Program

Israel Museum

About.

Re-designing a digital platform for visitor at the Israel Museum in Jerusalem.
We went to visit the museum to understand the rights and wrongs about the navigation and tour system at the museum.
We found that navgating throught the building was not as smooth as it should be.
We came across a few frustrating moments as not being able to find the entrance to the museum, the current app wasn't as efficient and accecible as we expected, finding our way to the nearest restroom, or exit, etc.
After downloading the museum's current app we learned that it needed some updates in the "Virtual Tour Guide" feature and needed a navigation system applied to it.

After learning this, we set a goal to reduce stress amongst visitors and enhance their experienece by adding a virtual tour, navigation options including navigation to the exit at any point, navigating to the bathroom and finding the quickest route to the nearest cafe.
Using modern technology and based on other navigation platforms, we created a mobile app that will help give the visitors an ultimate experience at the museum.

Why.

We decided to do this project on the Israel Museum in Jerusalem since we both enjoy going to museums and joining tours. We believe that the Israel Museum is an important attraction with a great explanation of the Israeli and Jewish culture. In addition, we got to explore the new exhibitions at the museum and the temporary ones which currently showed Marcel Duchamps fascinating pieces.

Research.

Here are photos we took while visiting the museum in order to analyze the navigation system that is already applied at the msueum.
In addition, we downloaded the current app, used it and with that got the best insights for the museums updated app.

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Usage Scenario Without App.

Planing Stage:
A couple comes to visit the museum to be impressed by a variety of artistic and historical displays independently, the level of interest in each item is basic
Arrival Stage:
-Upon arrival at the main square of the museum.
-You look to the right and left, wondering where the entrance is.
-You go to the guard for a security check and make sure that this is indeed the main entrance to the museum and not to the store.
Payment Stage:
-After the inspection, go to the box office to buy tickets and pay.
Beginning the Tour Stage:
-Find a map
-Find and search for the starting point of the tour.
Middle of the Tour Stage:
-Walking around the museum, following the signs (they're unclear)
-Finally getting to the exhibition
-Done witht the exhibition and wanting to move on to another
-Not having a clue about how to get to the next one
-Asking a guard how to get to exhibition X
-Getting to the exhibition
End of the Tour Stage:
-Wanting to leave
-Looking for exit and cant find any signs that lead you to exit
-Asking someome to show you the exit
-Finally finds exit and leaves

Usage Scenario With App.

Planing Stage:
A couple comes to visit the museum to be impressed by a variety of artistic and historical displays independently, the level of interest in each item is basic
Arrival Stage:
-Upon arrival at the main square of the museum
-You look to the right and left, wondering where the entrance is
-You find a sign with a barcode telling you to download the museums new app
-The sign was placed at the entrance to the museum (found the entrance!)
Payment Stage:
-After the inspection, go to the box office to buy tickets and pay.
Beginning the Tour Stage:
-Choosing your preferances in the app
-Starting tour
Middle of the Tour Stage:
-Walking around the museum, following the navigation feature in the app
-Visiting all the chosen exhibitions
-Wanting to visit the restroom and clicks the WC navigation button
-Goes to restroom
-Comes out and wants to get coffe to re-energize clicks the cafe navigation button
-Gets to cafe buys coffee
-Wants to continue tour and clicks on the bring me back button
-Continues tour from where it stopped
End of the Tour Stage:
-Wanting to leave
-Clicks on exit button that navigates to exit
-Gets to exit
-Leaves museum

Audience.

Designing a digital platform for visitor at the Israel Museum in Jerusalem

Who is our audience?

Museum visitors. Diverse audience.

Groups

Group tours

Students

Families

Independant 1 -Casual-

Tourists

Curious people

Couples

Students

Independant 2 -Professional-

Students

Artists

Academics

Mental State.

Following our research and experience we created a list of mental processes a visitor has while visiting a museum

Positive

Relaxed state

Learning mindset

Free time

Curiosity

Negative

FOMO

Frustration

Confusion

Fatigue

Mental State.

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Positive

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FOMO
Frustration
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Fatigue

When?

When finiding and getting to wanted exhibition, finding the bathroom, getting to the exit when tired, finding the cafe to get some coffee or water, enjoying the tour, learning about each exhibition clearly.

When?

When feeling that there are so many exhibitions and you cant see them all, not being able to download each guide or not understanding it, feeling tired from all the walking and wanting to find a place to rest.

Problem.

