

MUSEUM WAYFINDING

DANIEL DURKEE

The San Francisco Museum of Modern Art has many tourists throughout the entire year from all over the world. They come there to learn about artists, new and old. They love learning about the unique styles of art and what there is to discover. What would be amazing is to provide something that would not only amaze tourists, but also be one of the most creative and unique museum directories in the entire world. It could be something that the world has never really seen yet.

## COMPONENTS

### WEBSITE AND KIOSK

- Easily plan your trip inside the museum ahead of time.
- Bring the whole family or just yourself, you can pick up your digital map at the museum kiosk.
- The Kiosk is a large interface where you can easily navigate and choose the galleries you want to visit.

### DIGITAL MAP

- A beautiful small transparent map card that is touch sensitive.
- Interchangable, can tell you where you are, where other art is located, and how to get there.
- Ability to watch small videos on it and pan through on the map surface.

### GALLERY SIGNAGE

- Signage and stickers located around the entire museum.
- Particular words can be used to target art fanatics.
- Various colors used from the museum color palette.

1



## TAEKYUNG KIM

Age: 23

Location: San Francisco

Occupation: Student at SFSTU

Marital Status: Single

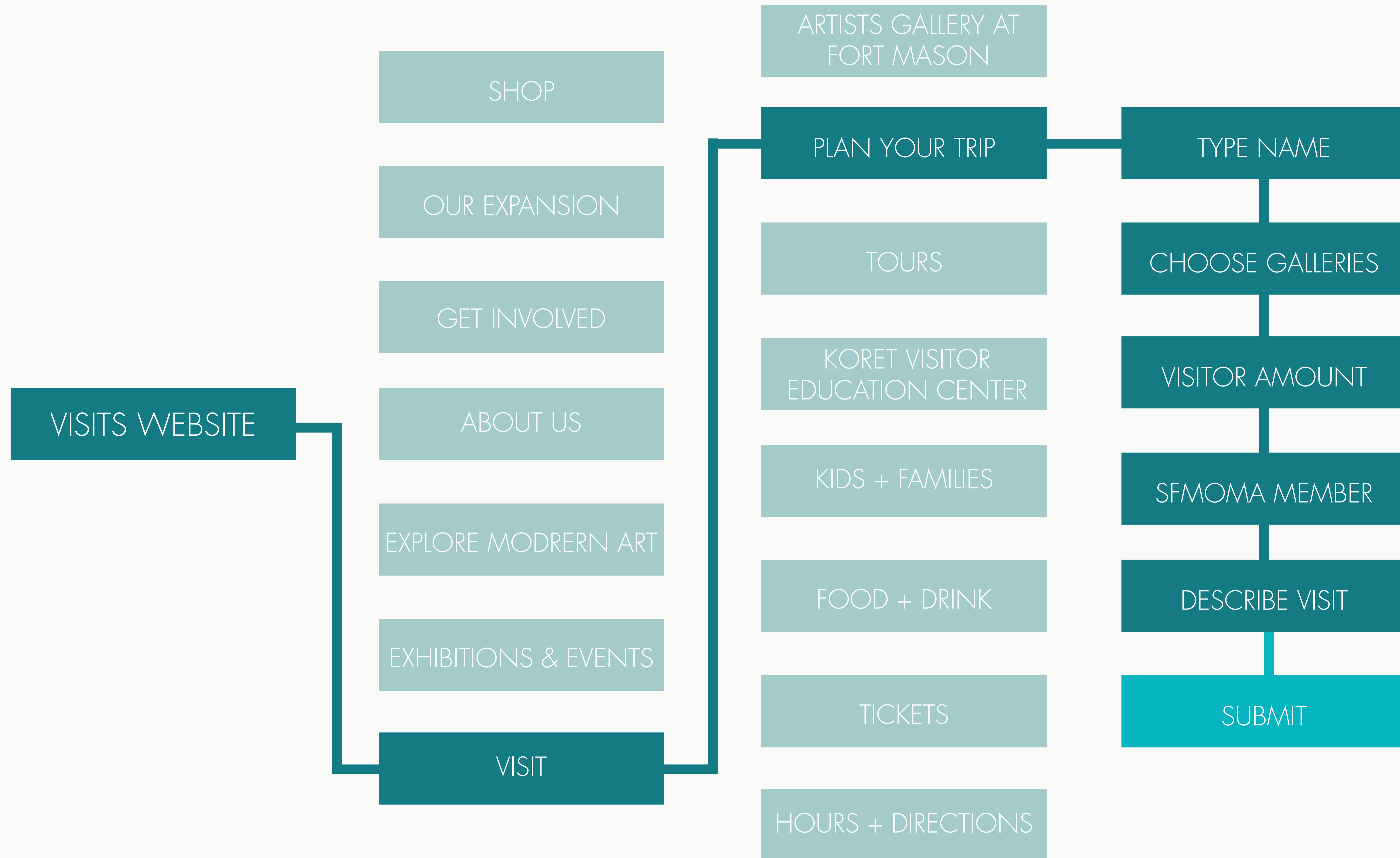
Computer Skills: High

## ABOUT TAEKYUNG

TaeKyung really loves art. Even though he is an Anthropology major, he really like being around museums and looking at different kinds of art. He enjoys spending his free time at various museums in San Francisco. The San Francisco Museum of Modern Art is by far his favorite museum.

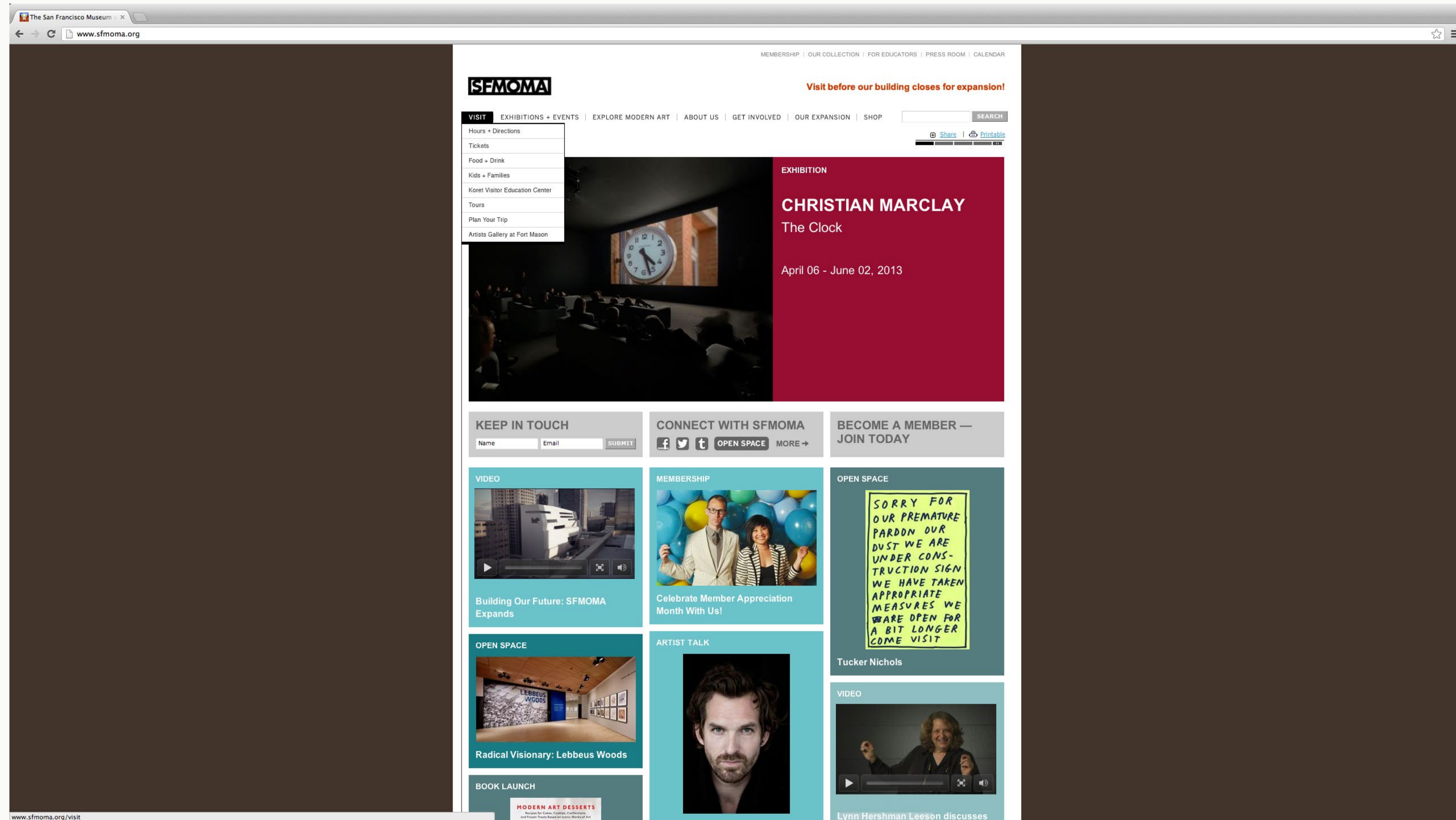
## VISTING SFMOMA

When TaeKyung visits the SFMoMA, he likes looking around at each exhibit but sometimes there are new ones and he doesn't always know where they are located at. What he likes to do is look online to see whats new. He can use the museum kiosk to pick up his digital map and find his way around the galleries.





1





2

The screenshot shows the SFMOMA website's 'Plan Your Trip' section. At the top, there is a navigation bar with links for MEMBERSHIP, OUR COLLECTION, FOR EDUCATORS, PRESS ROOM, and CALENDAR. Below this is the SFMOMA logo and a banner that says 'Visit before our building closes for expansion!'. The main navigation includes VISIT, EXHIBITIONS + EVENTS, EXPLORE MODERN ART, ABOUT US, GET INVOLVED, OUR EXPANSION, and SHOP. There is also a search bar and a 'SEARCH' button. Below the navigation, there are links for Hours + Directions, Tickets, Food + Drink, Kids + Families, Koret Visitor Education Center, Tours, Plan Your Trip, and Artists Gallery at Fort Mason. There are also social media links for Share and Printable.

### Plan Your Trip

#### CUSTOMISE YOUR VISIT

Gallery Planner Map  
With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

1)  
Please enter your first and last name.

First Name  Last Name

2)  
How many visitors are coming to the museum?

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16

If there is more than 16, please specify how many visitors will be coming:


BACK NEXT

#### SFMOMA VISITOR KIOSK

Digital Map Pickup and Dropoff  
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**Accessibility + Visitor Policies**  
We want your visit to be as pleasant as possible. Please access our [Accessibility and Visitor Policies](#) page to answer any questions you might have.

**Expansion**  
From June 3, 2013 through early 2016, SFMOMA's exhibitions and programs will be presented at [offsite locations](#) while our building is closed for expansion.





3

The screenshot shows a web browser window with the URL [www.sfmoma.org/visit](http://www.sfmoma.org/visit). The page features the SFMOMA logo and a navigation menu with links for VISIT, EXHIBITIONS + EVENTS, EXPLORE MODERN ART, ABOUT US, GET INVOLVED, OUR EXPANSION, and SHOP. A search bar is also present. The main content area is titled "Plan Your Trip" and includes a sub-section "CUSTOMISE YOUR VISIT".

**Plan Your Trip**  
**CUSTOMISE YOUR VISIT**

Gallery Planner Map  
With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

1)  
Please enter your first and last name.

Form fields:

2)  
How many visitors are coming to the museum?

Form: A grid of 16 buttons numbered 1 to 16. Button 1 is highlighted with a red border.

If there is more than 16, please specify how many visitors will be coming:

Buttons: BACK, NEXT

**SFMOMA VISITOR KIOSK**

Digital Map Pickup and Dropoff  
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Two images are shown on the right side of the form: one of people in a gallery and another of a large colorful sculpture.



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5

The screenshot shows the SFMOMA website's 'Plan Your Trip' section. At the top, there is a navigation bar with links for 'MEMBERSHIP', 'OUR COLLECTION', 'FOR EDUCATORS', 'PRESS ROOM', and 'CALENDAR'. Below this is the SFMOMA logo and a search bar. A prominent message reads 'Visit before our building closes for expansion!'. The main heading is 'Plan Your Trip' with a sub-heading 'CUSTOMISE YOUR VISIT'. A 'Gallery Planner Map' section explains that users can visit favorite galleries and learn about new artists. The main content area is titled '3)' and asks 'Select the exhibitions that you would like to visit?'. It features a grid of exhibition cards, each with an image and a 'SELECTED' or 'TAP TO DESELECT' button. The selected exhibitions include: 'THE ELISE S. HAAS BEQUEST: MODERN ART FROM MATISE TO MARINI', 'DON'T BE SHY, DON'T HOLD BACK: THE LOGAN COLLECTION AT SFMOMA', 'LEBREUS WOODS: ARCHITECTURE AT SFMOMA', 'ALESSANDRO PESSOLI: NEW WORK AT SFMOMA', 'TRISHA DONNELLY: NEW WORK AT SFMOMA', 'LYNN HERSHMAN LEESON: THE AGENT RUBY FILES', 'SOUTH AFRICA IN APARTHEID AFTER: DAVID GOLDBLAT, ERNEST COLE, BILLY MONK', 'PICTURING MODERNITY: PHOTOGRAPHY AT SFMOMA', 'GARY WINOGRAND: PHOTOGRAPHY AT SFMOMA', and 'CHRISTIAN MARCLAY: THE CLOCK'. Navigation buttons for 'BACK' and 'NEXT' are visible. Below the grid is a section for 'SFMOMA VISITOR KIOSK' with a 'Digital Map Pickup and Dropoff' section. At the bottom, there are sections for 'Accessibility + Visitor Policies' and 'Expansion'.



6

The screenshot shows a web browser window with the URL [www.sfmoma.org/visit](http://www.sfmoma.org/visit). The page features the SFMOMA logo and a navigation menu with links for VISIT, EXHIBITIONS + EVENTS, EXPLORE MODERN ART, ABOUT US, GET INVOLVED, OUR EXPANSION, and SHOP. A search bar is also present. A prominent message reads "Visit before our building closes for expansion!".

### Plan Your Trip

#### CUSTOMISE YOUR VISIT

Gallery Planner Map  
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4) Are you an SFMOMA member?

5) Are you visiting the Cafe?

6) Tell us about yourself or your group.

BACK SUBMIT

#### SFMOMA VISITOR KIOSK

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2



## STEPHANIE FLORES

Age: 27

Location: San Francisco

Occupation: Student at SFSTU

Marital Status: Single

Computer Skills: High

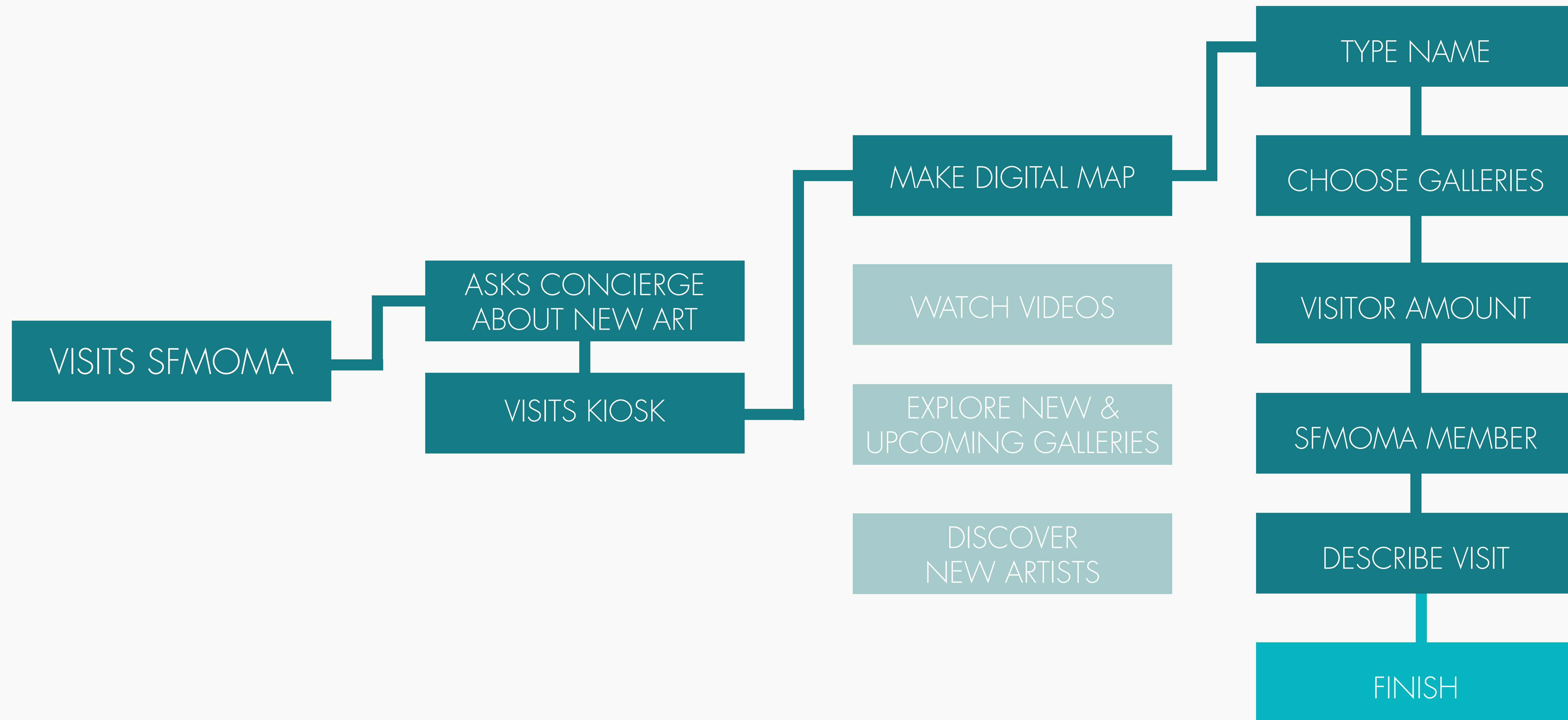
## ABOUT STEPHANIE

Stephanie Flores goes to San Francisco State University and her major is child psychology. Her dream is to own a day care center and work with younger kids with disabilities. When she is not at school she likes spending her free time in art museums just enjoying the atmosphere and the wide variety of art.

