

Google Arts and Culture: Art Discovery Tool

User Affinity Map

Relation to tech

I'm the least tech savvy person.

I don't really use museum sites.

Never used AR before.

I never used Google Arts and Culture

I've never used art selfie so I couldn't compare it.

Sometimes I'll use QR codes. Like Venmo or other random scans.

I really want to be immersed in art when I experience it.

I'm against VR. I oppose it and I think it's creepy. It's against my ideals and principles in life. I want to be more connected to the world.

I've heard of Google Arts and Culture but never used it.

I have used Google Lens to ID objects, art, and plants/animals. And venmo QR codes.

Husband has Google VR googles but I don't use them because it doesn't work on my phone.

I'm always looking for stuff to send the kids. If theres cool models like this.

Potentials

I would want to see beautiful natural areas.

With covid I wish I could be out there protesting. I would want to see events and places I can't be due to pandemic.

Would want access to real time footage of events or famous places. Google is taking footage of everything. What about tourist hotspots?

Instead of above there is something better about being on foot, like a newscasters viewpoint.

I could see this type of tool used as a potential way for artists to scope how art could be installed in a space.

Might be better for places I can't reach more interested in getting faraway recommendations.

SFMOMA teacher they did demo using their art pages, I don't really utilize it however. I'm feeling guilt like really should.

Uses

I would scan buildings. Specifically old architecture. I'm curious about old buildings in downtown Oakland, such unique architecture.

Tech should be used for practical ideas. Like giving feedback in real time and problem solving.

I didn't realize it but I really like architecture for this type of application. I would use it on my walks when I look for famous architects.

If I was eighty and I was afraid of dying of covid I would probably more into it.

Statues out in the world.

If I was working with students I would never go to the museum right now. Too much.

Could I go onto google earth and use it through google earth.

I could see if I was travelling and I saw some art I'd like to know.

I keep meaning to use it more than just the selfie feature, but I have no time.

When I went to the museum they had so many fun interactive fun exhibits you can walk into.

Improvements

The recommendations cards I can't tell. I wish it was more explicit of what to do and what there is to discover.

This design is meh.

An idea is CTAs like this can be inside image or better yet a hover with just an icon.

I wish there was more of a visual flow to invite to learn more about recommendations. It stops after the zoom and AR.

The design just doesn't seem as interactive as it can be.

Interested more in types of art, google related to arts near me or related to the last three works of art you searched. That would be more appealing.

When my CTAs are so high it tells me my scrolling is done. Leaving recommendations lower means I'll never find them.

Navigation errors

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Info Access

If I see something I'll Google it, then click down two sites rather than Wikipedia so it's more professionally written with focus.

I always want to read more than just the small plaque.

I've known about Google Lens and AR tools. We used that to ID that rock the one day.

I physically go to the museum. I don't use apps or sites like this at all.

I really like to see if I can stump Google. It doesn't know who Jorge Luis Borges is!

I've only used the selfie masterpiece face.