We went to visit the museum and came across a number of problems

No live map
How do I get directions to different exhibits, how do I find the exit, where is the bathroom?

Inconvenient app
You need to download everything, takes too long to download, bad reception, no audio option etc.

No recommended routes
A person that comes to visit the museum wants options for different routes according to his or her interests.

App's User Interface
We found a number of problems in the interface. It lacks mapping solutions, has extra bottons etc.

Solutions.

We found solutions that can helpimprove the visitors experience at the museum and applied them in the interface

Virtual Map

Multiple Route Options

Navigation to Exit, WC and cafeteria

Information About Tour

Choose Route According to Interests

Option to Exit Tour

Option to Split Tour for Future Visits

App Style Guide

Israel Museum

Typography.

Font Design

Font Name - Lato

This is the Page Title

Black, size 20

This is the Paragraph Title

BF1635 (red), size 24

Description

Page Title - includes the name of the presentation
Size 20, white color.
Added a capital letter at the beginning of every word (except the, a, of).
"Shadow" effect added.
Must be one line.
When there is a name of the creator and artist they are in italics size 14.

Paragraph Title
Letter size 24 color red.
Added a capital letter at the beginning of every word.
Must be one line.

Writing a List
Like writing a paragraph only that there is a space of 44.

Button
Letter size 20 color white.
Added a capital letter at the beginning of every word.
(except the, a, of) centered within a rectangle (red) H29.93, W355

Additional Visual Features.

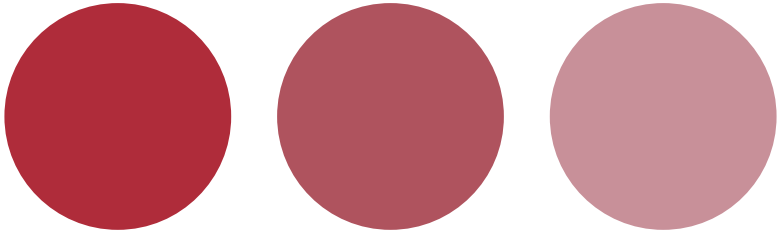
Radius
Each right angle will have a radius of 6 -Image, bookmark bar, button, etc.

Size
Size of icon is W29 H29

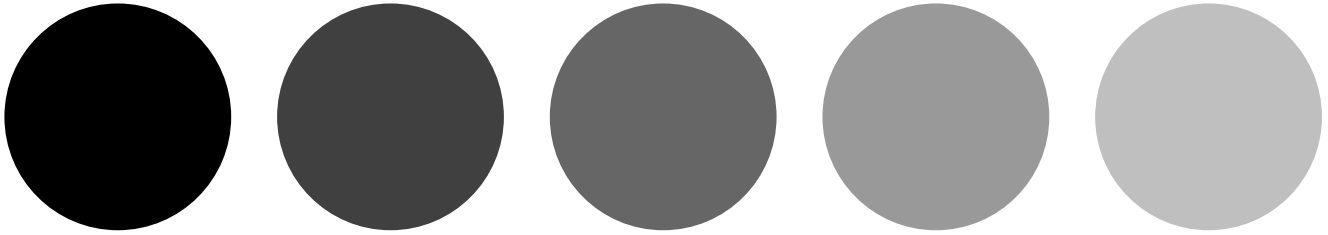
Space
The space between the title and the content is 43.
A space that is also repeated in the title rectangle of the page

Color Pallet.

Museum Colors



Neutral Colors



Barcode Sign.

Where is it placed?
The sign is placed at the entrance to the museum.

What's the purpose?
The sign is designed in a way that will attract the visitors to the entrance when arriving to the large area of the museum. The sign is in bright red, it's very simple and is written in the 4 popular Israeli languages. At the bottom of the sign there is a barcode that leads to downloading the app.

App Flow.

