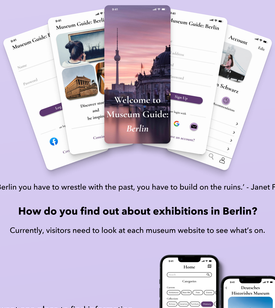
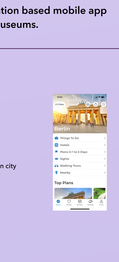


'In Berlin you have to wrestle with the past, you have to build on the ruins.' - Janet Fitch

How do you find out about exhibitions in Berlin?

Currently, visitors need to look at each museum website to see what's on.

"I want one place to find information about all museums in Berlin."
- Emma



Museum Guide: Berlin is a location based mobile app for all Berlin's museums.

Empathise

Market Analysis

Visit a City
Platforms: iOS/Android
Price: Free
Best for: Planning and booking trips within destination city

Visit London
Platforms: iOS/Android
Price: Free
Best for: Planning a trip to London

User Interviews

Key Questions:

- How do you find information about museums/exhibitions you want to visit?

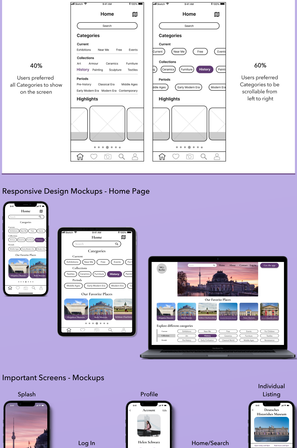
" I look at the websites of my favorite museums first to see what's on. I miss exhibitions that I would like to see because I don't have time to check the websites for every museum in Berlin." - Helen

- When looking on the website/apps for museum information, what about the process you like or dislike?

"There is too much information to read through and difficult to find the information I want." - Alexander

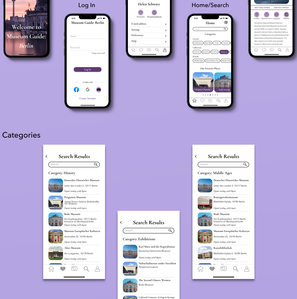
Define

User Flows



Ideate & Prototype

Low Fidelity Wireframes



Mid Fidelity Wireframes

User Preference Testing

40%
Users preferred all Categories to show on the screen

60%
Users preferred Categories to be scrollable from left to right

Responsive Design Mockups - Home Page

Important Screens - Mockups

Categories

Retrospect

What went well?

The design process went very well. I wanted an elegant and sophisticated look and feel for the app and this was confirmed by Preference Testing with prospective users.
I was pleased that my initial designs were not that different from the finished screens, even at the beginning phase of a project I am designing screens that work.
After gathering feedback on my final designs from my mentor, tutor & peers I had only small changes to make.

What challenges did you have?

My original font choice was not chosen by users during Preference Testing, users preferred my second font choice.
After completing the final designs I also prefer the font chosen by the users.
This project is focused on mobile devices so I didn't have much time to explore the translation of the screens for tablet or desktop.