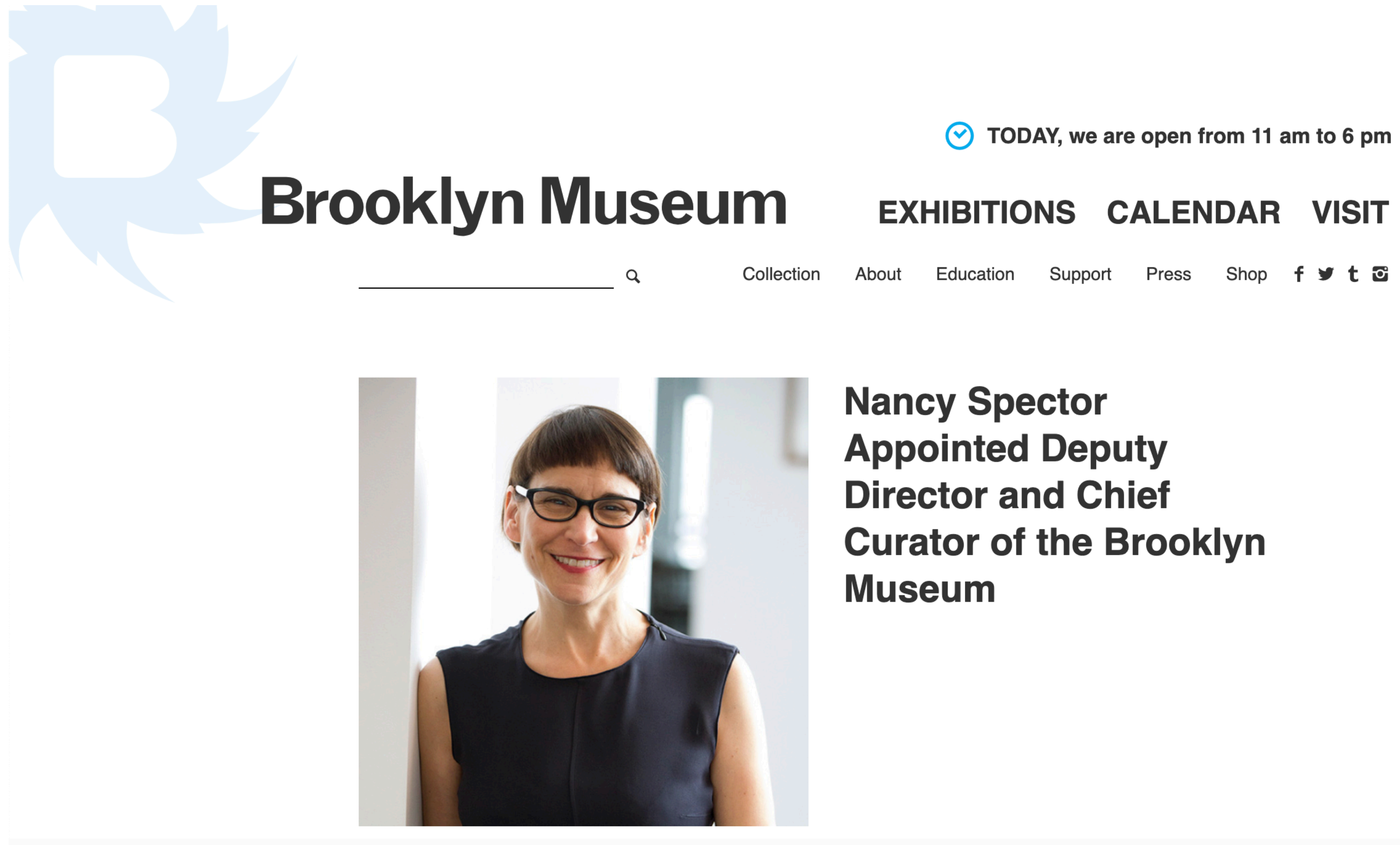
James Tissot: *The Life of Christ*, through January 17, 2010

