

Moho

Modern History and Art Museum



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Introduction

➤ About

➤ Background

01

Introduction

About

MOHO: A Promotional Mobile App for the Modern History and Art Museum

MOHO is a mobile application commissioned by the **Modern History and Art Museum (MOHA)** to promote its upcoming special exhibition.

This app extends the museum experience into the digital space by allowing users to:

- Discover five featured artists and their brief biographies
- Browse 10 curated artworks per artist with detailed descriptions
- Purchase premium framed prints and send them as personalised gifts.

The core design challenge was to create a seamless, luxurious, and culturally rich user experience one that celebrates fine art while embracing the convenience of modern digital platforms.

The final solution balances **MOHA's** refined brand identity with the tastes of a younger, tech-savvy audience.



Background

The Modern History and Art Museum (MOHA) is known for curating exhibitions that celebrate iconic artists and cultural narratives. To enrich the upcoming showcase of five renowned artists, MOHA envisioned a digital companion that could extend the experience beyond the physical gallery.

Today's art audience especially aged 20–30 is digitally fluent, experience-driven, and values both aesthetic immersion and convenience. MOHO was created to meet this expectation: a platform that merges cultural heritage with modern UI thinking.

The project brief called for a solution that:

- Reflects MOHA's refined visual identity
- Makes art accessible, purchasable, and gift able in a few intuitive steps
- Provides a luxurious and emotional journey through artist stories and artworks

By transforming the exhibition into an interactive mobile experience, MOHO repositions the traditional museum visit into a digitally enriched, shareable, and personalised encounter.



Comparative Analysis

- Existing Art & Museum Apps
- Key Feature Comparison



Comparative Analysis





Existing Art & Museum Apps

Why Comparative Analysis?

To evaluate how other museum and cultural apps deliver features such as:

- Artwork discovery
- Navigation and UI layout
- Educational depth
- Interactivity and accessibility
- This helps refine MOHO's unique feature set and user experience strategy.

Key Features Compared

Apps				
Category	Barberini	National Museum	Google Arts & Culture	British Museum
Exhibition Highlights	✓ Dynamic banners for current shows	✓ Integrated with routes & AR	✓ Extensive global exhibition archive	✓ Exhibition listings
Artist Spotlights	✓ Profile + artwork carousel	⚠ Limited to exhibit context	✓ Deep artist bio, artwork detail, related media	⚠ Minimal detail, often artwork-focused
Museum Maps	✓ Interactive map with icons (food, WC)	✓ Interactive AR-linked maps	✗ Not map-based, global digital focus	⚠ Static images/ PDF
Audio Tours	✓ For individual exhibitions	✓ For all, incl. kids	✗ Not embedded, media-linked	⚠ Limited, inconsistent
Limitations	No AR/VR, less search power	Slightly complex nav	Not location-aware, no maps	Static, lacks immersion

Key Features Compared



Virtual Tours	✗ Not included	✓ AR experience: "Pantheon: Living Roots"	✓ AR/VR (museum interiors, 360° art)	✗ Not available
User Interface	Soft pastel UI, intuitive layout	Clean dark mode UI, practical	Editorial, scroll-based, immersive	Conservative, traditional
Navigation	Burger menu + scrollable tabs	Tab bar UI: Home, Map, Search	Card + story-based navigation	Menu drawer and static lists
Search Function	⚠ Basic keyword search	✓ Filtered smart search	✓ Auto-suggest, tag filters	⚠ Basic text input only
Language Support	✓ Multilingual (EN, DE, etc.)	✓ Multilingual + AR audio	✓ Globalized content	⚠ Primarily English
Accessibility	✓ Clean layout, readable text	✓ Dark mode, visual icons	✓ Large fonts, clear visuals	⚠ Low contrast, small fonts

Key Features Compared



Ticketing	✔ Webshop integration	✔ External link integration	✗ No purchase support	✔ Web redirect for tickets
Interactive Features	⚠ Mostly visual & audio	✔ Immersive, map-based AR	✔ Zoom, explore, AR	⚠ Minimal, mostly textual
Typography & Font	Bold headers, soft body text	High-contrast modern sans	Mix of serif/sans-serif	Classic serif, lower readability
Visual Hierarchy	✔ Clear cards and button flow	✔ Sectioned views + visual iconography	✔ Strong hierarchy w/ story format	⚠ Text-heavy layouts
Content Depth	Medium – show-focused	High – curated stories & routes	High – art, culture, context	High – historical emphasis
Strengths	Friendly for museum visitors, shop + maps	Best for on-site AR experience	Cultural education at scale	Trusted, information-dense

Artist Selection Rationale

Artist Selection & Curation

To create a vibrant and meaningful experience for the MOHO exhibition app, I selected five master Impressionist artists whose works are both iconic and accessible to younger audiences.

Selection Criteria:

- **Impressionist Masters:** Chosen for their innovative techniques and pivotal role in art history
- **Visual Harmony:** Each artist's palette and subject matter offer variety while maintaining a cohesive mood
- **Narrative Appeal:** Artists whose lives and works offer compelling stories for discovery
- **Audience Connection:** These artists' works are widely celebrated and still inspire curiosity and appreciation today

This thoughtful curation aims to provide users with both breadth and depth, encouraging exploration and engagement with art.



Featured Artists

Claude Monet

Name: Claude Monet

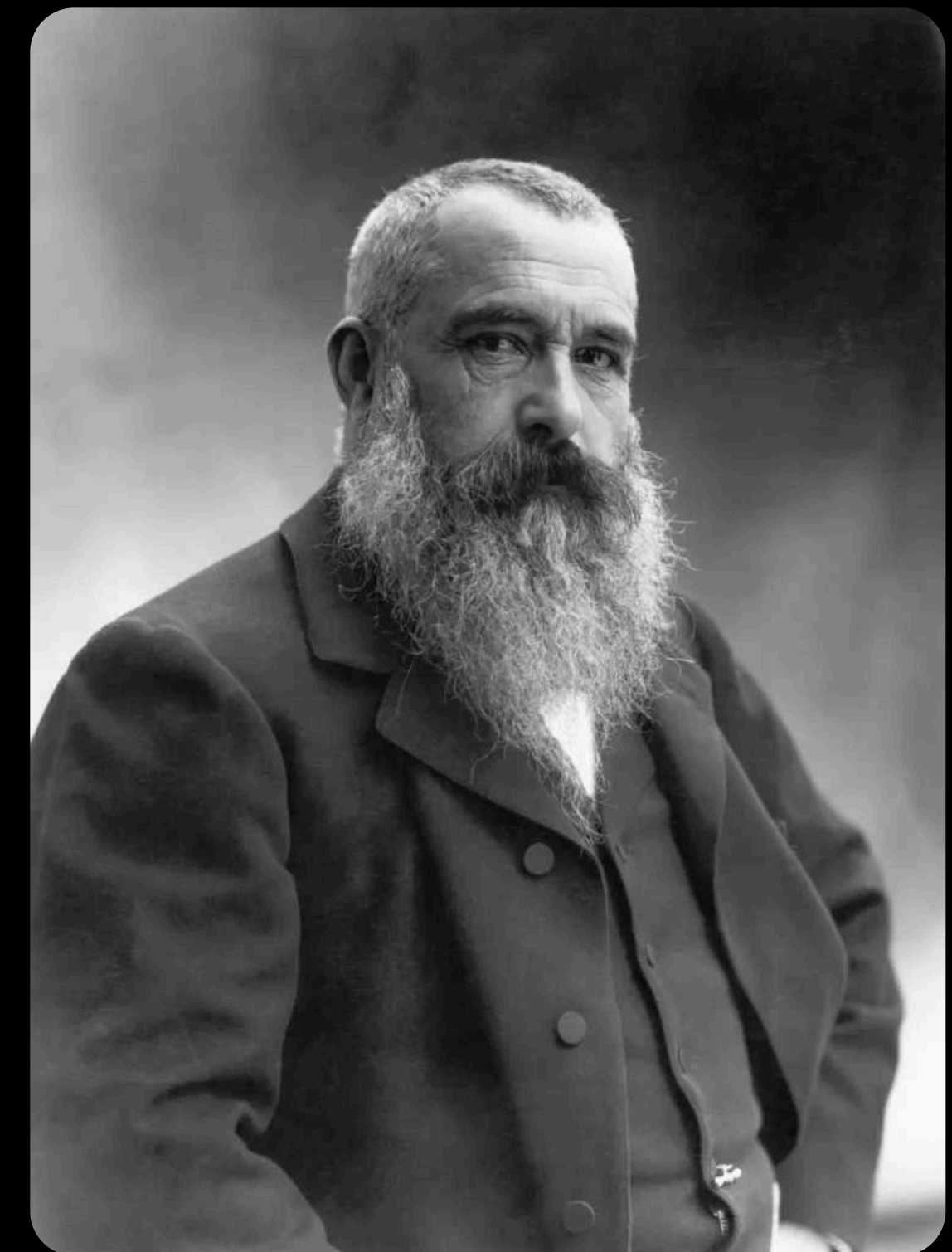
Born: November 14, 1840, Paris, France

Died: December 5, 1926, Giverny, France

Movement: Impressionism

Style: Outdoor painting (en plein air), light and color exploration, loose brushwork

Claude Monet was a pioneering French painter and a founder of the Impressionist movement, a style that sought to capture the fleeting effects of light and atmosphere. His loose brushwork and vibrant palette broke with academic tradition. Monet painted the same scenes under varying light conditions to explore how colour and shadow changed over time. His garden in Giverny became his most iconic muse, inspiring a series of works that continue to captivate viewers around the world.



Featured Artists



Pierre-Auguste Renoir

Celebrated for his vibrant scenes of leisure and portraiture, Renoir's works capture movement, joy, and human warmth.



Edgar Degas

Innovative in both painting and sculpture, Degas is known for his dynamic studies of dancers, urban life, and inventive compositions.



Berthe Morisot

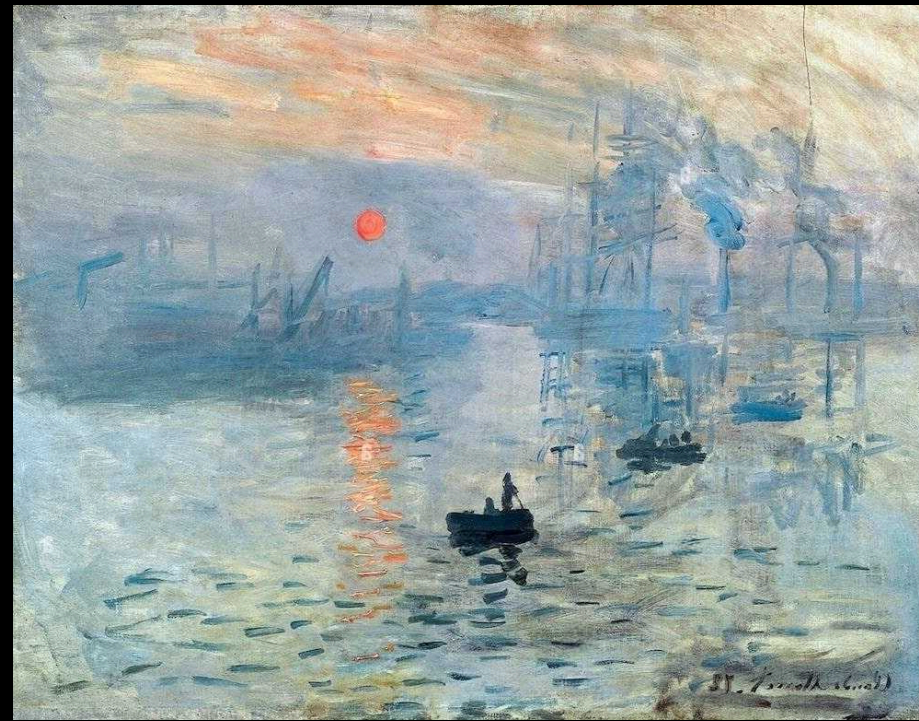
A trailblazing female Impressionist, Morisot's intimate, airy paintings bring a fresh, personal perspective to everyday subjects.



Camille Pissarro

The "dean of Impressionism," Pissarro's gentle rural scenes and urban views display masterful brushwork and evolving technique.

Featured Artworks



Sunrise

1872

The painting that gave Impressionism its name — a hazy harbour bathed in morning light.



Water Lilies, Morning

1914

A meditative study of Monet's Giverny pond — reflections, colors, and tranquility in endless forms.



Water Lilies, Agapanthus

1914–1917

The painting that gave Impressionism its name — a hazy harbour bathed in morning light.



Water Lilies, Green Harmony

1914–1917

A soothing, abstract vision of floating lilies in green-tinged water — calm and elegant.

Featured Artworks



Woman with a Parasol

1875

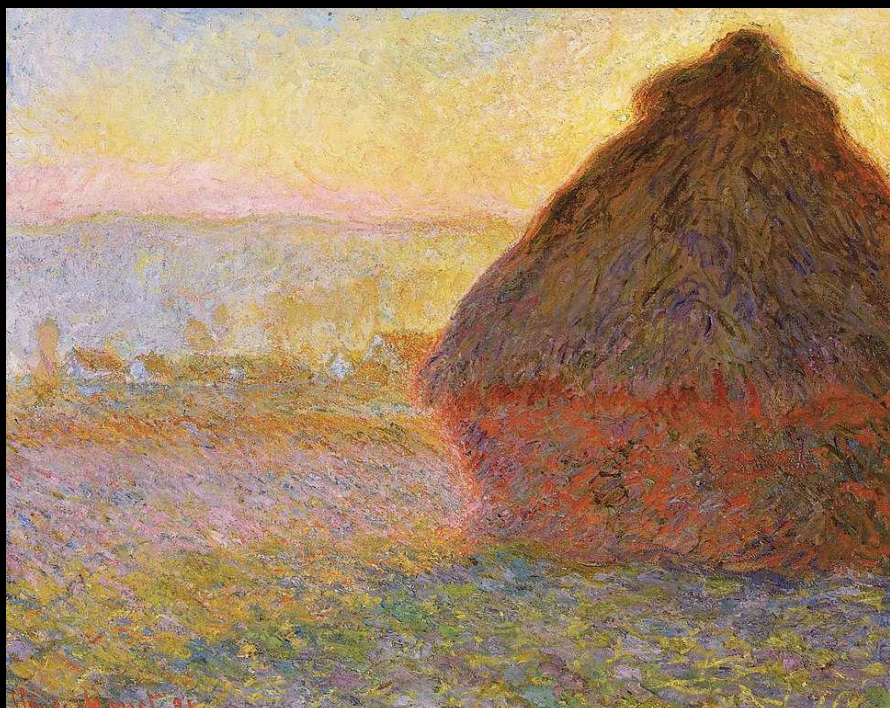
A breezy moment of Camille Monet and their son in nature — elegance in motion and air.



The Artist's Garden at Giverny

1900

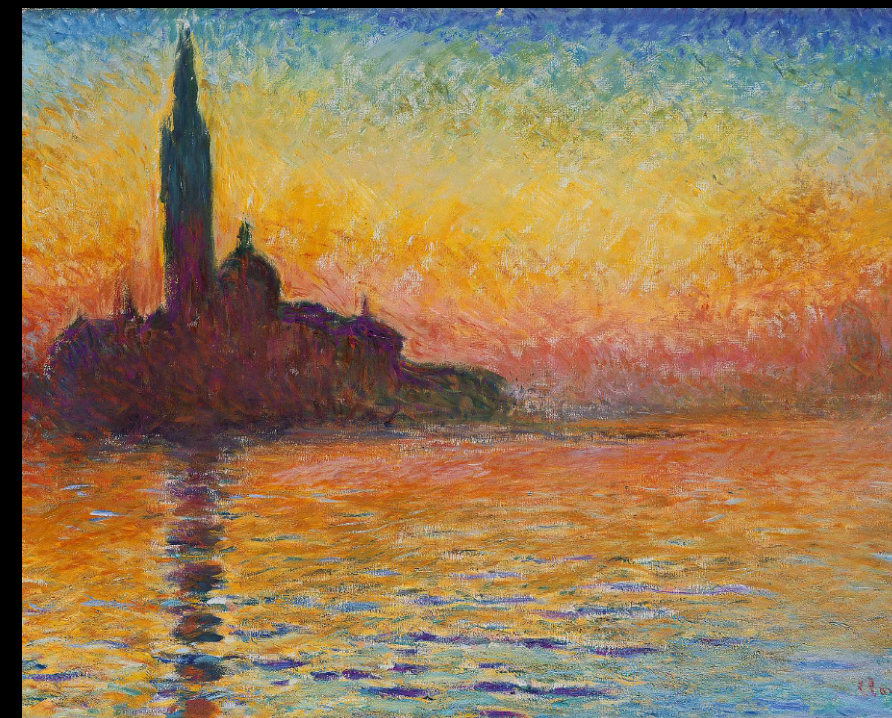
A colorful path flanked by rows of vibrant irises, leading to Monet's home — a structured garden bursting with life.



Water Lilies, Agapanthus

1914–1917

A glowing study of a rural haystack at dusk — part of his series on light variation through seasons.

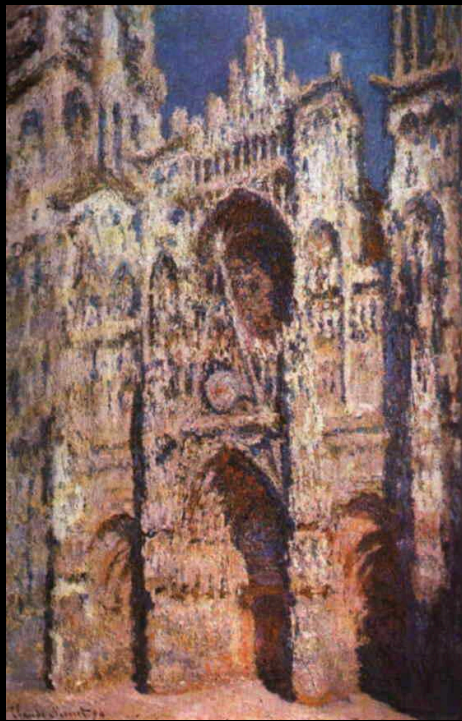


San Giorgio Maggiore at Dusk

1908

A Venetian skyline bathed in the twilight haze — the monastery island rendered in soft purples and glowing oranges.

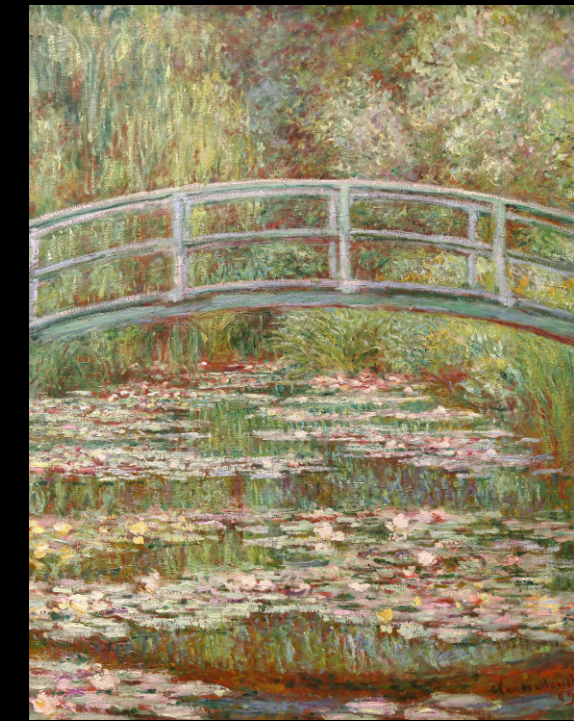
Featured Artworks



Rouen Cathedral

1894

*Stone turned into flame —
Monet paints the façade in
blazing afternoon light.*



The Water Lily Pond

1899

*Monet's iconic Japanese bridge
arcs gracefully over a lily-filled
pond — a serene balance of nature
and reflection.*



Houses of Parliament, London

1903–1904

*A moody, misty vision of the
Thames — painted during
Monet's time in London.*



The Cliff Walk at Pourville

1882

*Two women stroll atop
windswept cliffs, the sea behind
them shimmering in
Impressionist strokes.*

Design Challenge

- Problem Statement
- Design Goals
- User Scenario Summary

03

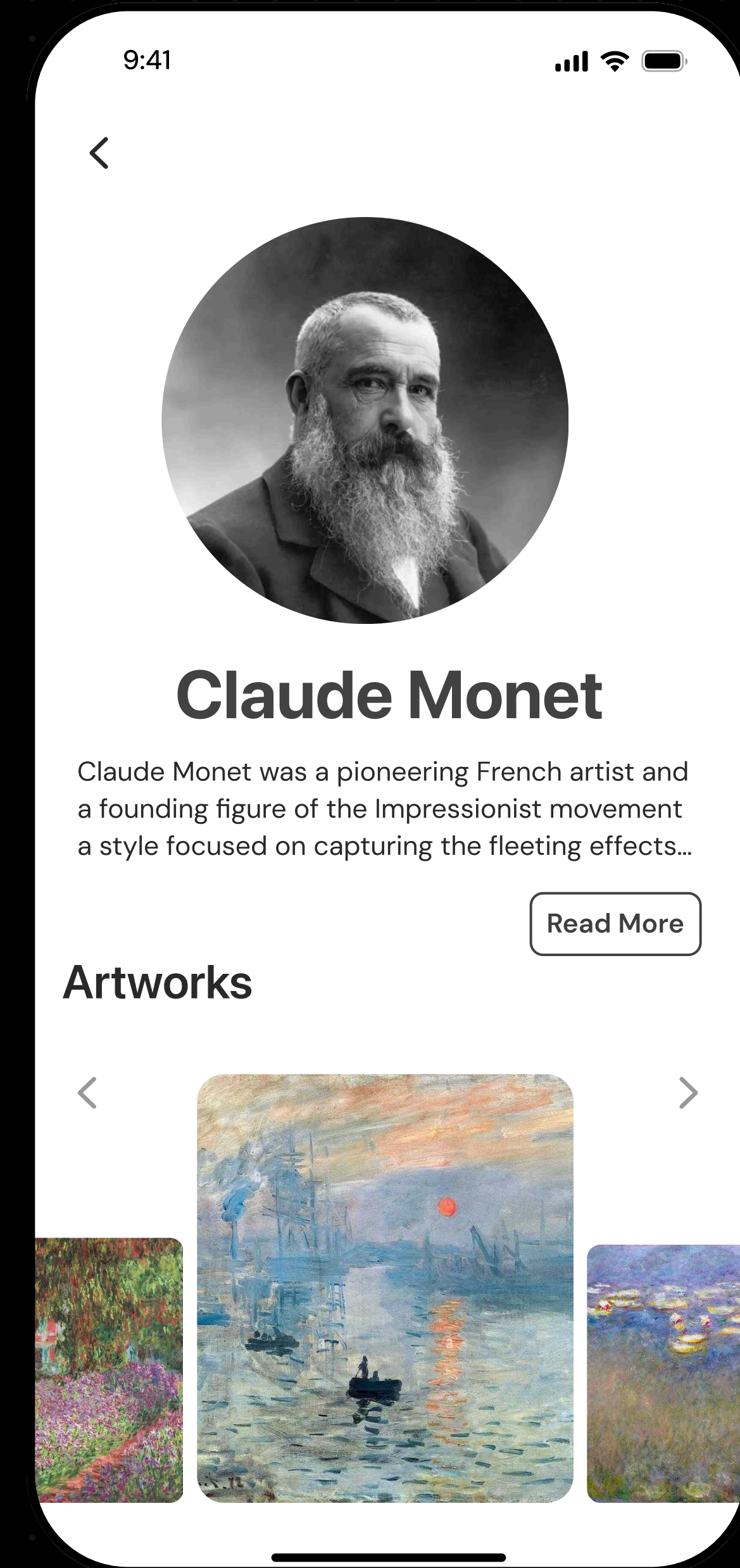
Design Challenge

Problem Statement

The Modern History and Art Museum (MOHA) aims to extend its in-gallery experience into a digital format through a mobile application.

However, the challenge lies in designing an app that:

- Preserves the cultural richness and visual elegance of the museum,
- Offers a seamless and intuitive user experience for a digitally savvy audience,
- Enables users to explore, appreciate, and purchase art meaningfully,
- And supports personalised gifting that feels emotionally resonant and premium.



Problem Statement

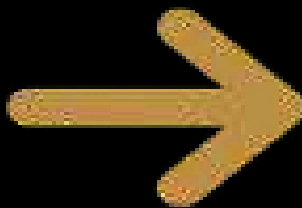
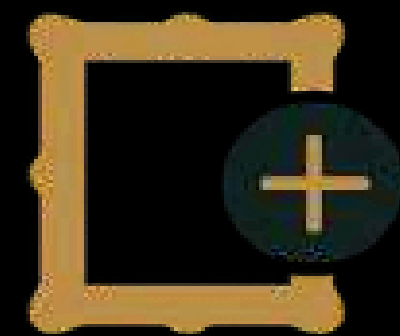
How might we design a mobile experience that transforms passive art browsing into an interactive, emotionally engaging, and giftable journey while maintaining MOHA's refined brand identity?

Design Goals

To meet the expectations of both the client (MOHA) and the target users (art enthusiasts aged 20–30), the MOHO app was designed with the following key goals:

1. Celebrate Art Through Interface

- Visually highlight artworks and artist stories without overwhelming them.
- Use luxury inspired aesthetics balanced whitespaces, serif + sans-serif typography, and refined colours to reflect the museum’s identity.



2. Ensure Seamless Navigation

- Create a clear and intuitive flow for discovering artists, exploring artworks, and placing orders.
- Use progressive disclosure to simplify complex tasks like framing, gifting, and checkout.

3. Enable Personalised Gifting

- Create a clear and intuitive flow for discovering artists, exploring artworks, and placing orders.
- Use progressive disclosure to simplify complex tasks like framing, gifting, and checkout.



Design Goals

To meet the expectations of both the client (MOHA) and the target users (art enthusiasts aged 20–30), the MOHO app was designed with the following key goals:

4. Maintain Brand Consistency

- Align visual and interaction design with MOHA's established identity.
- • Reflect a premium museum feel while being mobile-first and minimalistic.

5. Appeal to a Younger, Tech-Savvy Audience

- Create a clear and intuitive flow for discovering artists, exploring artworks, and placing orders.
- Use progressive disclosure to simplify complex tasks like framing, gifting, and checkout.



User Scenario Summary

Aarav, a 27-year-old art enthusiast, opens the MOHO app to explore the featured artists from MOHA's latest exhibition. He browses Claude Monet's profile and is drawn to the painting Impression, Sunrise.

Wanting to gift this to a friend, Aarav selects the print option, chooses an A3 size with a matte black frame, and adds a personal message. He enters his friend's details, selects gift wrap, and completes the purchase using Apple Pay.

Aarav receives an order confirmation with tracking info and leaves the app feeling satisfied, having shared an artistic memory in a thoughtful and seamless way.

Visual Research

➤ Moodboards

➤ Style Tiles

04

Visual Research

Moodboard

The visual identity of MOHO draws inspiration from luxury editorial design, heritage museums, and refined digital experiences.

This curated mood board reflects:

- Deep green and gold tones for a premium and timeless aesthetic
- High-gloss materials and metallic accents evoking exclusivity
- Editorial typographic layouts inspired by magazines like *The Gentlewoman*
- Clean interface samples referencing fintech and gallery UI standards
- Luxury brand imagery (e.g. Rolex, Porsche) to convey sophistication

These elements together shaped MOHO's design direction balancing modern minimalism with rich cultural tone, allowing the art to remain the hero.



Style Guide

Grids



Columns
4

Margins
20px

Gutters
20px

Baseline grid
4px

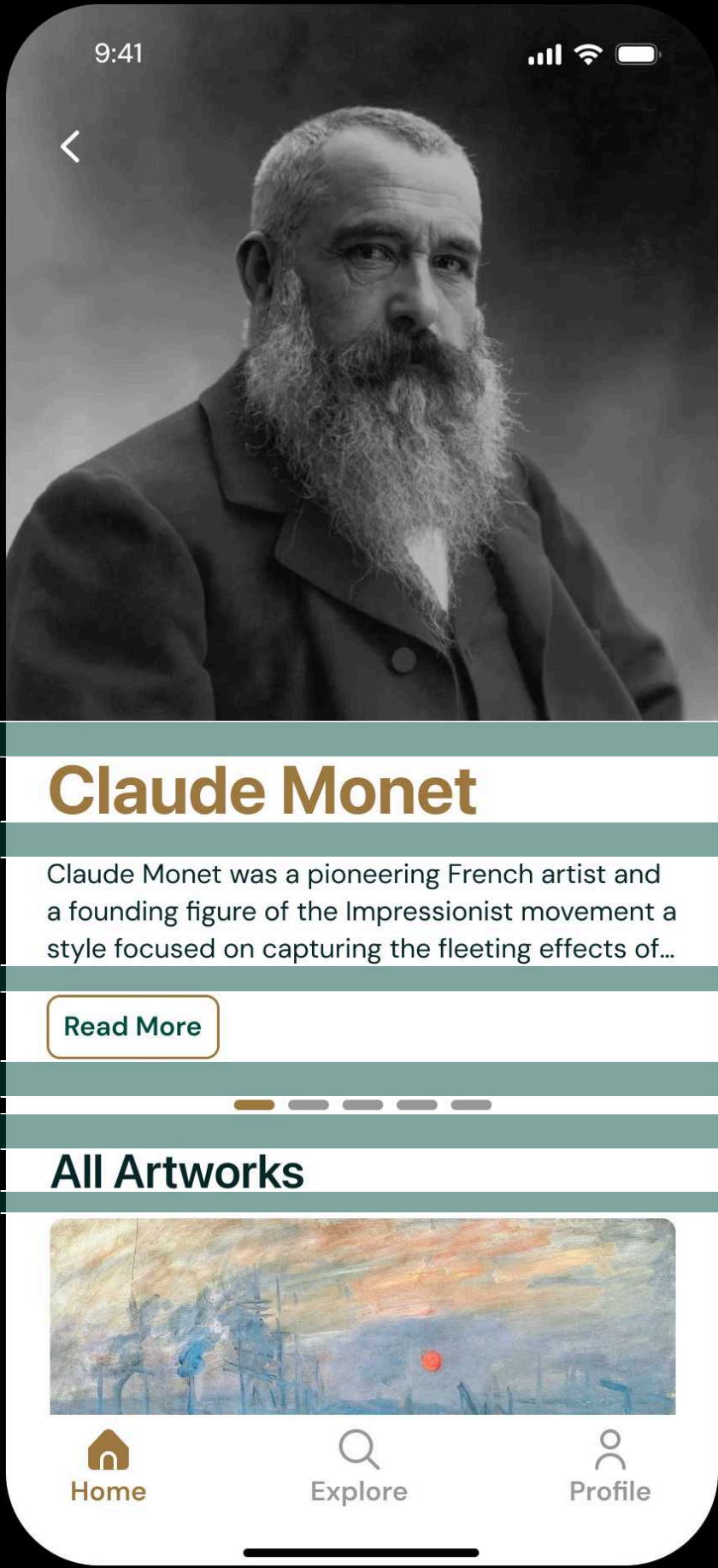
The 4-column layout with 20px margins and gutters promotes clarity and alignment in the UI, supporting both content density and luxury aesthetic spacing.

Style Guide

Spacing Rules

A consistent vertical rhythm was maintained across the UI using a base unit of 8px, following an 8pt spacing system. Key spacing values include 16px for primary groupings and 8px for sub-elements, ensuring visual clarity, breathing room, and balance.

Spacing System: 8pt-based vertical rhythm



Style Guide

Typescale

Typeface Choices

- **Heading Font: SF Pro**

A modern, geometric sans-serif chosen for its clean readability and strong visual hierarchy. Ideal for headings, it reinforces the contemporary, digital-first feel of the app.

- **Body Font: DM Sans**

A highly legible, open-source typeface that complements SF Pro. Used across paragraphs, captions, and UI components for consistency and elegance.

Rationale

- The type pairing balances **luxury** and **minimalism**, aligning with MOHA's refined identity.
- **SF Pro** ensures clarity and structure in headers.
- **DM Sans** supports smooth readability across all device sizes.

Aa

Style Guide

Typescale

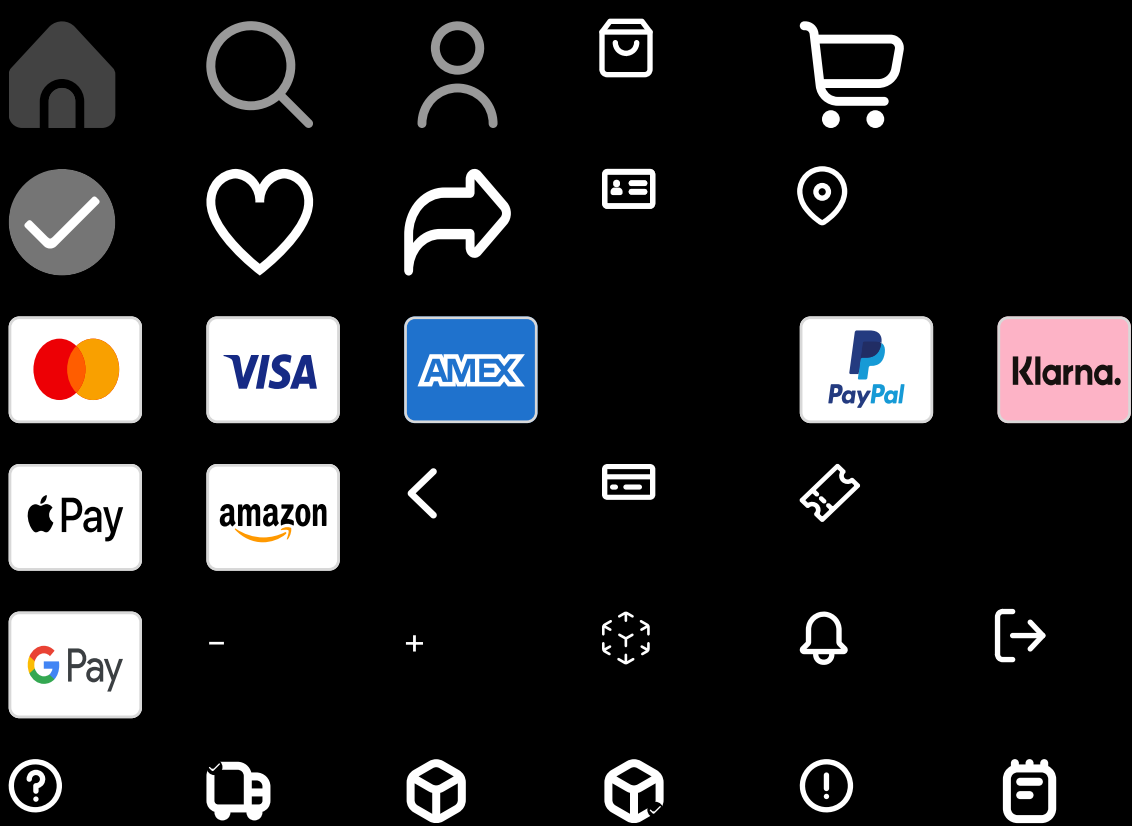
Scale Category	Typeface	Weight	Size
H1	SF Pro	Bold	40
H2	SF Pro	Semibold	36
H3	SF Pro	Medium	28
Sub Heading	Dm Sans	Medium	24
Body 1	Dm Sans	Regular	16
Body3	Dm Sans	Regular	14
BOTTOM	Dm Sans	Semibold	16

Style Guide

Iconography

The iconography in MOHO is crafted to align with the app’s refined and minimalist aesthetic, evoking a sense of understated luxury. Icons are modern, outline-based, and geometrically balanced chosen to ensure harmony with the clean interface and editorial typography.

Functional icons used for navigation, interactions, and status indicators are monochromatic, primarily rendered in Dark Emerald (#22392C) or White (#FFFFFF) depending on context, maintaining high contrast and elegance.



Style Guide

Components

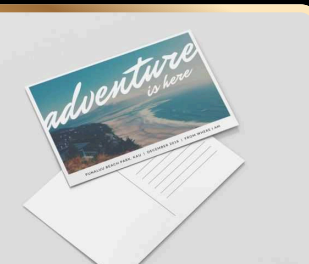
Ex: `abc@example.com`

 Srividya@gmail.com

 *abc*

 Srividya

 *****

1

Postcard



Postcard

[Read More](#)

[Read More](#)

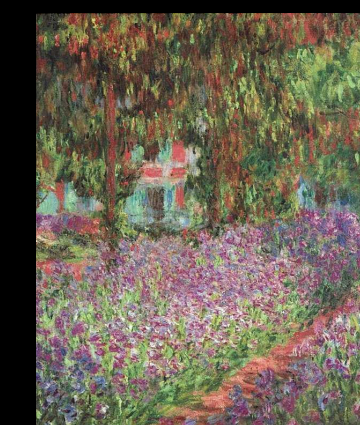
[Read More](#)

All Artworks



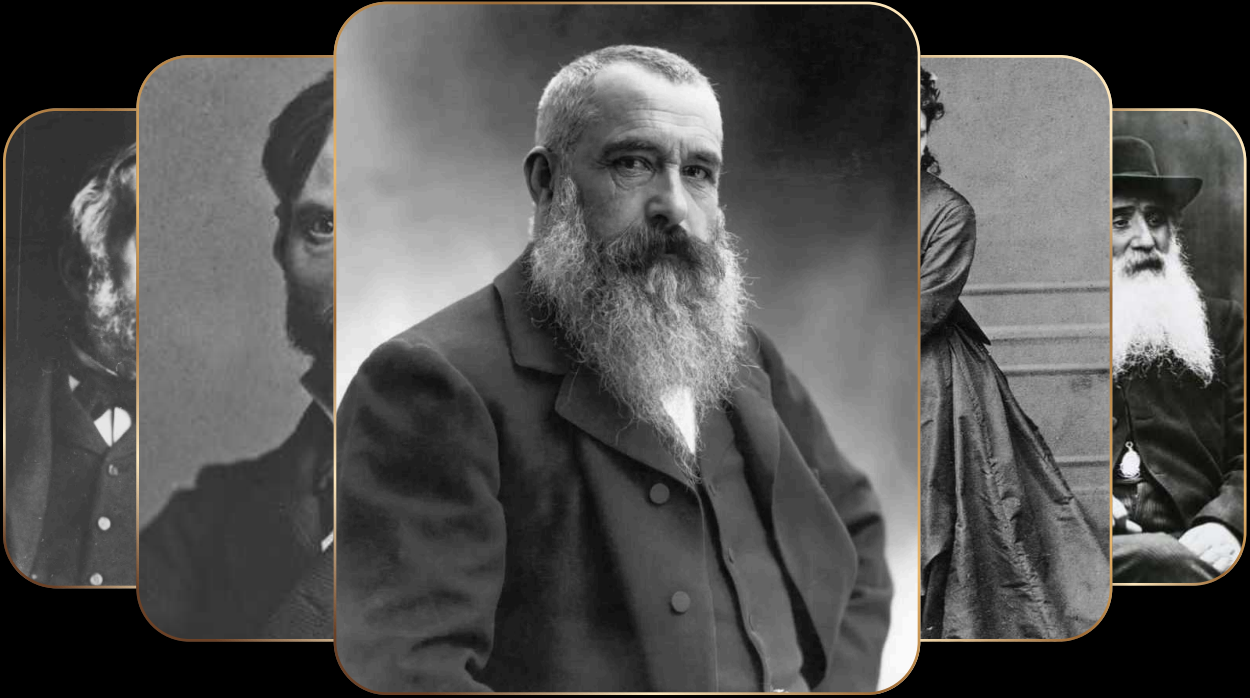
Sunrise

1872



Style Guide

Components



CLAUDE MONET

Home

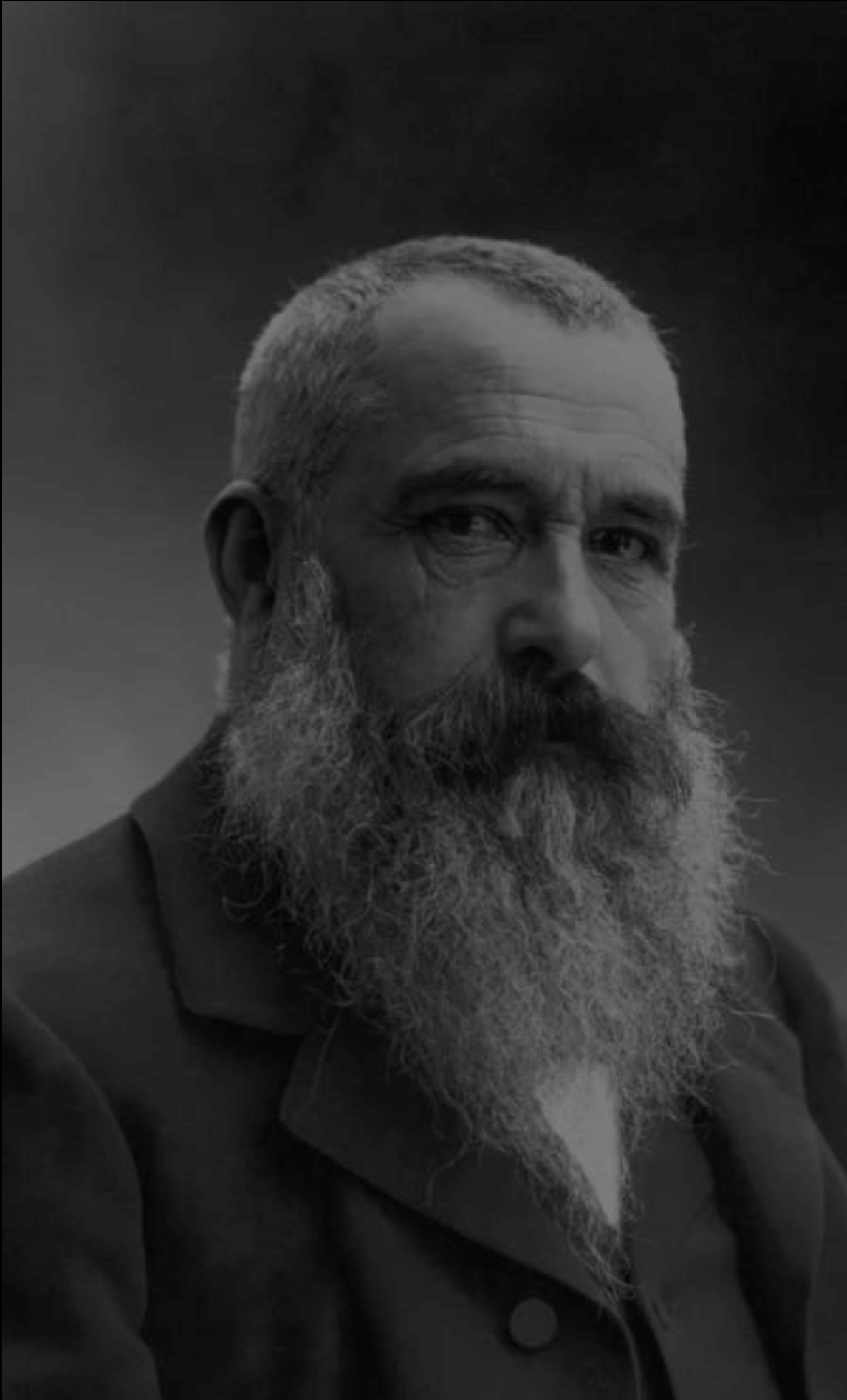
Home

Add your message here

"Happy Birthday! I remember how this artwork caught your eye now it's yours to keep. With love and inspiration always."

Login

 Continue With Google



Claude Monet

Read More



Style Guide

Components

Add Message

Message

To:

Add your message here

From:

250 characters remaining

Add

Add a new address

Address Nickname

Home

First Name

John

Last Name

Mathew

Address Finder

Mcity street...

e.g 314 Bourke street, Delivery available in Australia only

Apply

Apple Pay

Cancel

MASTERCARD PLATINUM
(.... 2505)

ADDRESS

U 6 Bettina Street, Clayton,
VIC -3168

CONTACT

Srividya@gmail.COM
(+61) 0480-123-456

SUBTOTAL

\$ 19.99

SHIPPING

\$ 10.00

PAY MOHA

\$29.99

Hold Near Reader

Design Execution

- Low-Fidelity Wireframes
- Mid-Fidelity Wireframes

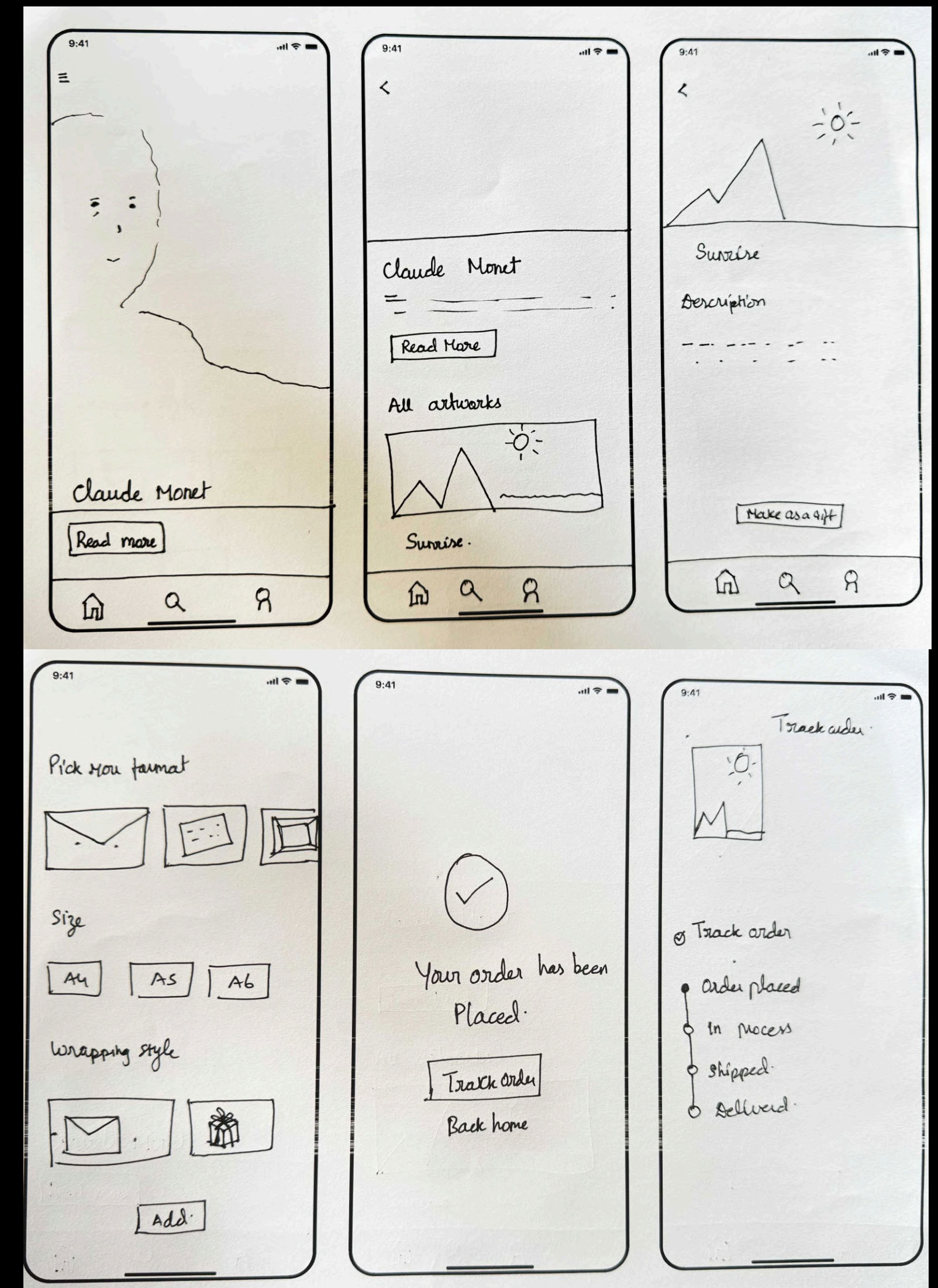
05

Design Execution

Low-Fidelity Wireframes

The low-fidelity wireframes for MOHO mapped out the core user journey from exploring artists and artworks to customising and purchasing prints as gifts. Key flows included the home screen, artist profiles, artwork details, and a step-by-step checkout.

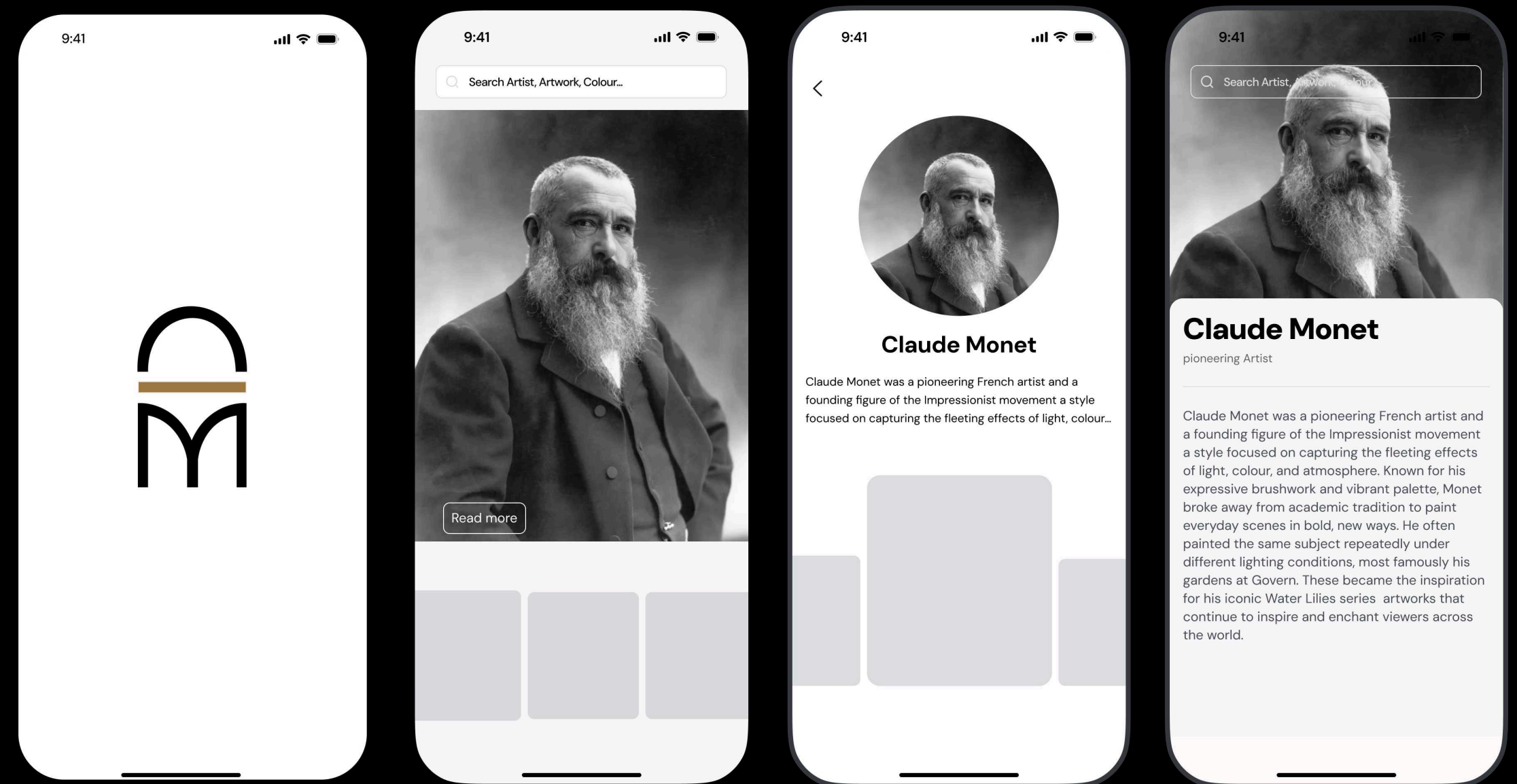
Designed with clarity and hierarchy, these wireframes focused on creating a seamless and elegant experience while aligning with MOHA's refined brand identity.



Design Execution

Medium-Fidelity Wireframes

This set of medium-fidelity wireframes refines MOHO's key interactions: launching the app, browsing artists, and viewing artwork details. The wireframes focus on structure, spacing, and hierarchy while introducing branded elements like typography, logo placement, and simplified layout cues. The visual flow helps simulate a real user journey from splash screen to artwork discovery while ensuring consistency with MOHO's luxury and minimal design identity.



User Testing

- Think-Aloud Protocol
- Tasks Given
- Participant Feedback
- Insights & Refinement
- Documentation



User Testing

Think-Aloud Protocol

“How might we encourage participants to keep verbalising their thoughts during this process?”

How I Conducted the User Testing

To evaluate the usability and clarity of my **MOHO** art exhibition app, I conducted user testing using the **Think-Aloud Protocol**. I tested with 3 participants, including design students and everyday mobile users to gather a mix of perspectives.

Set Up

I began by briefly explaining what the **MOHO** app was about and introduced the **Think-Aloud method**, asking participants to speak their thoughts aloud as they navigated the app. I encouraged them to share what they were noticing, trying to do, and how the design made them feel.

User Testing

Tasks Given

MOHO – Art Exploration & Print Purchase

- Browse the home screen and navigate to an artist profile
- View and scroll through a selection of artworks
- Tap on an artwork to view its details
- Initiate a print order for the selected artwork
- Customise the print (size, frame, message)
- Enter gift delivery details
- Complete the checkout process using a payment method



User Testing

Participant Feedback

Throughout the development of **MOHO**, I gathered feedback at multiple stages, including in-class critiques and user testing during **Week 9**. These sessions focused on evaluating the visual appeal, navigation clarity, and design consistency of the medium-fidelity prototype.

Week 9: Progress Feedback

Initial feedback during peer critique emphasised the **clean and luxurious design aesthetic**, with appreciation for the elegant layout and strong subject focus. Reviewers noted that the purchasing flow and artist pages were well-structured and clear in purpose.

<p>I like how clean and clear the layout is, and how you've considered the purchasing features too.</p> <p>EJ</p>	<p>I wish you'd consider a slightly different colour palette</p> <p>EJ</p>	<p>I wonder if a darker colour palette would help the design to look more luxury</p> <p>EJ</p>
<p>i like the idea of luxury style, and the page looks clean and clear,</p> <p>Siyi Guo</p>	<p>i wish there can be more information about the art work and the artist</p> <p>Siyi Guo</p>	<p>i wonder if there can be something that connect the artist and their work together</p> <p>Siyi Guo</p>
<p>I like this visual design that highlights the subject.</p> <p>JiaHao</p>	<p>I wish the function of gift type selection can be maintained in the subsequent design.</p> <p>JiaHao</p>	<p>I wonder if pay attention to the alignment of the information in purchasing page</p> <p>JiaHao</p>

User Testing

Participant Feedback

However, several insightful suggestions emerged:

- **Visual clarity:** Some participants recommended exploring **darker or more contrasting colour palettes** to reinforce the luxury theme and improve readability.
- **Navigation improvements:** Requests included **centre-aligned menus, more intuitive back buttons**, and clearer cues on interactive elements.
- **Content depth:** A few reviewers wished for **more detailed connections between the artist bios and their artworks**, helping unify the story experience.
- **Hierarchy & emphasis:** Suggestions were made to ensure that key actions like “Order Print” or “Read More” stood out more visually, especially on mobile screens.
- **Consistency refinements:** There was encouragement to unify **button styling, colour application, and gift selection logic** across screens.

I like how standard the navigation is- it means users will know where things are without a learning curve

EJ

I wish the navigation menu was centre-aligned on the page

EJ

I wonder if utilising a unique or modern style of navigation could enhance the luxuriousness of the design? (Have a look at skeuomorphism or animated menus)

EJ

I like the navigation overall feeling and just continue this style you are doing right now should be great

Siyi Guo

I wish maybe go a little bit more focus on the art work it self , maybe it can make better sales

Siyi Guo

i wonder there can be more stylish things in the design maybe a bit more special icons or something like that

Siyi Guo

I like the automatic display of artists

JiaHao

I wish add some back buttons to the interface

JiaHao

I wonder there are some information navigation on the character introduction interface and product display interface

JiaHao

User Testing

Participant Feedback

These responses helped guide several refinements:

- Enhanced **spacing, alignment, and font weights** to improve hierarchy and tap targets
- Revisited **interactive flows** to include back navigation and better print configuration
- Adjusted the **colour usage and layout structure** to maintain a visually cohesive and high-contrast experience

Together, this feedback significantly contributed to shaping MOHO into a **more accessible, engaging, and refined digital companion** one that preserves the spirit of the physical gallery while delivering a smooth mobile experience.

I like your consistent use of imagery being at the forefront of your layouts

EJ

I wish you could find a way to make your primary colour stand out more?

EJ

I wonder if the images could become more of a central figure of the pages, and therefore stand out that much more.

EJ

I like the consistency of the interface color, and the use of gold embellishment.

JiaHao

I wish maintain the consistency of the current pop-up style

JiaHao

I wonder more other colors to decorate the interface

JiaHao

User Testing

Insights & Refinement

Based on the feedback received during peer critiques and user testing:

- **Button contrast and spacing** were refined to improve tap-target clarity and highlight key CTAs like “Read More” and “Order Print.”
- **Iconography** was adjusted for improved recognisability and interaction clarity, ensuring that navigation and action cues were intuitive across screens.
- Layout and visual flow were tweaked to support a cleaner, more focused interface, reducing visual clutter while preserving the editorial richness and luxury tone.

These refinements helped bring the design more in line with **user expectations**, enhancing usability without compromising the **elegant and immersive aesthetic** that defines MOHO.



User Testing

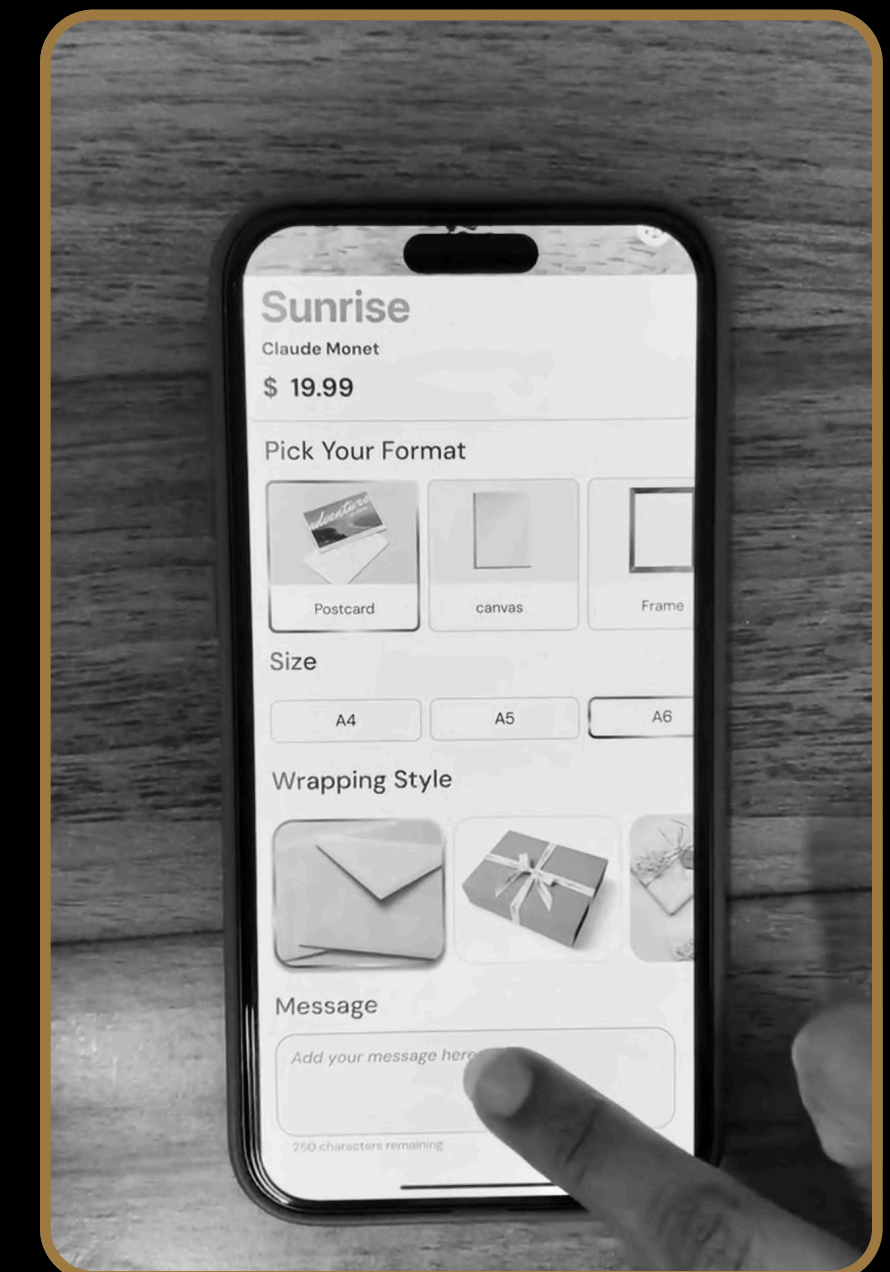
Documentation

Status

- 3 Participants tested (design peers and everyday mobile users)
- Mid-fidelity prototype tested using Think-Aloud Protocol
- Tasks: Explore Artist Profile, View Artwork, Customise & Order Print

Observations & Notes

- Participants found the layout intuitive and the **luxury aesthetic visually appealing**
- Minor confusion occurred around **gift customisation flow**, particularly at the address input stage
- Search and navigation were described as smooth and **easy to understand**
- The **artist imagery and minimal UI** were praised for maintaining focus on the art
- All users completed the given tasks with **little to no additional guidance**



Testing scenario

Welcome & Introduction

Hello and welcome!

Thank you so much for taking the time to participate in user testing for the **MOHO** app. Your feedback is incredibly valuable and will help us improve the experience for future art lovers and museum-goers.

Testing Scenario

Imagine you're an art enthusiast who wants to send a special art print as a gift to a friend. Today, I'll ask you to complete a simple journey:

1. Browse the home screen and select **Claude Monet**.
2. Tap **"Read More"** to view his profile.
3. Tap **"See The Artworks"** and browse through Monet's collection.
4. Select the **"Sunrise"** artwork and view its details.



Testing scenario

5. Click **“Make it as a gift,”** choose **“Postcard”** format, size **A6**, and select an **envelope**.
6. Enter the gift details:
 - **To: Priyadarshini**
 - **From: Srividya**
 - **Message: “Happy Birthday! I remember how this artwork caught your eye now it’s yours to keep. With love and inspiration always.”**
7. Add a new address for delivery and select Apple Pay to complete the order.
8. Check the tracking status of your order in the app.

As you complete each step, please think aloud share what you’re noticing, what you find easy or confusing, and how the design makes you feel.



Testing scenario

I'd love for you to answer a few quick questions:

- What did you like most about the MOHO app?
- Was there anything confusing or challenging?
- Did the app feel visually appealing and enjoyable?
- How would you rate your overall experience (1–5)?
- Any suggestions for improvement?



Testing			
Task	Sub - Task	Input	
Log In	<ul style="list-style-type: none">• Open MOHO app• Go to Login screen• Enter login details	<ul style="list-style-type: none">• Tap the MOHO icon on your device• Access the login page• Input email and password• Input: Srividya@gmail.com• Input: *****• Tap “Log In” to access your account	
	<ul style="list-style-type: none">• Complete login		
	<ul style="list-style-type: none">• On Home, locate Claude Monet	<ul style="list-style-type: none">• Find “Claude Monet” card, tap “Read more”	
Search Artist			
View Artworks	<ul style="list-style-type: none">• Browse Monet’s gallery	<ul style="list-style-type: none">• Scroll artworks, tap “Sunrise” for more details	

Testing			
Task	Sub - Task	Input	
Order as Gift	<ul style="list-style-type: none">• Tap gift option• Choose format• Choose size• Choose wrapping	<ul style="list-style-type: none">• Tap “Make it as a gift” on Sunrise artwork• Select Postcard• Select A6• Select Envelope	
	<ul style="list-style-type: none">• Enter recipient & sender• Add personalized message	<ul style="list-style-type: none">• To: PriyadarshiniFrom: Srividya• “Happy Birthday! I remember how this artwork caught your eye...”	
	<ul style="list-style-type: none">• Add a new address• Fill in address fields	<ul style="list-style-type: none">• Nickname: HomeFirst• Name: Srividya• Last Name: M• Address: Bettina Street, Clayton, VIC	

Testing			
Task	Sub - Task	Input	
Review & Checkout	<ul style="list-style-type: none">Review order summarySelect payment	<ul style="list-style-type: none">Confirm details in BagTap Apple Pay	
Track Order	<ul style="list-style-type: none">See confirmation	<ul style="list-style-type: none">Tap "Track Order" or check via Profile	

User Testing

User Journey

User Testing

Documentation

Quantitative Feedback (Scale 1–5)

Questions	P1	P2	P3
How engaging, enjoyable, and luxurious did the app feel to use?	★★★★★	★★★★	★★★★★
How easy was it to navigate between artist, artwork, and print sections?	★★★★	★★★★★	★★★★
Was the visual hierarchy clear and effective across screens?	★★★★★	★★★★★	★★★★★
Was the colour contrast appropriate and accessible for readability?	★★★★	★★★★★	★★★★★
Was the content (bios, labels, UI text) easy to read and comprehend?	★★★★★	★★★★	★★★★★
Did the app maintain a consistent visual theme throughout?	★★★★★	★★★★	★★★★★
Did MOHO feel cohesive as an elegant and art-focused mobile experience?	★★★★★	★★★★★	★★★★

User Testing

Tester Quotes

"The design feels modern and elegant, and the art really stands out. The gifting process was quick and personal."

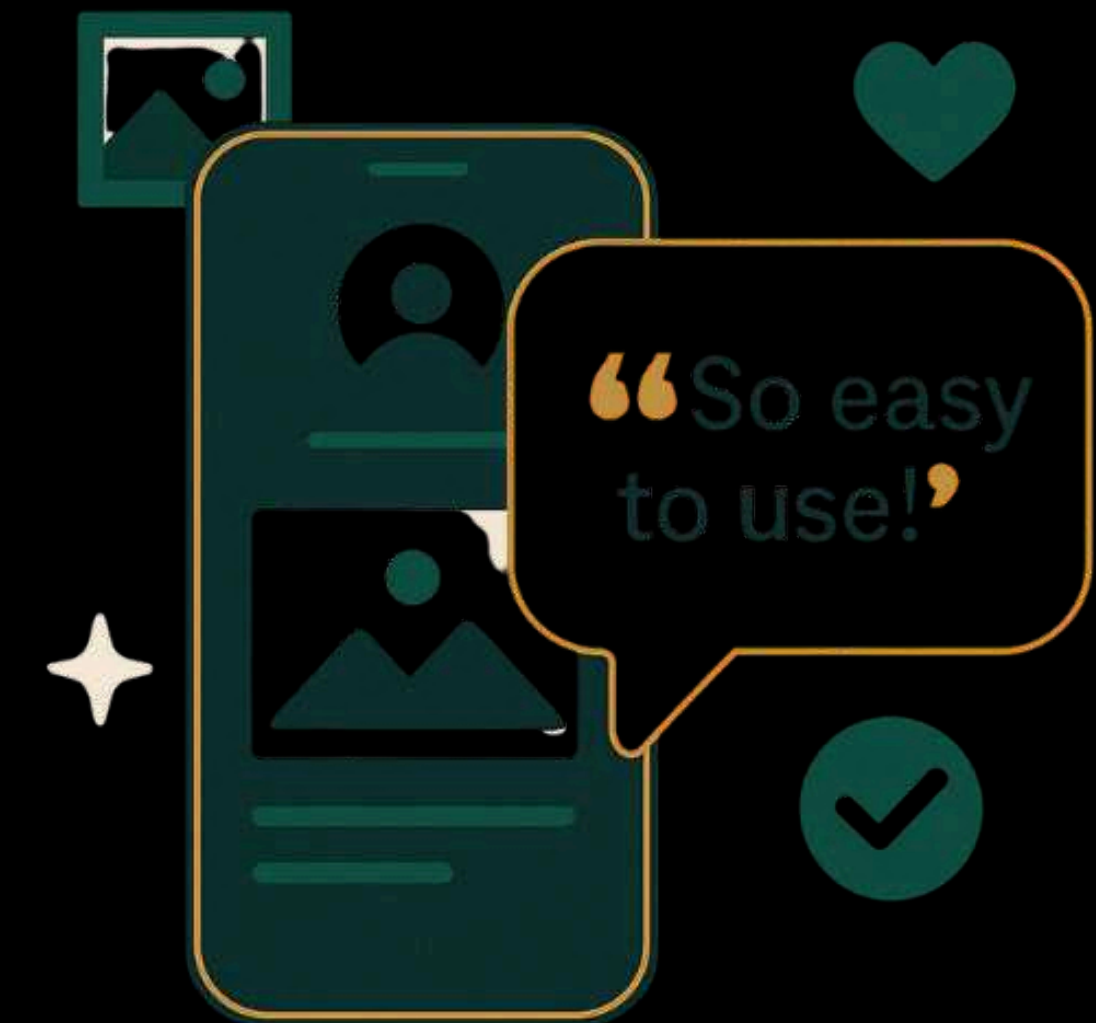
"The app felt really intuitive I loved how easy it was to find artists and order a print as a gift."

Accessibility

- Colour palette and contrast meet WCAG AA standards.
- All tap targets are easy to use, supporting all users.
- Icons and large text aid readability for everyone.

Impact & Outcome

- ★ Test users described MOHO as "more engaging and inspirational" than typical museum apps.
- ★ They highlighted the seamless navigation, luxury feel, and unique gifting features as standout strengths.

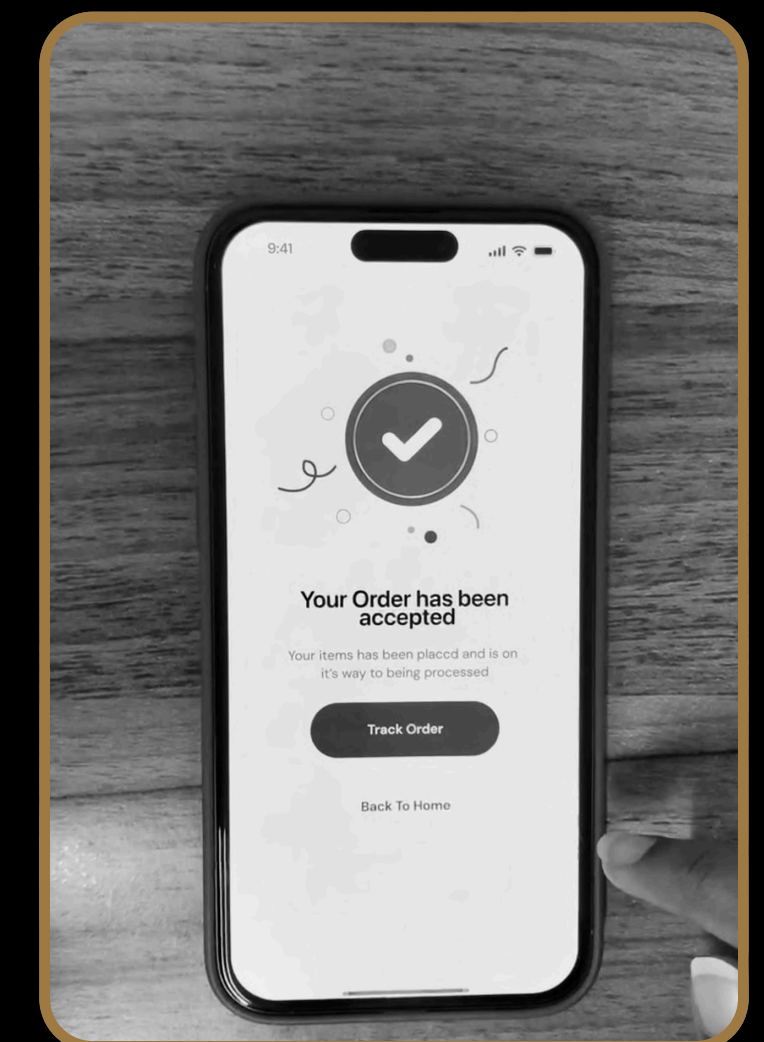
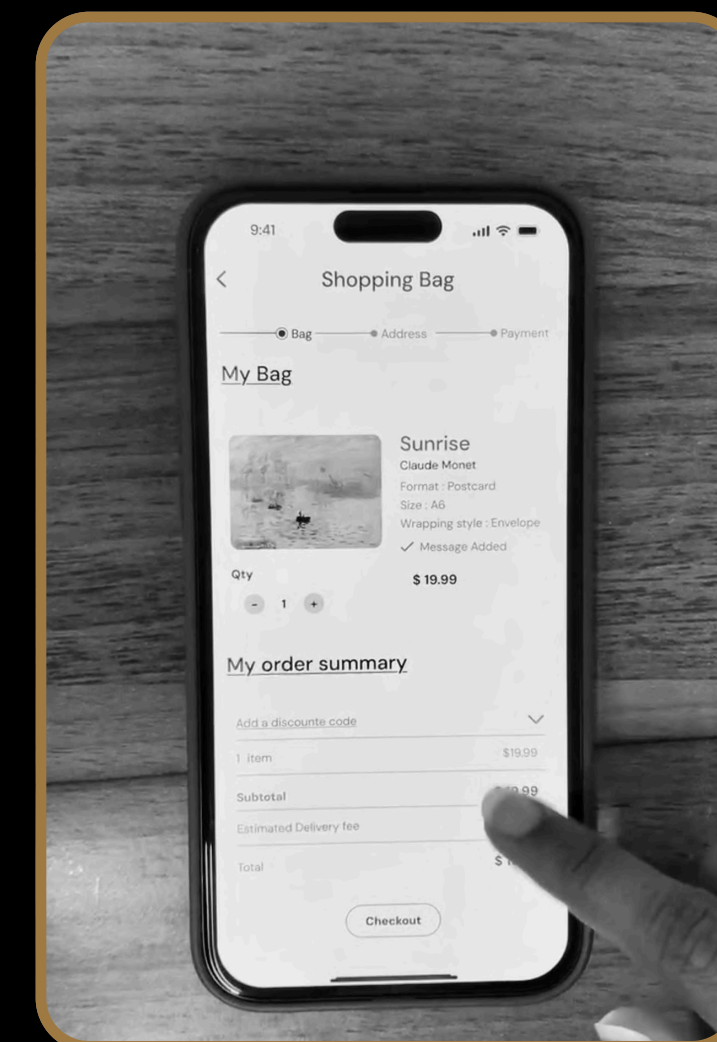
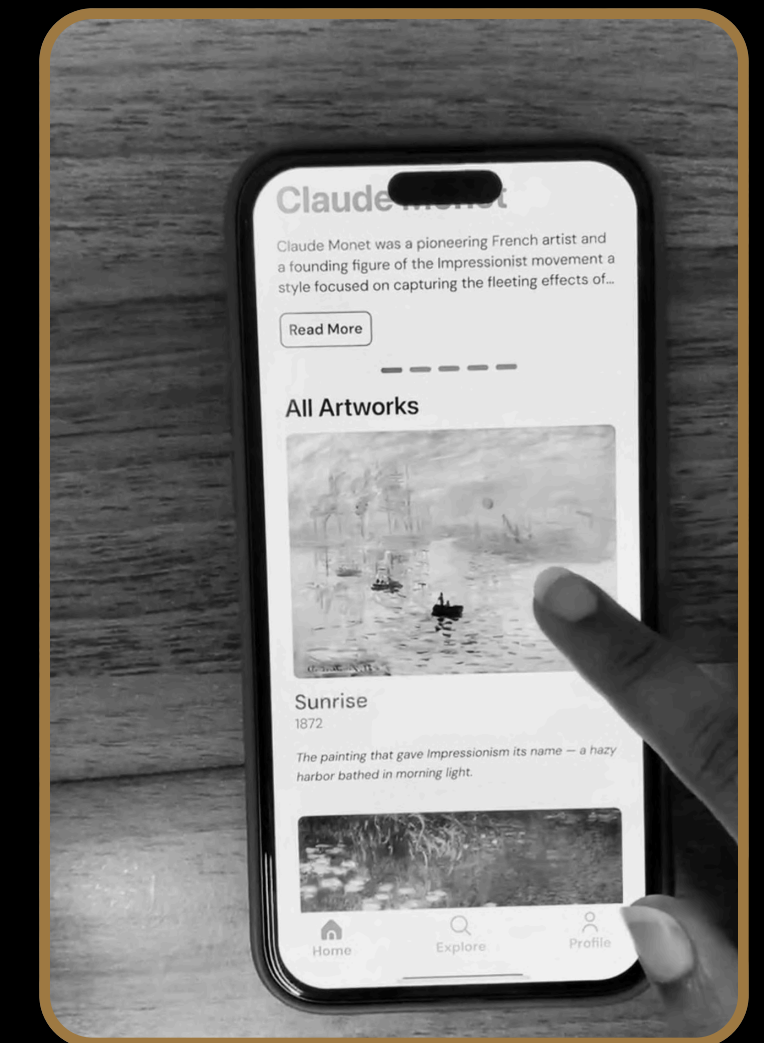
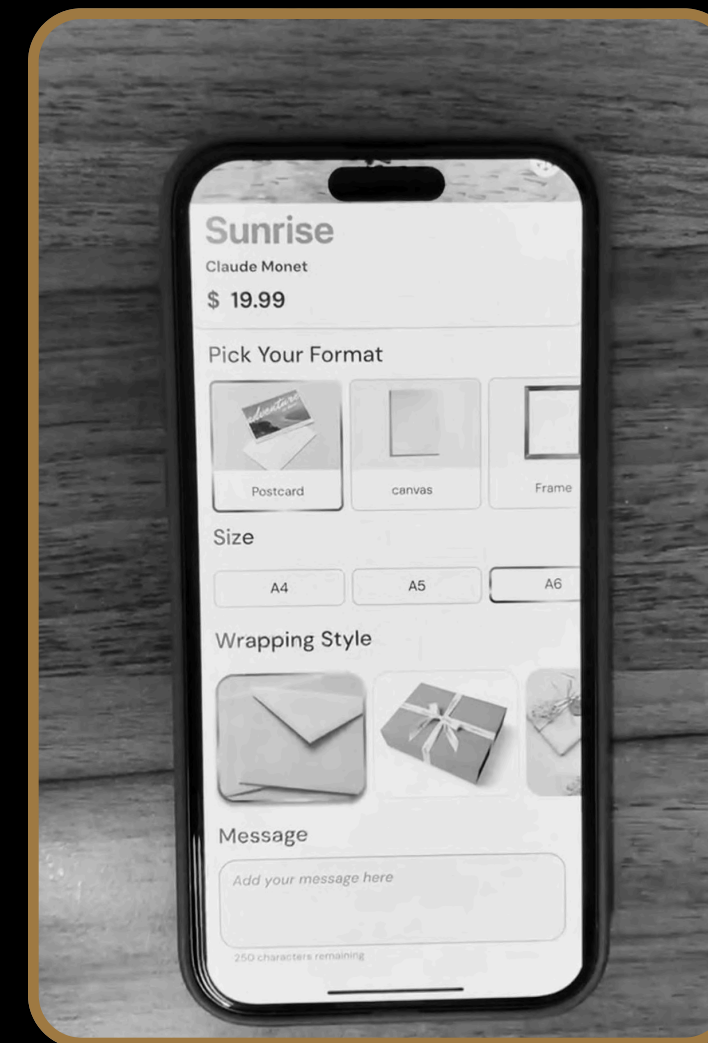


User Testing

Documentation

Key Insights

- Participants appreciated the clean, luxurious layout and consistent visual tone.
- Suggested enhancing the prominence of interactive elements like “Order Print” and navigation icons.
- Noted that adding subtle transitions or hover effects could elevate the premium feel.
- Recommended clearer alignment between artist bios and related artworks.
- All users found the app intuitive and aesthetically pleasing, with only minor feedback on spacing and icon recognizability.



Final Outcome

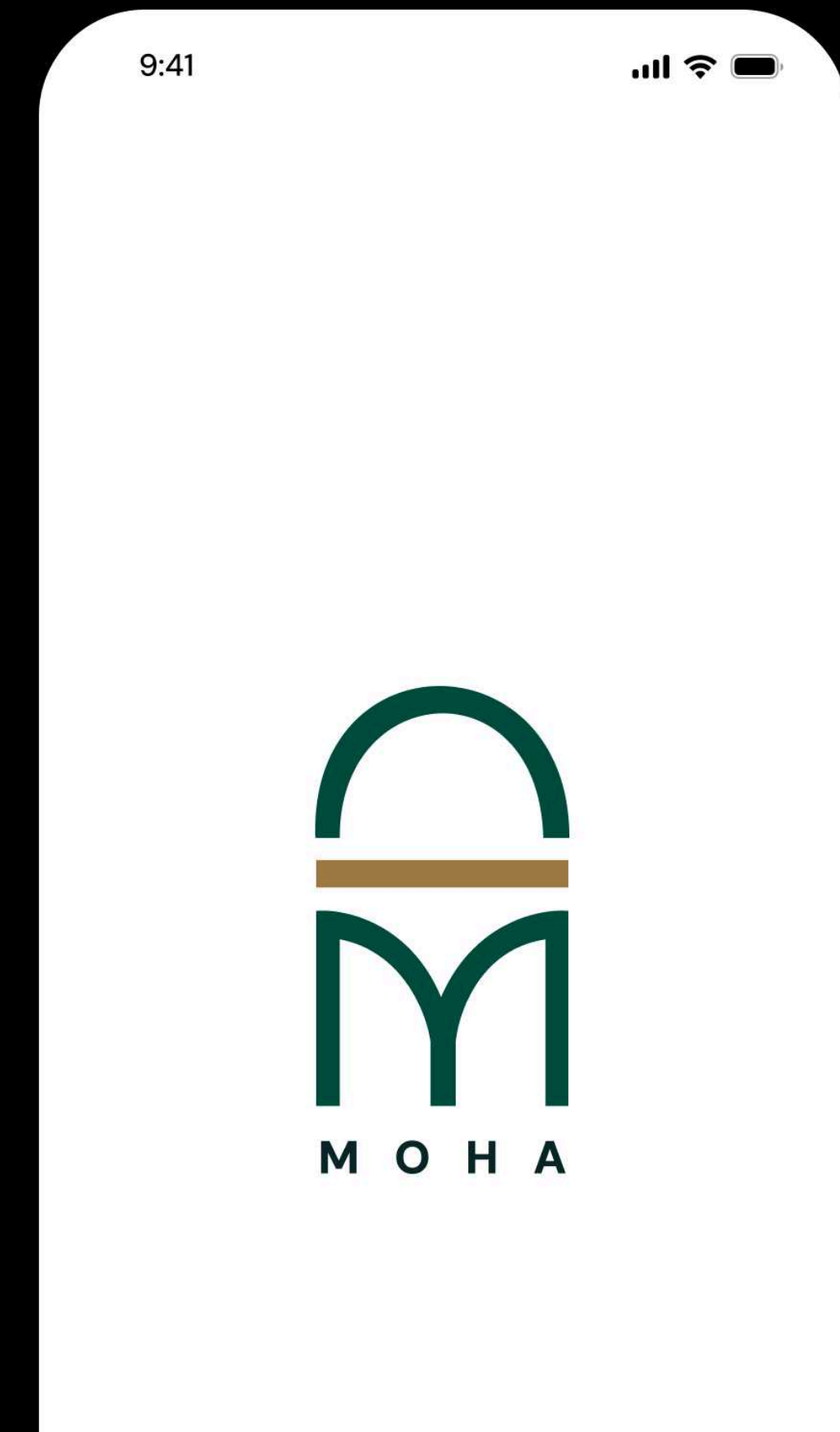
- High-Fidelity UI Screens
- Interactive Prototype Link

07

Final Outcome

High-Fidelity UI Screens

The high-fidelity UI screens bring **MOHO's** vision to life with full colour, refined typography, luxury-inspired design elements, and interactive clarity. From the home screen to the artwork purchase flow, every detail reflects MOHA's brand identity while ensuring an intuitive and premium user experience.



Final Outcome

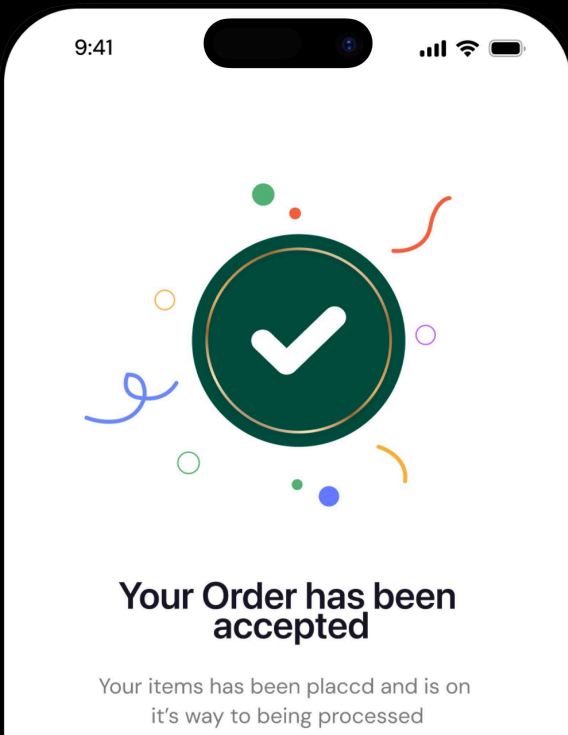
Microinteractions

Button Tap



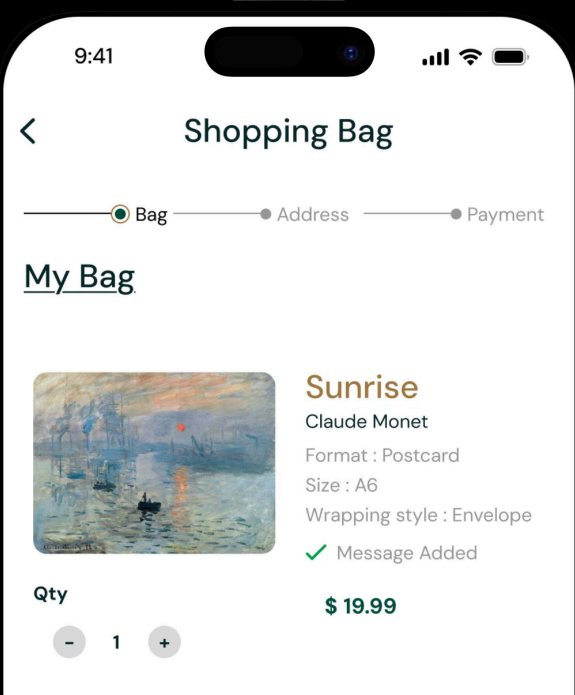
“Subtle shadow and color change on tap for tactile feedback”

Success Animation

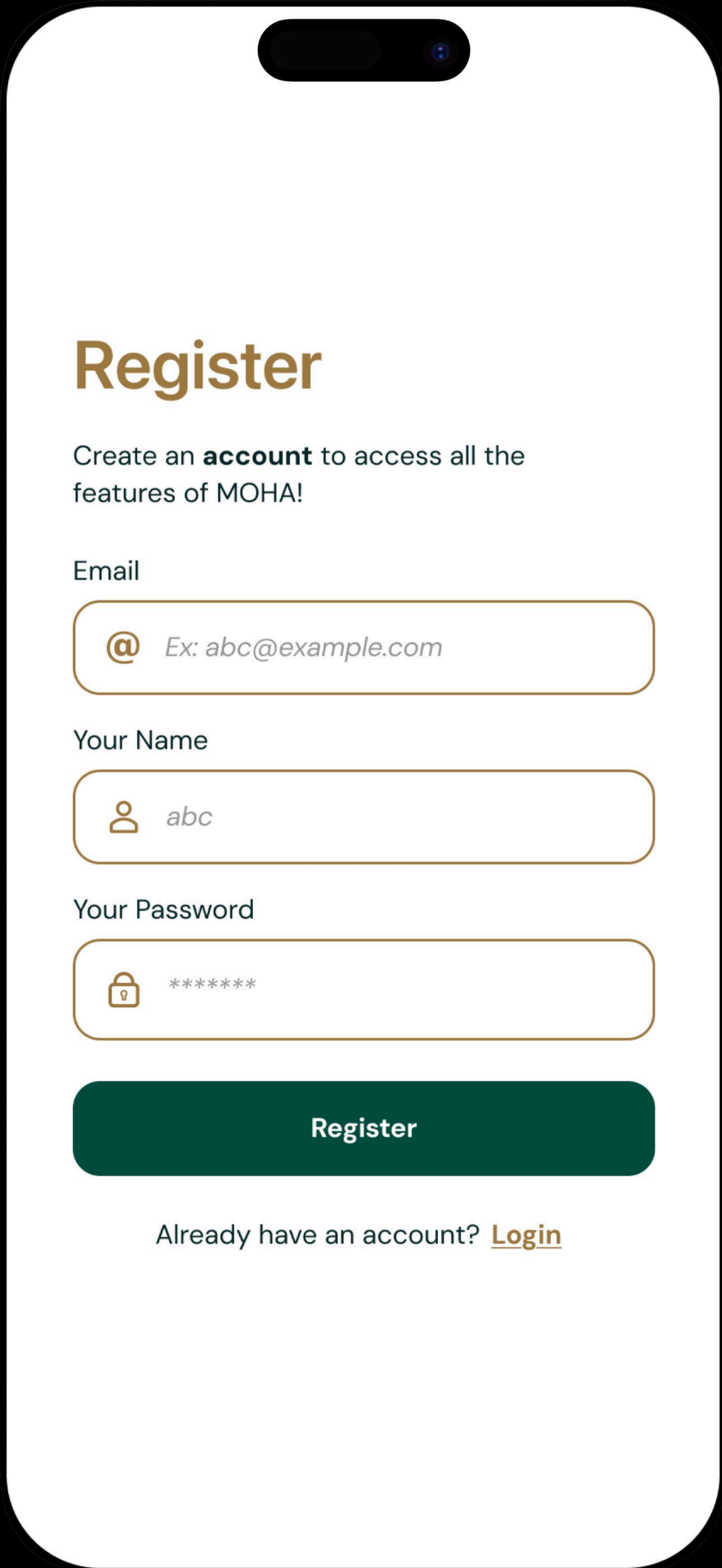
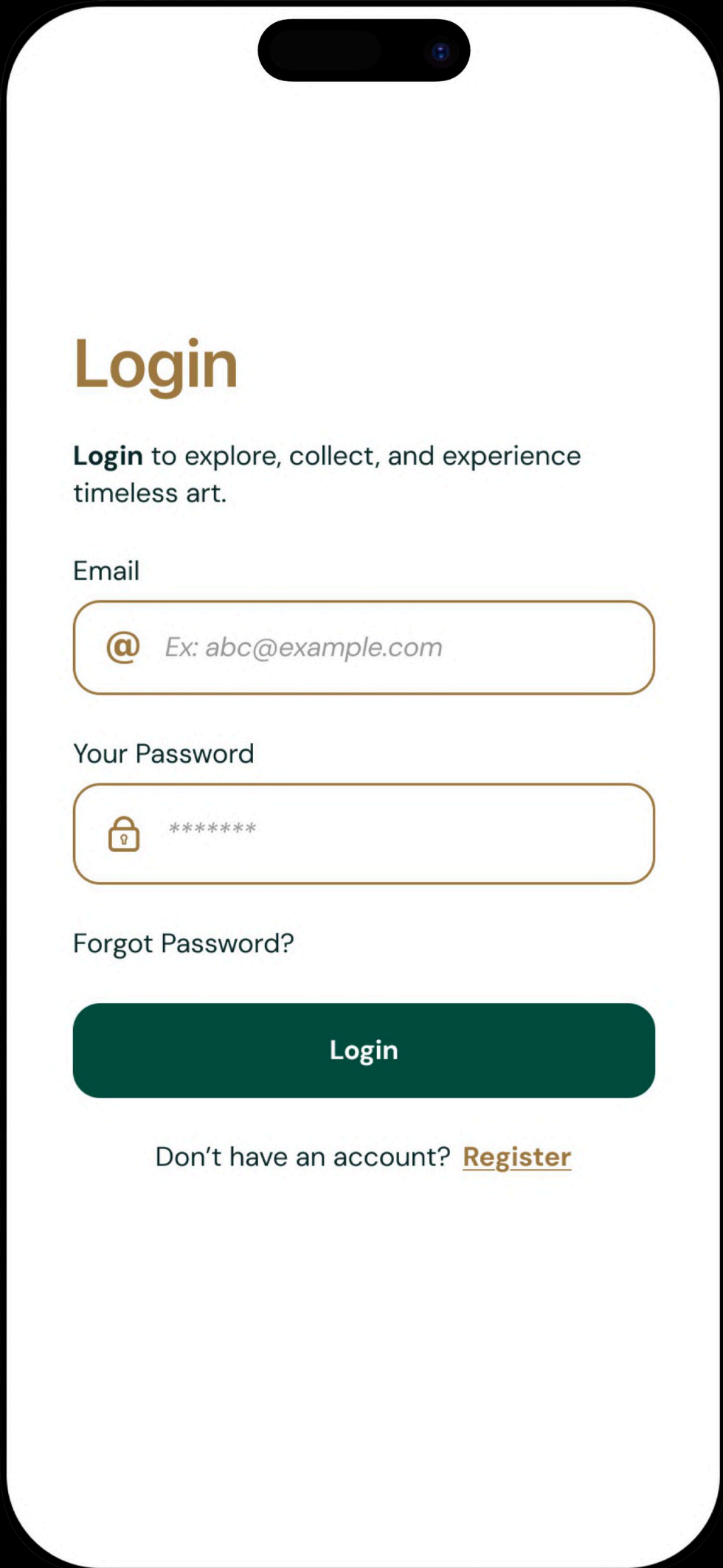
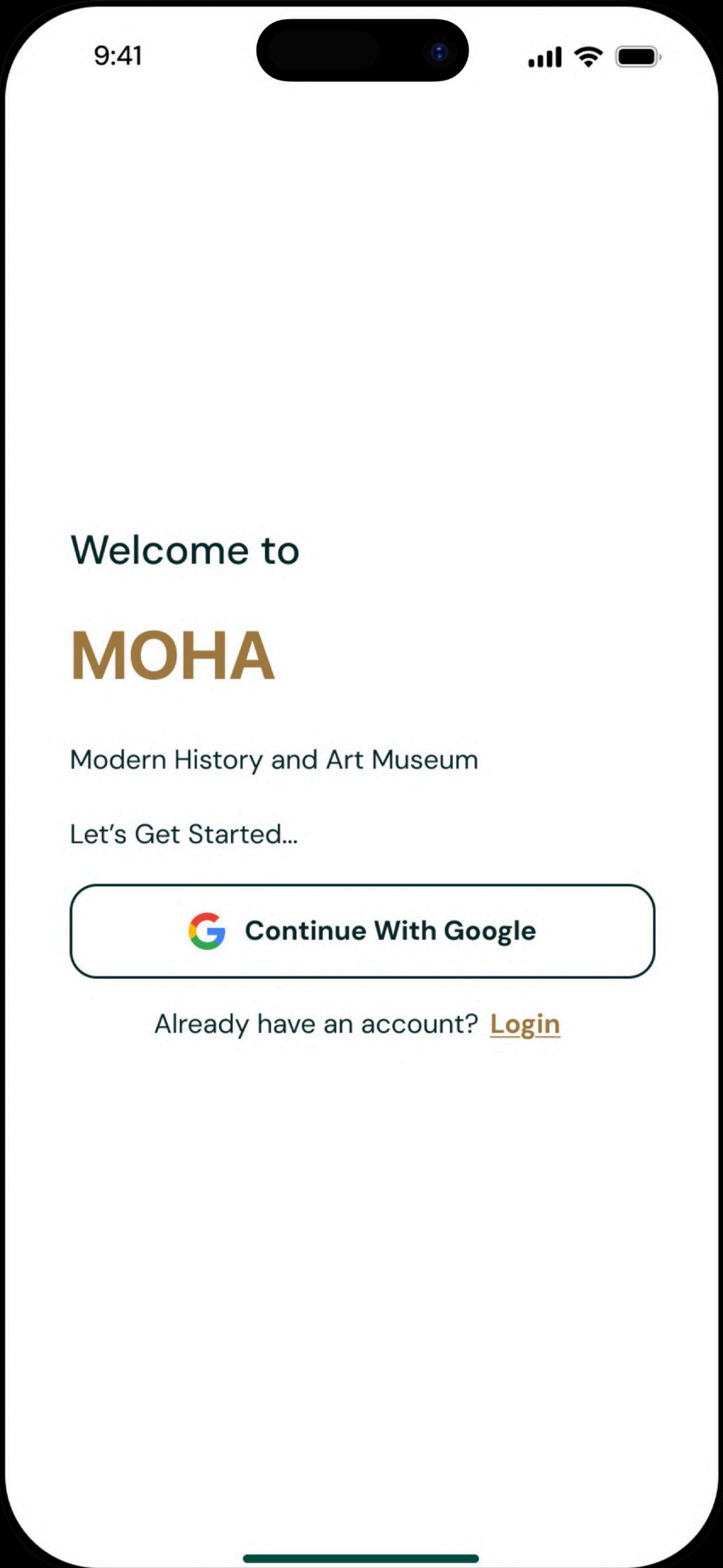


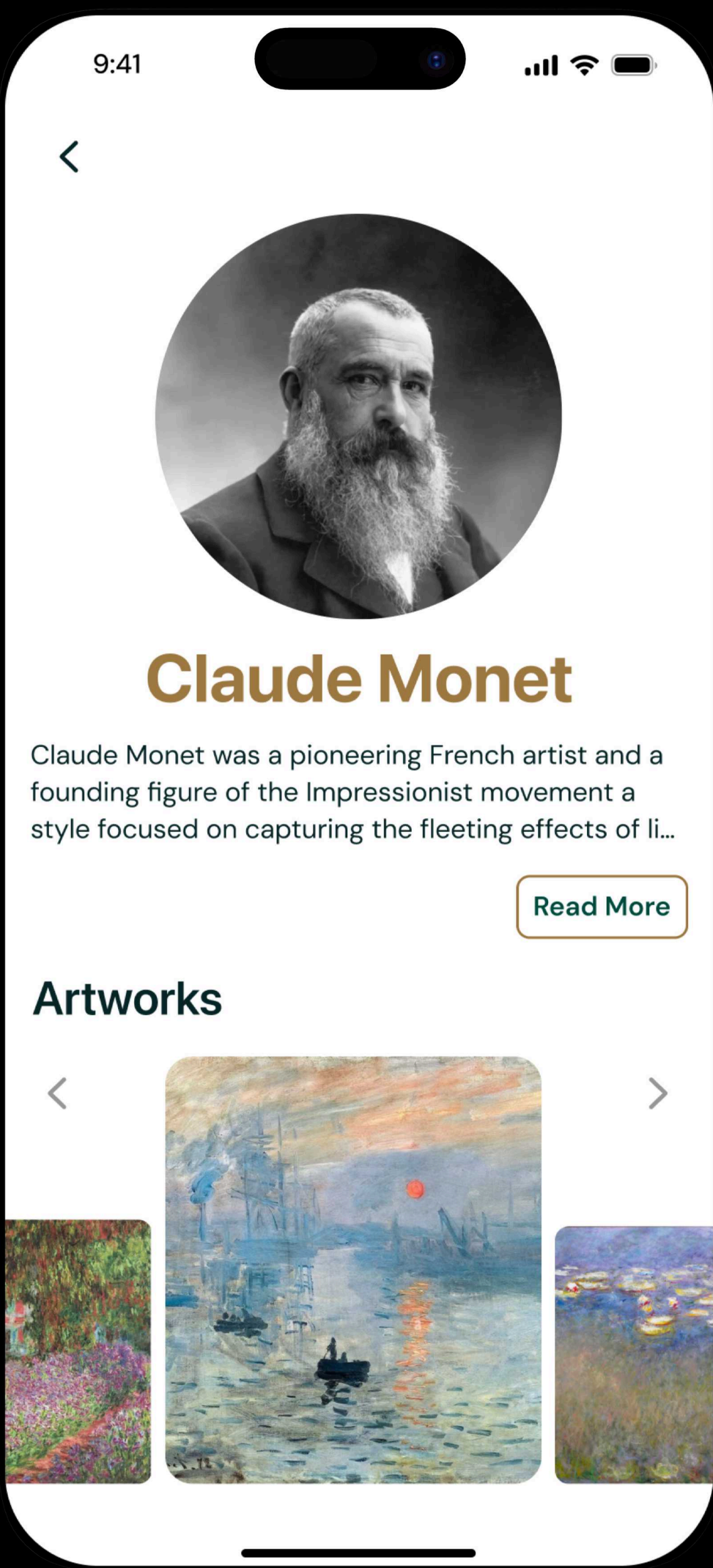
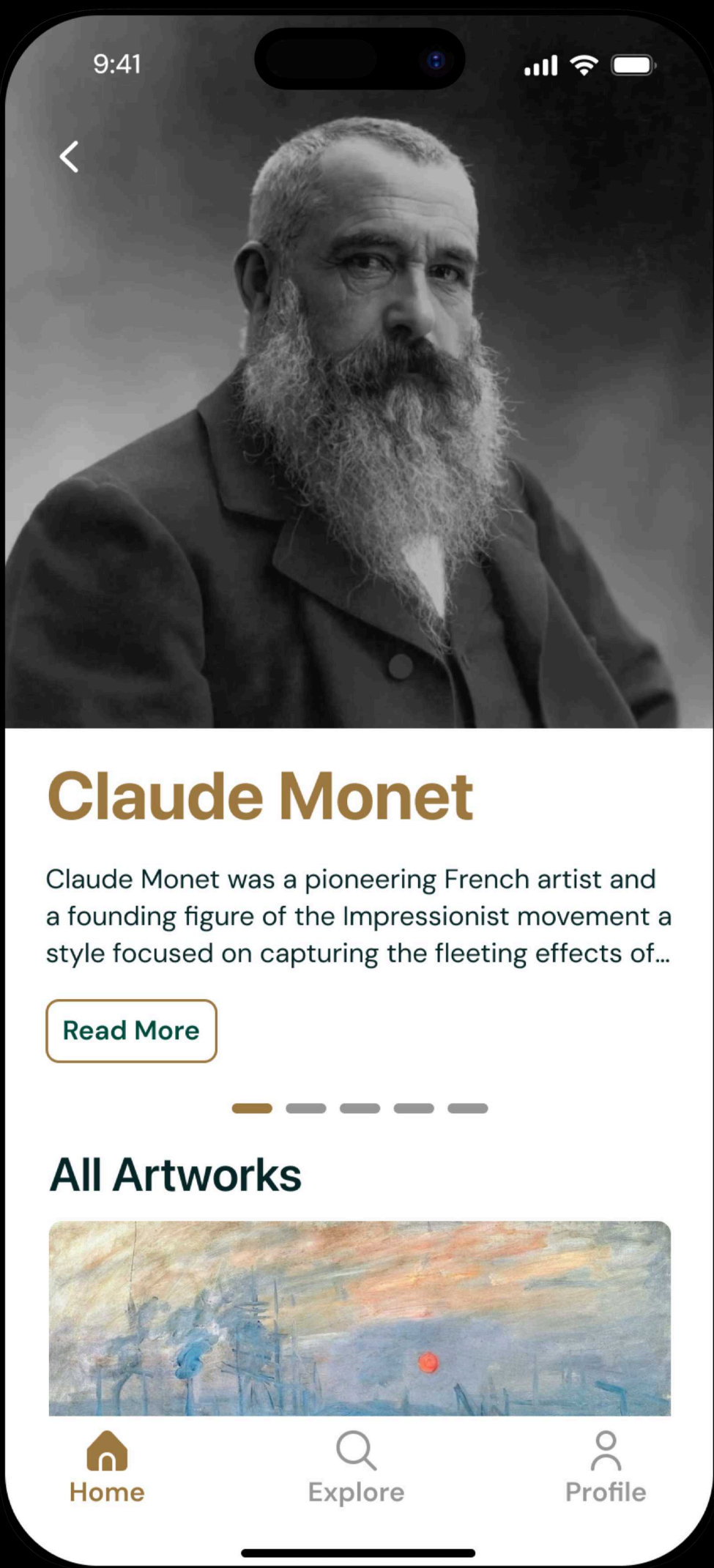
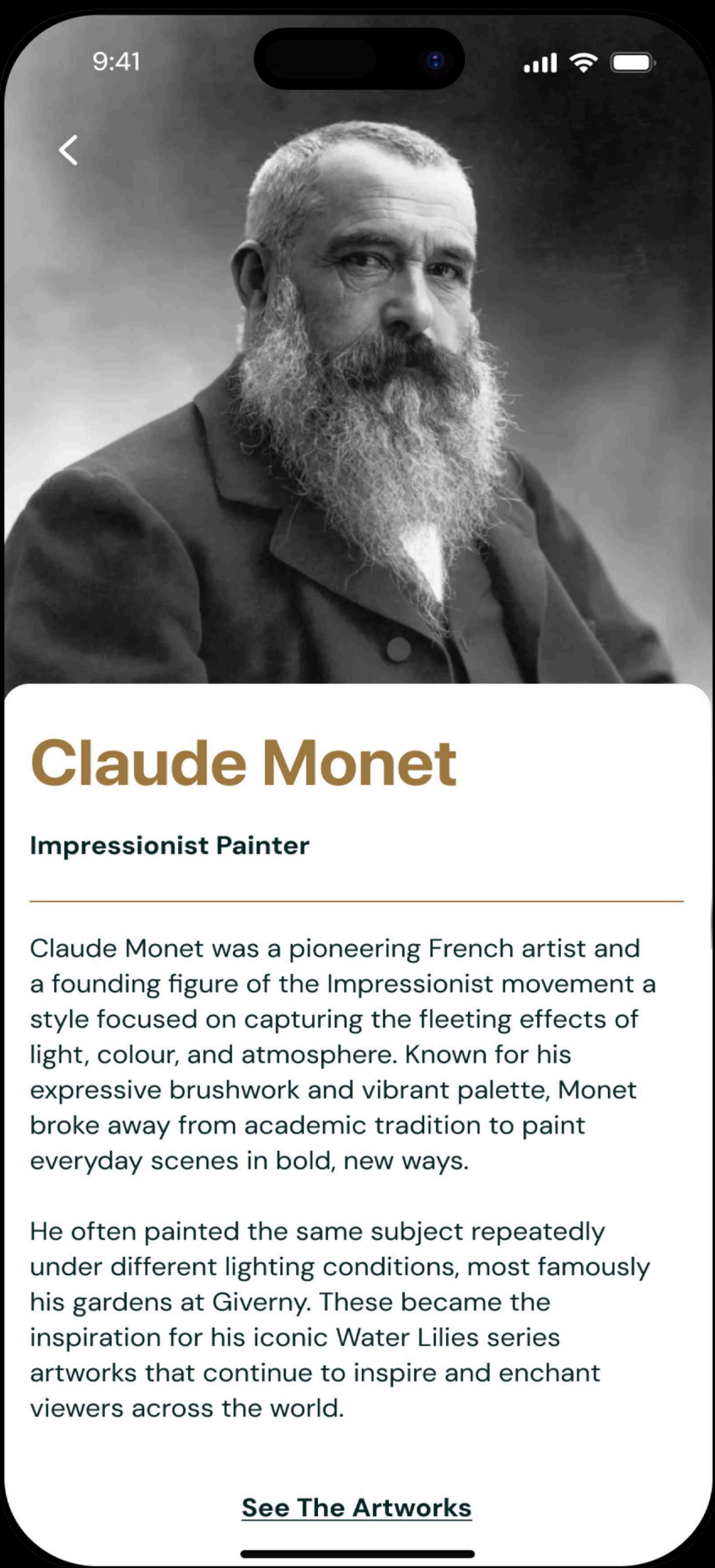
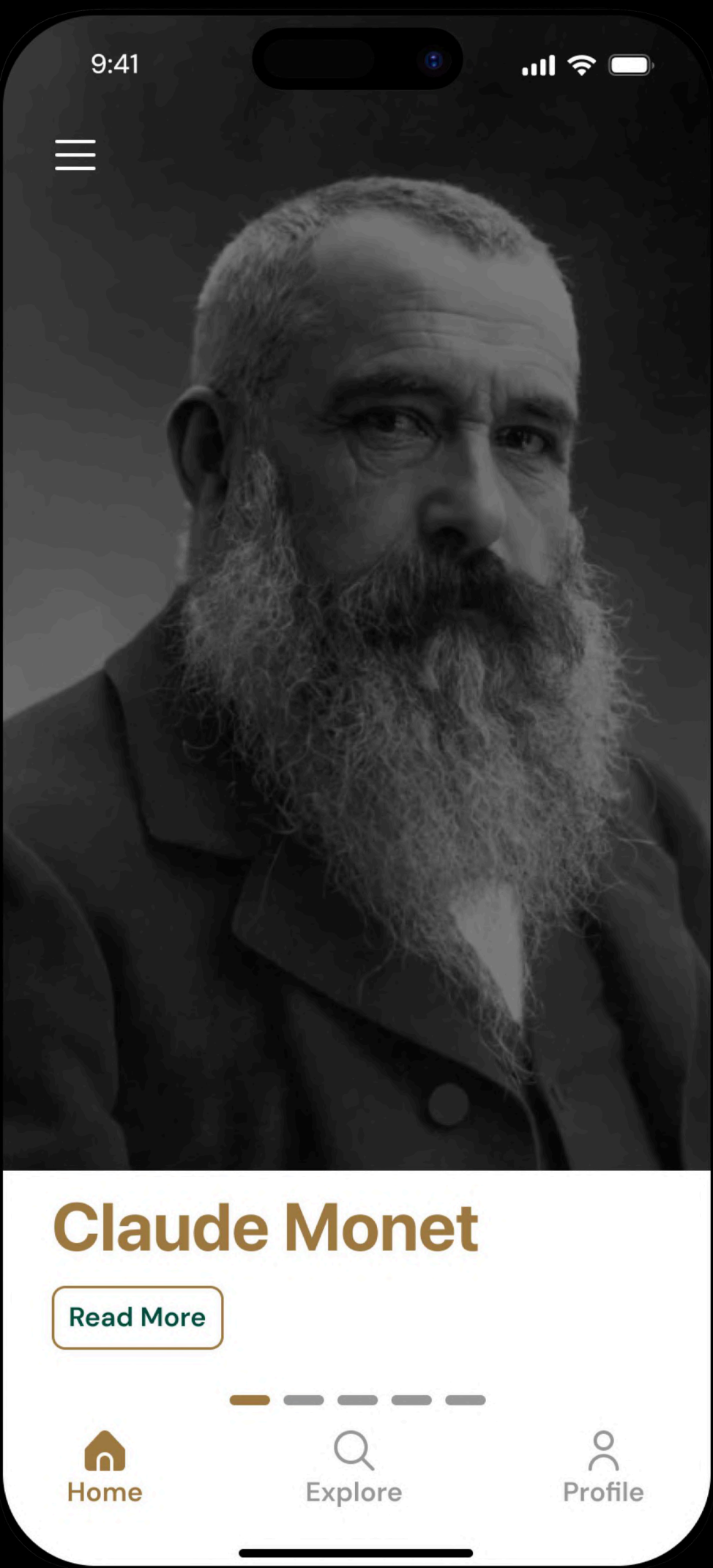
Animated checkmark and confetti reinforce a premium, celebratory experience

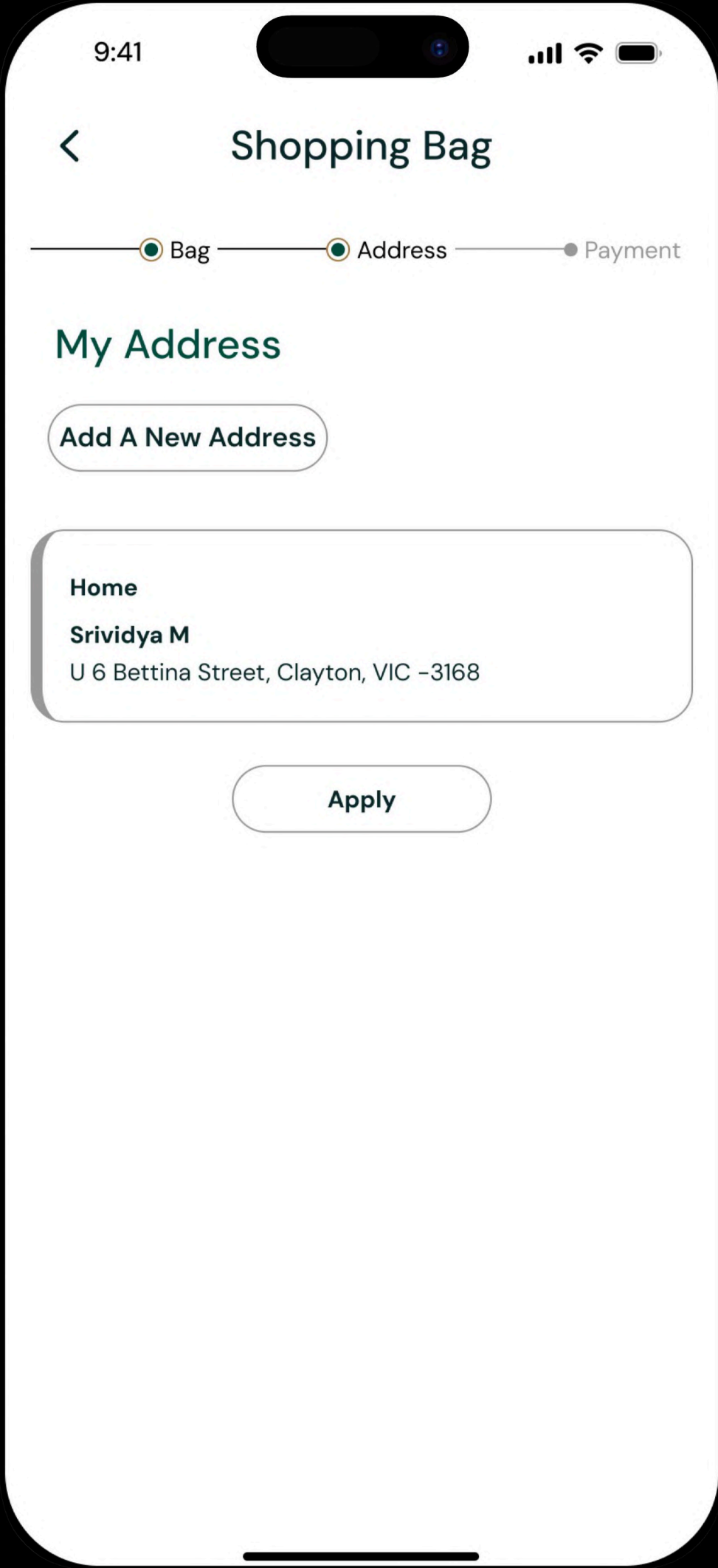
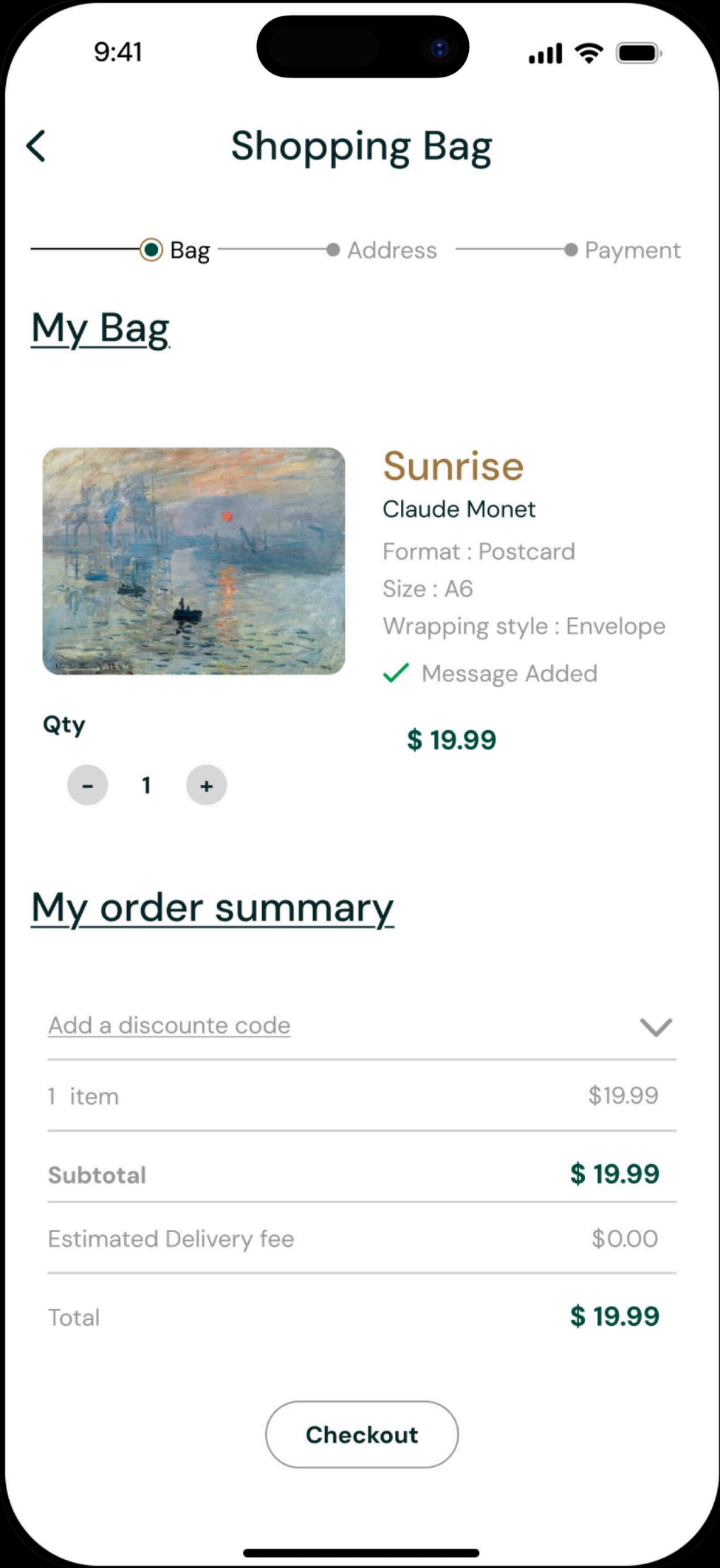
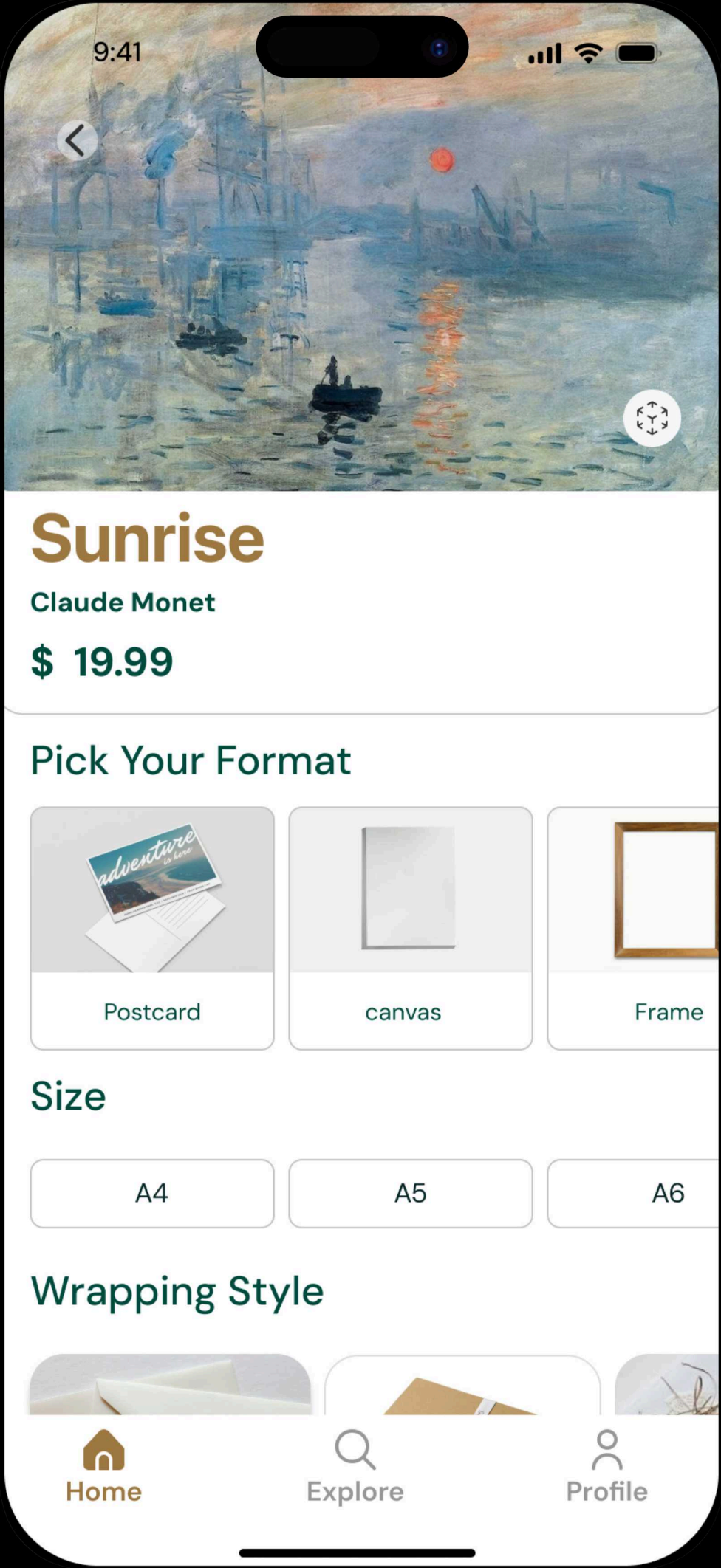
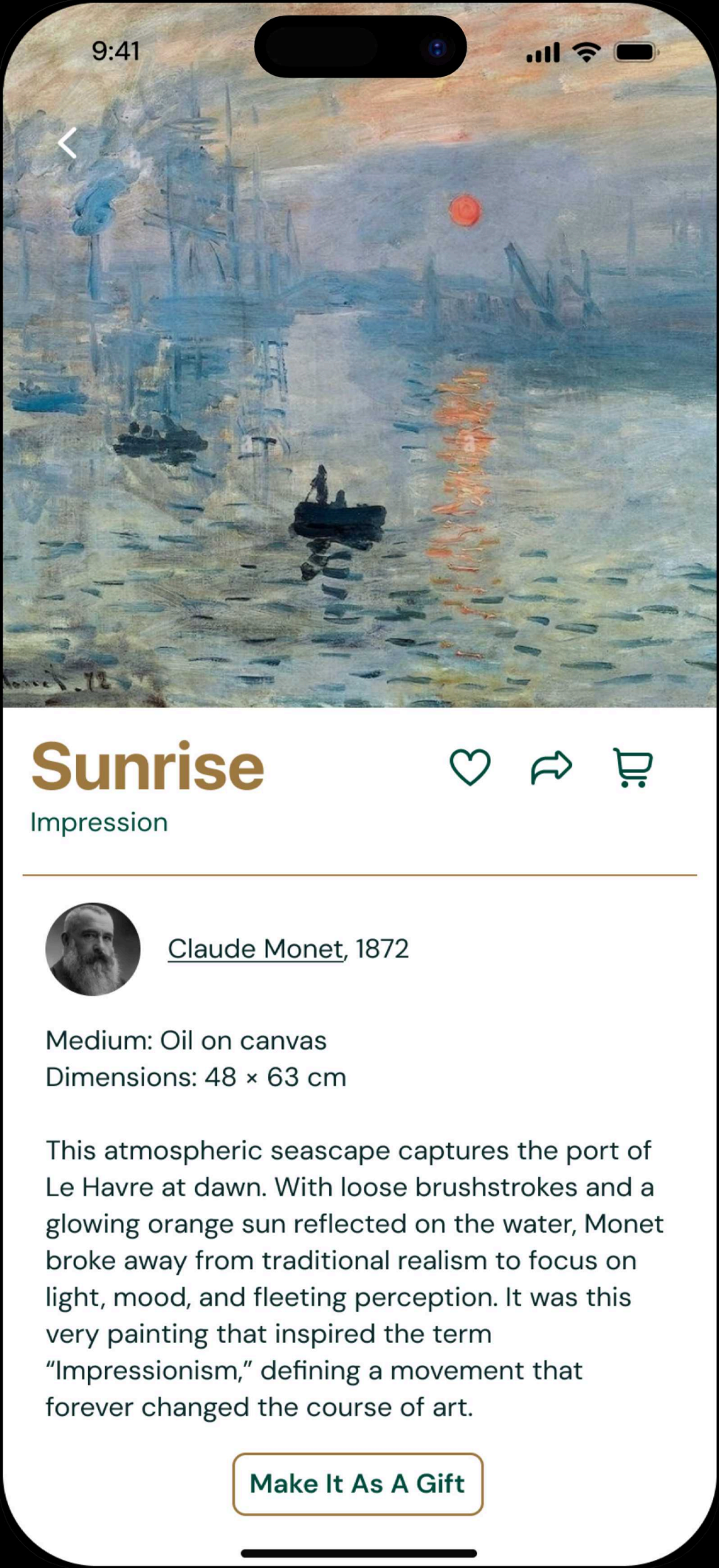
Progress Indicator

