Auction App for an Art Gallery

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Project overview

The product:

The Elite Collections Art Gallery showcases collectible items such as paintings, photography, sculptures, and furniture. The target audience for this auction app includes busy professionals who have a disposable income to spend on luxury items and collectibles.

Project duration:

May 2023 to November 2023.

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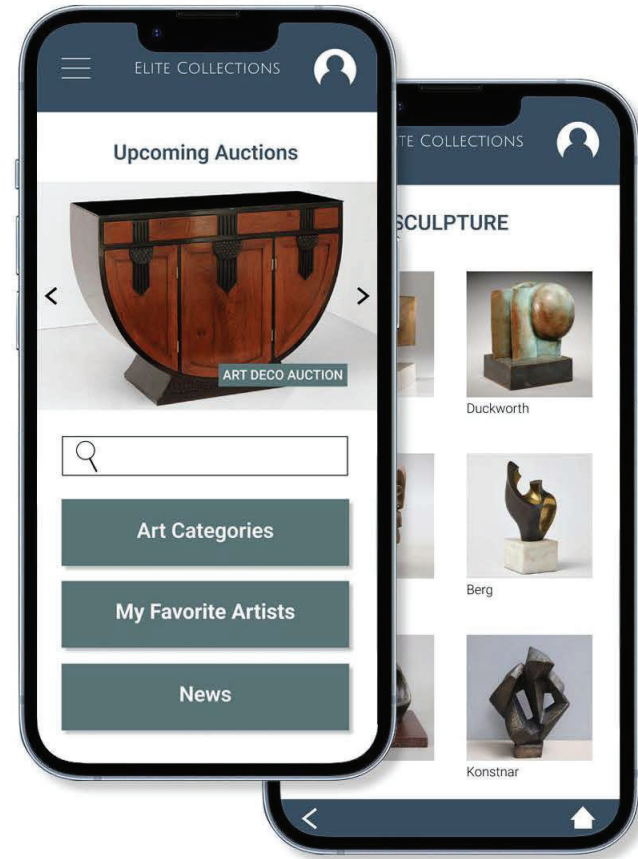
Project overview

The problem:

Develop a new app for an art gallery which allows users to easily purchase auction items from a trustworthy source.

The goal:

The goal is to provide an easy experience for users to feel confident finding artwork, placing a bid, and making a payment.

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Project overview

My role:

UX designer designing an auction app for the Elite Collections Art Gallery from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: summary

I conducted interviews and created empathy maps to understand the Elite Collections Art Gallery auction app user. Research outcomes revealed that the primary user group was busy professionals who enjoy purchasing art but don't have time to attend live auctions in person.

Research confirmed initial assumptions about the Elite Collections app user, but also revealed that many users are more comfortable buying artwork online instead of in person.

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User research: pain points

1

Time & Effort

Working adults are too busy to spend time attending live auctions in person.

2

Navigation

Users need to navigate easily between the steps of the browsing and bidding process.

3

Transparency

Auction app users want to place bids through a source that is open, honest, and informative.

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Persona: **Leah**

Problem statement:

Leah is a busy doctor who needs an app that makes it easy and fun to purchase fine art from a trustworthy source because she enjoys buying artwork from new artists as an investment.

"I'm always busy with an unpredictable schedule, I need to make the most of my free time!"

Leah Chen

Age: 42
Education: Doctor of Medicine (MD)
Hometown: Newport, RI
Family: Single, lives alone
Occupation: Doctor

Goals
- To easily purchase fine art from a trustworthy source.
- To have the ability to discover new emerging artists.

Frustrations
- When the length of an auction runs too long (over a week).
- It's annoying when I receive an auction item that wasn't presented properly in the listing.

Leah is a doctor with an unpredictable schedule working in a mid-size hospital. She would like to spend as much of her non-work time as possible on her personal interests. Leah appreciates fine art and mostly makes purchases as an investment. She does not have time in her schedule to attend live auctions. Therefore, she would like there to be an easier and efficient way to buy fine art from a trustworthy source.

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User journey map

Leah's user journey map reveals how helpful it would be for users to have access to a dedicated Elite Collections Art Auction app.