**Subway:** **2 3** Eastern Parkway/Brooklyn Museum [Get detailed directions](#)



## Brooklyn Museum: 2015





# Intro

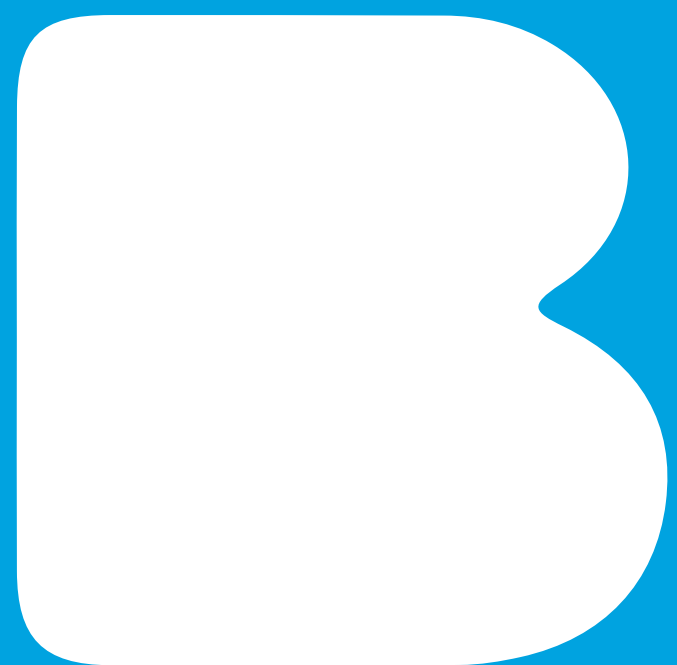


**“They always say time changes things, but you actually have to change them yourself.”**

**-Andy Warhol**







# The Problem



# The Problem



## Background

- Museum attendance has been declining over the past 20 years
- Mobile phones and social media leave users/customers with less attention
- There's a lot of attention for customer attention/views



