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ITWP2600

Chapter 3 Exercise #16

Prompt:

Visit the Web sites of two art museums that sell memberships online, then examine each site to find information about the memberships offered. Write a report of 200 words in which you describe the process on each site that a visitor would follow to shop for a membership. Evaluate how well each site describes its membership options and encourages a visitor to purchase one. Consider ease of shopping, how clearly the site describes membership options, and whether the site makes a convincing case for buying a membership. Provide at least one recommendation for improving each of the two sites you selected.

Answer:

I chose to pick two art museums I have been to previously and are not local. Assuming most students will have similar takes on the local art museums like the Detroit Institute of Arts. I chose Pérez Art Museum Miami and the Art Institute of Chicago.

The PAMM website offers a clear path for visitors interested in memberships. On the homepage, a “Membership” link in the menu directs users to a page outlining membership levels, benefits, and pricing. Visitors can browse details about individual, family, and special memberships, with descriptions of perks such as free admission, event invitations, and discounts. The checkout process is straightforward, featuring secure payment options and concise instructions, though the tier comparisons could be more visually prominent. A recommended improvement for PAMM is to add an interactive chart that highlights distinctions between membership levels, making it easier for users to decide.

In contrast, the Art Institute of Chicago website presents its membership options in a clear manner. A prominent “Membership” tab leads visitors to a page that summarizes various membership tiers and their benefits. The site uses clean design elements and interactive features to guide users through selecting the ideal membership, offering descriptions of benefits like unlimited access, member discounts, and exclusive previews. However, the site could enhance its appeal by explaining how membership fees support museum programs. Overall, both museums provide a user-friendly shopping experience, yet each could refine its presentation to better inform and inspire potential members.

Source:

<https://www.pamm.org/en/>

<https://www.artic.edu/>