Nom'art Case Study

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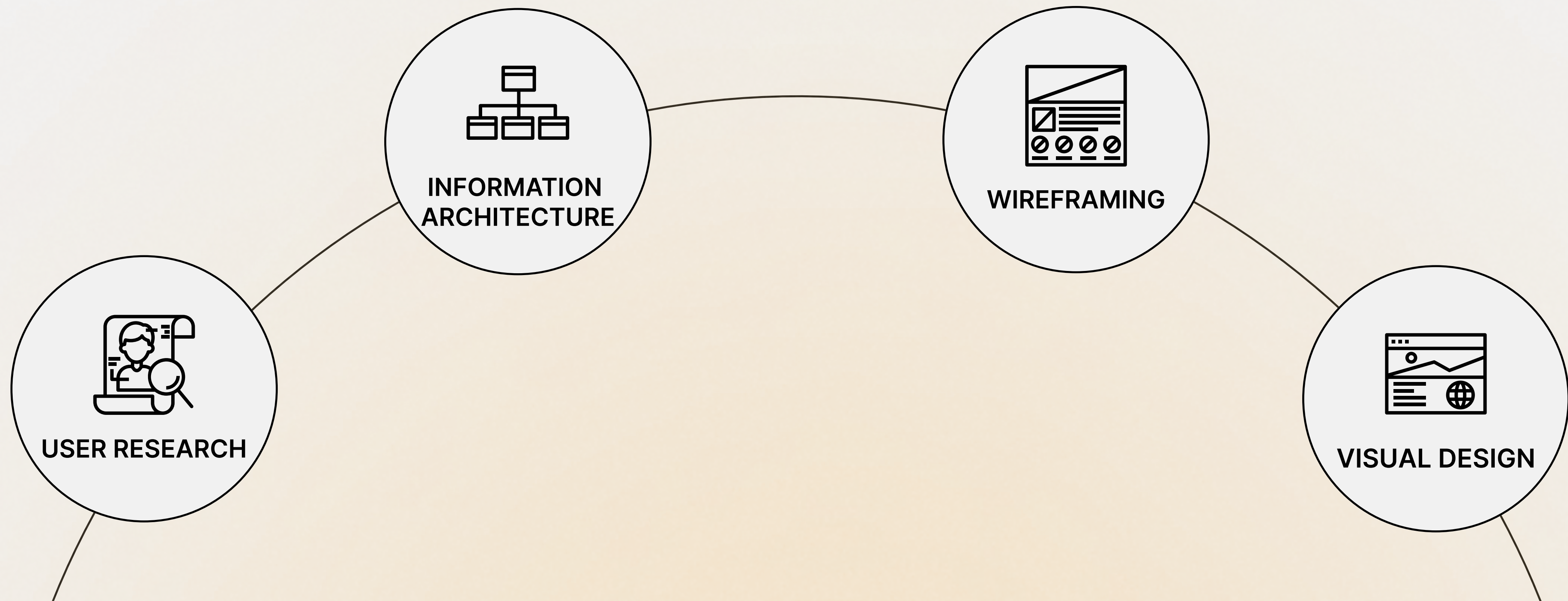# Client

https://www.nom-art.com/

Nom'art is an itinerant exposition that showcases the art of **local artists in developing** communities. Its main business objective is to enhance the visibility of artists that don't have the resources or appeal to get exposed in the current art gallery scene.

