FRICK Digital Lightbox

Prepared for the Frick Collection
by <3 BOAT Interactive

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Background Brief

Client Goals

To design an online tool that allows for the exploration and organization of images of works of art (paintings, drawings, prints, sculpture etc.) taken from multiple sources (webpages, computer files, dams, etc.) in one virtual space. (We are imaging something similar to Pinterest but with added functionality specifically needed by Art Historians) This tool can be called the Interactive Lightbox and will be accessed online as a new page to the http://images.frick.org/ website. The Interactive Lightbox will be an innovative online tool that will enable Art Historians to optimize their workflow and results.

Currently no such tool exists, although Pinterest might be the closest, it has limited features and is not specific enough. Traditionally Art Historians have used physical light boxes on which they placed slides or other reproductive images. In the analog world, they were able to move these around at will, organizing and reorganizing as desired. In this way, images from multiple sources were brought together and compared to identify similarities, differences, stylistic links, relationships etc. for further research.

Process Overview

Our team generated a prototype interactive light box based on insights and feedback collected over the course of the project. Below are the guidelines our strategic process, with diagrams and documentation in the follwoing pages::

1. Direct Customer Interviews:

The team conducted 6 interviews with users of such services, including 3 individuals who are either now professional curators or who have been curators during their careers, and three students of art history who use online research tools in their studies.

Proposed Questions for Preliminary User Interviews

As an art archivist/art historian, what do you view as the most important of your daily activities?

Are there any online tools you currently use to assist in these tasks?

What particular difficulties do you encounter in the examination of digital artistic assets?

How do you currently differentiate and authenticate multiple digital assets of the same art work?

Does the production of metadata in your current work present any difficulties? If so, please elaborate.

What searching and indexing capabilities do you feel are necessary in the creation of a searchable collection of digital artistic assets?

In the administration of a collection made available to art historians and students, how would you imagine the assets would be categorized?

In an online virtual lightbox for the comparison of art images, would features would prove most helpful to your archiving efforts?

Would annotation of individual assets be a mission critical feature for your archive?

In what form do you imagine the presentation of metadata to collaborators and/or guests to this online archive?

2. Competitive Analysis

The team looked at similar services to adopt useful functionality and generate further insights valuable to the prototyping process from sources such as The Metropolitan Museum of Art, the MOMA, the New York Public Libary and the Tate Modern. (See page 8 for analysis)

3. Paper Prototyping

We developed the framework of our platform on paper and tested them with a sample of potential users. See page

4. Wireframes with Annotations

Our completed wireframe is available on page with annotations.

5. User Profiles

Our completed wireframe is available on page with annotations.

5. Sitemap
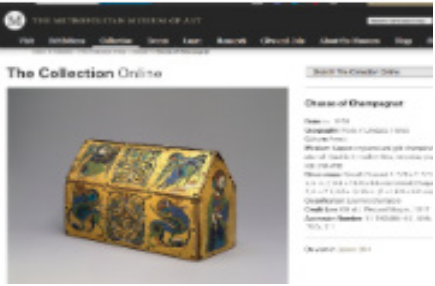
A diagram of the site's structure.

6. User Flows

Process of potential users was developed and demonstrated.

Competitive Analysis

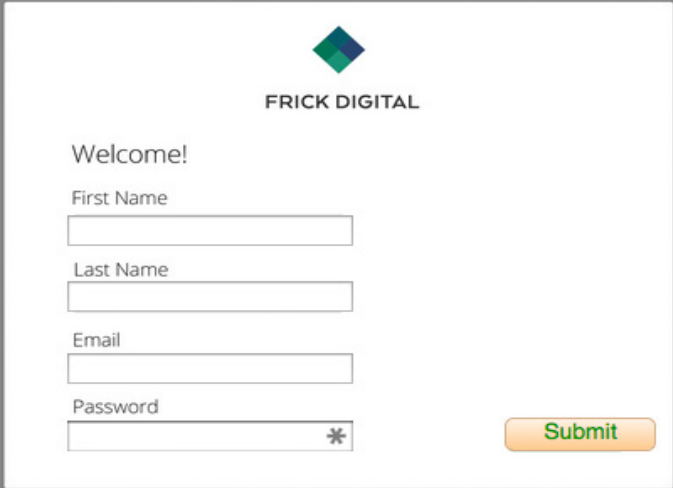|		
The Metropolitan Museum of Art Collection Online http://www.metmuseum.org/collection/the-collection-online	Key Features: Search and displayed metadata, "My Met" saved items, zoom, download, permalink and share functions Good: Very clear user interface. MyMet is easy to use. Nice filing and export mechanism. Website is fast and responsive. Bad: Confusing visual design	
The Museum of Modern Art Collection Explore http://www.moma.org/explore/collection/index	Key Features: Search and displayed metadata, save to my collection, permalink, share Good: Good mechanism for adding to collection and sharing. Bad: Limited filing and image manipulation tools.	
The Tate Archive Collections Online http://www.tate.org.uk/research/archive/collections/digitised-archives	Key Features: Text based archive search. Mechanism to request images. Sharing. Good: Comprehensive archives. Bad: Difficult to get to images; no mechanism to save or collect.	
The Louvre Archives and Film Footage http://www.louvre.fr/en/archives	Key Features: Search, basic data, archive lists Good: Basic search. Bad: No more complex mechanisms or annotation tools.	
New York Public Library NYARC http://www.nyarc.org/	Key Features: Very broad based search mechanism across various federated sources, including the Frick. Images, text, video, other artifacts. Good: Comprehensive with lots of good data, very good for long term research projects. Bad: Onerous UI. Lack of good tools.	