Persona: Leah

Goal: Easily purchase fine art from a trustworthy source

| ACTION	Decides to purchase artwork	Visits Art Auction app	Views an item of interest	Selects an item to bid on	Wins the auction bid
TASK LIST	Tasks A. Thinks about what type of art to buy. B. Searches for new artists in browser.	Tasks A. Creates an account to log in. B. Decides how much money to spend. C. Decides what type of art to search for and buy.	Tasks A. Looks at all of the photos of the item. B. Researches the artist.	Tasks A. Places the auction bid. B. Continues looking at other items in case this bid loses.	Tasks A. Checks the price paid for the item. B. Pays for the item. C. Selects shipping option.
EMOTIONS	•Anxious about what type of art to buy. • Excited about discovering new artists.	•Hopes personal information is secure. • Excited about finding new art.	•Hopes that all photos represent the item honestly and upfront.	•Anxious that the bid could lose.	•Relieved to win the item. •Excited to receive the item.
IMPROVEMENT OPPORTUNITIES	•Provide creative search filters. •Provide a way to receive notifications regarding artists of interest.	•Provide info statement regarding app security.	•Offer out-bid alerts. •Provide a video of the item to accompany photos. •Provide bio of featured artist.	•Provide confirmation notifications for placed bids. •Offer ways to save or bookmark auction items without bidding on them.	•Provide secure options for payment and shipping.

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

Drafting iterations on paper ensured that effective elements would be included moving forward into the digital wireframes stage. For the home screen, I prioritized key elements to help users save time. I focused on a clean and simple visual design.
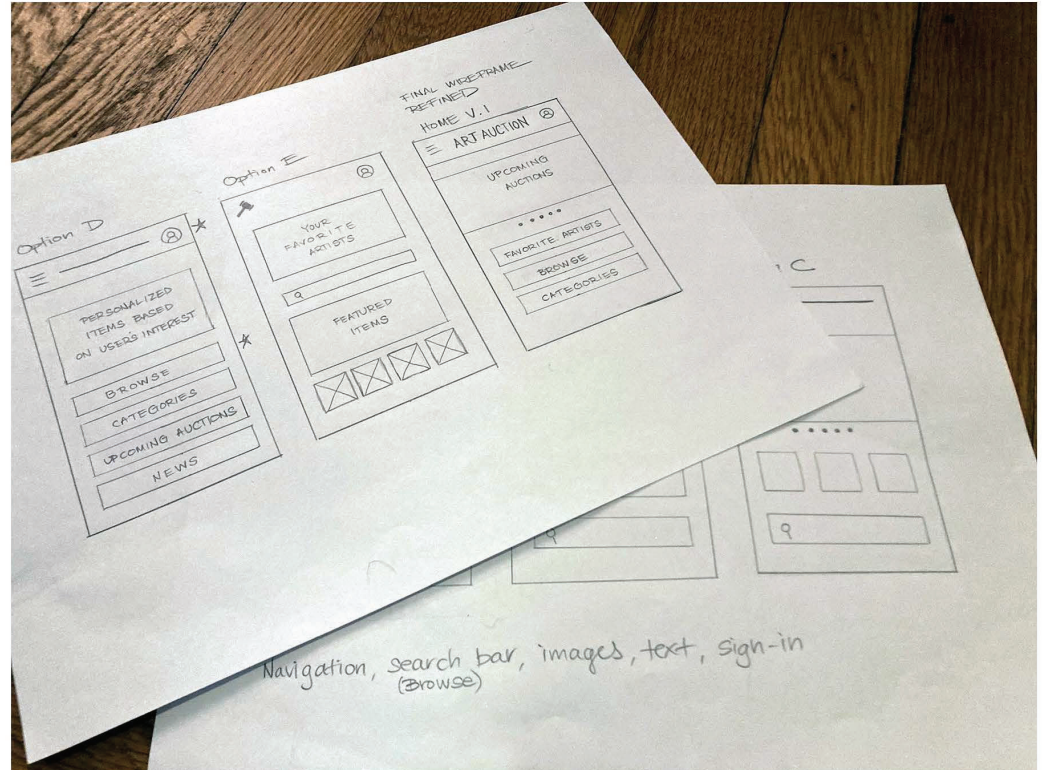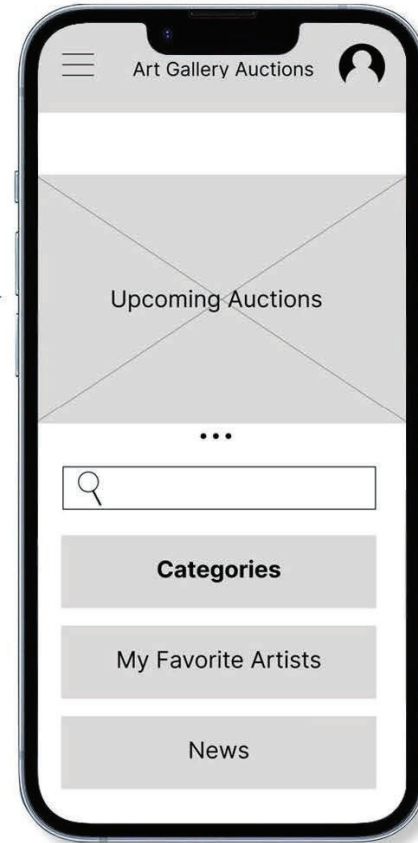
Digital wireframes

