A Digital

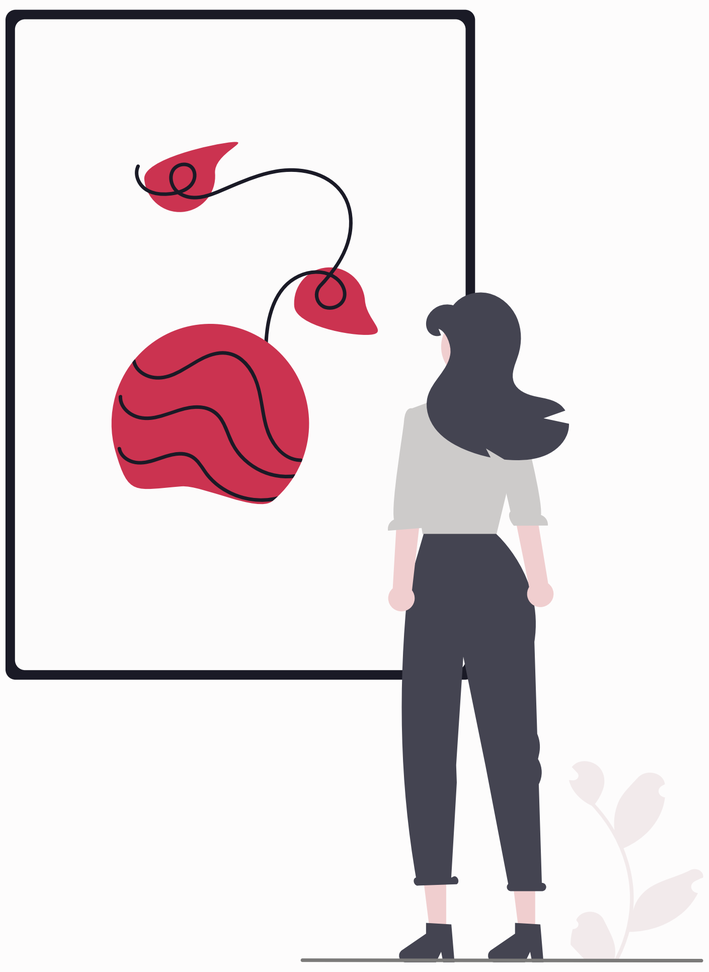
Museum Companion

Reconnecting a new generation to Indian art through a thoughtfully designed mobile experience for Karnataka Chitrakala Parishath.

Ananya Goyal | UX Designer

Intro

Where it all Began



I have always loved going to museums.

I can't remember my first one—but ever since I've had a say in planning my travels, museums have been non-negotiable. There's something deeply grounding about them. **The stillness. The reverence. The kind of silence that isn't empty, but alive.**

Studying architecture trained me to observe how spaces shape the way we feel and behave. **And museums, more than any other space, ask you to slow down**. They ask you to engage not just with your eyes, but with your whole self. They soften your voice, stretch your gaze.

I live in Bangalore—a city often called *'The Museum Capital of India'* (Jahnavi T.R. & Mahek Fathima, 2022).

We have dozens of museums across disciplines: art, textiles, crafts, archeology. But something about them feels fragile, like **they could disappear and most people wouldn't notice.**

Looking closer

A Quiet Decline

At first, I thought it was just a Bangalore thing. But the more I looked into it, the more I realised it's a national, even global, pattern.

> *"Most Indians visit museums only on school trips."* (Tripathi, 2022)
>
> I thought of my own childhood visits—uniformed, rushed, checklist-driven. No one ever told us a museum could be a place of wonder.

> *"They remain frozen in time, with little innovation in outreach or engagement."* (Art historian Kavita Singh)
>
> In 'A Public Failure?', she points to a deeper issue. Reading that, I couldn't help but nod. The faded labels, the silence mistaken for disinterest.

> *"When was the last time you visited a museum in India?"* ('A Trip to the Museum' -The Hindu)

> The Heritage Lab listed seven key challenges Indian museums face. Top of the list? **A lack of storytelling, and almost no digital infrastructure.**

The realisation stayed with me.

The idea

A Digital Possibility

As I read more about museums around the world, one pattern stood out: thoughtfully designed mobile apps.

> *"Apps act as digital companions,"* wrote Museums Explorer, *"offering real-time guides, stories, and ways to explore beyond the exhibit."*

> *"Apps can transform passive viewing into active exploration,"* said Debbie Morrison, *"but only when they prioritize design, usability, and emotion."*

> Another article described them as *"democratic, self-paced tools"*—perfect for a new generation of visitors who crave autonomy and context.

I wondered: **Could an app spark curiosity again? Could it help people feel what I feel when I walk through a gallery?**

I decided to start small — ONE idea, ONE app, ONE Museum.

Choosing the Museum

Kamataka Chitrakala Parishath (KCP)

The KCP is one of Bangalore's **oldest and most beloved** art institutions. It hosts exhibitions, artist studios, folk art collections, and rotating events.

However, the museum **lacks the digital infrastructure needed to engage modern audiences.** Without an accessible way to preview exhibits, discover events, or connect with artists, **the museum remains disconnected from a younger, tech-savvy, and increasingly global audience.**

Problem Statement →

How might we create a digital experience that captures the emotional richness of the museum, while making it more **discoverable, usable, and culturally relevant** to today's diverse visitors?

User Personas

Priya Sharma
Local Art Enthusiast

Arjun Nair
Art Student

Vanessa Lim
International Tourist

A museum is never one-size-fits-all.

To ground my design decisions, I developed six diverse personas based on common audience groups at KCP. But for the MVP, I needed to focus.

Using prioritisation matrix, I narrowed it down to **three main personas:** local enthusiasts, art students, and international tourists. These groups reflect the museum's core audience and have clear, distinct needs — cultural connection, learning, and easy exploration.

The others — families, content creators and senior visitors — were set aside for now. Their needs are either more complex or less critical for the first version, but they're noted for future updates.