# The Problem



## How Can We Improve?

OLD

Brooklyn Museum

Collection

About

Education

Support

Press

Shop

Become a Member

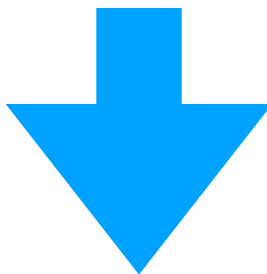


TODAY, we are open from 11 am to 10 pm

On View

Calendar

Visit



NEW

Brooklyn Museum

On View

Collection

Calendar

Visit

The Museum



TODAY, we are open from 11 am to 10 pm

Become a Member

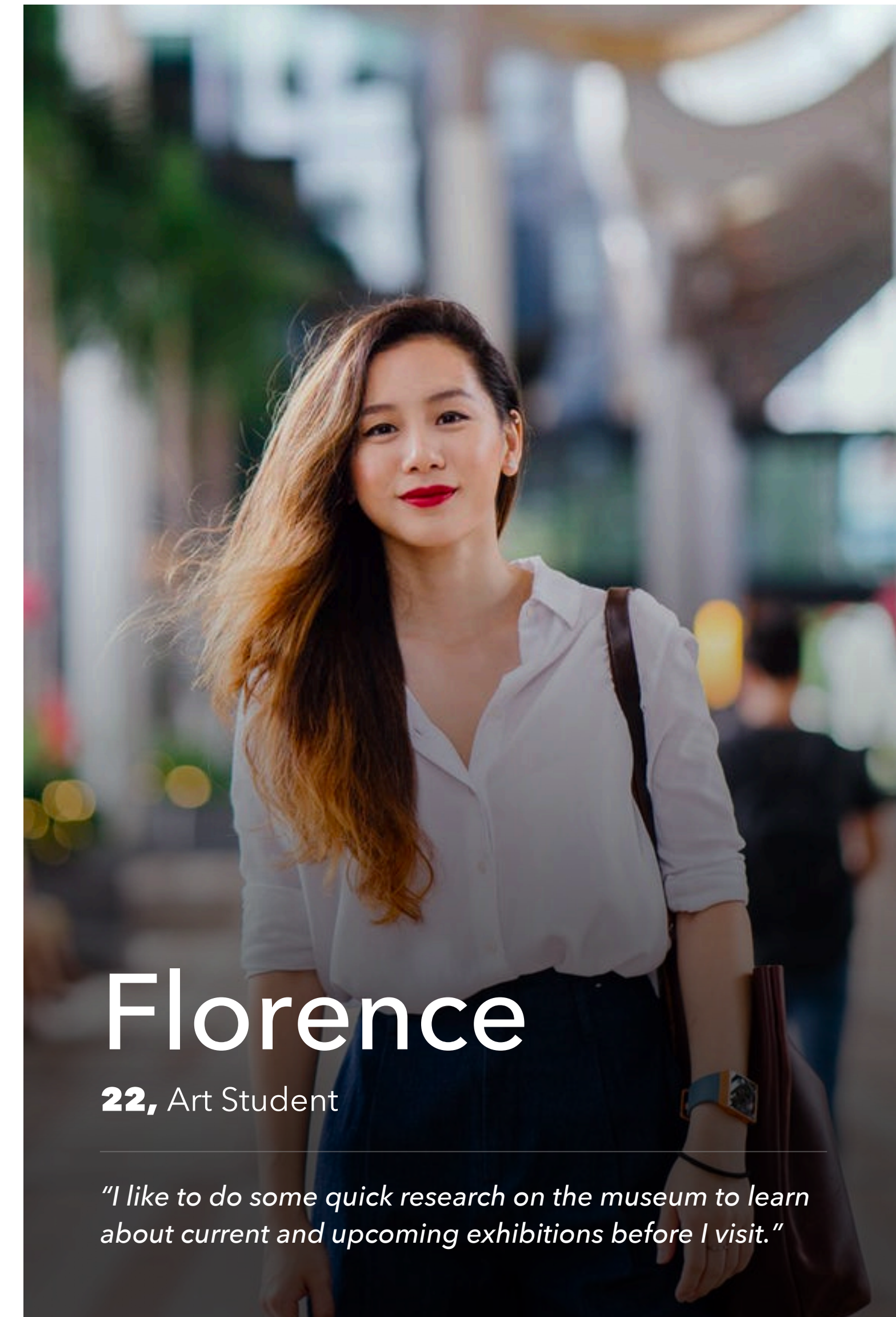


# The Problem



## And for Whom?

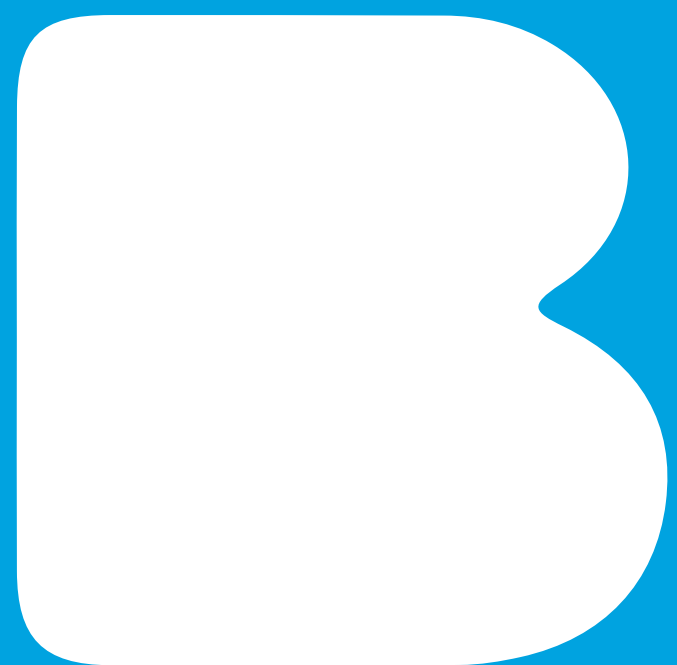
- Loves to explore new cultures and ideas through art
- Doesn't have a lot of time
- Wants to know what's being exhibited at museums
- Enjoys going to museum's with family and friends





***“How might we provide a way for Florence to easily gain access to information for the Brooklyn Museum so that she can attend exhibitions and engage with art in a satisfying and efficient manner?”***