While developing the digital design phase, I continued to base screen designs on user feedback for easy navigation.

The Upcoming Auction images on the home screen makes it easy for users to explore new auctions
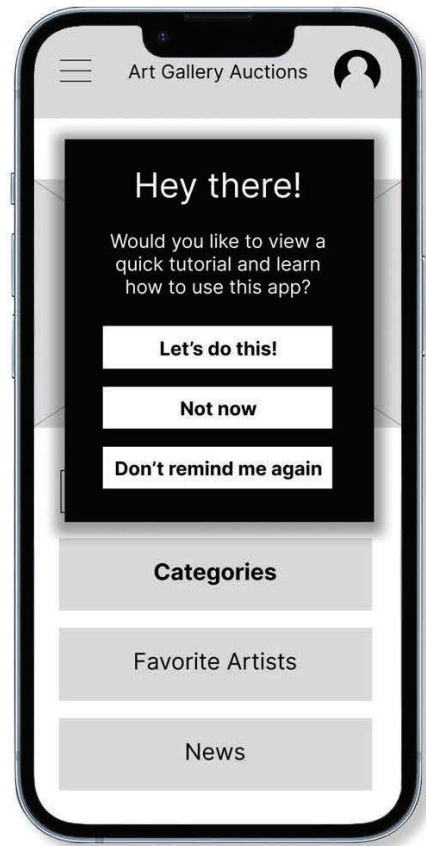
Allows users to quickly search for items

Art Gallery Auctions

Upcoming Auctions

...

Categories

My Favorite Artists

News

Digital wireframes

Based on user research,
a pop-up tutorial guide
was incorporated to teach
users how to use the app.

This pop-up allows users to take a tutorial, postpone the tutorial, or have the option to not view this message again.

Art Gallery Auctions

Hey there!

Would you like to view a quick tutorial and learn how to use this app?

Let's do this!

Not now

Don't remind me again

Categories

Favorite Artists

News

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow focused on viewing artwork and placing a bid, so the prototype could be used in a usability study.

View the Art Gallery Auction App

low-fidelity prototype
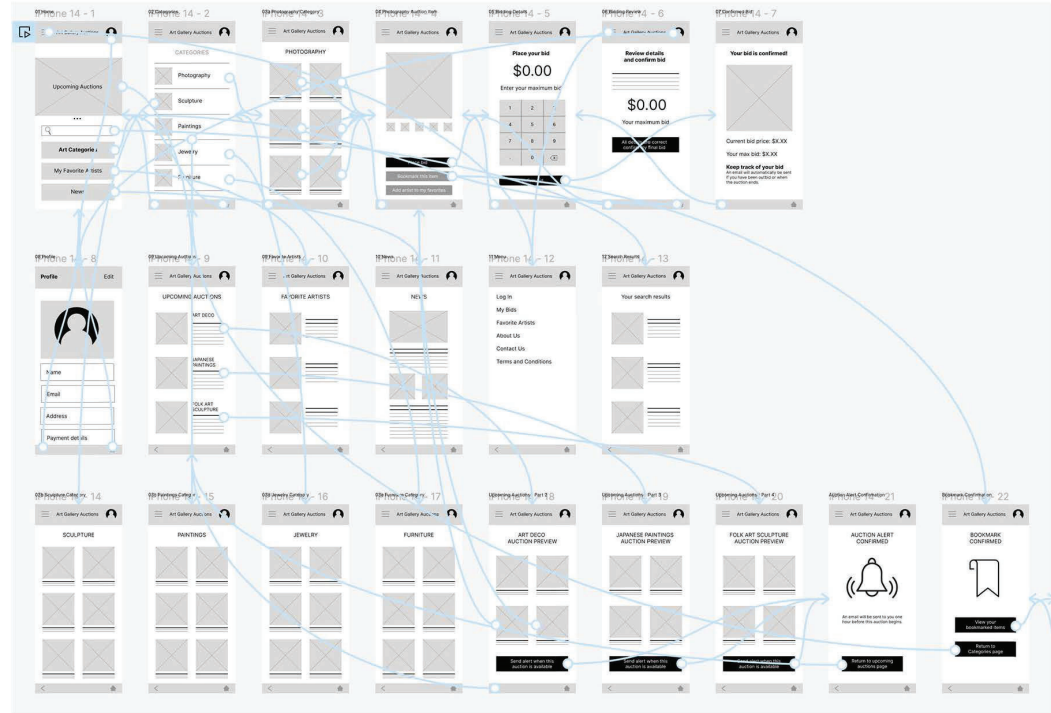
Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed minor options that needed refining.

