

## MoMA Design Store: Statement of Work

### Website Design and Development

#### Project overview

MoMA Design Store is an online curatorial sales department of The Museum of Modern Art (MoMA), which is one of the world's most famous art museums located in New York. Established in 1932, alongside with traditional mediums like painting and sculpture, the store has diverse design assortments proved by meticulous evaluation process. MoMA Design Store has goals described as:

1. Democratizing good design at every price point to make design accessible to as wide an audience as possible.
2. Supporting various communities through art educational programs in the Museum to connect and create a bond between people and art institution.
3. Aiding reducing the admission fee for the museum to make art more accessible.

To continue fulfilling these goals, MoMA Design Store needs clear viewing of content and ease of use for both members and non-members. The current website does little to convey the strength of product offering. Understanding human behavior while browsing MoMA site or while making a purchase and their goals for MoMA website will ultimately bring more visitors to the website and lead to more sales.

#### This SOW proposes a realignment of the MoMA Design Store website in five areas:

1. Fortifying uniqueness of MoMA Design Store. Not only great selection of products they own but also honorable values and sustainable lifestyle that the store pursues should also be spotlighted. By appealing to these values, MoMA Design Store website will be able to reassure their existing members and attract future members.
2. Building a connection to the museum and physical store. One of MoMA Design Store's strong point is that they have an actual physical space. This can be a great communication and marketing tool to prompt on site visitors to get engaged with the website and vice versa. Current ongoing exhibitions and events could be addressed on relevant section of the website.
3. Customizing the website for different types of users. Understanding various user types—such as teachers, influencers, designers, art students, and art collectors—and providing corresponding services based on these user types are pivotal for the functionality of the website.
4. As the technology is growing MoMA design store user needs are also changing. So creating easier, better registration and membership interface process so that users can efficiently accessed and encouraged. One of the main goals of the store is increasing visitors and members, therefore the interface of these actions must be as friendly as possible to the user.
5. Rearranging categorization. Due to the overwhelming amount of goods and displays they currently have on the website, some items cause confusion and frustration to users. An adequate way of finding a system that can guide viewers through should be considered.

## Plan for Design and Implementation Phases

### 1. Sitemap and wireframe creation

A sitemap is an outline of the structure of the pages that will comprise the MoMA website. The sitemap creation in advance helps to design the navigation through the important pages of the website, it also ensures that we have taken into account the important pages, and their relationship within each other. Wireframes provide a detailed view of the content that will appear on each page and how the user can navigate through pages to see the required content. We can define and determine what the user experience is going to be by using wireframes.

### 2. Visual Design

The functions and features outlined in this SOW are based on initial meeting we had. The Design Phase is a step further into defining the functions and features. We have to define the blueprint for the site using the sitemap and wireframes, after that the next step is to create a visual style. The overall visual style will most likely be determined by the visual brand MoMA; the goal being to connect the Web with all other forms of the organization's communications. The organization's brand plays an important role in this part of the process, we want to visually convey key brand perceptual ideas within the design.

### 3. Site Development

When the designs are approved, it's time to design the pages, develop new content and refine old content, create videos, slideshows presentation, podcasts and other media if necessary that will appear on the site as well as start to build out the website with Zurb foundation as a frame to set HTML page up. Then using CSS3, Javascript, and jQuery to implement the final programming phase.

### 4. Site Testing

Before the site is launched, it will be placed on a production server where only internal audiences and anyone who you share the link with can view it. During testing with a wide variety of users and browsers we can find issues which we usually cannot find during development. During testing we can identify any broken design flows, issues with buttons or any typo mistakes. At this stage the site will need to be reviewed on multiple browsers (Firefox, Safari, Internet Explorer) and multiple devices (laptops, tablets, and mobile) to see if and where breaks occur. Testing will be conducted at two separate times. First test will be done at the end of the design phase in order to make sure the User interface is accomplishing the business goals to the users likings. The second test will begin at the end of the implementation. The goal for this test is to uncover any bugs found within the program. Testing also test user experience of different technical lever users and get their feedback. The third goal is making more users with different background understand and no problem to use the website.

