A grayscale photograph of a desk setup. In the foreground, a white keyboard is visible. To the left, there is a white mug. A hand is holding a pen over the desk. A central black box contains white text. The background is a light-colored wall.

Cultural Exchange  
at your fingertips

## The Current Problem

Museums and galleries would like to expand into the digital space by allowing customers to view and bid on pieces of art. *We need to make the case for a responsive website.*

Exploration and initial research of the problem led to:

- Museum websites are solving this problem in a variety of ways as well as the Google Art Project
- Sites like Artsy, which accomplish both goals, are succeeding in their user experiences
- Museums don't sell their art the way galleries do, they deaccession by exchange or sale

So, what about deaccessioning?

- Deaccessioning is a delicate & potentially controversial practice
  - Museums are not like other businesses: there is a higher mission, non-profit structure

**The term "deaccession" means that a work is removed from the collection and considered for disposal by sale or exchange. Any deaccession of a work should be solely for the advancement of the Museum's mission.**

## The Current Problem

### **CRITERIA FOR DEACCESSIONING AN OBJECT:**

- It's not relevant to the mission of the Museum
- It's redundant or is a duplicate
- The Museum is ordered to return an object to its original and rightful owner by a court of law; the Museum determines that another entity is the rightful owner of the object
- The Museum is unable to preserve the object in a responsible manner
- It is unduly difficult or impossible to care for or store properly

### **CHALLENGES WITH DEACCESSIONING:**

- sales through an auction house can be costly
- selling to constituents other than a museums

The screenshot shows the Google Museum Exchange interface. At the top, there is a navigation bar with a dropdown arrow, the text 'Art Project', a search bar with a magnifying glass icon, and links for 'Collections', 'Artists', 'Artworks', and 'User Galleries'. On the right side of the navigation bar, there is a 'My Galleries' link and a user profile icon labeled 'margajewer@gmail.com'. The main content area features a large, detailed image of a fresco. The fresco is a circular, octagonal structure with a central golden medallion. The text 'Featured Item' is positioned above the main title. The main title is 'Treasure Room Fresco 1503 - 1506'. Below the title, it says 'Baldassare Titai called F. Garofalo' and 'National Archaeological Museum of Ferrara'. A 'View Item' button is located at the bottom center of the image. At the bottom of the interface, there are icons for 'Share', 'Compare', and 'Save'. In the bottom right corner, the 'CULTURAL INSTITUTE' logo is displayed next to the 'powered by Google' logo.

Art Project Search Collections Artists Artworks User Galleries My Galleries margajewer@gmail.com

Featured Item

# Treasure Room Fresco 1503 - 1506

Baldassare Titai called F. Garofalo

National Archaeological Museum of Ferrara

View Item

Share Compare Save

CULTURAL INSTITUTE powered by Google

## What is the Google Art Project?

**Google Art Project**, an initiative of the Google Cultural Institute, is a **collaboration** between Google and over 250 acclaimed art partners from more than 40 countries. Using a combination of various Google technologies and expert information provided by our museum partners, we have created **a unique online art experience**. Users can explore a wide range of artworks at brushstroke level detail, take a virtual tour of a museum and even build their own collections to share.

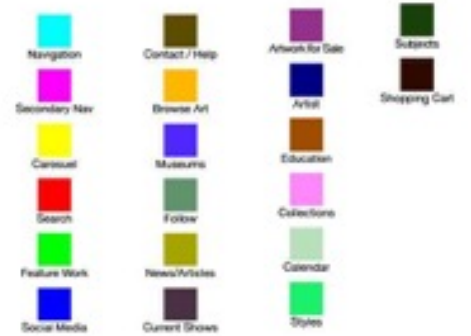
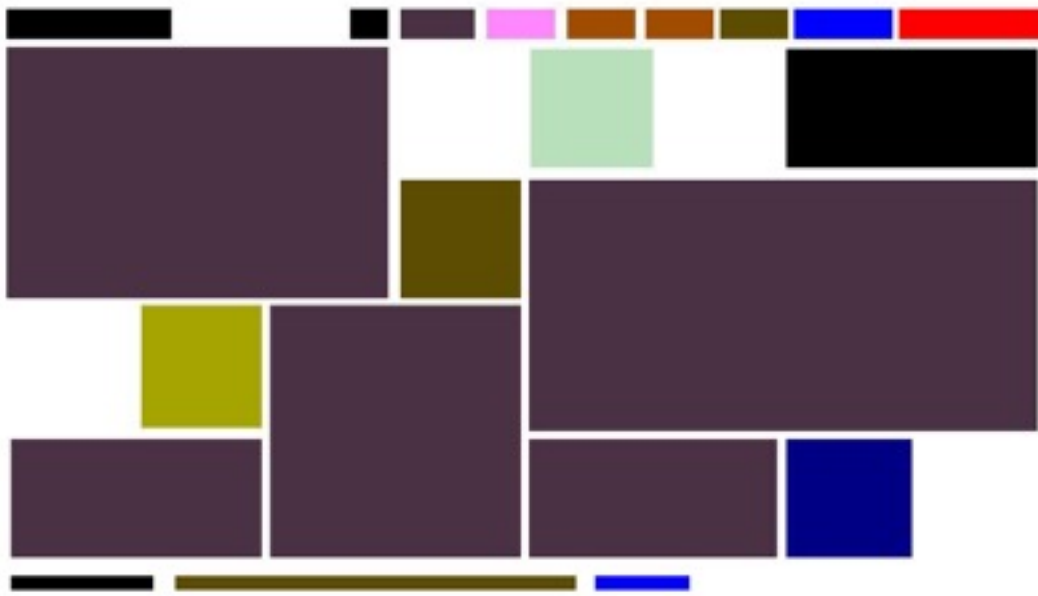
**Few people will ever be lucky enough to be able to visit every museum or see every work of art they're interested in but now many more can enjoy over 40,000 works of art, from sculpture to architecture and drawings all in one place.** Google, with many team members working across different product lines, has the technology to make this kind of project a reality.