## VISITING SFMOMA

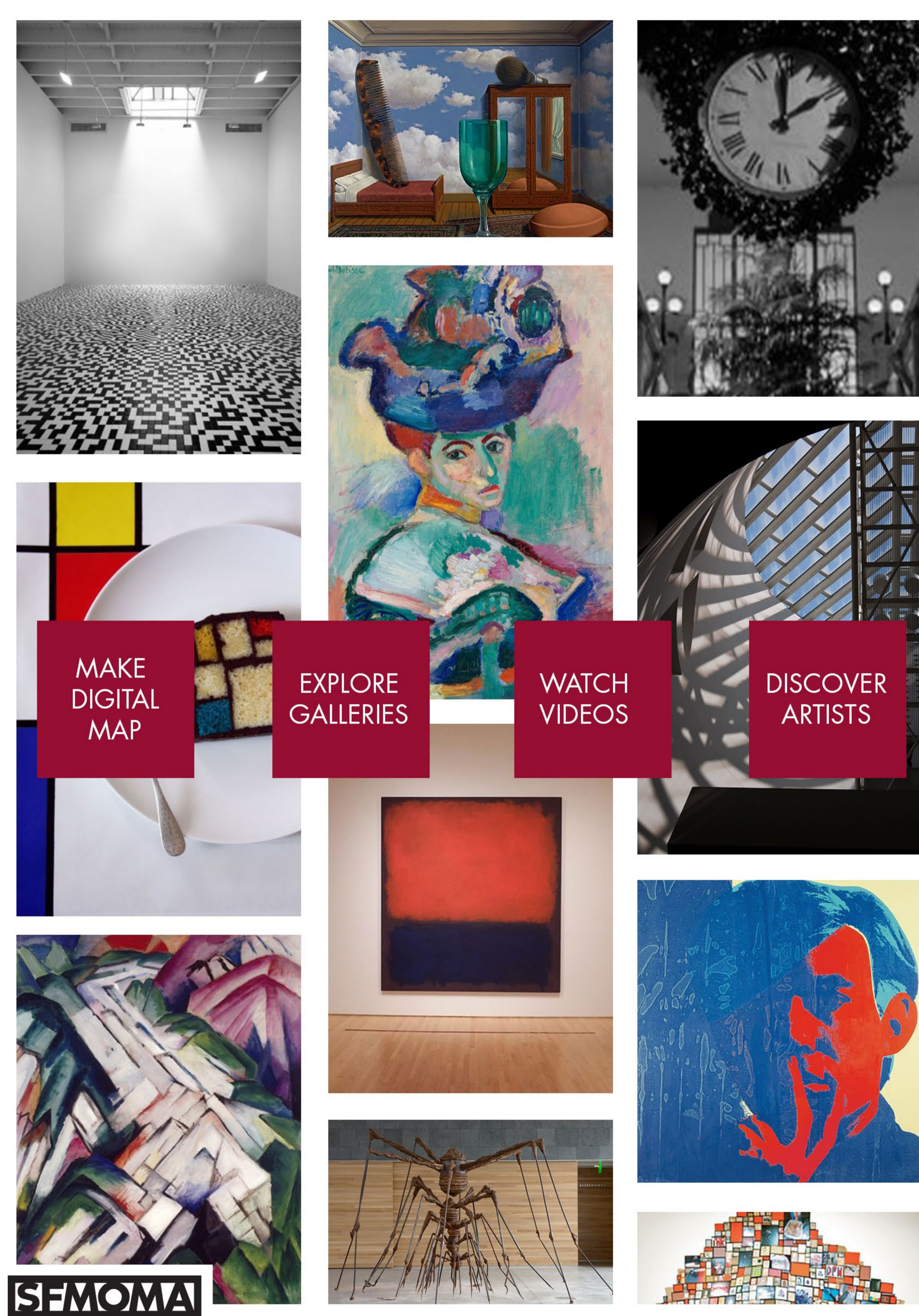
Stephanie likes visiting the SFMoMA when she finds some free time. She doesn't always know what is currently in the galleries all the time. What she likes to do is go to the museum and ask what is new. Then she can pick up her digital map at the kiosk and use it to find her way around the new galleries in the museum.



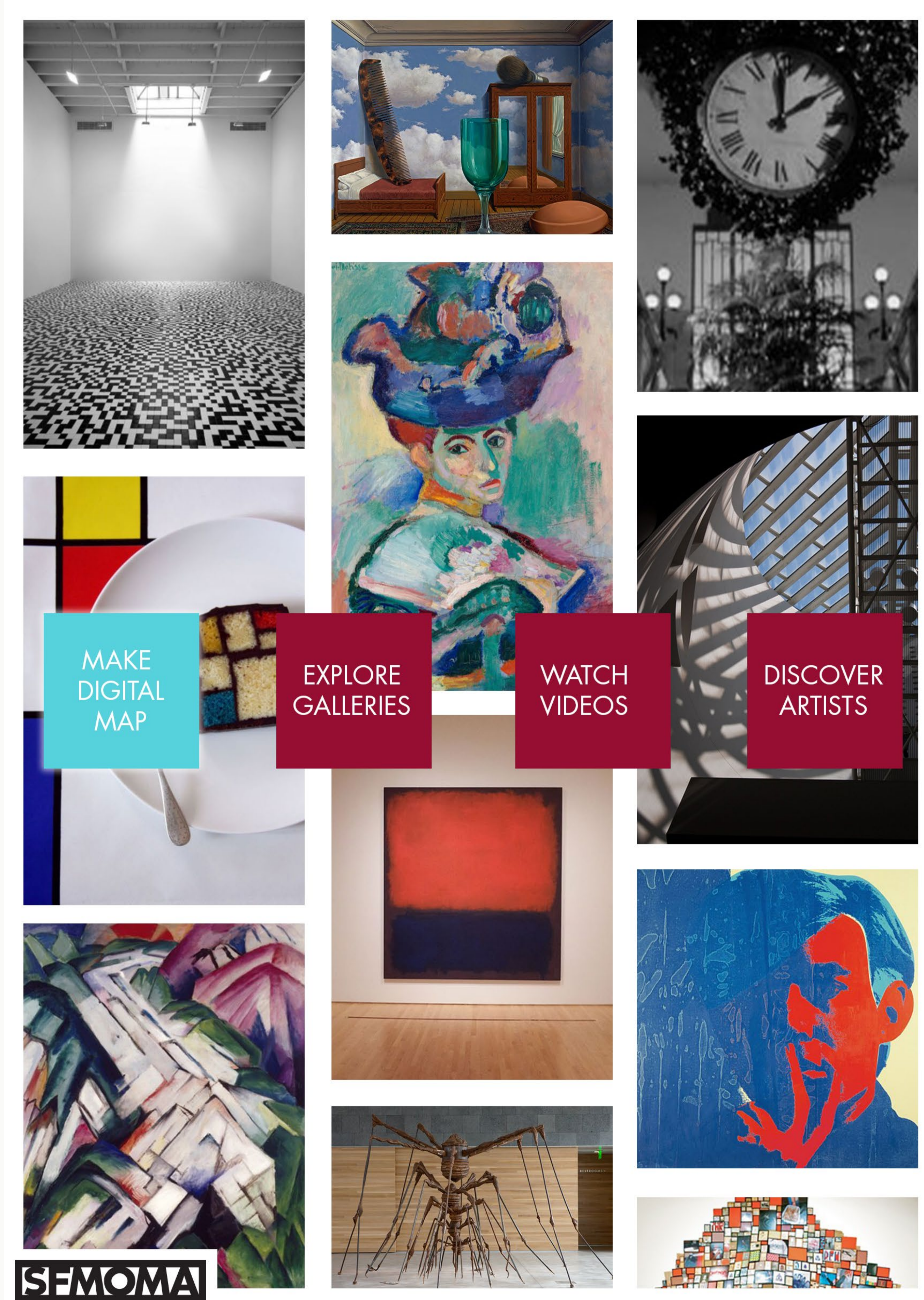




1



2





3

Please enter your first and last name:

Stepahnie Flores

EXPLORE GALLERIES

VIDEO

ARTISTS

BACK

NEXT

SEFOMMA

4

Choose the exhibits you would like to visit:

- THE ELISE S. HAAS BEQUEST MODERN ART FROM MATISE TO MARINI
- DON'T BE SHY, DON'T HOLD BACK: THE LOGAN COLLECTION AT SFMOMA
- LEBBEUS WOODS: ARCHITECTURE AT SFMOMA
- ALESSANDRO PESSOLI: NEW WORK AT SFMOMA
- TRISHA DONNELLY: NEW WORK AT SFMOMA
- LYNN HERSHMAN LEESON: THE AGENT RUBY FILES
- SOUTH AFRICA IN APARTHEID AFTER: DAVID GOLDBLAT, ERNEST COLE, BILLY MONK
- PICTURING MODERNITY: PHOTOGRAPHY AT SFMOMA
- GARY WINOGRAND: PHOTOGRAPHY AT SFMOMA
- CHRISTIAN MARCLAY: THE CLOCK

BACK

NEXT

SEFOMMA



5

Choose the exhibits you would like to visit:

**SELECTED**  
TAP TO DESELECT  
THE ELISE S. HAAS BEQUEST MODERN ART FROM MATISE TO MARINI

DON'T BE SHY, DON'T HOLD BACK: THE LOGAN COLLECTION AT SFMOMA

LEBBEUS WOODS: ARCHITECTURE AT SFMOMA

ALESSANDRO PESSOLI: NEW WORK AT SFMOMA

TRISHA DONNELLY: NEW WORK AT SFMOMA

LYNN HERSHMAN LEESON: THE AGENT RUBY FILES

SOUTH AFRICA IN APARTHEID AFTER: DAVID GOLDBLAT, ERNEST COLE, BILLY MONK

**SELECTED**  
TAP TO DESELECT  
PICTURING MODERNITY: PHOTOGRAPHY AT SFMOMA

GARY WINOGRAND: PHOTOGRAPHY AT SFMOMA

**SELECTED**  
TAP TO DESELECT  
CHRISTIAN MARCLAY: THE CLOCK

BACK NEXT

SFMOMA

6

Here are the exhibits you are visiting:

1. THE ELISE S. HAAS BEQUEST MODERN ART FROM MATISE TO MARINI

2. PICTURING MODERNITY: PHOTOGRAPHY AT SFMOMA

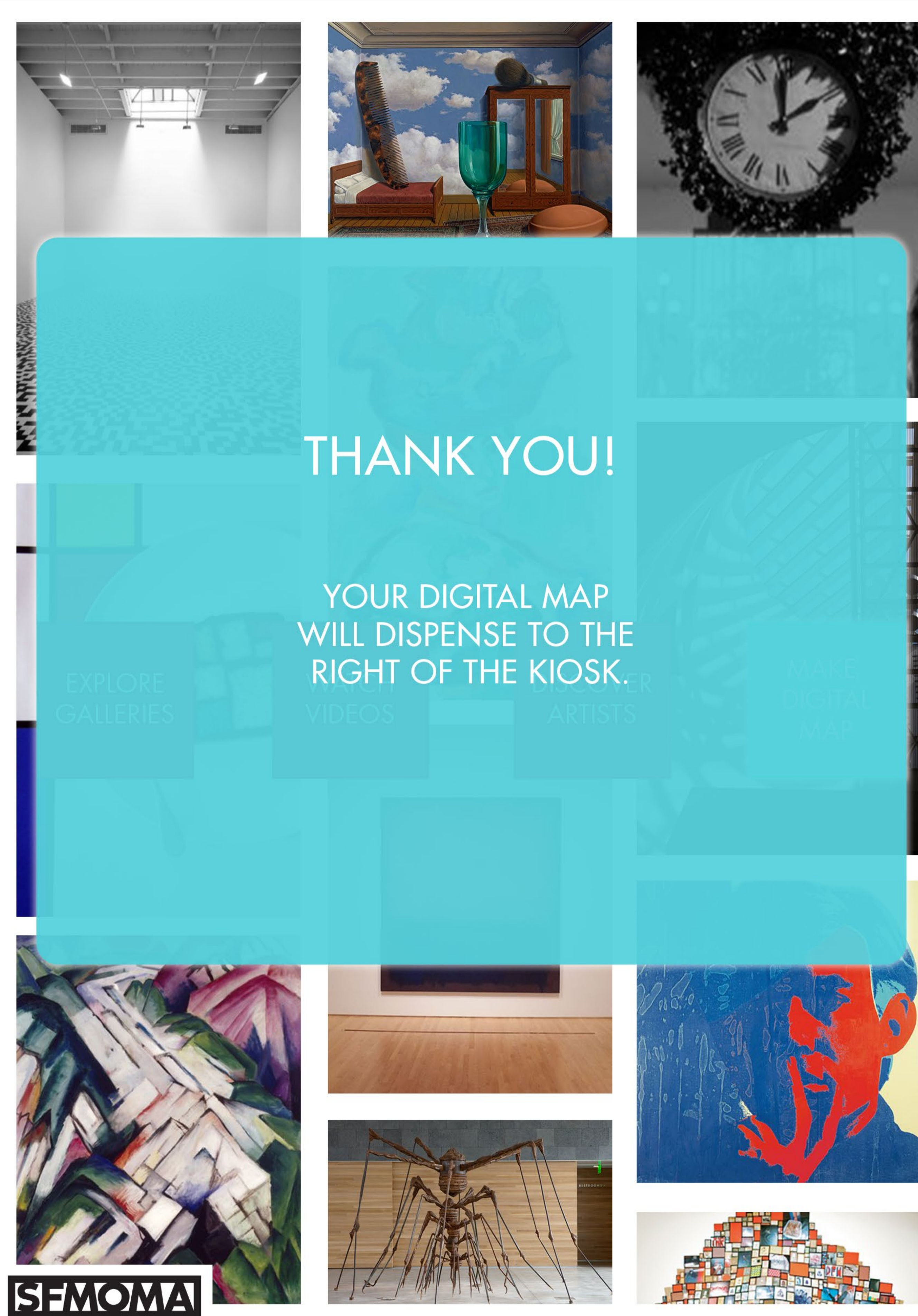
3. CHRISTIAN MARCLAY: THE CLOCK

BACK FINISH

SFMOMA



7



8





3



## HENRY FINUCANE

Age: 27

Location: Pinole

Occupation: Student

Marital Status: Single

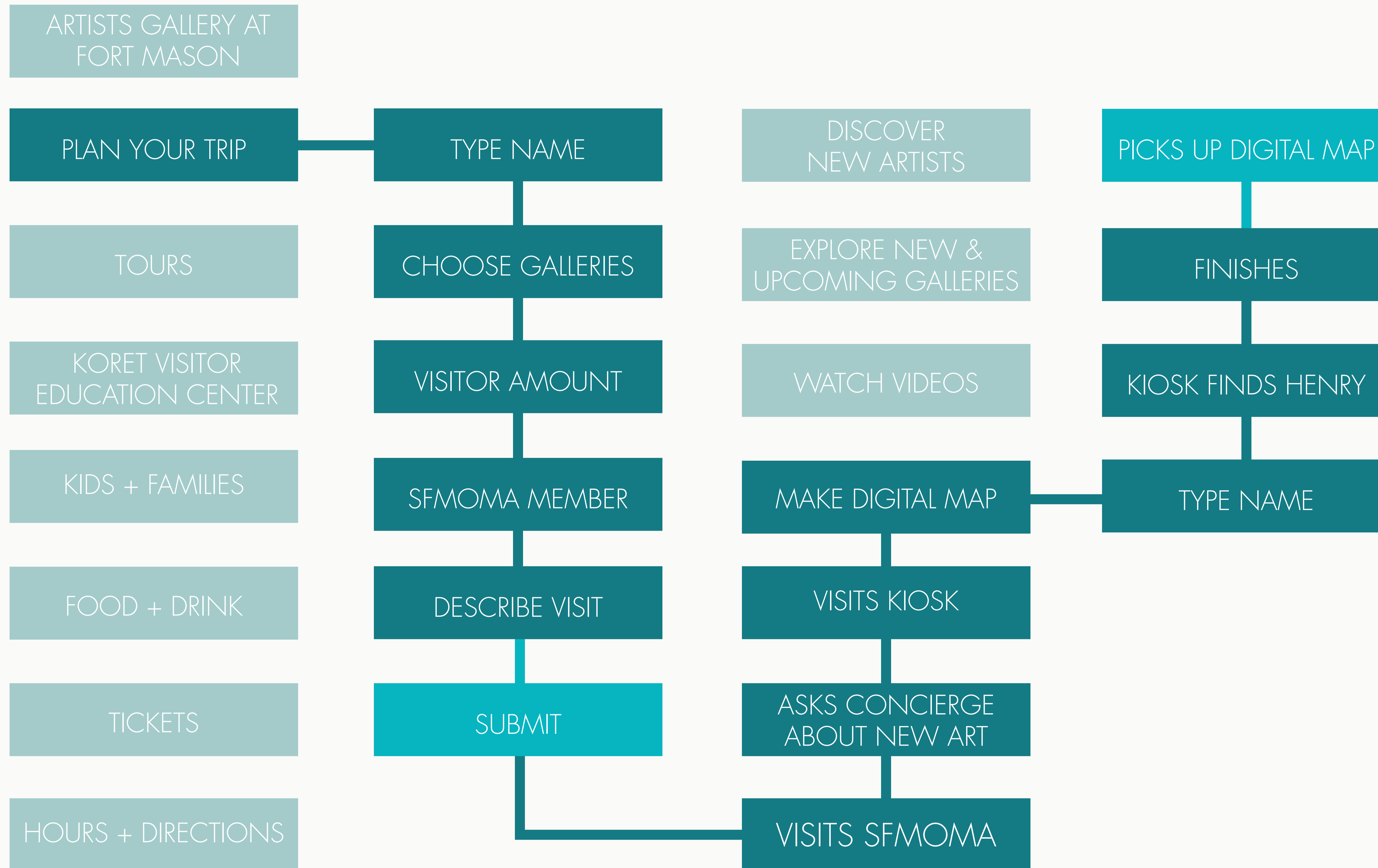
Computer Skills: High

## ABOUT HENRY

Henry really enjoys looking at art. He is often likes seeing odd forms of art that not many poeple understand. He likes going to the SFMoMA to see all of the upcoming exhibitions that are on display. Sometimes he wonders what next pieces of artwork will be displayed that are not yet posted on the internet to see.

