


Good afternoon!

Today The Central Art Gallery is open until 5 PM
See opening times


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Guides See all >



The Pre-Raphaelites


🕒 120 min
📍 21 stops



Heavenly Beings: Icon the Christian Orthodox World


🕒 70 min
📍 15 stops

Events See all >



Long Night of Museums


📅 21.05.2022



Art Gallery for kids

📅 27.05.2022

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The Pre-Raphaelites


🕒 120 min 📍 21 stops

🗣️ 25 languages

Combining rebellion, beauty, scientific precision and imaginative grandeur, the Pre-Raphaelites constitute Britain's first modern art movement. This exhibition brings together over 30 works in different media, including painting, sculpture and photography. Led...

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Stops



The Beloved

51


➔



Monna Pomona

52


➔



Lady of Shalott

53

➔



Portia

Start tour

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Lady of Shalott 53

The Pre-Raphaelites

0:25 4:54

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01

PROJECT OVERVIEW

The product: an audio tour guide for The Central Art Gallery, that allows individual visitors and visitors in small groups to get an extra information about exhibits to make their visit more interesting and useful.

This project was created as part of the Google UX Design Professional Certificate course



02

UNDERSTANDING THE USER

User research summary:

There were conducted 5 interviews. The respondents: 2 men, 3 women. Age: 25-60

Main topics of the interview:

How do you usually visit galleries/museums? (Why? When? With whom? Do you take a tour guide?)

What do you like in tour guide and what don't?

Have you ever used an audio guide?

What do you like on it and what don't?

03

USER RESEARCH: PAIN POINTS



I wanted to go with a tour guide, but it turned out that I had to book an excursion in advance.



The record was horrible quality



An audio guide just doubled the information that were under the exhibit, so it wasn't very interesting and useful

04

USER RESEARCH: PERSONA



Inna Vertelko

Age 58

Education Master degree

Hometown Minsk

Family Husband, adult son

Occupation Retired

“It doesn't matter how old you are if you're young in your heart”

Goals

to be active, social and connected

to feel inspired

Frustrations

I don't like to go with a guide because I don't like crowds. I want to decide what to see and how long to look at the picture, I don't like to rush.

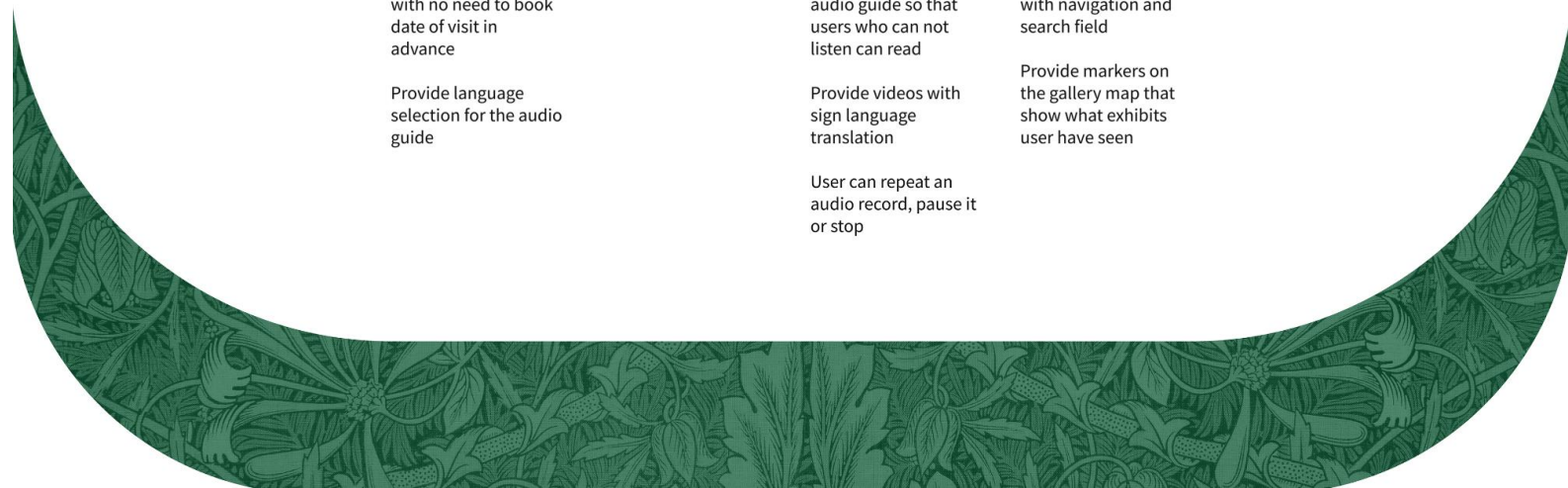
Inna is retired. She used to work as an art teacher, so art is her passion. She is an active and independent person. She quite often goes to the cinema, theatre, museums, galleries. Usually with her husband or friend. She likes learning something new.