## Research // Survey Results

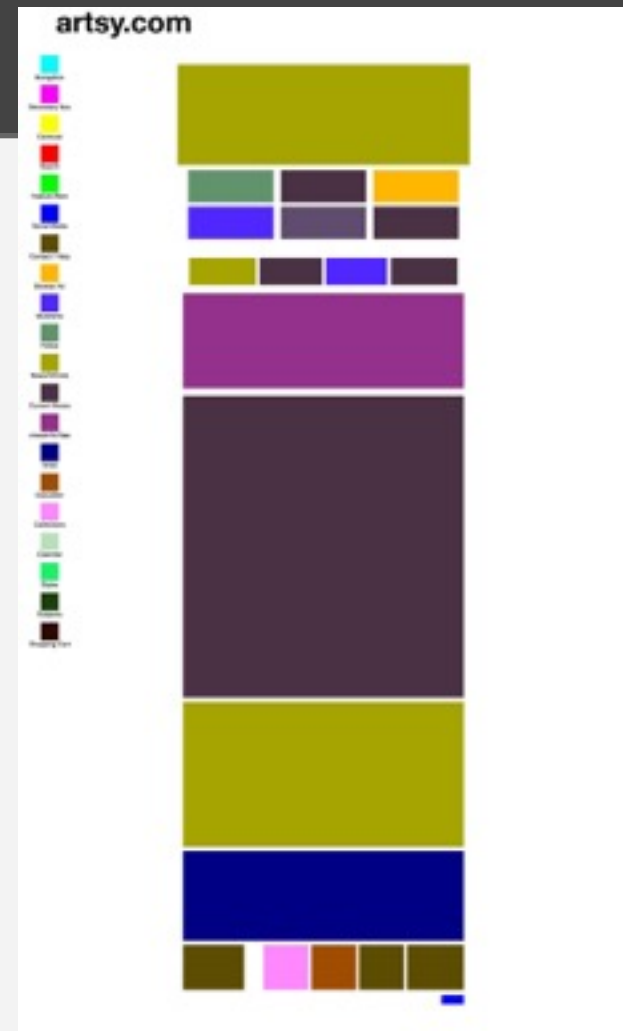
- 61 people from the Museum industry, specifically in Collections Management roles, responded to our survey
- We heard from a variety of Museum types: History, Art, Science, Children's, Museums which are a combination of these types and specialized museums
- Reasons for deaccession varies:
  - destruction/disposal
  - donation (to another institution)
  - putting up for sale at auction
- Museums are not consistent in how often deaccession objects: some do it periodically, other when they review collections, etc.
- Aside from disposal, most museums deaccession because:
  - they have items that did not fit the institution's mission
  - lack of space
  - having duplicates of the item