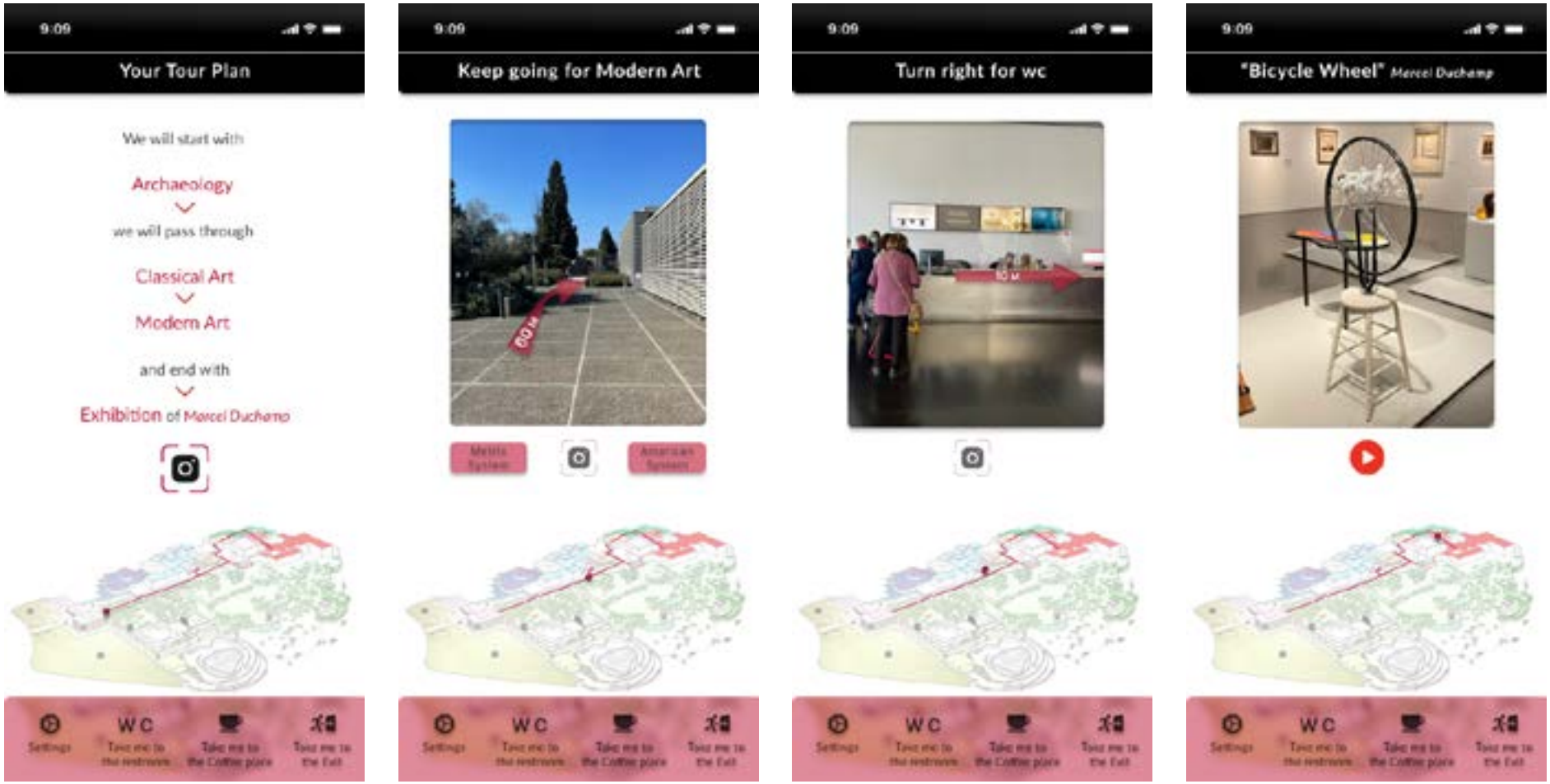
9:09
Welcome to the Israel Museum
About The Virtual Tour
The tour is customized for you!
How it works?
Based on three variables - your interests, the time you want to spend, and your preferred level of depth.
Our algorithm will build you a tour recommendation and our navigation system will accompany you along the route using augmented reality.
All that's left for you to do is enjoy your tour.
Pick a Tour
Your Last Tours
Aa

9:09
Pick a Tour
Your Interests
Judaism
History
Modern art
Classical art
Archaeology
Aa