Round 1 findings

1. Users felt that the Categories button should be changed to Art Categories

2. Users suggested a tutorial option for new users

3. Some users had trouble adding an artist to their favorites category

Round 2 findings

1. Users wanted more options available within the menu
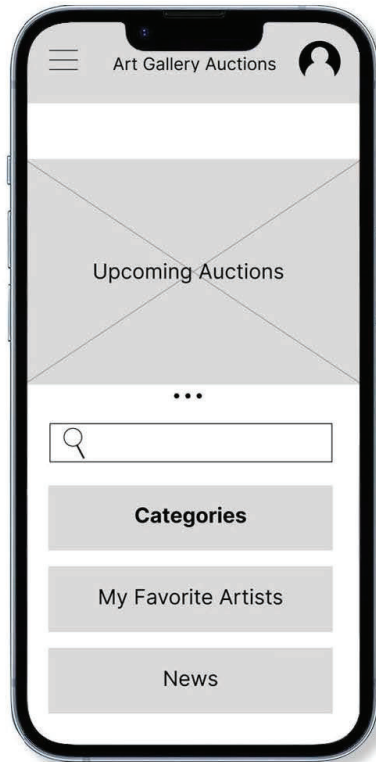
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Refining the design

- Mockups
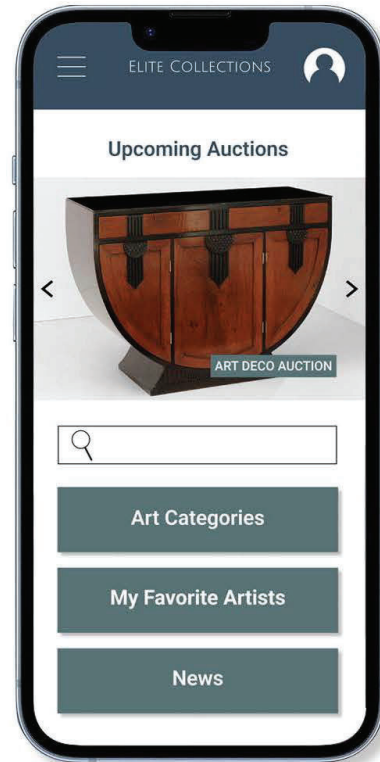- High-fidelity prototype
- Accessibility