Paper Prototyping

Wireframes with Annotations

Sign In

1. User enters her Username and password.
2. Or user may opt to register later.
3. User clicks submit to proceed to landing page.
4. Returning user Roland inputs his user name.
5. Roland inputs his password.
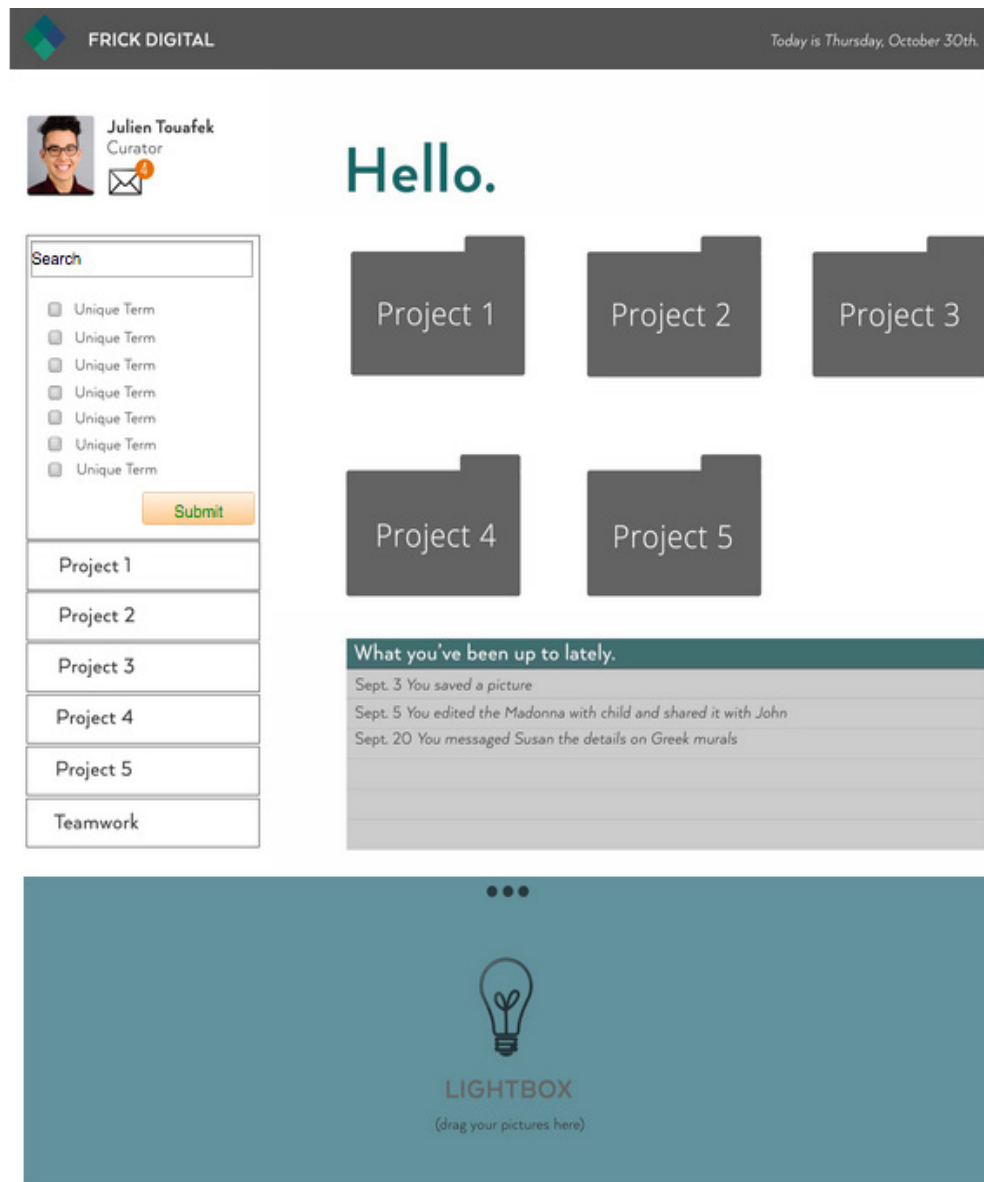6. Anonymous guest checks box to register later.

Create Account

8.   User fills in First name.
9.   User fills in Last name.
10. User fills in email address.
11. User enters password.
12. User clicks submit.

Create Account

8. User fills in First name.
9. User fills in Last name.
10. User fills in email address.
11. User enters password.
12. User clicks submit.