# Competitive Analysis

## hirshhorn museum



# Competitive Analysis





# Competitive Analysis // Features

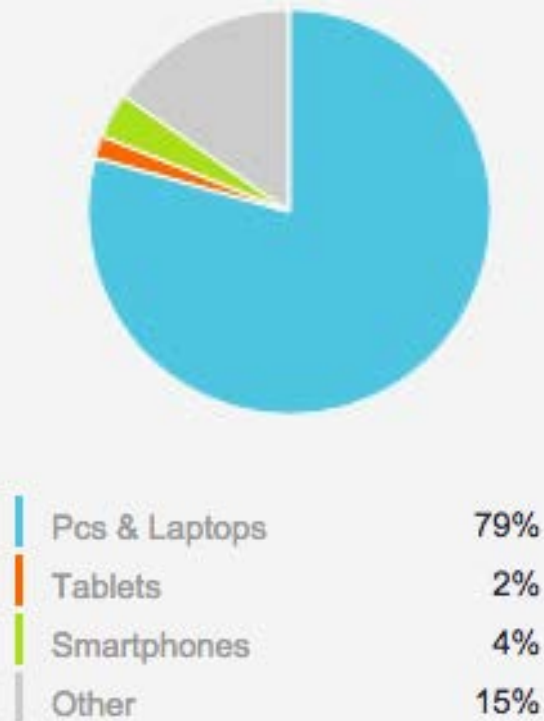
<b>PROJECT</b>	<b>ARTSY</b>	<b>SOTHEBY'S</b>	<b>CHRISTIE'S</b>
	<p><b>Yes</b></p> <ul style="list-style-type: none"> <li>• <i>Art Genome Project</i></li> <li>• <i>Discovery through similar art (subject, style &amp; movement)</i></li> </ul>	<p><b>Limited:</b></p> <ul style="list-style-type: none"> <li>• <i>Those for upcoming auction or sale</i></li> <li>• <i>Sotheby's Galleries by Department</i></li> </ul>	<p><b>Limited</b></p> <ul style="list-style-type: none"> <li>• <i>For upcoming auction or sale</i></li> <li>• <i>Can buy printed catalog online</i></li> </ul>
	<b>Yes, Automatic Bidding System &amp; Live Auction</b>	<b>Live Auction, including online bidding</b>	<b>Live Auction, including online bidding</b>
	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
	<b>Yes</b>	<b>Specialist service offered</b>	<b>Specialist service offered</b>
	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
		<b>Yes, free</b>	<b>Yes, paid</b>
	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

## Research // Technical Background

In doing a responsive website, we took into consideration that various people from the Museum industry use different DEVICES for different tasks.

- for data input, many of them use laptops or PCs as well which is our main consideration for doing the Listing flow on PC/Laptop screen sizes, but unavailable for Tablets & Smartphones
- we made the pages for the searching flow, responsive as it is more likely that they can be using various devices in looking for an item and stakeholders are likely to be in different places using different devices when taking a look at an item they would like to acquire

Devices vs Unique visits



## Research // Technical Background

- ▶ Operating Systems: As a website, it should be functional in a web browser within any OS

- ▶ Interface Guidelines:

As a Google Cultural Institute (GCI) microsite, interface and functionality were mostly based on the Google Art Project (GAP). Branding and personality were based on the GAP. For mobile devices, interface choices and iconography also takes into consideration that this platform was envisioned under Google --- hence Android/Material Design iconography was prioritized.

- ▶ APIs: Google Custom Search API, Google Maps for tagging location where artwork was created, Mediawiki for birth date, death date and nationality of Artist