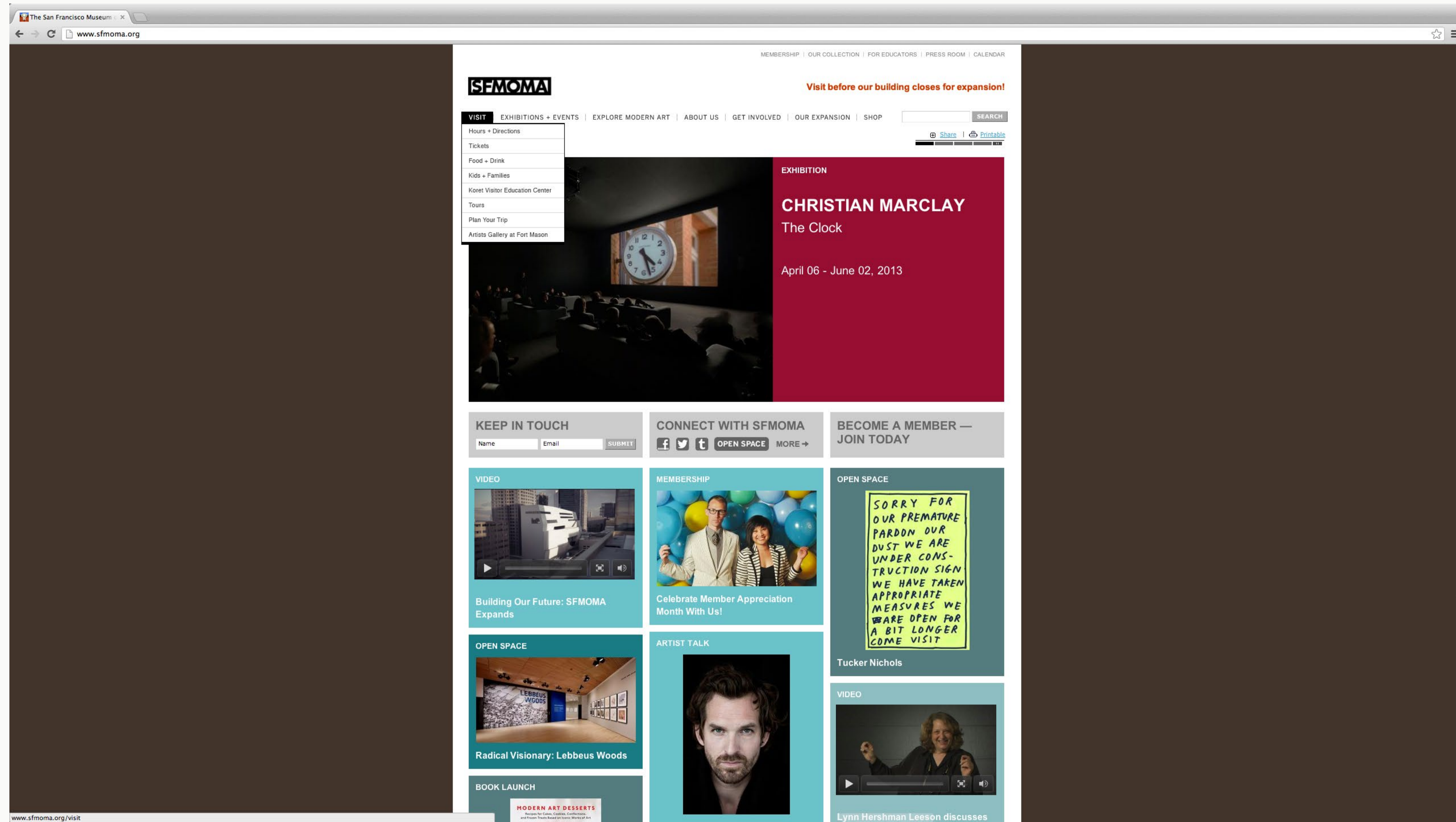
## VISTING SFMOMA

When Henry visits the SFMoMA he doesn't always know where to go and has to ask someone. With the digital map, he can be guided to specific exhibits that he wants to visit.





1





2

MEMBERSHIP | OUR COLLECTION | FOR EDUCATORS | PRESS ROOM | CALENDAR

**SFMOMA** Visit before our building closes for expansion!

VISIT | EXHIBITIONS + EVENTS | EXPLORE MODERN ART | ABOUT US | GET INVOLVED | OUR EXPANSION | SHOP

Hours + Directions | Tickets | Food + Drink | Kids + Families | Koret Visitor Education Center | Tours | **Plan Your Trip** | Artists Gallery at Fort Mason

Share | Printable

### Plan Your Trip

#### CUSTOMISE YOUR VISIT

Gallery Planner Map  
With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

1)  
Please enter your first and last name.

First Name Last Name

2)  
How many visitors are coming to the museum?

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16

If there is more than 16, please specify how many visitors will be coming:

1

BACK NEXT

#### SFMOMA VISITOR KIOSK

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MEMBERSHIP | OUR COLLECTION | FOR EDUCATORS | PRESS ROOM | CALENDAR

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Hours + Directions | Tickets | Food + Drink | Kids + Families | Koret Visitor Education Center | Tours | Plan Your Trip | Artists Gallery at Fort Mason

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### Plan Your Trip

#### CUSTOMISE YOUR VISIT

Gallery Planner Map

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1)

Please enter your first and last name.

Henry Finucane

2)

How many visitors are coming to the museum?

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16

If there is more than 16, please specify how many visitors will be coming:

BACK NEXT

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MEMBERSHIP | OUR COLLECTION | FOR EDUCATORS | PRESS ROOM | CALENDAR

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Hours + Directions | Tickets | Food + Drink | Kids + Families | Koret Visitor Education Center | Tours | **Plan Your Trip** | Artists Gallery at Fort Mason

Share | Printable

## Plan Your Trip

### CUSTOMISE YOUR VISIT

#### Gallery Planner Map

With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

# 3)

Select the exhibitions that you would like to visit?

<b>THE ELISE S. HAAS BEQUEST: MODERN ART FROM MATISE TO MARINI</b>	<b>DON'T BE SHY, DON'T HOLD BACK: THE LOGAN COLLECTION AT SFMOMA</b>	<b>LEBBEUS WOODS: ARCHITECTURE AT SFMOMA</b>	<b>ALESSANDRO PESSOLI: NEW WORK AT SFMOMA</b>
<b>TRISHA DONNELLY: NEW WORK AT SFMOMA</b>	<b>LYNN HERSHMAN LEESON: THE AGENT RUBY FILES</b>	<b>SOUTH AFRICA IN APARTHEID AFTER: DAVID GOLDBLATT, ERNEST COLE, BILLY MONK</b>	<b>PICTURING MODERNITY: PHOTOGRAPHY AT SFMOMA</b>
<b>GARY WINOGRAND: PHOTOGRAPHY AT SFMOMA</b>	<b>CHRISTIAN MARCLAY: THE CLOCK</b>		

BACK NEXT

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6

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# 7

The screenshot shows a web browser window displaying the SFMOMA website. The page is titled "Plan Your Trip" and features a "CUSTOMISE YOUR VISIT" section. This section includes a "Gallery Planner Map" description, two dropdown menus for membership and cafe visits, and a text input field for user information. Navigation buttons for "BACK" and "SUBMIT" are visible. Below the form is a section titled "SFMOMA VISITOR KIOSK" with sub-sections for "Digital Map Pickup and Dropoff", "Accessibility + Visitor Policies", and "Expansion". The website header includes the SFMOMA logo, a navigation menu, and a search bar. A banner at the top right reads "Visit before our building closes for expansion!".

MEMBERSHIP | OUR COLLECTION | FOR EDUCATORS | PRESS ROOM | CALENDAR

**SFMOMA** Visit before our building closes for expansion!

VISIT | EXHIBITIONS + EVENTS | EXPLORE MODERN ART | ABOUT US | GET INVOLVED | OUR EXPANSION | SHOP

Hours + Directions | Tickets | Food + Drink | Kids + Families | Koret Visitor Education Center | Tours | Plan Your Trip | Artists Gallery at Fort Mason

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## Plan Your Trip

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#### Gallery Planner Map

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4) Are you an SFMOMA member?

5) Are you visiting the Cafe?

6) Tell us about yourself or your group.

I'm visiting the SFMOMA to see some amazing paintings by Matisse and some other great artists.

BACK SUBMIT

### SFMOMA VISITOR KIOSK

#### Digital Map Pickup and Dropoff

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#### Accessibility + Visitor Policies

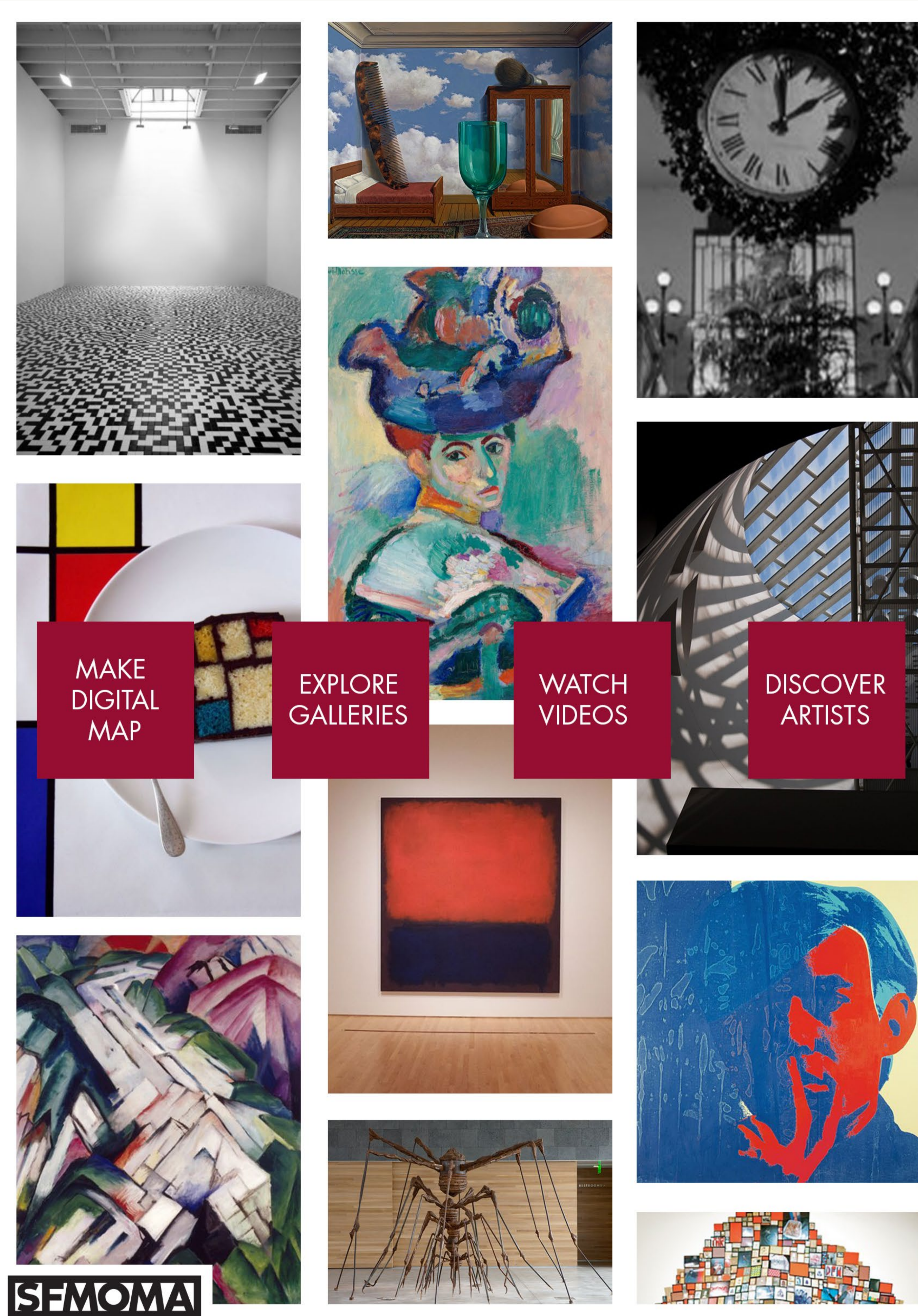
We want your visit to be as pleasant as possible. Please access our [Accessibility and Visitor Policies](#) page to answer any questions you might have.

#### Expansion

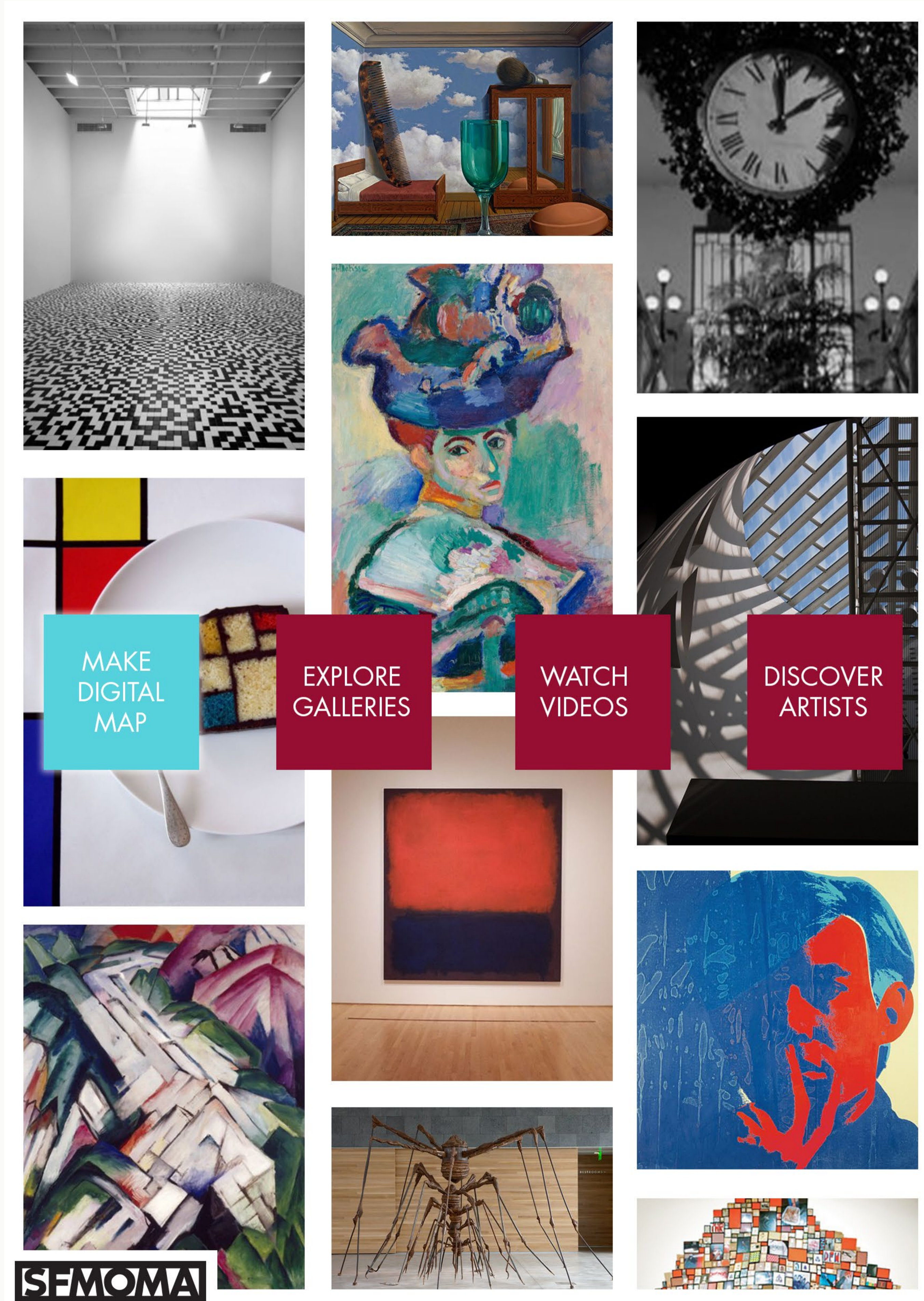
From June 3, 2013 through early 2016, SFMOMA's exhibitions and programs will be presented at [offsite locations](#) while our building is closed for [expansion](#).