Local Art Enthusiast

Priya Sharma

24, Bangalore
Software Engineer at an MNC
Native: Kannada | Fluent: English

"I want to stay connected to my culture without losing myself in the hustle. I'm not tech-averse, but I'm not tech-obsessed either. I like things to be clear and simple."

Scenario

Priya frequently checks the various spaces for new exhibitions, but often misses openings due to her unpredictable work schedule. Last month, she learned about an exhibition featuring her favorite contemporary artist a few weeks after it opened, giving her limited time to visit before it closed.

At the museum, she found herself wishing for a personalized way to receive the artistic techniques and historical influences but had to wander into the wrong entry after her art.

With the KCP app, she would receive timely notifications about upcoming exhibitions, could explore detailed background information during her visit, and continue engaging with the content even after leaving the museum.

Goals

- Stay updated on new exhibitions and events
- Deepen her understanding of Indian artistic traditions
- Connect with the local art community
- Find respite from her tech- focused work life
- Support local artists and cultural institutions

Frustrations

- Limited time due to busy work schedule
- Frustrated when she misses out on upcoming openings
- Wants more in-depth information than what's typically available on plaques
- Sometimes struggles to connect contemporary art to its historical context

Motivation

VALUE CONSCIOUSNESS
COMFORT & CONVENIENCE
KNOWLEDGE SEEKING

Personality

INTROVERT ↔ EXTROVERT
ANALYTICAL ↔ CREATIVE
PASSIVE ↔ ACTIVE

International Tourist

Vanessa Lim

42, Singapore (visiting Bangalore)
Marketing Director
Married, 1 kid, MBA in Marketing

"I want to make the most of my limited time here and learn something with a deeper connection. I'm afraid I'll miss out if I just wander around."

Scenario

On her third business trip to Bangalore, Vanessa finally carved out an afternoon to visit KCP, having heard about it from colleagues. Without prior knowledge of the layout or collections, she spent her first 30 minutes wandering aimlessly, unsure which galleries contained the most significant works. When she found the artifacts that intrigued her, the lack of context left her unable to understand their cultural significance.

With the KCP app, Vanessa would arrive with a pre- planned highlights tour matching her available time, access English audio guides explaining cultural context, and leave with a digital record of her visit to research further and share with colleagues.

Goals

- Experience the highlights of local culture
- Learn enough context to appreciate what she's seeing
- Collect memorable experiences and photos
- Find places she might be keen to purchase
- Navigate unfamiliar areas with confidence

Frustrations

- Language barriers and uncertainty about cultural protocols and etiquette
- Limited understanding of cultural and religious symbolism
- Time constraints of a business trip
- Difficulty distinguishing what's significant without guidance

Motivation

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Art Student

Arjun Nair

22, Bangalore
College Of Fine Arts, KCP
Single, UG student in Fine Arts

"I'm not just looking at art - I'm studying it. I need to understand the 'how' as much as the 'what' of these masterpieces."

Scenario

For his final year project on contemporary interpretations of traditional Mysore painting techniques, Arjun visits KCP weekly to study specific works.

The limited technical descriptions on placards forces him to make educated guesses about materials and methods. After visits, he spends hours trying to find more reference photos and videos, trying to match them concretely to each artwork.

With the KCP app, Arjun would access high- resolution images for detailed study, and receive notifications about relevant workshops where he could learn techniques first- hand.

Goals

- Study artistic techniques and styles in detail
- Find inspiration for his own creative work
- Build professional connections in the art world
- Access educational resources and opportunities
- Engage with contemporary art movements

Frustrations

- Budget constraints limit workshop participation
- Needs more technical information than typically provided
- Difficulty accessing high- resolution images for study
- Balancing his art time with academic workload

Motivation

VALUE CONSCIOUSNESS
COMFORT & CONVENIENCE
KNOWLEDGE SEEKING

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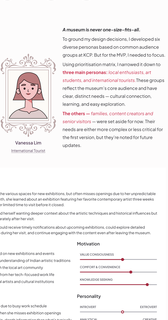
Experience Arc

User Journeys

Once I had my personas in place, I started mapping how different users move through the museum experience — **what they look for, what they need, and when they need it.**

These journeys helped me understand intent more clearly- some users are exploring casually, some are focused on planning a visit, and others are engaging with the space in real time.

Mapping this out gave me a clearer picture of the kinds of support users expect — **from discovery and planning to navigation and deeper learning.**



Local Art Enthusiast – Priya Sharma

As a local art enthusiast, I want to receive timely updates and access in-depth information about exhibitions so that I can better engage with art despite my busy schedule.

Stages	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Action	Check for new exhibitions	Plan museum visit	Visit the museum	Explore artwork in- depth	Continue engagement after visit
Tasks	1. Open app 2. Navigate to exhibitions section 3. Browse current and upcoming events	1. Check exhibition time slots 2. Review personal schedule 3. Add to calendar	1. Browse artwork list 2. Access digital map 3. Locate featured exhibitions	1. Scan artwork QR codes 2. Read detailed descriptions 3. Save favorites	1. Review saved artwork 2. Research artists further 3. Share experiences
Emotions	1. Excited 2. Curious	1. Organized 2. Anticipatory	1. Prepared 2. Curious	1. Engaged 2. Enlightened	1. Reflective 2. Satisfied
Opportu- nities	1. Brief exhibition descriptions 2. Option to filter by art style/period	1. Simple one- tap calendar integration 2. Optional reminder setting	1. Suggested questions 2. Offline access option	1. Essential artists context 2. Artist background information	1. Curated follow- up content 2. Notification for related future exhibitions

International Tourist – Vanessa Lim

As an international tourist, I want to navigate and understand key artworks at the museum so that I can have a meaningful cultural experience despite my limited time and knowledge of Indian art.