- ▶ Data: database management system for Listings

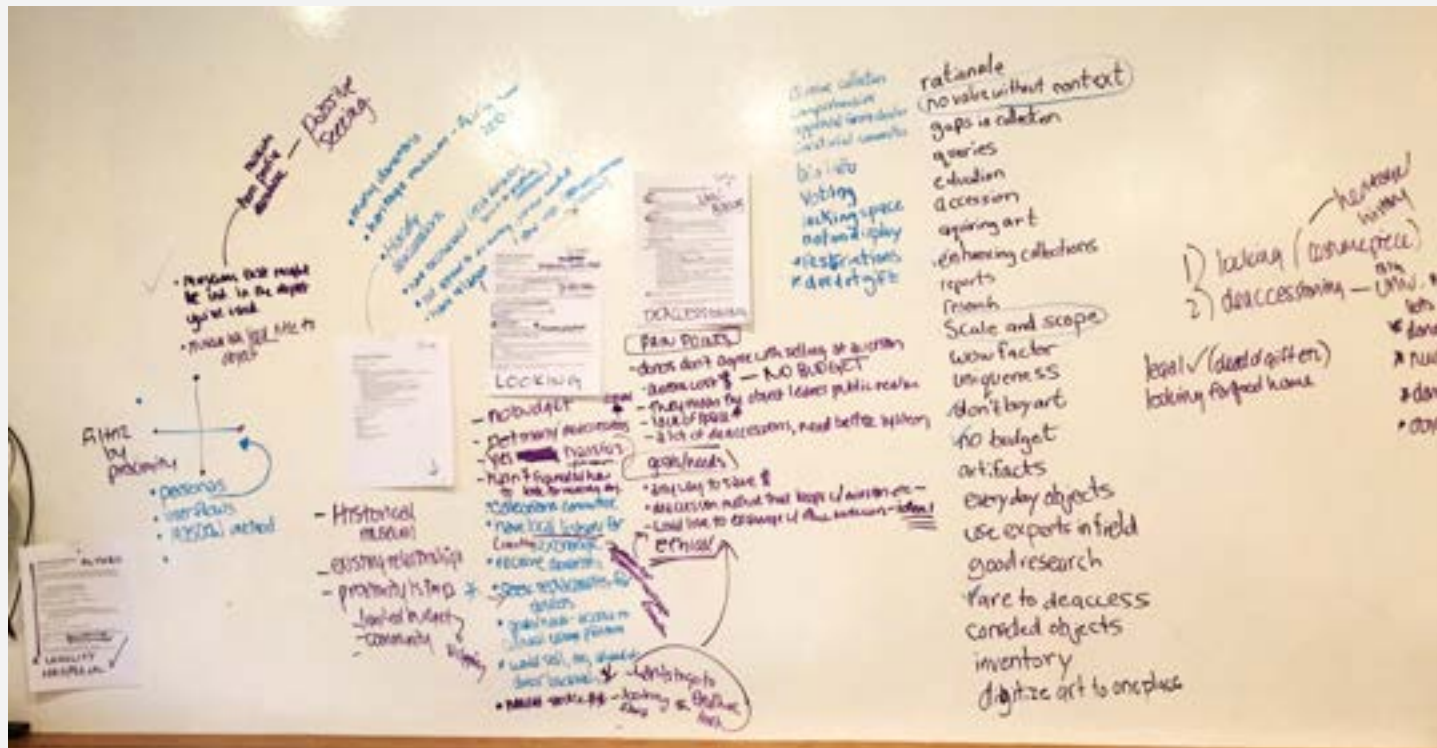
## Research // Interviews

- We interviewed 6 people from the industry - 1 curator and 5 museum registrars
- These people came from different museum types and sizes
- They were asked questions about deaccessioning and their deaccession process: if they deaccession, when, and if they do not deaccession, why?
- When deaccessioning, they commonly transfer to other museums
  - usually the someone from the recipient museum has a relationship with someone from the donor museum -- the curator may know their curator, they are within the same community/area
  - prefer transferring to another institution as it is within their mission to keep cultural treasures within the public realm
- It was easy for them to deal with auction houses (as they are used to this process). However:
  - there can be donor backlash when SELLING deaccessions
  - would prefer transfers to other institutions to KEEP IT WITHIN THE PUBLIC REALM
  - cost can also be an issue and when they are deaccessioning, "it's not about the money"
- When deaccessioning items, they initially want to keep the institution's name anonymous

On transferring items to other institutions:

“Yes, it’s less common as what we have others typically don’t want but it’s the **ideal situation**; We are not concerned over the (monetary) value of items.”

# Research // Creating Personas



## the UNIVERSITY MUSEUM



## MUSEUM BIO

This medium-sized museum receives artwork between 2-3 times a year. Sometimes they get items in bulk so they don't need everything from the lot. They would rather donate it to avoid the backlash from alumni or the family of the artist. So finding the right museum is important

"We feel it's important to keep all artwork in the public realm."

## GOALS

- To find a home for artwork or artifacts that don't fit their collections
- Inform the museum community about their art work
- Keeping their anonymity
- Keeping artwork in the public realm

## FRUSTRATIONS

- Lack of space
- Community backlash about selling art
- Finding institutions to give donations

## FEATURES

- When a listing is created, museums who are seeking that pop up
- They receive email request when someone is interested

## BUDGET

NONE LARGE

## DEACCESSION

NEVER OFTEN

## PURCHASE ART

NEVER OFTEN

## ONLINE PRESENCE

NONE LARGE

## PRIVACY CONCERNS

LOW HIGH

## RECEIVE DONATIONS

LOW HIGH

## the SMALL COSTUME COLLECTION



## MUSEUM BIO

This museum is in a small country town. The museum doesn't have modern art tools like interactive touch pads, but it does have friendly staff that love to chat. The costumes may be few, but they tell a great story. Adding to the collection is important even though they have no budget. So finding donations from other museum is vital.

"We depend on donations to fill the gaps in our specialized collection."

## GOALS

- Fill the gaps in their collection
- Find other museums who are donating
- Contacting museums about objects available for donation

## FRUSTRATIONS

- Lack of an art budget
- Difficulty finding objects locally
- Shipping cost and insurance may be an issue.

## FEATURES

- Ability to search multiple ways for things
- Can see what items are available for donation or exchange

## BUDGET

NONE  LARGE

## DEACCESSION

NEVER  OFTEN

## PURCHASE ART

NEVER  OFTEN

## ONLINE PRESENCE

NONE  LARGE

## PRIVACY CONCERNS

LOW  HIGH

## RECEIVE DONATIONS

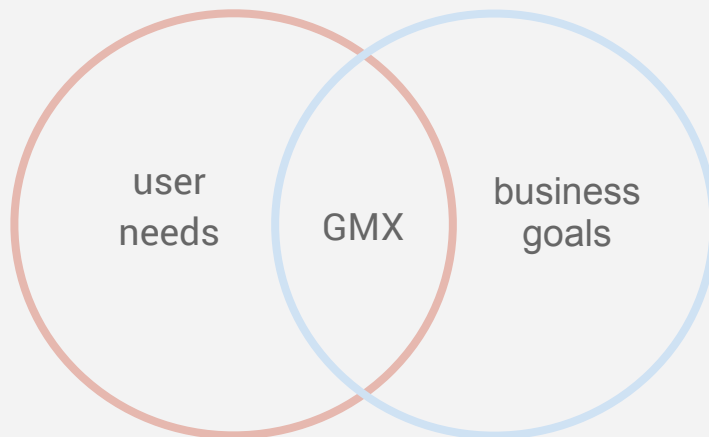
LOW  HIGH

## User Needs // Business Goals

MUSEUMS' MISSION:

HIGHER LEVEL GOAL:  
advancing education, make  
cultural treasures accessible

LOWER LEVEL GOAL:  
comprehensive but curated  
collections



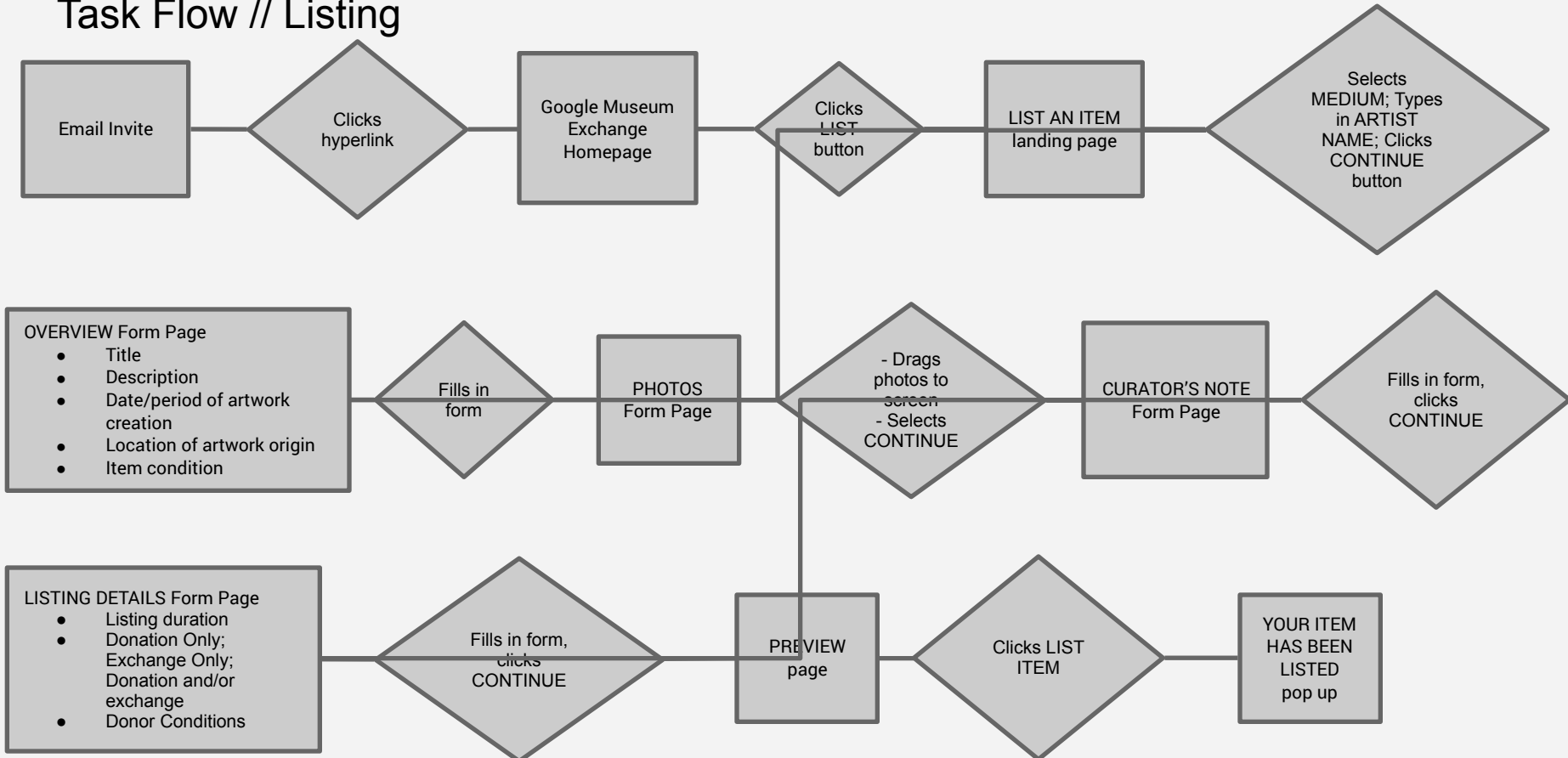
GOOGLE CULTURAL  
INSTITUTE'S MISSION:

HIGHER LEVEL GOAL:  
to digitally preserve art to  
educate & inspire future  
generations.

LOWER LEVEL GOAL:  
to make cultural information  
universally accessible and  
useful, through building  
partnerships with  
institutions.