05 USER JOURNEY MAP

Persona: Inna Vertelko

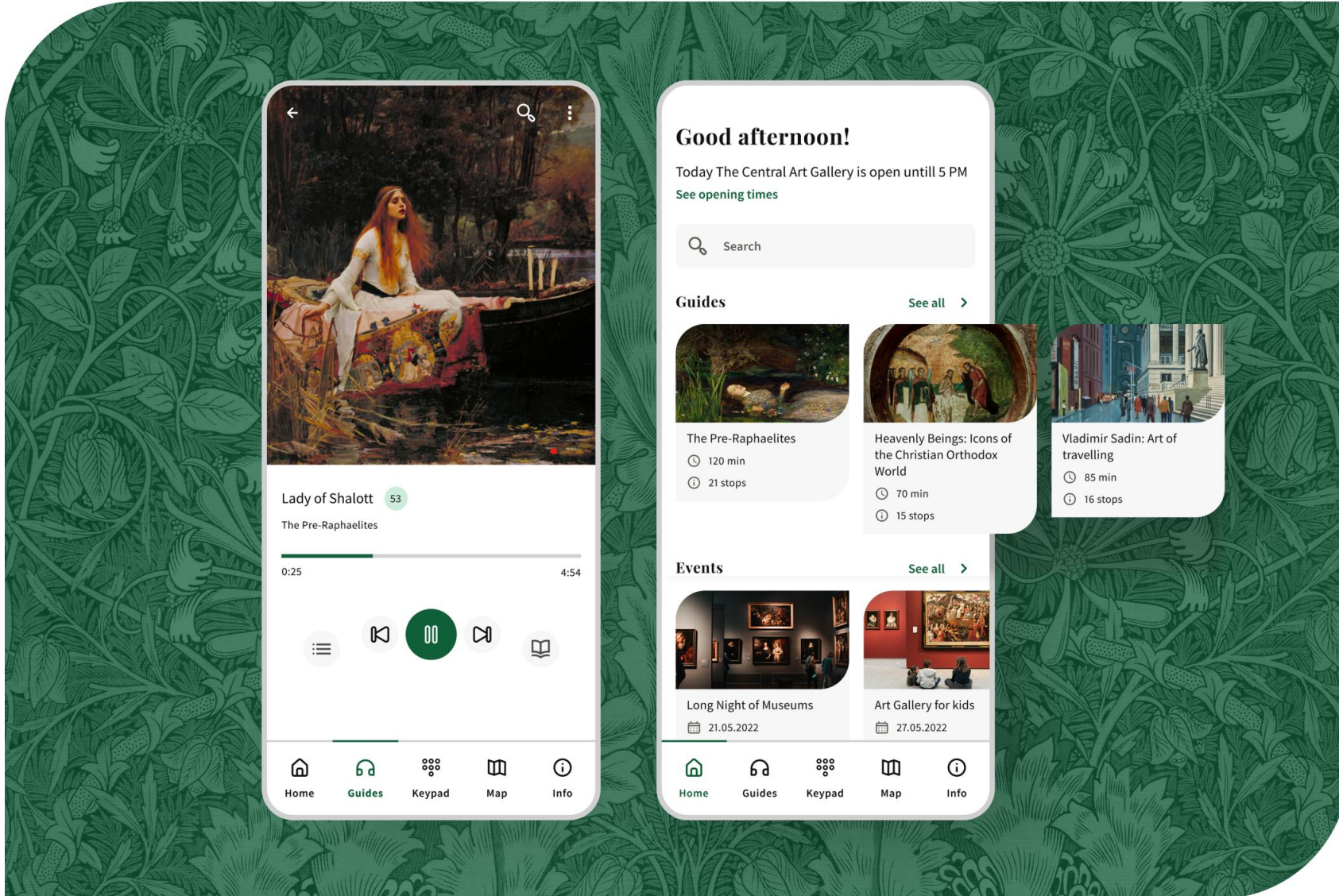
Goal: Visit an art gallery, learn more by listening a guide

ACTION	Plan a visit	Go to the Gallery	Listen to the guide	Go to the Next Hall	Finish the excursion
ASK LIST	A. Find someone to go with B. Decide on the date and time of visit C. Book a guide for the chosen date	A. Go to the gallery B. Wait in line C. Pay for a ticket and the excursion D. Wait for the beginning	A. Go to the exhibit B. Listen to the guide C. Ask questions	A. Follow the guide to the next hall B. Ask the guide about navigation (where a toilet, a buffet or a souvenir shop is)	A. Say thanks to guide B. Share emotions and impressions with friends
FEELING ADJECTIVE	Frustrated with inability to book a guide for the chosen date	Pleasant anticipation of interesting excursion Annoying about waiting in line	Interested, annoying if it's impossible to get closer because of the crowd Interested, disappointed because sometimes it's hard to hear what guide says because of crowd	Confident, because the guide know where to go next so she (Inna) doesn't miss any exhibits	Satisfied
IMPROVEMENT OPPORTUNITIES	Create an audio-tour app for an art gallery with no need to book date of visit in advance Provide language selection for the audio guide	Provide online ticket sales	Provide textual description for the audio guide so that users who can not listen can read Provide videos with sign language translation User can repeat an audio record, pause it or stop	Provide a convenient map of the gallery, with navigation and search field Provide markers on the gallery map that show what exhibits user have seen	Provide rating and review