### 5. Beta Launch and Presentation

Once Testing has been completed and the beta site is ready for presentation, a Link will be shared with Holly Quarzo so she may have access to the website for further review. A Presentation will be made by PoPA to propose the realignment of MoMA design store.

**This statement of work is based on the following assumptions:**

This is an in depth assignment given by Holly Quarzo for GDVX 770. PoPA, from here on known as The Group (consisting of five members: Lei Zhang, Jun Ye, Yanbing Wu, Flora and Varsha Makwana), will be responsible for obtaining content. All messages, meetings and files will be uploaded in Google Doc and Basecamp which is our project management website for the express purpose of evaluating the groups scheduling, progress and workflow.

The following list represents the pages and areas that The Group will be responsible for:

1. Home Page
  - a. How the website content is displayed
  - b. Reorganization of navigation, menu, topics, and advertising
  - c. Display more information about the latest exhibition with good and the membership in the banners.
2. Category page
  - a. Redesign the product content page
  - b. Recommend goods
  - c. Recently viewed items
3. Product detail page
  - a. Reorganize the detail information for product to make it more personalised
  - b. Instant Sharing of the product to a friend or on social media sites
4. Membership
  - a. Reorganization of membership information
  - b. Enforce membership entrance
5. Education page
  - a. Add a introduction page of Educational Program

## Action Steps

1. A responsive website. For the new website that we create must be adjusted by large screens, tablet screens and small device screens, it will be considered during each design implementation. We will optimize for each standardized screen size, but avoid choosing screen sizes for specific devices.
2. Edit Content. Evaluation, categorization and redesigning of the home page and product pages layout will be the primary goal in this effort. Define what sale content see and what the unique design topic see after adjusting the navigation will also be addressed. In addition, build the connection of Moma exhibition and goods which will bring more story and emotion to the MoMA store.
3. Realign interfaces. Steps will be taken to address greater clarity and easy for the person using these interfaces, and realign the information hierarchies of each page.
4. Membership. Realign membership information and page. Membership as an important part of saving users should be able to easily access and join. Non-member users could see membership benefits and encourage to join the membership, and members should enjoy different status labels. In addition, we will redesign our members' benefits through information visualization. Important entries will also be given on the homepage to promote membership.
5. Education program. We intend to create the way to introduce the education program. Users can access the details page through the entrance of the homepage to browse. Images, text and video will be the main content to introduce the program. Users can understand the story and goals behind MoMA store through browsing the page. Also, it can associate the purchase behavior of users with the charity and establish deeper friendship.

## Schedule

View calendar on Basecamp for specific timeline and tasks. Completion date of this project is Nov. 15th. The following table outlines the projected time to complete each task of this project.

Task Working Days Sketches . . . . .	4 Days
Wireframe . . . . .	6 Days
UX Testing . . . . .	4 Days
Design . . . . .	7 Days
Development of Home Page and Page Styles . . . . .	8 Days
Implement design into web pages (HTML pages) . . . . .	3 Days
UX/UI/Bug Testing . . . . .	3 Days
Debugging . . . . .	5 Days
Presentation . . . . .	3 Days

\* Some schedule may overlap with each other.

## Review/Approval Process

Approval chain lies in agreement with each member of The Group. Upon Group approval, Professor Holly Quarzo will make comments. No advancements will be made without her approval.

## Development Price

PoPA will design and develop the website for a fixed fee listed below:

Research .....	9,000.00
Design .....	30,000.00
Implementation .....	30,000.00
Testing .....	1,000.00
Total Price .....	70,000.00

## Billing Terms

PoPA will invoice the client according to the following stages:

Start-Up .....	25%
Completed Design (Review Only) .....	25%
Final Delivery .....	50%

The work process will start once PoPA receives the Start-up payment (25% of total) by the client.  
The final work will be delivered to the client after PoPA receives the total amount of payment.

The following signatures constitute an agreement to proceed with the work described in this Statement of Work. The effective date of this agreement is October 2, 2018.

### Professor

**Holly A. Quarzo:** \_\_\_\_\_

### PoPA Developers

**Flora Jung:** \_\_\_\_\_

**Jun Ye:** \_\_\_\_\_

**Levina Zhang:** \_\_\_\_\_

**Varsha Makwana:** \_\_\_\_\_

**Yanbing Wu:** \_\_\_\_\_