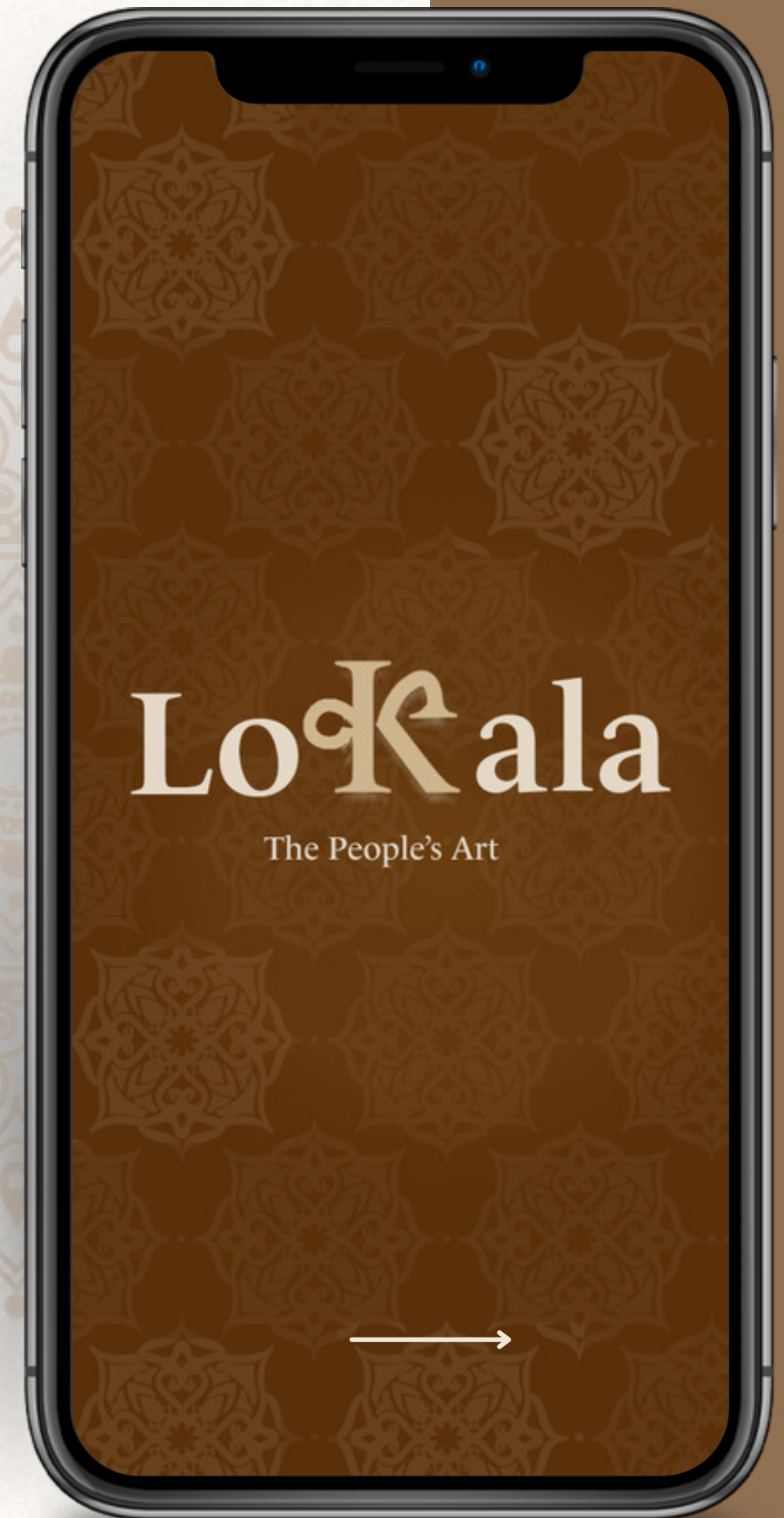UI / UX Design

LoKala

An interactive VR museum app that promotes Indian traditional, folk art by curating museum spaces with artworks sourced from artisans of India.

⟶

LoKala

The People's Art

⟶

Context & Idea

Lokala (translating to people's art) is an interactive VR app that uses technology to bring lost art back to life. It curates museum spaces out of traditional, folk art sourced from artisans and artists all over the country. Apart from being a platform for artisans, these customized VR spaces allow for a an immersive experience by providing a space for the user to experience and try out aspects of the art they see, interact with fellow art enthusiasts and more.

The context of our app was based on curating museum spaces to serve as useful resources to art and design students. It is extremely important for us to know how art and design started in our country, and where it stems from. The fact is that, a lot of traditional folk art that really fueled art in India has been lost over the years. Our app promises to bring this information directly to their phones by curating unique and interactive VR museum experiences for young students with ample information about Indian folk art.