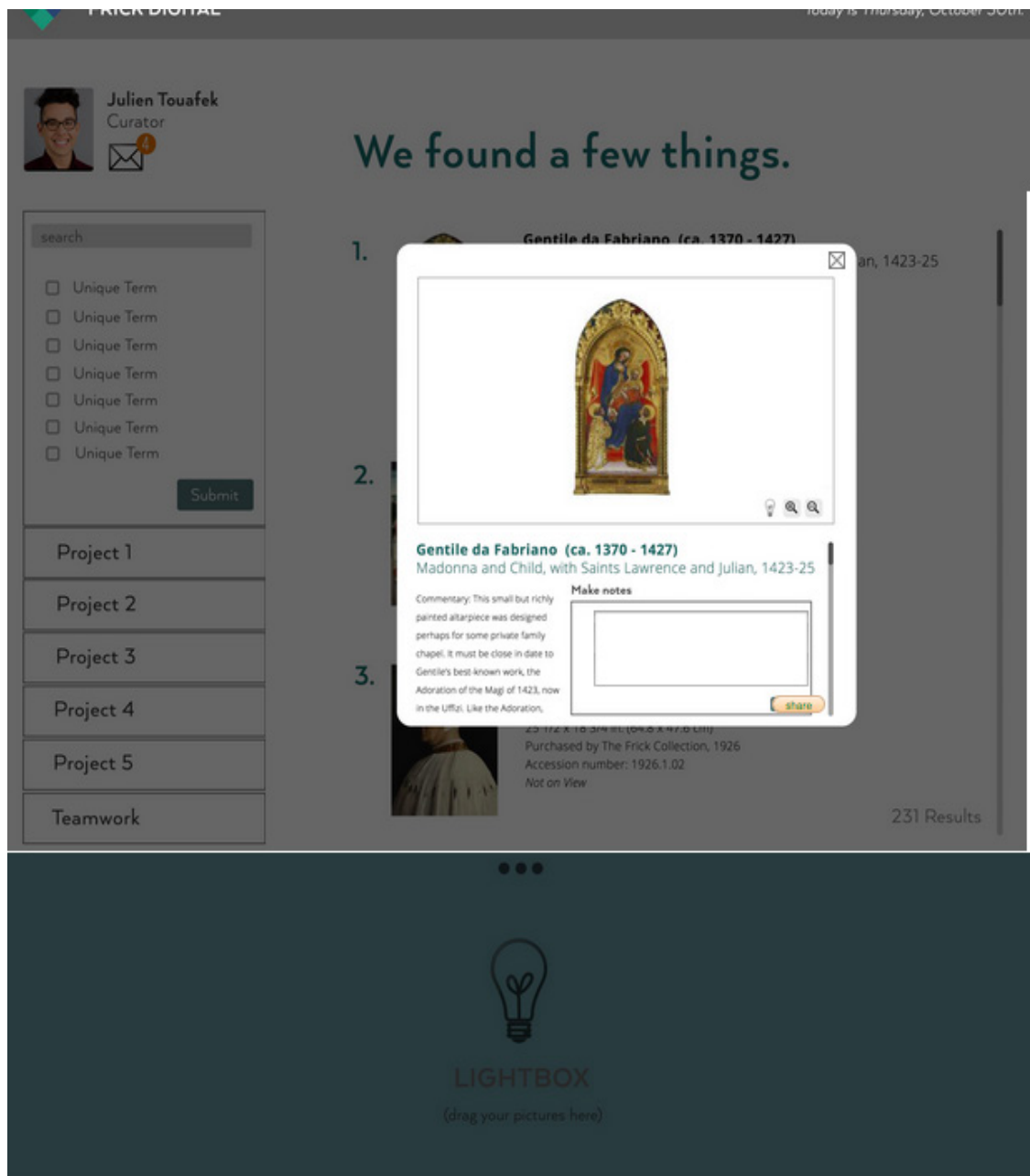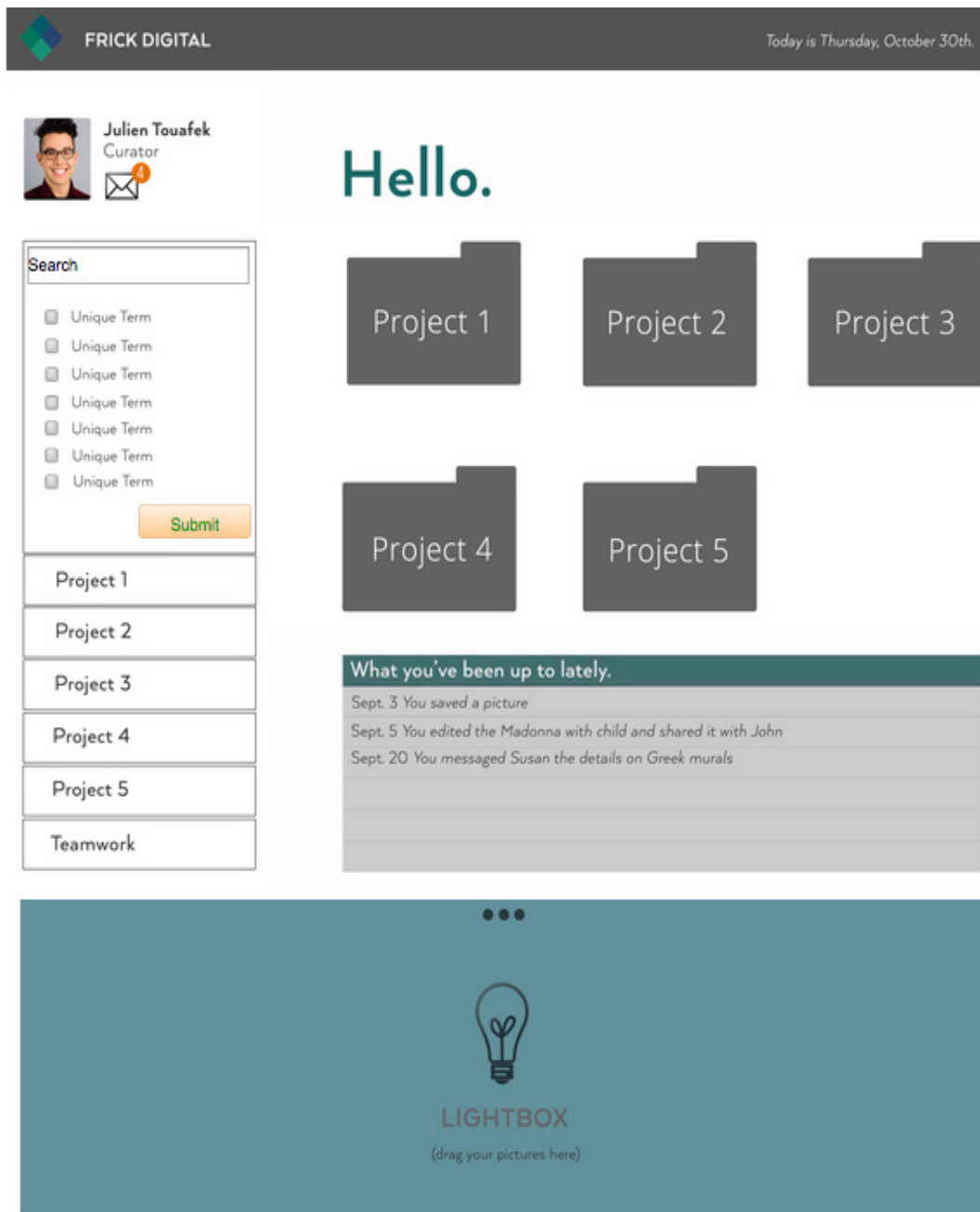Search Results