# Task Flow // Listing



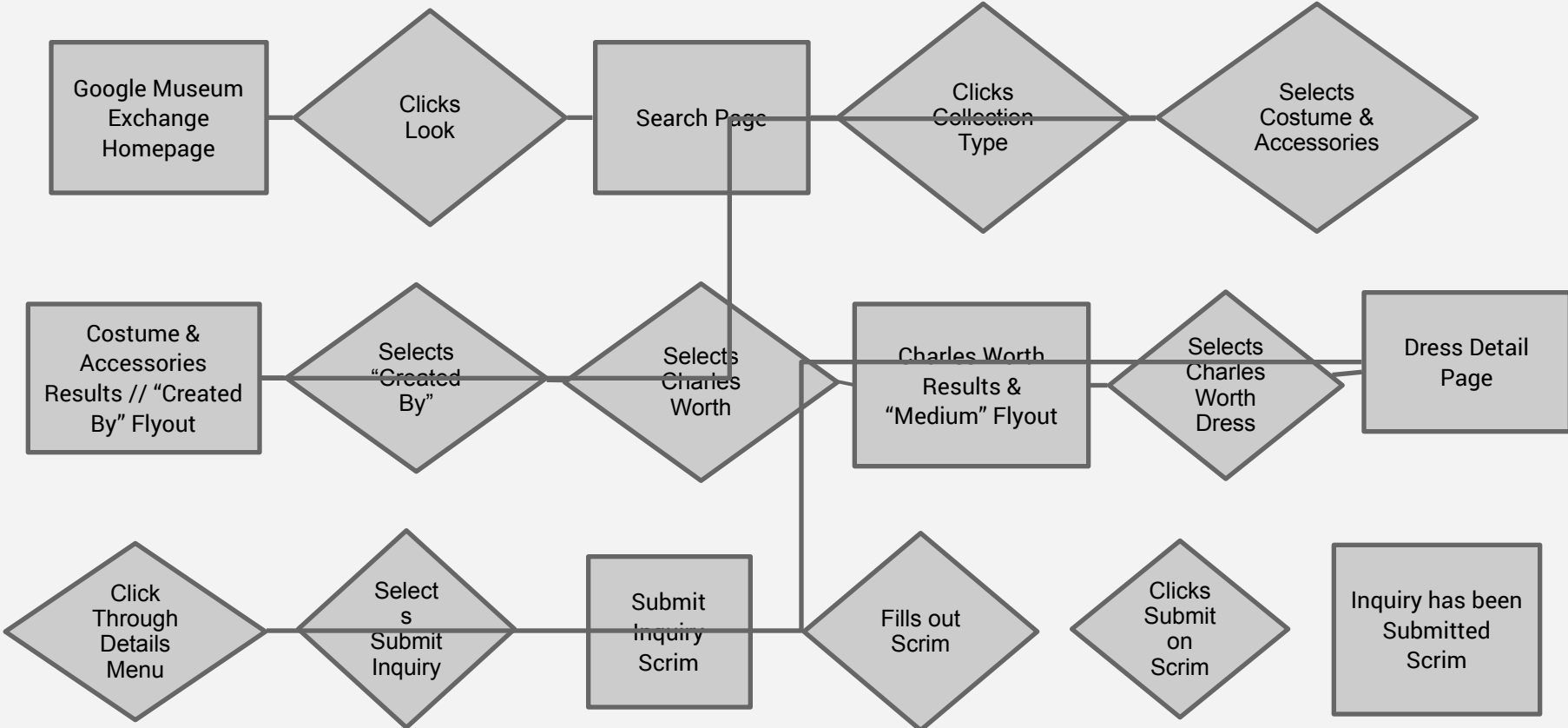
OVERVIEW Form Page

- Title
- Description
- Date/period of artwork creation
- Location of artwork origin
- Item condition

