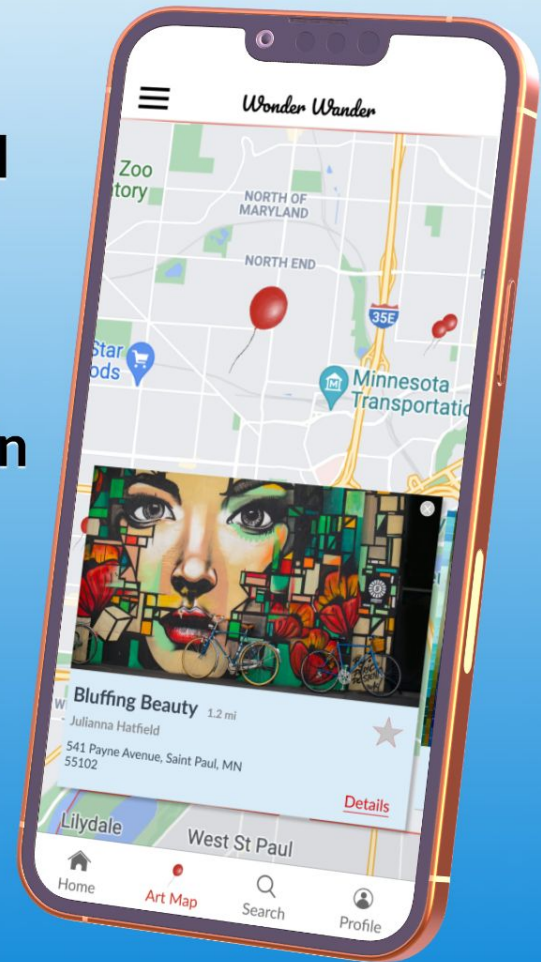




Explore your local
art scene with
Wonder Wander

-
An art adventure in
your pocket!



Wonder Wander



User Experience Team

Content Strategy



Sam Jorgensen
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Research Lead



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User and Persona
Development Lead



Chad Wahlberg
chad.wahlberg@gmail.com

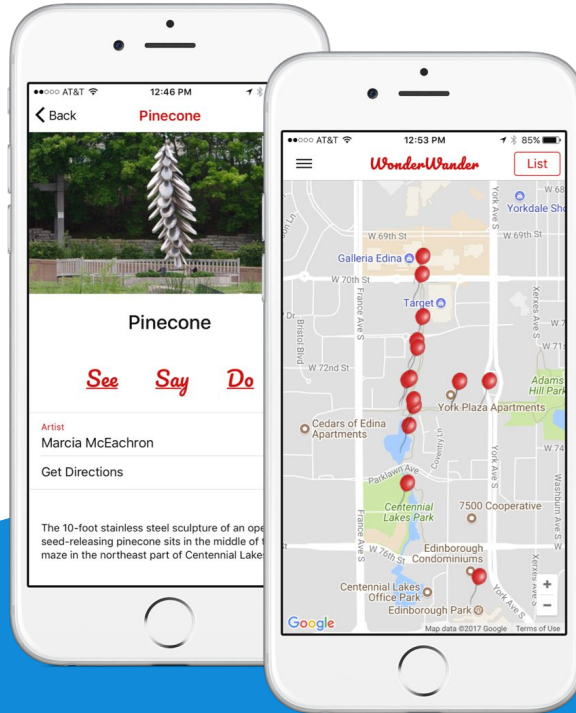
Design and Strategy
Specialist



Angela Stensrud
astensrud1@gmail.com

Wonder Wander

An Art Adventure In Your Pocket!



Creating Engagement with local, public art through the 'See, Say, Do' process.

Mission



Accessibility



Discovery



Education



Inspiration



Shannon Steven
Wonder Wander CEO

The Question...

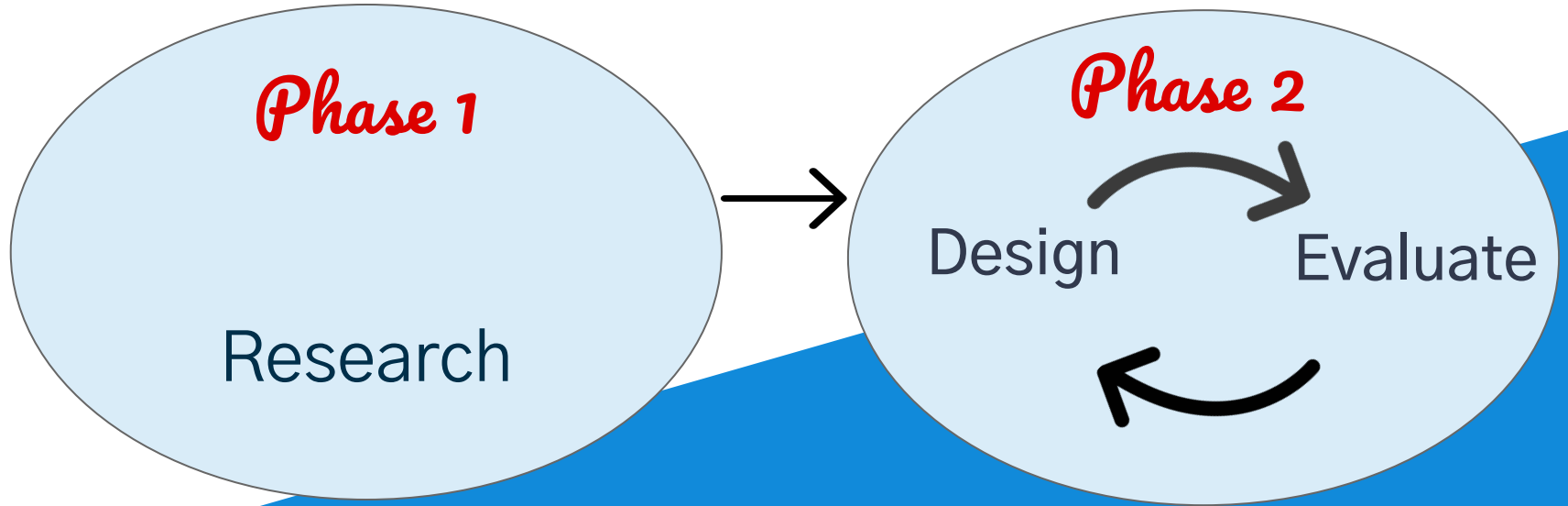
How can we improve the Wonder Wander app for all user by making it more intuitive, inclusive and promote exploration and learning for all users?