**Research**



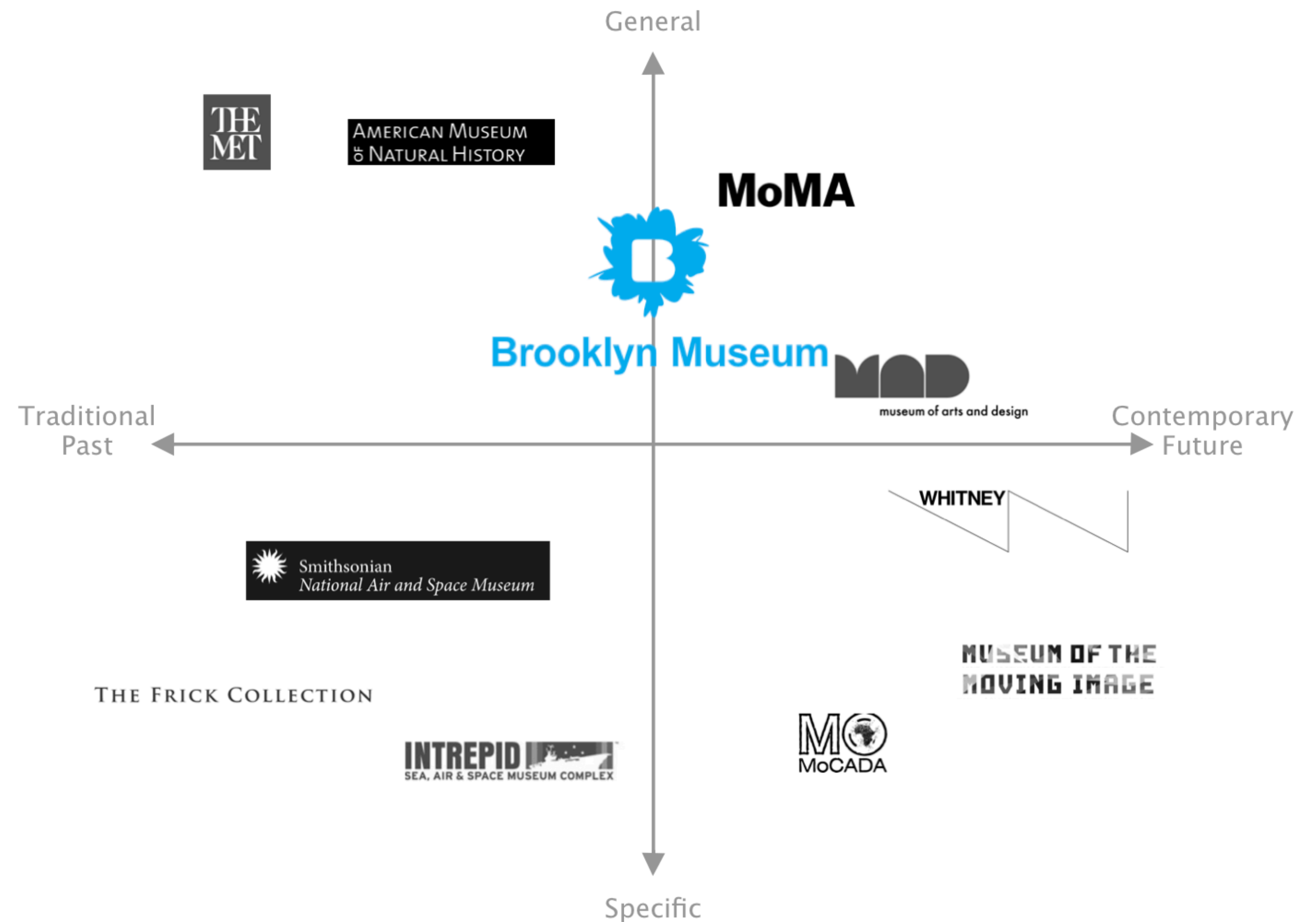
## Tools and Tests

### Understanding the Business and Competition

- Business Model Canvas
- Competitive Matrix
- Competitive Feature Analysis
- Comparative Feature Analysis

### Understanding the User and Places for Improvement

- Tree Studies
- Open and Closed Card Sorting
- Heuristic Evaluation
- Sitemaps
- User flow





## Business/Competition Insights

- The Brooklyn Museum and museums like it are mediums for new perspectives and conversations
- They earn income through primarily through memberships, fundraising, and donation/partnerships
- They don't have the comprehensive features of some of the bigger museums like the Met, but they have a unique, award-winning mobile app (Ask Brooklyn Museum) that allows you to connect with curators and museum professionals while visiting the museum





## Website/User Insights

- Word associations are very influential in how users categorize items (“Corporate Support” → “Support” category or )
- Long names and the mention of buildings or centers create a greater sense of formality/presentation (“Sackler Center for Feminist Art” → “Exhibition” instead of “Collection”)
- Similar sounding terms tend to be placed together/confused even when there is an understanding that they are different (“On Tour”/“Touring”)
- Users are not too familiar with museum services that aren’t aimed at them, like licensing, or corporate partnerships, and users generally separated the museum’s offerings into services for themselves (art/exhibition, visitation, etc.) and B2B or museum-facing services (fundraising, etc.)



## Insights → Proposed Features: Part 1

**Insight:** Users create strong links/associations when a category and subcategory have the same words or easily disassociate when there is no similar word.

**Changes:**

Corporate Partnerships → **Corporate Support**

Exhibition Archives → **Record of Archives**

Elizabeth A. Sackler Center for Feminist Art → **Feminist Art (Elizabeth A. Sackler Center)**

On View category → **Exhibitions category**

Special Events → **Supporting Events**

Public Support → **Public Sponsorship**

Visitors with Disabilities → **Visit category**

**Insight:** Certain terms were unclear or confusing and need clarification.

**Changes:**

Facility Rental → **Space Rental**

Image Services → **Image Use & Licensing**

Touring → **On Tour**

**Insight:** Items that had the word “art” in them were often associated with Collection.

**Changes:**

Photography → **Photographic Art**

**Insight:** Words like “family” were associated with the Visit category.

**Changes:**

Move Families → **Visit category**

**Insight:** General information items that didn’t fit anywhere else were thought to belong in the About category.

**Changes:**

Move Image Use & Licensing → **About category**

Move The Museum’s Building → **About category**

**Insight:** (from Business Canvas and other research) The Brooklyn Ask mobile app embodies the ideals of the museum and it’s important for it to be findable.

**Changes/Creations:**

(N/A) → **Ask App**

**Create Engage category for Ask App**



## Insights → Proposed Features: Part 2

**Insight:** Exhibitions and Collection are difficult to discern.

**Changes:**

Revert Exhibitions category → **On View category**

**Insight:** Clear separation between what the museum does for users and what users do for the museum.

**Changes:**

Consolidate About, Support, Ask Brooklyn App, etc. → **The Museum top category**

**Insight:** Ask App title was unclear and Engage category was confusing.

**Changes:**

Ask App → **Ask Brooklyn App**

Ask App → **About category**

**Remove Engage category**

**Insight:** Long title associated with Exhibitions.

**Changes:**

Feminist Art (Elizabeth A. Sackler Center) → **Feminist Art**  
**[keep full name on detail page]**