8

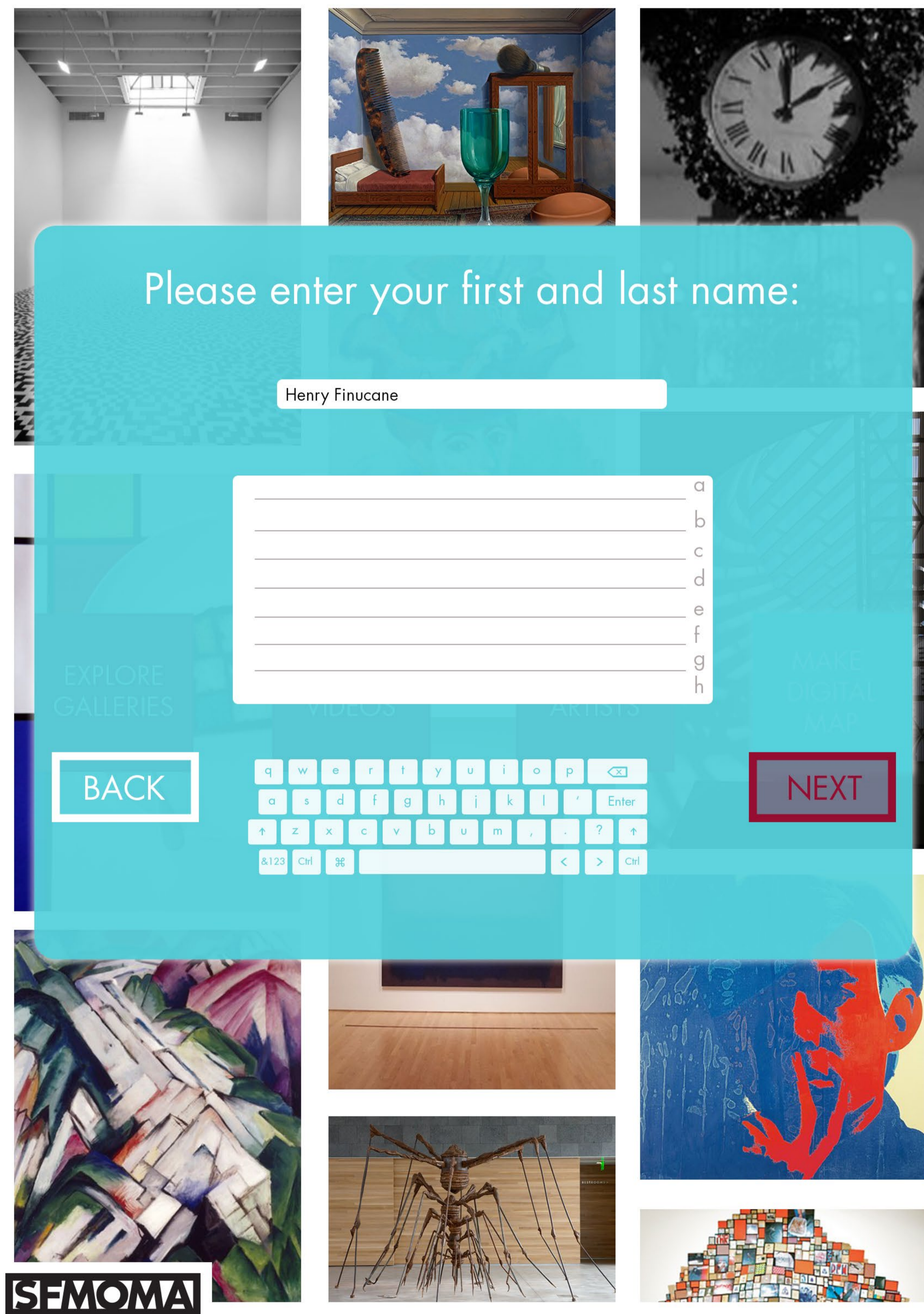


9

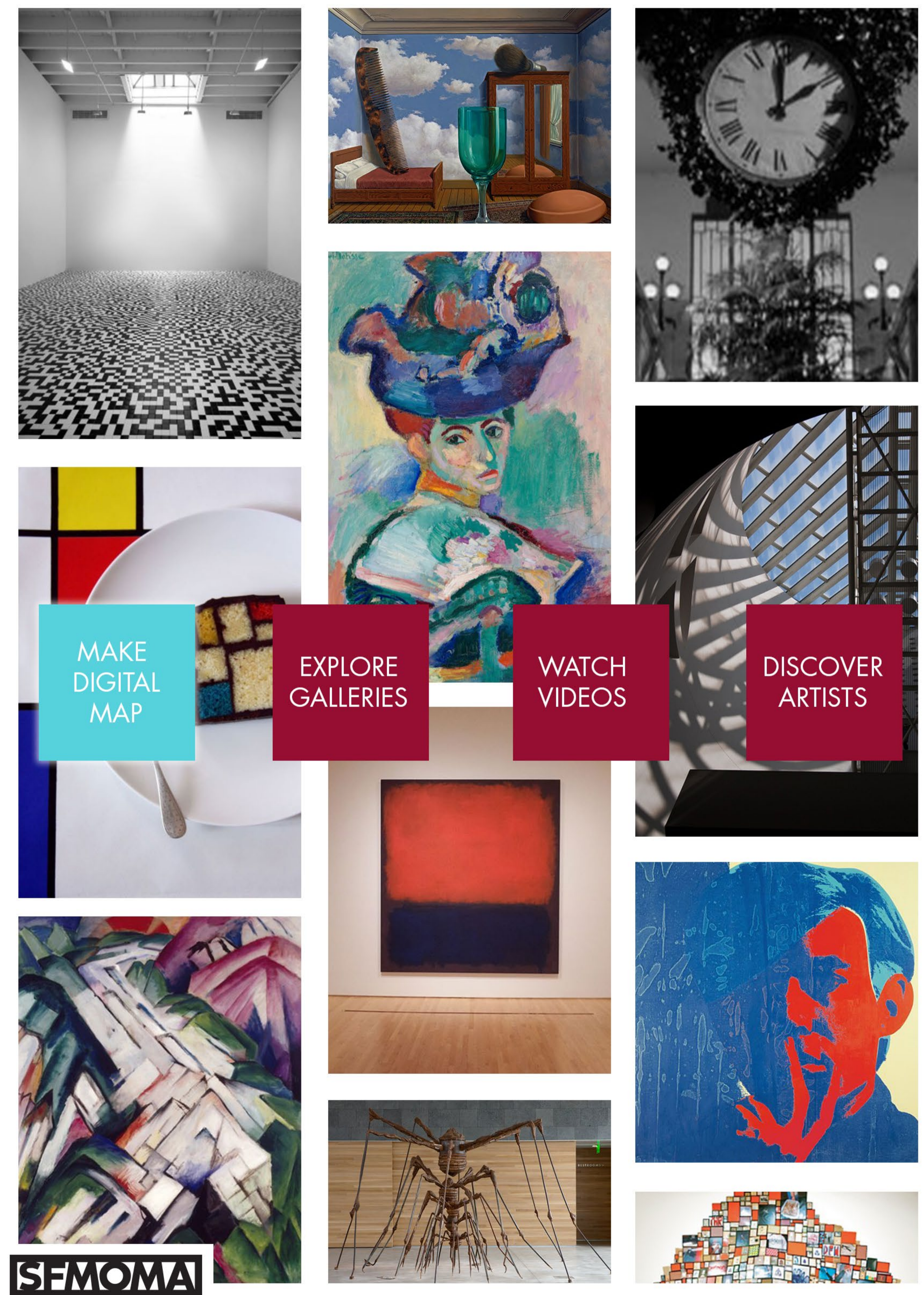




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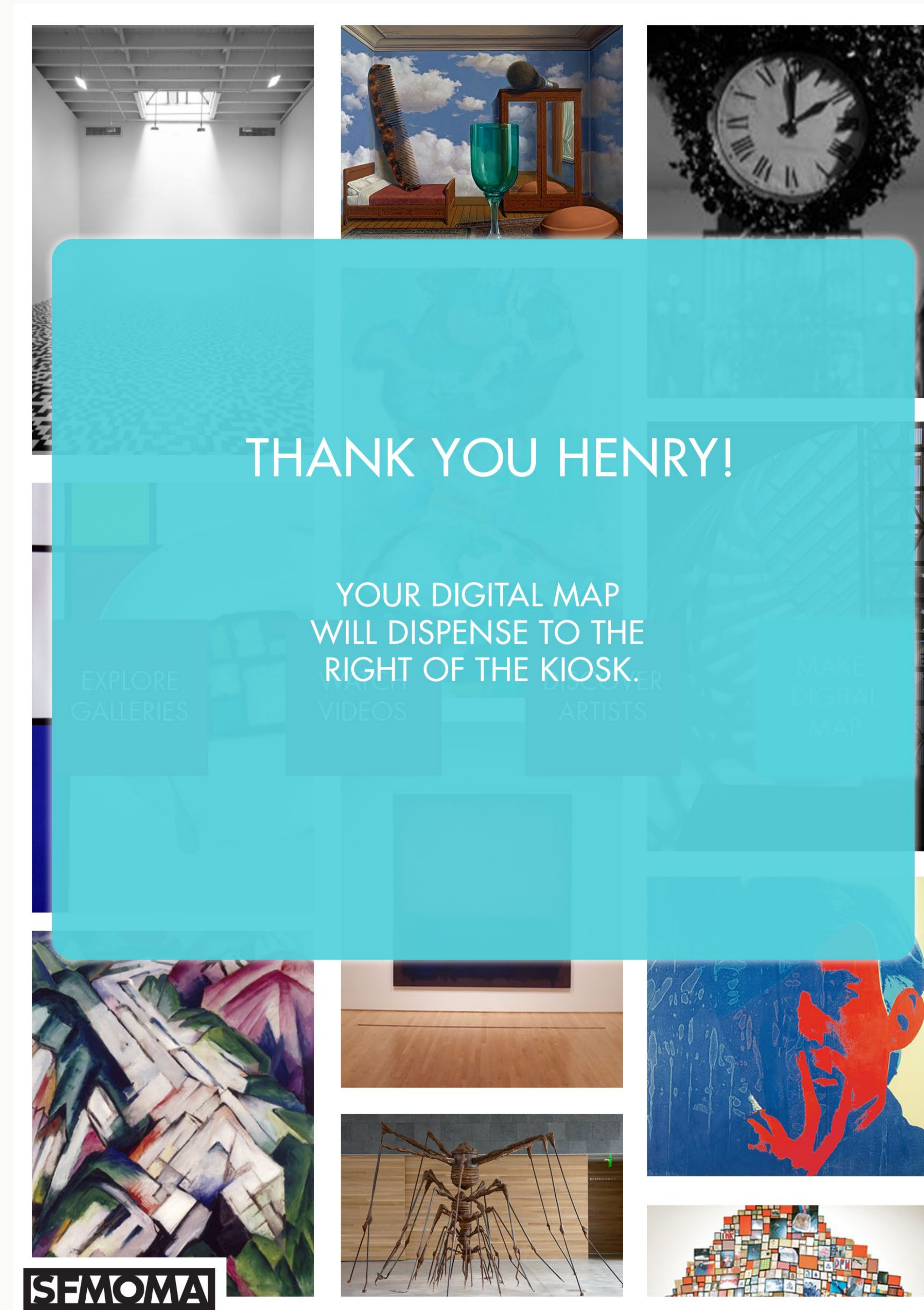


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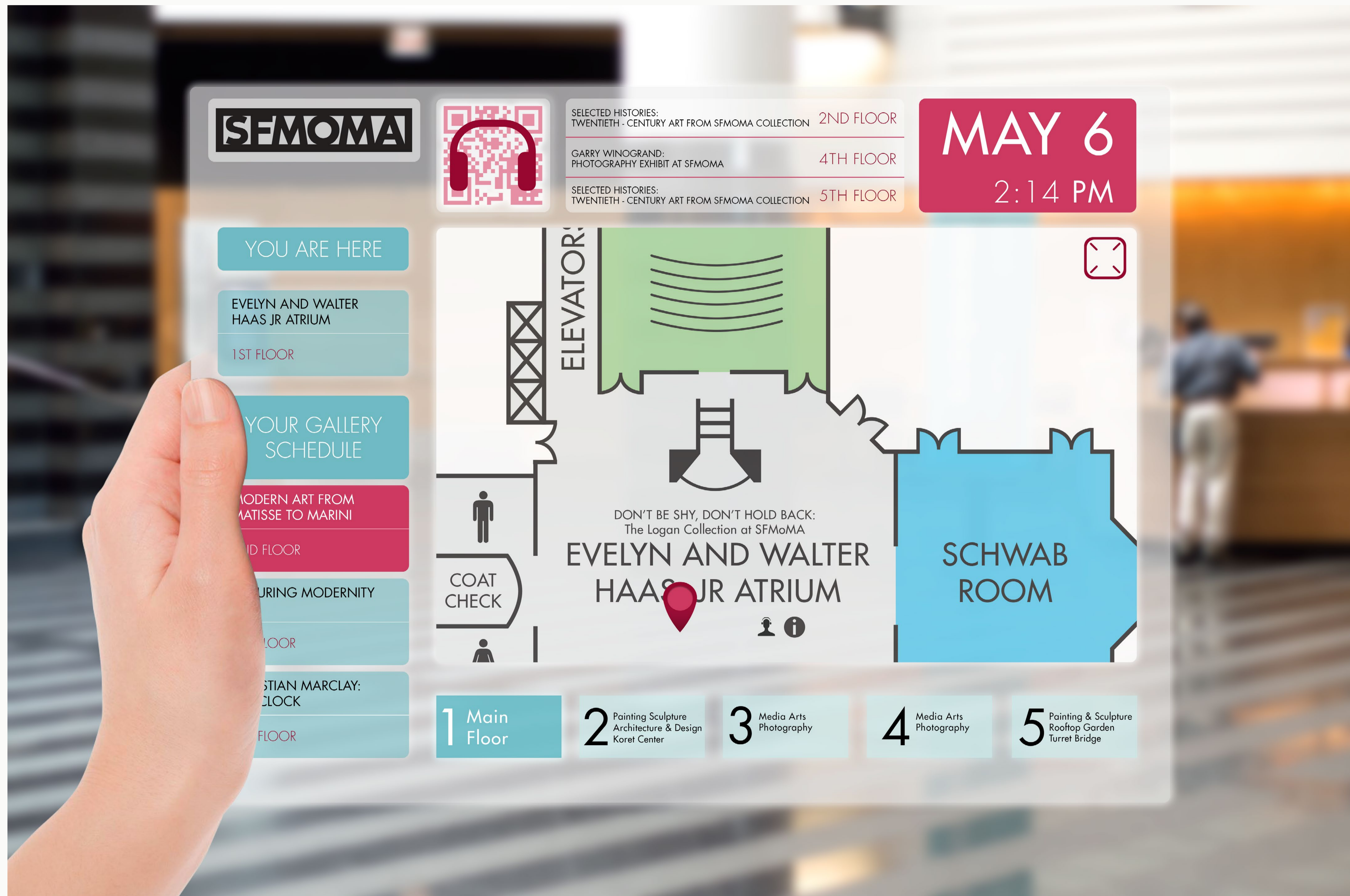


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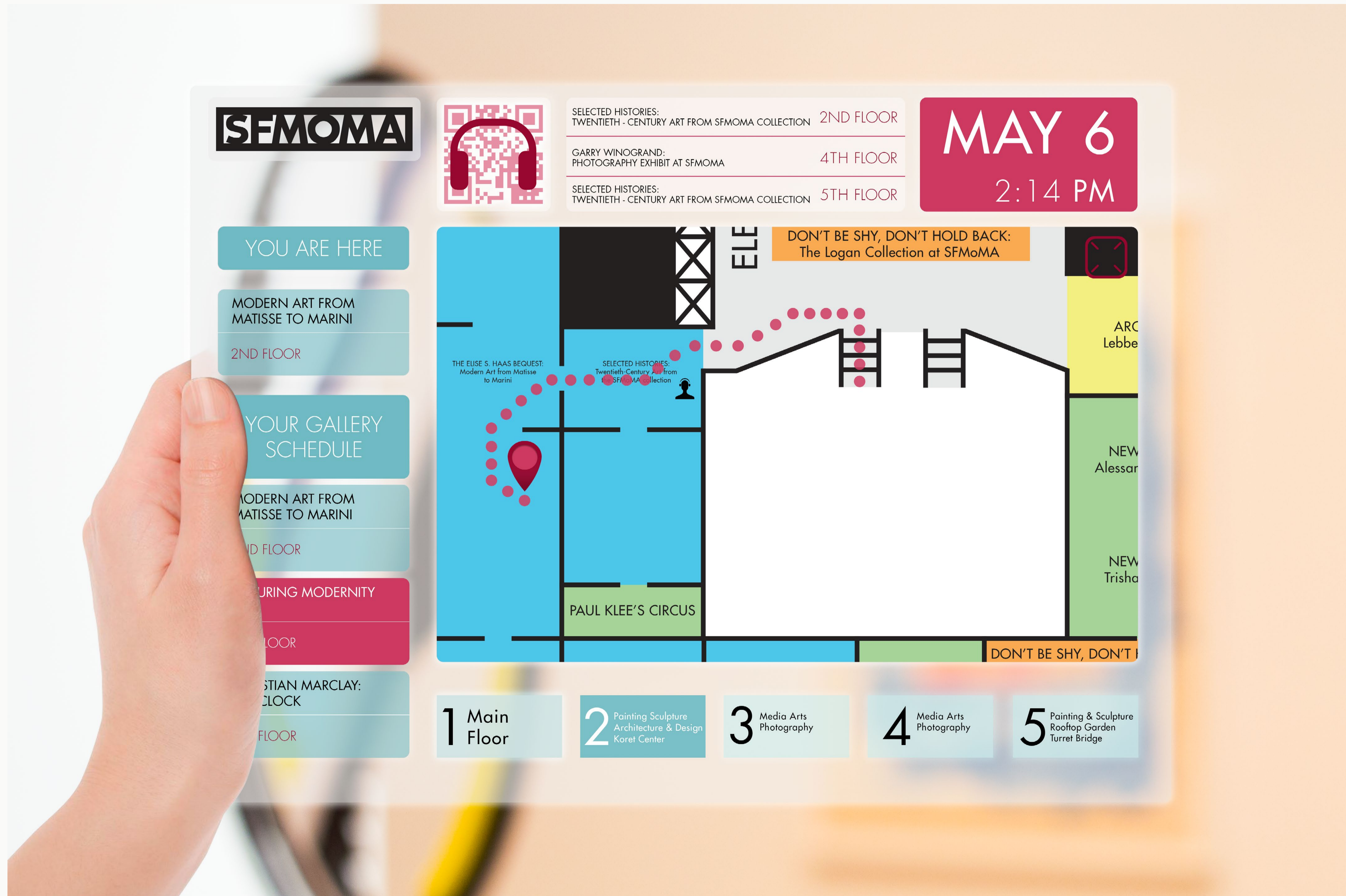