Research

Process, Methods, and Insights



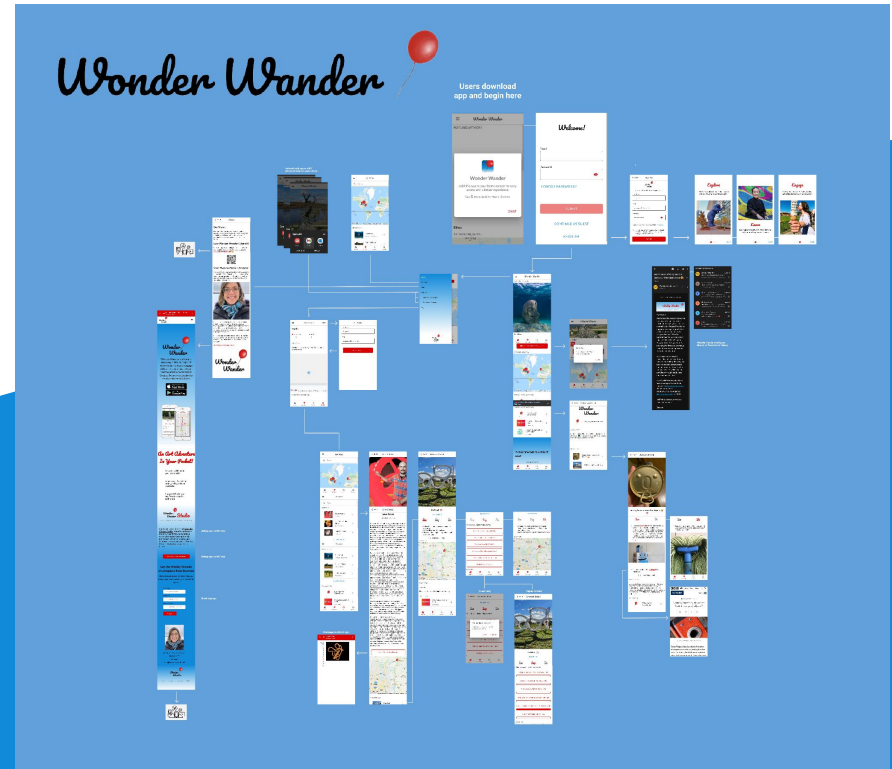
The Process



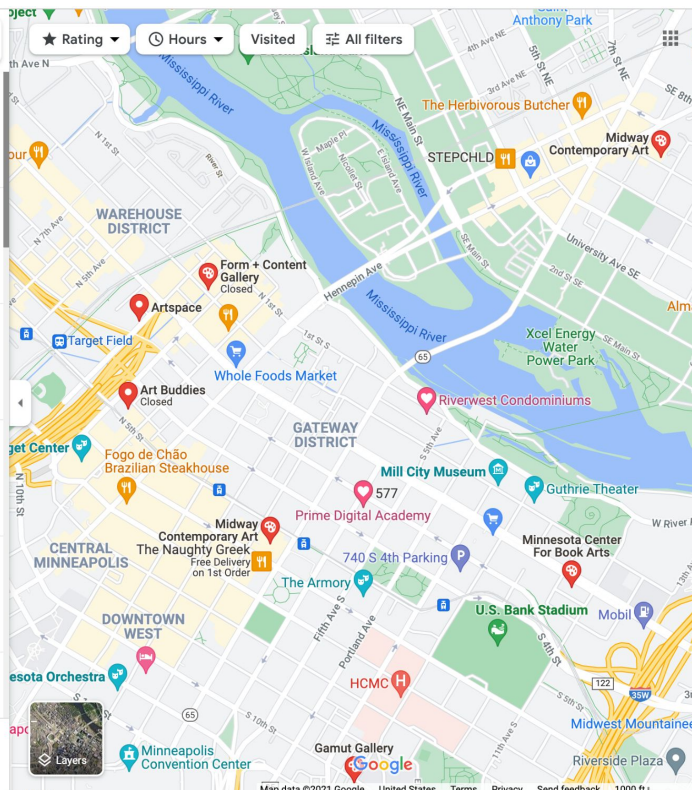
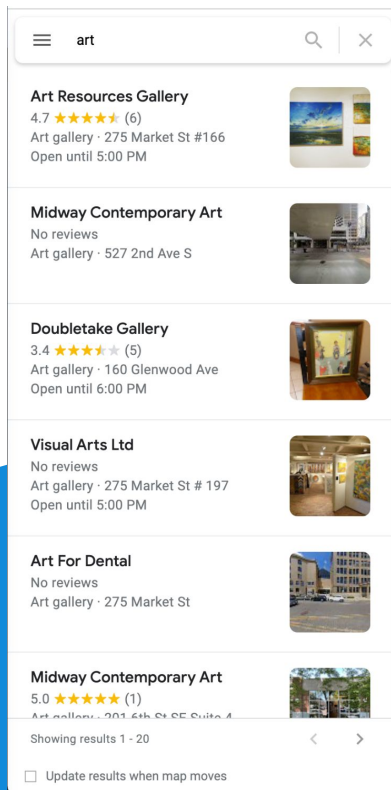
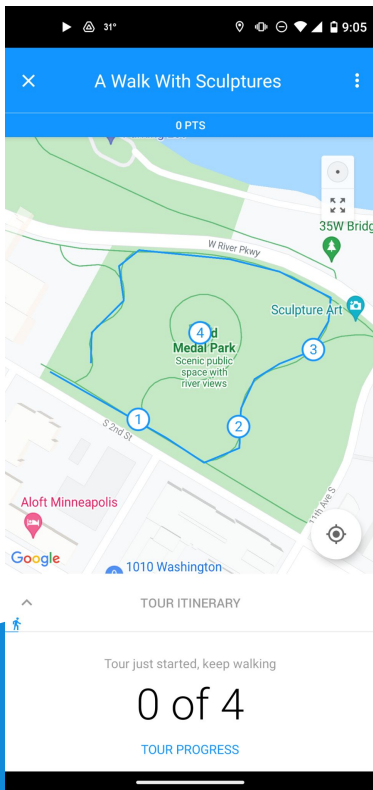
Task Flow

Version 1

Version 2

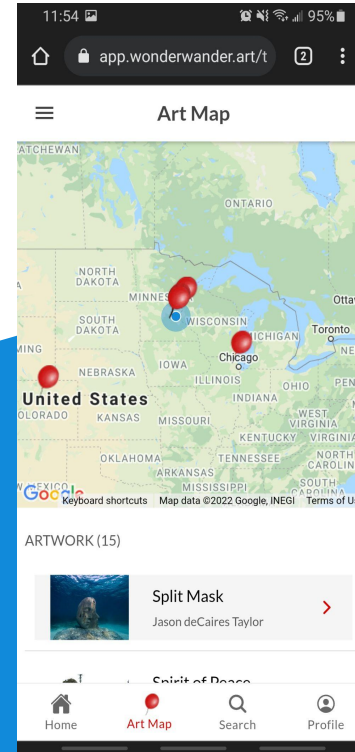
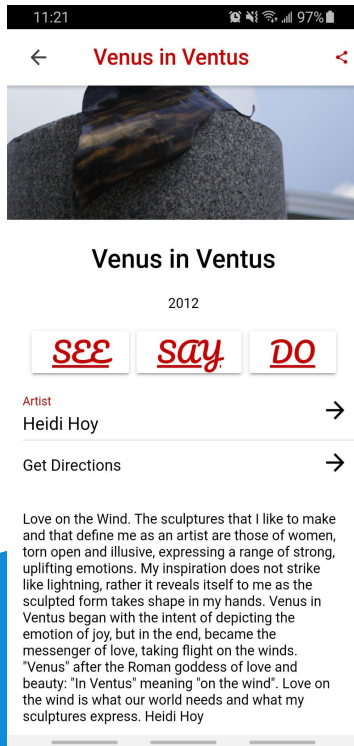


Comparative Analysis



Usability Testing

Phase 1



Interviews with Subject Matter Experts

What do they value?