User Persona 1

Akash Vinay

Description

Age: 19 years
Gender: Male
Occupation: Student at BITS
Location: Goa, India

Background

- An enthusiastic artist.
- Loves painting and photography.
- A science geek.
- An introvert

Goals

- Wishes to develop as an artist and wants to go back to painting.
- Is very ambitious and wants to study abroad.

Motivations

- Loves to travel and explore.
- Does not prefer interacting or talking to people.

Challenges

- Hasn't been able to visit any museums/galleries/exhibitions.
- Has very little time, and is always busy.
- Does not have enough resources or information to pursue his hobbies.
- Actively saving money for his future.

User Persona 2

Shreya Sharma

Description

Age: 27 years
Gender: Female
Occupation: Public Space Designer
Location: Delhi, India

Baclground

- Has an auditory disability.
- Can speak as she lost her hearing later on in life.
- Completed a bachelor's in Design from Leeds University, UK.

Goals

- Wants to explore other fields of design and progress as a professional.
- Wishes to travel and see/experience more places.
- Wishes to experience parts of life like everyone else.

Motivations

- Curiosity about the art world.
- Fear of missing out on aspects of life.
- Working with people who treat her equally.

Challenges

- Loses interest very quickly.
- Takes a longer time to grasp information that is newly updated due to her lack of hearing.
- Often requires help at physical spaces and avoids travelling too much.

Empathy Maps

Akash

Says
- I don't like people.
- Jeez, I don't have the time to pursue my hobbies.
- I want to work in the UK
- I wish I had the money to travel and see the Vatican.
- Haven't been able to paint.

Thinks
- India is not a great place to live/accomplish goals
- Why should I interact with people if I have my phone
- Biased about Arts & Design being a profession
- Could have achieved more if he had more financial support

Does
- Practices a lot of photography
- Stays home and reads a book
- Spends a lot of time on his phone
- Always studying

Feels
- Loves going outdoors
- Tired and is always busy
- He's the smartest in the room
- Wants a break

Shreya

Says
- Technology fails to keep me engaged
- I'm really proud of how far I've come
- I really enjoy creating art that has references to our world
- I love going to places that are accessible
- I wish that I had more knowledge about things that were more relevant to our culture
- Although I can't hear, I don't want to be treated like I'm any less

Thinks
- India is behind in terms of accessibility
- She is missing out on experiences
- A lot about the world
- Technology is hard to grasp
- Curious about humans

Does
- Engages herself in culture research
- Works very hard
- Spend a lot of time with friends
- Travels a lot with her family/friends

Feels
- Its hard for her to travel alone
- Engaged by very few activities
- Thought that she could pursue a career in India but isn't sure because of the environment
- Feels out of place when she grasps things slower than most
- Loves going out but does not

miro

User Needs

Informative interfaces need to be more engaging.

Reduced text as it becomes too cumbersome to read a large volume on the mobile phone.

Content needs to be interesting and new.

More social interaction to engage audiences.

Key Features of the App

Allows continuous user interaction in multiple forms.

A walk through experience that explores art from all over the country, in one place.

Provides visual aid through Virtual Reality and allows the user to explore at their own pace.
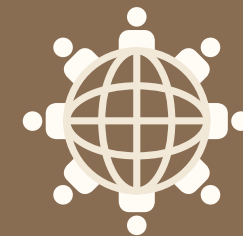
Connects like-minded people and creates an open space to share and interact with them.

USER EXPERIENCE

Process

Information Architecture
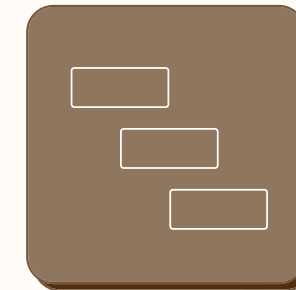
User Flow
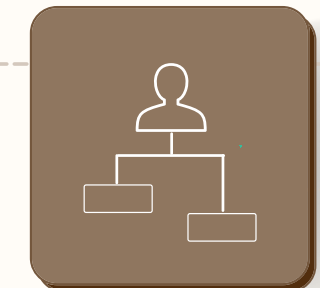
Low-Fidelity Wireframes
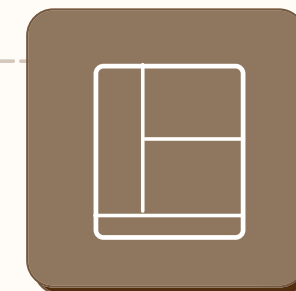
Prototype
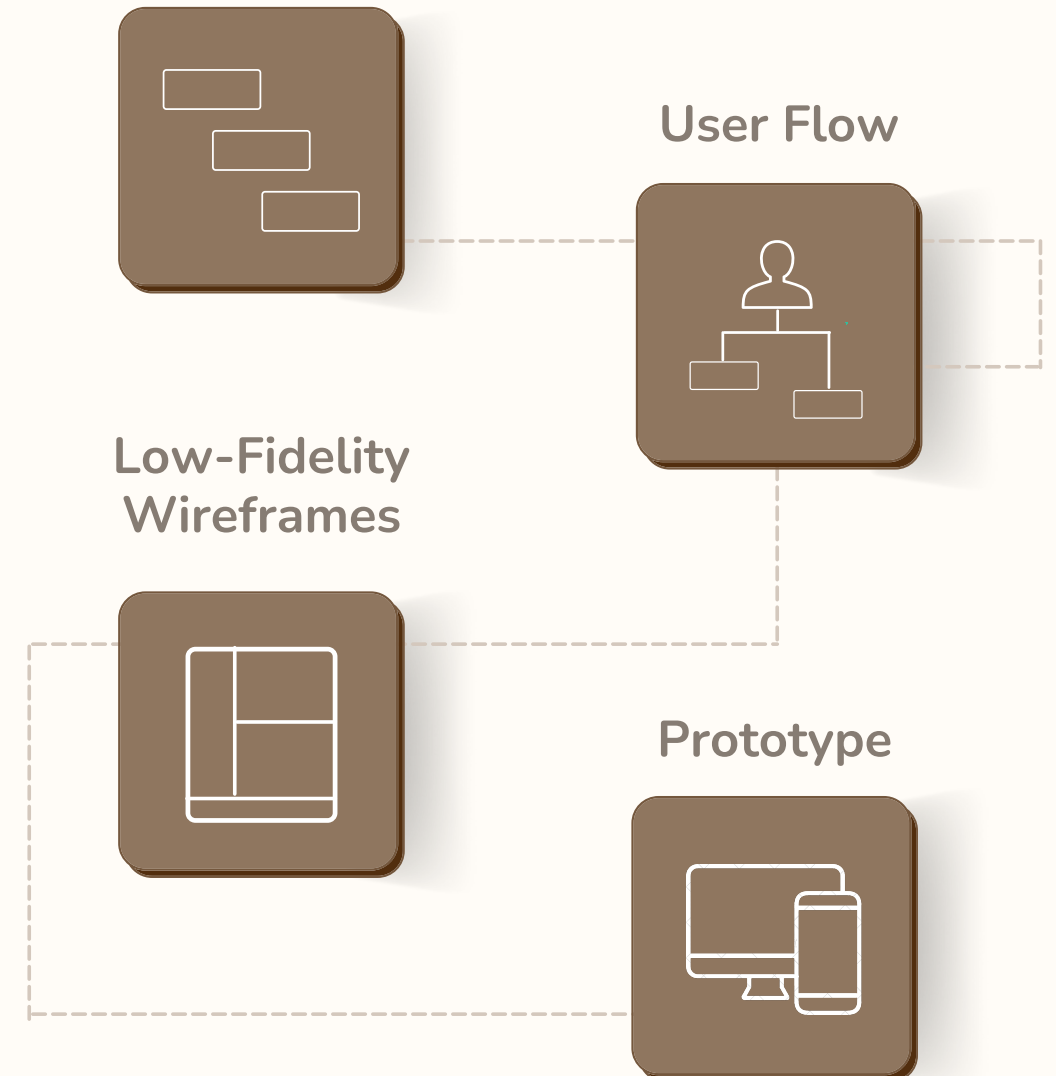
User Flow

The flow explained here is one of the most common- from installing to exploring all the rooms provided and trying out all the interactive options.
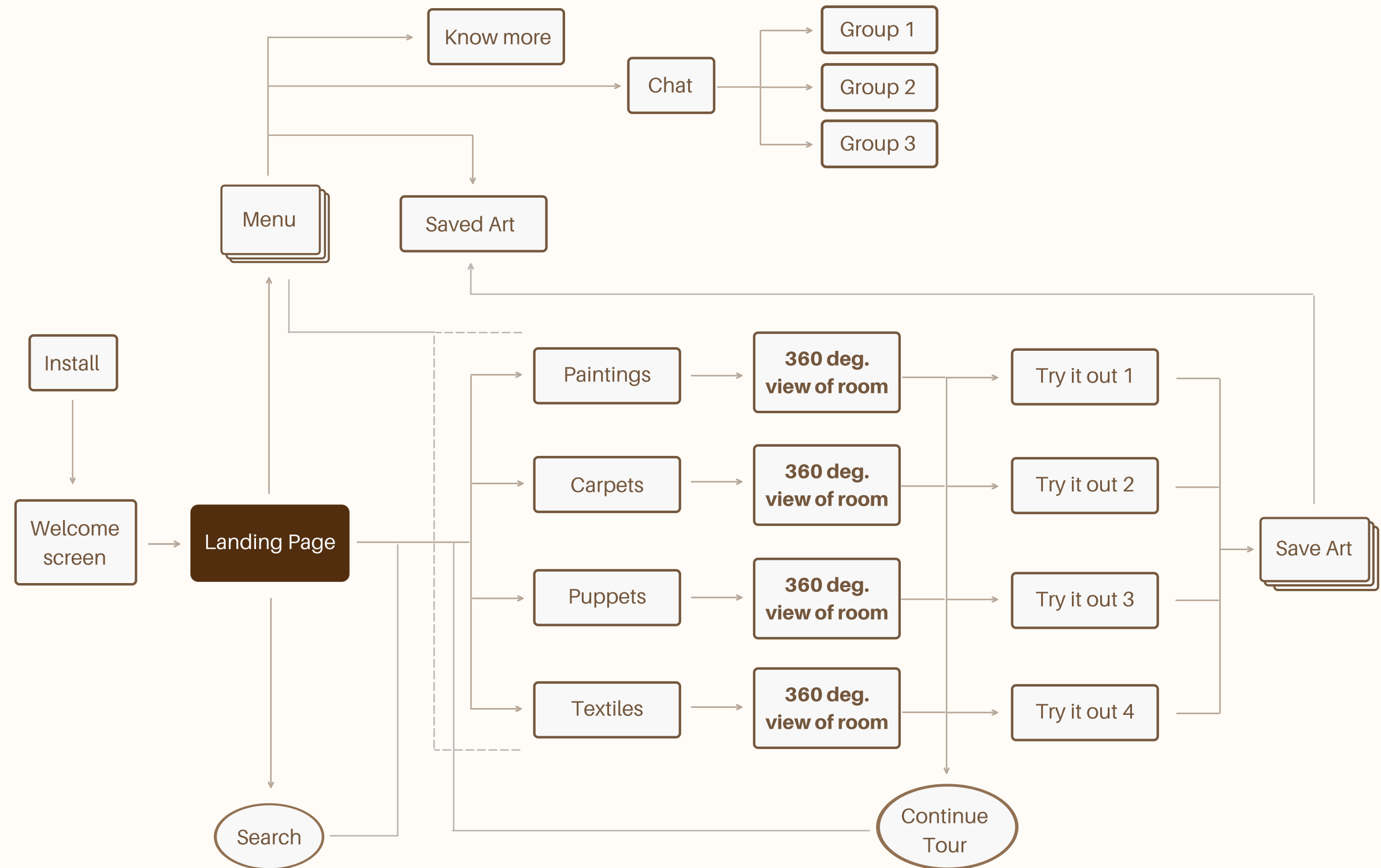
Paper Prototype

As the first step to creating the app, we made basic paper sketches to perform a usability test and demonstrate the flow. This was tested by a peer group & their inputs were taken into consideration.

User testing results:

- The options to go to another room at the end of each 360 degree room tour was confusing and the user found themselves lost.
- Weren't sure about how to exit.

Low-Fidelity Wireframes
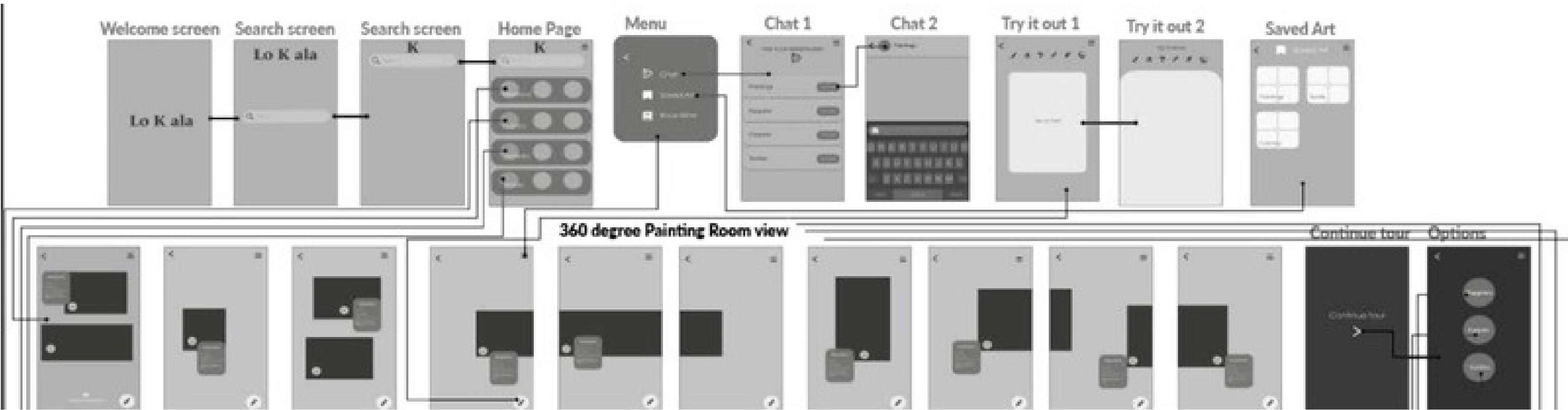
360 degree Carpet Room view
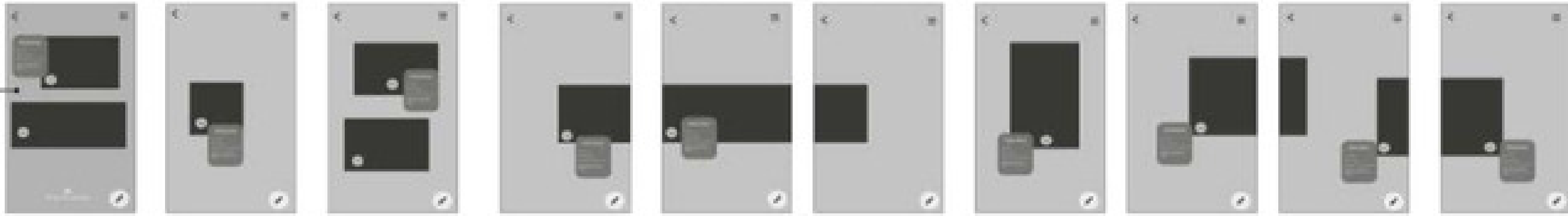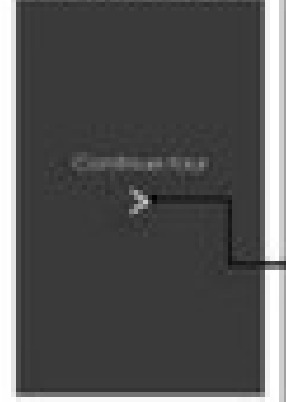
Continue tour   Options
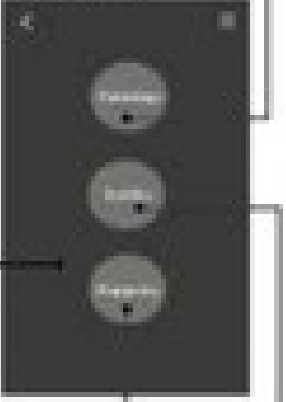
360 degree Puppetry Room view
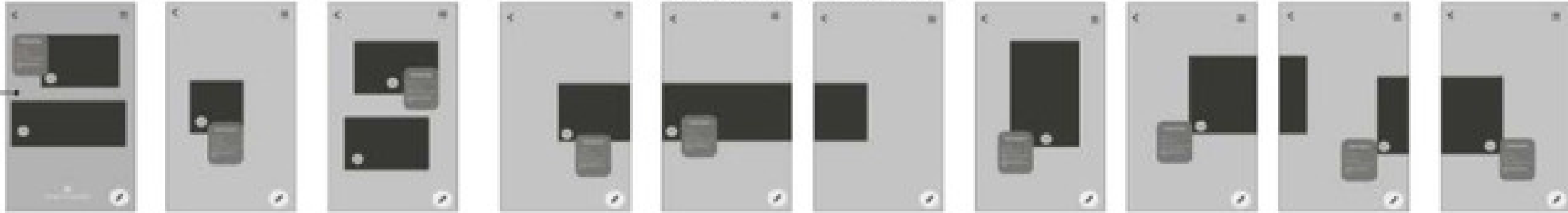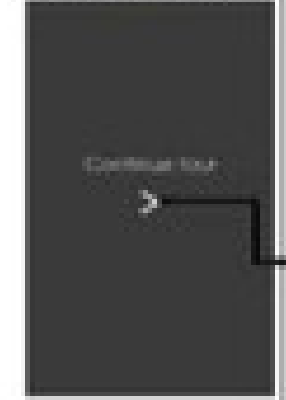
Continue tour   Options
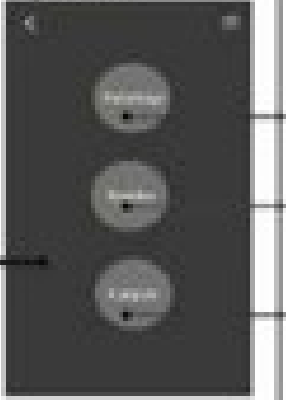
360 degree Textile Room view
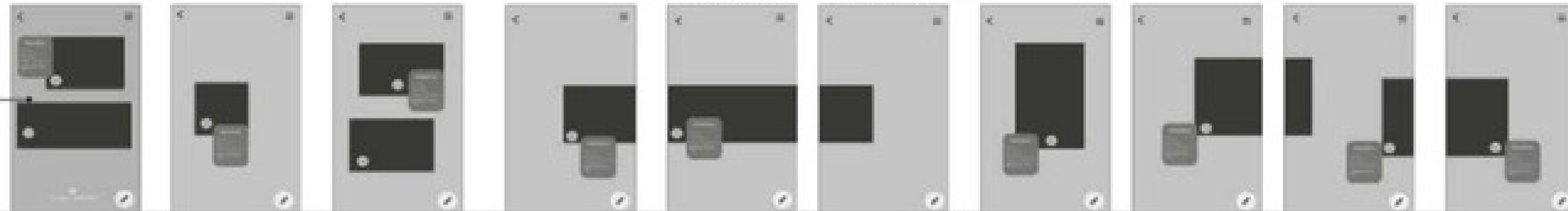
Continue tour   Options
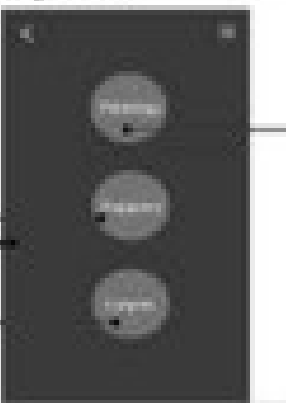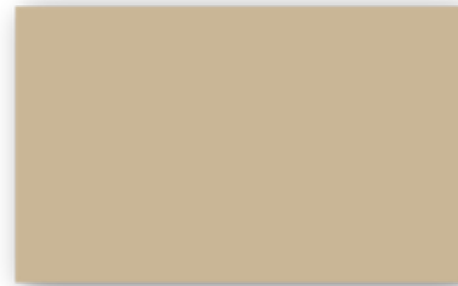
Style Guide

Typography

H1 **Le Monde Livre Std**

H2 Neue Haas Grotesk Display Pro 15 Ultra Thin

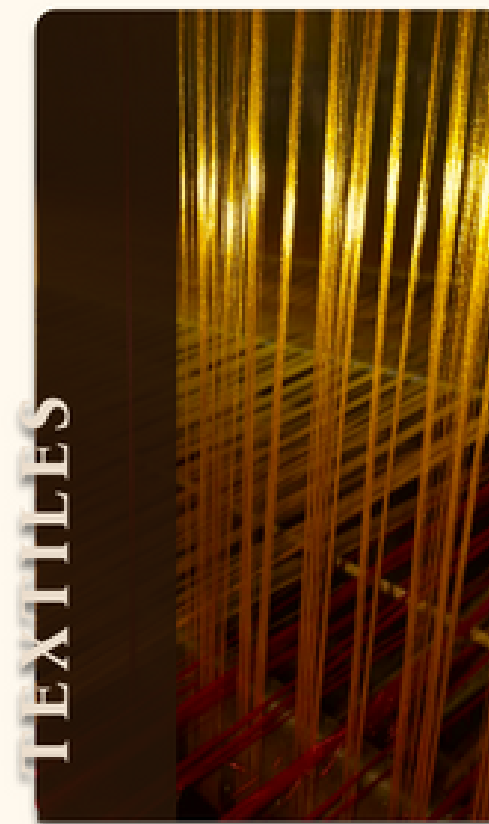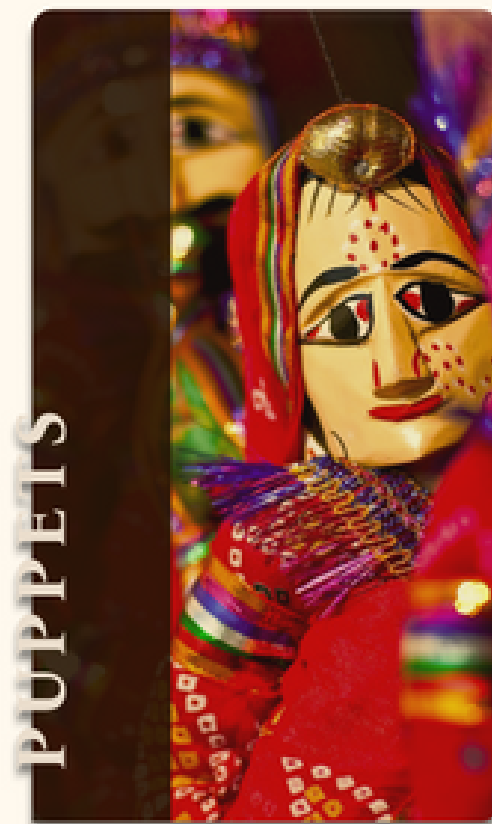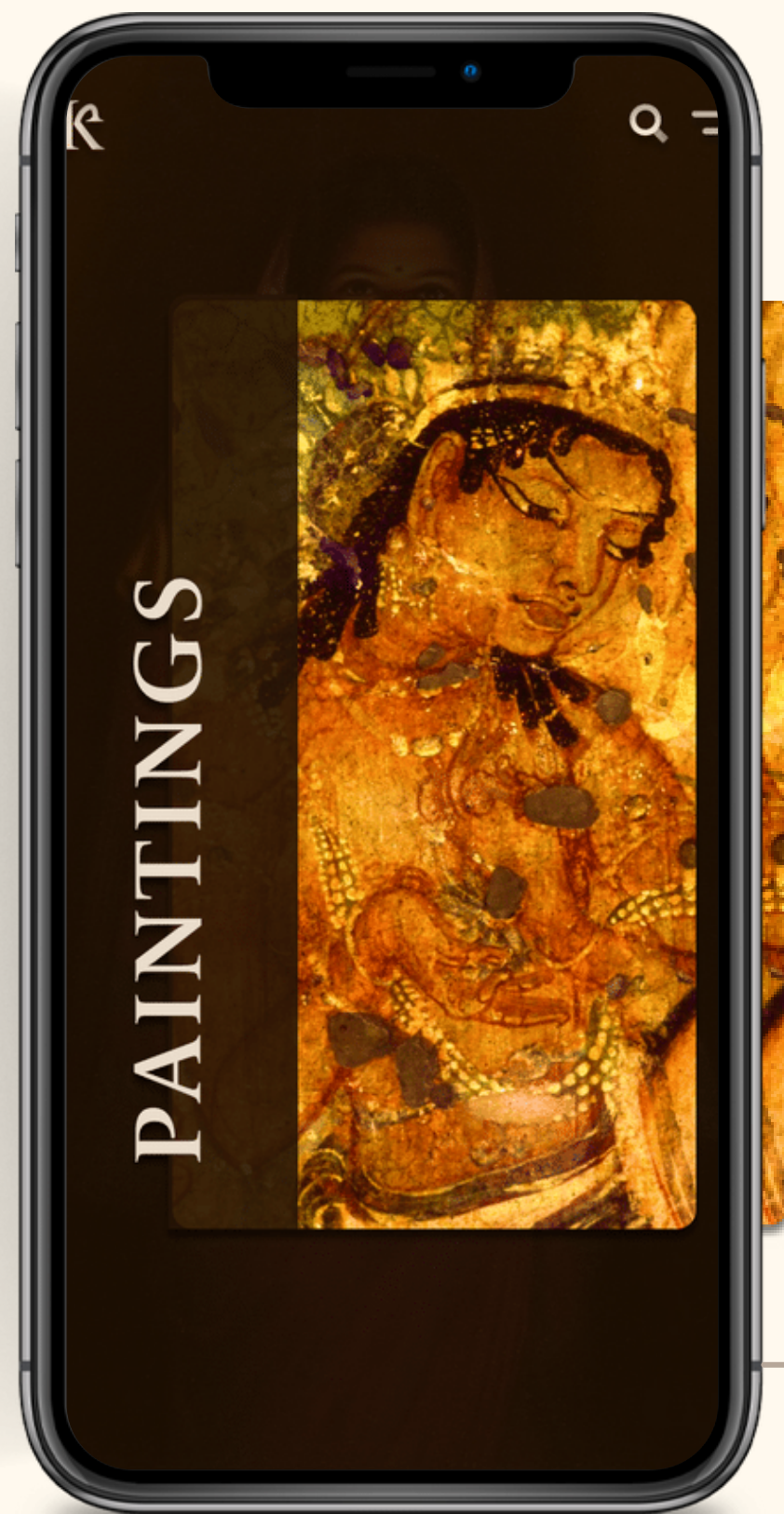H3 ITC Avant Garde Gothic Pro Book

Logo

क + K =

Colour Palette
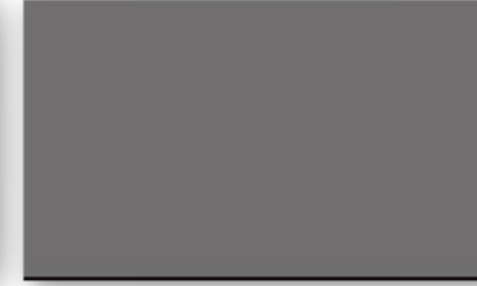
The **Immersive** Experience

Landing Page

This is the first page the user sees as they enter the app. The different rooms available are displayed on the Landing Page.