13. User drags and drops image(s) onto lightbox.

Image Detail

User can click the lightbulb icon to add the image to the interactive lightbox
User can click into make comments/add annotation notes into text box
User can scroll down to see other text in commentary
User can click back into search results by closing individual image

FRICK DIGITAL

Today is Thursday, October 30th.

Julien Touafek
Curator

Hello.

Search

☐ Unique Term
☐ Unique Term
☐ Unique Term
☐ Unique Term
☐ Unique Term
☐ Unique Term
☐ Unique Term

Submit

| Project 1 |
| Project 2 |
| Project 3 |
| Project 4 |
| Project 5 |
| Teamwork |

Project 1   Project 2   Project 3

Project 4   Project 5

What you've been up to lately.

Sept. 3 You saved a picture
Sept. 5 You edited the Madonna with child and shared it with John
Sept. 20 You messaged Susan the details on Greek murals

LIGHTBOX
(drag your pictures here)

Project Folders

User can click into search or click pre-selected filter terms
User can view and select images presented by search and filter
User can open project folders
User can click into individual images
User can drag images to interactive lightbox
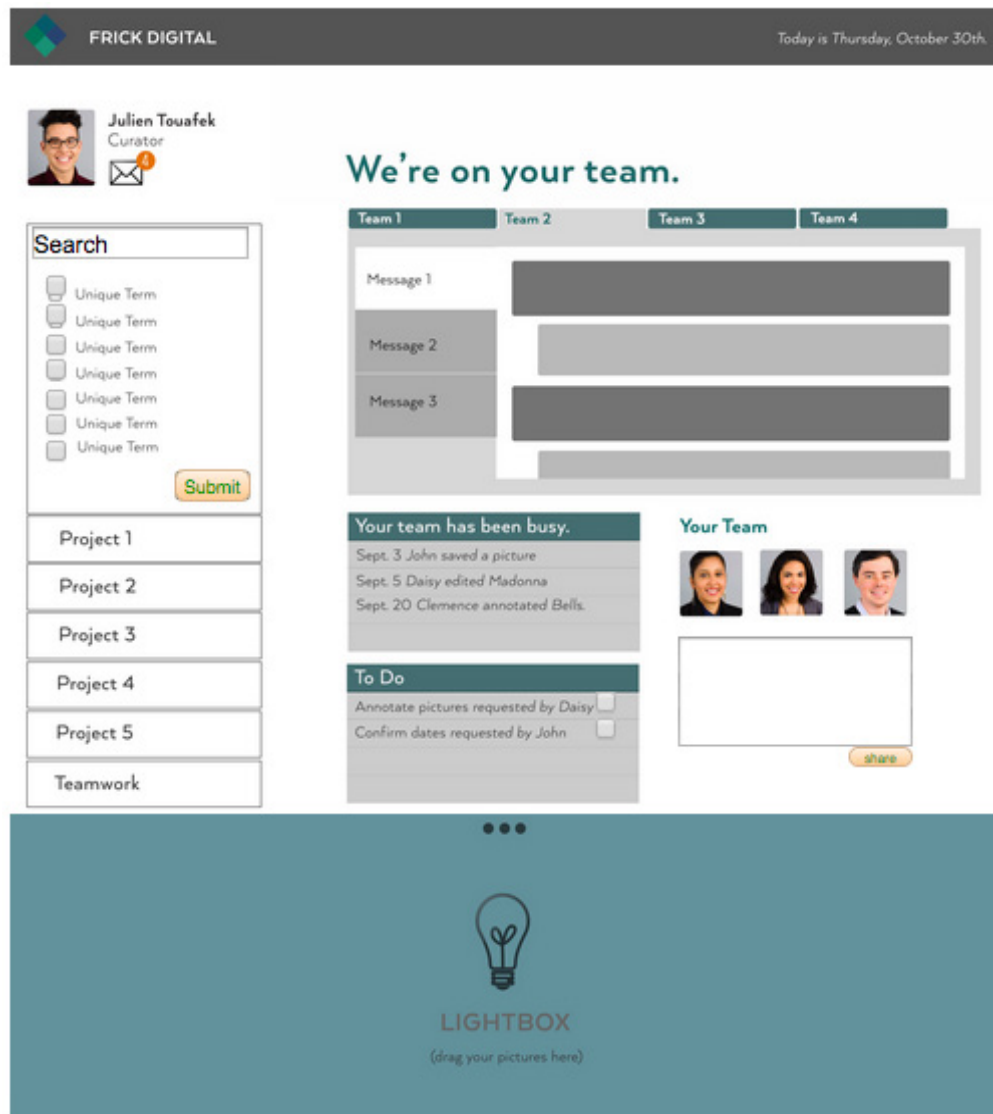
Teamwork

User can click into user messages
User can search or select pre-selected filter terms
User can open project folders
User can open teamwork folders
User can message teammates by clicking in to message bars
User can review recent team messages
User can select 'to-do' items to clear or complete
User can add comments to the input box and post them to

Lightbox

User can expand or collapse lightbox feature
User can zoom into image or click to bring up the
toolset features
User can click back into the search results
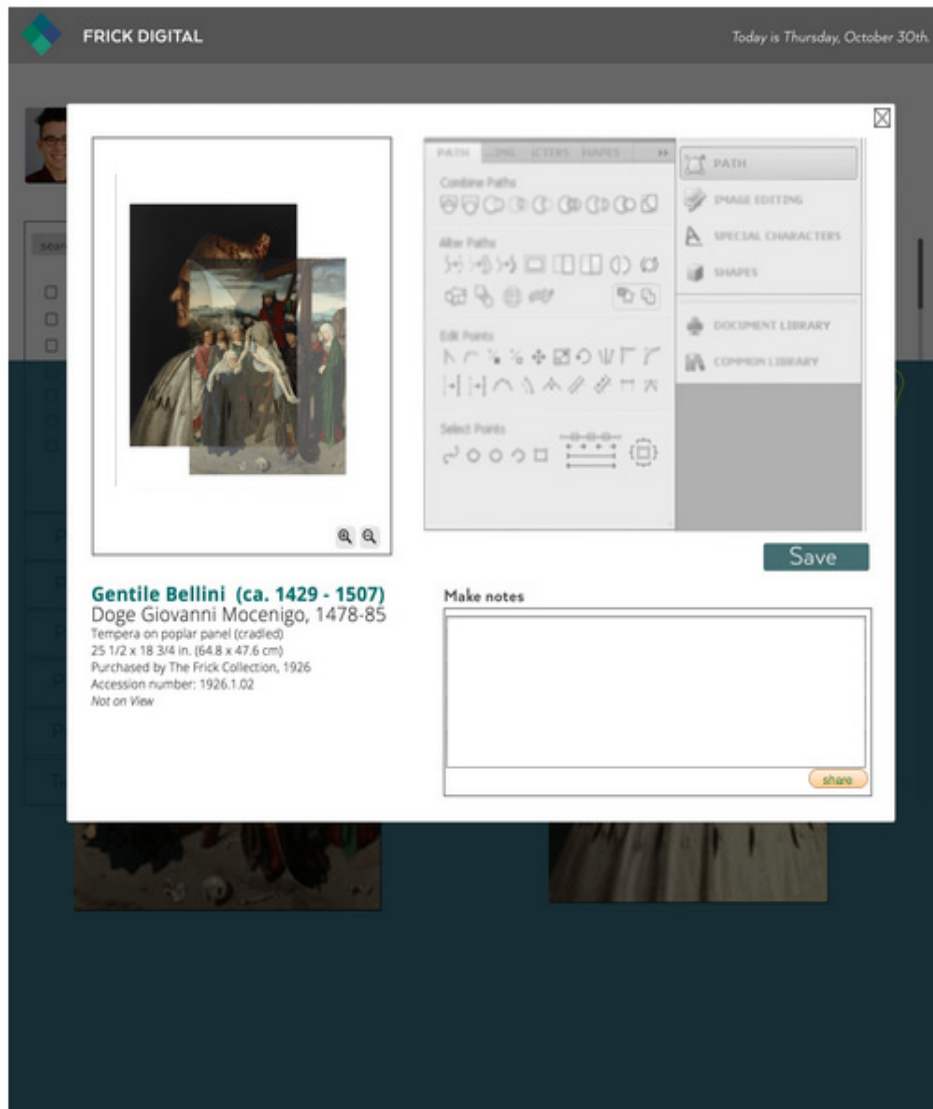
Editing Page

User can zoom or size images
User can click into interactive toolkit
User can select an interactive tool and apply that tool to the selected image
User can make selections within image
User can add notes and save to the document
User can share notes to other teammates or save to project folder

User Flows

Frick Collection Interactive Lightbox
User Flow: Guillermo, the art enthusiast, 43 years old

Guillermo Enters Site

Views Frick Digital Images Archive Home Page http://images.frick.org/TOPLEVEL.php

Clicks link to Lightbox Signin Page, Signs in as Guest

Enters search terms

Browses Search Results

Found Wanted Images?