My role

INFORMATION
ARCHITECTURE

WIREFRAMING

USER RESEARCH

VISUAL DESIGN

Process
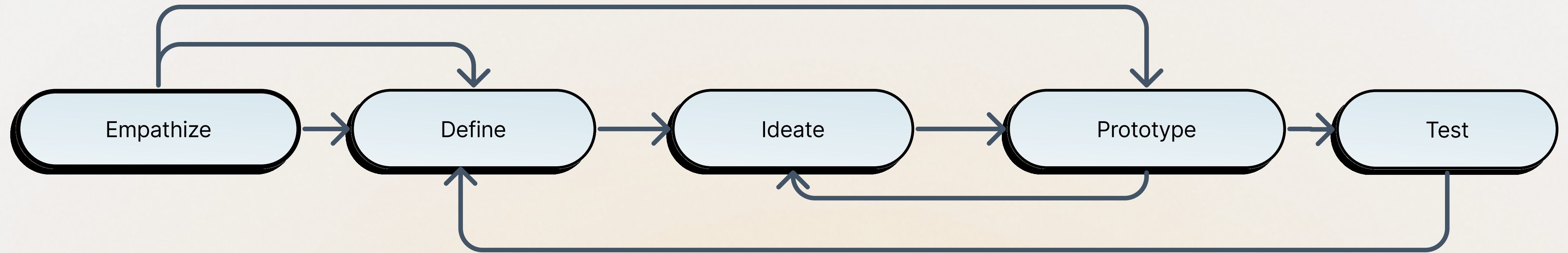
Empathize

Research Your
Users' Needs

Define

State Your Users'
Needs and Problems

Ideate

Challenge
Assumptions and
Create Ideas

Prototype

Start to Create
Solutions

Test

Try Your Solutions
Out

03

Understand

Empathize, Define

Stakeholder meetings

The idea of Nom 'Art came to founder, **Camille Gobin** when she was working at Musée du Louvre in Paris. As a Museum Attendant, Camille was able to meet and interact with visitors from all over the world, many of whom came to Paris to especially visit the museum.

there were not many French people coming through the doors. Instead, residents were more likely to discuss the vast distances they had traveled from rural parts of France to come to Paris, describing the entire process as inaccessible.

💡 these findings here were obtained through research about the company and the founders since I didn't have access to stakeholders' meetings or interviews

Participatory workshops

this method consist of having several workshops Stakeholders and end users

> " *There should be no discouragements or barriers when it comes to viewing art*
>
> **Camille Gobin**

Understand

Empathize, Define

User personas

User research

Segment: Artists and Art Lovers who are interested in museums and art galleries
Methodology: Survey/Stakeholders meetings/user interviews
Survey: https://forms.gle/QEndeoDUhHdr8Kmi6

User#1

👩 **Yara**
Director/Videographer
Yara is a an art lover and have been to louvre on multiple occasions

👎 **Dislikes**
- How much you need to walk inside the museum to reach the art you want to see, and once you get there; the huge crowd hogging the piece of art. Which ruins the experience for me.
- Long queues in front of pop-up events.

User#2

👩 **Noha**
Art teacher/Artist
Noha is an artist who has held exhibition before in her local community

👎 **Dislikes**
- it's always crowded and you don't get the freedom to move between art pieces
-it's really hard to get an exhibit to publish your art work

User#2

👩 **ALI**
Student
Applied arts student who is passionate about supporting local artists

👎 **Dislikes**
- it's really hard to get connected with local artists
or even follow up with latest art exhibitions

05

Understand

Empathize, Define

Findings(Solution)

1. Creating a digital product that allows art lovers to access the events by Nom'art from their homes. and also provides further details about the art and artists
2. create a community/discussion feedback for users to interact with each other to share their thoughts and ideas
3. A community where people can check the latest exhibitions so they can enroll in or buy tickets and a portal for artists to participate in exhibitions and also be able to publish their art
4. Finally, incorporate immersive reality VR to allow users to have a real-life experience through their VR headsets in their own homes

Explore

Ideate, Prototype

Brainstorming

By starting to write and draw the first ideas I had in mind helped me to focus more on the solution and also generate ideas for futute development