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Mockups

For the homepage, users expressed the need for a more clearly defined button title. I also revised Upcoming Auctions to be displayed as a slideshow with auction titles.
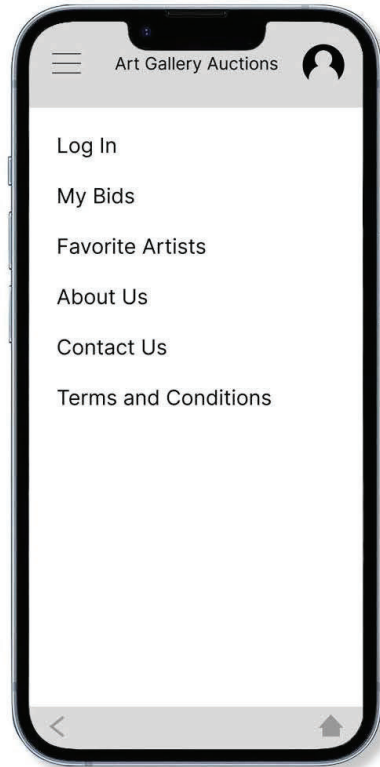
Before usability study
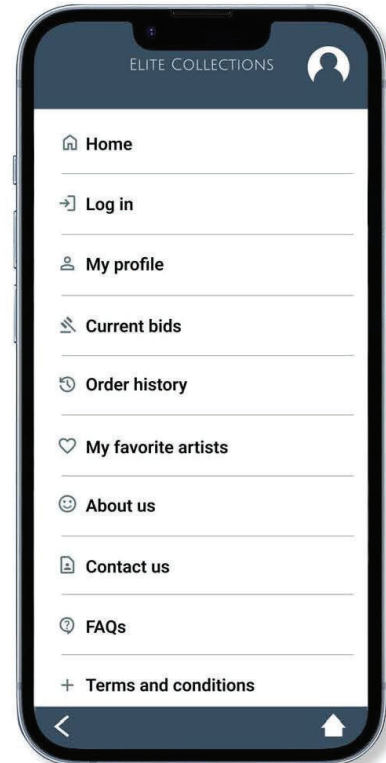
After usability study

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Mockups

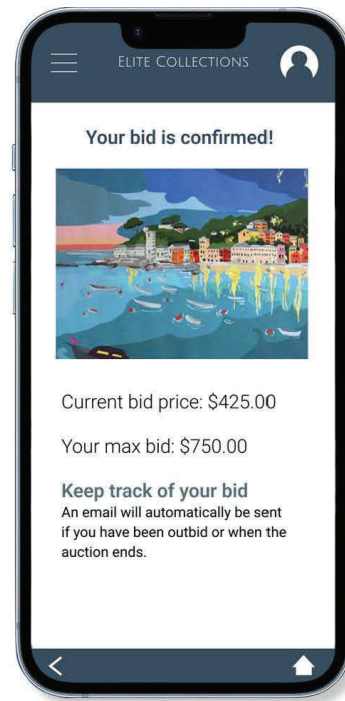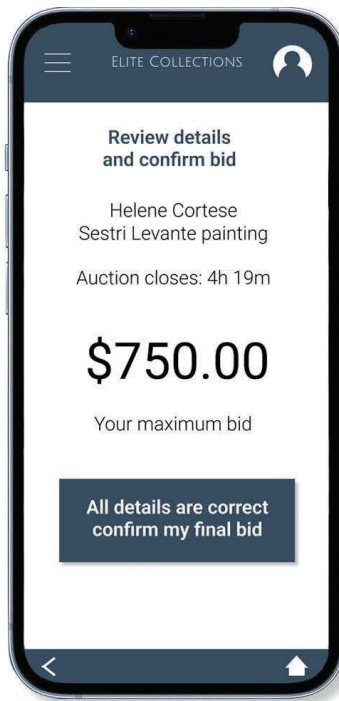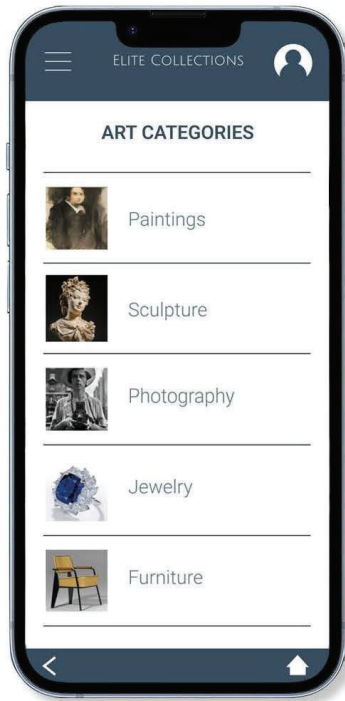The second usability study revealed that users need to have more options available within the menu.
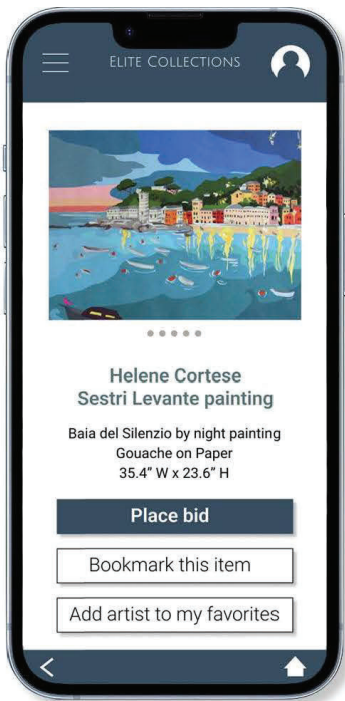
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Key Mockups