Paintings

Carpets

Puppets

Textiles

Menu & VR Room Tour

The drag feature guides the user through the chosen room - exhibiting customized collections. The menu bar (hamburger icon) is visible throughout and contains options to skip to any step.
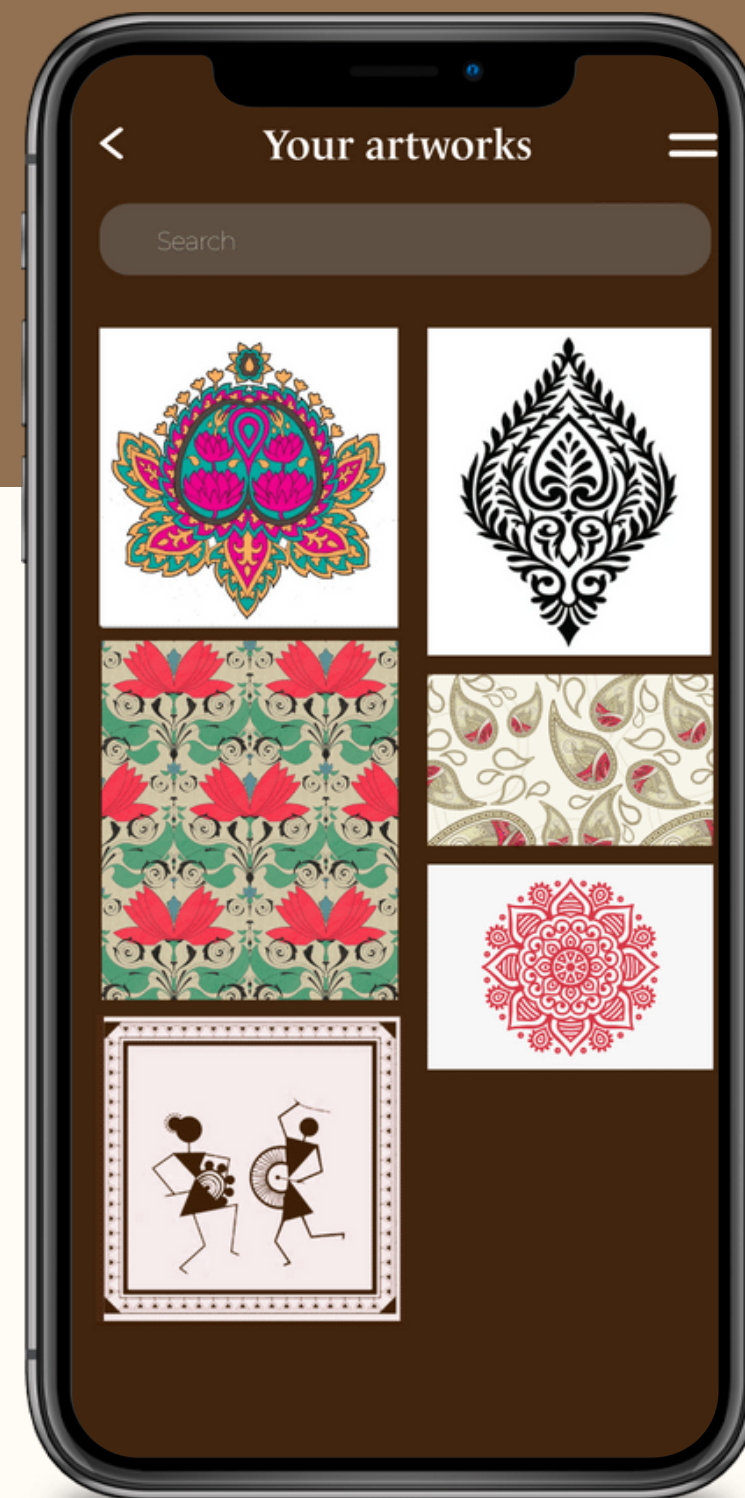
Artist & details about work

Collection of paintings in a museum space

Interact with artworks

PUPPETS

Paintings

Try it out

Tap to Paint

Your artworks

Search
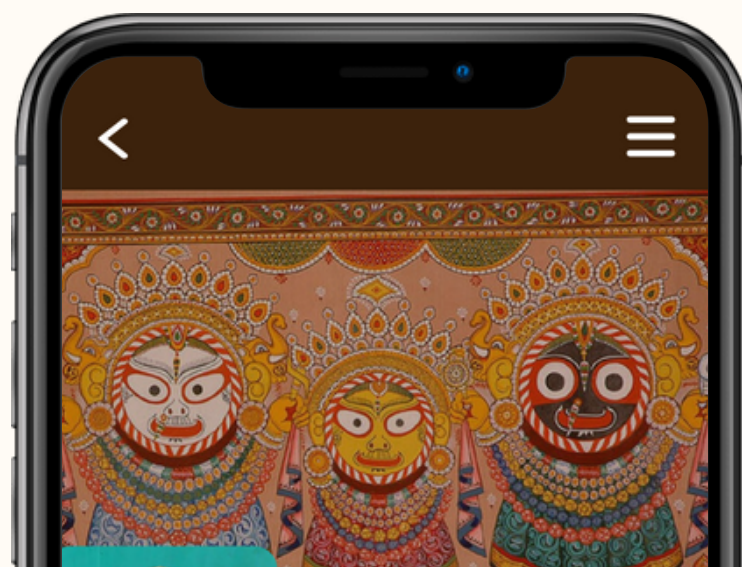
Other Screens

Thank you for viewing :)

Team Member: Danica Martins