Stages	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Action	Pre- visit research	Plan efficient visit	Navigate the museum	Access cultural context	Create visit memory
Tasks	1. Download app 2. Browse museum highlights 3. Select language preference	1. Select "Highlights" tour 2. Set available time 3. Review suggested route	1. View simplified map 2. Follow numbered route 3. Check current location	1. View simplified map 2. Follow numbered route 3. Check current location	1. View simplified map 2. Follow numbered route 3. Check current location
Emotions	1. Prepared 2. Relieved	1. Organised 2. Confident	1. Oriented 2. Relieved	1. Enlightened 2. Appreciative	1. Satisfied 2. Accomplished
Opportu- nities	1. Downloadable content for offline use 2. Prominent language toggle	1. Time- estimates for each gallery 2. Must- see artwork focus	1. Simple colour- coded sections 2. "You are here" indicator	1. Essential cultural context 2. Visual explanations of symbols	1. Basic digital souvenir 2. Shareable visit summary

Art Student – Arjun Nair

As an art student, I want to access detailed technical information and high- resolution images of artworks so that I can conduct in- depth research for my academic projects.

Stages	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Action	Research specific works	Study artwork details	Document findings	Export study materials	Find related workshop info
Tasks	1. Search for relevant artworks 2. Filter by technique/ period 3. Locate art in museum	1. Access high- resolution images 2. Zoom into details 3. Read technical information	1. Tap "Add Note" on artwork 2. Type observations 3. Save to artwork record	1. Select saved artworks 2. Choose export format 3. Email/download the PDF	1. View "Related Events" tab 2. Read workshop details 3. Tap for registration info
Emotions	1. Focused 2. Determined	1. Engaged 2. Absorbed	1. Organized 2. Thorough	1. Prepared 2. Relieved	1. Interested 2. Proactive
Opportu- nities	1. Basic search functionality 2. Clear filter categories	1. Pinch- to- zoom functionality 2. Basic technique information	1. Simple note taking interface 2. Basic formatting options	1. Simple PDF export 2. Include basic artwork information	1. Basic event listings 2. Workshop registration details

Outside v/s Inside

Parallel Needs

As I worked through the journeys, I noticed something important.

The needs of users change drastically depending on whether they're inside the museum or outside it.

Outside the Museum
(planning, browsing, discovering)

Inside the Museum
(navigating exhibits, getting info)

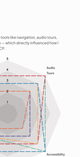
I wondered, can an app have two modes for when a user is - **Outside the Museum** or **Inside the Museum ?**

This analysis helped me understand where the bar is — and where KCP's app could offer something more focused, more local, and more learner- friendly.

Research

Competitive Audit

To understand this better, I looked at how leading museums around the world shape their digital experiences. I went through six apps — including the Rijksmuseum, The British Museum, and the Cleveland Museum of Art — to understand what features they offer and how those features support different types and needs of visitors.



Key Observations:

- Most apps support features needed both inside & outside the museum, **but do not clearly separate the two.**
- Audio guides, navigation tools, and collection search are common inside- museum features.
- Ticket integration, information on galleries and artworks and tour bookings are common outside- museum features.
- Educational content varies widely. Some museums go deep with archives and essays, while others barely touch it.
- **Personalisation is provided but often surface- level.**

Initial Impressions

	Rijks Museum	Met Disney Museum	The British Museum	Cleveland Museum of Art	Art Institute Chicago	National Museum (NGR)
Product Offering	Mobile app with ticketing, gallery access, guided audio tours, and personalized art experiences	Interactive app designed for families, featuring family history, animation, scavenger hunts, and special exhibitions	Comprehensive app with detailed floor maps, virtual tours, and global collection access	Art arts app with ticketing, navigation features, collection exploration, and in- museum interactive experiences	Mobile guide with ticketing, museum information, thematic tours, and offline accessibility	Digital platform with ticketing, Ncknowledgement of heritage, tiking artifacts, and contemporary exhibitions
Target Audience	• Art enthusiasts • Tourists • Students • Educators	• Disney fans • Families • Animation lovers • Historians	• History fanatics • Researchers • Tourists • Students	• Art lovers • Local community • Educational groups	• Art scholars • Tourists • Students • Members	• Cultural tourists • Nordic history enthusiasts • Locals
Key Strengths	• AI- powered personalization • AR art feature • Multiple museum masterpiece reproductions	• Storytelling and narrative focus • Animation- based learning • Family- oriented content	• Extensive global collection coverage • Detailed 3D models • Academic depth of information	• Cutting- edge AR technology • Facial recognition art matching • Gesture- based interactions	• Stability and performance • Exceptional customer support • Theme connections between artworks	• Nordic design aesthetic • Cultural identity emphasis • Norwegian art emphasis

Features Comparision

Out-of-Museum Features

This chart compares how museum apps support visitors outside the museum — through planning, discovery, and engagement — and how ticketing and collection search — helping them explore KCP's remote experience.

In-Museum Features

This chart maps key in- museum tools like navigation, audio tours, and accessibility, and shows how each app directly influences how I designed the on- site flow for KCP.

Design Goals & outcomes

After mapping users, journeys, and the competitive space, I paused to define clear goals — anchoring the project before moving into the next phase.

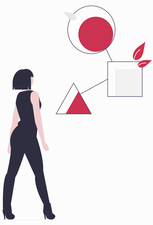
Goals :

- Create a calm, minimal, emotionally engaging digital extension of the museum.
- Enable users to plan visits, explore exhibitions, and engage with artists and events.
- Make the experience inclusive across languages, ages, and tech familiarity levels.
- Encourage reflection, connection, and repeat engagement.

