INFORMATION ARCHITECTURE — MoMA

· Anthony Su ·

Audience

The main audience of the MoMA are a diverse range of local, national, and international tourists interested in modern and contemporary art. Because the museum houses some of the world’s finest modern and contemporary, the audience should expect the website to reflect an essence of modernity. This reflection of modernity encompasses an elegant design and an engaging user experience.

Core Needs

The core purpose of MoMA is the encouragement of an ever-deeper understanding and enjoyment of modern and contemporary art. It is vital in the preservation of culture for the present and future generations. However, in order to preserve the MoMA, the museum must attract new audiences and retain visitors to sustain itself. Thus the core purpose of the website is audience attraction and retention, ultimately leading visitors of the site to physically visit the MoMa. In this regard, the core needs are a display of current exhibitions and a display of current events to attract visitors. In terms of retention an archive of projects and online gallery would be instrumental in allowing the audience to further explore artworks and interests them in visiting again. To extend long time engagement there should also be

To supplement these features a visitor information section is vital in helping in transitioning users from engaged site visitors to actual museum visitors. Another nice feature would be a recommendation engine that displays a feed of relevant information related to what the site visitor is currently viewing. Finally to accommodate astute or aspiring artists, a section for education and research should be included.

Key Elements of Design Proposal

The site should first focus on attracting the user and then drawing in user. The landing page should consists of key visualizations of exhibitions at the MoMA concise and relevant information about each exhibit that is informative to people of having varying understandings of art. There should be key links that further pull the site visitor into more content heavy regions of the site leading to an exploratory phase. At all times the navigation should be persistent and quite visible or easily accessible so that visitors do not get lost traversing the site. Since the encompassing New York is renowned for its cultural significance, elements of the state should be captured within the design.
User Stories:

Margaret: Margaret has just moved to New York City from small town in Washington. She is attending her first year New York University (NYU) to study Journalism and the beginning of the semester is only a week away. Margaret has always had an appreciation for art wants to plan a trip to the MoMA to learn more about modern and contemporary art. Like many people, Margaret is not very well versed in art and wants to learn more about current pieces at MoMA before her visit. Upon landing on the website, she sees a display of current exhibitions at the museum and finds the The Clock, by Christian Marclay, particularly catchy. What makes that clock so special? She clicks on a link next to the display which brings her to page more in detail about the clock. After reading about The Clock and some other exhibitions she discovered while browsing the site, she makes note of a few interesting exhibits. She then looks up the visitor information and schedules the weekend to go visit the MoMA. Maybe she’ll purchase some souvenirs from the shop after her visit or take some courses to further her interests.

Andres: Andres is a Creative Director at BLITZ and has been to the MoMA many times. He is interested in doing some research of certain exhibits at the MoMA to get some inspiration and ideas for his next project with Odwalla. As a Creative Director, Andres’ is on a tight schedule, so stealthy and intuitive navigation across the site is a must. He finds the individual exhibition and collection pages extremely resourceful, but decides that he wants to get even more information on the topic he is researching. So he navigates to a page about more research opportunities and schedules an appointment to the museum library to do some more reading.
SITE MAP:

1. HOME

2. VISIT
   a. Hours and Admission
   b. Directions and Parking
   c. Plan Your Visit
      i. Kids && Family
      ii. School
      iii. Community Organization
   d. Accessibility
   e. Shop
   f. MoMA PS1

3. EXHIBITIONS & EVENTS
   a. Calendar
      i. Exhibitions
      ii. Lectures

4. COLLECTIONS
   a. Architecture and Design
   b. Media and Performance
   c. Prints and Illustrated Books
   d. Painting and Sculpture
   e. Drawings
   f. Photography
   g. Film

5. MEDIA
   a. Blog
   b. Online Communities
   c. Publications

6. JOIN
   a. Membership
   b. Support
   c. Donate
Exhibition Name

Information
About
Specific
Place


Footer

Recommended
Event
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla

Exhibition
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla

Collection
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla