

## Silver Eye Gallery Guide UX Diary

- What did you work on today?
- Is the work you did part of a larger project? Does the project have a plan? A timeline?
- How did you decide on what you worked on today?
- Tell us a little about your approach to your work. For example, did you create new items for your exhibition, edit existing items, or upload different media?
- Tell us a little about your workflow for the tasks you completed today, for example, did you begin by uploading images, and what was the step after that?
- Did you communicate with other team members about the work you did today? If so, what did you discuss?
- Did you encounter any obstacles with your work today?
- Did you refer to the Connects app for previewing or reviewing your work today?

### **Week 1 (3/29)+ 2 (4/5)**

During the first week working with Silver Eye, we discussed our curation method for the existing and new content selected for the Silver Eye Gallery Guide on the Bloomberg Connects application. We utilized the supplied content planning sheet for mapping out the basic content that should be included. I looked at the Silver Eye media materials supplied by Kate and David, such as current exhibitions (Erik Hagen, Houston, and Hurst, Fellowship 20 Honorable Mentions, Mikael Owunna), past and online exhibitions (Shedia Soleimani, Granville Carroll), past fellowships, and awards, newsletters, and social media. We wanted to see what should be included in the gallery guide and start brainstorming ideas for new content that we could incorporate via text images, audio, and various other methods of image curation. We also created a site map as the foundation for organizing our content.

### **Week 3 (4/12)**

After our first weekly meeting with David Strauss from the Bloomberg Connects team, our first task was to create a site map to plan the site navigation for the gallery guide. My thought process for constructing the site map led me to think about how materials previously created by Silver Eye could be arranged in the app editor and also direct people through the gallery space. The related items should make it simple to navigate to other parts of the Bloomberg gallery guide. At the same time, the ability to insert hyperlinks helps direct users toward the Silver Eye website and social media pages and the option to stay connected via paid membership and newsletter. The deliverable for this week was the first iteration of a site map that incorporates all of the planned materials from the content planning worksheet. There are only four levels of navigation because users should be able to find what they need from the homepage to the final destination with three clicks, four at the most. More than that will become cumbersome for the user to return to the home page/ landing page.

### **Week 4 (4/19)**

We received access to the content management system to begin uploading media into the CMS editor. David, Kate, and I discussed with David S. the best way to create items in the catalog, adding images, videos, or audio, and best practices for working efficiently. I first made a creator profile for each exhibition's artist when I started with Erik Hagen's solo exhibition. Creating the creator profile first was very helpful when doing group exhibitions such as the Fellowship 20 Honorable Mentioned show. We began making items for each artwork, entering the artist, artwork title, date of artwork produced, and medium. Photography is our primary medium when a specific photographic process cannot be identified.

We use Digital C-Type Prints for gallery or digital display and will specify the photographic method used, like cyanotypes, pictographs, archival printing, etc., when known. This week also resulted in the second iteration of the site map, in which we made slight edits to how we will be organizing the webpage. We are starting to organize artwork/items into individual sections and carousels according to their gallery exhibition dates (upcoming, current, recent, online). The only plan we have for getting the gallery guide ready for going live is to get as much material into the CMS as possible so we can spend more time later organizing and understanding what we already have available.

#### **Week 5 (4/26)**

Week four was spent uploading and organizing the media into the CMS. I have encountered issues with resizing in the portrait and landscape modes and not publishing an image directly within the exhibition pages. These issues extended the workflow of this project when it came to media upload. The interface works well once the media is in the content management system. I especially appreciate how any of the saved media can be available to add quickly and is searchable. However, I would like more flexibility with how I positioned the adding media menu. The site map needs to be revised to reflect the changes from a layered Carousel interface to an individual carousel interface for each exhibition.

#### **Week 6 (5/3)**

We are still organizing media in the CMS. Still, we have hit a much smoother workflow in what type of media needs to be uploaded (adding images with captions is the priority for now), where I can find them, and how media should be organized within the CMS. There is still captioning and copy to add to each item, but it is still going smoothly. We are starting to figure out what type of specialized content we would like to be in the Bloomberg Gallery Guide. We're leaning towards short-form audios that could function as summaries for exhibitions and specific artworks. In addition, David, Kate, and I decided to create a separate carousel for any specialized or featured materials beyond the traditional text and image components. This featured content/online exhibition, Featured Materials (working title), will act as a section separate from the other exhibitions but have some of the same materials throughout the gallery Guide. We were also collapsing all the stay-connected pages, donating, shopping, and subscribing to our newsletter into one general section called stay-connected format with links inside individual items.