Projected Outcomes :

- Increase in workshop and event participation
- More engagement from local, younger audiences
- Higher awareness of artist and exhibition offerings

Information Architecture App Skeleton



So far, it has been theoretical. But now that it is time to execute these two distinct mindsets, I reach an impasse. I know that -

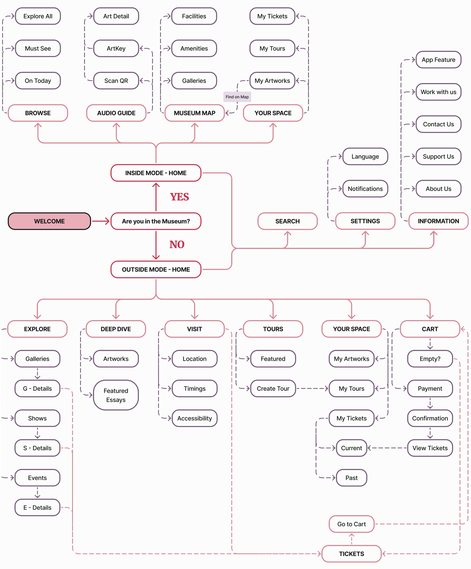
The Outside Mode

- Helps users plan their visit (timings, tickets, location)
- Lets them explore galleries, shows, and events remotely
- Provides access to artist bios, essays, and archives for learning

The Inside Mode

- Offers an interactive map for navigation
- Provides audio guides through QR scans or ArtKey
- Gives quick access to exhibits, facilities, and amenities

The challenge? Make the experience feel seamless, but still give users the control they deserve.



User Flow Pathways

Moving onto user flows, I faced an important decision — should I structure flows around individual personas, or focus on broader user intents?

I realised that while each persona (like Priya, Vanessa, and Arjun) had unique backgrounds and motivations, **many of their actions overlapped.** Booking tickets, exploring exhibitions, or engaging with artworks were common tasks, but the depth of interaction and context differed.

Hybrid Approach for User flow:

For my primary persona, Priya, I designed a detailed persona-based flow to showcase empathy, depth, and how her specific needs shape her journey.

- For rest of the tasks, I created intent-based user flows to streamline shared actions across user types.

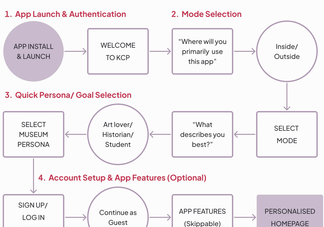
This hybrid approach kept the user flows simple, purposeful, and inclusive.

Intent Flow 1: First-Time Onboarding

Relevant for:

- Priya (Enthusiast)
- Vanessa (Tourist)
- Arjun (Student)

Help first-time users set up the app quickly, customise their experience, and show them how the app works.

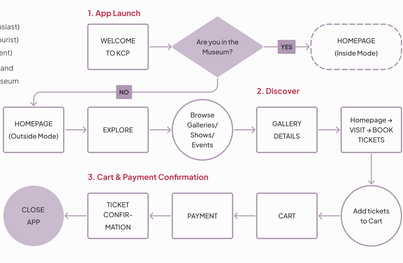


Intent Flow 2: Plan Visit and Stay Informed

Relevant for:

- Priya (Enthusiast)
- Vanessa (Tourist)
- Arjun (Student)

Stay informed and schedule a museum visit

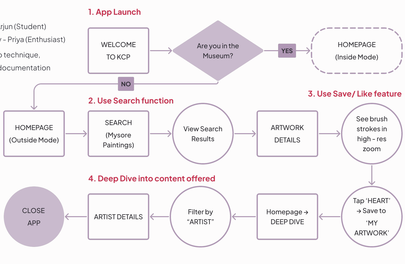


Intent Flow 3: Study Artworks

Relevant for:

- Primary - Arjun (Student)
- Secondary - Priya (Enthusiast)

Deep dive into technique, context, and documentation



Designing for Two Mindsets

Before diving into wires and flows, I stepped back to ask:
What does a good experience look like here?
The following principles my guiding stars – simple, user-first, and friction-free.

Primary First
No cheesy visual options. No fancy transition animations.

Content Awareness
Enhance the experience when possible, but don't guess blindly.

User Control
Let the user decide where they are and what they want to do.

Light, Fast and Friendly
No heavy onboarding or extra steps that slow people down.

Flexible & Adaptive
Support both power user longer one-time – but always one first.

Options explored to Switch Contexts 1 of 3

1. Location Permission-Based Segregation

Automatically detects the user's location.

- Interface automatic switch between museum and non-museum mode.
- Less user control for the student for 'just an app.

If used by an optimal experience, not reliable as the main method.

2. AI-Interesting: "Where are you using this app?"

Asking what the user does in the museum.

- Clear, respects for explicit intention.
- Not asking the easy, time + friction.

AI "thinks, but it's designed to minimize repeated actions.

Options explored to Switch Contexts 2 of 3

3. Default Persistent Manual Switch

Assumes a default experience (usually outside the museum), but gives every user easy access to switch.

A small effort for the user, keeps them in control.

- Interface never surprises the user by changing context.

If strong candidate. Flexible and user-friendly.

4. Time & Day-Pattern-as-Soft Cues

Uses time & day-based as smart (e.g., weekends + daily visits).

- Adds a contextual awareness without being intrusive.
- Still keeps the user preferences as the primary driver.

If used by a confident smart layer. Is not a necessary overhead.

Options explored to Switch Contexts 3 of 3

5. Persistent Context Switcher in UI

A clear, visual switcher at the top of the interface. Inside the museum, and outside the museum.

- Obvious, user-driven, and straightforward.
- Can feel unnecessary and interrupt the flow of displacement.

If the brand & transparent. Does control back to the user.

6. Adaptive UI Based on Usage Patterns

Interface changes based on the user's behavior.

- Feels like a app that personal and intelligent.
- But requires the most data and smart algorithms.

If likes to have long-term interactivity.

My Decision Process (aka The Messy Middle)

After learning more about the users, I started to make decisions. My main goal was to reduce friction and keep the experience simple.
The sweet spot? – A hybrid model that combines user control, smart defaults, and gentle behaviour-based suggestions – all layered in, never forced.