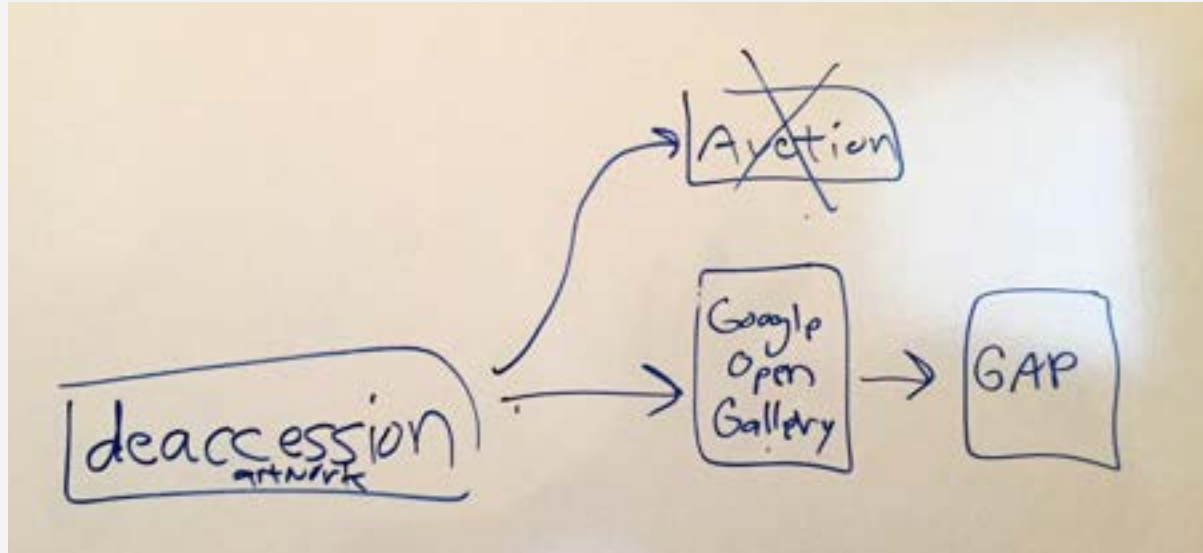
LISTING DETAILS Form Page

- Listing duration
- Donation Only; Exchange Only; Donation and/or exchange
- Donor Conditions