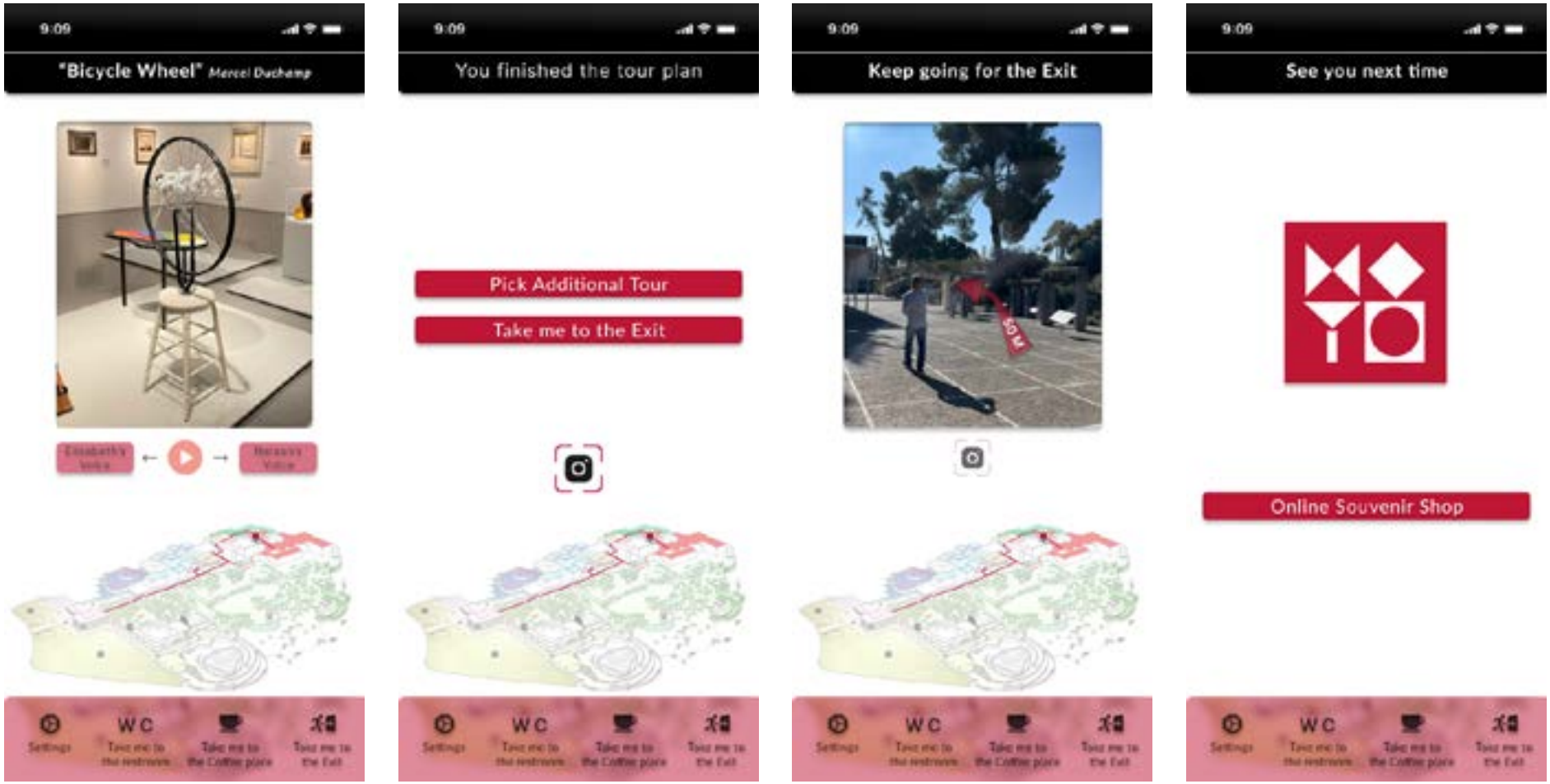
9:09
Pick a Tour
Exhibition List
Jerusalem Model - Second Temple
The Shrine of the Book
Archaeology Wing
Art Garden
Arts Wing
Jewish Art and Life Wing
Adornment
Arcadia: Paradise Found?
Sigalit Landau: The Burning Sea
Aa

9:09
Pick a Tour
Time to Spend Here
Now
12:30
End
15:30
Desired Learning Level
As deep as possible
A little bit of everything
Aa

App Flow.


9:09
Your Tour Plan
We will start with
Archaeology
we will pass through
Classical Art
Modern Art
and end with
Exhibition of Marcel Duchamp
WC
9:09
Keep going for Modern Art
80 M
WC
9:09
Turn right for wc
80 M
WC
9:09
"Bicycle Wheel" Marcel Duchamp
WC

App Flow.


9:09
"Bicycle Wheel" Marcel Duchamp
9:09
You finished the tour plan
Pick Additional Tour
Take me to the Exit
9:09
Keep going for the Exit
9:09
See you next time
Online Souvenir Shop
WC