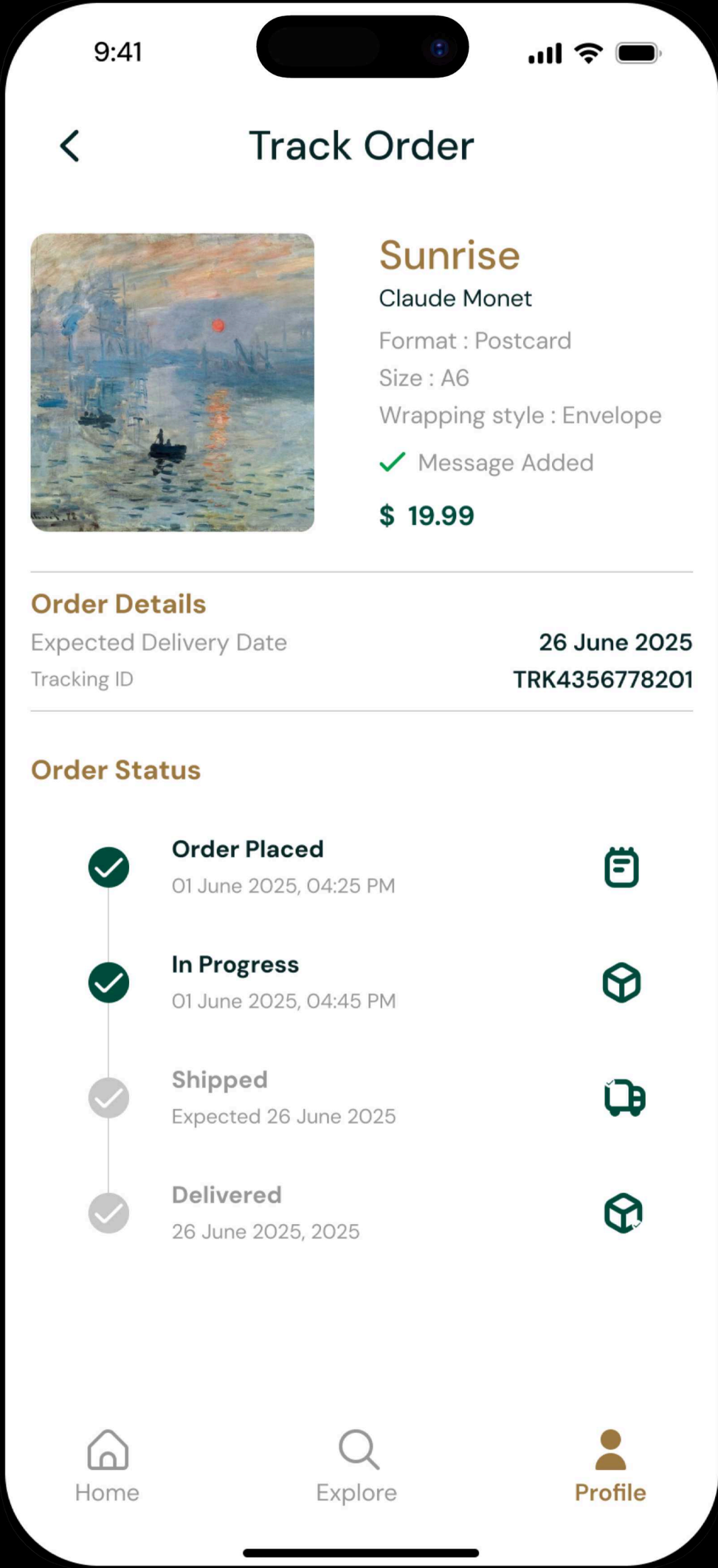
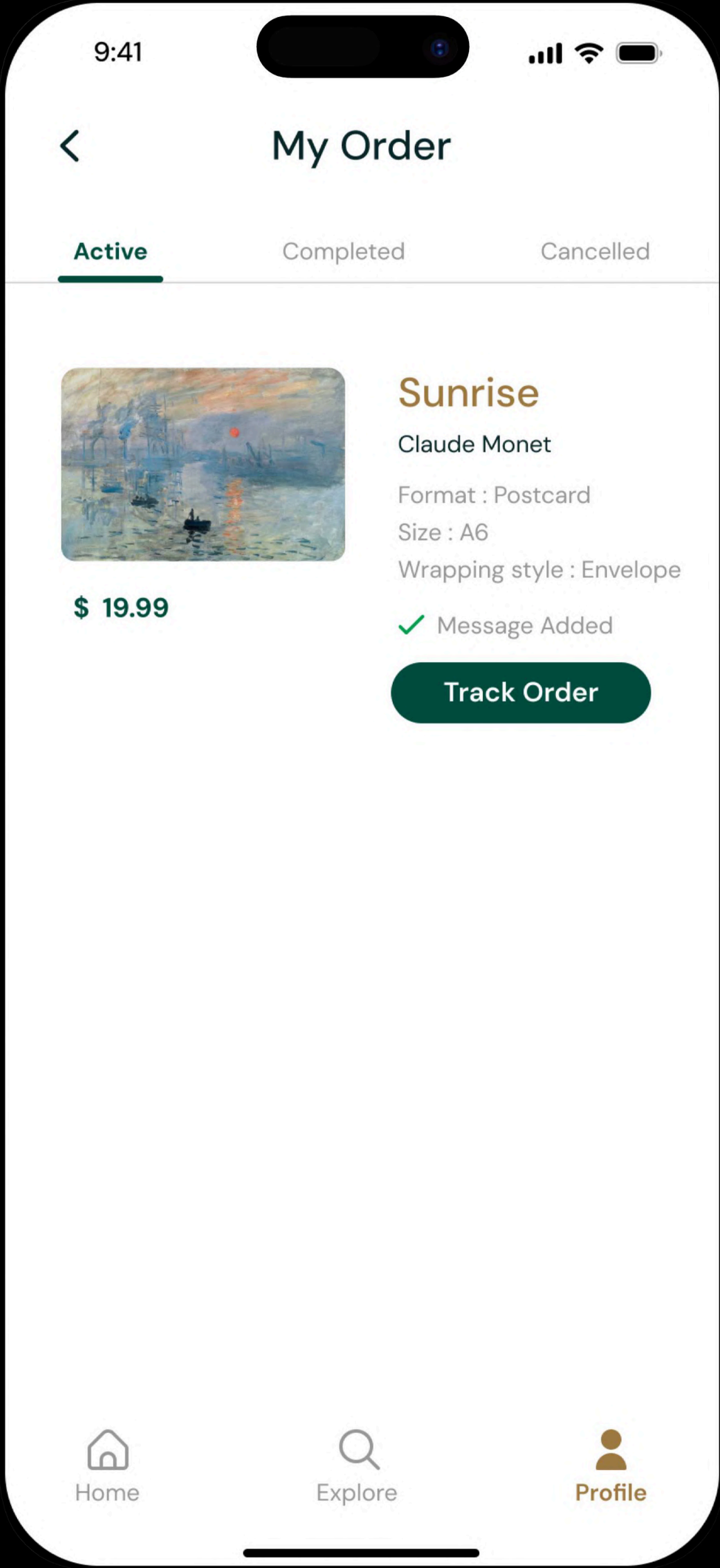
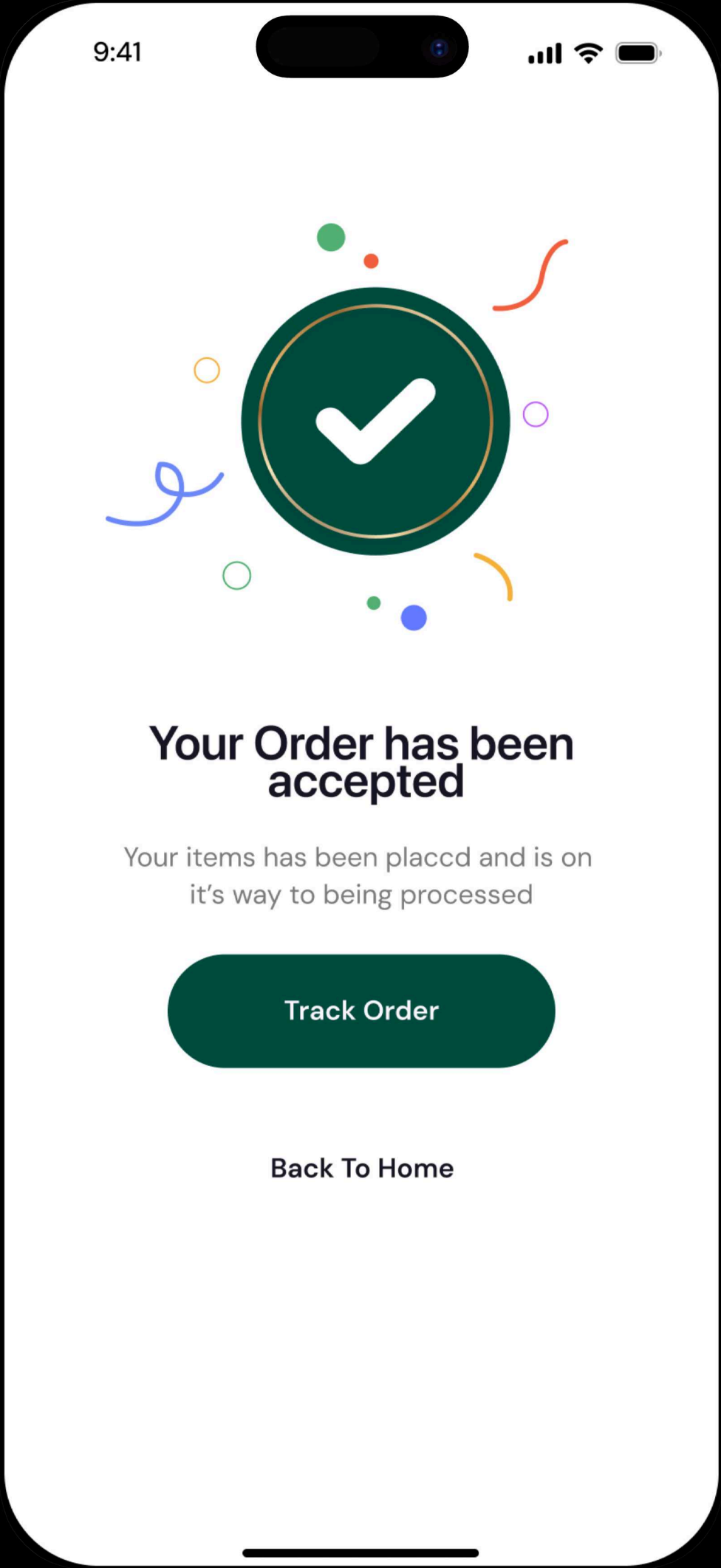
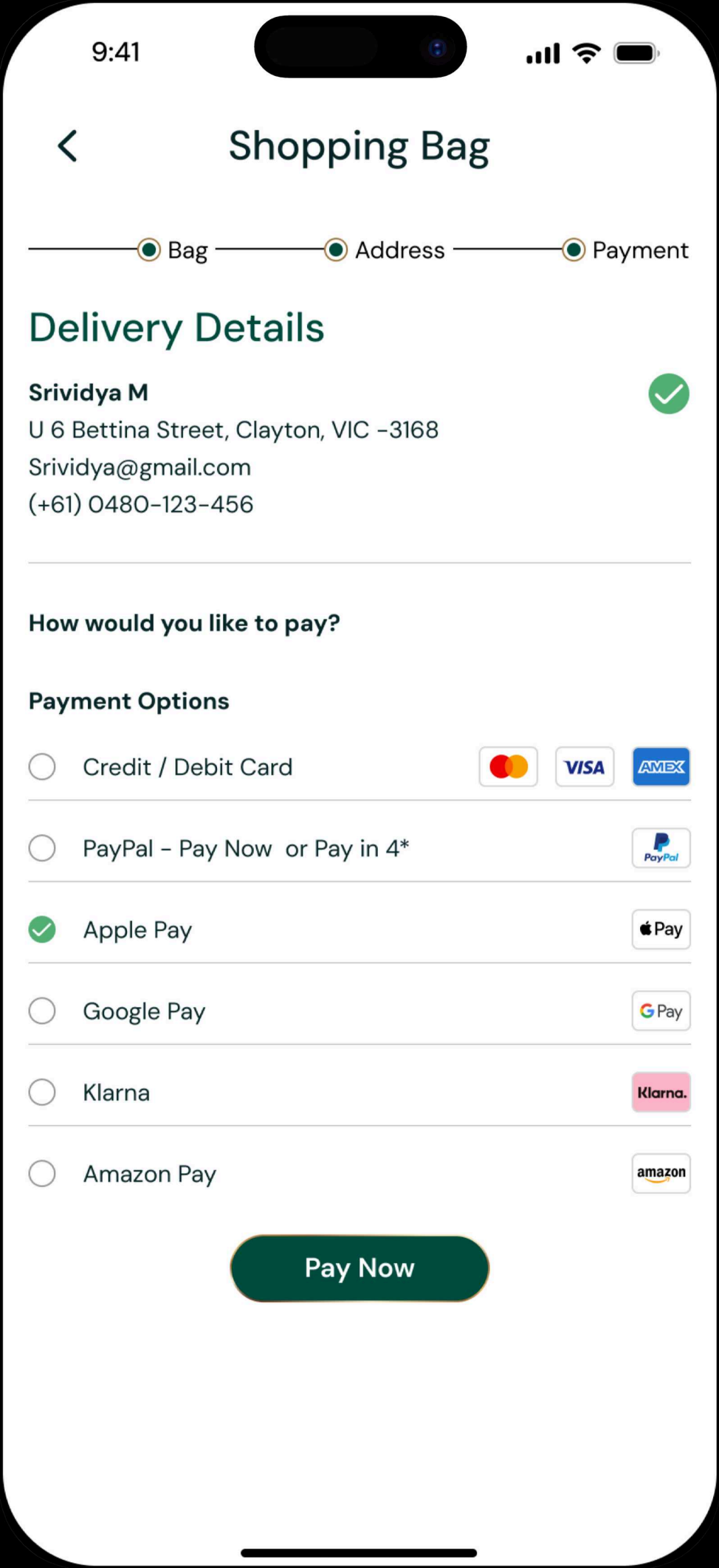


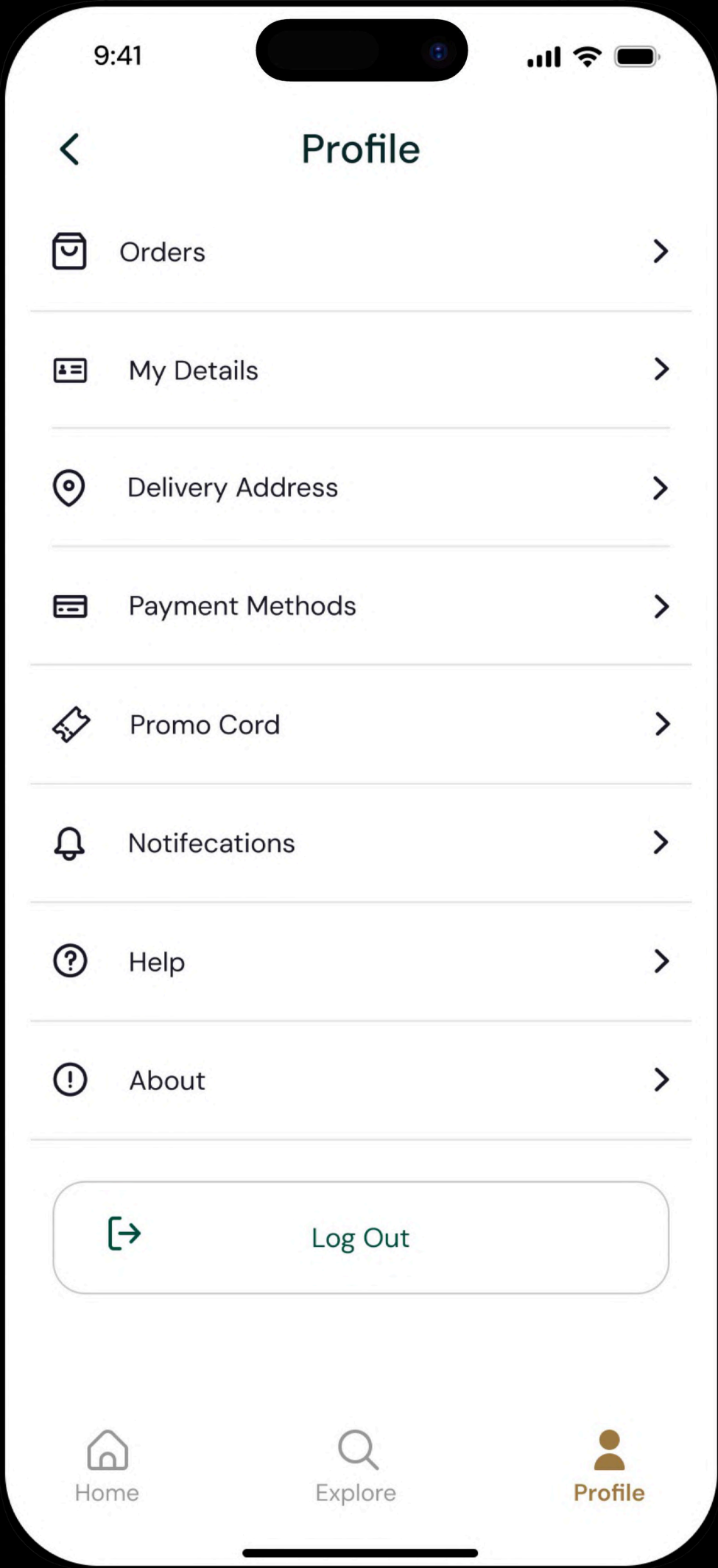
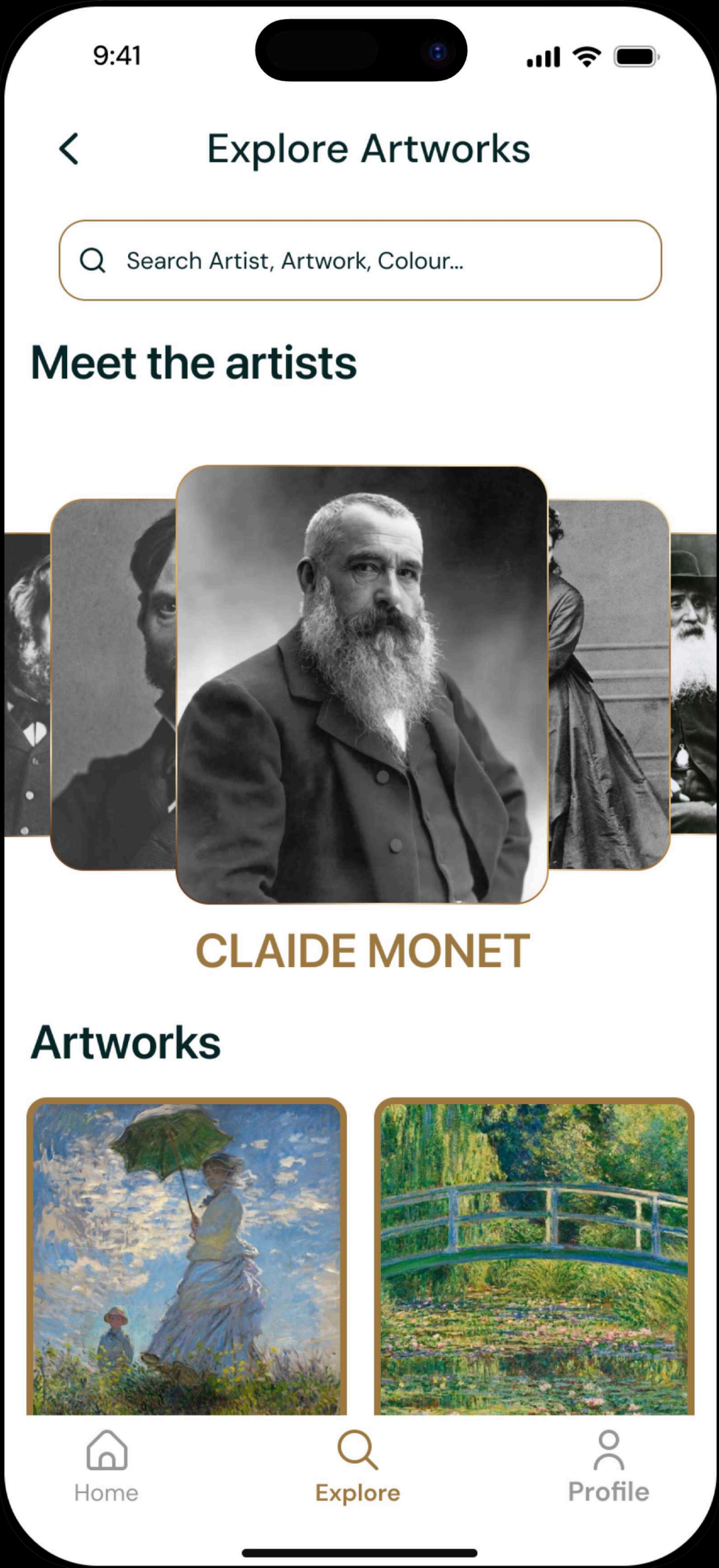
Animated progress bar guides users through multi-step checkout