07

USER DESIGN INTERFACE



Guides

 Search

Floor: All ▾

Duration: Any ▾





The Pre-Raphaelites

 120 min  21 stops





Heavenly Beings: Icons of the Christian Orthodox World

 70 min  15 stops



Vladimir Sadin: Art of travelling

 85 min  16 stops



UNOVIS

 105 min  17 stops



Louise Bourgeois: Paintings



Home



Guides



Keypad



Map



Info

Guides

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Duration: Any ▾



The Pre-Raphaelites

 120 min  21 stops



Heavenly Beings: Icons of

Filters

Theme

View all >

Language

View all >

Floor

All

1st

2nd

3rd

Duration

All

< 30 min

30-60 min

>60 min

Reset

Apply



The Pre-Raphaelites

🕒 120 min

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The Beloved

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Monna Pomona

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Lady of Shalott

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[Start tour](#)



Portia



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Stops



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Lady of Shalott

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← 🔍 ⋮

Description

The Lady of Shalott (1888), one of John William Waterhouse's best-known paintings, illustrates the tragic conclusion of Alfred Tennyson's 1832 poem The Lady of Shallot. Tennyson's poem retells a medieval Arthurian legend about Elaine of Astolat, who died of unrequited love for Sir Lancelot. According to the legend, she was cursed in a tower near King Arthur's Camelot.

In Tennyson's poem, the Lady of Shalott's suffers from a curse that forbids her from leaving her tower: she sits in the tower and weaves, only allowed to look upon reality through a mirror. Defying her curse, she looks out the window and heads in a small boat to Camelot. Punished for breaking the curse, she dies before reaching her destination. Waterhouse depicts the Lady of Shalott in her final moments, as she lets go of the boat's chain: her mouth is parted as she sings 'her last song'. The tapestry she wove during her confinement is draped over the boat.

The artist hints at her near demise: in front of her is a crucifix and next to her are three candles, two of them blown-out. Candles were often used to symbolized life, and the two blown-out candles signify that her life will end soon.

Tennyson's poem was very popular among Pre-Raphaelite painters and poets, inspiring many works, such as The Lady of Shalott (1878) by John Atkinson Grimshaw, The Lady of Shalott (1857) by Dante Gabriel Rossetti and The Lady of Shalott (1905) by William Holman Hunt. Waterhouse, who was influenced by the Pre-Raphaelites in both style and subject matter, was also very fond of the poem. The Lady of Shalott became one of the artist's best-known subjects, and

← 🔍 ⋮



Lady of Shalott 53

The Pre-Raphaelites

0:25 4:54

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🔍

The Hedgerows street

Floor

3

2

1

Marston Lanes

UNOVIS Cafe

UNO... Vladimir Sadin: Art of travelling

Heron's Walk

+

-

📍

Marston Cedars

Exhibition: The Pre-Raphaelites X

📅 01.05 - 01.09

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Enter object number

Example: 45

1	2	3
4	5	6
7	8	9
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Guides



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Info



The Central Art Gallery

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08 UI-KIT

Typography

Title Large - Playfair Display Bold 24/30 + 3

Title Medium - Playfair Display Bold 16/24 . + 0.6

Title Small - Playfair Display Bold 14/20 . +0.3

Body Large - Source Sans Pro Regular 16/24 . + 0.15

Body Medium - Source Sans Pro Regular 14/20 . +0.25

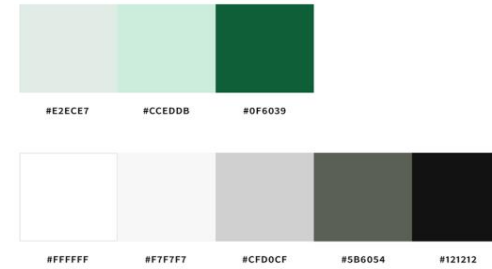
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Label Medium - Source Sans Pro SemiBold 12/16 . +0.5

Label Small - Source Sans Pro SemiBold 11/16 . +0.5

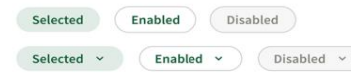
Colors



Navigation Bar



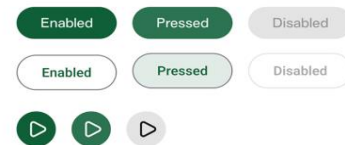
Chips



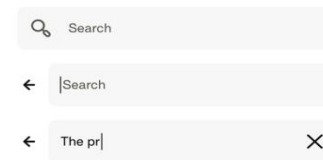
Top App Bars



Buttons



Search field



Icons



The image features a white background with decorative green floral patterns in the top-left and bottom-right corners. The patterns consist of intricate line art of leaves, flowers, and berries. In the center, the text "Thanks for watching" is written in a dark green, serif font.

Thanks for watching