No

Yes

Enter Personal Annotations

Download Selected Images/Annotations

Leave Site
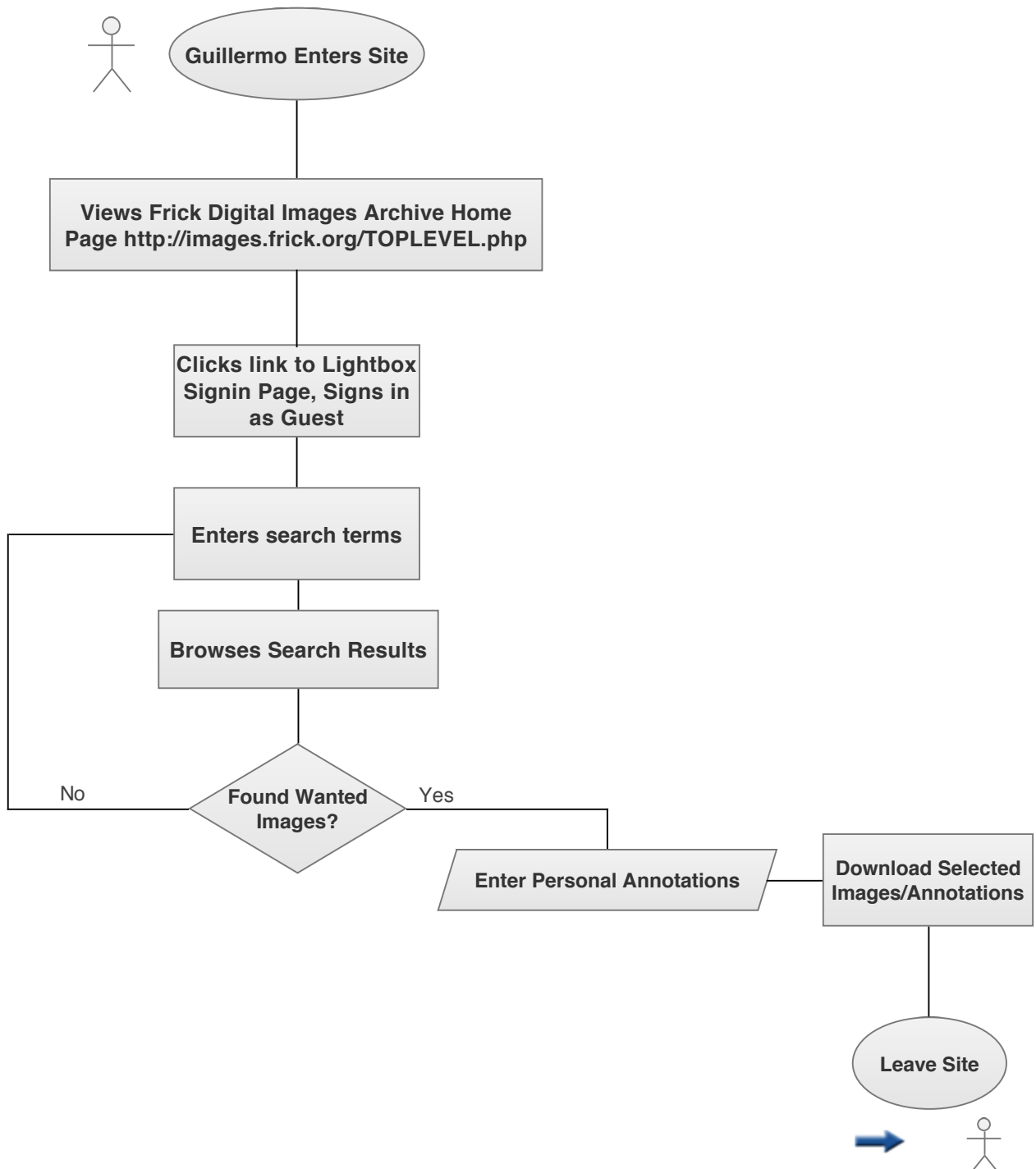
Frick Collection Interactive Lightbox
User Flow: Fatemah, the Student, 23 years old

Fatemah Enters Site

Views Frick Digital Images Archive Home Page http://images.frick.org/TOPLEVEL.php

Clicks link to Lightbox Signin Page, Signs in as Guest

Enters search terms

Browses Search Results

Found Wanted Images?

