

The Design of an Application for the Public Art in Enschede

Charlotte van der Meulen

In Enschede a lot public art can be found. However this public art is not well known and it is hard to gain information about the art works. At this moment only 30 people have access to information about all the art works that are property of The Gemeente Enschede. About all private public art even less is known. The Gemeente Enschede requested that a product was made to make the public art in Enschede more accessible for a larger audience. The product should also make the public art more popular. These two requests could be combined into a research Question:

“How can the public art in Enschede become more accessible for the general public and how can this art become more popular with a larger audience?”

To start of several analysis have been done to get a better understanding of the needs and requirements for the product. First stakeholders were analysed to get a better view on who will be impacted by the designed product. These stakeholders were an inspiration in finding people to interview. During these interviews questions were asked about the public art in Enschede and the interview was used to gain inspiration for the development of our product. Soon the idea was created that the product would become a website or application. With the help of the gained information in our interview and theoretical research, our target group was determined. Art and culture enthusiasts between the age of 50 till 80. This target group resulted in an wide user experience design analysis, as the target group requires a different design for a website or application than the standard. The brand of The Gemeente Enschede was analysed to make to product fit to already existing designs. In addition to this a competitor analysis was done to get a better understand of what already is on the market and to get inspired by their features and designs. All this gained information was used to come up with requirements and our main functions. Our main functions of the product will be: Gaining information, art routes and determination. Also was decided that our product would become an application.

Now that the list of requirements was created and our main functions for the applications were determined, ideation could be done which resulted into 3 concepts. The concept which follows routes with the help of a map and instructions combined with a QR-code scanner won. This concept fitted best to our requirements.

The chosen concept was further worked out in the detailing phase. There was chosen for 5 main functions in the application that were worked out in detail. First the user can following routes that are linked to a specific artistic interest the user has. In addition to this a map was created which shows the location of all art works in Enschede, when the map is too complicated to find an art work, the gallery can be used. Within the gallery the user can search for the art work or look at the overall collection of the public art of Enschede. When the user is situated at the art work, a QR-code can be scanned with the QR-code scanner to get more information about the scanned artwork. The last feature of the application is a profile in which the liked routes and art works and the scanned artworks of the user can be found. In this way the user has a clear overview of all the artworks and routes they prefer.

To conclude, the final prototype of the application is a great start for the real application that the Gemeente Enschede can realise. However to fully succeed some recommendations given in the last chapter of the report should be taken into account. Altogether this report and starting prototype could serve as an inspiration for an application that will actually be brought on the market in the future.