- Inclusive and accessible.

"It's about everyone who's in downtown, not just certain people or people who pay our bills."

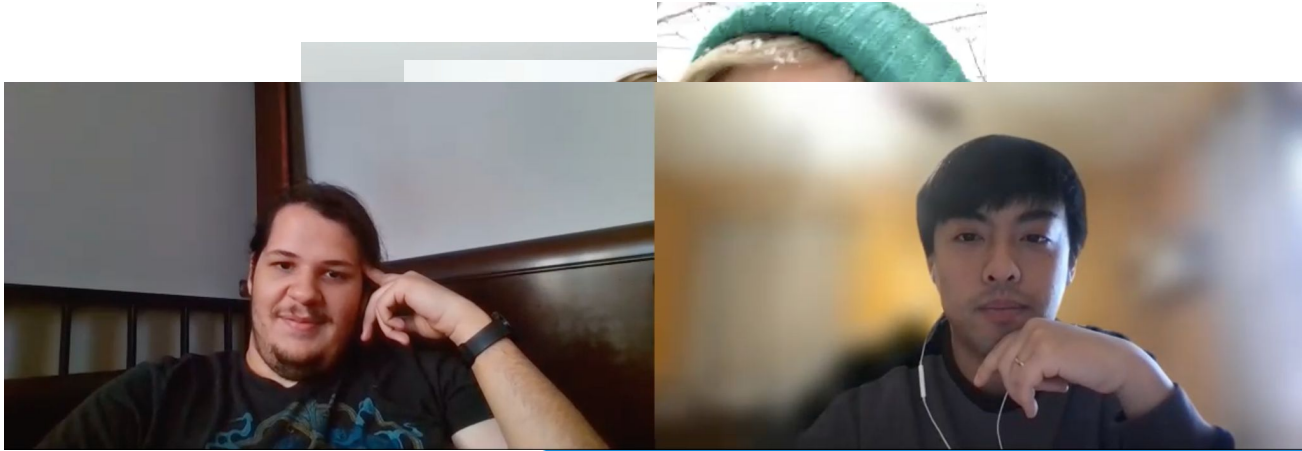
"Public art should provide something to the community, not just be there to be there."

- Thinking deeper about art.

"We're trying to create experiences where people can connect across differences"

"Copying people that inspire you is the only way to learn how they did it."

Interviews

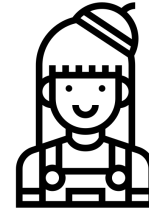


Values

Thoughts

Feelings

Interviews

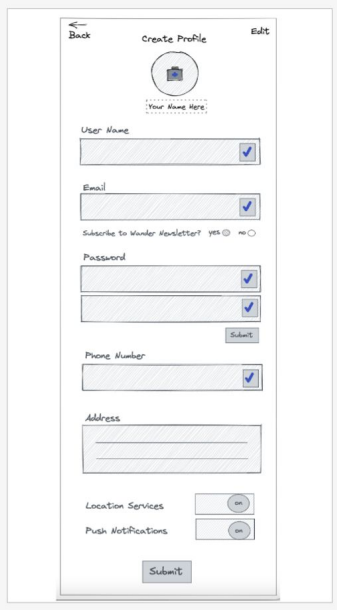
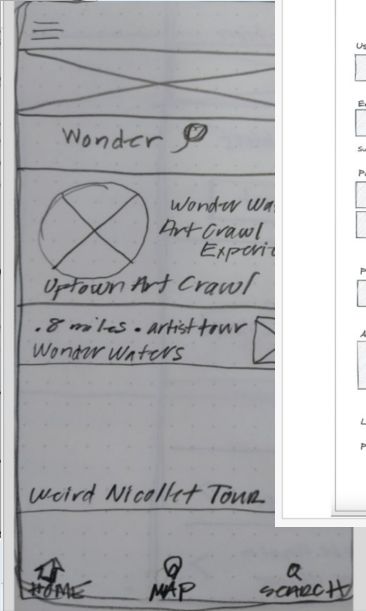
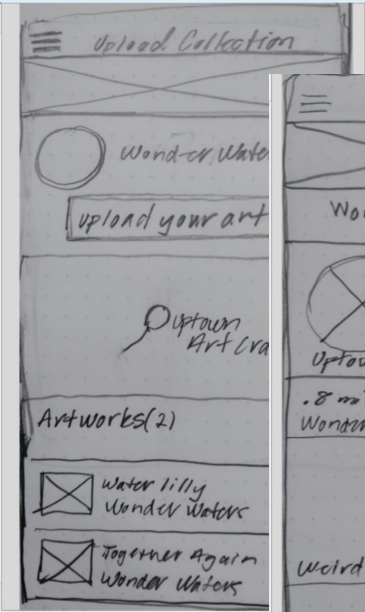
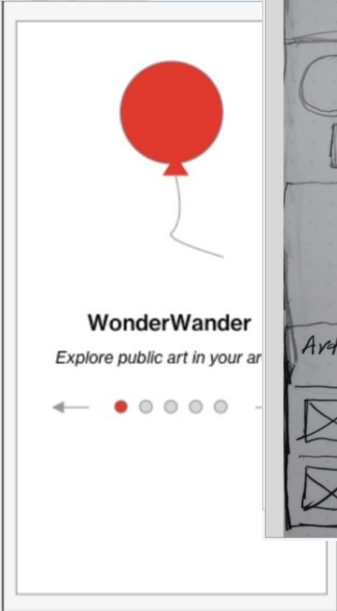
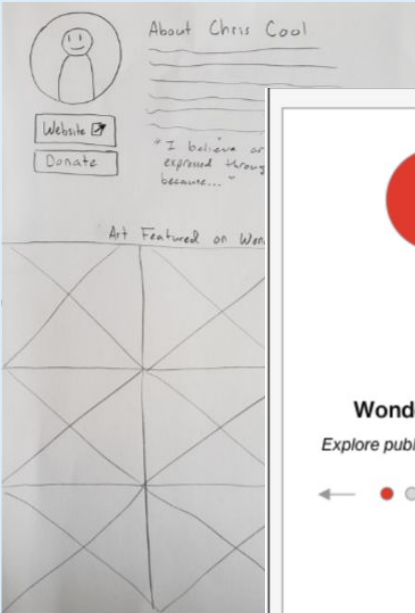