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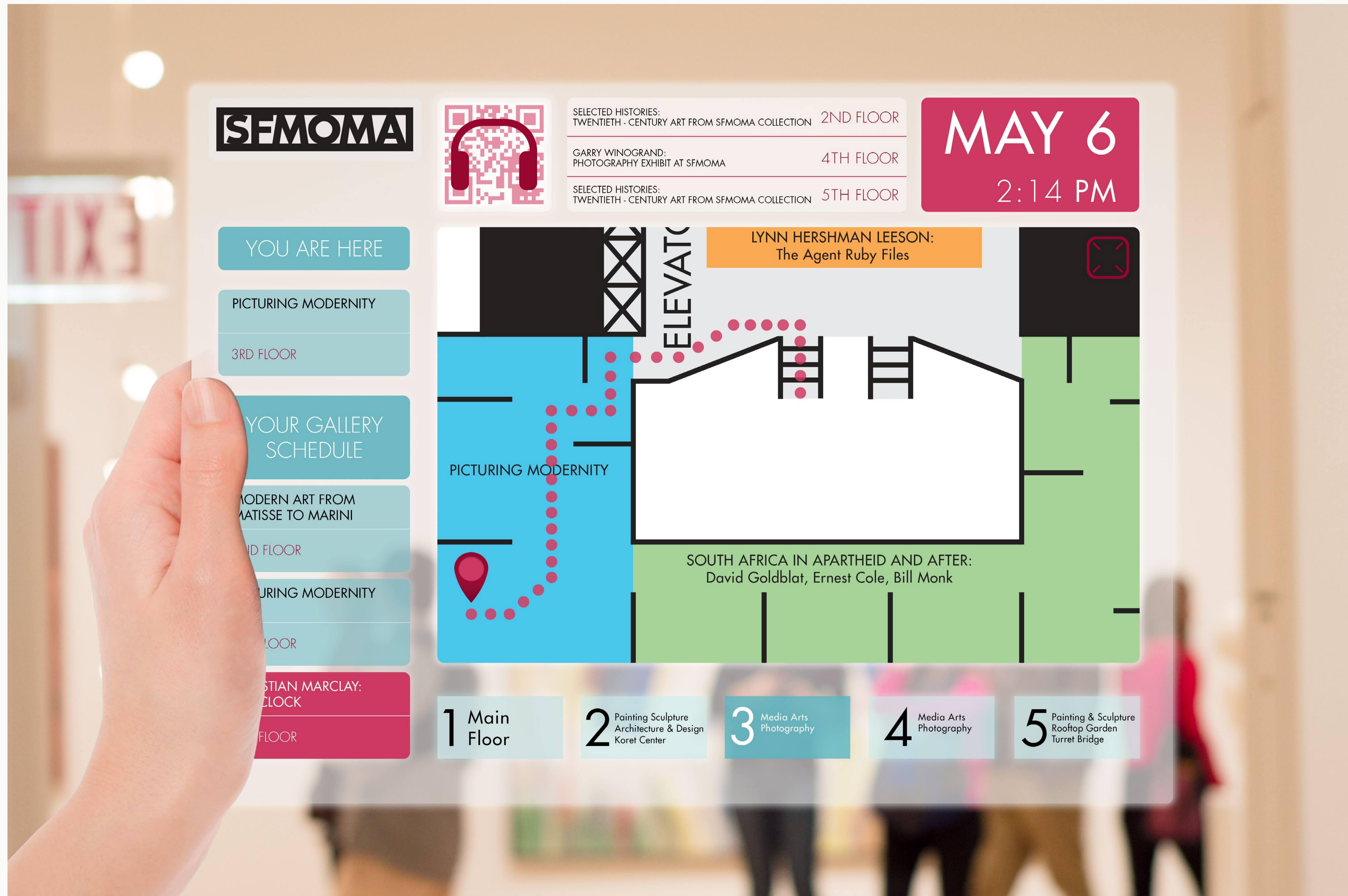


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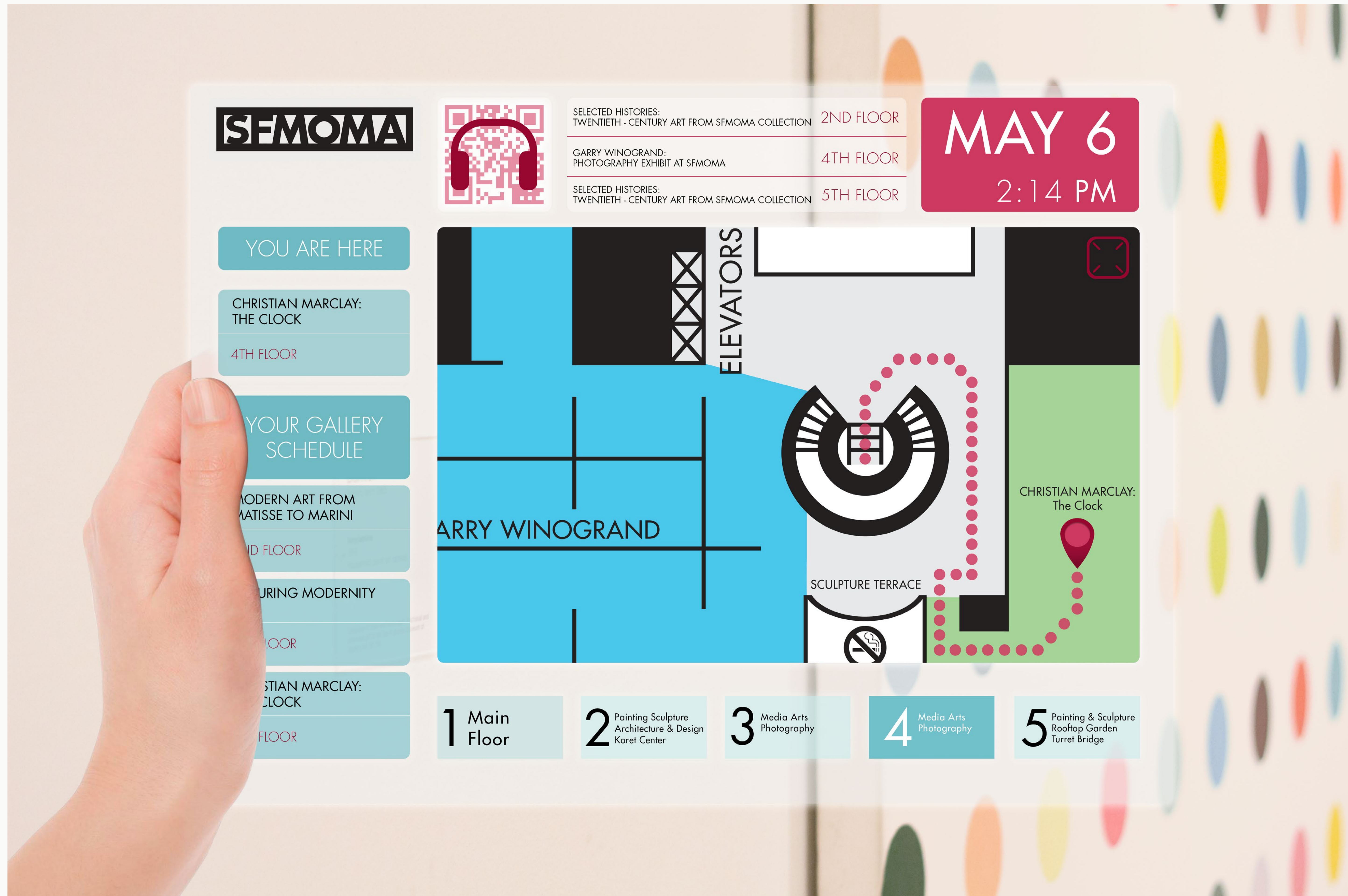


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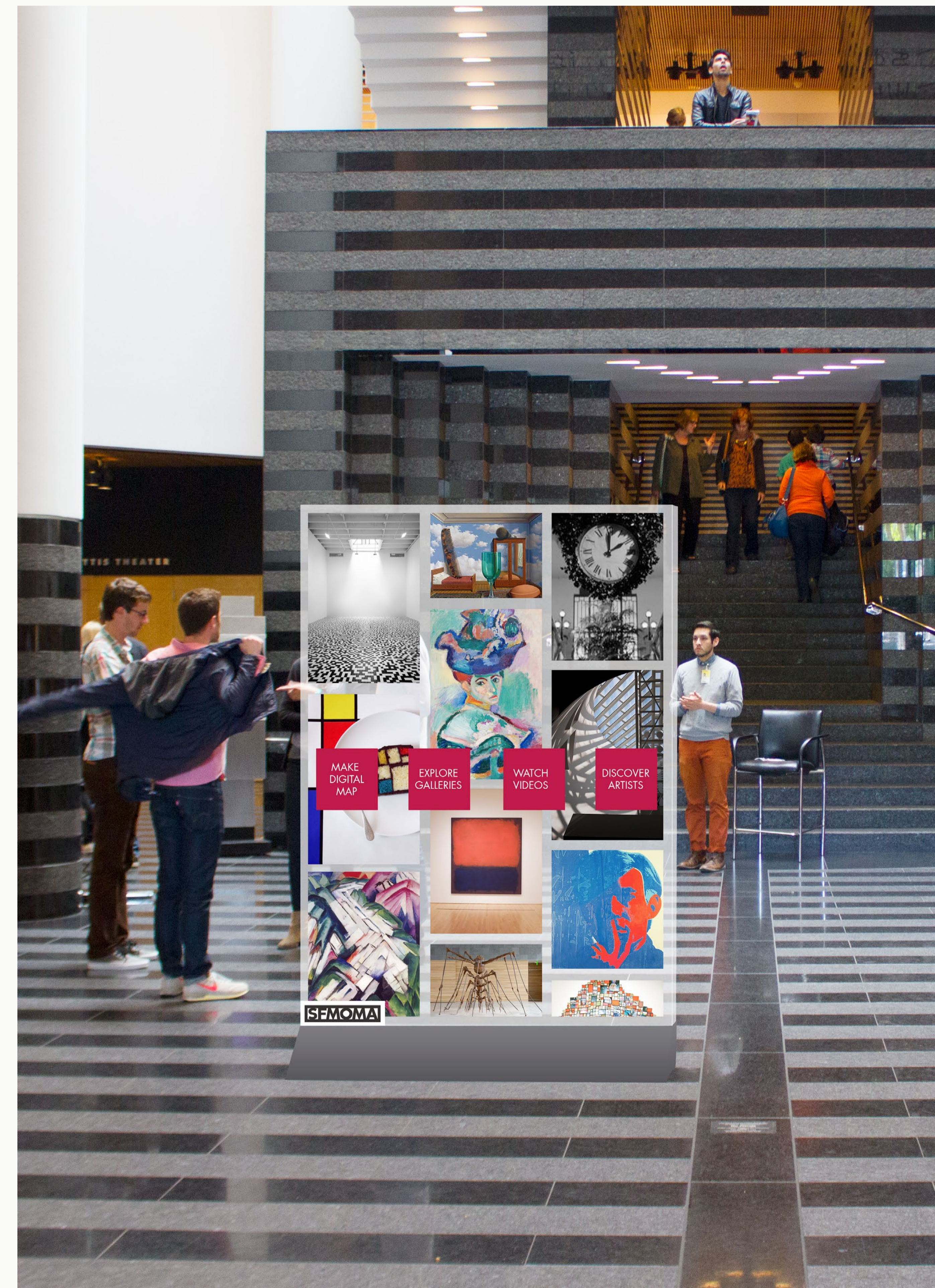