Criteria	Approach	User Control	Privacy Respect	Friction	Context Awareness	Adaptiveness	Verdict
Green = Good Yellow = Okay Red = Bad	Location Permission	Low	Low	Low	High	High	Useful but enhancing experience
	Onboarding Segregation	High	High	Mid (Often Forgotten)	Low	Low	Useful if primary use is museum visits
	Default Mode	High	High	High	Low	Mid	Normal Condition – (with caveats)
	Visual Time Patterns	High	High	High	High	High	Useful & enhancing experience
	Context Switcher	High	High	High	High	High	Clear UI, flexible and user-driven
	Adaptive UI	Mid (Can surprise)	Mid (Data Privacy)	Low	High	High	Nice to have feature

Switching Contexts – The Finale.

After testing multiple models, I landed on 3 elaborated solutions.

1. Onboarding-driven only (simple)
Asks once if you're in a museum. Saves your preference and never asks again.

2. Persistent Context Switcher in UI
Let users switch manually, anytime, from a visible toggle in the header.

3. Behaviour- based Prompt
Gently suggests a context switch if it detects a change. Never assumes, always asks.

It took flashy, but it works – because it respects the user and quietly adapts in the background.

Observations & Reflections

The final solution sits at the overlap of these things:

Each method on its own had flaws. But together, they cover for each other.

- The onboarding step gives control right away.
- The switcher is always visible.
- The behavior prompt helps if the app quietly evolves – without crossing any lines.

It's not about picking a lane. It's about being careful – and kind.

Here's what I'm making forward from this exercise – beyond just this app.

Low Fidelity

Voyage with Us. It would serve to shape the core structure and flow of the app.

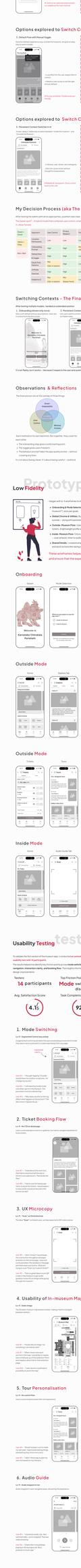
- **Onboarding & Mode Selection:** Set the stage with language, context (Museum vs. Outside), and user goals.
- **Global Context & Utilities:** Built flexible navigation with two states – one for in-museum, one for outside – along with persistent access to search and settings.
- **Outside - Discovery:** Created a dashboard for explore events, and purchase tickets. Highlighted key entry points across a few to find things.
- **Inside - Navigation:** Designed a map-based experience to support real-time exploration and wayfinding, with guides, or navigation as the museum layout.
- **Shared Details:** Created a simple template for artwork and event details, with space for key info and quick actions, like saving or adding to cart.

These wireframes helped me test the structure early, make fast changes, and ensure that the experience was always aligned with the visitor's needs.

Onboarding

Outside Mode

Outside Mode



Inside Mode

Usability Testing

To validate the first version of the museum app, I conducted an **unmoderated, remote usability test with 15 participants**.
The objective was to identify key frictions and to see how **mode-switching discoverability**, **navigation clarity**, and **booking flow** would perform in a real museum context.

Testers:
14 participants

Avg. Satisfaction Score:
4.1/5

Top Friction Point:
Mode switching discoverability

Task Completion Rate:
92%

"I didn't realise I could switch modes. Change location if I thought I was in another place."

"The event card design is clean, but I'm not sure what's tappable."

"The Add to Cart and Book Ticket buttons are confusing. Which one do I press?"

"The Map's just an image. I expected more interactivity."

"The event card design is clean, but I'm not sure what's tappable."

"The Map's just an image. I expected more interactivity."

1. Mode Switching

Lo-Fi - Segregated onboarding screen
A segregated onboarding screen to ask the users to pick always to know where inside or outside the museum they are. Then they can switch between modes.

Optional Segregation

Use of it – I thought Segregation Context would be a nice touch to capture on the first time.

Use of it – It seemed like mode was only when I got to the Museum. The experience was not as smooth as I thought.

Use of it – Why does a button at the top of the screen switch the entire app? It's disconnect happened at all.

Hi-fi - Persistent FAB
Persistent FAB to switch between Outside and Inside Mode.

Impact –
- Discoverability – always visible in the header on top of the screen.
- Effortless switching – aligned with standard navigation patterns for mobile apps.
- Reduces efficiency & control – quick switching without an extended tap or cancel.

Similar Idea from Zomato

2. Ticket Booking Flow

Lo-Fi - No CTA on detail page
Users could see details of events, galleries, but had to navigate elsewhere to book tickets.

Use of it – I realised that the event or the hall I'd like to book at, then have to go to the Tickets tab to buy.

Use of it – I had to scan the entire page to find a way to book. I expected a Book Now button at the bottom or a header.

Hi-fi - "Book Ticket" button added
Provided a persistent "Book Ticket" button directly on the event/gallery page.

Impact –
- Reduced friction – the booking flow and transaction was now visible.

CTA for ticket booking added

3. UX Microcopy

Lo-Fi - "Add" to Wishlist/Cart
The button "Save" confused users, as they assume Add to Cart is correct.

Use of it – I don't know if I saved it to the Cart or Wishlist. I'm not sure if I'll be charged now or later. I'm not sure if I'm buying it or if I'll see it in my museum visit.

Use of it – The UI is great, but I'm not sure if I added the ticket to the right section. I'm not sure if I'll be charged while scrolling through the museum.

Hi-fi - "Add to Cart" as the button text
Updated the label to "Add to Cart" to align with the cart feature.

Impact –
- Increased clarity – and easy to succeed in everyday audio context.

Loved, more satisfied & trusted results

4. Usability of In-museum Map

Lo-Fi - Static image
The map was a non-interactive screen, making it hard to navigate between artworks.

Use of it – It looks like an image, not something I can interact with.

Use of it – When I hover over each artwork, I expected to see its name and location as well. The UI felt like a dead end. I had to go back to the artwork to find its location.

Use of it – It was very hard to figure out my location on the map.

Hi-fi - Tap - to - navigate with directions
Added the interactive map with current location and directory tracking features.

Impact –
- Clear, feature and intuitive navigation.