#### **Week 7 (5/10)**

We shifted to a biweekly meeting schedule with David in the Bloomberg team to focus on content management and app editing now that we have more general experience with the content management system. I will begin the user diary project with Ivan, the user experience designer, to log my UX experience making the Silver Eye Gallery Guide. I was trying to add the dates for an exhibition while in split-screen mode, but I couldn't access the arrow to move to the exhibition. During our weekly meetings, David, Kate, and I will review the edits I made to the CMS's gallery guide through the app's internal view. We will note what we like and dislike with specific notes about how the content is seen through the users' eyes. David, Kate, and I went over the arrangement of items within the exhibitions, carousels, and the app. One of our biggest questions was how the online app translates to use and out-of-gallery use. We created the gallery guide to reach new users while providing new materials to enhance the in-gallery experience. I then take the notes back, work on the CMS, site maps, and more, and reach out to David and Kate if I encounter an issue or am looking for advice on proceeding. This system works the best for this project because only three people can edit our gallery guide. Only one person is working solely on this project, reducing the redundancy in decision-making and time used editing content.

#### **Week 8 (5/17)**

We continue to upload to the CMS, documenting any unusual activity or errors we see on the gallery guide through the internal mode on the BC app to go back in and fix. David and Kate have decided to

move the launch date to the summertime since we already have ample content available on the app, aiming for a June or July soft launch. We are also soliciting audio clips from the Silver Eye community members who contributed a community perspective to an exhibition, as unique content is available only on the app. We also added short 2-3 minute video clips of artists' conversations from the full-length Studio Visits with Silver Eye videos. This was the first time we started uploading media that was not an image file in the CMS, but we had a good response. It felt intuitive, not significantly different from the process used to upload the images. I still am not very sure how to format the subtitles for the CMS. A subtitle/ vtt file generator should be built into the CMS to make the process easier and not require a third party to create them. I also had difficulty figuring out how to format the correct aspect ratio for my videos to fit the video display in the app. I also like that the image, audio, and video files are separated in the media section. If I needed to find a video to add to an exhibition quickly, I could search for videos in my browser's search field.

### **Week 9 (5/24)**

Most of this week was spent reaching out to the writers of the community perspectives for their audio clips. We decided to include short readings of the community perspectives that Silver Eye commissions from a local Pittsburgh/Silver Eye community member. The text is meant to give commentary from that person's relevant experience to paint a more in-depth picture of an idea or concept and its representation as an image. I didn't do much CMS work besides updating each media asset's square and rectangular frames, editing captions, and copying through the exhibitions and items.

### **Week 10 (5/31)**

This week, a list function was added to the CMS as an alternative to the grid display. However, when I attempted to format the current exhibitions from the grid formatting to the list format, it needed to be reflected in the app/ gallery guide. Is there a disconnect between the two for now? I updated the CMS with new media assets, such as Jacob Haupt's show, separating the Fellowship '20 and '21 shows and creating recent exhibitions for the featured and archived community perspectives. I also added a new section for Studio Visits with Silver Eye and Gallery Guides for all exhibitions. I also readjusted the content layout of the app, reorganizing the banner photos to installation images for each exhibition and show displayed in the Silver Eye gallery. After discussing with Kate and David, we decided to rename the Featured Community Perspectives to the Watch and Listen to section to be more inclusive of the content we can place under this carousel. We also established an unpublished Community Perspective archive exhibition for any non-featured content.

### **Week 11 (6/7)**

This week, I spent more time creating videos for Silver Eye's feature with the broader Pittsburgh community, Community Perspectives. I had to create the videos and figure out the best way to present these images on a small screen made even smaller with the video formatting on the app. I also got acquainted with the video player in the app. However, I noticed it was challenging to jump forward and backward in the video play with the time bar.

We decided to create a new exhibition to house the individual CP videos we would store in the CMS as individual items. In addition, we acquired another Community perspective from artist Deanna Mance for Will Harris' exhibition. We have begun to add events and workshops we host in the gallery or online into the CMS as individual items that will go under a carousel called programs, events, and announcements. However, when creating this item, I noticed no section to put dates like in an exhibition. The option to insert dates or a range of dates, like in the exhibition section, could be beneficial for single events or workshops. I could see this happening through a set of buttons to display the date(s), like the range/ongoing options in an exhibition.