Explore

Ideate, Prototype

Information Architecture

https://www.figma.com/file/o1fqdHkH1IMGdRiHtEU4HN/Untitled?node-id=0%3A1

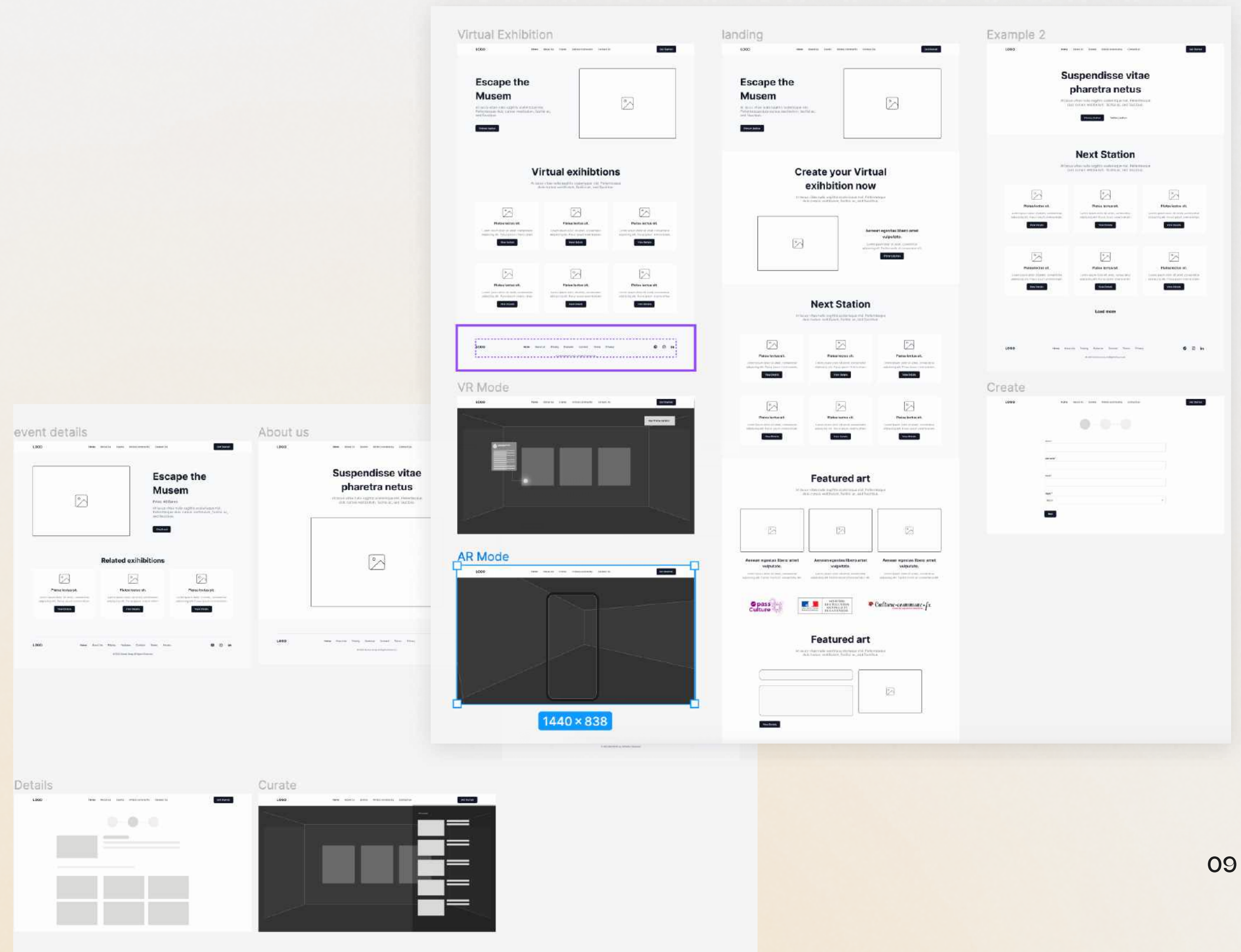This where I started to build up on the idea I