**Insight:** Some name changes were ineffective/had better results before changes.

**Changes:**

Revert Space Rental → **Facility Rental**

Photographic Art → **Photography**

**Insight:** Certain terms were strongly associated with certain categories and name changes were ineffective.

**Changes:**

Revert Public Sponsors → **Public Support; place in Support category**

**Insight:** On Tour/Tours was understandable, but still confusing because of similarity between terms.

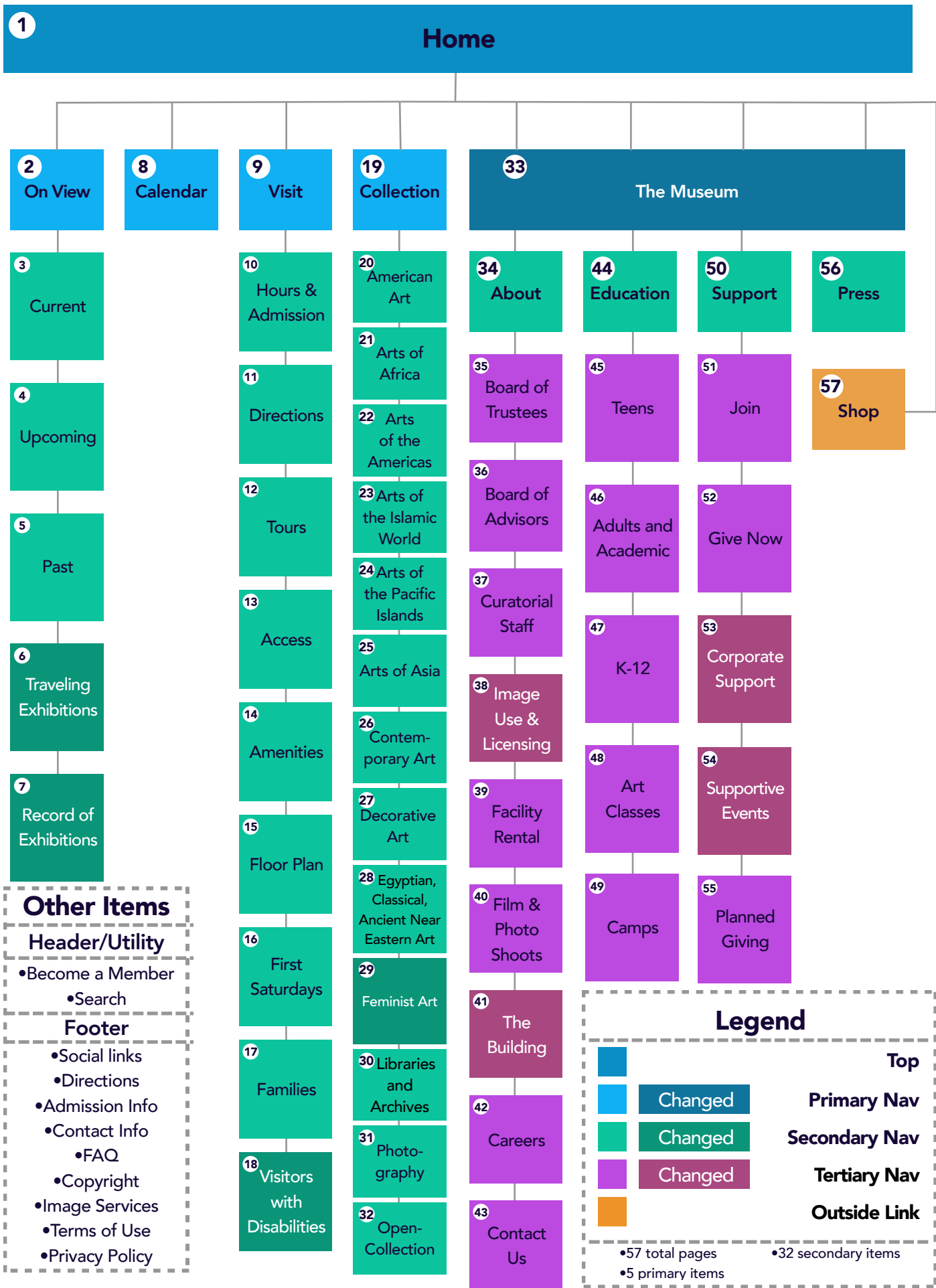
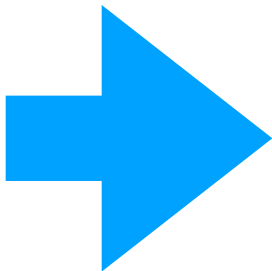
**Changes:**