### **Week 12 (6/14)**

This week I spent much time adding items to the CMS for two new shows by Will Harris and Zoë Croggon while linking any related articles to these exhibitions. I found a process for creating an item that works well for my workflow over the last few weeks that made uploading these two shows go by very quickly. I referred to the BC internal view to see if the videos formatted to the 16:9 aspect ratio were needed or if I needed to go back into the app. I also started transcribing the audio for the videos so that we would have a transcript for the audio and that I could begin creating vtt files.

I started the process by going to the Silver Eye webpage hosting the exhibition and downloaded all of the images into its folder under the respective artists. When it's time to upload the media, it is all in one place. I then go into the CMS to the create button in the upper right to the Creator button. I then enter the artist's name. Most of our artists are living and relatively young, so we tend not to add the life years or prefixes unless they have specifically requested it. I go back to the create button and click the create item tab. Under the start item menu, I select the + icon to add an image. I then go under the + icon again to choose an image from my files. I go to the artist's folder and select one image to represent that artwork. (Because we are a photography gallery, we primarily use Archival Pigment Prints, so we just upload the direct file for the artwork. The only time we will have more than one image together would be for an exhibition, including gallery installations images.) I then wait for the image to get added to the image gallery. This step can be quick or can take a long time. It depends on my internet connection (which isn't surprising, but there was one time when I had good internet that wouldn't let me upload any images from my files into the CMS. I was working on an iPad, which I've done before to upload photos, and it did not want to let me upload any images from my photos gallery or my files app). Once I get the image from the media selector and press apply, I enter the rest of the information, name, year, medium, and additional information if I have it. Since I am uploading jpeg files of the artworks/photographs directly to the CMS, I do not specify dimensions for an individual image unless the artist gives specific dimensions or the images are printed out for gallery display. For Silver Eye, we will always state "Courtesy of the Artist/s" unless specifically stated otherwise.

### **Week 13 (6/21)**

This week, I noticed a change in the formatting of the Publish/ Not Publish button that makes any items or exhibitions live in the gallery guide. The N/ NP slider was replaced with a set of buttons, visible and not visible. I like the change to visible/ not visible; it simplifies what is visible in the app. I remember having a conversation with David, the Executive Director. I remember him asking me to publish something, yet make it not viewable on the app and discuss how it will be visible on the site if something is published in the CMS. This week I also met with Silver Eye's in-house designer Elana to discuss the type of signage we will be developing for the Bloomberg Connects in-house and online promotion. I did much proofreading in the CMS today for the existing items and images to ensure that they were okay for the proofreading that Bloomberg would be conducting the week of 6/28. I only encountered one issue with the CMS that involved the internet connection, in which I could not upload images or reformat the CMS. I did it several times, and then sometimes it would work, and then I would give up for a little bit and then work on editing the text. I also figured out the best way to create a vtt file through YouTube, requesting automatic subtitles and downloading the file. It was a lot easier to yield accurate subtitles because I had already prepared transcriptions of the videos and audio.

### **Week 14 (6/28)**

We discussed a plan to execute the gallery and gallery signage in the weekly meeting after the gallery walkthrough with David and Carl Fischer. We discussed the best options for displaying the app and how the app can be used in gallery. Our main concern was to leave the visitor in the gallery with a manageable amount of signage since one of the main ways to link the content in the app with the gallery pieces is

more icons/displays that must go up near the artwork. We decided that David, Elana, and I would continue the conversation to meet a July 9th deadline. My phone also broke, and I got locked out of my CMS, but it was an easy fix with David sending over a new QR code.

I did not encounter issues with the CMS after getting back into the system. I started adding image descriptions to the CMS by choosing an item and adding it to its description box. Copy the text and save it. Find the exact image under the Image tabs and paste the reader into the Captions box. Scroll down to the absolute bottom of the page to go to the next one.

Selecting an item or image from the bottom of the list cuts down on the odds of you choosing an image that already has a description added. The CMS always boosts the ones that were the most recently edited and saved to the top of the list, so if you ever need to go back and change one you already worked on, check the top of the items or image lists.