have based on assumptions that's provided by users and stakeholder
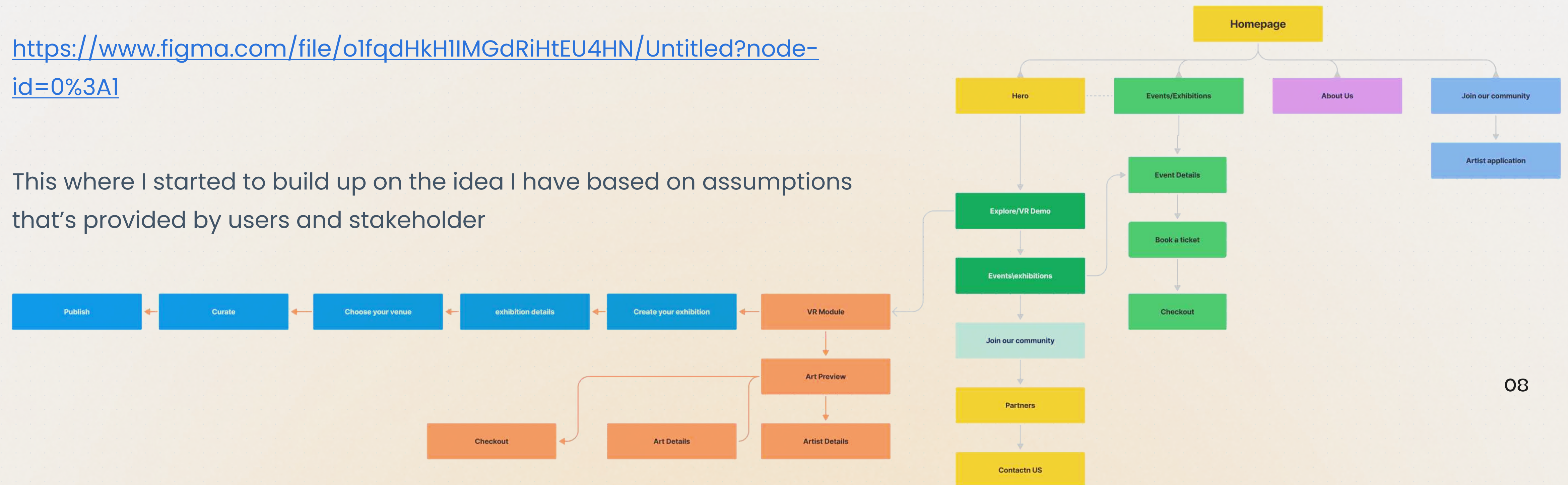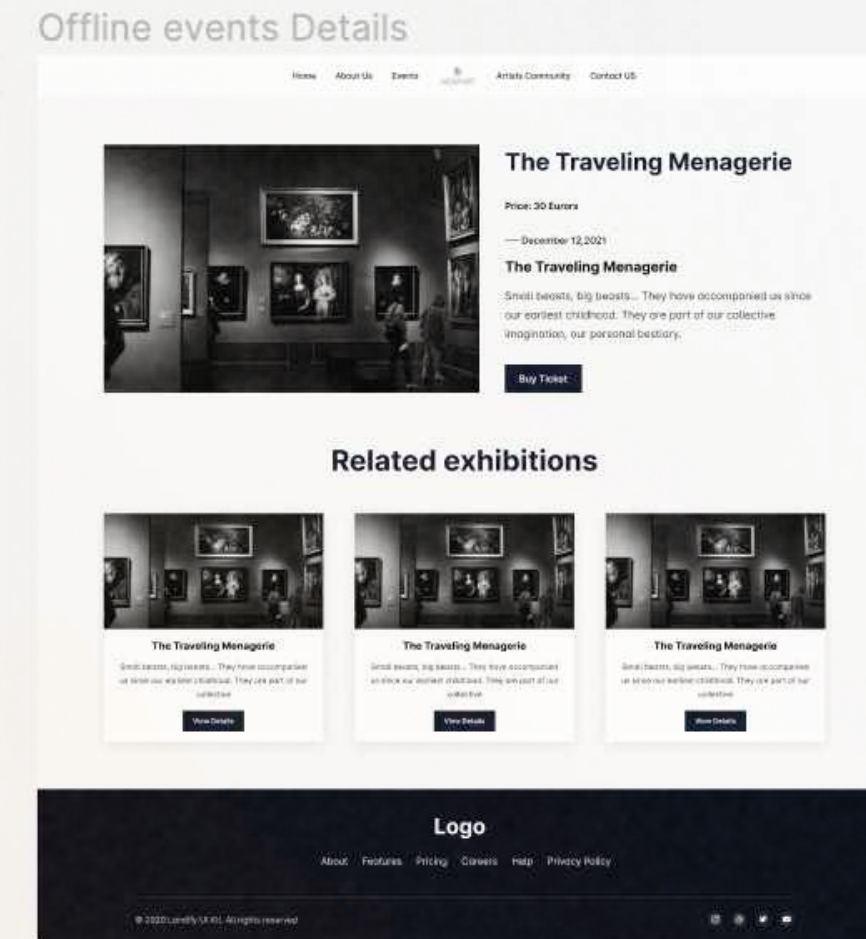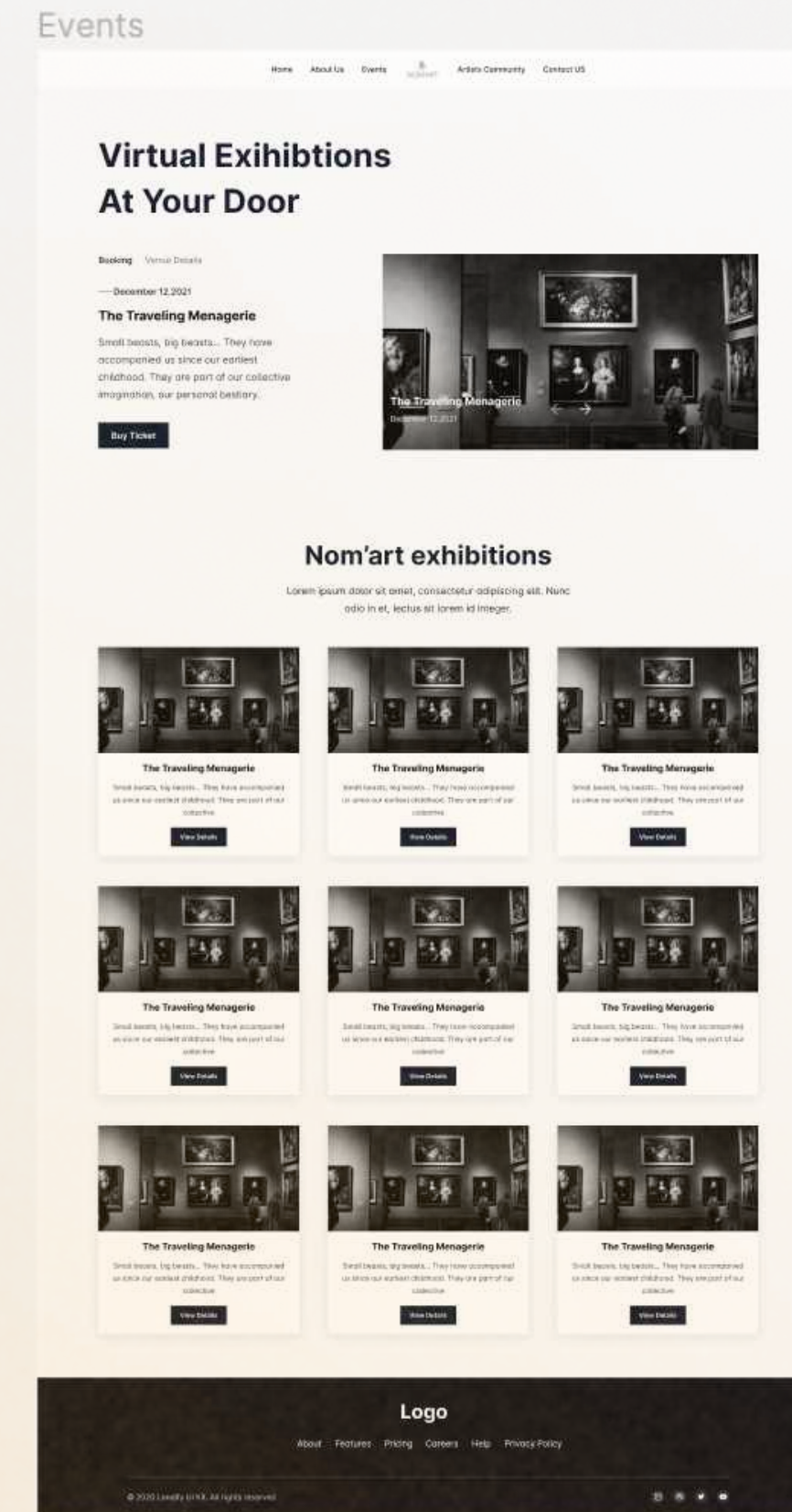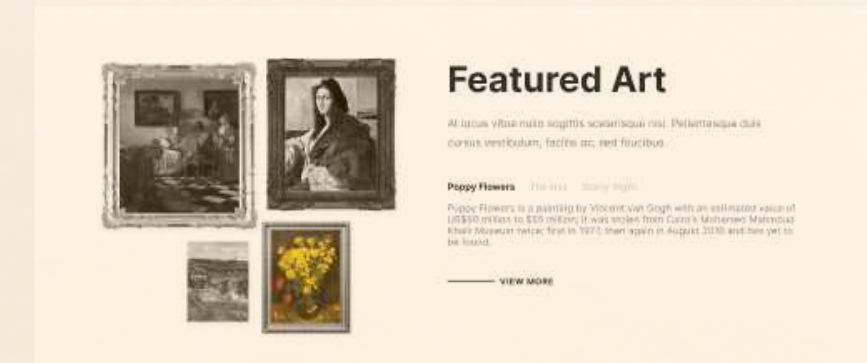
Explore

Ideate, Prototype

Wireframes

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Explore

Ideate, Prototype

Final Design/visual Design

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THANKS