Loved, more satisfied & trusted results

5. Tour Personalisation

Lo-Fi - No custom flow
Users could not personalise their own experience.

Use of it – "Would've been cool to make my own tour, I'm not interested in all of the artworks but I'm not sure how to."

Use of it – I didn't find any way to turn on/off elements in my itinerary.

Hi-fi - "Create Your Own Tour" added
Let users select artworks of interest to generate a custom tour with curve and timing.

Impact –
- Empowered user agency – and improved engagement, especially for students or repeat visitors.

Loved, got new idea – Hadn't asked

6. Audio Guide

Lo-Fi - Audio displayed as text
Audio wasn't seen in-person guide, only showing the transcription.

Use of it – I preferred audio clip. Then switch between – and stopped. That was not intuitive.

Use of it – It feels like it should keep playing in the background. Also, avoid it in main app.

Hi-fi - Continuous playback with mini player
Added the persistent audio player with mini player control on screen.

Impact –
- Minimal continuous listening – while exploring related content or browsing.

Persistent, users loved it

Look & Feeeel

Design Systems

I wanted the visual language of the app to reflect the museum's **quiet richness — warm, grounded, and culturally rooted.** So built a system that balances elegance with clarity: **deep jewel tones, calligraphic type and soft neutrals.**

Type System

I used Rosarivo for headings and Raleway for body text. Rosarivo adds a touch of quiet elegance – expressive, but not loud. Raleway keeps things clean and readable across screens. Together, they strike the balance I was after: expressive but usable, heritage with a modern edge.

Headers – Rosarivo		Body - Raleway	
Headline One	24 px regular, 32 px leading, +0.5 tracking	Body Copy One	16 px regular, 24 px leading, +0.75 tracking
Headline Two	22 px regular, 32 px leading, +0.75 tracking	Body Copy Two	14 px regular, 22 px leading, +0.5 tracking
Headline Three	20 px regular, 28 px leading, +0.5 tracking	Meta Data	14 px medium, 22 px leading, +0.5 tracking

Colour System

The palette balances visual richness with usability. Each colour was chosen for both emotional tone and contrast.

Layout & Scale

12 column grid, 16 px margin,
8 px gutter. 8pt spacing system

Core Components

Every component was built to feel intentional – minimal, clear, and tactile enough to work well inside the museum context.

Accessibility

I made sure that a minimum contrast ratio of at least 7:1 for AAA compliance was met for all elements.

Design the Finale

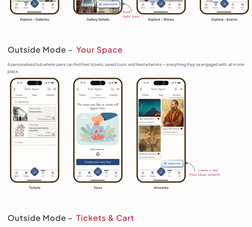
After refining the structure, flows, and visual system, I brought the interface to life through high-fidelity designs.

Each screen was crafted to **reflect clarity, cultural richness, and ease of use** — whether someone is planning from home or standing inside the museum.

The final design reflects the split modes, core tasks, and emotional tone that emerged through earlier research and iteration.

onBoarding

I introduced the museum's tone through the logo and guided users based on their intent – whether they're planning a visit or already at the museum. A quick preference step helps personalise content right from the start, with flexible sign-in options.

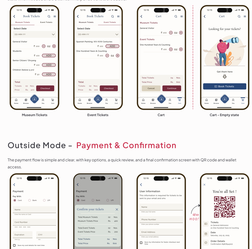


Context Switching

Introducing two modes and context switching

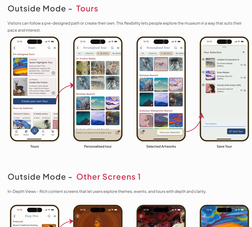
Outside home – Quick access and highlights

Inside home – Tailored for on-site visitors



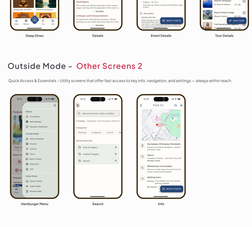
Outside Mode – Explore

This section lets users browse by gallery, show or event. I kept the layout visual and card-based to make scanning and discovery feel natural.



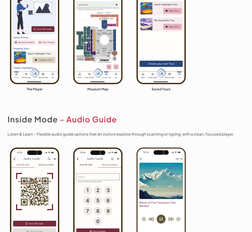
Outside Mode – Your Space

A personalised hub where users can find their tickets, saved tours, and liked artworks – everything they've engaged with, all in one place.



Outside Mode – Tickets & Cart

The booking view is split into Museum and Event tabs with real-time totals. The cart updates as they go – showing a friendly empty state when needed and a clean summary once tickets are added.



Outside Mode – Payment & Confirmation

The payment flow is simple and clear, with key options, a quick review, and a final confirmation screen with QR code and wallet access.

Outside Mode – Tours

Visitors can follow a pre-designed path or create their own. This flexibility lets people explore the museum in a way that suits their pace and interest.

Outside Mode – Other Screens 1

In-Depth Views - Rich content screens that let users explore themes, events, and tours with depth and clarity.

Outside Mode – Other Screens 2

Quick Access & Essentials – Utility screens that offer fast access to key info, navigation, and settings – always within reach.

Inside Mode – InMuseum Hub

In-Museum Hub – Core tools for navigation, saved content, and starting points – designed for clarity and context on-site.

