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ITWP 2600

2/22/24

Chapter 3 Written Exercise

The first museum I will be discussing is the Detroit Institute of Arts (dia.org). There is a button on the top right of the page that goes to the membership page. There are two options: one to become a member and one to renew membership. The benefits are listed below, and some are links that take users to pages with more information. Below that, there is a table of membership levels with their associated benefits and prices. The table has two tabs: standard membership and associate membership. Below the table is a button to purchase membership. Overall, the process is simple and easy to follow, and the perks of membership are clearly described. For an art lover, membership seems like a worthwhile purchase. One recommendation I would make is that some of the benefits could be more specific. For example, they mention reciprocal museum benefits at museums throughout North America, and it's a link to a long PDF. They could highlight a few popular options and list them directly on the page for those who don't want to go through the whole document.

The second museum I will be discussing is the Art Institute of Chicago (artic.edu). Like the DIA, there is a button at the top right of the page for becoming a member. This page is much simpler. There is a button for renewal and gifting membership. Below, there is a dropdown-style menu with three categories: member levels, luminary, and limited-use. They have short descriptions next to the titles, and clicking on the plus sign button opens up the options for each of the categories. There are six, five, and two options in each category, respectively. Each option has two to five bullet points of what the membership entails, along with the annual price, price for two years, a join now button, a renew button, and an upgrade button. I found this website much less intuitive than the DIA's website. Users must click multiple buttons to see all of the options and benefits. It involves lots of scrolling because the layout is spaced out. There are so many options that users may get overwhelmed. Some of the price ranges go very high and could scare away potential buyers. I would advise the Art Institute of Chicago to implement a layout that better showcases the benefits of membership at a glance and highlights affordable options first.