No

Yes

Enter Personal Annotations

Download Selected Images/Annotations

Leave Site
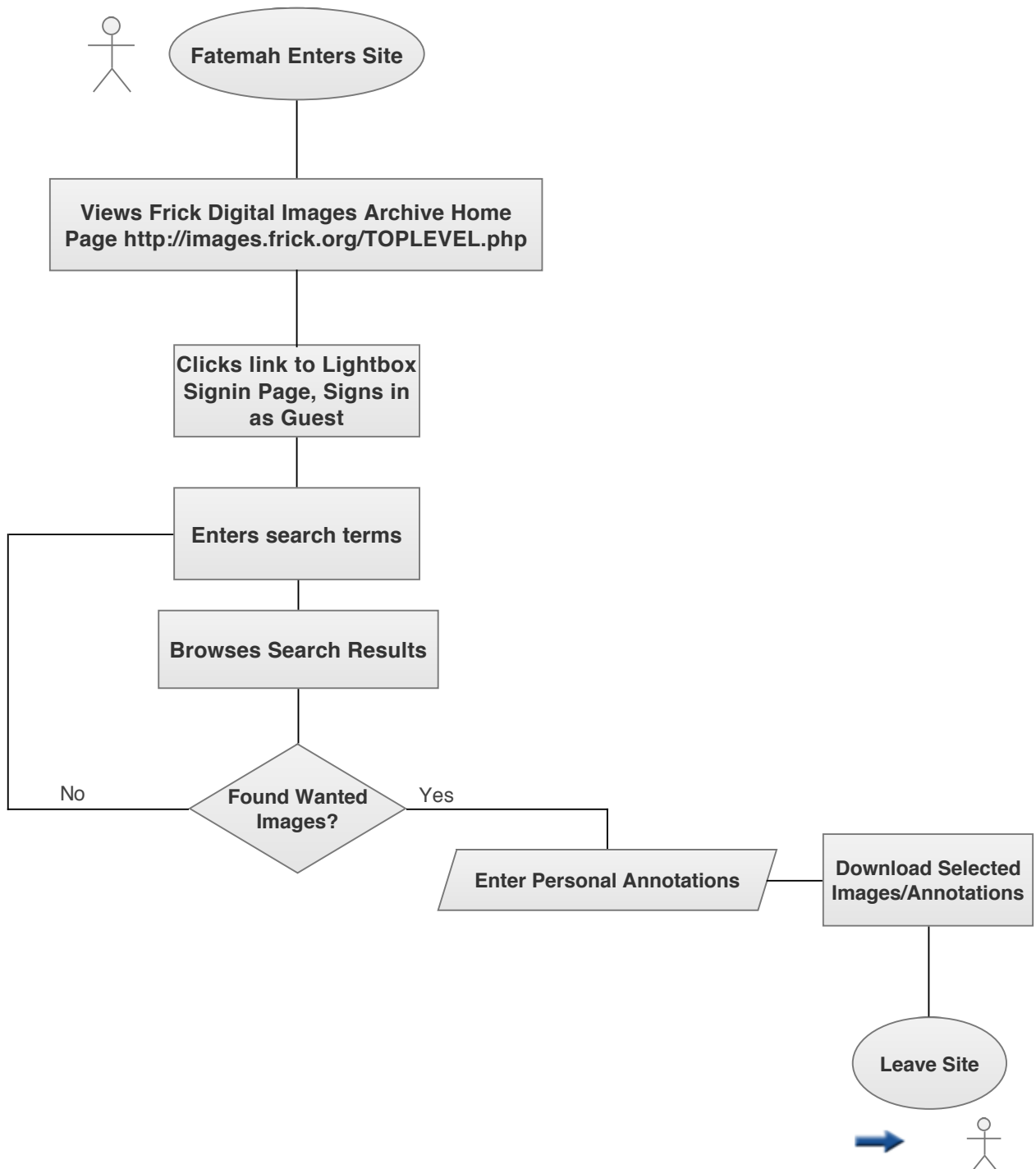
Frick Collection Interactive Lightbox
User Flow: Roland, the Professional, 53 years old

Roland Enters Site

Views Frick Digital Images Archive Home Page http://images.frick.org/TOPLEVEL.php

Clicks link to Lightbox Signin Page

Signs in to His Account

Clicks to open his project folder, clicks to open lightbox.

Checkmarks/Selects Images for Compare, Clicks Compare

More Images?

Yes

No

Enter Annotations/Click Share to share with team.

Review team comments/ contributions

Leave Site

Home

Sign-In

Returning User

Guest

Lightbox Landing page

Lightbox Landing page (Empty)

Search with options

Search Results

Download image

Image Zoom/ Annotate

Share image

Drag & Drop images page

Magic edit box

Team Page

User Personas

Persona 1:	The Art Enthusiast
Photo:	
Name:	Guillermo
Job Title and Responsibilities:	Asset Manager for a retirement fund
Demographics:	• 43 years old • Lives in Manhattan • Married but childless • High household income • Minored in art history in undergrad
Goal and Tasks:	Guillermo cultivates his interests in art, wine and classic cars. But with the art, he gets obsessive. He loves to hit the galleries and afterward he loves to research what he's seen, particularly at collections such as the Frick. It's common for him to spend hours poking around on the websites of major museums, libraries and collections to learn more about the art he loves so much.
Environment:	Most of his browsing of museum sites takes place in his small home office on his expensive 30" Mac cinema display. He normally has a glass of bordeaux in hand, as it's late in the evening by the time he gets home and has time for his own curiosities.
Quote:	"I love this stuff. I love it when I find someone at a cocktail party that knows art as well as I do, and we can talk about the nitty gritty details on certain pieces. It makes me feel good to show I'm informed."

| Persona 2:	The Student
Photo:	
Name:	Fatemah
Job Title and Responsibilities:	Art history student at the School of Visual Arts
Demographics:	23 years old - Still living on her parent's college savings fund - Fifth year of her undergraduate degree - Lives in Brooklyn - Wants to be a curator one day
Goal and Tasks:	Completing projects for school assignments are Fatemah's main goals.
Environment:	Fatemah is often working on her Macbook Air, which only has an 11" screen. When she has to do more serious work, she uses the bigger displays on the desktops in the SVA computer lab. Frequently she is working in groups, where she has to share information, images and ideas.
Quote:	"I can't believe I've put this assignment off till the last minute. I need to be able to get these images pronto, and get my work done, so I can still have time to go out to the bar tonight to see my friends."