Accessibility

Inclusiveness

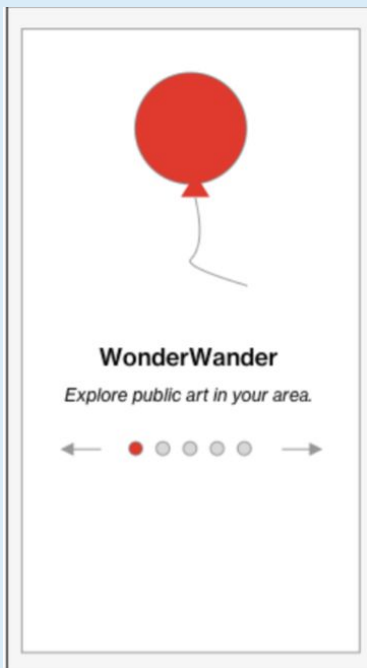
Think deeper about art

Low-fidelity Designs



Survey

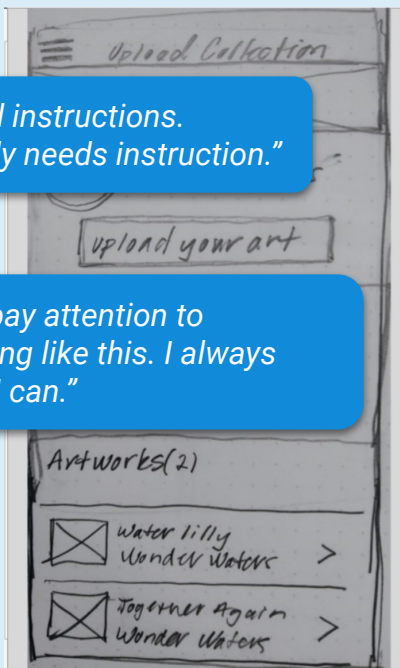
Onboarding



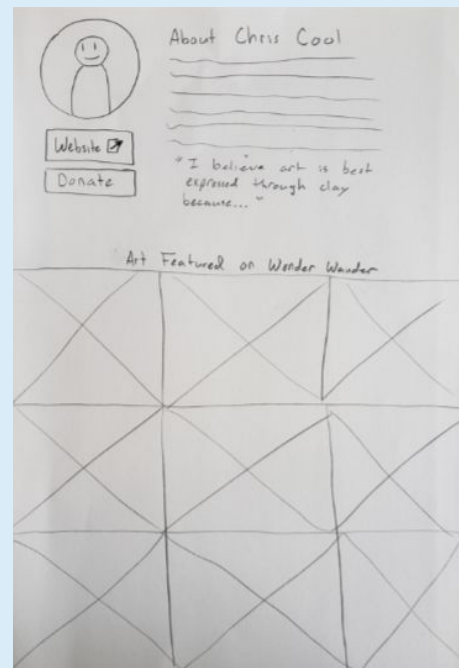
Upload an Art Collection

"We need instructions. Everybody needs instruction."

"I never pay attention to onboarding like this. I always skip it if I can."

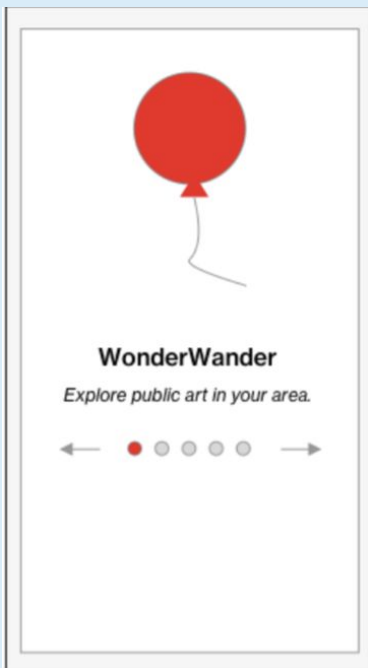


Artist Profile Page



Survey

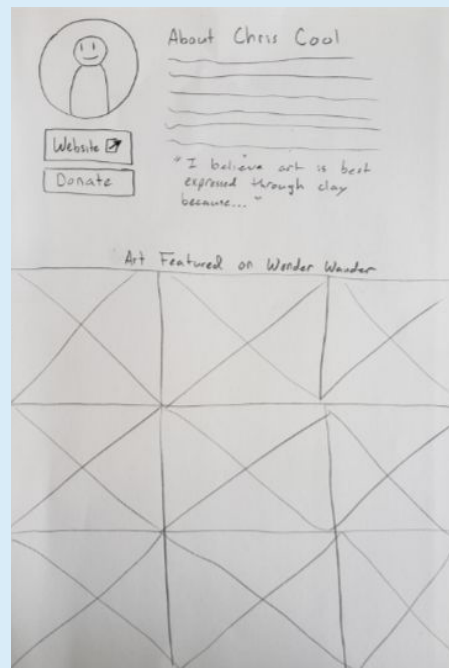
Onboarding



"We need instructions. Everybody needs instruction."

"I never pay attention to onboarding like this. I always skip it if I can."

Artist Profile Page



"SUPER important! For Bobby for the artist for Wonder wander... it's another must!"

"A simple easy app at your fingertips can create a stronger community to support artists. It's vital to artists and a thriving arts community."

Personas

Art Explorer



Bobby Jacobson

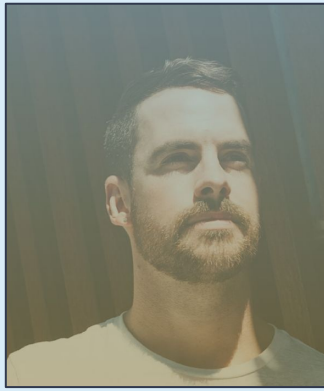


"I love to get out of the house on the weekends and take my family on mini adventures."

AGE	35
JOB TITLE	USPS Mail Delivery
STATUS	Married
LOCATION	Minneapolis, MN



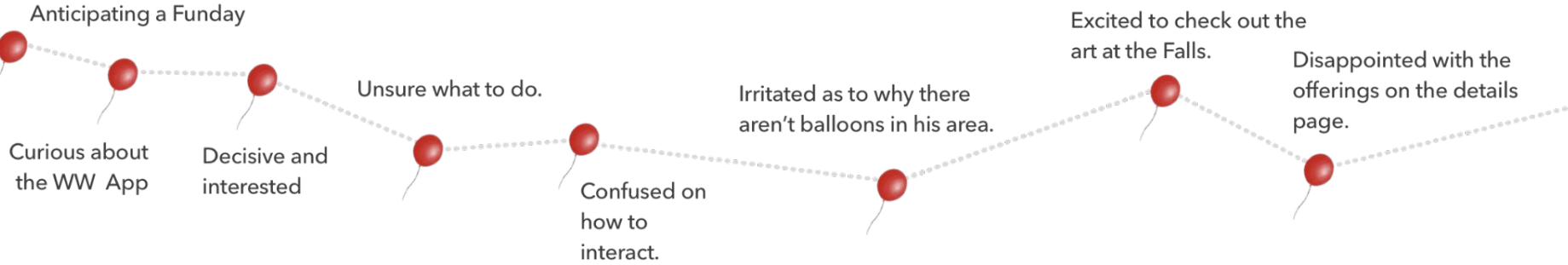
“I wonder what me and the girls can do this Sunday afternoon?”



“This feels very intuitive. It’s fun to click on the balloons.”