On Tour → **Traveling Exhibitions**

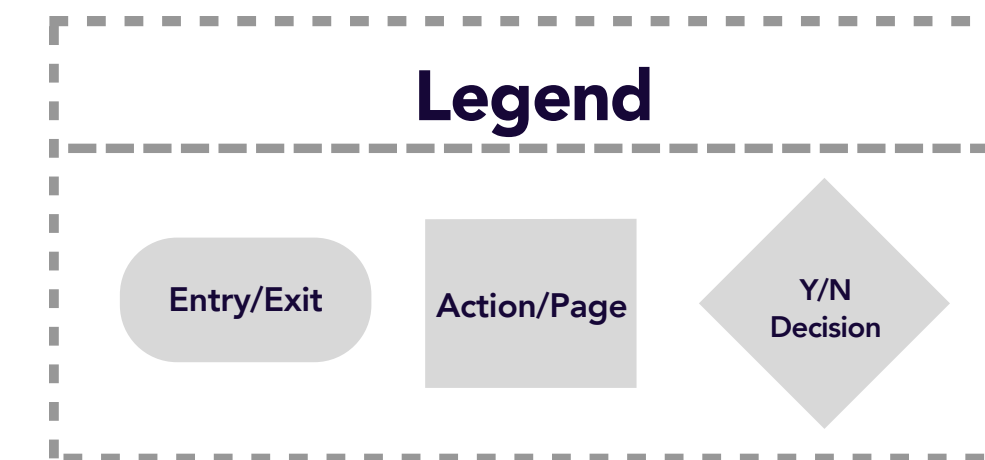
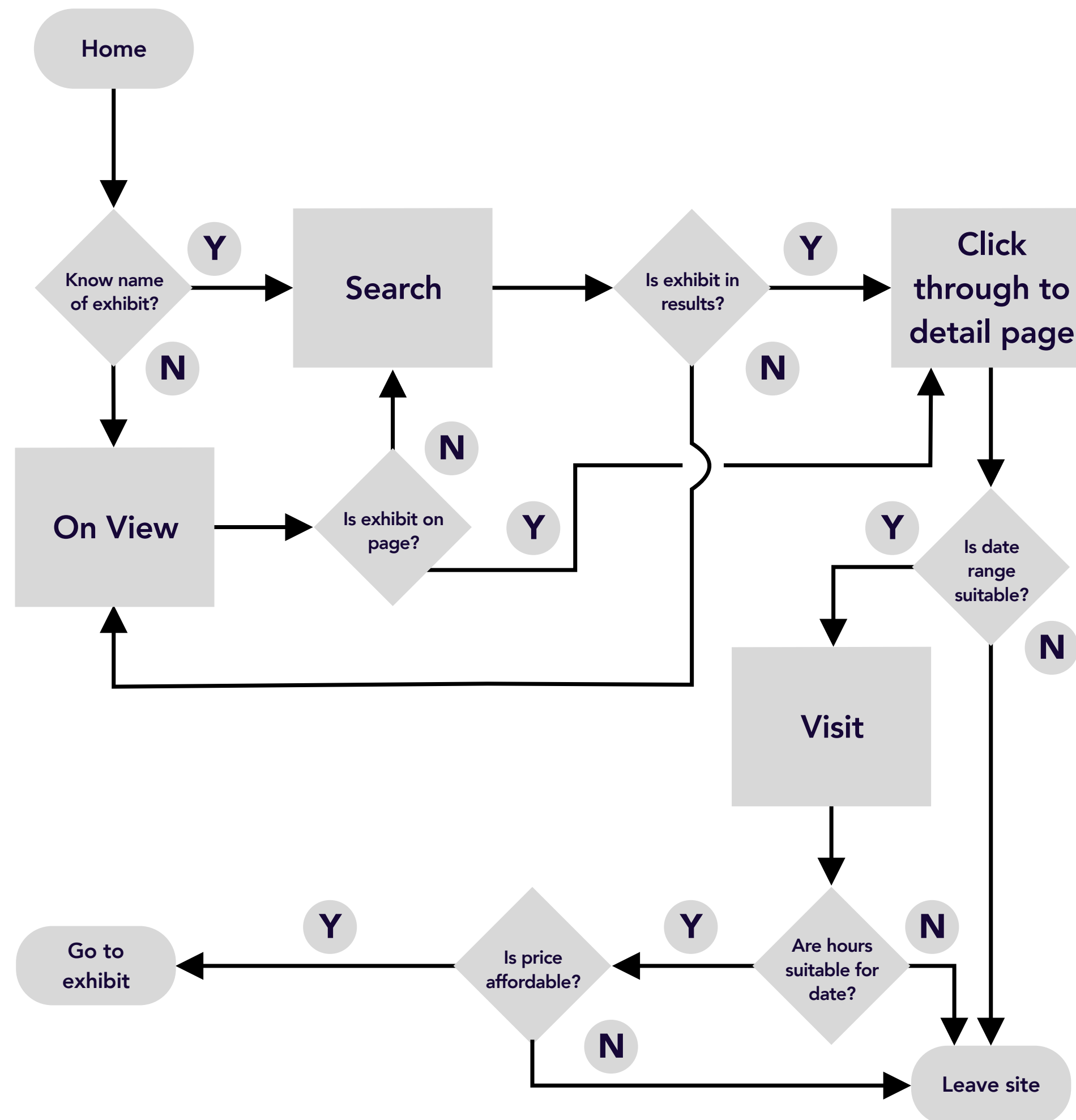