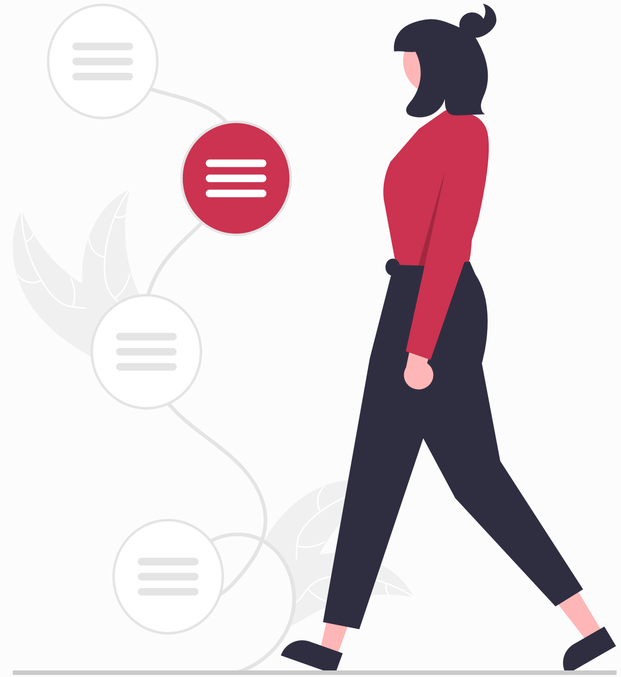
Inside Mode – Audio Guide

Listen & Learn – Flexible audio guide options that let visitors explore through scanning or typing, with a clean, focused player.

Next Steps & Reflections

Next Steps :

- **Usability Testing:** I would run tests with older visitors, students, and casual users to catch confusion or drop-off points.
- **Multilingual Support:** Including Kannada and Hindi is essential to accessibility, and would require testing across scripts and text density.
- **Audio Guides & AR:** Adding immersive audio or AR layers for certain exhibitions could enhance in-museum use.
- **Admin Dashboard:** A backend tool would help KCP staff upload exhibits, track visits, and manage bookings.
- **Offline Mode:** For people with limited internet access, an offline "saved exhibits" mode would ensure continuity.



This wasn’t just a design project. It became an emotional one. Designing this app made me think harder about what makes experiences meaningful.

It pushed me to think like a visitor, not just a designer, and if it helps even one more person find their way into a gallery, feel that stillness, and return? Then I’d consider it’s done its job.

Thats all

Folks!

Ananya Goyal was here.

End Notes

A Public Failure? Museums and Audiences in India (Kavita Singh) – https://www.goethe.de/resources/files/pdf146/a-public-failure_museums-and-audiences-in-india_kavita-singh2.pdf

Seven Challenges Museums in India are facing (The Intangible Lab, Dec 13, 2016) – https://www.theintangiblab.in/seven-challenges-museums-india/

Why no one cares to visit museums in India (Tribune India, Apr 19, 2015) – https://www.tribuneindia.com/news/archive/columns/why-no-one-cares-to-visit-museums-in-india-69126/

Bengaluru: A city of museums (The Hindu - Jahnavi TR, Mahek Fathima , Mar 10, 2023) – https://www.thehindu.com/news/national/karnataka/bengaluru-a-city-of-museums/article66599924.ece

Why visiting museums makes you happy (Geoffroy de Lestrange, Dec 9, 2020) – https://geoffroydelestrange.medium.com/why-visiting-museums-makes-you-happy-bfa30ce9320e4

Family Visitor

Anand Murthy

45, Bangalore
Elementary School teacher
Married, 2 kids, Bachelor's in English Literature

> I want my children to grow up appreciating our rich artistic traditions, but museums need to speak their language too.

Scenario

Anand brought his two children to KCP during school holidays. Within 20 minutes, his 10-year-old son lost interest, complaining that he couldn't understand the artwork descriptions. His 15-year-old daughter asked questions about artistic techniques and historical context that Anand couldn't answer.

The visit ended after only 45 minutes with both children restless and Anand feeling frustrated at the missed educational opportunity.

With the KCP app, Anand would access child-friendly content with simplified explanations, follow family-specific tour routes to engage his children meaningfully throughout their visit.

Goals

- Introduce his children to Indian artistic heritage
- Find engaging ways to keep children interested in art
- Support his children's school education with real-world examples
- Connect children to their cultural roots and create meaningful family experiences

Frustrations

- Keeping children engaged throughout museum visits
- Finding age-appropriate explanations for art
- Concerns about appropriate content for young viewers
- Limited knowledge to answer all of his children's questions

Motivation

VALUE CONSCIOUSNESS
COMFORT & CONVENIENCE
KNOWLEDGE SEEKING

Personality

INTROVERT – EXTROVERT
ANALYTICAL – CREATIVE
PASSIVE – ACTIVE

Senior Citizen

Dr. Venkatesh Rao

68, Bangalore
Retired Professor of History
Lives with his wife. Ph.D. in History

> Art has been my lifelong companion. I want to ensure these treasures are preserved and appreciated by future generations.

Scenario

Dr. Rao has been visiting KCP for decades and serves on its advisory board, but his recent knee problems have made navigating large museums increasingly difficult. During a recent exhibition, he couldn't read the small text on information labels without his reading glasses, which he had forgotten at home. The guided tour moved too quickly for his pace, and he couldn't hear the guide clearly in the crowded gallery. He left feeling disconnected from an institution he deeply values.

With the KCP app, Dr. Rao would locate seating areas throughout his visit, access enlarged text descriptions and audio guides at his own pace, and continue exploring the exhibition content from home when he needs to rest.

Goals

- Maintain connection to the institution he values
- Continue learning and intellectual engagement
- Share his passion for art with others
- Support preservation of artistic heritage
- Enjoy art despite growing mobility limitations

Frustrations

- Physical discomfort with extended standing or walking
- Vision and hearing limitations affect traditional guides
- Difficulty with small text on information plaques
- Concerns about preservation and institutional direction

Motivation

VALUE CONSCIOUSNESS
COMFORT & CONVENIENCE
KNOWLEDGE SEEKING

Personality

INTROVERT – EXTROVERT
ANALYTICAL – CREATIVE
PASSIVE – ACTIVE

Casual Visitor

Maya Desai

27, Bangalore
Freelance Content Creator
Single, Mass Media Graduate

> I'm drawn to beautiful things and interesting stories. Help me discover what I like and I might become a real art lover.

Scenario

After seeing impressive photos of a new exhibition at KCP on Instagram, Maya visited with a friend,but felt immediately overwhelmed by the lack of guidance on where to begin. She wandered aimlessly, taking photos of visually striking pieces but feeling embarrassed at her limited understanding of their significance.