TOUCHPOINTS

FEELINGS

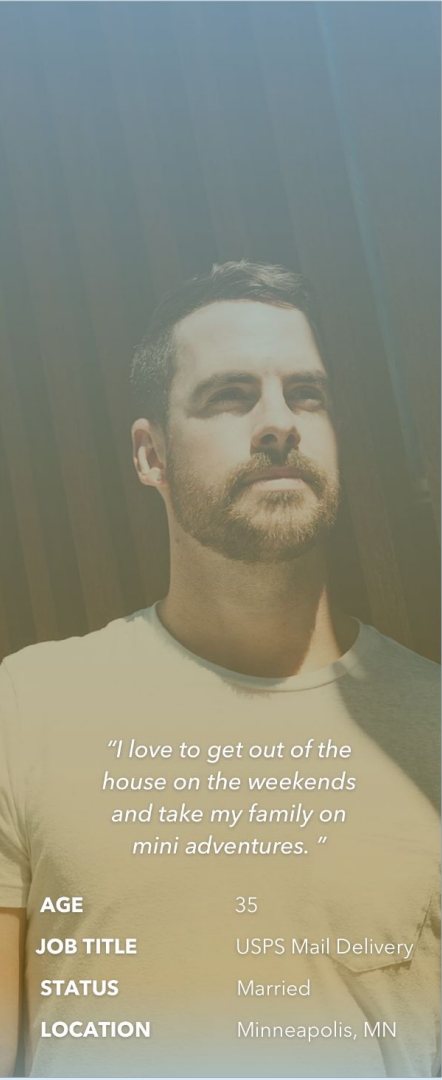


DISCOVER

INTERACT

EXPLORE

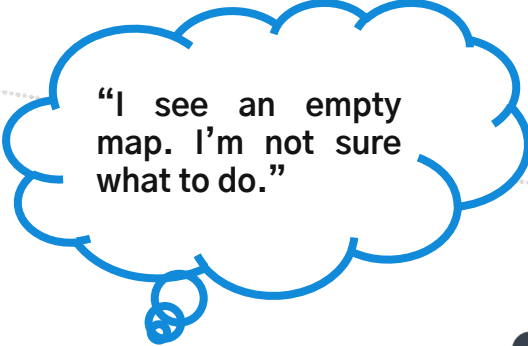
ENGAGE



"I love to get out of the house on the weekends and take my family on mini adventures."

AGE	35
JOB TITLE	USPS Mail Delivery
STATUS	Married
LOCATION	Minneapolis, MN

TOUCHPOINTS



"I see an empty map. I'm not sure what to do."

Confused as to why there aren't balloons in his area.



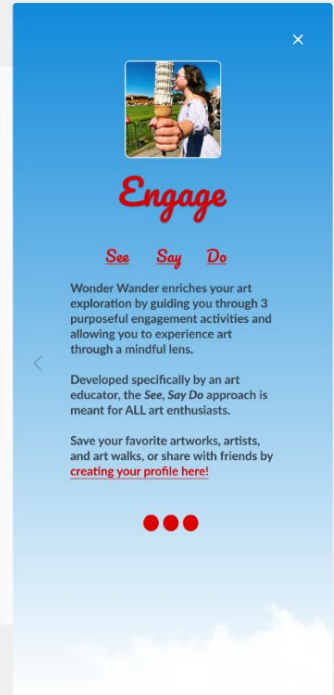
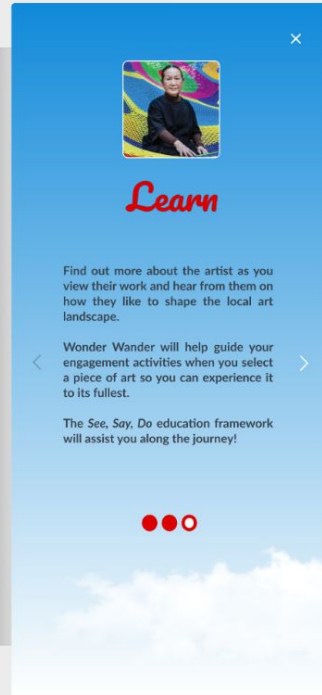
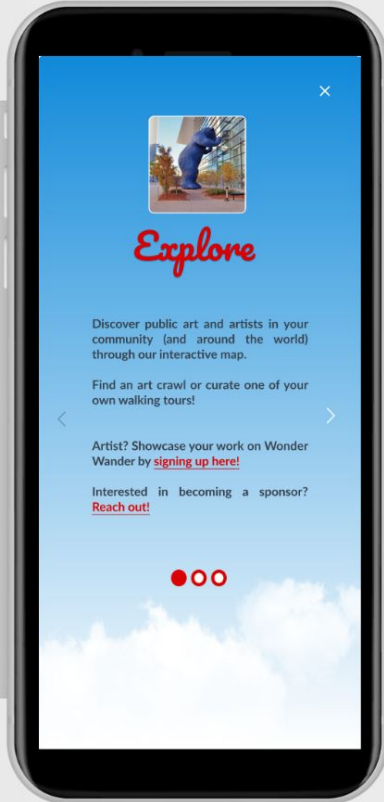
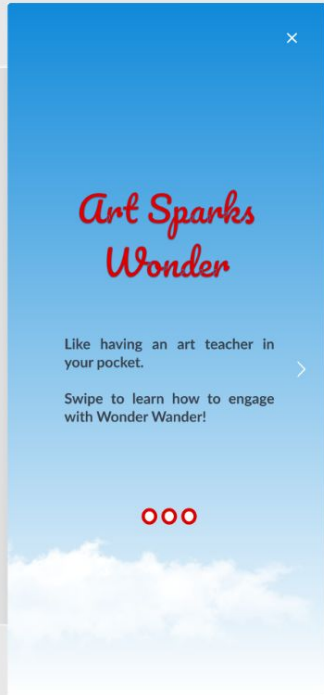
- Bobby sees his house on the map but doesn't see any art around his area. They search around and find some art at Minnehaha Falls.

EXPLORE

Prototype

A solid blue shape that starts from the bottom-left corner and extends diagonally upwards to the right, covering the bottom half of the page.

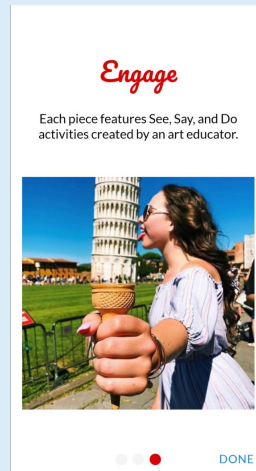
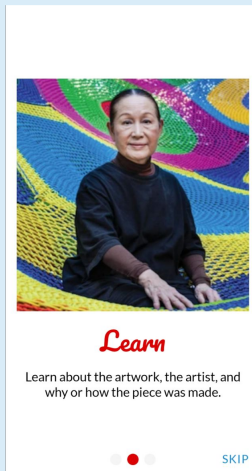
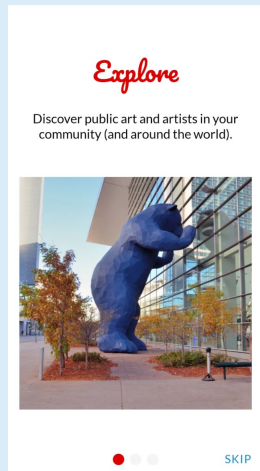
App Onboarding



DISCOVER

"I love to get out of the house on the weekends and take my family on mini adventures. "

AGE 35
JOB TITLE USPS Mail Delivery
STATUS Married
LOCATION Minneapolis, MN



Current state

Future state



INTERACT



"I love to get out of the house on the weekends and take my family on mini adventures."