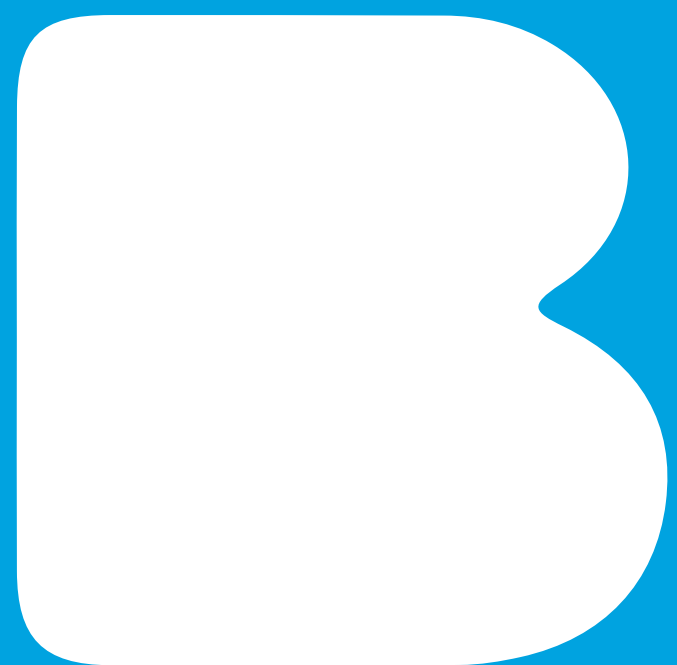
Sitemap: Before & After



## User Flow: Going to a Current Exhibition







# The Design



## Proposed Navigation

- 1 Original Brooklyn Museum site
- 2 Revised nav from homepage
- 3 Revised nav from “Collection” page
- 4 Revised nav from newly added “The Museum” page
- 5 “Become a Member” moved to top and enlarged
- 6 “Collection” added to new primary nav
- 7 “The Museum” added to primary nav
- 8 New simplified, drop-down “Collection” mega-menu
- 9 “About” moved to secondary nav
- 10 Added “Ask Brooklyn Museum” app info page
- 11 Moved sub-menus for “About”, etc. to tertiary nav