She left after 40 minutes with some decent photos but little actual connection to the art she'd seen. With the KCP app, Maya would discover visually interesting pieces through thematic browsing, access concise explanations in approachable language, and share her experience with curated social media frames, potentially developing a deeper interest in art.

Goals

- Discover visually interesting and "shareable" experiences
- Learn enough to feel culturally informed
- Find new and unique experiences in the city
- Connect with like-minded individuals
- Develop her aesthetic sensibilities

Frustrations

- Intimidated by art that requires specialized knowledge
- Unsure where to start in a large collection
- Limited attention span for traditional museum formats
- Doesn't want to appear uninformed

Motivation

VALUE CONSCIOUSNESS
COMFORT & CONVENIENCE
KNOWLEDGE SEEKING

Personality

INTROVERT – EXTROVERT
ANALYTICAL – CREATIVE
PASSIVE – ACTIVE

Family Visitor – Anand Murthy

As a parent, I want to access age-appropriate content and interactive activities for my children so that museum visits become engaging educational experiences for the whole family.

Stages	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Action	Plan family-friendly visit	Navigate with children	Engage children with art	Complete simple activities	Continue learning at home
Tasks	1. Select "Family Mode" 2. Set children's ages 3. Review kid-friendly exhibits	1. View simplified "Family Path" 2. See interactive stops highlighted 3. Note rest areas	1. Scan artwork QR code 2. Toggle "Kid View" 3. Read simplified descriptions	1. Tap "Activity" button 2. View scavenger hunt item 3. Mark as complete when found	1. Access follow-up activities 2. Review visited exhibits 3. Plan next visit
Emotions	1. Hopeful 2. Prepared	1. Guided 2. Relieved	1. Facilitative 2. Pleased	1. Playful 2. Connected	1. Satisfied 2. Inspired
Opportu-nities	1. Pre-visit preparation activities 2. Age-appropriate content previews	1. Clear, simplified map 2. Estimated walking times	1. Simple language explanations 2. Basic visual aids	1. Basic interactive elements 2. Simple completion tracking	1. Basic achievement badges 2. Simple visit summary

Senior Citizen – Dr. Venkatesh Rao's

As a senior cultural patron, I want accessible features and in-depth contextual information so that I can continue to enjoy art experiences despite physical limitations.

Stages	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Action	Prepare for visit	Navigate the museum comfortably	Access exhibit information	Access member benefits	Engage from home
Tasks	1. Access settings menu 2. Increase text size 3. Enable high-contrast	1. View "Amenities" map 2. Locate seating areas 3. Find elevators/accessible routes	1. Enlarge text 2. Listen to audio descriptions 3. Adjust contrast/brightness	1. Log in with member ID 2. View member exclusives 3. Access digital collection	1. Browse digital collections 2. Attend virtual events 3. Continue learning remotely
Emotions	1. Relieved 2. Considered	1. Comfortable 2. Unhurried	1. Independent 2. Engaged	1. Valued 2. Appreciated	1. Connected 2. Included
Opportu-nities	1. Prominent accessibility controls 2. Simple setting toggles	1. Clear amenity icons 2. Distance indicators	1. Text enlargement 2. Simple audio controls	1. Simple login process 2. Basic member recognition	1. High-quality virtual experiences 2. Remote participation options

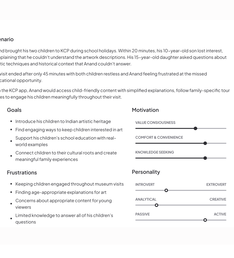
Casual Visitor – Maya Desai

As a casual cultural explorer, I want visually engaging content and accessible explanations so that I can discover art that resonates with me without feeling overwhelmed or uninformed.

Stages	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Action	Discover visually appealing art	Plan spontaneous visit	Navigate to interesting pieces	Share experience	Discover deeper interests
Tasks	1. Scroll image-based Instagram feed 2. Tap on artwork 3. View basic information	1. Check current exhibitions 2. Find opening hours 3. Get quick directions	1. Tap "Tell me more" button 2. Swipe for more 3. Access quick facts 4. Get jargon-free explanations	1. Tap share button on artwork 2. Select social platform 3. Add automatic artwork caption	1. Get personalized exhibition recommendations 2. Save favorites for later 3. Learn about related events
Emotions	1. Intrigued 2. Drawn in	1. Spontaneous 2. Decisive	1. Less intimidated 2. Curious	1. Creative 2. Connected	1. Intrigued 2. Engaged
Opportu-nities	1. Visual-first interface 2. Minimal initial text	1. Last-minute ticket deals 2. Visiting information	1. Approachable explanations 2. Basic visual comparisons	1. Simple sharing functionality 2. Basic caption generation	1. Basic recommendation engine 2. Simple save function

Local Art Enthusiast: Priya Sharma (Outside Mode)

As a busy professional who visits KCP 4–5 times per year, Priya needs timely exhibition updates and deeper artistic context to maintain her cultural connection despite her tech-focused work life.



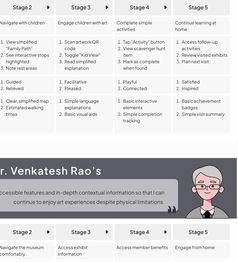
Local Art Enthusiast:Priya Sharma (Inside Mode)

Intent Flow 4: Engage in Art during visit

Relevant for:

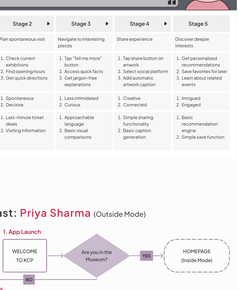
- Priya (Enthusiast)
- Vanessa (Tourist)
- Arjun (Student)

Enhance the on-site experience with digital tools



Intent Flow 5: Take a Quick Tour

Relevant for:

- Primary - Vanessa (Tourist)
- Secondary - Priya (Enthusiast)

Maximise limited time with a guided route