



African American Museum Process book



Tasks

Find the museum history.

Find the membership price.

Locate current events.

personas

Attributes:

Teacher
Middle school Student
High school student
College student
Homeschool student
Parent
Web designer
Loves museums
History major
Member of african american community

History buff
Tech savvy
Not tech savvy
Young
Elderly
Middle aged
Child
Teen
disabled
pre-teen

Attributes:

Teacher
Middle aged
Somewhat tech savvy

Concerns:

Parking
Event availability

Goals:

Set up a tour
Teaching outline
Research
Become a member

Demographic:

Bi-racial
Masters
Middle class
Divorced
Male
40 yr old
christian
5'1" tall
4 kids

Concerns:

Available parking
Disability accessibility
Event availability
baby/child friendly
Food or pet friendly

Goals:

Set up a tour
Buy something
Donate
Research
Set up an event
Directions
Find out hours
Look for specific event
Look for specific exhibition
Become member
Find out prices
Set up teaching outline
Mr. Jones:

ichael:

Attributes:

History buff
Elderly
Not tech savvy

Concerns:

Event availability
Food friendly
Parking

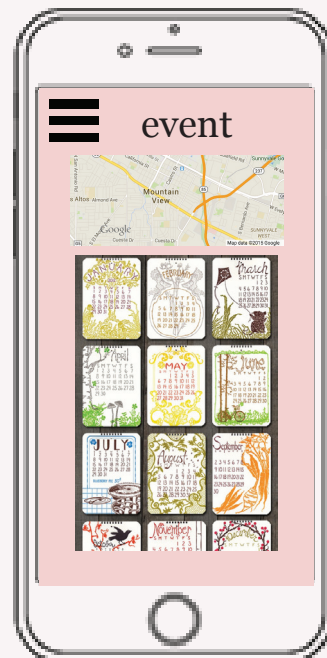
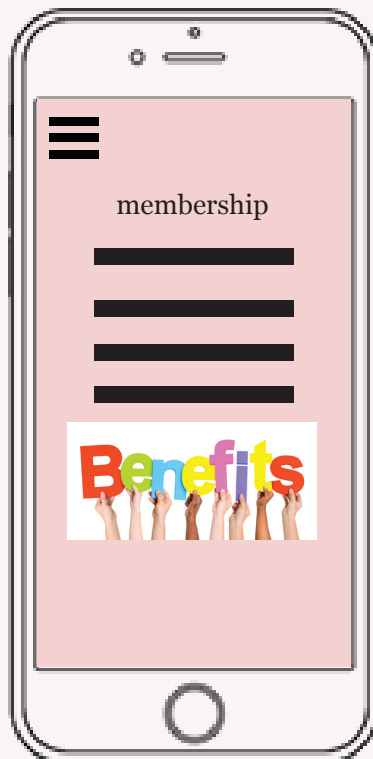
Goals:

Donate
Research
Look for specific event
Look for specific exhibition
Membership
Prices

Demographic:

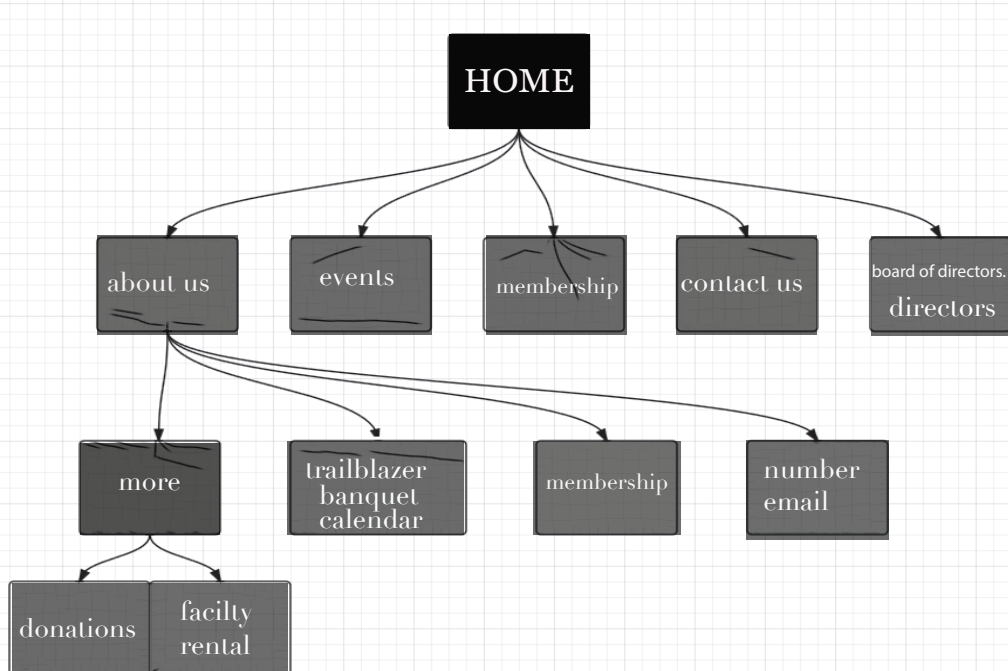
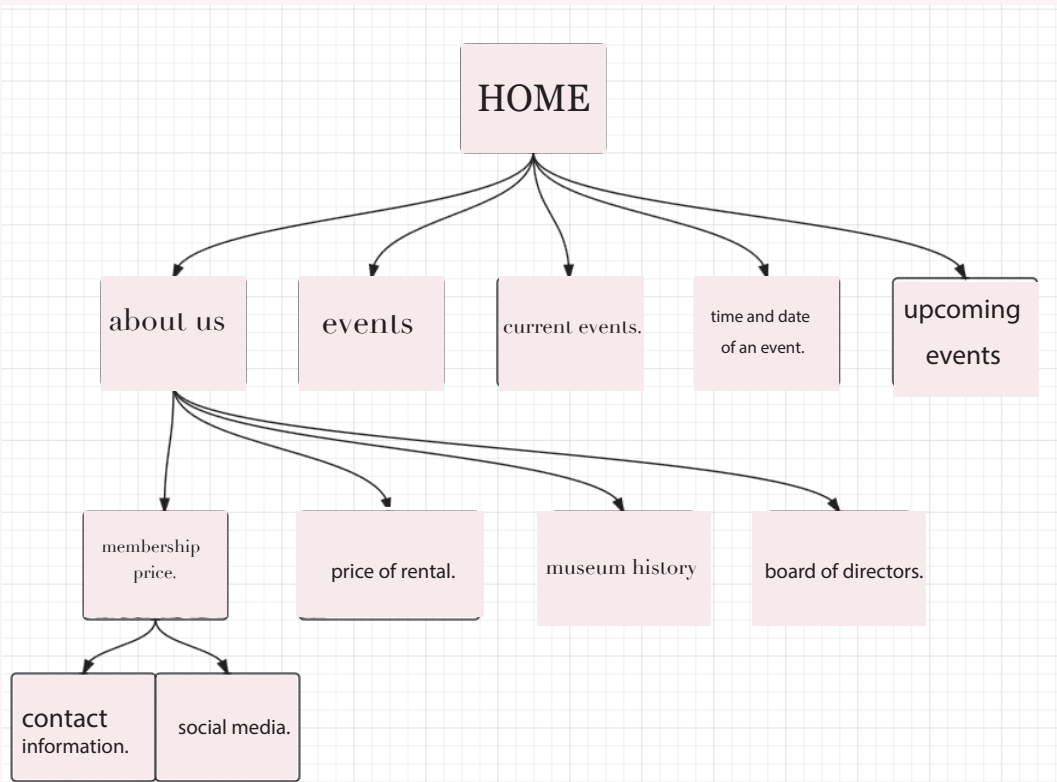
Upperclass
African american
Doctorate degree
Tall
Male
Unmarried
70 yr old
7' tall
Catholic
4 adult children

Wire frames:



Information Architecture

i try to but more information to help the people find it quick



i think they make it limited infrmation and specific

summary paragraph

Card sorting:

Card sorting is a great, reliable, inexpensive method for finding patterns in how users would expect to find content or functionality.”

information Architecture:

I think its helping people understand their surroundings and find what they're looking for, in the real world. I think it really help me to changing and thinking about my design more and make it Simple and essay to the customers.

User testing:

I used user testing and I changing my design because the first time I make it hard to understand
And then I do my testing and I had feedback form the student so I mad some changing and its helped me a lot .

Screen shot pages



African American Historical & Cultural Museum of the San Joaquin Valley

The African-American Historical & Cultural Museum (AAHCM) is a San Joaquin Valley based nonprofit organization that was established by Jack Kelley in downtown Fresno. Since it opened in 1985, it has become an anchor for the African-American community and acts as the hub for black heritage in Fresno's Cultural Arts District.

As a dynamic institution, AAHCM brings people of all ages, ethnicity and backgrounds together so they can study and appreciate the culture, history and art of Valley people of African descent. AAHCM is uniquely positioned as one of the only African-American Museums that in the Central Valley that focuses on community. Our most popular tours are during January, February and March. **MORE ON EVENTS, EXHIBITS, AND MUSEUM HAPPENINGS CAN BE FOUND HERE.**

<input type="text"/>	your name
<input type="text"/>	your email
<input type="text"/>	message
<input type="button" value="send message"/>	



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