AGE 35
JOB TITLE USPS Mail Delivery
STATUS Married
LOCATION Minneapolis, MN

Wonder Wander LIST

< BACK

Bobby Jacobsen
Minneapolis, MN, US
EDIT PROFILE

Favorites ☆ See All (12)

Levitations Rosecolored Thoughts Gradients

Recently visited See All (7)

Gradients Face the Future Julianna Hatfield Collection Tour "See,Say,Do" Experience Art Tour

Wander Tours

Bobby's Art Walk Featured artworks (3) Create new collection +

Home Art Map Search Profile

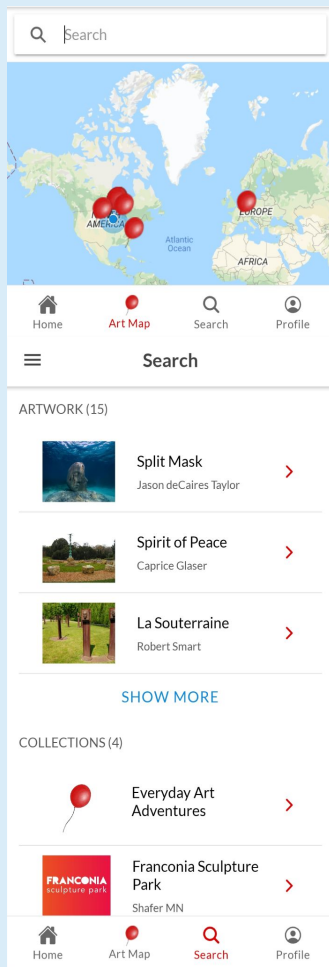
EXPLORE



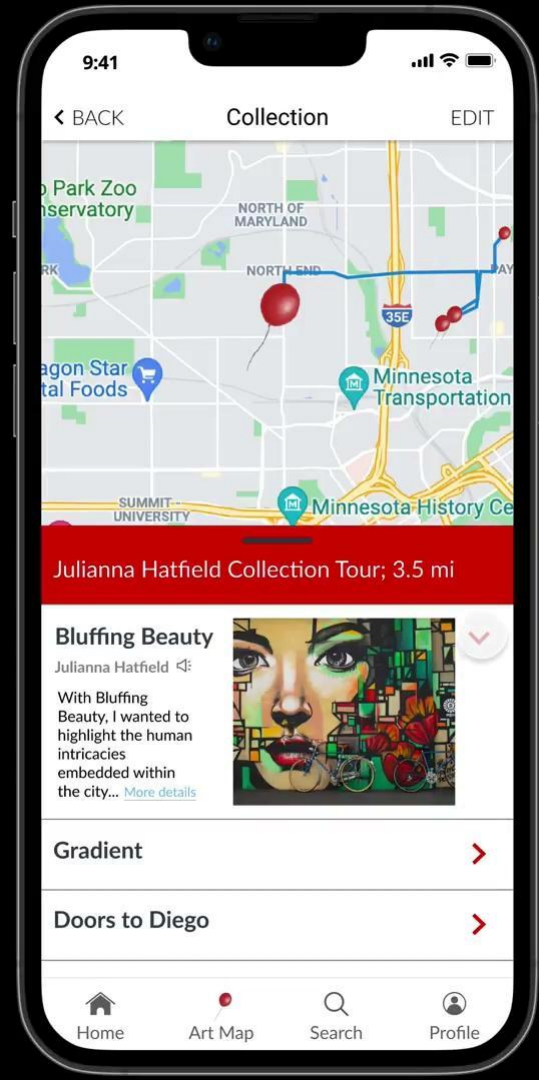
"I love to get out of the house on the weekends and take my family on mini adventures. "

AGE 35
JOB TITLE USPS Mail Delivery
STATUS Married
LOCATION Minneapolis, MN

Future state



Current state

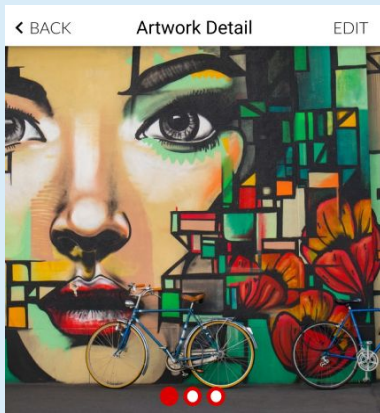


GAGE



"I love to get out of the house on the weekends and take my family on mini adventures."

AGE 35
JOB TITLE USPS Mail Delivery
STATUS Married
LOCATION Minneapolis, MN



Bluffing Beauty

Artist: [Julianna Hatfield](#)

541 Payne Avenue, Saint Paul, MN 55102

[See](#) [Say](#) [Do](#)



Examine the geometric boxes encompassing facial features. How does this make you feel? Would it feel if the shapes were more circular?

DESCRIPTION

With Bluffing Beauty, I wanted to highlight the human intricacies embedded within the city. I experimented a lot with acrylic paints, something...

[Read More...](#)

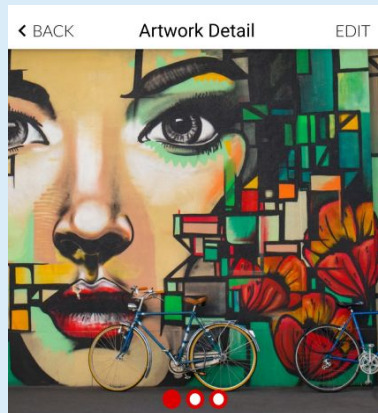
PART OF:



Julianna Hatfield Collection Tour
Saint Paul, MN



[View more Collections](#)



Bluffing Beauty

Artist: [Julianna Hatfield](#)

541 Payne Avenue, Saint Paul, MN 55102

[See](#) [Say](#) [Do](#)



What do you think of this artwork?

Select all that apply:

TOOK A LONG TIME TO MAKE

WORTH A LOT OF MONEY

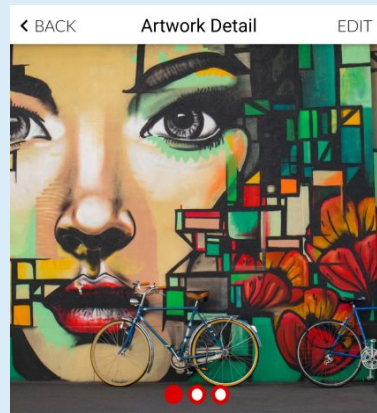
THIS WAS A GREAT IDEA

SKILLFUL AND WELL EXECUTED

I FEEL A CONNECTION TO THIS PIECE

I FIND IT CONFUSING

[SUBMIT](#)



Bluffing Beauty

Artist: [Julianna Hatfield](#)

541 Payne Avenue, Saint Paul, MN 55102

[See](#) [Say](#) [Do](#)



Cut out shapes from a piece of paper, find a magazine or image with a full sized face on it. Place the shapes on the face and try your best to replicate Julianna Hatfield's Bluffing Beauty mural.