# Task Flow // Searching



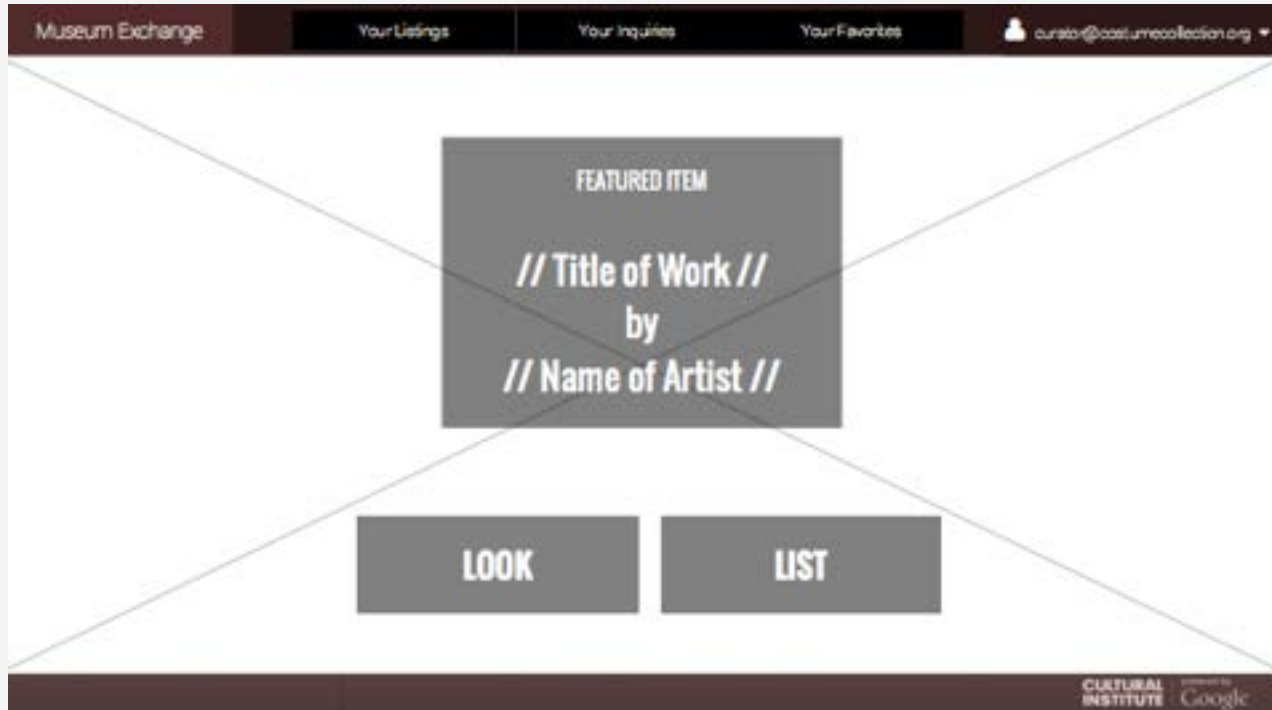
## Feature Prioritization



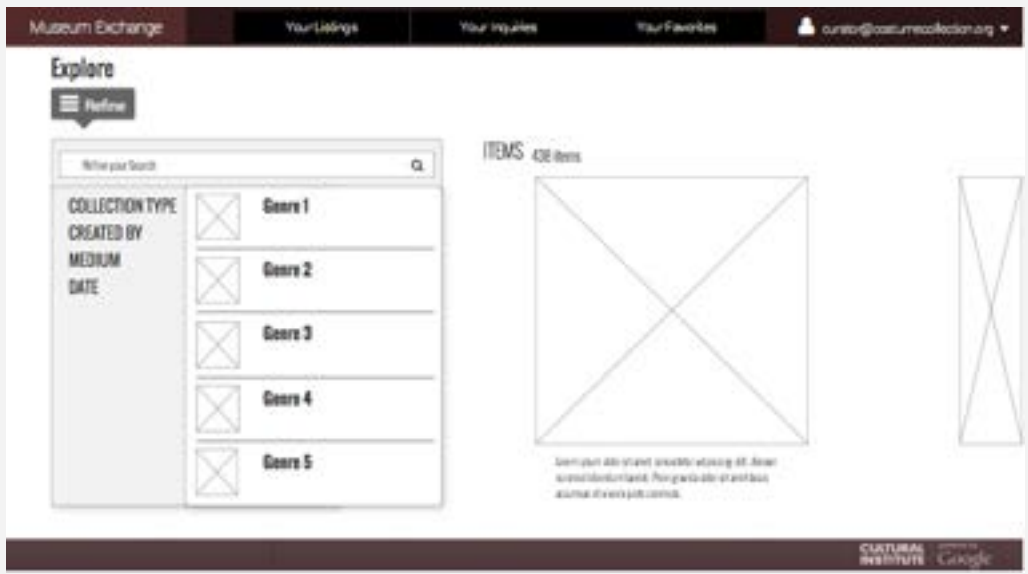
Realizing that the bidding system feature did not address the primary user goal, we deprioritized it.

## Planning & Production

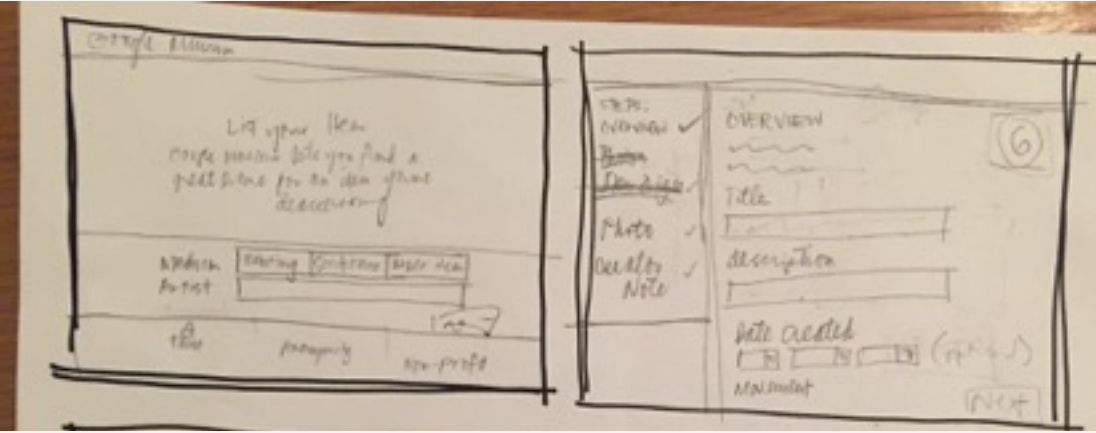
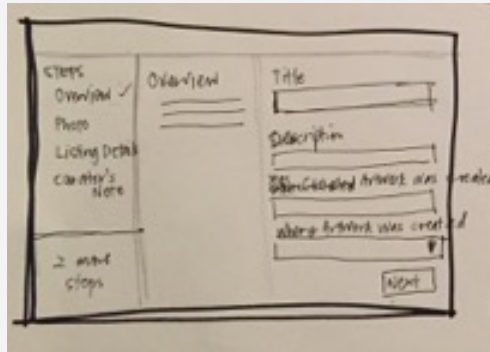
# Wireflows // Searching



# Wireflows // Searching



# Wireflows // Listing



## User-tested frames

1 (10) ▾ Flagged

**stitution**  
re proud to welcome you to the  
re. As a member, your museum

1/27/15

**low tip**  
I'm sorry it rained and  
I thank you for attending t...

1/27/15

**Board in Coats Development**  
I'm sorry in New York City  
was in General Assembly's...

**Success**  
I'm Workshop with Clarity...  
I'm sorry that due to the  
we have been forced to open...

1/26/15

**from the 14 Dec 1912**...  
I'm sorry in the afternoon  
1912, Jan 28 - No work etc...

**July**  
I'm sorry Product Workshop...  
I'm sorry a Day Away from  
Workshop with Clarity 27 Jan...

1/26/15

**General Assembly** tomorrow  
continuing host  
Product workshop with Cl...

1/26/15

**Google Cultural Institute** January 26, 2015 at 4:56 PM

To: [mtounp@mb.com](mailto:mtounp@mb.com)

**Membership Information**

Dear University Museum,

As a valued partner of Google Art Project, we're excited to announce a new initiative, Google Museum Exchange. The Cultural Institute is now offering access to this private network, where your institution can easily donate or exchange your deaccessioned items with other institutions. You can list or look- hundreds of museums are already benefiting from the service. Keep with your institutional mission, and keep your cultural treasures in the public realm.

When you're ready, feel free to take a look.