ELITE COLLECTIONS

**Helene Cortese
Sestri Levante painting**

Baia del Silenzio by night painting
Gouache on Paper
35.4" W x 23.6" H

Place bid

Bookmark this item

Add artist to my favorites

ELITE COLLECTIONS

ART CATEGORIES

Paintings

Sculpture

Photography

Jewelry

Furniture

ELITE COLLECTIONS

**Review details
and confirm bid**

Helene Cortese
Sestri Levante painting

Auction closes: 4h 19m

$750.00

Your maximum bid

**All details are correct
confirm my final bid**

ELITE COLLECTIONS

Your bid is confirmed!

Current bid price: $425.00

Your max bid: $750.00

Keep track of your bid
An email will automatically be sent
if you have been outbid or when the
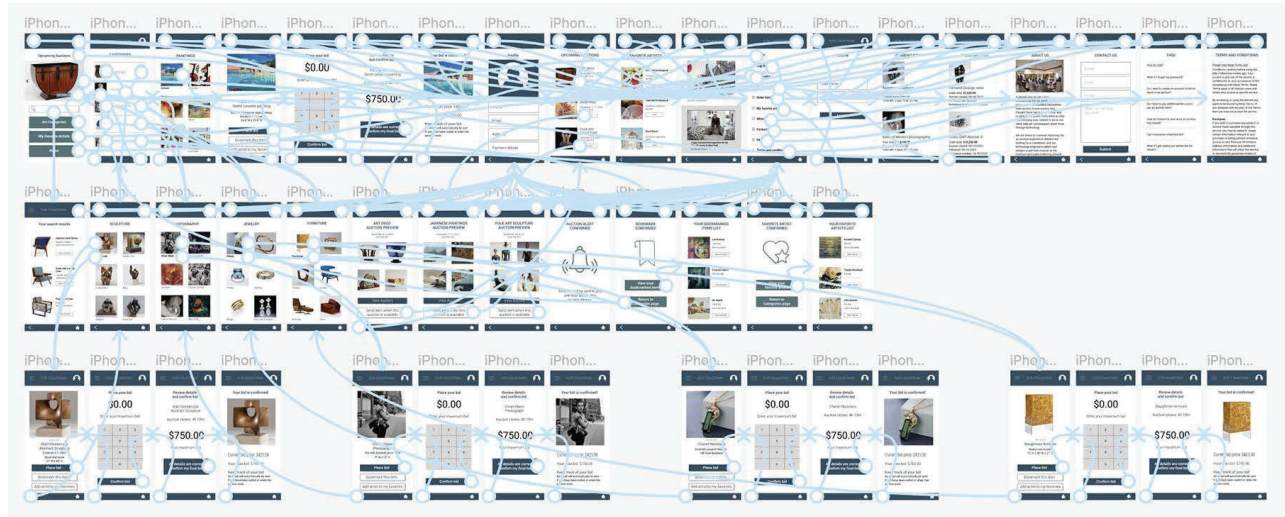auction ends.

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High-fidelity prototype

The final high-fidelity prototype allows for a cleaner user flow and provided a bid overview page before confirming.

View the Art Gallery Auction App

high-fidelity prototype

Google

Accessibility considerations

1

Provide proper hierarchy within each screen.

2

Adhere to a clean and simple visual design with high contrast for consideration of the visually impaired.

3

Maintain familiar terminology to avoid confusion with navigation.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app corresponds with the Elite Collections Art Gallery's elegant visual style. This app makes users feel that their needs have been well thought through.

One quote from peer feedback:
"I like the auction app because you can add artists to your favorites, bookmark items, or bid on them."

What I learned:

The first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each revision of the app's design and helped to develop the user's confidence to utilize this app.

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Next steps

1

Conduct one more usability study to validate whether the pain points users experienced have been effectively met.

2

Research for additional functions or design elements that could enhance the app.

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Let's connect!

Thank you for taking the time to review my user study for the Elite Collections Art Gallery Auction app. Please don't hesitate to contact me if you have questions or if you would like to see more.

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