DESCRIPTION

With Bluffing Beauty, I wanted to highlight the human intricacies embedded within the city. I experimented a lot with...

[Read More...](#)

PART OF:



Julianna Hatfield Collection Tour
Saint Paul, MN



[View more Collections](#)

Persona

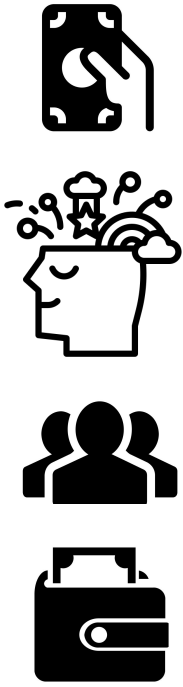
Artist

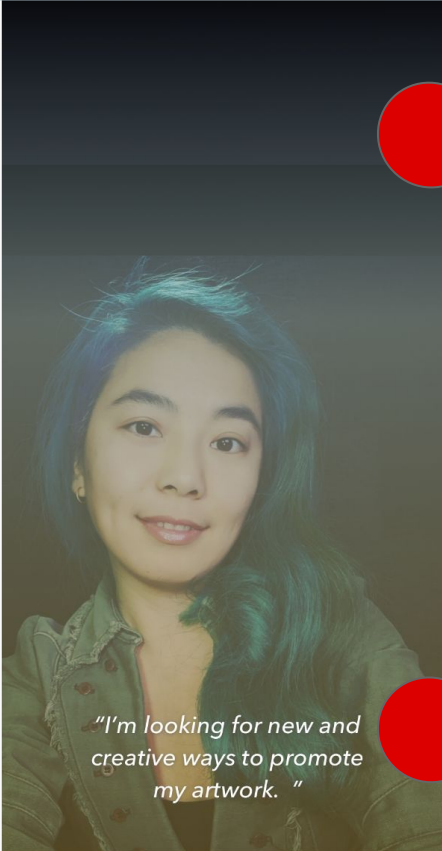
Juliana Hatfield



"I'm looking for new and creative ways to promote my artwork. "

AGE	27
JOB TITLE	Artist
STATUS	Single
LOCATION	Minneapolis, MN







AGE 27
JOB TITLE Artist
STATUS Single
LOCATION Minneapolis, MN

Wonder Wander [LIST](#)

Artist Art Explorer

 User Name

 Upload photo

Email

Subscribe to Wonder Wander newsletter? yes no





Password

Confirm Password

() -
Phone Number


Location Services

Push Notifications

 Home  Art Map  Search  Profile

Wonder Wander [LIST](#)

Artist Art Explorer

 **Juliana Hatfield**
User Name

juliana.hatfield@gmail.com
Email

Subscribe to Wonder Wander newsletter? yes no

juliana123
Password





juliana123
Confirm Password

(555) 435 - 5684
Phone Number


Location Services

Push Notifications

Submit


 Home  Art Map  Search  Profile

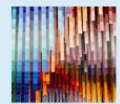
Wonder Wander [LIST](#)


 **Juliana Hatfield**
St. Paul, MN, USA


[EDIT PROFILE](#)

Add your artwork [See All \(3\)](#)