Persona 3:	The Professor
Photo:	
Name:	Tina
Job Title and Responsibilities:	Associate professor of art studies at Columbia University
Demographics	51 years old - Married - Has been teaching since she finished her doctorate in 1994 - Lives in Morningside Heights - Has two teenage boys
Goal and Tasks:	Tina is constantly seeking new material for her lectures, so she spends a lot of time pulling down images from museums, library and collections websites. She has tons of images stored locally on her computer, which her teenage sons give her a hard time about. She doesn't know much about computers but she spends a lot of time working on them, in particular preparing her lecture presentations and any talks she has to give to support her continuing research.
Environment:	Tina works mostly on a laptop that she carries with her to the university and then to home. She has a docking station that lets her hook up to a larger display in the office. She works mostly during the day and during the week because hey, she's tenured.
Quote:	"Where the heck did I put those images again? Were they on the desktop, or did I stash them in a folder someplace?"

| Persona 4:	The Professional
Photo:	
Name:	Roland
Job Title and Responsibilities:	Head of the Art and Picture Collection at the New York Public Library
Demographics	53 years old - Earns a solid but not extravagant salary - Recently divorced, two teenage children - Lives in New Jersey but doesn't like to talk about that - Just started the job at the Library
Goal and Tasks:	Roland is meticulous in his work, and spends a great deal of time paying attention to details, both in the administration of his duties and in the art pieces that he scrutinizes. He needs tools that return quality information to him and help him to do his job, preserving art and pictures and making them available to the research community and the public in the context of the library.
Environment:	Roland likes to keep his work in the office, where he works on a large high resolution device. He often presents to colleagues on a plasma screen in a shared conference room, and will use tools directly in that setting to discuss an artwork or photo.
Quote:	"I am very careful about the work I do because these valuable cultural artifacts need to be preserved and shared across generations. That is the role of the library, and its librarians, of which I am one even if I deal with art and pictures rather than books."

Persona 5:	The Teammate
Photo:	
Name:	Levi
Job Title and Responsibilities:	Project Manager at MXD Exhibitions, Inc.
Demographics	29 years old - Studied business and minored in art history in undergrad - Earns $65,000 a year - Lives in Long Island City - Strong social life but no commitments
Goal and Tasks:	Levi is collaborating with Tina on a project to build an educational application for art students. He's helping her spend down a grant to create a mobile application to learn about specific art forms and periods. Tina shares images and information with him, often in emails or via links to the websites of museums, collections and libraries. His job is to sort through it all and help the developers he is working with make sense of it all.
Environment:	Levi works out of a coworking space in Tribeca. He's easily distracted and spend a lot of time on twitter and facebook, which means he is constantly close to missing his deadlines. He has a nice Macbook with a good sized display.
Quote:	"I really wish Tina would take a computer class; sharing all of these images and related information would be easier if I didn't have to pick through all of her email attachments all of the time."

Process Photos

User Testing
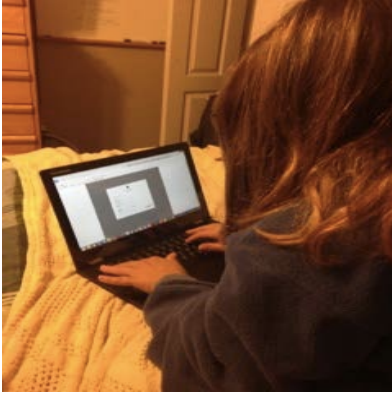
Prototyping
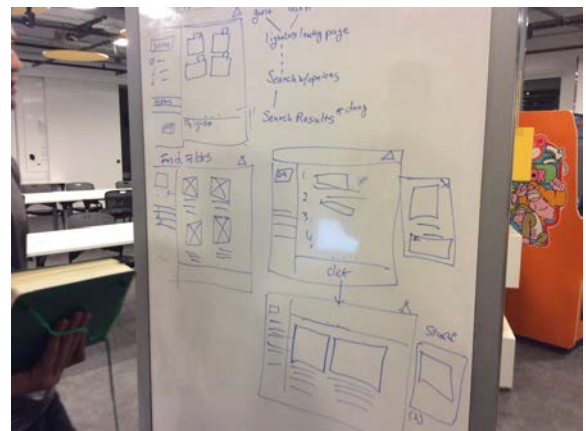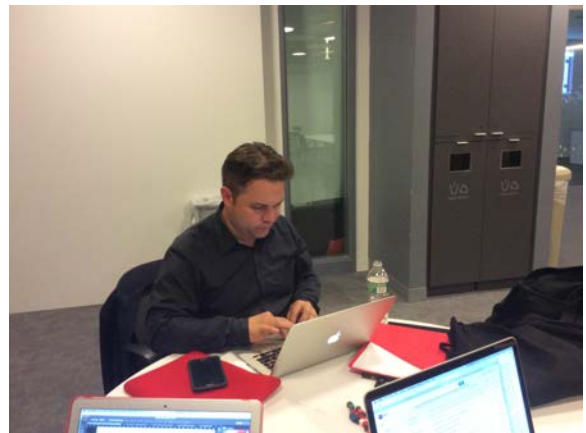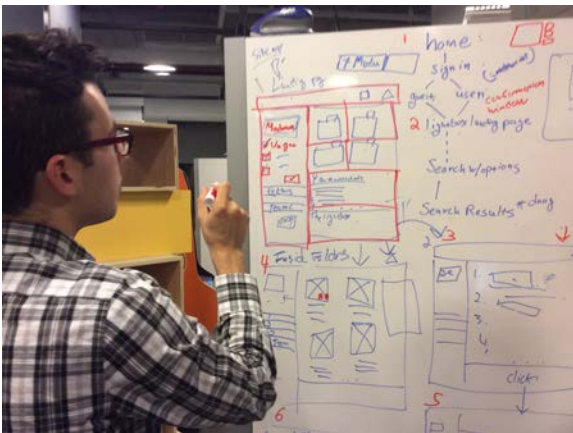
Team

Joseph Cosaluzzo
jcosaluzzo@icloud.com

Justin Hendrix
justinhendrix@gmail.com

Robert Hieger
rlh380@nyu.edu

Julien Touafek
julientouafek@gmail.com

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