1

Brooklyn Museum

Collection

About

Education

Support

Press

Shop

Become a Member

🕒

TODAY, we are open from 11 am to 10 pm

On View

Calendar

Visit

2

Brooklyn Museum

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5

Become a Member





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3

Brooklyn Museum

On ViewCollectionCalendarVisitThe Museum

Collection Menu

Search the Collection

Advanced Search

8

COLLECTIONS

American Art

Arts of Africa

Arts of the Americas

Art of the Islamic World

Arts of the Pacific Islands

Art of Asia

Contemporary Art

Decorative Arts

Egyptian, Classical, Ancient Near Eastern Art

Feminist Art

European Art

Libraries and Archives

Photography

FOR DEVELOPERS

American Art

ON VIEW

1st Floor

Steinberg Family Sculpture Garden

2nd Floor

Arts of Asia and the Islamic World

3rd Floor

Egyptian Art, European Art

4th Floor

Contemporary Art, Decorative Arts, Feminist Art

5th Floor

Arts of the Amrricas, Luce Center for American Art

RESEARCH RESOURCES

African Art Exhibition of 1923

Culin Archival Collection

Record of Exhibitions

Archives Collections

Hiroshige's One Hundred Famous Views of Edo

Luce Center Search

Mut Precinct

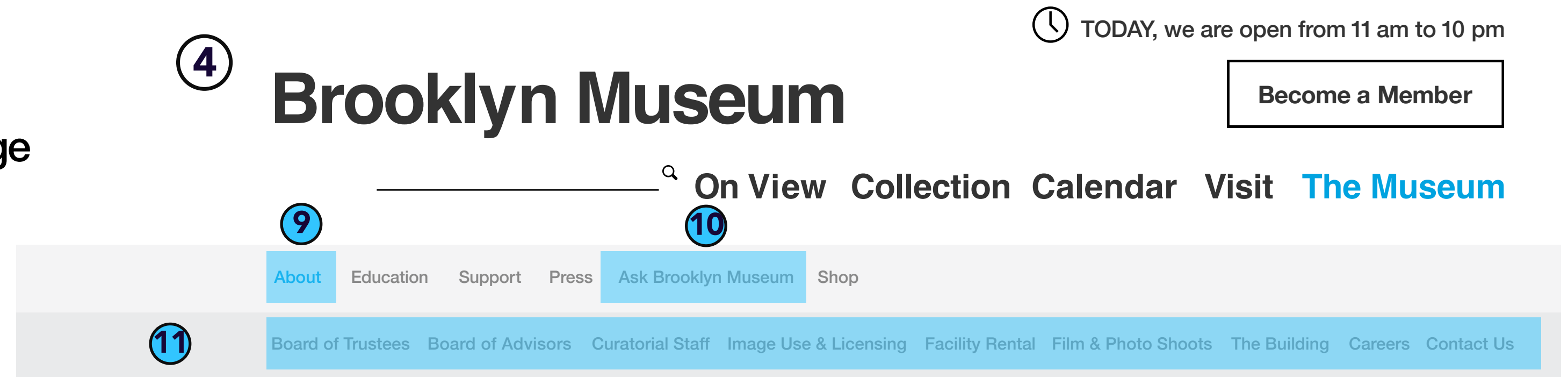
Schenck Houses

Walt Whitman and the Arts in Brooklyn



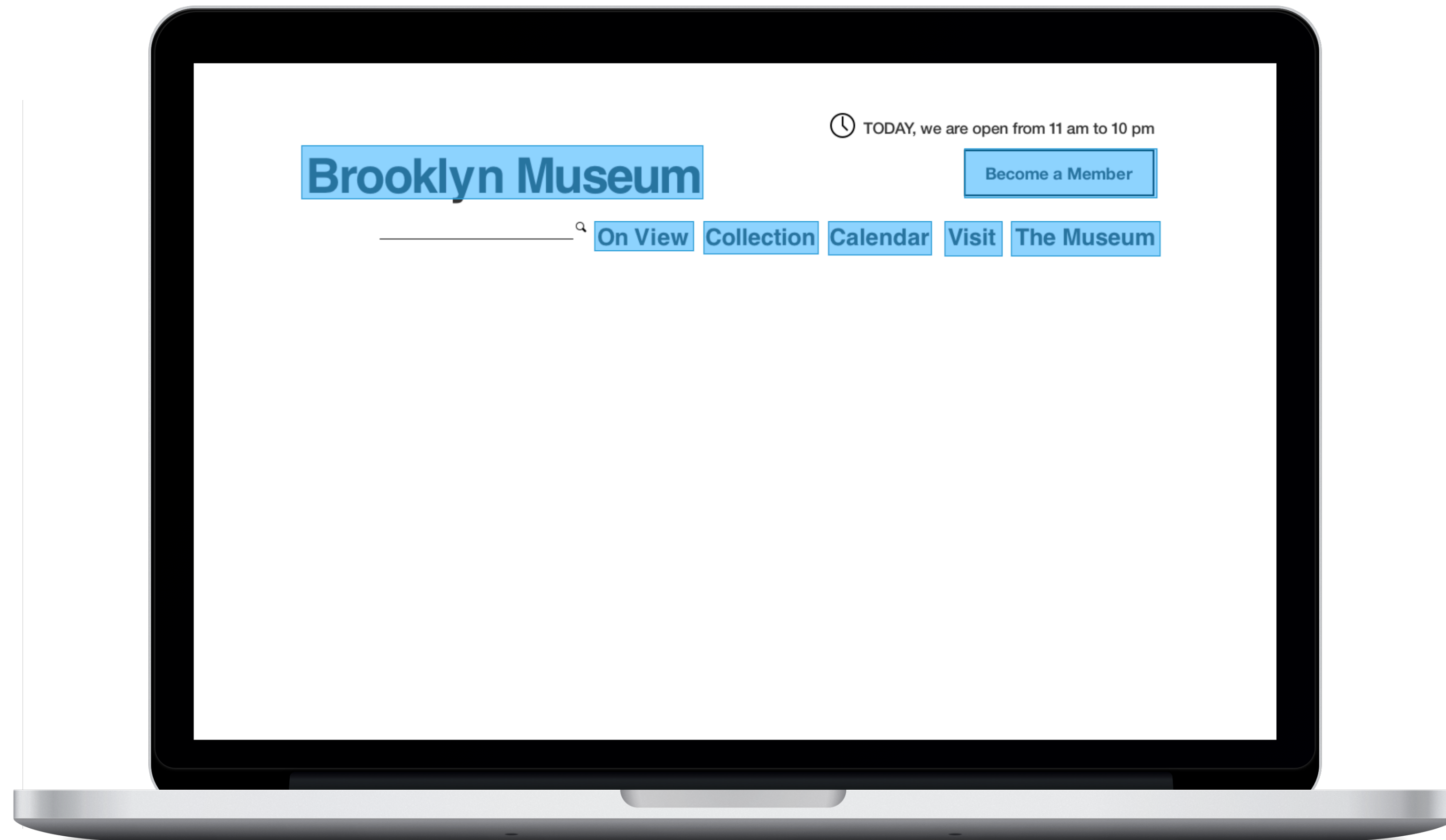
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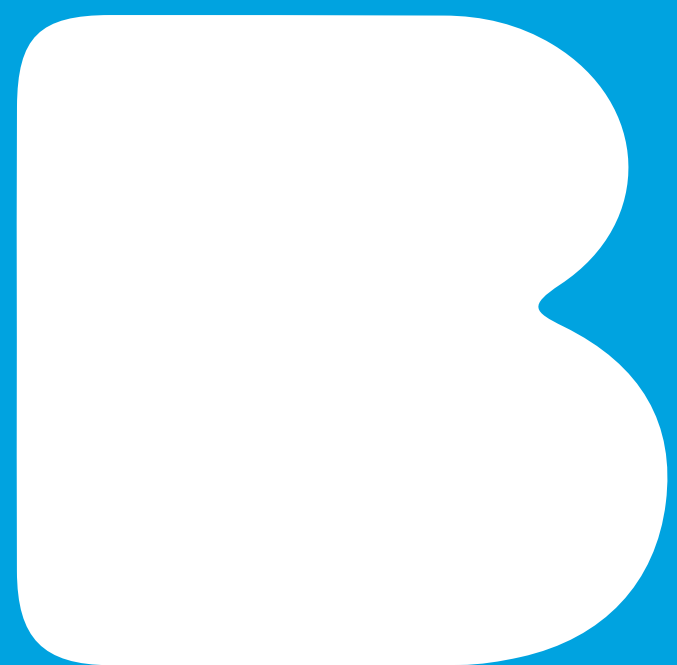
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## InVision Prototype Demo





# Conclusion