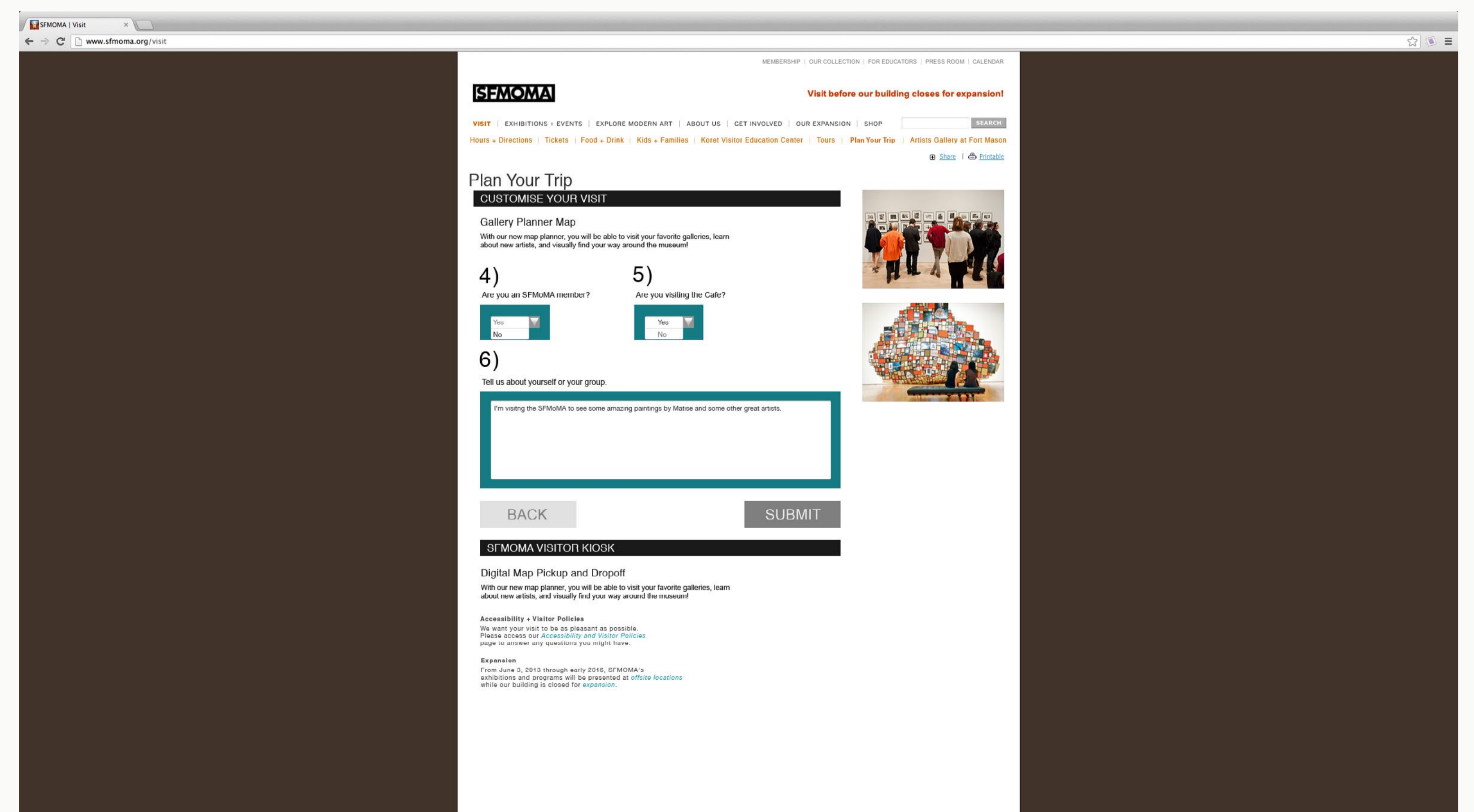
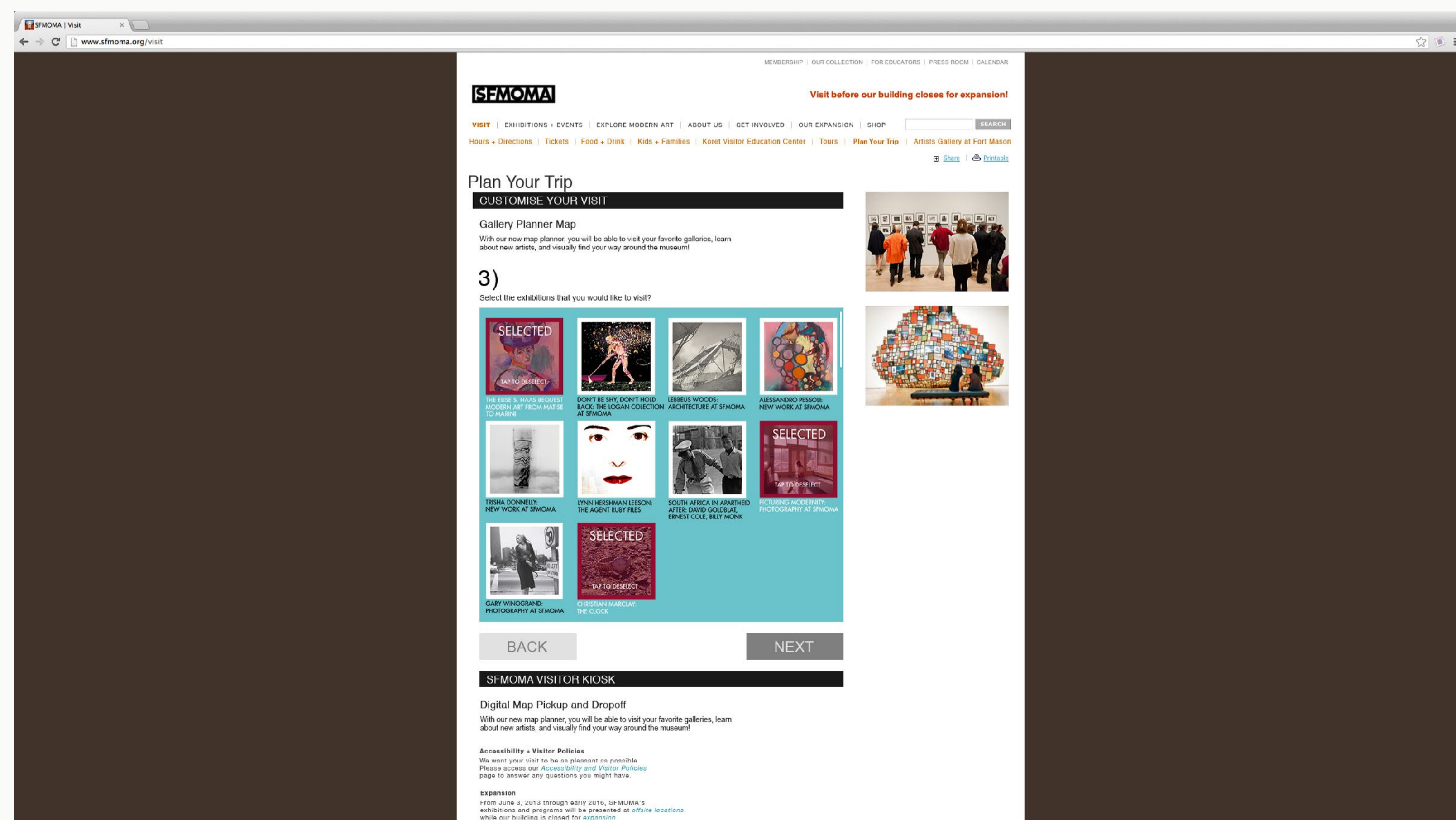
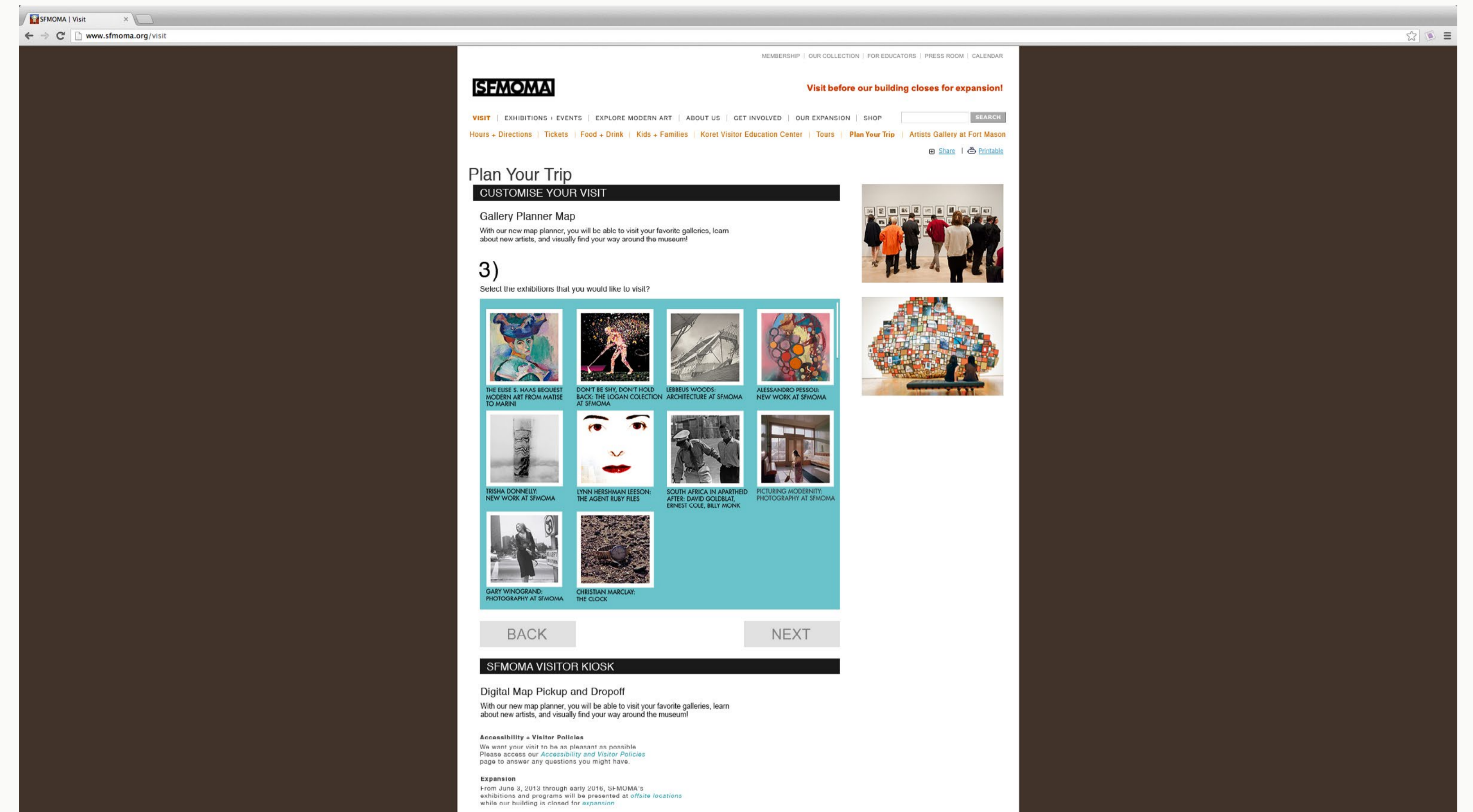
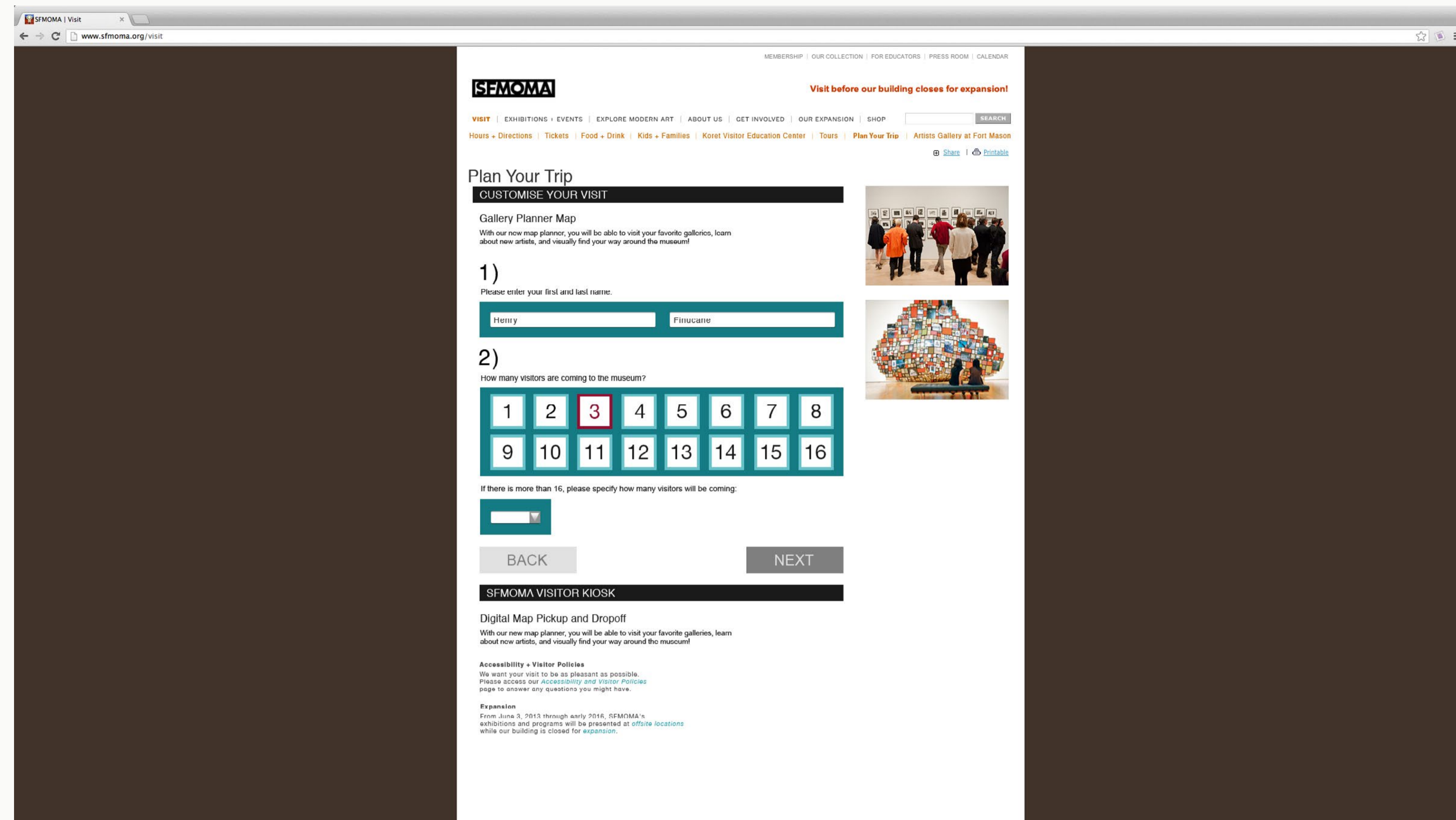
16



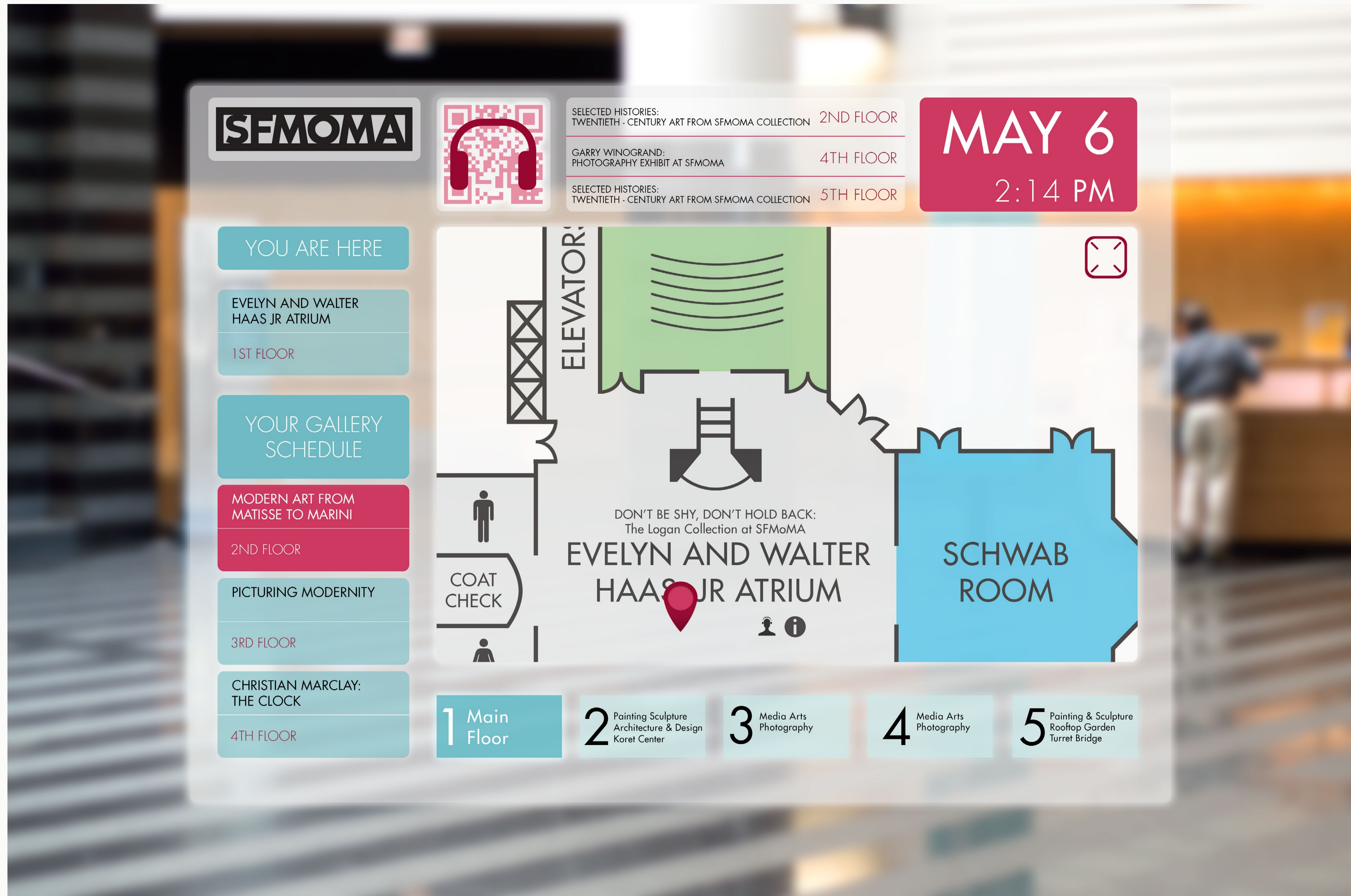














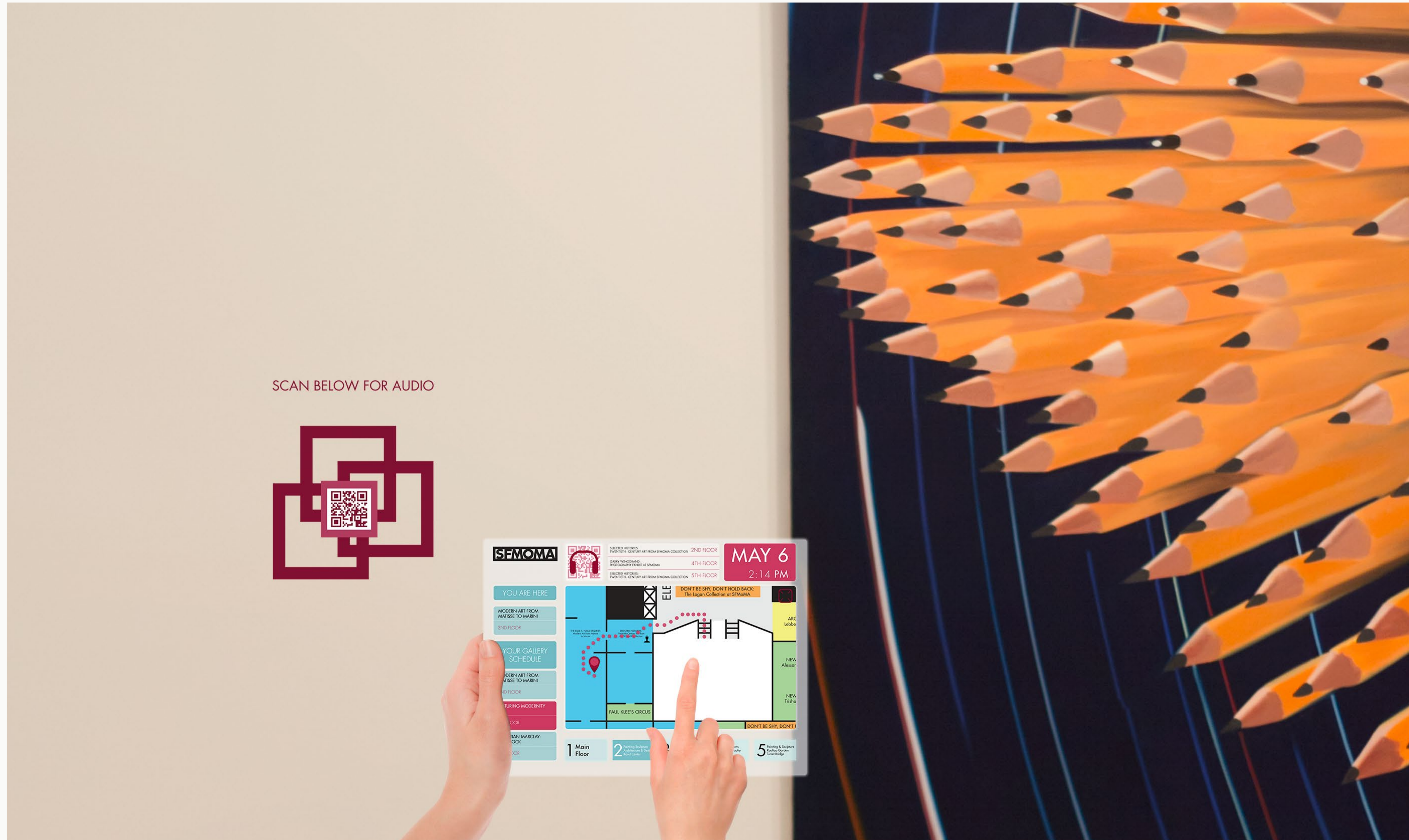
SCAN BELOW FOR AUDIO













EXCITING  
TOUCH  
DISCOVER  
BRIGHT  
INTERACTIVE  
TRANSPARENT  
ENGAGING  
CLEAN  
EDUCATION  
FAMILIES  
COLORFUL  
MAPPING  
EXPRESSION  
ZOOM  
WOOD  
SMOOTH  
VIDEO  
TEACHER  
GALLERIES  
TABLE  
PASTERIES  
COFFEE  
CHILDREN

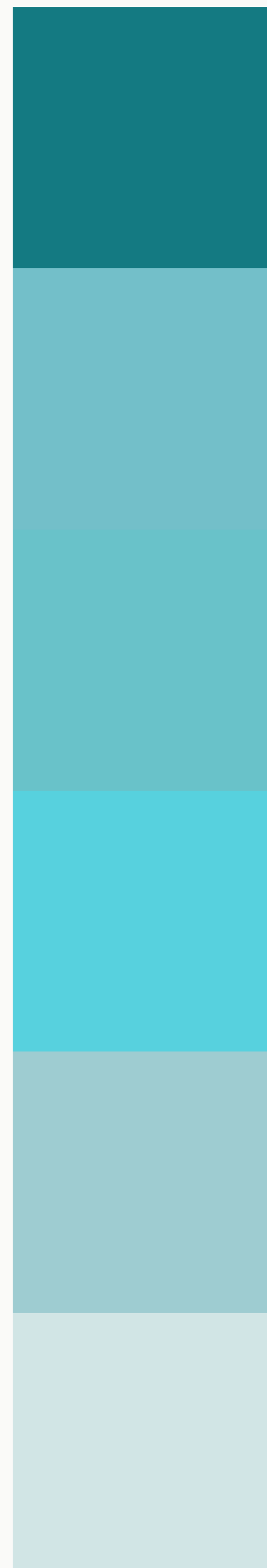
SCULPTURE  
BALCONY  
HANGING  
GLASS  
CARD  
TEXTURE  
DISABLED  
SLEEK  
ENTERTAIN  
TOURS  
CONVERSATION  
STICKER  
LIGHTS  
BUTTON  
ARTIST  
SCHEDULE  
PHOTOGRAPH  
SQUARE  
FRAME  
KIOSK  
COMPUTER  
TICKETS  
PAMPHLET

RECTANGULAR  
ELEGANCE  
GRAVITY  
FLOAT  
SIMPLE  
FRIENDLY  
KIOSK  
TOUCH  
BRIGHT  
COMPANION  
SMOOTH  
DRAG  
HOLOGRAM  
EMOTION  
WHITE  
AMBIENT  
GLASS  
PHOTO  
BRANDING  
STONE  
ILLUMINATE  
NAVIGATE  
AUDIO



NAVIGATE MAPPING ENGADGING





C: 85 M: 36 Y: 45 K: 9  
R: 20 G: 122 B: 130  
L: 46 A: -26 B: -13

C: 53 M: 6 Y: 20 K: 0  
R: 115 G: 119 B: 201  
L: 73 A: -23 B: -13

C: 56 M: 3 Y: 22 K: 0  
R: 105 G: 194 B: 201  
L: 73 A: -27 B: -13

C: 56 M: 0 Y: 16 K: 0  
R: 87 G: 209 B: 222  
L: 77 A: -33 B: -18

C: 37 M: 7 Y: 16 K: 0  
R: 158 G: 204 B: 209  
L: 79 A: -15 B: -8

C: 17 M: 2 Y: 9 K: 0  
R: 229 G: 229 B: 229  
L: 90 A: -7 B: -3



C: 27 M: 100 Y: 76 K: 24  
R: 150 G: 20 B: 51  
L: 33 A: 52 B: 19

C: 16 M: 92 Y: 47 K: 1  
R: 204 G: 56 B: 97  
L: 48 A: 59 B: 12

C: 4 M: 53 Y: 15 K: 0  
R: 232 G: 143 B: 166  
L: 69 A: 36 B: 3

C: 70 M: 67 Y: 65 K: 75  
R: 33 G: 31 B: 31  
L: 12 A: 1 B: 0

C: 12 M: 9 Y: 9 K: 0  
R: 222 G: 222 B: 222  
L: 88 A: 0 B: 0

## WEBSITE TYPESET

HELVETICA NEUE: REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890+\_-=/@~#%^&\*()[{}]<>,. .