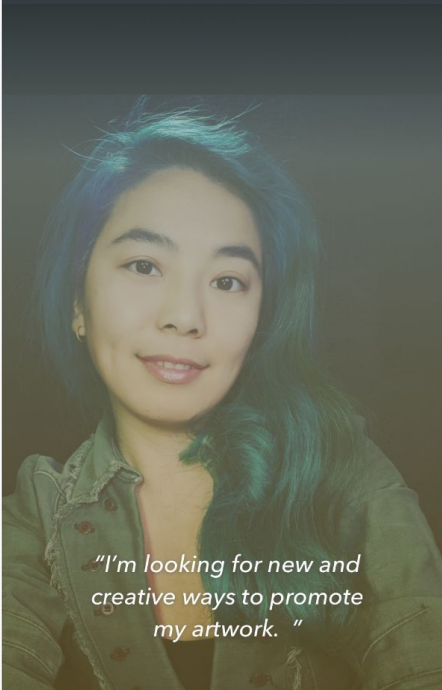
 Gradients

 Face the Future

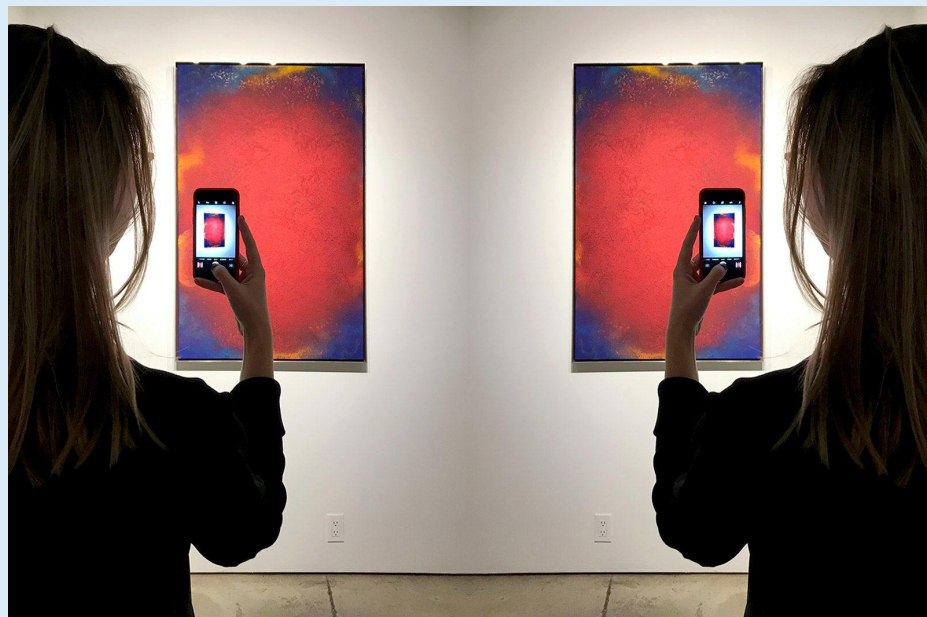
 Bluffing Beauty

Submit

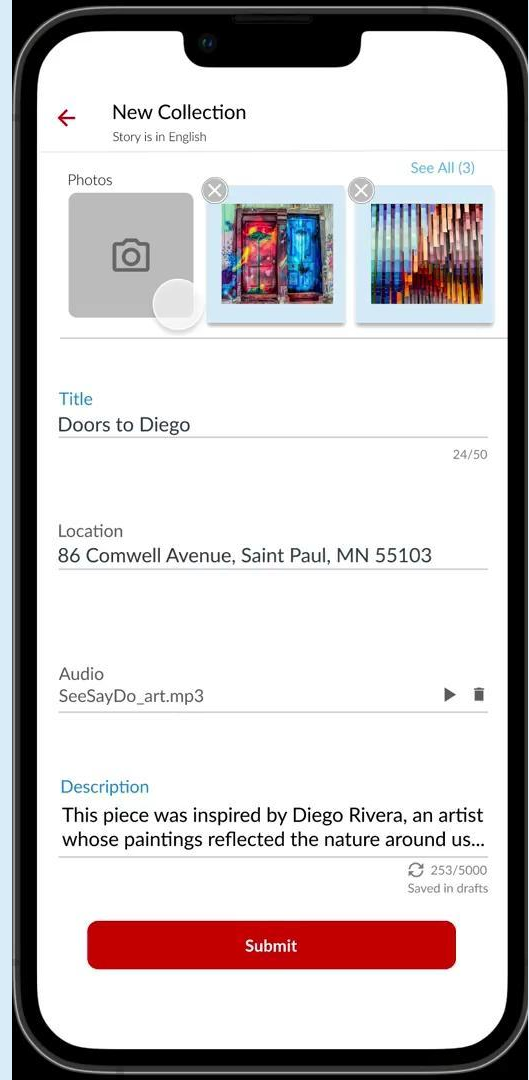
 Home  Art Map  Search  Profile



"I'm looking for new and creative ways to promote my artwork. "



AGE 27
JOB TITLE Artist
STATUS Single
LOCATION Minneapolis, MN



Future Recommendations



Gamification

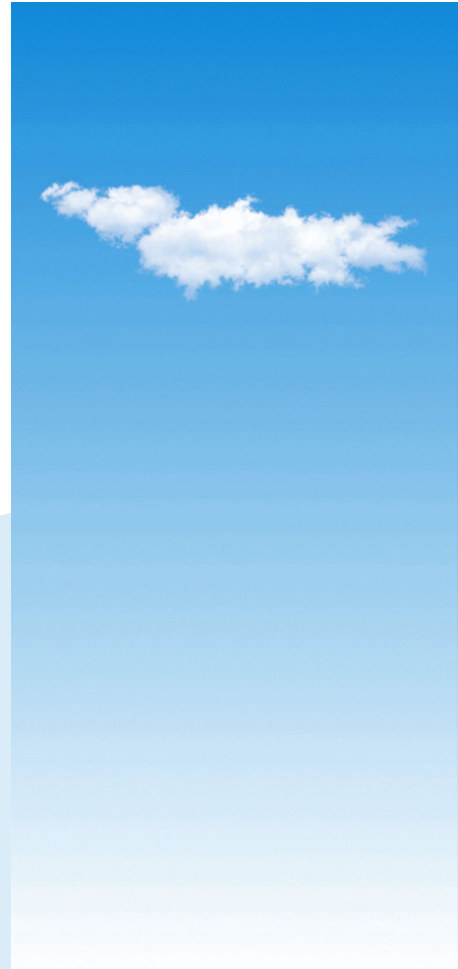
Add more gamification features to the app such as trivia questions, leader boards, geocaching and fun animations.

The logo for 'Wonder Wander' is displayed in a black, cursive script font. The word 'Wonder' is positioned above the word 'Wander'. The logo is centered within a dark blue rectangular area that is part of a larger light blue gradient background on the right side of the slide.

Wonder
Wander

Secondary Users

Focus on Secondary users such as sponsors, Art curators, museums and other art collectives.



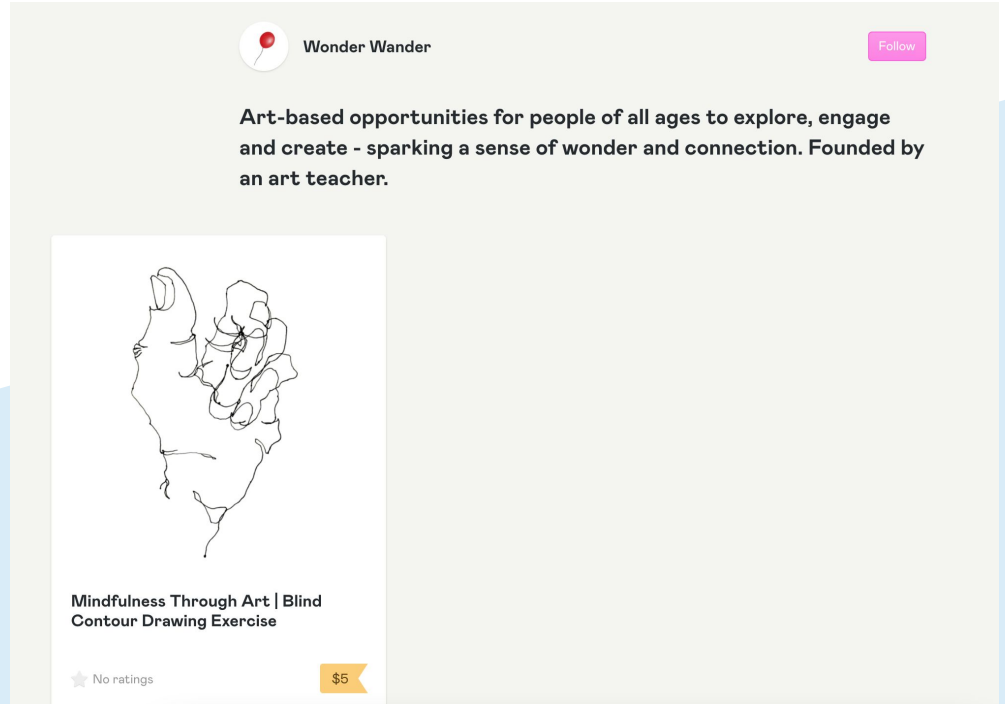
Accessibility

Continue to promote accessibility throughout the app for all users.



Connect to Wonder Wander Studio

Expand the Wonder wander app to include the Wonder Wander Studio



The screenshot displays the profile for 'Wonder Wander', which includes a red pin icon, the name 'Wonder Wander', and a 'Follow' button. Below the profile is a bio: 'Art-based opportunities for people of all ages to explore, engage and create - sparking a sense of wonder and connection. Founded by an art teacher.' A featured activity is shown with a line drawing of a hand holding a flower. The activity title is 'Mindfulness Through Art | Blind Contour Drawing Exercise'. At the bottom of the activity card, it shows 'No ratings' and a price tag of '\$5'.

Wonder Wander

Follow

Art-based opportunities for people of all ages to explore, engage and create - sparking a sense of wonder and connection. Founded by an art teacher.

Mindfulness Through Art | Blind Contour Drawing Exercise

★ No ratings

\$5

Thank you!

Wonder Wander 

Content Strategy



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User and Persona
Development Lead



Chad Wahlberg
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Design and Strategy
Specialist



Angela Stensrud
astensrud1@gmail.com