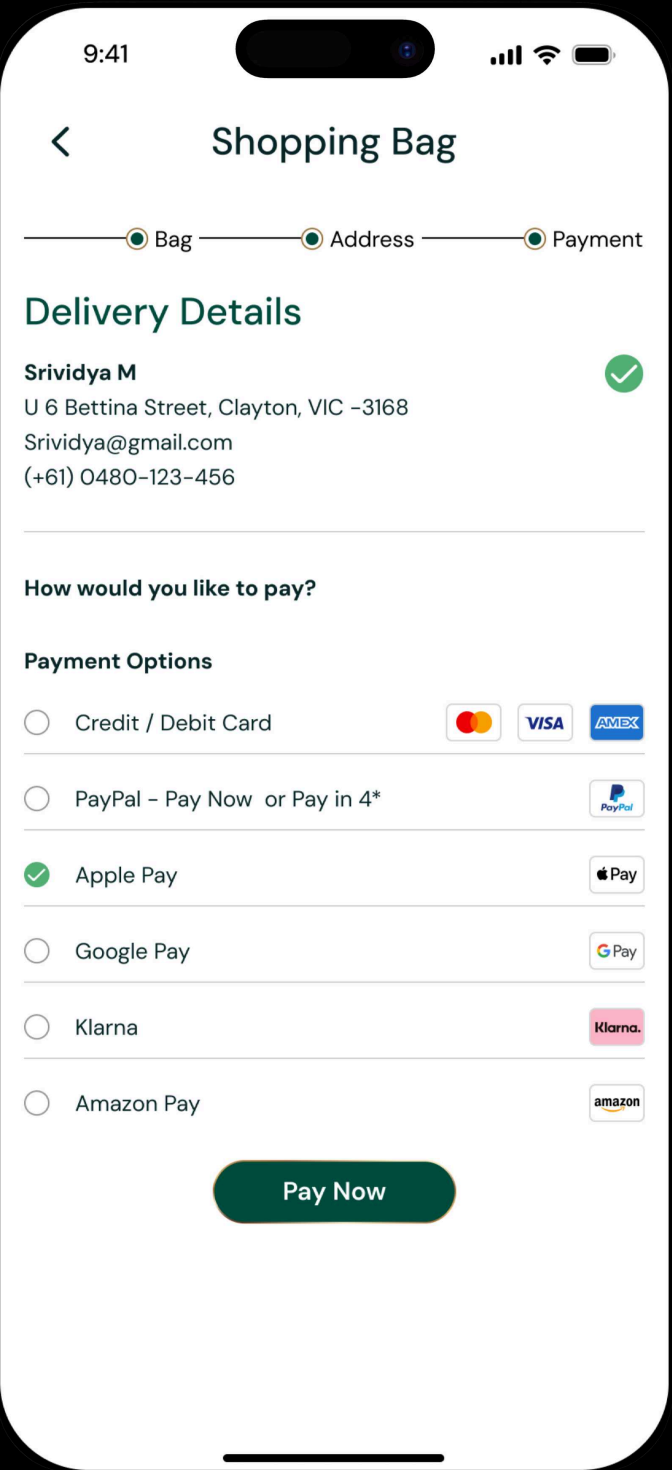
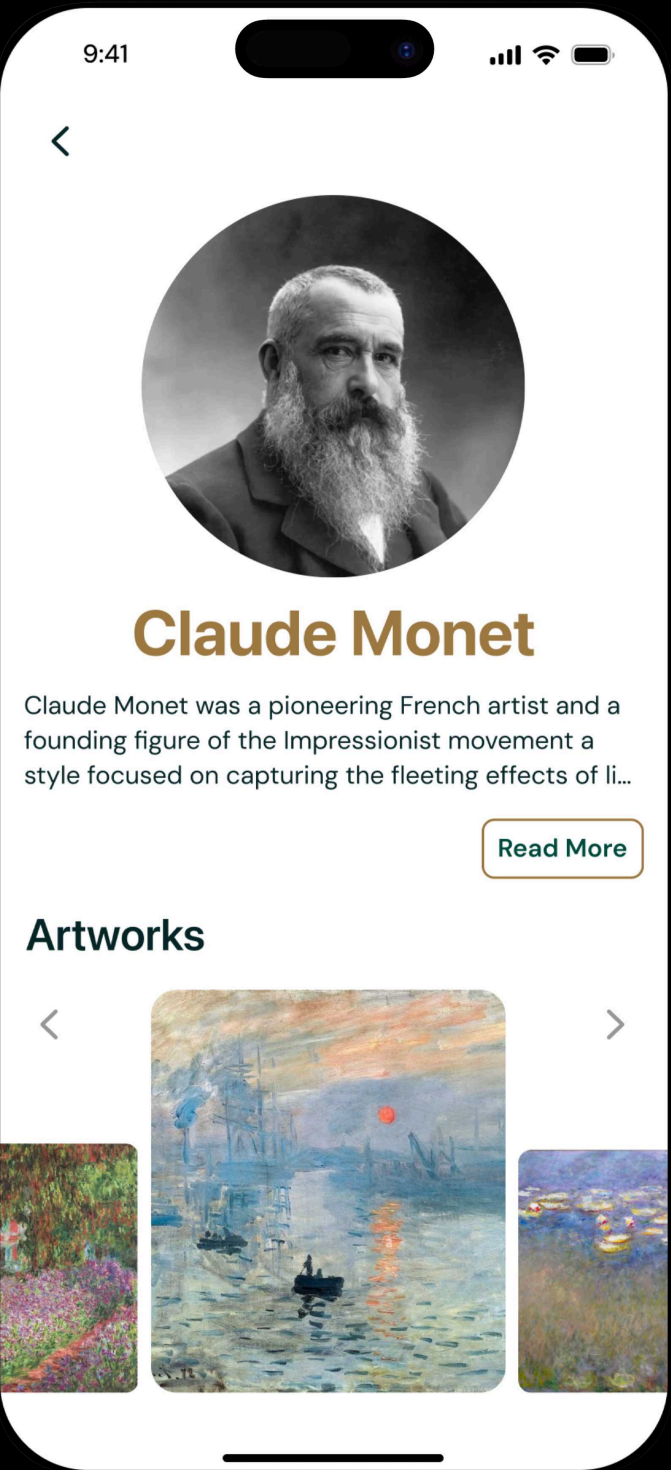
Final Outcome

High Fidelity Prototype

Application of UX Laws

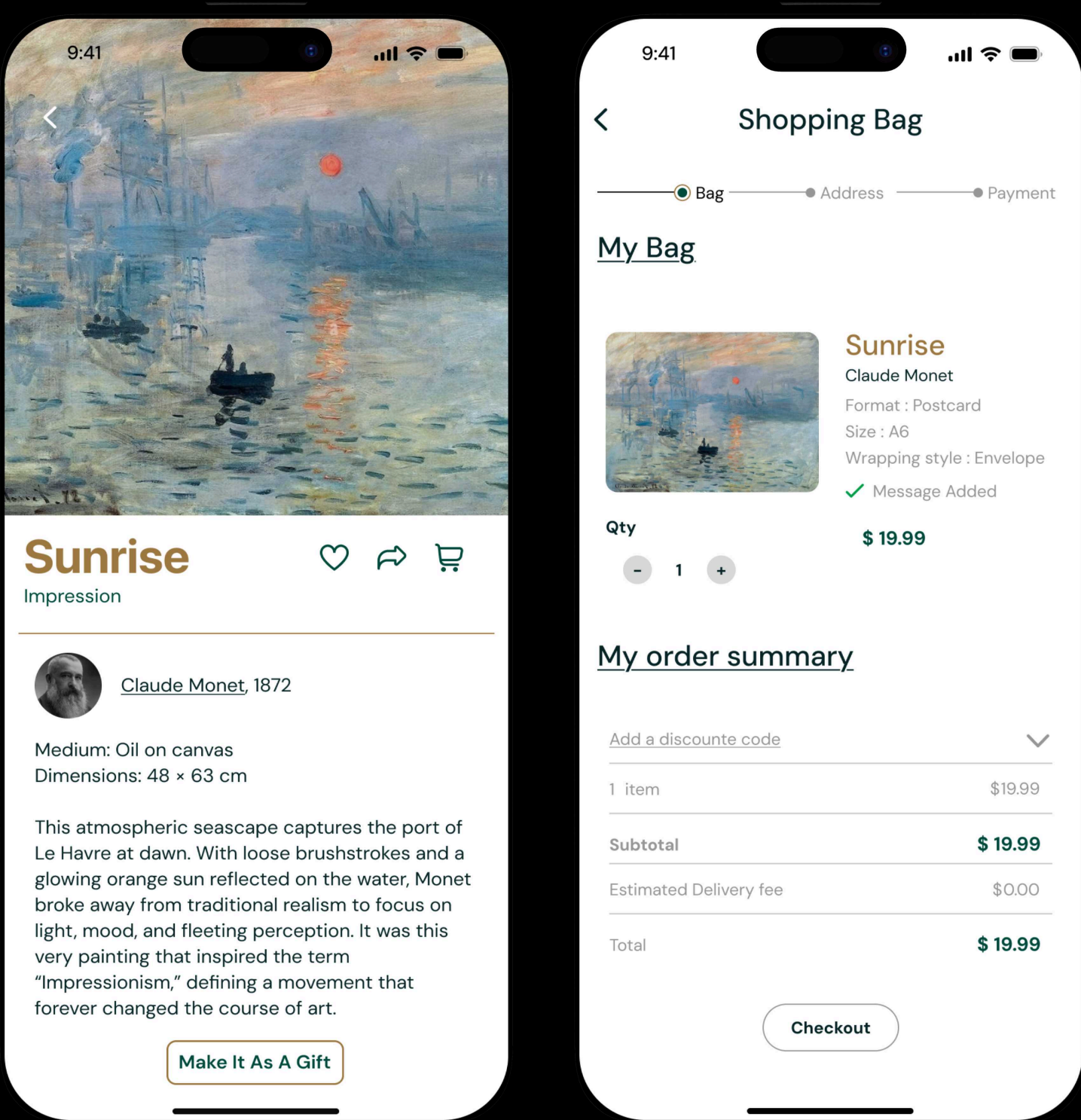
Jakob’s Law

“Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.”



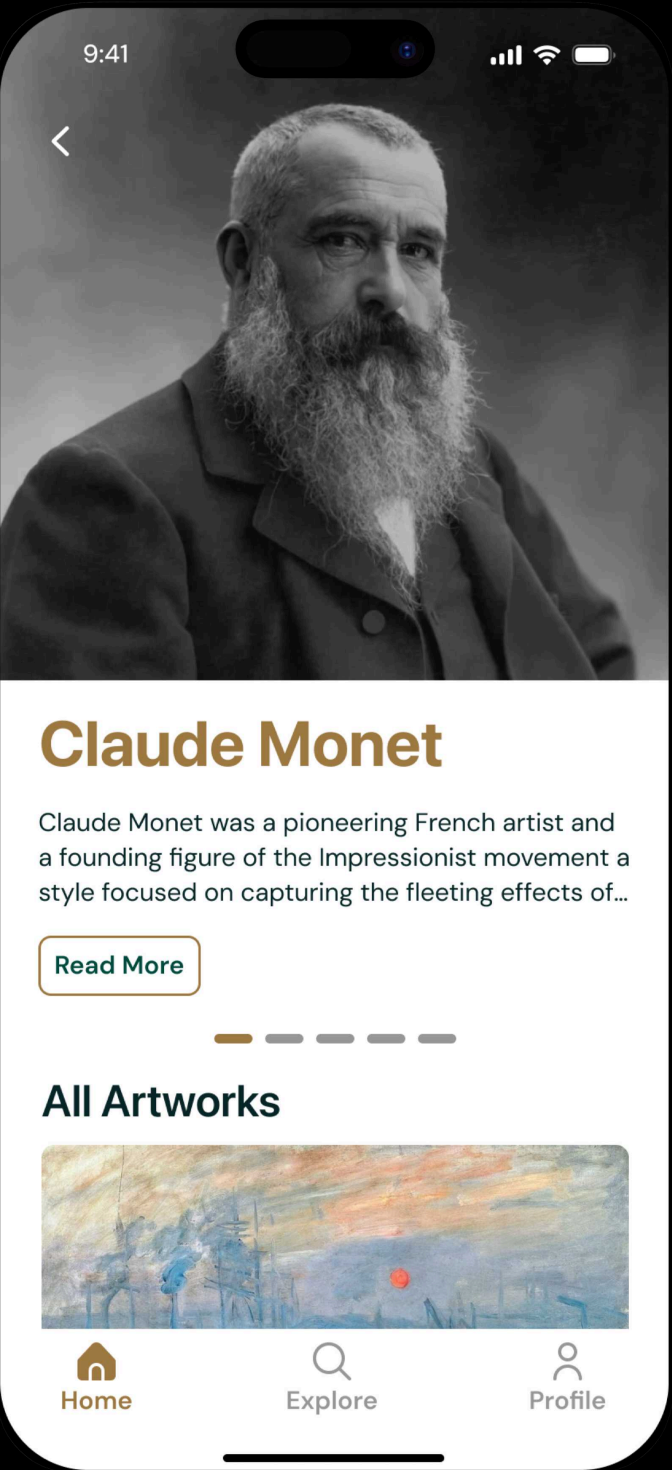
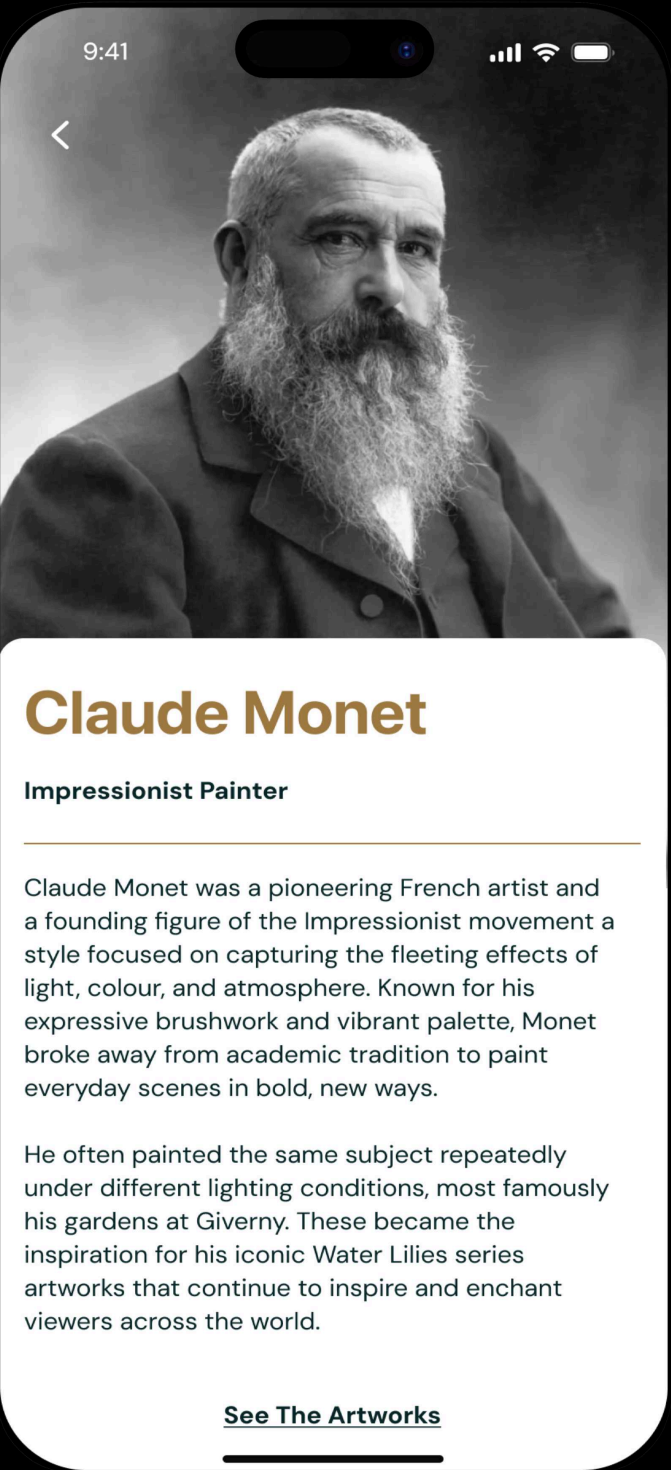
Fitts’s Law

“The time to acquire a target is a function of the distance to and size of the target.”



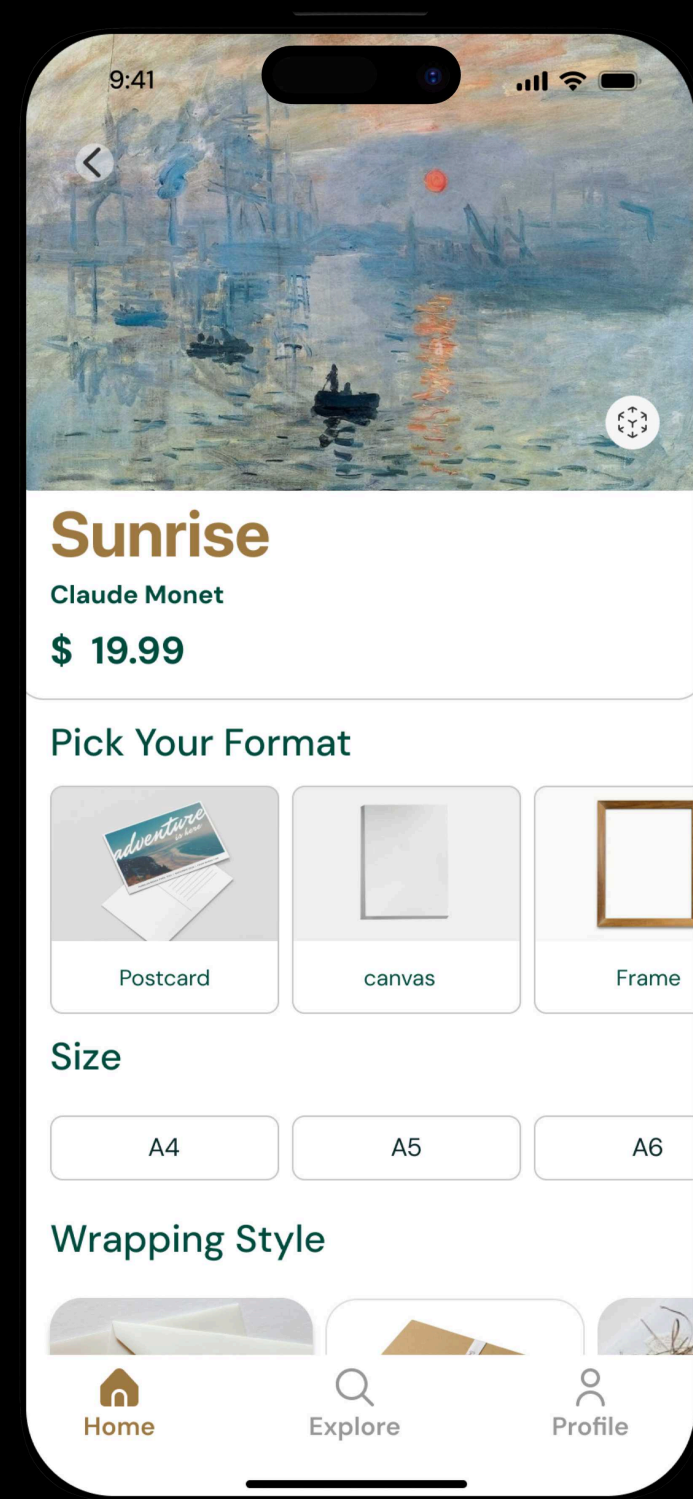
Miller’s Law

“The average person can only keep 7 (plus or minus 2) items in their working memory.”



Hick’s Law

“The time it takes to make a decision increases with the number and complexity of choices.”



Reflection

➤ Key Learnings

➤ What Worked Well

➤ What You'd Improve

➤ Personal Design Growth



Reflection

What Worked Well

- A consistent and elegant visual language was maintained throughout.
- Typography (SF Pro + DM Sans) reinforced the luxury aesthetic.
- The user flow from artist browsing to gift checkout felt intuitive and seamless.
- Print customization and gifting features added depth and emotional value.
- Strong alignment with MOHA's branding and the needs of art-loving users.

What You'd Improve

Include AR/VR preview earlier in user flow to encourage exploration.

- Add optional artist voice narration or audio guides for accessibility.
- Could enhance microinteractions for more delightful transitions.
- Expand user testing rounds for broader feedback across demographics.



Reflection

Key Learnings

Designing for a cultural audience requires respect for context and content.

- Balance is crucial between aesthetics and usability in luxury UI.
- Feedback loops during iteration refine both visuals and functionality.
- Consistency in spacing, alignment, and component behavior builds trust.

Personal Design Growth

Strengthened my skills in component-based design systems.

- Gained confidence using Figma prototyping tools and flows.
- Developed a deeper appreciation for accessibility and user empathy.
- Improved my ability to communicate design rationale during critiques.



Reflection

Design Tips for Myself

- Always define visual hierarchy clearly before building screens
- Use consistent spacing and margins based on an 8pt system
- Prioritise readability: ideal line height is 1.4–1.6× font size
- Maintain contrast and accessibility throughout all screens
- Start mobile-first; consider thumb-friendly UI and interaction zones

Key Takeaways from This Project

- Designing for a luxury art app means balancing elegance with usability
- Moodboards and style tiles helped refine aesthetic direction
- AR and gifting features required clear affordances for first-time users
- Iterative feedback significantly improved flow and clarity
- Thoughtful typography and iconography elevated the brand feel

Things to Remember for Future UI Design

- Spacing between lines (line height):
- For body text: 1.4–1.6× the font size
- For headings: slightly tighter, 1.2 – 1.4×
- Use padding/margins consistently between sections
- Allow visual breathing room don't overcrowd UI
- Consider user emotion and intent at every step of the journey

Thank You