## DIGITAL MAP TYPESET

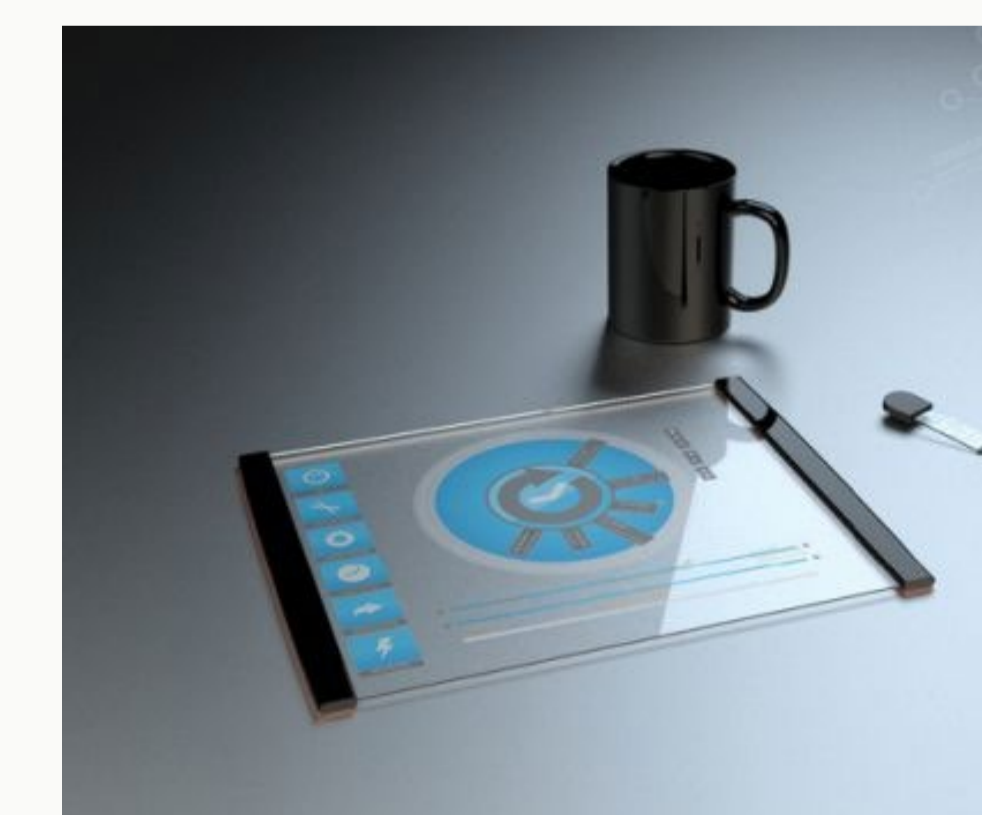
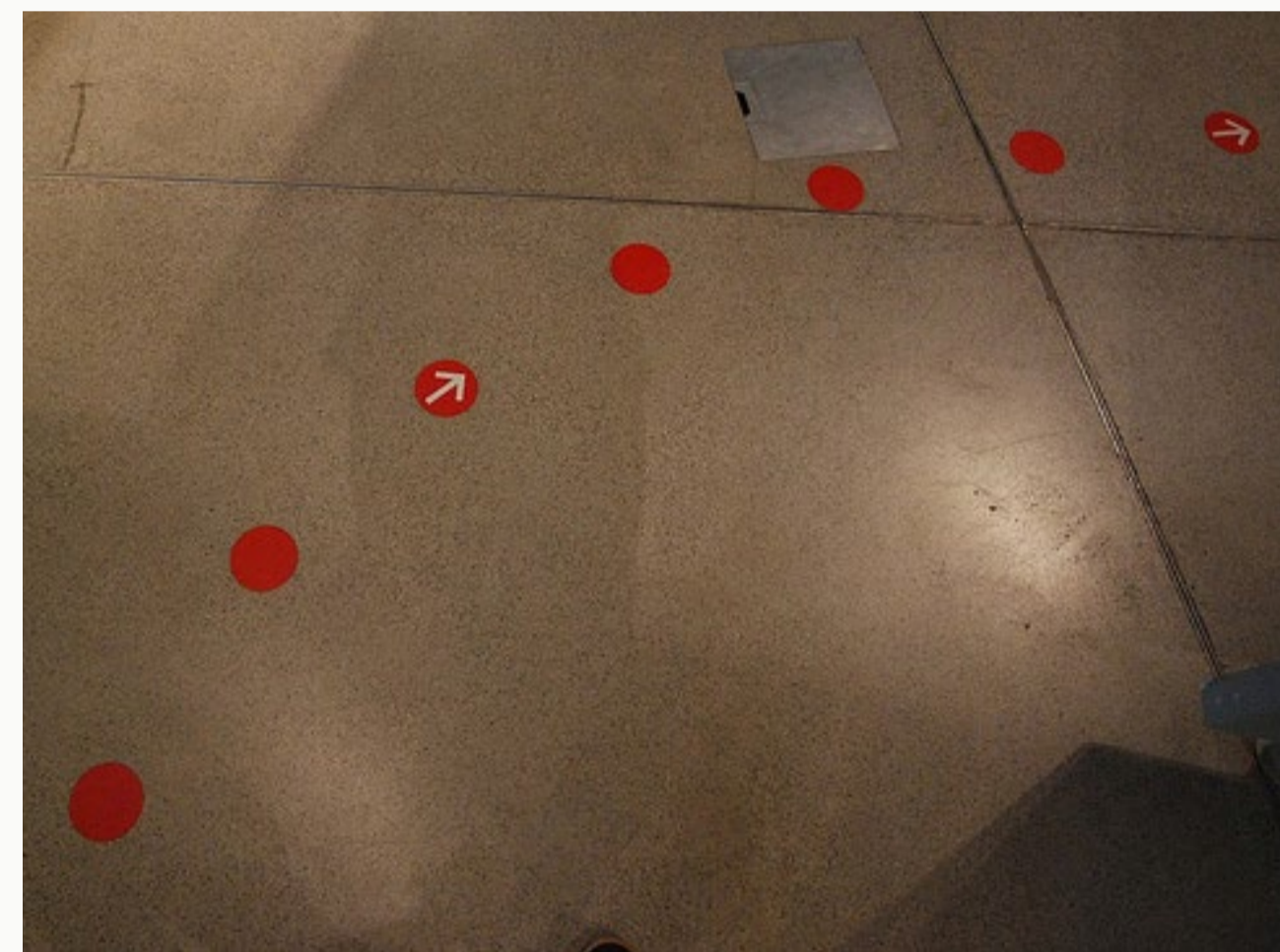
FUTURA STD: BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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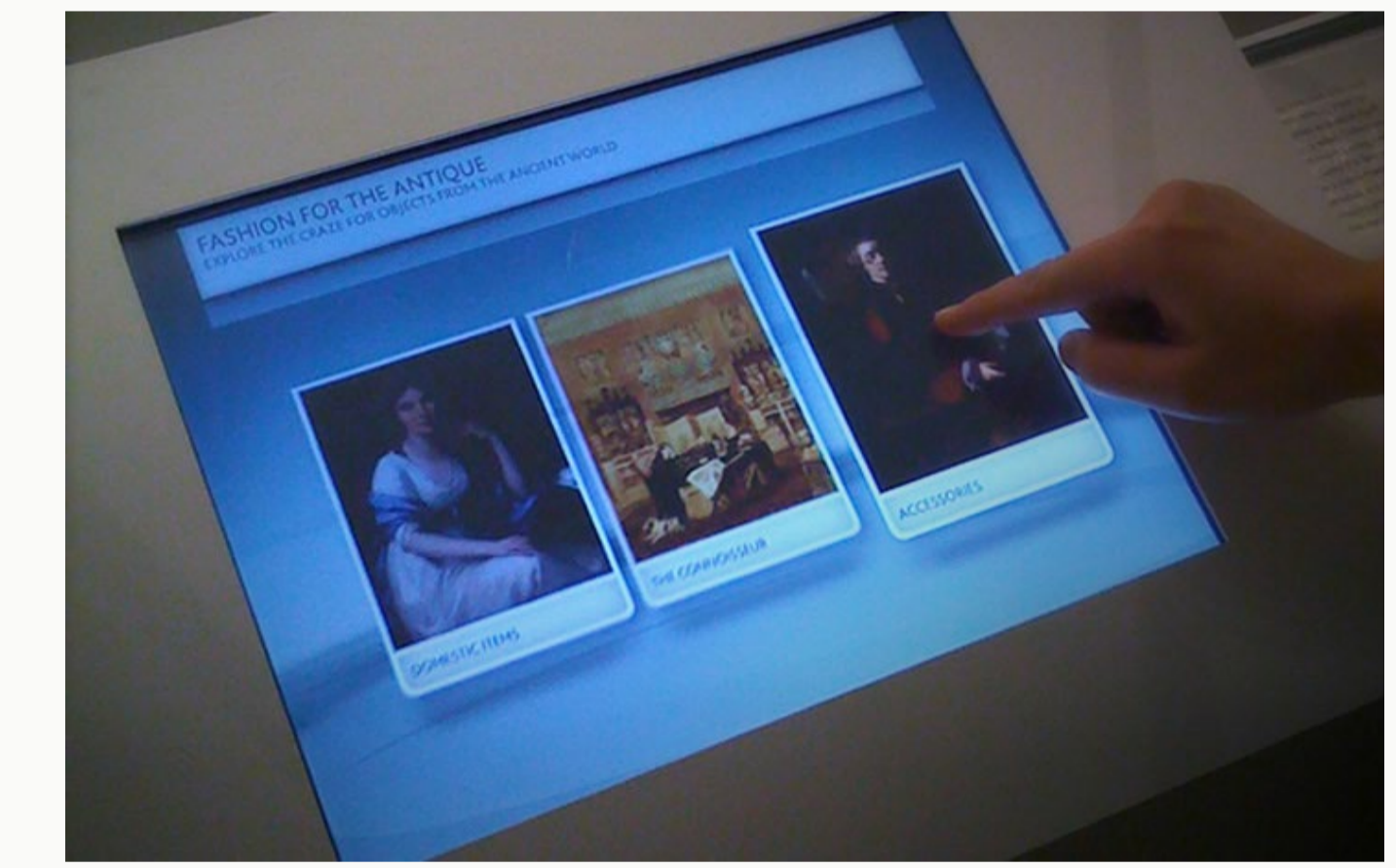


# MUSEUM WAYFINDING

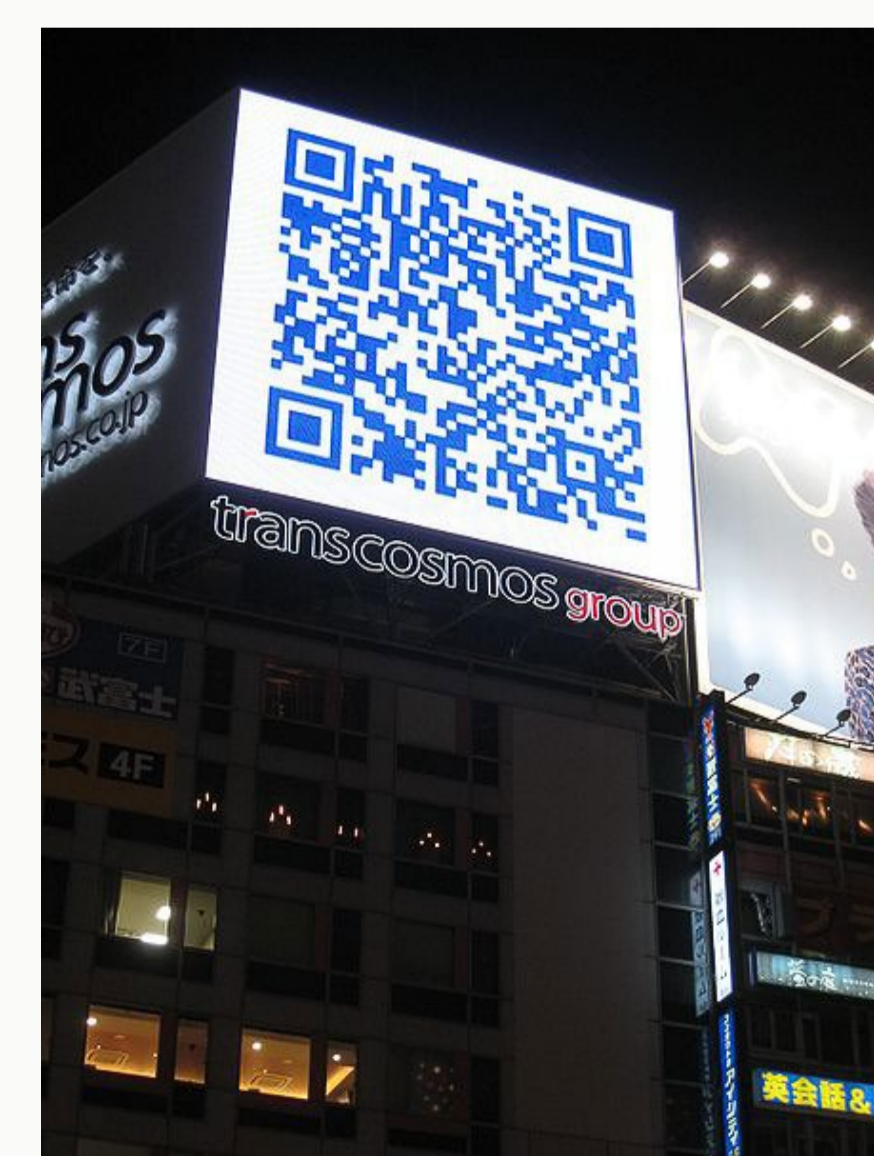
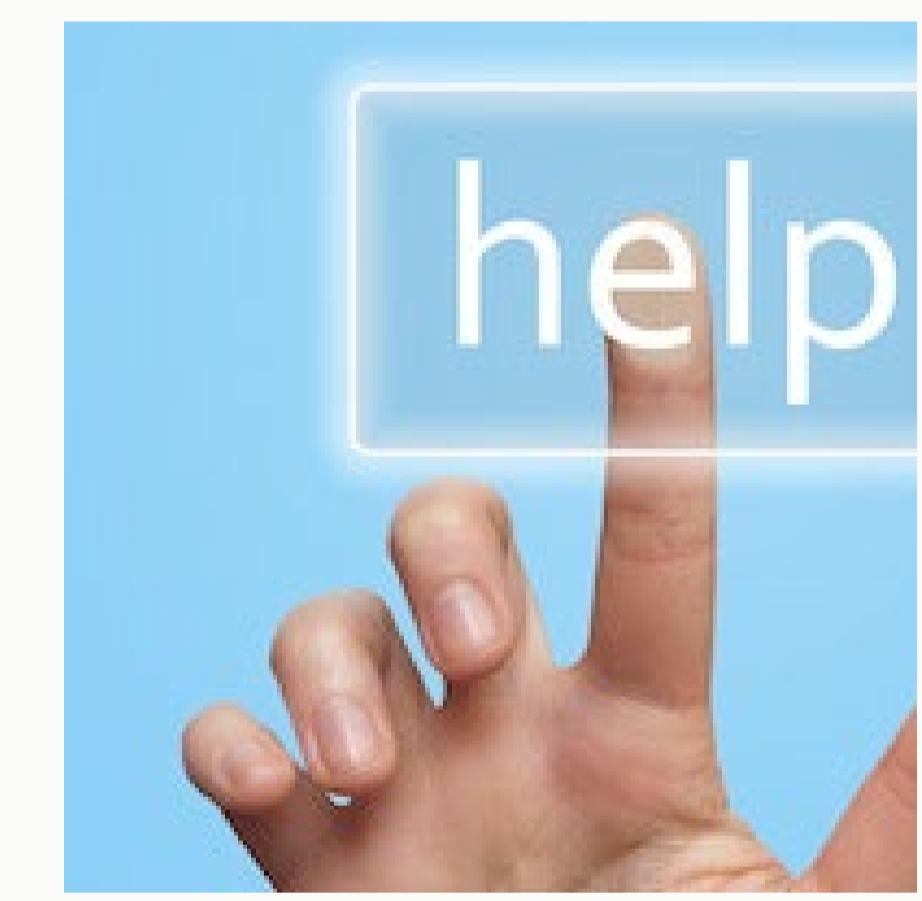
# DIGITAL MAP MOOD BOARD







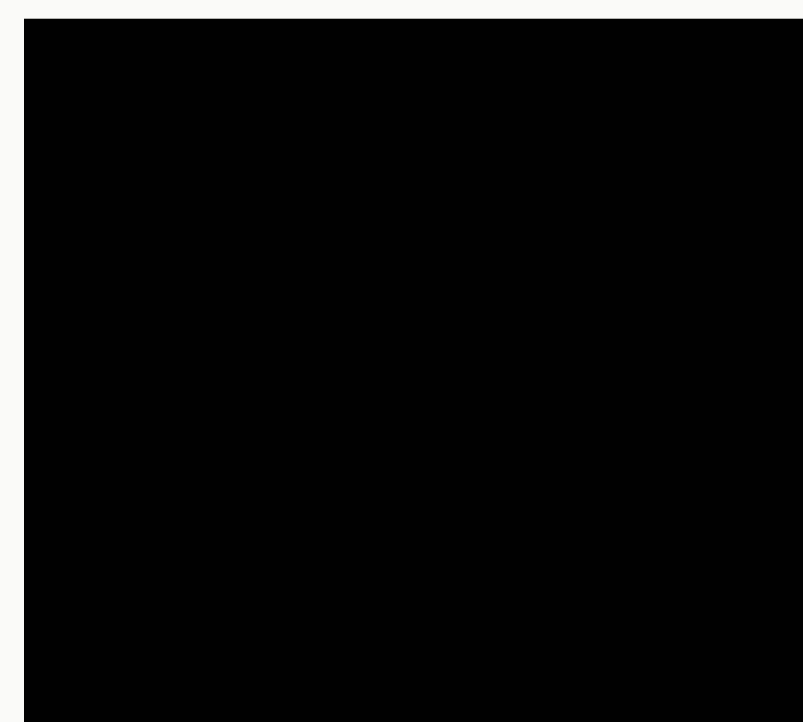
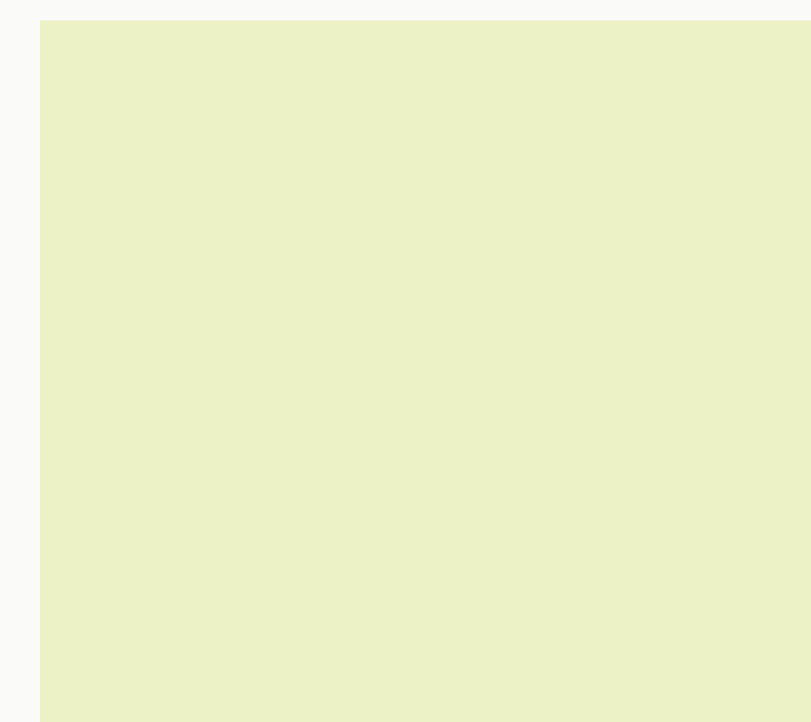
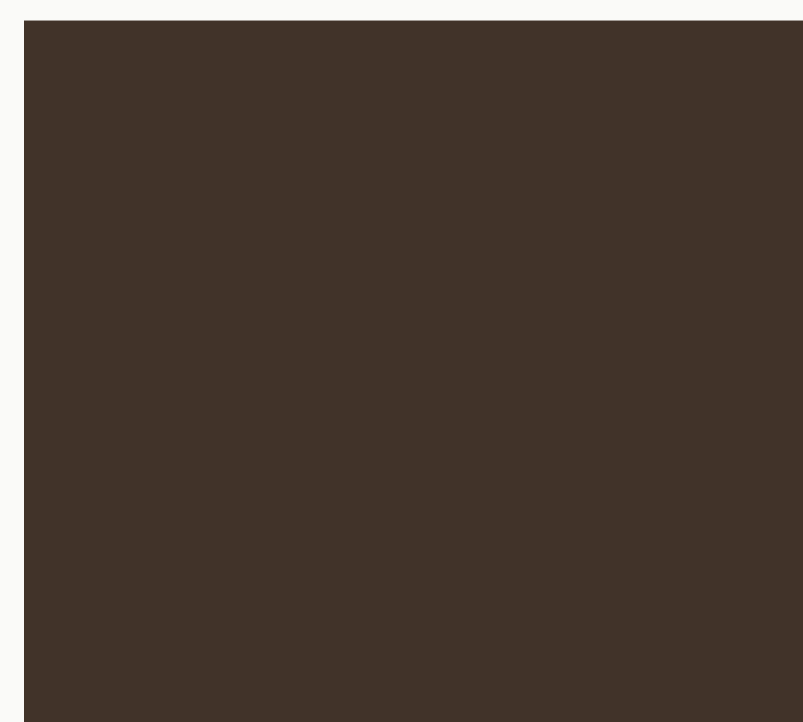
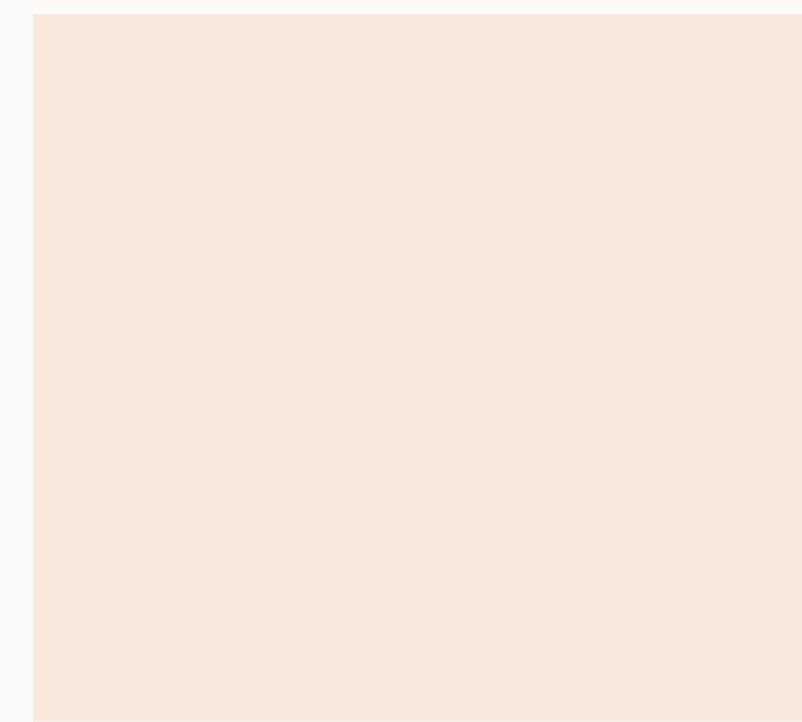
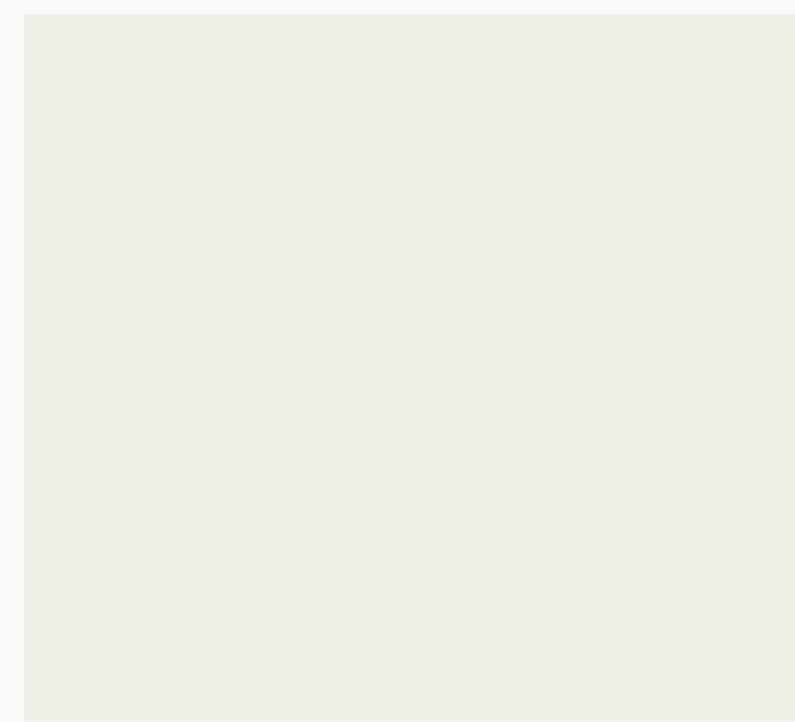
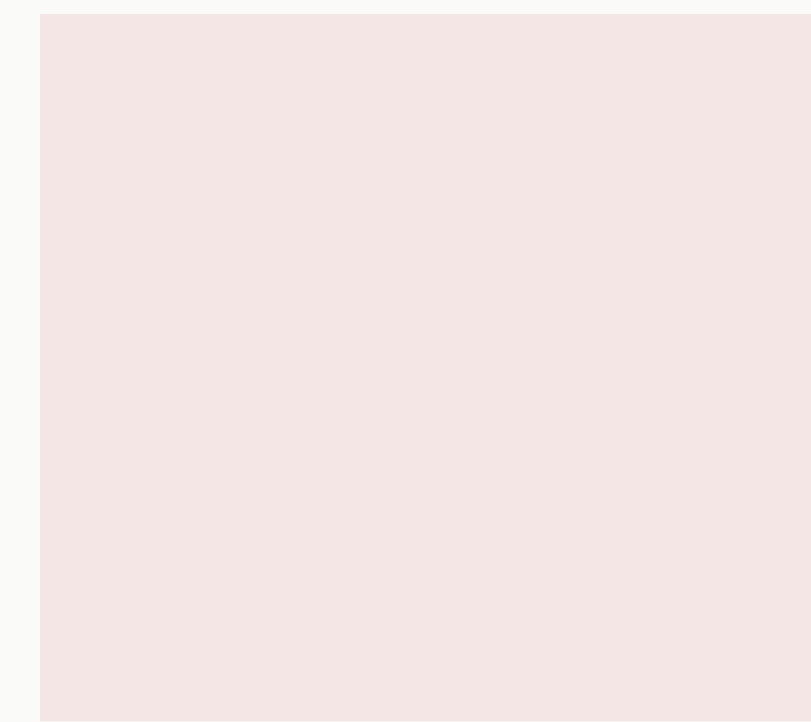
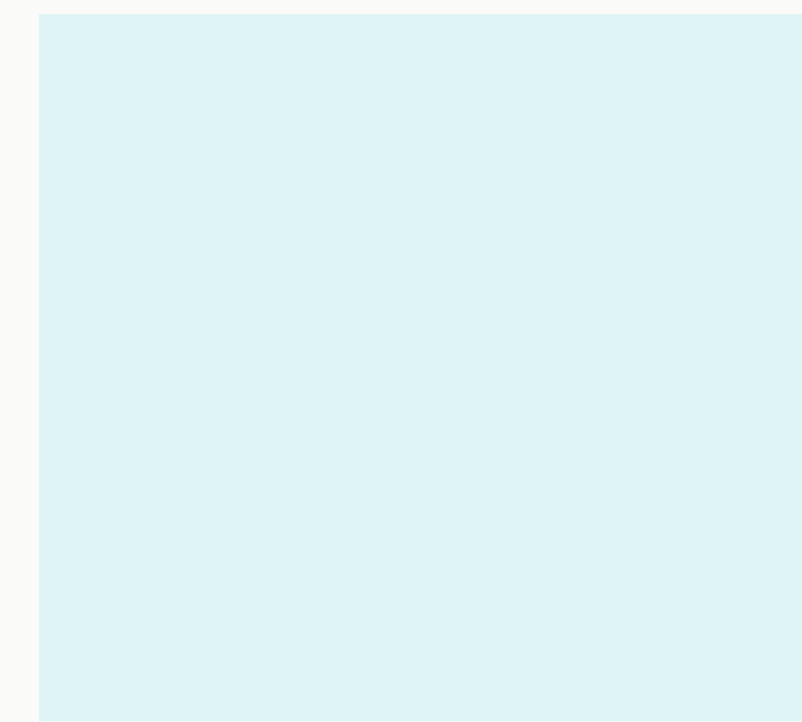




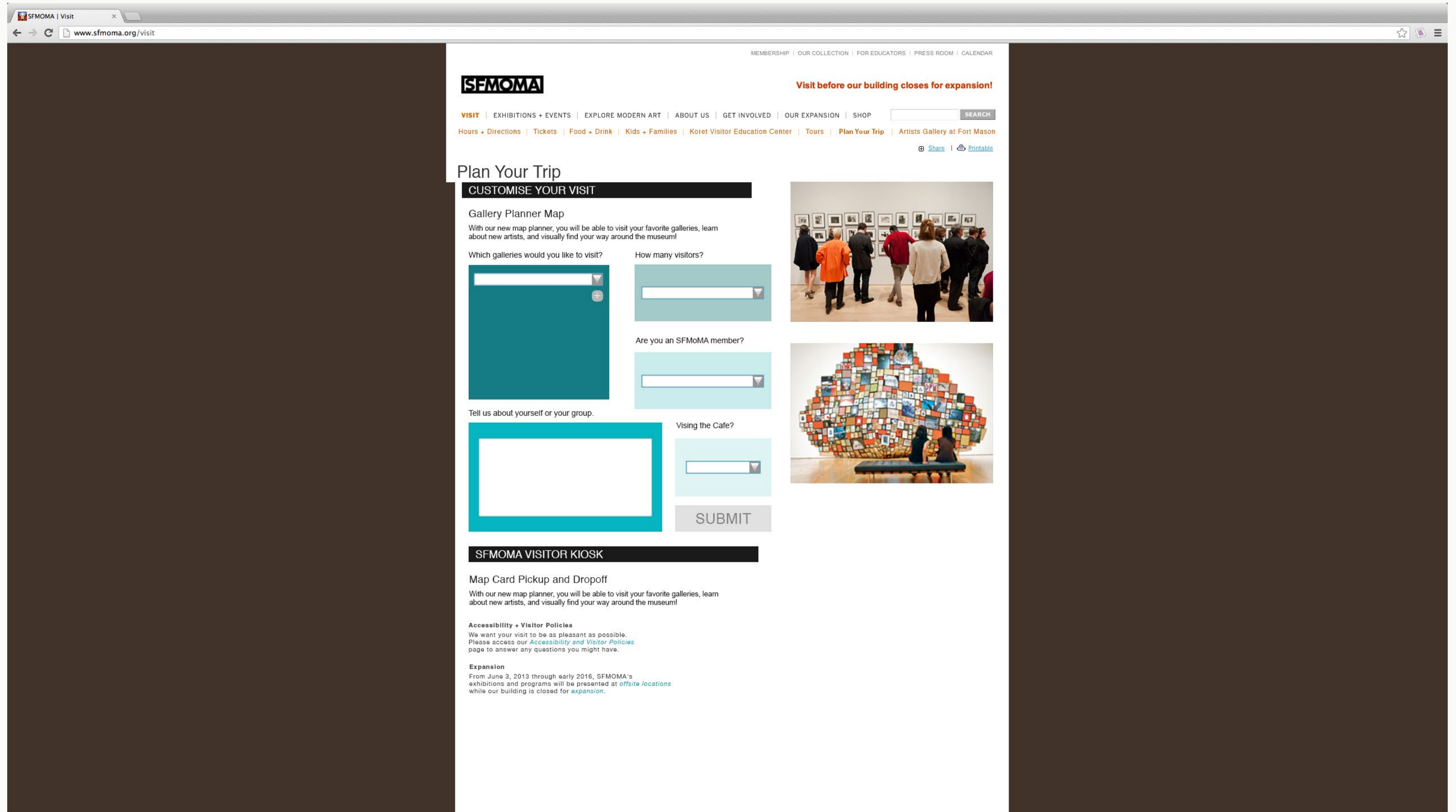


MUSEUM WAYFINDING

SFMOMA FULL COLOR PALETTE









The screenshot displays a web browser window with the URL [www.sfmoma.org/visit](http://www.sfmoma.org/visit). The page features a dark header with the SFMOMA logo and a navigation menu including: MEMBERSHIP | OUR COLLECTION | FOR EDUCATORS | PRESS ROOM | CALENDAR. A prominent orange banner reads "Visit before our building closes for expansion!". Below the navigation is a search bar and a secondary menu with links: VISIT | EXHIBITIONS + EVENTS | EXPLORE MODERN ART | ABOUT US | GET INVOLVED | OUR EXPANSION | SHOP. A "SEARCH" button is positioned to the right of these links. Further down, a row of links includes: Hours + Directions | Tickets | Food + Drink | Kids + Families | Koret Visitor Education Center | Tours | Plan Your Trip | Artists Gallery at Fort Mason. Social media icons for "Share" and "Printable" are also present.

## Plan Your Trip

### CUSTOMISE YOUR VISIT

#### Gallery Planner Map

With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

Please enter your first and last name.

Which galleries would you like to visit?

How many visitors?

Are you an SFMOMA member?

Are you visiting the Cafe?

Tell us about yourself or your group.


### SFMOMA VISITOR KIOSK

#### Map Card Pickup and Dropoff

With our new map planner, you will be able to visit your favorite galleries, learn about new artists, and visually find your way around the museum!

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**Expansion**  
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THANK YOU